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Exploring the three-dimensional effect of corporate social responsibility on brand equity, corporate reputation, and willingness to pay. A study of the fashion industry

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ABSTRACT

The fashion sector is considered one of the largest generators of the greatest negative externalities, and the results support this. However, they are making important efforts through actions within the framework of Corporate Social Responsibility to improve their commitment to society and sustainability. This research aims to evaluate the value that consumers place on Corporate Social Responsibility activities in the economic, social and environmental dimensions in the generation of brand equity, corporate reputation and willingness to pay. To achieve this, a methodology based on structural equations (PLS-SEM) has been used based on a questionnaire completed by 269 people. The findings show that each of the CSR dimensions contributes differently to the generation of BE, CR and WTP, also highlighting the value of brand credibility as a variable with an important mediating effect.

1. Introduction

The fashion sector is considered one of the largest generators of the greatest negative externalities. The need to reduce manufacturing costs has led the industry to relocate its production process to developing countries, discovering practices that violate human rights and exploit them (Uddin et al., 2023). On the environmental side, the industry generates between 2% and 8% of global carbon emissions (UNEP, 2021) and requires the use of 93 billion cubic meters of water to meet the demand for garments (Earth, 2021). Rapid fashion cycles are causing some manufacturers to have up to 20 annual schedules (Christopher et al., 2004), resulting in exceptionally short shelf life of garments, and coupled with the lack of awareness on the part of consumers and the lack of tools for reuse by the industry itself, the volume of waste generated is very high (Zamani et al., 2017). As a result, there is increasing pressure on the industry to adopt a more sustainable production and marketing model (Li et al., 2014), which is increasingly being demanded by consumers themselves (Kovacs, 2021). That is why the fashion industry has

been making a significant effort in recent years to play a greater role in meeting the sustainable development goals (Kashcheev et al., 2021).

The growth of social expectations forces organizations to behave responsibly and contribute to society's main challenges (García-Sánchez and García-Sánchez, 2020). In the necessary transition towards more responsible and respectful production and marketing models, Corporate Social Responsibility (CSR hereinafter), is defined as the organization's commitment to society, contributes to the reduction of the negative impacts of organizational activity (Qiu et al., 2021). In this way, CSR aling with the purchasing behaviors of younger consumers, who increasingly base their decisions on organizations with socially responsible behaviors (Kovacs, 2021). In this context, there is evidence that CSR influences consumer behavior (Polonsky and Jevons, 2009), impacting their perceptions (Becker-Olsen et al., 2006) and influencing their purchasing attitudes and behaviors (Polonsky and Jevons, 2009; Wigley, 2008). In this way, strategic CSR management has a positive impact on the brand (Brammer and Millington, 2005) and a direct influence on the generation of competitive advantage (Mahmood and

Bashir, 2020), which creates a differentiating element with respect to the competition (El-Garaihy et al., 2014).

So, Aaker (1991) defined brand capital (BE hereinafter) as the added value that the product or service generates for the brand, CSR being one of the generators of BE (Muniz et al., 2019). On the other hand, corporate reputation (CR hereinafter) is defined as that which refers to consumers' perceptions of how well organizations met their demands and expectations, and can directly or indirectly affect their financial performance (Abratt and Kleyn, 2012), and some authors such as Ruiz and Garcia (2021) have demonstrated a positive effect of CSR on CR. Finally, willingness to pay (WTP hereinafter) is defined as the extra price that consumers are willing to pay for a product or service, which is especially useful for determining the pricing strategy (Miller et al., 2017). Recent studies show that consumers are willing to pay higher prices for environmentally friendly products (Del Giudice et al., 2018). Becchetti et al. (2020) have found evidence that there is a positive relationship between CSR and WTP to pay more for products from brands committed to sustainability.

In a scenario of uncertainty and necessary changes in the fashion industry to adapt to new social, economic and environmental requirements, it is essential to know how socially responsible actions are affecting current and potential customers, and, more importantly, how they are shaping their purchasing decisions. In this way, our fundamental research objective is to analyze the effect that each of the CSR dimensions (environmental, economic and social) has on BE, CR and WTP in the fashion industry. There are several investigations that have studied the effect of CSR on BE, CR and WTP, but all of them considered CSR as a unidimensional construct, which is undoubtedly useful, but does not provide real information to organizations about what CSR activities are that generate greater value for their interest groups and, consequently, where they should focus their efforts and investments. For this reason, recent studies have highlighted the need to evaluate the three-dimensional effect of CSR on BE (Narayanan, 2022), CR (Lin, 2023), and WTP (Narayanan and Singh, 2023).

To address this research gap, a scale has been constructed that has considered CSR as a three-dimensional construct (economic, social and environmental dimension), as well as BE, CR and WTP. Additionally, we have considered it relevant to incorporate the credibility variable, since in recent years greenwashing practices are frequent that are distorting consumers' perception of the organizations' efforts (Bothello et al., 2023; Ioannou et al., 2023). In this way, consumers of the renowned fashion brand "Mango" were identified and asked to review the latest sustainability report and respond to 29 questions related to the importance they gave to different CSR actions.

So, this research answers the following questions.

RQ1. What is the relationship between each of the dimensions of CSR and BE, CR and WTP?
RQ2. What role does brand credibility play in the generation of BE, CR and WTP?

This research is unique for two fundamental reasons: (a) it is one of the few investigations that addresses the three-dimensional effect of CSR, and (b) it represents an advance to the line of research on CSR and the fashion industry, since for Narayanan and Singh (2023) the effects of CSR are different for each sector, so the results cannot be extrapolated.

Our findings contribute to the generation of new knowledge to the line of research in several ways. First, our findings provide sufficient theoretical knowledge to clearly understand the value generated by social, environmental, and economic activities in the framework of CSR, independently of the generation of BE, CR, and WTP. Second, in a practical way, it provides relevant information for the fashion industry, decision-making bodies, CSR managers and regulatory bodies to improve the impact of the socially responsible actions of fashion companies. Finally, both theoretical and practical contributions have the potential to contribute to the debate on the progress needed to continue facilitating the adoption of sustainability, both in the business environment and in society in general, in order to achieve the objectives established in supranational agendas.

This research presents the following structure. Firstly, in section 2 CSR, BE, CR and WTP are defined, as well as the relationships between these variables are established based on academic literature, to finally define the research hypotheses. Section 3 addresses the research methodology, detailing the measurement scale, how the data analysis is carried out, as well as the characteristics of the sample. Section 4 presents the research results, and finally, section 5 presents the main conclusions.

