

The Influence of Digital Social Responsibility on Brand Preference, Brand Admiration, and Purchase Intention: A cross-nation study

Suralai Modyop^{1*}, Kitikorn Dowpiset², Norarit Sudsanguan³, Aek Wonganant⁴ and Zhang Ligu⁵

Received: March 28, 2022. Revised: May 10, 2022. Accepted: May 16, 2022.

Abstract

Purpose: The study investigates the impact of DSR on brand preference (BP), brand admiration (BA), and purchase intention (PI). It simultaneously examines the impact of nationality on DSR and purchase intention (PI). **Research design, data, and methodology:** The data was collected via an online platform. The data was collected from 400 respondents from four different countries, which were Australian, Indonesian, Thai, and Myanmar. For the purpose of testing hypotheses, statistical software treatment was done to analyze the data; descriptive analysis, simple and multiple linear regression and one-way ANOVA were applied for the present research work. **Results:** Based on the 400 respondents from four different countries, the results indicated that DSR initiatives have a significant and positive influence on BP, BA, and PI. The study shows that the consumer's purchase intention, was influenced most when they feel admire the brand that apply the DSR concept. The findings also revealed that the differences in nationality have no significant effect on DSR; however, they have a significant impact on PI. As a result, implementing DSR can improve customer's preferences and admiration toward the brand, as well as enhance customers' purchase intention. The perception of customer from developed and developing economies toward DSR is identical, whereas the intention to purchase a consumer goods product that applies the DSR concept are significantly different between consumers from developed and developing countries.

Keywords: Digital Social Responsibilities (DSR), Brand Preference, Brand Admiration, Purchase Intention, Cross-nation study

JEL Classification Codes: M10, M14, M3

1. Introduction

The corporate social responsibility (CSR) concept has gained interest from companies globally for a decade and is of key importance for a company's long-term success. CSR can generate a greater positive outcome for the company, such as a strengthened reputation, reduced risk, strengthened competitive advantage, new value creation, and reduced cost (Deloitte, 2018). The definition and concept of CSR have

been developed over time according to the social expectations regarding corporate behavior at the time (Latapí Agudelo et al., 2019).

In today's digital era, digital transformation has changed our daily lives as well as business. Internet usage, social media use, and mobile usage continue to increase in almost every country across the world. Based on Datareportal 2022, the use of the internet, social media, and mobile connections in Indonesia increased by 1%, 12.6%, and 3.6%, respectively, while the use of the internet, social

¹ *Suralai Modyop, Master of Science in Management, Graduate School of Business and Advanced Technology Management, Assumption University, Thailand. E-mail address: smodyop@gmail.com

² Kitikorn Dowpiset, Associate Dean, Graduate School of Business and Advanced Technology Management, Program Director of Master of Science in Management, Director of Organization Development Institute. E-mail address: kdowpiset@gmail.com

³ Norarit Sudsanguan, Full-time Lecturer, Thomas Aquinas School of Law Assumption University, Thailand. E-mail address: noraritsds@au.edu

⁴ Aek Wonganant, Assistant to the Dean for Academic Affairs and Quality Assurance, Thomas Aquinas School of Law Assumption University, Thailand. E-mail address: aekwng@au.edu

⁵ Zhang Ligu, Full-time Lecturer, Thomas Aquinas School of Law Assumption University, Thailand.

© Copyright: The Author(s)

This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>) which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.