

Article

Impact of Corporate Social Responsibility Practices on Impulse Buying Intention: Exploring the Moderating Influence of Social Media Advertising

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Abstract: The present study examines the effects of sustainable corporate social responsibility (CSR) practices on impulse buying intention through the moderating role of social media advertising. We employ non-probability sampling techniques, specifically purposive and convenience sampling, to gather data from 686 university students and consumers in China. The Partial Least Squares Structural Equation Modeling (PLS-SEM) technique was employed for an empirical analysis using SmartPLS software version 4. The study findings revealed a significant positive association between sustainable CSR practices (including environmental, economic, and social well-being aspects) and impulse buying intention. The additional results show that social media advertising significantly positively moderates the association between economic aspects, environmental well-being, and impulsive buying intention. However, the moderating influence of social media advertising was insignificant in the relationship between social well-being and impulsive buying intention. This research delves into the importance of companies establishing a workable system of CSR practices and the role of effective initiatives in implementing these policies. The study demonstrates that CSR practices have a broader impact on marketing strategies than previously assumed and have become essential for a company's ability to maintain strong relationships with stakeholders, including consumers. These CSR practices significantly influence consumer purchasing behavior, which is critical for a company's sustainable growth and expansion. Further, this study recommends the use of social media to enhance the positive image of an enterprise through marketing and sustainable corporate development through CSR practices.

Keywords: sustainable corporate social responsibility practices; economic well-being; environment well-being; social well-being; impulse buying intention; social media advertising



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1. Introduction

There has been an increase in public awareness of CSR and sustainability in recent years. The term CSR refers to a firm's efforts to foster sustainable development by benefiting its workers, their relatives, the local community, and society at large in terms of economic, social, and environmental aspects [1,2]. In addition, businesses implement CSR projects in response to stakeholder pressure, public interest, and other factors [3]. In this regard, a new initiative for sustainable CSR practices could be eco-advertising. Businesses that care about social responsibility and the environment are increasingly interested in finding ways to market and sell their products [4]. Besides that, organizations promote CSR practices to promote confidence among customers [5]. Companies all over the world allocate some percentage of their annual net profit for CSR projects to achieve this objective [6]. As the business world is currently experiencing a period of intense competition, firms are employing a wide variety of strategies to compete with their rivals [7,8] and CSR is a viable

strategy for sustainable competitive advantage. Extant CSR literature exhibits that most businesses employ three CSR practices aimed at promoting social, environmental, and financial well-being [9,10]. Companies promote social well-being through philanthropy, scholarships, water resources, accessible training facilities, and paid internships. Other such systems include ensuring a green and clean environment, waste disposal, and plastic bag recycling for environmental well-being. Nevertheless, economic well-being helps recruit, retain, and develop employees [11].

Corporations support CSR initiatives since they are good for business and the community. In recent years, sustainable CSR practices have been shown to have a positive influence on organizational behavior, firm performance, profit maximization, consumer attention, and corporate reputation [12]. Firms' competitive edge nowadays is increasingly based on the scope of their CSR activities. To compete and gain first-mover advantage, other rival institutions do similar things [13]. In a similar vein, recent developments indicate that businesses are adopting CSR practices in order to compete, gain an advantage, and make an impact on their industry. After captivating CSR actions, a company develops a unique identity in the eyes of the market and the public [14]. For the past several decades, CSR practices have also been increasingly central to the strategies of organizations in developed nations. CSR initiatives are becoming complex as they evolve to meet rising public expectations [15]. In this regard, citizens from developed countries value corporations' ethical and moral responsibility to the community, particularly in environmental, living, and health-related domains [16]. Paying closer attention to the firm's reputation and its media management can assist a firm to compete more effectively against rivals and grow its business on a sustainable basis. Consequently, businesses in developed nations must prioritize CSR initiatives [17].

CSR has become the foundation of a company's identity, creating a distinct and long-lasting brand. It has emerged as a prominent tactic among companies [18]. According to the opinions of the stakeholders, the strategic managers develop a plan for the company's CSR initiatives [19]. Another important goal is to build relationships with customers, workforce, suppliers, and the social environment. Businesses create strategies for ecological, social, and financial performance by evaluating the needs of the community and the effectiveness of existing practices [20]. Companies often highlight the challenges they face when launching CSR initiatives. For instance, reputable businesses promote the innovative ideas by highlighting their CSR activities on social media [21]. Communication technology has brought several new innovations to life, such as social networking websites [22]. Individuals use these sites primarily for social networking, but they also share their thoughts and opinions on products and services they have used [23]. Additionally, searching for and buying products or services online have become standard practice all over the globe. Likewise, product advertising is now available in a wide variety of formats, not just the standard print and broadcast media [24]. Nowadays, social media platforms are reliable and profitable sources of sales promotion for businesses. Moreover, consumers now have more options when shopping because of the proliferation of available products and services and the convenience of online transactions [25].

Businesses must strategically employ the use of relevant technologies to succeed in a dynamic environment [22]. Hence, firms from different countries keep revising and updating their strategies on a global scale. As a result of technological advancements and their incorporation into businesses, a new procedure has emerged [26]. To succeed, businesses must adopt new methods and update their systems with the latest innovations [27]. New technologies have become a social media phenomenon, which has an impact on both consumers and businesses in the current climate. Using social media, businesses can communicate directly with their target audiences and solicit immediate feedback [28].

The primary objective of advertising is to influence consumers' perceptions, preferences, and ultimately, their purchases. Advertising is the top priority of firms to keep customers interested. In addition, contemporary enterprises need to understand the influence of social media on customers' choices [29,30]. The term "social media" refers to the

various channels through which members of the public share and discuss ideas and content within their core social networks [31]. Additionally, with the help of technology, marketers can use novel approaches to reach consumers and shorten the transaction time, allowing for true impulsive buying [32]. The concept of impulse buying is becoming increasingly important today and it is the shopping process that occurs without proper planning. Research shows that impulse buying accounts for a portion of net sales [33]. For a long time, the literature on corporate social responsibility and on impulse buying has been treated as two distinct yet related fields [4]. Raza et al. [12], Shah et al. [14], and Singh et al. [16] document that businesses today are losing out if they do not engage in CSR. Firms can no longer afford to ignore CSR, as it increasingly influences consumer decisions. Companies have thus discovered that CSR is not only better for society but also, in many cases, better for the business itself. Therefore, this study emphasizes filling the gap by exploring the connection between these two concepts as they pertain to sustainable CSR initiatives and impulsive purchases.

