

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

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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

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media, and mobile connections increased by 3.4%, 4.6%, and 0.5%, respectively, in Australia, yet the use of mobile connections decreased by 0.6%. Likewise, the use of the internet, social media, and mobile connections in Thailand increased by 0.2%, 3.4%, and 4.1%, respectively. As well, the use of the internet and mobile connections in Myanmar increased 7.1% and 6.8%, respectively, and the use of social media is equivalent to 37.7% of the total population. Nevertheless, various digital/online platforms bring more opportunities to the business and enhance the capability of the business to create effective performance (Gatautis, 2017). Digital transformation can be an important pathway to achieving CSR authenticity (H. Liu & Jung, 2021). Thus, CSR has transformed from offline to online and is known as Digital Social Responsibility (DSR) (Puriwat, 2018). In 2018, Dell, associated with the state government and Tata trusts, launched the Digital Lifecare Platform to facilitate delivery of a primary health care program aimed at curbing rising rates of non-communicable diseases (NCDs) like cancer, diabetes, and hypertension through universal preventive care. Furthermore, it created a global online portal to connect team members to local charities' opportunities (Dell Technologies, 2019). It is evident that Digital Social Responsibility (DSR) offers benefits to businesses as well as traditional CSR. Digital Social Responsibilities positively influence customer brand preference and customer purchase intention and play an essential role in customer engagement (Puriwat & Tripopsakul, 2022; Khattak & Yousaf, 2022; Puriwat & Tripopsakul, 2021a).

CSR practices are not receiving equal attention in all countries, nor are they embodied in the same way (Pimentel, 2014). People from different cultural backgrounds may perceive the digital social responsibility (DSR) concept differently (Rodríguez-Domínguez & Gallego-Alvarez, 2021). People from various religious, political, and economic backgrounds may have varying levels of privacy or concern when accessing websites and conducting online transactions (Eshaghi et al., 2016). The corporation needs to develop an understanding of customer diversity for the benefit of the corporation. Wherewith, consumers in developing countries are often unaware and unsupportive of corporate social responsibilities, unlike the perception of consumers in developed countries, where most consumers are willing to support CSR launched by a corporation (Arli & Lasmono, 2010). Consumers in developed countries seem to be more aware and expect the company to take social responsibility initiatives, whereas consumers in developing countries do not pay much attention to whether the company is taking social responsibility or not. It makes no change to their purchase decision on the product (Aqif & Wahab, 2021). Likewise, Nikki Stefanoff (2021) reports that Australians do not expect the government to fix society's

problems; they want corporations to step up and do more. Furthermore, they prefer a brand that has a good reputation for social responsibility. Similarly, Indonesian consumers have an awareness that the company contributes to social responsibilities and it becomes a factor involved in their purchase decision making (Ridho, 2017). However, developing countries have been aware of social responsibilities. After a long isolation, Myanmar opened up to the world. Domestic companies started to implement CSR tools and initiatives. Moreover, the company's awareness of social responsibilities is on par with an international company (Barkemeyer & Miklian, 2019). Also, Myanmar consumers are aware of how the companies are taking responsibility toward their stakeholders (Aye1 & Kohsuwan, 2019). However, it is not always that background differences influence customer perception of DSR. People from different countries also pay attention to environmental impact or DSR activities (Marquina & Morales, 2012).

1.1 Research objectives

The purpose of this study is to examine the impact of digital social responsibility on customer preferences and admiration toward the brand and customer intention to purchase the brand, simultaneously to study the perspective of consumers from four different countries (developed and developing), namely Australia, Indonesia, Thailand, and Myanmar, toward DSR and purchase intention.

1.2 Research Questions

Question I: What is the impact of digital social responsibilities (DSR) on brand preference, brand admiration, and purchase intention?

Question II: Are there any mean differences among the four groups of different nations toward DSR and purchase intention?

1.3 Significant of the Study

CSR via digital platform promote company capability and enhance company's engagement with stakeholders (Camilleri, 2018). Digital Social Responsibility has become an effective strategy for business to attract customer to connect with the brand in online platform. (Puriwat & Tripopsakul, 2021a; Khattak & Yousaf, 2022). Therefore, this study provides information of the influence of DSR on brand preference, brand admiration, and purchase intention concurrently to understand the effect of cross-nation toward DSR and purchase intention. The result of this study can contribute to the decision-making process of the company's marketing practitioner or PR before applying the DSR model to the company's marketing campaign. Additionally,

consumer goods companies will have a better understanding of the impact of DSR on customer purchase intention and brand preference and brand admiration from different countries.

2. Literature Review

2.1 Digital social responsibilities

Scholars define corporate social responsibilities (CSR) as voluntary activities to contribute toward societal welfare as well as awareness of employees' rights and stakeholders' satisfaction, which increase corporate performance and reputation in the long run (Hamidu et al., 2015). CSR firms should be ethical, comply with the law, be a good corporate citizen, and attempt to profit (Carroll, 1991). CSR have been appreciated by many large companies to implement CSR as a beneficial strategy. Therefore, CSR programs can be used to repair and build a positive reputation for the brand, consequently enhancing firm revenue (McWilliams & Sammut-bonnici, 2015). The concept of CSR accentuates the interests and needs of multiple stakeholders and partners, including customers, employees, suppliers, communities, and so on. Nevertheless, it makes a difference in customers' purchasing decisions (Marcello & George, 1997). As well, the study of Khan MT. et al. (2012) claims that corporate capacity and CSR can increase purchase intention and generate a positive attitude toward the corporation and its product.

