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Effects of Brand Stereotypes on Consumer Responses in the context of Corporate Social Irresponsibility

A research in the fashion industry in China

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Abstract

The growing awareness of environmental protection and fair trade increases the requirement of the consumers to the brands to fulfil their social responsibilities. In this context, when a brand violates the environmental or social responsibility that they should take, consumers' perception towards the brand will be influenced and thereby, they will also change their purchasing behaviour.

This master thesis is framed under the theories of brand stereotypes and corporate social irresponsibility with fashion industry as research object. The purpose of this master thesis is to investigate how do brand stereotypes (brand competence and brand warmth) affect consumer behaviour towards fashion brands in the corporate social irresponsibility context, particularly when the brands are involved in environmental and social crises. With this purpose, a quantitative pre-test and a quantitative main study were successively conducted to collect the data in China.

The results show that corporate social irresponsibility in the fashion industry leads to significant decreases of brand warmth and competence perceptions in both environmental and social CSI contexts regardless of the pre-existing brand's image. The decreased perceived brand warmth and brand competence then result in declines in purchase intention and positive word of mouth, at the same time, the possibility of negative word of mouth increases. Overall, in the CSI context, warmth perception affects consumers' responses both directly and indirectly through brand attitude, whereas brand competence works more through brand attitude. Furthermore, warmth perception has a stronger total effect on consumer behaviour than competence perception in the CSI context. Cause involvement moderates the effect of brand warmth on brand attitude negatively in the environmental CSI context.

This master thesis, by combining brand stereotypes and CSI, offers theoretical and practical contributions to marketing research.

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Abbreviations

ANCOVA/ANOVA	Analysis of Covariance /Analysis of Variance
BA	Brand attitude
BIAF	Brands as Intentional Agents Framework
BIAS	Behaviour from Intergroup Affect and Stereotypes
C	Brand competence
C1	Brand competence before CSI
C2	Brand competence after CSI
CSI	Corporate social irresponsibility
CSR	Corporate social responsibility
COO	Country of origin
HC	High warmth
HW	High competence
LC	Low competence
LW	Low warmth
M	Mean
nWOM	Negative word of mouth
PCI	Product category involvement
pWOM	Positive word of mouth
SCM	Stereotype content model
SD	Standard deviation
W	Brand warmth
W1	Brand warmth before CSI
W2	Brand warmth after CSI
WOM	Word of mouth

1. Introduction

Our shopping environment and shopping philosophy are constantly changing today. Consumers are paying more attention to whether brands fulfil their corporate social responsibility and are sensitive to brands' irresponsible behaviours (Xie & Bagozzi, 2019). However, despite such expectations to brands from consumers, scandals about the lack of brand social responsibility are still emerging. Especially in the fashion industry, severe scandals like employing child labour (Gómez-Paredes et al., 2016), microfibre pollution (Yan et al.,2020) are often exposed to the public.

These negative corporate behaviours are harmful to the society and environment in both short and long term (Sumner, 2018), at the same time, it will also damage the reputation of brand (Lin, Zeng, Wang, Zou, & Ma, 2016). As a result, corporate social irresponsibility may lead to consumers' negative perceptions of these faulty fashion brands, in turn, consumers might evaluate these fashion brands negatively and change their behaviour to a negative direction.

So, the severity and negative influence of these controversial phenomena request a deeper understanding of consumers' perceptions towards such brands with wrongdoings, particularly in the fashion industry. In recent years, some studies investigated consumer perceptions by using brand stereotypes, i.e., brand warmth and brand competence dimensions (Aaker et al., 2010；Kervyn et al., 2012). However, there is only a paucity of research studying how consumers perceive brands involved in irresponsible incidents and how the corresponding perceptions lead to consumers' subsequent evaluations and behaviours.

Besides, an important topic in international marketing is to understand consumer behaviour in an international context. In the corporate irresponsible context, how do consumers respond to the faulty fashion brand still needs further investigation. There are various research models to explain the interactions between brands and consumers. This thesis uses brand stereotypes as

a theoretical framework which is applied from the Stereotype Content Model (SCM) (Fiske et al., 2002) to explain consumers' perceptions of brands.

1.1. Research Gap and Purpose of the Study

Corporate social irresponsibility (CSI) is a significant social concern nowadays, but some related questions still need to be explored. Regarding the responses of consumers, the existing studies mainly focus on the following aspects:

On the one hand, some studies discussed consumers' perceptions and their attitudes towards CSI firms. The early study by Folkes and Kamins (1999) investigated consumers' attitudes towards information about firms' unethical actions. The result revealed that firms' unethical transgressions led to a negative attitude towards the firm regardless of product performance, whereas negative information about products' performance did not have the same effect on consumers' attitude as a transgression in a CSI context. Furthermore, Vaaland et al. (2008) reviewed the existing 54 articles about CSR and CSI and found that consumers negatively evaluated the firms when they learnt about firms' negative information. Sweetin et al. (2013) concluded that consumers' attitude towards social CSI brand was worse than that in the usual context. However, there was no further explanation in the previous studies about CSI on how consumers perceive the brands with unethical actions, how the brand attitude is formed, and how the brand perception and attitude affect behaviours.

Several other studies of CSI and consumers focus on the affective process, which leads consumers to different negative behaviours.

Grappi, Romani, & Bagozzi (2013) have investigated consumers' negative word of mouth and protest behaviour against ethical transgressions (e.g., employ child labour) and social transgressions (e.g., harm the livelihood of a local community) mediating by negative moral

emotions, which is moderated by other-regarding virtues. Antonetti and Maklan (2016) investigated consumers' reactions, such as negative word of mouth to a chemical spill case to CSI, explaining by consumers' evaluations derived from moral anger. Haberstroh et al. (2017) studied how consumers dissociate morality judgments from judgments of performance and how consumers justify their purchasing behaviour in a CSI context. These studies shed light on the effect of emotional outcomes on consumer behaviour but ignored the cognitive process in which consumers interpret the received information of CSI.

On the other hand, according to Brands as Intentional Agents Framework in line with SCM, brand stereotypes illustrated that people perceive the brands with two dimensions - warmth dimension and competence dimension, then perceived brand ability (competence) and intention (warmth) affect consumers' perception, feeling, and behavioural tendencies (Kervyn et al., 2012). It demonstrated a whole process from the cognitive aspect to the affective aspect and behaviour. So, the model is often used in explaining the consumers' perception and responses towards brands. However, in the research of CSI, the brand stereotypes model is not widely applied.

One of the applications is the recent research from Barbarossa et al. (2016) on the relationship between COO stereotypes and consumers' responses in the product-harm crisis. They investigated how the dimensions of a brand's country-of-origin (perceived country competence and perceived country warmth) affect consumers' judgments about a brand's culpability through attribution theory and the subsequent behaviour in a food scandal. In 2018, they further studied COO competence and warmth on blame attributions and evaluative responses of consumers, combined corporate social responsibility (CSR). In this study, consumer ethnocentrism and animosity were considered as important moderators.

Shea and Hawn (2019) measured how social perception with warmth and competence of CSR and CSI affects consumers' purchase intentions and firms' reputation. In addition, by adding

information on firms' COO stereotypes, they revealed that CSI penalties differ depending on the misalignment of CSR strategy with country stereotypes.

Besides, in most studies of CSI and consumers' responses, the scenarios-based survey was used to frame the context. The select scenarios usually focused on one specific kind of CSI transgression. Either social CSI or environmental CSI was selected as the manipulator. Thus, it is also unknown whether the analysed results fit both social and environmental CSI. Furthermore, most of the existing studies are conducted by controlling different experimental groups using a between-subjects design. The within-subjects design was rarely applied to compare the situation before and after CSI.

In general, in the SCM stream, there are investigations about the brand perception of warmth and competence to consumer responses. In the CSI stream, there are some studies to explain consumer behaviour in the CSI context. However, in the CSI line, it is still not clear how consumers' perception influences their feeling, evaluation and, in turn, their behaviour.

Although the studies from Barbarossa et al. (2016) and Shea and Hawn (2019) combined the two separate streams to study consumers' responses in the CSI context, the COO stereotype still differs from brand stereotypes. The study combining brand stereotypes and CSI is still essential for academics because it sheds light on the whole process through which consumers' perception and responses in the CSI context can be explained, particularly the related studies in the fashion industry. Therefore, an analysis of consumers' responses to the faulty fashion brands with the whole chain of perception-evaluation-behaviour is needed.

In summary, from SCM and the extending application on brand stereotypes, it was known that perceptions of warmth and competence as well as their combinations lead to different behaviours; from the existing studies about CSI, it was revealed that CSI affects consumers'

responses such as purchase intention and positive word of mouth etc. negatively – but how exactly and what mediates this relationship regarding consumers' responses is still not clear.

1.2. Research Objective and Research Questions

Based on the consideration above, this thesis attempts to analyse (i) how perceived brand competence (i.e., consumers' perceptions of a brand's ability) and perceived brand warmth (i.e., consumers' perceptions about a brand's intention) (Fiske, Cuddy, Glick, & Xu, 2002; Kervyn, Fiske, & Malone, 2012) influence consumers' attitude of fashion brands involved in CSI incidents, particularly, what role does the pre-exiting perception of fashion brands play in consumers' perceptions after CSI, (ii) to what extend do consumers' perceptions of warmth and competence towards a CSI fashion brands influence the brand attitudes, (iii) ultimately how consumers' responses (i.e. purchase intention and negative word of mouth) towards the faulty fashion brands are formed mediated by brand attitude, and (iv) whether the consumer's personal factor, e.g. cause involvement, moderates relationship between consumers' perception and their attitude.

In this master thesis, the two primary theoretical streams are a) brand stereotypes model derived from the stereotype content model (Fiske et al., 2002), which is applied to investigate how the dimensions of brand stereotypes (perceived warmth and competence) influence consumers' attitude, when a fashion brand is involved in an environmental or social wrongdoing; and b) consumers' reactive behaviours towards brands involved in CSI based on the existing studies of CSI. The two streams together complete the main structure from consumers' perception to consumers' evaluation and then to consumers' behaviour.

In this respect, the goal of this thesis is to investigate the following research questions:
In the context of corporate social irresponsibility, how do consumers perceive faulty fashion brands? Notably, based on different pre-existing perceptions of brand warmth and

competence, do consumers differently perceive fashion brands after the exposure of CSI? How do consumers evaluate the faulty fashion brands according to their perceptions after the exposure of CSI? How do consumers act towards fashion brands involved in CSI, based on their perceptions and evaluations of the faulty brands? And how does cause involvement moderates the influence of consumers' perception in consumers' attitude.

This thesis aims to contribute to broadening the understanding of consumers' responses towards CSI through categorising consumers' perceptions of fashion brands in the context of CSI.

1.3. Structure of the Thesis

The first chapter in this thesis is based on the view of previous studies about CSI and consumers' responses, as well as brand stereotypes and consumers' responses, which leads to relevant research questions such as ''How consumers perceive fashion brands involved in a CSI scandal?", "Do consumers' pre-existing brand stereotypes affect their evaluations (attitude) and in turn, their behaviours towards the involved brands in the CSI context?".

Then the structure of the rest parts of the thesis is organized as follows：for the theoretical part, the second chapter provides a literature review to shed light on the relevant background knowledge of two important streams - CSI and brand stereotypes. The application of the combination of these two streams as the latest result of the research is introduced in the last section in the second chapter. The third chapter presents the conceptual framework according to research objectives and questions, and the hypotheses come after each theoretical construct.

For the empirical part, chapter four outlines the research methodology and shows the research design, related measurements, data collection and outcomes of the pre-test. Next, in chapter

five, the research results are described and discussed. Then, the discussion of the results is presented in chapter six.

Finally, the conclusion, theoretical and managerial implication of the research is presented in, and limitations are drawn in chapter seven.

2. Literature Review

2.1. Corporate Social Irresponsibility and Corporate Social Responsibility

The development of corporate social irresponsibility can trace back to corporate social responsibility. CSR became an important topic and got more attention gradually since the 1950s (Carroll, 2016).

In the 1950s, Howard Bowen first raised the concept of social responsibility from a management's perspective (Bowen, 2013). Then many researchers began to bring CSR into their research. The focuses of CSR studies ranged from the view of corporate managers to the sight of corporate strategies. At that time, most discussions on CSR intended to serve the large corporations.

In recent years with the booming consciousness of CSR, there are more and more exposures of CSR in a critical and negative context, namely CSI, which can be seen as an opposite concept of CSR (Murphy & Schlegelmilch, 2013). The amplified importance attributed to CSI by governments, practitioners, mass media and the public is also reflected in scholars' increased interest in the notion of CSI (Barbarossa & Murphy, 2020).

There is no uniform definition of CSI. Different researchers have given various concerns on the definition of CSI. Armstrong discussed social irresponsible acts under the system, where managers are very important to corporate decisions. He pointed out that a "social irresponsibility act" can be explained as what a manager should not do. It is "a decision to accept an alternative that is thought by the decision-maker to be inferior to another alternative when the effects upon all parties are considered." (Armstrong, 1977, p.197)

Antonetti has summarized the previous study from Lange and Washburn (2012) and pointed out that CSI refers to "corporations that lack concern for the social and environmental

consequences of their behaviours." (Antonetti, 2020, p.67). Scheidler and Edinger-Schons gave a specific explanation to the range of CSI: "CSI covers a diverse spectrum of wrongdoings, ranging from tax evasion to bad working conditions in supply chains." (Scheidler & Edinger-Schons, 2020, p.607)

The understanding of CSI is often bundled with the definition of CSR. CSI can be understood as CSR in critical, extraordinary contexts or, simpler, corporate misconduct (Barbarossa & Murphy, 2020). Herzig and Moon (2013) utilized the definition of CSR to explain CSI. While CSR refers to business responses to the expectations of society, CSI refers to business failures to meet these expectations (Herzig & Moon, 2013, p.18). Price and Sun simplified the understanding of CSR and CSI, they pointed out that a firm has two aspects, namely "doing good" through CSR and "doing bad" through CSI, they both together influence the performance of the firm (Price & Sun, 2017. p.82).

Whether CSR or CSI, they are more involved in moral and ethical issues than legal terms. Corporate irresponsible behaviours can be seen as moral transgressions (Grappi et al., 2012). Doing CSI behaviours actually does not mean the corporations obey the law, CSI firms may operate under the legal frameworks, but they ignore a larger social role for the firms (Murphy & Schlegelmilch, 2013). Although the notion of "social responsibility" seems largely endorsed across the board today, companies can integrate social and environmental concerns voluntarily in business operations (Barraud de Lagerie, 2016). This kind of behavioural pattern leaves much room for business activities.

Furthermore, corporate social irresponsibility covers different sectors, and each industry may have different concrete issues. For example, the food safety crisis in the food sector (Barbarossa et al.,2016, 2018) has been widely discussed. In the auto industry, the Volkswagen emission scandal in 2015 (Markowitz, Chapman, Guckian, & Lickel, 2017) also

caused a sensation. What is important is that no matter in which field, CSI crisis always has serious negative impacts on the society or the environment.

Moreover, the study from Winter and Lasch (2016) has given a specific overview of environmental and social criteria regarding CSI. They pointed out that environmental and social issues are both associated with the term sustainability. However, these two terms concern different aspects. On the one hand, social criteria are usually associated with child labour, forced labour, discrimination in the work, employment compensation, and health and safety practices. In contrast, environmental criteria are mainly related to supply chain control (e.g., wastewater treatment systems) and environmentally friendly materials.

2.2. CSR/CSI and Fashion Industry

In the fashion industry, the CSR or CSI related literature focuses mainly on two aspects: environmental CSR/CSI and social CSR/CSI. The environmental concerns are connected with the impact of fashion industry on the world and eco-system, whereas the social concerns are related to the well-being of the people and communities (Cavusoglu & Dakhli, 2017).

On the one hand, the pollution of the fashion industry on the planet is mainly created during the manufacturing process of textile dyeing and rinsing. (Becker& Heuer, 2018); On the other hand, the people, who work in the supply chain to produce fashion products may also under terrible working conditions, such like underpayment, child labour, forced labour etc. All these issues reflect a severe problem of corporate social irresponsibility. (Sanders & Mawson, 2019; Sumner, 2018)

The introduction of the fast fashion business model makes a quicker accumulation of profits possible (Hiquet, Brunneder, & Oh, 2018). As a result, the fast fashion industry is also called “dirty fashion” because they only consider economic benefits and ignore the quality (Cassidy,

2018). Sometimes, the fast fashion industry even disregards the social responsibility they should take (Anguelov, 2016). Nowadays, the globalized big corporations can easily outsource their supply chains in developing countries, which means that the related problems in producing process can be easily transferred into developing countries (Sumner, 2018). So, these actions from big fashion corporations receive usually outcry over their unethical dimensions, namely, the negative social and environmental consequences (Hiquet, Brunneder, & Oh, 2018).

In practice, UNECE has pointed out the importance and urgency against CSI behaviours in the fashion industry concerning both social and environmental issues on the 1st of March 2018 at the International Conference in Geneva:

> *"The fashion or apparel industry has an often underestimated impact on the development of our planet. This $2.5 trillion-dollar industry is the second highest user of water worldwide, producing 20 percent of global water waste… 10 percent of the global carbon emissions are emitted by the apparel industry and cotton farming is responsible for 24 percent of insecticides and 11 percent of pesticides despite using only 3 percent of the world's arable land…. Beyond the environmental impact, the fashion industry is closely linked to labour, gender and poverty issues. 1 in 6 people in the world works in a fashion related job, and 80 percent of the labour force throughout the supply chain are women."* (UNECE, 2018, p.1)

The environmental and social issues brought from the fashion industry have not only attracted the attention of world organizations. Due to the development of mass media and the internet, these issues are more visible to consumers (Anguelov, 2016; Sumner, 2018), and consumers are also increasingly concerned whether the brands they consume have taken corresponding social responsibilities (Sumner, 2018). Hence, the brands involved in such scandals will be

customarily considered social irresponsible brands and need to confront different kinds of responses from the consumers.

The most famous incident in the fashion industry was the well-known 2013 Dhaka garment factory collapse. The eight-story building of garment factories collapsed in Dhaka, the Bangladeshi capital, which caused at least 1,134 deaths and hundreds of injuries (Prentice, 2019). The factories manufactured apparel brands, including Primark, Matalon, Mango, Benetton, Etc. (The Guardian, 2013). A team of researchers from New York University investigated the subsequent outcomes in 2014 and pointed out that "global brands as a benefited party should acknowledge the role of indirect sourcing in their supply chains and begin to build more transparent, trust-based, and long-term relationships with their primary suppliers." (Labowitz & Baumann-Pauly, 2014, p.47)

Although the environment of the clothing industry has continued to be improved, it is still challenging to prevent factories from such social misbehaviour such as hiring child labour, forced labour, and underpayment etc., especially in poor areas. This can be exemplified by the child labour scandals at Turkish sweatshops (BBC,2016), which was with the aim to reduce both production costs and labour costs (Hiquet, Brunneder, & Oh, 2018). According to the data from UNICEF 2019, in the world's poorest countries, almost more than a quarter of children are engaged in child labour. And it is estimated that by 2025, 121 million children will still be in child labour. (UNICEF, 2021)

On the other hand, the fashion industry does not only be criticized because of the bad work conditions related to human rights. There are also notorious scandals on environmental pollution. The production of clothing is inseparable from industrial wastewater discharge.

A report regarding the viscose-fibre discharge in India, Indonesia and China pointed out that viscose suppliers in the international market were dumping untreated sewage into lakes and

waterways, ruining lives and livelihoods. Sewage has a higher incidence of resulting in serious diseases such as cancer in local populations because viscose production was destroying subsistence agriculture and the drinking water system (Changing Markets Foundation, 2018).

These existing environmental and social problems not only have negative impacts on society at a macro-level but also damage the reputation and image of the company from the perspective of the company at a micro-level, thereby affecting their performance (Cavusoglu & Dakhli, 2017). Considering these facts, it has become tough to ignore the negative social and environmental consequences brought by fast fashion on society (Hiquet, Brunneder, & Oh, 2018).

2.3. CSI and Consumer Responses

The transparency of the market due to high-reach mass media (Stäbler & Fischer, 2020) derives more needs and goals of consumers. Ethical consumerism is one of the new trends of consumers, especially in the fashion industry (Cavusoglu & Dakhli, 2017). Ethical consumerism can be described as proactive action consumers take the initiative to change their purchasing behaviour into buying products that are described as sustainable, ethical or "green." (Sumner, 2018). As a result, these consumers constantly pay close attention to ethical consumption problems.

However, some studies have pointed out that the need for ethical consumerism is still not the mainstream. Most consumers do not put it directly into practice but adjust their behaviours passively when they get to know that a brand is involved in a CSI incident. Based on the theory of consistency between cognitions and behaviour, individuals seek to maintain congruity between thoughts and actions (Abelson, 1968). If consumers have the feeling that a corporation or a brand does something against their expectations about ethics and morality,

they may be willing to punish the corporation or brand through various actions (Antonetti, 2020). To avoid this consequence, the corporation or the brand must stand for something justice or take the right actions to uphold promises with consumers (Sweetin et al., 2016).

