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*In the battle for sustainability,
is the brand reputation or the brand message more powerful?*

*What influence do the brand reputation and message have on consumers'
purchase intentions when using sustainability messaging as a promotional tool
in corporate social responsibility campaigns?*

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The views stated in this thesis are those of the author and not necessarily those of the supervisor, second assessor, Erasmus School of Economics of Erasmus University Rotterdam.

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ABSTRACT

Corporate Social Responsibility (CSR) is a crucial idea many companies use. Its relevance is hidden in how an organisation connects its corporate culture and actions to social issues, whereas the brand reputation incorporates the brand name and image with the company's campaigns. Therefore, both concepts are interconnected and crucial for the company's performance. Although some papers have recognised the significance of several factors influencing the consumer's purchase intentions, little is known about how the brand's reputation and message guide consumers' purchase intentions, especially in the clothing industry. This study investigates the influence of brand reputation on consumers' preferences when purchasing specific clothing brands. The main factors of interest are brand reputation, brand attitude, perceived CSR and sustainability message, where brand attitude and perceived CSR are used as mediators and sustainability message as a moderator. The analysis proved the positive and significant association between brand reputation and brand attitude and their affirmative connection with perceived CSR. The outcomes of sustainability message as part of these campaigns are significant and positive on the brand attitude and perceived CSR. However, no moderated mediation is found in the sustainability message regarding the relationship between brand reputation and consumer purchase intentions. Furthermore, the data demonstrate that the attitude toward the brand positively affects consumer purchase intentions. Interestingly, the analyses showed a lack of significant influence of the brand reputation and how consumers perceive CSR on consumer purchase intentions. In conclusion, even though the effects of brand reputation and brand message are at the centre of this research, no clear conclusions are made about their impact on consumer purchase intentions. Nevertheless, there are significant associations between brand reputation, brand attitude and the way consumers perceive CSR. Moreover, a positive effect is found between the sustainability message and how consumers perceive CSR. Even though those findings partially answer the research purpose, suggestions are made for further research.

1. INTRODUCTION

1.1 Corporate Social Responsibility

Corporate Social Responsibility is a term used more often in our daily lives. It is how an organisation connects its corporate culture and actions to social issues (Khan et al., 2012). Companies are expected to follow the rules and the laws while they are further expected to commit to social causes that help protect the environment, for example (Khan et al., 2012). However, implementing CSR means more than only participating in a charity or making a public statement. It requires long-term commitment, responsibility, accountability, and a proven track record of the actions that are supposed to meet all the promises a company makes (Khan et al., 2012).

The impact of CSR can be seen in many aspects, such as consumer attitude, preferences, purchase intentions, reputation, performance, positive brand attitude and even willingness to pay higher prices for the products or services (Khojastehpour & Johns, 2014). Therefore, it is essential to know how brands and companies can better maximise the use of CSR campaigns to reach higher outcomes. On the consumer's side, it is to investigate the impact of CSR campaigns on consumer purchase intentions. Consumers are more likely to choose a socially responsible company or brand, which usually results in a positive perception of the brand's campaign (Khojastehpour & Johns, 2014). Further, this leads to a more favourable brand image and a positive brand attitude, which results in profitability and higher consumer purchase intentions (Khojastehpour & Johns, 2014).

Consumers become aware of certain CSR campaigns through marketing and advertising, which helps with making the CSR campaigns visible (Du et al., 2010). Consumers primarily use CSR to evaluate the company they are interested in and, most importantly, the company's commitment to the CSR campaigns (Oberseder et al., 2013). Therefore, it is essential for both the consumers and the company that the CSR campaign is shared efficiently to make sure the message is understood (Andreu et al., 2015).

1.2 Research Problem

Caring for the planet by being socially responsible requires consciously small steps by companies and customers (Riskó et al., 2016). Two parallel processes drive companies'

responsibility to nature and wellbeing. On one side, the companies have resources and the possibility to take initiatives in supporting healthy causes. On the other hand, the consumer's intentions play a decisive role in supporting certain companies. By being in this circle of responsibilities, one can influence the other as long as the shared goal is to improve the common good. Corporate Social Responsibility (CSR) is the practice of businesses aiming to improve the community, the economy or the environment (Schooley, 2021). In this light, CSR has been developed as part of the business self-monitoring, which, when reflected at the management level, is commonly perceived as a successful strategic initiative that contributes to a brand's designation (Sheehy, 2015; Johnson et al., 2019). Furthermore, data show that CSR is equally significant for the public as it is for a company (Cho et al., 2019). Per se, social responsibility initiatives must coherently align with and be integrated into the business model to make it successful. However, an issue is when companies misuse the campaigns they organise for profit purposes while not engaging in the initiatives they advertise for. In addition, data show that some consumers end up making unethical purchases (Mintel News, 2015). This concern is of high importance both for consumers and companies' executives as it highlights the importance of corporate social responsibility (CSR) and the way it should be used to improve society's wellbeing while allowing companies and consumers to stay true to their values.

Nowadays, more companies are shifting their priorities from solely making a profit to contributing resources to social causes aiming to improve the common good (Dimitropoulos & Chatzigianni, 2022). As a result, many people are choosing companies that contribute to a social cause. Among those are consumers, employees and stakeholders making it crucial for companies to implement CSR in their business (Johannsdottir & Olafsson, 2015). CSR campaigns further tolerate companies to invest their resources in a cause they believe in, expecting their consumers to reflect on that action and get further involved (Schmeltz, 2017). They lead to a new trend where consumers have the choice to pick brands that resonate with their values and principles and be able to contribute to society jointly. However, the real intentions behind using the CSR campaigns as part of the business model and whether consumers distinguish trustworthy CSR motives in many cases are doubted. This is particularly relevant for the clothing industry (Childs et al., 2019).

HM is an example of a company with questionable intentions. The brand is part of the fast-fashion industry, having problems paying wages to their workers while advertising

sustainable products under the brand 'Conscious' (Robertson, 2022). If consumers are not aware of the issues the brand faces and mainly rely on information from their advertising, they may end up supporting unethical brands. Consumer trust is a broad concept, and its interpretation can be easily manipulated (Afzal et al., 2009). Therefore, it is essential to outline concepts of when using CSR is intended to improve the common good and when it is used as a promotion tool. Our study aims to identify the main drivers behind the consumers' purchase behaviour: the brand reputation or message.

1.3 Research Question and Sub-Questions

The main focus of this research is to analyse the effect of brand reputation and brand message on consumers' purchase intentions. Therefore, the main research questions that this paper targets to answer are:

In the battle for sustainability, is the brand reputation or the brand message more powerful?

What influence do the brand reputation and message have on consumers' purchase intentions when using sustainability messaging as a promotional tool in corporate social responsibility campaigns?

To answer the central research question, several research sub-questions are derived. The aim is to guide the research toward answering the main research question. Furthermore, the sub-questions aim to help derive the hypotheses tested for this research.

1. What are the effects of brand reputation on consumers' purchase intentions?
2. What are the effects of brand reputation on brand attitude?
3. What are the effects of brand attitude on consumers' purchase intentions?
4. What are the effects of brand reputation on the way consumers perceive CSR?
5. What are the effects of perceived CSR on consumers' purchase intentions?
6. What are the effects of sustainability message on the relationship between brand reputation and brand attitude?
7. What are the effects of sustainability message on the relationship between brand reputation and perceived CSR?
8. What are the effects of sustainability messages on perceived CSR?

1.4 Scientific Relevance

In the academic world, little research is present on the effect of corporate social responsibility and sustainability in the clothing industry. There are claims that the clothing industry business, with the overconsumption of resources, reached its limits, thus raising awareness both among the companies and consumers (Akenji, 2014). Furthermore, to highlight the importance of the research, it is critical to mention that in 2021 the global textile market is valued at USD 993.6 billion, and it is anticipated to grow further by 4% from 2022 to 2030 (Grand Review Research, 2020). This paper focuses on the clothing sector as it represents a significant part of society. Almost everyone shops for clothes, and statistically, it is indicated that 7% of the US consumers shop at least once per week, 45% shop at least once per month, 40% shop for clothing at least once per half a year and 7% shop at least once per year (Statista, 2019).

With the progress of these companies, the social component has become of great importance over the years. This trend highlights the essence of CSR for their future success. However, insufficient data describe how consumers perceive CSR initiatives and consider them trustworthy in the clothing industry. The majority of the present research focuses on specific CSR campaigns and how they affect consumer decisions instead of looking deeper into more generic concepts and analysing their implications on consumers' decision processes (Wongpitch et al., 2016). One of the main gaps in the literature is whether businesses align with society (Windsor, 2001). Therefore, this paper focuses on determining whether the brand reputation or message drives the success of sustainability CSR initiatives. Furthermore, the factors that affect the purchase intentions of clothing among customers are targeted and specific factors to determine their effect on the consumers' purchase intentions are analysed.

1.5 Managerial Relevance

The managerial relevance guides the companies and consumers in distinguishing between the power of the brand message and reputation (Tay et al., 2022). Moreover, consumers are becoming more aware of this, actively striving to change their shopping habits accordingly (Di Giulio et al., 2022). As a result, they become more interested in the initiatives the respective companies communicate or perform their research on the businesses' past performance. The managerial relevance of companies undoubtedly raises consumers'

awareness of whether the brand reputation or the message it conveys reflects brand trust (Movafegh et al., 2015). Based on the results, companies evaluate and decide to strengthen the attribute that proves to be more successful and to include it in their business model to make better use of CSR campaigns. By evaluating which conditions drive the consumer purchasing decision, either brand reputation or brand message marketers can become more aware of their target. Once the importance of the factors is weighted, managers can make better use of the CSR campaigns and win more consumers by offering genuine value and trustworthy information.

1.6 Thesis Structure

As with the first chapter of this paper, the importance of the topic is being introduced. The rest of the thesis is written as follows: Chapter 2 – Theoretical Framework – aims to present essential theories that lay the backbone of this research. Chapter 3 – Research Methodology – explains how the data is collected and the key characteristics of the sample, such as demographics and shopping habits. Chapter 4 – Results and Analysis: serves as an explanation of the main findings and outlines the results regarding answering the hypothesis. Chapter 5 – Conclusion and Discussions – aims to bring all the findings from the paper to a coherent conclusion. This paper ends with a bibliography summarising all the references used for this research. Furthermore, the appendixes include information on the design of the survey and a summary of the main findings presented in graphs or figures.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Even though CSR may seem like a recent trend, its ideas are dated back to the late 1800s. In those times, there is an increasing concern about employees' well-being and productivity and a rise in philanthropy, with wealthier people donating parts of their fortune to education and culture (Thomas Insights, 2019). The term Corporate Social Responsibility is only established in 1953 by Howard Bowen in a publication about the social responsibilities of the businessman (Thomas Insights, 2019). However, it is only in 1971 that the definition of CSR became clearer and put forward the idea of a social state between businesses and society and how there is an opportunity for businesses to improve the needs of people (Thomas Insights, 2019). Nowadays, almost every company has a distinguishable CSR campaign with which they aim to show involvement and commitment to society.

The practice of corporate social responsibility allows companies to be thoughtful about the impact their actions have on society while enhancing their brands (Investopedia, 2022). Taking part in CSR initiatives can come from different perspectives. For example, some companies improve the operations in their business model by introducing sustainable and renewable sources of energy to contribute to the environment. Others decide to remove unethical practices such as child labour or underpaying their employees, or further engaging in donations (Investopedia, 2022). Companies implement CSR because they believe it is part of their brand image (Investopedia, 2022). Furthermore, companies associate that consumers and stakeholders would be more willing to do business with them if they were ethical and socially responsible companies (Investopedia, 2022).

Sustainability is one of the central areas' companies support and invest in. This approach includes environmental concerns and economic development (United Nations, 2022). To guide companies, tackle world problems, 17 Sustainable Development Goals (SDGs) were recognised by all United Nations Member States in 2015 to work in a specific direction (United Nations, 2022). Some topics involve the planet, justice, equality, preserving the wildlife, clean energy, economic growth, ending hunger and poverty and aiming for responsible consumption and production. Companies adopt certain goals and implement them in their strategies and business models. This way, consumers can notice the challenges they resonate with and the respective company that aligns with their goals.

However, with the amount of CSR campaigns, a question arises about how those campaigns can be evaluated and to what extent their trustworthiness can be justified. The University of Georgia proposes a framework that distinguishes different types of initiatives. Carroll's Corporate Social Responsibility Pyramid suggests that CSR obligations fall under economics, legal, ethical or philanthropic responsibilities, and each of them have specific ways by which it can be evaluated (Accounting Proficient, 2021). How consumers evaluate those campaigns depend mainly on how trustworthy or altruistic they consider them.

On the other hand, awareness of whether companies engage in CSR campaigns can be easily visible and distinguishable. However, the companies' intentions to partake in such initiatives can be doubted. Take the Swedish company H&M as an example, it has a brand "Conscious", a sustainable collection made from eco-friendly materials (Robertson, 2022). The company's ambition is by the year 2030 to use only 100% recycled or sustainable materials (Robertson, 2022). Meanwhile, H&M is struggling with paying its workers living wages, and even though the company promised to pay 850,000 workers the wage they deserve by 2018, this goal is not achieved yet (Robertson, 2022). H&M is rated "It is a Start" by the Fashion Transparency Index as even though the company is working towards sustainability, there is room for improvement in its working conditions (Robertson, 2022). Moreover, H&M is part of the fast fashion industry, which by default is not a sustainable business model, thus raising the question of to what extent H&M can be labelled sustainable (Robertson, 2022).

Furthermore, the controversy can be observed in a new report by Retail Week where 1000 consumers are asked to indicate the most sustainable companies they use and know and how they understand the concept of sustainability. The results indicate H&M, Primark, Nike and Amazon as the top companies UK consumers value for their sustainability (Retail Week, 2022). The report 'Green Is the New Black' aims to identify what consumers know and how they perceive sustainability (Retail Week, 2022). 35% of the participants in the survey indicate that they are unaware of certain sustainability brands (Retail Week, 2022). However, around half of the participants (55%) say they are more likely to buy from a retailer that has a sustainable orientation (Retail Week, 2022). Even though brands are actively working towards being more sustainable and further including CSR in their business model, the extent to which this is true and its impact on consumers can be a double-edged sword. Therefore,

out of the findings above and company rankings on ethical behaviour, a question is what drives consumers to purchase intentions: the brand reputation or message.

2.1 Purchase Intentions

Given that the main focus of this paper is to investigate the effects of CSR, the underlying variable under investigation is consumers' purchase intentions or what influences consumers in the decision process. The product's price is a specific factor studied in many papers. However, the way consumers decide to buy a specific product is a complex combination of several factors (Mirabi et al., 2015). Six stages in the purchase decision process are identified as a prerequisite for making a purchase decision of a new product and adopting it (Kotler & Armstrong, 2010). Those steps can be summarised in awareness, interest, evaluation, trial and adoption (Kotler & Armstrong, 2010). When implementing a new product, the central role of the marketer is to take the consumer smoothly through those stages (Kotler & Armstrong, 2010).

On the other hand, when consumer shops for regular products and do not necessarily seek to try new brands, the decision process consists of five main stages. The decision-making process begins before the purchase is made and continues afterwards (Kotler & Armstrong, 2010). Through the stages of need recognition, searching for information, evaluation of alternatives, purchase decision and post-purchase behaviour, a consumer experience the phenomenon of buying something of need (Kotler & Armstrong, 2010). Even though there are five stages defined, depending on what the consumer buys, some of those stages can be eliminated when the purchase is frequently repeated, and the consumer knows exactly which product they need or want (Kotler & Armstrong, 2010).

