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# The influence of perceived brand social responsibility on consumers' green purchasing behaviour: the mediating role of brand attachment

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**Abstract:** This study examines the complex link between brand social responsibility (BSRP) perception and its impact on consumers' green purchasing behaviour (GPB). Grounded in social cognitive theory, this study explores that whether brand attachment (BA) acts as the mediating factor in how BSRP affects GPB. Additionally, the study explores the moderating role of incentive intention (Incl) in this dynamic relationship. Using data from 644 participants, the research draws a conclusion that BSRP positively influences GPB, emphasising the role of a brand's social responsibility in shaping sustainable consumer behaviour. BA is confirmed as a pivotal mediating factor, explaining how emotional bonds between consumers and responsible brands drive green purchases. Furthermore, the study uncovers the moderating impact of incentive intention (Incl) on the connection between BSRP and BA, highlighting influence factors affecting consumer behaviour in the context of socially responsible brands. These insights provide valuable implications for marketers and policymakers promoting sustainable consumption practices.

**Keywords:** brand social responsibility; brand attachment; incentive intention; green purchasing behaviour.

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## 1 Introduction

In the face of increasingly serious environmental problems, China is actively playing its part in global environmental governance. Green development is one of the new development ideas put forward by the CPC Central Committee. It is pointed out that promoting green consumption is the inevitable requirement of implementing the concept

of green development and realising the goal of 'carbon peaking and carbon neutrality'. However, in the new era, it is necessary to promote the construction of ecological civilisation and strengthen the awareness of ecological civilisation of the whole people to realise the sustainable development of society. Therefore, how to guide people to form a green and low-carbon consumption model has become a hot issue of common concern of the whole society.

To achieve green consumption, it depends on people's green purchase to a great extent. Green purchasing behaviour (GPB), also known as environment-friendly purchasing behaviour, usually refers to a series of activities in which people discover, select, purchase, use, evaluate and dispose of green products or services with high efficiency, energy saving, environmental protection, health, safety and other attributes in order to meet their own needs and wishes (Zhao et al., 2014). GPB is a kind of new consumption behaviour which advocates thrift, reduces loss and protects ecology. It has the basic characteristics of environmental protection, altruism and sociality (Follows and Jobber, 2000). With the development of China's ecological civilisation, the improvement of people's living standards and the enhancement of environmental protection awareness, people's demand for green consumption is also higher and higher, GPB has become an important force to promote China's green development. Therefore, how to promote the GPB of consumers, how to effectively drive the GPB of consumers, and make the GPB become the mainstream consumption behaviour of the whole society, has become a hot topic of common concern and urgent solution of the public, enterprises and government.

Previous studies on the influencing factors of GPB mainly focus on demographic factors, consumer psychological factors and external situational factors, and have achieved a series of valuable results, but they are still not comprehensive enough and difficult to fully explain the meaning of GPB, and the existing research rarely emphasises that GPB is an important environmental responsibility behaviour. The model of responsible environmental behaviour emphasises that responsibility is an important psychological factor affecting people's pro environmental behaviour (Hines et al., 1987). With the continuous improvement of people's living standards, the needs of consumers gradually exceed the functional benefits and pay more attention to emotional benefits and symbolic benefits. Brand emotionalisation has become the main paradigm of brand management (Rossiter and Bellman, 2012; Parkinson et al., 2018), meanwhile, consumer emotion and brand emotion have also become the core field of brand attitude research (Cavanaugh et al., 2015; Hasford et al., 2018).

In light of these considerations, this study seeks to investigate the impact of BSRP on consumers' GPB through the lens of social cognition theory. A central focus of this exploration is the mediating role of BA in bridging the connection between BSRP and GPB. The research endeavours to elucidate the specific causal pathway through which BSRP influences consumers' GPB. Additionally, the study investigates the moderating effect of Incl, thereby contributing to a more nuanced understanding of the relationship between BSRP and GPB. This research not only enhances our comprehension of the dynamics between BSRP and GPB but also offers a valuable addition to the analysis of the influence of BSRP on GPB from a fresh theoretical perspective. Furthermore, it offers practical insights for the implementation of measures aimed at promoting consumers' GPB in real-world contexts.

