

Marketing Education and CSR: Gender Differences Within Generation Z

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This research examines the relationship between gender and the consumer purchase decision of apparel products, with an emphasis on economic, social, ethical, stakeholder, sustainability, and discretionary aspects of CSR. Findings from a large midwestern university (n=170) suggest that women, more than men, consider CSR in apparel purchase decisions. Between both genders, social and sustainability CSR efforts were more recurring. The paper investigates a range of CSR activities and highlights differences between genders in generation Z. Educators should be aware that there is a gap between genders although the sample was of a younger generation that is typically perceived as progressive.

Keywords: corporate social responsibility, gender, marketing education, generation Z

INTRODUCTION

Background

The apparel industry has been scrutinized as a top contributor to global and environmental issues (Zeller, 2012). The industry can create many environmental problems, including large quantities of harmful waste from activities like synthetic fiber production, which create toxins, and pesticide use on cotton and flax crops (Gam & Banning, 2011; White et al., 2017). The Environmental Impact of the Global Apparel and Footwear Industries study reported that the apparel industry alone represents 6.7 percent of global greenhouse gas emissions (Measuring Fashion, 2018). According to a 2015 Newsweek article, the textile industry is the second largest polluter of clean water (Matthews et al., 2015). In addition to environmental issues, labor and ethics issues have come to the forefront as major companies made headlines for sweatshops, child labor, and unsafe working conditions (DeWinter, 2001). Underpayment of factory workers have been reported by manufacturers for Target and Wal-Mart. Child labor has been reported in GAP production facilities (Ma, Lee, & Goerlitz, 2016). Consumers have become increasingly aware of the wide variety of harmful practices in the industry (Shen et al., 2012). In interviews conducted by Mohr, Webb, and Harris in 2001, there appeared to be a group of consumers for whom corporate social responsibility (CSR) mattered, and it was believed that this group would grow over time.

As organizations strive to become good societal citizens, CSR is a concept that all businesses must consider as part of their corporate values. To help understand why this is increasingly important across industries, consider stakeholder theory. Stakeholder theory expands the scope of a business' attention beyond profit maximization to include interests of all stakeholders such as the financial community, unions, trade associations, and suppliers (Orr, 2013). Due to the large impact businesses can have on society, they should determine the needs of society and deliver social solutions. Corporations are uniquely equipped to use their power and resources for conducting ongoing research and understanding the market place (Devinney, 2009). Many have even called for corporations to step in and assist governments in overcoming the COVID-19 crisis: "Public-private partnerships where big corporations step in when governments can't handle the crisis alone." (Shannon, 2020). Examples of this collaborative effort are tech companies fixing broken ventilators for the government, and tech communication companies such as Apple and Google developing apps to help fight the current pandemic.

Finding one definition of CSR can be a vast and ambiguous task, presenting a research problem within itself. For the purpose of this study, the definition used is that developed by Sarkar and Searcy's 2016 qualitative analysis of CSR definitions. This definition includes six key components: economic, social, ethical, stakeholders, sustainability, and discretionary. These components were found to be recurring in the analysis of 110 different CSR definitions from 1953 to 2014. The definition and its components are explained and modified later in this study.

The purpose of this study is: (1) to determine what aspects of CSR are most important to the consumer purchasing decision of apparel products, (2) to determine how the importance of these aspects change according to gender, and (3) to help guide educators in making students more aware of CSR issues. Through this research, we answer the following research questions: What aspects of CSR are most important to consumers when considering apparel products? How does gender affect the importance consumers place on varying CSR aspects?

Significance of the Study

This study fills a gap in research of consumer behavior surrounding CSR in the apparel industry. Multiple studies have been conducted on consumer behavior as it relates to CSR (Fatma et al., 2015). However, there is limited research available of consumer perceptions of CSR dimensions specific to the apparel industry. The apparel industry is interesting to consider because apparel products involve humans in much of the production process and the end product is directly worn by the consumer, making the consumer assessment of the brands more intimate and emotional than other product categories (Diddi & Niehm, 2016).

A qualitative analysis of literature on CSR in the apparel industry by White et al. (2017) reviewed 73 articles across 41 different peer reviewed journals. While 26 of these articles addressed issues about consumer behavior, the themes were predominately about the perceptions, awareness, and attitudes affecting purchase intentions and buying habits. Most notably, there is a gap in the research as to which aspects of CSR are most important to consumers purchasing apparel products, and if there are perception differences by gender which would, in turn, impact corporate promotional mix investments (e.g., advertising, sales promotion).