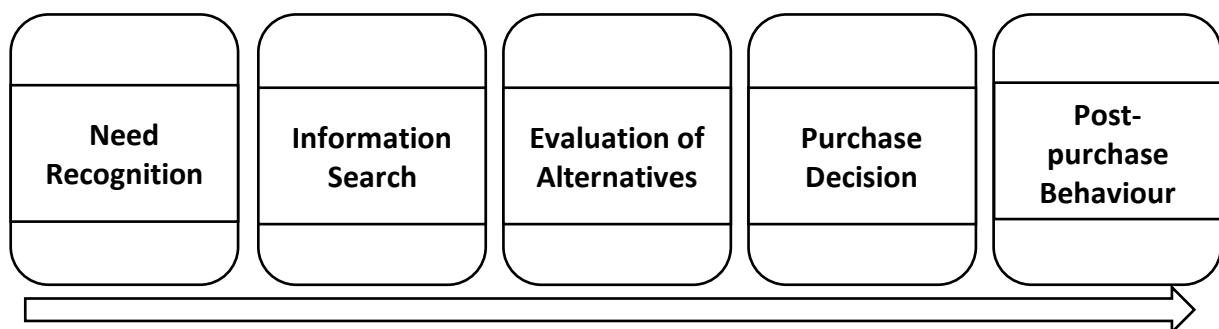


Figure: 1: Stages in the consumer decision-making process (Kotler & Armstrong, 2012)

For a positive and successful process, the consumers ought to be guided unproblematically through the stages of the decision-making process to feel satisfied with their purchase and consider buying again. In the meantime, several further factors influence the consumer and might be detrimental to the outcome. Therefore, understanding the consumer is critical (Kotler & Armstrong, 2010). For example, certain companies target products designed to satisfy the needs of people from a specific culture, and others focus on selling lifestyles, such as Ikea, which is famous for selling lifestyles and making its consumers feel like part of a community (Kotler & Armstrong, 2010).

Purchase intentions are perceived as a type of decision-making that explains the reasoning behind consumers buying a particular product from a specific brand (Shah et al., 2012). As seen above, the purchase decision is a complicated process involving the consumer's behaviour, perceptions and intentions (Mirabi et al., 2015). The purchase behaviour is a tool that can help predict when buying may occur (Mirabi et al., 2015). However, purchase intentions can be influenced by price, quality and value, while they can be influenced by any internal or external motivations (Gogoi, 2013). According to Bettman (1974), the experience of purchasing involves internal memory that reflects the consumer's experience with the product or brand and external memory. Consequently, consumers with a negative experience with a product will be less willing to purchase the product again (Gogoi, 2013). In addition, negative experiences help create a particular brand attitude, and it is more common to spread the news of a negative experience with a brand than a positive one (Gogoi, 2013). Therefore, the brand attitude is an essential part of the purchase behaviour.

To sum up, the decision-making process is complex and can involve several stages before the consumer decides to purchase. Moreover, the decision-making process does not end with the purchase. It continues in the evaluation stage, where the consumer's experience is examined. A positive experience contributes to purchasing further and may result in loyal consumers creating a competitive advantage and a good brand reputation.

2.2 Brand Reputation

Brand reputation is a factor of great importance for a brand to be profitable and successful. It needs to have a positive perception by consumers and hence a good reputation (Herbig & Milewicz, 1995). A brand reputation is built over several years, yet it can be easily

destroyed (Herbig & Milewicz, 1995). When a brand has a positive reputation that results in more profit and word-of-mouth advertising, however, when the reputation is negative such as the brand has failed to satisfy the needs of the consumers or it has repeatedly made mistakes, then the consumer will stay away from it (Herbig & Milewicz, 1995).

Adopting ethical behaviour and working towards it is a prerequisite for the success of a brand. Even though brand loyal consumers may be more willing to give companies a second chance if the harm done by them is low, the moment the harm increases, consumers become more disappointed. Therefore, if a brand is considered unethical by its consumers, they are more likely to lose them (Ingram et al., 2005). Considering the complexity behind acquiring and managing to keep loyal customers, it is of great importance for companies to keep their actions and reputation ethical. Therefore, what is interesting is the limits of consumers' disappointment and where they draw the line in deciding to end their long-term relationship with a brand.

Nowadays, companies advertise themselves under the motto of sustainability. Sustainability is used broadly as a term by companies and governments. Sustainable are initiatives, cities, businesses, economies, and clothing, and we can put sustainability before any word and make it relevant (Scoones, 2007). At the United Nations Conference on Environment and Development in 1992, the definition of sustainable development and sustainability is proposed as a development that meets the needs of the present without affecting future generations (Scoones, 2007). Even though the 17 goals for sustainable development, companies are required to follow specific steps toward sustainability and meeting the common good. To what extent brands use sustainability as a promotional tool and how the consumer can distinguish its credibility remains.

Reputation, whether of brands or people, is built every day. It requires dedication, transparency and commitment. The concept of reputation is broad yet fragile. It takes one action to ruin it, and rebuilding it might be impossible. A paper focusing on two types of negative reputation: CEO reputation and CSR reputation states that they significantly influence consumer behaviour (Jung and Seock, 2016). Therefore, the power of the brand reputation can impact sales, brand image, consumer engagement or general brand performance. Consequently, this paper aims to see the consumer response to brands with good and bad reputations and how that would affect their purchase intentions.

Brand reputation can be affected by many factors. Brand awareness and brand associations are among the factors that positively affect a brand's reputation. Furthermore, as seen from the findings above, loyal consumers are more willing to buy a particular product and therefore have higher purchase intentions. Brand loyalty increases based on how the consumers perceive the quality of the products, the brand reputation and the level of product or service satisfaction (Ballester & Aleman, 2001). Those variables are interconnected as the higher the product quality, the higher the consumer satisfaction. Therefore, this results in more brand loyalty, consequently increasing the brand reputation (Ballester & Aleman, 2001). On the other hand, a brand with a positive reputation would increase brand loyalty and lead to higher purchase intentions (Ballester & Aleman, 2001).

2.2.1 Brand Attitude

Defined by Skinner (1994) brand entails almost everything from the name, design, symbol, and other identifying symbols to reputation, company culture and values. Brand characteristics go beyond marketing and advertising and are used as a messaging technique to provide information to consumers (Skinner, 1994). Furthermore, branding serves as a messaging instrument to consumers with which they can connect meaning to the brand, and companies are interested in being able to take control of this human trait (Rooney, 1995). Using a specific brand allows consumers to associate with the company's values. However, brands reduce the risk for consumers when they have little or no information about what they are buying (Ronney, 1995). Therefore, with the power of branding, companies can assert trust and values, making their consumers feel like part of the community. However, trust is a vague concept interpreted differently by each individual and can be easily misused.

Brand equity is the key ingredient that determines the success of a brand. It consists of brand loyalty, brand awareness, perceived quality, brand associations and other assets that belong to the brand (Aaker, 1992). Furthermore, the brand value is linked to the name of the brand and the symbol it entails, and it provides value to both the consumers and the firm (Aaker, 1992). Therefore, one of the essential components is brand loyalty, as loyal consumers are more inclined to generate profits and be profitable for the company (Aaker, 1992).

The fundamentals of a brand, such as a name and symbols, further help the brand to create a positive image (Mirabi et al., 2012). Previous studies that examine the relationship between brand equity and consumer purchase intentions conclude that there is a positive

relationship (Irshad & Irshad, 2012). Furthermore, a high brand awareness leads to a higher likelihood for a consumer to buy a product (Tih & Kean, 2013). As a result, the brand attitude can significantly influence the purchase decisions of the consumers (Fernandez & Boluda, 2012).

How well a consumer can recall a brand is embedded in brand awareness (Mazurek, 2019). Among the main factors influencing brand awareness are the quality of the product or service and the brand association or information about the brand (Mazurek, 2019). When a brand has a strong awareness, it can result in market dominance whereas, on the other hand, it results in little to no recognition (Mazurek, 2019).

An attitude towards something responds to a particular object or belief (Park & Young, 1983). When it comes to a brand, the brand attitude is affected by advertising and brand cognition (Shah et al., 2012). The brand attitude is not solely dependent on cognition but also on how a brand is perceived in the settings of competition (Shah et al., 2012). It can be argued whether the brand reputation affects the brand attitude or the brand attitude affects the brand reputation. Therefore, both of those directions are analysed. Brand attitude has a direct positive effect on the brand image and thus on brand equity (Faircloth et al., 2001).

Further research has concluded that the brand attitude can be affected by the consumer's experiences and the brand reputation creating feelings of trust and reliability (Han et al., 2015). This covers an overview that there is a mutual connection between brand reputation, brand attitude and purchase intentions. Purchase intentions are influenced by many factors depending on the product, the purpose and the consumer, among which are brand image, brand attachment, environmental consequences and brand attitude (Shah, 2012).

2.2.2 Corporate Social Responsibility

The responsibilities covered by CSR are divided into four stages summarised in Carroll's CSR Pyramid (Krishna et al., 2011). At the lower part of the pyramid, it is stated that firms are firstly required to be able to make a profit, followed by the legal responsibility where they are expected to follow the rules and the laws (Krishna et al., 2011). The next pyramid stage is an ethical responsibility, where firms are no longer required but expected to be harmless. Lastly, in the philanthropic stage, firms are expected to be good and have a good social image

(Krishna et al., 2011). As the main takeaway from this theory, it is essential to highlight that being an ethical company is a prerequisite for the company's success.

The existence of different theories explaining CSR and the several areas it is implemented makes it more complicated to come up with a universal definition. Adam Smith and his theory of the invisible hand have tried to explain how societies operate in the sense that individuals satisfying their good would result in efficiency and more significant social good (Benabou & Tirole, 2010). Efficiency is achieved by redistributing wealth without trying to fit any moral standards (Benabou & Tirole, 2010). Furthermore, this theory is confirmed by Pigou (1920), who declares that it is the state's responsibility to do so and not the individuals or companies (Pigou & Aslanbeigui, 2017). However, societies expected individual and corporate social responsibility in addition to correcting market failures (Benabou & Tirole, 2010). Therefore, a business that responds to this demand successfully implements CSR as part of its culture (Benabou & Tirole, 2010). This leads to the standard most-used definition of CSR: sacrificing profits to satisfy the common interest (Benabou & Tirole, 2010).

However, what arises as a concern is whether companies sacrifice profit for the common good or instead use CSR as a promotion tool to generate more profits. There are four types of CSR motives, among which are value-driven ones, where the company acts according to its beliefs. The strategic-driven motive is when the company uses CSR to increase its profits. The stakeholder-driven motive is when the company engages in a CSR campaign under the stakeholders' pressure, and the egoistic motive is when the company aims for personal advantage.

Further proposed definitions involve CSR as a way to behave towards the stakeholders ethically and responsibly (Khan et al., 2012). However, whether more recent or dated back in the times, most of the existing definitions of CSR consist of value-driven purpose, responsibility and actions towards society. Furthermore, by looking into smaller pieces, Kahn et al. (2012) mentioned two elements of CSR - explicit and implicit CSR. Explicit CSR implies taking responsible initiatives toward the interest of society, such as volunteering, and it could involve collaborations with governments, non-governmental organisations or other organisations (Khan et al., 2012). On the other hand, implicit CSR refers to principles, values and norms the company follows, while the main difference from the explicit one is that with

implicit CSR, companies are not expected to describe precisely how they participate in a CSR campaign (Khan et al., 2012).

One main effect of CSR results in a higher evaluation of a company by its stakeholders or consumers. It can evolve into trust and loyalty (Khan et al., 2012). However, it is crucial to analyse the further external implication of the process that can lead to understanding and believing in the CSR campaign. Even after defining CSR, questions about its implications and usage in different areas remain. Therefore, this chapter reveals that several factors connected to CSR can affect consumers and their perception of CSR. Further, the effect on purchase intentions is considered and examined in later chapters.

Consumers are becoming aware of what social quality can offer rather than focusing on the provided product or service (Khojastehpour & Johns, 2014). In a study by Werther & Chandler (2005), it is discovered that more than two-thirds of the 25,000 participating consumers from the USA, Canada and Western Europe base their impression of a company on the ethics of the company, their social responsibility and what impact the company has on the environment. Consequently, this leads to consumers focusing more on social factors rather than only focusing on the product quality, price, packaging and brand name (Khojastehpour & Johns, 2014). Further research finds that consumers are even more likely to choose a company or brand that is more socially responsible, depending on the fact that the brand has a socially-oriented mindset (Khojastehpour & Johns, 2014). Furthermore, when the consumer has a positive perception of the brand's campaign, that leads to a more favourable brand image and a positive brand attitude (Khojastehpour & Johns, 2014). The final result is that this leads to more profitability and higher consumer purchase intentions (Khojastehpour & Johns, 2014).

2.2.2.1 Perceived CSR

According to the theory of Benabou and Tirole (2006), being socially approved by having either a positive social image or reputation is what people care about as they want to be seen as good citizens, which results in having a positive self-image. This theory predisposes that firms want to be seen as serving society and having a positive reputation. On the other hand, the citizens want to be associated with positive brand reputations and be seen as good citizens (Benabou & Tirole, 2006). However, even if brands aim to do good and have a positive

impact through their CSR campaigns, what matters most is how consumers would perceive those campaigns. Therefore, the perception of CSR is a key factor affecting purchase intentions and brand reputation (Bianchi et al., 2019).

Further, it is considered that the way consumers perceive CSR initiatives depends on the amount of information shared about it (Bianchi et al., 2019). Therefore, it can be said that perceived brand image and perceived CSR are intertwined as two concepts that complement each other. When companies with a bad image undertake CSR initiatives, consumers tend to be more sceptical about them. Therefore, certain credibility is needed for brands to participate in CSR campaigns (Bianchi et al., 2019).

One step back from how consumers perceive CSR is the types of motives companies have, and the intentions behind the CSR campaigns they use. Those motives can be divided into two significant sections – altruistic or, in other words, motives driven by value and self-interested motives that aim to mainly serve the company (Wongpitch et al., 2016). If it is observed further, there are four identified CSR motives. One is value-driven, meaning a company engages in CSR as they truly believe in its purpose. The other motive is strategic-driven, meaning that the main idea behind CSR is to increase profits (Wongpitch et al., 2016). Further, there is an egoistic motive in which the company's primary goal is to take advantage of the initiative. Lastly, a stakeholder-driven motive leads to companies engaging in CSR due to stakeholders' pressure (Wongpitch et al., 2016). It is concluded that the value-driven and strategic-driven motives positively impact consumers' purchase intentions, whereas the egoistic-driven motive harms the purchase intentions (Wongpitch et al., 2016). The stakeholder-driven motives are found to have a neutral effect on purchase intentions (Wongpitch et al., 2016). Moreover, it is observed that the value-driven and strategic-driven motives positively affect the brand's attitude (Wongpitch et al., 2016).

2.2.2.2 Sustainability Message

Sustainability, mostly connected to environmental sustainability, is a vast phenomenon used by more and more organisations, governments and companies (Krishna et al., 2011). Furthermore, this concept considers sustainability's economic and social aspects (Krishna et al., 2011). Sustainability is maintaining long-term systems and programs that focus on environmental, social and economic ideas (Krishna et al., 2011). Contrary, sustainable

development, which is widely used in the context of the protection of the planet, is a process that involves environmental thinking applied in several aspects (Krishna et al., 2011).

A company's reputation can be affected by several reasons, one of them being how stakeholders perceive the CSR of a specific organisation or mainly how the social and environmental expectations of the stakeholders are met with the commitment and the execution of a CSR campaign (Petkeviciene, 2015). Therefore, CSR can influence the stakeholder's impression and perception of the brand's reputation (Petkeviciene, 2015). Moreover, brand reputation is essential for value creation, resulting in a competitive advantage, and CSR is a key factor in the process (Petkeviciene, 2015).