2. Conceptual framework

2.1. CSR: a multidimensional construct

Research on CSR is extensive in the academic literature and its contextualization has gradually evolved over the last few years, as well as attracting increasing attention in the public debate (Diallo et al., 2021). CSR began as a philanthropic action according to which companies contributed to social improvement through large monetary donations (Frederick, 1994), transitioning in more recent times towards the consideration of a strategic activity through which organizations contribute to the face of the main economic, social and environmental challenges as a result of pressure from stakeholders. Now, CSR can be defined as social, economic and environmental commitment, beyond what is established by legal requirements, and as long as it is compatible with the economic and strategic objectives established by organizations. (Spence, 2007). Thus, CSR goes beyond the legal issues that encompass the main and peripheral activities of organizations, based on three major principles: (a) the principle of mutual benefit, through the achievement of economic, political and social results; (b) legal principle, respecting and expanding social rights; and (c) ethical principle, which contributes to the preservation of future generations through action on the main social, economic and environmental challenges (Meseguer-Sánchez et al., 2021). This new consideration and strategic management of CSR has been widely accepted by organizations because it has a direct and positive impact on the behavior of current and potential customers and contributes to the achievement of strategic benefits if they are able to convey their value to stakeholders (Tian et al., 2011).

The most recent research highlights the impact of CSR in a comprehensive way in all dimensions of the organization. Thus, effects have been found on organizational performance (Waheed et al., 2020), stakeholder performance (Yang and Basile, 2021) or environmental performance (Waheed et al., 2023). Similarly, CSR affects company operations by improving supply chain management (Tyagi et al., 2018), sales performance (Waheed and Yang, 2019) or logistics chain performance. (Govindan et al., 2021).

In this way, CSR is another strategic dimension of the company to reinforce its commitment to sustainability (Rasoolimanesh et al., 2023), as well as allowing stakeholders to participate in the business strategy (Waheed et al., 2023), since that integrates the economic, environmental, and social concerns of stakeholders into the company's operations (Guo et al., 2023). In this research we focus on the value that consumers give to CSR actions, since in recent years they have become more skeptical about the real motivations of CSR (Xie and Wang, 2022), especially if CSR actions, they are not aligned with the core business (Lee and Cho, 2022). In our research, we want to know the opinion of consumers regarding the fashion industry, which has traditionally been considered one of the most polluting, which has led consumers to demand changes oriented towards sustainability (Kovacs, 2021).

To understand precisely the value that consumers place on CSR, this research is based on the consideration of CSR as a multidimensional construct (De Roeck and Maon, 2018; Fatma et al., 2021), whereby organizations can develop actions to address the main social, environmental and economic challenges. The choice of this classification has

been selected because, in addition to being aligned with the structure of the actions of organizations, it is easily understandable for consumers (Alvarado-Herrera et al., 2017).

Uddin et al. (2008) defines social actions as those the commitment that organizations acquire to contribute to the achievement of social benefits based on the balance between the interests of society and the organization itself, as respect for cultures, heritage and society, among others (Martínez et al., 2013). Environmental actions are those that contribute to the improvement of the environment (Choi and Ng, 2011), that is, the commitment acquired to contribute to the optimization of natural capital or the mitigation of emissions, among other actions, aims to reduce tensions with the environment (Arsić et al., 2017). Finally, the economic dimension refers to the fulfilment of the expectations that organizations are capable of being efficient, productive and, ultimately, bringing out the best in themselves to improve the quality of service and establish competitive prices (Latif and Sajjad, 2018). However, the impact of CSR actions has not been studied with the same intensity, so that environmental activities have been widely analyzed, while social actions have historically been considered secondary for organizations (Boström, 2012). This argument motivates us to consider the value provided by each of the CSR dimensions on BE, CR and WTP independently in this research.

2.2. Relationship between CSR, BE, CR and WTP

Stakeholder theory has been widely used to explain the strategic management of CSR (Pfajfar et al., 2022), according to which the company is responsible for its actions before all groups in society, including workers, customers, suppliers or communities in which they operate (Kim et al., 2021). In the current business context, the success of organizations is contingent on their relationships with key stakeholders, with CSR being a strategic tool for generating and strengthening relationships (Pfajfar et al., 2022), as it influences stakeholder behavior and customer engagement (Shah and Khan, 2020). Therefore, it seems logical for companies to establish their strategic CSR planning based on the expectations of stakeholders (Chang et al., 2022).

In this context, BE can be defined as the set of brand attributes that give or detract value from its products from the consumer's point of view (Aaker, 1991). Additionally, BE should be considered from the perspective of the consumer (CBBE) and is defined by Keller (1993) as the knowledge that consumers have about the brand, as well as their response to marketing strategies. Therefore, companies try to create positive associations about their brand in consumers (Porter and Kramer, 2006), with CSR being a way to satisfy social demands and consumer expectations (Agus Harjoto and Salas, 2017). That is why Muniz et al. (2019) consider the integration of CSR in the BE proposal to be essential, as it contributes to a better understanding of the value system of current and potential customers (Creel, 2012). The alignment of the organization's commercial purpose and consumer expectations makes it possible to generate BE while responding to the social demands of consumers (Guzmán and Davis, 2017; Gilal et al., 2020). There is evidence to show that CSR actions influence consumers' evaluation of organizations, contributing to CR and CBBE (Geng et al., 2022).

There are many ways to generate BE, and this paper focuses on explaining how social, economic, and environmental actions independently affect consumer-based brand equity, since, according to Kim et al. (2021) and Zhang and Wang (2022) not all CSR actions contribute equally to the generation of BE. Studying the independent effect of each of the CSR dimensions is essential as different CSR actions lead to different levels of relationship between the brand and consumers (Shankar and Yadav, 2020). Although there is no research that has analyzed the three-dimensional effect of CSR on BE, there are recent studies that have evaluated the impact of each of the dimensions. Recently, Iglesias et al. (2019) and Manansala et al. (2024) have found that ethical practices of organizations, such as protecting local communities and improving workers' salaries, constitute a positive effect

from the perspective of consumers for the generation of BE. Along the same lines, Mehdikhani and Valmohammadi (2021) and Tiwari and Pal (2024) have found that organizations' environmental efforts improve BE.

CR, on the other hand, can be defined as the collective perception of the stakeholders in the company (Hall, 1993; Saxton, 1998), so it is a variable that is composed of performance or corporate image (Doorley and Garcia, 2015) . Consequently, we consider that CR shows the general impression of a company that reflects how its stakeholders evaluate it (Raithel and Schwaiger, 2015). The construction of CSR allows the organization to improve its competitiveness (Hall, 1993), since there is empirical evidence that it allows increasing the number of clients (Rao, 1994), allows returns (Nguyen and Leblanc, 2001), and encourages them to maintain their purchasing behavior (Money and Hillenbrand, 2006). BE and CR are concepts that have a high degree of relationship (Wang et al., 2006), although there are two currents that relate them differently: (a) those who consider that CSR contributes to the generation of BE and CR (Park, 2019; Ruiz and Garcia, 2021), and (b) those who consider that positive assessments of CSR are made based on BE and CR (Kim, 2014). In this investigation we rely on the first relationship. Recent studies have shown the effect of each of the CSR dimensions on CR. Thus, Geng et al. (2022) and Markovic et al. (2018) have found that ethical actions of organizations improve CR, while Khan et al. (2023) and Firmansyah et al. (2021) have found that there is a positive relationship between investment in improving environmental impacts and CR.

