Can Corporate Environmental Social Responsibility Increase Consumers' Willingness to Buy?—Take the Fresh Drink Factory as an Example

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Abstract

With the improvement of living standards, the social public's consumption concept has changed. Consumers are focusing on the price and quality of products, and they are gradually concentrate on corporate social responsibility behavior. According to the data collected from the questionnaire, the structural equation modeling machine was used for examination, the influence and transmission mechanism between corporate environmental social responsibilities and consumers' purchase intention were analyzed. The study realized that the corresponding environmental social responsibility of fresh drink factory has a significant positive impact on the increase of consumers' willingness to buy, and the effect of this impact is mainly realized by the increase of consumers' sense of identity with the factory. Factories actively assume environmental social responsibilities and increase consumers' willingness to buy, not only can obtain their own economic benefits, but also contribute to the green and sustainable development of society. In this case, it is important to enhance the company's awareness of environmental social responsibility and the transformation of the company to an environmentally friendly and low-carbon operating mode. The research suggests that government should improve relevant laws and regulations, and at the same time adopt diversified forms of supervision to guide fresh drink factory to actively assume corresponding environmental social responsibilities. While enhancing the awareness of environmental protection, fresh drink factory should pay attention to the disclosure and publicity of corporate social responsibility performance activities, and through a good social image, increase consumer recognition and increase consumer willingness to buy.

Keywords

Corporate Environmental Social Responsibility; Customer Purchase Intention; Fresh Drink Factory; Consumer Identification

Question Formulation

With the increase in disposable income, consumers' personalized needs have become higher, and the consumer demand for ready-made beverages, which represent health and freshness, has risen rapidly. The rising demand for ready-made beverages has seen a sharp increase in the number of ready-made tea beverage stores, as shown in the 2019 China Beverage Industry Trends Development Report, which shows that the number of offline physical stores and online orders for ready-made tea beverages increased by 74% and 87% during the period from June to September 2018 compared to the period from June to September 2017. The expansion of the market size of ready-made beverages is accompanied by an increase in the use of plastic packaging in the production process, takeaway delivery and other stages, and the expansion of demand for paper cups raw material trees. National Bureau of Statistics statistics of plastic products accumulated to 2019 production of up to 81.842 million tons, an increase of 3.9%, the degradation of plastic products may take up to 500 years, and the difficulty of recycling, will cause immeasurable harm to the environment. 2021 January, the National Development and Reform Commission, the Ministry of Ecology and Environment issued the "on further strengthening the treatment of plastic pollution opinions" (Development and Reform of environmental assets [2020] No. 80) was officially implemented, but an investigation by the Institute of Biodegradable Materials concluded that the implementation of online non-food delivery in milk tea stores and tea drink stores is not in place. At the national level, the Party Central Committee has proposed "strengthening CSR legislation" and "enhancing social responsibility awareness" in the Fourth Plenary Session of the 18th Central Committee and the report of the 19th National Congress.

Enterprises are an important pillar of the national economy and an important subject of action in building a beautiful China and promoting low-carbon green development. Dahlsrud (2010) suggests that Corporate social responsibility includes five dimensions: environmental, social, economic, stakeholder, and voluntary behavior. In recent years, academic research on CSR has been deepening, and the existing research literature is broadly divided into two categories: studying the drivers of corporate social responsibility and studying the economic consequences of undertaking CSR. Zhang Linyi (2019) systematically sorts out the motives of corporate social responsibility and proposes that legitimacy theory, institutional theory, resource dependence theory, stakeholder theory and agency theory jointly explain the reasons for companies to undertake social responsibility, namely, to legitimize their business activities, to comply with social rules, to obtain specific resources to enhance their competitive advantages, to satisfy other stakeholders such as communities, governments The need to continuously assume more social responsibility is due to factors such as the need to legitimize business activities, to comply with social rules, and obtain specific resources to enhance competitive advantage, then meet the diverse needs of other stakeholders such as communities and governments, and to gain personal benefits such as personal reputation of executives. The fulfillment of social responsibility by environmental companies can bring many practical benefits to the companies. Rui Zhang and Xuhan Jiang (2019) proposed that as the country pays more attention to environmental issues, scandals such as indiscrim-

