Fashion Corporate Social Responsibility, Corporate Image, Product Preference, and Purchase Intention: Chinese Consumers' Perspectives

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Abstract

In this age of information, companies are losing grip of their image. Perhaps this explains the reason why corporate social responsibility (CSR) has become somewhat of a buzzword among established fashion industry leaders —companies seem determined to show stakeholders that they have values, are responsible, and they are driven by more by values than the prospects of financial gain. This study assessed the effect of CSR have in the fashion industry on the corporate image, product preference, and purchase intention in China. Three hundred native residents in China participated in an online survey from 1-12th Jan 2017. The results were as follows: (1) CSR consists of five components; economic responsibility, ethical responsibility, environmental protection, consumer protection, and philanthropic responsibility. (2) Both economic and ethical responsibilities have significant positive effects on corporate image, while perceived CSR does not have significant effect on product preference or purchase intention. (3) Consumers' product preference and perceptions regarding corporate image influence their intention on making a purchase. These findings might operationally assist Korean fashion corporations to identify and address the critical aspects of CSR management which will improve their image as good corporate citizens and foster favorable attitudes toward fashion products from China. Further results and direction of future research were discussed.

I. Introduction

Recent decades have shown changes in fashion customers' behavior, namely, "green consumption"has become the primary trend of fashion consumption around the world (Jeon, 2011). Consumers not only desire high-quality fashion goods, but also want safe and friendly products that are produced by highly reputable and responsible companies (Thi & Van, 2016). The concepts of corporate sustainability, social responsibility, social performance, and environmental management have received increasing amounts of attention in recent years from academics and practitioners. Corporate social responsibility (CSR) research has corroborated that a positive relationship exists between corporate social performance and corporate financial performance (Yuen, Thai, & Wong, 2016). Satisfaction with CSR initiatives therefore becomes a key metric of the successful development and implementation of a CSR policy (Rivera, Bigne, & Curras-Perez,2016). Consequently, managing corporate sustainability is a strategic and profit-driven corporate response to environmental and social issues caused by companies activities (Saltzman, Ionescu-Somers, & Steger, 2005).

The Chinese government has encouraged CSR practices among all state-owned companies (SOCs) since 2008. Thus, Chinese SOCs have made significant efforts to adopt CSR practices and develop their CSR reports. However, most CSR studies examine developed countries. Given the differing economic, political, and geographic contexts, developing countries must develop their own CSR concepts and mechanismsto motivate companies to implement CSR practices while learning from the studies and experiences of developed countries (Zhu & Zhang, 2015).

Past studies have examined the relationship between CSR and consumer purchase intentions (Suki, Suki, & Azman, 2016). A limiting feature of the past CSR research in this area was the frequent conceptualization and measurement of CSR that involved a single aspect of CSR, such as community fairness, involvement of

employment, or business ethicality (Park, Lee, & Kim,2014). A more desirable approach would be to take a comprehensive perspective on CSR by incorporating a wide range of social demands in investigating the impact of CSR on consumers' corporate evaluations. However, previous research affirms that the development of a valid and reliable measure would be challenging. CSR measurement remains an object of study in spite of its clear limitations. Nonetheless, many researchers have ventured into this field of measurement to quantify and evaluate socially responsible actions, and different methods must be considered. Furthermore, to our knowledge, no existing literature in the field of fashion product economics has examined how the different levels of CSR may influence consumer purchasing preferences. This study aims to fill this gap by exploring fashion product consumers' reactions to CSR in the fashion productindustry. Specifically, this study explored the Chinese consumers'stated corporate image, product preference, and purchasing intention toward fashion products associated with difference CSR levels.

II. Literature Review

1. Corporate social responsibility

For the corporate world, the notion of CSR is currently ubiquitous (Dahlsrud, 2008). CSR is the overall relationship of the corporation with all its stakeholders. These include customers, employees, communities, owners/investors, government, suppliers, and competitors (Khoury, Rostami, & Turnbull, 1999). CSR has gained a growing recognition as a new concept to be integrated in companies' performances. Globally, companies are much more aware of the importance of creating strategies, actions, and a reporting framework for CSR development, mainly related to environmental, economic, and social responsibilities (Gonzálezrodríguez, Fernández, & Simonetti, 2016).

