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Abstract: This research aims to investigate the moderating role of customer consciousness in the correlation between CSR and the brand image of the Jordanian apparel industry. The study employs a cross-sectional quantitative method. To actualize this study, data was gathered from 440 participants. The collected data was coded against SPSS 25, then normality, validity, and reliability were tested, and multiple regressions were used to test hypotheses. Findings show that the Jordanian Apparel industry highly applies CSR, brand image, as well as, consciousness. Furthermore, results show that CSR, brand image, and consciousness are strongly related to each other. Results also indicate that CSR influences the brand image. Social responsibility is having the highest effect on brand image, followed by ethical and economic responsibility, respectively. Environmental responsibility was having a negative influence on brand image. When adding consciousness as a moderate, it moderates the influence of CSR on the brand image. The study recommends conducting qualitative research to understand why Jordanian customers rated environmental responsibility as having a negative effect on brand image. In addition, it recommends that the apparel industry use awareness campaigns to enhance customers' consciousness because it moderates the relationship between CSR and brand image.

Keywords: corporate social responsibility; ethical responsibility; social responsibility; economic responsibility; brand image; consciousness; apparel industry; Jordan



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1. Introduction

Nowadays, the interest in corporate social responsibility (CSR) is increasing, and it is almost present in all countries; it is a notion of extreme significance in business. ISO 26000 has defined CSR as how an organization's activities affect the society where it performs its business and how these activities affect the environment. Therefore, CSR is very important for measuring an organization's performance and its capability to sustain its operations effectively [1]. CSR has changed from pure philanthropic practices to being included within businesses' core operations and overall business strategy [2]. Recently, businesses have shifted toward creating shared value to establish a competitive advantage and differentiate from competitors. In the shared value model, the business exists to solve social and environmental problems while creating economic value and generating profits. However, the degree of CSR presence differs between countries and depends on the existence of policies and regulations that support or enforce the practice of CSR in businesses. Some businesses in developing countries consider philanthropy the heart of CSR, undermining the importance of formulating a CSR strategy and embedding it in their operations [3]. They view CSR as a cost center, disregarding its role in improving business brand equity,

performance, and profitability. They also disregard the importance it has in developing the company's brand image, which, as a result, helps to improve business performance.

Organizations must implement strategies of CSR (social, ethical, environmental, and economic) to reach their target audience. Suppose these strategies are incorporated into the business. In that case, they will have a higher reach because consumers are not only interested in the product and its benefits but also in the process that led to making it. When companies are more aware of the responsibility they have in front of nature and society, they strive to do better, which facilitates their brand image. Therefore, this current study's purpose is to explore the role of CSR on brand image, one aspect of brand equity, for the apparel industry in Jordan, using consumer consciousness to act as a moderator of the relationship between CSR and brand image. Consumers, who are aware, pay extra attention to their purchasing decisions. They familiarize themselves with companies that implement CSR and hold on to a good brand image; hence, when purchasing, they tend to stick with ethical companies. This research paper focuses on how CSR benefits companies and explores four components that help boost a company's ability to recognize these responsibilities: social, ethical, economic, and environmental.

In the last few decades, CSR has become an important issue for all organizations, whatever they are doing and wherever they are performing their business, and the researchers have recognized that CSR should be adopted within organizations' strategies. They include strategies for improving business reputation, laws of government, stressful situations from stakeholders as well as senior managers, significant events, and winning points a company has over its rivals. Other strategies include taking part in creative projects related to administration and the offerings a business may introduce contributions in environmentally-friendly prospects and policies that integrate economic and social strategies. In a world of high competition, such studies demonstrate why it is crucial to incorporate strategies similar to these into the business [4]. Methods such as these facilitate the brand image of a business because consumers are aware of their actions; they also help boost this image by spreading positive words to their network. Limited research has been conducted as to incorporating CSR strategies in Jordanian companies; they must understand the significance of CSR and how it can strengthen their brand image once implemented correctly. In the field of apparel and fashion, research indicates that although the industry is being pressured to execute approaches that consider social and environmental matters, it is not incorporating strategies of CSR thoughtfully because not many businesses are hiring professionals in this field [5]. Applying CSR can make communities stronger [6]. Companies striving to strengthen their bonds with communities understand that they need to hold themselves accountable for their actions and be transparent about what they do and in what ways they commit to this responsibility.

In general, there are limited research papers on the influence of CSR on brand image in the Jordanian market, such as refs. [7–9]. However, in this study, the researchers would like to develop a further understanding of the impact of CSR's different dimensions (social, environmental, ethical, and economic) on brand image. Therefore, the current research objective is to investigate the correlation between the different components of CSR (social, environmental, ethical, and economic) and brand image, specifically in the apparel industry in the Jordanian context. Another objective is to investigate if the conscious consumer plays a role in moderating the relationship between CSR and brand image.

The study's importance lies in understanding the maturity of CSR among consumers in Jordan and the apparel industry in particular. If CSR was a mature concept, companies could utilize it to create a competitive advantage. If not, Jordan shall take the initiative to raise awareness about CSR practices and educate its citizens on the subject, as it will positively influence the country and society. It will also enable companies to look for more sustainable solutions to meet customers' demands without leaving a negative impact.

2. Literature Review and Hypotheses Development

2.1. Corporate Social Responsibility (CSR)

Business strategies are adopting CSR as the main element because it is considered a useful asset to companies striving to improve their performance and support the community at the same time [10]. The concept of CSR and its application are receiving recognition on a global level due to their importance [11]. CSR has been the topic of discussion among scholars who study the role of companies and their responsibilities towards society. Not only do companies need to prioritize meeting shareholder interests, but they also need to recognize their role in society [12]. Organizations must hold themselves accountable in front of society, as this helps them improve their image; thus, their success increases. This is where brand equity emerges as the result of a good sense of CSR. Debates around the emergence of CSR, also known as Social Responsibility (SR), have suggested that the concept initially appeared in the 1950s. However, to provide some context for the root of the concept, it is necessary to go back to the industrial revolution in the 18th century. Factories in the United States of America and Great Britain at that time were only concerned about increasing workforce productivity while drawing no attention to the effects it might have on their employees. This raised debates and arguments within societies about the practices used in terms of hiring women and children and not taking the right measures to ensure workforce safety. These actions led to a movement that made factories consider employees' and society's welfare through the implementation of healthcare schemes and others. Nowadays, the concept of CSR cannot simply be ignored by managers of organizations for the importance it holds, and there has been a growing debate on the connection between CSR and the performance of organizations [13].

2.2. CSR in Jordan

Jordan, as a developing country, is facing many economic and environmental challenges. Jordan had a high unemployment rate of 22.6% in Q2 of 2022 [14]. It requires humanitarian aid to be able to host refugees from neighboring countries [15]. Environmentally, Jordan has limited natural resources; it is among the top ten for water scarcity [16]. Despite the environmental and economic challenges that Jordan faces, it does not deploy CSR fully to help solve some of the challenges. In 2021, Jordan was ranked number 131 out of 180 countries in Sustainability 2022 [17]. However, Jordan is taking initiatives to improve the situation by taking country-level as well as corporate-level initiatives. In 1998–2008, Jordan gradually privatized 14 state-owned enterprises, which had a positive impact on society through microeconomic improvements, innovation, and employment [18]. Today, Jordan's economic modernization vision focuses on both economic growth and the quality of life by drawing focus to education, the environment, and the standards of living for Jordanians. Lastly, Jordan is reinforcing laws and regulations to encourage companies to think about the society in which they operate. Some industries are forced to disclose environmental issues in their annual reports [19]. Finally, there is a debate about the effect of CSR dimensions on Jordanian organizations' performance, customer engagement, purchase intentions, and others.

