Research on the Relationship between Corporate Social Responsibility and Consumers' Purchase Intention: Taking Brand Relationship Quality as Mediator

Longyue Mei

International Chinese College, Rangsit University, Pathum Thani, Thailand
E-mail: meilongyue@gmail.com

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Abstract

The behavior of enterprises is not only for the benefit of shareholders, but also to make a direct contribution to society. By enhancing corporate social responsibility, we can improve the quality of life and the environment of the whole society, and at the same time enable enterprises to achieve more long-term and sustainable development. At present, there are few studies on the relationship between corporate social responsibility and consumers' purchase intention in China's Banking industry, as well as the influence of brand relationship quality as an intermediary variable. In order to find out this problem, this paper will explore the influence of corporate social responsibility in the Banking industry on consumers' purchase intention under the mediation of brand quality relationship, in the hope of further making theoretical contributions to the enhancement of corporate social responsibility in the Banking industry.

In this research, convenient sampling method was adopted to distribute electronic questionnaires to consumers who had consumption experience of bank products in Beijing, Shanghai and other big cities in China, and data were collected for analysis. The data processing methods used in this study include a reliability test, a validity test, a simulation fitting degree and a regression analysis. After data analysis and verification, the following conclusions are drawn in this study: 1.Corporate Social Responsibility has a significant positive impact on Consumers' Purchase Intention; 2.Corporate Social Responsibility has a significant positive impact on Brand Relationship Quality; 3.Brand Relationship Quality has a significant positive impact on Consumer's Purchase Intention; 4.Brand Relationship Quality, as an intermediary factor, is partially mediated between Corporate Social Responsibility and Purchase Intention.

Keywords: *Corporate Social Responsibility, Consumers' Purchase Intention, Brand Relationship Quality*

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1. Introduction

1.1 Research Background

The world is paying more and more attention to the impact of enterprises on society, mainly because people pay more and more attention to the impact of enterprises on the environment and climate change. The whole society also has higher expectations for enterprises, which are expected to become more transparent and responsible and play a role in promoting social welfare. It also forces enterprises to inform the society what they are doing, so that enterprises can improve their social information disclosure. In the traditional sense, enterprises only need to respond to the needs of a few stakeholders, but now it is necessary for social enterprises to pay attention to their impact on the whole society. It is very necessary to do so, because the company in the past business activities often at the expense of the outside social interests to meet the needs of a small number of stakeholders, so to promote enterprises to pay attention to their social responsibility has become more and more important. Zhang Yichi (2016) in the study, points out that Corporate Social Responsibility is not a new concept, but now, it becomes very typical, because both the society and their customers, emphasize the necessity of the integration of moral principles in the banking business, China's banks in the performance of the corporate social responsibility at present have shortcomings, the specific performance in high risk disclosure of information is not complete, measured, and so on (Zhang WeiHui, Huang Hongbin, Zhang Tongjian and Kong Chunli, 2017). Corporate Social Responsibility plays an increasingly important role in establishing the quality and identity of brand relations and improving Customers' Purchase Intention (Xiong Jianxiang, 2012). However, when it comes to CSR in China, especially in the field of banking, relevant studies are still relatively rare (Xu Yongzhi and Lu Junya,

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2018). Therefore, this study is very important to determine the level of CSR practice in China's banking industry and examine why CSR is implemented in this way. Studies of consumer perceptions and concepts aim to help explain why such practices are so.

The role of Corporate Social Responsibility (CSR) in the expressiveness of this brand is particularly interesting because it inherently involves the management of corporate reputation. Marketers are aware that CSR behaviors are closely watched not only by consumers, but also by a series of stakeholders including the mass media. Therefore, CSR plays an increasingly important role in establishing the quality and identity of brand relations and improving Customers' Purchase Intention.

1.2 Research purposes

Corporate social responsibility is about how to make enterprises develop better in the process of fulfilling their social responsibility, instead of focusing only on profit like the traditional business mode. Nowadays, companies should pay more attention to sustainable development. The banking industry plays an important role in the economic development of the society. However, banks and enterprises have not received enough attention in assuming their social responsibilities. Therefore, the research on how to strengthen the interaction with customers through fulfilling their social responsibilities is not in-depth. Especially in developing countries like China, there are fewer studies on corporate social responsibility and customers' purchase intention in the Banking sector, especially few studies on the interaction mechanism between them. Therefore, the purpose of this study is to study from the perspective of banks, to understand the specific impact of banks' corporate social responsibility on customers' purchase intention, and to analyze the specific role of brand relationship quality as an intermediary between the two. Only by understanding consumers' views on corporate social responsibility in the banking sector can we strengthen the government's policy intervention in the Banking sector and the supervision and promotion of public opinion. Therefore, this paper attempts to fill this research field and provide materials for the theoretical development of related research.