According to stakeholder theory (Ruf, Muralidhar, Brown, & Janney, 2001), each stakeholder plays a crucial role in a company while it executes CSR (Chen, Lin,

Cheng, & Tsai, 2012). Lichtenstein, Drumwright, & Braig, (2004) deduced that, when industries carry out CSR activities, the execution will promote the image of the industry and increase customer purchase behaviors. CSR is the chief factor for customer purchase intentions, and customers will support a company if it executes CSR activities. As mentioned, given that the fashion industry directly interacts with its customers, those in this industry must take care of all interested parties, such as the public and the stockholders (Chen et al., 2012). Only producing high-quality products and adequate consumer service is inadequate. Achieving customer satisfaction is also necessary. Furthermore, CSR activities must be pursued to maintain long-term sustainability.

Dahlsrud (2008) divided CSR activities into five dimensions: environment, social, stakeholder, economic, and voluntariness. The environmental dimension refers to recognizing clean and manage environments and also respecting environmental concerns in business operations. Urandelger, Bae, & Lee (2016) chose CSR that includes the philanthropic, ethical, environmental, and consumer protection dimensions. Using 240 Korean respondents of the case companies (i.e., Samsung Electronics, LG Electronics, and Hyundai Motors), they inferred that CSR activities positively affect corporate image and reputation, outcomes for environmental responsibility on reputation. CSR positively affects customer satisfaction and is mediated by corporate image and reputation.

Chinese respondents' previous CSR knowledge may be reflected by a high level of awareness about CSR in the wood products industry (Cai & Aguilar, 2013). When asked if they have heard of any companies that are socially responsible in the wood product industry, only 26% of the Chinese respondents indicated such awareness. The Chinese government has always encouraged companies to implement CSR practices, thereby taking the leading role of CSR practices in China. Political connections have been confirmed to have a positive relationship with awareness and adoption of CSR policies among Chinese companies (Gu, Ryan, Li, & Gao, 2013). A Korean fashion group named Hyungji in China initiated the following major projects to promote CSR practices: scholarship, disaster prevention center, medical fee support, and staff volunteer activities. In addition, a Chinese local fashion company named Jeanswest also adopted CSR practices to help increase shareholder and social values by integrating stakeholder and shareholder interests into company decision making.

According to the background above, CSR for the Chinese fashion consumers was developed with multiple stakeholder involvement and included five key CSR dimensions: (1) economic responsibility, (2) ethical responsibility, (3) environmental protection, (4) consumer protection, and (5) philanthropic responsibility.

2. Corporate image

Corporate image refers to consumers' perceptions, beliefs, impressions, and feelings about a company (Richard & Zhang, 2012). A company's stakeholders usually hold a corporate image of the company, which can be an important factor that influences the stakeholder's attitudes and behavior intentions. If a company's stakeholders see a positive corporate image for the company, then growth potential is likely to increase through positive interactions between the stakeholder and the company (Kim, Song, Lee, & Jin, 2017). Moreover, corporate image is the general concept of the total company.

A positive relationship exists between corporate image and behavioral intentions,such as those related to repatronage as found in various industry sectors, including the fashion (Jeon, 2011), travel (Richard & Zhang, 2012), and gaming industries(Kim et al., 2017). Corporate image will help fashion operators increase their financial gain, and some marketing strategies involve corporate image guidance.

Jeon (2011) validated that a fashion company's CSR has a significantly positive effect on corporate image, which, in turn, affects consumers'purchase intention. Chen et al. (2012) provided empirical evidence supporting the conclusionthat when consumers perceived a company to be socially responsible, they are more likely to engage in positive behavior with that company. This result complements another study on CSR that

suggests that, when companies are socially responsible, consumers would recognize that as good corporate image and engage in customers' revisit intentions that are helpful and supportive of these companies (Kim et al., 2017). These studies suggest that consumer perceptions of CSR enhance corporate image. When fashion companies engage in CSR initiatives, consumers are likely to assume that these companies have desirable characteristics that resonate with their sense of self which form the basis of corporate image.