2.3. CSR and Brand Image

Due to globalization and intense competition, companies are no longer focusing solely on acquiring market share through product innovation but on strengthening their intangible assets such as brand equity. Businesses that have strong brand equity have a higher market capitalization in financial terms [20]. One component of brand equity is brand image, which is crucial for professionals in the field of marketing as they spend a considerable amount of time protecting their brand image so they can get the most value out of their target market [21]. Hence, exploring the influence of CSR on brand image might be a new way for businesses to differentiate themselves from competitors in a market with low product differentiation. Any company would consider its brand its most valuable asset, as it reflects the consumer's choice of purchase. Consumers trust these brands, which, in

turn, aids in their ability to purchase from them [22]. Knowing well how powerful they are in the market. Consumers relate to brands when they feel a sense of connection to them that stems from prior personal experience with the brand itself or from what they hear about it from other people [23]. Brand image is an integral part of the brand; it is how people perceive the brand in the market and speaks of the company's success. If the brand is doing well in the market, it has a good brand image. Companies do their best to make this image stand out and reflect their efforts. Moreover, utilizing CSR strengthens the reputation of a brand and creates a feeling of confidence and devotion for it in customers. Once consumers are aware that brands are heading toward ethical means and speaking of crucial topics that they find significant, then purchasing their products will be a continuous activity. Consumers will feel emotionally connected with the brand based on the business's sense of social responsibility, which facilitates positive feedback for the brand and the image it holds in society [24]. CSR helps companies engage in environmental, societal, and economic parts of the business, thus encouraging consumers to think positively of the brand, which, overall, creates a positive image for the business [25]. The first null hypothesis assumes the following:

H01. *There is no statistically significant impact of Corporate Social Responsibility (Economic, Ethical, Environmental, and Social) on the brand image at $\alpha \leq 0.05$.*

2.4. The Social Factor and Brand Image

The majority, Jordan is a Muslim country, driven by a Muslim belief system, which means it maintains its valuable set of principles from Muslim teachings and Arabic traditions. What is considered appropriate in other countries may not necessarily be so in another country. Recently, Western countries have been attempting to enforce their set of social values and norms on developing countries [26]. However, culture is a crucial variable affected by the environment to which it belongs; it helps us understand how businesses prosper throughout different cultures. Complicated networks of social interactions between family connections can impact entrepreneurship [27]. The existence of ten different cultural groups, each owning a unique set of values, norms, and a belief system of its own. They further argue for the lack of a universally shared social system. This conveys that social beliefs around the world are not the same, and each culture has a unique set of values and norms that govern how society members act; Jordan has a unique set of values as well, which govern how members of the society act. Companies in Jordan adhere to these norms and traditions; they run their businesses according to what is socially acceptable, and if they choose to go against societal norms, they will face rejection from the community [28]. CSR was conceptualized by Bowen as an obligation to society, one that requires organizations to abide by management protocols conforming to societal values [13]. When discussing the concept of CSR, it is crucial to note that it refers to the aspect that deals with concerns regarding how communities influence others, whether they are internal or external parts of the organization, in matters such as the problem of many individuals being unemployed, poverty-stricken societies, and diversity in organizations [29]. Conducting relations with stakeholders of different backgrounds, including consumers and distributors of goods and services, leads to building ties with society [30]. Social enterprises that focus on solving social or environmental problems while generating profits tend to have a positive impact on service quality and brand image [31]. Thus, the first sub-null hypothesis states that:

H01.1. *There is no statistically significant impact of Social on the brand image at $\alpha \leq 0.05$.*

2.5. The Environmental Factor and Brand Image

The United Nations has developed the 2030 Agenda for Sustainable Development to solve the challenges that are facing the globe. The environment is an aspect of concern, as there are initiatives toward clean water as well as sanitation and, at the same

time, toward clean and affordable energy, climate, underwater life, and on-land life. By 2022, 193 countries would have joined the mission of sustainable development. Therefore, countries are forced to follow regulations related to sustainable development [32,33].

Different industries are adapting green practices within their core operations to convey a green image in the minds of their customers [34,35]. Green practices refer to any action that a company undertakes to lower its negative effect on the environment. This includes practices such as recycling initiatives conducted by retailers and fast-food restaurant chains, eco-friendly lighting systems in corporations as well as restaurants, and many more. While the green image is the range of perceptions of the brand in the consumers' mindset related to the environment and environmental issues [34].

In some industries, the perception of green practices and their influence on brand image can vary depending on the green practice type as well as the segment it targets. The café/restaurant industry can adopt green practices in terms of food quality and other practices focused on the environment. However, it has been found that green practices related to food, such as serving organic food, and low-sugar recipes, are more valued in upscale restaurants. While casual dinners valued environment-related practices more than practices related to food [36]. Green supply chain practices influence the competitive advantage of the Jordanian Pharmaceutical Manufacturing Industry [37]. This indicates that companies need to understand the types of green practices to adapt to enhance their brand image in the market, as different segments react positively to a certain type of practice compared with others.

Customers' awareness regarding environmental issues plays a key role in the influence of green practices on the company's brand image. Consumers who are aware of environmental issues tend to react positively; hence, green practices would have a positive impact on brand image, while customers who don't view environmental issues as important might be indifferent toward green practices; hence, the green practices would not have an impact on the brand image [34]. Hence, the second sub-hypothesis indicates the following:

H01.2. *There is no statistically significant impact of the Environmental on the brand image at $\alpha \leq 0.05$.*

2.6. Ethics Factor and Brand Image

When studying the concept of CSR, ethics must be included in the discussion [38]. Ethics can be viewed as basic manners that affect and/or control individuals' behavior or a system of moral rules that dominate behavior [39]. CSR has maintained an integral role in the practices of ethically responsible businesses for a long time; it functions in the process of acting responsibly in the face of a broad variety of stakeholders rather than only shareholders [40]. The term ethics is connected to business and originated in the 1970s. Over time, an approach to business ethics comprised two branches: the philosophical branch, which was prescriptive, and the empirical branch, which was descriptive, and the two somewhat merged. The latter was established from actual social issues of administration and CSR in business approaches. While the former is derived from departments of philosophy and focuses on the field of ethics, put into application. A developed approach to business ethics now considers six varying concerns in the ethical business field. The level of the individual is the first one. It considers the individual's ability to manage challenging situations of an ethical nature, improve one's personality and personal growth at work, familiarize oneself with work morals, as well as combining ethics learned at the job with ones that need to be practiced outside the business world, namely as a member of a family and society. The second deals with the level of the firm, which involves the inner business structure and how it contributes to the promotion of morality among workers and the business itself. The third deals with certain industries; each industry poses moral problems of its own, which cannot be resolved on any level but the industrial one. The following is at the national level, and it includes legal problems, preventive rules against child labor, and protective measures for employees as well as consumers. Furthermore, at the international level,

dealing with ethical issues brought up by corporations on a global level. Last of all, the global level manages the moral accountability of big companies to provide their help in resolving global problems. One example of this is global warming; such issues can be addressed on a universal level, and countries, as well as businesses, hold accountability for them [41]. Companies must hire managers who strongly value ethics; they will incorporate morality as a rule for every component of the business and make sure of the application of the company's views. Moreover, good managers are those people who encourage ethical practices, consider stakeholders' interests, and encourage transparency and moral conduct when making decisions [42]. Therefore, the following hypothesis is supported:

H01.3. *There is no statistically significant impact of Ethical ethics on the brand image at $\alpha \leq 0.05$.*

2.7. Economic Factors and Brand Image

The CSR economic dimension is the base of Carroll's CSR pyramid. Any firm that looks forward to achieving other dimensions of CSR first needs to fulfill the economic need. The firm can fulfill its economic needs by being profitable while delivering its product/service [43]. The firm then provides shareholders with adequate returns, pays their employees fair wages, as well as sourcing the right materials to meet customer demands and requirements [44]. Once a company can achieve those objectives, it can expand to include other CSR activities that require capital, such as philanthropy.