In the research field, the previous studies used different theoretical mechanisms to explain consumers' responses towards CSI brands. Folkes and Kamins (1999) investigated the effect of information and negativity on consumers' product evaluations in the context of unethical corporate behaviour, but no further explanation was given to concrete consumer behaviour. In addition, some studies used attribution theory to frame consumers' responses towards corporations taken misbehaviours (Klein & Dawar, 2004) but did not go far enough to explain the driven factors that actually stimulate attack behaviours (Grappi et al., 2012).

In addition, the mainstream research showed that CSI of brands lead consumers to a series of negative emotions and change consumers' attitudes towards the brands, and in turn lead consumers to negative shopping behaviours against the brands (Grappi et al., 2013; Sweetin et al., 2013), which will harm the reputation (Lange & Washburn, 2012) and performance in a long term of the brand (Price & Sun, 2017). Hoffmann and Müller (2009) studied through a survey, and the result showed that no matter the consumers are involved in CSI incident of the company as the target directly or are indirectly informed of the misbehaviours of the company, they expressed generally negative emotional, evaluative, and behavioural reactions towards the companies involved in CSI.

At the same time, part of the research shed light on the limitation of consumer's emotion to consumer behaviour in the CSI context. Gutierrez and Giner-Sorolla (2007) argued that the negative emotions usually appear jointly together rather than appear alone to reply to CSI behaviour. Following this thinking, Grappi et al. (2013) pointed out that the theoretical mechanisms of emotions did not fit to explain the two specific situations: harm done to workers and harm done to the community (society). Because the harm done to workers and to

the community does not have a direct negative effect on the consumers themselves but on others. So personal related elements, for example, personal perception of a CSI behaviour, must be considered to activate emotions and, in turn, further behaviours. Grappi et al. (2016) have used other-regarding virtues and consumer reasons for justifying brands' unethical behaviour in the market to investigate the moderator effect of different personal characteristics on consumer behaviour.

As to the different typical consumer behaviour towards CSI of brands, it could be classified into two main modes, the one is individual behaviour, such as purchase behaviour and brand avoidance; the other is the interpersonal behaviour, in which consumers try to influence the consuming behaviour of others (Grappi et al., 2013). These behaviours include direct revenge behaviours and indirect revenge behaviours (Grégoire, Laufer, & Tripp, 2010). In the previous studies of CSI and consumer behaviour, they were usually separately studied, such as negative word of mouth (Grappi et al., 2013; Antonetti & Maklan, 2016), protest behaviour (Grappi et al., 2013), willingness to punish (Sweetin et al., 2013), boycott (Scheidler & Edinger-Schons, 2020), and brand avoidance (Lin, Xu, & Tao, 2020).

Most of the current studies combined above- mentioned emotions and behaviours of consumers together to explain the consumers' responses towards CSI of brands or corporations.

Grappi, Romani and Bagozzi (2013) have investigated consumers' word of mouth and protest behaviour against irresponsibility mediating by negative moral emotions, which is moderated by other-regarding virtues. The study was framed in two different contexts, i.e., ethical transgressions (employing child labour to produce chocolate) and social violations (negatively affect the livelihood of a local community), and the result showed that emotions of contempt, anger, and disgust mediate the relationship between CSI actions and protest behaviours as well as negative word-of-mouth.

Sweetin et al. (2013) investigated the willingness-to-punish and purchase intention towards corporations with CSI behaviours. The study found that responsible consumers applied ethical values in economic decisions, thus confronted with companies involved in CSI, consumers may follow the social value and change their behaviour even to punish the companies.

On the other hand, consumer behaviour is also affected by other factors, especially the pre-existing cognitions and attitudes towards the brand. A study from Nagar & Kour (2018) focused on young consumers' response to brand scandals in a food safety context moderated by pre-existing brand love. The result showed that although a crisis may have devastating effects on brands, consumers with a passionate relationship with a brand will be affected differently by brand scandals. To be specific, consumers with low brand love are more likely to change their attitude sharply, which leads to less likely to purchase the brand, whereas, on the contrary, consumers with high brand love would keep purchasing from the brand, no matter what happened to the brand.

However, there is evidence that suggests that practical consumer behaviour don't really match their ethical intentions. According to the research by Achabou and Dekhili (2013), quality is still the most crucial criterion. Meanwhile, to be responsible descend on the second selection criterion. The consumer still follows their formed shopping habits, although consumers tend to be ethical. Somner (2016) provided tangible evidence that six months after the Rana Plaza disaster, the UK fast-fashion industry reported double-digit percentage growth in profits, although not long ago, the related brands were blamed because of 1,100 deaths.

2.4. Stereotype, Stereotype Content Model and Brand Stereotypes

2.4.1 Stereotype

Fiske and Taylor (1991) discussed the understanding of stereotypes and expounded that stereotype have functions to provide structures and meanings, especially on ambiguous

information. They pointed out that stereotypes can shape cognitive perceptions and well-developed expectations that an individual has about others and social groups. Meanwhile, stereotyping refers to the process in which cognitive association and expectation are established. In turn, it can guide behaviour. Hilton and von Hippel (1996) defined stereotypes as "beliefs about the characteristics, attributes, and behaviours of certain groups" (Hilton and von Hippel, 1996, p.237).

Greenwald and Banaji gave a systematic discussion of stereotypes. They defined stereotype as "a socially shared set of beliefs about traits that are characteristic of members of a social category." (Greenwald &Banaji, 1995, p.14) And then, stereotypes can further guide judgment and action to the extent that a person acts towards another based on the traits of others included in the stereotype (Greenwald &Banaji, 1995).

Fiske et al. (2002) further explained stereotyping as "applying to an individual one's cognitive expectancies and associations about the group". Stereotypes can be recognized as a specific kind of expectation or belief, which can give outlines about the characteristics of group members and draw out theories about why those attributes go together. As a result, stereotypes represent fixed ideas for a specific category, in turn, it can also justifiy the affective and behaviour to fit the category.

According to the definition from Greenwald and Banaji (1995), a stereotype is at first shared in a group, which means that the stereotype is also related to regional and cultural factors. Then, the process of producing stereotypes may be unconscious, which means people sometimes don't realize it. It may be not uniform with the reality and even against the reality as well as the social mainstream value. Thirdly, it could also be widely diverging, which means it can be both positive and negative trait. For example, the cheerleaders may be seen as physically attractive (positive) and, at the same time, unintelligent (negative). Finally, a

stereotype can guide judgment and actions. Because a stereotype is associated with a social cognitive process, it will, in turn, affect evaluation and behaviours.

2.4.2 Stereotype Content Model

Stereotype content model theory is an important framework for understanding how people perceive different social groups. Fiske Cuddy et al. (2012) demonstrated that as previous sociopsychological literature revealed that people differentiate others on two basis judgments that can be classified as warmth and competence stereotypes.

Based on this thinking, the stereotype content model is established by Fiske, Cuddy, Glick and Xu (2002) to study the perceptions of other social groups. It is announced that the stereotype towards a specific social group can be captured by the warmth dimension and competence dimension. The warmth dimension fits the functional idea that people want to know others' intent, it can be explained by whether people feel other groups are warm, good-natured, sincere etc.; whereas the competence dimension can be understood as the capability to pursue their intent, which can be measured by whether people feel other groups are competent, confident, independent, competitive, intelligent, etc. Fiske et al. have further pointed out that the perception along two dimensions on an out-group is usually mixed. For example, an out-group can be low competent but highly warm. Then, the different combinations of perceptions on warmth and competence lead to four different emotion patterns (pity, envy, admiration, contempt), and then predict an individuals' reaction and behaviour (Cuddy et al., 2008).

SCM was originally used to measure the perception towards social groups. It was then developed to be applied to the perceptions of individuals in different contexts. Not only to other people, but it can also be applied "to every stimulus object that is ascribed to the stereotypical category." (Halkias, Davvetas, & Diamantopoulos, 2016, p.3624)

In the marketing context, especially regarding the perception of consumers, in line with SCM, there are basically three different stereotypes of consumers: Brand Stereotypes, brand origin stereotypes (COO stereotypes) and brand buyer stereotypes.

For the studies about COO stereotypes, according to Maheswaran (1994), COO stereotype is an important direction to study consumer behaviour because many studies pointed out that consumers use COO as stereotypical information to evaluate the products and make their decisions. For example, in practice, consumers may prefer to choose French champagne over Austrian champagne, and they are likely to buy German cars than Chinese cars (Chattalas et al., 2008).

As for the brand buyer stereotypes, the understanding of brand buyer stereotypes is also based on the definition of stereotypes from Greenwald and Banaji, but the object of stereotypes is brand buyers. Brand buyers can be recognized as having some special characteristics because brand personality traits can affect perceptions of the personality of the brand buyers (Fennis & Pruyn, 2007). Antonetti and Maklan (2016) explored the stereotyping of the responsible consumer group through the application of SCM and found the association of a social stereotype with the responsible consumer group. Aaker, Vohs & Mogilner (2010) also pointed out that the image of a responsible brand affects the consumers' social perception positively. Meanwhiles, consumers of responsible brands, are also perceived as warm, and the positive warmth perception of a social group can reduce feelings of envy but weaken the desire to follow the same consuming behaviour of this social group.

2.4.3 Brand Stereotypes

As mentioned above, although at the beginning, SCM is used to describe the perceived stereotypes on social groups, it is then extended to the perception of brands. Prior research has

given sufficient arguments to illustrate that consumer also use dimensions of warmth and competence by perceiving the brands (Kervyn et al., 2012).

The specific definition of "brand stereotype" is based on the definition of stereotype. Adapted from the definition of stereotype by Greenwald and Banaji (1995), brand stereotypes represent "a socially shared and oversimplified set of beliefs about the characteristics of different brands" (Kervyn et al., 2012).

Brand stereotype is applied to understand the relationship between consumers and brands. Fournier (1998) demonstrated that people relate to brands in a quite similar way that they related to people around them like partners, close friends, or secret affairs. Following this idea, Kervyn, Fiske and Malone (2012) applied the well-established SCM to brand perceptions of consumers. They pointed out that consumers perceive brand's intentions (warmth) and ability (competence), and then these perceptions elicit distinct emotions, and in turn, lead to different behaviours towards the brands.

2.5. Brand Stereotypes and Consumer Response

To understand how consumers perceive brands involved in CSI, the model of brand stereotypes is applied, which is adapted from the SCM model. As people using warmth and competence as two fundamental dimensions to govern perceptions of people, they relate to brands in a similar way they relate to brands (Fournier, 1998), so consumers also use warmth and competence as two fundamental dimensions to guide their perceptions of brands (Kervyn et al., 2012). Warmth judgments typically include perceptions of generosity, kindness, honesty, sincerity, helpfulness, trustworthiness, and thoughtfulness, whereas competence judgments include confidence, effectiveness, intelligence, capability, skilfulness, and competitiveness (Aaker et al., 2010, p.225). On the one hand, brands' performance features, such as quality, reliability, durability, and consistency, are related to brands' competence in

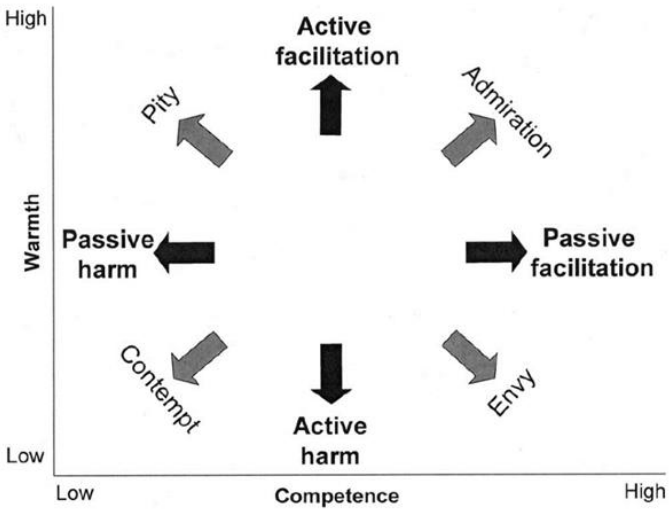
different ways. On the other hand, the emotional perspective towards the brands, such as brand love, might be associated with the brand's perceived warmth. (Kervyn et al., 2012)

Anthropomorphism activates interpersonal processes in building consumer-brand relationships (Alvarez & Fournier, 2016). Consumers do not only pay attention to a brand's intrinsic features and benefits but also a relational aspect of perceptive aspects. Then to build this brand perception, consumers use warmth and competence dimensions. The perceived warmth (intention) and perceived competence (ability) impact consumers' emotional reactions towards the brand and, in turn, affect consumers' attitudes and behavioural intentions.

Based on this idea, a great deal of existing research and surveys have discussed and investigated the relationship between brand stereotypes and consumer responses. The brand stereotype plays a vital role in linking consumers' cognitions and feelings of the brand to behavioural tendencies towards the brand.

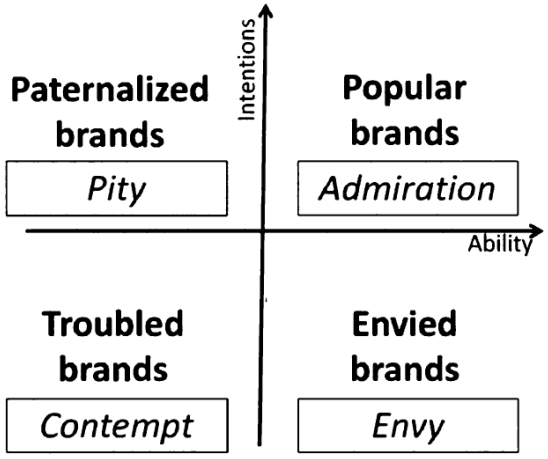
Cuddy, Fiske and Glick (2007) gave a systematic investigation on the chain of stereotypes – emotions – behaviours. They illustrated how stereotypes affect emotions and, in turn, influence behaviours for the intergroup. They gave strong evidence to illuminate the existence of relatively consistent behavioural tendencies in the intergroup and formed further stereotypes map framework (BIAS) combining stereotypes, emotions and behaviours together (Figure 1). They used four studies to confirm that in line with earlier SCM research, competence and warmth combined interactively to induce that consumer perceive non-profits as being warmer than for-profits but as less competent distinct intergroup emotions. The emotions, in turn, affect directly behavioural outcomes and partially or fully mediated the stereotypes to different behavioural outcomes (Cuddy et al., 2007, p. 644.).

Figure 1 The BIAS map framework from Cuddy et al. (2007)



Kervyn et al. (2012) adapted SCM to brand perception through surveys and established the Brands as intentional agents framework (BIAF) model, in which brands with different characteristics were categorized into different quadrants of BIAF model. Instead of competence and warmth, in BIAF, the concept "ability" and "intention" were used to construct the model. Each brand stereotyping category also led to a specific emotion, in turn, affect the behaviour of consumers (see Figure 2).

Figure 2 Brands as Intentional Agents Framework dimensions from Kervyn et al. (2012)



In line with SCM, Aaker, Vohs, & Mogilner (2010) examined consumer's perception of non-profits and willingness to buy the product from non-profits. Through three experiments, it was revealed that consumers perceive non-profits as being warmer than for-profits but as less competent. With this kind of perception, consumers are less willing to buy a non-profit's product than a for-profit's product because of the lack of competence. It reflects that stereotype exist for non-profit and for-profit organizations and further influence subsequent marketplace behaviours, such as willingness to visit a website or to buy a product.

As an instructive discussion to the practice, Aaker, Garbinsky and Vohs (2010) have discussed the benefits of cultivating warmth and competence of brands. Ideally, brands should achieve both warmth and competence, but these two dimensions play interactively; competence had a significant main effect than warmth on purchase intent. The authors discussed further the shift between warmth and competence. Under some conditions, warmth can also be seen as competence – e.g., in the case of a provider of care, other warm brands can through reminding powerful image to give a boost on the competence dimension. Meanwhile, for competent brands, it is much easier to reinforce their warmth by small touches such as making messaging and positioning.

Iven and Leischnig et al. (2015) investigated the role of brand stereotypes in shaping the relationships between brand personality perceptions and consumers' emotional reactions towards brands. They controlled warmth and competence stereotypes as critical intervening variables and studied how warmth and competence dimensions mediate the effects between brand perception and consumers' emotion towards the brand and how they further influence consumers' attitudinal and behavioural reactions.

Some research combines the consumer-brand relationship and some specific influencing factors together to explain consumers' perception and behaviour. Kolbl, Arslanagic-Kalajdzic, and Diamantopoulos (2019) discussed the consumer-brand identification mediating by

consumers' assessments of warmth and competence in a global branding context with two studies. The research discussed how perceived brand globalness and localness affect consumers' perception of brand stereotypes. It was revealed that brand warmth plays a more critical role in influencing consumer-brand identification, and this relationship can further stimulate consumers' purchase intentions and brand ownership. Meanwhile, brand competence does not affect consumer-brand identification significantly.

2.6. Brand Stereotype and Consumer Behaviour in the context of CSR/CSI

As already mentioned in the research gap above, few studies have combined the two streams (i) brand stereotypes and consumer behaviour and (ii) CSI and consumer behaviour together to understand consumers' perception and consumer behaviour towards errant brands in a negative context.

Some studies use brand stereotypes to interpret consumer's perceptions of CSR/CSI related brands/products. Firstly, the relationship between consumers' perception and CSR/CSI was illustrated by different research. It was pointed out that brand ethicality implies the warmth dimension because consumers who choose to buy products from such brands are showing their altruistic intentions (Antonetti&Maklan,2016). In this way, moral or ethical aspects of brands are mainly related to the warmth dimension. Corporate irresponsible behaviours can be seen as moral transgressions (Grappi et al., 2013), thus, consumers' perception of the warmth dimension is positively related to the ethical behaviours of the brands.

Luchs et al. (2010) pointed out that consumers view sustainable products positively because of perceived ethicality, which is related to "gentleness-related attributes", but at the same time, "strength-related attributes" reduce. Gentleness-related attributes can be associated with the warmth dimension according to warmth judgements above. The positive social and environmental issues associated with responsible consumption can lead to the perception of

warmth due to the appraisals of the perceived benefits that groups offer to society (Antonetti & Maklan,2016).

In research of responsible consumption behaviour, Antonetti and Maklan (2016) point out that consumers stereotype the brands by recognizing the perception of the brand's ethicality and altruistic nature with the concern for society or the environment, in line with the SCM.

Existing research has not made a judgment on consumers' perception of brand competence in the context of CSI. While being warm can be recognized as other-profitable, being competent can be identified as self-profitable (Cuddy & Fiske & Glick, 2007). The perceptions of a brand's effectiveness and competence are usually not associated with ethicality. However, Aaker, Garbinsky and Vohs (2011) suggested that, ideally, brands should achieve both warmth and competence to promote positive emotional and behavioural consequences because these two dimensions work interactively. Under some conditions, there will be a shift between warmth and competence: warmth can imply competence, e.g., in the case of the provider of care. Thus, competence could also be slightly influenced in a CSI context.

Based on these statements, CSI, which is considered as an unethical and unmoral behaviour of corporations, should be related strongly to the warmth dimension. At the same time, the existing evidence presents that the perception of brand competence influence consumers' behaviour in the CSI context directly.

Several studies that combine CSR/CSI and SCM together to investigate consumers' perception and consumer behaviour show that in a context of corporate responsibility, if consumers perceive a company or a brand as warm, it does not mean they will purchase the product from this company/brand. The competence dimension is the determining factor to promote the purchase behaviour of consumers.

Aaker, Vohs & Mogilner (2010) use brand stereotypes to measure consumers' judgement of non-profits and for-profits as well as consumption's decision towards products. Non-profits are perceived as warmer but less competent compared to for-profits. However, consumers show more willingness to buy a product from a for-profit rather than a non-profit because of the higher perceived competence of the for-profits. So, this study provided also evidence that the responsible cues of a brand can weaken its appeal concerning consuming behaviour.

Antonetti and Maklan (2016) carried out two empirical studies to examine the effect of the perceived warmth of responsible consumers and responsible consumption. They demonstrated that warmth is a barrier for consumers to choose responsible brands. Users of responsible brands are perceived as stereotypically warm, but they are labelled as a dissociative group. Therefore, consumers are less likely to imitate responsible consumers, which leads to an unwillingness for responsible consumption. The study presents a negative effect of perceived warmth on consumer behaviour.

Although these studies reveal the results between brand perception and consumer behaviour, there focus primarily on responsible or ethical aspects, in other words, CSR. There is limited research directly pointing to CSI.

To explore how consumers perceive a product/brand in the CSI context and to explain why CSI can lead to the consequent response, the attribution theory was introduced. Attribution theory explains the psychological mechanisms through which consumers form their judgments towards brands' wrongdoing. It establishes a framework in which consumer responses to product failures are predictable (Folkes, 1984). The research from Folkes also explains why product failure influenced consumers' reactions, such as desiring a refund or product exchange, claiming an apology, and revenging on the firm.

Barbarossa's research (2016) focused on COO stereotypes and consumer response in the CSI context combining attribution theory. The study postulates that consumers' COO perceptions of a faulty company affect their blame attributions through perceived locus, stability and controllability of the scandal and further affect the overall judgment of blame. Specifically, brands related to cold countries were blamed more than companies related to warm countries. The blame attribution, in turn, affects their consumption behaviours, such as consumers' intention to purchase in the near future.

