WOO, HONGJOO, M.S. Do Consumers Want a "Good" Apparel Brand? The Effects of Apparel Brands' Corporate Social Responsibility (CSR) Practices on Brand Equity Moderated by Culture. (2013)
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Do consumers want a 'good' apparel brand? Although Corporate Social Responsibility (CSR) is a crucial issue for the apparel industry, a lack of study showed how consumer perceptions of CSR affect brand equity, compared to apparel product attributes cross-culturally. This study aimed to unveil the effects of CSR and apparel product attributes on apparel brands' brand equity among U.S. and Korean consumers.

Total 447 survey questionnaires were collected from U.S. and Korean college students. The results found that both intrinsic and extrinsic apparel product attributes enhance brand equity, supporting *H1*. As only product responsibility, economics, and environment-related CSR dimensions significantly enhance brand equity, *H2* was partially supported. There was no moderating effect of culture thereby H3 was rejected. However, additional analyses revealed that U.S. consumers more positively evaluate CSR and are more affected by CSR in improving brand equity than Korean consumers.

In conclusion, in enhancing brand equity, consumers wanted a "good" apparel brand that is responsible for product, economics, and environments-related CSR, along with intrinsic and extrinsic apparel product attributes. And U.S. consumers more wanted responsible apparel brands than Korean consumers. The findings of this study give useful information of "what product attributes brands need to focus on," "what CSR dimensions they need to focus on," and "what they need to do for consumers across countries."

DO CONSUMERS WANT A "GOOD" APPAREL BRAND? THE EFFECTS OF

APPAREL BRANDS' CORPORATE SOCIAL RESPONSIBILITY (CSR)

PRACTICES ON BRAND EQUITY MODERATED BY CULTURE

by

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APPROVAL PAGE

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CHAPTER I

INTRODUCTION

In this chapter, the background of the study is explained, as are the major concepts the study is based on: Corporate Social Responsibility (CSR), the apparel industry, brand equity, and cultural differences. By reviewing these concepts, three research gaps are identified. The three major purposes of this study, therefore, address these research gaps. Also, the significance of the study from academic and practical perspectives is discussed, followed by the definitions of key terminologies and the organization of the study.

Background

In 1996, the 'Kathy Lee sweatshop scandal' shook up the United States by disclosing the miserable working conditions of Central American young women who worked for U.S. apparel companies. Behind the fabulous side of the fashion industry, the young female workers, many under 16 years of age, were working on sewing machines throughout the night, being paid 13¢ per item, foregoing school, and staying in packed dorm rooms (NBC Dateline, 1996). With this as a turning point, activist consumer groups started boycotts and anti-sweatshop campaigns against apparel firms, and in support of this movement the U.S. government formed government-industry coalitions such as the White House Apparel Industry Partnership (Park-Poaps, 2010). On the academic side, numerous research works have been published on the subjects of fair trade, sweatshops,

and other social issues in the apparel industry (e.g., Esbenshade, 2004; Laudal, 2010; Littrell & Dickson, 1998; Shaw et al., 2006).

However, over a decade later it is still unclear how much consumers' perceptions of the social issues related to the apparel industry have improved and if/how these perceptions impact apparel brand marketing. As the largest stakeholder group, consumers' claims and interests need to be significantly considered in a company's business practices (Ramasamy & Yeung, 2009). Therefore, researchers have put much effort into unveiling consumers' perceptions of CSR, as well as the involvement of apparel industry firms in CSR. However, very little is still known about how consumers actually think about the social responsibility of apparel brands. Do consumers actually want a 'good' apparel brand? Consumers seem to be more interested in the design or quality of apparel products, rather than in where they were made and how they were produced (Iwanow, McEachern, & Jeffrey, 2005). Because of this gap, it is also unclear what the benefits of CSR are for companies and why and how apparel brands need to be concerned about their CSR practices. Therefore, to address the statements, "how consumers think about the social responsibility of apparel brands" and "what the benefits of CSR are for apparel brands," this study is based on the following concepts and subjects.

Corporate Social Responsibility (CSR)

In academia, the social responsibilities of industry are discussed by the concept of Corporate Social Responsibility (CSR). CSR refers to the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time (Carroll, 1979). Today, CSR has become ubiquitous both in business and academia

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(Nikolaeva & Bicho, 2011). As companies are faced with the need for meeting new economic, political, and social regulations in a global society, they are increasingly adopting CSR to better compete in global markets (Stohl, 2001; Tang & Li, 2009). The CSR practices adopted by companies encompass various dimensions, such as human rights and labor-relations, social, environmental, economic, and product responsibility issues (GRI Guideline, 2011). Most well-known global companies are publishing CSR reports and operating CSR websites to meet the requests of public pressure (Park-Poaps, 2010).

Apparel Industry and CSR

In particular, the apparel industry has been the focus of public and media attention regarding CSR issues (Park-Poaps, 2010). Because of its labor-intensive characteristics and buyer-driven structure in the supply chain (Laudal, 2010), the apparel industry has been the target of public criticism regarding labor, human rights, economics, and other social issues. Researchers in the textiles and apparel discipline have also pointed out the importance of CSR issues in the apparel industry (e.g., Dickson & Eckman, 2006).

Brand Equity

Brand equity means "the differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller, 1993, p. 1). In other words, brand equity is a set of characteristic brand assets and liabilities creating competitive values for customers (Aaker, 1992). Customers' positive perceptions of various product-related (e.g., quality, color, and size) and non-product-related (e.g., price, user image, and package) attributes of the brand impact the formation of high brand equity by enhancing brand

awareness, perceived quality, and brand loyalty (Keller, 1993). Consequently, high brand equity provides customers a reason to buy and allows them to more positively react to the marketing treatments of that brand over alternatives (Aaker, 1992).

Cultural Differences

Research examining consumer perceptions about CSR practices needs to examine various cultural groups of consumers as the apparel industry is encompassing and targeting different groups on a global scale (Baughn, Bodie, & McIntosh, 2007). Because CSR reflects the expectations of society (Carroll, 1979), the cultural backgrounds of society members shape society's expectations of corporate social conduct (Katz, Swanson, & Nelson, 2001; Ramasamy & Yeung, 2009). Previous CSR studies have found that CSR adoptions and practices vary across countries (e.g., Matten & Moon, 2008; Williams & Zinkin, 2008; Welford, 2004, 2005). For example, consumers in individualistic cultures are more willing to punish socially irresponsible practices by corporations than are consumers in collectivistic cultures (Williams & Zinkin, 2008). Among cultural variation indicators, Hofstede's five national culture dimensions, Power Distance, Individualism/Collectivism, Masculinity/Femininity, Uncertainty Avoidance, and Long-term/Short-term Orientation, have been adopted in several studies that examined the different CSR perceptions of consumers and managers across cultures (e.g., Waldman, Luque, Washburn, & House, 2006; Williams & Zinkin, 2008).

Problems

So, how do consumers think about the social responsibility of apparel brands, and why are these perceptions important for apparel brands? Based on the discussed concepts above, the following three research problems are revealed.

1. A lack of information exists regarding consumers' perceptions of apparel brands' CSR practices, as compared to other apparel product attributes.

First, although CSR is debated as particularly important in the apparel business, previous apparel studies have not addressed consumer perceptions of apparel brands' CSR practices thoroughly. The previous studies have been limited to examining managerial adoptions of CSR in the apparel business (e.g., Abreu, Castro, Soares, & Filho, 2012; Dargusch & Ward, 2010) and exploratory studies on specific consumer groups' perceptions of CSR (e.g., Gupta & Hodges, 2012). Moreover, CSR definitions and the boundaries of CSR concepts have been inconsistent (e.g., Gam, 2011; Iwanow et al., 2005; Shen, Wang, Lo, & Shum, 2012). As companies' CSR practices influence consumers' purchase intentions (Mohr & Webb, 2005), research is needed on how much consumer perceptions of apparel brands' CSR practices are important in their decision making, particularly in comparison to other apparel product attributes.

2. A lack of empirical evidence exists regarding the benefits of CSR for brands, such as its effect on enhancing brand equity. Specifically, research has not examined which specific dimensions of CSR more or less affect brand equity compared to other dimensions.

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Second, how do consumer perceptions of CSR practices impact apparel brands? Despite the social demands for CSR among apparel brands, studies have not clearly examined the benefits of CSR for brands (Nikolaeva & Bicho, 2011). Previous studies have stated that consumer perceptions of apparel brands' CSR practices, along with other apparel product attributes (e.g., quality, price, and design), can be a part of brand asset. And, brand asset enhances brand equity by creating competitive brand awareness and good brand image when it is positively evaluated by consumers (Hoeffler & Keller, 2002). Many studies have supported that CSR practices performed by companies play a positive role in enhancing brand equity (e.g., Hoeffler & Keller, 2002; Lai, Chiu, Yang, & Pai, 2010; Torres, Bijmolt, Tribó, & Verhoef, 2012). However, only limited study has empirically examined the relationship between apparel brands' CSR and brand equity. Specifically, although CSR encompasses broad dimensions of various issues, such as environmental, economic, and labor issues (GRI Guideline, 2011), research has not examined which CSR dimensions are more or less important in enhancing brand equity for apparel consumers. To encourage apparel brands to be more voluntarily involved in CSR, it is necessary to determine the benefits of CSR for brands, specifically for enhancing brand equity, and to determine which dimensions of CSR practices will be especially useful to attract consumers.

   3. A gap exists in research examining the moderating effect of culture on brand
      equity due to apparel brands' CSR practices.

Lastly, regarding consumer perceptions of the effects of apparel brands' CSR practices on brand equity, cultural differences can be a moderator. As CSR is a proxy of a

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society's values and expectations at a given time (Carroll, 1979), expected CSR will be significantly different across cultures. Previous studies have found that consumers' cultural values influence how much they are interested in CSR issues (e.g., Chapple & Moon, 2005; Williams & Zinkin, 2008), and this is especially important for apparel businesses since apparel brands target global consumers and the apparel industry encompasses various cultural groups of stakeholders (Baughn et al., 2007), such as suppliers in developing Asia and buyers in Europe (Laudal, 2010). However, no study has examined the moderating role of culture on the relationship between each CSR dimension and brand equity. Therefore, this issue is also found as a research gap to examine in this study.

Purpose of the Study

To fill the research gaps revealed above, this study has three major research questions:

> *1. Compared to other apparel product attributes, what is the effect of consumer perceptions of CSR on brand equity?*

First, this study aims to determine how much consumers perceive the CSR practices performed by apparel brands and to examine the effect of these perceptions on brand equity compared to the effects of other apparel product attributes, such as quality, price, brand name, etc. In other words, this study purposes to unveil whether CSR practices are beneficial for a brand (i.e., enhance brand equity) and, if they are, how effective they are in increasing brand equity compared to other apparel product attributes.

2. What dimensions of CSR practices are more or less effective in enhancing

   brand equity?

For the next, this study aims to examine the comparable effects of each dimension of CSR practices (i.e., environmental, human rights, labor, product responsibility, social, and economic) in enhancing brand equity (GRI Guideline, 2011).

3. Do cultural differences moderate the effects of apparel brands' CSR practices

   on brand equity?

Lastly, this study aims to examine the role of cultural differences as moderators on the effects of CSR practices on brand equity. Based on Hofstede's cultural dimensions, this study will test if the effect of CSR practices on brand equity is different between U.S. and Korean consumers. The United States and South Korea represent the opposite sides of Hofstede's cultural values in terms of Individualism/Collectivism and Long-term/Short-term Orientation indicators, the indicators that this study particularly focuses on (e.g., Ramasamy & Yeung, 2009; Waldman et al., 2006; Williams & Zinkin, 2008). In this context, this study expects that these dissimilar cultural values influence consumers to perceive the dimensions of CSR practices differently; thus, cultural differences will moderate the effects of CSR practices on brand equity.

In conclusion, the purposes of this study are to examine the effects of apparel product attributes and each dimensional CSR practice on brand equity and to discover whether each CSR dimension's influence on brand equity is moderated by culture.

Significance of the Study

This study will make significant contributions to research and practical perspectives. Regarding the research perspective, this study will empirically close the serious research gap of how consumer perceptions of apparel brands' CSR practices influence brand equity. Although many researchers from apparel and other disciplines have agreed that CSR issues are important in the apparel industry, previous studies have not disclosed consumer evaluations of an apparel brand's CSR activities and the relationship of those evaluations to brand equity, nor have CSR activities been compared with other apparel product attributes. The results of this study will show how CSR is more or less important than other apparel product attributes in creating value of the brand in consumers' minds. Doing so will close substantial research gaps in the apparel discipline.

Second, until now, only limited studies have examined the effects of each CSR dimension on apparel brands' brand equity. The results of this study, however, will add academic evidence of whether and what kinds of CSR practices strengthen or weaken the brand equity of apparel brands.

Third, by examining the moderating effect of cultural differences on the relationship between CSR and brand equity, the results of this study will show which dimensional CSR practices are effective in enhancing brand equity in each culture. As there is a serious lack of information about the role of culture regarding consumer perceptions of apparel brands' CSR and its effect on brand equity, this study will make a strong academic contribution in the study of global consumer behaviors and global

apparel branding.

Practically, the results of this study will substantially contribute to apparel brands'
understanding of the effects of their CSR related activities. Based on the results of this
study, apparel brand managers will be able to determine how their current or potential
CSR activities affect their customers' perceptions of their brands. If the results reveal that
CSR practices enhance brand equity, this study will provide substantial motivation for
apparel brands to more actively participate in CSR practices. In addition, by examining
the effect of each CSR dimension on brand equity, apparel brand managers will know
what kinds of CSR programs (e.g., environmental campaign versus employee welfare
program) will be more or less effective to enhance consumer-based brand equity for a
specific consumer group or target market. Moreover, because most global apparel brands
are encompassing stakeholders and targeted consumers across countries, the results of the
moderating effect of cultural differences in CSR perceptions in this study will be useful
for the brands to understand the different interests of consumer segments across cultures.
For example, if protecting individual employees' rights in the apparel business is found to
be important for U.S. consumers in an individualistic culture, a human rights CSR
program, such as a non-discrimination employment campaign, will be an effective
marketing program to enhance brand equity. Therefore, the results of this study will be
significant both academically and practically, not only for the apparel academia, but also
for global apparel businesses.

Definitions of Key Terms

Corporate Social Responsibility (CSR) is the overarching term that "encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time" (Carroll, 1979, p. 500). Laudal (2010) defined CSR as "companies' integrated engagements in social and environmental concerns in their business operations, thereby improving human well-being and fulfilling requirements in international CSR standards" (p. 64).

Dimensions of CSR have been suggested by previous studies to encompass and categorize the various areas that are related to Corporate Social Responsibility. Global Reporting Initiative (GRI) guidelines proposed six dimensions of CSR for corporations to be involved in and to use in reporting CSR activities: environmental, human rights, labor, product responsibility, social, and economic (GRI Guideline, 2011).

Apparel product attributes are the descriptive traits that characterize an apparel product and that are judged by consumers at the time of purchase (Abraham-Murali & Littrell, 1995). The apparel product attributes that are most frequently studied in the literature include well-known brand, comfort, price, fit, durability, latest fashion, quality, and country of origin (Jin & Kang, 2010).

Brand equity is "the differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller, 1993, p. 1). Aaker (1992) defined brand equity as a set of brand assets and liabilities that create competitive values for customers and firms and consist of brand awareness, brand image, brand loyalty, etc.

Hofstede's national culture dimensions are the five dimensions of cultural values that induce variations in the personal values, beliefs, preferences, and behaviors of individuals or organizations across countries (Hofstede, 2001). The five dimensions are Power Distance, Individualism/Collectivism, Masculinity/Femininity, Uncertainty Avoidance, and Long-term versus Short-term Orientation. The dimensions are measured on index scales from 0 to 100 for each country (Hofstede, 2001).

Organization of the Study

This study consists of five chapters. Chapter One raises the issue of CSR in the apparel industry and introduces major concepts regarding the subject. Based on this discussion, the research problems are built and the purpose of the study, the significance of the study, and the definitions of key terminologies are stated. In Chapter Two, substantial literature will be reviewed to develop the research framework. Previous studies related to Corporate Social Responsibility (CSR), the apparel industry, apparel product attributes, brand equity, and cultural differences will be discussed. Based on the literature review, the conceptual framework of this study will be proposed. Under this framework, specific hypotheses will be developed to examine each relationship between the major concepts in the proposed framework. Chapter Three will explain the research methodology for this study. With the data collection methods, including sampling and procedures, the development of the survey instrument will be explained. Chapter Four will provide the findings of study, and Chapter Five will discuss the findings and suggest the theoretical and managerial implications that are revealed through the study. Limitations and suggestions for future research will also be provided.

CHAPTER II

LITERATURE REVIEW

In this chapter, the literature related to the major concepts of this study is reviewed. First, regarding Corporate Social Responsibility (CSR), the definition and dimensions of CSR are explained with emphasis on the importance of CSR in the apparel industry. Second, previous studies about apparel product attributes are reviewed. Third, the definition, structure, and antecedents of brand equity are explained. Last, regarding cultural differences, Hofstede's cultural dimensions and the relationship of CSR and culture are explored. Based on the literature review and the three research questions, the conceptual model of the study is proposed. To examine the questions and the model, specific hypotheses are developed.

Corporate Social Responsibility (CSR)

First, the definition and the dimensions of Corporate Social Responsibility (CSR) are explained based on the literature. In addition, the relationship and importance of CSR in the apparel industry are discussed, along with a review of previous studies related to CSR in the apparel discipline.