There are limited studies regarding the influence of the economic dimension of CSR on brand image. The study found that the CSR economic dimension has a positive influence on the corporate brand image, while the legal dimension does not affect the company brand image [44]. Hence, the sub-hypothesis indicates the following:

H01.4. *There is no statistically significant impact of Economics on the brand image at $\alpha \leq 0.05$.*

2.8. Consumer Consciousness, CSR, and Brand Image

The current research paper aims to highlight the importance of CSR and brand image in corporations' practices. This is because awareness needs to be raised in certain aspects, such as going green for the environment. When people purchase products knowing that they are eco-friendly, they are likely to develop brand loyalty later on because of the organization's sense of responsibility towards not only society but nature as well. Conscious consumers demand authentic answers regarding companies' practices as well as a sense of duty towards people and the planet that we live on [45]. Transparent companies that do not hide their background and ways of operating attract conscious consumers. Five factors drive consumer consciousness: "honesty, health and safety, relationships, convenience, and doing well. Health and safety motivate customers to look for organic products free of pesticides and chemicals and promote good quality. They stay away from modified products to sustain their health and make sure that nothing they consume could harm them or the planet. This factor could be attributed to the social aspect of CSR, as businesses need to look at the impact their products will have on their consumers' health. While honesty refers to demanding companies detail the features of their products and what benefits they provide to consumers while at the same time being mindful of the effect they have on society and the environment. The second factor could be attributed to social and environmental aspects of CSR, as it is concerned with companies being transparent regarding their impact socially and environmentally. Convenience is about consumers making decisions that save money; people require affordable offerings of quality that meet their needs and wants. Relationships are also a valuable factor for conscious consumers who want to integrate their favorite brands into their lives and are knowledgeable about the most trivial details of the brand. Questions regarding the source of the product and its manufacturer are always likely to come up. The last factor is related to the ethical aspect of CSR, as ethical businesses should look at the ethics of their suppliers as well. Finally, doing well discusses

the consumers' need to do something good for the environment. They want to feel as if they made a change to the world by purchasing eco-friendly goods from responsible companies [45]. Since the factors that affect consumer consciousness and buying behavior are linked to the different dimensions of CSR, and as discussed earlier in the brand image section, CSR influences brand image. This means that consumer consciousness can play a moderating role in the correlation between CSR and brand image; thus, the second null hypothesis is as follows:

H02. *Conscious consumers do not moderate the impact of corporate social responsibility (Economic, Ethical, Environmental, and Social) on the brand image at $\alpha \leq 0.05$.*

2.9. The Model

Although philanthropy is considered an important component of CSR, businesses should focus on other categories to drive business success. However, this research will focus on the categories identified in the CSR 2.0 double helix model that focuses on Economic Development, Ethical conduct, Society, and the Environment, as shown in Figure 1 [43].

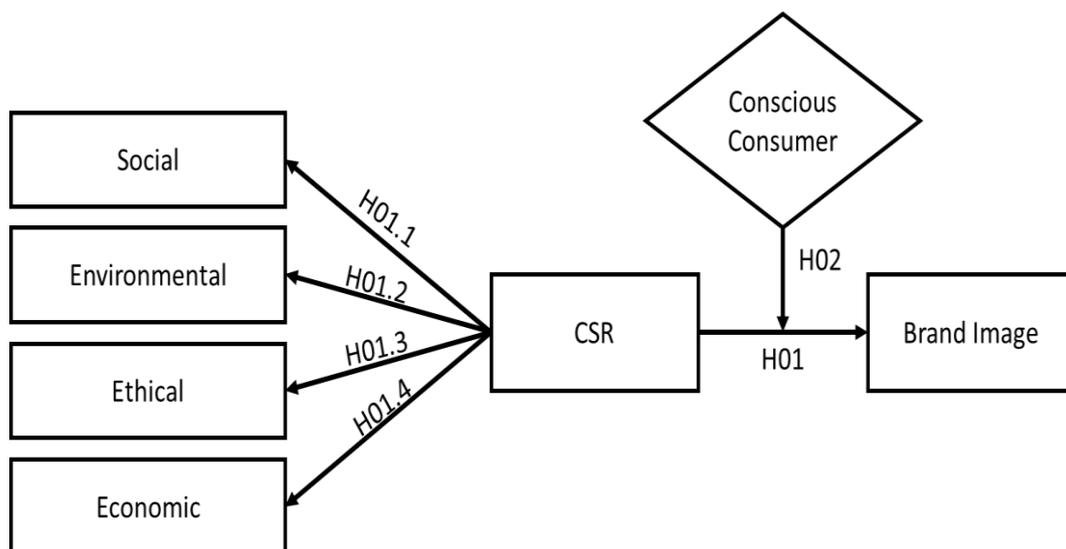


Figure 1. Study Model.

3. Methodology

Research Design

A quantitative, descriptive, and cause-effect method has been used in the study to generate numerical results, which can be used to test the hypotheses developed. An online questionnaire was developed as a main research instrument to collect the data to be used in understanding the correlation between CSR and brand image and how consumer consciousness would moderate the relationship. A convenience cross-sectional sampling method was used, and the survey was distributed via different social media sites such as Instagram and Facebook. All participants were asked if they would like to answer the questionnaire voluntarily. Furthermore, participants were notified in the survey introduction that their identities are entirely anonymous to ensure information confidentiality.

The survey included five segments as shown in Appendix A. The first segment was devoted to demographic dimensions; the second and third segments addressed the independent variables; the fourth segment addressed the dependent variable; and finally, the fifth segment addressed the moderating variable. To ensure language is not a barrier to filling out the survey, each question and its answers were translated into Arabic. Demographic dimensions included respondents' gender, respondents' age, and respondents' educational level. To measure the independent variable CSR, 12 items were divided into

four sets, (Social, Environmental, Economic, and Ethical responsibilities), and each set includes three items. In addition, brand image was measured using three items. Lastly, consumer consciousness, the moderating variable, was measured by six items. The researchers adopted a Likert scale for all statements in the survey other than the demographic section. The Likert scale consists of five points, with scores ranging from 1–5. 1 indicates Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree, and 5 Strongly Agree.

The target audience of the study includes all people living in Jordan over the age of 18 years old. The study included all nationalities residing in Jordan and excluded Jordanian nationals living abroad. To ensure participants' eligibility to fill out the online survey, participants were required to answer the filtering question, "Do you live in Jordan?" If the participants answered "Yes", then they would be allowed to complete the survey, while respondents who answered "No" could not proceed to the following sections of the survey. Out of 455 respondents, 440 answered the filtering question with "Yes." A total of 440 respondents who filled out the questionnaire were used for the analysis.