In order to improve the result of this study, pre-existing consumer beliefs and evaluations about a company was introduced in another research from Barbarossa et al. (2018). COO competence can bring more favourable attitudes towards the in crisis involved company, whereas COO warmth leads to higher favourable attitudes both directly and indirectly mediated by blame attributions, which was the same as the previous study. Moreover, in 2020 Barbarossa et al. raised the "backfiring" effect: if a crisis relates to the issues about morality or violation or other socially approved norms, then negative information appears more diagnostic for understanding the situation and cannot be ignored.

Kim and Lee (2015) investigated the change of consumers' responses to a company with CSR initiative strategy in an irresponsible context respectively before and after the irresponsible crisis. The research gave a systematic view of the change between pre-crisis and post-crisis. Shea and Hawn (2019) measured how social perception with warmth and competence of CSR and CSI affects consumers' purchase intentions and firms' reputations. In addition, by adding information on firms' COO stereotypes, they revealed that CSI penalties differ depending on the misalignment of CSR strategy with country stereotypes.

Aaker, Garbinky and Vohs (2012) pointed out that despite a large amount of study of the constructs of warmth and competence, the benefits of cultivation of warmth and competence

are still not full excavated. In the study of cultivating warmth and competence, they focus on how warmth and competence jointly influence brands and their reputations.

As ethical consumerism is a more and more important concept, how do consumers judge consequences brought from brands involved in CSI crises in the fashion industry is also an important topic to understand consumer behaviour.

Allwood et al. (2008) studied how consumers make their purchasing decisions and found out that consumers make a purchasing decision based on external information of environmental impacts and the social conditions. However, there is a discrepancy between the theoretical state and the actual state. It should be noted that the ideal consumer behaviour pattern depends on collective action; such heroic behaviour has only little benefit and meanwhiles it could be actually restrained by some barriers. In the research, it was found that UK consumers did not see a negative connection between their consumption and negative global social and environmental consequences, Although UK consumers benefited from ‘fast fashion’ with fast updated new styles and low prices.

However, according to a report about the sustainability of the clothing and textiles industry, it was reported that the change in the sector must be initiated by consumers to create an environmentally friendly textiles industry and promote social equity such as reasonable employment rights and conditions (Allwood et al., 2006).

Therefore, combining the above viewpoints, judgments of warmth and competence are important for consumers’ perceptions of companies and, in turn, predict their consequent consuming behaviours (Aaker et al., 2010).

In fact, in a CSI context, consumers also have completely different behaviour patterns. A varies of consumer behaviour towards irresponsible brands/companies are also investigated,

such as offline and online protests (Antonetti and Manika, 2017), negative word of mouth (Grappi et al., 2013a), revenge (Grégoire et al.,2010), willingness-to punish (Sweetin et al., 2012) Consumers' response behaviours in the context of CSI can be classified into two categories: self-consumption behaviours such like brand avoidance, negative purchase intension and behaviours that aim to influence others, such like negative word of mouth, revenge etc. This thesis focus on two typical behaviours of consumer: purchase intention and negative word of mouth. In addition, the main indicator to measure consumers' buying behaviour is willingness to buy (purchase intention).

As Cuddy, Fiske and Glick (2007) addressed in their research: the warmth dimension of stereotypes can predict the valence of active behaviours, and the competence dimension of stereotypes can predict passive behaviours. Specifically, warmth stereotypes could lead to active facilitation such as helping and prevent active harm such as attacking; competence stereotypes could elicit passive facilitation such as associating and prevent passive harm such as excluding.

In the research on Brand stereotypes and CSI, the current research showed that purchase intention is to determine one's willingness to buy, which can be regarded as passive facilitation. Negative word of mouth is a kind of aggressive behaviour to express dissatisfaction out of anger and/or punish or hurt the offending corporation (Grappi, 2012). In this way, it can be concluded that warmth can predict active behaviour- negative word of mouth, and competence is related more to passive behaviour – purchase intention.

3. Conceptual Model and Hypotheses

The Conceptual model of this thesis builds on the studies mentioned above. In this chapter, the conceptual model and corresponding hypotheses are presented.

The conceptual model of this thesis consists mainly of two streams. One stream investigates how consumers perceive brands with warmth and competence two dimensions in the CSI context. Another stream links brand stereotypes to consumer responses in the CSI context. Brand attitude is used as an expected mediator because it reflects consumers' assessment of brands. Adding brand stereotypes stream to CSI - consumer response stream could help to clarify how consumers' perception influences their responses to CSI. Besides, cause involvement is considered to be the moderator for the effect of brand stereotypes on brand attitude.

3.1. Brand Stereotypes in the CSI Context

Competence and warmth stereotypes can be connected to the cognitive dimensions concerning the existing studies (Cuddy, Fiske, & Glick, 2008). Previous studies revealed that stereotypes for the same social group differ in different contexts or under different conditions. Cuddy et al. (2014) examined that childless working women were perceived as significantly more competent than warm, but the working moms were rated to significantly lower competence meanwhile gained warmth. Cuddy et al. attributed the cause to the shifting standards according to Biernat (1994). In other words, for the same group, when the additional attached information is different, the subsequent perception will also be different. This theory can also be extended to the perception of the brand. Based on the view that people relate to brands like to people, it can be predicted that this shifting stereotyping effect will also happen to brands.

In respect to this consideration, the research will investigate whether and how brand stereotypes change when the context changes. Particularly, it will be examined, how consumers perceive fashion brands in an ordinary context (pre-CSI) and in a critical context (post-CSI). Two different CSI categories will be included in the study, namely social CSI and environmental CSI. Moreover, how do the perception shift regarding the products in different stereotypic categories, will also be investigated.

3.1.1 Perception of Brands before and after CSI

CSI refers to a spectrum of wrongdoings of corporations that lack concern for the social and environmental consequences (Antonetti, 2012; Scheidler & Edinger-Schons, 2020). The mainstream discussions usually divided CSI into two categories: social CSI and environmental CSI. Due to its implication of unmoral, unethical, and ill-intentioned aspects (Grappi et al., 2012; Xie and Bagozzi, 2018), CSI can be associated with brand warmth dimension because brand ethicality generates warmth since it implies that consumers are acting with altruistic intentions (Antonetti&Maklan,2016). Hence, it is expected that the exposure of CSI leads to a perception of low warmth.

There is no strong theoretical basis that links CSI and brand competence directly together. However, according to the previous research, it can be expected that brand competence is also associated with brand warmth. Under some conditions, they could be cues for each other (Antonetti et al., 2012). The lack of warmth can spill over into judgments of competence due to the "halo effect", firms engaging in CSI also indicate that they are incompetent to be a good corporate citizen and behave in responsible ways (Shea and Hawn, 2019).

Moreover, empirical studies pointed out that CSI has a negative influence on both warmth and competence dimensions. Kervyn et al. (2014) defined in the research for BIAF that the troubled brands (BP, Marlboro etc.) as low warm (ill-intentioned) and low competent (low

capable). But before they are recognized as troubled brands, due to their popularity, they should also be star products, which relates to high warmth and high competence. But there was no further explanation on how the perception was changed.

There are also studies about consumers' perception in a brand-scandal context, the results showed troubled brands were rated both as significantly less warm and less competent than the control brands without CSI manipulation (Shea and Hawn, 2019; Kervyn & Chan et al., 2014), which can also be the evidence for "halo effect". However, the effect was measured between manipulated groups and control groups, not pre- and post-perception for the same brand. It is still unclear, for the same brand, how do consumers' perceptions change towards brands involved in CSI incidents, particularly towards the brands in the fashion industry. Furthermore, how does perception differ in different CSI categories, namely corporate social and environmental irresponsible wrongdoings.

Fiske, Cuddy, and Glick (2007) found that negative behaviours are more indicative of competence, while positive behaviours are more indicative of warmth. The mechanism is that additional information may strengthen the original stereotype through assimilation or change it through contrast (Shea & Hawn, 2019). So, it is expected that the perception of warmth and competence could be lower after the exposure of CSI.

Based on the arguments above, it is expected that both warmth and competence dimensions decrease after the exposure of CSI. So, hypotheses 1 and 2 are developed as below:

H1: The perceived a) warmth and b) perceived competence of fashion brands are significantly lower after exposure to environmental CSI. H2: The perceived a) warmth and b) perceived competence of fashion brands are significantly lower after exposure to social CSI.

3.1.2 The Role of Existing Brand Stereotypes on Changed Perception

The additional information towards brands may strengthen the original brand stereotype through assimilation or change it through contrast. (Shea & Hawn, 2019) So, in the CSI context, towards the same brands/products, consumers perceive the brands differently respectively in the pre-crisis phase and post-crisis phase because of the different original brand characteristics and impacts of additional information that they get known.

Before the exposure of CSI actions, the existing brand stereotypes of consumers already exist, which implies the formed specific relationship between consumers and brands. Previous research has pointed out that pre-existing beliefs towards a brand additionally affect how consumers evaluate the brand when it is involved in a CSI crisis (Laufer & Gillespie, 2004; Barbarossa et al., 2016). A study about consumers' brand attachment showed that consumers' ethical judgments vary because of the different degrees of brand attachment and diverse characteristics of the provided information (Schmalz & Orth, 2012). The study by Bock et al. (2012) also found that consumers are less tolerant towards the unethical companies with which they have a worse relationship. As a result, consumers react to a brand involved in CSI differently, influenced by their pre-existing feelings such as love, admiration, or interest towards the brand (Antonetti, 2020).

Carrillat, Solomon und Astous (2015) used brand stereotyping to explain image transfer in the context of brand sponsorship competition. They showed that the stereotype is ad hoc in this context, rather than based on a prior developed mental schema, and therefore that it is construed from the images associated with framing. For brands in different categories of brand stereotypes, after exposing their CSI behaviours, different intensities of the effect on brand perceptions are expected.

On the one hand, the psychological mechanism of assimilation and contrast in the social judgment explained how contextual information influences the evaluation. The result shows

that similar information with low feature overlapping leads to comparison, similar information with high overlapping feature leads to assimilation, whereas dissimilar information might decrease the likelihood of comparison because it is difficult to make comparison cross-categories (Ruys and spears et al., 2006). Applying this effect on CSI perception, since CSI might decrease the perception of warmth and competence according to the evidence for H1, it can be expected that CSI has a stronger effect on warmth dimension than on competence dimension; and within warmth dimension, the effect of CSI on high warmth is stronger than the effect on low warmth. It is also the same with the competence dimension.

In addition, an empirical study found that consumers held double standards to judge the companies involved in unethical behaviours. According to the result of the study, consumers judged the prosperous companies and wealthy consumers harsher and showed less tolerant to unethical behaviour by companies and consumers with which they have a less good relationship (Bock et al., 2012), although this result was not directly related to brand stereotypes, according to SCM, wealth people typically represent the group with low warmth and high competence (Fiske and Cuddy et al., 2002), meanwhile a less good relationship points to a perception of low warmth (Kervyn et al., 2012). So, it can be interpreted as groups and brands in HC-LW receive harsher judgment.

To investigate the different effects of environmental and social CSI on different consumers' antecedent perceptions, combining the existing evidence, it is expected that there is a difference for brands in different brand stereotypes categories in pre-post consumers' perceptions although in the same environmental or social CSI contexts. More simply, the magnitude of the change in pre-post CSI perception will be different.

Hence the hypotheses 3 and 4 are developed as follows:

H3: The effect of environmental CSI on pre-post brand stereotypes differs across stereotypical categories:

a) The decrease of perceived brand warmth is larger for brands ex-ante in HW than brands ex-ante in LW.
b) The decrease of perceived brand competence is larger for brands ex-ante in HC than brands ex-ante in LC.

H4: The effect of social CSI on pre-post brand stereotypes differs across stereotypical categories:

a) The decrease of perceived brand warmth is larger for brands ex-ante in HW than brands ex-ante in LW.
b) The decrease of perceived brand competence is larger for brands ex-ante in HC than brands ex-ante in LC.

3.2. Brand Stereotypes and Consumer Behaviour in the context of CSI

3.2.1 Brand Attitude as a Mediator between Brand Stereotypes and Consumer Behaviour

Judgments of warmth and competence play critical roles in forming consumers' perceptions of companies and, in turn, predict crucial behaviours (Aaker et al., 2010). In line with SCM, BIAF model illustrated that perceived brand ability (competence) and intention (warmth) affect consumers' perception, feeling, and behavioural tendencies. (Kervyn et al., 2012)

However, consumers' perception does not affect their behaviour directly. Brand stereotypes as a cognitive aspect lead to something affective, then these effects work to mediate the effect of cognitions on behaviours (Cuddy et al., 2007). According to Greewald and Banaji (1995), stereotypes contain beliefs, which refers to a series of different evaluative implications, whereas attitudes can suggest a consistent evaluative response to the objects. This constant evaluation can further affect behaviours.

Under the SCM framework, Fiske et al. (2002) has demonstrated that the changing social circumstances can change the standard of the perception of a social group, in turn, affect the attitude towards this group. In the study of CSI, Grappi et al. (2013) has also pointed out that after the perception stage (stereotyping) of a CSI, something more is needed as a motivation to make consumers act out. Xie and Bagozzi (2018) described attitude "as an overall evaluation of the company(brand) triggered by awareness of its CSI actions" (Xie, Bagozzi, 2018, p.566). Hence, it is expected that brand attitude can mediate the impact of perceived brand stereotypes on consumer behaviour in the CSI context.

To understand the influence of perceived brand warmth and competence on consumers' judgment in the CSI context, brand attitude is selected as the mediator between brand stereotypes and consumer behaviour in the conceptual model. The attitude towards a brand is regarded as a set of beliefs, experiences, and feelings of brands that forms a predisposition to act in a given direction (Diallo et al., 2013). Furthermore, in the research of CSI, many studies revealed the relationship between perception of CSI and consumers' attitudes.

On the one hand, Folkes and Kamins (1999) investigated how information about firms' unethical actions and the product attributes influence consumers' attitudes towards companies. The result revealed that information of firm's transgression, e.g., employing child labour led to a negative attitude towards the firm regardless of product performance. Meanwhile, negative information about a product's attribute influences attitudes differently compare to a transgression. Information of product attribute matters only in a prosocial context. Hence, information of product attribute (i.e., competence) appears to be a less diagnostic cue than unethical information (i.e., warmth) for forming negative attitudes towards firms.

Vaaland et al. (2008) reviewed the existing studies about CSR and CSI and found that consumers evaluated the firms negatively when they faced negative information of firms.

There are, to date, not many studies that directly put CSI into the brand stereotype model. Regarding the research on stereotypes in the CSI context under the SCM framework, Barbarossa et al. (2016 & 2018) investigated the influence of COO stereotypes on consumer responses in a CSI context. The result of the studies showed that COO competence has a positive impact on consumers' attitudes towards products involved in CSI because COO competence is a diagnostic clue for product quality. Meanwhile, COO warmth influences consumer attitudes partially directly and can predict a general and favourable attitude tendency.

Shea and Hawn (2019) demonstrated in their study that warmth, rather than competence, plays an essential role in building the relationship between CSI and consumer responses, which matches the result from previous research of the primacy of warmth for forming social judgments. Furthermore, the study towards negativity effect on Warmth (Kervyn & Chan et al., 2014) showed that in a CSI context, perceived brand warmth positively influences consumer responses. They also shed light on a comparison between lack of warmth and competence in the CSI context. The result showed that a crisis framing with a lack of warmth was more damaging than framing with a lack of competence.

Regarding CSI, different consumer behaviour towards brands involved in CSI is investigated, such as offline and online protests (Antonetti and Maklan, 2017), negative word of mouth (Grappi et al., 2013), revenge (Grégoire et al.,2010), willingness-to punishes and willingness-to-purchase (Sweetin et al., 2012) etc. Consumers' response behaviours in the context of CSI can be classified into two categories: individualistic consumption-related responses such as purchase intention and individual psychological reactions including interpersonal and social-influencing behaviours such as negative word of mouth, protest etc. (Grappi et al., 2012). To investigate the consumer behaviour that they may put into practice, this study chooses to study two consumer behaviours as objects: purchase intention and negative word of mouth.

In the existing studies, Sweetin et al. (2012) investigated the consumers' attitude, purchase intention and willingness to punish the brand in the context of CSI. The result revealed that the socially irresponsible behaviour of corporations led to a significant negative brand attitude. The brand attitude then related positively to purchase intention and negatively to the willingness to punish. Thus, it is expected that brand attitude positively affects consumers' purchase intention.

Xie and Bogazzi (2018) pointed out that consumers' attitudes had direct impacts on intentions to engage in acts that hurt the company. Particularly consumers' negative attitudes had a significant impact on nWOM. Grappi et al. (2013) has used a scenario with child labour to investigate the role of emotion in regulating consumer nWOM and protest behaviour. A similar result was also shown in the research from Antonetti et al. (2012) that the higher the negative feelings towards the companies involved in CSI, the more likely consumers engage in nWOM. Thus, it is expected that brand attitude affects nWOM negatively.

Hence, the hypotheses are developed as follows:

H5: a) Brand warmth and b) brand competence after environmental CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' purchase intentions.
H6: a) Brand warmth and b) brand competence after social CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' purchase intentions.
H7: a) Brand warmth and b) brand competence after environmental CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' positive word of mouth.
H8: a) Brand warmth and b) brand competence after social CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' positive word of mouth.

H9: a) Brand warmth and b) brand competence after environmental CSI have a positive effect on consumers' brand attitude, which then negatively influences consumers' negative word of mouth.
H10: a) Brand warmth and b) brand competence after social CSI have a positive effect on consumers' brand attitude, which then negatively influences consumers' negative word of mouth.

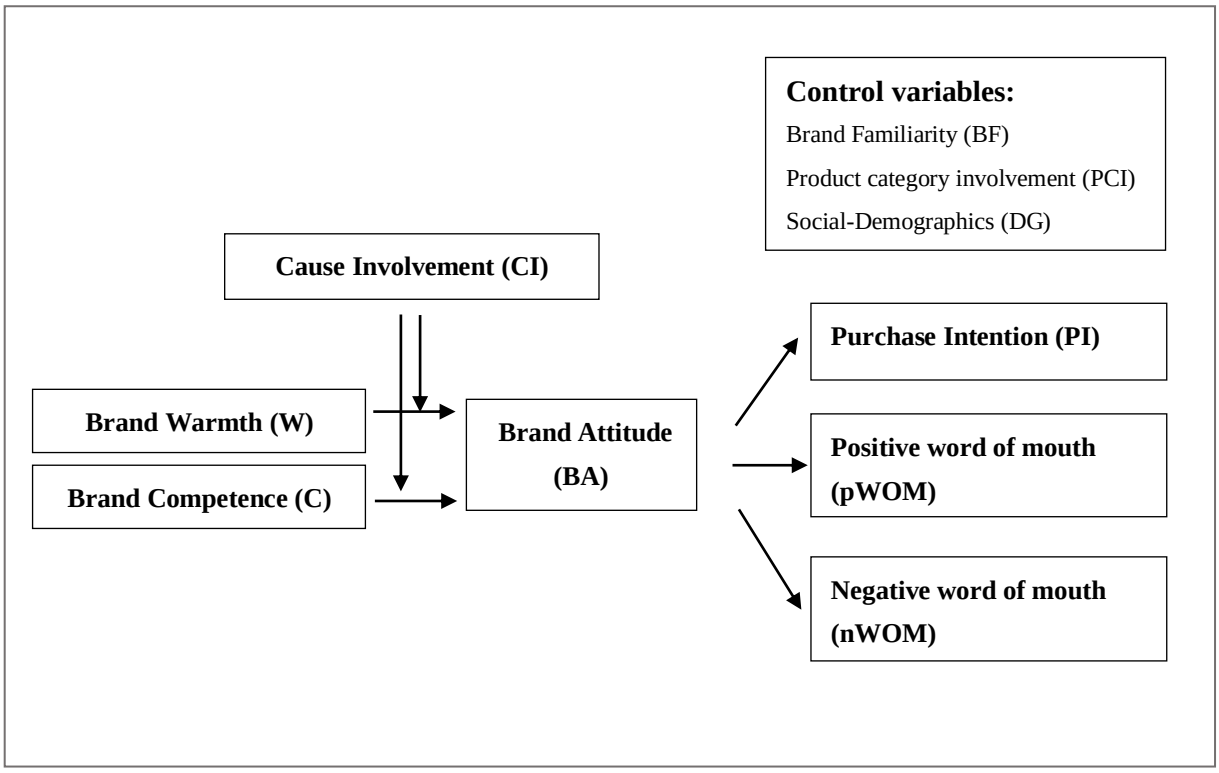
3.2.2 Cause Involvement as a Moderator between Brand Stereotypes and Brand Attitude

A moderator is the cognitive and motivational conditions which can adjust the degree of the influencing effect from perceptions to outcomes (Shea and Hawn, 2019). A CSI crisis affects consumers' attitudes in different degrees because consumers blame the faulty brand involved in CSI differently, which leads to different evaluations. Grappi et al. (2017) pointed out that there are two relevant moderators, one is the internal consumers' ethics standard, and another is the external industry requests, which play a significant role in influencing consumers' evaluation. Both moderators can be reflected through cause involvement.