More and more consumers are becoming aware and conscious of sustainability which leads to seeking brands that have initiatives to preserve the planet (Neumann, 2020). Even though governments and organisations are set to participate in social and environmental initiatives, companies are experiencing the need to be socially responsible (Neumann, 2020). Regarding sustainability, companies are expected to be socially responsible and meet the demand of conscious consumers who want to fight environmental issues (Neumann, 2020). Therefore, by presenting consumers with a brand with a sustainability message as part of their CSR campaign, they are more likely to be influenced by it.

2.3 Hypotheses Development

The brand is of crucial importance in determining purchase intentions. Through the brand name, attitude, reputation and trust, consumers shape their intentions of whether to purchase from a particular brand or not. Therefore, one of the leading hypotheses investigated by Mirabi et al. (2015) is that the brand name has a positive effect on the purchase decision process. However, given that the brand name is part of the brand structure, same as brand image and reputation, this paper examines the impact brand reputation has on purchase intentions. It is expected that a brand with a good and positive reputation would result in higher purchase intentions. Therefore, the first hypothesis is developed as follows:

H1: A good brand's reputation has a stronger positive effect on purchase intentions than a bad brand's reputation.

Prior research suggests the relationship between brand attitude and brand reputation. This relationship is observed as the effect of brand attitude on the brand image

(Faircloth et al., 2001). For this paper, consumers are expected to have a more positive feeling towards a brand when presented with a good brand reputation. Therefore, a positive brand attitude. Thus, the second hypothesis is presented:

H2: A good brand's reputation has a stronger positive effect on the brand attitude compared to a bad brand's reputation.

As concluded earlier, the brand reputation is built in the long term, requiring much effort to influence the consumers positively. By having a positive brand attitude due to a good brand reputation, consumers are expected to have higher purchase retention (Shah, 2012). Consequently, the third hypothesis is developed:

H3: Favourable brand attitude reinforces the positive relationship between brand reputation and purchase intentions and results in higher purchase intentions.

Following the findings from above and the relation between using CSR, being committed to the campaign and meeting the stakeholder's expectations, there is a positive influence on the brand reputation and, consequently, the purchase intentions (Petkeviciene, 2015). On further notice, given that sustainability is a rising phenomenon and its importance is affecting several consumers, it is essential to analyse the effect of a CSR campaign in a combination of sustainability messages on the relationship between brand reputation and perceived CSR. Instead, consumers that are less involved in the company's business models are expected to briefly evaluate the CSR of the brand leading to them perceiving the CSR as more positive if it mentions actions towards sustainability. Therefore, it is expected that when a brand has a sustainability message, that affects the brand reputation positively, which further leads to a more positive brand attitude. Consequently, a moderation effect of the sustainability message is expected to affect the relationship between brand reputation and brand attitude. This leads to the following hypothesis:

H4: Having a sustainability message as part of the CSR campaign positively moderates the effect of brand reputation on brand attitude.

Additionally, how consumers experience the brand helps them formulate a brand attitude and eventually, that affects the brand reputation, which in the case of being positive, results in increased trust in the brand (Han et al., 2015). In that sense, the brand reputation is formulated as the attitude of the consumers that state that the brand is reliable (Han et al., 2015). Therefore, there is a positive relationship between brand reputation and brand trust. Thus, it is expected that the more positive the brand reputation is, the more people have a

positive and trustworthy perception of the brand's CSR campaigns. The impact of brand reputation on perceived CSR is analysed for this research. As a result, the following hypothesis is presented:

H5: Consumers with a good brand reputation have a more positive and trustworthy perception of the CSR campaign.

It is observed that the way consumers perceive CSR campaign has a direct effect on consumer satisfaction, brand image and, therefore, the consumer's purchase intentions (Bianchi et al., 2019). It is expected that perceived CSR as positive would lead to higher purchase intentions. Thus, the following hypothesis is formulated:

H6: A perceived CSR campaign as positive and trustworthy results in higher purchase intentions.

Following the findings of Wongpitch et al. (2016) and based on the different motives' companies have, brand intentions have different impacts on consumer attitudes. For example, when consumers perceive the CSR campaigns of the company as altruistic and society-oriented, that results in a more positive consumer response. Therefore, it is expected that those motives would result in higher consumer purchase intentions. However, on the other hand, when the company's intentions are seen as self-interested, that results in more negative feelings among the consumers (Wongpitch et al., 2016). Therefore, it is expected that this leads to lower consumer purchase intentions. Thus, the following sub-hypotheses are generated:

H6a: A perceived CSR as having altruistic motive results in higher purchase intentions.

H6b: A perceived CSR as having self-interested motives results in lower purchase intentions.

On the other hand, by observing the misleading actions H&M is taking toward sustainability, consumers can be easily tricked into buying from H&M, thinking they are contributing to the planet (Eco-Stylist, 2022). In this way, greenwashing creates a reputation with which the brand wants to be associated, even if it does not align with its business model (Laufer, 2003). On the other hand, prior research claims that environmental concerns and sustainability positively affect consumer purchase intentions (Chen & Chang, 2012). In this sense, it can be predicted that consumers being misled by certain advertisements may end up supporting unethical brands. Furthermore, by using advertising techniques such as mentioning sustainability, consumers can easily consider that the brand is environmentally

concerned. Therefore, it is expected that when consumers are presented with a sustainability message, that results in a better brand reputation and, respectively, a more positive perception of CSR. Therefore, a moderation effect of the sustainability message is expected to affect the relationship between brand reputation and perceived CSR. Further, this relationship is expected to lead to higher purchase intentions. On the other hand, the direct effect of the sustainability message as part of the CSR campaign is expected to lead to a more positive perception of CSR. Consequently, the following hypotheses are formulated:

H7: Having a sustainability message as part of the CSR campaign positively moderates the effect of brand reputation on perceived CSR.

H8: Using a CSR message that mentions sustainability would positively impact how consumers perceive CSR.

2.4 Conceptual Framework

Based on the theoretical framework that serves as a backbone of this paper, the following conceptual framework is proposed:

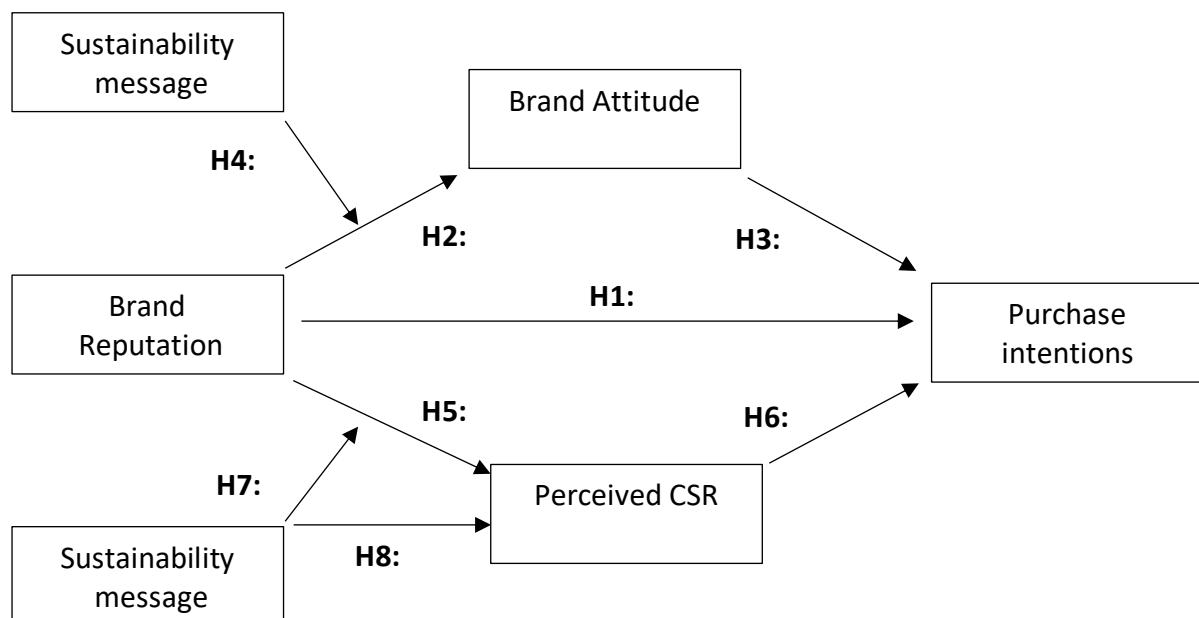


Figure 2: Conceptual frameworks

3. RESEARCH METHOD

3.1 Research Design and Methodology

Quantitative research explains a certain phenomenon after numerical data is collected and analysed with the help of mathematical methods (Sukamolson, 2007). For this research, a quantitative method is used. Given that this research aims to analyse consumer habits and sustainability inclination, a survey is organised to collect primary data using Qualtrics. Then, the results are analysed by using the statistical software SPSS.

Multiple linear regression is used as the idea is to be able to observe a potential connection between the independent variables and the dependent variable being the purchase intentions of consumers. The 2x2 linear regression design is organised by conducting an experiment with four conditions. Two brands are presented: H&M and Patagonia. As an association, H&M has a bad reputation, and Patagonia has a good reputation. The former is known for its fast-fashion industry behaviour having issues with fair labour pay, whereas the latter is known for its sustainability contribution. Even though H&M can be seen as a controversial company due to its fast-fashion characteristics, the brand advertises itself as sustainable under clothes labelled 'Conscious'. The latter, an outdoor brand for adventurous consumers, is focused on preserving the Planet (Good on You, 2022). Its mission is to produce a product without harm while aiming to leave a positive environmental impact (Good on You, 2022). See Appendix 4 for additional information on each company and why it was selected as a proxy for brand reputation.

The other part of the 2x2 design is that the two brands are shown with either a CSR message that mentions sustainability or a generic CSR. Therefore, two brands and two CSR messages make four conditions in total. Based on the available conditions, the model and the hypotheses are tested. The 2x2 design aims to test the main causal effect between the independent and dependent variables and further test for moderating variables that can affect the relationship. Therefore, a PROCESS Macro by SPSS is used to analyse a model that includes moderation and mediation effects. Based on the conceptual framework proposed above, two separate PROCESS Macro Model 7 are analysed where the sustainability message is the moderating variable.

3.2 Data Collection and Research Sample

For primary data collection, a questionnaire is sent to social platforms such as WhatsApp, Instagram and Survey Swap. The sampling method is non-probability convenience sampling, where the type of respondents is gathered based on specific groups (Fleetwood, 2021). Each participant in the survey will be presented with one of the four existing conditions and asked questions regarding the brand and the CSR campaign. Respondents are asked company-specific questions such as how often they buy from the presented company and whether they perceive the company structure as ethical or not based on the message and the brand reputation. Moreover, the participants are asked about their brand attitude and perception of its CSR campaigns.

During the research, it is further controlled for demographic characteristics such as age, gender, education, brand loyalty, sustainability concerns, social norms and ethical behaviour. The social characteristics controlled for include frequency of buying clothes, interest in fashion, frequency of buying from the specific brands presented and concerns about the topic of sustainability. For a 2x2 experimental design, 40 respondents minimum is needed per condition. Thus, the desired number of respondents is around 160.

3.3 Measure (Designing the Questionnaire)

At the beginning of the survey, the participants are presented with one of the four experimental conditions (See Appendix 1, Table 1). Then, the participants are asked questions about the presented sustainability message or the generic CSR message, followed by general questions about their brand attitude, perceived CSR and purchase intentions.

Sustainability Message

The consumers shown a CSR campaign containing a sustainability message are asked about their perception of the sustainability message. To conclude whether the message is trustworthy several statements are asked using a 5-point Likert scale (See Appendix 1, Questionnaire design). Trustworthiness is determined by asking the participants how they perceived the message as honest, reliable or credible (Callison, 2001). The evaluation of the questions goes from strongly disagree (1) to strongly agree (5). However, this variable is used

as a manipulation check. Afterwards, each participant, irrespective of the assigned condition, is presented with the questions as shown in Appendix 1.

Brand attitude

The variable is measured by using two statements on a 5-point Likert scale. The way the questions are formulated is inspired by a paper analysing the consumer's brand attitude toward computers (Alexandrov, 2010). The main idea is to see whether the brand attitude is trustworthy and favourable (Wongpitch et al., 2016). The evaluation of the questions goes from strongly disagree (1) to strongly agree (5).

Given that it is assumed that the brand attitude has an effect based on altruistic and self-interest motives behind the CSR campaign, the measurement is divided into two sections:

- **Altruistic motive:** The following statements presented on a 5-point Likert scale are used to test this parameter. The evaluation of the questions goes from strongly disagree (1) to strongly agree (5). For this measure, the participants are asked whether they think the brand is working towards improving people's lives, whether it aims to improve working conditions and whether they think the mission and actions of the brand are reflected in their CSR (Wongpitch et al., 2016).
- **Self-interest motive:** On the other hand, for the evaluation of the self-interest motives, the participants are asked whether they think the reasons behind the CSR are to benefit the brand mainly to increase sales without aiming to benefit the environment (Wongpitch et al., 2016). The statements are presented on a 5-point Likert scale to test this parameter. The evaluation of the questions goes from strongly disagree (1) to strongly agree (5).

Brand reputation

For the brand reputation, the respondents are asked whether they view the brand reputation as favourable and trustworthy (Callison, 2001). The statements are presented on a 5-point Likert scale to test this parameter. The evaluation of the questions goes from strongly disagree (1) to strongly agree (5). This variable is also used as a manipulation check as before it is concluded for this research that H&M has a bad reputation and Patagonia has

a good reputation. Thus, it can be checked whether the consumers agree with this categorisation.

Perceived CSR

To evaluate consumers' perceived CSR campaigns, they are asked whether they see it as trustworthy and reliable and whether it matches what the brand stands for (Callison, 2001). The statements are presented on a 5-point Likert scale to test this parameter. The evaluation of the questions goes from strongly disagree (1) to strongly agree (5).

Purchase intentions

To test the consumers' purchase intentions, they are asked questions about their likelihood to buy from the brand, if they are already buying from it, and whether they will continue buying from it (Wongpitch et al., 2016). The statements are presented on a 5-point Likert scale to test this parameter. The evaluation of the questions goes from strongly disagree (1) to strongly agree (5).

Control variables

One of the main ways to control an experiment is the random assignment of participants to a given condition which assures the validity and reliability of the data (Bhandari, 2022). For this purpose, the survey participants are randomly assigned to one of the four existing conditions. Moreover, control variables are added to the multiple linear regression as they are expected to affect the dependent variable and the outcome. However, they are not of primary interest to the research. Therefore, the main effect of the independent variables on the dependent variable is observed while keeping the control variables constant. For this purpose, the control variables are measured by adding them to the regression presented on a 5-point Likert scale in the questionnaire, where the questions go from strongly disagree (1) to strongly agree (5).

Among the main control variables are consumer loyalty, which positively impacts purchase intentions (Souiden & Pons, 2009). Brand loyalty is the process of repeating a purchase and consistently using the same products or brand, resulting from a positive experience with them or word-of-mouth marketing (Gogoi, 2013). When a brand has loyal consumers, it gains a competitive advantage and acquires consumers willing to pay more

(Ercis et al., 2012). Those variables are tested on a 5-point Likert scale. The evaluation of the questions goes from strongly disagree (1) to strongly agree (5). It is as well to observe any relationship that certain demographics may have on the purchase intentions (Madahi & Sukati, 2012). Thus, age, gender and education are included as control variables.

Another potentially interesting variable is brands that sell a lifestyle. This is when consumers are interested in particular activities or interests, and the brand provides them with an opportunity to feel as part of a community (Samuel & Sampurno, 2019). At this stage, consumers are asked if, when buying products, they like to feel as part of the community and whether they want the brand to represent who they are.