## 2 Theoretical basis and research hypothesis

### 2.1 BSRP and GPB

Enterprises actively practise social responsibility, to a certain extent, to support the development of green cause. From the perspective of consumer perception, Yao (2014) pointed out that brand social responsibility refers to the extent to which a brand fulfils its social responsibility and meets public expectations, which is embodied in the interaction between a brand and its stakeholders under a certain cultural background. Grohmann and Bodur (2015) also pointed out that the consumers' BSRP reflects the humanistic value of the brand, and brand social responsibility is defined as consumers' perception of the degree to which the brand embodies the humanistic value related to social responsibility. BSRP refers to a brand's commitment and actions to address and contribute to social and environmental concerns beyond profit generation.

In recent years, scholars have mainly focused on the response mechanism of consumers to corporate social responsibility. For example, Sen and Bhattacharya (2001) believed that brand social responsibility has a positive impact on brand equity, brand attitude and purchase intention. In the case of little difference in product prices, consumers usually prefer to buy products produced by enterprises with social contribution (Oberseder et al., 2011).

The model of responsible environmental behaviour emphasises that responsibility is an important psychological factor affecting people's pro environmental behaviour (Hines et al., 1987). On the theory of social cognition, self-efficacy reflects the self-evaluation of consumers about whether they have the ability to achieve a certain goal, and the evaluation results will determine the behaviour motivation of consumers (Bandura, 1978). When choosing green products, consumers' evaluation of their ability to achieve environmental goals will affect their purchase decision. Sweeney et al. (2014) found that positive word-of-mouth can enhance consumers' energy-saving behaviour. Gilal et al. (2020) also pointed out that the internal motivation of consumers generated by self-determination can promote the GPB that will reflect socially recognised environmental attributes such as green, health, safety and low carbon. When consumers perceive the social responsibility of a brand, they will get a subjective comprehensive evaluation after comparing the perceived benefits and costs of the product or service, and make a certain value judgement based on it (Zeithaml, 1988). Therefore, consumers' judgement on the green utility of green products will affect their green purchase intention and behaviour. In other words, when consumers perceive the brand's social responsibility, it helps to promote their GPB.

Therefore, this paper proposes the following assumption:

H1 BSRP will promote consumers' GPB.

### 2.2 The mediating role of BA

BA is a psychological bond or emotional connection that individuals form with a brand. It goes beyond a mere preference for a brand and involves a deep and enduring emotional connection. People with a strong brand attachment exhibit loyalty, trust, and a sense of identity tied to the brand. Brand attachment is often characterised by a high level of engagement, positive associations, and a willingness to go the extra mile to interact with

and advocate for the brand. BA originates from the attachment theory in psychology, which embodies the characteristics and essence of consumers' psychological activities. Park et al. (2007) believed that BA is a concept based on relationship process, which is a cognitive and emotional bond connecting brand and consumer self. It includes two basic elements: the degree of brand-self connection, cognition and emotional bond. Thomson et al. (2005) defined BA as a unique emotional bond between consumers and brands. It can be seen that although the explanations of BA are different, the theoretical basis of scholars' definition of BA is social cognitive theory. Social cognitive theory, as proposed by Albert Bandura, places a significant emphasis on cognitive processes, especially in the context of observational learning, self-regulation, and self-efficacy. In the context of brand attachment, individuals form emotional bonds with brands based on cognitive processes, such as brand awareness, brand image perception, and the interpretation of brand-related information. This theory provides a foundation for understanding how individual processes information related to brands and how this influences their attachment. Scholars regard attachment as the degree to which consumers use to develop and maintain their own cognitive structure, and BA is a multidimensional concept including cognition, emotion and intention.