inate emissions and substandard pollution treatment by enterprises around the world are frequently exposed, leading to public distrust of enterprises, which has a serious negative impact on their business activities; on the contrary, if enterprises actively disclose information on the fulfillment of social responsibility, they are more likely to gain public goodwill and trust and enhance their market competitiveness. Fan Qunpeng and Cheng Songsong (2020) suggested that whether CSR can be fulfilled is often influenced by factors such as internal resources and capabilities at the disposal of the organization. Current scholars' research on CSR theory mainly revolves around the overall concept of CSR, and lacks special attention to environmental social responsibility. Problems such as environmental pollution and underutilization of resources itself have become hidden dangers for the sustainable development of society. As the main body of market economy, enterprises are an important force for social development, and corporate environmental social responsibility needs to be further studied.

Some ready-to-drink companies have already taken the initiative to assume the corresponding corporate environmental social responsibility, and have incorporated the spirit of active social responsibility into their core values, showing them to the public and employees through a series of forms in the business process. For example, Starbucks offers discounts to customers who bring their own reusable cups, uses post-consumer recycled fiber to make paper cups that reduce pollution, and advocates for increased recycling infrastructure in the food industry. But whether consumers can obtain positive consumer response after perceiving positive corporate social responsibility performance and whether it helps companies to make better profits will affect whether companies as economic agents have the motivation to sustain CSR. Several theoretical explanations exist for the relationship between corporate social responsibility performance and consumers' willingness to purchase. Rational behavior theory suggests that individuals' willingness to act is influenced by both subjective norms and behavioral attitudes, i.e., the positive or negative emotions that individuals hold about their perceptions of behavioral outcomes, and the motivation to align with group opinion will influence individuals' willingness to act and thus change individual behavior (Fishbein & Ajzen, 1980). The theory of planned behavior is formed by adding the perception of control factors and perceived facilitators to the theory of rational behavior, which argues that consumers' attitudes, subjective norms, and perceptual behaviors jointly influence consumers' behavioral intentions, which in turn directly affect consumers' behavior (Ajzen, 2002). Both the Theory of Rational Behavior and the Theory of Planned Behavior argue that behavioral intentions determine consumers' purchase behavior. Stimulus-response theory suggests (Kotler & Keller, 2006) that the determinants of consumers' purchase intentions lie in the initial perceptions generated, and that purchase intentions are generated under the combined influence of marketing approaches, purchase environments, and consumer psychological preferences. Studies on the factors influencing consumers' purchase intention have focused on customer trust, transaction costs, perceived risk, and perceived value, and few studies have been conducted from the perspective of corporate environmental social responsibility. Therefore, it is relevant to study the relationship between consumer purchase intention and corporate social responsibility from the perspective of consumer perception.

The main innovation of this paper is reflected in the following two aspects: First, this paper extends the research on the economic consequences of CSR, which enriches the research on the economic consequences of CSR. Second, this paper analyzes the impact of CSR on consumers' willingness to purchase, which enriches the study of the factors influencing consumers' willingness to purchase. The findings of this paper can promote enterprises to take social responsibility and provide new explanations for the motivation of enterprises

to take social responsibility.

Theoretical Analysis and Research Hypothesis

Corporate Environmental Social Responsibility and Consumers' Willingness to Purchase

In the pursuit of profit maximization, corporate social responsibility should be in line with the mainstream values of society, and the responsibility to maximize the legitimate interests of internal and external stakeholder groups so as to improve the welfare level of the whole society. Consumers as part of the stakeholders, enterprises should provide consumers with products that meet environmental standards and are healthy, in addition to providing qualified products for consumers. It is proposed that studying the individual psychological experience of consumers caused by the social responsibility activities conducted by enterprises at the micro level has become a new trend in the field of CSR research, and the individual psychological experience is inevitably influenced by the cultural context in which they live (Li, Chen & Li, 2020). Influenced by the traditional Chinese culture, companies taking corresponding social responsibility can gain more consumer trust, and consumers will then be more active in generating consumer behavior (Chen & Le, 2019). Combined with the characteristics of the food industry, consumers are very concerned about corporate social responsibility in three aspects: product quality, service, and protection of consumer rights, and consumer purchase intention is significantly influenced by these three aspects of corporate social responsibility (Xin, 2018).