Definition of CSR

A variety of definitions of Corporate Social Responsibility (CSR) exist, although a vast and growing body of literature has tried to clarify the CSR concept (Matten & Moon, 2008). CSR began as a philosophical debate on whether "business corporations

have an obligation to work for social betterment" (Frederick, 2006, p. 37; Woo & Jin, 2012). Bowen (1953) is acknowledged as the first scholar to have written a manuscript todiscuss the topic of corporate responsibilities (Carroll, 1979; Maignan, 2001; Wartick & Cochran, 1985). Bowen (1953) argued that business has the obligation to "pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society" (p. 6). This seminal contribution offered the starting point of an abundant discussion about the CSR concept (Maignan, 2001), even though the definition has become more and more problematic as various business cases for CSR have been made (Chapple & Moon, 2005; McWilliams & Siegal, 2001).

Today, Carroll's (1979) definition of CSR is the one most widely adopted by researchers (Crane & Matten, 2004; Maignan, 2001; Ramasamy & Yeung, 2009). Carroll (1979) defined the social responsibility of business as that which "encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time" (p. 500). This definition aimed to encompass the various dimensions of responsibilities, from economic to discretionary, that society expects businesses to assume (Carroll, 1979). In addition, Davis and Blomstrom (1975) broadly conceptualized CSR as "the managerial obligation to take action to protect and improve both the welfare of society as a whole and the interest of organizations" (p. 6). More currently, the World Business Council for Sustainable Development (WBCSD) summarized CSR as "the commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce as well as of

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the local community and society at large" (WBCSD, 1999, p. 3). Similarly, the European Commission acknowledges a widely held definition, "a concept whereby companies integrate social and environmental concerns into their business operations and with their interaction with their stakeholders on a voluntary basis" (European Commission, 2001; Williams & Zinkin, 2008, p. 211).

Considering all the various definitions, CSR can be defined as the social involvement, responsiveness, and accountability of companies apart from their core profit activities and beyond the requirements of the law and what is otherwise required by government (Chapple & Moon, 2005). At the core of CSR, then, is the idea that it reflects the social imperatives and the social consequences of business activities (Matten & Moon, 2008). Therefore, social responsibilities of corporations are often discussed with the concepts of corporate citizenship, which emphasizes corporations' social roles, and sustainable development, which considers the long-term effects of industrial activities (Tang & Li, 2009; Woo & Jin, 2012). Moreover, CSR consists of communicated policies and practices of corporations that reflect business responsibility for some of the wider societal good (Matten & Moon, 2008). As Carroll (1979) mentioned that CSR is derived from the expectations that society has of organizations, corporations' CSR practices center on communicating their good will with society and stakeholders. In the strategic perspective of CSR, companies or brands assume philanthropic responsibilities bearing in mind benefits to their brands; that is, CSR activities are designed in such a way as to create goodwill and improve corporate image (Keller, 1993, 2008; Olsen & Peretz, 2011). CSR is currently being identified by various viewpoints, such as by its underlying

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strategic purpose (e.g., legitimacy, responsibility for social externality, competitive advantage), by its drivers (e.g., market, social regulation, soft government regulation), and by its manifestations (e.g., Carroll's economic, legal, ethical, and discretionary categories) (Chapple & Moon, 2005). In sum, CSR is companies' integrated engagements in social concerns in their business operations, thereby improving human well-being and fulfilling requirements of international CSR standards (Laudal, 2010, p. 64).

Dimensions of CSR Practices

As the definition of Corporate Social Responsibility (CSR) is broad and varied, CSR practices may include broad dimensions of issues related to society. For this reason, to encompass a wide variety of areas related to business practices, efforts have been made to conceptualize the categorical dimensions of CSR activities. Beginning with the oldest theoretical framework of CSR dimensions, Carroll (1979) suggested that business has to fulfill the four main dimensions of CSR: economic, legal, ethical, and discretionary responsibilities (Maignan, 2001). First, as the basic economic unit in our society, business has a responsibility to produce goods and services that society wants and to sell them at a profit. In addition, society expects business to fulfill its economic responsibility within the framework of legal requirements; this is the second category, the legal responsibility of corporations. Although the first two categories embody economic and legal demands, there are additional activities that are not necessarily codified into law but nevertheless are expected of business by society's members, such as anti-corruption. The third category, therefore, is described as the ethical responsibility of corporations. The fourth category, discretionary responsibility, goes further than the third. This responsibility is

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purely voluntary, and the decision to assume it is guided only by a business's desire to

engage in social roles not mandated or required by law, and not even generally expected

of business in an ethical sense. A donation for health care in the local community is an

example of discretionary responsibility. Carroll (1979) explained that these four

categories are not mutually exclusive, but they describe the history of business with an

early emphasis on the economic and legal aspects, and then later concerns for the ethical

and discretionary aspects.

As another theoretical classification, Garriga and Melé (2004) categorized the

dimensions of CSR practices into four territories based on an extensive literature review

of the existing theories. The authors hypothesized that existing theories commonly

discussed in CSR literature fall into one of four categories, and they found their

hypotheses were supported as the combinations of theories were broadly divided into four

territories: instrumental/wealth, political/social, integrative, and ethical (Garriga & Melé,

2004; Williams & Zinkin, 2008). The instrumental/wealth category included theories that

focus on achieving economic objectives through social activities, similar to Carroll's

economic responsibility. Theories in the political/social category focused on a responsible

use of business power in the political arena, including corporate constitutionalism and the

concept of corporate citizenship. Theories in the integrative category focused on the

integration of social demands to business practices; managing stakeholder benefits and

meeting legal requirements fall into this category. Lastly, theories in the ethical category

focused on the right thing to achieve a good society; concepts of universal human rights,

sustainable development, and the common good were encompassed in this category.

As a more practical classification of CSR, the Global Reporting Initiative (GRI) offers a framework consisting of the six categories of CSR practices accepted by global companies in their CSR reporting: human rights, labor, social, environmental, economic, and product responsibility (Bouten, Everaert, Liedekerke, Moor, & Christiaens, 2011; Farneti & Guthrie, 2009). GRI is a non-profit organization rooted in Germany that provides a sustainability reporting service for global companies. It also published a dimensional framework endorsed by the UN World Summit on Sustainable Development in 2002 and by some of the European governments, including Norway, the Netherlands, Sweden, and Germany (GRI Official Website). This framework provides guidance on specific dimensional categories of CSR issues and is intended to be globally applicable to any organization that wishes to prepare sustainability reports (Nikolaeva & Bicho, 2011; Reynolds & Yuthas, 2008). The name of each category literally describes the contents of that category, and the categories based on the latest version of the GRI Sustainability Reporting Guidelines, version 3.1, (2011) are summarized in Table 1. The human rights category deals with the general issues of non-discrimination, freedom of association and collective bargaining, child labor, and forced or compulsory labor in workplaces. The labor category covers more specific issues related to employees' welfare (i.e., health and safety, education and training, and diversity and equal opportunity in hiring). The social category deals with issues related to the business' investments in local community welfare, screening business corruptions, and involvement in public policy. Issues in the environmental category include the use of natural materials/water/energy, chemical emissions, and wastes manifested by manufacturing practices of companies. Product

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responsibility issues refer to customer health and safety, ethical product labeling, and customer care and satisfaction. The economic category incorporates issues related to offering information of business profits, costs, and market presence to the public, as well as considering indirect impacts of companies' marketing programs.

Compared with other classifications, the GRI guideline covers additional dimensions that had not been touched on by other studies but that are currently being emphasized, such as environmental issues and human rights issues. Table 2 presents a comparison of the three studies previously discussed. In the studies referenced, economic, legal, social, and ethical dimensions were more commonly included than dimensions such as environmental and labor. While Carroll (1979) and Garriga and Melé (2004) covered primarily those four dimensions of CSR practices, the GRI guideline incorporates a wider scope of issues related to CSR, including environmental and labor. Therefore, the GRI framework is preferred by many global companies as it provides a structured, categorized guideline that includes a wide view of CSR areas while reducing the uncertainty of broadness (Bouten et al., 2011; Nikolaeva & Bicho, 2011). In 2012, 1,390 global companies reported CSR through GRI's sustainability reporting service and 3,051 companies did so in 2011 (Global Reporting Initiative (GRI), 2012). GRI is the world's most widely used voluntary CSR reporting framework today (Manetti & Becatti, 2009; Nikolaeva & Bicho, 2011; Reynolds & Yuthas, 2008; Willis, 2003).

Table 1

The GRI Dimensions of CSR

Dimensions	*Human Rights (HR)*	*Labor (LA)*	*Social (SO)*	*Environmental (EN)*	*Product Responsibility (PR)*	*Economic (EC)*
Major exemplary issues	• Non-discrimination • Freedom of association and collective bargaining • Child labor • Forced and compulsory labor • Security practices • Indigenous rights	• Employment • Labor and management relations • Employee health and safety • Training and education • Diversity and equal opportunity • Equality for gender	• Local community welfare • Corruption management • Public policy • Anti-competitive behavior • Compliance of social regulations	• Material uses • Energy use • Water use • Biodiversity • Emissions, effluents, and wastes • Environmental-friendly products and services • Emissions from transportation	• Customer health and safety • Honest product labeling • Considerable marketing communication • Customer privacy • Compliance of regulations	• Economic performance • Transparency in the information of market presence, costs, and profits • Indirect economic impacts

Source: Woo & Jin (2012), p. 10

Table 2

Dimensions of CSR from the Previous Studies

Study \ Dimension	Economic	Legal	Social	Ethical	Environmental	Labor	Others[1]
Carroll (1979)	X	X	X	X			
Economic	X						
Legal		X					
Ethical				X			
Discretionary			X				
Garriga & Melé (2004)	X	X	X	X			
Instrumental/Wealth	X						
Political/Social		X	X				
Integrative		X	X				
Ethical				X			
GRI Guideline	X	X	X	X	X	X	X
Environmental					X		
Human Rights		X		X			X
Labor		X				X	
Product Responsibility		X		X			X
Social			X	X			
Economic	X						

Source: Developed by the author based on the described studies.

Note. X is marked when the study mentions each dimension. If the category is related to several issues, multiple Xs are marked.

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[1] Others (e.g., Human rights and product responsibility issues).

CSR and the Apparel Industry

   Importance of CSR in the Apparel Industry. The importance of CSR in the apparel

industry is heavily discussed in Laudal's (2010) and Perry and Towers' (2009) studies.

Laudal (2010) explained well the internal characteristics of the issues of CSR related to

the international clothing business and argued that the clothing business has a high

potential for positive influence through CSR practices as it has the business features

triggering the risk factors linked to CSR issues.

> International clothing business is well suited for a CSR study as it is one of the
> most global industries in the world, with closely coordinated production and
> distribution lines spread out in regions with great variations in government
> regulation, employment and environmental protection, and wage levels. Thus,
> clothing companies must handle a multitude of legal and moral standards
> (Laudal, 2010, p. 63).

   Laudal (2010) identified the six features of the apparel industry commonly

demonstrated in literature that cause CSR issues to be related to business practices: labor-

intensive production system, global sourcing, buyer-driven market, agile sourcing system,

low transparency, and communication barriers. These features and the related CSR

categories are summarized in Table 3. As Table 3 shows, the first and foremost feature of

the apparel industry is its labor-intensive production system using traditional

manufacturing instruments. Although the manufacturing system has developed

technologically, because of the need for sophistication in apparel products, apparel

production still substantially depends on the labor of the human workforce, so it has a

high risk to provoke labor issues. In addition, traditional manufacturing technologies such

as dying and the treatment of textures are seriously related to environmental issues.

Secondly, to minimize production costs, most global apparel firms are sourcing globally to employ cheap labor in developing countries. However, the workers are often paid low wages in poor working conditions that not only have risks of labor and human rights problems, but that also have need for companies' attention to the local community's welfare from a long-term perspective for economic independence. The third and fourth features, buyer-driven market structure and agile sourcing system, are related to the same factor, the bisectional structure of buyer and supplier in the apparel industry. While most buyers (i.e., global apparel brand managers or retailers) are from developed countries, the suppliers (i.e., manufacturers or producers) are concentrated in developing countries where production and labor costs are relatively cheap. Not only is the wage difference significant between buyers and suppliers, but because of the agile sourcing system's short deadline and low predictability of production order to meet fast-changing trends the in fashion business, apparel suppliers often reside in the inferior position to buyers with the requirement to agilely respond to buyers' orders. The fifth and sixth features, low transparency of business system and communication barriers between suppliers and buyers in the apparel industry, are also related to the bisectional buyer-supplier structure. As apparel products are passing through so many stages in the supply chain from manufacturing to distribution, it is difficult to provide transparency in managing and screening the working conditions and fair transactions at all stages. Also, because the business practice of each stage in the apparel supply chain may occur in a different place (e.g., product design occurs in headquarters in developed countries, whereas manufacturing occurs in developing countries), communication barriers may exist

between the parties in different stages of the supply chain. These structures have significant risk for corruption in product labeling, uncontrolled uses of natural raw materials, and illegal labor practices that negatively impact the market environment. In sum, Laudal (2010) interpreted that the root of CSR issues in the apparel industry is in the internal characteristics of the industry, and those characteristics originate from the labor-intensive production system and the need for low production costs that are inherent in the apparel industry. For this reason, he argued that it is difficult for the apparel industry to be free from various social issues, which gives it a particularly high potential to apply CSR practices (Laudal, 2010).

Table 3

Characteristics of the Apparel Industry and Related CSR Practices

Characteristics *(Laudal, 2010, p. 67)*	*Related CSR Practices* *(based on GRI Guideline, 2011)*
Labor-intensive production and traditional technology	Labor and Human rights, and Environmental issues
Global sourcing: Large differences in production costs between source region and buyer region	Labor, Human rights, and Social issues
A buyer-driven market structure	Labor, Human rights, and Social issues
Agile sourcing system: Short deadlines and low predictability in production ordering	Labor and Human rights issues
Low transparency in supply chain	Product responsibility, Environmental, and Economic issues
Communication barriers between buyers and suppliers	Labor issues

Source: Developed by the author based on Laudal (2010).

A study by Perry and Towers (2009) also supported the importance of CSR issues in the apparel industry as they discussed, similar to Laudal (2010), that the two major factors that cause social issues in the apparel sector are 1) the lack of transparency in the global supply chain and 2) the trading relationships in a global sourcing system. First, as the fashion apparel industry has an inflexible and uncooperative supply chain with multiple stages (Barnes & Lea-Greenwood, 2006; Perry & Towers, 2009), the lack of visibility within this supply chain increases the risk of supplier non-compliance behaviors toward regulations and standards (Perry & Towers, 2009). Second, the fashion apparel industry has long been known for its divided trading relationships of buyers-suppliers (Jones, 2006; Perry & Towers, 2009) as most apparel buyers from developed countries are employing global sourcing strategies to take advantage of lower production costs from suppliers (Ettlie & Sethuraman, 2002; Perry & Towers, 2009). However, globalization has resulted in business being conducted in the countries with little oversight in terms of corruption, discrimination, and human rights violations (Perry & Towers, 2009; Porritt, 2005). To meet buyers' orders in time, screening for social problems is often a low priority in many factories in the third world. Perry & Towers' (2009) study analyzed these characteristics of the fashion apparel industry as the drivers of CSR programs in the sector and posited the potential of CSR programs citing Mintel's (2008) survey of UK women, which revealed that 43% of female consumers worry about cheap clothes made in sweatshops.

Along with Laudal's (2010) and Perry and Towers' (2009) studies, clothing and textiles academics added their efforts to develop CSR subjects in the apparel industry

research. In Dickson and Eckman's (2006) survey, 73.6% of the responding scholars in the apparel and textile fields agreed that CSR is ideally very important for the apparel industry. The researchers pointed out that the definition of CSR in the apparel sector is still broad and unclear and they identified the meaning of a socially responsible apparel and textile business in terms of its orientation, philosophy, and outcomes from the survey as follows:

> Socially responsible apparel and textile business involves,
> • An orientation encompassing the environments, its people, apparel/textile products, and the impact that production, marketing, and consumption of these products has on multiple stakeholders and the environment.
> • A philosophy that balances ethics/morality with profitability, which is achieved through accountability-based business decisions and strategies.
> • A desire for outcomes that positively affect, or do very little harm to, the world and its people (Dickson & Eckman, 2006, p. 188).

The trend of CSR reporting adoption by well-known global apparel companies has supported the importance of CSR in the apparel sector. As of 2012, 14 global apparel companies were adopting the GRI's dimensional guideline for CSR reporting, including Nike (United States) and Puma (Germany) (Global Reporting Initiative, 2012), and in 2011, 33 companies reported, including Mango (Spain) and Central Textiles Group (China) (Global Reporting Initiative, 2012). Some of the well-known global companies that individually applied the GRI guideline to their corporate reports were H&M (H&M Sustainability Report, 2011) and Gap Inc. (Gap Social Responsibility Report, 2010). To summarize, previous studies in the apparel discipline and global apparel brands' active involvement in CSR reporting are substantially supporting the importance of CSR in the apparel industry.

CSR in Previous Apparel Studies. Because of its importance, as stated above, many studies in the apparel discipline have discussed CSR related issues. These studies can be divided into two groups: studies in the company context and studies in the consumer context. From the company context, Dickson and Eckman (2008) studied the effects of voluntary public reporting of apparel firms' CSR in response to the media's discussion of the growing public demand for CSR of apparel firms. Regarding apparel firms' current CSR activities, Dargusch and Ward (2010) studied outdoor apparel manufacturers' integration of CSR activities in their supply chain management, and Abreu et al. (2012) examined the adoption of CSR practices between Brazilian and Chinese textile firms. The above studies, however, are largely limited to investigating managerial perceptions of how much their companies are involved in CSR practices; company actions were not examined from the consumer perspective, which is important to estimate the importance of CSR in enhancing brand equity.