Additionally, there is very limited information readily available at this point comparing and contrasting preferences of CSR aspects in apparel purchasing decisions across genders. Although Hill and Lee (2012) examined Generation Y perceptions of sustainability on the apparel industry, their study was limited to college students aged 18-25 who collectively showed a low level of knowledge of sustainability and the need to educate consumers on the adverse effects of the apparel industry. Generation Z is generally considered to be the demographic cohort born after millennials (Generation Y), between the middle to late 1990s and early 2010s. While this study is also limited to college students aged 18-25, it is possible that Generation Z has a higher level of knowledge of sustainability and the adverse effects of the apparel industry. Generation Z comprises the apparel industry's most recent target of current and future adult consumers, making the findings of this study very relevant to the apparel industry.

This study will benefit educators in marketing by highlighting the disparity between male and female respondents even within the same age range. Given this difference and evidence that exposure to business ethics courses has a significant effect on students' perceptions of the linkage between ethics education and CSR (Ugwuzor & Out, 2020), educators can play a primary role in narrowing this gender gap. This study will also benefit marketers in the apparel industry by identifying the most important aspects of CSR according to consumer attitudes. Marketers can focus their messages according to the results of this study as it relates to gender. The concept of CSR is known to be confusing to the average consumer. Narrowing the marketing strategy based on these results may be more cost effective to the company, while resulting in increased awareness from consumers. Consumers will be more attracted products that portray the CSR aspects they identify as most important. Marketers can use this information to attract more consumers to the product or business and convert them to repeat customers.

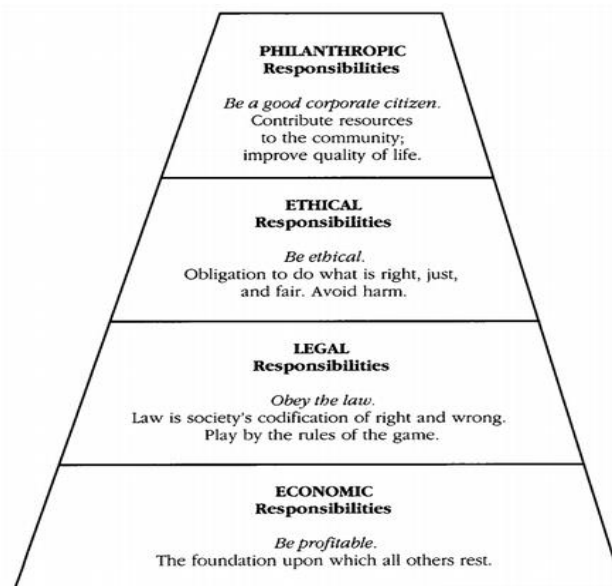
LITERATURE REVIEW

CSR Defined

While the concept of CSR has been around since the 1930s, it did not become a topic of academic interest until the late 1970s. In 1979, Archie Carroll developed a well-known model known as the pyramid of Corporate Social Responsibility in an attempt to overcome the confusion in the definition (Arrigo, 2013). Carroll's pyramid was comprised of economical, legal, ethical, and philanthropic business practices.

Economical responsibilities make up the base of the pyramid and focus simply on being profitable. After economical responsibilities comes legal responsibilities. Not only must businesses make a profit, but they must also obey the law while doing so. Ethical responsibilities, on the other hand, encompass behaviors that are expected, although not legally required. An ethical business is one that keeps with the respect of stakeholders' moral rights. The responsibilities can be unclear and disputed based on personal opinions of what is ethical. Lastly, philanthropic responsibilities include business practices that are intended to help others. They may engage in programs to promote human welfare or goodwill by way of financial contributions. The last part of the pyramid is more concerned with society than with profits. According to this pyramid, a business following CSR should include all four parts of the pyramid in their practices (Carroll, 1991). Please see Figure 1 to view the pyramid from Carroll's article.

FIGURE 1
CARROLL'S PYRAMID OF CORPORATE SOCIAL RESPONSIBILITY



As time has progressed, definitions of CSR have developed; however, one clear and agreed upon definition is not available. This makes CSR a complex and complicated concept. The complexity stems from the variety of agendas of those engaged in the topic (businesses, academics, politics, and government entities) (Sheehy, 2015). Due to the variety of backgrounds and agendas, it is important to further discuss a variety of well researched and balanced definitions.

According to the 2010 ISO 26000, when practicing social responsibility, an organization’s overarching objective should be to contribute to sustainable development. ISO 26000 provides extensive guidance on the underlying principles of social responsibility. Their core subjects of responsibility are human rights, labor practices, environment, fair operating practices, consumer issues, and lastly, community involvement and development.

