

# Corporate social responsibility, customer engagement and customer loyalty: Basis for sustainable development of platform enterprises

Shen, Xiaoxia ✉

Graduate School, Lyceum of the Philippines University – Batangas, Philippines ([408866571@qq.com](mailto:408866571@qq.com))



ISSN: 2243-7770  
Online ISSN: 2243-7789

Received: 18 June 2023

Revised: 20 July 2023

Accepted: 24 July 2023

OPEN ACCESS

Available Online: 15 August 2023

DOI: 10.5861/ijrsm.2023.1042

## Abstract

This article discusses the effect of a platform's perceived social responsibility on consumer engagement and whether or not it affects customers' loyalty to platform enterprises. The social duty of platform firms is specifically identified in this study from three perspectives: legal responsibility, quality responsibility, and responsibility for user behavior norms. Customer satisfaction with platform enterprises is evaluated from cognitive, emotional, and behavioral perspectives. Customer loyalty towards platform enterprises is described from three aspects: repeat purchase, personal preference, and price sensitivity. Investigated are both the major links between platform corporations' social responsibility and consumer involvement as well as the significant correlation between customer engagement and customer loyalty. Descriptive analysis, correlation analysis, and regression analysis included in this analysis. The outcomes of the quantitative analysis should then be organically merged to produce an integrated framework for the platform-based enterprises' sustainable growth. Based on the findings, study's findings, platform firms' social responsibility and customer engagement are significantly correlated, meaning that the more socially responsible a platform company is, the more satisfied its customers will be. Customer engagement and loyalty have a strong correlation, which suggests that the stronger the customer engagement, the greater the consumer loyalty. Additionally, it demonstrates that platform firms' social responsibility and customer loyalty have a very positive correlation, meaning that the more socially responsible a platform company is, the more loyal its consumers will be.

**Keywords:** platform enterprise, corporate social responsibility, customer engagement, customer loyalty, customer relationship model

## **Corporate social responsibility, customer engagement and customer loyalty: Basis for sustainable development of platform enterprises**

### **1. Introduction**

Innovation in technology has accelerated and sustained human growth. Particularly, the development and widespread use of Internet technology encourage the platform economy's rise and raise the sector's standing in the social economy. Yet, innovation comes together with damage. The development of platform economy triggers new platform social responsibility issues such as drivers with issues, click farming, etc., causing negative impact on society. The emergence of these irresponsible issues are closely related with the platform enterprises. Platform enterprises are the key players in the ecosystem of platform-based businesses. Through their management, platform enterprises not only engage in traditional CSR activities but also take on quasi-governmental responsibilities for bilateral users, which is an important factor for customers to take into account when selecting service platforms. Platform enterprises can improve their corporate image, enhance their platform competitiveness and create social value increment by performing their corporate social responsibility.

This study focuses on the characteristics of platform firms' social responsibility as well as the connections between that duty, customer engagement, and loyalty. The research question of "the relationship between platform-based corporate social responsibility, customer engagement, and customer loyalty" is extracted from the study's focus on the evolution of platform-based corporate social responsibility and the mechanism of action on customer loyalty within the context of the Internet platform. Through an empirical study on consumer loyalty and the subsequent relationship chain, it shows how platform-based corporate social responsibility affects customer loyalty.

According to the relational model, platform corporate social responsibility has a significant positive impact on customer engagement, customer engagement mediates the relationship between platform corporate social responsibility and customer loyalty, platform corporate social responsibility has a significant positive impact on customer loyalty, and different dimensions of corporate social responsibility will have varying degrees of influence.

This study has a certain degree of innovation in the following three aspects: 1. Realize platform-based corporate social responsibility's innovative core idea. Corporate social responsibility is a notion that has evolved via a process of sequential optimization and may take on many meanings and dimensions depending on the context. In this study, corporate social responsibility research is placed in the context of platforms. A conceptual model of platform corporate social responsibility is built based on the dual characteristics of platform companies, and each dimension of platform corporate social responsibility is measured using empirical analysis tables, with the measurement scale's validity being confirmed; 2. Introduce the study of corporate social responsibility into the field of customer-centered research, which is more consistent with the fundamentals of responsibility and more in line with responsibility practice; situate the impact of platform CSR in the unique context of "platform enterprises"; and construct a relationship model of the impact of platform CSR on customer loyalty based on the perspective of consumers; 3. On the basis of comprehensive relevant theories, it innovatively introduces the intermediary variable of customer engagement to build a mechanism model of the impact of platform-type CSR on customer loyalty. It investigates the intensity of the interactions between factors through empirical research and exposes the inherent "black box" mechanism between platform-type CSR and client loyalty. Platform-based corporate social responsibility research is moved from a theoretical to an empirical level.

To extract and verify the concept and dimensions of platform-based enterprises' social responsibility, the relationship between social responsibility, customer fit, and customer loyalty, and the mediating role of customer participation in the relationship between platform-based corporate social responsibility and loyalty, this study

used in-depth interviews and grounded theory. The concept definition of the additional study variables was completed using the literary analysis. Relevant hypotheses are advanced and theoretical models are built by thorough examination of pertinent theories. A set of standardized techniques, including pre-investigation and formal investigation, initial scale design and purification, and scale reliability and validity testing, were then used to eventually finish the formal questionnaire. The study then gathers pertinent information using formal questionnaires, runs empirical tests, and completes the hypothesis testing by developing models. The study findings, managerial implications, and potential future research directions are ultimately developed based on a thorough examination and discussion of the test outcomes.