The present study investigates the effects of CSR practices on impulsive buying intention and also explores the moderating role of social media advertising. Customers in the modern era expect businesses to provide them with not only good offerings but also interaction with them through sustainable CSR activities [34]. Organizations benefit from CSR initiatives in terms of sustainable corporate development. Whether a business is operating in a developed or a developing nation, engaging in CSR activities can boost its reputation, bring in new customers, and retain existing ones [35]. Therefore, it is crucial to comprehend the effects of CSR activities on customers and the community in which it operates. In addition, there has been a substantial amount of research on CSR and its effects on business, but not enough studies exist on the connection between CSR practices and the determinants of impulsive buying intention. Likewise, little research has examined whether CSR or CSR practices affect impulse purchases. This study investigates how the environmental, social, and economic well-being efforts of businesses influence the impulsive purchasing behavior of consumers. Additionally, the present study highlights the framework for business experts of firms to develop substantial current and effective tactics for green development under CSR practices in the community. Up until now, there has been a lack of concurrent research on these variables, and the existing body of literature on this subject pertaining to Chinese students is limited. Furthermore, this study makes a novel contribution by examining the relationship between CSR practices and impulsive buying intention, while also considering the role of a moderator.

2. Literature Review

2.1. Supporting Theory

Attitude and behavior theory (ABC) relies on a means-end paradigm in which individuals weigh the costs of inaction against the potential rewards of various courses of action [36]. The ABC theory provides a useful framework for analyzing the factors that contribute to a person's chosen course of action [10,37]. A person's "attitude" towards something encompasses their impressions, evaluations, and opinions. Predicting and influencing behavior rely on this principle. Because of circumstantial factors like social trends, expenses, private relationships, and accessibility, attitudes may not predict behavior. The surrounding environment can either encourage or hinder actions. It can moderate or reinforce people's attitudes and behaviors, and as a result, the ABC theory relies heavily on the association between consumers' attitudes and environmental factors [4].

The technology acceptance model (TAM) is based on social psychological theories such as the theory of reasoned action (TRA) and the theory of planned behavior (TPB). It aims to predict and provide insights into human behavior in relation to the adoption and usage of information technology. Based on the technology acceptance model (TAM), user behavior is influenced by the intention to engage in a specific behavior, which is subsequently influenced by their attitude towards that behavior. The technology acceptance model (TAM) has been widely employed in elucidating the factors influencing individuals'

adoption and behavior towards different information technology products or services. The technology acceptance model (TAM) has been utilized in various studies to gain insights into the factors influencing the adoption of virtual reality, online learning, and online shopping [30].

2.2. Sustainable CSR Practices and Impulsive Buying Intention

CSR means the responsibilities that a company has to the community. Companies engage in CSR both for their own benefit and in response to regulatory pressure to contribute to social development [38]. Both corporate social responsibility and environmental protection have assumed greater importance in recent years. In addition, there has been a rise in the value of public education and participation in addressing environmental issues worldwide to obtain a sustainable solution [39]. CSR initiatives positively affect consumer buying intentions because consumers are increasingly advocating for green consumption as a consequence of their growing concern for the environment [4].

“Impulse purchase” refers to unplanned shopping [33]. Consumers are more expected to make an impulsive purchase of a new, well-known, or sample product when the price is low because of the product’s perceived value [40]. Consumers’ impulsivity varies by store, according to research. An individual’s propensity to make an impulsive purchase may also be affected by the price of the item in question. Likewise, impulsive behavior occurs due to items being on discount or sale, short product lifespans, ease of storage, less marginal need for the product, and reduced sizes [32]. According to another study, price, time availability, and promotional strategies cause impulse buying. Directions for impulse purchases include the store’s setting, the presence of both internal and external stimuli, and individual differences in personality type [17]. Recent research by Hayat et al. [7] suggests that CSR practices also significantly affect consumers’ propensity to make impulsive purchases. Therefore, a company’s environmental and social practices are strongly positively associated with impulsive purchasing.

Consumers are becoming more aware of social, environmental, and economic well-being consequences of a firm’s actions [41]. Businesses prioritize the interests of their employees, communities, shareholders, and the public [42]. These efforts help society progress in the long run and give businesses an edge in the competitive marketplace [21]. The three cornerstones of CSR include environmental, social, and economic well-being and have been extensively practiced by organizations. Customers do not directly benefit from environmental well-being initiatives [11]. However, it serves as a pillar to instill customer confidence in the company. Consumers are more likely to have faith in a company that engages in CSR and provides high-quality products and services [12,20,32]. Thus, a firm’s environmental initiative may build trust. Additionally, trust compels the customer to purchase the product on the spot. Therefore, the firm’s dedication to the surrounding environment may pave the way to trust. Social well-being and trust initiatives lead to an increase in impulsive choice [7].

When a company provides long-term value to its shareholders, its relationships with its agents strengthen [42]. People are more likely to stick with a company if it meets their expectations in terms of both service quality and price. When businesses offer discounts, consumers become more interested in buying the product so that the company can increase sales and customer engagement [43]. Employees’ positive recommendations play a significant role in customers’ decision to purchase the company’s products, which in turn contributes to the economic well-being of society. When it comes to launching new products, the company’s ability to predict financial success yields impressive outcomes. The edge of a firm’s economic well-being can attract customers to buy from it impulsively [44].

When CSR activities have a favorable impact on consumer buying intentions, they may also serve as a catalyst for consumers to make impulsive purchases. A company with a good reputation and strong consumer identification may cause impulse buying due to consumer confidence and loyalty. The loyalty factor is caused by a company’s positive image [45,46]. Corporate social responsibility activities are advantageous for

businesses, society, stakeholders, and their families. By investing in environmental, social, and economic well-being, businesses develop an enduring relationship with consumers. This relationship promotes a positive association with impulsive purchasing [47]. Thus, we propose the following hypotheses:

H1: *Environmental well-being has a positive association with impulse buying.*

H2: *Economic well-being is positively associated with impulse buying.*

H3: *Social well-being has a positive relation with impulse buying.*

2.3. Moderating Role of Social Media Advertising between CSR and Impulsive Buying

Recently, social media has emerged as an essential part of the modern advertising infrastructure [21,28]. One way that new concepts spread is through the use of social media. Due to this fascinating aspect, social media has captivated the attention of many academics and entrepreneurs [31,48]. Social media is a valuable marketing tool for all entrepreneurs. Using social media to market a product is an innovative way to win over wary modern consumers [49]. Mostly, good businesspeople use social media to promote their products and services because the working-class population is interested in this mode of interaction [32].

Impulse buying is defined as the act of making a purchase without much forethought, consideration, or planning and then immediately proclaiming the purchase to others in a convincingly rapid manner [50]. Studies have found that impulse buys can be influenced by several aspects, including the store's layout, the presentation of products, the availability of discounts, and the frequency of sales promotions. People's preferences are influenced by firms' CSR practices. Companies that actively practice CSR consistently deliver high-quality goods and services, which customers can reward with their dollars [51]. Therefore, the idea demonstrates a broad positive linkage between various forms of CSR (the well-being of society, the economy, and the environment), and the phenomenon of impulse buying [21]. A previous study found that product usefulness is indirectly positively influenced by the review quality. It revealed that customers are more likely to make purchases when they find high-quality online reviews. Online social interactions are important consumer-generated stimuli that can significantly influence consumers' impulsive purchasing behavior [25].