Sarkar and Searcy (2016) developed a quantitative analysis of 110 CSR definitions from the past 60 years. This analysis found six recurrent dimensions: economic, social, ethical, stakeholders, sustainability, and discretionary. The analysis resulted in an empirically supported definition of CSR:

CSR implies that firms must foremost assume their core economic responsibility and voluntarily go beyond legal minimums so that they are ethical in all of their activities and that they take into account the impact of their actions on stakeholders in society, while simultaneously contributing to global sustainability. (p. 1433)

The six dimensions of this definition will be used in this study. In order to more accurately describe the terms of each dimension from the customers’ viewpoint, the key terms will be modified. The original key terms are explained in Table 1.

**TABLE 1
DIMENSIONS OF CORPORATE SOCIAL RESPONSIBILITY**

Economic	economic interests; profits and profitability; financial goals, wealth and returns; core (responsibility, function, goals); legal abidance; business strategy; stockholders, owners, investors and shareholders.
Ethical	ethical; moral; fairness; openness and transparency; accountability; reputation.
Social	social wellbeing; interest; justice; social needs; health; well-being; equality; quality of life; gender equality; obligations to society; social norms.
Stakeholders	stakeholders; employees and their families; local community; suppliers, customers; government; competitors; constituent groups.
Sustainability	environmental value and protection, ecological; sustainable; long run; triple bottom line; future generations.
Discretionary	voluntary; (going) beyond and in addition (to); discretionary; philanthropy.

Apparel Industry and CSR

Symbolic interaction theory explains how people consider what others will interpret about them based on their product choices. This could be applied to purchases of all kinds including food, clothes, or other goods (Mead, 1934). However, unlike apparel, not all purchases are consumed in public. In this sense, apparel is a constant representation of the self. For this reason, the apparel purchasing decision process is different than most other purchasing decisions. Symbolic interaction theory can be used to support why some consumers may be more concerned with CSR business practices, if they believe that is important to the representation of themselves. The theory could also support the opposite, meaning that consumers are not concerned with CSR business practices because they are more concerned with physical appearance.

In order to study how apparel purchase decisions are affected by CSR, a general understanding of what constitutes an item as part of the apparel category must be explained. Apparel is defined by the textiles used in clothing. This includes end-use products like sportswear, swimwear, intimate apparel, active wear, outerwear, accessories, and footwear (Cohen & Johnson, 2010). Other items that use textiles like home interior furnishings and industrial materials will not be considered in this study.

While many studies examine consumer behavior within the apparel industry, few pay attention to the added influence of CSR. In a study by Woo and Jin (2016), different CSR activities (human rights, labor, social, environmental, product responsibility, and economic) were measured for their effect on brand equity. Also, the impact of the CSR activities was compared to the impact of the product attributes. The product attributes were divided into intrinsic attributes (durability, comfort, quality, fit) and external attributes (latest fashion, well-known brand, reasonable price).

In the study of Generation Y perceptions of sustainability on the apparel industry, the items used to measure importance were drawn from Fulton and Lee's 2010 study (Hill & Lee, 2012). The limitations of this study are that the items measured are confined to sustainability and ethical measures, rather than all aspects of CSR.

Measures From Hill and Lee Study

The retail apparel context of CSR has also been explored regarding consumers' personal and normative influences on patronage intentions. In Hill and Lee's (2012) study, 407 United States consumers were randomly sampled and surveyed online. Using a variety of survey methods such as a 7-point Likert scale and a semantic differential scale of bipolar objectives (i.e. good/bad), the variables measured were universalistic values, moral normal, knowledge of environmental issues, knowledge of social issues, expectations of ethical behavior, attitude, and patronage intentions. Almost half of respondents held a bachelor's degree or higher, which differs from the purpose of this study, which is to survey students currently in college. While this study presents a very thorough application of the Theory of Reasoned Action, focused on individual beliefs or perceptions, it does not apply the same overarching aspects of CSR that will be applied here; rather, it measures a variety of consumer individual factors (Diddi & Niehm, 2016).

Consumer Behavior and CSR

It is important to understand what implications CSR has on consumer behaviors. There is a variety of literature that has researched consumers' positive attitudes toward buying products from socially responsible companies. These positive attitudes are not always transferred into actual purchase behavior. When consumers have little or no information about a company's socially responsible behavior, CSR is unlikely to be considered in a purchasing decision. On the other hand, consumers may have information but still not attach personal importance to this information (Öberseder et al., 2011).

