



## Consumers' Perspective Scale on the Impact of Corporate Social Responsibility of Chinese Games Company

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### Abstract

This pilot study examines corporate social responsibility's impact on consumer behaviour and brand perception in China's gaming industry. This study used the Delphi method and factor analysis to study the influence system of corporate social responsibility in Chinese gaming companies from the consumer perspective. Study 1 invited 10 experts to provide professional opinions. The results of two rounds of surveys show 61 items of high importance and consistency for the influence system of corporate social responsibility. Study 2 collected 186 samples and conducted a factor analysis on the scale. The results of exploratory factor analysis show that the Consumers' Perspective Scale on the impact of corporate social responsibility contains 6 factors: consumer responsibility, environmental protection responsibility, social support responsibility, purchase intention, willingness to pay a premium, and brand trust. The confirmatory factor analysis results were CMIN/DF=1.761, RMSEA=0.064, IFI=0.928, TLI=0.915, CFI=0.927. The reliability analysis showed that each item's Cronbach's Alpha value was greater than 0.8, and the overall Scale Cronbach's  $\alpha = 0.831$ . The findings indicate that CSR plays a crucial role in enhancing consumer behaviour, brand loyalty, purchase intention, and willingness to pay a premium, thereby supporting the integration of CSR strategies in gaming companies for a competitive market advantage. This study provides a significant research basis for subsequent research.

**Keywords:** 1) Corporate Social Responsibility 2) Consumer Behavior 3) Gaming Industry 4) Brand Trust 5) Environmental Responsibility

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## Introduction

Consumers occupy an important position among a company's stakeholders because their purchasing behaviour is the primary source of corporate economic income and largely determines the survival and development of the company (Rathore, et al., 2023, pp. 105-107). Consumers are significant for gaming companies because their products are not targeted at other businesses or governments and require a certain level of economic status from consumers (Hamari and Keronen, 2017, pp. 126-128). Gaming companies rely more on consumers and need to pay more attention to their various needs. Currently, product quality and service alone cannot meet the growing spiritual needs of consumers, who increasingly demand corporate social responsibility (CSR) in areas such as public welfare, ethical conduct, and environmental responsibility (Islam, et al., 2021, p. 125). CSR, broadly defined, refers to a company's initiatives to assess and take responsibility for its effects on environmental and social well-being (Freeman and Hasnaoui, 2011, p. 422). It encompasses a range of practices beyond profit-making, focusing on societal contributions and ethical conduct. For gaming companies, CSR can include improving community welfare, reducing environmental impact through sustainable practices, and promoting fair labour conditions and transparency (Wang, et al., p. 1483). These dimensions of CSR are increasingly relevant to consumers' expectations, as they seek to engage with companies that reflect their values, particularly regarding environmental responsibility and social ethics (Chatzopoulou and de Kiewiet, 2021, p. 522).

Gaming companies, which depend heavily on consumer loyalty and brand trust, must recognise the critical role of CSR in shaping purchasing intentions and brand perception. As such, gaming companies need to know what types of CSR practices they should implement to ensure positive consumer purchasing intentions (Jun, Jiao and Lin, 2020, pp. 1307-1309).

Numerous gaming companies have suffered significant losses due to a lack of social responsibility. For example, Blizzard Entertainment faced global protests and boycotts in 2019 after penalising a player for political activities, severely affecting its brand image and stock price (Min, 2019). Electronic Arts Company (EA) was forced to make significant adjustments to the in-game purchase system of "Star Wars: Battlefront II" following intense consumer backlash against predatory microtransactions, temporarily affecting its stock price (Wales, 2018). Riot Games faced widespread criticism and legal action over internal gender discrimination and misconduct, damaging its brand image (D'Anastasio, 2018). In China, Tencent's "Honor of Kings" faced social scrutiny over its impact on minors' health. It led to strict playtime restrictions under government and social pressure, temporarily affecting user activity and revenue (Abkowitz, 2017). NetEase Games faced legal disputes and reputation issues in international markets over allegations of plagiarism in its game "Knives Out" (Taylor, 2018). These cases demonstrate that significant issues in CSR can lead to consumer boycotts, media criticism, and substantial economic losses for gaming companies. From these examples, it is evident that the social responsibility of gaming



companies and their image can significantly impact consumers.