With the improvement of people's income level and the continuous optimisation of knowledge structure, the ability of consumers to participate in green consumption and risk tolerance is also improved. They can show their true self feelings and personality more independently through the green functional attributes, and strengthen the positive interaction and consistency between the real self and the brand emotion, thus forming BA (Wang et al., 2015). Therefore, when consumers seek for green brand information, they will be driven by their positive brand awareness and brand awareness. Specifically, when consumers perceive the brand's social responsibility, they think that brand can provide them with symbolic resources to represent and construct the actual or ideal self-efficacy of consumers, so as to enrich consumers' self-efficacy and promote their pursuit and realisation of their expected goals. The combination of satisfaction, enrichment and self-realisation can make consumers form strong BA. Consumers' attachment to brand products has a significant positive impact on brand relationship and behavioural intention, and further promotes GPB. The effectiveness of BSRP on GPB can vary based on the information sources that consumers rely on. Marketing communication, word-of-mouth, and peer influence play significant roles in shaping consumers' perceptions of a brand's social responsibility efforts. Some studies have also identified moderating factors, such as individual values and attitudes that can influence the relationship between BSRP and GPB. For example, the strength of this relationship may vary based on consumers' pre-existing environmental awareness and their level of scepticism regarding corporate social responsibility efforts.

Therefore, this paper proposes the following assumption:

H2 BA plays a mediating role between BSRP and consumers' GPB.

### *2.3 The moderating effect of Incl*

Attitude refers to people's evaluation and behaviour tendency to people or things based on their own values, while ethics is usually regarded as a collection of moral principles and values that guide people's behaviour. There are three ways to judge ethical behaviour: the first way is to judge from the perspective of utilitarianism; the second is

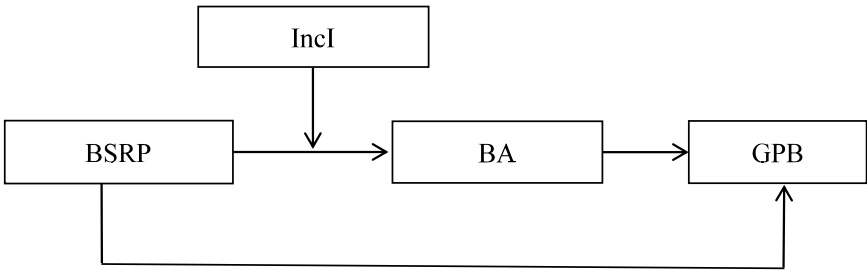
the right principle, which judges the behaviour of consumers by measuring their due rights; the third is fairness, where behaviour is judged by the fair distribution of interests and responsibilities. No matter what kind of judgement principle is based on, consumers' expectation of business ethics will directly affect ethical judgement, and the extent to which consumers' expectations are satisfied will also affect whether consumers are satisfied. Creyer and Ross (1997) and Trudel (2004) used four aspects to measure customers' attitudes towards corporate ethics in the study of how corporate ethics affects consumers' purchase decisions, where incentive intention (Incl) is one of the aspects, which refers to the willingness of consumers to reward more ethical enterprises by paying higher prices or taking a longer distance, which is a reflection of consumers' cognition based on enterprise ethics, and will directly affect the value perceived by consumers, as well as their satisfaction and behaviour. When consumers have strong Incl, it can strengthen the positive impact of BSRP on BA. The reason is that it is a reflection of consumers' cognition based on corporate ethics. When consumers' willingness to obtain reward is higher, the value perceived by consumers will be improved and the formation of BA will be further promoted.

Therefore, this paper proposes the following assumption:

H3 Incl positively moderates the relationship between BSRP and BA.

