

Public Abstract

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Title:THE EFFECT OF PRODUCT INVOLVEMENT ON SOCIALLY RESPONSIBLE CONSUMER BEHAVIOR

The U.S consumers expect companies to be socially responsible in both environmental and social dimensions. This is more critical in apparel industry due to several violations regarding these both dimensions. In addition, consumers may not show same practices for both low and high involvement products while purchasing

This study sought to investigate the relation between information related to socially responsibility, consumers' profile, and product involvement on consumers purchase intention.

The study supports that consumers have concern about clothing products and companies' practices affect their purchase intention. Also, study shows that the effect of information related to social responsibility is associated with consumers' profile. In addition, products' level of involvement is associated with social responsibility information and consumers' profile on their purchase intention. Moreover, this study compliments the former studies by suggesting that not all groups of consumers want to be good citizens by purchasing higher involvement products with related information. Implications, limitations and scope of further research are also discussed.