Companies are now increasingly turning to social media as the most effective marketing platform to grow customer loyalty, find new customers, and keep existing ones. In addition, businesses use social media to forge new connections with customers to boost loyalty [52]. In addition to influencing consumers' initial product awareness, product selection, and post-purchase evaluation, word-of-mouth is also a powerful influence on consumers' long-term loyalty to a brand, product, or service. The Internet has made it possible for a single user's positive evaluation of a product to rapidly spread to hundreds or thousands of other potential buyers [53]. There are two purposes for advertising on social media. By "active social media use", we mean a consistent pattern of behavior such as posting status updates and photos, sharing relevant links, connecting with new people, engaging in meaningful conversation, and being a part of online communities. Passive social media use denotes the pattern of using these platforms solely as a means of consuming content, such as checking out friends' status updates or homepages. In contrast to passive use, which does not add any new content or relationships to the social media platform, active use does [54].

Corporations are quickly using social media influencers' advertising to make CSR communication on social media as effective as possible [2,5]. This is because social media influencers affect behaviors such as sharing and evaluating information and policy making of consumers on the platform via peer associations with companies and strong social networking [55]. Many companies are becoming more environmentally friendly and efficient with their products. By supporting environmental causes through advertising,

they are contributing to a better, greener world for future generations, fulfilling a portion of their CSR [56]. It is a driving force in the success of businesses, contributing to both a positive public perception and increased loyalty among existing customers. CSR is the most important factor in shaping an organization's public perception, which in turn encourages businesses to increase spending on CSR-related initiatives [57].

Advertising has become widespread and popular in today's society [5]. Companies, as stated in the literature, are responsible for attracting and convincing consumers who will be interested in purchasing their products and services. As a result, marketing is a crucial part of any successful communication strategy. The benefits of CSR advertising for the maintenance and enhancement of a company's public image have been widely publicized [57]. CSR, one of the most widely used concepts in the literature, describes how businesses benefit their stakeholders [58]. Consumers' purchasing decisions are heavily influenced by social media. Limited research has studied the moderating effects of social media use across its various dimensions in relation to impulse purchases [54]. The literature shows that CSR initiatives can have positive effects on businesses and have been studied for years and altered business operations. For businesses to make a positive impact on society, they must demonstrate ethical behavior [51]. Through CSR initiatives and the satisfaction of key constituencies like shareholders and customers, businesses can gain an advantage in the marketplace. CSR has evolved into an essential part of any company's strategy for the future [59]. Companies that have well-executed CSR programs tend to have more positive brand associations, higher levels of consumer engagement, and more loyal customers. Recent inquiries have uncovered a dearth of useful empirical research on the association between CSR and impulse buys. In research conducted by Hayat et al. [7], CSR practices have a positive association with impulse buying.

Most companies, according to study [60], use online marketing strategies like social media advertising and content management to increase brand awareness among consumers. Consumers' purchasing decisions are heavily influenced by recommendations made by friends and followers on social media. Word of mouth, then, is a great way to get the word out about products or services on social media. According to a survey, word-of-mouth promotion is one of the most vital types of advertising [49]. Approximately 57% of consumers make impulsive purchases, according to research. Consumers engage in impulsive purchasing when they do not give much thought to their purchase decisions. Therefore, companies often consider consumers' impulsive buying intentions in their marketing strategies because it increases profits [61].

The phenomenon of interactivity has been observed to have a positive impact on consumer shopping behaviors. Numerous scholars have proposed that digital retailers ought to contemplate the incorporation of interactive elements within their online platforms, with the aim of offering consumers highly appealing shopping experiences [33]. Social media users' interactions with one another can lead to recommendations and suggestions for products and services, which can lead to impulse purchases [62]. Social media users can actively search for product information, receive suggestions and comments from other users, and make a purchase decision [63]. According to Dodoo and Wu [64], social media ads increase customer relevance and online impulse buying. Similarly, social media of CSR activities can influence customers' buying intention and inspire employees to work for socially responsible companies [65]. The following hypothesis was formulated (as presented in Figure 1):

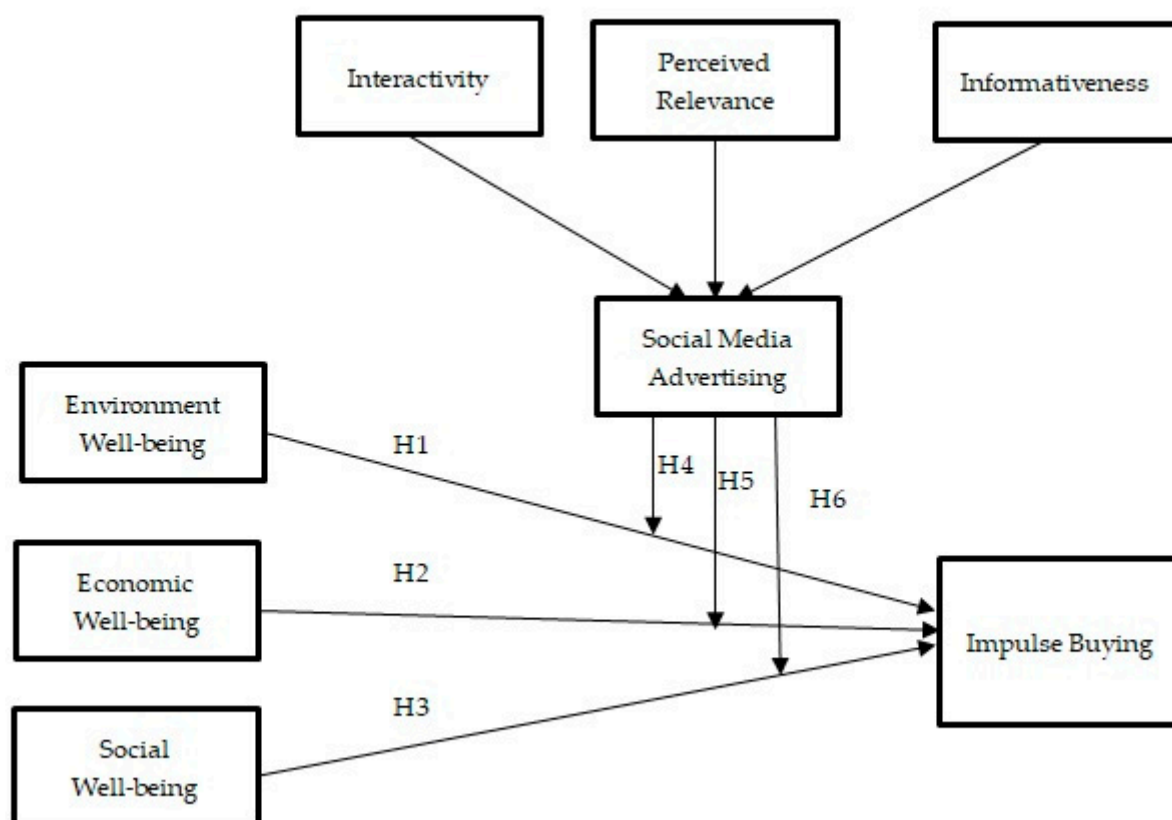


Figure 1. Conceptual model.

H4: A moderating role of social media advertising is between environmental well-being and impulse buying.