To sum up, based on social cognitive theory, consumers' self-assessment on whether they can achieve a certain goal will affect their behaviour motivation. Moreover, the responsible environmental behaviour model emphasises that people's sense of responsibility is an important psychological factor affecting environmental behaviour. In addition, GPB reflects the green environmental protection attribute, which can strengthen consumers' positive value judgement of brand social responsibility, and promote their GPB. In particular, in the current social background of consumers' self-choice and participation ability, consumers are willing to maintain emotional connection and consistency with brand products with social responsibility. When consumers perceive the brand's social responsibility, they believe that the brand provides the functional resources they need and endows them with a sense of self-efficacy, which makes consumers form strong BA, and then enhance GPB. In addition, it will be influenced by some internal or external factors. The differences of individual characteristics will also affect the process of BSRP on GPB. In view of this, this study takes BA as the intermediary variable, where the impact of Incl on consumer behaviour, and constructs the path model of BSRP on GPB is highlighted, as shown in Figure 1.

**Figure 1** Research model



### **3 Research method**

#### *3.1 Data sources*

In this study, data were collected online and offline. A total of 680 questionnaires were sent out and 663 questionnaires were collected. By eliminating the missing questionnaires, 644 valid questionnaires were obtained, with an effective rate of 97.13%. Among the respondents, women accounted for 52.8%; the age ranged from 20 to 60 years old; the proportion of bachelor degree or above accounted for 48.3%. The questionnaire may have included items that assess respondents' tendency to agree with statements without critical evaluation. Identifying such tendencies can help researchers control for acquiescence bias. We have incorporated multiple sources of data, such as incorporating qualitative interviews or observations in addition to self-reported questionnaires. This triangulation of data can help validate findings and minimise the impact of common method bias. Analytical techniques such as confirmatory factor analysis or Harman's single-factor test may have been used to assess and control for common method bias in the data analysis process. In order to reduce the influence of common method bias, the following measures were taken:

- 1 balance the order of measurement items
- 2 the participants who were willing to participate in the survey were explained that the purpose of the study was academic research, and the participants were separated psychologically as much as possible
- 3 it was explained to all the respondents that this study was conducted anonymously and that all the answers collected would be kept strictly confidential to protect the privacy of the respondents.

#### *3.2 Variable measurement*

In order to ensure that the questionnaire has good content validity, this study selects the more mature scales in domestic and foreign related research, and ensures the accuracy of the English scale by translation back translation. The questionnaire was measured by Likert 5-point scoring method. The results are shown in Table 1.

- 1 BSRP: based on the research results of Jin (2006) and Gao et al. (2017), this study selects the corresponding scale to measure, a total of 11 items, such as 'the brand has actively carried out activities that contribute to the whole society'. Cronbach's  $\alpha$  value of the scale was 0.826.
- 2 BA: the scale design of Thomson et al. (2005) was used to measure, a total of four items, such as 'as soon as I saw the brand, I felt intimate'. Cronbach's  $\alpha$  value of the scale was 0.790.
- 3 Incl: the scale of Creyer and Ross (1997) and Trudel (2004) was used to measure five items, such as 'if a brand's ethical behaviour is good, I am willing to pay more efforts to buy the products of this brand'. Cronbach's  $\alpha$  value of the scale was 0.925.

- 4 GPB: the scale of Laukov (2013) was used to measure, with a total of four items, such as 'I am willing to collect and learn more information about the green product'. Cronbach's  $\alpha$  value of the scale was 0.799.
- 5 Control variables: this study controlled the demographic variables such as gender, age and education background of consumers. Previous studies have shown that the above background variables have an impact on consumers' GPB.

**Table 1** scale design topics and statistical analysis

<i>Variable name</i>	<i>Item</i>	<i>Cronbach's <math>\alpha</math> after item deletion</i>	<i>Total Cronbach's <math>\alpha</math></i>
BSRP	zrgz1	0.809	0.826
	zrgz2	0.807	
	zrgz3	0.816	
	zrgz4	0.813	
	zrgz5	0.812	
	zrgz6	0.81	
	zrgz7	0.812	
	zrgz8	0.809	
	zrgz9	0.82	
	zrgz10	0.811	
	zrgz11	0.813	
Incl	jlyy1	0.91	0.925
	Jlyy2	0.888	
	jlyy3	0.904	
	jlyy4	0.903	
	Jlyy5	0.93	
BA	ppyl1	0.717	0.790
	ppyl2	0.711	
	ppyl3	0.753	
	ppyl4	0.764	
GPB	gmwx1	0.762	0.799
	gmwx2	0.739	
	gmwx3	0.742	
	gmwx4	0.753	

## 4 Empirical analysis and results

### 4.1 Common method bias and confirmatory factor analysis

Through the Harman single factor test, the test results of common method bias in this study showed that the variance of the first factor without rotation was 38.554%, less than 40%, indicating that there was no serious common method deviation. Furthermore, Mplus



was used to model fit the variables, and the discriminant validity of each variable was further tested.