Furthermore, since half of the respondents viewed a sustainability message, concerns about sustainability and the environment are considered insightful about the relationship between the independent and dependent variables (Siddique & Hossain, 2018). Consumers are asked about their purchase behaviours, preference for buying from organic or natural brands, and whether they are concerned about the environment and the future of the Planet. The evaluation of the questions goes from strongly disagree (1) to strongly agree (5).

Last but not least, social norms can impact personal norms and, therefore, the consumers' purchase intentions (Munerah et al., 2021). Consequently, social norms are considered a control variable and the evaluation of the statements go from strongly disagree (1) to strongly agree (5). Consumers are asked whether they buy clothes made sustainably because other people do it or because other people and society expect them to do so. Moreover, the ethical behaviour of the consumers is observed on political, social and environmental dimensions.

3.4 Data Analysis Method

3.4.1 Pre-testing the variables

Before analysing the impact of the independent variables on the dependent variables, all variables are pre-tested for validity and reliability using SPSS (Malhorta, 2006). When the variables are analysed reliably, it is concluded if they are consistent with being used further for the analysis. For example, a variable is reliable if the reported Cronbach Alpha is $\alpha \geq 0.6$ (Malhorta, 2006). Contrary, to conclude whether the variables report accurate information,

they are tested for validity where a valid value has Kaiser Mayer Okin (KMO) ≥ 0.5 , Bartlett's Test < 0.05 , and a factor loading ≥ 0.50 (Malhotra, 2006).

3.4.2 Regression Analysis

When it comes to testing the hypotheses, they are analysed using statistical software SPSS together with an addition to SPSS called Hayes' PROCESS macro. However, first the assumptions of a multiple linear regression (MLR) are tested. MLR allows us to test the potentially significant effects of the independent variables on the dependent variables while controlling for control variables (Malhorta, 2006). In addition, Hayes Process macro allows us to test mediation and moderation effects (PROCESS macro, 2022).

3.5 Research Bias

The survey is distributed online to collect the primary data for analysing the results. Therefore, several biases may occur. Given that the consumers are filling in the questionnaires without the researcher's supervision, some questions could be misinterpreted. This results in wrongly filling in the questions and may affect the analysis.

On the other hand, the participants are approached based on location proximity and accessibility. This is why convenience sampling is used as the participants are reached based on their proximity. Most of the participants are other students, or acquaintances of the researcher can lead to a less representative sample. In this sense, a snowball effect may have occurred in case some participants shared the survey with others. In this case, the risk is that those respondents may have less understanding of the purpose of the research.

Lastly, given that the survey is mainly filled by women (58.17%) and men (41.83%), the other gender groups could be considered underrepresented (See Appendix 2, Figure 3).

4. ANALYSIS AND RESULTS

4.1 Descriptive Statistics

In total, there are 285 survey respondents. However, ten respondents are removed because they are not representative, a further 70 are removed as their progress of filling in the survey is less than 100 %, and lastly, two more respondents are removed due to not agreeing with the terms of the survey. The final number of respondents used for this research is 201. Table 2 below represents the demographics of the sample as it can be observed that more females (56.7%) filled in the survey than males (43.3%). The age range of 20 to 25 is the most frequent one (69.35%), followed by the 30+ age range (13.07%) and the 26 to 30 years old (10.05%). Regarding education, the most common respondents have finished their bachelor's or are currently still doing their bachelor's degree (48.3%), followed by master's students (38.3%). The Table below shows the sample's demographic statistics, presenting the respondents' age, gender and education.

Table 2: Demographic Statistics

Variable	Frequency	Percentage
Gender		
Male	87	43.3%
Female	114	56.7%
Age		
15-19	15	7.53%
20-25	138	69.35%
26-30	20	10.05%
30+	26	13.07%
Education		
High School	14	7.0%
Bachelor's	97	48.3%
Master's	77	38.3%
PhD	13	6.5%

Moreover, the most common reasons the consumers reported for shopping for clothes are the need for it, followed by the product being on a discount and the quality of the product (See Appendix 2, Figure 5). In addition, among the most common shopped brands are Zara, HM, Nike and Pull and Bear (See Appendix 2, Figure 6). The demographics are presented graphically in Appendix 2.

4.2 Reliability and Validity

The variables are analysed for validity and reliability before testing the hypotheses. The Cronbach's alpha is used for reliability, while KMO, Bartlett's test and factor loadings for validity. For all the variables, Cronbach's Alpha needs to be ≥ 0.6 for the data to be considered reliable and internally consistent, while for validity, KMO and the Factor loadings need to be ≥ 0.5 while Bartlett's Test of Sphericity needs to be $< 0,05$ (Malhotra, 2006). The table below shows the output of the respective Cronbach's alpha, KMO, Bartlett's test and factor loadings.

Table 3. Validity and Reliability

Variable	Item	Cronbach's Alpha	Reliability	KMO	Bartlett's Test	Factor Loading	Validity
(BA)	BA_1	0.871	Reliable	0.740	<0.001	0.902	Valid
	BA_2					0.883	Valid
	BA_3					0.896	Valid
(REP)	REP_1	0.855	Reliable	0.709	<0.001	0.892	Valid
	REP_2					0.910	Valid
	REP_3					0.838	Valid
(ALM)	ALM_1	0.919	Reliable	0.870	<0.001	0.838	Valid
	ALM_2					0.799	Valid
	ALM_3					0.906	Valid
	ALM_4					0.907	Valid
	ALM_5					0.890	Valid
(SIM)	SIM_1	0.845	Reliable	0.691	<0.001	0.916	Valid
	SIM_2					0.860	Valid
	SIM_3					0.843	Valid
(CSR)	CSR_1	0.934	Reliable	0.893	<0.001	0.931	Valid
	CSR_2					0.907	Valid
	CSR_3					0.925	Valid
	CSR_4					0.912	Valid
	CSR_5					0.783	Valid
(PUR)	PUR_1	0.823	Reliable	0.648	<0.001	0.827	Valid
	PUR_2					0.921	Valid
	PUR_3					0.830	Valid

The CSR messages that contain sustainability are summarised under a variable called *Sustainability Message*. The separate conditions are reported to be valid and reliable. Thus, this variable is concluded to be reliable and valid (See Appendix 3, Table 4).

Moreover, Harman's single factor test is performed to determine a potential common method bias. Given that the variance is less than 50% (40.8%), it is concluded that the method does not have a bias (See Appendix 3, Table 5).

4.3 Regression Analysis

Multiple linear regression analysis is used for this paper to test the potential influence of the independent variables on the dependent variable purchase intentions. Before testing the regression, essential assumptions of linear regressions are tested.

First, it is tested for whether the data is normally distributed. This can be observed by plotting the independent variables on the dependent variable on a histogram or normal P-P plot or by performing a test for normality. By observing the P-P plot, it can be seen that as the dots fall approximately on the line, it can be concluded that the data is normally distributed (See Appendix 3, Figure 7). However, a Shapiro-Wilk test for normality is used to make a precise conclusion. Thus, it is found that the data is not normally distributed. The output of the test for normality can be seen in Table 6 below.

Table 6. Test for normality

	Kolmogorov-Smirnov			Shapiro-Wilk			Skewness	Kurtosis
	Statistic	df	Sig.	Statistic	df	Sig.		
SQ_PUR	0.191	201	<0.001	0.898	201	<0.001	-0.366	-0.688
LN_PUR	0.222	201	<0.001	0.863	201	<0.001	-0.772	-0.192
(PUR)	0.181	201	<0.001	0.909	201	<0.001	0.011	-0.857

The Shapiro-Wilk test's null hypothesis is that the data is normal. However, the null hypothesis is rejected with a reported p-valued < 0.05, meaning that the data is not normal. Considering the skewness or the symmetry measure and the kurtosis, the measure that tests whether the data is heavy or light-tailed to a normal distribution, it can be seen that the transformation of the variables, such as taking the square root and the natural logarithm of the dependent variable are worsening the initial results (Gawali, 2021). However, given that the number of people participating in the sample is higher than 20 (N=201), it is not needed

to satisfy this assumption. This holds under the central limit theorem (SPSS, 2020). Moreover, bootstrapping is performed with 5000 samples (Frost, 2020).

4.3.1 Linearity

One of the assumptions of linear regression relates to linearity. Therefore, it is expected that there is a linear relationship between the dependent and the independent variable (Corporate Finance Institute, 2022). As can be observed in Appendix 3, Figure 8, after plotting the independent and dependent variables, there is a linear relationship, which means that the first assumption of multiple linear regression holds.

4.3.2 Expected mean error and multivariate normality

Under the second assumption of multiple linear regression, the expected mean error of the residuals is expected to be 0. Therefore, after calculating the sum of the residuals, the mean error is concluded to be 0. This assumption is as well supported. Furthermore, there is an assumption that the residuals are normally distributed, which can be tested using a Normal Probability Plot method (Corporate Finance Institute, 2022). As observed from the Q-Q plot, this assumption is as well supported (See Appendix 3, Figure 9).

4.3.3 Homoskedasticity

Homoskedasticity represents the expectation that the errors in the residuals are close to each point in the linear regression (Corporate Finance Institute, 2022). There are two ways to test for homoskedasticity: a scatter plot and performing a Breusch-Pagan test. As can be observed from plotting the standardised residuals, the values seem close to the linear line with some exceptions (See Appendix 3, Figure 9). It can also be observed on a scatterplot plotting the regression standardised residuals to the predicted values (See Appendix 3, Figure 10). However, the plot shows that the data is not homoscedastic. Thus, in the table below, by observing the ANOVA output and its significance, a Breusch-Pagan test is performed.

Table 7. Linear regression – ANOVA output

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.700	6	0.117	1.173	0.327
	Residual	9.449	95	0.099		
	Total	10.149	101			

a. Dependent: SquareResREP

b. Predictors: (Constant), Sustainability (SM), Self (SIM), Altr(ALM), Brn(REP), Per(CSR), Brn(BA)

The Breusch-Pagan test assumes a null hypothesis that states that the data is homoscedastic (Statology, 2022). Thus, after taking the square root of the residuals and performing linear regression, the values of the ANOVA are analysed. Given that the significance level presented in Table 7 above is higher than 0.05, the null hypothesis is not rejected. Consequently, it is concluded that the data is homoscedastic, leading to the assumption that homoskedasticity for multiple linear regression is supported. It can be further tested for heteroscedasticity using PROCESS Macro Cribari - Neto (HC4), which gives robust standard errors in the regression output (Cribari-Neto, 2014).

4.3.4 Independence of Observation

This assumption means that all the observations are expected to be independent of each other, or in other words, the values of the residuals are expected to be independent (Corporate Finance Institute, 2022). This is tested by using a tool called the Durbin Watson test. The respective values are presented in the regression model summary in Table 8, where the output of the Durbin-Watson test is presented.

Table 8. Linear regression - model summary

Model	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin – Watson
1	0.069	0.010	0.31538	2.188

a. Dependent: SquareResREP

b. Predictors: (Constant), Sustainability (SM), Self (SIM), Altr(ALM), Brn(REP), Per(CSR), Brn(BA)

If the values are between 0 and 2, a positive autocorrelation is observed, while if the values are between 2 and 4, a negative autocorrelation is concluded (Corporate Finance Institute, 2022). Therefore, the desired output is reporting a value of approximately 2, which means there is no autocorrelation (Corporate Finance Institute, 2022). Therefore, given that the reported value of the Durbin-Watson test is 2.188, it can be concluded that there is no autocorrection. Thus, this assumption holds.

4.3.5 Multicollinearity

Last, it is tested for multicollinearity, which may happen if the independent variables correlate. For this purpose, is tested for multicollinearity by observing the Person's correlation

matrix presented below. For the variables to be significant, the correlation reported should be less than 0.80 (Statistics Solutions, 2021). Table 9 below presents the values of Pearson's Correlation Matrix. The correlation significance is reported next to the output.

Table 9. Pearson's Correlation Matrix

	Brand Attitude (BA)	Brand Reputation (REP)	Altruistic motives	Self-interested motives	Perceived CSR	Sustainability Message
Brand Attitude (BA)	-	0.689**	0.419**	-0.335**	0.436**	0.451**
Brand Reputation (REP)	0.689**	-	0.445**	-0.350**	0.493**	0.458**
Altruistic motives	0.419**	0.445**	-	-0.483**	0.630**	0.378**
Self-interested motives	-0.335**	-0.350**	-0.483**	-	0.477**	-0.247**
Perceived CSR	0.436**	0.493**	0.630**	-0.477**	-	0.457**
Sustainability Message	0.451**	0.458**	0.378**	-0.247**	0.457**	-

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

However, testing for the Variance Inflation Factor method is another way to observe potential multicollinearity (Corporate Finance Institute, 2022). To be concluded that there is no multicollinearity, the reported values of the Variance Inflation Factor (VIF) should be less than four, and the respective tolerance values should be more than 0.25 (Corporate Finance Institute, 2022). For this test, linear regression is used where the option for performing collinearity statistics is chosen. Table 10 below shows the linear regression output testing the effect of the main independent variables on the dependent variable while reporting the variables' tolerance and VIF. All variables have a VIF reported value lower than four and a tolerance higher than 0.25, meaning there is no multicollinearity. All correlations are significant and can thus be used for the multiple linear regression.

Once all the assumptions of linear regression are tested and satisfied, linear regression is performed. The output is shown in the table below, together with the collinearity statistics. If the R-square is observed, it can be concluded that this model explains only around 10% of the variation of the data, which mainly shows how well the model fits the regression, which in this case, is a poor indicator (Corporate Finance Institute, 2022). However, with a significant F-test p-value, the model fits the data well (Shahbaz, 2022).

Table 10. Collinearity Statistics and linear regression output

	Coefficient	Sig.	Collinearity Statistics	
			Tolerance	VIF
(Constant)	1.105 (0.867)	0.204		
Brand Attitude (BA)	0.503** (0.114)	<0.001	0.490	2.040
Brand Reputation (REP)	0.043 (0.113)	0.704	0.465	2.153
Altruistic Motives (ALT)	-0.174* (0.090)	0.053	0.537	1.861
Self-interested Motives (SIM)	0.054* (0.077)	0.056	0.706	1.417
Perceived CSR (CSR)	0.002 (0.103)	0.984	0.495	2.020
Sustainability Message	0.050 (0.280)	0.858	0.694	1.440
Observations	201			
R²	0.158			
Adjusted R²	0.132			
F-test	6.072	<0.001		

*p<0,1 **p<0,05 ***p<0,01; Standard errors in parentheses

a. Dependent variable: (PUR)

b. Independent: Sustainability Message, (SIM), (BA), (ALT), Perceived CSR, (REP)

As part of the linear regression, the variables' descriptive statistics are presented in the table below. In addition, Table 11 helps better understand the characteristics of the sample by providing a coherent summary of the sample.

Table 11: Descriptive Statistics

Variable	Mean	Std. Deviation	N
Brand Attitude (BA)	3.5771	0.90845	201
Brand Reputation (REP)	3.6119	0.94269	201
Altruistic motives	3.3682	1.10625	201
Self-interested motives	3.3980	1.13613	201
Perceived CSR	3.1891	0.99704	201
Sustainability Message	3.2014	0.31103	201

4.4 Manipulation Check

Before performing statistical analysis, a manipulation check is performed to see whether the respondents paid enough attention to the survey and whether they agreed with the pre-classification of the brand's reputation. Therefore, a Chi-Square is used, and its values can be observed in Table 12 below. The reported Cramer's V measures the Chi-Square test for how strong two variables are connected.

Table 12: Manipulation check - Chi-Square test

Variable	Chi-Square	df	Significance (2-sided)	Cramer's V	Significance
HM1* Brand reputation	86.372	32	<0.001	0.328	<0.001
HM2* Brand reputation	34.910	20	0.021	0.208	0.021
Patagonia3* Brand reputation	46.328	28	0.016	0.240	0.016
Patagonia4* Brand reputation	32.968	16	0.007	0.202	0.007

It is essential to check whether consumers perceive the respective companies to have either good or bad reputations. As stated earlier, for this paper, H&M is considered to have a bad reputation, whereas Patagonia is considered to have a good reputation. All values are significant, and the p-values are lower than 0.05. Thus, it can be concluded that the participants agree with the way the reputation of the brands is pre-classified.