H5: Social media advertising has a moderating role between economic well-being and impulse buying.

H6: Social media advertising has a moderating role between social well-being and impulse buying.

3. Materials and Methods

A quantitative research approach was utilized in the study conducted by Apuke [66]. The current study has a cross-sectional research design, wherein data were gathered over a span of 5 months, specifically from February 2023 to June 2023. The research utilized non-probability (purposive and convenience) sampling techniques [67], to collect data from university students and young consumers in China. In response to the COVID-19 pandemic, online questionnaires were disseminated via diverse social media platforms, including G-mail and Facebook, with the aim of optimizing participation rates. The investigation of impulse behavior among university students is closely associated with corporate social responsibility (CSR), as these students represent a growing target market with increasing numbers and financial resources [7]. According to Mangleburg, Doney, and Bristol [68], it is apparent that young consumers tend to exhibit a greater inclination toward risk-taking, as demonstrated by their rapid adoption of new products.

A total of 800 questionnaires were distributed, and upon eliminating incomplete responses, 686 questionnaires were deemed suitable for a subsequent analysis. Notwithstanding the arduous circumstances, the rate of response exhibited a commendable level of encouragement, standing at 85.75%. With respect to the demographic characteristics of the participants (refer to Table 1), it is observed that 43.4% of the respondents identified as male, while 56.6% identified as female. The age distribution of the participants predominantly en-

compassed individuals between the ages of 20 and 30, as well as those within the age range of 31 to 40 years. A considerable proportion of the participants possessed undergraduate, graduate, and postgraduate degrees in terms of their educational attainment. In terms of working experience, 10.1% had less than 3 years of working experience, nearly 24.1% had 3–6 years of experience, 38.8% possessed 7–10 years of experience, and 27.1% had more than 10 years of work experience.

Table 1. Descriptive Statistics.

| Demographics | Categories | Frequency | Percent |
|-----------------|------------|-----------|---------|
| Gender | Female | 388 | 56.6 |
| | Male | 298 | 43.4 |
| Age | 20–30 | 328 | 47.8 |
| | 31–40 | 194 | 28.3 |
| | 41–50 | 156 | 22.7 |
| | >50 | 8 | 1.2 |
| | | | |
| Education | Bachelor's | 247 | 36.0 |
| | Master's | 201 | 29.3 |
| | MS/MPhil | 188 | 27.4 |
| | PhD | 15 | 2.2 |
| | Any other | 35 | 5.1 |
| Work Experience | <3 | 69 | 10.1 |
| | 3–6 | 165 | 24.1 |
| | 7–10 | 266 | 38.8 |
| | >10 | 186 | 27.1 |

Data for this study were collected through questionnaires from multiple sources. The questionnaire comprised a total of 34 items (as presented in Appendix A); the present study incorporates three broader dimensions of sustainable CSR, especially environmental, social, and economic well-being. The measurement items utilized for assessing environmental well-being (4-item scale) were adopted from the research conducted by Rodrigues and Borges [69], while the measurement items for economic well-being (5-item scale) and social well-being (5-item scale) were derived from the study conducted by Dahlsrud and Dahlsrud [70]. The dependent variable, impulse buying, was measured using a 5-item scale developed by Park et al. [71]. Finally, the moderating variable social media advertising (SMA) was based on three dimensions: Interactivity (11-item scale) that was adopted from Jiang et al. [72]; Perceived Relevance (11-item scale) [73]; and Informativeness (11-item scale) [74]. All scales were evaluated using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

To address the potential issue of common method variance (CMV) arising from using the same respondents for all variables, several procedural remedies were implemented. These included ensuring respondent confidentiality through a cover letter, providing clear definitions of unfamiliar terms, and using concise and simple questions. Despite these measures, a statistical approach called the “Correlation Matrix Procedure” (CMP), introduced by Tehseen et al. [75], was employed to analyze the potential impact of CMV on the correlations between latent variables. According to this procedure, CMV was not found to be an issue, as the correlation between the principal variables was below 0.90 [76]. Furthermore, a comprehensive assessment of collinearity was conducted to address the concern of CMV. Based on exploratory factor analysis and principal analysis approaches, Harman’s one-factor analysis results indicated that the study had no problems with the common method biases analysis, as the single factor explained 24.52% of the cumulative variance, which is less than the suggested 50% threshold [77].

This study used Partial Least Squares Structural Equation Modeling (PLS-SEM), analyzed using SmartPLS v. 4 software [78]. Many theoretical connections between variables, some of which may be latent (i.e., not observable), may be analyzed using this method [79]. Given that the majority of the concepts investigated in management are not immediately

observable, the PLS-SEM approach is highly effective in the field in which our study is framed [80]. We have used this method for three primary justifications. First of all, PLS-SEM is an efficient method for the study of multidimensional variables; in the current study, SMA is a second-order construct [78]. Since we make hypotheses about both direct and indirect links between variables in this investigation, it is recommended that we employ PLS-SEM, which is well suited for modeling both types of associations simultaneously [81]. Third, the minimum sample size to use this method of analysis is 100 observations [82], making our sample appropriate by doubling the minimum necessary size ($n = 202$), which is sufficient to apply the method. The methodology known as PLS-SEM comprises two distinct components, as outlined by Ringle et al. [78]. The initial component is referred to as a measurement model (or outer model), which illustrates the association between constructs and their corresponding indicators [79]. The subsequent element is referred to as the structural model, also known as the inner model, which demonstrates the interconnection between two constructs.

4. Results

4.1. Measurement Model Analysis

A two-step procedure was used since the social media advertising construct is a reflective–formative second-order construct (see Figure 2). First-order indicators of the reflecting construct were the primary focus of the first investigation. Only data points that met the predetermined standards were kept [79]. The reliability of the formative construct was evaluated by generating single items from the latent variables of all lower-order constructs. In order to determine the validity of the instruments used in this research, a pilot test was performed on a sample size of 120 questionnaires. To determine statistical significance for factor loadings, weights, and path coefficients, Ringle et al. [78] used the bootstrapping approach. T-tests on sub-samples of size 5000 were performed. Smart Partial Least Squares (PLS) v.4.0, as reported by Ringle et al. [78], was used for the study. The variables of the survey questionnaire were verified, and the instrument was adjusted to guarantee accuracy throughout the first stage of the measurement model. Cronbach's alpha (α), composite reliability (CR), and average variance extracted (AVE) were all calculated for the research by Hair Jr et al. [79]. In general, factor loading values need to be greater than 0.70 [81]. Each item's factor loading was found to be between 0.344 and 0.839 when the indicator's convergent validity was evaluated. According to Ringle et al. [78], factor loadings between 0.40 and 0.70 should only be deleted if doing so will increase the CR or AVE values. Sarstedt et al. [81] may accept the construct's convergent validity if the AVE is greater than 0.5 and the CR is greater than 0.6. The estimates of α , composite reliability, and average variance extracted were all higher than the cutoff values shown in Table 2. Therefore, Table 2 shows that the measurement model has convergent validity.