Digital transformation has been gradually involved in business operations and promoting businesses to generate more effective outcomes, additionally changing the way businesses deploy social responsibility initiatives. The digital platform allows businesses to communicate commercial information via various online channels such as social media networks (Troise & Camilleri, 2021). Moreover, Troise and Camilleri (2021) suggest that marketers must choose the appropriate digital tools to ensure that the target audience approaches them. Puriwat (2018) states that recently, digital tools have been dramatically used in business as well as that CSR campaigns and activities can be done in a digital context and that this is to be known as "Digital Social Responsibilities" (DSR). DSR offers a more effective and faster way than traditional CSR to create cooperation between firms and customers toward social responsibility activities (Puriwat & Tripopsakul, 2021a). Nevertheless, DSR via social media platforms such as Facebook, Twitter, or Instagram positively influences customer attitude and behavior, boosts the sentiment of being a part of a brand, admires the brand, enhances customer loyalty, and increases the level of purchase intention (Gupta et al., 2021); (Pavliček & Doucek, 2015).

The study by Puriwat and Tripopsakul (2021) found that DSR initiatives are significantly and positively associated with brand preference and consumers' purchase intention.

2.2 Brand preference

Brand preference is an important marketing metric that can give a brand's strength over competitors' brands. The study by Ebrahim (2013) defines brand preference as the behavioral tendencies reflecting the consumer's attitude towards a brand. Preference often affected by an affective action precedes the cognitive appraisal on which the affective action assumed as fundamental (Zajonc & Markus, 1982). The differentiation between brands creates brand preferences, which thereafter prompts a biased position of customers toward a certain brand. This position is described by three responses: holistic responses, cognitive responses, and behavioral responses. Besides, preference for the brand can be built by increasing exposure and advertising (Olson & Mathias Thjømøe, 2003). Nevertheless, there are 11 antecedents of brand preference, and those antecedents can be categorized into three groups: first awareness antecedents include controlled communication (advertising) and uncontrolled communication (publicity, word of mouth). Followed by image antecedents that comprise service value attributes (price, quality), provider attributes (brand personality, country of origin, service (employee/location). Lastly, customer attribute antecedents include satisfaction, perceived risk, and reference group (Alamro & Rowley, 2011). The study by Chomvilailuk and Butcher (2010) reveals that CSR initiatives and the types of CSR programs had a significant effect on brand preference. Furthermore, a strong commitment to CSR can be a significant contributor to brand preference, particularly in groups where individualism is highly valued. While the study of Achabou (2020) claims that although consumers are sensitive to social and environmental issues and recognize greater CSR efforts by a brand, it does not change their preferences toward their favorite brand. As a result, CSR efforts were not the most important factor in influencing customer purchasing behavior; it is dependent on a variety of other factors, including price. Alreck and Settle (1999) propose six modes to build brand preference, which are: need association, mood association, subconscious motivation, behavior modification, cognitive processing, and model emulation.

2.3 Brand admiration

Brand admiration delivers great benefits to the firm. In a book, Park et al. (2016) mention that brand admiration increases customer loyalty and attracts new customers,

subsequently leading to a higher income for the firm. Moreover, an admired brand protects a company by serving as a barrier to competitive brand entry. Normally, customers resist choosing the other brand over their admired brand. Additionally, brand admiration was driven by the 3Es: enablement benefits, enticement benefits, and enrichment benefits. A customer admires a brand that provides what they need and want. Thus, providing such benefits can make a customer happy (Park et al., 2016). On the contrary, a customer may admire a brand without having experience of using it (Sulhaini et al., 2020). Brand admiration also contributes to customer buying decisions as brand admiration relevantly impacts brand reputation, and brand reputation has a positive impact on buying decisions (Mariska et al., 2019).

2.4 Purchase intention

Purchase intention refers to the consumer's likelihood of purchasing the product (Dodd & Supa, 2011). "The consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand" (Kotler & Keller, 2015, p.198). The intention of customers to purchase the product can be influenced by several factors, such as brand name, product quality, or advertising (Mirabi et al., 2015). Moreover, price, product features, and peer influence are some of the determinants that impact customer purchase intention (Hossain et al., 2017), and purchase intention also depends on the customer's knowledge, celebrity endorsement, product packaging, and perceived value (Fathy et al., 2015). However, the ethicality of a firm's behavior is a significant contributor to a customer's purchase decision. Customers are willing to pay a higher price for a product from a firm that takes ethical behavior into account (Ponnu, 2012). Similarly, the study of Dodd and Supa (2011) has shown empirical evidence of a positive correlation between customers' purchase intention and an organization's involvement in CSR programs. It means customers are likely to intend to purchase a product produced by a firm involved in CSR practices. Nevertheless, perceived CSR is an important key to enhancing brand image, customer satisfaction, and loyalty. Furthermore, CSR activities can develop a firm's positive reputation, encourage purchase intention, and generate competitive advantage eventually (Bianchi et al., 2019). Additionally, CSR activities have been increasingly implemented on a digital platform such as Twitter or email, and thus the study of Puriwat and Tripopsakul (2021) has shown that digital social responsibilities (DSR) initiatives are significant and positively impact purchase intention.