Researchers have extensively studied corporate social responsibility, making it a popular research topic (Wut, Xu and Wong, 2022, p. 244), but few have focused on the gaming industry as their research subject. Therefore, understanding of CSR in the gaming industry is quite limited. This study primarily draws on Chinese scholars' research on CSR in Chinese gaming companies and research results from other industries to deeply understand the impact of CSR on Chinese consumers. The study aims to verify the influence of consumer responsibility, environmental responsibility, and social support responsibility of Chinese gaming companies on consumer purchase intentions and willingness to pay a premium, mediated by brand trust. Further, it explores the potential CSR practices that gaming companies can adopt and provides theoretical support.

### Research Objective

To develop and validate a measurement scale for assessing consumer perspectives on CSR-influencing systems in Chinese gaming companies.

### Literature Review

Corporate Social Responsibility (CSR) has been crucial in business discussions for decades. In recent years, significant progress has been made in CSR research, with the latest literature underscoring that businesses, as part of society, should bear corresponding social responsibilities, considering the interests of stakeholders, such as shareholders, employ-

ees, customers, suppliers, and communities (Esen, 2013, pp. 134-136; Farrington, et al., 2017, p. 36). Modern scholars suggest that CSR encompasses economic, legal, ethical, and philanthropic responsibilities, advocating that businesses should comply with laws and regulations, follow ethical norms, and actively participate in social welfare activities to contribute to society (Rahman, et al., 2019, pp. 108-112).

Based on this, American scholar Archie B. Carroll proposed the CSR pyramid model, dividing CSR into four levels: economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility (Carroll, 1991, p. 42). Research indicates that financial responsibility is the foundation, involving creating profits and value for shareholders, and ensuring economic sustainability (Puriwat and Triopsakul, 2018, p. 139). The following levels, legal, ethical, and philanthropic responsibilities, address compliance with laws, adherence to ethical principles, and participation in social welfare (Zhu, et al., 2023, p. 4).

In recent developments, Long, et al. (2020, p. 528) proposed that market competition and consumer demand influence corporate CSR participation. Businesses increasingly focus on CSR to enhance competitiveness and meet consumer expectations, contributing to both social benefits and economic interests (Fallah Shayan, et al., 2022, p. 3).

CSR has gained increasing attention in the gaming industry, with research showing its profound impact on consumer behaviour. For example, Zhu and Zhang (2010, p. 136) noted that gaming companies that engage in CSR activities, such as environmental protection

and community building, can significantly improve their brand image and reputation. This has been linked to higher consumer loyalty and long-term support for socially responsible companies (Jones, Comfort and Hillier, 2013, p. 337). CSR initiatives also serve as a competitive advantage in the gaming market, attracting more consumers by promoting ethical and sus-

tainable business practices. Furthermore, CSR efforts can help mitigate legal and regulatory risks, as companies that promote responsible gaming habits and content regulation can reduce social criticism (Hartmann and Vorderer, 2010, p. 98). Table 1 summarised corporate social responsibility areas.

**Table 1** Summary of Corporate Social Responsibility (CSR) Areas

CSR Area	Definition/Description	Key References
Consumer Responsibility	Providing high-quality and safe products, excellent customer service, and transparent information to enhance consumer trust and satisfaction.	Keh and Xie (2009, p. 734); Turel, Serenko and Bontis (2010, p. 54); Morgan and Hunt (1994, p. 22)
Environmental Protection Responsibility	Using eco-friendly materials, sustainable packaging, and transparent, environmentally friendly supply chain management.	Leonidou, Katsikeas and Morgan (2013, p. 154); Hartmann and Apaolaza-Ibáñez (2012, p. 1254); Laroche, Bergeron and Barbaro-Forleo, (2001, p. 506)
Social Support Responsibility	Actively participating in community activities, charitable causes, and caring for employee welfare to enhance social image and brand trust.	Bhattacharya and Sen (2004, pp. 11-12); Sen, Bhattacharya and Korschun (2006, pp. 158-160); Korschun, Bhattacharya and Swain (2014, p. 22)
Economic Responsibility	Generating profits and creating value for shareholders, ensuring business sustainability through effective and responsible operations.	Carroll (1991, p. 40); Carroll and Shabana (2010, p. 89)
Legal Responsibility	Complying with laws, regulations, and industry standards while conducting business operations.	Carroll (1991, p. 40); Carroll (2015, p. 91)
Ethical Responsibility	Following ethical standards, respecting human rights, protecting the environment, and maintaining fairness in business practices.	Rossi (2015, pp. 97-98); Carroll (1991, p. 41)
Philanthropic Responsibility	Contributing to societal welfare through donations, community services, and other social welfare activities.	Khurshid et al. (2013, p. 2231); Carroll (1991, p. 41)