In research of sustainable fast fashion, it was investigated how the involvement with the cause of sustainability affect consumers' evaluation. The cause involvement is associated with the affective perception. Consumers with higher levels of involvement will deeply process the information regarding CSI/CSR, which can lead to dramatic feedback (Hill & Lee, 2015). This result is consistent with the previous finding by Basil and Herr (2006), who found that the higher involved feelings of consumers towards the cause implies stronger perceptions towards the involved brand. Hence the hypotheses are developed as follows:

H11: Cause involvement negatively affects the effect of a) brand warmth and b) brand competence on brand attitude in the context of environmental CSI.
H12: Cause involvement negatively affects the effect of a) brand warmth and b) brand competence on brand attitude in the context of social CSI.

Figure 3 Conceptual Model



3.3 Control Variables

Meanwhile, according to Fournier, to see brands as intentional agencies is also unilateral. People can behave very differently because of their unique individual experiences and also some cultural elements based on attachment theory and empathic accuracy. To understand the relationship between consumers and brands, three other elements cannot be ignored: power, emotional intensity and identity issues (Fournier & Alvarez, 2012).

Brand Familiarity

Brand familiarity is related to the previous experience that a consumer has with a brand. It can be considered a measure of the extent of a consumer's direct experience and indirect experience with that brand (Alba and Hutchinson, 1987; et al., 2016). Brand familiarity is an important basis for brand evaluation of consumers. It served as cut-offs and ensured that

respondents know a brand and show sufficient levels of prior experience and familiarity with a brand (Iven et al.,2015).

In many studies of CSI, to avoid confounding effects of brand familiarity (Herz & Diamantopoulos, 2013), a fictitious brand was often used, as the studies from Barbarossa et al. (2016), Sweetin et al. (2012) and Grappi et al. (2013) etc. However, considering that the survey object in this paper is fashion brands, in order to be able to select different brands in the four quadrants, actually existing brands are necessary. Therefore, brand familiarity was chosen as a control variable.

Product Category Involvement

Product category involvement is defined as "a consumer's enduring perceptions of the importance of the product category based on the consumer's inherent needs, values, and interests." (De Wulf et al., 2001, p.37). It reflects a relationship between consumers and the product in a specific category. Customers are usually involved in a product category because this product category is relevant to their needs and values, so the involvement tends to increase for a personal focal product (Zaichkowsky, 1985). Highly involved consumers are more motivated to search more information about this product category (Mathwick and Rigdon, 2004), which indicates a possible higher loyalty, in turn, influences purchasing behaviour (Dick and Basu 1994). Meanwhile, low involved customers may not care about the treatment of brands, so the marketing relationships can be perceived as invasive or annoying when targeting low-involved consumers (De Wulf et al., 2001).

However, the existing research is primarily conducted in an ordinary context, focusing on the relationship between purchase intention and WOM. There is less research under a critical context and on other behaviours. Barbarossa et al. (2016) have, in their research for COO stereotypes and consumer behaviour, introduced product category as moderator and found

that there were significant effects of the product category on consumers' perceptions of the product involvement.

Socio-Demographics

Socio-demographic variables included a series of information of gender, age, the highest level of education attained, income etc. It is included for the study to check the influence of personal demographic information on research results. Many researchers have stressed the importance of socio-demographic characteristics on consumers' responses. Social demographics is vital for the research on consumer behaviour because it includes variables such as income, family size and education, all of them can have some influence on consumer purchase decisions (Shukla, Banerjee, & Adidam, 2013). So, socio-demographic must be controlled in the study.

In the context of CSI related research, Barbarossa et al. (2016) found that there no significant socio-demographic differences between consumers in different COO stereotypes categories and product category conditions.

4. Research Methodology

This chapter presents the methodology to test the established conceptual framework. With this aim, two studies are conducted – pre-test and main study, with different focuses. All the data are primary data. Then quantitative analysis through SPSS was used to analyse the result.

This chapter describes at first the research design of the two studies. Then, the measurement of the result of the pre-test will be presented.

4.1. Research Design

To obtain valid assessments and to test the hypotheses, the research conducted two studies - pre-test and main study - choosing Chinese adult consumers as research subjects. The pre-test was conducted with the aim to ensure the feasibility of the main study. As a result, four brands fit four different quadrants of brand stereotypes were chosen for the main study. The validity of the scenarios was also examined. The main study was designed to test the hypotheses H1-H12 using a mixed factorial design.

In the pre-test, participants were asked to evaluate their judgments about the brand stereotypes of different types of well-known existing fashion brands. In this way, different vital indicators and actual consumers' responses can be measured. The two scenarios – one environmental scenario and one social scenario are respectively tested as manipulators for the main study.

In the main study, because it includes within-subjects factor (pre-post CSI) and between-subjects factor (two manipulated scenarios, four different brands fit different brand stereotypes categories), so a mixed factorial design is used. Each participant was randomly exposed to one set, which includes one CSI scenario and one fashion brand. The participant

would be asked to rate their perception, attitude, and behavioural tendencies twice, respectively, before and after the presentation of CSI scenario.

The research selected Chinese adult consumers as the research subjects. The study was conducted in China for two reasons. At first, until now, many similar studies were done in Europe or the USA. Whether this model can also be applied in Asian countries, for example, in China, is still unknown. Secondly, for international marketing, as China is a big market, how Chinese consumers perceive the brand and produce follow-up behaviour is also an important topic. Thus, it is meaningful to conduct this study in China.

To test the hypotheses raised in the conceptual model, two tests are conducted: pre-test and main study. The feasibility of two scenarios will also be tested in the pre-test, in which respondents will be told about a brand involved in an environmental/social scandal, then the respondents will judge the reliability of the scenarios.

The main study aims to investigate in the context of CSI "how" the perception of warmth and competence from the consumers to the brand affect the consumer behaviour and "when" or " under which condition" the stereotypes of competence and warmth that are evoked by a brand stereotype affect the further response of the consumer towards a brand in the fashion industry when a brand is involved in a CSI crisis.

4.2. Pre-test

The pre-test aims to select brands that fit the four-quadrant framework by measuring consumers' perceptions of brand warmth and competence towards 20 different fashion brands. Furthermore, the two scenarios as manipulators for the main study were also tested.

4.2.1 Pre-test Design

Method

In order to identify consumers' perception of brand stereotypes in the context of CSI, the initial state without intervention must be tested, and appropriate brands must be selected to pave the way for the main study. Therefore, the pre-test was conducted to select the brands distributed in four different quadrants of warmth and competence. Other control variables, such as brand familiarity, demographics are also tested.

The pre-test was conducted in the form of an online survey from December 20th, 2020 to January 10th, 2021. The pre-test was published on the online questionnaire platform https://www.soscisurvey.de/. The link of the online survey was shared through Chinese social media Weibo and Wechat.

To reduce the burden on the respondents and to ensure the validity of the collected data, the 20 fashion brands were divided into two groups. The pre-test used a between-subjects design. During the test the respondents were randomly presented 1 group with 10 different brands and one CSI scenario. In this way, each participant need only to respond to 10 fashion brands and 1 scenario. Participants also need to rate their brand familiarity, their perceived brand warmth and competence, and to give their social-demographic information.

The questionnaire for the pre-test took about 5 minutes to complete and consisted of five parts: an instruction of the aim of the study; a measurement of perceptions of the 10 brands; presentation of the environmental or social CSI scenario and the evaluation of the scenarios; social-demographic data, and willingness to participate in the lottery. The measurement scales for the constructs of the pre-test and questionnaire of the pre-test are attached in the Appendix A.

The respondents were at first provided with a list of international fashion brands to rate their familiarity with the brands and their perceptions of competence and warmth for each brand. At first, the brand perceptions were examined only by one item of each dimension. Since brand stereotypes as "a shared belief" (Kervyn et al., 2012), participants were asked to rate their perceptions towards the randomly selected group of brands with the questions as stated in previous studies "most people in China view [BRAND] as……" (Fiske et al., 2012; Kolbl et al., 2020). The purpose is to avoid social desirability bias (Antonetti & Maklan, 2016). Since consumers might be unwilling to project an unfavourable image to others, this form of indirect questioning can help to ensure the validity of the collected answers compared to direct questioning (Fisher, 1993).

After rating the brand perceptions, respondents were randomly distributed with one of CSI scenarios (environmental and social irresponsible scenarios) and asked to rate the scale of irresponsibility, credibility, and their estimates of the happening probability. Also, participants were asked to provide their social-demographic information (gender, age, nationality, and residence in China etc.). Finally, they can choose whether to participate in a lottery game as a bonus for the survey. The full pre-test questionnaire is included in Appendix A.

Brand Selection

The pre-test consists of a sample of 94 Chinese consumers. 20 brands were tested in the pre-test to identify brands representing the four stereotypical categories. The general principle of brand selection is that at first, they need to be well-known, and Chinese consumers should be relatively familiar with them so that they can give their judgment towards these brands. Second, the selected brands are expected to be distributed in four different categories of brand warmth and competence as much as possible. Third, the survey is conducted in China, so some Chinese brands also need to be considered.

To ensure that the brands are well-known in China, the selection of these brands considered the sales from China's well-known shopping platform Taobao.com and the sales situation for "11.11 shopping festival" as well as the list of China's Top 500 Most Valuable Brands.

The brands were expected respectively to fit the four SCM quadrants according to the results of a previous study from Kervyn et al. (2012). Brand competence is related to performance features- quality, reliability and durability; brand warmth may relate to brand love or passion. Hence, according to the result of BIAF model, the popular brands (HW-HC) should be popular and successful, so the brands like Adidas, Nike and Uniqlo were considered; The luxury brands are usually seen as cold but capable (LW-HC), so the brands like Burberry, Luis Vuitton etc. are taken into account; The troubled but well-known brands are seen as low in both dimensions(LW-LC), so some brands frequently complained by consumers were considered, like C&A and D&G; and non-profit brands are often seen as low capable but warm(HW-LC), but the difficulty is that brands that can survive in the market for a long time are generally for-profit brands. Based on this consideration, brands without outstanding sales but with a good reputation are considered, like Puma.

To avoid the possible influence of the brand's country of origin, 14 international brands and 6 local Chinese brands were selected. The brand covers luxury brands, fast fashion brands, popular and sports brands, etc., in order to obtain brands in different categories.

To make the pre-test short and easy for data collection, only one item was selected for each dimension. Perceived competence was measured by rating the level of agreement to "I think that most people in China view [BRAND] as competent" (selected from 4-items scales brand warmth of Fiske et al., 2002), 7-point Likert scales (1 = totally disagree, 7 = totally agree). Perceived warmth was measured by rating the level of agreement to "I think that most people in China view [BRAND] as friendly" (selected from 4-items scales brand competence of

Kolbl et al., 2020), 7-point Likert scales (1 = totally disagree, 7 = totally agree) (see Appendix A).

Scenarios Assessment

As the important manipulators in the main test, the two different scenarios were also tested in the pre-test to make sure that they can be used in the main study.

Most cases of the pre-existing scenarios in CSI research focused on food safety (Barbarossa et al., 2016; Grappi et al., 2013;), technology industry (Sweetin et al., 2013), health care industry (Antonetti et al., 2016), no suitable ones were found in the fashion industry, so two new scenarios were created based on the structure of the Scenario from Barbarossa et al. (2016). In terms of the content, the environmental CSI scenario is created based on the content of environmental pollution in the report Dirty Fashion: Spotlight on China in 2018; and the social CSI scenario is compiled based on the news from Chinese news website Bjnews.com.cn and a report of the sweatshop in Dhaka from dailymail.co.uk. The scenarios were written in English and translated into Chinese.

In the pre-test, the participants were asked to rate their feelings of whether the descriptions of the scenarios are clear, understandable, and credible. They also answered the questions about whether "the scenario describes a brand that is socially irresponsible/ environmentally unfriendly." and whether "I can easily imagine something like this happening nowadays." All the questions were measured by a 7-point Likert scale (1 = totally disagree, 7 = totally agree).

4.2.2 Pre-Test Outcomes

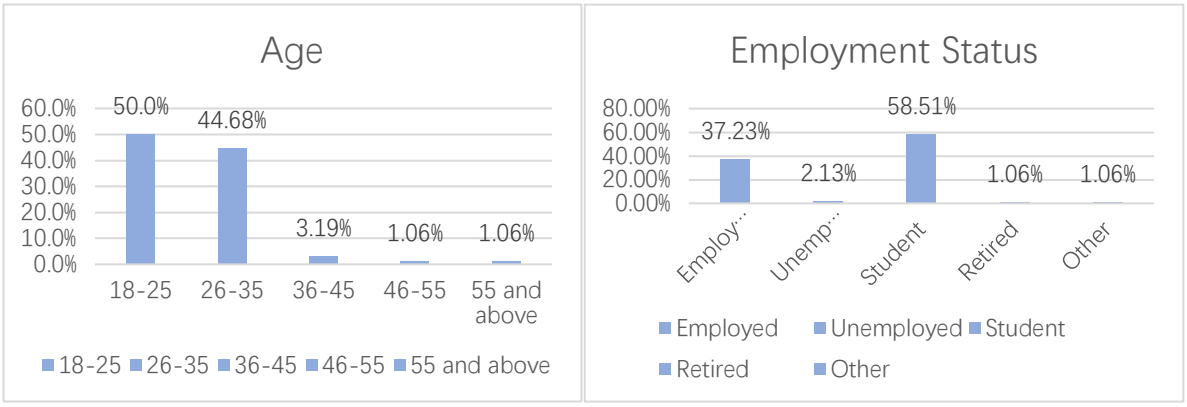
A total of 116 consumers participated in the study (with 392 clicks), and 94 fully completed the questionnaire, in which 48 responses were distributed with Group 1 and the environmental CSI case and 46 responses rated Group 2 and the social CSI. Table 1 presents the grouping of

the brands. Figure 4 reports the socio-demographics of the samples. A chi-square test detected no significant ($p>0.05$) socio-demographic differences across the consumers who responded to the four scenarios.

Table 1 Grouping of the brands

Group1									
H&M	Zara	Gucci	Michael Kors	Only	Heilan	Bosideng	Peacebird	Nike	Dolce & Gabbana
Group2									
Puma	Coach	Uniqlo	Metersbonwe	C&A	Adidas	Burberry	Louis Vuitton	Lining	New Balance

Figure 4 Socio-demographics of the samples

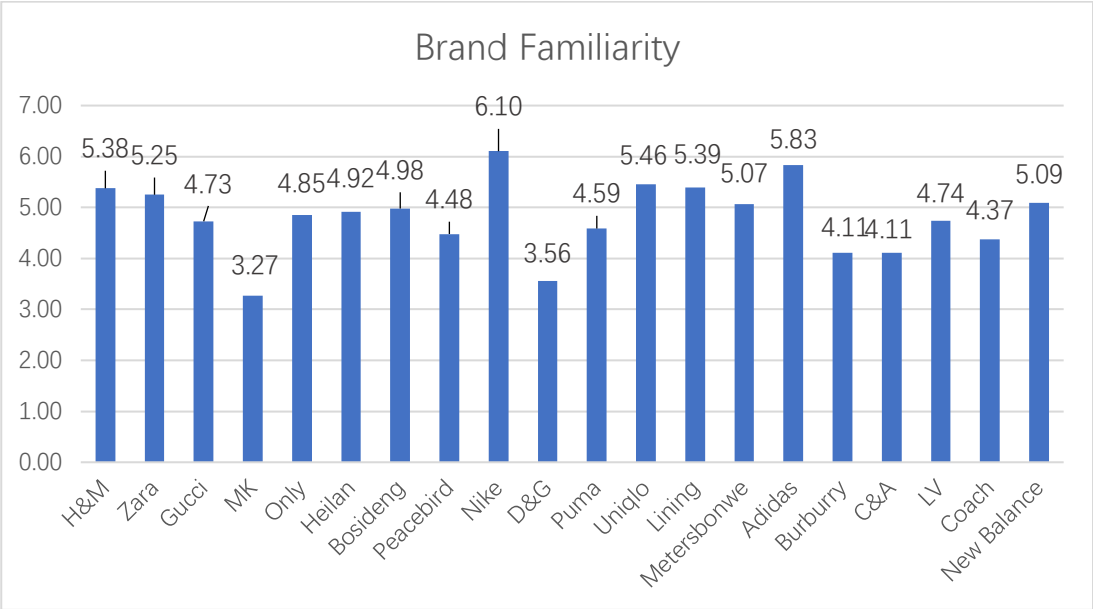


Brand selection

The paired sample t-test was used to measure whether there is no significant difference within the same category, and whether there are significant differences between different categories.

At first, in order to ensure the reliability of the results, the familiarity of the participants with each brand was confirmed at the first step, the results are shown below in Figure 5.

Figure 5 Brand familiarity of participants with each brand

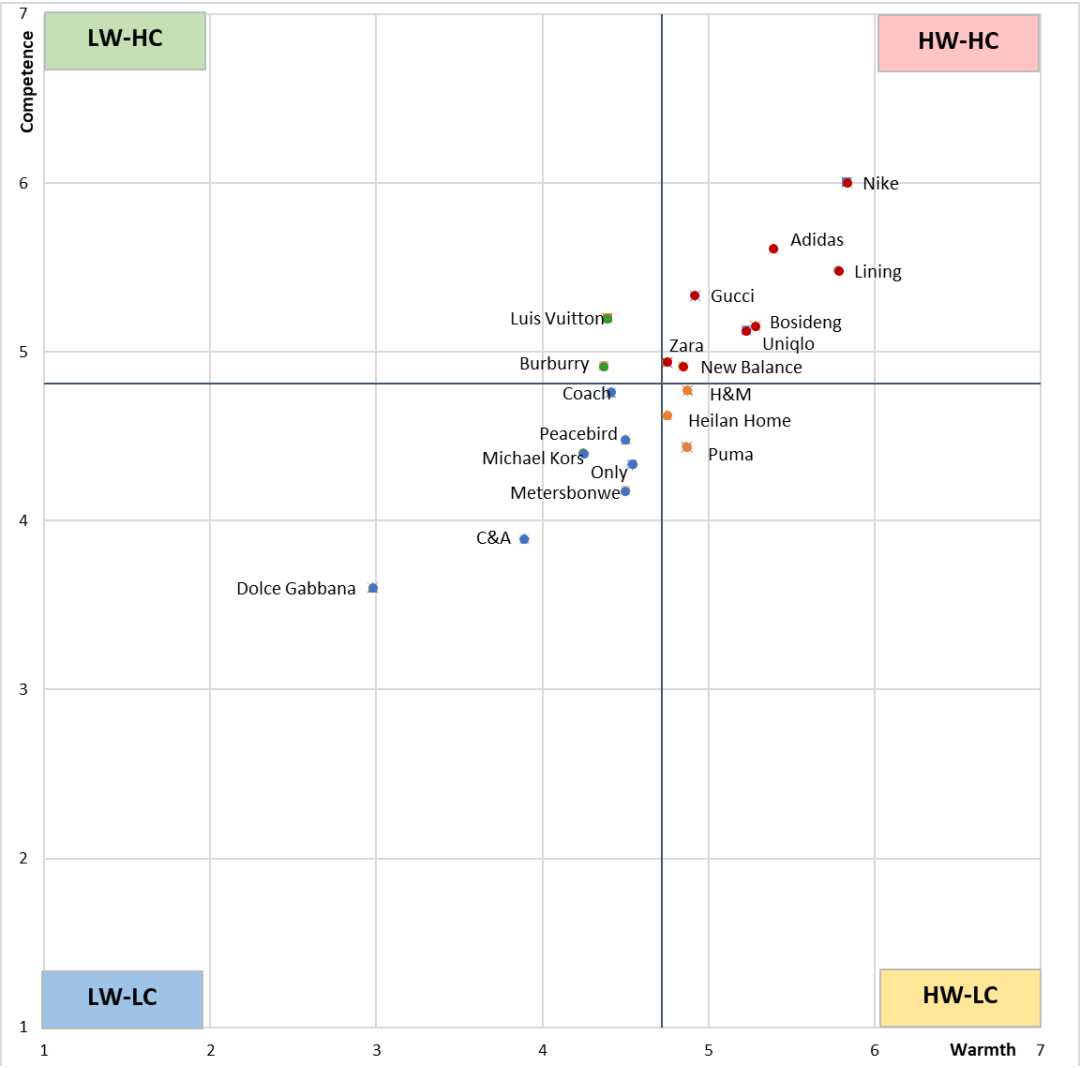


(Notes: D&G=Dolce & Gabbana; MK= Michael Kors; Heilan= Heilan Home; LV= Louis Vuitton)

Most brands had brand familiarity over 4. The brands with the value of the brand familiarity under 4 as Michael Kors (MK), Dolce & Gabbana were eliminated. The selected brands should have brand familiarity as high as possible. However, some other factors must also be considered so that the chosen brands can satisfy the needs of each quadrant of brand stereotypes.

Then, to divide the test brand into the appropriate brand stereotype quadrant, the approach of the grand mean from Kervyn et al. (2012) was used. The coordinate axes were determined through calculating the means of brand warmth (M=4.72, SD=1.25) and brand competence (M=4.81, SD=1.22). Compared with these grand means, each brand was distributed into a corresponding quadrant (see Figure 6). The detailed information for each brand and between groups is attached in Appendix B.