Another way to test whether the participants agree with the pre-classification of the brands as having a good or bad brand reputation is by seeing their means. As shown in Table 13 below, the means of the different conditions are compared by looking at the descriptive statistics of the four presented conditions.

Table 13. Manipulation check - Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
HM_1	201	1.00	5.00	2.5917	0.54656
HM_2	201	1.00	5.00	2.5870	0.43100
Patagonia_3	201	1.00	5.00	3.8111	0.29700
Patagonia_4	201	1.00	5.00	3.6400	0.32802
Valid N	201				

As expected, the mean for the brand with a bad reputation and a sustainability message (2.5917) has a lower mean than the good brand reputation with the same sustainability message (3.8111). On the other hand, the bad brand reputation with a generic CSR message (2.5870) has a lower mean than the brand with a good reputation and a generic CSR message (3.6400). Therefore, the consumers perceived the sustainability message as more trustworthy and reliable when a brand with a good reputation has the message. However, it is essential to highlight that the difference between having a sustainability message and a generic CSR is relatively tiny for brands with good and bad reputations. This could mean that the participants in the survey perceived CSR with a sustainability message and a generic message as equally trustworthy and reliable. The only difference is that both the sustainability and the generic messages of the brands with good reputations are reporting relatively higher means than the messages of the brands with bad reputations. This could lead to the conclusion that the brand reputation has a higher effect, whereas the CSR message is evaluated equally irrespective of sustainability.

Last but not least, the attention check is tested. During the survey, the participants are asked whether they are paying attention to the survey by clicking 'Strongly disagree'. The results of this question show that 182 out of 201 clicked the correct answer, accounting for 90.5% of the participants (See Appendix 3, Table 14). Given that in Qualtrics, the participants could only go further in the survey and not go back to check the previous questions, it is

possible that some participants in a rush replied to the question and were not able to go back. On the other hand, the percentage of the participants that paid attention is high enough (90.5%). Therefore, all 201 respondents are included in the analysis. Therefore, even though 9.5% of the data is considered unreliable, this percentage is not high enough to change the results of the analysis if those participants are excluded.

4.5 Testing the Hypotheses

The following section presents the way the hypotheses are tested. Firstly, a PROCESS Macro Model 4 is used. However, the fact that moderation was not tested required the use of a new model. Therefore, given that the 2x2 model looks for causal factors and moderation factors, 2 PROCESS Macro Models 7 are used, allowing for testing several mediation and moderations (Hayes, 2017). Figures 11 and 12 below present how the earlier proposed conceptual framework is divided into two allowing us to test the two separate models. Consequently, the regression output is presented in Table 14, where each variable is labelled with the respective hypothesis, which is tested.

4.5.1 Testing of H1, H2, H3 and H4 with PROCESS Macro Model 7

As mentioned above, PROCESS Macro allows testing of multiple hypotheses with several moderations and mediation variables (Hayes, 2017). For this purpose, H1, H2, H3 and H4 are tested by using Model 7. Thus, a conceptual framework that represents the model helps understand how the respective hypotheses are tested.

The figure below shows that the independent variable is brand reputation, the dependent variable is purchase intentions, and the mediation is brand attitude. Furthermore, the sustainability message moderates the relationship between brand reputation and brand attitude. While testing for moderation, an interaction variable is created between the brand reputation and the sustainability message (Brand Reputation*Sustainability Message). The variable is coded as Reputation*Sustainability. Moreover, the control variables are age, gender, education, social norms, selling lifestyle, loyal consumers, ethical behaviour and sustainability concerns. Figure 11 shows the testing of H1, H2, H3 and H4.

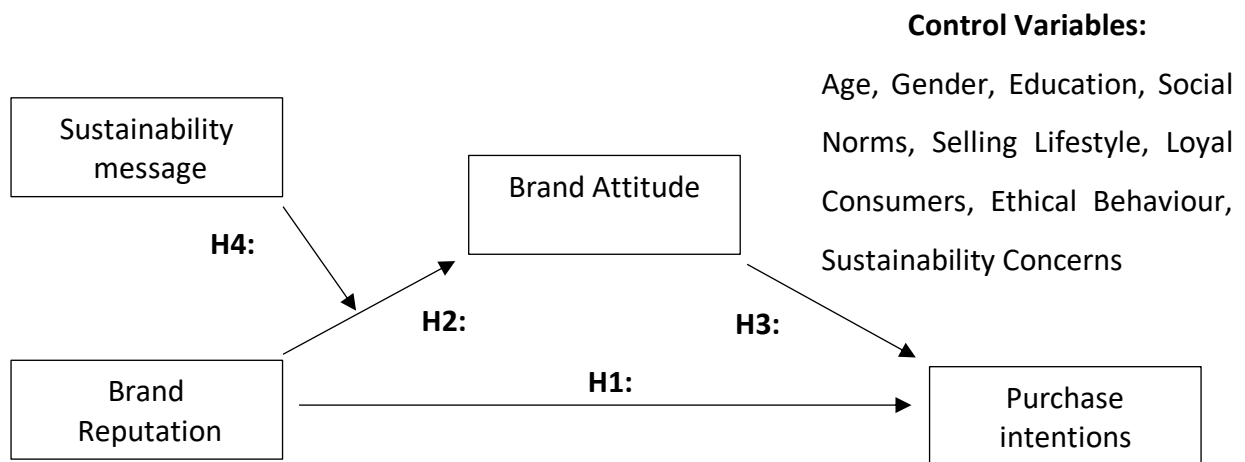


Figure 11: PROCESS Macro Model 7 – testing H1, H2, H3, H4

4.5.2 Testing of H5, H6, H6a, H6b, H7 and H8 with PROCESS Macro Model 7

For the model below, the independent variable is brand reputation, while the dependent variable is purchase intentions. The mediation variable is perceived CSR while the moderation variable is sustainability message which aims to test the relationship between brand reputation and perceived CSR. Figure 12 below shows a better understanding of the model. Furthermore, the same control variables are added as the previous model. Here the interaction variable is sustainability message and brand reputation (Brand Reputation*Sustainability Message) coded as Reputation*Sustainability.

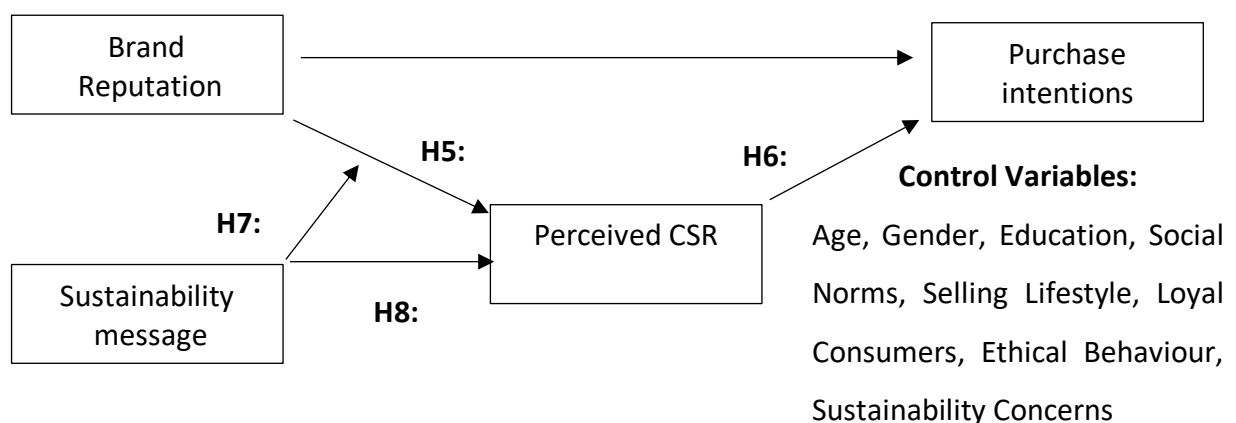


Figure 12: PROCESS Macro Model 7 – testing H5, H6, H7

The table below, shows the regression output that is used to test H1, H2, H3, H4, H5, H6, H6a, H6b and H7. Next to each variable the hypothesis that is tested is indicated. This helps in understanding the relationship between the independent and the dependent variable and the respective hypothesis. See Table 14 below for the regression output.

Table 14. Regression Output H1, H2, H3, H4, H5, H6, H6a, H6b, H7, H8

Independent/ Dependent	Brand Attitude		Perceived CSR		Purchase Intentions	
	Coefficient	Sig.	Coefficient	Sig.	Coefficient	Sig.
(Constant)	3.044 (0.441)	0.000	2.852 (0.574)	0.000	0.685 (0.635)	0.282
Brand Reputation	0.559** (H2) (0.057)	0.000	0.373** (H5) (0.075)	0.000	0.035 (H1) (0.093)	0.707
Sustainability Message	0.446** (0.167)	0.008	1.036** (H8) (0.218)	0.000	-	-
Brand Attitude	-	-	-	-	0.310** (H3) (0.098)	0.002
Perceived CSR	-	-	-	-	0.007 (H6) (0.083)	0.933
Altruistic Motives (CSR)	-	-	-	-	-0.077 (H6a) (0.074)	0.298
Self-Interested Motives (CSR)	-	-	-	-	-0.028 (H6b) 0.063	0.655
Reputation* Sustainability	-0.065 (H4) (0.167)	0.688	0.305* (H7) (0.180)	0.088	-	-
Loyal Consumer	0.087** (0.038)	0.022	-0.174** (0.059)	0.004	0.495** (0.052)	0.000
Selling Lifestyle	-0.056 (0.039)	0.150	0.029 (0.050)	0.561	0.003 (0.052)	0.940
Sustainability Concerns	-0.090 (0.064)	0.169	-0.057 (0.082)	0.491	0.137 (0.084)	0.105
Ethical Behaviour	0.073 (0.066)	0.266	-0.046 (0.085)	0.519	-0.158* (0.087)	0.070
Social Norms	-0.073 (0.056)	0.191	0.158** (0.072)	0.028	0.069 (0.075)	0.358
Age	-0.010 (0.008)	0.166	0.009 (0.010)	0.339	-0.005 (0.001)	0.639
Gender	0.015 (0.095)	0.883	0.154 (0.122)	0.206	0.005 (0.125)	0.964
Education	0.069 (0.082)	0.398	-0.060 (0.106)	0.596	0.077 (0.107)	0.474
	R² = 0.529 F (11, 187) = 19.127 P = 0.000		R² = 0.366 F (12, 186) = 8.958 P = 0.000		R² = 0.465 F (10, 188) = 16.336 P = 0.000	

*p<0,1 **p<0,05 ***p<0,01; Standard errors in parentheses

4.5.3 Analysis of H2 and H4

The analysis of the hypotheses is separated into three sections following the output of the linear regression in Table 14. The first column, where the dependent variable is the brand attitude, aims to answer hypotheses H2 and H4. Consequently, H2 aims to see whether brand reputation affects the brand attitude, whereas H4 aims to conclude a possible positive moderation between the brand reputation and sustainability message on the relationship between brand reputation and brand attitude. Meanwhile, the control variables used are loyal consumers, selling a lifestyle, sustainability concerns, ethical behaviour, social norms, age, gender and education. Therefore, the following equation represents the first column of Table 16 and shows the effect of the independent variables on the brand attitude.

$$\text{Brand Attitude} = \beta_0 + \beta_1 \text{ Brand Reputation} + \beta_2 \text{ Sustainability Message} + \beta_3 \text{ Brand Reputation} * \text{ Sustainability Message} + \beta_4 \text{ Loyal Consumer} + \beta_5 \text{ Selling Lifestyle} + \beta_6 \text{ Sustainability Concerns} + \beta_7 \text{ Ethical Behaviour} + \beta_8 \text{ Social Norms} + \beta_9 \text{ Age} + \beta_{10} \text{ Gender} + \beta_{11} \text{ Education} + \epsilon$$

From Table 14, it is observed that the R² of the first model with the brand attitude as a dependent variable is 0.529, which means that the independent variable explains 52.9% of the variations in brand attitude. Moreover, the model is statistically significant, with a reported p-value lower than 0.05 (p-value = 0.000). Out of the control variables only loyal consumers is reported to have a significant effect on brand attitude ($\beta = 0.087$, p-value = 0.022 < 0.05). This means that loyal consumers have a more positive brand attitude. The control variables, such as selling a lifestyle, sustainability concerns, ethical behaviour, social norms, age, gender and education, do not significantly affect the brand attitude.

Contrary, the independent variable brand reputation, aiming to test H2, is positive and statistically significant ($\beta = 0.559$, p-value = 0.000 < 0.05). Thus, the more positive the brand reputation, the more positive the brand attitude of consumers. When the brand reputation is positive, this results in a more positive brand attitude. Consequently, **H2 is not rejected**.

The interaction variable between brand reputation and sustainability message (Reputation*Sustainability) has a negative effect towards brand attitude which is statistically insignificant ($\beta = -0.065$, p-value = 0.688 > 0.05, LLCI = -0.339 and ULCI = 0.208). Given that

the interaction is insignificant, no evidence is found that there is a positive moderation of sustainability message on the relationship between brand reputation and brand attitude. Therefore, whether brands use sustainability messages as part of their CSR campaigns does not influence the effect of brand reputation on brand attitude. Thus, **H4 is rejected**. On the other hand, when the independent effect of the sustainability message is analysed on brand reputation, a positive statistically value is reported ($\beta = 0.446$, $p\text{-value} = 0.008 < 0.05$). As a result, it can be concluded that consumers have a more positive brand attitude when a sustainability message is part of the CSR campaign.

4.5.4 Analysis of H5, H7 and H8

The second column of Table 14 above presents the perceived CSR as a dependent variable, whereas the independent variables are brand reputation, sustainability message and the interaction between brand reputation and sustainability message. Moreover, the control variables are loyal consumers, selling a lifestyle, sustainability concerns, ethical behaviour, social norms, age, gender and education. The variables are presented in an equation below.

$$\text{Perceived CSR} = \beta_0 + \beta_1 \text{ Brand Reputation} + \beta_2 \text{ Sustainability Message} + \beta_3 \text{ Brand Reputation} * \text{ Sustainability Message} + \beta_4 \text{ Loyal Consumer} + \beta_5 \text{ Selling Lifestyle} + \beta_6 \text{ Sustainability Concerns} + \beta_7 \text{ Ethical Behaviour} + \beta_8 \text{ Social Norms} + \beta_9 \text{ Age} + \beta_{10} \text{ Gender} + \beta_{11} \text{ Education} + \epsilon$$

The R^2 is 0.366 reported in Table 14, which means that the independent variables in the model explain only 36.6% of the variations in perceived CSR. Even if the model has a lower R^2 the model is statistically significant ($p\text{-value} = 0.00 < 0.05$). Furthermore, out of the control variables in this equation loyal consumers are reported to be negative and statistically significant ($\beta = -0.174$, $p\text{-value} = 0.004 < 0.05$). This means that the more loyal consumers are, the less their perception of CSR is positive and trustworthy. On the other hand, social norms have a positive and statistically significant effect ($\beta = 0.158$, $p\text{-value} = 0.03 < 0.05$). The rest of the control variables do not significantly affect the perception of CSR.

When observing the independent variable brand reputation, it is reported to be positive and statistically significant ($\beta = 0.373$, $p\text{-value} = 0.00 < 0.05$). This means that the

more positive a brand reputation is, the more consumers have a positive and trustworthy perception of CSR. Following those findings, it is concluded that **H5 is not rejected**.