4. Data Analysis and Results

4.1. Demographics

In the demographic section of the questionnaire, participants were required to specify their gender, age, and earned academic degree. Table 1 indicates that 440 individuals responded to the survey; 250 (56.8%) of them are males and 190 (43.2%) are females, meaning that the number of males outweighed that of females. As for age, the respondents' majority are above the age of thirty years old, precisely 309 (70.2%) respondents. Other age groups constructed 131 (nearly 30%) of the total participants in the survey. Finally, individuals holding a bachelor's degree accounted for the highest percentage of respondents, which was equivalent to 243 (55.2%) of respondents.

Table 1. Demographic Frequency Table.

		Frequency	Percent
Gender	Male	250	56.8
	Female	190	43.2
	Total	440	100.0
Age	Less than 20 years	17	3.9
	20 to 24 years	76	17.3
	25 to 30 years	38	8.6
	More than 30 years	309	70.2
	Total	440	100.0
Education	Less than Diploma	30	6.8
	Bachelor	243	55.2
	Post-graduate	167	38.0
	Total	440	100.0

4.2. Validity

Principal Component Analysis with Kaiser-Meyer-Olkin (KMO) measures has been used to test the validity of constructs. Some previous studies stated that factor loading higher than 0.40 is accepted, while other studies indicated that factor loading above 0.50 is accepted; Table 2 shows that factor loading for all constructs and items is greater than 0.50 [46–48]. KMO indicates the sampling adequacy, homogeneity, harmony, and inter-relationships among items KMO between 0.80 and 1 shows high inter-correlation, between 0.60 and 0.80 shows medium inter-correlation, and above 0.60 is accepted [47,49–51]. Table 2 indicates that all KMO values are accepted, where the lowest value for Brand Image is

0.598, about 0.60. Chi² values support these results. The variance shows the explanation power of the items, some previous studies said that a variance value above 0.50 is accepted, while others said that 0.40 is accepted [47,50,51]. All constructs show variance values above 0.50, except Consciousness, which shows 42.317. Finally, the significance of Bartlett's Test of Sphericity at 0.05 (95% confidence) shows that using factor analysis is suitable [46,50].

Table 2. Descriptive, Validity, and Reliability Analysis.

Item	Mean	S.D.	F1	KMO	Chi ²	df	Sig.	Var.	Alpha
Social 1	3.67	0.698	0.806						
Social 2	3.73	0.623	0.663	0.616	202.330	3	0.000	59.292	0.651
Social 3	3.66	0.608	0.830						
Environmental 1	3.55	0.741	0.787						
Environmental 2	3.69	0.702	0.761	0.638	151.907	3	0.000	56.959	0.622
Environmental 3	3.63	0.672	0.714						
Economic 1	3.96	0.757	0.722						
Economic 2	4.20	0.818	0.819	0.621	166.356	3	0.000	57.551	0.625
Economic 3	3.86	0.934	0.732						
Ethical 1	3.65	0.849	0.802						
Ethical 2	3.48	0.859	0.824	0.619	194.021	3	0.000	58.927	0.648
Ethical 3	3.89	0.838	0.667						
BrandImage 1	3.55	0.750	0.683						
BrandImage 2	3.90	0.671	0.833	0.598	170.571	3	0.000	57.215	0.616
BrandImage 3	3.85	0.755	0.745						
Consciousness 1	3.94	0.727	0.668						
Consciousness 2	3.81	0.947	0.566						
Consciousness 3	4.11	0.676	0.565	0.770	459.090	15	0.000	42.317	0.715
Consciousness 4	3.93	0.876	0.628						
Consciousness 5	3.99	0.705	0.759						
Consciousness 6	3.85	0.806	0.696						
Social	3.69	0.494	0.906						
Economic	4.01	0.635	0.839	0.760	1319.041	6	0.000	78.826	0.903
Environment	3.62	0.533	0.874						
Ethical	3.67	0.650	0.930						
CSR	3.69	0.505							
Brand Image	3.77	0.546							
Consciousness	3.94	0.511							

Principal Component Analysis, Sig. \leq 0.05.

4.3. Reliability

To test the accuracy and reliability of the internal consistency of this survey, the researchers used Cronbach's Alpha coefficients. Cronbach's Alpha is among the most commonly used instruments to measure reliability [52]. It is crucial to detail the outcome of gauging Cronbach's Alpha when applying Likert Scale questions in surveys [53]. Reliability illustrates the extent to which a questionnaire, for example, will generate consistent outcomes in different situations if we do not change anything else (Roberts and Priest,

2006). Cronbach's Alpha coefficient of more than 0.60 is accepted [46,47]. Table 2 shows that all values exceed the threshold of 0.6.

4.4. Descriptive Statistics

Descriptive statistics describe the attributes of a specific sample [54] and characterize how variables are related in the sample [55]. The researchers used standard deviations and the mean for this paper. Means is a measurement of the location, while standard deviation is a measurement of the dispersion in data concerning the mean [56]. Table 2 demonstrates that all means and standard deviation show that the respondents agree on medium to high implementation of all items and constructs.

4.5. Relationships among Variables and Sub-Variables

The Pearson correlation (the square root of their variances) is the most widely used to measure the correlation between two quantitative constructs; it measures the strength of the linear relationship between two variables [57–59]. Table 3 indicates that the relationships among CSR sub-variables are strong, where r between 0.621 and 0.817, the relationships between each CSR sub-variable and brand image are medium-rated between 0.435 and 0.635, and the relationships between each CSR sub-variable and consciousness are medium-rated between 0.506 and 0.594. Moreover, the correlation between CSR and brand image is medium, where r equals 0.616, and consciousness is medium rated 0.626. Finally, the correlation between brand image and consciousness is medium, where r equals 0.619.

Table 3. Correlations among Variables and Sub-Variables.

No.	Variables	1	2	3	4	5	6	7
1	Social							
2	Economic	0.725 **						
3	Environment	0.666 **	0.621 **					
4	Ethical	0.817 **	0.653 **	0.816 **				
5	CSR	0.893 **	0.857 **	0.879 **	0.919 **			
6	Brand Image	0.635 **	0.543 **	0.435 **	0.590 **	0.616 **		
7	Consciousness	0.581 **	0.546 **	0.506 **	0.594 **	0.626 **	0.619 **	1

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

4.6. Hypotheses Testing

Before using regression the following assumptions should be not violated Validity, Reliability, Relationships between Variables, Normality, Linearity, Heteroscedasticity, and Multi-Collinearity [60–63].

Normality: Figure 2 shows that the data is normally distributed, so the normality assumption is not violated.

Linearity: Figure 3 shows that there is a linear relationship between variables, then the linearity assumption is ensured.

Heteroscedasticity Test: Figure 4 indicates that there is an equality of variance and errors are not related to each other; hence, the Heteroscedasticity assumption is confirmed.

Multi-Collinearity Test: Table 4 suggests that if tolerance values are greater than 10% and the VIF is less than 10, the independent variables are not highly correlated to each other, therefore the multi-collinearity assumption is not violated.