Figure 6 The result of brands' distribution in warmth and competence dimensions



Based on the comparison between means of all the brands and grand means as well as the results of brand familiarity, Adidas (HW-HC), Louis Vuitton (LW-HC), Puma (HW-LC) and C&A (LW-LC) are selected for the main study (see Table 2).

Table 2 Warmth and competence of selected brands

		Warmth (M=4.72, SD=1.25)			
		Low		High	
Competence （M=4.81, SD=1.22）	High	**Luis Vuitton**		**Adidas**	
		WARM:	M=4.39, SD=1.36	WARM:	M=5.39, SD=1.22
		COMP:	M=5.20, SD=1.22	COMP:	M=5.61, SD=1.08
	Low	**C&A**		**Puma**	
		WARM:	M=3.89, SD=0.99	WARM:	M=4.87, SD=0.75
		COMP:	M=3.89, SD=1.04	COMP:	M=4.43, SD=0.83

The results of a paired sample t-test between groups are presented in Table 3. It revealed that, for the warmth dimension, Adidas was significantly higher than LV and C&A ($p<0.05$), whereas Puma was significantly higher than C&A ($p<0.05$), but not significantly higher than Luis Vuitton ($p>0.05$). While the brands fell in quadrant HW-LC were only three, and the value of Puma was better than the other two, in consideration of this situation, and the p-value was already closed to 0.05, the result was still acceptable; then for the competence dimension, Adidas was significantly higher than Puma and C&A ($p<0.05$), and Luis Vuitton was also significantly higher than Puma and C&A ($p<0.05$).

Table 3 The results of a paired sample t-test between groups of selected brands

		Paired Differences			t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean			
HW->LW	W_Adidas - W_LV	1.00	1.48	0.22	4.60	45	0.00
	W_Adidas - W_C&A	1.50	1.30	0.19	7.85	45	0.00
	W_Puma - W_LV	0.48	1.71	0.25	1.90	45	0.06
	W_Puma - W_C&A	0.98	1.26	0.19	5.28	45	0.00
HC->LC	C_Adidas - C_Puma	1.17	1.40	0.21	5.67	45	0.00
	C_Adidas - C_C&A	1.72	1.39	0.21	8.36	45	0.00
	C_LV - C_Puma	0.76	1.48	0.22	3.49	45	0.00
	C_LV - C_C&A	1.30	1.46	0.22	6.07	45	0.00

(Notes: LV= Louis Vuitton)

The results of a paired sample t-test within brand revealed that for the groups HW-HC and LW-LC, the means for warmth and competence dimensions of Adidas and C&A did not differ significantly, which means Adidas can well represent HW-HC and C&A was appropriated to represent LW-LC; for the group, HW-LC, the warmth and competence of Puma differed significantly from each other and warmth was higher than competence; for the group LW-HC, the two dimensions of Luis Vuitton were also significantly different from each other, and competence was higher than warmth.

Table 4 The results of a paired sample t-test within selected brands

	Paired Differences			t	df	Sig. (2-tailed)	Interpretation
	Mean	Std. Deviation	Std. Error Mean				
W_LV - C_LV	-0.80	1.53	0.23	-3.57	45	0.00	significantly differ, C>W
W_Puma - C_Puma	0.43	1.09	0.16	2.71	45	0.01	significantly differ, W>C
W_Adidas - C_Adidas	-0.22	1.05	0.16	-1.40	45	0.17	not significantly differ
W_C&A - C_C&A	0.00	0.42	0.06	0.00	45	1.00	not significantly differ

(Notes: LV= Louis Vuitton)

Assessment of the Scenarios

Because the scenarios are crucial as the manipulators for the main test, so the terms of clarity, understandability, credibility, whether consumers perceive it as environmental unfriendly or socially irresponsible, and finally, to what extent they can imagine that such incidents occur, were tested in this part.

The results of the evaluations of respondents showed that the Clarity (EN: M=5.54, SD=0.92; SO: M=5.28, SD=1.20) and understandability (EN: M=5.69, SD=0.90; SO: M=5.09, SD=1.41) are obviously much higher than the median value 4. At the same time, most respondents thought that they could easily imagine the occurrence of such environmental incidents today (EN: M=5.35, SD=1.10), and they also feel that the scenarios were environment unfriendly or socially irresponsible (EN: M=5.77, SD=1.02; SO: M=6.00, SD=0.789).

However, the credibility of both scenarios was even though higher than median value 4, (EN: M=4.87, SD=1.04; SO: M=4.61, SD=1.36), but they were not so obviously as other factors; meanwhile, the value of “whether respondents can imagine such incident happens today” for social irresponsible scenario-child labour scenario (M=4.57, SD=1.54) was also higher than 4, but not so convincing as other factors.

Therefore, after analysing the questionnaires, feedbacks were collected from several respondents. They stated that, on the one hand, the details of the scenarios given were insufficient to help them to make the judgment; on the other hand, there was no brand name, so the evidence for the credibility of the scenarios was insufficient. These statements provided a direction for the improvement of the scenarios.

Table 5 The result of the feasibility of the scenarios

Scenarios		CLEAR	UNDER	CRED	HAPP	IRR/UNFR
EN	Mean	5.54	5.69	4.87	5.35	5.77
	N	48	48	48	48	48
	Std. Deviation	.922	.903	1.044	1.101	1.016
SO	Mean	5.28	5.09	4.61	4.57	6.00
	N	46	46	46	46	46
	Std. Deviation	1.205	1.411	1.358	1.544	.789

(Notes: CLEAR=For me, the description of this scenario is clear. UNDER= For me, the description of this scenario is understandable. CRED=For me, the description of this scenario is credible. HAPP=I can easily imagine something like this happening nowadays. IRR= I think that this scenario describes a brand that is socially irresponsible. UNFR= I think that this scenario describes a brand that is environmentally unfriendly.)

4.3. Main Study

The main study is framed in the context of different corporate social irresponsibility's scenarios, i.e., environmental CSI and social CSI. The main study aims to examine the hypotheses and assess the effects of perceptions of brand competence and warmth on consumer behaviour mediated by the brand attitude in the context of CSI in the fashion industry.

To test hypotheses 1 to 12, the main study used a mixed factorial design. The pre-and post-consumers' perceptions of brand warmth and competence, brand attitude and behavioural tendencies were manipulated by launching the scenario after the evaluation without intervention, which was a within-subjects design; the presented brand and CSI scenario were

manipulated by a random generator. Thus, each participant was shown one categorized brand and one scenario. Therefore, it was a 2 (CSI scenarios: environmental vs social) x 4 (brand stereotypes category) mixed factorial design.

4.3.1 Research Design and Research Instrument

In the first part of the main study, the respondents were randomly exposed to one of four well-known global brands, which were selected in the pre-test. Most of the constructs were measured by the established scales from previous studies.

The respondents were at first asked to rate their familiarity with the brands, which was measured by two-item, 7-point Likert scales (1 = not at all, 7 = very much), adapted from Halkias et al., (2016). Then different behaviours were measured. Purchase intention was measured by three-item, 7-point Likert scales (1 = very unlikely, 7 = very likely), adapted from Dodds et al., (1991); Positive word-of-mouth was measured by three-item, 7-point Likert scales (1 = very unlikely, 7 = very likely), adapted from Alexandrov et al., (2013), and negative word of mouth was measured by three-item, 7-point Likert scales (1 = very unlikely, 7 = very likely), using the scales from Antonetti and Maklan (2016). Also, brand attitude was measured using Sweetin et al,'s (2013) scales. After the measurement of brand attitude followed brand warmth by using Kolbl et al.'s (2020) 5-point Likert scales and brand competence by using 5-point Likert scales from Fiske et al. (2002). The control variable product category involvement (PCI) and the moderator cause involvement (CI) were also measured in this part, respectively using scales from Mittal (1995) and adapting scale from Hill and Lee (2015). In addition, to detect the effect of common method variance in the organizational research (Fuller et al., 2016), the scales of "satisfaction of life" (Diener et al., 1985) were also used in this part.

Then, in the next part, narrative scenarios that described a brand was involved in an environmental/social scandal were shown to the respondents. The same as the pre-test, respondents were also asked to assess whether they perceived the scenarios as socially irresponsible or environmentally unfriendly, clear and credible. Then, the ratings of consumers' behaviours, attitudes, and perceptions towards the brands were successively collected. The construct was designed similarly to the last part. To detect inattentive respondents in primary empirical data collection (Abbey & Meloy, 2017), a directed query was used and mixed in the scales of (negative) word-of-mouth.

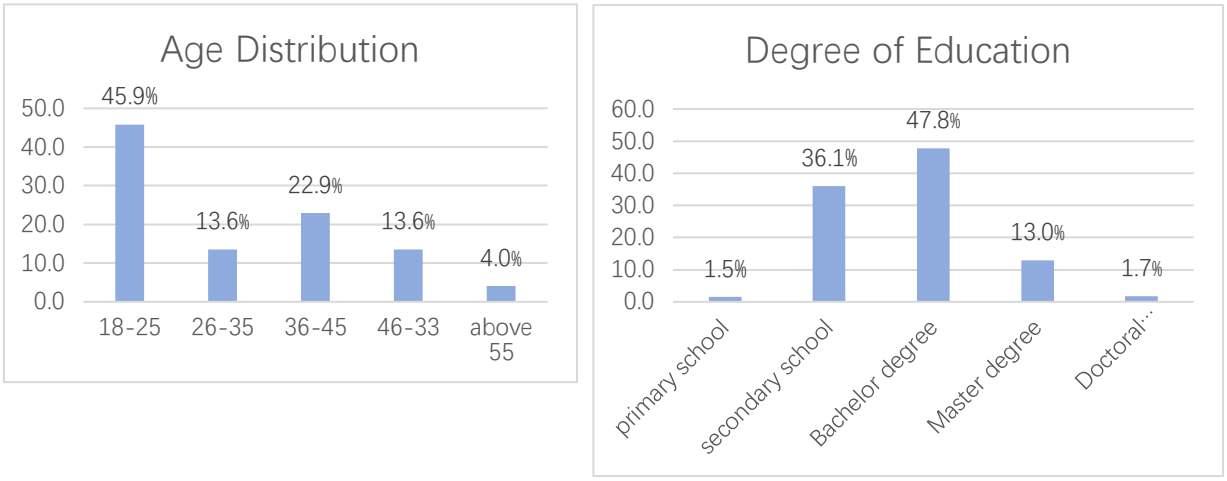
Finally, the information of social demographics was collected. The respondents were provided with an option to voluntarily participate in a lottery game. The feedback then was collected at the end. The questionnaire and measurement scales of the main study are attached in Appendix C.

This research used a convenience sample under the consideration of time and economic constraints. The survey link was initially put on the variant social media of the author, and then the link of the questionnaire was shared further to the networks of reach additional respondents.

4.3.2 Participants

A total of 688 respondents participated in the study, and 471 (with 308 female and 163 male) fully completed the questionnaire, satisfied the condition "resident in China at least five years", and passed the attention check as well as the check for outliers. Figure 7 reports the information of age distribution and the degree of education of the valid samples.

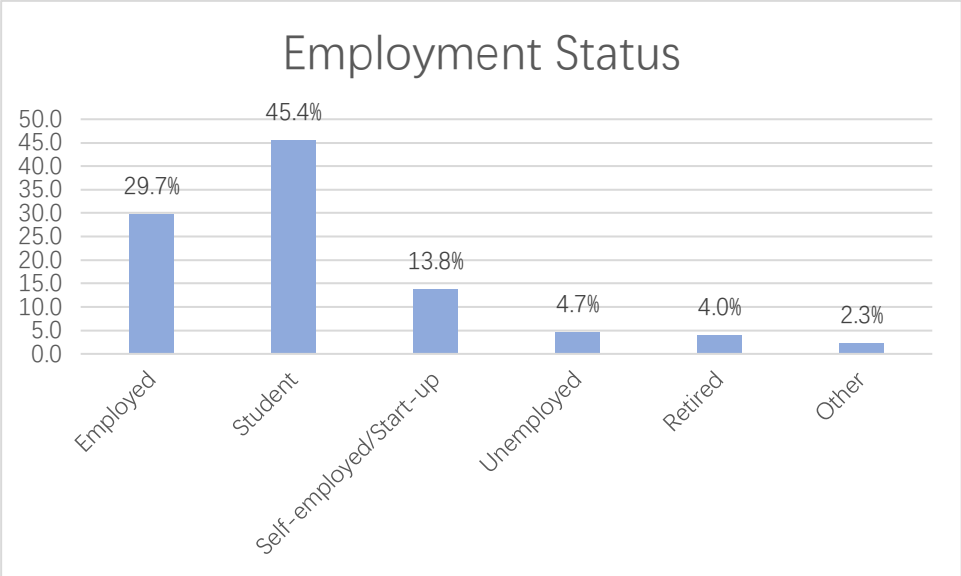
Figure 7 Age distribution and the degree of Education of the sample for the main study



It shows that the majority of respondents were less than 25 years old with about 46%, then the age group between 36 and 45 comes as the second with about 23%. The groups between 26 and 35 as well as between 46 and 55 were almost with the same size, about 14%. And only 4% of the respondents were older than 55 years. Most likely, the result of the research is more representative of young people.

Despite the large share of young respondents, students represented about 45% of the sample. Figure 8 shows that the majority of the sample was employed and self-employed (44,4%), the group of unemployed and retired people respectively accounted for 5% and 4% of the sample. 2 respondents (2%) chose the option “other”, according to the feedback, they all belonged to some special occupations (e.g., civil servant).

Figure 8 Employment status of samples



A chi-square test detected no significant ($p>0.05$) socio-demographic differences across the consumers who responded to the 4 brands and 2 scenarios. That's to say, no association was found between brands and scenarios.

5. Findings

The subsequent sections present the results of the data analyses that were conducted using IBM SPSS® and PROCESS®, developed by Andrew F. Hayes. First, this chapter presents the findings of some preliminary analyses which are necessary for the tests of hypotheses. Then, a deepen analysis was conducted to test the postulated hypotheses. Finally, the results of additional analyses were not directly hypothesized but carried out to gain a better understanding of the statistical data.

5.1. Statistical Analysis

5.1.1. Data Screening

The collected data were first screened to identify respondents who provided the wrong answer to the attention check question, and respondents who had lived in China for less than five years were also excluded. Lastly, the data were screened for outliers.

Initially, 687 respondents finished filling out the questionnaire (1202 respondents began filling this online survey). After a preliminary screening, 12 cases were removed due to too short filling time (below 3 minutes); 193 cases were excluded because respondents failed the attention check; 2 cases were removed because the respondent have lived in China for less than five years; 9 cases were deleted by outliers checking. Thus, 471 cases were remained for the analysis of the main study.

The outliers were select out to avoid negative interference. Following the measurement of z-scores according to Field (2018), z-scores were used to calculate the scales for pre-existing brand stereotypes to identify outliers that were far away from ordinary brand perceptions. As a result, 9 cases were classified as extreme outliers ($z>3$) and removed from the dataset.

5.1.2. Measurement Assessment

The scales used in the research were based on the existing scales from previous studies. To examine the reliability and consistency of the scales, Cronbach's α was applied. According to Field (2018), values above 0.7 can indicate that a scale is reliable. Table 6 provides an overview of the constructs and respective Cronbach's α of each scale. The result showed that Cronbach's α for all constructs is greater than 0.70, ranging from 0.72 to 0.99.

Table 6 Scale reliability

		M	SD	Cronbach's α
Construct	**items**			
Brand warmth before CSI (W1)	4	3.34	0.73	0.922
Brand competence before CSI (C1)	4	3.46	0.72	0.922
Brand attitude before CSI (BA1)	3	5.03	1.35	0.953
Purchase intention before CSI (PI1)	3	4.60	1.43	0.918
Willingness to pay premium (WTPP1)	2	3.73	1.45	0.722
Positive WOM before CSI (pWOM)	3	4.37	1.41	0.953
Brand familiarity (BF)	2	4.07	1.76	0.954
Brand warmth after CSI (W2)	4	2.38	1.06	0.974
Brand competence after CSI (C2)	4	2.73	1.04	0.958
Brand attitude after CSI (BA2)	3	3.44	1.69	0.986
Purchase intention after CSI (PI2)	3	3.31	1.56	0.964
Willingness to pay premium (WTPP2)	2	3.02	1.65	0.862
Positive WOM after CSI (pWOM2)	3	3.26	1.61	0.977
Negative WOM after CSI (nWOM)	3	4.07	1.46	0.911
Product category involvement (PCI)	2	5.54	1.18	0.779
Cause Involvement (CI)	4	6.25	0.93	0.898

5.1.3. Manipulation Checks

According to the result of the pre-test, two scenarios were acceptable working as manipulators for the research. To ensure the effect of manipulation, the two scenarios were adjusted in a

better way to present the brands' CSI information, which was also verified by 5 Chinese before the publishing of the survey.

In the main study, respondents were also asked to rate their perceptions of the scenarios and the involved brands. In general, brands framed by both CSI scenarios were viewed as negative (i.e., environmentally unfriendly or socially irresponsible) (M=1.97, SD=1.66), the scenarios were basically perceived as relatively credible (M=4.86, SD=1.26), and respondents can easily imagine such incidents happening today (M=5.24, SD=1.42).

With the collected data, three one-way ANOVA was conducted to explore the differences among different categorised brands (Adidas, Puma, LV and C&A). The result showed that in both CSI contexts, the brands were perceived as equally ($F=0.57$, $p>0.05$) unfriendly/irresponsible, CSI scenarios were similarly credible among different brands ($F=0.56$, $p>0.05$), and such crises were almost the same imaginable nowadays among brands ($F=0.41$, $p>0.05$). This indicates that the perceptions of respondents did not differ due to different brands.

Another check was conducted to compare the effect of different conditions (environmental CSI, social CSI). The results of two independent-samples t-test showed that, at first, the environmental CSI was perceived severer than social CSI ($t=-2.97$, $p<0.01$); furthermore, environmental CSI could be more easily imagined happening today compared to social CSI ($t=2.36$, $p<0.05$); however, both scenarios were perceived the same credible ($t=1.26$, $p>0.05$). So, the two scenarios performed slightly differently in framing the contexts. The mean and the standard deviation of each scenario assessment are presented in Table 7. As a result, in the main analysis, not only the overall CSI context, environmental CSI and social CSI as two different conditions should also be separately considered to analyse the relationship of outcomes.

Table 7 The result of manipulation checks

Scales	Manipulator	N	M (SD)
I think that this scenario describes a brand that is:	environmental CSI	237	1.74(1.44)
	social CSI	234	2.19(1.82)
For me, the description of this scenario is credible.	environmental CSI	237	4.94(1.18)
	social CSI	234	4.79(1.33)
I can easily imagine something like this happening nowadays.	environmental CSI	237	5.39(1.30)
	social CSI	234	5.09(1.52)

5.1.4 Common Method Variance Assessment with Marker Variable

Following the idea of controlling common method biases, the research applied correspondent techniques to protect respondent anonymity and to reduce evaluation apprehension (Podsakoff, MacKenzie & Lee, 2003). Ex-ante, to avoid evaluation apprehension, participants were informed of the anonymity of the survey in the introduction part of the questionnaire, and they were also required to rate their evaluations as honestly and spontaneously as possible. Ex-post, marker variable technique was applied and inserted in the questionnaire. The idea of marker variable technique is to "use a measure of the assumed source of method variance as a covariate in the statistical analysis" (Podsakoff et al., 2003, p. 889). The selected marker variable should be theoretically unrelated to the focal variables, so that the relationship between this marker variable and other variables can be attributed to common method variance (Lindell and Whitney, 2001). In this thesis, the 7-point Likert scale of "the satisfaction with life" was chosen as the marker variable because it is related to a standard of individual sets which cannot be imposed from the outside (Diener et al., 1985).

Using a partial correlation analysis with marker variable "the satisfaction with life" as control variable, it can be seen that there is only small change between zero-order correlation and partial correlation (see Appendix D). Because the chosen marker variable "the satisfaction with life" theoretical has no relationship with other outcome variables. Removing the effects

of the marker variable does not really influence the correlation between other outcome variables. Thus, common variance method is not a threat for the research.

5.1.5 Brand Stereotypical Categories

According to the outcomes of the pre-test, Adidas, Louis Vuitton (abbr. as LV), Puma and C&A were selected for the main study. The four brands were distributed to different brand stereotype quadrants based on the grand means of perceived competence and warmth of all the brands (see Figure 9).