When considering what aspects of CSR are most important to consumers, several business practices have been researched. Differences in consumers' reactions to monetary versus in-kind corporate contributions were studied in 2017. It was found that in-kind contributions involved more emotional responses, due to the thoughtfulness and time requirement involved, which received more attention from consumers (Hilderbrand et al., 2017).

Ellen, Webb, and Mohr (2006) studied the influence of consumers' attributions on corporate outcomes in response to CSR. Many firms invest in social causes to make it clear that they value CSR while creating a differential advantage. This research found that consumer reactions to social initiatives is in fact complex and incorporates duality of motives. While consumers may be skeptical of business motives, they expect that businesses can value both their bottom lines and the needs of society. Consumers were most positively responsive to social causes supported by a firm when there was a high level of fit between the company's business and the cause. In those cases, the business was seen as getting involved because of its desire to help the cause and build relationships with customers rather than for simply making a profit.

In a similar study, Deng (2017) examined how consumer-company identification (CCI) affects consumers' responses to CSR. CCI is the concept that consumers compare personal identity with a company's identity to build a relationship and help satisfy self-definition needs. Results demonstrated that CSR has a positive influence on consumer purchase intention and that CCI moderates CSR by discerning between CSR and a product type. When consumers identify the cause as matching with the company, psychological and emotional connections are generated, which prompts consumers to pay more to achieve the goals the company has set for the cause (Deng & Xu, 2017).

Gender and CSR

Hur et al. (2015) investigated gender differences in CSR perceptions regarding business sustainability, finding female consumers have a higher perception toward CSR than male consumers. Further, negative relationships between CSR perception and corporate distrust and hypocrisy were stronger among men than women. This study was conducted on a sample of consumers in South Korea.

Previous studies have determined that corporate social responsibility is connected to one's social identity. Social identity theory argues that individuals partly define themselves through the construction of social identities containing "that part of an individual's self-concept which derives from his knowledge of his membership of a social group (or groups) together with the value and emotional significance attached to that membership. (Tajfel, 1978, p. 63). Tajfel (1981) further explained that social identity theory has the potential to influence individual behavior. Jones et al. (2017) used social identity theory to explain gender differences as they relate to CSR. They found that gender influences the gap between attitudes and behaviors of consumers, such that female segments of consumers reduce this gap. Bhaduri and Ha-Brookshire (2015) examined the importance of CSR on one's social identity for males versus females. While females seem to place a greater importance on CSR in these studies, this research examines the younger generation, which may equally support CSR. In addition, these Generation Z respondents are primarily from the field of Marketing. Grosser, Moon, and Nelson (2017) explored gender perspectives in the CSR literature and found extensive reference to gender differences in ethical decision making, along with a significant lack of research on gender equality and gender relations in this area. The hypothesis for this study is that we will find significant difference by gender of university students within the field of Marketing.