Finally, the WTP is defined as the extra price that consumers would be willing to pay to acquire products or services, being widely used to establish the pricing strategy (Miller et al., 2017). There are several studies in the academic literature that show a relationship between CSR and WTP, which could be argued for two fundamental reasons: (a) that consumers have means to achieve the desired ends (Olson and Reynolds, 1983), or (b) that consumers make a positive self-evaluation of their contribution to a common good (Bhattacharya and Sen, 2003). Recently, De Canio et al. (2021) and Varah et al. (2021) have found that consumers are willing to pay more for products and services from companies that are socially responsible. However, there is very little research that has addressed the relationships between the dimensions of CSR and WTP. Only some research has studied the effect of CSR dimensions on WTP. For example, DiPietro and Gregory (2013), Kucukusta et al. (2013) and Modica et al. (2020) founds that socially and economically responsible activities have a positive impact on the willingness to pay more, while Fei et al. (2024) have found that consumers will be willing to pay more if the company adopts responsible environmental behaviors.

Consequently, we theorize that the three dimensions of CSR (economic, social and environmental) will have a direct and positive impact on the generation of BE, CR and WTP.

2.3. The mediating effect of brand credibility

Brand credibility refers to consumers' perception of the company's reliability and experience based on its communications (Jeng, 2016). On the one hand, reliability refers to consumers' perception of the brand's commitment to fulfill what is promised, while experience refers to the perception of the ability to achieve its promises (Sallam, 2015). Therefore, if the organization gets consumers to believe in the brand, they will perceive fewer risks and make purchasing decisions without the need to collect extra information (Arli et al., 2017). Brand credibility has been evidenced as a variable that contributes to consumers adopting more sustainable behaviors (Akturan, 2020; Pham et al., 2023).

Ben Ammar et al. (2015) showed that the CSR strategy contributes to improving brand credibility, while Kim et al. (2022) have recently found that brand credibility improves the BE of fashion organizations. At the same time, recent research maintains that brand credibility is more powerful than the marketing strategy itself for building corporate

reputation (Garanti et al., 2022). Thus, recently Wang et al. (2021) have found that credibility has a mediating relationship between CSR and BE, while Dalla-Pria and Rodríguez-de-Dios (2022) found that credibility mediates the relationship between CSR and CR. Consequently, we theorize that if the effect of each of the CSR dimensions on BE, CR, and WTP is not direct, brand credibility could act as a powerful mediator, thus contributing to showing an indirect effect.

2.4. Research hypotheses and proposed theoretical model

Based on the review of the academic literature, the following are the research hypotheses to be addressed.

H1. (C[1]): Socially responsible activities (social CSR) influence the generation of BE.

H2. Brand credibility acts as a mediator between social CSR and BE.

H3. (C[2]): Socially responsible activities influence the generation of CR.

H4. Brand credibility acts as a mediator between social CSR and CR.

H5. (C[3]): Socially responsible activities influence WTP.

H6. Brand credibility acts as a mediator between social CSR and WTP.

H7. (C[4]): Environmentally responsible actions influence the generation of BE.

H8. Brand credibility acts as a mediator between environmental CSR and BE.

H9. (C[5]): Environmentally responsible actions influence the generation of CR.

H10. Brand credibility acts as a mediator between environmental CSR and CR.

H11. (C[6]): Environmentally responsible actions influence WTP.

H12. Brand credibility acts as a mediator between environmental CSR and WTP.

H13. (C[7]): Economically responsible activities influence the generation of BE.

H14. Brand credibility acts as a mediator between economic CSR and BE.

H15. (C[8]): Economically responsible activities influence the generation of CR.

H16. Brand credibility acts as a mediator between economic CSR and CR.

H17. (C[9]): Economically responsible activities influence WTP.

H18. Brand credibility acts as a mediator between economic CSR and WTP.

Fig. 1 shows the proposed theoretical model.

3. Methodology

3.1. Obtaining the data

Data collection was carried out during the months of September to December 2023, using the survey as a tool. Thus, a personal questionnaire was created in several phases. First, each of the researchers made their own contributions, which were discussed together until a first preliminary version was obtained. This first version was then shared with other colleagues specializing in CSR, fashion and marketing, who made new contributions. Finally, the researchers conducted a new group discussion, from which the appropriate modifications were made and the final survey was defined.
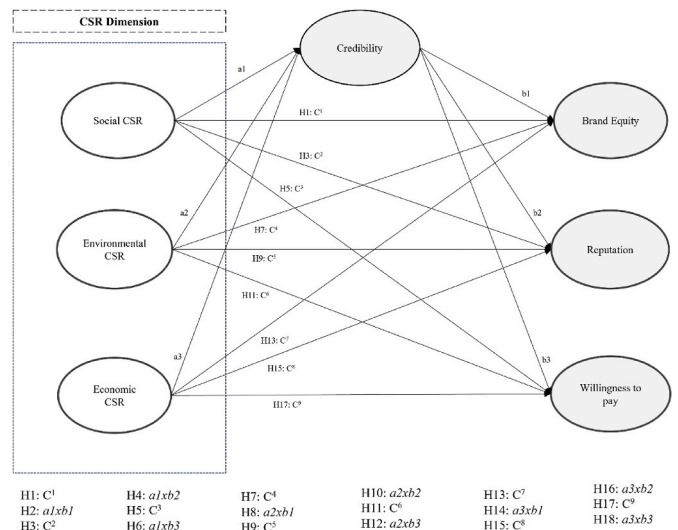

Fig. 1. Theoretical model proposed.
Source: Authors.

H1: C[1]	H4: a1xb2	H7: C[4]	H10: a2xb2	H13: C[7]	H16: a3xb2
H2: a1xb1	H5: C[3]	H8: a2xb1	H11: C[6]	H14: a3xb1	H17: C[9]
H3: C[2]	H6: a1xb3	H9: a2xb3	H12: a2xb3	H15: C[8]	H18: a3xb3

Our target audience was consumers of the renowned fashion brand "Mango". Given the impossibility of reaching the entire available sample, a questionnaire was developed and administered electronically through the LimeSurvey software. The contact snowball technique was used, from which we sent the questionnaire to our colleagues so that they could share it with others who were consumers of the brand, as well as requesting that once the questionnaire was answered it be forwarded to others.

In order to obtain certainty of the adequacy of the respondents with the research objective, the name of an important fashion company with an international scope of action, such as Mango, was included. In addition, they were provided with a web link that reflected the organization's actions in terms of sustainability and CSR: https://shop.mango.com/es/mujer/edits/sostenibilidad.