Figure 9 Brand stereotype category

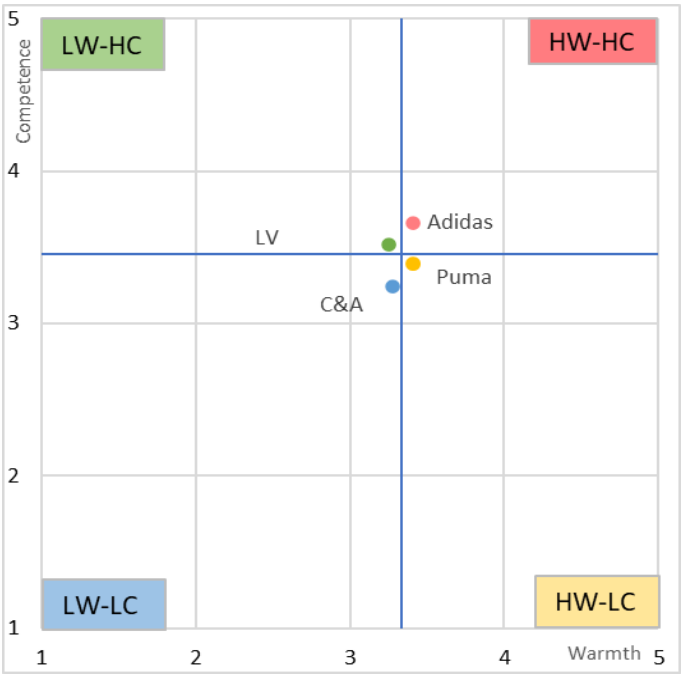


Table 8 Brand perceptions before CSI

	Competence	**Warmth**
Brands	M（SD）	M (SD)
Adidas	3.66(0.66)	3.41(0.71)
C&A	3.24(0.75)	3.27(0.77)
Puma	3.39(0.69)	3.41(0.66)
LV	3.52(0.72)	3.25(0.76)
Total	3.46(0.72)	3.34(0.73)

Brand perceptions between brands. As presented in Table 8, in line with the results of the pre-test, on the one hand, Adidas (M =3.66, SD =0.66) is perceived as significantly ($p < 0.01$) more competent than Puma (M = 3.39, SD = 0.69) and C&A (M = 3.24, SD = 0.75); whereas LV (M = 3.52, SD = 0.72) is viewed as significantly more competent than C&A ($p < 0.01$), and marginally significantly more competent than Puma ($p>0.05$).

For the perceived brand warmth, Adidas (M = 3.41, SD = 0.71) is perceived as marginally significantly ($p>0.05$) warmer than C&A (M = 3.27, SD = 0.77) and LV (M = 3.25, SD = 0.76); meanwhile Puma is perceived as significantly warmer than LV ($p<0.05$), and marginally significantly warmer than C&A($p>0.05$).

Perceptions within the brand: The results of within-brand were tested by four paired samples t-test. The results showed that perceived competence of Adidas was significantly higher than perceived warmth ($t=5.70$, $p<0.01$); for C&A, perceived competence did not significantly differ from perceived warmth ($t=-1.02$, $p>0.05$); perceived competence of Puma also was not significantly different from perceived warmth ($t=-0.38$, $p>0.05$); then perceived competence of LV was significantly higher than perceived warmth ($t=5.70$, $p<0.01$).

The results obtained through analysis cannot perfectly determine the brands into the brand stereotypical category as expected. As shown in Figure 9, all four brands fell into different quadrants divided by grand means of warmth and competence, but a little close to each other. This result is consistent with the explanation in the BIAF model: the Asian countries showed no clear warmth-competence cluster, the ratings for all the brands were moderately high, so the brands were close to each other in the centre of the two-dimensional space (Kervyn et al., 2012).

However, the interpretation of brands as intentional agent framework dimensions also pointed out that HW-HC usually referred to popular and successful brands; LW-LC is related to

troubled but well-known brands; LW-LC is connected to subsidized brands. Combined with the result of the pre-test, the brands basically conform to the characteristics of their present quadrants. Adidas is an internationally popular sports brand, and LV is an international luxury brand. C&A is often criticized for its poor quality and using cheap labour. Puma has a good image, but its popularity and competitiveness are not very high. Hence, based on the above reasons and taking the results in the pre-test into account, the brand stereotypical category presented in Figure 9 is acceptable.

5.2 Main Analysis and Results

The main study was analysed following the hypotheses presented in chapter 3. At first, the change of brand perceptions before and after the exposure of CSI scenarios in environmental context (H1) and social context (H2) were analysed. Then the influence of pre-existing brand stereotypes on the change of pre-post brand perceptions were examined respectively for environmental CSI (H3) and social CSI (H4). After that, the mediating effect of brand attitude between and sequent behaviours-purchase intention, positive word of mouth, negative word of mouth- were explored also in both environmental and social CSI contexts (H5-H10). Finally, the moderating effect of cause involvement, which was expected to moderate the effect of brand stereotype on brand attitude, was further investigated in environmental (H11) and social (H12) CSI conditions.

Moreover, some additional analyses were also accordingly carried out in the process of analysis to explore more possibilities to explain the change of brand perception and consumers' responses towards brands involved in CSI crises with collected data.

5.2.1 Pre-post Brand Stereotype

The Change of Brand Perception before and after CSI

First, an overview of the change of pre-post perceived brand warmth and competence before and after CSI was conducted with paired sample t-test. Before the formal test, the statistical assumptions were examined. The result shows that the data of pre-and post-warmth of competence does not normally distributed. According to the central limit theorem, the assumptions in larger samples could be treated a little loosely (Field, 2018). In this study, the effective sample size is 471, so the non-normality of the sample can also be accepted.

The mean levels of brand warmth and competence respectively before and after CSI are listed in Table 9. The result of the paired sample t-test showed that there is a significant decrease in competence dimension ($t=16.84$, $p < 0.01$) with an average difference of 0.72 (SD=0.93), while warmth dimension after CSI also decreased significantly ($t=21.08$, $p < 0.001$), on average, post-CSI warmth perception was 0.95 (SD=0.98) lower than pre-CSI one.

Table 9 Comparison of brand warmth and competence respectively before and after CSI

	M(SD)	Paired Differences M (SD)	t	p-value
C1	3.46 (0.72)	0.72 (0.93)	16.84	.00
C2	2.73 (1.04)			
W1	3.34 (0.73)	0.95 (0.98)	21.08	.00
W2	2.38 (1/06)			

(Notes: C1=competence before CSI; C2= competence after CSI; W1=warmth before CSI, W2=warmth after CSI)

Then, the pre-post differences of brand stereotypes in environmental CSI and social CSI were separately tested with paired samples t-test (see Table 10). The result shows that, in the environmental CSI group, both of the decreases of pre-post perceived brand warmth ($M=0.93$, $SD=0.96$, $t=14.91$, $p<0.01$) and the pre-post perceived brand competence ($M=0.73$, $SD=0.91$, $t=12.37$, $p<0.01$) are significant; the social CSI group comes to the same conclusion, the perception of brand stereotypes after the exposure of the social CSI scenario is significantly lower than the initial ones for brand competence ($M=0.71$, $SD=0.95$, $t=11.45$, $p<0.01$) and

brand warmth (M=0.97, SD=1.00, t=14.87, p<0.01). Thus, H1a) and b), H2 a) and b) are supported.

Table 10 Pre-post brand perceptions in environmental and social CSI

Groups		M(SD)	Paired Differences M (SD)	t	p-value
Environmental CSI	C1	3.44(0.70)	0.93(0.96)	14.91	0.00
	C2	2.71(1.03)			
	W1	3.34(0.71)	0.73(0.91)	12.37	0.00
	W2	2.41(1.04)			
Social CSI	C1	3.47(0.74)	0.71(0.95)	11.45	0.00
	C2	2.76(1.05)			
	W1	3.33(0.74)	0.97(1.00)	14.87	0.00
	W2	2.36(1.90)			

(Notes: C1=Competence before CSI; C2= Competence after CSI; W1=Warmth before CSI, W2=Warmth after CSI)

Besides the general analysis, the relationship between decreased brand warmth and competence was also investigated. The result of a paired-samples t-test reveals that generally, the decrease of brand warmth is significantly larger (t=8.03, p<0.01) than the decrease of brand competence, on average, brand warmth decreases 0.23 more than brand competence, which means that CSI scenarios overall had a larger influence on brand warmth dimension than on brand competence dimension. The same tests were also carried out for different CSI groups. The results show that, for the environmental CSI group, the decrease of warmth is significantly larger than competence (t=5.00, p<0.01) with a value of 0.20; for the social CSI group, warmth decreases on average 0.25 more (t=6.34, p<0.01) than competence.

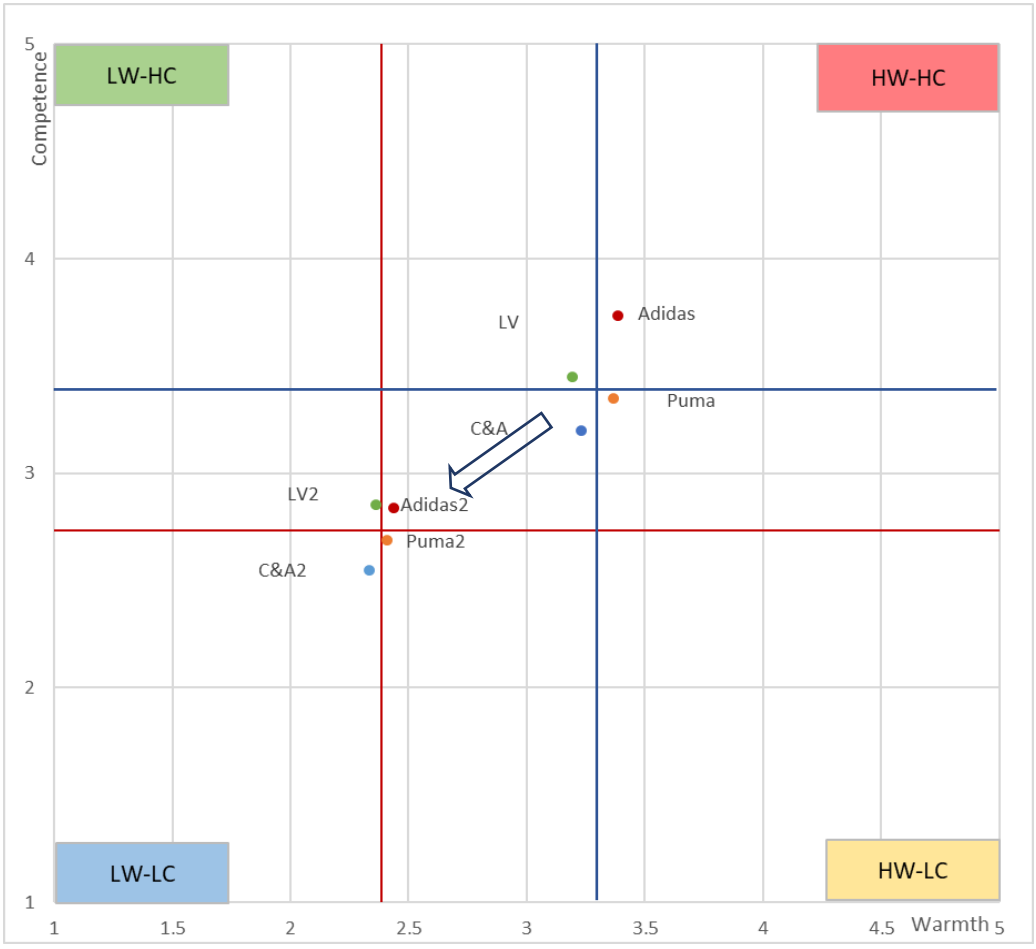
In addition, the differences of pre-post brand stereotypes were also tested with an independent-samples t-test to identify the different effects between different conditions (environmental and social CSI). It was found that there is no significant difference neither for warmth (t=-0.24, p>0.05) nor for competence (t=0.40, p>0.05) between two condition groups,

which means that two scenarios as manipulators basically played the same role in influencing brand perceptions.

The Change of pre-post Brand Stereotypes

A further analysis was carried out regarding the changes of the brand perception in different brand stereotypical categories for different brands. With the help of the quadrant chart, it can be clearly seen that all brands shifted into the LW-LC quadrant after the exposure CSI, regardless of the previous brand stereotypical categories (see Figure 10) because of the decreases of warmth perception and competence perception.

Figure 10 The change of brand stereotypical category



After CSI, the new brand stereotypical category can be built according to the mean levels of warmth (M=2.38, SD=1.06) and competence (M=2.73, SD=1.04). From the quadrant chart, it

can be seen that the positional relationship of these brands generally stays relatively the same but slightly closer than before. The distance in vertical (competence) dimension still exists, but the distance in horizontal (warmth) dimension reduces greatly.

To statistically compare the results of pre-post differences of warmth and competence, an independent sample t-test was carried out. The result shows that after CSI competence perceptions of different stereotypical categories differ significantly between HC and LC groups ($F=5.864$, $p<0.05$), while warmth perceptions of different stereotypical categories after CSI did not differ significantly between HW and LW groups ($p>0.05$).

So, it can be concluded that although all the brands fall into the pre-CSI LW-LC quadrant after the exposure of CSI. In a comparative view, for brands in the HC group (Adidas and LV), they still maintained the comparative advantages of being recognized as better in competence dimension, but the HW group (Adidas and Puma) lose their comparative advantage of being identified as higher on warmth dimension.

A precise analysis was conducted to explore the change of brand stereotypical dimensions for different CSI conditions through several one-way ANOVA test. In the environmental CSI condition, for the brand perceptions after CSI, warmth perceptions do not show a significant difference between HW and LW ($F=0.02$, $p>0.05$); while competence perceptions differ significantly between HC and LC groups ($F=7.21$, $p<0.01$).

In the social CSI condition, perceived brand warmth after CSI also does not distinguish between HW to LW groups ($F=1.95$, $p>0.05$). At the same time, the perceived brand competence after CSI does not significantly differ between HC and LC groups ($F=0.56$, $p>0.05$).

An analysis was conducted with under the consideration of the "halo effect", there was a strong correlation between the differences of warmth and differences of competence in both contexts (EN: B=0.79, p<0.05 and SO: B=0.80, p<0.05).

To sum up, on the one hand, the extend of decrease of both perceived warmth and competence did not differ significantly among stereotypical categories; on the other hand, CSI had stronger effects on the perception of brand warmth than on the perception of brand competence. As a result, the perception of brand warmth of all the brands was close to each other; meanwhile, the distances of brand competence still exist after the exposure of CSI.

The Influence of pre-existing Brand Stereotypes on Changes of Brand Perceptions

Different effects of CSI on the decrease of brand warmth and competence perceptions were expected due to the "assimilation" and "contrast" effect. Two-way ANOVA was used to explore the effect of pre-existing brand stereotypes under different conditions.

The possible covariates were selected with two conditions: first, the covariates must be independent of grouping variables; second, the covariates need to be correlated to outcome variables (Field, 2018). The results of the covariates analysis are presented in Table 11.

Table 11 The results of covariates selection with mean comparison and correlation

							Correlation	
	Adidas	**C&A**	**Puma**	**LV**	**F**	**Sig.**	**Dif_C**	**Dif_W**
BF	4.96(1.35)	2.99(1.91)	4.36(1.59)	3.95(1.53)	32.77	0	0.04	-0.012
PCI	5.61(1.13)	5.44(1.19)	5.60(1.16)	5.50(1.25)	0.57	0.64	-.14**	-.10*
					X^2	**Sig.**		
Age	2.16(1.13)	2.11(1.20)	2.32(1.34)	2.08(1.17)	8.45	0.75	0.05	0.05
Gender	1.39(0.49)	1.38(0.49)	1.32(0.47)	1.29(0.45)	1.35	0.27	0.05	0.05
Education	2.80(0.78)	2.70(0.74)	2.73(0.75)	2.86(0.75)	7.53	0.82	0.02	-0.07
Employment	2.15(1.14)	2.11(1.26)	2.21(1.24)	2.12(0.97)	17.51	0.29	0.01	0.02
Income	2.07(1.30)	1.98(1.21)	1.95(1.17)	2.07(1.20)	12.57	0.64	.10*	0.04

(Notes: BF=brand familiarity; PCI= product category involvement; Dif_C=differences between pre-post competence; Dif_W=differences between pre-post warmth)

Based on the outcomes, PCI and Income were chosen as covariates for the decrease of competence, and PCI was considered as a covariate for the decrease of warmth. The first ANCOVA was carried out using the decrease of competence as the dependent variable, category of competence and warmth as a fixed factor, PCI and Income as covariates. The result showed that the category of competence and warmth both have no significant effect on the decrease of brand competence ($p>0.05$). A similar ANCOVA was conducted with the difference of warmth as the dependent variable, category of competence and warmth as a fixed factor, PCI as the covariate. It came to a similar result that category of competence and warmth both have no significant effect on the decrease of brand warmth ($p>0.05$).

The first two-way ANOVA was conducted to analyse the influence of pre-existing brand stereotypes in a general view. The means and standard deviation of the decreased brand perception for environmental and social CSI groups are listed in Table 12. For perceived brand warmth, even though, on average, the decrease in high-warmth groups (M=-0.99, SD=0.98) is a little larger than low-warmth groups (M=-0.92, SD=0.98), but the difference between the two categories was statistically not significant through a two-way ANOVA ($p>0.05$). The result is the same with the decreased competence. Perceived brand competence declined a little more in the high-competence category (M=-0.75, SD=0.94) on average than in the low-competence category (M=-0.70, SD-0.92), but this difference has statistical significance through a two-way ANOVA ($p>0.05$).

Table 12 The change of brand perception of warmth and competence dimension for different CSI groups

Manipulator		**M (SD)**	**F**	**p-value**		**M (SD)**	**F**	**p-value**
environmental CSI	LW	-0.85(0.96)	0.31	0.58	LC	-0.79(1.01)	0.433	0.51
	HW	-1.02(0.97)			HC	-0.68(0.81)		
social CSI	LW	-0.99(1.00)	0.00	0.99	LC	-0.60(0.82)	0.47	0.49
	HW	-0.95(1.00)			HC	-0.82(1.06)		
Total	LW	-0.92(0.98)	0.002	0.97	LC	-0.70(0.92)	0.016	0.90
	HW	-0.99(0.98)			HC	-0.75(0.94)		

(Notes: LW=low warmth; HW=high warmth; LC=low competence; HC=high competence)

To confirm this result, equivalent two-way ANOVAs were also run for each conditional

group. In the environmental CSI group, the decrease of perceived warmth in high-warmth brand category (M=-1.02, SD=0.97) is larger than low-warmth brand category (M=-0.85, SD=0.96), but this result is also statistically not significant ($p>0.05$). Meanwhile, the decrease of perceived competence in high-competence brands (M=-0.68, SD=1.01) is smaller than that in low-competence brands (M=-0.79, SD=0.81), which is also not significant. Hence, H3 a) and b) were not supported.

For the social CSI condition, the decrease of perceived warmth in high-warmth brand category (M=-0.95, SD=1.00) was a little smaller than low-warmth brand category (M=-0.99, SD=0.96); while the decrease of perceived competence in high-competence brands (M=-0.82, SD=1.06) was larger than low-competence brands (M=-0.60, SD=0.82). However, both outcomes were not significant in the statistical sense, on average, H4 a) and b) were not supported.

The result indicated that the decline in brand perception is not affected by the stereotypical category of brands. In other words, after experiencing CSI scenario, no matter how respondents formerly perceive a brand, the declines of these perceptions are obvious (the result of H1, H2), but its magnitude will not be controlled by the initial perceptions of the brands.

5.2.2 Brand Stereotypes and Consumers' Responses

5.2.2.1 An Overview of Consumers' Responses

In order to better understand the consumers' responses towards different brands in different CSI conditions, purchase intention, positive word of mouth and negative word of mouth were measured. An overview of consumers' responses is presented in Table 13.

Table 13 An overview of consumer behaviour before and after CSI

	BA	**PI**	**pWOM**	**nWOM**
	M(SD)	M(SD)	M(SD)	M(SD)
before CSI	5.03(1.35)	4.60(1.43)	4.37(1.41)	-
After CSI	3.44(1.69)	3.31(1.56)	3.26(1.61)	4.07(1.46)
Paired differences	1.58(1.69) **	1.29(1.48) **	1.12(1.44) **	-
t	20.35	18.96	16.77	
p-value	0.00	0.00	0.00	

(Notes: BA=brand attitude; PI=purchase intention; pWOM=positive word of mouth; nWOM=negative word of mouth)

To compare pre-post attitudinal and behavioural differences, three paired samples t-test were conducted. The means, standard deviations and differences of pre-post outcomes are shown in Table 13. The results indicates that at first, consumers' brand attitude decreased significantly after the exposure of CSI ($t=20.35$, $p<0.01$), on average, it is 1.58 lower than the brand attitude before CSI. Then purchase intention is also significantly lower after CSI ($t=18.96$, $p<0.01$) with an average decrease of 1.29. Lastly, positive word of mouth also declined significantly, with an average difference of 1.12 ($t=16.77$, $p<0.01$).

Before CSI, on average, respondents' responses towards brands tend to be in a relatively positive direction, because the values of these responses are over the median value of 4. However, after CSI, all the responses drop sharply, the value go down between 3 and 4. Thus, it suggests that the attitude and behavioural tendencies shift from the positive side to the negative side due to the exposure of CSI.

Negative word of mouth has not been tested before CSI, but the collected data pointed to a neutral trend that, on average, the respondents would not say something bad about the brand, even though the brand was involved in a CSI scandal.

Through an ANOVA analysis (Appendix D), there was no significant difference between environmental and social CSI groups for all the outcome variables. Therefore, it could be concluded that the type of CSI does not affect consumers' behaviour differently.

