

# The Mediating Effect of Green Purchase Intention on the Relationship Between Green Attitude and Corporate Social Responsibility and Green Purchase Behavior

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## Abstract

This study explores the role of green purchase intention in green purchase attitude and the influence of corporate social responsibility on green purchase behavior. By conducting consumer surveys, we collect data on their attitudes toward green purchases, green purchase intentions, corporate social responsibilities, and actual green purchase behaviors. Through structural equation modeling for data analysis.

The study found that green purchase intention is mediating between green purchase attitude and corporate social responsibility on green purchase behavior. Specifically, green purchase attitude and corporate social responsibility have a significant positive impact on green purchase behavior, and green purchase intention plays a partial mediating role between the two. This shows that consumers' green purchase intention plays an important role in deciding whether to make a green purchase, and the company's green purchase attitude and social responsibility have a positive impact on consumers' green purchase behavior. These research results have important guiding significance for enterprises to carry out green marketing and promote sustainable development.

**Keywords:** Green Purchase Attitude, Corporate Social Responsibility, Green Purchase Intention, Green Purchase Behavior

## Introduction

The growth of the new energy vehicle market provides opportunities for increased environmental awareness. However, although many consumers have expressed their willingness to buy green, the actual green buying behavior is still relatively small. Therefore,

understanding consumers' green purchase behavior when purchasing new energy vehicles, especially the impact on their green purchase intention, green purchase attitude, and corporate social responsibility, is crucial for formulating marketing strategies (Mei,2021). This paper aims to explore the relationship between these factors and the mediating role of green purchase intention in order to help companies better attract and maintain green consumers, thereby promoting the popularization of environmental awareness and the development of the new energy vehicle market.

The second industrial revolution's completion accelerated the growth of the world economy, which facilitated the rapid amplification of material prosperity. However, many issues will eventually arise as a result of economic growth, and one of them is environmental degradation. People have developed a lot of hedonistic and consumerist ideals in today's culture, and large-scale production has significantly harmed the environment and wasted a lot of resources. This consumption model has exceeded the earth's carrying capacity (Carrington et al., 2016). Additionally, increasingly harmful improper consuming practices undermine every step of global growth. There are instances where the UK, Germany, and other nations have struggled with air and water pollution and have spent almost a century trying to save them. Additionally, the emerging crown pandemic in late 2019 has negatively impacted public health security and the global economy. People's life have suffered seismic upheavals as a result of the threat. The consumption of non-green animals by consumers is the root cause of the epidemic. All of these demonstrate that the former philosophy of "development first, governance later" is no longer workable and that the world should instead adhere to green development and realize complete, coordinated, and sustainable development in which man and nature coexist together.

Since the reform and opening up, China's economy has definitely grown quickly, but it also has to be acknowledged that environmental issues have followed. such as the Dalian Xingang crude oil spill disaster in 2010 and the Songhua River water contamination incident in 2005, the Beijing smog incident in 2015, the extreme high temperature incident in Australia in 2020, the wildfires in the western United States, the locust disaster in Africa, and the outbreak of the new crown epidemic worldwide, and the reasons behind it are all caused by human beings' own behaviors, which have also caused a lot of losses in people, property, and things. Taking one of the most serious environmental problems—climate warming as an example,

the overall trend is on the rise, and the global climate situation has reached a precarious level (Hu & Shi, 2022).

With the increasing global demand for green development, governments have launched policies to promote green development, put forward carbon neutrality targets one after another, and continuously strengthened environmental education for people, and as people's awareness of environmental protection increases, the demand for green products is also increasing. For supply chain enterprises must produce green products to seize market opportunities, so that the traditional supply chain management has to change to green supply chain management. Green supply chain management can achieve environmental protection, optimize resource allocation, improve economic efficiency and fulfill corporate social responsibility. The green purchase model embodies the fundamental qualities of energy conservation and environmental preservation, so the environmental advantages brought about by consumer green purchasing behaviour match the needs of the new era. Consumer green purchasing behaviour is a nuanced and complex idea. Though studies have shown that CSR has an impact on consumer behaviour (Xie & Zhou, 2009), corporate social responsibility (CSR) has recently emerged as one of the hottest themes in management theory and academic research (Wang et al., 2016).