The final number of correctly completed questionnaires was 269. This sample size is sufficient as a result of the results obtained through the GPower program, according to which it was determined that the minimum sample size to guarantee representativeness was 119 questionnaires. Additionally, the sample size must be increased by 100 more cases (Reinartz et al., 2009). Consequently, the sample size obtained is larger than the minimum required (see Fig. 2).

3.2. Construction of the scale

The measurement scales used are based on scales validated by other leading authors in the academic literature in different areas of knowledge, although in any case they were adapted to our context and object of study. The items were evaluated with a Likert scale of 1–7 points, with 1 being "not at all agree" and 7 being "strongly agree". Thus, for the CSR dimensions, the scales proposed by Alvarado-Herrera et al. (2017): 5 items were used for social and economic CSR, while 6 items were used for environmental CSR. For its part, to measure brand credibility, the 2-item scale proposed by Erdem and Swait (1998). Finally, to measure BE, the 4-item scale of Muniz et al. (2019), for CR the 3-item scale by Hur et al. (2014) and, finally, to measure WTP, a 4-item scale from Miller et al. (2017). The items for each of the variables that make up the measurement scale are found in Appendix I.

The measurement scales have been referenced by numerous research studies in the field of marketing, business and corporate social responsibility, among others, which ensures that content validity is adequate. However, it is necessary to evaluate the psychometric properties of the scales to measure reliability and validity. The empirical justification of the tests applied is presented in section 4, as well as the
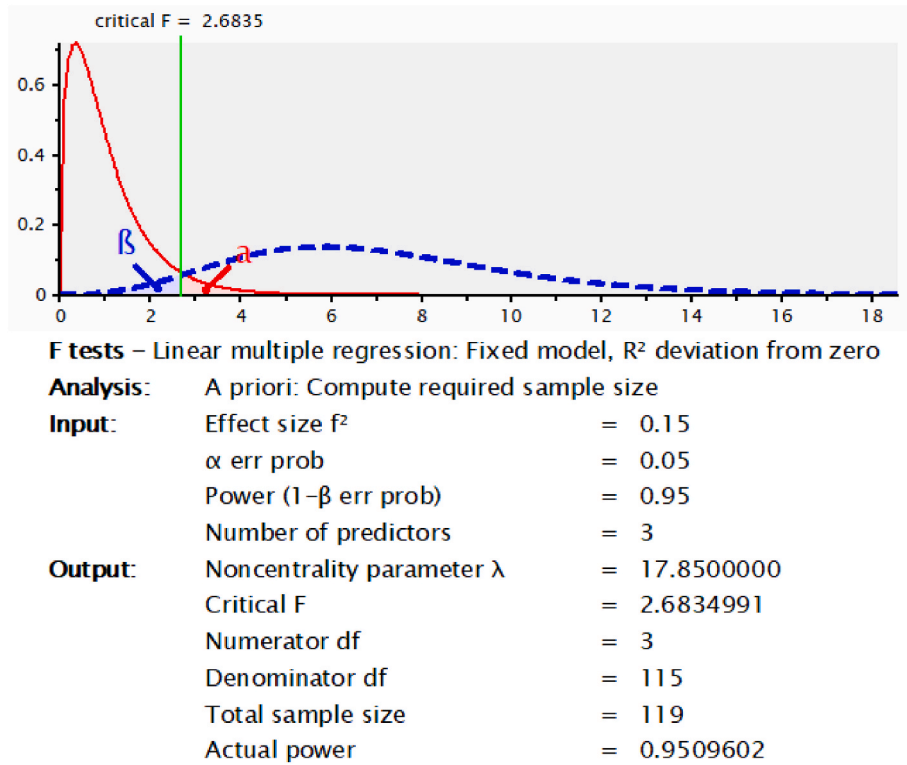
F tests – Linear multiple regression: Fixed model, R² deviation from zero

Analysis:	A priori: Compute required sample size	
Input:	Effect size f²	= 0.15
	α err prob	= 0.05
	Power (1−β err prob)	= 0.95
	Number of predictors	= 3
Output:	Noncentrality parameter λ	= 17.8500000
	Critical F	= 2.6834991
	Numerator df	= 3
	Denominator df	= 115
	Total sample size	= 119
	Actual power	= 0.9509602

Fig. 2. Sample relevance.
Source: Authors.

results obtained from the tests in section 4.1. It is shown that the results obtained guarantee the reliability and validity of the measurement scales (Tables 3 and 4).

3.3. Preliminary analysis of the data

First of all, it is essential to perform a preliminary data analysis to confirm the distribution of the data. Table 1 shows the results related to the reliability of the scale and the mean and standard deviation of the observable variables.

Unlike covariance-based structural equation methods (hereinafter CB-SEM), the PLS-SEM-based method does not require a normal distribution assumption (Hair et al., 2019), which is why normality test that leads to determining the nature of the distribution of the study data, the Kolmogorov-Smirnov test being the most appropriate for this (Vaithilingam et al., 2024). The Kolmogorov-Smirnov test provided positive values (0.000 for all indicators), so assume a normal distribution as a result of what was exposed through the Kolmogorov-Smirnov test, so non-parametric tests will be applied. On the other hand, the reliability of the scale is evident in providing Cronbach's alpha values greater than 0.70 (Nunnally and Bernstein, 1994).

Table 2 shows the sociodemographic profile of the sample, with an adequate distribution for each of the sociodemographic variables analyzed. Consequently, it is observed that the sample is sufficiently heterogeneous, and that all segments of society were represented in the research.

3.4. Bias

A crucial factor to take into account in research design is the soundness of its methodology, which can be compromised by the presence of biases, such as the propensity of participants to offer positive self-evaluations and to conform to social expectations when completing a survey questionnaire for data collection (Oviedo-García et al., 2019).

To address this issue, procedural measures have been employed in order to counteract common method bias (CMB) (Podsakoff et al., 2012). These measures have included the use of known and clear concepts with simple language that avoids the exposition of concepts with complicated syntax. Likewise, the anonymity of the respondents was ensured, and they were assured that there were no right or wrong answers (Ibrahim et al., 2023). In this way, the aforementioned procedural remedies and carrying out a pretest of the questionnaire used represent effective approaches to control biases (Podsakoff et al., 2003).

On the other hand, studies such as that of Sarstedt et al. (2016) showed evidence that PLS-SEM carries virtually no bias when estimating data from a population of composite models, regardless of the measurement model specification. Even taking the above into account, in the hypothesis contrast test presented in the results section, the confidence intervals associated with bias correction have been reported.

3.5. Data analisis

The analysis of the data has been carried out through different statistical programs. Microsoft Excel was used for data tabulation, as well as SPSS v.24 for preliminary data analysis, scale reliability analysis, and sociodemographic profile of the sample. As for the sample relevance test, GPower was used, while SmartPLS 4.1 was used for the structural equation model analysis.