5.2.2.2 Mediating Effect of Brand Attitude between Brand Stereotypes and Consumer Behaviour

An important aim of this thesis is to investigate the consumers' responses towards brands in different contexts regarding brand stereotypes. It was expected that brand stereotypes affect brand attitude, which in turn leads to different consumer behaviours, i.e., purchase intention, positive(negative) word of mouth. The analysis for the hypotheses related to the mediating effect was conducted by using the bootstrap method of Hayes's PROCESS model 4. The advantage of this method is that it does not rely on the assumed normal distribution according to the experience of the previous study (Shea & Hawn, 2019).

Mediational Analysis in the CSI context

For one of the important parts of the conceptual model, the analyses for the mediating effect of brand attitude were carried out with multiple sets in order to clearly see the changes in perception and behaviour before and after CSI, using Model 4 of the PROCESS Procedure for SPSS written by Andrew F. Hayes. At first, the analysis used perceived brand warmth and competence before CSI as the predictor, brand attitude before CSI as a mediator, and purchase intention, positive word of mouth before CSI as a dependent. Next, the same analyses were operated one more time for the corresponding variables after CSI, and negative word of mouth, as a dependent only for post-CSI was also tested.

To ensure the complement of the mediating model and avoid the influence from other factors, the covariates were also confirmed through correlation analysis at the first stage (see Appendix D). The variables significantly related ($p<0.05$) to the outcome variables were

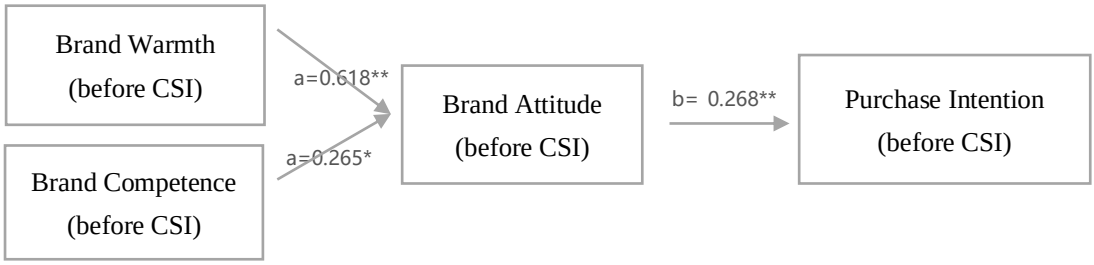
selected as the covariates in the corresponding models. The results of each behaviour are represented separately in the following parts.

Purchase Intention

The mediation analysis of the effect of brand warmth and competence on purchase intention through brand attitude before and after CSI was at the first place tested. The results for environmental CSI group are presented in Figure 11.

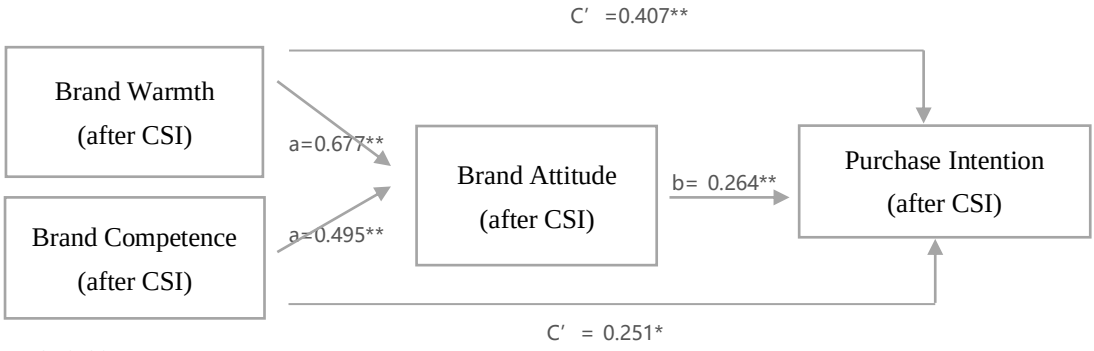
Figure 11 The mediating effect of brand attitude between brand perceptions and purchase intention for environmental CSI group

Purchase intention before CSI



* R^2=0.53

Purchase intention after CSI



* R^2=0.60

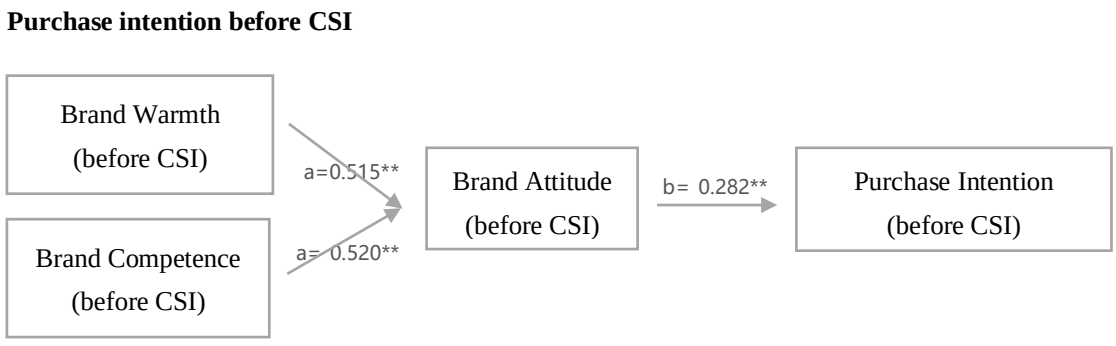
(Notes: * p<0.05 ** p<0.01)

For the environmental CSI group, through the comparison, it can be found that, before CSI, the two dimensions of brand warmth and competence positively affect purchase intention indirectly through brand attitude. Brand warmth has a significant positive effect on brand attitude (B=0.618, p<0.01) and brand competence positively affects brand attitude

significantly (B=0.265, p<0.05), in turn, brand attitude positively affects purchase intention significantly (B=0.264, p<0.05). With respect to the effect after the exposure of CSI, brand warmth has both positive direct effect (B=0.407, p<0.01) and positive indirect effect through brand attitude (B=0.667, p<0.01) on purchase intention. At the same time, brand competence positively impacts purchase intention also directly (B=0.251, p<0.05) as well as indirectly through brand attitude (B=0.495, p<0.01). Thus, both H5 a) and b) are supported.

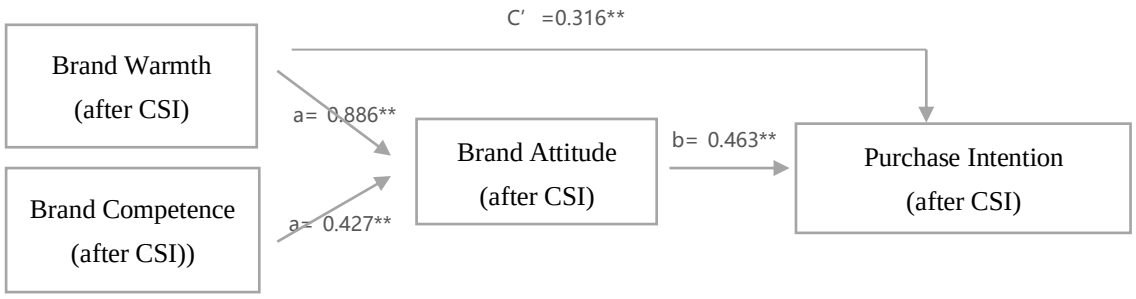
The same tests were also carried out for the social CSI group, the results are shown in Figure 12. Before the exposure of the social CSI scenario, both brand warmth and competence have positive indirect impact on purchase intention. Brand warmth positively affects brand attitude significantly (B=0.515, p<0.01) and brand competence positively affects brand attitude significantly (B=0.520, p<0.01), in turn, brand attitude positively affects purchase intention significantly (B=0.282, p<0.01). However, after the exposure of CSI, brand warmth positively affects purchase intention both directly (B=0.316, p<0.01) and indirectly through attitude (B=0.886, p<0.01). Brand competence then positively influences purchase intention indirectly through brand attitude (B=0.427, p<0.01). Thus, H6 a) and b) are supported.

Figure 12 The mediating effect of brand attitude between brand perceptions and purchase intention for social CSI group



* R^2=0.51

Purchase intention after CSI



* R^2=0.65

(Notes: * p<0.05 ** p<0.01)

Table 14 An overview of the total effects of brand warmth and brand competence on purchase intention

	Model	***c***	***a***	***b***	***a*b***	***a*b*** (95% BootCI)	***c'***	***Conclusion***
EN	W1=>BA1=>PI1	0.272*	0.618**	0.268**	0.165	0.033 ~ 0.138	0.106	completely mediate
	C1=>BA1=>PI1	0.327*	0.265*	0.268**	0.071	0.004 ~ 0.075	0.256	completely mediate
	W2=>BA2=>PI2	0.586**	0.677**	0.264**	0.179	0.054 ~ 0.210	0.407**	partially mediate
	C2=>BA2=>PI2	0.382**	0.495**	0.264**	0.131	0.032 ~ 0.166	0.251*	partially mediate
SO	W1=>BA1=>PI1	0.380**	0.515**	0.282**	0.145	0.031 ~ 0.135	0.235	completely mediate
	C1=>BA1=>PI1	0.350*	0.520**	0.282**	0.147	0.024 ~ 0.142	0.203	completely mediate
	W2=>BA2=>PI2	0.727**	0.886**	0.463**	0.411	0.178 ~ 0.379	0.316**	partially mediate
	C2=>BA2=>PI2	0.366**	0.427**	0.463**	0.198	0.055 ~ 0.216	0.168	completely mediate

(Notes: EN= environmental CSI group; SO=social CSI group; W1=brand warmth before CSI; W2=brand warmth after CSI; C1=brand competence before CSI; C2=brand competence after CSI; BA1=brand attitude before CSI; BA2=brand attitude after CSI; PI1=purchase intention before CSI; PI2=purchase intention after CSI; n.s.=not significant)

As a summary (see Table 14), whether for environmental CSI group or social CSI group, on the one hand, CSI changes the influencing path from brand perception to purchase intention; on the other hand, CSI enhances the effect size of brand stereotypes on purchase intention.

Before CSI, purchase intention is only positively directly affected by brand attitude, which is positively influenced by perceived brand warmth and brand competence. After CSI, for the environmental CSI group, brand warmth and brand competence impact purchase intention directly; for the social CSI group brand warmth has a direct positive effect on purchase intention.

As to the effect size, in environmental CSI context, the total effect of brand warmth after CSI is 0.59 and increases by 0.314, in which the indirect effect is 0.014 more and the direct effect raises 0.3; the total effect of brand competence is 0.382 and 0.06 more than pre-CSI, and this 0.06 almost comes from the increase of indirect effect. In the social CSI groups, the total effect of brand warmth and competence after CSI are 0.727 and 0.366 respectively. The indirect effect of brand warmth increases more than the direct one by 0.266, and the indirect effect of brand competence also increases more than the direct one by 0.05.

In general, both brand warmth and competence play important roles in affecting purchase intention. In the CSI context, brand warmth has a much stronger total effect on purchase intention than brand competence.

Positive Word of Mouth

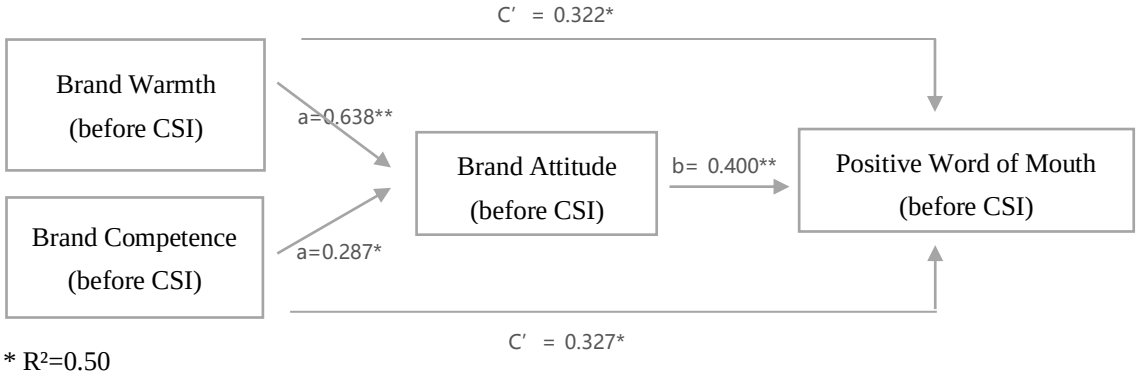
The effect of brand warmth and competence on positive word of mouth was then tested with the same method.

For the environmental group, before the exposure of CSI, brand warmth works both positively directly ($B=0.322$, $p<0.05$) and positively indirectly through brand attitude ($B=0.638$, $p<0.05$) on influence positive word of mouth, whereas brand competence also positively affects positive word of mouth directly ($B=0.327$, $p<0.05$) and indirectly through attitude ($B=0.287$, $p<0.05$). Brand attitude then further influences positive word of mouth positively ($B=0.40$, $p<0.01$).

After the exposure of environmental CSI, as shown in Figure 13, brand warmth positively affects positive word of mouth through two paths, the one is to directly influence positive word of mouth (B=0.322, p<0.05), the other one is indirectly through brand attitude (B=0.638, p<0.01). The indirect positive effect of brand warmth is stronger compared to the one before CSI. At the same time, the effect of brand competence on positive word of mouth was completely positively mediated by brand attitude (B=0.527, p<0.01).

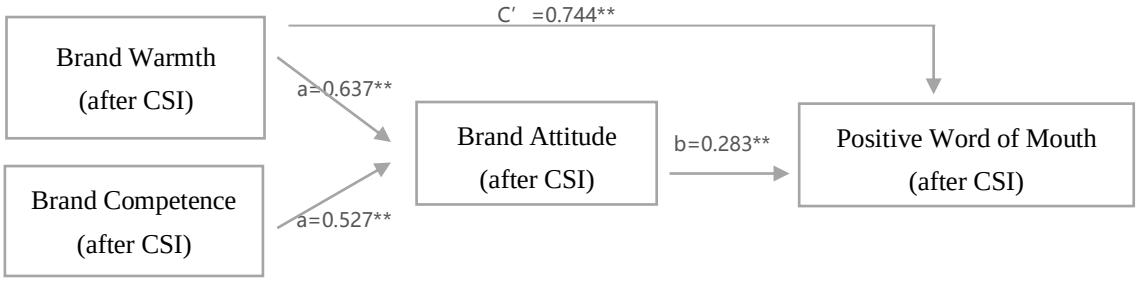
Figure 13 The general mediating effect of brand attitude between brand perceptions and positive word of mouth for environmental CSI group

pWOM before CSI



* R^2=0.50

pWOM after CSI



* R^2=0.60

(Notes: * p<0.05 ** p<0.01, pWOM=positive word of mouth)

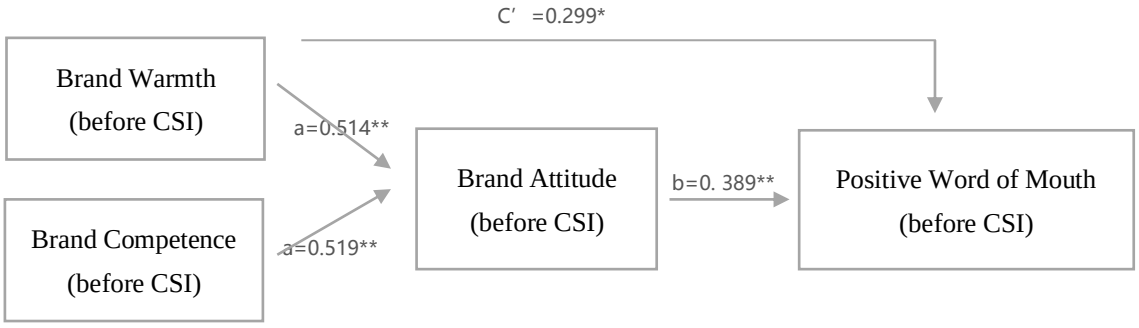
For the social CSI group (Figure 14), before CSI, brand warmth positively affects positive word of mouth both directly (B=0.299, p<0.05) and indirectly through brand attitude (B=0.514, p<0.01); brand competence has a positive effect on positive word of mouth only

through brand attitude (B=0.519, p<0.01). Brand attitude then positively impacts positive word of mouth significantly (B=0.389, p<0.01).

For the situation after the exposure of social CSI, brand warmth has both positive direct effect (B=0.480, p<0.05) and positive indirect effect through brand attitude (B=0.830, p<0.01), then brand attitude positively affects positive word of mouth (B=0.389, p<0.01); whereas brand competence positively influences positive word of mouth indirectly through brand attitude (B=0.456, p<0.01).

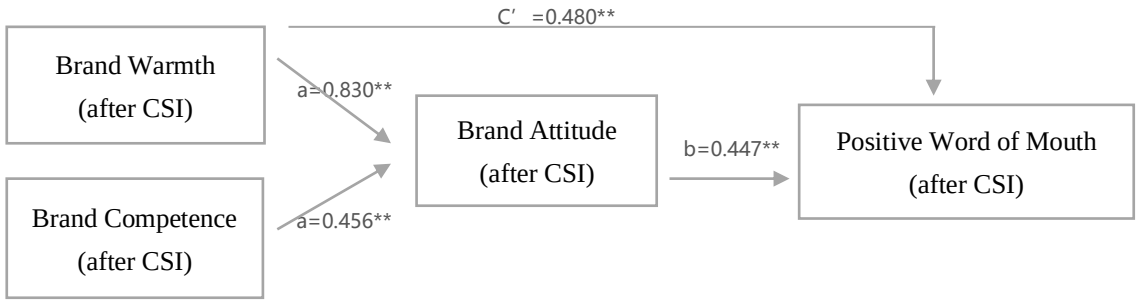
Figure 14 The general mediating effect of brand attitude between brand perceptions and positive word of mouth for social group

pWOM before CSI



* R^2=0.46

pWOM after CSI



* R^2=0.66

(Notes: * p<0.05 ** p<0.01, pWOM=positive word of mouth)

In general, in both CSI contexts, pre-post brand warmth impact positive word of mouth directly as well as indirectly. As for the influencing size, as shown in Table 15, the total effect of brand warmth on positive word of mouth after CSI increases greatly to 0.924 for environmental CSI and 0.851 for social CSI. In environmental CSI the effect raises 0.347 and in social CSI increases by 0.352. The indirect effect of brand warmth decreases a little bit, and the direct effect increases by over 0.4 in the environmental CSI; whereas the direct effect of brand warmth increases by 0.18 and the indirect one raises by 0.17 in the social CSI.

Table 15 An overview of the total effects of brand warmth and brand competence on positive word of mouth

	Model	***c***	***a***	***b***	***a*b***	***a*b*** (95% BootCI)	***c'***	***Conclusion***
EN	W1=>BA1=>pWOM1	0.577**	0.638**	0.400**	0.255	0.085 ~ 0.190	0.322*	partially mediate
	C1=>BA1=>pWOM1	0.442**	0.287*	0.400**	0.115	0.013 ~ 0.107	0.327*	partially mediate
	W2=>BA2=>pWOM2	0.924**	0.637**	0.283**	0.18	0.051 ~ 0.215	0.744**	partially mediate
	C2=>BA2=>pWOM2	0.1	0.527**	0.283**	0.149	0.042 ~ 0.173	n.s	completely mediate
SO	W1=>BA1=>pWOM1	0.499**	0.514**	0.389**	0.2	0.047 ~ 0.169	0.299*	partially mediate
	C1=>BA1=>pWOM1	0.363*	0.519**	0.389**	0.202	0.037 ~ 0.179	n.s.	completely mediate
	W2=>BA2=>pWOM2	0.851**	0.830**	0.447**	0.371	0.143 ~ 0.342	0.480**	partially mediate
	C2=>BA2=>pWOM2	0.313**	0.456**	0.447**	0.204	0.055 ~ 0.215	n.s.	completely mediate

(Notes: EN= environmental CSI group; SO=social CSI group;W1=brand warmth before CSI; W2=brand warmth after CSI; C1=brand competence before CSI; C2=brand competence after CSI; BA1=brand attitude before CSI; BA2=brand attitude after CSI; pWOM1=positive word of mouth before CSI; pWOM2=positive word of mouth after CSI; n.s.=not significant)

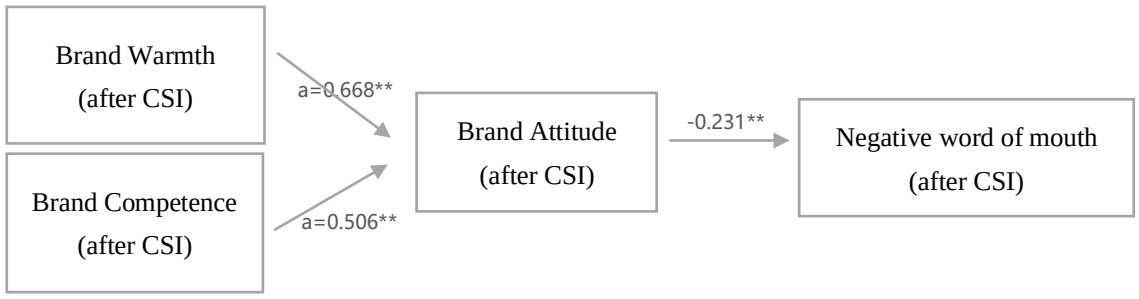
The result for brand competence differs from brand warmth. In environmental CSI, the indirect effect does not show large increase and the direct effect is not significant, which leads to a decrease of total effect; in social CSI, the effect of brand competence stays almost the same and no significant direct effect is found, which also leads to a slight decrease of total effect.