2.5 Cross-nation

Understanding national differences is important for the firm before implementing CSR initiatives. The firm's CSR effort may fail if the CSR initiatives are incompatible with the local understanding of legitimacy (Peña-García et al., 2020). Individualism, legalism, pragmatism, and business culture all have a significant impact on how people perceive CSR and stakeholder's theory (Sison, 2009). Moreover, the differences in consumer background significantly influence the implementation of CSR activities (Rodríguez-Domínguez & Gallego-Alvarez, 2021). Attitudes toward CSR activities are influenced by factors such as managerial altruism, religious beliefs, education, and economic situation (Dupina & Yakovleva, 2013). As demonstrated by the study of Eshaghi et al. (2016), a customer's different nationalities and cultures can shape their consideration of business activities. Iranians have more concerns about their privacy than Malaysians when purchasing online. However, Staudt et al. (2014) study found that the diversity of nationalities has no impact on CSR efforts. Even though consumers are from different countries, they share the same sense of understanding the importance of environmental protection (CSR activities) (Marquina & Morales, 2012).

3. Research Methods and Materials

This study is the quantitative research, applying several types of analysis and research techniques in this study. Cronbach's Alpha was used to examine the reliability of the questionnaires and a small group of 30 samples were conducted a pilot test. Descriptive data research was applied to analyze demographic specification of the survey participants. Furthermore, multiple linear regression and simple linear regression were used to determine the impact of dependent variables on independent variables which mentioned earlier in the conceptual framework of this study, and one-way ANOVA was applied to test the mean different of nationalities on DSR and Purchase Intention.

3.1 Research Framework

The conceptual framework was developed based on several previous pieces of research. It DSR, Brand Preference, Brand admiration, and Purchase Intention were elaborated from the research conducted by (Puriwat & Tripopsakul, 2021; (Gupta et al., 2021); (Hoang et al., 2020); (M. T. Liu et al., 2014); (Cheng et al., 2021). The conceptual framework analyses the correlation of each independent variable with dependent variables. The conceptual framework of the influence of digital social responsibilities on brand preference, brand admiration, and purchase intention in cross-national differences is illustrated in figure 1.

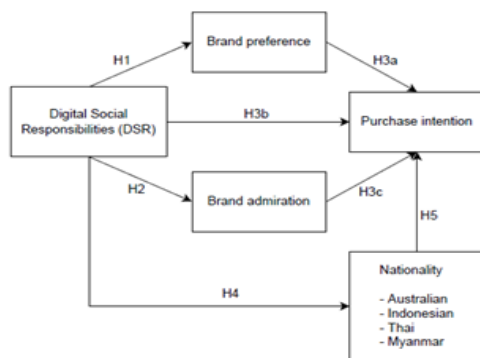


Figure 1: The conceptual framework of this study.

3.2 Statistical Hypothesis

- Hypotheses1** H1o: Digital social responsibility has no significant influence on brand preferences.
H1a: Digital social responsibility has a significant influence on brand preferences.
- Hypotheses2** H2o: Digital social responsibility has no significant influence on brand admiration.
H2a: Digital Social Responsibility has a significant influence on brand admiration.
- Hypotheses3** H3o: Brand preference (H3a), Digital social responsibilities (H3b), and Brand Admiration (H3c) has no significant influence on purchase intention.
H3a: Brand preference (H3a), Digital social responsibilities (H3b), and Brand Admiration (H3c) has a significant influence on purchase intention.
- Hypotheses4** H4o: There are no mean differences of nationalities on digital social responsibilities.
H4a: There are mean differences of nationalities on digital social responsibilities.
- Hypotheses** H5o: There are no mean differences of nationalities on purchase intention.
H5a: There are mean differences of nationalities on purchase intention.

3.3 Research Methodology

3.3.1 Population and target sample

The target group of this research study is focused on individuals that use any digital platform or social media platform. This study also examines the effect of cross-national differences on DSR and PI. Therefore, the target population was stated to be the people from developed to developing countries, namely Australia, Indonesia, Thailand, and Myanmar (World Population Reviews, 2022).

Digital social responsibilities (DSR) are defined as any social responsibility activities through a digital and online platform. Therefore, the target population in this study was any individual in each country: Australia, Indonesia, Thailand, and Myanmar who has access to the internet, social media, or mobile connection. Based on the Datareportal website, 2021 reveals that 21.45 million Australians, 191.4 million Indonesians, 56.85 million Thai, and 20.75 million Myanmar people have access to social media.

In this study, the researcher used the formula by Taro Yamane, 1967 to identify the appropriate sample size of respondents. According to the formula Yamane (1967), a confident level at 95% thus the sampling error is 5%. The calculation of sample size using the formula is in following section.

$n = \text{sample size}$ $N = \text{population size}$ $e = \text{sampling error}$

$$n = \frac{N}{1 + Ne^2} \quad n = \frac{290,450,000}{1 + 290,450,000(0.05)^2} \quad n = \frac{290,450,000}{726,125.002}$$

$n = 400$

Non-probability sampling was applied as a sampling technique. There are four non-probability sampling methods; however, in this study, convenience sampling and snowball sampling were used to select the population. The final number of 400 participants was collected from Australia, Indonesia, Thailand, and Myanmar.