The use of PLS-SEM models has been a reality during the last two decades in different fields (Hair et al., 2022). SEM models are very suitable when it comes to combining theoretical concepts that are represented in latent variables and, on the other hand, when the data comes from observable measures or variables or indicators (Williams et al., 2009). The SEM methodology carries out an integrated analysis at two levels: (a) on the one hand, at an external or measurement level; and (b) at the internal or structural level.

In this model, composites of Mode A nature (brand credibility, BE, CE and WTP) and Mode B nature (social CSR, environmental CSR and

Table 1
Preliminary analysis of the data.

	Mean	S.D.	Cronbach's alpha
Social CSR (SCSR)			
SCSR01	4.55	1.942	0.942
SCSR02	4.65	1.904	
SCSR03	5.28	1.643	
SCSR04	4.81	1.725	
SCSR05	4.99	1.811	
Environmental CSR (EnCSR)			
EnCSR01	4.97	1.790	0.966
EnCSR02	5.01	1.824	
EnCSR03	4.88	1.822	
EnCSR04	4.90	1.838	
EnCSR05	4.78	1.796	
EnCSR06	4.88	1.818	
Economic CSR (EcCSR)			
EcCSR01	5.55	1.487	0.888
EcCSR02	5.72	1.369	
EcCSR03	5.52	1.485	
EcCSR04	5.36	1.514	
EcCSR05	5.53	1.477	
Brand Credibility (Credi)			
Credi01	5.30	1.487	0.920
Credi02	5.27	1.564	
Brand Equity (BE)			
BE01	5.17	1.591	0.947
BE02	4.72	1.857	
BE03	4.69	1.864	
BE04	4.70	1.845	
Corporate Reputation (CR)			
CR01	4.79	1.796	0.868
CR02	4.87	1.767	
CR03	5.46	1.431	
Willingness to pay (WTP)			
WTP01	5.00	1.568	0.910
WTP02	5.00	1.551	
WTP03	4.97	1.649	
WTP04	4.83	1.902	

Source: Authors.

Table 2
General characteristics of the sample.

	N	%
Sex		
Man	93	34.6
Woman	176	65.4
Age		
<25 years old	91	33.8
25–40 years old	112	41.6
41–55 years old	48	17.8
>55 years old	18	6.7
Level of education		
Secondary education	14	5.2
Bachelor	72	26.8
Graduate	139	51.7
Doctorate	44	16.4
Household Size		
Between 1 and 2 people	82	30.5
Between 3 and 4 people	142	52.8
Between 5 and 6 people	41	15.2
More than 6 people	4	1.5
Country		
Spain	130	48.3
Colombia	130	48.3
Remainder	9	3.4
Residence		
Rural area	26	9.7
<20.000 inhabitants	68	25.3
20.000 and 80.000 inhabitants	75	27.9
>80.000 inhabitants)	100	37.2
Income level		
<1500€ monthly	41	15.2
€1500 and €2500 monthly	96	35.7
€2501 and €3500 monthly	65	24.2
€3501 and €4500 monthly	47	17.5
>4500€ monthly	20	7.4
Annual Fashion Spending		
Less than 100€	48	17.8
Between €100 and €400	109	40.5
Between €400 and €800	62	23.0
More than 800€	50	18.6

Source: Authors.

economic CSR) have been addressed, all of them based on previous scientific literature. Given the explanatory nature of the research (Henseler, 2021), the explanatory power and effect size, as well as the structural relationships, are evaluated to determine whether the effect between the variables in the model is direct or indirect.

4. Results

In the analysis of the measurement model, reliability and validity at the individual level are evaluated. In this research, indicators are used that refer to Mode A compounds and Mode B compounds. The reliability of the former is evaluated by analyzing the factor loadings, while for the latter the weights and their significance are evaluated, as well as the Factor Test. Variance Inflation (VIF). Regarding internal consistency, Rho_A and Rho_C are evaluated (Dijkstra and Henseler, 2015). For its part, regarding convergent validity, AVE and discriminant validity are studied through the HT-MT ratio, based on the recommendations of Henseler et al. (2016a,b), for whom HT-MT better detects discriminant validity, compared to other tests such as, for example, cross-loading analysis.

On the other hand, structural analysis is based on the explanatory power of the endogenous variables (R^2) and the effect size that the exogenous variables exert on their endogenous variables in terms of R^2 (f2). Finally, the contrast of hypotheses is evaluated, both for direct and indirect effects, in order to determine the existence or not of mediating effects between the analyzed variables.

4.1. Analysis of the measurement model

First, the Mode A indicators are analyzed. Following the recommendations of Ali et al. (2018), the factor loadings must have values greater than 0.7. Regarding the weights and their significance, if the weights are not significant, but their external loading is greater than 0.5, the indicator should be maintained, even when its associated weight is not significant (Hair et al., 2017). Secondly, the Mode B indicators are evaluated. Regarding multicollinearity, the VIF test was evaluated, in which values greater than 5 indicate the existence of multicollinearity (Belsley, 1991; Diamantopoulos and Siguaw, 2006). The results are in Table 3.

In the evaluation of internal consistency, Rho_A and Rho_C must provide values greater than 0.7 and the Average Extracted Variance values greater than 0.50 (Fornell and Larcker, 1981). Regarding discriminant validity, the HT-MT ratio is the one that best detects the absence of discriminant validity (Henseler et al., 2016a,b), and should show values lower than 0.90 (Gold et al., 2001). These results are presented in Table 4.

The results obtained in Tables 3 and 4 show an optimal validity of the indicators, as well as of the composites through the different tests applied in relation to the internal consistency of the model.

4.2. Analysis of the structural model

In the analysis of the structural model, the explanatory power and

Table 3
Reliability and validity of the measurement model.

	Loads	Weights(Sig.)	VIF
Social CSR (SCSR)			
SCSR01	0.861	0.246(0.011)	3.128
SCSR02	0.919	0.168(0.101)	4.656
SCSR03	0.927	0.388(0.000)	3.701
SCSR04	0.888	0.130(0.213)	4.171
SCSR05	0.897	0.178(0.091)	3.857
Environmental CSR (EnCSR)			
EnCSR01	0.886	0.093(0.452)	4.897
EnCSR02	0.896	0.231(0.037)	3.734
EnCSR03	0.839	0.002(0.982)	3.698
EnCSR04	0.920	−0.033(0.826)	4.783
EnCSR05	0.970	0.509(0.000)	4.009
EnCSR06	0.943	0.261(0.052)	4.753
Economic CSR (EcCSR)			
EcCSR01	0.766	0.150(0.053)	2.242
EcCSR02	0.643	−0.104(0.152)	2.147
EcCSR03	0.925	0.587(0.000)	2.591
EcCSR04	0.848	0.230(0.000)	2.705
EcCSR05	0.791	0.270(0.000)	2.491
Brand Credibility (Credi)			
Credi01	0.965	N/a	N/a
Credi02	0.960		
Brand Equity (BE)			
BE01	0.870	N/a	N/a
BE02	0.951		
BE03	0.939		
BE04	0.955		
Corporate Reputation (CR)			
CR01	0.851	N/a	N/a
CR02	0.922		
CR03	0.906		
Willingness to pay (WTP)			
WTP01	0.943	N/a	N/a
WTP02	0.955		
WTP03	0.926		
WTP04	0.751		

