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The influence of CSR, social media marketing and store environment on customer purchase intention of cosmetic products

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Abstract

Today's world of intense competition and shifting business practices has led to a huge increase in both client demand and retailer power. For producers to survive and prosper, a long-lasting relationship with consumers is essential. The cosmetics industry in China has experienced remarkable growth in recent years. After the US, the nation ranked as the second-largest cosmetics market globally in 2020. Therefore, the goal of this study is to look into the variables that influence Chinese customers' intentions to purchase cosmetics products in relation to CSR, social media marketing and store environment. Primary data was collected using questionnaires from 220 consumers from multiple cosmetics department stores located in Otto Retail Store in Chengdu, China. The findings derived from the Pearson Correlation Coefficients demonstrate a statistically significant positive association between three variables: CSR, social media marketing and store environment on customer's purchase intention of cosmetic products at Otto Retail Store, Chengdu, China. The results demonstrate a statistically significant and positive relationship between all three factors on customer's purchase intention of cosmetic products and are highly significant at 1% level. Store environment has the highest correlation with customer's purchase intention of cosmetic products ($r=0.610$, $p<0.01$), followed by social media marketing ($r=0.567$, $p<0.01$) and CSR ($r=0.532$, $p<0.01$). Results of regression analysis have been used to test all the hypothesis to ascertain the extent of relationship with the variables that measures factors affecting customer's purchase intention. All the three independent variables showed significant positive relationship with customer's purchase intention with $p<0.005$.

Keywords: *customer purchase intention, CSR, social media marketing, store environment, cosmetic industry*

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1. Introduction

Retail managers need to understand and predict consumer behavior to meet their demands in today's dynamic business environment. Consumer behavior focuses on how customers make decisions about what to buy and how they use their resources, such as time, money, and effort, to obtain a good or service (Roy et al., 2022). Sheth (2020) asserts that consumer behavior is time- and location-bound and evolves over time as the consumer decision-making process involves several stages before a final decision is made (Qazzafi, 2019). Factors such as social media marketing, corporate social responsibility (Hanaysha, 2018), store environment, perceived value, and sales promotion significantly influence consumer behavior and brand preference (Šostar & Ristanović, 2023).

The COVID-19 pandemic caused a global shift in consumer purchasing behavior (Zwanka & Buff, 2021), leading to changes in shopping habits and priorities. Hence, companies need to modify their strategy and find new ways to connect with customers in light of the changing consumer behavior (Tao et al., 2022). During pandemics, including COVID-19, government authorities enforced limitations on mobility and out-of-home activities (Valaskova et al., 2021), leading to changes in consumer behavior and causing disruptions in businesses (Vyas & Butakhieo, 2021). As a result, consumers' priorities have shifted, with the majority of basic needs now driving demand for hygiene, cleaning, and staple items while non-essential categories are falling (Sheth, 2020). This study aims to ascertain how consumers' purchase intentions in Chengdu, China were influenced by Social Corporate Responsibility (CSR), social media marketing, and store environment. Specifically, it examines the relationship of CSR, social media and store environment on the customer's purchase intention of cosmetic products at Otto Retail Store, Chengdu, China.

2. Literature Review

2.1. Corporate Social Responsibility

CSR is a company's voluntary commitment to the social, legal, moral, and financial well-being of the community in which it operates, going beyond its immediate commercial or technological interests (Fallah et al., 2022). CSR initiatives are seen as crucial for businesses to maintain their competitive advantages, develop a strong brand, sustain good public relations, increase sales, and foster consumer loyalty (Araújo et al., 2023). These initiatives not only affect

the company's personnel but also the sale of its products and the intention of customers to make a purchase. Customers' opinions of a business and its products are impacted when CSR initiatives surpass their expectations (Ali, 2022). However, research has also shown that CSR initiatives can negatively impact customers' intentions to make purchases in specific situations (Lyu et al., 2023).

CSR is typically employed as a tactical weapon to enhance a brand's reputation and draw in more customers (Al Amri et al., 2019). In the highly competitive business climate of today, prioritising CSR is critical for environmental protection and fair treatment of suppliers, employees, and customers (Adu-Gyamfi et al., 2021). Business managers generally use CSR as one of their primary tactics to develop a compelling brand identity that encourages consumer identification (Araújo et al., 2023). A substantial amount of evidence has been shown by earlier research to support the claim that consumers' perceptions of CSR impact their attitudes towards products, their identification with a particular brand, their behavioural intentions, and their actual purchase behaviour (Ko et al., 2023).