**Objectives of the Study** - Through the mediating function of customer engagement, this study sought to ascertain the effects of corporate social responsibility on customer engagement as well as the effects of corporate social responsibility on consumer loyalty. The thesis specifically sought to: assess platform firms' corporate social responsibility in light of their legal, platform quality, and user behavior norm responsibilities; determine customer engagement from three aspects: cognitive, emotional and behavioral; evaluate customer loyalty from repeat purchases, preference, and price sensitivity; to determine if there is a meaningful connection between corporate social responsibility, consumer engagement, and customer loyalty; build a model for customer relationship of platform enterprises.

## 2. Methods

**Research Design** - In this study, the theoretical underpinning and research framework are built using literature analysis. Data are then gathered using questionnaires, and the results are then interpreted using a descriptive research design. Descriptive research design to explore dimensions of social responsibility (i.e. legal responsibility, quality responsibility, and normative responsibility), customer engagement dimensions (i.e. cognitive, affective, behavioral), customer loyalty dimensions (i.e. degrees) relationship. In terms of research content, the theoretical underpinnings and variable definition come first, then data collecting, or the development and distribution of the questionnaire, and ultimately descriptive analysis, correlation analysis, and regression analysis. Choosing the research topics for the article and identifying the weaknesses in the earlier study are both steps in the literature research process. For publications on platform-based CSR and customer loyalty, search ScienceDirect, EBSCOhost, CNKI, and other databases.

The direction and breadth of the questionnaire are developed to construct the final questionnaire questions using the questionnaire survey technique through the study of the outcomes of in-depth interviews with platform enterprise users. Through network dissemination, the questionnaire survey's findings were condensed. Due to the COVID-19 pandemic, questionnaire data were collected via the internet platform "Questionnaire Star". The quantitative analysis method and SPSS software were utilized by the researchers to do multivariate statistical analysis on the feedback data from the questionnaire in order to establish the foundation for the platform firms' long-term success. Descriptive analysis, correlation analysis, and regression analysis were all included in this analysis.

**Participants of the Study** - Geographical boundaries can be overcome because the questionnaire is provided online using "Questionnaire Star". In the end, 360 questionnaires were distributed, and 348 valid questionnaires were recovered. Since the author works at a university in Anhui Province, China, and the research objects are platform companies, the interviewees are mostly corporate employees, college students, college teachers, and young people from various industries. This study is typical and representative since the majority of the respondents are from the Yangtze River Delta area, where the economy is established and the growth of platform enterprises is also quite advanced.

**Data Gathering Instrument** - This study was conducted by empirical research method, and the required data were collected by questionnaire method. The numbers 1~4 show the respondents' level of agreement with the question items; the higher the number, the more in line the respondents' thoughts were with the questions'

substance. The particular Likert scale is as follows: 1 for severely disagree, 2 for disagree, 3 for agree, and 4 for highly agree. There are four sections to the official questionnaire. The study of the respondents' personal data is the initial step in the process, and it is done in order to filter the survey data. The second part is a survey on platform-based businesses' social responsibility, which has a total of 15 items and focuses primarily on legal responsibility, quality responsibility, and code of conduct responsibility; the third part is a survey on customer participation, which has a total of 15 items and focuses primarily on cognition, three aspects of emotion, and behavior; The examination of consumer loyalty makes up the fourth component, which primarily focuses on the three factors of repeat purchase, personal preference, and price sensitivity, with a total of 15 items. The essential data for this study is gathered via a questionnaire survey, which is an empirical research methodology. Each variable's Cronbach's alpha and Cronbach's rho values are higher than 0.77 in the pre-test of the questionnaire, indicating the scale's high reliability.

**Data Gathering Procedure** - After doing a literature study and taking into account the opinions of experts, pre-survey questions were then submitted online utilizing the questionnaire star research platform. Once the questionnaire had been revised and altered with the assistance of the consultant, it was made available online via WeChat and email. Once the basic design was complete, six professionals were requested to do a pre-test of the questionnaire. This assisted in improving the questionnaire's language presentation and structural design. When the questionnaire was authorized, the researcher developed a letter of intent as a request to the respondents to collect data.

**Ethical Considerations** - In order to preserve the quality and integrity of the study, researchers make every effort to guarantee that whatever information they gather is utilized just for that reason. On the "Questionnaire Star" platform, the researchers disseminated surveys online. The researchers worked in universities, and the research objects were users of platform-based enterprises. In order to guarantee that the target respondents are capable of responding to the pertinent study questions, the majority of respondents were business employees, college students, and young people who frequently buy online in a variety of sectors. Furthermore, the questionnaire did not require responders to give their identities, protecting their privacy and anonymity. Additionally, the researchers made sure that the respondents responded to the survey willingly and as per their preferences. Finally, it ensures that the research participants are protected from danger and that their security and safety are given first priority.