Currently, consumers attach importance to corporate image and reputation in their consumption choices, can Chinese ready-to-drink companies proactively fulfill their social responsibility to improve consumers' purchase intentions? Therefore, based on the above analysis, the first hypothesis of this paper is proposed.

> *H1: The increase in environmental social responsibility of ready-made beverage enterprises increases consumers' willingness to purchase and the probability of consumers generating purchase behavior increases.*

The Mediating Role of Consumer-company Identity

Further analysis of the mechanism of CSR influence on consumer purchase intentions needs to be traced back to social identity theory, which states that individuals who identify with a social group become psychologically associated with it, behave positively towards it with positive feedback, and tend to align themselves with the group (Ashforth & Mael, 1989). If a psychological identification is formed between consumers and companies, consumers will make positive evaluations of companies and actively participate in their daily activities found that consumer-business identification increases consumer loyalty and makes consumers more willing to spontaneously advocate for companies, and companies can strengthen the emotional relationship between consumers and companies through social responsibility activities, which is the key to building a long-term key to building long-term relationships between companies and consumers (Li & Liu, 2017). Companies conducting authentic environmental actions are strongly praised by consumers, and consumer-business identification plays a bridging role between corporate environmental behavior and consumer response (Sheng,

Gong & Yue, 2019). Studies have shown that consumer-firm identification can lead to a stronger relationship between consumers and firms, while consumer-firm identification has a strong influence on consumer trust, commitment, and positive word-of-mouth behavior (Li, Pan & Wang, 2020). According to social identity theory, consumers have not only utilitarian needs but also social needs when purchasing goods, and consumers will satisfy their self-defined needs by purchasing specific products. When consumers identify with a company through their perception of corporate social responsibility behavior, on the one hand, consumers will buy its products to show their concern for social development and environmental protection, and on the other hand, consumers can reduce the risk cost in their purchase, and even willing to bear a certain premium to buy corporate products. Does the strength of corporate social responsibility have an important impact on whether consumers choose to buy its products, which in turn affects the consumer's recognition of the company? Therefore, the second research hypothesis of this paper is proposed.

H2: Consumer-firm identification has a mediating utility in the effect of environmental social responsibility of ready-made beverage firms on consumers' willingness to purchase.

Research Design

Modeling

Religion and art are complex human spiritual activities, both drawing on the expression of human emotions. Emotion is the inner bridge that connects religion and art, one being the dimension of faith and the other the domain of aesthetics, with different functions and values. Religion is first of all the experience of divinity, the process of experiencing spiritual sublimation and soul purification, pervaded by strong mysticism, and simultaneously expressing reflection on the value of life and unique aesthetic tendencies. Art is the mirror of human nature, and the rationale of the soul gives art its beauty. As "a fictional existence", art obtains its existence by reflecting beauty, and the more rationales it obtains, the closer it can approach the essence of beauty. Under the inspiration of mysticism, the aesthetic experience of art also pursues the mysterious spirit of existence and reveals a mysterious and magnificent art world with unique aesthetic characteristics, both in space and time. In his Art and Religion, Wolstov clearly points out that serving aesthetic contemplation based on structural equation modeling, the regression equation constructed in this study tests the relationship between the environmental social responsibility of ready-to-drink beverage companies affects consumers' purchase intentions as follows.

$$PI_i=a_0+a_1CESR_i+a_2Control_i+\varepsilon_i \quad (1)$$

In this study, based on the mediating effect analysis model of Zhonglin Wen and Baojuan Ye (2014), the mediating variable is set as consumer-corporate identity (*CCI*), as a way to examine whether consumer-corporate identity has mediating utility in the effect of environmental social responsibility of ready-made beverage enterprises on consumers' purchase intentions.

$$CCI_i=\beta_0+\beta_1CESR_i+\beta_2Control_i+\varepsilon_i \quad (2)$$

$$PI_i=\lambda_0+\lambda_1CESR_i+\lambda_2CCI_i+\lambda_3Control_i+\varepsilon_i \quad (3)$$

Where, *Control* denotes the set of control variables; ε denotes the random disturbance term.

Variable Selection

1. Dependent variable: consumer purchase intention (PI), i.e., the probability of consumers to purchase the

goods of ready-made beverage enterprises, which was obtained by combining four dimensions of consumer choice, preference, feedback and frequency through a questionnaire (Table 2).