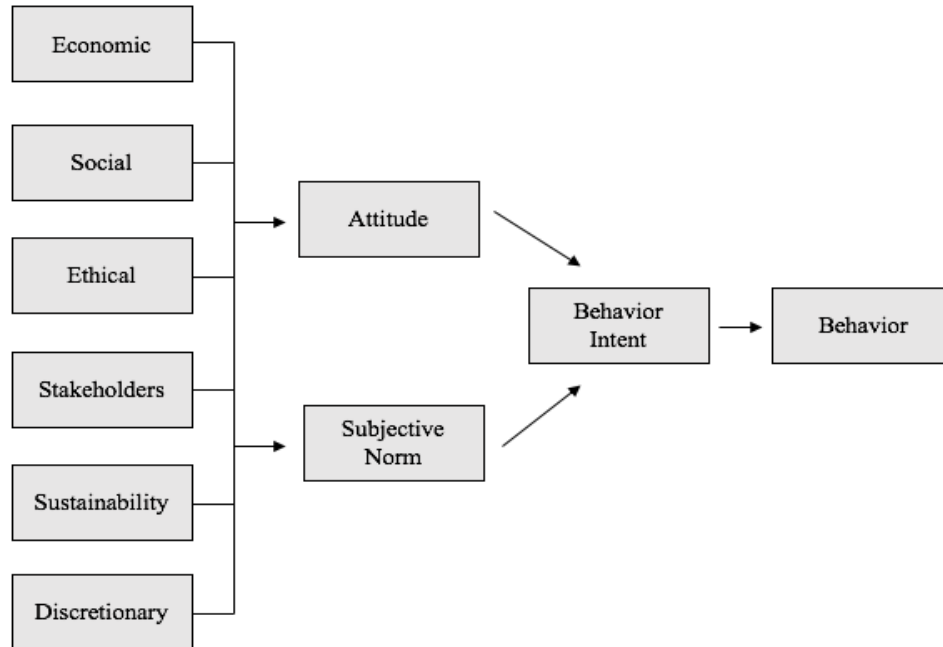
Conceptual Development

The Theory of Reasoned Action (TRA) suggests that behavior intention is dependent on attitudes and subjective norms. An attitude is determined by a belief about the outcome of performing that behavior. A subjective norm is determined by whether or not someone approves of acting on that behavior (Montaño & Kasprzyk, 2015). For the purposes of this study, subjective norm and the final purchase behavior will not be measured. The focus is on measuring only the attitudes regarding six aspects of CSR.

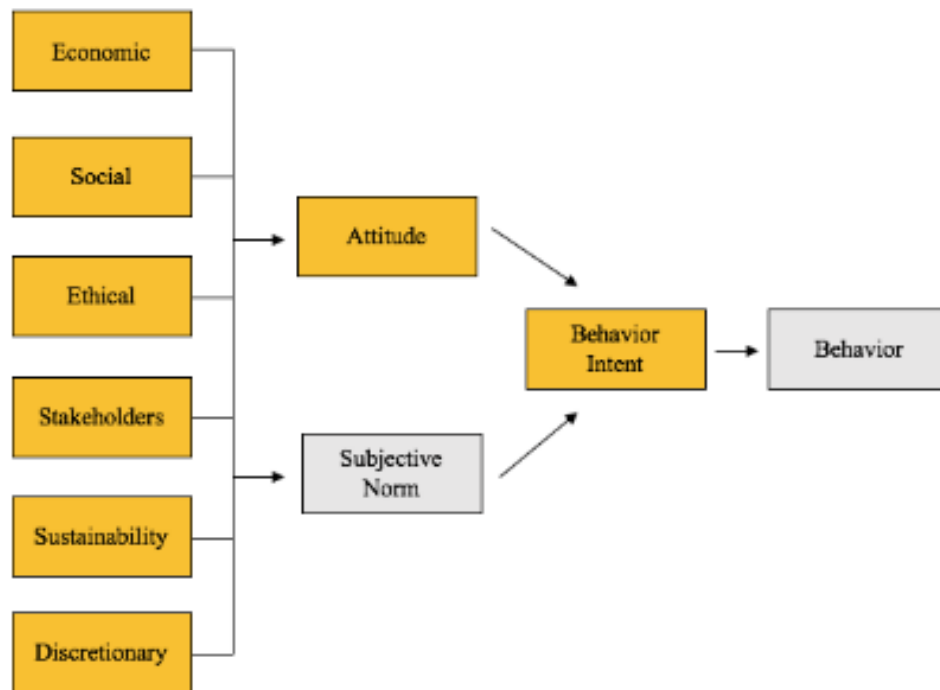
TRA will be used to better understand the relationship between consumers attitudes, intentions, and behaviors surrounding the use of CSR in the apparel industry with behavior intent to make a purchase. The operationalization of the theory will come from measuring the attitude related to six CSR aspects (Montaño & Kasprzyk, 2015). As the theory indicates, the variable of attitude will help create the behavior intention. The variable of behavior intention cannot be fully measured in this study, because the variable of subjective norm will not be examined. However, based only on the attitudes, behavior intent can be inferred. Applied theoretical models can be seen in the figures below; first, the model was developed with the CSR aspects

applied, and next, the model highlights only the portions that will be discussed. Please see Figure 2 and Figure 3.

**FIGURE 2
CONCEPTUAL MODEL**



**FIGURE 3
CURRENT RESEARCH**



METHODOLOGY

Context

The sampling procedure for this study was a non-probability convenience sample. Respondents were undergraduate students at a large, public, midwestern university primarily majoring in Marketing, and some majoring in Apparel Merchandising. The courses offering the survey were Marketing Fundamentals and Services Marketing. Some students in the marketing course may have other majors, as the courses can be taken by non-major students.

Measures

Based on the proposed model, measures of the questionnaire consist of scales to weight preference related to the attitude toward a CSR practice and include 40 questions. In this study, an attitude is defined as the personal beliefs about consequences of performing the behavior. The independent variable includes the gender and the dependent variables include each of the statements regarding the six aspects of CSR, adapted from Sarkar and Searcy: Economic, Ethical, Social, Sustainability, Stakeholder, and Discretionary. In order to more accurately apply the definitions of each aspect to the consumer, the definitions were altered to fit the perspective of a consumer rather than of a firm. The survey instrument is included in the Appendix.