**Data Analysis** - Multiple statistical techniques were applied to the data for the study in order to count, analyses, and assess it. The frequency distribution and weighted mean for descriptive statistical analysis are two of the variables that may be used to quantitatively get an overview of the relevant variables. The second approach uses variance analysis to assess whether a difference between the means of two or more samples is statistically significant. In the third procedure, all variables are subjected to the Pearson correlation test to see whether there is any association, which lays the groundwork for the subsequent regression analysis. Following the earlier descriptive statistics and correlation statistics investigation, the thesis used multiple regression to empirically assess the effect of social responsibility perception, customer participation, and customer loyalty.

### **3. Results and Discussion**

A comprehensive examination of corporate social responsibility is presented in Table 5. The overall average of 3.30 shows how trustworthy all the indications are. The ratings for all projects are consistent, and the platform enterprises' legal responsibility comes out on top with a weighted average score of 3.32. The legal liability of the platform mainly revolves around the management content of the platform.

From the perspective of the overall legal order, the legal liability of the network platform mainly includes civil legal liability, administrative legal liability and criminal legal liability. The contents of their respective legal responsibilities are generally defined. On the basis of the platform's management functions and the main line of the overall legal order, attention should be paid to the system connection and functional coordination between

different legal responsibilities. In terms of the concept and practice of the legal responsibility of the network platform, it insists on taking the civil legal responsibility as the basis, supplementing it with the administrative legal responsibility, and taking the criminal legal responsibility as the guarantee, and puts the legal governance of the network platform in the whole system of legal order (Liu, 2020).

This paper suggests a study on the legal responsibility of online trading platforms from various perspectives, including realizing the fundamental purpose of online trading, safeguarding the true interests of consumers, addressing the needs of social progress, and promoting rapid and stable economic development. The objective is to enhance the legal environment for online trading, enhance the responsibilities of the online trading platform, define the platform's legal liability, and effectively solve the issue of online trading. The legal notion of the legal duty of the internet trading platform is now unrealistic. Contradictions and disputes among the various parties balance the relationship between multiple subjects in online transactions, thereby promoting the long-term healthy development of platform companies and providing some help for the resolution of platform company transaction disputes (Gao, 2021).

**Table 1**

*Corporate Social Responsibility*

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Legal responsibility of platform enterprises	3.32	Agree	1
2. Responsibility of platform quality	3.27	Agree	3
3. Responsibility of user behavior norms	3.30	Agree	2
Composite Mean	3.30	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Followed by responsibility of user behavior norms, the weighted average score is 3.30. Regardless of the era, users have always been the dominant players in the commercial market, and they are the source of business survival and development. As a result, the norms of user conduct are crucial to the growth of platform businesses. In the age of the Internet, people not only assess the platform businesses' websites for development state and quality, but also for platform company development quality. Therefore, if platform companies want to operate better, they must collect and count data on user behavior norms and analyze these data. Analyze data in-depth and scientifically to help platform firms run more efficiently. Through technical and management means, standardize the behavior and activities of network users using the network platform, and guide them to use the platform in a civilized and healthy manner; at the same time, Impose the required sanctions on network behaviors that disobey rules or breach the legal rights and interests of others in order to encourage the growth of platform firms' operational environments. In terms of user behavior standards, platform companies can: 1. Revise laws and regulations and establish a sound system. 2. Guide self-protection and actively prevent risks. 3. Increase staff training to satisfy the requirements of rights protection. 4. consolidate and standardize transactional behavior for online commerce. 5. Unimpeded rights protection channels and safeguard legitimate rights and interests.

Finally, but most importantly. The weighted average score of responsibility of platform quality is 3.271. The platform companies' quality obligation extends beyond their own standards to include the healthy and stable growth of the platform economy as a whole, which is crucial for the economy's high-quality development (Zhang & Wang, 2022). The quality responsibility of platform companies is mainly from the perspective of customers, and they undertake the corresponding responsibility for improving customer satisfaction, including the ability of the platform to provide customers with instant, accurate and complete information; the technical structure of platform companies is perfect; the platform companies are sufficiently humanized , the network platform is easy to use; the platform has a reasonable price strategy, and platform companies can help users improve profitability(Lin , et al., 2021). As far as the platform provides customers with instant, accurate and complete information, the right to know is a right granted to consumers by law. To protect the right to know of platform customers, the key is to allow customers to quickly and conveniently understand that their concerns are closely related to the platform. Information. With the highly developed information network of today, there are

an increasing number of channels and techniques for gathering, exchanging, and communicating information. The way platform companies disclose information to customers must also keep pace with the times and be innovative. The scope and frequency of information disclosure are also issues that commercial enterprises must pay attention to. Platform marketers must grasp the degree of information disclosure, not only to effectively protect customers' right to know, but also not to cause trouble to customers due to information disclosure (Yu & Hao, 2023).