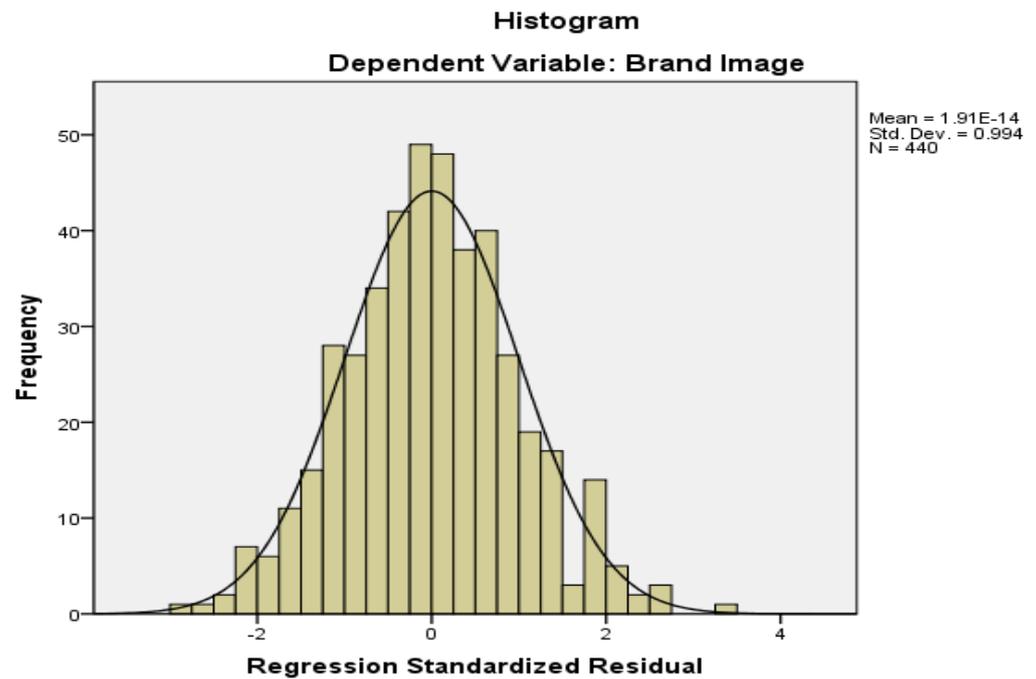


Figure 2. Normality Test.

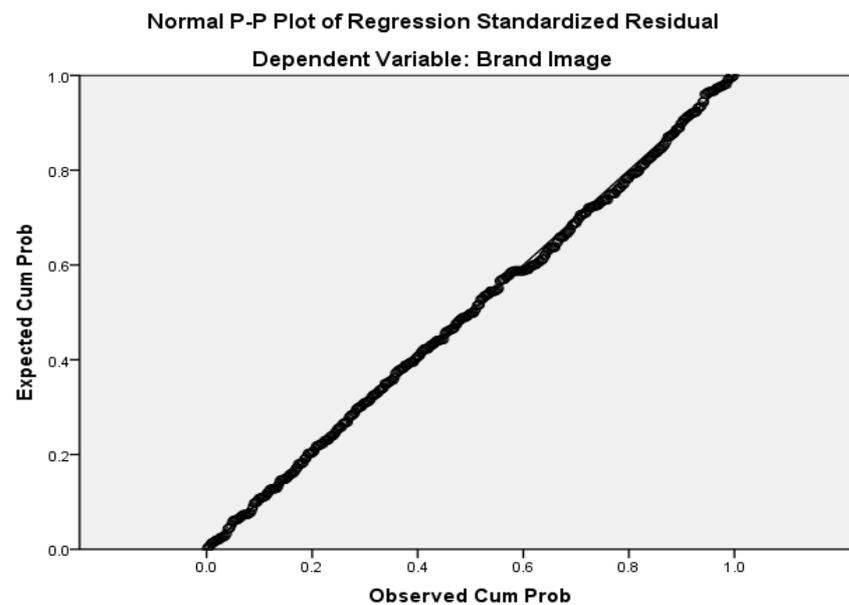


Figure 3. Linearity Test.

4.7. Regressions

H01. *There is no statistically significant impact of Corporate Social Responsibility (Economic, Ethical, Environmental, and Social) on the brand image at $\alpha \leq 0.05$.*

When regressing CSR sub-variables against the brand image, model 1 in Table entitled “Regression Analysis (ANOVA)” shows that the relationship between them is 66.3% and the CSR explains 44.0% of the brand image variation, where $R^2 = 0.440$, $f = 85.446$, $\text{sig.} = 0.000$. Therefore, the null hypothesis is ignored and the opposite hypothesis is confirmed, which suggests that there is a statistically significant influence of CSR (Economic, Ethical, Environmental, and Social) on the brand image at $\alpha \leq 0.05$.

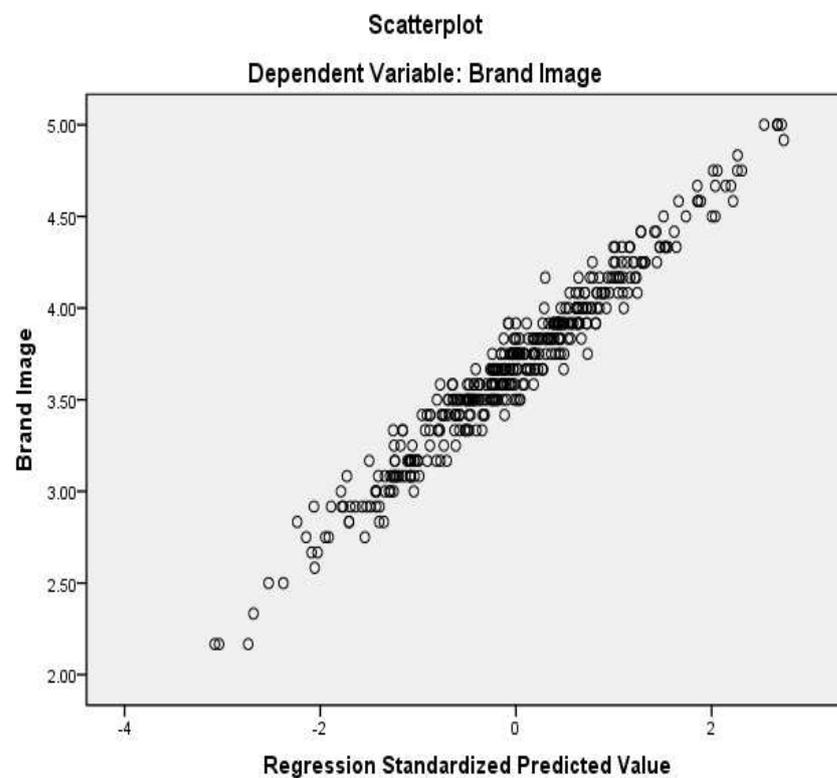


Figure 4. Heteroscedasticity Test.

Table 4. Multi-Collinearity Test.

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Social	0.266	3.762
	Economic	0.440	2.274
	Environment	0.317	3.156
	Ethical	0.199	5.019
2	(Constant)		
	Social	0.263	3.806
	Economic	0.424	2.357
	Environment	0.317	3.156
	Ethical	0.193	5.181
	Consciousness	0.597	1.676

H01.1. *There is no statistically significant impact of Social on the brand image at $\alpha \leq 0.05$.*

The first model in Table 5 suggests that social responsibility positively affects the brand image, where $\beta = 0.353$, $t = 5.073$, $\text{sig.} = 0.000$, so the null hypothesis is denied and the opposite hypothesis is confirmed, which suggests that there is a significant positive influence of social on the brand image at $\alpha \leq 0.05$.

