# Maintaining AntForest App Users' Sustainable Behavior for Increasing CSR Sponsorship among Chinese Companies Using Internet Platform

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## ABSTRACT

AntForest has been a successful pro-environment advocate reaching 650 million users. However, its long-term success is contingent on the continued participation of its users. Therefore, to sustain AntForest's survival, it must sustain continuous user participation by facilitating their users' pro-environmental behavior for as long as possible. Two unique characteristics of Ant Forest are its gamification mechanism and interactivity towards CSR-linked sponsorship. This study would like to explore whether such unique characteristics for an internet platform have the potential to improve users' self-awareness about sustainability issues thereby prolonging their interests. This study is part of a more extensive study to explore whether Chinese Internet Platform Companies like Ant Forest could improve users' attitude and behavior towards sustainability by satisfying their responsibilities towards offsetting carbon emissions.

**Keywords:** Chinese Internet Platform Companies, sustainability, CSR-linked sponsorship, users' attitude and behavior, offsetting carbon emissions