3. Product preference

Product preference indicates that the partiality to products can be changed by pairing them with positive or negative stimuli. Conversely, pairing stimuli does not always seem to work. We therefore must examine the variables that modulated evaluate condition (Wanke, 2009). Limited empirical research has been conducted on the impact of CSR on ecological consumer product preference and behavior intention, especially in terms of the cognitive differences between some dimensions of CSR. Thus, exploring whether the different dimensions of CSR impact product preference will aid us in understanding the mechanisms of CSR better.

Luchs, Naylor, Irwin, & Raghunathan (2010) suggested that, if a product is judged to be superior on one observable attribute, it will also be perceived favorably along other attribute dimensions. This result implies that, if ethical superiority is valued, other attributes of sustainable products will be viewed more positively as well. In Gildea(2001)'s study, most respondents listed attributes consistent with the idea that products with positive ethical attributes might be safer, healthier, and gentler than other products (i.e., ethical products are safer for you and for your family, better for you, and more gentle on a person's body). Richard and Zhang (2012) conducted a mail survey in New Zealand, which indicatesthat corporate image has a positive significant influence on consumer commitment and satisfaction. Affective commitment is the focal point in the relationship and contributed most in predicting

consumers' product preference and behavior intention.

Moreover, the government and environmentalists in China have been promoting green transportations as one way to improve air quality, especially new energy passenger vehicles given that over 27% of new cars sold in 2015 all over the globe run on Chinese roads (Shi, Kuang, & Yang, 2017). Therefore, regarding fashion product preference, Chinese consumers should be inclined to support the CSR of fashion enterprises.

III. Methods

1. Research model and hypothesis

The main objective of the present work was to define a measurement scale of CSR at a fashion area. Creating a fairly complete scale is attempted by defining fashion CSR as a variable that incorporates the five dimensions of the theoretical framework: economic responsibility, ethical responsibility, environmental protection, consumer protection, and philanthropic responsibility. To empirically validate the scale, we addressed the relationship between CSR with three strategic variables deduced to be directly and positively related to the former according to theoretical literature. We refer to the influence of fashion CSR activities in the consuming industry according to Chinese consumers' perception on corporate image, product preference, and purchase intention behavior. Fig. 1 shows the developed conceptual model.

H1. Perceived CSR efforts of a fashion company have positive impacts on corporate image.

H2. Perceived CSR efforts of a fashion company have positive impacts on product preference.

H3. Perceived CSR efforts of a fashion company have positive impacts on purchase intention.

H4. Perceived corporate image of a fashion company has a positive impact on product preference.

H5. Perceived corporate image of a fashion company has a positive impact on purchase intention.

H6. Perceived product preference of a fashion company has a positive impact on purchase intention.
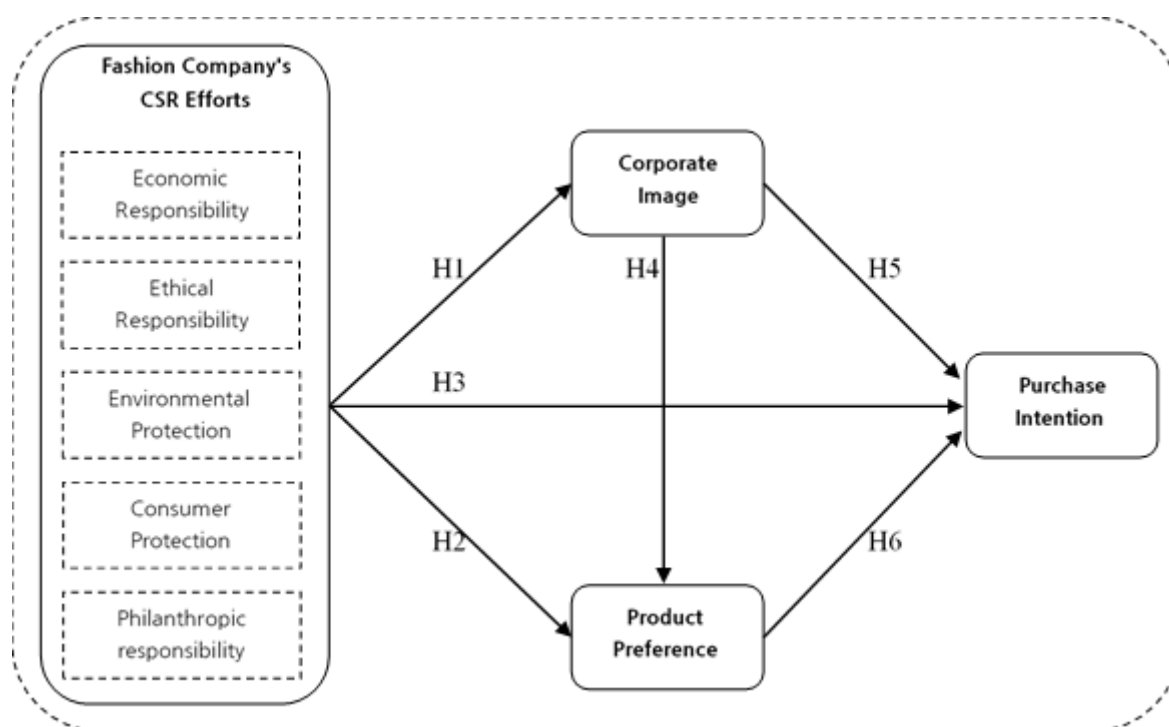
Figure 1. Research Model