### **Research Objectives**

To explores the role of green purchase intention in green purchase attitude and the influence of corporate social responsibility on green purchase behavior

### **Literature Review**

#### **Green Purchase Attitude**

Green purchase attitude usually refers to an individual's attitude and willingness to be environmentally friendly and sustainable in his or her purchasing behavior. It is a reflection of an individual's awareness, perceptions and beliefs about environmental issues, and a person's attitudes and values toward environmental protection, sustainability and social responsibility. Green purchase attitudes are not only related to an individual's level of concern about environmental issues, but also to his or her understanding of environmental issues, behavioral experiences and socio-cultural background.

Many scholars at home and abroad have conducted empirical studies on the relationship between green purchase attitudes and green purchase intentions. Wang et al.

(2019) used Beijing residents as survey respondents and found the most significant effect of environmental attitudes on environmental behavioral intentions through a series of probes. Chen and Deng (2016) found a significant positive correlation between consumers' green purchase attitudes and green purchase behavior intention through an empirical analysis of 306 valid questionnaires. In addition, scholars have also conducted studies on the purchase of different products. Follows et al. (2000) analyzed the purchase behavior of environmentally friendly diapers, and Wang and Wu (2018) used Beijing residents as the respondents to explore the purchase behavior of new energy vehicles. All of the above studies show that attitude is an important factor influencing purchase intention. Kaur (2023) used the theory of planned behavior as a theoretical framework and found through meta-analysis that the strongest effect on the intention to purchase organic food is attitude. Based on this, this paper argues that consumers' attitudes have a strong predictive power on consumers' intention to purchase green behaviors. Therefore, this paper proposes the following research hypothesis:

H1: Green purchase attitude affects green purchase intention

#### **Corporate Social Responsibility**

Corporate Social Responsibility (CSR) is important to a company's profitability and long-term operations (Elias, 2004), and some corporate executives have begun to see CSR as a creative opportunity to both fundamentally strengthen their business and contribute to society at the same time (Vurro & Perrini, 2011). Consumers are one of the important stakeholders of a company and play a crucial role in its development. As a business strategy, many large international companies try to build a positive corporate image in the minds of consumers and develop a competitive advantage through CSR marketing. As a result, more and more companies are now proactively introducing CSR-related activities to the public and their customers and communicating these messages to them (De Grosbois, 2012).

Customer behavior and the green sectors have made CSR a topic of importance Lee et al. (2012), Rashid et al. (2018), and Algarni et al. (2022). In particular, CSR has drawn a lot of attention from green construction experts and researchers as the ecological decline worsens and becomes a more complex issue (Rashid et al., 2018). According to (Lee et al., 2009), CSR denotes a possible impact a certain organization has on the development of people or society in an environmentally responsible manner while making minimal sacrifices to its economic operation. This definition of CSR is consistent with (Rashid et al., 2015) and (Gupta, 2017) statement that CSR refers to an organization's additional efforts at integrating the issue of environmental protection and interest into its business. A company and its pro-ecological

environment can encourage both internal and external clients to think positively about taking environmentally responsible action and to support the strategies for doing so (Ribeiro et al., 2022). When a firm undertakes various responsible efforts to conserve the environment, its employees are inspired to act sustainably in line with the company's green expectations (Lee et al., 2013). Similar to this, after a company engages in a number of environmentally friendly CSR initiatives, its customers are more likely to engage in pro-ecological consumer behavior and have a positive attitude about it (Rashid et al., 2018; Lee et al., 2009). Unquestionably, a company's CSR initiatives for the environment help improve its reputation and beneficiaries' positive attitudes toward the corporation's services, whether indirectly or directly (Gupta, 2017). Consequently, the following hypothesis is postulated:

H2: Corporate social responsibility affects green purchase intention

### **Green Purchase Intention**

The concept of intention to act belongs to psychology, and Fishbein and Ajzen's Theory of Rational Behavior defines intention to act as the subjective probability of an individual to adopt a particular behavior, and from this point of view, willingness to buy is the subjective probability that a consumer is willing to purchase. Thus, the intention to buy is the subjective probability that a consumer is willing to buy a product (Niu & Long, 2015). Predicting consumer behavior necessarily starts with understanding consumers' willingness to buy, which is a prerequisite for the existence of willingness to buy, even if consumers have the will to buy (Sok et al., 2021). Purchase is a behavior and intention is a psychological activity; willingness to purchase means thinking about the purchase behavior, and positive willingness to purchase will lead to the purchase behavior.

When someone has a positive attitude toward the environment, they are more concerned with environmental problems and pay more attention to eco-social advantages. This can encourage her or him to switch to environmentally friendly products. Environmental attitudes were discovered to be significant determinants of environmental behavior and behavioral intention by researchers (Kotchen and Reiling, 2000). According to Kumar et al., (2022) and Chinomona, (2019), customer attitudes toward environmental issues had a favorable impact on their intention to buy green products; customers will buy more green items if they are aware that they would benefit society more as a result. Indeed, Maignan, (2001) proposed that the mediator of green buy intention could influence green purchase behavior by influencing attitudes about making green purchases. According to Kim and Chung, (2011), customers' attitudes toward purchasing organic skin/hair care products were influenced

by their environmental consciousness, which in turn affected their intentions to make such purchases. So, we propose that:

H3: Green purchase attitude affects green purchase behavior through green purchase intention

The literature review found that a large number of empirical studies have shown that CSR positively influences consumers' purchase intention.

Mohr and Webb (2005) demonstrated through virtual scenarios that environmental responsibility and philanthropic responsibility can significantly and positively influence consumers' brand attitudes and purchase intentions, and furthermore, CSR influences purchase intentions more strongly than price in the environmental domain. Eshra (2017) study found that different levels of CSR performance can have different effects on consumers' behavioral intentions, and the greatest impact on consumers' behavioral intentions is on consumer-level CSR performance. So ultimately does green purchase intention play a mediating role between Corporate social responsibility and green purchase behavior, which we hope to prove through our study, so we propose the hypothesis that:

H4: Corporate social responsibility affects green purchase behavior through green purchase intention

### **Green Purchase Behavior**

Green purchase behavior in its development process is also known as Sustainable Consumption Behavior (SCB) and Pro-environmental Behavior (PEB) in academic circles, etc. Green purchase behavior in a narrow sense refers to the purchase of green products. However, from the perspective of product life cycle, green purchase behavior in a broad sense includes not only green product purchasing behavior, but also green use behavior and green disposal behavior. The green use behavior refers to the use of products with little or no harm to the environment and no harm to the health and safety of consumers. Green post-use disposal behavior refers to the recycling and reuse of waste after product use (Wang et al., 2018; Wang et al., 2017; Sheng et al., 2019).

The existence of green products does not directly lead to consumers' green purchase behavior, because the key to whether an individual takes a certain behavior or not lies in the subjective willingness of the actor, in other words, behavioral willingness is the best predictive tool for behavioral decisions (Hagger et al., 2002). To make green purchases, consumers need to go through the accumulation of knowledge and friendly attitudes toward green products, and in a subtle way, they develop subjective preferences for green products and possess the

willingness to purchase them, and as the willingness to purchase gradually becomes stronger, it stimulates the occurrence of green purchase behavior. Therefore, the more obvious the consumer's preference for green products is, the greater the possibility of converting the purchase intention into purchase action. Moreover, many previous studies in different fields have also shown that intention has a direct positive contribution to behavior (Wang et al., 2021)