Based on these adapted definitions, six statements were written for each aspect. Each CSR aspect included 1) a general statement (i.e., “the economic impact is something I consider”), 2) three statements specifically related to types of actions a firm could take according to the aspect, 3) a statement to address unknown actions or effects of a firm (i.e., “if unsure of the economic impacts, positive or negative, I would be less likely to choose the product”), and 4) a statement to address knowingly negative actions of a firm (i.e., “if aware a firm was negatively affecting the economics of a community or country”). Table 2 outlines the CSR core dimensions from consumer point of view.

TABLE 2
CORE CORPORATE SOCIAL RESPONSIBILITY DIMENSIONS

Economic	Creation of shareholder wealth, creation of value to society, contribution to economy
Ethical	Moral business and decisions, fair prices and standards, transparent, accountable, reputation
Social	Justice in doing business, fulfilment of societal needs, impact on well-being of society, gender equality, race equality, promoting quality of life, following societal norms
Stakeholders	Employee treatment, local community impact, supplier relationships, customer relationships, competitor relationships
Sustainability	Environmental (air, water, soil pollution) impact and protection, long-term impact, consideration for future generations
Discretionary	Employee volunteering, corporate philanthropic activities, corporate charitable giving, going above and beyond scope of business

A pretest was conducted to check for confusing language or logistics. From the feedback of ten people surveyed, minor changes were made. Once ready, the electronic survey link was distributed via email and remained open for three weeks. Data was collected through an electronic survey using a software program called Qualtrics. Those willing to consent were asked demographic information including gender, year in school, and area of study. Statements incorporating the six CSR aspects and a 7-point Likert scale used to measure the preferences of respondents, where 1 = strongly disagree and 7 = strongly agree. Each CSR aspect was sectioned off for a total of six sections, each of which included six statements to address multiple

characteristics of each aspect as well as to provide more insight into consumer behavior. Analysis of Variance (ANOVA) was used to test for significant differences between responses by gender.

RESULTS

There was a total of 170 respondents. After partial responses were removed, there were 161 remaining, leaving a 94.7% effective rate. There were 69 male and 92 female respondents, 150 Marketing majors, 14 Apparel Merchandising majors, and 5 respondents that fell under "other." Year in school ranged from second year to fourth year with the break down being 31 second year students, 91 third year students, and 47 fourth year students.

First, the independent variable, gender, was examined. Using SPSS, an ANOVA showed the significance for each statement. Out of the 36 total statements, 15 proved significant with a p-value of .05 or less. The results indicate that survey statements investigating Ethical (3 statements), Social (4 statements), Stakeholder (3 statements), Sustainability (4 statements), Discretionary (1 statement) CSR practices were more likely to be significant across the gender variable. None of the six statements investigating Economic CSR practices were found to be significantly different between genders. Please see Table 3 in the Appendix. The Cronbach's alpha for the above mentioned 36 scale statements proved highly reliable at .958.

This study aimed to provide insight to marketing and apparel college students attitudes regarding CSR aspects when applied to the purchase decision of apparel items. Overall, respondents expressed agreement with all statements more than disagreement, with the lowest individual mean only measuring 4.13 on the 7-point scale. The study draws two main conclusions. First, there is a significant difference between genders in the attitude of consumers related to various CSR business practices. Of the fifteen significant statements based on gender, 100% of the time, the female mean (reflecting the agreement with the statement) was ranked higher than the male mean.

Second, the statements with the highest mean overall (most strongly agreed with statement) falls under the Ethical category. The two highest means from all statements were 6.22 and 6.23 for female respondents. These both occurred in the Ethical section for statements three and four, which centered on fair labor practices and human rights protection, respectively. It can be inferred that when apparel products are marked to show the positive impacts created ethically, the consumer will be more likely to intend to purchase the item.

CONCLUSION

Educational Implications

Given that the respondents for this study are relatively young (mostly 20-21 years old), educators may contemplate their curriculum. Although most would think the younger generation is fairly progressive concerning corporate social responsibility, there clearly is a gap between genders. Educators have a powerful opportunity to use their curriculum for the good of society. Ugwuozor and Otu (2020) found that exposure to business ethics courses has a significant effect on students' perceptions of the linkage between ethics education and CSR. While many different approaches can be successful, below is a suggestion for creating greater awareness among Generation Z:

- (1) RECOGNIZE that the data suggests significant differences in how male versus female students support and identify with corporate social responsibility initiatives.
- (2) RESPECT that everyone has a different lens through which they view the world due to cultural, societal, and experiential differences.
- (3) REVISIT academic curriculum and analyze it from the perspective of teaching CSR.
- (4) REIMAGINE your curriculum and how to increase your students' awareness of CSR.
- (5) RETOOL your curriculum to include content (cases, videos, exercises, experiential learning) that highlights CSR to all of your students.
- (6) RESPOND to their questions with authenticity and transparency.