2. Instruments

Kim et al. (2017) recommended employing multiple rather than single items to measure a construct. Therefore, multiple items were used to measure the research constructs in this study. The five CSR constructs were adapted from different references, including economic responsibility, ethical responsibility, and philanthropic CSR adapted from related literature (Kim et al., 2017), along with modifications to fit the constructs into the context of a fashion company. Environmental protection and consumer protection constructs were adapted from Urandelger et al. (2016). Corporate image was measured with five items, and purchase intention was also measured with five items adapted from related literature (Kim et al., 2017). Some words were modified to fit the present study. Lastly, product preference was measured with five items (i.e., good, effective, safe,

gentle, and healthy) adapted from related literature (Luchs et al., 2010). All items in this study were measured on a five-point Likert scale (1=strongly disagree, 5=strongly agree). Table 1 presents the survey questions.

3. Data collection and analysis

This study consists of a literature review based on the theoretical background and an empirical study conducted through an online survey (www.sojump.com) with Chinese respondents who currently live in China. The survey period was January 1–10, 2017. The total number of the samples was 300. For statistical processing of collected data, SPSS 18.0 and AMOS 18.0 were used to analyze the descriptive statistics, reliability analysis, CFA, and structural equation modeling (SEM) of variables.

Table 1. Confirmatory Factor Analysis and Measurement Model Results for Model Constructs

Construct		Items	Factor Loadings (*t*-value)[a]	Cronbach's α	CR AVE
CSR	Economic Responsibility	This fashion company generates employment through their operations.	.868[b]	.900	.859 .761
		This fashion company pro the local economy.	.796 (17.296***)		
		This fashion company strives to achieve sustainable growth.	.947 (22.124***)		
	Ethical Responsibility	This fashion company has established ethical guidelines for business activities.	.845[b]	.882	.832 .720
		This fashion company tries to become an ethically trustworthy company.	.783 (15.751***)		
		This fashion company strives to root out irregularities.	.914 (18.764***)		
	Environmental Protection	This fashion company practices recycling pollutants and wastes.	.758[b]	.862	.817 .687
		This fashion company invests in energy conservation.	.749 (13.507***)		
		This fashion company manufactures eco-friendly products.	.962 (15.406***)		
	Consumer Protection	This fashion company settles customers' complaints quickly.	.809[b]	.856	.814 .682
		This fashion company practices product improvement by customers' requirement.	.706 (13.227***)		
		This fashion company makes efforts to improve customer service.	.946 (16.470***)		
	Philanthropic Responsibility	This fashion company contributes to the fashion industry by establishing the company's fashion organization.	.784[b]	.891	.832 .673
		This fashion company participates in a variety of volunteer activities by starting the company's volunteer group.	.796 (14.537***)		
		This fashion company supports social welfare projects for the underprivileged.	.840 (15.497***)		
		This fashion company has education programs for the local adolescents residing in an abandoned mine area.	.861 (15.927***)		
Corporate Image		As a company in the public sector, I think this fashion company is a fair company.	.772[b]	.899	.861 .643
		I think this fashion company emphasizes the rights of customers.	.840 (15.666***)		
		I have good impressions about this fashion company.	.859 (16.090***)		
		In my opinion, this fashion company has a good image in the minds of consumers.	.726 (13.147***)		
		I think the service value provided by this fashion company is high.	.807 (14.909***)		
Product Preference		The fashion company which promotes CSR is good.	.736[b]	.893	.857 .632
		The fashion company which promotes CSR is effective.	.867 (15.063***)		
		The fashion company which promotes CSR is safe.	.807 (13.965***)		
		The fashion company which promotes CSR is gentle.	.735 (12.629***)		
		The fashion company which promotes CSR is healthy.	.822 (14.229***)		
Purchase Intention		If possible, I will visit the fashion company which promotes CSR.	.744[b]	.895	.859 .637
		I am planning to shop at the fashion company which promotes CSR.	.808 (14.275***)		
		I will make an effort to shop at the fashion company which promotes CSR.	.871 (15.503***)		
		I have the intention to visit the fashion company which promotes CSR.	.775 (13.634***)		
		I will give priority to the fashion company which promotes CSR.	.789 (13.895***)		