On the other hand, the interaction between brand reputation and sustainability message (Reputation*Sustainability) is reported to be positive and statistically significant at a 1% significance level. However, by looking at the upper and lower confidence level, it is further concluded that the interaction is insignificant ($\beta = 0.305$, p-value = $0.08 < 0.1$, LLCI = -0.046 and ULCI = 0.665). Therefore, it is concluded that the sustainability message does not affect the relationship between brand reputation and perceived CSR. Therefore, **H7 is rejected**. Finally, the direct effect of sustainability message on perceived CSR is analysed. As it can be observed from Table 14 the effect is positive and significant ($\beta = 1.036$, p-value = $0.000 < 0.05$). Therefore, it is concluded that a CSR campaign with a sustainability message results in a more positive perception of CSR. Consequently, **H8 is not rejected**.

4.5.5 Analysis of H1, H3, H6, H6a, H6b

For the last column of Table 14, the dependent variable tested is purchase intentions, while the independent variables are brand reputation, brand attitude, perceived CSR, altruistic motives, and self-interested motives. The control variables are loyal consumers, selling a lifestyle, sustainability concerns, ethical behaviour, social norms, age, gender and education. Therefore, the hypotheses tested are H1, H3, H6, H6a and H6b. The equation below shows the relation between the variables.

$$\text{Purchase Intentions} = \beta_0 + \beta_1 \text{ Brand Reputation} + \beta_2 \text{ Brand Attitude} + \beta_3 \text{ Perceived CSR} + \beta_4 \text{ Altruistic Motives} + \beta_5 \text{ Self-Interested Motives} + \beta_6 \text{ Loyal Consumers} + \beta_7 \text{ Selling Lifestyle} + \beta_8 \text{ Sustainability Concerns} + \beta_9 \text{ Ethical Behaviour} + \beta_{10} \text{ Social Norms} + \beta_{11} \text{ Age} + \beta_{12} \text{ Gender} + \beta_{13} \text{ Education} + \epsilon$$

Firstly, by observing the results from Table 14, it is seen that R^2 is 0.465, which means that the independent variables predict 46.5% of the variations of the dependent variable. Moreover, the model is statistically significant with a p-value = $0.000 < 0.05$. Out of the control variables tested only loyal consumer is reported to be positive and statistically significant ($\beta = 0.495$, p-value = 0.000) while ethical behaviour is reported to have a negative impact yet statistically impact on the purchase intentions ($\beta = -0.158$, p-value = $0.07 < 0.1$). Therefore,

the more a consumer is loyal to a brand, the higher the purchase intentions, while the more ethical consumers have, the lower their purchase intentions. On the other hand, the consumer's purchase intentions are not affected by selling a lifestyle, sustainability concerns, social norms, age, gender and education.

The independent variable brand reputation has a positive yet statistically insignificant effect on the purchase intentions ($\beta = 0.035$, $p\text{-value} = 0.707$). Therefore, with the lack of evidence an effect of brand reputation on purchase intentions is not concluded. This leads to the fact that **H1 is rejected**. On the other hand, the brand attitude is reported to be positive and statistically significant ($\beta = 0.310$, $p\text{-value} = 0.002 < 0.05$). Consequently, the more positive the consumers' brand attitude is, the higher their purchase intentions are. Therefore, **H3 is not rejected**.

However, given that the brand reputation affects the brand attitude while the brand attitude affects the purchase intentions, the output of PROCESS Macro Model 4 is shown in Appendix 4 to elaborate on the idea that there is a full mediation of the brand attitude on the relationship between brand reputation and purchase intentions. Table 15 in Appendix 4 shows the output of PROCESS Macro Model 4. As it can be observed from the PROCESS Macro Model 4, the direct effect of brand reputation on purchase intentions is insignificant ($\beta = 0.035$, $p\text{-value} = 0.707 > 0.05$). Therefore, there is no direct effect that can be reported. However, there is an effect of the brand reputation on the purchase intention through the effects of mediation. The brand attitude affects the purchase intentions. The indirect effect is significant as no 0 falls between the BootLLCI and the BootULCI. Given that the total effect is significant and the direct effect is insignificant, it is concluded that there is a full mediation. Thus, the brand reputation does not predict the purchase intentions, yet it only does so through the brand attitude.

Last but not least, the effects of perceived CSR are tested on the consumer's purchase intentions. As can be observed from Table 14 and the regression output, perceived CSR has a positive yet statistically insignificant effect ($\beta = 0.007$, $p\text{-value} = 0.933$). Therefore, a potential effect of the perceived CSR on purchase intentions is not concluded. Therefore, **H6 is rejected**. Additionally, by observing the effect of either altruistic motives or self-interested motives that CSR campaigns may have are both reported to have a negative and statistically insignificant impact on the purchase intentions (altruistic motives: $\beta = -0.077$, $p\text{-value} = 0.298 > 0.05$; self-interested motives: $\beta = -0.028$, $p\text{-value} = 0.655 > 0.05$). Therefore, there is not

enough evidence to confirm the effect of any of the presented CSR motives. As a consequence, **H6a and H6b are rejected.**

4.5.6 Analysis of Moderated Mediation

Given that the conceptual model is divided into two parts, there are two different moderation effects of the sustainability message. First, the indirect effect of brand reputation on consumers' purchase intentions is analysed by observing potential mediation of brand attitude or perceived CSR and a moderation effect from sustainability message. As it can be observed from Table 16 below, the indirect effect of brand reputation on purchase intentions is insignificant as there is a reported 0 between the BootLLCI (-0.0936) and the BootULCI (0.0958). Consequently, it is concluded that there is no direct effect of brand reputation on purchase intentions with brand attitude as a mediator and sustainability message as moderator. However, the effect of brand attitude towards purchase intentions is significant and positive, as concluded in H3.

Table 16. Index of Moderated Mediation: Brand Reputation -> Brand Attitude -> Purchase intentions

	Index	BootSE	BootLLCI	BootULCI
Sustainability Message	-0.0170	0.0454	-0.0936	0.0958

Similarly, as shown in Table 17, the indirect effect of brand reputation on purchase intentions is insignificant as 0 falls between the BootLLCI (-0.0557) and the BootULCI (0.0703). There is not enough evidence to conclude that the brand reputation impacts the purchase intentions with perceived CSR as a mediator and the sustainability message as a moderator.

Table 17. Index of Moderated Mediation: Brand Reputation -> Perceived CSR -> Purchase intentions

	Index	BootSE	BootLLCI	BootULCI
Sustainability Message	0.0016	0.0301	-0.0557	0.0703

In conclusion, no significant results are found in this research for a moderated mediation between the brand reputation and purchase intentions with brand attitude and perceived CSR as mediators and sustainability message as a moderator.

4.6 Overview of the hypotheses

Below the hypotheses tested are observed and the conclusions are summarised.

Table 18. Hypotheses overview

Hypothesis	Rejected/Not Rejected
H1: A good brand's reputation has a stronger positive effect on purchase intentions than a bad brand's reputation.	Rejected
H2: A good brand's reputation has a stronger positive effect on the brand attitude compared to a bad brand's reputation.	Not rejected
H3: Favourable brand attitude reinforces the positive relationship between brand reputation and purchase intentions and results in higher purchase intentions.	Not rejected
H4: Having a sustainability message as part of the CSR campaign positively moderates the effect of brand reputation on brand attitude.	Rejected
H5: Consumers with a good brand reputation have a more positive and trustworthy perception of the CSR campaign.	Not rejected
H6: A perceived CSR campaign as positive and trustworthy results in higher purchase intentions.	Rejected
H6a: A perceived CSR as having altruistic motive results in higher purchase intentions.	Rejected
H6b: A perceived CSR as having self-interested motives results in lower purchase intentions.	Rejected
H7: Having a sustainability message as part of the CSR campaign positively moderates the effect of brand reputation on perceived CSR.	Rejected
H8: Using a CSR message that mentions sustainability would positively impact how consumers perceive CSR.	Not Rejected

5. CONCLUSION AND DISCUSSION

5.1 Conclusion

This paper investigates the potential effects of brand reputation and message on consumers' purchase intentions in the clothing industry. The research is of great importance to companies and consumers as it aims to identify key factors affecting purchase intentions considering CSR and sustainability. Since CSR is an essential topic used by many companies, any misuse of CSR to generate profit alone may lead consumers to unethical purchases. Certain significant findings are found in answering the hypotheses above. However, even though the brand reputation and message are at the centre of this research, no clear conclusions are made about their effect on the consumer's purchase intentions.

From not rejecting H2 and H3, it can be concluded that when a brand has a good and positive reputation, this results in a positive brand attitude, which further implies higher purchase intentions. However, with rejected H1, it is observed that the brand reputation does not affect the purchase intentions. Therefore, a full mediation effect is concluded to be present. This leads to the brand's reputation indirectly affecting the brand's attitude toward the purchase intentions. Moreover, by not rejecting H5, it is concluded that consumers perceive the CSR campaigns as more positive and trustworthy when a brand has a good reputation. Therefore, when the reputation is good, there is more trust in the brand and its activities. However, by rejecting H6, it is observed that when the perception of the CSR campaign is positive, that does not necessarily result in higher purchase intentions. Furthermore, given that two different motives are analysed for how they affect the consumer's response towards CSR, both H6a and H6b are rejected. Therefore, whether a company's CSR is perceived to have altruistic or self-interest motives, the consumers' purchase intentions are not affected.

Last but not least, given that H4 and H7 are rejected, no moderation mediation is concluded to be significant. Therefore, the sustainability message does not influence the effect of brand reputation to brand attitude or perceived CSR. On the other hand, mentioning sustainability as part of a company's CSR significantly impacts how people perceive CSR campaigns. Thus, H8 is not rejected. Consumers are affected more by the sole effect of the

sustainability message on the brand attitude and the perceived CSR than when the brand reputation is involved.

Further insightful results concluded from the analysis are the significant positive relationship loyal consumers have with the brand attitude and the purchase intentions. Consequently, when consumers are loyal to a brand, that leads to a more positive brand attitude and higher purchase intentions. On the other hand, loyal consumers have a significant yet negative relationship with how people perceive CSR. Thus, the more consumers are loyal to a brand, the less favourable their perception of CSR is. On the other hand, social norms are reported to have a positive and statistically significant effect on how people perceive CSR, whereas ethical behaviour has a negative effect on purchase intentions.

5.2 Scientific Implication

Research in the clothing industry is of great importance considering the size of the market anticipated to grow further by 4% from 2022 to 2030 (Grand Review Research, 2020). Therefore, it is essential to highlight factors that can affect consumer purchase intentions of clothes. Furthermore, given that little research is done in the clothing industry regarding sustainability, this paper enriched the academic world by researching the weighted importance of brand reputation and brand message.

Early the gaps in the literature are mentioned mainly in what affects consumer's perceived CSR and how that can affect their purchase intentions. The literature suggests that the way consumers perceive CSR campaigns directly affects consumer satisfaction, brand image and, therefore, the consumer's purchase intentions (Bianchi et al., 2019). However, in this paper, this relationship is insignificant. Instead, a positive effect is found from the sustainability message on the way consumers perceive CSR.

In addition, the literature suggests that the relationship between using CSR, being committed to the campaign and meeting the stakeholder's expectations positively influences the brand reputation and, consequently, the purchase intentions (Petkeviciene, 2015). Instead, this research found that a brand with a good reputation would result in a positive perception of CSR. However, what is missing as a piece of evidence to conclude is how those further affect the consumer's purchase intentions. This could be partly due to the implications of the research or other variables correlated with the purchase intentions which are not part

of the research. Thus, omitted variable bias is present. For example, price, quality and value further influence consumers' purchase intentions (Gogoi, 2013). Therefore, the insignificant effect on the purchase intentions could be the lack of a combination of the analysed factors with price and quality. Moreover, given that the main age group participating in this research is 20 to 25 years and this age range is known to buy more but cheaper clothes this could lead to the fact that the way they perceive CSR is of less importance on whether they will purchase a clothing piece (Morgan & Birtwistle, 2009). This could further explain why the brand reputation is reported to have an insignificant effect on purchase intentions.

By looking into sustainability, more consumers are becoming aware of the concept, which leads to consumers seeking brands that have initiatives to preserve the planet (Neumann, 2020). Even though governments and organisations are set to participate in social and environmental initiatives, companies are experiencing the need to be socially responsible (Neumann, 2020). Greenwashing creates a reputation with which the brand wants to be associated, even if it does not align with its business model (Laufer, 2003). Therefore, consumers can be misled about the brand's reputation by mentioning sustainability. Moreover, prior research suggests that environmental concerns and sustainability positively affect purchase intentions (Chen & Chang, 2012). However, this research finds the effect of sustainability message on the relationship between brand reputation and brand attitude and brand reputation on perceived CSR as insignificant. Instead, a sustainability message has a significant positive effect on the brand attitude and the perceived CSR.

In conclusion, this paper contributes to the scientific world that the sustainability message positively affects the brand attitude and the perceived CSR. However, the purchase intentions are not influenced by the main factors, mainly due to the age range of the participants and the fact that they possibly find price as a key factor affecting their purchase intentions. The brand message has more influence in forming brand attitude and perceived CSR whereas neither the brand reputation nor message affects the purchase intentions.

5.3 Managerial Implication

As the main findings suggest that brand reputation positively affects the brand attitude and the perceived CSR while not affecting the purchase intentions, thus H&M has two options. By being a fast-fashion industry brand, advertising for sustainability is

controversial. On the one hand, the brand could focus on price and quality as the main factors affecting purchase intentions. Moreover, H&M mainly targets consumers aged between 15 and 30 (Bartleby, 2022). Given that this age range focuses on buying less expensive clothes, it can be observed that consumers are influenced less by brand reputation and brand attitude. Therefore, price is expected to be the main indicator they are focusing on (Morgan & Birtwistle, 2009). Furthermore, by having a positive and significant effect of loyal consumers on purchase intentions, H&M could focus on maintaining its current consumer by offering good quality products at a lower price while attracting new like-minded consumers. Whether it is unawareness of unethical practices or consumers simply being careless about which brand they shop from, the results from this paper propose that consumers may have a positive brand attitude due to a good brand reputation. However, this is not what they are looking for when shopping for clothes.

Contrary, if H&M is determined to change its social and environmental impact, this requires a whole rebranding and a switch in its business model. For example, suppose sustainability is to become essential in how they produce clothes that would require shifting their target to 30-50 years old consumers with higher purchase intentions and environmental concerns. However, what seems to be the best option is continuing as H&M is operating now. Meanwhile, H&M should try to be precise about its past unethical actions and be transparent about its business model.

On the other hand, Patagonia could focus more on offering value to their loyal consumers as loyal consumers are seen to affect the purchase intentions positively. However, given that Patagonia is established to sell premium clothes, their target audience could be switched from 18-35 to 35-45 years old as their consumers would have higher purchase capabilities (Jacobs, 2021). This would further result in consumers that find a price less critical when buying clothes as long as their purchases are ethical and align with the consumer's values.

For both companies, it is essential to use CSR campaigns that resonate with their business model. Indeed, having a sustainability message positively affects the brand attitude and the perceived CSR. However, as observed earlier, this does not lead to higher purchase intentions.

5.4 Research Limitations and Future Research Recommendations

The main research question asks about the effect of brand reputation and message on the consumer's purchase intentions. However, as observed above, the hypotheses analysing the effect of brand reputation and the perception of CSR on purchase intentions are rejected. Therefore, no relationship is determined due to the lack of statistically significant variables. This could be due to the pre-classification of the brands as having good and bad reputations. Furthermore, given that the participants are shown four different conditions at the beginning of the survey, a miscommunication between the researcher and the participants regarding the brand's reputation could be possible. Similarly, to the presented CSR message in the different conditions, it could be speculated that the participants overlooked the type of CSR and the respective brand's reputation leading to a wrong interpretation of the questions. On the same note, another potential insignificance could come from comparing HM, a fast-fashion industry brand, with Patagonia, a relative niche consumer brand. Therefore, a recommendation for future research is clearly distinguishing between CSR messages with and without sustainability and asking the participants to imagine a scenario where they have to choose from the presented brand to spend more time on the conditions. This would lead to a proper understanding of the research and potentially significant results.