2.2. Social Media Marketing

Social media is a vital tool for marketing communications, providing companies with cost-effective, flexible ways to engage with customers (Trivedi & Malik, 2021). It allows consumers and marketers to interact swiftly, enhancing customer service, increasing brand awareness, and fostering strong brand relationships (Li et al., 2022). Social media platforms are now the most useful digital communication tools, enabling a wide range of customers to interact with business stakeholders (Walsh et al., 2022). They have simplified the process for clients to share important details about products and services, leading to benefits such as lower costs, better client loyalty, more brand awareness, and higher profit margins.

Effective use of social media marketing strategies can help businesses build beneficial relationships with their clients, raising client commitment and satisfaction levels, and encouraging positive word-of-mouth (Umunna, 2021). Businesses need to prioritize social media as part of their marketing strategy to stay competitive. To maximize the efficacy of their marketing campaigns, companies employ social media experts and consultants to offer guidance on their advertisements (Pascucci et al., 2023). Recent developments in communication technologies have changed consumer engagement, with companies using social media to improve their communication with customers, mold their perceptions of products and services, and spread information (Dwivedi et

al., 2021). User-generated social media significantly influences consumers' brand choice and purchasing decisions (Gupta & Chopra, 2020; Hanaysha, 2022).

2.3. Store Environment

Store environment, which includes elements like lighting, music, layout, and goods placement, is a key component of marketing (Calvo-Porral & Lévy-Mangin, 2021). It significantly impacts a store's financial performance and can influence customer behavior in various ways. For instance, certain aspects may encourage customers to stay in the store longer, increasing the likelihood of purchases (Shahid et al., 2022). Retailers create a pleasant shopping environment considering the emotional value of their customers, promoting hedonic motivation (Tyrväinen et al., 2020). Visual merchandising, which utilizes components like architecture, design, decorating, and visual communication, is a popular strategy to attract new customers (Bist & Mehta, 2022).

Creating an appealing physical environment is a focus of many academics and business managers due to its ability to attract and please customers (Zhenjing et al., 2022). Retailers use the atmosphere in their stores as a critical competitive strategy to influence customer behavior and boost sales volumes (Mantratzis et al., 2023). Analyzing consumers' perceptions of a store's ambiance can decrease wait times and the work needed to acquire new clients while also helping them form particular brand connections in their minds, enhance their perception of the brand's worth, and boost their desire to purchase (Kim & Sullivan, 2019). Key elements that influence brand preference, service, and perceptions of product quality and price include the store's ambiance and design (Hanaysha, 2018).

2.4. Customer's Purchase Intention on Cosmetics Products

Purchase intention, a key concept in marketing, refers to a consumer's desire to buy a specific product or service. It is a significant predictor of actual behavior and is influenced by various factors such as price, perceived value, quality, and both internal and external motivations (Xiao et al., 2022). Consumers go through various stages when intending to buy products, which can impact their decision-making process and subsequent behavior. Marketers can influence these decisions by providing consumers with relevant information about their products and services. Past purchases are often considered an internal source of information that a consumer reviews before making a decision (Reinartz et al., 2019).

In the context of beauty and cosmetic products, these items are prominent among appearance-conscious women as looking good can boost one's confidence (Lanzuela et al., 2019). The use of beauty products is focused on all women, especially career women. Cosmetic products lead people to use high-quality items to feel confident in their daily activities. However, it is essential for consumers to be aware of the products they use to prevent any potentially harmful effects (Draelos, 2021). Consumers need to consider the origins and manufacturing location of a product, the company's engagement in CSR, advertisement through social media, and the store environment when deciding whether a product is worth purchasing (Wang, 2022).