- (7) REASSESS the perceptions of CSR – use the survey (Table 3) at the beginning of your course and again at the end.

Marketing Implications

From a marketing perspective, this study provides information marketing managers can use to target marketing efforts depending on consumer preferences. When considering the significant results in gender, the aspects of Social and Sustainability were most recurring, while Ethical was most highly rated by females. This indicates an important distinction marketers should consider when developing marketing tactics for apparel products targeted at college age Generation Z consumers. Marketers should attempt to highlight how their product impacts social and promotes sustainability.

Moreover, marketers should be aware that women, more than men, consider the CSR aspects involved in apparel purchase decisions. Additionally, if the marketing of an apparel item currently focuses on an aspect of CSR that was not measured as reflecting a strong attitude (lower mean), then a marketing manager must work to either shift the marketing, or to better educate and communicate with the consumer on the impacts the product makes in that category.

Limitations

Although this study is the first of its kind to use this mix of inclusive CSR practices and also apply them to the apparel industry, there are some limitations. Limitation of the study include the scope of the sample. Only undergraduate college students were surveyed. A sample of consumers with a wider age range would be more accurate in representing the generalized consumer.

The results did indicate differences in significance between genders. However, those differences should be investigated more closely to better understand what specific characteristics of a product, according to the CSR aspect identified, would be most appealing to each group. Additionally, the instrument used was developed from scratch, based on core definitions from Sarkar and Searcy. The fact that the instrument was not developed using an existing survey affects the reliability of the results.

Future Research

Future studies can easily build on the framework presented here by surveying a larger number of total consumers, a wider variety of ages, or more students from the apparel discipline. Additional analysis could also be developed from the existing or similar results to measure the combined means of each section and therefore find the most strongly agreed with CSR aspect overall, which would have great impacts for marketing managers. Lastly, the TRA model could be involved in research questions. While behavior intent was merely inferred based on attitudes estimated from responses to the CSR aspects, behavior intent could be measured with additional questions.

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APPENDIX

Survey Instrument

Section 1: Economic

The creation of profits, within limits set by the law, to meet financial goals, stimulate shareholder (owner of shares in a company) wealth, and strategically integrate CSR business activities as a way to create new opportunities for businesses.

When purchasing apparel items...

1. The economic impact of the item is something I consider.
2. The ability of a firm to follow the law is important to me.
3. The ability of a firm to generate wealth and returns to the economy is important to me.
4. The transparency of a firm in their revenue and profit information is important to me.
5. If I was unsure of economic impacts, positive or negative, I would be less likely to choose that product.
6. If I was aware that a firm was negatively affecting the economics of a community or country (i.e. unprofitable to the point of dependency, decreased opportunities for employment), I would avoid purchasing their items.

Section 2: Ethical

Responsibilities of a business to be fair, open, transparent, accountable, and preserve their reputation. While economic actions are required, ethical actions are expected.

When purchasing apparel items...

1. The ethical impact of the item is something I consider.
2. The values and morals behind a company are important to me.
3. Fair labor practices including no child labor, reasonable hours, and fair wages to employees are important to me.
4. Human rights protection in factories to avoid sweatshops (or generally unsafe working environments) and provide safe working environments is important to me.
5. If I was unsure of the ethical impacts, positive or negative, I would be less likely to choose the product.
6. If I found out a company had poor ethical impacts, I would avoid purchasing their items.

Section 3: Social

Responsibilities of a business to contribute to the betterment of society. This aspect extends beyond the obligation of economical standards.

When purchasing apparel items...

1. The social impact is something I consider.
2. I believe one obligation of a firm is to contribute to the betterment of society.
3. How a business contributes to social justice (i.e. equal access to wealth, opportunities, and privileges within a society), is important to me.
4. How a business contributes to improving overall quality of life is important to me.
5. If I was unsure of social impacts, positive or negative, I would be less likely to choose the product.
6. If I was aware a company created negative social impacts, I would avoid purchasing the items.

Section 4: Stakeholder

Taking a broad view of individuals or constituent groups who may affect or are affected by the business including citizens, communities, employees, competitors, suppliers, and customers.

When purchasing apparel items...