**Table 2***Customer Engagement*

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Cognition	3.01	Agree	2
2. Emotion	3.09	Agree	1
3. Behavior	2.91	Agree	3
Composite Mean	3.00	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Table 2 provides a thorough analysis of consumer behavior and engagement. All indications are reliable, as evidenced by the overall average of 3.00. Each project receives consistent scores, and the emotion takes the top spot with a weighted average score of 3.09. The psychological condition of love, hate, pleasure, disappointment, and other feelings brought on by intangible things in people's hearts is known as emotion. Emotion, according to psychology, is "a person's inner feeling when their needs are being met." Customer emotion is a term used to describe a specific reflection of the psychological activities of customers during the consumption process. Customers' psychological perception of a product's ability to meet their psychological demands and a reflection of the connection between the product and their own psyche (Chen, et al., 2022). In order to maintain relationships with customers and further increase market share and competitiveness, platform enterprises must understand the psychology of their customers through their emotional responses.

Additionally, customers' emotional performance reflects their attitudes toward platform enterprises; Finally, platform companies can predict customers' future consumption behavior based on their emotional performance. Due to the fact that consumer behavior has the characteristics of non-perfect material benefit orientation and stability of choice, customers will be affected by emotions when choosing a brand and will insist on choosing the same brand. Because purchase inertia would increase the cost of customers switching brands, repeated use of the same brand is also the psychological basis for the development of preferences, which is determined by consumers' positive feelings about the brand. At the same time, she believes that by accumulating customers' emotional needs, we can reduce the transfer cost of customers and maintain a good relationship between enterprises and customers (Valaskova, et al., 2022).

Followed by cognition the weighted average score is 3.01. Customer cognitive efforts, such as gathering and processing information, are considered to be mental input. Customer consumption of tangible goods and physical energy is considered to be a customer's physical investment. Customer pouring feelings is considered to be a customer's emotional investment. Customer cognition theory guides platform companies to do their best to ensure that their products and services are well perceived in the minds of customers. To do this, the following matters must be noted: 1. "To be the best in the minds of customers, you must be the first to enter the market", which requires the company's products or services to enter the market with the best impression for customers from the beginning, making it difficult for competitors to intervene. 2. If you are not the first to enter a market, the company must impress customers and make customers think that your company's products and services are the most satisfactory. 3. If you are currently lagging behind, you must still provide first-class products and services to customers, and let customers know this. 4. Companies must be committed to alter client attitudes, even at considerable expense, and occasionally have patience. "Changing customer perceptions is not easy, but it is not irreversible." (Yang et al., 2022).

And most crucially, lastly. Behavior has a weighted average score of 2.91. Customer involvement is a type

of resource input that occurs throughout the construction of a good or service in order to gain emotions, individualized needs, self-creation and self-realization demands. From a behavioral perspective, customer engagement is the act through which customers create their own place in the service process and their expectations of the service by involvement in the service. In particular, "behavioral involvement" refers to consumer behavior that involves them in the types, contents, and ways of services. Customer involvement is a chosen behavior made to maximize value based on expectations for the future. Customer acceptance of service is a process of achieving utility maximization (Ellabban & Abu-Rub, 2016). Customer engagement is the total of all interactions clients have while receiving services (Brodie, et al, 2017).

From the perspective of behavior, to improve customer participation can start from the following aspects: 1. Strengthen the construction of creditworthiness system, pay attention to reputation accumulation, platform enterprises must promise to truthfully provide the necessary information for selling goods, at the same time, detail the quality assurance of goods and the confidentiality measures of customer-related information, avoid malicious bounce of web windows, purify the online shopping environment page, ensure the stability and smoothness of network services, so as to improve customer emotions, and then strengthen customers' intention to repurchase and recommend behavior. 2. Increase the fun in the online shopping process, the page design can be classified according to different shopping groups, and you can also try to implant background music to improve the monotonous shopping process and increase the happy mood of customers. 3. Platform enterprises need to give customers safe, fast and convenient payment methods, and provide multiple secure payment modes - mobile banking, online banking, cash on delivery or credit card, to relieve customers of payment troubles in the shopping process and enhance customer loyalty.

**Table 3**

*Customer Loyalty*

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. repeat purchases	3.23	Agree	1
2. preference	2.85	Agree	2
3. price sensitivity	2.70	Agree	3
Composite Mean	3.23	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Table presents an evaluation of customer loyalty in summary. The aggregate average of 3.23 demonstrates the dependability of all the indicators. A senior marketing specialist in the United States, thinks that customer loyalty refers to the extent to which consumers often repeat purchases out of preference for a business or brand. Among them, the greatest weighted average of repeat purchases is 3.23. Profits can rise by 25% to 100% when a firm retains clients at a rate of 5% higher. The number of people who buy the brand's goods or services again is referred to as the repeat purchase rate. Customer loyalty to a brand increases with the number of repeat purchases, and vice versa. The likelihood of repeat purchases is crucial for retaining customers. It is essential to the company's existence, ongoing operations, market expansion, and retention of current clients. Therefore, companies not only limit customers to buy goods, but also More importantly, how to encourage customers to make repeat purchases. American scholars Reichheld and Sasser (1990) research shows that companies only need to maintain 5% of old customers to create almost 100% of profits, so reduce marketing costs to retain customers, get new customers through word of mouth, rely on The long-term purchase of loyal customers who are not sensitive to price is the key to increase revenue. In the fierce competition environment, establishing loyal customer relationship is a strategy to maintain customer loyalty and customer satisfaction (Jia & Wei, 2022).