CSR activities in the gaming industry including three key areas: consumer responsibility, environmental protection responsibility, and social support responsibility. Consumer responsibility focuses on providing high-quality and safe products, excellent customer service, and transparent information, which can increase consumer trust and satisfaction (Keh and Xie, 2009, p. 738; Turel, Serenko and Bontis, 2010, p. 53). Environmental protection responsibility includes using eco-friendly materials and sustainable packaging, which appeals to environmentally conscious consumers (Leonidou, Katsikeas and Morgan, 2013, p. 151). Lastly, social support responsibility involves community engagement and charitable activities, which help companies build a positive social image and further enhance consumer loyalty (Bhattacharya and Sen, 2004, p. 10; Du, Bhattacharya and Sen, 2010, p. 11).

This study focuses on these areas, and a summarised table of CSR categories is provided for clarity. The study mainly tests the impact of consumer responsibility, environmental protection responsibility, and social support responsibility on purchase intentions, willingness to pay a premium, and brand trust. Previous research supports that companies responsible for delivering high-quality products and services foster brand loyalty and willingness to pay a premium (Morgan and Hunt, 1994, p. 23). Similarly, environmental protection efforts and social contributions can enhance consumer trust and encourage higher purchase intentions (Laroche, Bergeron and Barbaro-Forleo, 2001, p. 507; Sen, Bhattacharya and Korschun, 2006, p. 159).

In conclusion, gaming companies that integrate CSR into their core business strategies can benefit from increased consumer loyalty and a competitive edge in the market. This study will contribute to the existing body of knowledge by offering a validated measurement scale to assess CSR perceptions in the gaming industry, with a focus on the specific CSR areas tested.

### Research Methodology

The Delphi method is a structured communication technique developed as a systematic, interactive forecasting method which relies on a panel of experts. It is commonly used to gather consensus on a specific topic through a series of questionnaires or rounds, where feedback is aggregated and shared with the group after each round, allowing for adjustments and refinement of responses (Iqbal and Pipon-Young, 2009, p. 599). This study used the Delphi method and factor analysis to design and analyse the reliability and validity of the "Consumers' Perspective Scale on the Impact of Corporate Social Responsibility of Chinese Games Company". The purpose of developing and validating the scale is to improve the CSR performance of gaming companies, enhance consumer satisfaction and loyalty, provide scientific basis and practical guidance, promote industry norms and policy formulation, and respond to social and public expectations. By designing and validating this scale, gaming companies can gain an in-depth understanding of consumer perceptions and expectations of their CSR performance, improve business strategies, and enhance corporate image and

public trust. Additionally, combining the Delphi method and factor analysis ensures the scientific and reliability of the scale design, providing valuable theoretical basis and practical guidance for academia and the gaming industry. The research results can also provide data support and reference for formulating industry norms and policies, promoting the gaming industry towards more responsible and sustainable development. In the context of increased social concern for corporate social responsibility, this study aims to enhance overall CSR awareness, reflecting the academic research's focus and response to social realities.

### **Population and Sample**

The researcher selected 10 experts for the Delphi method in Study 1 and sent 156 questionnaires for Study 2 as research samples. The experts comprised corporate management, business education scholars, and government business officials.

**1) Corporate Management Experts:** These professionals have extensive experience and solid theoretical foundations in corporate management. They may be senior executives, management consultants, or scholars with significant research achievements in corporate management. This study selected professionals with over 10 years of experience in corporate management, especially those with experience in large gaming companies or related industries. They should also have advanced management or business administration degrees and be recognised in their field with published academic papers or books.

**2) Business Education Scholars:** These

are scholars engaged in teaching and research in business administration, corporate management, and related fields. They usually work in universities or research institutions, focusing on CSR, corporate management, and the gaming industry. This study selected professors, associate professors, or researchers specialising in these areas, ensuring their research is highly relevant to the study topic. They should have published high-level academic papers and participated in significant research projects.