The purpose of this study is as follows:

(a) to explore the impact of corporate social responsibility on consumers' purchase intention and the quality of brand relations;

(b) to explore the impact of brand relationship quality on consumers' purchase intention;

(c) to explore the mediating effect of brand relationship quality as an intermediary between corporate social responsibility and consumers' purchase intention.

1.3 Research significance

The development direction of corporate social responsibility in the Banking sector globally is also applicable to the Banking industry in China. Enterprises should plan more social responsibility projects and emphasize these activities, which can bring more stable and sustainable development to Banks. This means that more and more Bank enterprises should and must invest more in the social responsibility of banks, so as to increase customer trust and adhesion, etc., which will become the development trend of Chinese Bank enterprises in the future.

This study is also of great exploratory value, because although many studies on corporate social responsibility are conducted in developed countries, they are rarely carried out in developing countries, and there are even fewer studies on banks and enterprises. In addition, many Banks and enterprises in developing countries still have many problems in social responsibility, such as insufficient investment and understanding of social responsibility. Therefore, this research through analyzing the data of the horizontal, to corporate social responsibility of the banking industry and the relationship between the customer purchase intention, and the introduction of brand relationship quality as the intermediary between the two, to be able to increase the purchase intention among the contributing factors complement, especially in the related fields of China have not such studies have been carried out a similar study framework, supplement and enrich the relevant materials of such, so to speak.

1.4 Research innovation

Although the quality of consumer brand relationships has gradually come to dominate contemporary marketing thinking and practice (Smit, Bronner, & Tolboom, 2007), surprisingly little empirical research has been conducted on the relationship between customer consumption and investment, especially the cross-relationship between enterprises, brands and customers, and there are many questions. In particular, there are still some gaps in the proposition of corporate social responsibility, purchase intention and brand relationship quality. At the same time, there is less empirical support for the validity of brand as a positive partnership and the phenomenological quality of the relationship between consumers and brands. Therefore, this paper takes this as the starting point to propose a research model in order to better understand the impact of various variables and provide a better representation and understanding framework.

The relationship between brands and consumers is regarded as an important part of strategic brand management. Previous studies have examined different aspects of brands (such as brand assets, brand personality and brand loyalty), but the research on the quality of the relationship between consumers and brands is limited. This study examines the relationship between Corporate Social Responsibility and Consumers' Purchase Intention from the perspective of Banks, and introduces another related research field -- Brand Relationship Quality, in order to supplement relevant empirical research.
The innovation points are as follows:

In the "China financial center index" released by China (Shenzhen) development and research institute in September 2018, the customer groups of the banking industry in Shanghai, Beijing, Shenzhen and Guangzhou, the top four cities in the comprehensive competitiveness, are taken as the research objects to verify the intermediary influence mechanism of brand relationship quality. A model of corporate social responsibility, customer purchase intention and brand relationship quality was used to investigate the response of Bank customers, which will provide unique data for relevant literature and is also the main innovation of this study.

2. Objectives

It is in the interest of enterprises to solve the problem of corporate social responsibility, because the strategic approach of corporate social responsibility is more and more important for enterprises to gain competitiveness. The adoption of strategic CSR by enterprises can benefit the company in cost saving, capital acquisition, risk management, innovation ability, human resource management and customer relationship. While CSR can help create positive relationships between companies and their customers, it can also create the foundation and trust for sustainable business models that create an environment in which companies can innovate and grow. However, given that many companies have suffered as a result of their lack of responsibility to the social environment, there is a growing need for companies to adopt socially responsible business practices to increase their level of customer trust. Especially in recent years, the global economic crisis and its social consequences have also widely damaged consumer confidence and trust in the banking industry. However, in China, whether the efforts of banks and enterprises in enhancing social responsibility can promote their long-term sustainable development, and improve the purchase intention of customers and the quality of brand relationship is unclear. Wongpitch et al. (2016) and Mulaessa et al. (2017) found that CSR variables have a significant positive impact on Consumers' Purchase Intention. Huang (2012) and Xiong Jianxiang (2012) found that CSR has a significant positive impact on Brand Relationship Quality. Li yao (2013) and Kim et al. (2015) found that Brand Relationship Quality has a significant positive impact on Consumers' Purchase Intention. Moreover, Kim et al. (2016) found that Brand Equity also has an intermediary effect between Corporate Social Responsibility and Consumers' Purchase Intention. That is to say, customers pay more attention to brand value, brand emotion and credibility in the process of consumer behavior, and Consumers' Purchase Intention will be greatly affected by these factors (Kim et al., 2016).