4.2. Discriminant Validity

In order to assess the discriminant validity, the current research used the heterotrait–monotrait ratio (HTMT) method proposed by Henseler et al. [82]. Two methods were used to evaluate the reliability of this validity. First, the HTMT cutoff was determined; any score over that point indicated a lack of discriminant validity. However, when the correlation approaches 1, there is ongoing debate about what the exact threshold value of HTMT should be. Researchers have different ideas on what the right threshold should be. This is in contrast to the 0.90 threshold proposed by Ab Hamid et al. [83], which is supported by Yusoff et al. [84]. Additionally, the HTMT value confidence intervals were used to demonstrate the existence of discriminant validity. If the range of the interval drops below 1, it means that the experimental variables were well defined. Table 3 shows the results of the investigation, showing that all constructions had HTMT values below the cutoff of 0.85. This suggests that the present research has some degree of discriminant validity.

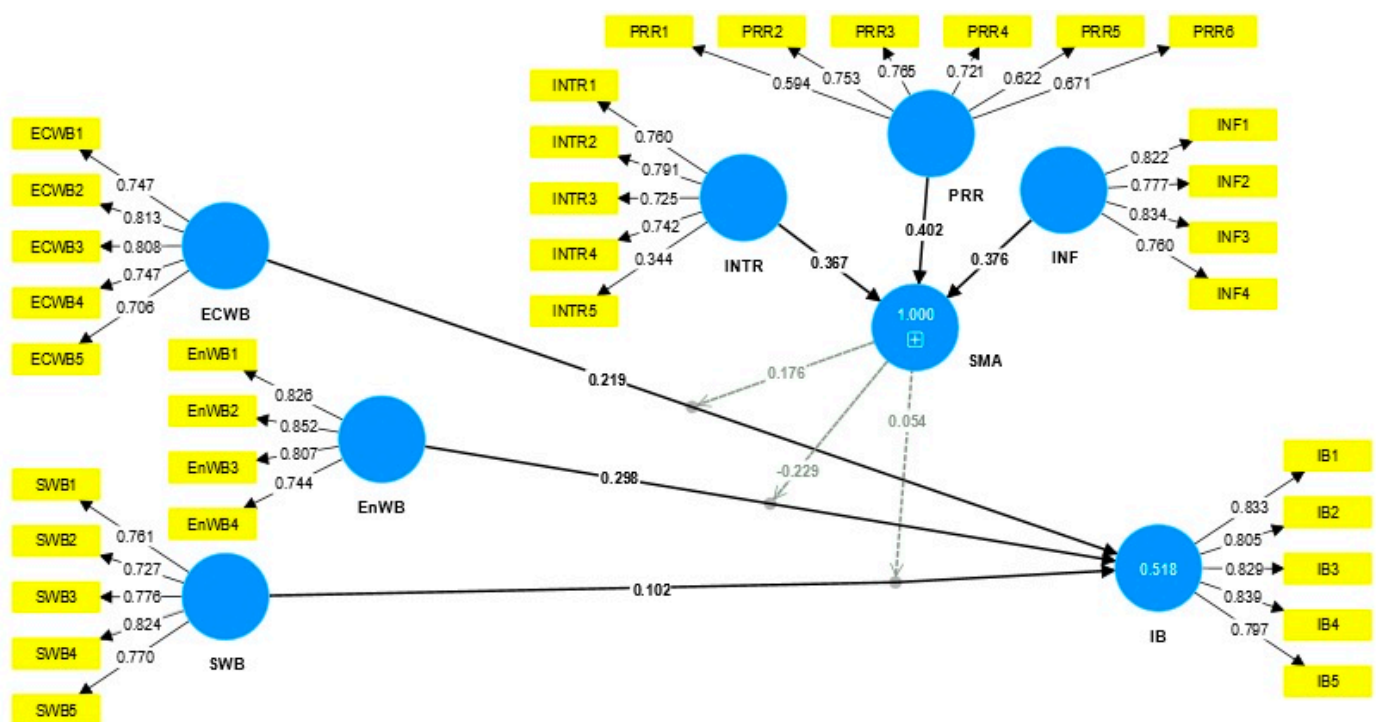


Figure 2. Measurement model analysis. Abbreviations: Economic Well-being (EcWB); Environment Well-being (EnWB); Social Well-being (SWB); Impulse Buying (IB); Social Media Advertising (SMA); Interactivity (INTR); Perceived Relevance (PRR); Informativeness (INF).

4.3. Assessment of Second-Order Construct

The second-order construct's multicollinearity among its items and the statistical significance of its outer weights were analyzed after the main constructs' validity had been established via evaluation and confirmation. Second-order constructs were suggested to be evaluated in two phases by Ringle et al. [78]. The scores of the latent variables were first obtained for the first, lower-order components. All latent variable scores were used as items in social media advertising (SMA) once the first round of scoring was completed. Following the guidelines proposed by Hair Jr. et al. [79], we evaluated the SMA assessment model and provided the results in Table 4. The existence of collinearity difficulties was looked at by using inner VIF values. When there is a high degree of correlation between many parts of a construct, a phenomenon known as multicollinearity occurs [75]. Multicollinearity may be measured by calculating the "Variance Inflation Factor" (VIF). When the value is more than 5, multicollinearity is present. Collinearity was studied as it pertains to the reflective concept. Therefore, the predictive value of the INF, INTR, and PRR components for SMA was calculated. Table 4 shows that there are no collinearity issues with the second-order reflective dimensions based on their VIF values. The external weights were used to evaluate the reflected indicators. To further evaluate the weights' statistical significance, the bootstrapping technique was used. Figure 2 depicts the relative importance and relative weights of the indicators. As can be seen in Table 4, the outside weights for INF, INTR, and PRR are significant.

4.4. Structural Equation Model Analysis

The inner model, also known as the structural model, was evaluated after the measurement model was assessed. Ringle et al. [78] elaborate on the idea of the inner model, which helps researchers see the relationships between different elements of a study's framework. The structural model was evaluated by computing statistics such as the effect size (f^2), the coefficient of determination (R^2), and the predictive relevance (Q^2) (see Table 5) [82]. It was essential to check for multicollinearity inside the inner model before assessing the structural

model since this occurrence might skew the findings. The path coefficients range from -1 to $+1$ [79], and they represent the theoretical relationships between the constructions. A strong positive correlation is indicated with numbers close to $+1$, and a strong negative correlation with values near -1 . Using the bootstrapping technique, we may ascertain the relevance of route coefficients. Table 6 displays the path coefficients and their associated t values and degrees of significance.