1. The impact on stakeholders (anyone impacted by the firm) is something I consider.
2. How a firm handles relationships with suppliers, competitors, and constituent groups is a factor I consider.
3. (*removed due to repetition from section 2*)
4. (*removed due to repetition from section 2*)
5. If I did not know the stakeholder impacts, positive or negative, I would be less likely to choose the product.
6. If I knew a company had negative stakeholder impacts, I would avoid purchasing their items.

Section 5: Sustainability

Viewing business practices in the long-term to consider environmental concerns and effects on future generations.

When purchasing apparel items...

1. The environment impact is something I consider.
2. Actions taken to minimize water, land, and air pollution and waste is important to me.
3. Considering not just the production, but also the packaging, use, and disposal of an item is important to me.
4. The materials used to create an apparel item are something I consider.
5. If I was unsure of environmental impacts, positive or negative, I would be less likely to choose the product.
6. If I was aware a firm created negative impacts on the environment, I would avoid purchasing their items.

Section 6: Discretionary

Voluntary actions taken by a firm that go above and beyond their normal profit maximizing activities to include philanthropic activities, charitable giving, and volunteering.

When purchasing apparel items...

1. The discretionary impact is something I consider.
2. The philanthropic causes a firm aligns itself with is important to me
3. The charitable giving (monetary donations) a firm contributes to is important to me.
4. A firm's commitment to goals beyond profit maximization is a trait important to me.
5. If I was unsure of discretionary impacts, positive or negative, I would be less likely to choose the product.

6. If I was aware a firm created negative discretionary impacts, I would avoid purchasing their items.

TABLE 3
SIGNIFICANT GENDER RESULTS USING ANOVA

Statement	Respondents	Mean	Significance
When purchasing apparel items:			
Section 5 Q3 Ethical – Fair labor practices including no child labor, reasonable hours, and fair wages to employees are important to me.	Male: 69	5.70	0.003*
	Female: 92	6.22	
Section 5 Q4 Ethical - Human rights protection in factories to avoid sweatshops (or generally unsafe working conditions) and provide safe working environments is important to me.	Male: 69	5.75	0.006*
	Female: 92	6.23	
Section 5 Q6 Ethical - If I was aware a company had poor ethical impacts, I would avoid purchasing their items.	Male: 69	5.46	0.011*
	Female: 92	5.97	
Section 6 Q1 Social - The social impact is something I consider.	Male: 69	4.96	0.032*
	Female: 92	5.43	
Section 6 Q3 Social - How a business contributes to social justice (i.e. equal access to wealth, opportunities, and privileges within society), is important to me.	Male: 69	5.12	0.034*
	Female: 92	5.57	
Section 6 Q4 Social - How a business contributes to improving overall quality of life is important to me.	Male: 68	5.24	0.004*
	Female: 92	5.82	

Section 6 Q6 Social - If I was aware a company created negative social impacts, I would avoid purchasing their items.	Male: 69	5.42	0.034*
	Female: 92	5.83	
Section 7 Q2 Stakeholder - How a firm handles relationships with suppliers, competitors, and constituent groups is a factor I consider.	Male: 69	4.25	0.036*
	Female: 92	4.78	
Section 7 Q3 Stakeholder - Fair labor practices including no child labor, reasonable hours, and fair wages to employees are important to me.	Male: 69	5.61	0.014*
	Female: 92	6.03	
Section 7 Q4 Stakeholder - Human rights protection in factories to avoid sweatshops and provide safe working environments are important to me.	Male: 69	5.54	0.001*
	Female: 92	6.15	
Section 8 Q1 Sustainability - The environmental impact is something I consider.	Male: 69	5.20	0.012*
	Female: 92	5.71	

Significant Area of Study Results

Statement	Respondents	Mean	Significance
Section 8 Q2 Sustainability - Actions taken to reduce minimize water, land, and air pollution and waste is important to me.	Male: 69	5.43	0.001*
	Female: 92	6.03	
Section 8 Q3 Sustainability - Considering not just the production, but also the packaging, use, and disposal of an item is something important to me.	Male: 69	5.04	0.003*
	Female: 92	5.68	

Section 8 Q5 Sustainability - If I was unsure of environmental impacts, positive or negative, I would be less likely to choose the product.	Male: 69	4.43	0.020*
	Female: 92	5.02	
Section 9 Q3 Discretionary - The charitable giving (monetary donations) a firm contributes to is important to me.	Male: 68	5.06	0.007*
	Female: 92	5.63	

Cronbach's Alpha for above items = .958.

*p<.05.