2. Independent variable: environmental social responsibility (CESR) of ready-made beverage enterprises, i.e. the corresponding social responsibility of ready-made beverage enterprises including natural resources, environment and stakeholder parties, which is derived from a combination of four dimensions: beverage packaging and raw materials, business process, products and services, and environmental protection behavior and governance, collected through the questionnaire.

3. Mediating variable: consumer-company identification (CCI), which is a kind of identity-based identification relationship between consumers and ready-to-drink beverage companies, and is obtained by combining two dimensions of consumer-company conformity and sense of belonging through the questionnaire.

4. Control variables. According to the study of Yajie Xin (2018), this study also controlled for other factors that affect consumers' willingness to purchase, including: gender (Gen), age (Age), education level (Edu), employment status (Car), and monthly income (Inc). The variables are defined as shown in Table 1.

Table 1. Symbols and definitions of main variables

Variable Type	Variable Name	Variable Symbols	Variable Definition
Dependent variable	Consumer willingness to buy	*PI*	Measured from Table 1 (C1-C4)
Independent variable	Ready-made beverage business environment social	*CESR*	Measured according to Table 1 (A1-A4)
Intermediate variables	Consumer-Corporate Identity	*CCI*	Measured from Table 1 (B1-B5)
Control variables	Gender	*Gen*	Males are assigned a value of 1; females are assigned a value of 2
	Age	*Age*	Under 20 years old is assigned a value of 1; 20-30 years old is assigned a value of 2; 30-40 years old is assigned to 3; 40 years old and above is assigned to 4
	Education level	*Edu*	Education high school and below is assigned a value of 1; Specialist is assigned a value of 2; Bachelor's degree is assigned as 3; Graduate and above is assigned as 4
	Monthly income	*Inc*	Below 1000 yuan is assigned a value of 1; 1000-2000 yuan is assigned a value of 2; 2000-4000 yuan assigned to 3 (excluding 2000); 4000-6000 yuan assigned to 4 (excluding 4000); more than 6000 yuan assigned to 5
	Employment Status	*Car*	Current students are assigned a value of 1; Non-current students who are employed are as-signed a value of 2; Non-current students who are not employed are assigned a value of 3

Data Sources and Analysis

Questionnaire and measurement scale design. This study investigates the main effect between environmental social responsibility of ready-made beverage enterprises and consumers' purchase intentions and the mediating utility of consumer-firm identification by means of a questionnaire survey. The scale of environmental social responsibility of ready-made beverage enterprises is based on the model constructed by Zhu (2013), which proposes four dimensions: beverage packaging and raw materials, business process, products and services, and environmental protection behavior and governance. Consumer purchase intention refers to the research dimensions of Xin Yajie (2018). The measurement scale of the mediating variable consumer-firm identity draws on the research results of Bhattacharya and Sen (2003) and Wolter and Cronin (2016), as shown in Table 2.

The questionnaire of this study is divided into three main parts, the first part introduces the questionnaire explaining the purpose of the survey and the use of the data for the respondents. The second part collects the basic information of the respondents. The third part is the subject of the questionnaire. The questionnaire is based on a five-level Likert scale, in which the respondents choose according to their perceptions of environmental social responsibility of the freshly made beverage companies, which is divided into five levels from "totally disagree" to "strongly agree" and The respondents were given a score of 1 to 5 to choose from.

Table 2. Measurement scales

Variables	Dimension	Title item	Title number
Environmental social responsibility of ready-made beverage enterprises	Beverage packaging and raw materials	I think the beverage company focuses on the environmental friendliness of the beverage packaging and ingredients.	A1
	Business Process	I believe that the beverage company is committed to improving the contamination that may result from its operations.	A2
	Products and Services	I believe that this beverage company is committed to providing environmentally friendly products and services.	A3
	Environmental Protection Behavior and Governance	I believe that the beverage company can actively participate in environmental protection and conservation activities.	A4
Consumer-Corporate Identity	Sense of compatibility	I will follow some information about this beverage company	B1
		I will present positive information about this beverage company to others	B2
		I feel happy when someone appreciates this beverage company	B3
	Sense of Belonging	I'm interested in learning what others think of this beverage company	B4
		When someone criticizes this beverage company, I get uncomfortable inside	B5