In short, the core research problem of this study lies in the expectation to reveal the relative cost and influence of the social responsibility activities of the banking industry on the basis of the driving factors of the decision of the banking enterprises to enhance consumers' purchase intention, as well as the relevant market and social results. And explore the brand relationship between the quality of the two, whether it can produce a mechanism and influence.

The research questions are as follows:

(a) Will corporate social responsibility have an impact on consumers' purchase intention and brand relationship quality?

(b) Does the quality of brand relationship have an impact on consumers' purchase intention?

(c) Does brand relationship quality, as an intermediary, have an intermediary effect on the relationship between CSR and consumers' purchase intention?

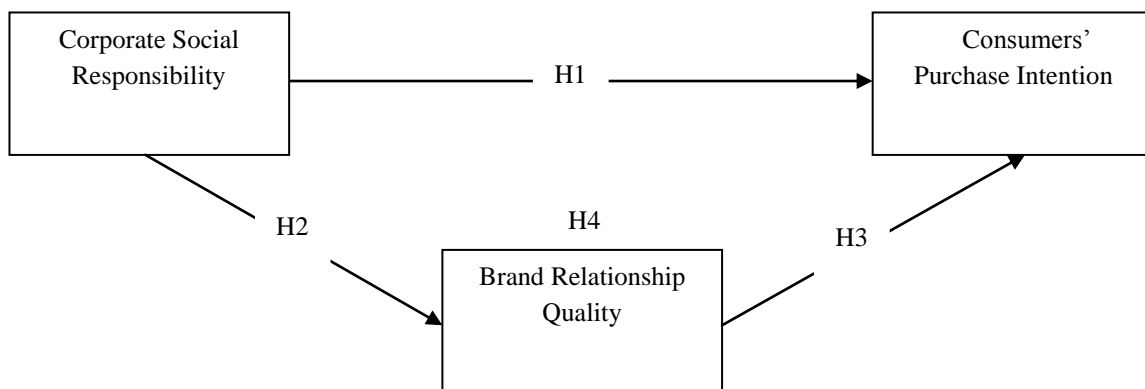## 3. Materials and Methods

Figure 1 Research model

This study adopts the convenient sampling method of non-probability sampling, which makes the respondents become the most important and influential participants in the sample. Key stakeholders in the Banking industry have identified that the information obtained from these key actors is critical as they have an understanding of the decision-making analysis tool. In addition, purposeful sampling assumes that the purpose of the study and the researchers' knowledge of the population are the main drivers guiding this process. Only specific respondents are most suitable for research needs (Tansey, 2007), and it is important to develop samples that meet research needs. In this work, the method used to build the framework.

AMOS and SPSS will be used to carry out various statistical analysis methods for the collected data, including: demographic information feature distribution, reliability and validity, model fitting degree, regression analysis, intermediary verification, etc.

(a) distribution of demographic information characteristics: refers to the analysis of the characteristics of information in order to understand and discover the basic distribution of demographic information characteristics. In this study, Vicente et al. (2009) 's standard was used to analyze the distribution of population information characteristics, so as to understand and find out the basic distribution of population information characteristics. (b) reliability: it is used to evaluate the internal stability of data. In this study, criterion was used to analyze the reliability of overall variables and dimensions. Cronbach's value greater than 0.7 was sufficient to meet the internal stability needs and standards of data. (c) validity: to evaluate the internal consistency of the data, this study Hubley (2010), the standard difference and convergent validity analysis, Variance is Extracted by difference between validity of Average value AVE (Average Variance Extracted) on root rate is higher than the correlation coefficient of each variable as variables can be the difference between sex, with the combination of convergent validity reliability is greater than 0.6 as the convergent validity of the standard. (d) regression analysis, a statistical method to verify whether there are logical relationships between variables and potential causal links, was used in this study to analyze the Bland and Altman (1986) criterion, and $p < $ or $= 0.05$ in the regression analysis model was used as the criterion for whether the variables were significant and had significant influence, and was used as the criterion for the regression analysis. (e) mediating analysis: a statistical analysis method to verify whether mediating variables have mediating effects between independent variables and dependent variables. In this study, Mackinnon, Fairchild and Fritz (2007) 's standard for intermediary validation analysis was used as