H5: green purchase intention affects green purchase behavior

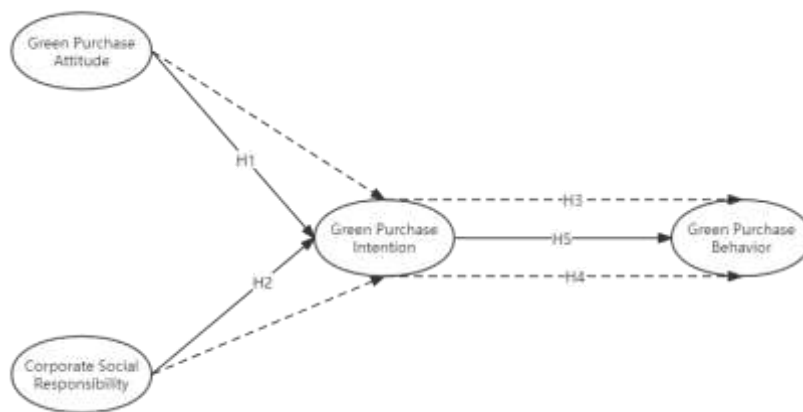


Figure 1 Conceptual Framework

## Methodology

In this study, quantitative data were collected by using questionnaires.

### Participants

A research sample is a small fraction of a large proportion of something (Zikmund et al, 2013). The researchers used multi-stage sampling to select consumers in Guangxi Province to ensure that they have certain purchasing power and independent self-awareness to answer questions about green purchases. First of all, select the region, mainly the cities with a population of more than 4 million and a relatively developed economy, so Nanning and Liuzhou were selected as the objects. Then came the grouping, Nanning and Liuzhou were identified as the sample cities, and then regional sampling was carried out to group Nanning and Liuzhou by urban areas. A random sample is taken from the group divided in the second step to identify a group for sample extraction. Based on the population sizes of Nanning (883,000) and Liuzhou (4,170,000), the final allocation ratios for the 466 sample size were determined to be 68% for Nanning with 317 people and 32% for Liuzhou with 149 people. A total of 425 data were collected from the total sample, of which 400 valid questionnaires were obtained, and the effective recovery rate was 94.12%.

Descriptive statistics provide a fast and efficient way to generalize and interpret datasets and are the basis for data analysis and interpretation. It mainly includes the measure of the central trend and the degree of dispersion. This study uses descriptive statistical methods to describe the basic picture of the data from the perspective of the central trend, the degree of dispersion, as well as the shape metric. Descriptive statistics are essential to understanding the information provided by the data and developing the basis for hypothesis testing, further providing direction for statistical analysis. This study described the overall distribution of the sample in terms of six aspects, including gender, age, education level, years of work, occupation and monthly income. See Table 1 for details.

In terms of gender distribution, the ratio of men to women is approximately 1:1, and the proportion of respondents is balanced. In terms of age, the numbers of all age groups have basically increased. In terms of education level, the sample with a bachelor's degree accounts for a relatively large proportion. In terms of working years, there are more respondents who have worked for 5–10 years. From an occupational perspective, professionals such as teachers, doctors, and lawyers account for a larger proportion in the survey sample. Among the respondents, those with a monthly income of less than 4,550 yuan accounted for 30.8% of the total number of respondents, accounting for the largest proportion; those with a monthly income of more than 20,001 yuan accounted for 5.5% of the total number of respondents, accounting for 5.5% of the total number of respondents, the minimum.

### **Measurement Scale**

The instrument that will be used to collect data for this study is a questionnaire. To create the instrument for the study, the researcher will read relevant theories, concepts, and literature. likert's 5–point scale measure unifies the measurement scale for each variable, making it easier for participants to understand and make decisions. a score of 1 indicates that the description of the item is "not at all consistent" with the perceived situation, a score of 5 indicates "completely consistent", and optional scores increase from 1 to 5, indicating a range from "not at all consistent" to "fully conforming" match level. The instrument for the study had five components:

The first part of the questionnaire is personal background information. Questions involving consumers' personal characteristics such as gender, age, education, years of work, and occupation. With reference to related studies, gender, age, education, years of work, and occupation were selected as control variables. Percentages were used for statistical analysis.