#### **3) Government Business Officials:**

These officials work in government agencies and are responsible for business management and regulation. They formulate and implement policies and regulations related to corporate operations. This study selected middle to senior officials in government business management departments, particularly those with extensive practical experience and an understanding of the gaming industry or CSR. They should have participated in policy formulation and implementation, with practical achievements and cases.

The Delphi method recommended a sample of at least 10 people (Iqbal and Pipon-Young, 2009, p. 599), the researcher invited 10 experts and scholars, including 3 business management experts, 4 business education scholars, and 3 government department work-related official. Considering of differences in gender and location, the numbers were distributed evenly across genders and regions as much as possible. Among the 10 experts, 6 are male and 4 are female; 5 are from eastern China, 3 are from central China, and 2 are from western China.



Study 2 mainly collected data from Chinese online game players and surveyed from March 20, 2024 to April 15, 2024. This survey used third-party online survey software <https://www.wjx.cn/>. Send the questionnaire to the "Honor of Kings" player game group, "Collapse Star Railroad" player game group, "Arknights" player game group, alumni and classmates group, as well as relatives, friends

and people in society. A total of 210 questionnaires were collected in this survey. Excluding single-choice questionnaires and questionnaires that took less than 70 seconds to answer, there were 186 valid questionnaires.

This study used SPSS to conduct a descriptive statistical analysis of the collected data, and the results show in Table 2.

**Table 2** Descriptive statistics of Samples

Variable	Item	n	%
Gender	Male	90	48.4
	Female	96	51.6
Age	<21	37	19.9
	21-30	115	61.8
	>31	34	18.3
Degree	<undergraduate	29	15.6
	Undergraduate	98	52.7
	Graduate	59	31.7
Occupation	Government/Institution employees	36	19.4
	Corporate employees	30	16.1
	Student	88	47.3
	Other	32	17.2
Monthly Income	<3001	68	36.6
	3001-6000	45	24.2
	6001-8000	30	16.1
	>8000	43	23.1

The sample consisted of 186 individuals, with a nearly balanced gender distribution: 48.4% male and 51.6% female. The majority of respondents (61.8%) fell within the 21-30 age group, while 19.9% were under 21, and 18.3% were over 31. In terms of education, 52.7% were undergraduates, 31.7% were graduate

students, and 15.6% had not yet completed an undergraduate degree. Regarding occupation, nearly half of the respondents (47.3%) were students, with 19.4% working in government or institutional roles, 16.1% employed in corporate jobs, and 17.2% in other occupations. The monthly income distribution showed that

36.6% earned less than 3001, 24.2% earned between 3001 and 6000, 16.1% earned between 6001 and 8000, and 23.1% earned more than 8000. This demographic profile indicated a predominantly young, educated, and economically diverse sample.

### Research Instrument

The "Consumers' Perspective Scale on the Impact of Corporate Social Responsibility of Chinese Games Company" in this study referred to multiple studies (Morgan and Hunt, 1994, p. 26; Yuan, et al., 2008, p. 1336; Alcaniz, Caceres and Curras-Perez, 2010, p. 174; Zhang, et al., 2010, p. 59; Bigné-Alcañiz et al., 2012, p. 268; Liu and Zhou, 2016, p. 66; Sun, 2019, p. 117). The finally generated "Consumers' Perspective Scale on the Impact of Corporate Social Responsibility" had 25 items, divided into 6 sub-variables. Among them were 5 items (A1-A5) on consumer responsibility; 4 items (B1-B4) on environmental protection responsibility; 4 items on social support responsibility (C1-C4), 3 items (Y1-Y3) on total regarding purchase intention; 3 items (Y4-Y6) regarding willingness to pay premium; 6 items (M1-M6) about brand trust. The questionnaire adopted a 5-point

Likert scoring method, ranging from 1 (very dissatisfied) to 5 (very satisfied). The higher the score, the higher the consumer's corporate social responsibility perspective.

### Data Analysis and Results

Expert consultation results were screened based on the importance of the items and expert opinions. This paper used the coefficient of variation (CV) and the Kendall coefficient of concordance (W) to evaluate the degree of coordination of expert opinions. The variation index was the ratio of the mean importance score of an indicator to the standard deviation. The smaller it was, the higher the degree of coordination among experts on this indicator. The screening criteria for Delphi expert consultation entries were Kendall coefficient of concordance  $W \geq 0.5$ ; Significance  $P \leq 0.05$ ; Coefficient of variation  $\leq 0.25$ . Entries that simultaneously met the above three conditions were retained (Liu, Hu and Chen, 2022, p. 5). The remaining items were deleted or modified based on expert opinions. The results of the two rounds of surveys were shown in Table 3.