Moreover, given that the research is narrowed down to only observing two brands, potential limitations may arise from the fact that this research only focuses on one brand with a good reputation (Patagonia) and the other with a bad brand reputation (H&M). Therefore, the results can be considered unrepresentative for other brands as the consumers and their perceptions of the brands differ. However, the concept of the paper can be implemented in other studies as it outlines a general framework. Therefore, the results can be useful for other brands with similar strategies, business models and consumer target groups. Another limitation can come from the fact the controversial reputation of H&M as even though H&M has been presented to have bad working conditions and not paying living wages to its workers as well as producing high amounts of carbon emissions, using water and land resources, the brand is working hard to fix those issues and have a more positive impact (Robertson, 2022). Therefore, consumers may not be aware of the previous bad practices of the brand and thus

think that the brand is more socially responsible than it is in reality. As a result, the pre-classification of the brand reputation could be biased.

Another recommendation is to use brands from relatively the same target audience. In that case, more consumers would have had experience with either of the brands, so their perceptions are more valuable. Contrary, an idea could be to create imaginary situations instead of using existing companies. This could lead to less bias among the consumers that have already shopped from the brands.

The participants of this research are considered a further limitation of this research. Given that the main participants come from being in close proximity or are known to the research, there could be a bias in the responses. In addition, most of the participants are students, and the majority are 20 to 25 years old. Therefore, other age groups could have a different effect on the results of this research. Therefore, a recommendation is to expand the research to more age groups and genders, as currently, the main genders present in the research are males and females.

Last but not least, given that this research mainly focuses on the consumer's perspective, it could be beneficial to look at the managerial perspective. For companies, it is also essential to realise how consumers' purchase intentions are influenced and how they can optimise the use of CSR campaigns. Therefore, it could be insightful to create research where both the perspectives of the companies and the consumers are considered to create an immense conceptual framework with significant and evidential results. Taking the view of the companies' different points of view could lead the research in a new direction.

Consequently, as the main conclusions are drawn from this research, and the main limitations are observed, the further recommendations serve as a guide towards enriching the understanding and the purpose of this paper and aiming to create improved research.

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APPENDIX 1 – QUESTIONNAIRE DESIGN

Hey there,

Thank you very much for filling in the survey and helping me with my master's thesis!

The survey takes no more than 6 minutes.

My research investigates the roles of brand reputation and brand sustainability message in consumer attitudes and intentions. For this survey, two brands are considered.

This survey contains credits to get free survey responses at SurveySwap.io

Each of the participants is presented with one of the conditions from Table 1 shown below:

Questions:

Q1. Have you ever shopped from the presented brand?

- Yes, I have
- No, I haven't

Q2. On average, how satisfied are you with the brand?

- On a scale from 1 to 10

Q3. When consumers are presented with a condition with a sustainability message, the respondents are asked several questions to evaluate the CSR message.

Sustainability message – Conditions 1 and 3

Please rate the following statements:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I find the sustainability message trustworthy					
I find the sustainability message honest					
I find the sustainability message reliable					
I find the sustainability message accurate					
I find the sustainability message complete					
I think the sustainability message fits well with what the brand is famous for					

I think the sustainability message fits well with the brand's reputation					
I think the sustainability message fits with the brand's mission					
I think the owners of the organisation and the employees believe in the good cause					
I think the organisation has an interest in improving the common good					

Brand attitude

Please rate the following statements:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
My attitude toward the brand is positive					
My feeling toward the brand is trustworthy					
My feeling toward the brand is favourable					

Brand reputation

Please rate the following statements:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I think the brand has a good reputation					
I think the brand reputation is trustworthy					
I think the brand acts according to its brand reputation					

Perceived CSR – altruistic motives

Imagine the message you saw on the first page is part of the Corporate Social Responsibility (CSR) campaign of the brand.

Please rate the following statements based on the CSR campaign of the brand:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I think the brand works toward improving people's lives					
I think the brand aims at improving working conditions for its employees					
I think the brand's mission is to be socially responsible					
I think the brand cares about the future of the planet					
I think the brand's mission is working toward the common good					

Perceived CSR – self-interested motives

Please rate the following statements based on the CSR campaign of the brand:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I think the reason behind the CSR statement is to only benefit the brand					
I think the reason behind the CSR campaign is to mainly increase sales					
I think the motives behind the CSR campaigns are untrustworthy					

Perceived CSR as trustworthy and positive

Please rate the following statements based on the CSR campaign of the brand:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I think the CSR campaign is trustworthy					
I think the CSR campaign is honest					
I think the CSR campaign is reliable					
I think the CSR campaign is accurate					
I think the CSR campaign is complete					

Purchase intentions

Please rate the following statements:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I am likely going to buy a product from the brand					
I will purchase the brand's products the next time I shop					
The next time I need to buy clothing I will first go to this brand					

Control variables

Consumer loyalty

Please rate the following statements:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I have been buying products from the same brand for more than a year					

Whenever I need to buy clothing I go to brands I already know					
I consider myself a loyal consumer of the brands I use					

Selling lifestyle

Please rate the following statements:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I like to be associated with the lifestyle a brand is selling					
The brand I buy from makes me feel like I am part of the community					
The brand I buy from represents who I am					
The brand I buy from represents who I would like to be associated with					
The brand I buy from represents the people I would like to be associated with					

Concerns about sustainability

Please rate the following statements:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I am concerned about the future of the Planet					
I think that I can do small steps that would help preserve the Earth					
I prefer buying from bio/organic/					

sustainable/natural brands					
I prefer using natural products because I care about staying healthy					
I prefer using natural products because I care about the environment					

Social norms

Please rate the following statements:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I buy clothes made sustainably because other people do it					
I buy clothes made sustainably because other people expect me to do it					
I buy clothes made sustainably because it is what a person is supposed to do					
I first read whether sustainability is part of the business model of a brand before I buy it because other people do it					
I first read whether sustainability is part of the business model of a brand before I buy it because other people expect me to do it					
I first read whether sustainability is part of the business model of a brand before I buy it because it is what a person is supposed to do					

Ethical behaviour

Please rate the following statements:

Statements	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I prefer buying fair trade products					
I prefer buying products with an eco-label					
I avoid products or brands that use child labour					

General questions about shopping habits

Q. How often do you shop for clothes?

- At least once a week
- Every two weeks
- Once a month
- Every two months
- Every three to four months
- Every six months
- Once a year
- For more than a year

Q. What are the main factors that make you buy a piece of clothing?

- The need for it
- Being on discount
- Quality of the product
- Following a certain trend
- Choosing at random
- Other

Q. What are the brands you most often shop clothing from?

- H&M
- The North Face
- Zara
- Pull and Bear
- Nike
- Patagonia
- Adidas
- Columbia

- Other

Demographics – questions to get to know the sample

Q. What is your age?





Q. What is your gender?

- Female
- Male
- Non-binary/third gender
- Prefer not to say
- Other

Q. What is the level of education you have obtained? If you are currently studying, please select your current level of education.

- High School
- Bachelor's degree
- Master's degree
- PhD
- Other

Table 1: Design of the experiment

Brand name	Brand name
 <p data-bbox="411 521 600 555">Brand message</p> <p data-bbox="204 591 807 741">Your actions have an impact. Choose sustainably. Help the Planet. In the production process of our clothes, we use less energy and water and we create less trash.</p> <p data-bbox="204 792 807 826">87% of our line is Fair Trade Certified sewn.</p> <p data-bbox="204 878 807 949">We give back 1% of sales to the preservation of the environment.</p>	 <p data-bbox="1018 521 1206 555">Brand message</p> <p data-bbox="831 591 1398 741">Your actions have an impact. Choose sustainably. Help the Planet. In the production process of our clothes, we use less energy and water and we create less trash.</p> <p data-bbox="831 792 1398 826">87% of our line is Fair Trade Certified sewn.</p> <p data-bbox="831 878 1398 949">We give back 1% of sales to the preservation of the environment.</p>
Brand name	Brand name
 <p data-bbox="411 1305 600 1339">Brand message</p> <p data-bbox="204 1375 807 1491">We aim at selling good quality products that make each consumer happy. Our mission is to serve the community and make an impact.</p> <p data-bbox="204 1543 807 1615">We adopt new ideas. We aim at innovation and uniqueness.</p> <p data-bbox="204 1666 807 1700">Our products are one of a kind. We sell a lifestyle.</p>	 <p data-bbox="1018 1305 1206 1339">Brand message</p> <p data-bbox="831 1375 1398 1491">We aim at selling good quality products that make each consumer happy. Our mission is to serve the community and make an impact.</p> <p data-bbox="831 1543 1398 1615">We adopt new ideas. We aim at innovation and uniqueness.</p> <p data-bbox="831 1666 1398 1738">Our products are one of a kind. We sell a lifestyle.</p>