Table 5. Regression Analysis.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.099	0.148		7.411	0.000
	Social	0.387	0.076	0.353	5.073	0.000
	Economic	0.158	0.046	0.187	3.452	0.001
	Environment	−0.166	0.057	−0.187	−2.931	0.004
	Ethical	0.340	0.082	0.332	4.126	0.000
2	(Constant)	0.505	0.157		3.223	0.001
	Social	0.325	0.072	0.297	4.541	0.000
	Economic	0.092	0.043	0.109	2.119	0.035
	Environment	−0.169	0.053	−0.190	−3.187	0.002
	Ethical	0.228	0.078	0.223	2.920	0.004
	Consciousness	0.375	0.046	0.351	8.095	0.000

Dependent Variable: Brand Image, T-Tabulated = 1.960.

H01.2. *There is no statistically significant impact of the Environmental on the brand image at $\alpha \leq 0.05$.*

The first model in Table 5 suggests that environmental responsibility negatively affects the brand image, where $\beta = -0.187$, $t = -2.931$, $\text{sig.} = 0.004$, so the null hypothesis is denied and the opposite hypothesis is confirmed, which suggests that there is a significant negative influence of environmental responsibility on the brand image at $\alpha \leq 0.05$.

H01.3. *There is no statistically significant impact of Ethical ethics on the brand image at $\alpha \leq 0.05$.*

The first model in Table 5 suggests that ethical responsibility positively affects the brand image, where $\beta = 0.332$, $t = 4.126$, $\text{sig.} = 0.000$, so the null hypothesis is denied, and the opposite hypothesis is confirmed, which suggests that there is a significant positive influence of ethical responsibility on the brand image at $\alpha \leq 0.05$.

H01.4. *There is no statistically significant impact of Economics on the brand image at $\alpha \leq 0.05$.*

The first model in Table 5 suggests that economic responsibility positively affects the brand image, where $\beta = 0.187$, $t = 3.452$, $\text{sig.} = 0.001$, so the null hypothesis is denied and the opposite hypothesis is confirmed, which suggests that there is a significant positive influence of economic responsibility on the brand image at $\alpha \leq 0.05$.

Moreover, model 2 in Table 6 shows that consciousness moderates the influence of CSR on the brand image, so CSR explains 51.3% of brand image variation, where $R^2 = 0.513$, $f = 91.602$, $\text{sig.} = 0.000$. R^2 has been increased from 0.440 to 0.513, i.e., 0.073 about 7.3%. Table 6 Model 2 shows the details of the consciousness moderation effect on each CSR sub-variable. Therefore, the null hypothesis is ignored and the opposite is accepted, which confirms that conscious consumers moderate the influence of CSR (Economic, Ethical, Environmental, and Social) on the brand image at $\alpha \leq 0.05$.

Table 6. Regression Analysis (ANOVA).

Model	r	R ²	Adjusted R ²	f	Sig.
1	0.663 a	0.440	0.435	85.446	0.000 a
2	0.717 b	0.513	0.508	91.602	0.000 b

a. Predictors: (Constant), Ethical, Economic, Environment, Social; b. Predictors: (Constant), Ethical, Economic, Environment, Social, Consciousness; Dependent Variable: Brand Image.

H02. *Conscious consumers do not moderate the impact of corporate social responsibility (Economic, Ethical, Environmental, and Social) on the brand image at $\alpha \leq 0.05$.*

5. Discussion

Results demonstrate that the Jordanian Apparel Industry has moderate to high implementation of all items and constructs of CSR. Moreover, there are strong relationships among CSR sub-variables: a strong relationship between CSR sub-variable and brand image, a strong relationship between CSR sub-variable and consciousness, a strong relationship between CSR and brand image, strong correlation with consciousness, and a strong relationship between brand image and consciousness that is medium.

The results show that there is a significant positive influence of CSR (Economic, Ethical, Environmental, and Social) on the brand image at $\alpha \leq 0.05$. This result is in line with previous studies, such as organizations with higher brand equity having a higher financial position [20]. Brand image affects most target markets [21]. The brand is a valuable asset that affects purchase decisions [22]. Consumers relate the brand to their experience or other people's experience [23]. CSR improves the brand's reputation, which affects the brand image and customers' purchases [24]. CSR encourages consumers to think positively about the brand, which creates a positive brand image [25].

The results show that there is a significant positive influence of social media on the brand image at $\alpha \leq 0.05$. Cultural and social interactions between family impact entrepreneurship [27]. This conveys that social beliefs, norms, and traditions affect reputation [28]. Concern about society, which is a part of CSR, is important to organizations [13]. The concept of CSR includes social responsibility related to unemployment, poverty, and diversity in organizations [29]. Good relations with stakeholders affect organizations' and brands' image [30]. Social organizations concerned about social or environmental problems generate more profit and have a positive influence on service quality and brand image [31].

The results suggest that there is a significant positive influence of ethical responsibility on the brand image at $\alpha \leq 0.05$. This result is consistent with previous studies, which indicate that ethics should be considered within organizations' practices [38]. Ethics control individuals' behaviors [39]. Ethics is an integral part of CSR [40]. The developed models of CSR include ethical business behavior and morality among workers and the business itself. It also includes legal problems, child labor, employees, as well as consumers. This affects international business at the global level [41]. Companies have to appoint managers who consider transparency, ethics, and business moral values within their daily practices [42]. Ethical business enhances brand image and brand equity [64,65].

The results suggest that there is a significant positive influence of economic responsibility on the brand image at $\alpha \leq 0.05$; this result has been proven by previous literature, such as organizations having to fulfill their economic needs for society as well as for the organizations [43]. Economic benefits should cover not only owners and customers but also employees and society [44]. Economic responsibility is crucial for an organization's existence [66]. Considering the CSR economic dimension enhances the corporate brand image [44].

However, the results indicate that there is a significant negative influence of environmental responsibility on the brand image at $\alpha \leq 0.05$. This result disagrees with the results of previous studies and United Nations regulations regarding environmental responsibility [32,33]. Nowadays, customers are aware of environmental issues and organizations'

practices that influence purchasing decision-making [67]. Applying environmental responsibility affects the brand image and competitive advantage [34–36]. Green practices in operations convey a green image, which affects the minds of customers [34,35]. Green practices mean reducing the negative effect on the environment, which creates a green image and affects the perception of customers about the brand image [34]. The perception of green practices influences the brand image [36]. Customers' awareness regarding environmental issues plays a significant role in the influence of green practices on the company's brand image [34]. The pharmaceuticals manufacturing industry is concerned about CSR dimensions, which impact their performance; environmental responsibility has rated the highest effect on performance, followed by economic and social responsibilities [68]. Both environmental and ethical responsibilities impact consumer engagement and purchase decision-making, while economic and philanthropic responsibilities do not impact customer engagement and purchase decision-making [69].