**Table 3** Statistical analysis of the Delphi method questionnaire

Items	N	Round 1			Round 2		
		M	SD	CV	M	SD	CV
A1	10	4.83	0.41	0.08	4.83	0.41	0.08
A2	10	4.83	0.41	0.08	5.00	0.00	0.00
A3	10	4.00	0.63	0.16	3.83	0.41	0.11
A4	10	3.50	1.05	0.30	4.00	0.63	0.16
A5	10	3.83	0.41	0.11	3.83	0.41	0.11
B1	10	4.83	0.41	0.08	4.83	0.41	0.08



Items	N	Round 1			Round 2		
		M	SD	CV	M	SD	CV
B2	10	3.50	1.05	0.30	4.00	0.00	0.00
B3	10	4.83	0.41	0.08	4.83	0.41	0.08
B4	10	4.83	0.41	0.08	4.83	0.41	0.08
C1	10	4.83	0.41	0.08	4.83	0.41	0.08
C2	10	4.83	0.41	0.08	4.83	0.41	0.08
C3	10	4.00	0.63	0.19	4.00	0.63	0.16
C4	10	4.67	0.52	0.11	4.83	0.41	0.08
Y1	10	4.00	0.00	0.00	4.00	0.00	0.00
Y2	10	4.83	0.41	0.08	4.83	0.41	0.08
Y3	10	4.17	0.41	0.10	4.17	0.41	0.10
Y4	10	4.17	0.41	0.10	4.00	0.00	0.00
Y5	10	4.00	0.63	0.16	4.00	0.63	0.16
Y6	10	4.67	0.52	0.11	4.67	0.52	0.11
M1	10	4.83	0.41	0.08	4.83	0.41	0.08
M2	10	3.50	1.05	0.30	3.83	0.41	0.11
M3	10	3.17	0.98	0.31	3.83	0.41	0.11
M4	10	4.17	0.41	0.10	4.17	0.41	0.10
M5	10	5.00	0.00	0.00	5.00	0.00	0.00
M6	10	4.83	0.41	0.08	4.83	0.41	0.08

In the first round of expert consultation, 4 items were modified. A4, B2, M2, and M3, were modified during the first round of expert consultation. These modifications focused on refining and clarifying the descriptions of the items. For example, due to a more specific definition of the item, such as changing "corporate social responsibility" to "the responsibility of gaming companies to reduce their carbon footprint during operations.;" changing "whether consumers are willing to pay a higher price for green products" to "whether consumers are willing to pay 5% more for products made with environmentally certified green materials."

The screening conditions for the entries in the second round of Delphi expert consultation were the same as those in the first round. In the second round of the Delphi survey, after asking experts by letter whether to modify their scores for improved indicators, a second round of data analysis was conducted on all expert scores, and it was found that all indicators met the screening conditions. This indicated a convergence of expert opinions, ending the Delphi survey. The coordination coefficient reflected the degree of coordination in the weight assessment of the 25 indicators by all 10 experts participating in the consultation.

This study used SPSS to calculate Kendall's Coefficient of Concordance to represent the coordination coefficient W; the W value was between 0-1. The larger the value, the better

the expert's coordination (Liu, Hu and Chen, 2022, p. 5). The comparison of the Kendall's Coefficient of Concordance test results in the two rounds was shown in Table 4.

**Table 4** Kendall's Coefficient of Concordance Test Results for Each Round

	Round 1	Round 2
N	10	10
Kendall's W	0.538	0.631
Chi-Square	77.457	90.834
df	24	24
Asymp.Sig.	<.001	<.001

The results in Table 4 showed that Kendall's W increased from 0.538 ( $p<0.001$ ) in the first round to 0.631 ( $p<0.001$ ) in the second round. The results showed that the importance of each evaluation item among the 10 experts and scholars gradually increased. Modifying the quantitative items and applying the Delphi method moved towards higher consistency and demonstrated good content validity.