Only one study was conducted from the consumer context, a study by Gupta and Hodges (2012). These researchers explored Indian consumers' perceptions regarding CSR issues in the apparel industry based on in-depth interviews. The study found that Indian consumers believe that CSR is important for apparel retailers, but they are not willing to pay more or compromise quality for the sake of social responsibility. This study attempted to discover consumer evaluations of apparel business' CSR practices and their effect on purchases, but it was an exploratory study that focused on the Indian consumer context.

Though not focused on CSR per se, a couple of quantitative studies have examined the CSR related concepts of ethical marketing, ethical fashion, and eco-friendly clothing. Iwanow et al. (2005) studied consumers' perceptions and purchase decisions regarding Gap's apparel products that were made while meeting the corporate code of ethics, a part of the company's CSR programs. The study revealed that consumers showed a high level of awareness about ethical consumption issues, but the effect of ethical concerns was lower than the effect of other product attributes, such as price, quality, and style, on their purchase decisions (Iwanow et al., 2005). From the Chinese perspective, Shen et al. (2012) found that Chinese consumers' concerns, knowledge, and beliefs about ethical fashion issues influence their support for ethical fashion products (i.e., willingness to pay a premium for ethical fashions). Additionally, regarding consumers' purchase intentions of eco-friendly clothing, Gam (2011) found that several independent variables (i.e., fashion consciousness, shopping orientation, environmental concern, and eco-friendly behavior) are related. Dickson (2000) found that consumers' product-specific attitudes were related to their purchase intentions of apparel products from socially responsible businesses, but it did not disclose consumer perceptions about specific CSR dimensions related to the apparel business. Therefore, when considering the importance of CSR in the apparel sector, a serious research gap exists in the study of consumer evaluations of apparel brands' CSR practices and, furthermore, the effect of CSR practices on consumer perceptions toward the apparel brand. Due to an unclear definition of CSR, the previous studies adopted different scopes of CSR study and did not study CSR based on a clear taxonomy of each CSR dimension.

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Apparel Product Attributes

The concept of apparel product attributes and their effects on consumers' purchase decisions and brand aspects are discussed in the following section.

Apparel Product Attributes in Previous Studies

Product attributes are "descriptive features that characterize the product intrinsically" (Keller, 2003, p. 596; Orth & Marchi, 2007) – what a consumer thinks the product is or has and what is involved with its purchase or consumption (Keller, 1993). When consumers buy products, they consider not just a single attribute but base their evaluations on the combination of product attributes they perceive, which affects their preference decisions as well as eventually their buyer decisions (Liao & Lee, 2010). Therefore, apparel product attributes can be defined as the descriptive traits that characterize the apparel product and that are perceived and evaluated by consumers in their apparel product purchases (Abraham-Murali & Littrell, 1995).

As consumers' evaluations about product attributes impact their purchases, many previous studies have aimed to unveil the major attributes of apparel products that affect consumers' apparel product choices. Researchers have used intrinsic and extrinsic attributes to investigate consumer judgment criteria for apparel products. Intrinsic attributes refer to what are inherent in the product (e.g., fiber, fit, quality, and style), whereas extrinsic attributes are what do not form a part of the physical product but are added by retailers and manufacturers (e.g., brand name, price, and package) (Abraham-Murali & Littrell, 1995; Olson & Jacoby, 1972).

Previous studies have identified important attributes for consumers making a purchase. In Abraham-Murali and Littrell's (1995) study, U.S. female consumers considered 1) physical appearance (fabric, style, color/pattern/texture, and construction), 2) physical performance (fabric function, care, workmanship, and color), 3) expressive attributes (looking good on oneself, appropriateness to one's lifestyle, and comments of others), and 4) extrinsic attributes (price, service, store, and country of origin) by order in their apparel product purchases. In comparison with Korean consumers, U.S. consumers tended to consider fashion and attractiveness of apparel products more, but both groups considered fashion and attractiveness first, quality second, and brand name third as their apparel purchase criteria (Lee & Burns, 1993). In Eckman, Damhorst, and Kadolph's (1990) study, the most crucial attribute in the general response was style and color/pattern in a specific garment.

Previous studies have also examined the influence of apparel product attributes on various types of consumer perceptions regarding brand, such as brand beliefs, repeated purchase of the brand, brand extension, and brand equity. According to Orth and Marchi's (2007) study, consumers' experiential knowledge of product attributes influences their functional, symbolic, and experiential beliefs about the brand. Furthermore, consumer belief impacts on consumers' repeat purchase of the brand (Orth & Marchi, 2007). Aaker and Keller (1990) studied the effect of product attributes of the brand on brand extension. Their study found that consumers' positively perceived product attributes associated with the original brand drives their positive evaluations about the brand extension (Aaker & Keller, 1990).

In sum, the previous studies examined which attributes are the most important among apparel product attributes and how apparel product attributes affect various consumer responses including consumer purchase decisions, brand beliefs, repeat of purchase, and brand extension.

Brand Equity

In the following section, the concept of brand equity is explained by its definition, structure, and the framework of how it creates value. In addition, previous researches that studied the antecedents that affect brand equity are discussed.

Brand Equity: Definition and Structure

Customer-based brand equity is defined as "the differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller, 1993, p. 1). In other words, a brand is said to have positive (or negative) brand equity when consumers react more (or less) favorably to an element of the marketing mix for the brand than they do to the same marketing mix element for the other brands (Keller, 1993). Because brand equity is able to create different reactions among consumers toward the brand, conceptualizing brand equity is useful in developing the brand's competitiveness with marketing strategies and tactics (Keller, 1993).

The structure of brand equity has been conceptualized in previous studies. Aaker (1992) defined brand equity as a set of brand assets and liabilities that create value for customers and firms and posited that these assets mainly consist of brand loyalty, brand name awareness, perceived brand (or product) quality, brand associations, and other proprietary brand assets that are able to create any competitive advantage. These

advantageous assets provide consumers a reason to buy and enable the brand to reduce marketing costs as consumers create a positive perception toward the brand assets. Consequently, the assets enhance customers' interpretations of information about the brand's attributes, confidence in their purchase decisions, and satisfaction with using the brand, as well as provide a competitive advantage for firms such as premium prices or margins and further brand extensions (Aaker, 1992). The framework of this process of 'how brand equity (i.e., consisting of the brand assets of loyalty, awareness, quality, associations, and other) generates value' is described in Figure 1.

Keller (1993) developed a dimensional framework of the structure of customer-based brand equity. He claimed that customers' perceived product-related (i.e., physical composition of the product) and non-product-related (i.e., price, package, and user/usage imagery) attributes of the brand comprise their brand knowledge, which is the essence of forming brand equity. In other words, customers' positive perceptions of the attributes of the brand contribute to enhancing brand equity (Keller, 1993). Therefore, Keller (1993) posited that to create a positive brand image, and to build brand equity, it is important to construct well-built brand association with the products' good attributes and benefits made by the brand (Keller, 1993).

Antecedents of Brand Equity in Previous Studies

Previous studies have examined the various antecedents of brand equity. Faircloth, Capella, and Alford (2001) assumed that brand attitude and brand image are the essential factors for framing brand equity, as Aaker (1992) and Keller (1993) posited, and tested the actual influences of these factors on brand equity.

Figure 1

Brand Equity Structure: How Brand Equity Generates Value
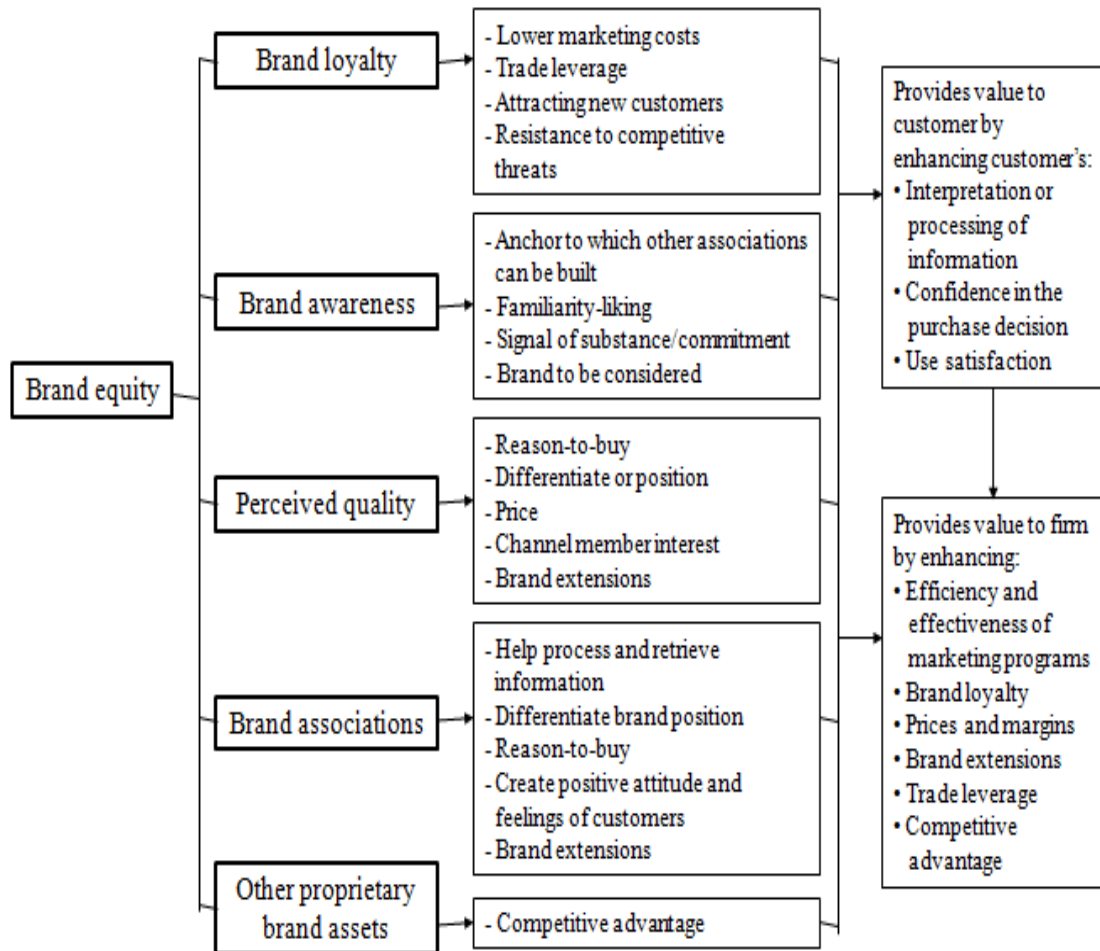
Source: Revised by author based on Aaker (1992), p. 29

The results revealed that consumers' associations with the various attributes of brand impact on brand attitude and brand image, and then brand attitude and brand image influence brand equity (Faircloth et al., 2001). This means that brand equity is affected by pre-created attitudes and images that consumers hold (Faircloth et al., 2001). In addition, Shocker and Weitz (1988) discussed brand loyalty and image as the core antecedents of

brand equity, and Farquhar, Han, and Ijiri (1991) discussed that brand name is the antecedent that endows the added value forming brand equity (Yoo & Donthu, 2001). More specifically, Chattopadhyay, Shivani, and Krishnan (2010) found that a selected marketing mix of elements (price, store image, distribution intensity (i.e., the extent to which the brand is available in stores), celebrity endorsement, promotion, event sponsorship, and word-of-mouth) is the builder of brand equity. Also, Yasin, Noor, and Mohamad (2007) examined whether the brand's country-of-origin image positively impacted the formation of brand equity.

Because brand equity is a significant predictor of a consumer's brand preference and purchase intention (Cobb-Walgren, Ruble, & Donthu, 1995), many previous studies have aimed to unveil the antecedents of brand equity, as discussed above. However, no study has examined the effect of apparel brands' CSR practices or efforts on brand equity.

Cultural Differences

In the following section, the concept of Hofstede's cultural dimensions is explained and the previous research that has studied CSR in relation to cultural differences is reviewed.

Hofstede's Cultural Dimensions

Culture is defined as the collective programming of the mind that distinguishes the members of one group or category of people from another (Kumar & Sethi, 2005; Son, 2007). Today, culture has been discussed as a significant predictor that influences individual consumption behavior, even replacing wealth as a variable (Mooij & Hofstede, 2002). This is because culture affects the ways in which people think and resolve

problems in their everyday lives (Kumar & Sethi, 2005). Regarding the effect of culture

on individual lives and values, Hofstede's dimensions of national culture have been

applied widely to many previous studies in the retail and marketing literature (e.g., Dutta-

Bergman & Wells, 2002; Kumar & Sethi, 2005; Son, 2007; Sternquist, 2007; Steel &

Taras, 2010; Taras, Kirkman, & Steel, 2010).

Hofstede distinguished five dimensions of national culture: Power Distance,

Individualism/Collectivism, Masculinity/Femininity, Uncertainty Avoidance, and Long-

term versus Short-term Orientation. The dimensions are measured on index scales from 0

to 100; for example, the United States has a 40 for a Power Distance score and France has

a 71 for an Individualism score (Hofstede, 2001). Power Distance is the extent to which

less powerful members of a particular society accept the fact that power is distributed

unequally within that society. As an example, in cultures with a large Power Distance,

people respect elders and the organizations that represent the higher hierarchy in their

organization system more than in a culture with a small Power Distance (Hofstede, 2001).

Second, Individualism/Collectivism describes the relationship between the individual and

the collectivity that prevails in a given society (Hofstede, 2001). In other words, it refers

to the extent that individuals view themselves linked to the society (Dutta-Bergman &

Wells, 2002). In Individualistic cultures, people tend to be highly interested in their own

rights, personal values, and privacy. On the other hand, people in Collectivistic cultures

tend to give others priority in their thoughts and decisions and care more about the effect

of their decisions on others (Hofstede, 2001). Third, Masculinity/Femininity refers to the

dominant values in a society by culture. In Masculine cultures, achievement and success

are dominant values, whereas caring for others, quality of life, and 'small is beautiful,' are important in Feminine cultures (Hofstede, 2001). Fourth, Uncertainty Avoidance is the extent to which people feel threatened by uncertainty and ambiguity and try to avoid these situations. People in a high Uncertainty Avoidance culture want to follow rules and structures and trust experts as having credibility, while low Uncertainty Avoidance cultures value adventure and trial (Hofstede, 2001). Fifth, Long-term/Short-term Orientation refers to whether people put their importance on the present or on the future. A Short-term oriented culture focuses on current issues, enjoyment, and profits, but a Long-term oriented culture looks ahead to future values and sustainable consequences. For example, people in a Long-term culture are more likely to save money, persevere, and pursue peace of mind than are people in a Short-term oriented culture; Long-term characteristics are typically observed in East Asian cultures (Mooij & Hofstede, 2002).

Many studies in the consumer research, retailing, and marketing areas have adopted Hofstede's dimensions. Mooij and Hofstede (2002) applied Hofstede's model to understand differences in the various types of consumer behavior across countries. In specific, they determined that Power Distance is negatively related with consumers' expenditures allocated to leisure and entertainment, that Individualism is negatively related with consumption dedicated to food, and that Uncertainty Avoidance is positively related with the need for being well groomed (i.e., expenditures spent on clothing and footwear). Dutta-Bergman and Wells (2002) explored the characteristics of Individualistic consumers' lifestyles and consumption patterns regarding health care, food preparation, traveling, socializing, opinion leadership, fashion consciousness, impulse buying, etc.,

and Triandis (1995) more deeply compared the attributes of Individualism and Collectivism toward privacy, communication, conflict resolution, and child rearing. Sternquist (2007) applied the dimensions to explain the need for considering cultural differences in developing international retail strategies, and Son (2007) explained the cultural characteristics of India by utilizing the dimensions to investigate Indian consumers' purchase behaviors of foreign brand jeans. Furthermore, Donthu and Yoo (1998) analyzed consumers' differing levels of service quality expectations about service marketing affected by cultural dimensions, and Cannon, Doney, Mullen, and Peterson (2010) discussed the different characteristics of buyer-supplier relationships in various cultures; long-term oriented buyers put more value on trust relationships with suppliers than on the actual performance of suppliers. In conclusion, previous studies have agreed that cultural differences not only significantly affect individual consumer behavior, but also influence retail and marketing strategies to appeal to consumers in different cultures.

CSR and Cultural Differences

As CSR reflects a society's expectations at a given time (Carroll, 1979), cultural tendencies of the society shape the nation's expectations of corporate social conduct (Katz et al., 2001; Ramasamy & Yeung, 2009). For this reason, CSR studies have also paid attention to the effect of cultural differences on CSR practices. A few of the studies compared the different levels of CSR adoption by country. Gjølberg (2009) showed different adoption levels of CSR practices by twenty countries. Welford (2004, 2005) showed the country-specific policy and cultural influences on European, American, and Asian companies' different focuses on CSR issues, and Baughn et al. (2007) compared

the different levels of CSR adoption regarding environmental and social issues across countries with the positioning map of countries. In addition, Chapple and Moon (2005) compared the different levels of CSR website reporting adoption by seven countries in Asia. Kolk, Hong, and Dolen (2010) posited that because of China's unique business culture, Chinese companies' CSR communications focus more on economic and philanthropic issues, whereas international companies place more focus on product reliability.

Several studies have discussed the different CSR adoptions by country at the company or consumer levels, while analyzing the different cultural backgrounds of the countries. From company perspectives, Waldman et al. (2006) examined data collected from 660 firms in 15 countries to determine the effect of cultural differences on managerial CSR adoptions. The researchers found that collectivism is positively related with CSR adoption and power distance is negatively related with the adoption of CSR values (Waldman et al., 2006). In addition, Matten and Moon (2008) pointed to the different emphasis on CSR across cultures. They argued that an Individualistic culture such as the United States is more likely to value "explicit CSR," which means a clearly articulated responsibility of firms for societal interests (Matten & Moon, 2008). They added that European countries and collectivistic cultures are more likely to adopt "implicit" CSR, which is less articulated but emphasizes corporations' wider roles for societal concerns in voluntary ways (Matten & Moon, 2008). Woo and Jin (2012) analyzed CSR website reporting by American, European, and Asian global apparel companies and found that Asian companies, affected by their collectivistic culture, focus

more on social/local community welfare related CSR issues than on other CSR issues.