Finally, the results confirm that conscious consumers moderate the impact of CSR (Economic, Ethical, Environmental, and Social) on the brand image at $\alpha \leq 0.05$. Customer awareness about green challenges is increasing, especially related to the green environment and eco-friendly practices, which affect brand loyalty [45]. Transparency influences the customers' consciousness. Customers are concerned about their health. Honest and transparent organizations provide details about their product features and their effect on society and the environment. This affects consumers' decision-making. Customers' consciousness influences brand image. Also, the ethical aspect of CSR should be considered in business practices, which affects purchasing eco-friendly products [45]. Finally, customers' awareness of green practices positively influences brand image [34].

6. Conclusions

This study aims to understand the relationship between CSR and brand image and how consumer consciousness would moderate the relationship. This study uses a quantitative, descriptive, cause-effect, and cross-sectional approach, conducted online with a convenience sample. It includes Jordanian participants who are more than 18 years old. Out of 455 respondents, 440 questionnaires were suitable for further analysis. The independent variable CSR was measured by 12 items, which were divided into four sets (social, economic, environmental, and ethical responsibilities); each set includes three items; brand image is used as a dependent variable and was measured by three items, and consumer consciousness, as a moderating variable, was measured by six items. The majority of respondents are male, thirty years old, and hold a bachelor's degree.

Results demonstrate that the Jordanian Apparel Industry has moderate to high implementation of all items and constructs of CSR. Moreover, there are strong relationships among CSR sub-variables, between each CSR sub-variable and brand image, between each CSR sub-variable and consciousness, between CSR and brand image, a medium relationship with consciousness, and between brand image and consciousness. Results of the first suggested model show that CSR (Economic, Ethical, Environmental, and Social) influences the brand image. Where social responsibility has been rated as having the highest influence on brand image, followed by ethical and economic responsibilities, while environmental responsibility has a negative influence on brand image. The second suggested model indicates consciousness is moderating the influence of CSR on the brand. The significant negative effect of environmental responsibility may be related to the apparel industry in Jordan, which is not concerned too much about the environment because they believe that this industry does not use operations that affect the environment similar to other manufacturing industries. Furthermore, the pharmaceutical manufacturing industry in Jordan showed that environmental responsibility rated the highest influence on competitive advantage [68]. Environmental and ethical responsibilities affect consumer engagement and purchasing decision-making, while economic and philanthropic responsibilities do not have a significant effect on customer engagement and purchasing decision-making [69].

Limitations, Recommendations, and Future Studies: Since the current research was conducted in the apparel industry in Jordan, it has many limitations related to the generalizability of the results, especially the negative effect of environmental responsibility on the brand image even in the presence of consciousness. Therefore, there is a need for longitudinal research on the Jordanian Apparel industry, as well as the need to test the effect of CSR on other Jordanian industries. In addition, there is a need to conduct studies related to the effect of CSR on other industries as well as on other developing countries and compare the results with those of Western countries.

Theoretical Implications: The study uses the four dimensions of CSR, which were developed by several authors, and shows the importance of these dimensions for daily business practices, while many previous studies used only the three dimensions of social, economic, and environmental responsibilities. The current study also uses customers' consciousness as a moderation variable that increases the influence of CSR on brand image. The results show that other dimensions may be added to the model based on the industry, such as considering local culture and industry norms.

Practical Implications: Owners and managers of organizations have to apply all CSR within their daily business practices, which affects the reputation and image of the organization and its brands. The Jordanian Apparel industry has to revise its daily activities to be more transparent and enhance customers' awareness about their environmental responsibility, which in turn influences brand image. Moreover, CSR dimensions have to be included within their strategy, and daily practices as well as training about CSR should be continuously conducted.

Social Contribution: The current research theoretically contributes to existing studies by adding a new research paper regarding the effect of CSR dimensions on brand image and using consciousness as a moderating variable. Practically, it increases the awareness of owners, managers, and customers regarding the importance of CSR dimensions to increase organizations' social and economic contributions as well as protect the environment from any non-eco-friendly activities.

Research Originality: The current research is one of the few studies, which investigates the effect of CSR dimensions on brand image, and it may be the first research that uses consciousness as a moderation variable for the effect of CSR on brand image in the Apparel industry in Jordan.

The questionnaire used for the survey (Table A1) can be found in Appendix A.

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Conflicts of Interest: The authors declare no conflict of interest.

Appendix A

Table A1. Survey.

Survey for Academic Research Titled ...	استبانة لبحث علمي تحت عنوان ...
The Effect of Corporate Social Responsibility (CSR) on the brand image: Conscious consumers moderating variable	بالاعتماد على متغير وعي المستهلك: تأثير المسؤولية الاجتماعية للشركات على صورة العلامة التجارية
<p>You are participating in the academic research titled "The Effect of Corporate Social Responsibility (CSR) on the brand image: Conscious Consumers moderating variable". The research is conducted in Jordan and involves studying the connection between corporate social responsibility and brand image while considering consumer consciousness as a moderating variable, specifically in the apparel industry. You will be asked to complete a survey that has four parts. The first part includes demographic information; the second part includes the corporate social responsibility questions which comprise two parts (The social and environmental responsibility factors, and the ethics and economic responsibility factors); the third part includes questions about brand image; and the final part includes consumer consciousness questions. There are no risks associated with this research and the research data will strictly be used for academic purposes. Only the researchers will be allowed to review the data. Under no circumstances will the results of each survey be tied to specific individuals and your participation will be anonymous. Please note, your participation is voluntary, and you are not obligated to complete the survey. At any time, you can stop your survey and ask for your survey to be excluded from the research.</p> <p>Please note, you will not receive any type of payment for participating in this study or survey. Filling out the Survey will take about ten minutes of your time. To keep your identity confidential, no identifying information will be asked. Your survey will be entered into a database where the survey will get a number and researchers will use this data file to get the results. If the surveyor asks for your personal information, please do not complete the survey.</p> <p>The main researcher is Dr. Shafiq Ibrahim Al-Haddad—Professor of Marketing in the Business Administration Department at King Talal School of Business Technology at Princess Sumaya University for Technology. For contact, the phone number for the main researcher is +962-(0)79-664-6461 and the email is s.haddad@psut.edu.jo</p>	<p>أنت تشارك بالبحث الأكاديمي بعنوان ...</p> <p>"بالاعتماد على متغير وعي المستهلك: تأثير المسؤولية الاجتماعية للشركات على صورة العلامة التجارية". البحث سيتم في الأردن ويحتوي على دراسة العلاقة ما بين المسؤولية الاجتماعية للشركات وصورة العلامة التجارية مع الأخذ بعين الاعتبار متغير وعي المستهلك، تحديداً في قطاع اللبوسات (الديموغرافية) الجزء الأول يحتوي على المعلومات السكانية. سوف يتم الطلب منك ملئ الاستبيان والذي يحتوي على أربعة أجزاء، المسؤولية الاجتماعية والبيئية، والمسؤولية الأخلاقية والاقتصادية؛ الجزء الثاني يحتوي على أسئلة المسؤولية الاجتماعية للشركات والتي تتكون من جزئين هما أما الجزء الأخير، فيحتوي على أسئلة وعي المستهلك الجزء الثالث يحتوي على أسئلة صورة العلامة التجارية فقط الباحثين سيسمح لهم بمراجعة البيانات. لا يوجد أي مخاطر لهذا البحث وبيانات البحث سوف تستخدم بشكل حصري للأغراض الأكاديمية وستبقى مشاركتكم مجهولة الاسم. ولن يسمح تحت أي ظرف بالإطلاع على محتوى أي استبيان مفرد والذي قد يمكن منه ربط مالى الاستبيان مع النموذج المحدد. الرجاء العلم بأن مشاركتكم طوعية، ولستم ملزمين بإكمال الاستبيان، كما تستطيعون في أي لحظة أن توقفوا استبيانكم وتطلبوا استثناءه من البحث. ملئ الاستبيان سيأخذ حوالي عشر دقائق من وقتكم الرجاء العلم، أنكم لن تحصلوا على تعويض مادي للمشاركة بهذا البحث أو الاستبيان.</p> <p>للمحافظة على سرية هويتكم، لن يتم الطلب منكم بتزويد أي معلومات يمكن أن تعرف بكم (جميع البيانات) إذا قام الشاح سيتم ترقم استبيانكم ومن ثم إدخالها إلى قاعدة البيانات، والباحثون سيستخدمون قاعدة البيانات للحصول على نتائج البحث. بطلب أي معلومات شخصية، الرجاء عدم ملئ أو إكمال الاستبيان</p> <p>الباحث الرئيسي لهذا البحث هو الدكتور شفيق إبراهيم الحداد استاذ التسويق في قسم إدارة الأعمال بكلية الملك طلال لتكنولوجيا الأعمال في جامعة الأميرة سمية للتكنولوجيا للتواصل مع الباحث رقم تلفون الباحث هو +962-(0)79-664-6461 والاعيل هو s.haddad@psut.edu.jo</p> <p>التوقيع</p> <p>التاريخ: 18 January 2023</p>
I agree to participate in the Survey (<input type="checkbox"/> Yes <input type="checkbox"/> No)	(لا <input type="checkbox"/> نعم <input type="checkbox"/>) وافق على المشاركة بالاستبيان
Section One: Demographic Information	(الديموغرافية) للمعلومات السكانية بالجزء الأول
Gender	الجنس
Male	ذكر
Female	أنثى
Age	العمر
Less than 20 years old	سنة 20 أقل من
From 20 to less than 25 years old	سنة 25 سنة إلى أقل من 20 من
From 25 to less than 30 years old	سنة 30 سنة إلى أقل من 25 من
30 years old or above	30 سنة أو أكثر
Earned Academic Degree	التحصيل العلمي الأكاديمي
Diploma or less degree	درجة الدبلوم أو أقل
Bachelor's degree	درجة البكالوريوس
Master's or Doctorate degree (Postgraduate)	(دراسات عليا) درجة الماجستير أو دكتوراه
Section Two: Corporate Social Responsibility Questions	أسئلة المسؤولية الاجتماعية للشركات بالجزء الثاني