3.3.2 Pilot test

Based on the suggested sample size for a pilot test of Isaac and Michael (1995), the questionnaire was distributed to 30 respondents in order to investigate the internal consistency, validity, and reliability of questionnaire. The pilot test was conducted for each variable and considered by using Cronbach's alpha coefficient value. The results of Cronbach's alpha are as follows;

Table 1: Consistency of Scale Test

Variables	Cronbach's Alpha	Number of Items
Digital Social Responsibilities	0.937	4
Brand Preference	0.961	3
Brand Admiration	0.963	3
Purchase Intention	0.938	3

n=30

Table 1 illustrates the results from Cronbach's Alpha test. It can be concluded that all the variables are reliable. The results of digital social responsibilities, brand preferences, brand admiration, and purchase intention are greater than 0.93, so alpha values were described as excellent (Taber, 2018). It is confirmed that the research questionnaire is valid and reliable.

3.3.3 Reliability Test

The analysis of all variables' reliability, including digital social responsibilities, brand preferences, brand admiration, and purchase intention, will be shown in the table.

Table 2: Cronbach's Alpha

Variables	Cronbach's Alpha	Number of Items
Digital Social Responsibilities	0.908	4
Brand Preference	0.888	3
Brand Admiration	0.887	3
Purchase Intention	0.901	3

N=400

Table 2 shows the reliability analysis of all the variables. The variables that ranked the most for each variable are digital social responsibilities and purchase intention. They are described as "excellent" with $\alpha = 0.908$ and $\alpha = 0.901$, respectively. Brand preference and brand admiration are described as "very good" with $\alpha = 0.888$ and $\alpha = 0.887$.

3.4 Data analysis

The mean and standard deviation of each variable consisting of digital social responsibilities (DSR), brand preference, brand admiration, and purchase intention, are summarized in the tables in follows:

Table 3: The result of Mean and Standard Deviation of Variables

Variables	Mean	Std. Deviation
Digital Social Responsibilities (DSR)		
DSR1: My chosen brand of consumer goods is committed to using a portion of its profits to help communities and societies via digital platforms.	3.43	1.033
DSR2: Brand is interested in corporate donations through digital platforms.	3.44	0.997
DSR3: The communities and societies benefit from Brand's contributions through digital platforms.	3.48	1.016
DSR4: Brand integrates digital charitable contributions into its business activities.	3.49	1.021
Brand Admiration		
BP1: I prefer the brand that gives back to the community and enhances society and	3.57	1.067

the environment via an online platform rather than any other brand		
BP2: I would consume the brand that applies the digital social responsibilities concept more than any other brand	3.47	1.028
BP3: I would be inclined to buy products from the brand that give back to the community via a digital platform instead of those from other brands.	3.46	1.040
Brand Preference		
BA1: I feel reverence for the brand that commits to digital charity and giving back to the community via a digital platform.	3.48	1.057
BA2: I feel inspired by the brand that gives back to the community and enhances society via a digital platform.	3.44	1.065
BA3: I admire the brand that applies the digital social responsibilities concept.	3.58	1.087
Purchase Intention		
BA1: What is the likelihood that you would recommend the brand that applies the digital social responsibilities concept to someone close to you?	3.35	1.012
BA2: I repeatedly consumed products offered by the brand that gives back to the community or/and enhance society and the environment via the digital platform.	3.43	1.031
BA3: I would recommend products offered by the brand that applies the digital social responsibilities concept to my friend and/or relative.	3.53	1.035

N=400

From table 3, the highest mean of Digital Social Responsibilities was "Brand integrates digital charitable contributions into its business activities", which equals 3.49. And, there a question with the lowest mean was "My chosen brand of consumer goods is committed to using a portion of its profits to help communities and societies via digital platforms." which equals 3.43. While the highest standard deviation was "My chosen brand of consumer goods is committed to using a portion of its profits to help communities and societies via digital platforms." which equals 1.033, then the lowest was "Brand is interested in corporate donations through digital platforms", which equals 0.997.

The highest mean of Brand preference was "I prefer the brand that gives back to the community and enhances society and environment via online platform rather than any other brand", which equals 3.57. And, the lowest mean was "I would consume the brand that applies the digital social responsibilities concept more than any other brand", which equals 3.46. While the highest standard deviation was "I prefer the brand that gives back to the community and enhances society and the environment via an online platform rather than any other brand", which equals 1.067, then the lowest was "I would consume the brand that applies the digital social responsibilities concept more than any other

brand”, which equals to 1.028.

The highest mean of Brand admiration was “I admire for the brand that applies digital social responsibilities concept”, which equals 3.58. And, the lowest mean was “I feel inspired by the brand that gives back to the community and enhances society via the digital platform”, which equals 3.44. While the highest standard deviation was “I admire for the brand that applies digital social responsibilities concept”, which equals 1.087, then the lowest was “I feel reverence for the brand that commits to digital charity and giving back to the community via the digital platform”, which equals to 1.057.

The highest mean of Purchase intention was “I would recommend products offered by the brand that applies digital social responsibilities concept to my friend and/or relative”, which equals 3.53. And, the lowest mean was “What is the likelihood that you would recommend the brand that applies the digital social responsibilities concept to someone close to you?” which equals 3.35. While the highest standard deviation was “I would recommend products offered by the brand that applies digital social responsibilities concept to my friend and/or relative”, which equals 1.035, then the lowest was “What is the likelihood that you would recommend the brand that applies the digital social responsibilities concept to someone close to you?”,

which equals to 1.012.