The second part of rating scale 2 is a question about green purchase attitude. Three dimensions were included in the nine questions created, and the main references were the scales of scholars such as Laukov (2013) and He (2022), which have been adopted by many scholars and have good reliability and validity, adding new energy vehicle purchase related content and modifying it into a usable. These scales have been adopted by many scholars and have good reliability and validity.

The third part of rating scale 3 is about CSR. In this study, a scale consisting of nine question items was used to measure through four dimensions: economic responsibility, legal responsibility, ethical responsibility and philanthropic responsibility. This scale is the classic scale for studying CSR.

The fourth part of evaluation Scale 4 is the question of green purchase intention. The 6-item scale developed by Wang (2016) was used, including 3 dimensions of purchase motivation, green trust, and product characteristics.

The fifth part of evaluation scale 5 is the question of green purchase behavior. The five-item scale was modified from a scale used for measurement (Abeyseekera, 2022).

## Results

In this section, the measurement model is evaluated using the Smart PLS algorithm. Testing the validity and reliability of the developed model is part of the evaluation process. As shown in Table 1, the main indicators for measuring reliability and validity are Cronbach's alpha, rho\_a, CR and AVE.

Table 2 Factor Loadings and Reliability Results

|                                                                                        | Dimensions | $\lambda$ |
|----------------------------------------------------------------------------------------|------------|-----------|
| Green Purchase Attitude (GPA)<br>( $\alpha=0.85$ , $\rho_a=0.86$ , CR= 0.91, AVE=0.77) | CA         | 0.84      |
|                                                                                        | EA         | 0.90      |
|                                                                                        | VA         | 0.89      |
| Green Purchase Intention (GPI ( $\alpha=0.87$ , $\rho_a=0.88$ , CR= 0.92, AVE=0.80)    | PM         | 0.86      |
|                                                                                        | GT         | 0.92      |
|                                                                                        | PF         | 0.90      |
|                                                                                        | ER         | 0.87      |
|                                                                                        | LR         | 0.87      |

|                                                                                               |      |      |
|-----------------------------------------------------------------------------------------------|------|------|
| Corporate Social Responsibility (CSR ( $\alpha=0.89$ ,<br>$\rho_a=0.89$ , CR= 0.92, AVE=0.75) | Eth  | 0.89 |
|                                                                                               | PR   | 0.83 |
| Green Purchase Behavior (GPB ( $\alpha=0.91$ , $\rho_a=0.91$ , CR= 0.93, AVE=0.74)            | GPB1 | 0.84 |
|                                                                                               | GPB2 | 0.86 |
|                                                                                               | GPB3 | 0.88 |
|                                                                                               | GPB4 | 0.88 |
|                                                                                               | GPB5 | 0.82 |

Reliability refers to the consistency of the measurement results after measuring an objective thing multiple times under the same conditions. The higher the reliability, the better the quality of the scale and the stronger the reliability of its data. The commonly used test method for reliability is Cronbach's alpha, which by convention should be greater than 0.6. The results of this table show that the Cronbach's coefficient of each latent variable is above 0.7, indicating that the reliability of this set of questionnaires is generally good.

This study used average variance extracted (AVE) and combined reliability (CR) to measure the convergent validity of questionnaire data. The higher the two values, the higher the reliability and convergent validity of the latent variable. Ideally, the standard value of AVE must be greater than 0.5, and CR should be greater than 0.7. The data test results in Table 1 show that the convergent validity of each latent variable is within the acceptable range. To sum up, the analysis results show that the reliability and validity of the data collected in this questionnaire survey have reached the benchmark. This survey result shows that it has high reliability. The following judgment can refer to the analysis results. The square root of AVE is on the diagonal, shown in bold and in parentheses. The relevant hetero-graft-single-trait ratios are below the diagonal. The correlation coefficient is above the diagonal.