2.5. Theoretical Framework

Stakeholder Theory. The stakeholder theory, which contends that an organization's capacity for success is based on its ability to effectively manage its stakeholders and develop business plans that receive their approval, is the subject of this study. The definition of CSR as "the practice of socially responsible management towards different stakeholders" follows as a result (Gutterman, 2023). When evaluating the effects of CSR, one important stakeholder group that should be considered is the consumer (Ghanbarpour et al., 2024). Businesses are starting to see CSR as a strategic management tool (Mitra, 2021), therefore understanding how customers react to CSR is essential for organisations to develop CSR strategies that meet both normative and commercial goals (Fatima & Elbanna, 2023). Since the stakeholder theory is the cornerstone of CSR, its three applications and objectives are relevant in this context. The theory's descriptive and empirical application to the management of the business's execution of specific CSR initiatives and activities, as clients, suppliers, employees, and investors (Gallardo-Vázquez et al., 2019). The theory can be used in two ways: instrumentally to ascertain whether or not stakeholder management and corporate objectives are related; and normatively to analyse the business's activities and establish moral and philosophical standards for management. Rather, the current research focuses on the instrumental and normative uses of stakeholder theory. The goal of the study is related to the instrumental component as it seeks to ascertain the relationship between CSR programmes and consumers, a significant stakeholder group, and consumer behaviour as a means of assessing corporate success. Normative usage refers to the fundamental principles of moral, legal, ethical, and socially responsible behaviour that guide the CSR strategy while interacting with all stakeholders, including customers.

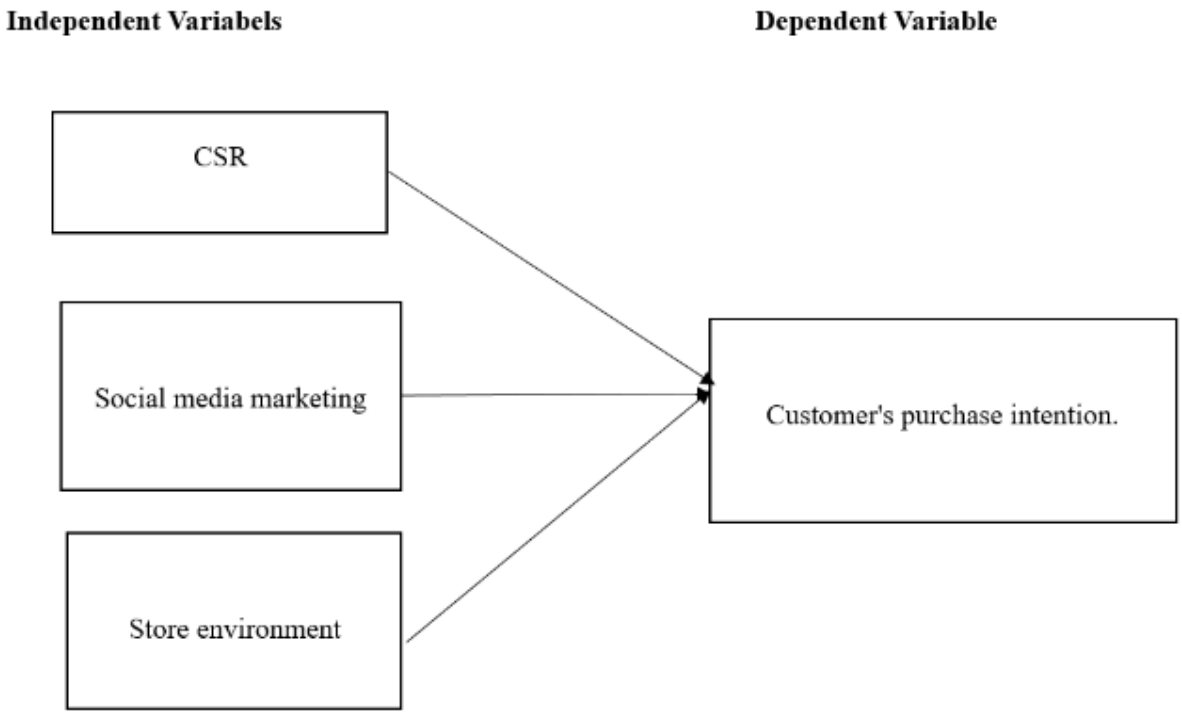
Theory of Planned Behaviour. The theory of planned behaviour (TPB) was created to address the theory of reasoned action model's limitations in managing activities over which the individual possessed only a limited degree of volitional control. Increasing the theory of reasoned action's capacity for prediction was the aim (Qalati et al., 2022). The idea of planned conduct, like the theory of reasoned action, seeks to predict and clarify human behaviour in specific situations (Leong et al., 2023). Planned behaviour theory postulates that people's attitudes determine whether or not they will engage in a specific behaviour. Stated otherwise, an individual's probability of engaging in a given behaviour increases with their level of intention to do so (Chetioui et al., 2021). Human behaviour in a variety of circumstances, including the adoption of interactive communication technology, has been explained and predicted by the theory of planned behaviour (Acikgoz et al., 2023). Additionally, this model of consumer behaviour is one of the most popular in the literature and has been applied extensively to the study of retail and e-commerce behaviour (Petcharat & Leelasantitham, 2021). In the context of social media marketing, the TPB suggests that a person’s intention to engage with a brand or product on social media is influenced by three key factor. The first factor attitude refers to the individual’s positive or negative evaluation of performing the behavior. In social media marketing, this could be their attitude towards the brand or product being promoted. The second factor is subjective norms which can be defined as perceived social pressures to perform or not perform the behavior. In this context, it could be the influence of friends, family, or influencers on social media that affects a person’s intention to engage with a brand or product. The third factor which is perceived behavioral control refers to the individual’s perception of the ease or difficulty of performing the behavior. In the context of social media, this could be influenced by factors such as the user-friendliness of the social media platform, or the individual’s own digital literacy skills. A study on the social media intentions of SMEs found that attitudes, perceived behavioral control, and subjective norms were the three most important variables to explain the social media intentions of SME owner/managers (McLaughlin & Stephens, 2015). Store behaviour can influence the attitude of cunsumers in positive or negative evaluation of performing the behavior. In a store environment, this could be their attitude towards the store or the products being sold. Subjective norms as well can be applied to a store context where it could be the influence of friends, family, or influencers that affects a person’s intention to shop at a particular store.