According to the results in Table 2, the fitting effect of the four-factor model ( $\chi^2 = 775.799$ ;  $df = 146$ ;  $\chi^2/df = 5.314$ ; TLI = 0.903; CFI = 0.917; RMSEA = 0.072; SRMR = 0.034) was better than other models, which indicated that the variables in this study had good discriminant validity.

**Table 2** results of confirmatory factor analysis

<i>Model</i>	$\chi^2$	<i>df</i>	$\chi^2/df$	<i>TLI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>SRMR</i>
Single factor model	1,304.205	152	8.580	0.829	0.848	0.108	0.054
Two-factor model	1,290.166	151	8.544	0.830	0.850	0.108	0.054
Three-factor model	1,146.259	149	7.693	0.849	0.868	0.102	0.050
Four-factor model	775.799	146	5.314	0.903	0.917	0.072	0.034

Note: Single factor model – BSRP + Incl + BA + GPB; two-factor model – BSRP + Incl + BA, GPB; three-factor model – BSRP + Incl, BA, GPB; four-factor model – BSRP, Incl, BA, GPB.

#### 4.2 Descriptive statistical analysis

The analysis presented furnishes valuable insights into the relationships between key variables. Firstly, the standard deviation of each variable is provided, offering a measure of data dispersion. Subsequently, it is observed that BSRP exhibits a substantial positive correlation with the GPB with a Pearson correlation coefficient ( $r$ ) of 0.613, while BA similarly shows a strong positive correlation with GPB, possessing a correlation coefficient of 0.647. The low P-values in both cases ( $P < 0.01$ ) affirm the statistical significance of these relationships. In summary, these results suggest that BSRP and BA are positively associated with GPB, highlighting their interdependence and signifying their potential impact on data analysis and decision-making processes, particularly in the context of the study in question.

**Table 3** Descriptive statistical analysis of variables

<i>Variable</i>	<i>Gender</i>	<i>Age</i>	<i>Education</i>	<i>Occupation</i>	<i>Income</i>	<i>BSRP</i>	<i>Incl</i>	<i>BA</i>	<i>GPB</i>
Gender	1								
Age	0.122**	1							
Education	−0.001	0.038	1						
Occupation	0.052	.098*	−0.123**	1					
Income	−0.222**	−0.065	0.160**	−0.087*	1				
BSRP	0.086*	.120**	−0.101*	0.063	−0.076	1			
Incl	−0.013	0.084*	−.142**	0.007	−0.015	0.680**	1		
BA	0.05	0.104**	−.096*	0.003	−0.114**	0.578**	0.610**	1	
GPB	0.031	0.076	−.124**	0.011	−0.062	0.613**	0.588**	0.647**	1

Note: N = 244; \* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ .

4.3 Hypothesis testing

This study examines the mediating effect of BA through Baron hierarchical regression test and process procedure. The results are shown in Table 4. Firstly, we test the influence of independent variables on dependent variables. Brand responsibility perception has a significant positive impact on GPB ( $\beta = 712$ ,  $P < 0.001$ , M6), Hypothesis 1 is verified; secondly, we test the influence of independent variables on mediating variables. BSRP has a significant positive impact on BA ( $\beta = 569$ ,  $P < 0.001$ , M2); finally, brand responsibility perception and BA are added to the regression equation of GPB, and BA has a significant impact on GPB ( $\beta = 350$ ,  $P < 0.001$ , M7) ( $\beta = 513$ ,  $P < 0.001$ , M5), but the coefficient decreased significantly ( $0.513 < 0.712$ ), indicating that BA partially mediates the influence of brand responsibility perception on GPB, and Hypothesis 2 is verified.