4. Results and Discussion

4.1 Demographic Profile Summary

The researcher contributed web-based questionnaires to people who currently live in Australia, Indonesia, Thailand, and Myanmar via an online platform such as Facebook, Twitter, Instagram, email, and line applications. 413 questionnaires were returned. However, after eliminating the respondents who did not pass the screening question, 400 useful questionnaires were retained. The questionnaires were collected from four different groups of people: Australian, Indonesian, Thai, and Myanmar respondents. The general data of respondents included screening questions such as whether they currently live in Australia, Indonesia, Thailand, or Myanmar, whether they are over the age of 13, and whether they use any digital or social media platform such as Facebook or email. Also the demographic information of respondents, such as gender, age, nationality, education level, and monthly income. The analysis of demographic data is illustrated in the table that follows:

Table 4: The analysis of demographic factors using the frequency distribution and percentage

Demographic	Australia (93)		Indonesia (46)		Thailand (180)		Myanmar (81)		Overall (Considering all countries) (400)	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Gender										
Male	25	26.9%	15	32.6%	37	20.6%	27	33.3%	104	26%
Female	68	73.1%	31	67.4%	143	79.4%	54	66.7%	296	74%
Total	93	100%	46	100%	180	100%	81	100%	400	100%
Age										
13-17 years old	2	2.2%	1	2.2%	35	19.4%	6	7.4%	44	11%
18-29 years old	45	48.4%	29	63.0%	111	61.7%	31	38.3%	216	54%
30-49 years old	35	37.6%	16	34.8%	34	18.9%	41	50.6%	126	31.5%
50-65 years old	10	10.8%	-	-	-	-	2	2.5%	12	3%
Above 65 years old	1	1.1%	-	-	-	-	1	1.2%	2	0.5%
Total	93	100%	46	100%	180	100%	81	100%	400	100%
Educational Level										
Under Bachelor Degree	62	66.7%	7	15.2%	67	37.2%	29	35.8%	166	41.5%
Bachelor Degree	29	31.2%	32	69.6%	106	58.9%	37	54.7%	204	51%
Master Degree	1	1.1%	7	15.2%	7	3.9%	13	16%	28	7%
Doctoral Degree	1	1.1%	-	-	-	-	2	2.5%	3	0.5%
Total	93	100%	46	100%	180	100%	81	100%	400	100%
Monthly Income										
Less than \$750	18	19.4%	26	56.5%	162	90%	63	77.8%	269	67.3%
\$750-\$1,500	24	25.8%	18	39.1%	14	7.8%	16	19.8%	72	18%
\$1,500-\$2,500	14	15.1%	2	4.3%	2	1.1%	-	-	18	4.5%
More than \$2,500	37	39.8%	-	-	2	1.1%	2	2.5%	41	10.3%
Total	93	100%	46	100%	180	100%	81	100%	400	100%

Table 4, considering all countries, shows that the majority of respondents are from Thailand, which accounts for 180 (54%), followed by Australia with 93 (23.3%) respondents, and Myanmar with 81 (20.3%) respondents, and the least was Indonesian, with 46 respondents, which accounts for 11.5%. Nevertheless, 74% of the total respondents were females, while 26% were males. Only 0.5% of respondents are aged over 65 years old, and the rest are aged between 13 and 65 years old. However, there are 166 respondents who have less than a bachelor's degree, which accounts for 41.5%, while other respondents have completed higher education. The data shows more than half of the respondents have the lowest income (less than \$740; 67.3%), while the smallest proportion (18; 4.5%) is the respondents with \$1,500-\$2,500 for monthly income.

Also, the number of female respondents is higher than males in all four countries, which means it is above 65% of the total respondents in each country. The average age of respondents is mostly between 18 and 49 years old, which accounts for over 80 percent of respondents in each country. However, there are very few respondents aged over 50 years old in Australia and Myanmar, which account for 11.8% and 3.7% respectively, while there are none in Indonesia and Thailand.

Nevertheless, the average percentage of respondents who have less than a bachelor's degree in Thailand and Myanmar is around 35%, while it is 66.7% in Australia and 15.2% in Indonesia. Mostly, Indonesia, Thailand, and Myanmar with completed bachelor's degrees occupied 69.6%, 58.9%, and 54.7% of the total, respectively, while Australian respondents occupied 31.2%. The highest percentage of respondents who completed master's degrees were from Myanmar with 16%, followed by Indonesia with 15.2%, then Australia and Thailand. None of the respondents who completed a doctoral degree were from Indonesia and Thailand, while 1.1% and 2.5% of Australians and Myanmar respondents respectively completed a doctoral degree.

However, respondents with high incomes (more than \$2,500) make up the highest proportion in Australia, with 39.8% of total respondents, while it makes up the smallest proportion in Indonesia, Thailand, and Myanmar. 90% of Thai respondents earn less than \$700 per month, which is four times lower than Australian, Indonesian, and Myanmar respondents, with 56.5% and 77.8% of total respondents. Moreover, respondents with an income of \$750–1,500 per month have the second-highest rate of all countries: Australia (25.8%), Indonesia (39.1%), Thailand (7.8%), and Myanmar (19.8%).