3. Research Methodology

3.1. Conceptual Framework

Figure 1

Conceptual framework model



This paper aims to test the following hypotheses:

H1: There is a positive relationship between corporate social responsibility (CSR) and customer's purchase intention of cosmetic products at Otto Retail Store, Chengdu, China.

H2: There is a positive relationship between social media marketing and customer's purchase intention of cosmetic products at Otto Retail Store, Chengdu, China.

H3: There is a positive relationship between store environment and customer's purchase intention of cosmetic products at Otto Retail Store, Chengdu, China.

3.2. Research Approach

Quantitative research is a method of characterising and explaining events that may be affected by observations by using numerical values derived from observations. Using analytical, statistical, and numerical methods, this study employs quantitative research to examine the cause-and-effect relationship between different factors. This research methodology has a number of

advantages, such as the capacity to investigate cause-and-effect relationships, explain and analyse research using statistical data, and generate compelling recommendations for policy based on the data and conclusions. Data from a sample of participants is gathered for the study via a survey. The survey is a set of linked procedures used frequently in the social sciences.

3.3. Population and Sampling Design

The goal of this research is to find out what factors affect consumers' intentions to make purchases in the retail sector. An explanatory design was used in the investigation because it tried to investigate how consumer-oriented factors: CSR, social media marketing and store environment affect consumers' intents to make purchases. The target population is the people living in Chengdu, China and have used cosmetics product at ordinary time. According to Worldpopulationreview.com (2022), the population of Chengdu, China, which also serves as the capital of the Sichuan province, is approximately 9,479,000 people. The calculated sample size for a population of 9,479,000, using the Krejcie and Morgan formula with a 95% confidence level and a 5% margin of error, is approximately 384 people. However, only 220 customers were chosen as sample as they are from several cosmetics department stores at the Otto Retail Store in Chengdu, China. The selected sample size of 220 was sufficient to meet specific research objectives without aiming for statistical generalization. Smaller sample sizes can be justified because the goal is not necessarily to generalize findings to an entire population. Instead, the objective is often to gain in-depth insights from a specific group or to focus on particular characteristics or experiences relevant to the research (Qualtrics, n.d.).