Table 3 Discriminant Validity

|     | CSR          | GPA          | GPB          | GPI          |
|-----|--------------|--------------|--------------|--------------|
| CSR | <b>(.86)</b> | .72          | .84          | .76          |
| GPA | .83          | <b>(.88)</b> | .81          | .74          |
| GPB | .85          | .81          | <b>(.86)</b> | (.86)        |
| GPI | .86          | .85          | .83          | <b>(.89)</b> |

*Note.* CSR = corporate social responsibility; GPA = green purchase attitude; GPB = green purchase behavior; GPI = green purchase intention.

Measuring discriminant validity involves comparing the correlation coefficient between that factor and other factors to the square root of AVE (average variance extracted). If the square root of the AVE is greater than the correlation coefficient between the factor and other factors, it is considered to have excellent discriminant validity. As can be seen from Table 2, the AVE square root values of the four variables Green Purchase Attitude (GPA), Green Purchase Intention (GPI), Corporate Social Responsibility (CSR), and Green Purchase Behavior (GPB) are higher than those of them and other factors in the same Correlation coefficient in dimension. This indicates that these variables have good discriminant validity. At the same time, the heterotrait–monotrait ratio of correlations was lower than the conservative value of .9.

This study analyzes direct effects and indirect effects. The results of direct hypotheses and indirect hypotheses are given in Table 4.

Table 4 Path Coefficients

|                 | $\beta$ | <i>SD</i> | <i>t</i> | <i>p</i> | CI[2.5%,97.5%] |      |
|-----------------|---------|-----------|----------|----------|----------------|------|
| GPA→ GPI        | .392    | 0.056     | 7.016    | < .001   | .283           | .499 |
| CSR → GPI       | .476    | 0.056     | 8.453    | < .001   | .365           | .586 |
| GPA→ GPI → GPB  | .337    | 0.049     | 6.923    | < .001   | .243           | .432 |
| CSR → GPI → GPB | .411    | 0.05      | 8.15     | < .001   | .314           | .511 |
| GPI → GPB       | .862    | 0.018     | 47.183   | < .001   | .823           | .895 |

The evaluation of the structural model is evaluated based on the values of  $f^2$ 、 $Q^2$  and regression coefficients. The strength of the path is determined from  $f^2$ . This value describes the path between CSR and GPI, between GPA and GPI, and between GPI and GPB.  $f^2$  are 0.31, 0.21 and 2.9 respectively. This estimate should be greater than or equal to 0.1 for the explained variance of the dependent variable to be considered adequate.

In addition to assessing the accuracy of predictions by investigating  $R^2$  values, Stone–Geisser's  $Q^2$  is calculated through a blindfold procedure. This  $Q^2$  value determines the predictive relevance of the endogenous latent variable. For a model to be able to predict the correlation of such a construct, this value should be greater than 0. Here, the  $Q^2$  values of

0.527 and 0.637 are good predictors of the indicator data points; therefore, the model demonstrates the predictive relevance of the structure.

## Discussion

This study investigated the relationship between green purchase attitude and green purchase intention. The results showed that GPA significantly positively affects GPI, supporting the H1 of this study (Dilotsotlhe, 2021; Nguyen, et al., 2018; Nguyen, 2020). Improving, transforming green purchase attitude can effectively affect green purchase intention. The green purchase attitude path coefficients for green purchase intention indicates that the improvement of green purchase attitude plays an important role in green purchase intention. The change of green purchase attitude plays an important guiding role in the overall green purchase intention. In order to enhance people's purchase behavior of green products, we must actively guide people to change people's attitude towards green products (He, 2020).

This study investigated the relationship between corporate social responsibility and green purchase intention. The results showed that CSR significantly positively affects GPI, supporting the H2 of this study. Raising the corporate social responsibility can effectively affect green purchase intention (Grimmer & Bingham, 2013). The path coefficients of corporate social responsibility for green purchase intention respectively. It indicates that corporate social responsibility lifting plays an important role in green purchase intention. The social responsibility undertaken by enterprises also plays an important role in influencing people's green purchase intention (Vu et al., 2022).