Consumer willingness to buy	Choice	I will buy drinks from this beverage company	C1
	Preference	I will use the drinks of this beverage company as the preferred choice	C2
	Feedback	I prefer to try the new drinks introduced by the beverage company	C3
	Frequency	If I buy drinks again, I will continue to choose the company's drinks	C4

Data Collection.The survey in this study mainly used questionnaire star software, and questionnaires were distributed through online channels such as WeChat, and the survey respondents were mainly from Jiangxi, Guangdong and Fujian. A total of 219 questionnaires were returned, 53 unqualified questionnaires with less than 40 seconds of filling time were deleted, and 166 valid questionnaires were obtained, with a valid rate of 75.79%. The statistical results are shown in Table 3.

Table 3. Demographic characteristics of the sample

Project	Type	Frequency	Percentage
Gender	Male	56	33.7
	Female	110	66.2
Age	Under 20 years old	19	11.4
	20-30 years old	129	77.7
	30-40years old	14	8.4
	Over 40 years old	4	2.4
Education Level	High School and below	7	4.2
	Specialty	16	9.6
	Undergraduate	134	80.7
	Graduate student and above	9	5.4
Average monthly disposable income	Under 1000 yuan	28	16.8
	1000—2000 yuan	90	54.2
	2001—4000 yuan	27	16.2
	4001—6000 yuan	13	7.8
	Over 6000 yuan	8	4.8
Employment Status	Studying	108	65
	Employment	46	27
	Awaiting employment	12	7.23
Grand total		166	100.0

According to Table 3, there are more female samples in this study, the age is mainly 21-30 years old young people, mostly students, more than 50% of the samples have income level in the range of 1000-2000 RMB, and most of the education is undergraduate. This group has certain purchasing power and is the main purchaser of ready-made beverages, and they have certain academic education and can understand the design of the options in the questionnaire, thus enhancing the accuracy of the questionnaire results.

Reliability and Validity Analysis

Reliability Analysis.In this paper, the Cronbach coefficient was used to test the reliability, and the reliability measurement tool used for the study was the software Stata 14.0, and the results of the measurements are shown in Table 4.

Table 4. Reliability analysis

Variable Name	Number of question items	Cronbach's Alpha
Environmental Protection Responsibility	4	0.891
Consumer Corporate Identity	5	0.86
Consumer willingness to buy	4	0.802
Overall Reliability	13	0.936

It is known that a reliability coefficient value higher than or equal to 0.9 is very desirable or very high reliability, and the results show that the overall reliability of the questionnaire in this paper is 0.936. Therefore, it can be concluded that the results of the questionnaire in this paper are credible and true, and the reliability is very high and valuable to use. In addition, the value of the Clonbach coefficient for each questionnaire item is in the range of 0.802-0.891, which is higher than the standard of 0.8. The survey scale as a whole has reliability and consistency, and the data are suitable for statistical analysis.

Validity Analysis.For measurement scales, it is not enough to have a high reliability, but it is necessary to further test the validity of the scale. In this study, the structural validity of the questionnaire was tested based on exploratory factor analysis, and the results of the test are shown in Table 5.

Table 5. Validity analysis

Variables	Question items	Factor loading amount	Cumulative variance explained	KMO value	Bartlett sphericity test
Environmental Protection Responsibility	A1	0.886	75.381	0.836	0.000
	A2	0.826			
	A3	0.866			
	A4	0.893			
Consumer Corporate Identity	B1	0.750	64.569	0.835	0.000
	B2	0.779			
	B3	0.902			
	B4	0.826			
	B5	0.751			

Consumer willingness to buy	C1	0.769	63.484	0.657	0.000
	C2	0.842			
	C3	0.703			
	C4	0.863			

According to the test results, the KMO values of the variables are greater than 0.6, the Bartlett's sphericity test level is 0.05 or less, the test effect is significant, and the factor loadings are greater than 0.7, indicating that the questions set in the questionnaire survey have validity, and the measurement questions can accurately and effectively measure the required measurement variables, and all the measurement questions for the same factor meet the correspondence and correlation.