Table 2. Measurement model.

| Construct | Items | Factor Loading | α | CR (rho_a) | CR (rho_c) | AVE |
|--------------------------|-------|----------------|----------|------------|------------|-------|
| Economic Well-being | ECWB1 | 0.747 | 0.825 | 0.838 | 0.876 | 0.586 |
| | ECWB2 | 0.813 | | | | |
| | ECWB3 | 0.808 | | | | |
| | ECWB4 | 0.747 | | | | |
| | ECWB5 | 0.706 | | | | |
| Environment Well-being | EnWB1 | 0.826 | 0.822 | 0.828 | 0.882 | 0.653 |
| | EnWB2 | 0.852 | | | | |
| | EnWB3 | 0.807 | | | | |
| | EnWB4 | 0.744 | | | | |
| Social Well-being | SWB1 | 0.761 | 0.839 | 0.885 | 0.881 | 0.597 |
| | SWB2 | 0.727 | | | | |
| | SWB3 | 0.776 | | | | |
| | SWB4 | 0.824 | | | | |
| | SWB5 | 0.770 | | | | |
| Impulse Buying | IP1 | 0.833 | 0.879 | 0.879 | 0.912 | 0.674 |
| | IP2 | 0.805 | | | | |
| | IP3 | 0.829 | | | | |
| | IP4 | 0.839 | | | | |
| | IP5 | 0.797 | | | | |
| Social Media Advertising | | | 0.716 | 0.767 | 0.813 | 0.519 |
| Interactivity | INTR1 | 0.760 | | | | |
| | INTR2 | 0.791 | | | | |
| | INTR3 | 0.725 | | | | |
| | INTR4 | 0.742 | | | | |
| | INTR5 | 0.344 | | | | |
| Perceived Relevance | PRR1 | 0.594 | 0.779 | 0.782 | 0.844 | 0.527 |
| | PRR2 | 0.753 | | | | |
| | PRR3 | 0.765 | | | | |
| | PRR4 | 0.721 | | | | |
| | PRR5 | 0.622 | | | | |
| | PRR6 | 0.671 | | | | |
| Informativeness | INF1 | 0.822 | 0.810 | 0.812 | 0.876 | 0.638 |
| | INF2 | 0.777 | | | | |
| | INF3 | 0.834 | | | | |
| | INF4 | 0.760 | | | | |

Abbreviations: Cronbach Alpha (α), Composite Reliability (CR), and Average Variance Extracted (AVE).

Table 3. Heterotrait–monotrait ratio (HTMT).

| Constructs | Economic Well-Being | Environment Well-Being | Impulse Buying | Social Well-Being |
|------------------------|---------------------|------------------------|----------------|-------------------|
| Economic Well-being | | | | |
| Environment Well-being | 0.694 | | | |
| Impulse Buying | 0.563 | 0.765 | | |
| Social Well-being | 0.659 | 0.632 | 0.502 | |

Table 4. Outer weights and variance inflation factor values.

| Relationship among Constructs | β | Sample Mean | Standard Deviation | T Values | p Values |
|-------------------------------|---------|-------------|--------------------|----------|----------|
| INF -> SMA | 0.370 | 0.370 | 0.011 | 33.295 | 0.000 |
| INTR -> SMA | 0.372 | 0.372 | 0.012 | 31.449 | 0.000 |
| PRR -> SMA | 0.402 | 0.402 | 0.012 | 32.864 | 0.000 |

Abbreviations: Economic Well-being (EcWB); Environment Well-being (EnWB); Social Well-being (SWB); Impulse Buying (IB); Social Media Advertising (SMA); Interactivity (INTR); Perceived Relevance (PRR); Informativeness (INF).

Table 5. Coefficient of determination.

| Constructs | R-Square | R-Square Adjusted | Q ² Prediction |
|----------------|----------|-------------------|---------------------------|
| Impulse Buying | 0.514 | 0.509 | 0.490 |

Table 6. Results of the structural equations model.

| Hypotheses | Relationship among Constructs | β | Sample Mean | S.D. | t Values | f Square Values | p Values | Remarks |
|------------|-------------------------------|---------|-------------|-------|----------|-----------------|----------|---------------|
| | Direct Effect | | | | | | | |
| H1 | EnWB -> IB | 0.290 | 0.290 | 0.057 | 5.067 | 0.044 | 0.000 | Supported |
| H2 | ECWB -> IB | 0.216 | 0.215 | 0.046 | 4.659 | 0.067 | 0.000 | Supported |
| H3 | SWB -> IB | 0.099 | 0.102 | 0.036 | 2.745 | 0.012 | 0.006 | Supported |
| | Indirect Effect | | | | | | | |
| | Moderating Effect | | | | | | | |
| H4 | SMA \times EnWB -> IB | 0.210 | 0.210 | 0.053 | 3.969 | 0.053 | 0.000 | Supported |
| H5 | SMA \times ECWB -> IB | 0.162 | 0.160 | 0.047 | 3.408 | 0.034 | 0.001 | Supported |
| H6 | SMA \times SWB -> IB | 0.048 | 0.047 | 0.043 | 1.123 | 0.003 | 0.261 | Not supported |

Abbreviations: Economic Well-being (EcWB); Environment Well-being (EnWB); Social Well-being (SWB); Impulse Buying (IB); Social Media Advertising (SMA); Interactivity (INTR); Perceived Relevance (PRR); Informativeness (INF).

Table 6 illustrates a positive and significant association between economic well-being (EcWB), environmental well-being (EnWB), social well-being (SWB), and impulse buying (IB). The result indicates that environmental well-being on impulse buying ($\beta = 0.290$, $t = 5.067$, $p < 0.05$), economic well-being on impulse buying ($\beta = 0.216$, $t = 4.659$, $p < 0.05$), and social well-being on impulse buying ($\beta = 0.099$, $t = 2.745$, $p < 0.05$) were all positive and significant. Specifically, a one-unit increase in EnWB, EcWB, and SWB is associated with a 29%, 21.6%, and 09.9% change in impulse buying. The R^2 is a statistical metric used to assess the predictive accuracy of a model. It quantifies the collective impact of exogenous latent variables on endogenous latent variables. The value of R^2 falls within the range of 0 to 1, indicating the extent to which the model's predictions align with the observed data [79]. Greater explanatory power is indicated with higher R^2 values. According to Sarstedt et al. [81], R-squared values of 0.75, 0.50, and 0.25 are classified as large, moderate, and weak, respectively. According to Table 5, the coefficient of determination (R^2) for impulse buying was found to be 0.514, indicating a moderate level of explanation. This value suggests that approximately 51.4% of the change in impulse buying can be accounted for with the combined effects of EnWB, EcWB, SWB, and SMA.

The effect size (f^2) is a measure of how much the value of R^2 changes when a specific exogenous construct is omitted from a model, indicating the influence of that omission on the endogenous constructs [79]. An f^2 value greater than 0.35 represents a large effect size, while a value ranging from 0.15 to 0.35 represents a medium effect size. A small effect size is considered when the value falls between 0.02 and 0.15. The analysis presented in Table 6 indicates that the independent construct, EnWB, EcWB, SWB, and moderator SMA, exhibits a small and medium effect size. Predictive relevance (Q^2) is a method used to assess the predictive relevance of the inner model [81]. The blindfolding technique was employed to obtain the Q^2 value, while the omission distance (D) was set at 7. The cross-validated redundancy approach was used to measure predictive relevance [78]. A

Q^2 value greater than zero indicates the predictive relevance of the model, whereas values below zero indicate a lack of predictive relevance [82]. According to Table 5, the Q^2 values of the endogenous constructs were greater than 0, indicating the predictive relevance of the model.