4.2 Inferential Analysis/Hypothesis testing result

Statistical treatment software was used for the hypothesis testing. Simple linear regression and multiple linear regression were applied to determine the level of the influence of independent variables toward the dependent variable. Likewise, One-Way ANOVA was applied to test the mean differences of different nationalities on digital social responsibilities and purchase intention. Variance Inflation Factor (VIF) can be used to calculate the quantity of multicollinearity in set multiple regression variables. However, (Akinwande et al., 2015) suggested that the VIF value should be less than 5 to ensure that the study has no interlacing variables issue. Nevertheless, the R-square value can be used to explain the variable which presents the proportion of variance of the dependent variable as described in the independent variable. Nevertheless, the R-square value can be used to explain the variable, which presents the proportion of variance of the dependent variable as described in the independent variable. Regression analysis was performed based on Equation 1-3 with five datasets; polled, Australia, Indonesia, Thailand, and Myanmar.

Table 5 Summary of Simple Linear Regression Analysis for DSR on Brand preference

Variables	B	Std. Error	Beta	Sig.	VIF
(Constant)	0.866	.124		<.001	
DSR	.762	.035	.740	<.001	1.00

Note. $R^2 = 0.548$, Adjusted $R^2 = 0.547$, $p < .05$. Dependent Variable = Brand preference

Hypotheses 1

H1o: Digital social responsibilities have no influence on brand preference.

H1a: Digital social responsibilities have a positive influence on brand preference.

Hypothesis 1: A simple linear regression was calculated to predict brand preference based on digital social responsibilities (DSR). The null hypothesis is rejected. The result of the regression indicated the model explained 54.8% (0.548) of the variance and that the model was significant, ($F(1,398) = 482.828$, $p < .001$) it was found that digital social responsibilities (DSR) significantly predicted brand preference ($\beta_1 = 0.762$, $p < .001$). The final predictive model was: proportion of brand preference = $0.866 + (0.762 \times \text{digital social responsibility})$. In another word, the variable has significantly supported H1a.

Table 6 Summary of Simple Linear Regression Analysis for DSR on Brand admiration

Variable	B	Std. Error	Beta	Sig.	VIF
(Constant)	.911	.132		<.001	
DSR	.749	.037	.714	<.001	1.00

Note. $R^2=0.510$, Adjusted $R^2=0.508$, $p < .05$. Dependent Variable = Brand admiration

Hypothesis 2

H2o: Digital social responsibilities has no influence on brand admiration.

H2a: Digital social responsibilities have a positive influence on brand admiration.

Hypothesis 2: A simple linear regression was calculated to predict brand admiration based on digital social responsibilities (DSR). The null hypothesis is rejected. The result of the regression indicated the model explained 51.0% (0.510) of the variance and that the model was significant, $F(1,398) = 413,444$, $p < .001$ it was found that digital social responsibilities (DSR) significantly predicted brand admiration ($\beta_1 = 0.749$, $p < .001$). The final predictive model was: proportion of brand admiration = $0.911 + (0.749 \times \text{digital social responsibility})$. In another word, the variable has significantly supported H2a.

Table 7 Summary of Multiple Linear Regression Analysis for DSR, BP, BA on Purchase Intention

Variables	B	Std. Error	Beta	Sig.	VIF
(Constant)	.474	.115		<.001	
DSR	.240	.041	.240	<.001	2.427
BP	.217	.053	.223	<.001	3.361
BA	.392	.050	.412	<.001	3.096

Note. $R^2=0.645$, Adjusted $R^2=0.643$, $p < .05$. Dependent Variable = Purchase intention

Hypothesis 3

H3o: Brand preference (H3a), Digital social responsibilities (H3b), and Brand Admiration (H3c) have no influence on purchase intention.

H3a: Brand preference (H3a), Digital social

responsibilities (H3b), and Brand Admiration (H3c) have a positive influence on purchase intention.

Hypothesis 3: A multiple linear regression was carried out to test if digital social responsibilities (DSR), brand preference, and brand admiration significantly predicted purchase intention. The null hypothesis is rejected between brand admiration and purchase intention. The result of the regression indicated that the model explained 64.5% (0.645) of the variance and that the model was significant, $F(3,396) = 240,267$, $p < .001$. It was found that brand admiration significantly predicted purchase intention ($\beta_1 = 0.392$, $p < .001$). As well as brand preference significantly predicted purchase intention ($\beta_1 = 0.217$, $p < .001$), and DSR significantly predicted purchase intention ($\beta_1 = 0.240$, $p < .001$). All variables were significant predictors for purchase intention. In another word, all the variables have significantly supported H3a.

Table 8 Summary of One-Way ANOVA Analysis for Nationality on Digital Social Responsibilities (DSR)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.507	3	1.502	1.775	.151
Within Groups	335.146	396	.846		
Total	339.653	399			

Table 8 shows a One-Way ANOVA was conducted to evaluate the relationship between digital social responsibilities and the nationality of respondent. The independent variable, nationality, consist of Australian, Indonesian, Thai, and Myanmar, and the dependent variable is digital social responsibilities.