The surveyed data samples used KMO and Bartlett sample measures to test whether the data were suitable for factor analysis. The test results were shown in Table 5. It could be seen from the validity test results that the KMO values were more significant than 0.7 after the

validity test was performed on the data; the statistical significance of the Bartlett sphere test was less than 0.001, reaching the significance level, and indicating the effectiveness of the data used. It was accurate and suitable for factor analysis. An exploratory factor analysis was performed on the survey data. The total variance explained by the first common factor was 37.427%, less than 40%. The cumulative test result of the seven factors was 74.698%, which was good. The factor loading matrix table was shown in Table 5. The loading of the factor analysis result was greater than 0.5, and this scale showed good validity (Ho, 2013, p. 205).

**Table 5** Result of Exploratory Factor Analysis EFA

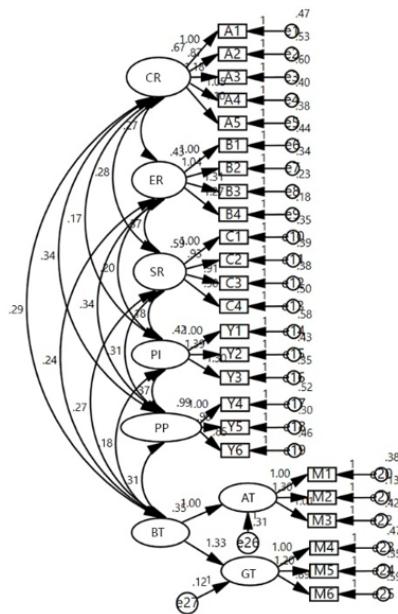
	Factor	
A4	0.831	
A3	0.815	
A1	0.795	KMO=0.890
A5	0.777	Sig=0.000
A2	0.749	Total Variance=70.68%
B3	0.862	Cronbach $\alpha=0.819$
B4	0.793	



Factor		
B2	0.746	KMO=0.890 Sig=0.000
B1	0.698	Total Variance=70.68% Cronbach $\alpha$ =0.819
C3	0.807	KMO=0.890
C4	0.771	Sig=0.000
C2	0.728	Total Variance=70.68%
C1	0.723	Cronbach $\alpha$ =0.819
Y1	0.835	
Y3	0.817	KMO=0.792
Y2	0.812	Sig=0.000
Y5	0.885	Total Variance=77.73%
Y6	0.848	Cronbach $\alpha$ =0.869
Y4	0.831	
M2	0.877	
M3	0.850	KMO=0.792
M1	0.845	Sig=0.000
M6	0.866	Total Variance=77.73%
M5	0.818	Cronbach $\alpha$ =0.869
M4	0.780	

Confirmatory factor analysis was performed on the seven factors, including consumer responsibility (CR), environmental protection responsibility (ER), social support

responsibility (SR), purchase intention (PI), willingness to pay premium (PP); brand trust (BT), obtained from the exploratory factor analysis (Figure 1).



**Figure 1** Confirmatory Factor Analysis AMOS Output

The fitness analysis results of the CFA model show that all indicators meet the ideal standards. Specifically, CMIN/DF is 1.761, which is less than 5.00; RMSEA is 0.064, which is less than 0.08; IFI is 0.928, TLI is 0.915, and CFI is 0.927, all greater than 0.90; PNFI is 0.729 and PCFI is 0.797, both greater than 0.50. These results show that the CFA model has a good fit (Sahoo, 2019, p. 272), the data matches the model to a high degree, and the model can better explain the observed data, proving the rationality and stability of the model structure and is suitable for further research and analysis.

Finally, this study analysed the internal consistency of the questionnaire content. Each variable's Cronbach's Alpha value is greater than 0.8 (Table 5), and the overall Scale Cronbach's  $\alpha = 0.831$ . It can be seen that the measurement indicators of the research variables have high internal consistency reliability.

## Conclusion

The findings of this study highlight the crucial role of corporate social responsibility in shaping consumer behaviour and enhancing brand loyalty within the gaming industry in China. The research demonstrates that consumers are more likely to support and remain loyal to brands that actively engage in CSR activities, positively affecting their purchase intentions and willingness to pay a premium. The study also provides a validated measurement scale for assessing CSR perceptions among Chinese consumers, contributing to both academic research and practical applications in the industry. The Influence System of Corporate Social Responsibility in Chinese Gaming Companies from the Consumer Perspective of this study includes consumer responsibility, environmental protection responsibility, social support responsibility, purchase intention, premium payment willingness, ability trust and goodwill trust. Consumers' perceived scale on the



Impact of Corporate Social Responsibility of Chinese Games Company Scale has good reliability and validity. Gaming companies are encouraged to integrate CSR strategies into core business operations, focusing on transparency, ethical conduct, and community engagement. These efforts fulfil societal expectations and create a competitive advantage in the market.