CFA model fit X^2=1030.655, *df*=406, X^2/*df*=2.539, GFI=.821, AGFI=.782, RMR=.067, NFI=.859, and CFI=.909
a: Standard factor loadings from CFA were significant ***$p <$ .001
b: Restricted to 1

IV. Results and Discussion

1. Sample characteristics

A total of 300 respondents were included in the sample. The respondents comprised 52.3% females and 47.7% males. The respondents' ages varied, namely, 36.7% were 20–29 years old and 39.0% were 30–39 years old. More than three-quarters of the respondents' had bachelor's degree. For monthly income in Yuan, almost 53.3% of the respondents were earning 20–30 thousand, 21.0% were earning 30–40 thousand, and 17.3% were earning 10–20 thousand.

2. Measurement model

To validate the measures used in the questionnaire, a confirmatory factor analysis using the maximum likelihood method was performed on all four sets of items (e.g., the five perceived CSR dimensions, respondents' attitudes toward corporate image, product preference, and their purchase intention).

SEM was employed to test the hypotheses and the measurement model by using Amos 18.0. The general approach recommended by Gefen, Straub, & Boudreau (2000) for evaluating validity and reliability was followed. Average variance extracted (AVE) was used as a criterion of convergent validity (Fornell & Larcker, 1981). If AVE is more than .5, then the construct has acceptable convergent validity. Composite reliability (CR) measures internal consistency and its value must be higher than .7. Our result infers that CR and AVE are more than .7 and .5, respectively. Therefore, all constructs have a convergent validity. According to Fornell and Larcker (1981) as a criterion for assessing discriminant validity, the AVE of each latent variable should be higher than the squared correlations with all other latent variables (AVE $> \phi^2$). All AVEs in this study exceed the above correlation. Thus, all constructs have discriminant validity. Table 2 shows the AVE, CR and correlations among latent variables. Our model fit indices meet the criteria for acceptable model fit (X^2=1030.655, df=406, X^2/df=2.539, GFI=.821, AGFI=.782, RMR=.067, NFI=.859, and CFI=.909).

3. Structural model

The structural model investigated the relationship between CSR, corporate image, product preference, and purchase intention. After identifying a well-fitted measurement model, the relationships among all observed and latent variables in the proposed model were tested using SEM.

Table 2. Squared Correlations and AVE of Constructs

Construct	X1	X2	X3	X4	X5	Y1	Y2	Y3
X1	0.761[a]							
X2	0.623[b]	0.720[a]						
X3	0.313[b]	0.347[b]	0.687[a]					
X4	0.278[b]	0.239[b]	0.330[b]	0.682[a]				
X5	0.361[b]	0.290[b]	0.443[b]	0.484[b]	0.673[a]			
Y1	0.480[b]	0.456[b]	0.349[b]	0.271[b]	0.320[b]	0.643[a]		
Y2	0.457[b]	0.436[b]	0.339[b]	0.306[b]	0.324[b]	0.526[b]	0.632[a]	
Y3	0.503[b]	0.445[b]	0.370[b]	0.337[b]	0.364[b]	0.582[b]	0.586[b]	0.637[a]

a: Average Variance Extracted (AVEs) for each construct are displayed on the diagonal.
b: Numbers below the diagonal are the squared correlation estimatesof two variables.