Table 9 Summary of Post Hoc Test, Multiple Comparisons of Nationality on Digital Social Responsibilities (DSR)

(I) Nationality	(J) Nationality	Mean Difference (I-J)	Std. Error	Sig.	95% Confident Interval	
					Lower Bound	Upper Bound
Australian	Indonesian	.0192	.1658	.999	-.4085	.4471
	Thai	-.0630	.1174	.950	-.3662	.2400
	Myanmar	.2196	.1398	.397	-.1411	.5804
Indonesian	Australian	-.0192	.1658	.999	-.4471	.4085
	Thai	-.0823	.1519	.949	-.4745	.3098
	Myanmar	.2003	.1698	.640	-.2378	.6385
Thai	Australian	.0630	.1174	.950	-.2400	.3662
	Indonesian	.0823	.1519	.949	-.3098	.4745
	Myanmar	.2827	.1230	.100	-.0378	.3453
Myanmar	Australian	-.2196	.1398	.397	-.5804	.1411
	Indonesian	-.2003	.1698	.640	-.6385	.2378
	Thai	-.2827	.1230	.100	-.6003	.0348

Note. The mean difference is significant at the 0.05 level.

Hypothesis 4

H4o: There are no mean differences of nationalities on

digital social responsibilities.

H4a: There are mean differences of nationalities on

digital social responsibilities.

Hypothesis 4: The result shows that there were no statistically significant differences between nationality means as determined by one-way ANOVA ($F(3,396)=1.775$, $P=.151$). Therefore, the null hypothesis is failed to reject ($0.151 > .05$), which means different nationality does not have an effect on Digital Social Responsibility (DSR).

Table 10 Summary of One-Way ANOVA Analysis for Nationality on Purchase Intention

	Sum of Squares	df	Mean	F	Sig.
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			Square		
Between Groups	7.086	3	1.362	2.821	.039
Within Groups	331.581	396	.837		
Total	338.667	399			

Table 10 shows a One-Way ANOVA was conducted to evaluate the relationship between purchase intention and the nationality of respondent. The independent variable, nationality, consist of Australian, Indonesian, Thai, and Myanmar, and the dependent variable is purchase intention.

Table 11 Summary of Post Hoc Test, Multiple Comparisons of Nationality on Purchase Intention

(I) Nationality	(J) Nationality	Mean Difference (I-J)	Std. Error	Sig.	95% Confident Interval	
					Lower Bound	Upper Bound
Australian	Indonesian	.2616	.1649	.388	-.1639	.6872
	Thai	.1209	.1168	.729	-.1806	.4224
	Myanmar	.3809*	.1390	.032	.0222	.7398
Indonesian	Australian	-.2616	.1164	.388	-.6872	.1639
	Thai	-.1407	.1511	.788	-.5308	.2493
	Myanmar	.1193	.1698	.895	-.3165	.5552
Thai	Australian	-.1209	.1168	.729	-.4224	.1806
	Indonesian	.1407	.1511	.788	-.2493	.5308
	Myanmar	.2600	.1224	.147	-.0558	.5759
Myanmar	Australian	-.3809*	.1390	.032	-.7398	-.0222
	Indonesian	-.1193	.1689	.895	-.5552	.3165
	Thai	-.2600	.1224	.147	-.5759	.0558

Note. The mean difference is significant at the 0.05 level.

Hypothesis 5

H5o: There are no mean difference of nationalities on purchase intention.

H5a: There are mean difference of nationalities on purchase intention.

Hypothesis 5: the result shows that there was a statistically significant difference between groups was determined by one-way ANOVA ($F(3,396)=2.821$, $p=0.039$). A Tukey post hoc test revealed that purchase intention was a statistically significant difference between Australian (3.59 ± 0.91 , $p=0.32$) and Myanmar (3.21 ± 1.04 , $p=0.32$). There was no statistically significant between Australian and Indonesian ($p=0.388$), Australian and Thai ($p=0.729$), Indonesian and Thai ($p=0.788$), Indonesian and Myanmar ($p=0.895$), and Thai and Myanmar ($p=0.147$).

The result of Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4, and Hypothesis 5 summarized in the tables in follows;

Table 12 Hypotheses testing of simple and multiple linear regression analysis for variables prediction

Hypotheses	Beta of standardized	Significant value	Result
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	Coefficients		
H1: DSR→BP	.740	<.001	Supported
H2: DSR→BA	.714	<.001	Supported
H3a: BP→PI	.240	<.001	Supported
H3b: DSR→PI	.223	<.001	Supported
H3c: BA→PI	.412	<.001	Supported

Noted. P-value <0.05

Based on the result from regression analysis, it was found that the null hypothesis (H1o) was rejected. The result shows that depend variable (DSR) positively and significantly impacts the independent variable (BP). Similarly, the null hypothesis (H2o) was rejected, DSR has a significant influence on BA. Also, the null hypothesis (H3o) was rejected, the result shows that all variables; (H3a), (H3b), and (H3c) have a significant impact on purchase intention.

Table 13 Hypotheses testing result for one-way ANOVA.