the standard, and the intermediary three-step verification method was used as the standard. First, the regression analysis was conducted on the independent versus dependent variables, followed by the regression analysis on the independent variables. If p is significant in the third part of mediating regression analysis, it indicates partial mediating, while p is not significant, and complete mediating.

4. Results and Discussion

4.1 Analysis of demographic distribution

Population characteristic distribution analysis using the Excel classifying population variables, to analyze the distribution of population variables, a total of 713, to collect 681, 4.5％ inefficiency, efficient 95.5％ are shown in table 1.

Table 1 Demographic analysis

Demographic variables	Group	Quantity	Percentage
Gender	Male	217	31.9%
	Female	464	68.1%
Age	19-35	259	38.0%
	36-50	359	52.7%
	51 and above	63	9.3%
Occupation	Business people	308	45.2%
	Civil servants	92	13.5%
	Freelancer	189	27.8%
	Students	2	0.3%
	Other	90	13.2%
Education background	High school and below	61	9.0%
	College degree	106	15.6%
	Bachelor's degree	334	49.0%
	Master's degree and above	180	26.4%
Region	Shanghai	454	66.7%
	Beijing	108	15.9%
	Shenzhen	50	7.3%
	Guangzhou	69	10.1%

Data source: Research arrangement

4.2 The reliability analysis

SPSS was used to analyze the reliability of each variable. According to the reliability analysis standard of Willson (1980), the Cronbach's index of the variable was higher than 0.7, indicating good internal stability as shown in table 2.

Table 2 Reliability analysis table

Variable	Reliability Cornbach's α
Corporate social responsibility	0.888
Purchase intention	0.876
Brand relationship quality	0.943

Data source: Research arrangement

As shown in the table above, the reliability of corporate social responsibility (CSR) Cornbach's α is 0.888; Reliability of purchase intention Cornbach's α is 0.876; Reliability of brand relationship quality Cornbach's α is 0.943; Reliability of each variable Cornbach's α is all higher than 0.7, which indicates that each variable has good internal stability (Willson, 1980).

4.3 Validity analysis
4.3.1 Model fitting degree analysis

AMOS was used to analyze the fitting degree of the global model. It had a good fitting degree if the χ^2/df was less than or equal to 3. The indexes of the overall model fitting degree in this study are shown in table 3.

Table 3 Model fitting degree analysis

Model	Reference value	Total model
χ^2		1874.835
df		1358
p	>0.05	0.000
χ^2/df	<3	1.381
RMR	<0.05	0.027
SRMR	<0.05	0.037
GFI	>0.90	0.910
AGFI	>0.90	0.901
NFI	>0.90	0.909
IFI	>0.90	0.973
TLI	>0.90	0.972
CFI	>0.90	0.973
RMSEA	<0.08	0.024

Data source: Research arrangement

As shown in the table above, this research model of the fit of the model in the χ^2/df is 1.381, RMR is 0.027, SRMR 0.037, 0.910, GFI AGFI 0.901, 0.909, NFI IFI was 0.973, TLI is 0.972, CFI is 0.973, RMSEA is 0.024, can explain, total model fit of the model is in line with this study Hou et al. (2004) standard, has the good fitting, internal consistency.

4.3.2 Convergent validity analysis

The convergent validity of each variable was analyzed using AMOS. According to the standard of Barclay et al. (1995), the CR (Construct Reliability) of combination was higher than 0.6, and the AVE (Average Variance Extracted) was higher than 0.5, which showed good convergent validity. As shown in table 4.