From the consumer perspective, Ramasamy and Yeung's (2008) study added evidence that Chinese consumers are highly supportive of CSR and believe that business must make efforts for social welfare. The authors analyzed that the Chinese collectivistic culture influenced this expectation for business. Williams and Zinkin (2008) investigated consumers' willingness to punish irresponsible corporate behaviors in 28 countries, applying Hofstede's five cultural dimensions. The results revealed that low Power Distance, Individualism, low Masculinity, low Uncertainty Avoidance, and low Long-term Orientation are positively related to consumers' willingness to punish irresponsible corporate behaviors (Williams & Zinkin, 2008).

Overall, although many previous studies have paid attention to the different CSR practices and perceptions across countries, a study that analyzes the different CSR perceptions across cultures in a consumer context according to the effects of different cultural values is lacking. More importantly, only limited study has examined the moderating role of culture on each CSR dimension for consumer perceptions of brand equity.

Proposed Conceptual Model

Based on the research gaps identified through the literature review, a conceptual model for this study is proposed (see Figure 2).

In Figure 2, the arrow from apparel product attributes to brand equity refers to the first research problem (RQ.1), the effect of consumer evaluation of apparel product attributes on brand equity. The arrow from the apparel brands' CSR practices (six

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dimensions of CSR) to brand equity describes the second research problem (RQ.2), the effects of each CSR dimension on brand equity. Last, the arrow that initiates with culture refers to the third research problem (RQ.3), the moderating role of culture on the effect of each CSR practice on enhancing brand equity.

Figure 2

The Proposed Conceptual Model
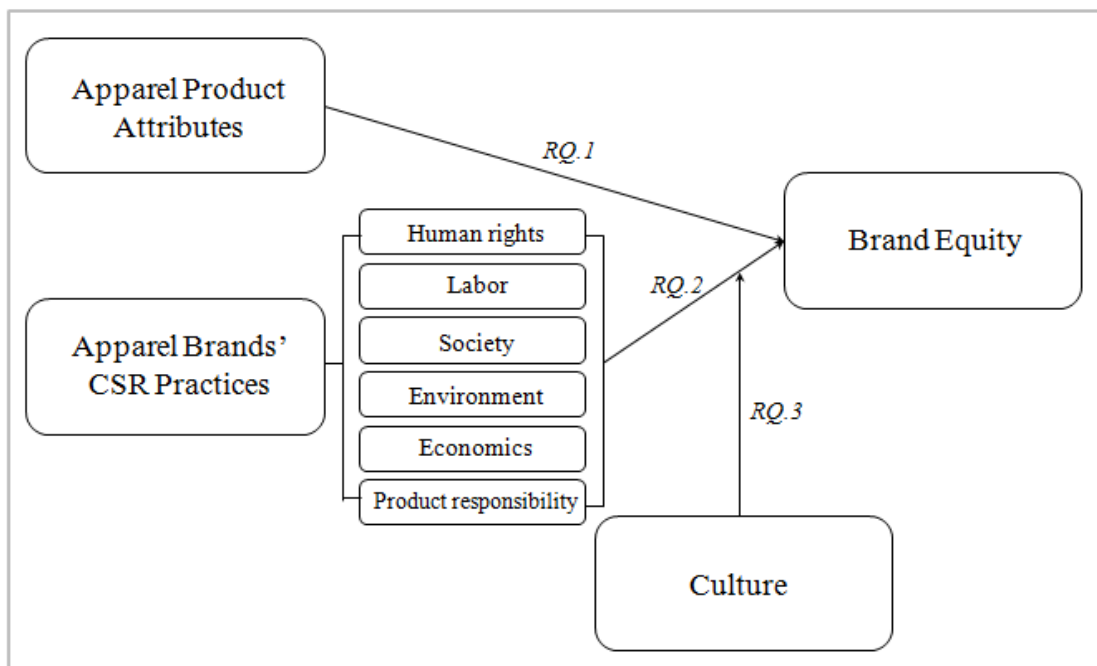
Hypotheses Development

To examine the proposed conceptual model, specific hypotheses are developed with logic behind each. One hypothesis is based on each of the three major research problems: the effect of apparel product attributes on brand equity, the effect of each CSR dimension on brand equity, and the moderating effect of culture on the paths between each CSR dimension and brand equity.

Effect of Apparel Product Attributes on Brand Equity

First, regarding the effect of apparel product attributes on brand equity (RQ.1), Keller (1993) claimed that customers' perceived product-related and non-product-related attributes of the brand constitute brand equity, as previously discussed. This assertion means that customers' positive perceptions of the product-related attributes of a brand contribute to enhancing brand equity (Keller, 1993). Also, as reviewed in the literature, Faircloth et al. (2001) found that consumers' associations with Keller's (1993) various attributes of brand will influence brand attitude, brand image, and finally, brand equity. Therefore, it can be assumed that consumers' positive evaluations of apparel product attributes of a brand will increase the brand's brand equity, which leads to the first hypothesis:

> ***H1.* A consumer's positive evaluations of apparel product attributes of a brand enhance brand equity.**

Effect of Apparel Brands' CSR Practices by Dimension on Brand Equity

Next, regarding the effect of apparel brands' CSR practices on brand equity (RQ.2), Hoeffler and Keller (2002) proposed that corporate societal marketing (CSM) enhances brand awareness, brand image, and brand feelings/associations, and finally, brand equity. They defined corporate societal marketing as the marketing programs that have non-economic objectives related to social welfare, and they argued that when a company conducts a social marketing program, consumers' positive user imagery and feelings of social-approval and self-respect will create positive brand assets, which form brand equity (Hoeffler & Keller, 2002). In addition, Torres et al. (2012) offered actual data that revealed that global brands that follow local social responsibility policies

generate higher brand equity than do other brands; Interbrand's brand value score was used as the indicator. Also, Maignan, Ferrell, and Hult (1999) added support with their finding of a positive effect of CSR on enhancing customer loyalty, which is one of the major factors forming brand equity. Therefore, it can be assumed that CSR practices by apparel brands will positively affect brand equity.

To be more specific, in this study, the effect of CSR on brand equity is examined by the six CSR dimensions of the GRI framework. This analysis will provide more abundant results showing what kinds of CSR practices are more important to consumers by examining the relative importance of each dimension of CSR on brand equity. For example, for a particular consumer group, labor issues may be the most important dimension for enhancing brand equity; for other consumers, environmental responsibility of corporations may be more important. Therefore, six hypotheses are developed for the specific effect of each dimension of CSR practices on brand equity:

> *H2a*. **An apparel brand's human rights-related CSR practices enhance brand equity.**
>
> *H2b*. **An apparel brand's labor-related CSR practices enhance brand equity.**
>
> *H2c*. **An apparel brand's society-related CSR practices enhance brand equity.**
>
> *H2d*. **An apparel brand's environment-related CSR practices enhance brand equity.**
>
> *H2e*. **An apparel brand's product responsibility-related CSR practices enhance brand equity.**
>
> *H2f*. **An apparel brand's economics-related CSR practices enhance brand equity.**

Moderating Effect of Culture

Regarding the moderating role of culture on the relationship between each CSR dimension and brand equity (RQ.3), previous studies have found that consumers or managers in different cultures focus more or less on different dimensions of CSR issues according to the different cultural values (e.g., Kolk et al., 2010; Matten & Moon, 2008; Williams & Zinkin, 2008; Woo & Jin, 2012). In this study, among the five dimensions of Hofstede's cultural values, Individualism/Collectivism and Long-term/Short-term Orientation are selected to be examined for their effects.

Individualism/Collectivism has been the most deeply discussed indicator among Hofstede's cultural values in previous studies (e.g., Dutta-Bergman & Wells, 2002; Triandis, 1995). Regarding CSR issues, among the few studies that discussed the effects of Hofstede's cultural dimensions on CSR variations, most examined Individualism/Collectivism (Ramasamy & Yeung, 2008; Waldman et al., 2006; Williams & Zinkin, 2008). Also, Long-term/Short-term Orientation is selected for this study as it is expected to show a notable effect on cultural differences of CSR. Many previous studies assumed that Long-term oriented consumers who are concerned about the effect of their consumption on the future, sustainable business, and environmental protection care more about CSR related issues (e.g., Gam, 2011; Williams & Zinkin, 2008). Therefore, this study will examine Individualism/Collectivism and Long-term/Short-term Orientation and their effects, with the expectation of potential significant moderating effects on consumer perceptions of CSR practices and brand equity.

To make comparisons, U.S. and Korean consumers will be selected as study respondents, and the study will examine the moderating effects of their cultural differences. In terms of Individualism/Collectivism and Long-term/Short-term Orientation indicators, the United States and South Korea represent opposite sides in the rank of each dimension (i.e., Individualism index: U.S. 1st versus Korea 43rd among 53 nations; Long-term Orientation index: Korea 5th versus U.S. 17th among 23 nations) (Hofstede, 2001). In other words, U.S. consumers represent an Individualistic/Short-term oriented culture, while Korean consumers represent a Collectivistic/Long-term oriented culture.

The specific hypotheses are developed to examine the effects of Individualism/Collectivism and Long-term/Short-term Orientation on the paths between U.S. and Korean consumers' perceptions of each CSR dimension and brand equity. First, it is assumed that Individualism/Collectivism will be related with the 1) human rights, 2) labor, and 3) social dimensions of CSR issues: 1) Individualism is assumed to be related with human rights issues as it was previously discussed that people in an individualistic culture are more interested in protecting privacy and personal values (Triandis, 1995). Thus, consumers in individualistic cultures will be more concerned about individual rights than will collectivistic consumers. Next, 2) it is assumed that people in an individualistic culture will be more concerned about labor-related CSR issues for the same reason that they are concerned with human rights, because they care more for employees' welfare (health care, training, and equal opportunity for every individual) than for the quality of individual lives (e.g., Dutta-Bergman & Wells, 2002; Triandis,

1995). On the other hand, 3) it is supposed that collectivistic consumers will be more concerned about social CSR issues because society-related CSR issues include investment in the local community and eliminating corruption; it will be more important to collectivists who are concerned more about their community and social norms than are individualists (Triandis, 1995). Woo and Jin (2012) also found that U.S. apparel firms (i.e., individualistic culture) focus more on communicating labor-related CSR issues than do firms in collectivistic cultures, whereas Asian apparel firms (i.e., collectivistic cultures) focus more on communicating society-related CSR issues. Therefore, the following three hypotheses are developed:

> *H3a-H3c.* **The positive relationship between the following CSR dimensions practiced by apparel brands and brand equity will be moderated by Individualism/Collectivism cultures. Specifically,**

> *H3a:* **The positive relationship between *human rights-related CSR practices* and brand equity will be *stronger among individualistic consumers (U.S.)* than collectivistic consumers (Korea).**

> *H3b:* **The positive relationship between *labor-related CSR practices* and brand equity will be *stronger among individualistic consumer*s *(U.S.)* than collectivistic consumers (Korea).**

> *H3c:* **The positive relationship between *society-related CSR practices* and brand equity will be *stronger among collectivistic consumers (Korea)* than individualistic consumers (U.S.).**

Regarding Long-term/Short-term Orientation cultural values, it is supposed this dimension will be related with 1) social, 2) environmental, and 3) economic CSR issues. 1) Long-term oriented consumers are assumed to care more about social issues, which include investing in the local community by building schools, offering job opportunities, and other philanthropic efforts because Long-term oriented consumers put importance on

the future consequences of today's efforts (Williams & Zinkin, 2008). 2) Long-term

orientation is assumed to be related to environmental CSR issues because Long-term

oriented people tend to be concerned more about environmental protection and

sustainable development for the future, as discussed in the literature (Hofstede, 2001). 3)

Short-term oriented consumers, on the other hand, may be more interested in economic-

related CSR issues as these consumers care more about current profit making and

articulated financial returns from the business rather than in prospective investments for

the future (Mooij & Hofstede, 2002). For these reasons, the following three hypotheses

are developed to examine the moderating effect of Long-term/Short-term orientated

cultural values on the relationship between U.S. and Korean consumers' CSR perceptions

and brand equity:

> *H3d-H3f.* **The positive relationship between the following CSR dimensions practiced by apparel brands and brand equity will be moderated by Long-term/Short-term oriented cultures. Specifically,**

> *H3d:* **The positive relationship between *society-related CSR practices* and brand equity will be *stronger among Long-term oriented consumers (Korea)* than Short-term oriented consumers (U.S.).**

> *H3e:* **The positive relationship between *environment-related CSR practices* and brand equity will be *stronger among Long-term oriented consumers (Korea)* than Short-term oriented consumers (U.S.).**

> *H3f:* **The positive relationship between *economics-related CSR practices* and brand equity will be *stronger among Short-term oriented consumers (U.S.)* than Long-term oriented consumers (Korea).**

In conclusion, the hypotheses postulate that the apparel brands' CSR practices

related to human rights, labor, and economic dimensions will be more effective for U.S.

consumers to enhance brand equity. On the other hand, the CSR practices related to social

and environmental dimensions will be more effective for Korean consumers. Figure 3 summarizes the hypothesized relationships.

Figure 3

The Proposed Conceptual Model with Hypotheses
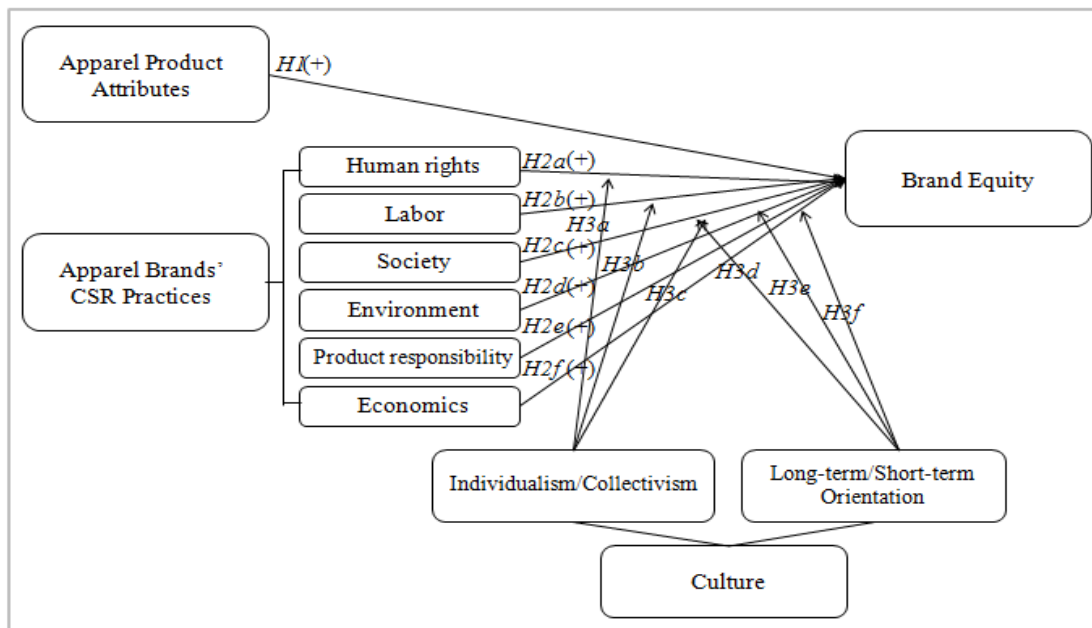
CHAPTER III

METHODOLOGY

The research methodology is presented in three parts. First, the selection of respondents and the procedures of data collection are explained; descriptive statistics of the final data collected are also provided. Next, the survey instruments, developed based on previous studies, are illustrated. Following this, factor analyses and reliability check results for the items measuring apparel product attributes and evaluations of CSR practices are offered.

Data Collection

The research method of this study was a structured questionnaire survey. The sample and the procedures for data collection are explained below.

Respondents

Data was collected via a survey questionnaire. As this study is a cross-cultural study, U.S. and Korean college students aged 18 and above were selected as respondents. As previously discussed, the United States and South Korea were chosen because they represent the bipolar sides of Hofstede's Individualism/Collectivism and Long-term/Short-term Orientation cultural values. In the Individualism/Collectivism index for 53 nations, the United States scored 91 (score range 0-100) and ranked 1st, which means the U.S. is the most individualistic nation of those measured (Hofstede, 2001). On the other hand, South Korea scored only 18 for Individualism and ranked 43rd out of 53,

which means South Korea is one of the more collectivistic nations (Hofstede, 2001).

Regarding Long-term orientation scores, South Korea acquired 75 (score range 0-100),

ranking 5th, whereas the United States scored only 29 and ranked 17th among 23 nations

(Hofstede, 2001). This means that South Korea is one of the most Long-term oriented

cultures, while the U.S. culture is rather Short-term oriented. This study chose college

students as respondents because they are an important major target for global apparel

brands, and this group is more homogeneous socio-demographically across countries than

any other group that could be compared (Son, 2007).

Data Collection and Descriptive Statistics of Data

The data was collected by asking the respondents to fill out the survey in a class

circumstance under the lecturers' permission. Each survey took approximately 15-20

minutes to complete. For an appropriate cross-cultural study method, the survey

questionnaire underwent translation and back-translation procedures by two bilingual

persons who are fluent in both English and Korean. The time period of data collection

was December 2012 to January 2013. To ensure representativeness, attempts were made

to collect data from students in diverse academic majors.