The weighted average of preference, which is placed second, is 3.1020. Common preferences mainly include: 1. Habits. due to the stereotyping of consumer behavior, frequently eating a certain item or frequently using a particular consumption technique will have a specific impact on consumer psychology. Almost every consumer has this kind of motivation, but the aspects of habit and the degree of stability are different. 2. Convenient. In order to save as much time as possible during consuming activities, it implies that members prioritize convenience while selecting consumer goods, services, and consumption techniques. 3. Ask for a name.

The members make the decision as to whether or not to choose a product based on its reputation. In the purchase activity, the product is first required to be a famous brand. As long as it is a famous brand, no matter how much money is invested, it is willing. It is mostly based on members' trust in the quality of brand-name products, and sometimes it is also affected by members' emotional motivations. However, preferences are constrained by income and product prices (Jia & Wei, 2022). The different preferences of consumers make the consumer market more segmented and precise. By analyzing the different needs of consumers through data, the market is divided into multiple vertical markets. Enterprises choose a suitable target market according to their own product characteristics and formulate corresponding marketing strategies. This is conducive to optimizing the allocation of enterprise resources, improving resource utilization efficiency, and maximizing profits (Chen, 2022).

In the sphere of consumption, price sensitivity refers to the level of perception and reaction of customers to changes in the price of goods or services. The weighted average of behavioral loyalty, which is placed third, is 3.0843. Compared with consumers with high price sensitivity, consumers with low price sensitivity are more likely to become loyal customers. They are more willing to enjoy a full range of services and purchase value-added services, and spend more energy and energy on target companies or brands. money. variable consumers have variable price sensitivity, as well as varied consumption patterns and value perceptions. Customer loyalty is regulated by price sensitivity (Xiao, et al., (2023). Consumers are less price sensitive and have a larger tolerance for price rises or decreases as their education and income levels rise. Customers who are price sensitive frequently decide to continue a relationship based on calculations of their own interests; specifically, customers who are more price sensitive are more likely to make calculations and customers who are less price sensitive are more likely to make supply-focused calculations.

**Table 4**

*Relationship Between Corporate Social Responsibility and Customer Engagement*

Legal responsibility of platform enterprises	r-value	p-value	Interpretation
Cognition	.430**	<.001	Highly Significant
Emotion	.411**	<.001	Highly Significant
Behavior	.359**	<.001	Highly Significant
Responsibility of platform quality			
Cognition	.473**	<.001	Highly Significant
Emotion	.469**	<.001	Highly Significant
Behavior	.449**	<.001	Highly Significant
Responsibility of user behavior norms			
Cognition	.451**	<.001	Highly Significant
Emotion	.473**	<.001	Highly Significant
Behavior	.407**	<.001	Highly Significant

Legend: Significant at p-value < 0.01

The correlation between consumer involvement and corporate social responsibility is seen in Table 4. The computed r-values show a moderate direct connection, as can be seen from the results, and the resulting p-values were all below the alpha level. This suggests that there is a strong link between the two and that better consumer participation follows from stronger CSR.

With the intensification of corporate competition and the prominence of the homogeneity of products and services, p-platform companies' social responsibility activities have become an important means to build a good image, improve economic efficiency, and maintain high-quality customer-enterprise relationships. Customers, one of the most significant stakeholders in platform firms, have steadily growing expectations and demands of businesses in terms of how well they carry out their social duties. A 2019 poll by Porter Novelli found that more than 90% of customers expect businesses to take on social duties, have a favourable opinion of businesses that do so, and even assist businesses in generating positive word-of-mouth. It is evident that businesses may encourage good responses from their customers and encourage customer behaviours other than those associated with the consumer role, such as advise, recommendation, and assistance, by developing social responsibility initiatives that are reasonable and successful (Zhang & Wang, 2022)



Compared with the behaviours with low fulfilment degree, the behaviours with high degree of fulfilment of corporate social responsibility on the network platform have obtained higher user participation of platform users. Further research found that users' reputation evaluation of platform companies has an impact on user participation, that is, social responsibility behaviours with a high degree of fulfilment will increase users' participation in platform companies by stimulating users' high reputation evaluations of platform companies.

For platform companies, it is found that platform users are more concerned about the fulfilment of social responsibilities by platform companies, which helps to reveal the key points of platform companies' social responsibility behaviours and their implementation strategies. Despite being more difficult to create and maintain, platform businesses require user participation more than traditional enterprises. It is an effective measure for platform companies to fulfil their social responsibilities, which can shorten the relationship with stakeholders, establish long-term friendly ties, and enhance corporate reputation and customer loyalty.

Platform companies should try their best to find out which category of social responsibility behaviours and users' attitudes and expectations in the process have a greater impact on user participation. This helps platform companies formulate effective strategies, more actively fulfil relevant social responsibilities, improve user perception, increase participation and loyalty to platform companies, promote the future sustainable development of platform companies, and win more users to improve their own economic benefits. (Xiao & Li, 2017).