The customers were given questionnaires in order to gather primary data. Employing a quantitative technique would allow the inclusion of the greatest number of participants and the collection of responses. Furthermore, a quantitative survey approach is the best choice for the researchers when the target population is larger and no special abilities are required to complete the questionnaire. In order to lessen response bias and sampling error, the respondents were informed of the purpose of the study and given the guarantee that their responses would be kept private. After every client visiting the retail stores selling cosmetics has been solicited to be included in the sample using the convenience-sampling method, the primary consumer retail store regions for this study was chosen using a judgmental sampling strategy.

3.4. Instrumentation

The survey questions are divided into two categories. The demographic data in Section 1 includes gender, age group, education level, work status, and monthly income. Questionnaires for the structured survey are included in Section 2. Prior to beginning the data collection process, the questionnaire was created using a few of the constructs' measurement items. A five-item scale that was modified from Hanaysha's (2018) study was used to gauge purchase decisions. Additionally, the nine-item corporate social responsibility measurement scale was modified from Arachchi and Samarasinghe (2023). Five items were selected from Hanaysha's (2018) study to gauge influence in social media marketing. Furthermore, the store environment measurement items were derived from the research conducted by Hussain and Ali (2015). Every single item was measured on a five-point Likert scale which ranges from strongly disagree to strongly agree.

As part of this study, thirty questionnaires were given out to customers of several cosmetics department stores at the Otto Retail Store in Chengdu, China. The process of compiling all of the data and responses from the questionnaires was completed within a week.

3.5. Data Analysis

Reliability Test. Cronbach alpha was developed by Lee Cronbach in 1951 to measure the internal consistency of a scale or test. A number between 0 and 1 is used to represent the consistency. Internal consistency refers to how closely all of the test's items measure the same concept or idea, and it is correlated with the test's component parts.

Table 1

Reliability test

Construct	Cronbach's Alpha Coefficient	No. of Items
Corporate Social Responsibility	0.653	9
Social Media Marketing	0.618	5
Store Environment	0.662	7
Purchase Intention	0.692	5

The amount of test items, item interrelatedness, and dimensionality all have an impact on the alpha value. There are conflicting reports on acceptable alpha values, which can range from 0.60 to 0.95. This research study consists of alpha values ranging from 0.618 to 0.692. Cronbach's

alpha values over 0.6 are generally considered to be reliable and valid. A low number of questions may be the cause of a low alpha value in this research study.

Descriptive Analysis. Descriptive statistics give an outline of the sample being studied without making any assumptions based on probability theory. A visual summary of the data using box plots and histograms, or a simple quantitative measure like means or percentages, can be achieved with the help of descriptive statistics.

4. Findings and Discussion

Table 2

Demographic characteristics

		F	%
Gender	Female	162	73.6
	Male	58	26.4
Age group	> 50 years old	25	11.4
	>29 years old	17	7.7
	30 to 39 years old	122	55.5
	40 to 49 years old	56	25.5
Education level	College	17	7.7
	High school or below	20	9.1
	Master and above	13	5.9
	Undergraduate	170	77.3
Employment status	Employed	211	95.9
	Unemployed	9	4.1
Monthly income (yuan)	<5000	62	28.2
	>15000	4	1.8
	10001-15000	23	10.5
	5001-10000	131	59.5

Gender. The majority of the respondents in this research study are female, accounting for 73.6% (162 respondents). Only 26.4% (58 respondents) are male. Gender differences in beauty consumption are important since gender is the primary element influencing beauty consumption. It used to be discriminatory in China for men to use beauty products because they were thought of as feminine men who were too concerned with their appearance. There are very few male buyers

in China's beauty sector due to this preconception. Consequently, women dominate the Chinese market for beauty products.

Age group. The primary age group of this research study is 30 to 39 years old, accouting for 55.5%. This is followed by 40-49 years old (25.5%), > 50 years old (11.4%) and <29 years old (7.7%). This is in accordance to a report by GITNUX Marketdata Report 2024, where the age group between 30-59 years old spent the highest amount on makeup, with an average of $164 annually in 2020. Consumers born between 1970 and 1990 account for 90% of all cosmetic transactions. The age ranges of 20-29 and 30-39 women are the two most influential consumer groups among women. Experts estimate that by 2028, the older age group will surpass the younger age group by more than 50%, making this statistic intriguing. The Generation Z cohort, which includes those born between 1995 and 2000, is another significant age group. As more women from Generation Z begin to attend college and enter the workforce, this number is predicted to rise quickly (PTL Group, 2021).