Finally, a total of 447 data (i.e., n=233 from U.S. and n=214 from Korea) were

collected. Descriptive statistics of the collected data are organized in Table 4. About

seventy percent of the total sample was female, and about thirty percent was male. The

average age of the total respondents was 21.6 years. The respondents' average household

incomes/year were mainly distributed from under $20,000 up to $60,000, and their

perceived social statuses were concentrated in the middle ranges, such as 'Lower middle,'

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'Middle,' and 'Upper middle.' Incomplete questionnaires and answers from respondents over 30 of age were outliers and were eliminated to adhere to the initial purpose of a college student sample. The collected data were entered into IBM SPSS Statistics 20.0; the latest version of statistical analysis software to test hypotheses.

Table 4

Descriptive Characteristics of the Respondents

N=447

	Items	*Frequency (%)*		
		Total	U.S.	Korea
Gender	Male	126 (28.2%)	37 (15.9%)	89 (41.6%)
	Female	321 (71.8%)	196 (84.1%)	125 (58.4%)
Age (mean)	Open-ended question	21.6	20.3	22.9
Average household income/year	Under $20,000	139 (31.1%)	73 (31.3%)	66 (30.8%)
	$20,001-$40,000	102 (22.8%)	38 (16.3%)	64 (29.9%)
	$40,001-$60,000	73 (16.3%)	35 (15.0%)	38 (17.8%)
	$60,001-$80,000	58 (13.0%)	33 (14.2%)	25 (11.7%)
	$80,001-$100,000	36 (8.1%)	26 (11.2%)	10 (4.7%)
	Over $100,001	39 (8.7%)	28 (12.0%)	11 (5.1%)
Perceived social status	Low	24 (5.4%)	14 (6.0%)	10 (4.7%)
	Upper low	46 (10.3%)	15 (6.4%)	31 (14.5%)
	Lower middle	91 (20.4%)	42 (18.0%)	49 (22.9%)
	Middle	210 (47.0%)	112 (48.1%)	98 (45.8%)
	Upper middle	64 (14.3%)	44 (18.9%)	20 (9.3%)
	Lower high	9 (2.0%)	5 (2.1%)	4 (1.9%)
	High	3 (0.7%)	1 (0.4%)	2 (0.9%)

Survey Instrument Development

The survey questionnaire consisted of four sections: 1) consumer evaluations of apparel product attributes, 2) consumer evaluations of an apparel brand's CSR practices in each CSR dimension, 3) brand equity, and 4) demographic information of respondents. A summary of the items in the survey instrument is presented in Table 5, and the full copy of the questionnaire is attached in Appendix A.

Consumer Evaluations of Apparel Product Attributes

The measurement of consumer evaluations of apparel product attributes is based on previous studies (i.e., Jin & Kang, 2010; Jin, Park, & Ryu, 2010). Using the expectancy-value model from a former study (Shim, Eastlick, Lotz, & Warrington, 2001), Jin and Kang (2010) measured consumer evaluation of jean product attributes by multiplying 1) a consumer's relative importance of each attribute as a weight by 2) his/her belief that a brand provides each attribute. This study adopted this method.

First, to measure consumers' relative importance of each attribute, respondents were asked to evaluate the importance of eight apparel product attributes in their apparel product purchases using a seven-point Likert scale (i.e., 1=not important at all, 7=very important). The eight apparel product attributes, combined from Jin and Kang's (2010) and Jin et al.'s (2010) studies, were comfort, durability, easiness for coordination, good fit, good quality, latest fashion, reasonable price, and well-known brand. The studies chose these eight attributes as they were the most widely studied in the literature (Jin et al., 2010). In the previous studies, the eight items were combined to three factors through exploratory factor analysis (EFA) as intrinsic, symbolic, and price factors, and the

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reliability of constructs were acceptable as ranged .59-.84 (Jin & Kang, 2010).

Next, to measure consumer beliefs toward a particular brand's attributes, respondents were given five brands that have been recognized as the most active in CSR activities by external-discipline institutions, Interbrand and Corporate Responsibility Magazine (CR). The five brands selected were Adidas, Nike, H&M, Gap, and Levi's. Adidas, Nike, and H&M were chosen because they ranked 22nd, 26th, and 46th, respectively, in Interbrand's 2012 Best Global Green Brands 50, which nominates competitive global brands from all industrial sectors (Interbrand, 2012). Gap and Levi's were selected because of their recognition by CR magazine for Business Ethics Annual Awards in 2004 (Gap) and in 1993 (Levi's) (Corporate Responsibility Magazine, 2012). These CSR active brands were selected because respondents would have a better understanding of these brands' current CSR practices and could more accurately evaluate the brands' activities.

Among the five brands, respondents were asked to specify the brand they had purchased most recently. With that brand in mind, respondents were then asked to evaluate how much the brand is likely to provide each of the eight apparel product attributes identified in the first part of the questionnaire. Responses were made on a seven-point Likert scale (i.e., 1=very unlikely, 7=very likely). These responses of beliefs were multiplied by the importance of each attribute to obtain the consumer evaluation.

Table 5

Summary of Items in the Survey Instrument

Part	Measurement	# of Items	Items	Scale	Reference
1	Consumer evaluations of apparel product attributes	8 ×2	• Relative importance of each attribute - Please answer how much you think each of the following is important to you when you buy apparel products. - 8 items: Comfort, Durability, Easiness for coordination, Good fit, Good quality, Latest fashion, Reasonable price, and Well-known brand	7-point Likert scale (1=Not important at all, 7=Very important)	Jin & Kang (2010), Jin et al. (2010)
			• Belief that a brand provides each attribute - Keeping the above brand in mind, please answer how likely you think this brand has each of the following characteristics. - 8 items: Comfort, Durability, Easiness for coordination, Good fit, Good quality, Latest fashion, Reasonable price, and Well-known brand	7-point Likert scale (1=Very unlikely, 7=Very likely)	
2	Consumer evaluations of apparel brand's CSR practices by dimension	18	• Please answer how much you agree or disagree with each of the following sentences. - "I think that the brand I chose does try to _____."	7-point Likert scale (1=Strongly disagree, 7=Strongly agree)	Developed by the author based on GRI Guideline (2011)
3	Brand equity	14	• With the brand above in your mind, please answer how much you agree or disagree with each of the following statements. - "I consider myself to be loyal to the brand." Continued with another 13 items.	7-point Likert scale (1=Strongly disagree, 7=Strongly agree)	Yoo & Donthu (2001)
4	Demographic information	5	• Please choose an item that best describes your status. - Age, gender, college level, average household income per year, and social status	One answer among multiple alternatives	Developed by the author

Consumer Evaluations of an Apparel Brand's CSR Practices by Dimension

In the second section, consumer evaluations of an apparel brand's CSR practices in each of the six dimensions were measured. A total of 18 items of CSR practices (three items for each of the six dimensions) were developed by the author based on the GRI dimensional framework of CSR practices (GRI Guideline, 2011). For the human rights dimension, examples of items offered were "Protect human rights in factories" and "Not use child labor or forced labor." For the labor-related dimension, items such as "Clarify health care benefits for employees" and "Offer education/training programs to employees" were asked. For the environmental dimension, examples of items were "Take care of water, energy, and material uses" and "Invest to protect environments." For the other dimensions, items such as "Take care of customer complaints" (product responsibility), "Invest to develop local community welfare" (society), and "Consider the indirect impacts of marketing programs on society" (economics) were provided. For each of the 18 items of CSR practices, respondents were asked how much they agreed or disagreed with the statement that the brand they chose performs the given CSR practices. Responses were made using a 7-point Likert scale (i.e., 1=Strongly disagree, 7=Strongly agree).

Brand Equity

In the third section, consumers' brand equity toward the selected brand was measured. The fourteen brand equity measurement items were borrowed from Yoo and Donthu's (2001) study. Ten items of multidimensional brand equity (MBE) measures were included (i.e., three items measuring brand loyalty, two items measuring perceived

quality, and five items measuring brand awareness/associations), and four items of overall brand equity (OBE) measures were developed to support the validity of MBE (Yoo & Donthu, 2001). Keeping the selected brand in mind, respondents were asked to answer how much they agreed or disagreed with each of the statements using a seven-point Likert scale (i.e., 1=strongly disagree to 7=strongly agree). Examples of statements were "I consider myself to be loyal to the brand" (brand loyalty), "The likely quality of the brand is extremely high" (perceived quality), "I can recognize the brand among other competing brands" (brand awareness/associations), and "It makes sense to buy the brand instead of any other brand, even if they are the same" (OBE). The reported reliabilities of MBE scales (higher than .78 for all items) and OBE scales (.90, .89, and .90 for three sample groups) in previous studies were acceptable, and the correlation between MBE and OBE scales was significant at .60 ($p<.0001$).

Demographic Information

The respondents were asked in the final section to answer the five items of demographic information developed by the author (i.e., age, gender, college level, average household income per year, and perceived social status).

Factor Analyses and Reliability Checks

With collected data, factor analyses and reliability checks were conducted on the two measurements: consumer evaluations of apparel product attributes and the evaluations of an apparel brand's CSR practices. The results of exploratory factor analysis (EFA) on apparel product attributes items are summarized in Table 6. The EFA with varimax rotation was performed by applying principal component analysis to

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identify dimensions of constructs, using Eigen values of one or greater criterion for inclusion. The factor loadings greater than .50 were evaluated as appropriate for inclusion. After removing one cross-loaded item (i.e., easiness of coordination), the results revealed two factors with total variance explained as 61.8%: intrinsic attributes (i.e., durability, comfort, good quality, and good fit) and extrinsic attributes (i.e., latest fashion, well-known brand, and reasonable price). The reliability of intrinsic attributes was acceptable (.81) and the reliability of extrinsic attributes was .59, which is a little low but it was used as it was very close to the criterion.

Table 6

The Results of EFA on Apparel Product Attributes Evaluations

Variables	*Factor loadings*	*Eigen value*	*Variance explained*	*Cronbach α*
Intrinsic attributes				
Durability	.83			
Comfort	.81	2.56	36.6%	.81
Good quality	.79			
Good fit	.71			
Extrinsic attributes				
Latest fashion	.87			
Well-known brand	.75	1.76	25.2%	.59
Reasonable price	.54			

Total variance explained = 61.8%

The results of factor analysis on consumer evaluations of a brand's CSR practices are given in Table 7. After removing the three items with low factor loading or cross loading, the results revealed a total of five factors with the total variance explained as 81.0%. The first factor was named 'human rights/labor-related' as it encompasses human

rights and labor-related CSR items such as no use of child labor and education and benefits for employees (percentage of variance explained, 25.8%). For the other factors, the names of the dimensions were used as they equally include each dimension of CSR: the second factor is environment-related CSR items such as proper use of materials and pollution minimization in apparel production (17.9%), and the third factor is economics-related items, including the sharing of business data with the public and consideration of marketing programs' indirect impacts (17.6%). The fourth factor, product responsibility-related items, contains appropriate product labeling and customer care (11.3%), and the fifth factor includes society-related items such as investment in local community development and anti-corruption efforts in business (8.4%). The reliability of the each factor was also checked. Cronbach α values for all five factors were greater than .60, which is the common criterion for usable values (Malhotra, 2010).

Table 7

The Results of EFA on CSR Practices Evaluations

Variables and Factor Names	Factor loadings	Eigen value	Variance explained	Cronbach α	Mean	Variance
Human rights and Labor-related dimension						
No use of child or forced labor	.82					
Freedom of labor union and anti-discrimination	.81					
Health care benefits for employees	.80	3.88	25.8%	.93	4.45	2.05
Human rights protection in factories	.74					
Training/education programs for employees	.70					
Environment-related dimension						
Proper use of water, energy, and materials	.84					
Pollution minimization in apparel production	.78	2.70	17.9%	.90	4.16	1.50
Investment to protect environments	.77					
Economics-related dimension						
Economic information offered to public	.83					
Revenue, profits, and cost information offered to public	.83	2.64	17.6%	.86	4.55	1.94
Indirect marketing impacts considered	.75					
Product responsibility-related dimension						
Clear labeling of products for customers	.85	1.69	11.3%	.75	5.58	1.56
Care of customer complaints	.82					
Society-related dimension						
Investment in local community welfare	.72	1.26	8.4%	.80	4.32	1.60
Anti-corruption in business	.56					

Total variance explained = 81.0%

CHAPTER IV

FINDINGS

In this chapter, the findings of the research hypotheses testing are provided. First, the results of multiple regression analyses to test the effect of apparel product attributes on brand equity (*H1*) and the effects of CSR evaluations on brand equity (*H2a-H2f*) are stated, with the comparison between the effect of the each on brand equity. Following these, the results of moderated regression analysis to test the moderating effect of culture on enhancing brand equity (*H3a-H3f*) are offered.

Testing the Effect of Apparel Product Attributes on Brand Equity (*H1*)

First, *research hypothesis 1: A consumer's positive evaluations of apparel product attributes of a brand enhance brand equity* was tested by multiple regression analyses. The results of the analyses are summarized in Table 8. In the regression model, overall brand equity was well predicted by independent variables of apparel product attributes with *F*=61.68 at *p*=.000. To assess the degree of multicollinearity, VIF values (i.e., Variance Inflation Factors) were checked and all of the values were much lower than the proper criterion of 10 (Hair, Anderson, Tatham, & Black, 1998; Jin, 2006), which means there is no multicollinearity issue in the analysis.

As Table 8 shows, by factors, both intrinsic attributes (i.e., comfort, durability, good fit, and good quality) and extrinsic attributes (i.e., latest fashion, reasonable price, well-known brand) significantly and positively affected brand equity. Therefore, *H1* is

supported. In terms of comparable power of effect, extrinsic attributes were more affecting on brand equity as its β value (.372) was greater than the value of intrinsic attributes (.195). These results show that the brand equity of the respondents of this study was more affected by the extrinsic attributes of brand products, such as brand name, price, and fashionableness of product than it was by the intrinsic attributes.

Table 8

H1. The Effect of Apparel Product Attributes on Brand Equity: Multiple Regression Analysis Results

Independent variable	β	t-value	VIF
Consumer evaluations of apparel product attributes			
By factors			
Intrinsic attributes[1]	.195	4.46***	1.09
Extrinsic attributes[2]	.372	8.50***	1.09
By each attribute			
Comfort	.049	.90	1.76
Durability	-.053	-.89	2.10
Easiness of coordination	-.079	-1.66	1.34
Good fit	.185	3.32**	1.83
Good quality	.163	2.77**	2.03
Latest fashion	.208	4.06***	1.54
Reasonable price	.039	.82	1.32
Well-known brand	.185	3.87***	1.34

By factors: R=.466, R^2=.217, Adjusted R^2=.214, F-value=61.68, p-value=.000
By each attribute: R=.505, R^2=.255, Adjusted R^2=.241, F-value=18.66, p-value=.000

Dependent variable: Brand equity, ***$p<.001$, **$p<.01$
[1]Intrinsic attributes (i.e., comfort, durability, good fit, and good quality).
[2]Extrinsic attributes (i.e., latest fashion, reasonable price, and well-known brand).

To understand the effect of each of the eight attributes in detail, multiple regression analysis with the predictors of each attribute was also performed. Brand equity was well predicted in the regression model with F=18.66 at p=.000. The VIF values were also much lower than 10, which is appropriate. Specifically, four apparel product attributes (i.e., good fit, good quality, latest fashion, and well-known brand) significantly and positively affected brand equity. Among these four attributes, the benefit of latest fashion (β=.208) was greatest, followed by well-known brand (β=.185), good fit (β=.185), and good quality (β=.163). This finds that the respondents' positive evaluations of an apparel product's fashionable style, brand, fit, and quality affect their brand equity; in particular, fashionable style and brand name have more affect than the other attributes. In this analysis, comfort, durability, easiness of coordination, and reasonable price were not significant predictors of brand equity.

Testing the Effect of Apparel Brands' CSR by Dimensions on Brand Equity (*H2*)

Next, *research hypotheses 2a-2f*, which examine the influences of apparel brands' CSR dimensions on brand equity, were tested by multiple regression analyses. The results are described in Table 9. In the regression model, brand equity was predicted by F=29.47 with p=.000; here again, there was no multicollinearity issue on the results as all the VIFs were much lower than the 10 criterion.

As Table 9 shows, environment, product responsibility, and economics-related CSR practices had a positive effect on brand equity. The effect was greatest for product responsibility-related practices (β=.301), followed by economics-related (β=.275) and environment-related (β=.195) practices. Therefore, *H2d*, *H2e*, and *H2f* were supported,

and *H2a, H2b, and H2c* were rejected. These findings show that respondents' evaluations

of apparel brands' product responsibility, economics, and environment-related CSR

practices affect brand equity, but human rights, labor, and society-related CSR practices

do not significantly affect brand equity.

Table 9

H2. The Effect of CSR Practices by Dimensions on Brand Equity: Multiple Regression Analysis Results

Independent variable	β	t-value	VIF
Consumer evaluations of a brand's CSR practices			
H2a/b. Human rights/Labor-related	-.107	-1.63	2.55
H2c. Society-related	-.066	-.98	2.68
H2d. Environment-related	.195	3.18**	2.22
H2e. Product responsibility-related	.301	6.23***	1.38
H2f. Economics-related	.275	4.50***	2.20

R=.500, R^2=.250, Adjusted R^2=.242, F-value=29.47, p-value=.000

Dependent variable: brand equity, ***p<.001, **p<.01

Furthermore, to compare which has a greater influence on brand equity between

apparel product attributes and CSR practices, another multiple regression analysis was

conducted by entering extrinsic/intrinsic product attributes and CSR practices dimensions.

The results are provided in Table 10. The regression model predicted brand equity with

F=31.85 at p=.000, and VIFs were much lower than 10, which are acceptable.