Table 4 Convergent validity and AVE analysis

	CR	AVE
Corporate Social Responsibility	0.863	0.613
Consumer responsibility	0.827	0.615
Environmental responsibility	0.726	0.570
Philanthropic responsibility	0.814	0.530
Public responsibility	0.821	0.606
Purchase intention	0.882	0.653
Brand quality relationship	0.889	0.571
Partner quality	0.890	0.536
Intimacy	0.895	0.588
Depend on each other	0.863	0.560
Self coupling	0.826	0.613
Love and passion	0.872	0.695
commitment	0.847	0.582

Data source: Research arrangement

As shown in the above table, CR and AVE of CSR are 0.863 and 0.613 respectively. CR and AVE were 0.882 and 0.653 respectively. CR and AVE were 0.889 and 0.571 respectively. All CR values of each variable were higher than 0.6, and AVE values were higher than 0.5, indicating that each variable had good convergent validity and internal consistency.

4.3.3 Discriminant validity analysis

AMOS was used to analyze the discriminant validity of each variable. According to the standard of Hubley (2010), the AVE root number of each variable was higher than the correlation coefficient value of each variable, namely, the discriminant validity was better. See table 5.

Table 5 Discriminant validity and AVE Comparison

	A	B	D
A Corporate social responsibility	0.782		
B Purchase intention	0.445***	0.808	
D Brand relationship quality	0.472***	0.444***	0.755
AVE	0.613	0.653	0.571

Note: **. The correlation was significant on the 0.01 layer (double-tailed). *. The correlation was significant at the 0.05 level (double-tailed)
Data source: Research arrangement

As shown in the above table, the AVE root Numbers of discriminant validity of CSR, purchase intention and brand relationship quality were 0.782, 0.808 and 0.755, respectively, which were higher than the correlation coefficient of each column, while the AVE values of each variable were 0.613, 0.653 and 0.571, respectively. The AVE values of each variable were higher than the standard of 0.5, and it can be found that all variables have discriminant validity (Hubley, 2010).

4.4 Hypothesis test

SPSS was used to analyze the regression coefficient. According to Bland et al. (1986) 's criterion, in the regression model, the significance value of the regression coefficient of A variable on B variable is less than or equal to 0.05, which means that A variable has A significant impact on B variable.

4.4.1 The influence of corporate social responsibility on consumers' purchase intention Regression analysis

SPSS was used to analyze the regression analysis and verify the influence of CSR on purchase intention according to Bland et al. (1986) 's criteria, as shown in table 6.

Table 6 The influence of corporate social responsibility on consumers' purchase intention Regression analysis

	Consumers' purchase intention					
	M1	M2	M3	M4	M5	M6
Gender	.043	.104	.101	.122	.109	.114
Age	-.085	-.025	-.017	-.062	-.041	-.044
Education	.034	.017	.035	.006	.016	.013
Corporate social responsibility		.439***				
Consumer responsibility			.389***			
Environmental responsibility				.321***		
Philanthropic Responsibility					.368***	.
Social responsibility						304***
R^2	.002	.211	.170	.124	.155	.113

Adj R²	.000	.207	.165	.119	.150	.107
ΔR^2	.002	.211	.170	.124	.155	.113
F	1.231	45.256***	34.537***	23.886***	31.070***	21.461***
DW	2.157	2.079	2.062	2.061	2.050	2.067

Note: **. The correlation was significant on the 0.01 layer (double-tailed). *. The correlation was significant at the 0.05 level (double-tailed)
Data source: Research arrangement

Shown in the table above, the return of the pattern 2 model is a variable population into corporate social responsibility on purchase intention of the regression analysis model, the model of the R^2 is 0.211, the interpretation of the model of 21.1 %, Adj R^2 is 0.207, the interpretation of the model of 20.7 %, F value is 45.256 * * *, can show that the overall model is significant. The regression analysis model of corporate social responsibility in model 2 on purchase intention is 0.438***, and the P value is 0.000, which indicates that corporate social responsibility has a significant positive impact on purchase intention, so this study H1 is supported.

4.4.2 The influence of corporate social responsibility on brand relationship quality Regression analysis

SPSS was used to analyze the regression analysis and verify the influence of CSR on brand relationship quality according to Bland et al. (1986) 's criteria, as shown in table 7.