This study also hypothesized the positive moderating impact of social media advertising (SMA) on the impacts of EnWB, EcWB, and SWB on IB. As described in Table 6, the moderating effect of SMA between EnWB and IB is positive and significant ($\beta = 0.210$, $t = 3.969$, $p < 0.05$). Likewise, the moderating effect of SMA between EcWB and IB is also positive ($\beta = 0.162$, $t = 3.408$, $p < 0.05$). However, the moderating effect of SMA between SWB and IB is non-significant ($\beta = 0.048$, $t = 1.123$, $p > 0.05$). Figure 3 and Table 6 show that hypotheses H1, H2, H3, H4, and H5 were accepted and H6 was rejected.

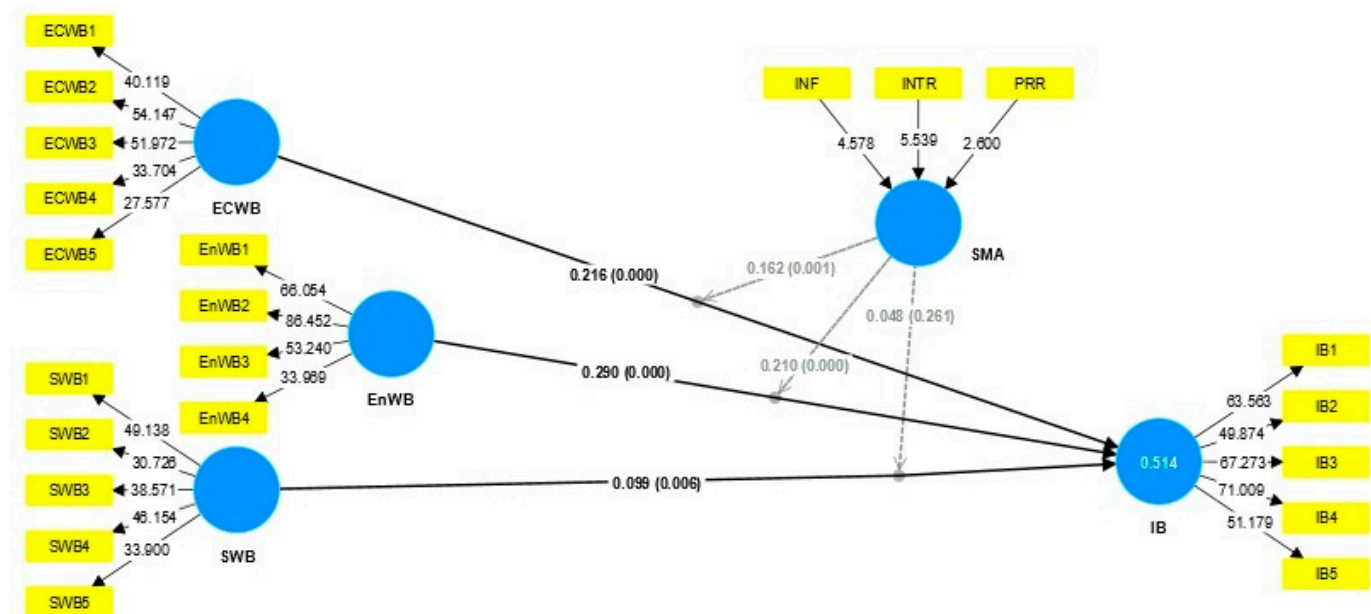


Figure 3. A partial least squares (PLS) path analysis.

5. Discussion

The current study intends to examine the effects of sustainable CSR practices on impulse buying intention: exploring the moderating role of social media advertising. As CSR practices become a major focus for businesses worldwide, they are commonly understood to refer to a company's positive impact on society. Besides that, business leaders these days are less concerned with maximizing profits than they are with ensuring a sustainable future. Therefore, customers and other interested parties in an organization pay attention to how well CSR initiatives are implemented [17].

The following are the results of the hypotheses raised in this study. First, CSR (environmental, economic, and social well-being) has a significant positive relationship with impulse buying. The results are consistent with prior literature in that dimensions of CSR have a positive effect on consumers' impulse buying [17]. In a similar vein, impulse buying may result from CSR practices that positively impact consumer buying intention. Environmental, economic, and social well-being are the most important factors in establishing trust and play a crucial role in impulse purchasing. According to another study, due to the perception of the socially responsible business, social well-being actions have a direct impact on consumers' impulse buying intention [21]. In addition, previous research found that environmental and economic well-being are found to have a positive effect on consumers' impulse buying [85]. Second, CSR has a significant positive association with social media advertising. The findings of the study are consistent with the prior literature. As compared to traditional media, the role of social media is more effective in

generating positive CSR communication outcomes. This occurred due to the transparency and interactivity between companies and consumers, as well as online communication networks [55]. In the same vein, researchers have primarily focused on the connection between social media use and impulsive purchases in the past, according to a review of the literature [54]. Pellegrino et al. [86] revealed an association between prolonged use of social media and unplanned purchases. Another study that found social media to have a direct, positive effect on impulse purchases was conducted by Lahath et al. [87].

Further, findings revealed that social media advertising significantly positively moderates the association between economic and environmental well-being and impulsive buying intention. However, social media advertising does not significantly moderate the connection between social well-being and impulsive buying intention. According to the limited research performed on the topic [54], there is a direct correlation between the frequency with which people use social media and their propensity to make impulsive purchases. According to Zafar et al. [88], social media advertising factors, such as source credibility, review quality, and observational learning, have significant effects on perceived usefulness and positive effects. Because of this beneficial effect, impulsive buying intention becomes even more appealing [89]. Thus, online social interactions are a major consumer-generated stimulus that can influence impulsive buying [90]. Similarly, individuals' actions, especially those related to spending money, are profoundly impacted by social media. Social media users share a wide range of experiences, from what they want to do on a given day to in-depth assessments of the products and services they use. This behavior influences consumers to share images of their purchases and give suggestions. As a result of these measures, impulsive and unscheduled purchases may increase [91]. Also, businesses on social media are very successful because social media marketing creates an impulse in consumer purchasing behavior, motivating them to purchase the products and services [92]. Moreover, CSR studies have shown how CSR activities affect consumer response [55]. Previous research indicates that positive consumer behavior and company satisfaction can be attributed to the implementation and communication of CSR initiatives through social media [93]. According to the findings of another study, social media marketing has a substantial impact on customer satisfaction, which in turn increases a company's sales volume, boosts its profitability, and fosters sustainable performance [85,86].

6. Conclusions

The purpose of this study was to examine the influence of CSR practices on impulsive buying intention: exploring the moderating role of social media advertising. The findings of this study show that CSR practices have a positive relationship with impulse buying and social media advertising. Further, this study also highlights the positive association between social media advertising and impulsive buying intention. An essential first finding is the confirmation of the special link between CSR practices and impulsive actions. This research reveals whether companies create a workable system of CSR practices and take effective initiatives to put these policies into action. The research shows that CSR activities have a wider impact on marketing strategies than previously thought. CSR has become essential to a company's ability to maintain strong relationships with stakeholders, including consumers. CSR policies influence consumer purchasing behavior, which is critical to a firm's expansion.