As Table 10 displays, among all of the independent variables, the effects of

extrinsic apparel product attributes were greatest ($β$=.273), followed by product

responsibility-related (β=.236), economics-related (β=.221), environment-related CSR practices (β=.169), and the intrinsic attributes of apparel products (β=.118). Human rights/labor-related CSR practices had the smallest and negative effect (β=-.132), and the effect of society-related CSR practices was not significant.

Table 10

The Comparison of the Effects of Apparel Product Attributes and CSR Practices on Brand Equity: Multiple Regression Analysis Results

Independent variable	B	t-value	VIF
Apparel product attributes			
Intrinsic attributes[1]	.118	2.78**	1.19
Extrinsic attributes[2]	.273	6.38***	1.21
CSR practices by dimensions			
Human rights/Labor-related	-.132	-2.12*	2.57
Society-related	-.063	-.99	2.73
Environment-related	.169	2.90**	2.24
Product responsibility-related	.236	5.01***	1.46
Economics-related	.221	3.78***	2.25

R=.581, R^2=.337, Adjusted R^2=.327, F-value=31.85, p-value=.000

Dependent variable: Brand equity, ***p<.001, **p<.01, *p<.05
[1]Intrinsic attributes (i.e., Comfort, durability, good fit, and good quality).
[2]Extrinsic attributes (i.e., Latest fashion, reasonable price, and well-known brand).

Testing the Moderating Effect of Culture (*H3*)

To test the third hypothesis, the moderating effect of culture on the relationship between CSR practices and brand equity, moderated regression analyses were conducted. The results of the analyses are summarized in Table 11. Moderated regression analysis was proposed to test the effect of a moderator, which is a variable that affects the

direction and/or strength of the relation between independent variables (i.e., apparel brands' CSR practices) and a dependent variable (i.e., brand equity) (Baron & Kenny, 1986; Jin, 2006). The interaction terms between independent variables and the moderating variable (i.e., country; United States and South Korea) were created and included in the three regression equations as follows:

Model 1: $y = b_0 + b_1 X$
Model 2: $y = b_0 + b_1 X + b_2 Z$
Model 3: $y = b_0 + b_1 X + b_2 Z + b_3 XZ$
$y =$ dependent variable (i.e., brand equity)
$x =$ independent (predictor) variable (i.e., consumer evaluations of five CSR dimensions)
$z =$ independent (moderator) variable (i.e., country; United States and South Korea)
$b_0 =$ intercept
$b_1 =$ regression coefficient

The moderating effect can be determined by comparing the significance of F change between Model 2 and Model 3. If the value of R^2 significantly increases when including the interaction terms (when the significant F change is less than .05), it is determined that there is a moderating effect. In Table 11, since the significant F change revealed on the Model 3 of all independent variables was greater than .05, which is not significant, it is concluded that there was not a moderating effect of culture between brands' CSR practices and brand equity. Therefore, *H3a-H3f* are all rejected. This means that culture did not play a significant moderating role on the positive effects of U.S. and Korean respondents' evaluations of apparel brands' CSR practices on brand equity.

Table 11

H3. The Moderating Effect of Culture: Moderated Regression Analysis Results

Independent variable	R^2	F-value	p-value	F change	Sig. F change
H3a/b. Human rights/Labor-related CSR					
Model 1	.080	38.58	.000	38.58	.000
Model 2	.136	35.02	.000	29.03	.000
Model 3	.137	23.35	.000	.14	.706
H3c/e. Society-related CSR					
Model 1	.101	49.73	.000	49.73	.000
Model 2	.161	42.60	.000	32.00	.000
Model 3	.164	29.03	.000	1.74	.187
H3d. Environment-related CSR					
Model 1	.105	52.43	.000	52.43	.000
Model 2	.173	46.30	.000	36.05	.000
Model 3	.176	31.46	.000	1.60	.201
H3f. Economics-related CSR					
Model 1	.168	90.15	.000	92.15	.000
Model 2	.217	61.52	.000	27.52	.000
Model 3	.218	42.13	.000	.49	.483

Dependent variable: brand equity, dummy variable: country

Even though the country moderating effect was not identified, additional analyses were conducted to examine differences between U.S. and Korean respondents' perceptions toward CSR. For this, an independent t-test was performed to find a mean difference between U.S. and Korean consumers' evaluations toward apparel brands' CSR. These results are summarized in Table 12. Table 12 shows that there were significant mean differences between the U.S. and Korean respondents' evaluations of each of the five CSR dimensions. Overall, when comparing the mean scores of the two groups, U.S. respondents tended to give higher scores for all dimensions of CSR practices than did

Korean respondents.

Table 12

The Results of an Independent Sample t-test: Compare CSR Evaluation Means of U.S. and Korea

CSR factors	*U.S.*		*Korea*		*t-value*
	Mean	*SD*	*Mean*	*SD*	
Human rights/Labor	4.84	1.24	4.02	1.15	7.29***
Society	4.59	1.13	4.02	1.10	5.39***
Environment	4.37	1.10	3.94	1.10	4.12***
Product responsibility	5.90	1.02	5.22	1.10	6.77***
Economics	4.85	1.20	4.23	1.18	5.50***

***p<.001

Table 13

The Effect of CSR Practices on Brand Equity as a Comparison of U.S. and Korea: Multiple Regression Analysis Results

Independent variable	*U.S.*		*Korea*	
	β	*t-value*	*β*	*t-value*
Consumer evaluations of a brand's CSR practices				
Human rights/Labor-related	-.225	-2.65**	-.104	-1.00
Society-related	-.029	-.31	-.105	-1.09
Environment-related	.251	3.24**	.162	1.55
Product responsibility-related	.362	5.45***	.169	2.3
Economics-related	.242	2.94**	.311	3.36**
	R=.522, R^2=.273, Adjusted R^2=.257, F-value=17.03, p-value=.000		R=.386, R^2=.149, Adjusted R^2=.129, F-value=7.28, p-value=.000	

Dependent variable: brand equity, ***p<.001, **p<.01, *p<.05

In addition, this study further examined if there were differences between the U.S. and Korean sample groups in the effect of CSR dimensions on brand equity. For this, a multiple regression analysis testing the effect of brands' CSR practices on brand equity was conducted on U.S. and Korean samples separately. The results are provided in Table 13.

The results show that the effects of each CSR dimension on brand equity are quite different between U.S. and Korean respondents. In testing *H2a-H2f*, product responsibility, economics, and environment-related practices were significant. However, in this case, four CSR dimensions, the previous three and human rights/labor practices, were found to be significant among U.S. respondents, while only two CSR dimensions (i.e., product responsibility and economics) were significant among Korean respondents. Overall, the effects of CSR practices on brand equity were greater among U.S. respondents than among Korean respondents. Figure 4 summarizes the study's findings.

Figure 4

The Results of Hypotheses Testing on the Proposed Conceptual Model
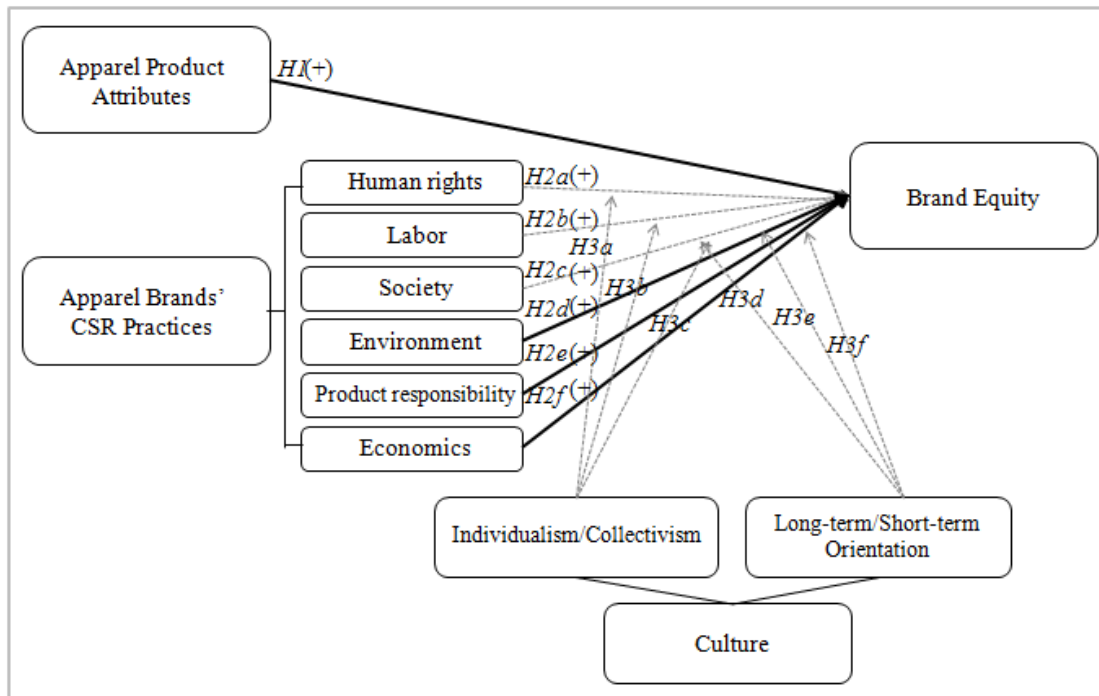
*The bold arrows present the supported hypotheses (*H1, H2d, H2e,* and *H2f*); the rejected hypotheses are presented as dotted arrows.

CHAPTER V

CONCLUSIONS

In this last chapter, a summary of the findings is presented, and then the findings are discussed based on the literature. Following this, theoretical and managerial implications of the study are suggested, and the limitations of the study, along with suggestions for future research directions, are explained.

Summary and Discussion of Findings

The results of the analyses found that both intrinsic and extrinsic apparel product attributes positively affect brand equity; therefore, *H1* was supported. For the effects of CSR dimensions on brand equity (*H2*), since product responsibility, economics, and environment-related CSR dimensions significantly enhanced brand equity, *H2d*, *H2e*, and *H2f* were supported, while *H2a*, *H2b*, and *H2c* were rejected. Moreover, additional regression analyses found that extrinsic apparel product attributes are most effective of all in enhancing brand equity when all product attributes and CSR dimensions are considered at the same time. For the last hypothesis, *H3a-H3f* were all rejected as there was no moderating effect of culture on enhancing brand equity by apparel brands' CSR practices. However, the results of additional regression analyses and a t-test revealed that there are some differences between U.S. and Korean consumers' evaluations of CSR practices. U.S. consumers evaluated the apparel brands' CSR more positively than did Korean consumers, and U.S. consumers were more influenced by CSR on increasing

brand equity than were Koreans.Overall, the findings provided support to the proposed hypotheses of the study. First, the finding of *H1* revealed that consumers' positive evaluations of apparel product attributes enhance brand equity. This supports the literature, which posited that consumers' perceived product-related and non-product related attributes of the brand contribute to enhancing brand equity (Keller, 1993). Among the intrinsic and the extrinsic factors, the extrinsic attributes were more effective on enhancing brand equity. In terms of each attribute, four attributes were significant predictors: latest fashion, well-known brand, good fit, and good quality. Specifically, the effects of latest fashion and well-known brand were greatest in enhancing brand equity. This finding lends support to Shim and Bickle (1994) who found that young consumers seek fashion image and social status/prestige as the major benefits from clothing. This result matches with our findings, as the young consumers' high needs of fashion and social status are related with the greatest effects of latest fashion and well-known brand on brand equity in our study. Also, Ko et al. (2011) found that Korean consumers are most affected by aesthetic attributes of apparel products on enhancing brand value and on repurchase decision, and U.S. consumers are most affected by the brand itself. Our findings also support this study with fashionableness and brand name of products increasing brand equity the most. In addition, as with the previous study that found functional attributes were less important for young consumers (Shim & Bickle, 1994), in this study, some of the intrinsic attributes, such as comfort and durability, were not significant factors for students to enhance brand equity. In these ways, the findings of this study add empirical evidences to the literature.

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Furthermore, as an independent factor, reasonable price was not a significant predictor of brand equity in our findings. The conceptual basis of brand equity within the literature can explain this result. Since brand equity is basically built on brand value, previous studies explained that high price (Yoo, Donthu, & Lee, 2000) and identical brand name (Keller, 1993) enhance brand equity by building higher brand values. For example, low price can be perceived as an indicator of low quality by consumers, which damages brand equity. On the other hand, high price can be perceived as an advanced product feature such as high quality, which enhances brand equity (Yoo et al., 2000). Therefore, the finding that price had an insignificant influence as an independent factor also supports the literature.

Next, *H2*, testing the effect of each CSR dimension on brand equity, was partially supported. That is, apparel brands' product responsibility-related, economics-related, and environment-related CSR dimensions enhanced brand equity, while human rights/labor-related and society-related dimensions did not. Hoeffler and Keller (2002) argued that brand equity is enhanced by the marketing programs related to corporate social responsibility, and the results of this study partially supported this argument by showing differing effects of CSR dimensions on brand equity. The effect of brands' product responsibility-related CSR practices was the greatest. This result implies that the practices related to the product itself are the most important for consumers in enhancing their brand equity than anything else; such as customer welfare, appropriate product labeling and marketing, and product quality and safety that are covered by product responsibility-related CSR. In other words, for the study's respondents, the brands' most

basic responsibility – making a good product and treating customers well – was more important than the other responsibilities.

In fact, this result supports the newly emerged concept of CSV (Creating Shared Value) in CSR studies. This concept was proposed by Porter and Kramer (2006), and they posited that a business's CSR needs to be considered with the business's initial purpose: creating value and profit. They pointed out that the current CSR concept is considered a reaction to external pressure toward companies; thus, it is often disconnected with companies' initial responsibility to create economic value. Instead, CSR needs to be incorporated into a business's inherent economic mission so that the company can create economic value and societal value together (Porter & Kramer, 2011). For example, a company may be expected to purely support the local community as CSR, without any purpose for profit. However, the company can also perform CSR by improving its products' quality and safety, improving customer service, or securing a fair production system. These kinds of practices not only contribute to the society, but they also fulfill the initial purpose of a business, to make a profit, by increasing customer satisfaction and developing a valuable production system. This new concept of CSV matches more closely with this type of CSR practice. It incorporates CSR into the core of business practices itself, not as a concept disconnected from economic activities. The result of this study supports this argument by showing that product responsibility and economics-related CSR dimensions were more effective in enhancing brand equity than were the other CSR dimensions, which are a little apart from profit making and from the inherent economic activities of companies (i.e., society and human rights/labor-related

dimensions).

In terms of the additional analysis testing the comparable effects of intrinsic attributes, extrinsic attributes, and CSR practices on brand equity, the results also supported the greatest effect of extrinsic attributes and product responsibility-related CSR, as discussed for *H1* and *H2*. However, the significant and negative result of human rights/labor-related CSR influencing brand equity was presented as different from the other regression analyses' results. This result is interesting because it means that brands' human rights/labor-related CSR practices lower brand equity. This result needs further analysis and interpretation.

Lastly, *H3*, testing the moderating effects of culture on the relationship between CSR dimensions and brand equity, was rejected. These insignificant results can be discussed in two ways. First, the results were due to a weak relationship between the effect of CSR practices and brand equity. In the results of testing *H2*, only a few of the CSR categories showed significant results. Since *H3* was developed to moderate the positive relationship of CSR with brand equity, the moderating effects were not purely revealed because the relationship of CSR and brand equity was not all positive. When comparing the U.S. and Korean groups by t-test, though, without including brand equity as a dependent variable, significant differences were found between the two countries. The results support this interpretation.

Considering another interpretation, the non-existence of moderating effects may be due to the indiscreet definition of culture. In this study, 'culture' was used as the same concept as 'country,' and the cross-cultural analysis was conducted on the two countries,

the United States and South Korea. This basically adopts Hofstede's cultural dimensions.

However, even though this theory is still heavily applied to cross-cultural studies, some

more recent studies have criticized the framework. McSweeney (2002) argued that

Hofstede's territorial division is too limited to properly define every sub-cultural group,

and Chiang (2007) claimed that Hofstede's theory is insufficient to reflect the current

phenomenon of culture, which is more mixed or even more homogenous because of

globalization (Chiang, 2007). For example, the young population chosen for this study

may be getting more homogenous due to globalization with the entry of Westernized pop-

culture, easy access to mass media, and the fast spreading-out of global fashion trends.

Therefore, even though this study is still meaningful as a first trial to examine apparel

brands' CSR influences on brand equity by culture, comparing groups by individuals'

cultural values, beliefs, or lifestyles, rather than by just defining individuals by their

nationalities, might reveal more significant results.

In spite of all of these limitations for the moderating effect, the results of

additional analyses still found that differences exist between U.S. and Korean consumers'

evaluations about CSR. Overall, U.S. consumers more positively evaluated the same

given apparel brands' CSR activities than did Korean consumers. Their higher mean

scores of evaluation for all the CSR dimensions illustrate this difference. This result

matches with the findings of previous CSR studies. Baughn et al. (2007) explained that

lower awareness and perception about CSR exists overall in Asian countries than in the

United States. This result is meaningful for apparel brands' CSR practitioners, because

this means that Korean consumers are less evaluative of the CSR practices of the same

given brands than are U.S. consumers. Furthermore, U.S. consumers' brand equity was affected more by apparel brands' CSR than was Korean consumers' brand equity.

The result of the regression analysis performed separately on U.S. and Korean respondents showed a clear difference between the two groups; compared to four dimensions' significant results among U.S. respondents, only one dimension – economics-related – was significant for Koreans. This indicates that CSR is more important to enhance brand equity for U.S. consumers than for Korean consumers. Again, this leaves a question for brand managers because the same given brands' CSR practices were less effective for Korean consumers for improving brand equity.