**Table 5**

*Relationship Between Customer Experience and Customer Acceptance*

Legal responsibility of platform enterprises	r-value	p-value	Interpretation
Repeat purchases	.343**	<.001	Highly Significant
Preference	.283**	<.001	Highly Significant
Price sensitivity	0.105	0.051	Not Significant
Responsibility of platform quality			
Repeat purchases	.308**	<.001	Highly Significant
Preference	.325**	<.001	Highly Significant
Price sensitivity	.183**	<.001	Highly Significant
Responsibility of user behavior norms			
Repeat purchases	.316**	<.001	Highly Significant
Preference	.319**	<.001	Highly Significant
Price sensitivity	.132*	0.014	Highly Significant

Legend: Significant at p-value < 0.01

The relationship between social responsibility and patronage is seen in Table 5. It was found that all computed p-values were lower than the alpha level, with the exception of legal responsibility and price sensitivity, indicating a modest direct link. This shows that there is a significant connection between the two and that rising social responsibility is accompanied by an increase in customer loyalty.

Customer loyalty and platform corporate social responsibility are inextricably linked. Platform businesses uphold their social obligations, may deliver social benefits, and can influence how consumers emotionally react to brands. Customers will develop a specific preference for a certain brand of the platform company's products as a result of this influence, which will ultimately improve the platform company's products. It is possible to be selected by customers from many similar products. By proactively taking on social duties, cultivating a positive and healthy perception of the business, fostering a positive corporate culture, and ultimately attaining the goal of boosting customer loyalty. Platform companies can also use the format of publishing corporate social responsibility reports to educate consumers about their actual status in terms of fulfilling their social obligations in order to gain customers' general recognition and proof evaluation as well as to increase customers' awareness of the platform company's social responsibility behaviour. In order to ultimately attain the goal of client loyalty. (Li & Zou, 2023)

Yin and Xie (2021) found that the behaviour of actively fulfilling social responsibilities in platform companies can improve customer loyalty. Under the principle of reciprocity and mutual benefit in the social

exchange theory, the behaviour of platform companies to fulfil their social responsibilities stimulates psychological changes in users' perception and identification, and finally forms user loyalty in specific forms such as repeated purchases, repeated visits, and indifference to prices. Existing studies have found that platform corporate social responsibility mainly affects customer loyalty in the following two ways: 1. Enterprises fulfil their social responsibilities, form corporate reputation or value, and make customers identify with them and generate emotional dependence. This method is attitude loyalty; 2. Enterprises The act of fulfilling social responsibility creates a strong emotional bond with customers, and customers will take practical actions to support the company. This way is behavioural loyalty.

Recent news reports and actual incidents also show us that, in the context of the modern period, people are becoming more and more concerned with moral and environmental concerns, which further demonstrates the significance of social responsibility. Whether in the legal category or the moral category, people are obliged to maintain the good development of society. As a collection of individuals, enterprises should undertake a higher level of social responsibility beyond the personal field, which is the premise of forming user loyalty. Enterprises fulfil their social responsibilities, making users feel the contribution of the enterprise, forming a strong emotional connection with the enterprise, forming user loyalty, and end users will form behavioural loyalty in return for the enterprise (Chen, 2023).

The P-value between platform corporate legal responsibility and price sensitivity is higher than the alpha level, and the correlation between these two elements is not strong. At the same time, it remains extremely price sensitive. For consumers, although price is not a decisive purchase factor, It has to be among the most important deciding elements.

One of the key elements influencing most consumers' shopping decisions is pricing. Users may quickly compare prices from various merchants on e-commerce platforms, where pricing are more transparent than they are in traditional storefronts. In addition, most e-commerce platforms also provide promotional activities such as coupons, allowing users to enjoy more discounts when purchasing products. Rational consumers mean that when purchasing goods or services, they will conduct sufficient research and comparison to ensure that they get the best price and the highest quality products. This kind of consumer buying behaviour is characterized by paying attention to actual benefits and will not be influenced by advertisements or promotional activities, but will make decisions based on their own needs and budget. Rational consumers will conduct full investigation and comparison before buying, including understanding product performance, brand, price, after-sales service and other information

Consumers are more price sensitive when there are more replacements available, and less price sensitive when there are fewer substitutes. items that can fulfil the same demands of customers are referred to as substitutes. These items might be from other categories, rival brands, or the same brand from a different price point. The price war among major platform companies is due to too many substitutes. The easier the product price is to compare with other products, the more price sensitive the customer is, and the more difficult the comparison, the less price sensitive the customer is. Customers may more easily compare prices when comparable items are grouped together on the e-commerce platform since the labels of the products are obvious at a glance. At this moment, consumers' buying impulses may be stimulated by appealing prices (Wang & Li, 2019).

Table 6 illustrates the connection between customer engagement and loyalty. The obtained p-values were all below the alpha threshold, and the estimated r-values were found to demonstrate a moderate direct link. This proves that a customer's loyalty grows with their level of participation and that a significant relationship does really exist.