7. Theoretical Implications

The study has several important theoretical implications. Firstly, it empirically establishes a positive and significant correlation between CSR practices and impulsive buying intentions. Additionally, it explores the moderating influence of a second-order variable, namely, social media advertising, on this relationship. The findings concerning the core CSR–IB association align with recent research in the field, demonstrated by Martínez-Falcó et al.'s work [80], which is situated in the context of the Spanish wine industry. However, it is worth noting that no prior research has delved into the moderating impact of SMA

on this particular relationship. Secondly, this study serves as an initial steppingstone for comprehending how CSR can yield intangible assets and fresh capabilities, as well as the role of SMA in enhancing the impulsive buying intentions of enterprises. It is important to emphasize the necessity for further advancement in investigating the outlined relationships, given the limited extent of academic literature addressing these linkages. Lastly, the theoretical implications of this study effectively address the first three research questions: confirming (RQ1) a meaningful and affirmative connection between CSR and impulsive buying intentions, and (RQ2) highlighting the moderating influence of SMA on the relationship between CSR and impulsive buying intentions.

Furthermore, Nuseir [94] demonstrated in his research that the efficacy of communication among social media users plays a significant role in the development of impulsive buying tendencies. The study's results indicate that various factors, including the brand's popularity, the number of page likes, and the comments received from friends, exert a significant impact on the process of persuasion. Impulse buying is influenced by both images that convince consumers they need the product and close friends.

8. Managerial Implications

The managerial implications of this study are as follows: This research suggests that sustainable CSR practices can influence impulse buying, which could help retain customers and encourage future purchases. Additionally, corporations should prioritize policies that promote both economic and environmental sustainability. We viewed the likelihood of making an impulsive purchase as roughly correlating with the company's efforts to protect the environment through CSR practices. Furthermore, a person's personality traits influence their emotional state, which in turn leads to impulsive purchases. Chinese youth want green products and are willing to buy them impulsively. Green advertising may be a company's top priority, but in a competitive market, other companies will inevitably follow suit. Both social and environmental climates will benefit from this. Green product adoption among consumers is expected to increase as a result.

A strong social media team is something that managers should begin working on immediately. Specifically, this group's focus should be on expanding the company's visibility online. Making a website, interacting with customers via reviews and questions, and promoting oneself creatively on social media all fall under this category. Promoting on social media calls for originality and planning. In order to survive, businesses must adapt to the evolving business environment. Therefore, executives should implement cutting-edge practices in this area, tailoring their efforts to meet the demands of their clientele and enhance their standing in the community. A company's competitiveness depends in large part on its ability to develop and implement CSR strategies, which should be driven internally. Moreover, consumer concerns and the integration of social, and environmental, rights of humans into business operations entail effective strategies and taking actions in close coordination with stakeholders.

As a result, genuine CSR practices are important for the company's reputation and for encouraging more impulse purchases. According to this study, people prefer environmental and economic well-being practices. This research suggests that managers should prioritize the well-being of the environment and the economy while making CSR-related decisions. A safe, clean, and healthy workplace can be provided to enhance productivity and sustainable economic development of the society. Firms can increase sales, revenue, and profits from impulse buys thanks to these measures, which boost their competitiveness and public image. In contemporary times, the corporate social responsibility (CSR) of a company receives increased attention from consumers, who are progressively becoming more aware and mindful of their buying behavior. Companies implement CSR initiatives to enhance their reputation and image, with the ultimate goal of increasing profitability.

9. Limitations and Future Recommendations

The study has the following limitations: First, the researchers' time constraints may compromise the quality of their findings. Second, this is a quantitative study, and it encourages further study with qualitative methods for future researchers. Third, this study only focused on China, but similar studies could be conducted elsewhere. As a result of differences in buying habits, preferences for sustainable CSR practices, and character traits, the facts will be different when data from other regions are collected. Fourth, in the future, researchers should investigate other factors, such as the correlation between CSR and individual differences in personality and socioeconomic status. Fifth, the current study used 5-point Likert scales to measure independent and dependent variables. Future studies can use different scales for independent and dependent variables. Sixth, new research should explore different moderating variables with CSR and impulse buying intention. Lastly, the current study posits that marketers ought to recognize and address the growing significance of social media platforms, as they have an impact on consumers' impulsive purchasing behavior. It is recommended that companies incorporate social media marketing into their operations by consistently monitoring consumer concerns and making necessary adjustments to their online marketing strategies.

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Appendix A

Environment Well-being

EnWB1: I purchase the product of that firm, which is environment-friendly.

EnWB2: I buy the product of that firm, which involves the green environment.

EnWB3: I like to buy the product of that company, which tries to recycle its waste properly.

EnWB4: If I have some choices in the shopping mall to buy a product than I prefer to buy from that company, which involves keeping the environment clean.

Social Well-being

SWB1: I purchase the product of that company, which donates to charity for society.

SWB2: I do not buy the products of those companies that use child labor.

SWB3: I do not buy the products of those companies that are socially irresponsible.

SWB4: A firm, which promotes education, is my first choice to buying its product.

Economic Well-being

EcWB1: I buy the products of those companies, which are involved in the betterment of the living standard of their stakeholders.

EcWB2: I prefer the firm that cares about its stakeholders for profit.

EcWB3: I prefer the product of a firm that financially supports its employees.

EcWB4: I believe companies that undertake CSR strategies offer better-quality products and services.

EcWB5: It makes sense to always choose the products of that firm, which involves economic well-being actions, even if other products are better than them.

Impulse buying

IB1: When I go shopping, I buy things that I had not intended to buy.

IB2: I often buy things spontaneously.

IB3: I often buy things without thinking properly.

IB4: Sometimes, I like buying things on the spur of the moment (sudden moment).

IB5: When suddenly I see the product of a firm, which is involved in environmental initiatives, I purchase it at that time without thinking deeply.

Perceived Relevance

PRR1: Social media advertising is relevant to me.

PRR2: Social media advertising is important to me.

PRR3: Social media advertising means a lot to me.

PRR4: I think social media advertising fits my interests.

PRR5: I think social media advertising fits with my preferences.

PRR6: Overall, I think social media advertising fits me.

Interactivity

INTER1: Social media advertising is effective in gathering customers' feedback.

INTER2: Social media advertising makes me feel like it wants to listen to its customers.

INTER3: Social media advertising encourages customers to offer feedback.

INTER4: Social media advertising gives customers the opportunity to talk back.

INTER5: Social media advertising facilitates two-way communication between the customers and the firms.

Informativeness

INF1: Social media advertising is a good source of product information and supplies relevant product information.

INF2: Social media advertising provides timely information.

INF3: Social media advertising is a good source of up-to-date product information.

INF4: Social media advertising is a convenient source of product information.

INF5: Social media advertising supplies complete product information.

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