Notes: (Rho_C): Dillon-Goldsteins' composite reliability; (Rho_A): Dijkstra-Henselers' composite reliability; (AVE): Average Variance Extracted; n/a: Not applicable.
Source: Authors.

effect size were evaluated. The first was evaluated from R^2, which evaluates the explained variance of the endogenous constructs from the exogenous constructs (Hair et al., 2013), while the second evaluates the extent to which an exogenous construct contributes to explaining a construct. endogenous in terms of R^2 (Cohen, 1988, 2013). R^2 values of

0.25, 0.5 and 0.7 should be interpreted as weak, moderate or substantial explanatory power, respectively (Hair Jr et al., 2014), while f^2 values of 0.02, 0.15 and 0.35 should be interpreted as small, medium and large effects respectively (Cohen, 1988). The results are in Table 5.

The results obtained show a moderate explanatory power of the endogenous variables BE, brand credibility and WTP, and a substantial explanatory power of the endogenous variable CR. Disaggregating the explanatory effects, it is worth highlighting the brand credibility variable as responsible for 25.26% of the variability of the endogenous variable BE and 34.69% of the variability of the CR. It is also worth noting that economic CSR is responsible for the variance of 36.55% of the brand credibility variable and, on the other hand, 13.44% of the variability of the WTP. Regarding the size of the effect, the results are in line with what was obtained in the analysis of the explained variance. Brand credibility stands out in the face, with a small and significant effect on BE, as well as showing a moderate and significant effect on CR. Likewise, economic CSR generates a small and significant effect on CR and a moderate and significant effect on brand credibility. Therefore, the importance of the role of brand credibility as an ancestor variable of BE and CR is confirmed.

Finally, in order to test the mediating influence of brand credibility, a hypothesis test has been carried out by bootstrapping 10000 subsamples (Streukens and Leroi-Werelds, 2016), obtaining the paths coefficients associated with each relationship between the constructs and the confidence intervals corrected for bias associated with each coefficient. Tables 6 and 7 shows all the results of both direct and indirect effects.

The results of the indirect effects were analyzed in Table 7, resulting in a mediating role of brand credibility between environmental CSR and economic CSR and BE, RC and DAP. Zhao et al. (2010) and Hair Jr et al. (2014) establish that the size of the indirect effect is evaluated through the VAF. When VAF is less than 0.2, there is no mediation, when values are between 0.2 and 0.8 there is partial mediation, and values greater than 0.8 show total mediation (Nitzl et al., 2016). Consequently, brand credibility shows a full mediating role between economic CSR and BE as well as between environmental CSR and BE, CR and WTP, while the moderating effect is partial between economic CSR and CR and WTP.

5. Discussion and conclusions

The aim of this research work was to explain consumer behavior regarding CSR actions in a three-dimensional dimension, i.e., social, economic and environmental actions in the fashion industry, in the face of the generation of BE, CR and WTP. Recently, Lin (2023), Narayanan (2022) and Narayanan and Singh (2023) have pointed out that, despite the fact that the academic literature has already explained a significant part of consumer behavior towards the generation of BE, CR and WTP in

Table 4
Reliability and validity of the measurement model. Internal consistency.

	Rho_A	2.5%	97.5%	Rho_C	2.5%	97.5%	AVE	2.5%	97.5%
BE	0.947	0.930	0.960	0.962	0.949	0.971	0.864	0.824	0.894
Credi.	0.923	0.884	0.948	0.962	0.939	0.975	0.926	0.885	0.951
CR.	0.884	0.858	0.908	0.922	0.903	0.938	0.798	0.707	0.834
WTP	0.942	0.919	0.958	0.943	0.927	0.985	0.805	0.763	0.841

	Ratio HT-MT		
	Ratio	2.5%	97.5%
Credi. → BE	0.814	0.755	0.866
CR. → BE	0.831	0.764	0.892
CR. → Credi.	0.886	0.831	0.912
WTP → BE	0.747	0.655	0.829
WTP→ Credi.	0.710	0.616	0.795
WTP → CR.	0.702	0.604	0.791

Notes: (BE): Brand Equity; (Credi): Brand Credibility; (Rep): Reputation; (WTP): Willingness to pay; (Rho_A): Dijkstra-Henselers' composite reliability; (Rho_C): Dillon-Goldsteins' composite reliability; (AVE): Average Variance Extracted.
Source: Authors.

Table 5
Explanatory power and effect size.

	β	R^2	Corr.	E.V.	f2(Sig.) - Effect
Brand Equity		0.679			
SCSR	0.289		0.766	22.14%	0.050(0.139) – Small and not significant
EnCSR	0.166		0.755	12.53%	0.016(0.455) – No effect
EcCSR	0.114		0.702	8.00%	0.014(0.481) – No effect
Brand Credibility	0.332		0.761	25.26%	0.105(0.038) – Small & Significant
Corporate Reputation		0.753			
SCSR	0.302		0.772	23.31%	0.070(0.146) – Small and not significant
EnCSR	−0.035		0.735	−2.57%	0.001(0.919) – No effect
EcCSR	0.255		0.781	19.92%	0.089(0.042) – Small & Significant
Brand Credibility	0.423		0.820	34.69%	0.222(0.001) – Moderate and significant
Willingness to pay		0.516			
SCSR	0.356		0.659	23.46%	0.050(0.161) – Small & Significant
EnCSR	−0.070		0.612	−4.28%	0.002(0.841) – No effect
EcCSR	0.209		0.643	13.44%	0.030(0.285) – Small and not significant
Brand Credibility	0.287		0.662	18.99%	0.052(0.139) – Small and not significant
Brand Credibility		0.694			
SCSR	0.127		0.743	9.44%	0.010(0.577) – No effect
EnCSR	0.310		0.756	23.44%	0.062(0.073) – Small and not significant
EcCSR	0.468		0.781	36.55%	0.321(0.001) – Moderate and significant

Notes: (β): Coefficient Path; (R2): Determinant coefficient; (Corr): Correlation; (E.V.): Explained Variance; (f2): Effect Size.
Source: Authors.

Table 6
Hypothesis testing. Direct Effects.