This study examined the mediation role of green purchase intention in both green purchase attitude and green purchase behavior. The results show that green purchase behavior and green purchase attitude can be mediated by green purchase intention, supporting the findings of Study H3 (Nair & Little, 2016; Taufique & Vaithianathan, 2018; Verma & Chandra, 2018). According to the results of green purchase intention's mediation effect coefficient in green purchase attitude and green purchase behavior shows that the purchase attitude of green products can directly affect the green purchase behavior, but improving the green purchase intention is also a way to positively influence the purchase behavior.

This study examined the mediating role of green purchase intention in both corporate social responsibility and green purchase behavior. The results of this study validated the results of H4 by highlighting the importance of green purchase intention mediation (Khojastehpour & Johns, 2014). The intermediary effect coefficient of green purchase intention

which shows that the results show that while the sense of corporate social responsibility is improved, it also indirectly guides people's intention to choose green products, thus promoting their purchase behavior of green products. Therefore, in order to strengthen the purchasing power of green products, we should pay attention to cultivating the purchase intention of green products.

This study explored the relationship between green purchase intention and purchasing behavior. The pathway coefficient of green purchase intention on green purchase behavior was found to support the findings of study H5(Liu & Lu, 2020). It shows that people have a positive influence on green purchase intention and its green purchase behavior through promotion. Therefore, in order to enhance people's purchasing power of green products, we can strengthen the publicity of people's concept of green products to enhance the purchase intention of green products.

### **Practical implications**

With the gradual improvement of environmental protection awareness, green purchase behavior has gradually become a trend in today's society, which is of great significance to the sustainable development of enterprises and individuals. Therefore, the research on green purchase behavior has become a hot spot in the current research field.

Through the review of related scholars' research, most scholars focus on the influencing factors of consumers' green purchase intention, and focus on the exploration and analysis of these influencing factors, and directly use the green purchase intention instead of measuring the green purchase behavior. There are relatively few studies on the process of green purchase behavior from the generation of consumers' intention to the final green purchase behavior. In the study of green purchase behavior, foreign research is relatively early, but the investigation of the influencing factors is still not very comprehensive, and the conclusions formed are not necessarily suitable for the domestic consumer market. This study analyzes green product purchase behavior independently and uses new energy vehicles as the object of the questionnaire for detailed design, and the conclusions obtained are more accurate(Liu & Lu, 2020).

Although some scholars have studied the relationship between CSR and consumer behavior, the existing empirical studies have not reached a unified conclusion, and the mechanism of consumer response to CSR has not been revealed. Moreover, most of the existing empirical studies on the concept of CSR and related empirical studies are from

developed countries in Europe and the United States. Matten and Moon, (2008), and relatively few empirical studies have been conducted on developing countries such as China. In this paper, From the perspective of Chinese consumers, we develop a conceptual model of the relationship between CSR and green purchase intention and behavior. We also thoroughly investigate the mechanism by which CSR affects purchase intention and behavior, which has some theoretical significance.

Most of the studies on green purchase behavior are based on consumer psychological factors, they combine the theory of planned behavior, stakeholder theory, etc. from variables such as attitude, perceived value and personal norms. However, few studies have analyzed consumer behavior in the context of corporate social responsibility. This not only innovates the theory of planned behavior, but also expands the research content in the field of green purchase behavior to a certain extent, and builds a more comprehensive research framework in general.

### Limitation

Although this study explores the role of green purchase intention, green purchase attitude, and corporate social responsibility in green purchase behavior, there are still some limitations. First of all, this study used the method of questionnaire survey to collect data, and there may be questions that the respondents answered untrue or subjective bias. Second, the sample is limited in scope and only involves specific regions or industries, which may not be broadly representative. Furthermore, this study mainly focuses on consumers' concepts and behaviors, without considering the impact of other factors on green purchasing behavior, such as price, quality and other factors. Finally, there may be some subjectivity and uncertainty in the measurement of green purchase intention. In order to further understand the influencing factors of green purchasing behavior, future research can expand the sample scope, adopt various data collection methods, and comprehensively consider the influence of various factors on green purchasing behavior, so as to improve the accuracy and credibility of the research.

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