Table 7 The influence of corporate social responsibility on brand relationship quality Regression analysis

	Brand relationship quality	
	M1	M2
Gender	.043	.042
Age	-.085	.009
Education background	.034	-.022
Corporate social responsibility		.472***
R²	.002	0.225
Adj R²	.000	0.221
ΔR^2	.002	0.225
F	1.231	49.131***
DW	2.157	2.144

Note: **. The correlation was significant on the 0.01 layer (double-tailed). *. The correlation was significant at the 0.05 level (double-tailed)
Data source: Research arrangement

Shown in the table above, pattern 2 regression model is brought into the population variable regression analysis of the quality of the corporate social responsibility on brand relationship model, the model of the R^2 is 0.225, the interpretation of the model of 22.5 %, Adj R^2 is 0.221, the interpretation of the model of 22.1 %, F value is 49.131 * * *, can show that the overall model is significant.

As shown in the table above, the regression analysis model of CSR in model 2 on the quality of brand relationship is 0.472*** and the P value is 0.000, which indicates that CSR has a significant positive impact on the quality of brand relationship. so this study H2 is supported.

4.4.3 The influence of brand relationship quality on consumers' purchase intention Regression analysis

SPSS was used to analyze the regression analysis and verify the influence of brand relationship quality on purchase intention according to Bland et al. (1986) 's criteria, as shown in table 8.

Table 8 The influence of brand relationship quality on consumers' purchase intention Regression analysis

	Consumers' purchase intention	
	M1	M2
Gender	0.055	.096
Age	-0.065	-.051
Education background	-0.032	.027
Brand relationship quality		.437***
R^2	0.004	.211
Adj R^2	0.002	.207
ΔR^2	0.004	.211
F	4.015	45.275***
DW	2.152	1.973

Note: **. The correlation was significant on the 0.01 layer (double-tailed). *. The correlation was significant at the 0.05 level (double-tailed)
Data source: Research arrangement

Shown in the table above, the return of the pattern 2 model is a variable population into the brand relationship quality on purchase intention of the regression analysis model, the model of the R^2 is 0.211, the interpretation of the model is 21.1 %, Adj R^2 is 0.207, the interpretation of the model degrees to 20. 7 %, F value is 45.275 * * *, can show that the overall model is significant.

As shown in the table above, the regression analysis model of the brand relationship quality of model 2 on the purchase intention is 0.437*** and the P value is 0.000, which indicates that the brand relationship quality has a significant positive impact on the purchase intention. so this study H3 is supported.

4.4.4 Brand relationship quality as an intermediary Regression analysis

SPSS was used to analyze the regression analysis, and according to Mackinnon et al. (2007) 's intermediary standard, the mediating effect of brand relationship quality between corporate social responsibility and consumers' purchase intention was verified, as shown in table 9.

Table 9 Brand relationship quality as an intermediary Regression analysis

	Purchase intention	Brand relationship quality	Purchase intention
	M1	M2	M3
Gender	.104	.042	.093
Age	-.025	.009	-.031
Education background	.017	-.022	.022

Corporate social responsibility	.439***	.472***	.298***
Brand relationship quality			.297***
R^2	.211	0.225	.280
$Adj\ R^2$	.207	0.221	.274
ΔR^2	.211	0.225	.280
F	45.256***	49.131***	52.417***
DW	2.079	2.144	2.017

Note: **. The correlation was significant on the 0.01 layer (double-tailed). *. The correlation was significant at the 0.05 level (double-tailed)

Data source: Research arrangement

Shown in the table above, mediation 3 footwork step 1, mode 1 regression model is brought into the population variable of corporate social responsibility on purchase intention of the regression analysis model, the model of the R^2 is 0.211, the interpretation of the model is 21.1%, Adj R^2 is 0.207, the interpretation of the model degree is 20.7%, F value is 45.256 * * *, can show that the overall model is significant. The regression analysis model of CSR on purchase intention in model 1 β is 0.438***, and p value is 0.000, which indicates that CSR has a significant positive impact on purchase intention. The first step of the three-step mediation method is established.

Shown in the table above, the mediation method of three steps of step 2, mode 2 is a variable population into the regression model of corporate social responsibility on brand relationship quality of the regression analysis model, the model of the R^2 is 0.225, the interpretation of the model is 22.5%, Adj R^2 is 0.211, the interpretation of the model degree is 21.1%, F value is 49.131 * * *, can show that the overall model is significant. The regression analysis model of corporate social responsibility on brand relationship quality in model 2 β is 0.472***, and p value is 0.000, which indicates that corporate social responsibility has a significant positive impact on brand relationship quality. Step 2 of the 3-step method of intermediary is established.