Empirical Results and Analysis

Descriptive Statistics

Since a five-level measurement scale was used for the study, the variables had equal values of great value with a value of 5 and equal values of minimal value with a value of l. The results of descriptive statistics are shown in Table 6. Analysis of the means and standard deviations shows that the differences in the data among the variables are small, the concentration trend of the sample is more obvious, and there are no individual extreme values, which is suitable for further development of the analysis of the social responsibility of ready-made beverage companies on consumers' willingness to purchase.

Table 6. Descriptive statistics

Variables	Title number	N	Minimum value	Maximum value	Average value	Standard deviation
CESR	A1	166	1	5	3.82	0.804
	A2	166	1	5	3.77	0.808
	A3	166	1	5	3.83	0.838
	A4	166	1	5	3.79	0.822
CCI	B1	166	1	5	3.54	0.828
	B2	166	1	5	3.49	0.815
	B3	166	1	5	3.42	0.942
	B4	166	1	5	3.54	0.919
	B5	166	1	5	3.09	0.995
PI	C1	166	1	5	3.84	0.762
	C2	166	1	5	3.64	0.779
	C3	166	1	5	3.55	0.828
	C4	166	1	5	3.70	0.733

Related Analysis

In this study, the Pearson correlation coefficient method was chosen to study the degree of correlation be-

tween variables and the degree of influence between variables. In order to quickly identify the magnitude of the correlation between consumer purchase intention, consumer-firm identification, and environmental social responsibility of ready-made beverage companies, the matrix table of correlation coefficients calculated was expressed visually, and the results of the analysis are shown in Table 7.

Table 7. Related analysis

	PI	*CESR*	*CCI*	*Gen*	*Age*	*Edu*	*Inc*	*Car*
PI	1.000							
CESR	0.503***	1.000						
CCI	0.626***	0.475***	1.000					
Gen	0.062	0.055	0.026	1.000				
Age	0.040	-0.014	0.175**	-0.164**	1.000			
Edu	-0.060	0.024	-0.089	0.044	-0.133*	1.000		
Inc	0.162**	0.084	0.168**	-0.262***	0.224***	0.134*	1.000	
Car	0.038	0.014	0.076	-0.151*	0.316***	-0.108	0.314***	1.000

*Note: ***, **, and * indicate 1%, 5%, and 10% significance levels, respectively.*

According to Table 7, all the variables taken in this study are significantly correlated, among which the correlation coefficients between consumers' willingness to purchase and environmental social responsibility of ready-made beverage companies, consumers' willingness to purchase and consumer-firm identification, and consumer-firm identification and environmental social responsibility of ready-made beverage companies are 0.503, 0.626, and 0.475, respectively, all of which are significantly positively correlated.

Analysis of Regression Results

This study further regressed model (1) and the results are shown in Table 8.

Table 8. Regression results

	(1) PI	(2) CCI	(3) PI
CESR	0.421*** (4.955)	0.592*** (5.553)	0.223*** (3.035)
CCI			0.335*** (5.828)
Gen	0.415 (1.082)	0.470 (0.892)	0.258 (0.756)
Age	0.084 (0.293)	1.031* (1.936)	-0.261 (-1.077)
Edu	-0.425 (-1.426)	-0.668 (-1.646)	-0.201 (-0.886)
Inc	0.387** (2.180)	0.474 (1.571)	0.228 (1.317)
Car	-0.086 (-0.327)	-0.126 (-0.291)	-0.044 (-0.174)
Constant term	7.938*** (4.528)	6.225*** (2.922)	5.856*** (3.855)
Number of samples	166	166	166
After adjustment R2	0.255	0.252	0.433

*Note: t-values in parentheses; ***, **, * denote 1%, 5%, and 10% significance levels, respectively.*

The regression was performed using model (1) with consumer purchase intention (PI) as the dependent variable and environmental social responsibility (CESR) of ready-made beverage companies as the independent variable. The regression results are derived from column (1) of Table 8, and the adjusted coefficient of determination of the model is 0.255, which is a good fit of the model. The regression coefficient of environmental social responsibility of ready-made beverage enterprises is 0.421, which has a significant positive effect on consumer purchase intention, i.e., the environmental social responsibility of ready-made beverage enterprises (CESR) is significantly and positively related to consumer purchase intention (PI), which is in line with the research expectation, and hypothesis H1 holds, indicating that the behavior of enterprises to improve their own environmental social responsibility helps to enhance consumer purchase intention. However, there are various factors that affect consumers' purchase intention of ready-made beverages, and the measurement of the fulfillment of environmental CSR of ready-made beverages is also a relatively complex system, and enterprises should consider the impact of environmental CSR comprehensively.