Education level. Most of the respondents have academic qualification of undergraduate, which accounts for 77.3%, followed by high school or below (9.1%) and college (7.7%). China has transformed higher education over the past forty years, with a major emphasis on undergraduate education. Undergraduate enrolment, efficacy, and quality have all improved significantly. Recently, the development of an excellent undergraduate education with distinctive Chinese characteristics has been the main emphasis of Chinese higher education reforms. The development of world-class graduates is an unwavering aim for world-class universities, and they typically place undergraduate education in a significant strategic position. The millennium-long history of universities worldwide demonstrates that undergraduate education sets the stage for the growth of higher education and influences national advancement to some extent. Restoring emphasis on undergraduate education and implementing reforms in the classroom have become common goals for top institutions globally, including China, since the turn of the twenty-first century.

Employment status. China is the world’s most populous country and its rapid economic development over the past decades has profited greatly from its large labor market. This research study showed that 95.5% of the respondents are employed, only 4.1% are unemployed. Beauty products, which are an essential component of Chinese consumption, make up a significant portion of worldwide consumption, particularly in the months leading up to the Covid-19 outbreak. In addition to surviving the epidemic, China's beauty business is also advancing more quickly than

ever before. Because of customers' growing self-awareness, desire for a better life, and the rise in employment level among Chinese women, the beauty and personal care category has actually experienced even more significant development in recent years.

Monthy Income (yuan). The majority of respondents in this research study had a monthly income of 5001-10000 yuan, accounting for 59.5% of the total respondents. Spending on cosmetics and other beauty products has increased naturally as disposable income has increased. According to Euromonitor, a major move towards premium and high-quality products is closely linked to the predicted expansion of the beauty and personal care market in China, which is expected to reach US$60.7 billion in revenue by 2023. China's middle class, who not only have more spare cash but also show a stronger inclination to invest in self-care and personal grooming, is exactly what is driving this transition. The demand for high-end beauty products keeps rising as consumers want for more luxurious experiences and better quality, which is driving the industry's overall expansion.

Table 3
Pearson correlation coefficients

		Total_CSR	Total_PI
Total_CSR	Pearson Correlation	1	.532**
	Sig. (2-tailed)		0.000
	N	220	220
Total_PI	Pearson Correlation	.532**	1
	Sig. (2-tailed)	0.000	
	N	220	220
		Total_SSM	Total_PI
Total_SSM	Pearson Correlation	1	.567**
	Sig. (2-tailed)		0.000
	N	220	220
Total_PI	Pearson Correlation	.567**	1
	Sig. (2-tailed)	0.000	
	N	220	220
		Total_SE	Total_PI
Total_SE	Pearson Correlation	1	.610**
	Sig. (2-tailed)		0.000
	N	220	220
Total_PI	Pearson Correlation	.610**	1
	Sig. (2-tailed)	0.000	
	N	220	220

**. Correlation is significant at the 0.01 level (2-tailed).

The results show that there is statistically significant positive association between three variables: CSR, social media marketing and store environment on customer’s purchase intention

of cosmetic products at Otto Retail Store, Chengdu, China. Table 3 shows that there is a statistically significant and positive relationship between all three factors on customer's purchase intention of cosmetic products and are highly significant at 1% level. Store environment has the highest correlation with customer's purchase intention of cosmetic products (r=0.610, p<0.01), followed by social media marketing (r=0.567, p<0.01) and CSR (r=0.532, p<0.01).

The complex and nuanced link between one dependent variable and several independent variables is examined using a statistical technique known as multiple regression. This study set out to find how customers' intentions to purchase cosmetic items at Otto Retail Store in Chengdu, China were influenced by CSR, social media marketing, and store environment. This was achieved by the application of multiple regression analysis to examine the relationship between the independent and dependent variables. The researchers claim that the sample size used in this study is sufficient to fulfil all of the conditions of the multiple regression analysis.