Shown in the table above, mediation 3 steps in step 3, model 3 regression model is brought into the population variable of corporate social responsibility and brand relationship quality on purchase intention of the regression analysis model, the model of the R^2 is 0.280, the interpretation of the model is 28.0%, Adj R^2 is 0.274, the interpretation of the model is 27.4%, F value is 52.417 * * *, can show that the overall model is significant. The Regression analysis model of corporate social responsibility and brand relationship quality on purchase intention in model 3, β is 0.298***, p value is 0.000; β is 0.297***, p value is 0.000. It can be explained that the quality of brand relationship has a partial mediating effect between corporate social responsibility and purchase intention, so part H4 of this study is supported.

5. Conclusion
5.1 The influence of corporate social responsibility on consumers' purchase intention

As the regression analysis model shown in Mode 2 of Table 6, the customers' perception of Bank social responsibility has a significant positive impact on purchase intention, which is supported by empirical data, and the research conclusion is the same as Wongpitch et al. (2016) and Mulaessa et al. (2017). Relatively speaking, consumers encourage and appreciate those enterprises that provide goods to the society and obtain acceptable profits in the process (Mulaessa et al., 2017). In addition, enterprises that actively abide by and assume corporate social responsibility attract the attention of consumers, which can not only shape a responsible corporate image, increase the quality of brand relationship between enterprises and customers, but also affect consumers' purchase intention.

The enterprise bears the social morality positively, is to admit the social moral principle. Voluntary activities by enterprises to promote, adopt and value social moral concepts can be strongly

supported by their communities and communities. Existing studies support the earlier findings that social responsibility of banks positively influences customers' purchase intention.

5.2 research conclusions of CSR on Brand Relationship Quality

As the regression analysis model shown in Mode 2 of Table 7，bank social responsibility has a significant positive impact on the quality of brand relationship, and the research conclusion is the same as Huang (2012) and Xiong Jianxiang (2012). The findings of this study can further promote the longevity of the research on CSR and brand relationship quality, as well as the necessity of the selection and implementation of public benefit activities and the effect of public benefit marketing.

Corporate social responsibility is seen as the factors of brand association has more value, because the brand or organization can be positive publicity, this helps to clarify how consumers view and response of different corporate social responsibility information, how to design the communication strategy and enterprise to take advantage of these effects, thus improving consumer evaluation, increase the brand relationship quality.

5.3 Influence of brand relationship quality on consumers' purchase intention

As the regression analysis model shown in Mode 2 of Table 8, the brand relationship quality has a significant positive impact on purchase intention, which is the same as the research conclusions of Li Yao (2013) and Kim et al. (2015).

Previous studies mostly focused on the qualitative analysis results of the quality of consumer brand relations to show the depth and breadth of the performance of consumer brand relations, as did the research in South Korea (Kim et al., 2015). In recent years, the research on consumer brand relationship has shifted from qualitative analysis to quantitative analysis, and even further quantitative analysis, so as to reveal the influencing factors of the quality of consumer brand relationship. Research on new quantitative methods shows that these results are regarded as new concepts for the quality of consumer brand relations and the possibility of applying these new concepts to marketing (Kim et al., 2014). The conclusion of this study shows that the quality of brand relationship has a significant positive impact on the purchase intention. These studies can show that it is necessary to attach importance to the quality of strong brand relationship as a prerequisite in the theory of consumer purchase behavior.

5.4 The mediating effect of brand relationship quality between CSR and consumers' purchase intention

As the mediation analysis model shown in Table 9, the corporate social responsibility has a significant intermediary effect on the purchase intention and the quality of brand relationship as an intermediary, which is similar to the conclusion of Kim et al. (2016) 's study on brand assets as an intermediary.

This study demonstrates the benefits of strong customer brand relationship quality to customer purchase intention judgment, and determines the boundary conditions and intermediary processes that affect operation. First, CSR and brand relationship quality significantly improves the judgment of purchase intentions, which has been verified in the overall evaluation and purchase intention. This means that strong brand relationship quality can promote customers to trust the brand more.

6. Acknowledgements

Finally, I would like to express my special thanks to my family and friends for their continuous encouragement and support, which gave me a strong motivation and finally inspired me to complete the paper step by step.

The writing process of the paper will become an unforgettable experience in my life, and it will become a valuable asset in my life, constantly inspiring me to face difficulties and move forward bravely.

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