Hypothesis	β	p value	BC Bootstrap CI95%		Results
			2.5%	97.5%	
H1: SCSR → BE	0.289[SIG]	0.001	0.119	0.464	Supported
H3: SCSR → CR	0.302[SIG]	0.002	0.123	0.493	Supported
H5: SCSR → WTP	0.356[SIG]	0.003	0.143	0.597	Supported
H7: EnCSR → BE	0.166[NSIG]	0.066	−0.025	0.340	Not supported
H9: EnCSR → CR	−0.035[NSIG]	0.696	−0.220	0.131	Not supported
H11: EnCSR → WTP	−0.070[NSIG]	0.566	−0.330	0.138	Not supported
H13: EcCSR → BE	0.114[NSIG]	0.118	−0.030	0.253	Not supported
H15: EcCSR → CR	0.255[SIG]	0.000	0.141	0.365	Supported
H17: EcCSR → WTP	0.209[SIG]	0.012	0.037	0.363	Supported
a1: SCSR → Credi	0.127[NSIG]	0.154	−0.063	0.292	Not supported
a2: EnCSR → Credi	0.310[SIG]	0.000	0.160	0.473	Supported
a3: EcCSR → Credi	0.468[SIG]	0.000	0.355	0.577	Supported
b1: Credi → BE	0.332[SIG]	0.000	0.187	0.492	Supported
b2: Credi → CR	0.423[SIG]	0.000	0.301	0.575	Supported
b3: Credi → WTP	0.287[SIG]	0.002	0.118	0.468	Supported

Notes: (β):Coefficient Paths; (BC): Bias Corrected; (VAF): Variance Accounted For; (SCSR): Social CSR; (EnCSR): Environmental CSR; (EcCSR): Economic CSR; (Credi): Brand Credibility; (BE): Brand Equity; (CR): Corporate reputation; (WTP): Willingness to pay; (SIG): Significative; (NSIG): Not significative.
Source: Authors.

and environmental commitments in order to reap tangible and intangible rewards from consumers.

5.1. Theoretical contributions

This research entails important theoretical contributions that contribute to expanding the knowledge available in this line of research. Our objective was to explain consumer behavior regarding CSR in a three-dimensional dimension, as proposed by Alvarado-Herrera et al. (2017), on the generation of BE, CR and WTP. Based on the academic literature, we theorize that there is a positive relationship. Although our results support this, it is true that the relationships and effects vary depending on the CSR dimensions analyzed.

Our first contribution is that there is a positive and direct relationship between social CSR and BE, CR and WTP. In itself, this is a significant contribution, since although Mahmood and Bashir (2020) indicate that CSR contributes to generating a competitive advantage because it contributes to the generation of BE (Muniz et al., 2019), CR (Ruiz and Garcia, 2021), as well as consumers will be willing to assume a higher price for responsible products (Becchetti et al., 2020), the effect of social CSR had not been studied to date. Consequently, our findings demonstrate that social CSR has a direct effect for consumers on the generation of BE, CR and WTP, being the only one of CSR analyzed that has a direct impact on the three endogenous variables mentioned.

Our second contribution is aimed at explaining the effect of environmental CSR. In the case of this variable, its individual effect has been extensively studied in the academic literature. Thus, recently, a positive relationship has been evidenced between environmental CSR and WTP (Chang et al., 2022), CR (Yumei et al., 2021) and BE (Kim et al., 2023). However, our findings qualify the previous academic literature, since, in the case of the fashion industry, the effect is not direct, but indirect through the important mediating effect of brand credibility, which contributes significantly for environmental efforts to contribute to generating a tangible and intangible return in the organization. This behavior could be explained by the most recent research on *greenwashing* practices, which refers to marketing strategies aimed at generating an

the framework of CSR, there is a need for studies that independently consider the effect of each of the CSR dimensions, Therefore, this study is current, novel and relevant, providing valuable new knowledge for the academic literature in this line of research.

CSR is theorized to have a positive effect, direct or indirect, on BE, CR, and WTP, based on the academic literature. However, the findings of the present study show that the effects are different depending on the dimension of CSR evaluated. In this way, social CSR showed a direct and significant effect on BE, CR and WTP, as well as economic CSR on BE. However, the rest of the outcomes were not significant. In the case of environmental CSR, this finding is especially relevant, as this dimension has historically been the most studied and has traditionally shown positive effects on BE, CR and WTP (Kim et al., 2021; Zhang and Wang, 2022). However, the findings also demonstrated the powerful mediating effect of brand credibility, as all relationships that did not show a direct effect had an indirect effect from the mediation of the brand credibility variable. Thus, environmental CSR showed a positive indirect effect on the generation of BE, CR and WTP, as well as economic CSR on CR and WTP.

Consequently, the results obtained extol the value that consumers give to CSR actions, which are different depending on the dimension analyzed. In parallel, our findings also highlight the powerful effect of brand credibility for building BE, CR and WTP, implying that organizations must be transparent and loyal in meeting their social, economic

Table 7
Hypothesis testing. Indirect Effects.

Hypothesis	β	p value	BC Bootstrap CI95%		Results	VAF
			2.5%	97.5%		
H2: *a1xb1*	0.042[NSIG]	0.176	−0.011	0.114	Not supported	12.73% - No mediation
H4: *a1xb2*	0.054[NSIG]	0.156	−0.021	0.131	Not supported	15.10% -No mediation
H6: *a1xb3*	0.036[NSIG]	0.219	−0.007	0.116	Not supported	9.18% - No mediation
H8: *a2xb1*	0.103[SIG]	0.005	0.047	0.198	Supported	100% - Full mediation
H10: *a2xb2*	0.131[SIG]	0.002	0.064	0.233	Supported	100% - Full mediation
H12: *a2xb3*	0.089[SIG]	0.011	0.036	0.181	Supported	100% - Full mediation
H14: *a3xb1*	0.155[SIG]	0.000	0.085	0.253	Supported	100% - Full mediation
H16: *a3xb2*	0.198[SIG]	0.000	0.130	0.297	Supported	43.70% - Partial mediation
H18: *a3xb3*	0.134[SIG]	0.002	0.057	0.230	Supported	39.06% - Partial mediation

Notes: (β):Coefficient Paths; (SIG): Significative; (NSIG): Not significative.
Source: Authors.

image of an organization committed to sustainability, despite the fact that its core operations are against it. However, consumers are becoming more aware of these practices and are negatively penalizing brands (Zhou et al., 2023; Liu et al., 2024), so consumers need to believe in the brand to reward its environmentally responsible behavior.

Our third theoretical contribution allows us to explain the effect of economic CSR with BE, CR and WTP. Recent studies have explained the positive effect on the generation of BE, although they have shown a direct relationship (Kang and Namkung, 2018). Our findings partially nuance this relationship, since in our case we find that the effect is indirect through the effect of brand credibility. On the other hand, our findings on the direct and positive effect of economic CSR on CR are in line with the most recent contributions (Ijabadeniyi and Govender, 2024). Finally, a significant contribution is that which allows us to explain that economic CSR has a positive and direct effect on WTP, a relationship that has not been previously studied in the academic literature.

The fourth and final theoretical contribution is related to the powerful mediating effect of brand credibility for CSR activities to contribute to the generation of BE, CR and WTP. This mediating effect has already been previously explained in the academic literature, but it has been approached from the consumer's point of view to explain that it contributes to more responsible consumption behaviors (Sermboonsang et al., 2020; Pham et al., 2023). Our contribution is aimed at the organizations themselves, which in terms of CSR, must adopt a strategic vision, so that the brand demonstrates a real commitment to deliver on the promises to customers in terms of socially responsible behaviors.