**Table 4** regression analysis results

Variable	BA				GPB		
	M1	M2	M3	M4	M5	M6	M7
Gender	0.019	-0.017	0.022	0.013	0.014	-0.031	-0.025
Age	0.101*	0.038	0.027	0.025	0.078	-0.001	-0.014
Education	-0.088*	-0.034	0.016	0.023	-0.123	-0.055	-0.043
Occupation	-0.027	-0.046	-0.021	-0.024	-0.016	-0.04	-0.024
Income	-0.092*	-0.071*	-0.091**	-0.089**	-0.036	-0.01	0.015
BSRP		0.569***	0.162***	0.178***		0.712***	0.513***
Incl			0.599***	0.613***			
BSRP×Incl				0.089***			
BA							0.350***
R <sup>2</sup>	0.03	0.344	0.531	0.539	0.024	0.514	0.595
ΔR <sup>2</sup>	0.023	0.337	0.526	0.533	0.016	0.510	0.59
F	3.997**	55.552***	103.059***	92.643***	3.074**	112.355***	133.34***

**Table 5** Analysis results of mediating effect

Effect	Estimated value	Standard error	T value	P value	Llci	Ulci
Total effect	1.0152	0.0400	25.363	0.0000	0.9366	1.0938
Direct effect	0.731	0.0445	16.4417	0.0000	0.6437	0.8184
Effect	Estimated value	Bootse			Bootllci	Bootulci
Indirect effect	0.2842	0.0339			0.2219	0.3558

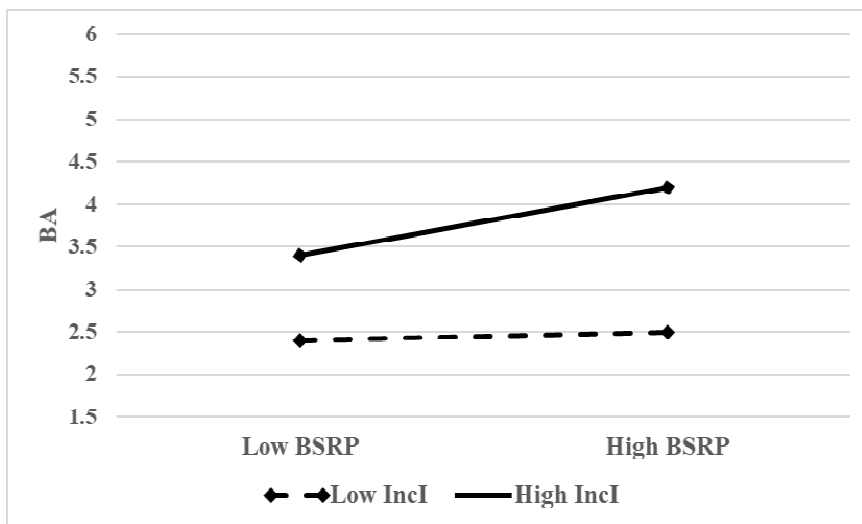
In order to ensure the reliability of the conclusion, this study uses the process program to further verify the mediating role of BA in BSRP and GPB. The results are shown in Table 5. The mediating effect model fits well ( $R^2 = 0.5947$ ,  $f = 133.34$ ,  $DF1 = 7$ ,  $df2 = 636$ ,  $P = 0.0000$ ). The total effect of brand social responsibility on GPB is significant ( $\beta = 0152$ ,  $P = 0.0000$ ) ( $\beta = 731$ ,  $P = 0.0000$ ). BA has a significant indirect effect on BSRP and GPB ( $\beta = 2,842$ , confidence interval  $[0.0748, 0.2210]$ ), indicating

that BA plays a partial mediating role in the relationship between BSRP and GPB. Hypothesis 2 is verified.