Regressions were conducted using model (2) with consumer-social identity (CCI) as the dependent variable and ready-to-drink corporate environmental social responsibility (CESR) as the independent variable. The regression results are presented in column (2) of Table 8 yielding a model-adjusted coefficient of determination of 0.252 and a good fit of the model. The regression coefficient of 0.592 for the environmental social responsibility of ready-made beverage companies has a significant positive effect on consumer-social identity, i.e., there is a significant positive relationship between consumer-social identity and environmental social responsibility of ready-made beverage companies. Therefore, model (2) is feasible, i.e., it is reasonable to use consumer-social identity as a mediating variable.

Regressions were conducted using model (3) with consumer purchase intention (PI) as the dependent variable, ready-made beverage corporate environmental social responsibility (CESR) as the independent variable, and consumer-social identity (CCI) as the mediating variable. The regression results are derived from column (3) of Table 8, and the adjusted coefficient of determination of the model is 0.433, which is a good fit of the model. The regression coefficient of environmental social responsibility of ready-made beverage companies is 0.223, which has a significant positive effect on consumer purchase intention, i.e., environmental social responsibility of ready-made beverage companies (CESR) is significantly and positively related to consumer purchase intention (PI), as expected from the study. Further comparing the regression results in columns (1) and (3) of Table 8, it can be seen that the coefficient of the regression between the environmental social responsibility of ready-made beverage enterprises and consumer purchase intention is 0.421. After introducing the consumer-firm identification variable, the coefficient of the regression between the environmental social responsibility of enterprises and consumer purchase intention decreases to 0.223, and the mediating effect of consumer-firm identification holds. Therefore, model (3) is feasible, i.e., it is reasonable to use consumer purchase intention (PI) as the dependent variable, environmental social responsibility (CESR) of ready-made beverage companies as the independent variable, and consumer-social identity (CCI) as the mediating variable.

Robustness Tests

This study chose to test the ordered logit model of McKelvey and Zavoina (1975) from an econometric approach. The regression results from the model in Table 9 show that the fulfillment of corporate environmental

social responsibility is significantly and positively related to consumers' willingness to purchase and that consumer-social identity is justified as a mediating variable, which is consistent with the results of the previous test and proves that hypothesis H1 and hypothesis H2 are valid.

Table 9. Ordered logit regression results

	(1) PI	(2) CCI	(3) PI
CESR	0.386*** (6.207)	0.342*** (5.996)	0.223*** (3.482)
CCI			0.368*** (6.662)
Gen	0.411 (1.274)	0.292 (0.951)	0.323 (0.998)
Age	-0.006 (-0.022)	0.459* (1.686)	-0.220 (-0.783)
Edu	-0.375 (-1.426)	-0.357 (-1.421)	-0.203 (-0.804)
Inc	0.377** (2.407)	0.312** (1.987)	0.212 (1.282)
Car	-0.062 (-0.260)	-0.046 (-0.190)	-0.150 (-0.606)
Number of samples	166	166	166
Pseudo-R2	0.072	0.061	0.143
After adjustment R2	0.255	0.252	0.433

*Note: t-values in parentheses; ***, **, * denote 1%, 5%, and 10% significance levels, respectively.*

Conclusions and Policy Recommendations

Main Conclusions

As "corporate citizens", enterprises should strictly comply with relevant ethical standards and market behaviors, not only improve and enhance their own value creation level, balance the fairness of returns proposed by the various interests in the process of operation, but also pay high attention to the interests of investors and enhance the importance of stakeholders. This study mainly adopts a theoretical combined with empirical research approach, taking the ready-made beverage industry as the entry point, and exploring the relationship between consumer perceptions of the influence of CSR on consumer purchase intentions and introducing the mediating role of consumer-firm identification through questionnaire surveys and data analysis. Through the distribution and collection of questionnaires, the following conclusions were obtained from the analysis and summary of the collected data using Stata 14.0 data processing software.