In sum, *do consumers want a "good" apparel brand?* Yes, the study confirmed that consumers want responsible apparel brands that pursue product responsibility, economics, and environment-related practices, all of which enhance brand equity, but this is not applied to all the dimensions of CSR. Also, U.S. consumers are more insistent on responsible brands than are Korean consumers. The empirical findings of this study give a confirmed answer to the opening question.

<div style="text-align:center">

Theoretical and Managerial Implications

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The results and the discussion of findings of this study provide substantial theoretical and practical implications. Theoretical implications for academics are described first, and then managerial implications for business applications are suggested next.

Theoretical Implications

This study offers several theoretical implications by closing research gaps in previous studies, as well as by adding empirical evidences to the literature. First, this study significantly closes the research gap regarding the dimensions and the effects of apparel brands' CSR practices for the apparel discipline. As discussed, although previous studies argued that the CSR concept is strongly linked with the apparel industry (e.g., Laudal, 2010; Perry & Towers, 2009), those studies were limited because of an inconsistent definition and scope of CSR. As Table 2 showed, the GRI framework covers well the most diverse areas of CSR, unlike the criteria of previous studies. For this reason, the GRI framework has been commonly used by other disciplines, as well as by global apparel companies for reporting (e.g., Bouten et al., 2011; Nikolaeva & Bicho, 2011; Gap and H&M's reporting), but it has not been widely adopted by the apparel sector. In this context, this study extensively discussed the concept of CSR and defined the GRI's six dimensions of CSR. As a result, this study demonstrated how each of the five CSR dimensions is effective for apparel brands, compared to intrinsic and extrinsic apparel product attributes. This quantitative result provides empirical evidence that apparel brands can use to assign limited marketing efforts and budgets to certain CSR programs and product attributes. Therefore, this study contributes to the apparel discipline by providing a useful research framework with a clear definition of CSR and the rich base of CSR dimensions, as well as by showing the comparable effects of CSR according to apparel product attributes.

Next, this study also contributes to the literature by examining CSR as an antecedent of brand equity. Despite the numerous studies performed to unveil the antecedents of brand equity (e.g., Faircloth et al., 2001; Yoo & Donthu, 2001) and despite apparel companies' efforts on CSR marketing and reporting, no study had yet determined how apparel brands' CSR actually benefitted their brand equity. This study found which CSR dimensions of consumer evaluations enhance brand equity (i.e., product responsibility, economics, and environment-related). Therefore, this study contributes by bridging CSR and the concept of brand equity and by proving differing contributions of each CSR dimension in improving brand equity.

Last, this study contributes to the knowledge of the effect of consumer evaluations of apparel brands' CSR activities on brand equity cross-culturally. Previous studies have discussed cultural understanding as important to the global apparel industry, since it employs various types of stakeholders (i.e., from suppliers in developing Asia to buyers in the U.S.) and targets various consumer segments across countries (Baughn et al., 2007). However, extremely limited research in the apparel sector has studied CSR cross-culturally. Furthermore, no study had previously tried to examine apparel brands' CSR activities utilizing Hofstede's cultural dimension theory, even though the theory has been adopted by many studies in other disciplines (e.g., Matten & Moon, 2008; Waldman et al., 2006). This study, however, revealed that U.S. and Korean consumers' evaluations toward apparel brands' CSR were different. In that regard, this study contributes to academia by examining the differing consequences of apparel brands' CSR on brand equity across two cultures, based on Hofstede's cultural dimensions.

Managerial Implications

Along with the theoretical contributions, this study also provides useful managerial implications. First, the results of *H1* testing revealed that extrinsic attributes of apparel products, particularly well-known brand and latest fashion, are the most influential for the respondents in improving brand equity. Even in the comparison analysis with CSR dimensions, extrinsic attributes presented the greatest impacts. This means that to improve brand value for young consumers, investing in brand name, as well as in the fashionable features of products, is more effective than investing in the other attributes or CSR programs. Therefore, apparel brand managers need to assign more marketing efforts and budgets to brand name and the fashionable features of products to enhance brand equity.

Likewise, the results of *H2* testing revealed the differing influences of apparel brands' CSR activities on brand equity by dimensions. That is, product-related CSR was the most important for consumers to enhance their brand equity. This means that for consumers, the brands' efforts on the factors related to the product itself were more effective in increasing brand equity than any other CSR activities. This finding provides an empirical reason for brand managers to assign priority to product-related issues to develop brand equity. In other words, to enhance brand equity, brands need to sincerely care about customer complaints and develop product quality and credibility, which are included in product responsibility-related CSR. In addition, as the results found that economics-related and environment-related CSR also enhance brand equity, brands also need to put efforts into these areas, such as considering the indirect impacts of marketing

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and managing the impacts of natural resource uses in the production system. In this way, this study offers a logical base for managers to determine which specific CSR dimensions provide more or less benefit to their brand equity.

Regarding *H3*, although the moderating effect by culture was not significant, U.S. and Korean consumers evaluated apparel brands' CSR activities differently. As CSR much more significantly impacted brand equity among U.S. consumers than among Koreans, managerial decisions can be made to launch more CSR programs for U.S. consumers to improve brand equity. On the other hand, since Korean consumers were less positive in evaluating CSR practices than were respondents from the U.S. for the same given brands, more marketing efforts promoting the existing CSR programs to Korean consumers are needed. In addition, as the same CSR practices were not as effective for Korean consumers in improving brand equity as they were for U.S. consumers, brand managers need to consider what other marketing stimulations would enhance their brand equity among Korean consumers to replace the CSR programs currently being used by their companies.

Apparel brands are currently investing a lot of funds and marketing efforts into promoting 'social responsibility,' and they are doing so with website reporting, annual reports, donations, campaigns, and all kinds of marketing programs. In other words, global apparel brands are struggling to appeal to and prove to consumers that *they are doing something for them and for society*. These CSR efforts need to be effective compared to the investments, maximizing the output of marketing inputs. For this, the findings of this study give useful information of "what product attributes brands need to

focus on," "what kinds of CSR dimensions they need to focus on," and "what they need to do for different consumers across countries."

Limitations and Future Studies

Even though this study provides significant contributions theoretically and practically, it also has some limitations requiring further study. First, this study employed only the specific respondents as the sample group for two perspectives: 1) two countries for the cross-cultural sample (United States and South Korea) and 2) college student sample. Although the U.S. and Korea represent the significantly different sides of Hofstede's cultural values, further studies are needed to generalize the differing effects of CSR on brand equity by country. Also, the college student sample offers socio-graphical homogeneity to compare cross-cultural groups, but it is not sufficient to generalize the findings of the study to entire populations. In this context, future research providing more varieties of countries and demographic samples will help generalize the findings.

In addition, this study adopted 'country' as the criteria of comparison to examine the moderating effect of culture. However, as previously discussed, other indicators may be better moderators. For example, cultural values such as individualism/collectivism and long-term/short-term orientation can be measured at the individual level for grouping the sample as "different cultural groups." Therefore, further studies using different cultural criteria to compare the effect of CSR on brand equity will be promising.

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APPENDIX A

SURVEY QUESTIONNAIRE

Do you want a "good" apparel brand?

The Survey of Apparel Brands

Dear Participants,

    I am a Master's student at the University of North Carolina at Greensboro (UNCG), Hongjoo Woo. This is the project guided by Dr. Byoungho Jin, the Putman and Hayes Distinguished professor at the UNCG, studying the effect of apparel brands' socially responsible practices for the purpose. The respondent for this study is U.S. and Korean college students aged 18 and above. Your thoughts will be very valuable and helpful for the research study of the apparel industry. The study is officially approved by IRB (Institutional Review Board) as the research protecting human participants complying research regulations. The survey will take about 10 minutes to fill out, you will not be compensated for your participation in this study. Your answers will be strictly **anonymous and you may stop anytime you want to**. However, we want you to complete the survey because incomplete survey cannot be used for data analysis. If you have any questions on the survey, please contact Hongjoo Woo (336.686.0853, h_woo@uncg.edu). If you have any questions about the IRB approval, you can contact to (336.256.1482, http://compliance.uncg.edu/institutional-review-board/). Your participation in the survey will be greatly appreciated.

Best Regards,
Hongjoo Woo

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Part A. Please answer how much you think each of the following is important to you when you buy apparel products.

	Not important at all	Somewhat not important	Slightly not important	Neither important or not important	Slightly important	Somewhat important	Very important
Comfort	❑	❑	❑	❑	❑	❑	❑
Durability	❑	❑	❑	❑	❑	❑	❑
Easiness for coordination	❑	❑	❑	❑	❑	❑	❑
Good fit	❑	❑	❑	❑	❑	❑	❑
Good quality	❑	❑	❑	❑	❑	❑	❑
Latest fashion	❑	❑	❑	❑	❑	❑	❑
Reasonable price	❑	❑	❑	❑	❑	❑	❑
Well-known brand	❑	❑	❑	❑	❑	❑	❑

Part B1. Have you ever bought an apparel product from <u>any one the following brands</u>?

❑ **Yes.** ❑ **No.** (If No, please **STOP** here. Thank you for your participation.)

Part B2. If you have purchased any of the above brands before, which is the brand that you have most recently bought? (Please write down the brand name below.)

☞ **Among the five brands above, the brand I've most recently bought is** _____ .

Part B3. **With keeping the above brand in your mind**, please answer how likely you think the brand above has each of the following characteristics.

	Very Unlikely	Somewhat Unlikely	Slightly Unlikely	Neither Likely or Unlikely	Slightly Likely	Somewhat Likely	Very Likely
Comfort	❑	❑	❑	❑	❑	❑	❑
Durability	❑	❑	❑	❑	❑	❑	❑
Easy for coordination	❑	❑	❑	❑	❑	❑	❑
Good fit	❑	❑	❑	❑	❑	❑	❑
Good quality	❑	❑	❑	❑	❑	❑	❑
Latest fashion	❑	❑	❑	❑	❑	❑	❑
Reasonable price	❑	❑	❑	❑	❑	❑	❑
Well-known brand	❑	❑	❑	❑	❑	❑	❑

Part C. <u>With keeping the above brand in your mind</u>, please answer how much you agree or disagree with each of the following sentences. (Even if you don't have exact information, please answer as far as you think.)

"I think <u>the brand I chose</u> tries to_____ ."							
	Strongly disagree	Somewhat disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Somewhat agree	Strongly agree
Take care of water, energy, and material uses.	❏	❏	❏	❏	❏	❏	❏
Minimize pollutions when produce apparel.	❏	❏	❏	❏	❏	❏	❏
Invest to protect environments.	❏	❏	❏	❏	❏	❏	❏
Protect human rights in factories.	❏	❏	❏	❏	❏	❏	❏
Allow the freedom of labor union and forbid discrimination.	❏	❏	❏	❏	❏	❏	❏
Not use child labor or forced labor.	❏	❏	❏	❏	❏	❏	❏
Clarify health care benefits for employees.	❏	❏	❏	❏	❏	❏	❏
Offer training/education programs to employees.	❏	❏	❏	❏	❏	❏	❏
Provide an equal job opportunity to everyone.	❏	❏	❏	❏	❏	❏	❏
Meet customer health and safety regulations.	❏	❏	❏	❏	❏	❏	❏
Clearly label products for customers.	❏	❏	❏	❏	❏	❏	❏
Take care of customer complaints.	❏	❏	❏	❏	❏	❏	❏
Invest to develop local community welfares.	❏	❏	❏	❏	❏	❏	❏
Avoid corruptions in business.	❏	❏	❏	❏	❏	❏	❏
Obey public policy to make fair market environment.	❏	❏	❏	❏	❏	❏	❏
Provide the brand's revenues, profits, and costs information for public.	❏	❏	❏	❏	❏	❏	❏
Provide the brand's market presence, standard wage, and other economic information for public.	❏	❏	❏	❏	❏	❏	❏
Consider the indirect impacts of marketing programs on society.	❏	❏	❏	❏	❏	❏	❏

Part D. <u>**With keeping the brand above in your mind**</u>**, please answer how much you agree or disagree with each of the following statement.**

	Strongly Disagree	Somewhat Disagree	Slightly Disagree	Neither Agree or Disagree	Slightly Agree	Somewhat Agree	Strongly Agree
I consider myself to be loyal to the brand.	❑	❑	❑	❑	❑	❑	❑
The brand would be my first choice among alternatives when I buy apparel that I need.	❑	❑	❑	❑	❑	❑	❑
I will not buy other brands if the brand is available at the store.	❑	❑	❑	❑	❑	❑	❑
The likely quality of the brand is extremely high.	❑	❑	❑	❑	❑	❑	❑
The likelihood that the brand would be functional is very high.	❑	❑	❑	❑	❑	❑	❑
I can recognize the brand among other competing brands.	❑	❑	❑	❑	❑	❑	❑
I am aware of the brand.	❑	❑	❑	❑	❑	❑	❑
Some characteristics of the brand come to my mind quickly.	❑	❑	❑	❑	❑	❑	❑
I can quickly recall the symbol or logo of the brand.	❑	❑	❑	❑	❑	❑	❑
I have a difficulty in imagining the brand in my mind.	❑	❑	❑	❑	❑	❑	❑
It makes sense to buy the brand instead of any other brand.	❑	❑	❑	❑	❑	❑	❑
Even if another brand has the same features as the brand, I would prefer to buy the brand.	❑	❑	❑	❑	❑	❑	❑
If there is another brand as good as the brand, I prefer to buy the brand.	❑	❑	❑	❑	❑	❑	❑
If another brand is not different from the brand in any way, it seems smarter to purchase the brand.	❑	❑	❑	❑	❑	❑	❑

➢ The survey is almost completed. Please answer the last questions next.

Part E. Lastly, please choose an item that best describes your status. This is <u>only</u> for a statistical purpose.

Age	**I am** _____ **years old.**
Gender	❏ Male ❏ Female
College level	❏ Undergraduate ❏ Graduate
Average household income/year	❏ Under $20,000 ❏ $20,001-40,000 ❏ $40,001-60,000 ❏ $60,001-80,000 ❏ $80,001-100,000 ❏ Over $100,001
Social Status	❏ Low ❏ UpperLow ❏ LowerMiddle ❏ Middle ❏ UpperMiddle ❏ LowerHigh ❏ High

Thank you very much for your participation!

THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

"좋은" 브랜드를 원하십니까?

의류 브랜드 설문

안녕하세요 참여자여러분,

　　저는 미국 노스캐롤라이나대학 Department of Consumer, Apparel, & Retail Studies의 우홍주라고 합니다. 이 프로젝트는 노스캐롤라이나대학 진병호 석좌교수님의 지도하에 이뤄지는 의류브랜드의 사회적 책임에 관한 한미 국제연구입니다. 이 연구의 대상은 미국과 한국의 18세이상 대학생 여러분입니다. 여러분의 의견은 이 연구를 위해, 그리고 사회적으로 바람직한 의류 비즈니스를 위해 매우 소중히 쓰일 것입니다. 본 연구는 미국 연구윤리심사기관인 IRB (Institutional Review Board) 의 승인하에 진행되며, 설문은 10-15분가량 소요됩니다. 여러분의 응답내용은 철저히 익명으로 처리되며 원하실 때 언제든 응답을 멈추실 수 있습니다. 그렇지만 완료되지 않은 응답은 분석에 사용될 수 없기에 끝까지 답해주시기를 부탁드립니다. 질문사항이 있으시면 언제든지 주 연구자인 우홍주 (+1-336-6860853, **h_woo@uncg.edu**)에게로 문의주십시오. 연구윤리심사에 관한 질문은 IRB (+1-336.256.1482, http://compliance.uncg.edu/institutional-review-board/)로 하실 수 있습니다. 여러분의 소중한 참여에 진심으로 감사드립니다.

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Part A. 의류제품을 구매할 때, 귀하에게 다음 각각의 제품 특성이 얼마나 중요한지 표기해주십시오.

	전혀 중요하지 않다	중요하지 않다	약간 중요하지 않다	중요하지도 안 중요하지도 않다	약간 중요하다	중요하다	매우 중요하다
편안함	❑	❑	❑	❑	❑	❑	❑
내구성 (옷이 튼튼한 정도)	❑	❑	❑	❑	❑	❑	❑
코디하기 좋음	❑	❑	❑	❑	❑	❑	❑
착용감(잘 맞음)	❑	❑	❑	❑	❑	❑	❑
좋은 품질	❑	❑	❑	❑	❑	❑	❑
최신 유행	❑	❑	❑	❑	❑	❑	❑
합리적인 가격	❑	❑	❑	❑	❑	❑	❑
유명 브랜드	❑	❑	❑	❑	❑	❑	❑

Part B1. 다음 브랜드 중 <u>어느 한 개에서라도</u> 의류제품을 구매해보신 적이 있습니까?

❑ **그렇다.**   ❑ **아니다.** (없다면, 여기에서 설문을 멈춰주십시오. 참여해주셔서 감사합니다.)

Part B2. 만약 구매해 본 적이 있다면, 위의 다섯 개 의류브랜드 중 가장 최근에 구매해 본 브랜드는 어느 것입니까? (아래 빈칸에 그 브랜드이름을 써 주십시오.)

☞ **위 5개 브랜드 중, 내가 가장 최근에 구매해본 브랜드는 _____ 이다.**

Part B3. <u>위에 써주신 브랜드를 생각하시고 답해주시기 바랍니다.</u> 귀하께서는 위에 써주신 그 브랜드가 다음 각각의 제품 특성을 얼마나 가지고 있다고 생각하는지 표기해주십시오.

