



An Analysis Between Corporate Social Responsibility and Consumer Psychology

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Abstract. Under the background of the rapid development of communication and science and technology, every move of enterprises is exposed in the eyes of consumers, and their sense of responsibility on social is also concerned by consumers. At the premise of knowing the impact of corporate social responsibility perception to consumers, the influence of company social activities on consumers' purchase intention, the influence of company social responsibility and consumer psychological mechanism, and the influence of consumers' purchase intention by platform corporate social responsibility, this article analyzes the relationship between customers and company social responsibility. Taking Huawei as an example, Huawei's social responsibility is divided into four aspects, and consumer satisfaction survey, consumer social responsibility of HUAWEI with high satisfaction research results, and enterprises can through a high degree of social responsibility to obtain user goodwill and improve customer loyalty.

Keywords: Social responsibility · User satisfaction · Influence

1 Introduction

Recently years, with the swift evolution of the Internet, the spread of information is faster and faster, the rapid rise of the digital economy, and there is becoming more and more important about the sense of corporate social responsibility. Studies have shown that company social responsibility perception can promote customers to have a good brand impression, positive corporate evaluation, high satisfaction and loyalty, participation in value sharing, creativity, and civic behavior, which determines whether enterprises can establish a good image in front of the public, This determines whether consumers can have the desire to the increasingly fierce competition between enterprises and the intensification of the homogenization of products and services, corporate social responsibility activities have become an important means to build a good image, improve economic efficiency, and maintain the relationship between high-quality customers and

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S. Tehseen et al. (Eds.): ICEDBC 2023, AEBMR 258, pp. 166–172, 2024.

https://doi.org/10.2991/978-94-6463-246-0_19

one of the most important stake holders of enterprises, customers' expectations and requirements for enterprises to fulfill their social responsibilities will continue to article will use Huawei as an example to analyze. Section 1 will illustrate Huawei's sustainable development strategy, Sect. 2 will illustrate four areas about Huawei's sense of social responsibility, Sect. 3 will illustrate the management system about Huawei's sustainable development, Sect. 4 will illustrate user satisfaction with Huawei's social responsibility.

2 Literature Review

Li, M. J. explores the impact of influencer identity and comment sections in Instagram-based corporate social responsibility ads in the context of Pride collections supporting the LGBTQ community [1]. Based on the theory of social identity, social exchange theory and effect hierarchy model, Zhang Nan and Li Xuexin explored the influence mechanism of company social responsibility perception on the behavior outside the role of customers and identified the boundary conditions of the positive influence of company social responsibility perception on the behavior outside the role of customers [2]. AlHaddad Shafiq, Sharabati AbdelAziz Ahmad, AlKhasawneh Mohammad, Maraqa Rand, Hashem Raya examines the influence of an organization's corporate social responsibility activities on consumer purchase intentions and the mediating role of consumer participation through social network media [3]. Using a combination of quantitative questionnaire and qualitative content analysis, Zhang Sen empirically analyzes the impact of CSR on consumer loyalty and discusses the relationship between consumer and CSR psychological mechanisms [4]. Based on the planned behavior theory, Xie Qian constructs the theoretical framework of the relationship between platform company social responsibility and consumers' desire to buy, and discusses the influence of platform company social responsibility on consumers' willingness to buy [5].

3 Research Significance

3.1 Corporate Social Responsibility

This is an organization's efforts to transmit itself in a way that ethical and socially responsible. This may include taking steps to lessen its influence on the environment, participating in charity activities, and supporting employee welfare. Consumer psychology, on the other hand, is the study of how individuals choose what to buy, use, or consume [6].

3.2 CSR and Consumer Psychology

Clients are more likely to support businesses that practice CSR as they become more conscious of the social and environmental impacts of the goods and services they purchase. This is due to the fact that customers are more likely to trust and prefer businesses that exhibit a commitment to social responsibility. Consumers are willing to pay extra for goods and services that are created in a socially aware way, according to research. This is due to the moral obligation that customers have to support businesses that are

doing good in the world. Customers may also view socially aware businesses as more dependable and trustworthy, which might increase their willingness to do business with them [7].

3.3 The Relationship Between CSR and Consumer Psychology

CSR and consumer psychology are complex and complicated. Consumers who view CSR initiatives, for instance, as hollow or just a marketing ploy, may not be persuaded by them. Furthermore, the success of CSR initiatives may differ based on the industry, the target audience, and the particular CSR project being conducted. At present, most studies focus on the influence of company social responsibility on consumers' purchase intention, corporate social responsibility on consumers' purchase behavior, and the research on the impact between consumer psychology and company social responsibility is still blank. In the analyzed the impact of corporate social responsibility on consumer psychology, and discussed the influence of company social responsibility on consumer purchasing psychology [8].

4 Huawei's Social Responsibility

4.1 Huawei's Sustainable Development Strategy

Huawei is applying themselves to reducing the influence of production, operation and other processes as well as the entire life cycle of products and services on the environment, promoting energy conservation, emission reduction and circular economy development in various industries through innovative products and solutions, and continuing to lead all enterprise in the industry chain to build a low-carbon society [9].