Table 3. Standardized Parameter Estimates for the Structural Model

		Path between Variables	Path Coefficient	S.E.	t-value	Result
H1	CSR	Economic Responsibility(X1) Ethical Responsibility(X2) Environmental Protection(X3) →Corporate Image(Y1) Consumer Protection(X4) Social / Cultural Service(X5)	.298 .232 .165 .080 .081	.045 .047 .055 .049 .052	4.864*** 3.789*** 2.753 1.368 1.354	Accepted Accepted Rejected Rejected Rejected
H2	CSR	Economic Responsibility(X1) Ethical Responsibility(X2) Environmental Protection(X3) →Product Preference(Y2) Consumer Protection(X4) Social / Cultural Service(X5)	.044 .044 .023 .072 .019	.034 .035 .040 .036 .038	.923 .930 .511 1.582 .414	Rejected
H3	CSR	Economic Responsibility(X1) Ethical Responsibility(X2) Environmental Protection(X3) →Purchase Intention(Y3) Consumer Protection(X4) Social / Cultural Service(X5)	.068 .023 .025 .050 .029	.028 .029 .033 .030 .031	1.744 .586 .675 1.357 .767	Rejected
H4	Corporate Image(Y1) → Product Preference(Y2)		.759	.075	9.710***	Accepted
H5	Corporate Image(Y1) → Purchase Intention(Y3)		.506	.080	6.062***	Accepted
H6	Product Preference(Y2) → Purchase Intention(Y3)		.412	.081	5.124***	Accepted

***$p < .001$

Maximum likelihood estimation showed a good fit to the data: X^2=1333.072, df=416, X^2/df=3.205, RMR=.056, GFI=.870, AGFI=.825, CFI=.866, NFI=.817, and RMSEA=.056.

Table 3 shows that CSR economic (β=.298, t=4.864) and CSR ethical (β=.232, t=3.789) have significant positive effects on corporate image, which means that, if Chinese consumers have a higher perception of economic or ethical responsibility, they will have higher perceived corporate image. Thus, H1 is partially supported. The importance order of CSR factors are as follows: economic responsibility and ethical responsibility. Thus, educating Chinese consumers on the importance of economic and ethical contribution is necessary. The findings support previous studies (Kim et al., 2017; Urandelger et al., 2016). Results verify that the CSR activities (environmental protection, consumer protection, and social/cultural service) were unrecognized by consumers. Therefore, consumers must be educated on the importance of these contributions.

CSR (a) economic responsibility, (b) ethical responsibility, (c) environmental protection, (d) consumer protection, and (e) philanthropic responsibility have no significant effectson product preference, implying that H2 is rejected. Interestingly, the findings of this study are inconsistent with those of Luchs et al. (2010), which confirmeda significant effect of ethical CSR on product preference. Such different reactions of consumers to CSR indicate that the effectiveness of CSR initiatives may vary across a company's key stakeholders. Moreover, CSR has no significant association with purchase intention, meaning that H3 is also rejected.

Our results affirm a significant and positive relationship between corporate image (β=.759, t=9.710) and product preference and a positive relationship between corporate image (β=.506, t=6.062) and purchase intention. Thus, Chinese consumers' perception of a better corporate image would also involve better product preference and purchase intention. Therefore, H4 and H5 are supported. These coefficients suggest that a

CSR program is likely to help a fashion company enhance its image and the consumers' product preference. These findings support the results of previous studies (Luchs et al., 2010; Shi et al., 2017).

In addition, the mediation effect of corporate image relationship between CSR and purchase intention was examined. Mediation analysis can determine the critical components of interventions (MacKinnon & Dwyer, 1993). Regarding the results of H1, H3, and H5 for the significance of mediation effects, CSR economic and ethical responsibility positively affect purchase intention and are mediated by corporate image. The result is consistent with that of Urandelger et al. (2016).