	전혀 그렇지 않다	그렇지 않다	약간 그렇지 않다	그렇지도 안 그렇지 도 않다	약간 그렇다	그렇다	매우 그렇다
편안함	❏	❏	❏	❏	❏	❏	❏
내구성 (옷이 튼튼한 정도)	❏	❏	❏	❏	❏	❏	❏
코디하기 좋음	❏	❏	❏	❏	❏	❏	❏
착용감(잘 맞음)	❏	❏	❏	❏	❏	❏	❏
좋은 품질	❏	❏	❏	❏	❏	❏	❏
최신 유행	❏	❏	❏	❏	❏	❏	❏
합리적인 가격	❏	❏	❏	❏	❏	❏	❏
유명 브랜드	❏	❏	❏	❏	❏	❏	❏

Part C. <u>위에 써주신 브랜드를 생각했을 때</u>, 귀하께서는 다음 각각의 문장에 얼마나 동의하는 지 표시해주십시오. (정확히 알고있지 못하더라도, 귀하가 생각했을 때 '그럴 것 같은' 부분에 표시해주십시오.)

"내가 생각했을때, 위의 브랜드는 _____ 을 하려고 노력한다."						
	전혀 동의하지 않는다	동의하지 않는다	약간 동의하지 않는다	동의하지도 안하지도 않는다	약간 동의한다	동의한다	매우 동의한다
물, 에너지, 자원 사용 관리	❏	❏	❏	❏	❏	❏	❏
의류 생산 시 오염물질 발생의 최소화	❏	❏	❏	❏	❏	❏	❏
환경보전을 위한 투자	❏	❏	❏	❏	❏	❏	❏
공장에서 노동자 인권 보호	❏	❏	❏	❏	❏	❏	❏
노동자의 조합결성의 자유와 차별 금지	❏	❏	❏	❏	❏	❏	❏
미성년 노동과 강압에 의한 노동 금지	❏	❏	❏	❏	❏	❏	❏
노동자의 건강 보호 혜택 보장	❏	❏	❏	❏	❏	❏	❏
노동자를 위한 교육과 실습의 기회 제공	❏	❏	❏	❏	❏	❏	❏
모두에게 공평한 일자리 기회 제공	❏	❏	❏	❏	❏	❏	❏
고객의 건강과 안전을 위한 제도 준수	❏	❏	❏	❏	❏	❏	❏
고객에게 명확한 제품 라벨 표기	❏	❏	❏	❏	❏	❏	❏
고객 불만사항의 처리	❏	❏	❏	❏	❏	❏	❏
지역사회 복지를 위한 투자	❏	❏	❏	❏	❏	❏	❏
비즈니스 활동에서 부정부패 피함	❏	❏	❏	❏	❏	❏	❏
공정한 시장환경 조성을 위한 규칙 준수	❏	❏	❏	❏	❏	❏	❏
브랜드의 수입, 이윤, 비용에 관련된 정보 제공	❏	❏	❏	❏	❏	❏	❏
브랜드의 진출시장, 평균임금 및 경제 정보 제공	❏	❏	❏	❏	❏	❏	❏
마케팅활동이 사회에 간접적으로 미치는 영향고려	❏	❏	❏	❏	❏	❏	❏

Part D. <u>위에 써주신 브랜드를 생각했을 때</u>, 귀하께서는 다음 각각의 문장에 얼마나 동의하는지 표기해주십시오.

	전혀 동의하지 않는다	동의하지 않는다	약간 동의하지 않는다	동의하지도 안하지도 않는다	약간 동의한다	동의한다	매우 동의한다
나는 그 브랜드의 단골이라고 생각한다.	❏	❏	❏	❏	❏	❏	❏
의류를 구매할 때, 다른 비슷한 브랜드들보다 그 브랜드를 첫 번째로 선택할 것이다.	❏	❏	❏	❏	❏	❏	❏
매장에 그 브랜드가 있다면 나는 다른 브랜드를 구매하지 않을 것이다.	❏	❏	❏	❏	❏	❏	❏
그 브랜드의 품질은 매우 좋은 것 같다.	❏	❏	❏	❏	❏	❏	❏
그 브랜드는 매우 기능적/실용적인 것 같다.	❏	❏	❏	❏	❏	❏	❏
나는 경쟁브랜드들 중 그 브랜드를 알아보고 구별해낼 수 있다.	❏	❏	❏	❏	❏	❏	❏
나는 그 브랜드에 대해 알고 있다.	❏	❏	❏	❏	❏	❏	❏
나는 그 브랜드의 특성을 빨리 생각해낼 수 있다.	❏	❏	❏	❏	❏	❏	❏
나는 그 브랜드의 로고나 심볼을 쉽게 떠올릴 수 있다.	❏	❏	❏	❏	❏	❏	❏
나는 그 브랜드를 떠올리는데 다소 어려움이 있다.	❏	❏	❏	❏	❏	❏	❏
다른 브랜드들보다 그 브랜드를 구매하는 것이 바람직하다.	❏	❏	❏	❏	❏	❏	❏
다른 브랜드가 비슷한 특성을 가지고 있더라도, 나는 그 브랜드를 사는 것을 선호할 것이다.	❏	❏	❏	❏	❏	❏	❏
만약 비슷하게 좋은 다른 브랜드가 있더라도, 나는 그 브랜드를 구매할 것이다.	❏	❏	❏	❏	❏	❏	❏
만약 다른 브랜드들이 모든 점에서 그 브랜드와 다르지 않다면, 나는 그 브랜드를 구매하는 것이 더 현명하다.	❏	❏	❏	❏	❏	❏	❏

➢ 설문이 거의 끝나가고 있습니다. 다음 마지막 질문에 답해주십시오.

Part E. 마지막으로, 다음 중 귀하에게 해당되는 사항에 표기해주십시오. 이 질문은 <u>오직</u> 통계적 목적으로만 사용됩니다.

연령	☐ 세		
성별	☐ 남	☐ 여	
학년	☐ 학부생(1-4학년)	☐ 대학원생	
연간 가구소득	☐ 2천만원 이하	☐ 2천-4천만원	☐ 4천-6천만원
	☐ 6천-8천만원	☐ 8천만원-1억	☐ 1억 이상
사회계층	☐ 최하 ☐ 하 ☐ 중하 ☐ 중 ☐ 중상 ☐ 상 ☐ 최상		

설문에 응해주셔서 대단히 감사합니다!

APPENDIX B

INSITUTIONAL REVIEW BOARD (IRB) APPROVAL

THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

To: Byoungho Jin
Cons, Apparel, and Ret Stds
210 Stone Building

From: UNCG IRB

Date: 11/20/2012

RE: Notice of IRB Exemption
Exemption Category: 2.Survey, interview, public observation
Study #: 12-0394
Study Title: Do Consumer Want a 'Good' Apparel Brand?: The Effect of Apparel Brands' Corporate Social Responsibility Practices on Brand Equity Moderated by Culture

This submission has been reviewed by the above IRB and was determined to be exempt from further review according to the regulatory category cited above under 45 CFR 46.101(b).

Study Description:

This study aims to examine the consumer perceptions and evaluation of apparel brands' corporate social responsiblity and the implications from that perception for brands.

Regulatory and other findings:

- **If your study is contingent upon approval from a site where you will be conducting your research, you will need to submit the letters of support as a modification at the time you receive that approval.**

Investigator's Responsibilities

Please be aware that any changes to your protocol must be reviewed by the IRB prior to being implemented. The IRB will maintain records for this study for three years from the date of the original determination of exempt status.

CC:
Hongjoo Woo, International Program Center
ORC, (ORC), Non-IRB Review Contact

THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

To: Byoungho Jin
Cons, Apparel, And Ret Stds
210 Stone Building

From: UNCG IRB

Date: 12/17/2012

RE: Notice of IRB Exemption
Exemption Category: 2.Survey, interview, public observation
Study #: 12-0394
Study Title: Do Consumer Want a 'Good' Apparel Brand?: The Effect of Apparel Brands' Corporate Social Responsibility Practices on Brand Equity Moderated by Culture

This submission has been reviewed by the above IRB and was determined to be exempt from further review according to the regulatory category cited above under 45 CFR 46.101(b).

Study Description:

This study aims to examine the consumer perceptions and evaluation of apparel brands' corporate social responsiblity and the implications from that perception for brands.

Study Specific Details:

This modification, dated 12/11/12, addresses the following:

- Change in consent to remove participant name and signature line from form.
- Addition of Korean consent forms.
- Revision of wording in questionnaire.
- Addition of Korean questionnaire.

Regulatory and other findings:

- This study qualifies for waiver of documentation (signed) of consent per the following federal regulation: 45 CFR 46.117(c)(2)

-

APPENDIX C

RECRUITMENT LETTER

Recruitment Letter

- Investrigator:
  Core: Dr. Byoungho Jin, The University of North Carolina at Greensboro
       b_jin@uncg.edu, 336.256.0251
  Graduate student researcher: Hongjoo Woo, The University of North Carolina at
       Greensobro. h_woo@uncg.edu, 336.686.0853

- Purpose of the study: This research study investigates consumer perceptions of apparel brands' socially responsible business practices and its positive effects on brand perceptions and preferences (i.e., brand equity). This study aims to find whether apparel brands' marketing efforts for responsible practices influence consumers' positive image toward them.

- Inclusion/Exclusion criteria: The sample group as the respondent of this study is college student. The specific inclusion criteria for sampling is as follows:
  1. The respondents are aged 18 and above.
  2. The respondents are U.S. and Korean college students.
  3. The respondents are from any gender/academic major.
  The group who do not meet these inclusion criteria are excluded in this study.

- Compensation: The respondents will not be compensated for their participation in this study.

- Time: It will take approximately 10-15minutes to complete a survey.

APPROVED IRB
NOV 20 2012

APPENDIX D

SURVEY CONSENT FORM

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

CONSENT TO ACT AS A HUMAN PARTICIPANT: LONG FORM

Project Title: <u>Do consumers want a 'good' apparel brand? The effect of apparel brands' Corporate Social Responsibility (CSR) practices on brand equity moderated by culture</u>

Project Director: <u>Dr. Byoungho Jin</u>

What is the study about?
This is a research project. The study measures the consumer perceptions of apparel brands' socially responsible business practices and its positive effects on brand equity.

Why are you asking me?
The sample group as the respondents of this study is college students aged 18 and above, going to U.S. and Korean colleges. The college student group is selected because it is the major target of apparel brands' marketing efforts and with the expectation that they will better recognize about apparel brands' business practices and needs for socially responsible activity. Also, for cross-cultural study, the literature has heavily studied college student sample as it represent relatively homogeneous characteristics than other groups which is appropriate to compare across countries.

What will you ask me to do if I agree to be in the study?
This study is a questionnaire survey. The questionnaire includes mainly five sections: Consumer evaluation about apparel product attributes, specific brand's product attributes, apparel brands' CSR practices, brand equity, and basic demographic information. It takes approximately 10-15minutes to complete the survey. There will not be an experimental treatment or any question/treatment that may cause unpleasant feeling of participants, because all of the questions are only asking about perceptions toward apparel brands and products, not the participant themselves.

Is there any audio/video recording? No, there is not any audio/video recording.

What are the dangers to me?
The Institutional Review Board at the University of North Carolina at Greensboro has determined that participation in this study poses minimal risk to participants. There is no potential risk more than the minimal level because the questionnaire only asks about participants' evaluations of apparel products and brands as consumers, without any personal question or a question asking about themselves as an individual.

If you have questions, want more information or have suggestions, please contact Dr. Byoungho Jin (336.256.0251, b_jin@uncg.edu) or Hongjoo Woo (336.686.0853, h_woo@uncg.edu).

If you have any concerns about your rights, how you are being treated, concerns or complaints about this project or benefits or risks associated with being in this study please contact the Office of Research Compliance at UNCG toll-free at (855)-251-2351.

Are there any benefits to society as a result of me taking part in this research?
The result of this study may prove the positive effect of apparel brands' socially responsible marketing efforts on consumers' positive brand perceptions (i.e., brand equity). That may be a strong motivation for apparel companies to more participate in socially responsible business practices, therefore, it may create a positive effect to society in a long-term perspective.

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Approved Consent Form
Valid 12/17/12 to 11/19/15

Are there any benefits to *me* for taking part in this research study?
It will not give a direct benefit to participants, however, in a long-term perspective, the objective and the results of this study may positively contribute to society by encouraging apparel business to put more efforts on socially responsible business activities to appeal to consumers. Apparel brands' socially responsible production and marketing may benefit consumers by offering better quality products and services finally.

Will I get paid for being in the study? Will it cost me anything?
There are no costs to you or payments made for participating in this study.

How will you keep my information confidential?
All information obtained in this study is strictly confidential unless disclosure is required by law. All of the questions in the survey questionnaire is strictly anonymous and does not ask about any private values and information. There is not any cue to identify each of the participants throughout the survey. Completed questionnaire will be securely stored in a sealed envelope and will be located in the researchers' offices only, only for the purpose of entering data to statistics software. Once entering data is completed, the questionnaire will be sealed again.

What if I want to leave the study?
You have the right to refuse to participate or to withdraw at any time, without penalty. If you do withdraw, it will not affect you in any way. If you choose to withdraw, you may request that any of your data which has been collected be destroyed unless it is in a de-identifiable state.

What about new information/changes in the study?
If significant new information relating to the study becomes available which may relate to your willingness to continue to participate, this information will be provided to you.

Voluntary Consent by Participant:
By continuing with the survey, you are agreeing that you read, or it has been read to you, and you fully understand the contents of this document and are openly willing consent to take part in this study. All of your questions concerning this study have been answered. Completing the survey, you are agreeing that you are 18 years of age or older and are agreeing to participate.

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UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

CONSENT TO ACT AS A HUMAN PARTICIPANT: LONG FORM

Project Title: Do consumer want a 'good' apparel brand? The effect of apparel brand's Corporate Social Responsibility (CSR) practices on brand equity moderated by culture.

Project Director: Dr. Byoungho Jin

무엇에 관한 연구입니까?
이 연구는 의류 브랜드의 사회적으로 책임 있는 비즈니스 활동에 대한 소비자의 의견과 그 의견이 브랜드 자산에 미치는 영향에 대한 연구입니다.

무엇을 묻는 것입니까?
이 연구의 조사대상은 미국과 한국의 18세 이상 대학생 여러분입니다. 대학생 여러분은 의류 브랜드의 주요 마케팅 초점이자 사회적으로 책임 있는 비즈니스에 대해 잘 인지하고 있을 것이라는 이유로 선택되었습니다.

참여하게 되면, 무엇을 묻게 됩니까?
이 연구는 설문지 형식으로 이뤄집니다. 설문지는 크게 5가지 항목으로 구성되어 있습니다: 의류 제품 특성에 관한 평가, 특정 브랜드의 제품 특성에 대한 평가, 의류 브랜드의 사회적 책임 활동, 브랜드 자산, 그리고 간단한 인적사항 항목입니다. 이 연구는 참여자의 감정이나 신상에 영향을 주는 그 어떤 내용도 포함하고 있지 않습니다.

오디오나 비디오 녹음 항목이 있습니까? 아뇨, 전혀 없습니다.

참여자에게 오는 위험은 없습니까?
노스캐롤라이나대학의 연구윤리 심사기관 IRB (The Institutional Review Board)는 이 연구의 참여는 아주 최소한의 위험만을 갖고있다고 판단했습니다. 설문내용에 응답함으로써 발생하는 참여자에 대한 위험요소는 전혀 없습니다.

다른 질문 사항이 있거나 더 자세한 연구정보를 얻고 싶으시면 다음으로 연락주십시오: Dr. Byoungho Jin (+1-336.256.0251, b_jin@uncg.edu) or Hongjoo Woo (+1-336.686.0853, h_woo@uncg.edu).

연구윤리 심사에 관한 질문이 있으시면 다음으로 연락주십시오: Office of Research Compliance at UNCG toll-free at +1-(855)-251-2351.

이 연구에 참여함으로써 발생하는 사회적 이익엔 어떤 것이 있습니까?
이 연구의 결과는 의류 브랜드들의 사회적으로 책임 있는 비즈니스 활동을 장려하는 효과를 기대하고 있습니다. 여러분의 참여는 이 결과를 얻어내는 데에 매우 중요합니다.

이 연구에 참여함으로써 *나에게* 오는 이익엔 어떤 것이 있습니까?
연구의 참여는 즉각적인 이익을 여러분께 제공하지는 않을 것입니다. 하지만, 장기적인 관점에서 여러분의 의견은 사회적으로 바람직한 의류 산업 활동과 기업들의 참여를 이끌어내는 데에 중요하게 쓰일 것입니다.

연구에 참여함으로써 보상이나 비용이 발생합니까?
연구 참여 보상이나 비용은 없습니다.

나의 개인 정보는 어떻게 다뤄질 것입니까?
설문에 제공된 여러분의 응답내용은 연구 전반에 걸쳐 법과 규정을 준수하여 철저히 익명으로 지켜질 것입니다. 설문 내용들은 모두 익명으로 처리되며 여러분의 개인 신상정보에 관한 민감한 내용에 대해서는 묻지 않을 것입니다. 설문에는 여러분의 개인 신상을 알 수 있는 내용은 포함되어있지 않습니다. 응답된 설문지는 밀봉 처리되어 오직 연구자의 연구실에만 보관될 것이며, 데이터 입력의 목적으로만 사용될 것입니다. 데이터 입력이 끝난 후에 설문지는 다시 밀봉 보관될 것입니다.

연구 참여를 그만하고 싶을 경우에는 어떻게 합니까?

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여러분은 연구 참여를 거부하거나 그만 둘 권리가 있습니다. 거부하거나 그만 둘 경우, 어떠한 불이익도 없을 것이며 완성되지 않은 응답은 익명으로 폐기됩니다.

이 연구의 변경사항에 대해서는 어떻게 알 수 있습니까?
만약 여러분의 참여 의사에 영향을 미칠 수 있는 연구 내용에 중요한 변경 내용이 생길 경우, 여러분께 그 정보가 제공될 것입니다.

연구 참여자의 자발적 동의:
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