Many research results of Chinese and foreign scholars have shown that active customer participation will be conducive to the formation and promotion of customer loyalty. In order to develop and maintain the relationship between the two parties, there should be a high level of customer engagement behavior. This may greatly limit

the conversion options of the customer's consumption. Even when sellers make mistakes, the relationship between consumers and businesses remains healthy. In addition, active customer participation can effectively enhance the customization level of enterprise products or services. Specifically, consumers will try their best to ask companies to provide products or services that meet their individual needs in the process of participation, and commodity suppliers have also achieved precise marketing while meeting customer needs. In the context of today's online shopping, the convenience of Internet technology is very conducive to consumers' active participation in the online shopping process, and the further development of information technology is conducive to enterprises to further enhance the production capacity of mass customization of goods and services (Jia & Wei, 2022).

**Table 6***Relationship Between Customer Engagement and Customer Loyalty*

Legal responsibility of platform enterprises	r-value	p-value	Interpretation
Repeat purchases	.358**	<.001	Highly Significant
Preference	.531**	<.001	Highly Significant
Price sensitivity	.378**	<.001	Highly Significant
<b>Responsibility of platform quality</b>			
Repeat purchases	.482**	<.001	Highly Significant
Preference	.483**	<.001	Highly Significant
Price sensitivity	.373**	<.001	Highly Significant
<b>Responsibility of user behavior norms</b>			
Repeat purchases	.370**	<.001	Highly Significant
Preference	.661**	<.001	Highly Significant
Price sensitivity	.358**	<.001	Highly Significant

Legend: Significant at p-value < 0.01

In the era of Internet economy, to attract and retain customers, enterprises must firstly enable customers to stay longer in online or offline physical stores during the shopping process, and let them have an endless shopping experience. It is clear that customers can only have a better grasp of products and services when they fully engage in the purchasing process and take part in the production of goods and services. This results in their long-term psychological preference and recurrent purchase behaviour. In addition, customer participation, to a certain extent, allows customers to experience the service process in advance and have a more realistic perception of product cognition, thereby reducing the difference between expectations and reality, gaining satisfaction, and promoting customer loyalty. In the process of consumption, if customers can participate in it, have a deeper understanding and understanding of the provision of products and services, and can promote the generation of products and services, they will have a sense of pleasure in the consumption process, and form a psychological understanding of enterprises and products. And service recognition, it will still be the first choice in the next purchase, and it will form loyal customers in the long run.

The construction of platform enterprise customer relationship model is shown in the figure above. The results of the empirical research demonstrate that platform corporate social responsibility and customer participation have a significant positive impact on the promotion of customer loyalty, according to the theoretical analysis of the relationship between platform corporate social responsibility and customer participation and customer loyalty. In order to increase corporate customer loyalty, it is advantageous to strategically increase the platform's corporate social responsibility and customer contact. According to the paradigm, social responsibility refers to a company's commitment to advancing stakeholders and society.

This concept states that the level of emotional connections and interaction between a consumer and a brand is customer engagement. Lastly, the model recognizes customer loyalty as the inclination of customers to choose and advocate for a particular brand repeatedly.

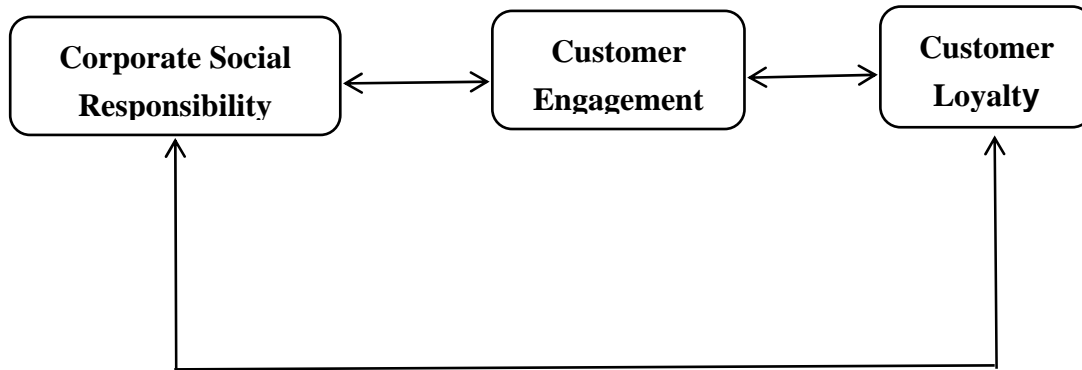


Figure 1. Model for building customer relationship

The degree of client involvement on a platform is significantly impacted by corporate social responsibility. Based on extensive theoretical analysis of the relationship between that dimension and the other dimensions of customer participation as well as empirical research, the results show that the platform's corporate social responsibility dimension has a positive impact on the customer participation dimension. Therefore, a good social responsibility of platform companies is a necessary prerequisite for improving customer participation, especially in the context of today's highly competitive platform economy environment, platform companies' social responsibility awareness and level of responsibility play an important role in improving customer participation. Customer engagement serves as a bridge between these two concepts, according to the researchers' theoretical framework, which they created to explain the linkages between platform corporate social responsibility, customer engagement, and customer loyalty. The premise "responsibility-participation-loyalty" is congruent with how platform CSR and consumer engagement and brand loyalty are related. In order to maximize the guiding role of corporate responsibility, actively increase customer loyalty, and ultimately promote the sustainable development and performance improvement of platform companies, platform companies should concentrate on increasing the level of social responsibility fulfilment and customer participation.