Table 4

Multiple regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.657[a]	0.432	0.423	1.51602	0.432	49.589	3	217	0.000

a. Predictors: (Constant), Total_SE, Total_CSR, Total_SSM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	341.913	3	113.971	49.589	.000[b]
	Residual	450.467	217	2.298		
	Total	792.380	220			

a. Dependent Variable: Total_PI
b. Predictors: (Constant), Total_SE, Total_CSR, Total_SSM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	1.014	1.738		0.583	0.560	-2.414	4.442			
	Total_CSR	0.143	0.060	0.180	2.397	0.017	0.025	0.261	0.532	0.169	0.129
	Total_SSM	0.240	0.100	0.197	2.396	0.018	0.042	0.437	0.567	0.169	0.129
	Total_SE	0.320	0.067	0.368	4.804	0.000	0.189	0.452	0.610	0.325	0.259

a. Dependent Variable: Total_PI

Legend: CSR: Social Corporate Responsibility; SSM: Social Media Marketing; SE: Store Environment; PI: Purchase Intention

Regression analysis results are displayed in table 4. All hypotheses have been tested to determine the degree of relationship with the variables that measure factors affecting customers' purchase intention of cosmetic products at Otto Retail Store, Chengdu, China. The correlation coefficient R is positive (0.657). The R-square is 0.432. Thus, the model composing of CSR, social media marketing and store environment can explain about 43.2% of the total variation in customer's purchase intention of cosmetic products and also the result is statistically significant at the level of 0.05. The analysis of variance performed on the regression model yielded an F value of 45.589, with the overall equation is significant (p=0.000).

Multiple regression analysis was carried out to ascertain which factors contributed most significantly to the customer's propensity to purchase. The variables that were part of the model and helped predict the dependent variable are listed in table 4. Beta values are utilised to compare the contributions of each independent variable because the study is interested in comparing these contributions. The most significant standardised beta coefficient is 0.368 or 36.8%, which is the store environment as indicated by the regression coefficient table. This is closely followed by beta coefficients of 0.197 or 19.7% and 0.180 or 18.0% for social media marketing and CSR, respectively.

The alternative hypothesis will be accepted and the null hypothesis will be rejected if the P-Value score is less than 5%, and vice versa. The results of the multiple regression analysis of the relationship between the independent and dependent variables are displayed in table 4. This analysis was conducted to enhance comprehension of the factors influencing customers' intentions to purchase cosmetic products at Otto Retail Store in Chengdu, China. With a p-value of less than 0.005, all three independent variables: CSR, social media marketing, and store environment exhibited a strong positive correlation with customers' purchase intentions. This indicates that each of the three variables positively and significantly contributes to the explanation of the dependent variable, which is the customers' intention to purchase cosmetics at Otto Retail Store in Chengdu.

5. Conclusion

This study examined the impact of CSR, social media marketing, and store environment on customers' purchase intentions in the retail cosmetics industry. The findings revealed that CSR significantly influences purchase decisions, aligning with previous research. CSR initiatives enhance a company's reputation, build trust with customers, and improve brand equity. Consumers are becoming more conscious of global challenges and seek sustainable lifestyles, making them

more receptive to companies with strong CSR programs. Businesses that prioritize CSR gain credibility and recognition, managing the diverse needs of their stakeholders and building trust.

Social media has become an essential part of modern life, providing a platform for individuals to express their preferences and for businesses to market their products. The study found that social media marketing significantly influences customers' purchase intentions, corroborating previous research. As social media becomes more popular, it can enhance consumers' desire to make purchases. The study also found that the store environment significantly influences purchase intention. The retail environment, including the store's ambiance, merchandise costs, amenities, design, and services, plays a crucial role in shaping customers' shopping experiences and purchase decisions. Retailers can significantly influence customer behavior by modifying their store environments.

This study has a few drawbacks that could assist in guiding future investigations. The study's main focus was restricted to department stores and only comprised clients. Therefore, future study can expand its coverage by collecting data from different parts of the country and including several department store employees in order to obtain a greater understanding of the critical components driving the retail industry. Second, the data for this study was gathered using a quantitative survey with structured questions. Hence, different research techniques might be applied in later studies to support the findings. Moreover, it is plausible that the study's sample size is inadequate to provide a representative sample of the population. Therefore, it is suggested that future study use bigger sample sizes and a variety of industry scenarios. Future studies may also examine additional marketing components like cultural nuances and reference groups to have a deeper knowledge of how these factors affect consumers' purchase decisions in the retail sector. Lastly, as this study only examined three independent variables, future research can examine more factors like shop image and service quality that might influence consumers' decisions to make purchases in the China retail industry

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