4.2 Huawei's Sense of Social Responsibility is Divided into Four Areas

Employee Security Responsibility

Regarding the welfare of employees, there is a 1 sentence in Article 69 of Huawei Basic Law: The distribution of welfare such as safety pension is based on the evaluation results of work attitude. In a simple sentence, it shows Huawei's basic principles on employee welfare. According to data in Huawei's public sustainability report, in 2017, Huawei invested 12.64 billion yuan (about US \$1.87 billion) in global employee security. According to Huawei's calculation of about 180000 employees, the average person is more than 70000 yuan of security benefits. In 2021, the global employee security will invest RMB more than 15 billion yuan, and the average employee participation time will be 47 h. In addition to the various types of insurance required by local laws, Huawei provides commercial insurance such as personal accident insurance, major disease insurance, life insurance, medical insurance and business travel insurance for employees around the world, and has set up a company medical assistance plan under special circumstances. In terms of employees' mental health, Huawei advocates employees to do stress tests at least once a year to help employees perceive their own stress levels and make timely

adjustments. If employees ask for help, the company will respond quickly and provide necessary help [10].

Customer Service Responsibility

In 2021, Huawei participated in the public welfare campaign of “Millions of Wisdom Helping the Elderly” launched by Beijing Open University for the Elderly. The two sides jointly developed the “Heyan School”. Using the “online and offline” teaching mode, senior school lecturers of Beijing Intelligent Life Museum explained the basic functions of smart phones to the elderly and delivered concise and practical knowledge such as life service and anti-fraud. Huawei launched the Science and Technology Primary School Project, combined with Huawei’s cutting-edge ICT, to bring a series of science and technology courses to children in remote areas.

Environmental Protection Responsibility

Huawei upholds to the environmental protection concept of “allowing technology and science to coexist with nature” and focuses on taking actions around “reducing carbon emissions, increasing the use of renewable energy and promoting circular economy”. Using ICT technology, Huawei held a supplier carbon emission reduction conference in 2021, leading 98% of TOP100 partners and high energy consumption partners to set carbon emission reduction targets. In 2021, Huawei increased the use of renewable energy in its own operations, using more than 0.3 billion electricity consumption of renewable energy, an increase of 42.3% over the previous year. In terms of development strategy, Huawei Digital Energy focuses on clean power generation, energy digitization, transportation electrification, green ICT infrastructure, and integrated smart energy 5, helping customers to generate 482.9 billion degrees of environmentally friendly energy and saving 14.2 billion degrees of electricity. Products, Huawei has reduced the packaging plastic content of products, Huawei’s new generation of products P50 series, compared with P40 series products, packaging plastic content decreased by 89%, packaging plastic accounted for less than 1%. Huawei has also joined GeSI’s Digital New Mission Initiative, pledging to act and report on climate change [11].

Social Welfare Responsibility

On April 12, 2019, Huawei officially announcement that the start of the “1,000 Dreams” charitable project, which aims to train a total of 1,000 ICT talents in 16 countries in Eastern Europe over the next five years, contribute 1,000 books to university museums in each country, and contribute 1,000 children’s toys to children’s hospitals in each country. Huawei calls for equality between men and women, advocates women in technology, and carries out projects to empower women, and in Huawei’s research report “Time To Reboot?” mentioned that they are also more comfortable with advanced human-machine interfaces than men and benefit more from digital remote work.

5 Huawei’s Sustainable Development Management System

Figure 1 shows HUAWEI’s sustainable development management system.



Fig. 1. HUAWEI’s Sustainable Development Management System [12]

6 User Satisfaction with Huawei’s Social Responsibility

Huawei, a Chinese multinational technology company, has taken many initiatives to demonstrate its commitment to social responsibility. The business has developed a number of programs focused on community improvement, employee welfare, and environmental preservation. In order to lessen its carbon impact and advance sustainable growth, for instance, Huawei has been working. The corporation is working to develop energy-saving practices in its offices and data centers in order to meet its goal of obtaining 100% of its electricity from renewable sources by 2025. Moreover, Huawei makes significant investments in the welfare and professional advancement of its staff. Together with a number of employee perks and support services, the organization offers substantial training and professional development possibilities. However, Huawei has won several awards and recognitions for its social responsibility efforts, which could indicate positive user perception. For example, in 2021, Huawei was recognized by the UN Global Compact Network for its sustainability achievements and was named among the Top 50 Most Admired Companies by Fortune magazine. Huawei stated in its 2020 Sustainability Report that its customer satisfaction index had achieved 89.5% in 2020, which may indicate that consumers are happy with Huawei’s entire performance, including its social responsibility initiatives.

7 Conclusion

Consumer psychology and corporate social responsibility (CSR) are two interrelated ideas that influence one another significantly. A company’s attempts to do business in an environmentally and socially responsible manner and to give back to the communities in which it works are referred to as its CSR. Consumer psychology, on the other hand,

focuses on how customers make choices and develop attitudes about certain goods and companies. It's essential that companies to communicate to customers about their CSR activities in a transparent manner and to match them with their fundamental beliefs. Companies that do this can raise customer credibility and trust, which in turn can boost sales and promote brand loyalty. The strong or weak social responsibility of enterprises does have a certain degree of influence on the choice of customers. In this study, we focus on HUAWEI's social responsibility and its impact on consumers were analyzed, but there are still shortcomings in the psychological research of consumers.

Acknowledgement. Baoye Chen and Ye Zou contributed equally to this work and should be considered co-first authors.

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