### Discussion

Based on the findings of this study, gaming companies should take several concrete steps to enhance their corporate social responsibility initiatives and build more vital consumer trust and loyalty. Firstly, companies should improve transparency and communication regarding their CSR efforts by providing detailed and regular updates about their initiatives and achievements through their websites, social media channels, and direct consumer communication. Transparency in operations, particularly in data privacy, ethical practices, and corporate governance, can significantly boost consumer trust. Gaming companies should strengthen consumer engagement by actively seeking feedback and involving consumers in CSR activities. Engaging with consumers through social media, surveys, and interactive platforms can help companies understand consumer expectations and preferences regarding CSR. Providing personalised and responsive customer service can further enhance consumer satisfaction and loyalty. Companies should also consider creating platforms for consumers to participate in CSR initiatives, such as volunteering opportunities or co-creating social projects. Unlike other

industries, the gaming industry faces distinct challenges related to digital ethics, data privacy, and online community management, which heightens the importance of adopting tailored CSR practices. The immersive and interactive nature of gaming creates a direct and personal relationship with consumers, making ethical monetisation, such as avoiding aggressive microtransactions, particularly critical. This highlights the need for gaming companies to focus on building ethical frameworks that resonate with their highly engaged user base.

Investing in community support is crucial for gaming companies. This can be achieved by participating in community development projects, supporting local charities, and contributing to social causes. Companies should focus on initiatives that align with their brand values and resonate with their consumer base. Supporting education, healthcare, and youth programs can significantly impact the company's public image and foster consumer goodwill. Ensuring ethical business practices is essential for maintaining a positive brand image. Gaming companies should avoid exploitative practices, such as aggressive micro-transactions and pay-to-win models, which can harm consumer trust. Instead, they should focus on fair and transparent business practices prioritising consumer interests. Maintaining high ethical standards in all aspects of operations, from game development to marketing strategies, will help build a solid and trustworthy brand. Companies should prioritise employee welfare and development. Investing in employee training, providing a supportive work environment, and ensuring fair labour practices

can lead to higher job satisfaction and positive word-of-mouth from employees, indirectly influencing consumer perceptions. Happy and motivated employees are likelier to deliver better customer service and contribute to the company's positive reputation.

The impact of CSR in the gaming industry is particularly distinct due to its global reach and rapidly evolving digital landscape. The relationship between gaming companies and their consumers often extends beyond mere transactional interactions, creating an environment where CSR initiatives can directly influence consumer trust and loyalty. This study helps to understand CSR adoption in the gaming sector by focusing on how ethical digital practices, transparency in data handling, and engaging with consumers through tailored CSR programs can position gaming companies as leaders in corporate responsibility. In contrast to other industries, the digital nature of gaming necessitates a more nuanced approach to CSR, one that addresses the unique challenges of online communities, digital behaviour, and the ethics of in-game monetisation.

While this study provides valuable insights, it also has some limitations. The sample size, though sufficient, could be expanded to include a more diverse demographic to ensure broader applicability of the findings. The

study's reliance on self-reported data through surveys may introduce bias, as respondents might provide socially desirable answers rather than true reflections of their perceptions and behaviours. Future research should consider using a mixed-methods approach, combining quantitative surveys with qualitative interviews or focus groups to gain deeper insights into consumer attitudes and motivations. Longitudinal studies could also help understand the long-term effects of CSR initiatives on consumer behaviour and brand loyalty. Future research should investigate the long-term effects of consistent CSR engagement on brand reputation, consumer loyalty, and financial performance. Understanding how sustained CSR efforts can create lasting value for the company and its consumers is important. Comparative studies across different industries, cultural contexts, and geographical regions can provide a broader understanding of CSR's global impact on consumer behaviour. These studies can help identify best practices and innovative approaches that can be adapted to different markets and consumer segments. Additionally, exploring the impact of specific CSR activities, such as community development or environmental initiatives, on different consumer segments can provide more targeted strategies for companies.

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