First, the social responsibility of ready-made beverage enterprises has a positive influence on consumers' purchase intention. The environmental social responsibility of ready-made beverage enterprises is closely related to consumers' willingness to purchase and has a significant effect. As a stakeholder group of ready-made beverage enterprises, consumers are not only concerned about the products, but also about the fulfillment of environmental social responsibility by ready-made beverage enterprises. Therefore, when the ready-made beverage companies can take more active environmental social responsibility, consumers' willingness to purchase will be stronger.

Second, consumer corporate identity plays an important role in mediating the relationship between the envi-

ronmental social responsibility of ready-made beverage companies and consumers' willingness to purchase. Data analysis shows that the environmental social responsibility behavior of ready-made beverage companies can influence consumers' willingness to purchase, and indirectly influence consumers' willingness to purchase through the mediating role of consumers' corporate identity. If a company can actively undertake its social responsibility for its stakeholder groups, it will meet the expectations of the public and form a positive corporate image in the society, which will be recognized by consumers. When consumers identify with the ready-made beverage company, they will support the social responsibility behavior of the ready-made beverage company through purchasing behavior, which will also enhance consumers' willingness to purchase.

Policy Recommendations

In order to increase consumers' willingness to purchase, ready-made beverage enterprises should adopt diverse ways to create psychological identification between consumers and enterprises, thus influencing consumption behavior; the government should stimulate the social responsibility awareness of ready-made beverage enterprises by supervising and guiding them. Specific recommendations are as follows.

The Government Should Improve the Corresponding Laws and Regulations of Corporate Environmental Social Responsibility.Enterprises initially focus on and pay attention to environmental issues is due to the need for relevant policies and control of government departments, because enterprises to undertake environmental social responsibility is to certain cost expenditure, and most enterprises are profit-oriented, they will consider saving costs to improve revenue as much as possible. The government should strengthen the design of regulations and systems, improve corporate social responsibility laws and regulations, regulate the business environment of beverage making enterprises, and ensure that the responsibility of ready-made beverage enterprises is implemented in place wielding the influence of the government on corporate behavior. On the one hand, the state should continue to strengthen the construction of environmental laws and regulations, promote the legislative work in various aspects such as resource utilization, environmental protection, and corporate environmental information disclosure, and strengthen the construction of government supervision functions, so as to guide enterprises to actively fulfill their environmental responsibilities; on the other hand, the government should not only ensure the strictness of environmental laws and regulations, but also pay attention to humanization, and while increasing the penalties for environmental violations, it should also increase the penalties. On the other hand, the government should not only ensure that environmental laws and regulations are strict, but also focus on humane, and while increasing the penalties for environmental violations, it should also increase the encouragement for enterprises that perform social responsibility actively by setting up typical examples and awards. Relevant state departments should coordinate and link up when carrying out their work, and carry out joint actions from time to time to check and supervise the fulfillment of corporate social responsibility and regulate the business activities of ready-made beverage enterprises. For example, the tax authorities should give tax incentives to the enterprises when collecting taxes and fees to see if they strictly comply with the rules and regulations and whether they have invested certain funds for environmental protection.

Enterprises to Raise Awareness of Environmental Social Responsibility and Further Improve Green Governance.The questionnaire survey found that some consumers lack specific understanding of the environmental social responsibility behavior of ready-made beverage enterprises, and it is difficult to create psychological

recognition between enterprises and consumers even if they have actively performed the corresponding social responsibility. There is a general lack of awareness of social responsibility and publicity among ready-made beverage companies, and the homogenization of the ready-made beverage industry is so serious that it is difficult to establish a unique and valuable corporate image in the minds of consumers and thus gain a competitive advantage. Therefore, companies should enhance their awareness of environmental protection and increase the publicity of social responsibility to help consumers understand their values and production behavior, increase corporate identity, and enhance consumer stickiness. Enterprises should also strengthen the high quality disclosure of social responsibility information to fully alleviate the information asymmetry between enterprises and external stakeholders, and use better social responsibility performance to fully attract the attention of investors and the affirmation of relevant government departments, so as to obtain sufficient financing and various preferential policies at relatively low cost.

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