Furthermore, an examination of the moderating role of IncI in the relationship between BSRP and GPB was undertaken. The findings of this moderating effect are summarised in Table 4. The table clearly indicates a significant positive impact of the interaction between BSRP and IncI on BA, as denoted by the coefficient ( $\beta = 0.89$ ) with a highly significant p-value ( $P < 0.001$ , M4).

The exploration of the relationship between BSRP and BA, contingent upon different levels of IncI, merits a closer examination. To that end, this relationship is dissected based on high and low levels of IncI, as displayed in Figure 2. The figure provides a visual representation of the influence of IncI on the association between BSRP and BA. Notably, it reveals that when IncI is high, the slope of BSRP on BA is steeper compared to the slope when IncI is low. This observation implies that the enhancement of Income Inequality has a pronounced promoting effect on the positive relationship between BSRP and business awareness.

**Figure 2** The moderating effect of IncI on BSRP and BA



In summary, this analysis delves into the moderating role of IncI in the context of the relationship between BSRP and GPB. The results demonstrate a significant positive impact of the interaction between BSRP and IncI on BA, with a substantial moderation effect. Moreover, the graphical representation in Figure 2 underscores that the effect of BSRP on BA is strengthened in the presence of higher IncI, shedding light on the nuanced dynamics of these variables and their interconnectedness within the specified research framework.

Hypothesis 3 is verified.

## 5 Conclusions and enlightenment

### 5.1 Research conclusion

BSRP can positively affect GPB, that is to say, consumer perceived BSRP can positively promote consumers to show GPB. Consumers' evaluation of their ability to achieve environmental goals will affect their purchase decisions. That is to say, due to the environmental protection attribute reflected by GPB, when consumers perceive the social responsibility of the brand, after comparing the perceived benefits and costs of products or services, they will get a subjective comprehensive evaluation, and make a positive value judgement accordingly, so as to promote their GPB.

BA plays a partial mediating role in the relationship between BSRP and GPB, which indicates that BA, as consumers' cognition, emotion and intention, plays a bridge role between BSRP and GPB. From the perspective of social cognitive theory, this study verified that in the current social background of consumers' self-determination and participation ability, consumers are willing to maintain emotional connection and consistency with brand products with a sense of social responsibility. When consumers perceive the social responsibility of brands, they think that brands provide the functional resources they need and endow them with a sense of self-efficacy, which makes consumers form strong BA, and then increase GPB.

Incl positively moderates the relationship between BSRP and BA. That is, the higher the Incl of consumers is, the more likely they are to form BA and promote GPB. From intention to behaviour, the intermediate mechanism is often very complex, and it is also affected by the internal or external environmental factors. Under the current background of public governance, it is an important social force to promote social development.

### 5.2 Theoretical contribution

- 1 The pressure of social norms, the supervision of public opinion and the social impact of green activities of social organisations are of great importance to the formation of the social fashion of consciously purchasing green products and advocating green consumption (Qin et al., 2001). This paper explores the antecedents of GPB from a new perspective. The existing research explores the GPB from two aspects of consumers' internal characteristics and external situation factors. The intrinsic trait factors include demographic factors such as gender and age (Lee, 2009), and psychological consciousness variables such as environmental values, environmental responsibility, environmental attitude, environmental care, and lifestyle (Wang et al., 2010). The external situational factors include product price, convenience of use, information availability, social norms and so on. These factors affect consumers' GPB by exerting pressure or restricting consumers' purchasing power (Della Lucia et al., 2007; Wang and Wang, 2011). In this study, BSRP is regarded as a positive external situation, and further transformed into an in vivo cognitive factor. From the perspective of social cognitive theory, the positive impact of brand social responsibility on GPB is verified in the Chinese context, which is an effective expansion of the research on influencing factors of GPB.