V. Conclusion

This study developed a theoretical model that examined whether Chinese consumers' perceptions of a fashion company's CSR initiatives influenced their attitude toward the fashion company (i.e., corporate image and product preference) and behavioral intentions (i.e., purchase intention). Therefore, this research provides a framework to explain how the five CSR dimensions affect a fashion company's image and its consumers' product preference and purchase intentions. This framework will help other researchers better understand Chinese consumers' behaviors according to their perceptions of five dimensions of CSR activities and corporate image.

Our focus in this research is the cognitive processes of attribution that are influenced by the perceptions of CSR. Clearly, in a highly charged fashion environment such as that of attributing economic and ethical social responsibility for corporate image, emotional processes may also play a significant role. In addition to measuring consumer evaluations, we also examined how consumer emotions might affect or be affected by prior CSR and corporate image perceptions. This topic remains a promising avenue for fashion corporations.

This study revealed different impact levels of the five CSR dimensions on corporate image, and no significant direct effect of CSR is found on consumers'product

preference and purchase intention, suggesting a distinctive CSR phenomenon within the fashion industry. If Chinese consumers perceive that a fashion corporation has implemented economic and ethical CSR initiatives, then their perceptions of its image will be positively influenced. Of the two significant CSR dimensions, the economic dimension was affirmed to be the more important in influencing a fashion company's image. These findings contend that economic and ethical CSR dimensions are the key factors for the fashion industry to create a positive image. Righteousness and benevolence, which are core values in Confucianism, correspond well to the ethical dimensions (Kim et al., 2017). In addition, striving to activate the local economy and achieving sustainable growth, which entail the economic CSR, correspond well to the Chinese concern about the national economy. Thus, the respondents of this study, who are likely influenced by Confucianism and ethnocentrism, may have positively responded to the fashion company's ethical and economic initiatives,which augment the self-image of the consumers via identification with the fashion company involved in these types of initiatives. Fashion companies should continuously develop and evaluate their CSR strategies, reflect on these two CSR dimensions (i.e., economic and ethical) as part of the value chain, and embrace them as an integral part of their business.

This study also contributed to the literature exploring controversial fashion industry sectors by identifying the mediating effect of corporate image and product preference on the linkage between Chinese consumers' perceived CSR and their purchase intention. The results provethat the mediating factors (i.e., corporate image andproduct preference) between CSR and consumers' purchase intention had a role of complete mediation. Although economic and ethical CSR dimensions did not have a direct impact on consumers' purchase intention, the two dimensions did impact corporate image, which, in turn, positively influenced purchase intention. Finally, corporate image had a significant direct effect on consumers' product preference and purchase intention. Product preference also appeared to have a significant

direct effect on consumers' purchase intention. Thus, product preference has a role of partial mediation effect between corporate image and purchase intention. This study verifies that a fashion company, one of the controversial businesses, can mitigate its negative image and strengthen relationships with its consumers by reinforcing CSR programs, which will eventually help the company achieve long-term financial gains.

This study possesses some limitations that present fruitful areas for future investigations. First, the composite model and the survey instrument used in this research., like any theoretical representation of social phenomena, may not fully capture the complexity of CSR issues. Thus, future research could develop additional instruments that provide more in-depth analysis of perceived CSR dimensions. Second, the use of an online survey only allows a partial assessment of consumers' beliefs about a given research issue. Future studies could verify whether the results of this work hold across different modes of data collection. For instance, in-depth interviews or experimental manipulations could help to enrich the current understanding of why certain CSR initiatives are more effective than others in fostering favorable perceptions and purchase intentions toward fashion goods. Finally, future studies could examine whether the effects observed in this study can be moderated by the consumers' chronic dispositions toward fashion goods. This approach would help to disentangle the effects that various initiatives have on different consumer segments: from thosewho are radically against fashion products, to those who are radically in favor, and everyone in between. One might hypothesize that economic and ethical initiatives have a limited impact on consumers maintaining a radical position but have a significant impact on consumers with a balanced view.

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