APPENDIX 2 – DESCRIPTION OF THE SAMPLE

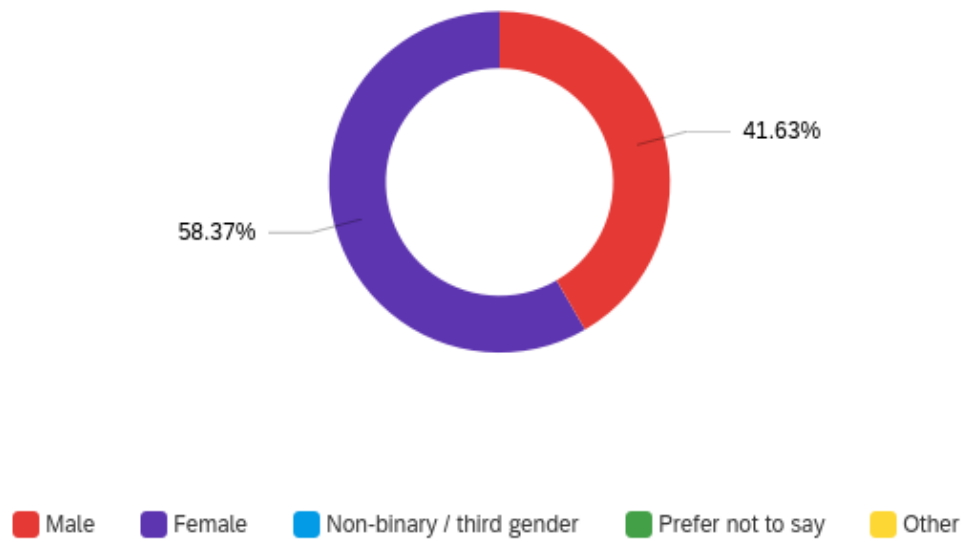


Figure 3. Sample gender distribution

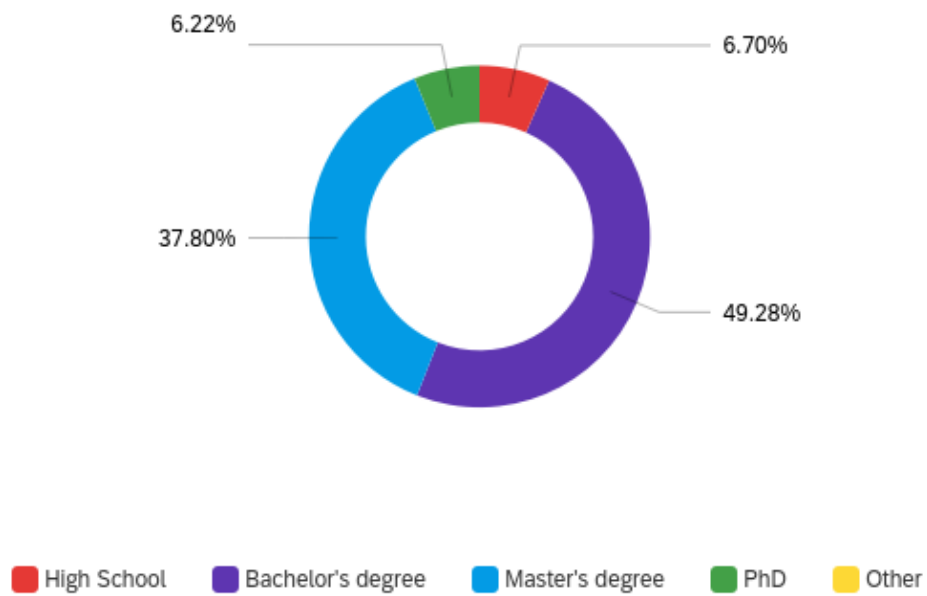


Figure 4. Sample education distribution

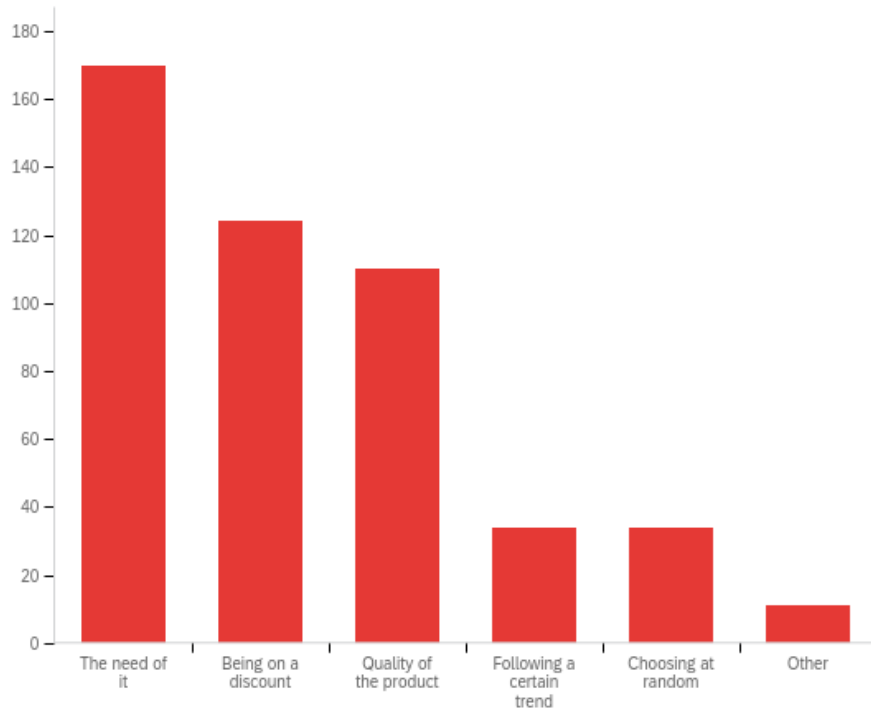


Figure 5. Factors affecting the buying of clothes

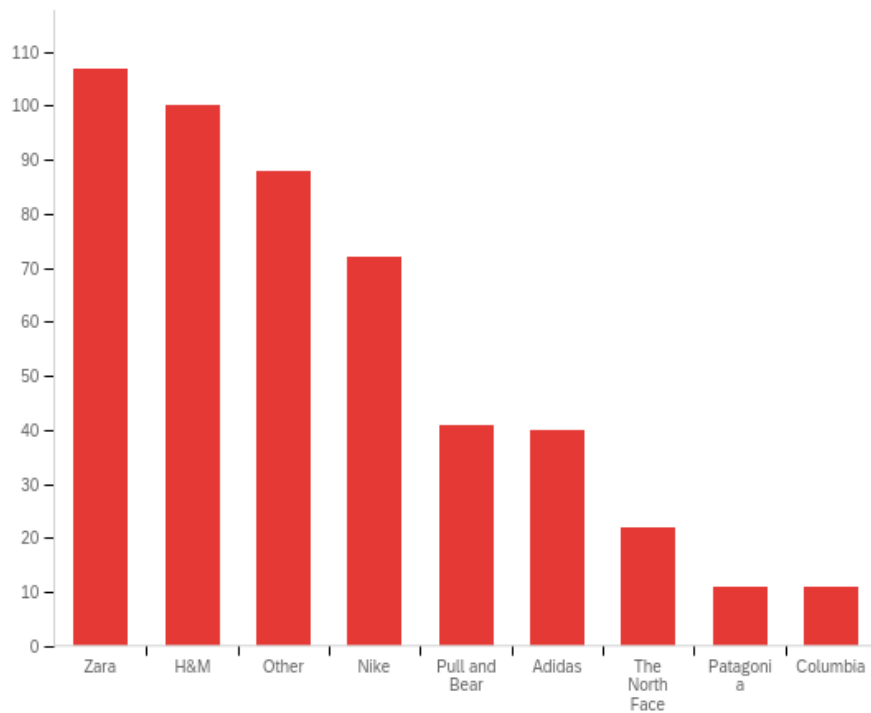


Figure 6. Most common brands consumers shop for clothing

APPENDIX 3 - ANALYSIS

Table 4: Control variables test for validity and reliability

Variable	Item	Cronbach's Alpha	Reliability	KMO	Bartlett's Test	Factor Loading	Validity
PriceQuality (PQ)	PQ_1	0.110	Unreliable	0.593	<0.001	0.821	Valid
	PQ_2					0.752	Valid
	PQ_3					-0.702	Invalid
	PQ_4					-0.841	Invalid
LoyalConsumer (LC)	LC_1	0.876	Reliable	0.734	<0.001	0.883	Valid
	LC_2					0.931	Valid
	LC_3					0.915	Valid
Lifestyle (LS)	(LS_1)	0.922	Reliable	0.857	<0.001	0.811	Valid
	(LS_2)					0.859	Valid
	(LS_3)					0.892	Valid
	(LS_4)					0.909	Valid
	(LS-5)					0.889	Valid
Sustainability Concerns (SC)	(SC_1)	0.820	Reliable	0.792	<0.001	0.659	Valid
	(SC_2)					0.698	Valid
	(SC_3)					0.812	Valid
	(SC_4)					0.758	Valid
	(SC_5)					0.875	Valid
SocialNorms (SocN)	(SocN_1)	0.829	Reliable	0.703	<0.001	0.794	Valid
	(SocN_2)					0.832	Valid
	(SocN_3)					0.585	Valid
	(SocN_4)					0.829	Valid
	(SocN_5)					0.848	Valid
EthicalBehaviour (ET)	(ET_1)	0.677	Reliable	0.619	<0.001	0.815	Valid

	(ET_2)					0.858	Valid
	(ET_3)					0.687	Valid
HM_1	SC_1_1	0.903	Reliable	0.798	<0.001	0.807	Valid
	SC_1_2					0.790	Valid
	SC_1_3					0.727	Valid
	SC_1_4					0.808	Valid
	SC_1_5					0.582	Valid
	SC_1_6					0.842	Valid
	SC_1_7					0.770	Valid
	SC_1_8					0.652	Valid
	SC_1_9					0.720	Valid
	SC_1_10					0.653	Valid
HM_2	SC_2_1	0.906	Reliable	0.842	<0.001	0.865	Valid
	SC_2_2					0.824	Valid
	SC_2_3					0.768	Valid
	SC_2_4					0.780	Valid
	SC_2_5					0.691	Valid
	SC_2_6					0.667	Valid
	SC_2_7					0.774	Valid
	SC_2_8					0.799	Valid
	SC_2_9					0.595	Valid
	SC_2_10					0.642	Valid
Patagonia_3	SC_3_1	0.852	Reliable	0.712	<0.001	0.817	Valid
	SC_3_2					0.753	Valid
	SC_3_3					0/803	Valid
	SC_3_4					0.759	Valid
	SC_3_5					0.623	Valid
	SC_3_6					0.780	Valid
	SC_3_7					0.766	Valid
	SC_3_8					0.704	Valid
	SC_3_9					0.303	Invalid
	SC_3_10					0.139	Invalid

Patagonia_4	SC_4_1	0.901	Reliable	0.841	<0.001	0.819	Valid
	SC_4_2					0.700	Valid
	SC_4_3					0.750	Valid
	SC_4_4					0.711	Valid
	SC_4_5					0.537	Valid
	SC_4_6					0.805	Valid
	SC_4_7					0.802	Valid
	SC_4_8					0.848	Valid
	SC_4_9					0.794	Valid

Table 5. Total Variance Explained - Harman's single factor test

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.960	49.326	49.326	2.445	40.748	40.748
2	1.202	20.036	69.363			
3	0.636	10.603	79.966			
4	0.539	8.981	88.947			
5	0.372	6.204	95.151			
6	0.291	4.849	100.00			

Extraction Method: Principal Axis Factoring

Table 14. Test for attention

		Frequency	Percent	Valid Percent	Valid Percent
Valid	Strongly Disagree	182	90.5	90.5	90.5
	Somewhat Disagree	3	1.5	1.5	92.5
	Neither agree nor disagree	3	1.5	1.5	93.5
	Somewhat agree	2	1.0	1.0	94.5
	Strongly Agree	11	5.5	5.5	100.0
	Total	201	100.0	100.0	

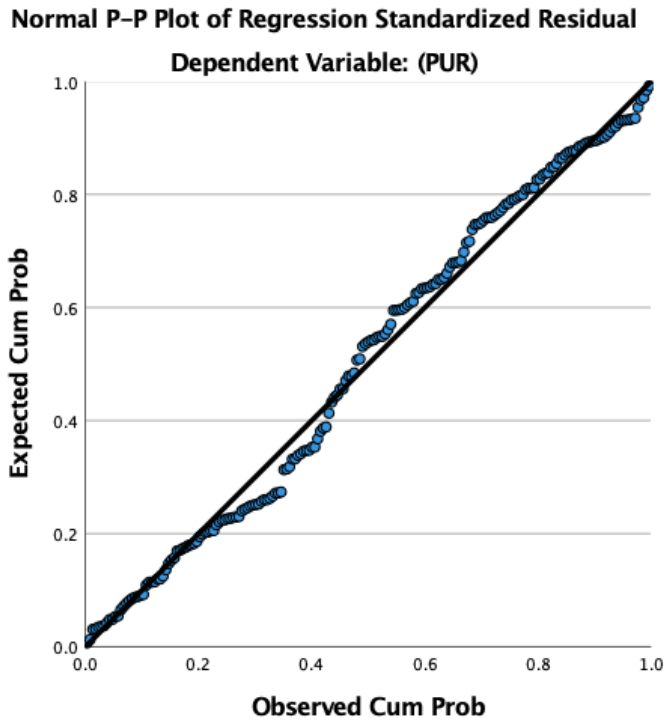


Figure 7. Testing for normal distribution – assumptions for linear regression

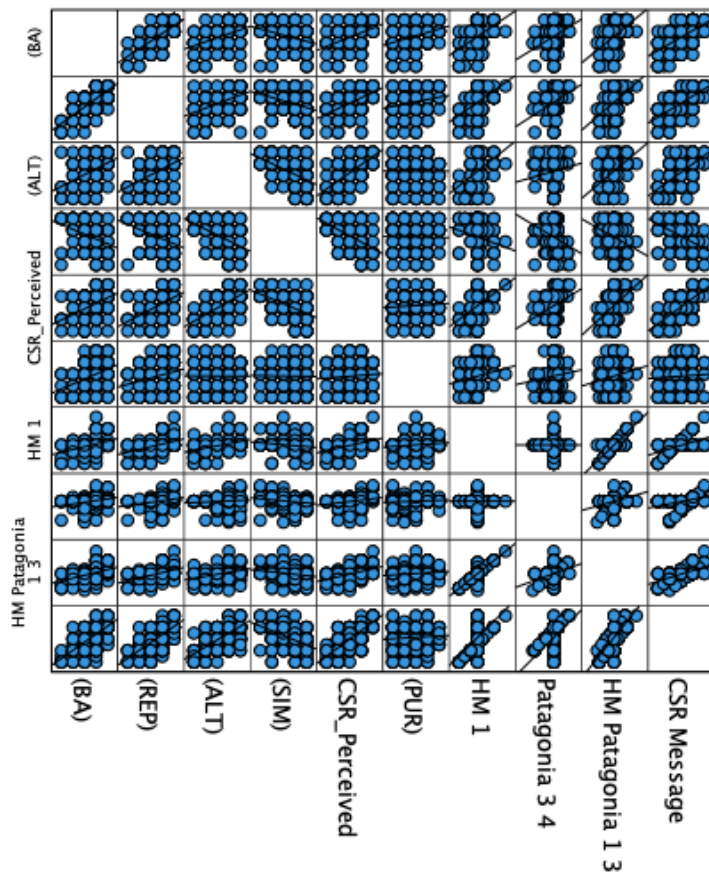


Figure 8: Testing for linearity – linear regression

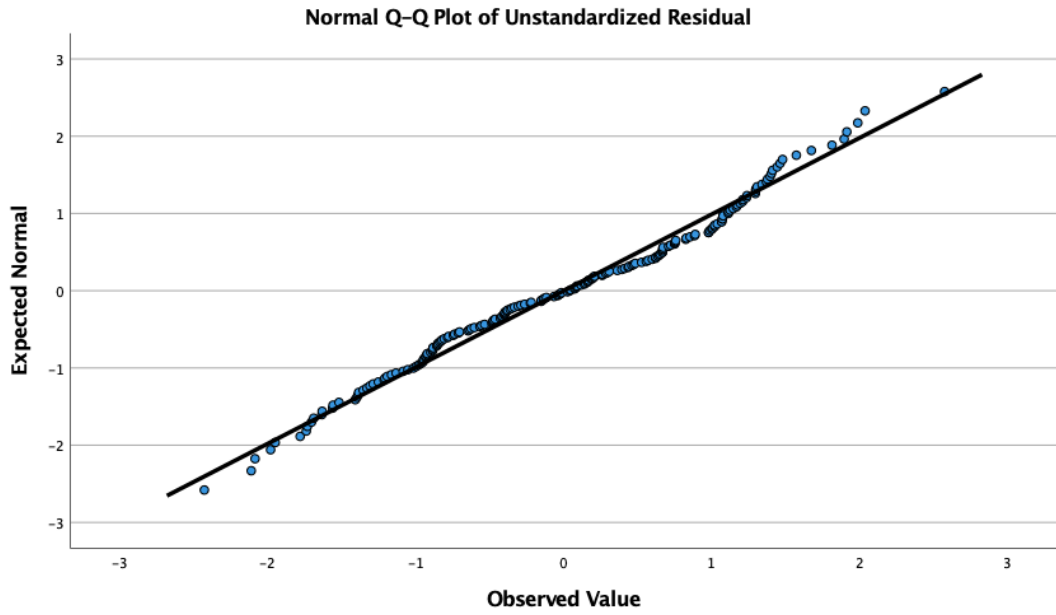


Figure 9. Normal Probability Plot method – Linear regression assumption

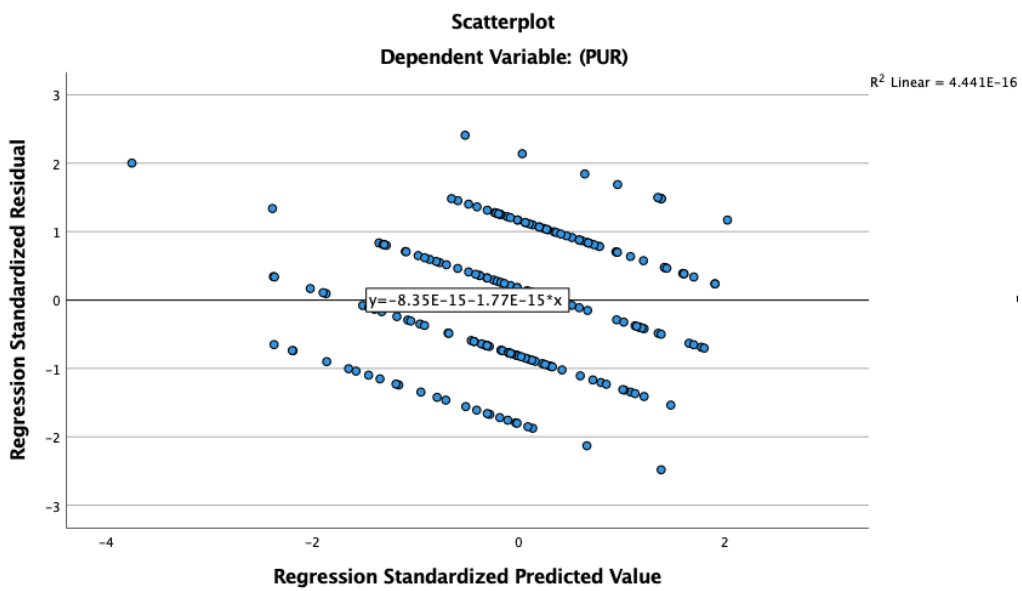


Figure 10. Testing for homoskedasticity – linear regression assumptions

Table 15. PROCESS Macro Model 4 – brand reputation > brand attitude > purchase intentions

Relationship	Total Effect	Direct Effect	Indirect Effect	Confidence Interval		t-statistics	Conclusion
				Boot LCI	Boot ULCI		
Reputation > Attitude > Purchase Intentions	0.2208 (0.001)	0.035 (0.707)	0.1835	0.0701	0.3036	3.1633	Full Mediation

APPENDIX 4: INTRODUCING HM AND PATAGONIA

Introducing H&M

H&M is a Swedish brand that aims to deliver fashion pieces to everyone in time with the recent trends while making the products affordable (Success Story, 2022). The brand offers clothing products that cover all age groups and are suitable for any gender (Success Story, 2022). Additionally, to target a larger market, the brand offers products for homes, cosmetics and accessories (Success Stories, 2022). On the other hand, even though H&M tries to advertise itself as a sustainable brand, being part of the fast-fashion industry works counterintuitively. One reason is that H&M produces more than three billion products yearly, and producing clothing at such a high rate makes the brand unsustainable (Eco-Stylist, 2022). Moreover, the brand cannot pay living wages to its employees and is considered a polluter of the environment in the fashion industry (Eco-Stylist, 2022). Consumers need to be aware of these practices, so they do not end up buying from brands that do not support their values. Thus, for this research, H&M is considered a brand with a bad reputation. Given the problems connected with the brand, such as harmful environmental, social and working impact, and the fact that the brand is part of the fast-fashion industry, the brand is taken as a proxy for a bad brand reputation (Robertson, 2022).

Introducing Patagonia

Patagonia, also known as an outdoor brand for adventurous consumers, is a brand focused on preserving the planet (Good on You, 2022). Its mission is to produce a product without harm while aiming to leave a positive environmental impact (Good on You, 2022). Unlike H&M, Patagonia encourages its consumers not to buy too many clothes. Under the "Don't buy this jacket" campaign, Patagonia advises consumers to buy fewer clothes and to have a more positive environmental impact (Good on You, 2022). The brand focuses on three main areas: providing good quality clothing while improving lives and preserving the planet (Patagonia, 2022). Patagonia focuses mainly on people between 18 and 35 of any gender who have an active lifestyle and enjoy outdoor activities and adventures (Norris-Hill, 2018). Furthermore, the brand sells high-quality products for consumers with a conscious mind and attitude (Norris-Hill, 2018). In addition, the brand is considered to be selling premium clothes which would require their consumers to have higher purchase abilities (Jacobs, 2018). Given the brand's contribution to the environment and society, Patagonia is said to have a good reputation in this paper.