Table A1. Cont.

Survey for Academic Research Titled ...						استبيان بحث علمي تحت عنوان ...	
Strongly Disagree SD	Disagree D	Indifferent I			Agree A	Strongly Agree SA	
لا أتفق بشدة	لا أتفق	محايد			أتفق	أتفق بشدة	
The Social and Environmental Factors Questions							
I reject apparel brands that enforce values that are not acceptable in my country and belief system.						أرفض التعامل مع ماركات الملابس التي تفرض قيماً ليست مقبولة في بلدي ولا تتوافق مع عقيدتي	
Before purchasing, I pay attention to companies or brands that follow social practices.						قبل الشراء، أهتم بالشركات أو العلامات التجارية التي تتبع الممارسات الاجتماعية	
I only purchase from apparel brands that have a good societal image						أقوم بالشراء فقط من ماركات الملابس التي تتمتع بصورة مجتمعة جيدة	
The Environmental Factors							
I value apparel brands that adopt green practices within their supply chain such as recycling						أقدر ماركات الملابس التي تتبنى الممارسات الخضراء داخل سلسلة التوريد الخاصة بها مثل إعادة التدوير	
I will not purchase from apparel brands that use animal skin to produce their product line (i.e., fur, leather, etc.)						(مثل الفراء والجلود وما إلى ذلك) لن أشتري من ماركات الملابس التي تستخدم جلد الحيوانات لإنتاج منتجاتها	
I feel more attracted to apparel brands that adopt green practices within their shops such as LED lighting.						أشعر بمزيد من الانجذاب إلى ماركات الملابس التي تعتمد الممارسات الخضراء داخل متاجرها مثل إضاءة LED.	
The Ethical Factors							
Purchasing from ethical apparel brands makes me feel responsible and conscious of my decisions						الشراء من ماركات الملابس الأخلاقية يجعلني أشعر بالمسؤولية والوعي تجاه قراراتي	
I will boycott apparel brands that make unethical choices						سوف أقاطع ماركات الملابس التي تتخذ قرارات غير أخلاقية	
I do not purchase from apparel brands that mistreat their employees such as not giving fair wages						لا أشتري من ماركات الملابس التي تسيء التعامل مع موظفيها مثل عدم إعطاء أجور عادلة	
The Economic Factors							
I prefer apparel brands that focus on the quality of their products despite the prices they charge						أفضل ماركات الملابس التي تركز على جودة منتجاتها على الرغم من الأسعار التي تفرضها	
Apparel brand profitability affects how I perceive the products they offer						تؤثر ربحية ماركات الملابس على كيفية إدراكي للمنتجات التي تقدمها	
I value brands that contribute to the development of the apparel industry by sharing knowledge						أقدر الماركات التي تساهم في تطوير صناعة الملابس من خلال نشر المعرفة	
Section Three: Brand Image Questions							
صورة العلامة التجارية: الجزء الثالث							
Strongly Disagree SD	Disagree D	Indifferent I			Agree A	Strongly Agree SA	
لا أتفق بشدة	لا أتفق	محايد			أتفق	أتفق بشدة	
Brand Image Questions							
I feel a sense of loyalty toward apparel brands that care about societal and environmental issues						أشعر بالانتماء تجاه ماركات الملابس التي تهتم بالقضايا المجتمعية والبيئية	
I purchase from companies with a good brand image						أقوم بالشراء من الشركات التي تتمتع بصورة علامة تجارية جيدة	
I will not purchase from apparel brands that have negative brand images despite how good their products are						لن أشتري من ماركات الملابس التي لديها صورة سلبية للعلامة التجارية مهما كانت منتجاتها تتمتع بجودة عالية	
Section Four: Consumer Consciousness Questions							
أسئلة وعي المستهلكين: الجزء الرابع							
Strongly Disagree SD	Disagree D	Indifferent I			Agree A	Strongly Agree SA	
لا أتفق بشدة	لا أتفق	محايد			أتفق	أتفق بشدة	
Consumer Consciousness Questions							
I consider myself a conscious consumer						أستلذ وعي المستهلكين	
When purchasing, I am always interested in the making of the product (components, quality, etc ...)						(... المكونات، الجودة، إلخ) عند الشراء، أهتم دائماً بكيفية صنع المنتج	
I will continue to buy from brands that are aware of their actions toward society and nature						سوف أكرر الشراء من الشركات التي تدرك دورها تجاه المجتمع والبيئة	
I would switch to apparel brands that provide donations to the society						سأنتقل إلى ماركات الملابس التي تقدم التبرعات للمجتمع	
I will boycott apparel brands that use child labor in their production process						سأقاطع ماركات الملابس التي تستغل عمالة الأطفال في عملية إنتاجها	
I value brands that offer job opportunities and hire without discrimination						أقدر العلامات التجارية التي تقدم فرص عمل وتوظف دون تمييز	

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