#### 4. Conclusions and Recommendations

Based on the findings of the study, it demonstrates moderate evidence of corporate social responsibility in terms of legal responsibility, quality responsibility, and user behavioral responsibility. Moderate evidence of customer engagement in cognitive, affective, and behavioral areas. Repeat buying, preference, and price sensitivity show moderate evidence for customer loyalty. Studies have shown that there are highly positive correlations between CSR and customer engagement, between customer engagement and customer loyalty, and between CSR and customer loyalty. According to the above statistical results, an model for building customer relationship is constructed. For platform business managers, maintaining two-way communication with customers, enhancing the interactivity of platform activities, and increasing the convenience and fun of customer participation can increase customer participation.

For platform business managers, it is possible to enhance corporate social responsibility capabilities by improving the platform's laws and regulations and user rule systems; enhancing corporate social responsibility awareness; and improving the social responsibility evaluation system. The model may be utilized by platform enterprise to develop customer relationships. For future researchers, pay attention to the richness of research objects. For example, different types of platform companies have different variables, and platform users include both customers and platform suppliers.

#### 5. References

Brodie, R.J., Hollebeek L. D., Juric, B. (2017). Customer engagement conceptual domain, fundamental propositions and implications for research. *Journal of Service Research*, 17(3),1-20.

- Chen, W. (2023). How to do a good job in customer relationship management for e-commerce companies. *Human Resources (6)*, 105-107.
- Chen, Y. H., Keng, C. J., & Chen, Y. L. (2022). How interaction experience enhances customer engagement in smart speaker devices? The moderation of gendered voice and product smartness. *Journal of Research in Interactive Marketing, 16*(3), 403-419.
- Chen, Y., Zhang, M., Yuan, S., & Cao, B. (2022). The transformation mechanism of e-commerce live broadcast user loyalty from the perspective of psychological contract. *Enterprise Economics (04)*, 153-160.
- Culnan, M. J., & Bies, R. J. (2003). Consumer privacy: Balancing economic and justice considerations. *Journal of social issues, 59*(2), 323-342.
- Ellabban, O., & Abu-Rub, H. (2016). Smart grid customers' acceptance and engagement: An overview. *Renewable and Sustainable Energy Reviews, 65*, 1285-1298.
- Gao, F. (2021). Customer Participation, Customer-Business Identity and Brand Attachment: Based on the Moderating Effect of Internet Word of Mouth. *Business Economics Research (16)*, 77-80.
- Jia, Z., & Wei, Z. (2022). Mechanism Analysis of Customer Participation Affecting Customer Loyalty from the Perspective of Perceived Value. *Business Economic Research (08)*, 73-77.
- Li, Q., & Zuo, L. (2023). Research on the Relationship between Customer Value and Customer Loyalty in the E-Commerce Environment. *Modern Marketing (Second Period) (03)*, 52-54.
- Liu, J. (2020). Research on the Development of Social Responsibility in Logistics Enterprises. *Logistics Engineering and Management (12)*, 17-19.
- Lin, K., Peng, M. Y. P., Anser, M. K., Yousaf, Z., & Sharif, A. (2021). Bright harmony of environmental management initiatives for achieving corporate social responsibility authenticity and legitimacy: Glimpse of hotel and tourism industry. *Corporate Social Responsibility and Environmental Management, 28*(2), 640-647.
- Valaskova, K., Machova, V., & Lewis, E. (2022). Virtual Marketplace Dynamics Data, Spatial Analytics, and Customer Engagement Tools in a Real-Time Interoperable Decentralized Metaverse. *Linguistic and Philosophical Investigations, 21*, 105-120.
- Wang, Y. & Li, X. (2019). Research on the Influence of Network Effect and User Satisfaction on User Loyalty of E-commerce Platform. *Journal of Fujian Financial Management Cadre College (01)*, 41-49.
- Xiao, H. & Li, S. (2017). The Influence of Corporate Social Responsibility Perception and Consumer Attribution on Service Enterprise Service Recovery Satisfaction—Based on the Mediating Effect of Customer Identity. *Nankai Management Review (03)*, 124-134.
- Xiao, H., Yang, Z., & Jiang, B. (2023). Will platform corporate social responsibility perception motivate users to participate in platform governance? — Boundary conditions and reflections based on network effects. *Economics and Management Research (03)*, 72 -88.
- Yang, F. X., Li, Y., Li, X., & Yuan, J. (2022). The beauty premium of tour guides in the customer decision-making process: An AI-based big data analysis. *Tourism Management, 93*, 104575.
- Yin, X., & Xie, T. (2021). Exploration on the Transformation Path from Consumer Satisfaction to Consumer Loyalty on Cross-border Import E-commerce Platform. *Business Economic Research (01)*, 90-93.
- Yu, L. & Hou, N. (2023). Research on the Influence of Corporate Social Responsibility Perception on Consumer Purchase Intention. *Journal of Beijing Vocational College of Finance and Trade (02)*, 5-9.
- Zhang, J. & Wang, H. (2022). Influencing factors of virtual corporate social responsibility co-creation participation willingness. *Research Management (08)*, 90-99.