5.2. Implications for management

Our findings have important implications for different interest groups: organizations, policymakers and consumers. First of all, for managers, strategic decision makers and CSR managers in companies, especially in the fashion industry. So, our findings should support the decisions of organizations to invest in CSR, since they have been shown to have a double impact: (a) for society, as they exert a relevant effect on the reduction of some of the negative externalities generated by economic activity; and (b) for the organization itself through the value given by consumers, both tangible and intangible, and which is impacted on their purchasing decisions.

In practice, our results support the importance of CSR being managed as a strategic dimension within the organization, such as sales, marketing, finance or human resources, among others. Given the value of brand credibility in the brand for CSR to contribute to the generation of BE, CR and WTP, organizations must be able to convey their real commitment to sustainability and CSR. At the operational level, this implies the need to carry out materiality analysis to identify stakeholders, the establishment of realistic, measurable and achievable objectives that respond to the economic, social and economic needs in the geographical area of impact of the organization, the generation of

strategic alliances, the allocation of funding for the fulfillment of the proposed objectives, as well as designing a specific communication plan that reports the periodic fulfillment of the objectives. When it comes to CSR reporting or communication, organizations should use different media and communication channels to make information accessible to different stakeholders, given the powerful effect of brand credibility. Thus, while non-financial reporting tends to be a very useful tool for institutional investors (Ali et al., 2023), social media tends to be more useful for consumers in general, as it causes word-of-mouth and amplifies the impact of actions on stakeholders (Hai Ming et al., 2022). On the other hand, given the important implications of brand credibility for consumers recognition, our results show that companies must make significant efforts to ensure that consumers perceive and recognise the value of the strategy. In this regard, it is essential to involve consumers in the development of the CSR plan and to assess their level of satisfaction with the actions taken. It is also crucial to maintain a fluid channel of communication with consumers through the organisation's various communication channels. It is important to emphasise that in order for communication to be effective and contribute to the creation of brand credibility, messages must be transparent, truthful and modest. To do this, reports on the achievement of intermediate objectives, testimonials from beneficiary organizations, relevant opinion leaders must be communicated, communication about obtaining certifications, labeling or even enabling suggestion boxes to receive consumer opinions (Oueslati et al., 2023).

In addition, our findings are relevant to policymakers and consumers themselves. The former could use our results to strengthen companies that are committed to social, economic and environmental challenges that are helping to mitigate the impact of their operations through CSR. In this way, they should give greater value in public procurement processes to socially responsible companies, thus contributing to the improvement of competitiveness and the expansion of this type of organizational behavior. The design of tax incentive plans for those companies that are efficient in CSR investments could also be relevant, as well as the development of communication strategies (for example, forums, events and public certifications) that praise socially responsible commitment. The second, consumers, could use our information to (a) improve their consumption patterns, oriented towards more sustainable behavior, and (b) contribute, through their purchasing decisions, to reward those organizations that show a real commitment to the main social challenges.

5.3. Limitations and future research agenda

Our findings, despite contributing to the generation of new knowledge, have some limitations that should be recognized. First, this research is preliminary, as it is unique in the academic literature, so its findings should not be considered definitive nor should they be replicated to other sectors, so in future research scholars are encouraged to plan similar hypotheses to contribute to the debate of the effect of each

of the CSR dimensions. Similarly, BE and CR were considered one-dimensional constructs. Just as our findings showed different effects for each CSR dimension, we encourage researchers to evaluate the relationships between the CSR dimensions and the BE and CR dimensions in the future. In this regard, the academic literature has already evaluated WTP in a quantitative dimension, establishing exactly the premium price that consumers would be willing to pay. Therefore, we propose that in future research researchers can assess what price consumers would be willing to pay for the value they place on each of the CSR dimensions.

CRediT authorship contribution statement

Francisco Jesús Gálvez-Sánchez: Writing – review & editing, Writing – original draft, Visualization, Validation, Supervision, Software, Resources, Project administration, Methodology, Investigation, Formal analysis, Data curation, Conceptualization. **Aida Molina-Prados:** Writing – review & editing, Writing – original draft, Visualization, Validation, Supervision, Software, Resources, Project administration,

Methodology, Investigation, Formal analysis, Data curation, Conceptualization. **Valentín Molina-Moreno:** Writing – review & editing, Writing – original draft, Visualization, Validation, Supervision, Software, Resources, Project administration, Methodology, Investigation, Formal analysis, Data curation, Conceptualization. **Salvador Moral-Cuadra:** Writing – review & editing, Writing – original draft, Visualization, Validation, Supervision, Software, Resources, Project administration, Methodology, Investigation, Formal analysis, Data curation, Conceptualization.

Declaration of competing interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Data availability

Data will be made available on request.

Appendix I. Scale of measurement

Social CSR	Sponsors society-related activities (e.g., cultural, educational, public health, etc.). (SCSR01)
	It improves the quality of life in the local communities where it operates. (SCSR02)
	It respects an ethical code of behavior with its customers and employees. (SCSR03)
	Make financial donations to social causes. (SCSR04)
	It takes social aspects into account when seeking to improve management. (SCSR05)
Environmental CSR	Sponsor eco-friendly activities. (ENCSR01)
	It offers an environmentally friendly product. (ENCSR02)
	It reports on its environmental actions periodically. (EnCSR03)
	Protect the environment (e.g., carry out activities to reduce pollution or recycle your waste properly). (ENCSR04)
	It carries out activities that reduce its carbon footprint and water footprint. (ENCSR05)
	It takes environmental issues into account when engaging in its activities. (ENCSR06)
Economic CSR	Create paid jobs. (EcCSR01)
	He does his best to be more productive. (EcCSR02)
	Improve the quality of your products. (EcCSR03)
	It maintains a competitive pricing policy. (EcCSR04)
	It takes into account the economic aspects when trying to improve management. (EcCSR05)
Brand Equity	It makes sense to choose this brand over another, even though they are similar. (BE01)
	Although there is another brand with the same characteristics, I prefer Mango. (BE02)
	If there is another fashion brand as good as Mango, I still prefer Mango. (BE03)
	If there is another brand, not different from this one, it seems smarter to me to choose Mango. (BE04)
Corporate Reputation	Mango is a company that I have a good knowledge of. (Rep01)
	Mango is a company that I admire and respect. (Rep02)
	Mango has a good overall reputation. (Rep03)
Willingness to pay	It is reasonably priced in relation to its quality. (WTP01)
	It has an adequate price in relation to its quality. (WTP02)
	It's a good product for the price. (WTP03)
	I would be willing to pay more for a sustainable product. (WTP04)
Credibility	Mango delivers what it promises. (Credi01)
	The claims about the products Mango sells are credible. (Credi02)

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