Variables	Mean Difference	Sig	Result
Hypothesis 4 Nationality → DSR			Not supported
Au and ID	.0192	.999	
Au and MM	.2196	.397	
Au and TH	-.0630	.950	
ID and MM	.2003	.640	
ID and TH	-.0823	.949	
MM and TH	-.2827	.100	

Hypothesis 5 Nationality → PI			Supported
Au and ID	.2616	.388	
Au and MM	.3809	.032	
Au and TH	.1209	.729	
ID and MM	.1193	.895	
ID and TH	-.1407	.788	
MM and TH	-.2600	.147	

Note. N=400

According to the results of one-way ANOVA, the null hypotheses (H4o) failed to reject. There was a significant mean difference between a pair of the group (Australian-Myanmar), therefore the null hypotheses (H5o) were rejected. The result shows there are no mean differences between nationality of Australian, Indonesian, Thai, and Myanmar and DSR, but there was mean differences between nationality and purchase intention.

5. Conclusions and Recommendation

5.1 Finding and conclusion

The study aims to investigate the influence of DSR on brand preference, brand admiration, and purchase intention, as well as examine the influence of brand preference and admiration on purchase intention. Simultaneously, examine the effect of nationalities on DSR and purchase intention if customers from different countries.

The current study found that DSR initiatives have a significant influence on brand preference, brand admiration, and purchase intention. The finding of this study indicates that DSR initiative can increase customer positive feelings toward consumer goods brand. Noticeably, brand admiration was an aspect that most influence customer purchase intention. Customer admire a consumer goods brand that apply DSR concept, and they intend to purchase the brand, furthermore they will recommend the brand to their friends and relatives subsequently.

The finding is in line with the recent studies by Puriwat and Tripopsakul (2021), Cheng et al. (2021), and Gupta et al. (2021), showing that CSR activities via an online platform and/or DSR can improve customers' preferences and admiration toward the brand and influence their purchase intention. Moreover, DSR activities coherently draw the engagement of the customer with the brand and develop customer sentiment, which leads to enhanced customer preference toward the brand and feelings admired for being the customer of the brand that implements the DSR concept (Khattak & Yousaf, 2022 ; Puriwat & Tripopsakul, 2022).

On the other hand, the perception of customers from developed and developing countries toward DSR was not different. The current study found that there is no significant

difference in how a consumer has a perspective toward the DSR initiative concept even though the consumers have diverse backgrounds. The finding of this study supports the previous study by Marquina and Morales (2012) that customers from different countries share the same sense of environmental awareness (DSR initiative). In the study, Intharacks (2016) urges that ethnicity and ethnic identity influence customer behavior, but in some cases, it is too inconstant to come up with a definitive conclusion. However, there is a mean difference in consumers' purchase intentions between Australia and Myanmar, while the other countries show no mean differences between each country. There were absolutely differences of purchase intention in consumer from countries with great economics differences. The purchase intent of consumers from different countries has different levels of purchase intention. Culture can explain the difference between the reactions of a consumer in different countries (Pires et al., 2020). Consumers in a developing country are less aware of social responsibility activities practiced by their firms, and consumers do not pay attention to social responsibility when purchasing. Consumers may prefer the brand but are unwilling to pay the higher price of the product when involved in social responsibility activities (Cioca et al., 2021).

5.2 Recommendation and Implication

The digital platform allows businesses to implement the DSR concept effectively across various channels. DSR activities significantly impact customer preference toward the brand, increase customer admiration of the brand, and influence customer purchase intention as a whole (Puriwat & Tripopsakul, 2021b). The DSR effort may also be seen as an essential tool for marketing to increase sales volume. For firms or marketing practitioners, it is recommended to implement the DSR concept rather than traditional CSR. In this study, particular online channels such as Facebook, Twitter, or TikTok were not particularly investigated, in which channel makes it best to implement the DSR concept. Therefore, the consumer goods firm must decide which channel is best for implementing DSR efforts and ensure that the chosen channel reaches its target consumer.

However, the study found that DSR can influence and significantly increase consumers' preference and admiration of the consumer goods brand but it does not positively influence consumer's purchase intention in every countries. The consumers who from country with extremely different in economic background have different intention for purchasing a consumer goods brand that applies the DSR concept. Therefore, the consumer goods firms that apply DSR and plan to go international, may need to consider other factor as well, such as purchasing power or buying behavior especially for ASIAN countries.

5.3 Limitation and Future Study / Research

This study focuses on the impact of DSR on consumers' brand preference, brand admiration, and purchase intention as well as nationality; Australia, Indonesian, Thai, and Myanmar on DSR and purchase intention. There are a few limitations that should be considered as a guide for future study. Firstly, according to the inequality in time use to disseminate the questionnaire to each country, therefore the number of returned questionnaires from each country is quite different. For instant, Thailand and Indonesia, where the number of returned from Thai respondents is four times larger than that of Indonesian respondents. Secondly, this study focuses on offline purchase intention. However, the impact of DSR on online purchase intention would be interesting to study, as well as other marketing metrics such as customer loyalty, brand equity, or consumers' perception of price fairness (Utara & Campus, 2019); (Zahari et al., 2020); (Semuel & Chandra, 2014). Thirdly, a particular channel and particular product or brand was not selected in this study. Therefore, a future study may examine a specific product/brand or particular channel such as Tik Tok or Instagram. Lastly, the data is collected from a very small group of the total population of each country. Thus, collecting data from more people or different nationalities and conducting comparative studies between each country is recommended for future study. For example, the previous study compare consumer's perception of CSR between Chinese consumer and respondents in United States (Chu & Lin, 2013). A study with various nationalities may show different results.

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