- 2 Based on the theory of social cognition, starting from the emotional connection and consistency between consumers and brand products with social responsibility, this paper explores a new path of the effect of BSRP on consumers' GPB, and finds that BSRP can indirectly affect the GPB by increasing consumers' BA behaviour. This study emphasises that cognitive and emotional BA is the antecedent of consumers' green innovation behaviour, and reveals that BA will positively affect consumers' GPB after BSRP promotes emotional connection and consistency between consumers and brand products with social responsibility. This conclusion enriches the research results in the field of BSRP and GPB, and helps to better understand the specific path of BSRP influencing GPB.
- 3 It is found that consumers' willingness to reward positively moderates the relationship between BSRP and BA. Specifically, when consumers perceive the brand social responsibility, the higher the IncI, the stronger the BA. Especially in China's collectivism concept, when consumers perceive the brand's social responsibility, consumers are more likely to strengthen their 'social self' image and deepen their attachment to the brand. From the perspective of individual differences, this study finds that IncI can significantly regulate the relationship between BSRP and BA, which provides a new explanation for the specific process and boundary effect of BSRP on consumer behaviour.

### *5.3 Practical enlightenment*

- 1 BSRP has a significant role in promoting GPB. It can be seen that the value expression of corporate social responsibility positively promotes people's green consumption and further promotes green development. Therefore, on the one hand, enterprises should actively take social responsibility and carry out activities such as water pollution prevention and control, air pollution prevention and control, environmental protection publicity, charity donation and other activities to improve the brand image; on the other hand, enterprises can also increase the publicity of brand social responsibility, strengthen the relationship with consumers, arouse the emotional resonance of consumers for social responsibility, and root the sense of environmental crisis in the hearts of consumers.
- 2 BA is the intermediary mechanism connecting BSRP and GPB. Therefore, in the process of carrying out a series of social responsibility measures, enterprises should strengthen the re thinking of emotional transformation, so as to achieve the purpose of consumers' attachment to the brand and promote the occurrence of GPB. Enterprises can actively guide consumers to participate in relevant environmental protection activities, and then stimulate consumers' emotional reaction to participate in environmental protection. In practice, they can truly perceive the brand's social responsibility and stimulate consumers' positive emotions (such as attachment). Only when consumers truly agree, can they take action to change their purchase behaviour mode.
- 3 The connection between BPSR and BA can be influenced by various factors. The ethical conduct of enterprises in societal contexts plays a pivotal role, as corporate social citizenship, and the fulfilment of social responsibilities have evolved into a prevailing trend. Moreover, in the era of information proliferation, consumers find

themselves amidst a plethora of choices, often overwhelmed by the abundance of options. To more efficiently bolster consumers' GPB, enterprises are advised to align their unique characteristics with their target customer segments. By diligently gathering and meticulously analysing the consumption preferences and personality traits of these target customers, companies can devise tailored marketing strategies for individuals with varying degrees of ethical alignment and support. This personalised approach will significantly enhance the effectiveness of efforts to encourage GPB among diverse consumer groups.

#### 5.4 *Limitations and prospects*

Although there are some new findings in this study, there are still some deficiencies, which need to be further improved.

Firstly, the sample size of this study is limited from Guangdong Province, and the demographic characteristics of the sample such as occupation and region are relatively limited. In the future, we can consider expanding the region and scope of the sample to collect data to further verify the external validity of the research results; in particular, the data samples of this study are from China. In the future, we can try to carry out a series of studies in other developing economies or developed economies to explore whether the research results are different in different countries' social background, and what are the differences.

Secondly, the existing research not only regards BSRP as a single dimension, but also divides it into multiple dimensions for discussion and analysis. In view of the purpose of this study is to explore the relationship between BSRP and GPB, this study takes BSRP as a whole as a dimension. In future research, we will consider the combination of multiple dimensions of BSRP.

Finally, inspired by consumers' attitude towards corporate ethical behaviour, this study tentatively explores the boundary effect of IncI on BSRP on GPB. The follow-up research can further explore the boundary conditions that affect the interaction mechanism between the two, and provide strong evidence for clarifying the formation mechanism of consumer GPB.

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