So, for positive word of mouth, brand warmth also shows a stronger effect than brand competence in the CSI context.

Negative Word of Mouth

The outcome negative word of mouth was only tested in the CSI context. The result is present in Figure 15. For environmental CSI group, both brand warmth and brand competence do not act directly on negative word of mouth but entirely through brand attitude, which indicates a complete mediation. Brand warmth affects negative word of mouth through influencing brand attitude (B=0.668, p<0.01) and brand competence impacts negative word of mouth indirectly through influencing brand attitude (B=0.506, p<0.01), then brand attitude negatively affect negative word of mouth significantly (B=-0.231, p<0.01). Thus, H9 a) and b) are supported

Figure 15 The mediating effect of brand attitude between brand perceptions and negative word of mouth for environmental CSI group

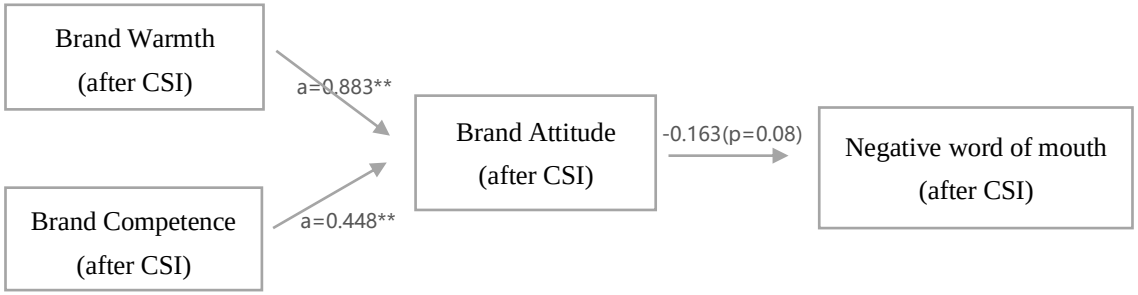


* R^2=0.06

(Notes: * p<0.05 ** p<0.01, nWOM=negative word of mouth)

For the social CSI group, the mediational effect is not significant. Brand warmth positively affects brand attitude significantly (B=0.883, p<0.01) and brand competence positively impacts brand attitude significantly (B=0.448, p<0.01), then brand attitude does not influence negative word of mouth significantly but marginally significant (p=0.08). As a result, H10 a) and b) are rejected.

Figure 16 The mediating effect of brand attitude between brand perceptions and negative word of mouth for soocial CSI group



* R^2=0.11

(Notes: * p<0.05 ** p<0.01)

In general, as it is summarised in Table 16, since this p-value of the effect of brand attitude on negative word of mouth is very close to 0.05, the result can also be taken into consideration. In both scenarios, brand warmth has a stronger impact on brand attitude, then brand attitude influences negative word of mouth further. However, the effect sizes of both indirect mediational effects are low, and the r-squares of each model are also small. The mediational effect of brand stereotypes on negative word of mouth is not really representative for most cases.

Table 16 An overview of the total effects of brand warmth and brand competence on negative word of mouth

	Model	***c***	***a***	***b***	***a*b***	***a*b*** (95% BootCI)	***c'***	***Conclusion***
EN	W2=>BA2=>nWOM	-	0.668**	-0.231**	-0.155	-0.205 ~ -0.030	n.s	completely mediate
	C2=>BA2=>nWOM	-	0.506**	-0.231**	-0.117	-0.167 ~ -0.020	n.s	completely mediate
SO	W2=>BA2=>nWOM	-	0.883**	-0.163	-0.144	-0.237 ~ 0.007	n.s	n.s.
	C2=>BA2=>nWOM	-	0.448**	-0.163	-0.073	-0.130 ~ 0.003	n.s	n.s.

(Notes: EN= environmental CSI group; SO=social CSI group; W2=brand warmth after CSI; C2=brand competence after CSI; BA2=brand attitude after CSI; nWOM=negative word of mouth after CSI)

In general, in the CSI context, brand stereotypes impact negative word of mouth indirectly, but only environmental CSI group shows a significant indirect effect. The size of the effect is also small with -0.155 by brand warmth and -0.117 by brand competence.

5.2.2.3 Moderating Effect of CI between Brand Stereotypes and Consumer Behaviour

To test the moderating effect, the data of environmental CSI group and social CSI group were separately analysed. Regression analysis method was used.

In the environmental CSI context, a regression analysis was carried out with brand attitude after CSI as the dependent, and brand warmth after CSI, brand competence after CSI, cause involvement and their two-way interactions as independents (Table 17). The result shows that in the environmental CSI context, cause involvement does not affect brand attitude significantly but moderates the effect of brand warmth on brand attitude ($b = 0.133$, $p < 0.05$), meanwhiles it does not moderate the effect of brand competence on brand attitude. It means that with different perceived levels of brand warmth, there is also a significant difference of brand attitude based on the magnitude of cause involvement. Basically, cause involvement influences brand attitude negatively.

Combined Figure 17, it can be illustrated that in the environmental CSI context, if the perceived brand warmth is low, the high cause involvement will lead to a worse brand attitude; if the perceived brand warmth is high, the high cause involvement will lead to a better brand attitude. In the context of CSI, brand warmth is in a relatively low level, so cause involvement negatively influences the effect of brand warmth on brand attitude. Hence, H11 a) is supported, and H11 b) is not supported.

Table 17 The moderating effect of cause involvement between brand stereotypes and brand attitude in the environmental CSI context

Brand warmth as independent, brand attitude as dependent; cause involvement as moderator, brand competence as covariate

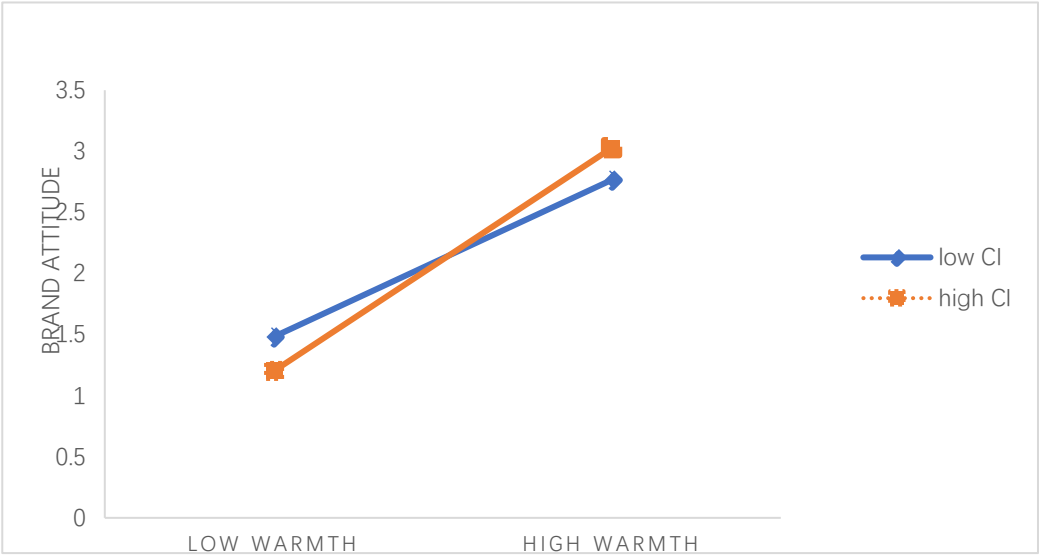
Dependent Variable: BA2			
	Standardized Coefficients		
Model	Beta	t	p-value
(Constant)		1.155	.249
C2	.283	3.293	.001
W2	.412	4.713	.000
CI	-.006	-.123	.902
W2 * CI	.133	2.587	.010
	$R^2 = 0.53$		

Brand competence as independent, brand attitude as dependent; cause involvement as moderator, brand warmth as covariate

Dependent Variable: BA2			
	Standardized Coefficients		
Model	Beta	t	p-value
(Constant)		1.568	.118
W2	.410	4.539	.000
C2	.314	3.647	.000
CI	-.034	-.710	.479
C2 * CI	.076	1.516	.131
	$R^2 = 0.52$		

Notes: BA2= Brand Attitude after CSI; W2=Brand Warmth after CSI; C2=Brand Competence after CSI; CI=Cause Involvement

Figure 17 The moderating effect of cause involvement between warmth and brand attitude in environmental CSI



In the social CSI context, the same regressions analysis was carried out with brand attitude after CSI as the dependent; and brand warmth after CSI, brand competence after CSI, cause involvement and their two-way interactions as independents; brand familiarity and educational status as covariates. The result shows that in the social CSI context, even though

both brand warmth and brand competence influenced brand attitude significantly ($p<0.01$), but the interaction terms both between brand warmth and cause involvement as well as between brand competence and cause involvement were not significant (see Table 18), which mean that in the social CSI context, cause involvement moderates neither the effect of brand competence nor of brand warmth on brand attitude. Thus, H12 a) and b) were not supported.

Table 18 The moderating effect of cause involvement between brand stereotypes and brand attitude in the social CSI context

Brand warmth as independent, brand attitude as dependent; cause involvement as moderator, brand competence as covariate

Dependent Variable: BA2			
	Standardized Coefficients		
Model	Beta	t	p-value
(Constant)		1.720	.087
C2	.248	3.595	.000
Edu	-.101	-2.464	.014
BF	.117	2.767	.006
W2	.529	7.608	.000
CI	-.045	-1.094	.275
W2 * CI	.030	0.654	.514
	$R^2 = 0.64$		

Brand competence as independent, brand attitude as dependent; cause involvement as moderator, brand warmth as covariate

Dependent Variable: BA2			
	Standardized Coefficients		
Model	Beta	t	p-value
(Constant)		1.789	.075
W2	.507	6.913	.000
Edu	-.101	-2.478	.014
BF	.117	2.791	.006
C2	.267	3.880	.000
CI	-.046	-1.131	.259
C2 * CI	.049	1.106	.270
	$R^2 = 0.65$		

Notes: BA2= Brand Attitude after CSI; W2=Brand Warmth after CSI; C2=Brand Competence after CSI;CI=Cause Involvement；BF=brand familiarity; Edu=Educational status

5.2.3 Additional Analysis

In this part, some additional analyses were carried out, in order to supplement or explain the missing part of the hypothesis test. At the same time, this part

The differences of outcome variables across stereotypical categories

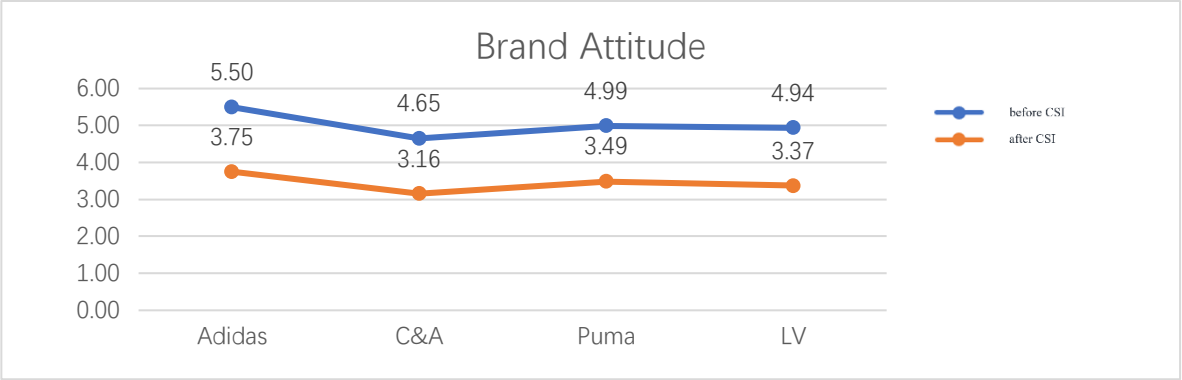
An additional analysis was conducted to explore the differences of outcomes variables by different stereotypical categories. The results are shown as below:

Table 19 Differences of consumer responses before and after CSI across stereotypical categories

	before CSI M(SD)	**after CSI** M(SD)	**Δ pre-post difference** M(SD)
Brand attitude			
Adidas (HW-HC)	5.50(1.22)	3.75(1.69)	-1.75(1.93)
C&A (LW-LC)	4.65(1.40)	3.16(1.84)	-1.49(1.55)
Puma (HW-LC)	4.99(1.33)	3.49(1.61)	-1.50(1.65)
LV (LW-HC)	4.94(1.31)	3.37(1.56)	-1.57(1.58)
	F=8.92, p=0.00	F=2.70, p=0.04	F=0.59, p=0.62
Purchase intention			
Adidas (HW-HC)	5.31(1.26)	3.75(1.43)	-1.56(1.55)
C&A (LW-LC)	4.26(1.24)	3.01(1.63)	-1.25(1.46)
Puma (HW-LC)	4.72(1.36)	3.32(1.50)	-1.40(1.52)
LV (LW-HC)	4.04(1.53)	3.12(1.57)	-0.92(1.31)
	F=21.29, p=0.00	F=5.61, p=0.00	F=4.15, p=0.01
pWOM			
Adidas (HW-HC)	4.82(1.15)	3.60(1.48)	-1.22(1.57)
C&A (LW-LC)	4.18(1.47)	3.11(1.77)	-1.07(1.58)
Puma (HW-LC)	4.44(1.29)	3.24(1.50)	-1.21(1.33)
LV (LW-HC)	4.02(1.56)	3.05(1.63)	-0.97(1.24)
	F=7.87, p=0.00	F=2.86, p=0.04	F=0.82, p=0.48
nWOM			
Adidas (HW-HC)	-	3.96(1.43)	-
C&A (LW-LC)	-	4.09(1.47)	-
Puma (HW-LC)	-	4.11(1.42)	-
LV (LW-HC)	-	4.12(1.55)	-
		F=0.34, p=0.80	

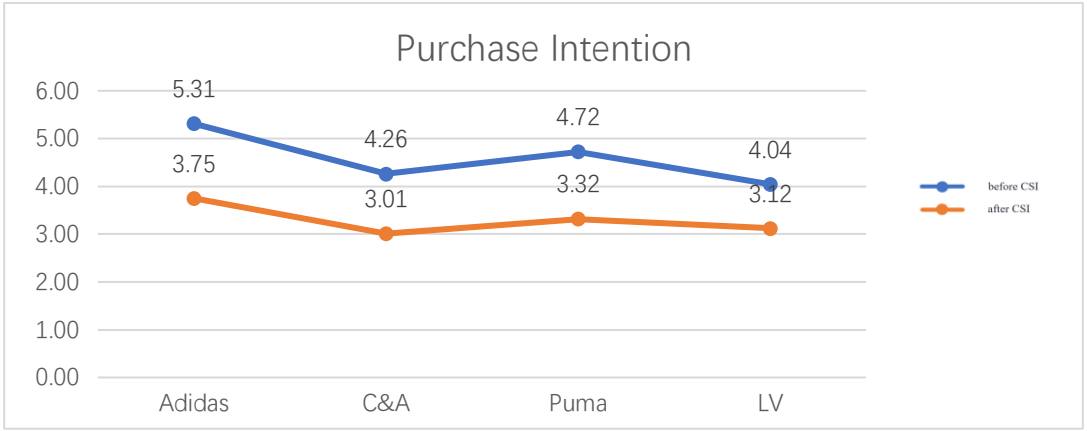
At first, as shown in Table 19, brand attitude is significant different across the brands no matter before CSI ($F=8.92$, $p<0.01$) or after CSI ($F=2.70$, $p<0.05$). Then, the results of three ANOVA tests also indicates that the decrease of brand attitude did not differ significantly among different brand stereotypical categories ($F=0.59$, $p>0.05$). Figure 18 shows brand attitude of each brand before and after CSI.

Figure 18 Brand attitude before and after CSI



The result of purchase intention is presented in Figure 19. Purchase intentions also differ significantly across the four brands for both before ($F=21.29$, $p=0.00$) and after CSI ($F=5.61$, $p<0.01$). The pre-post differences of purchase intention distinguish significantly across the brands ($F=4.15$, $p<0.01$). Through the comparison of means, it could be found that the purchase intention of Adidas decreased the most; on average, purchase intention was 1.56 lower than before. Then came Puma, with an average decline of 1.40. Both brands belonged to the HW category. Then decrease of LW brands C&A and LV were a little lower, respectively 1.25 and 0.92 lower than before.

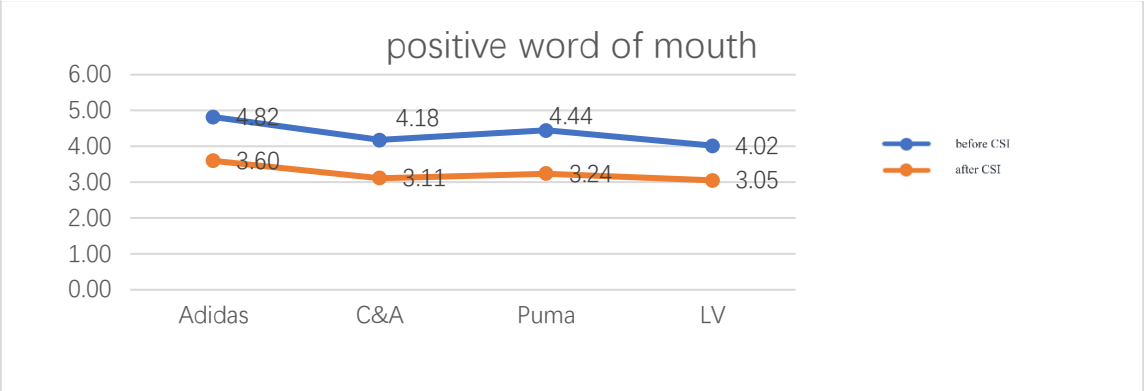
Figure 19 Purchase intention before and after CSI



For positive word of mouth (see Figure 20), positive word of mouth shows significant differences across the brands before CSI ($F=7.87$, $p<0.01$) and after CSI ($F=2.86$, $p<0.05$). But as to the pre-post differences of positive word of mouth, there are also no significant

differences among brands before and after CSI (F=0.82, p>0.05).

Figure 20 Positive word of mouth before and after CSI



Then a two-way ANOVA was carried out to investigate the effect of warmth category and competence category on decreased purchase intention. The result revealed that the warmth dimension had a significant impact on the change of purchase behaviour (F=18.46, p<0.01), whereas competence had no significant effect on decreased purchase behaviour (p>0.05). Then the interaction of warmth and competence does not influence the change of purchase intention (F=3.25, p>0.05).

In addition, to better understand the behaviour of word of mouth, negative word of mouth was also collected after CSI. The result showed that, among the four brands, the negative word of mouth was always close to 4, which means that there was no clear tendency to say something bad about the brands. Respondents were rather neutral towards this behaviour. An ANOVA showed that there were no significant differences in the negative word of mouth among the different brands. (F=0.34, p>0.05) However, it was still notable that Adidas (HW-HC), on average, received the lowest rating of negative word of mouth, LV(LW-HW) received the highest one.

The differences of outcome variables across CSI types

In order to supplement and explore the differences of outcome variables between the two types of CSI for the mediation and moderation effect in the model with respect to hypothesis

testing, a comparative analysis of various behaviours before and after CSI and possible covariates was carried out through one-way ANOVA. The results are summarized as shown in the Table 20 below. The results indicate that between different types of CSI, whether it is before or after CSI, the differences for each outcome variables are not significant.

Table 20 Differences of consumer responses before and after CSI across CSI types

		Mean	SD	F	Sig.
Brand Attitude (before CSI)	environmental CSI	5.01	1.28	0.09	0.77
	social CSI	5.05	1.41		
Brand Attitude (after CSI)	environmental CSI	3.38	1.62	0.79	0.37
	social CSI	3.51	1.76		
Purchase Intention (before CSI)	environmental CSI	4.58	1.46	0.07	0.79
	social CSI	4.61	1.40		
Purchase Intention (after CSI)	environmental CSI	3.27	1.50	0.25	0.62
	social CSI	3.34	1.62		
Positive Word of Mouth (before CSI)	environmental CSI	4.39	1.37	0.04	0.84
	social CSI	4.36	1.44		
Positive Word of Mouth (after CSI)	environmental CSI	3.22	1.54	0.27	0.61
	social CSI	3.29	1.69		
Negative Word of Mouth (after CSI)	environmental CSI	4.04	1.41	0.16	0.69
	social CSI	4.09	1.52		
Brand Familiarity (after CSI)	environmental CSI	4.00	1.80	0.80	0.37
	social CSI	4.14	1.72		
Cause Involvement (after CSI)	environmental CSI	6.31	0.90	2.66	0.10
	social CSI	6.18	0.95		

6. Discussion

This chapter further interprets and discusses the results analysed in the last chapter, combined with the results of the past research. The results of all the hypotheses are summarised as below in Table 21:

Table 21 Summary of the results of hypotheses testing

Hypotheses	**Results**
H1: The perceived a) warmth and b) perceived competence of fashion brands are significantly lower after exposure to environmental CSI.	✓
H2: The perceived a) warmth and b) perceived competence of fashion brands are significantly lower after exposure to social CSI.	✓
H3: The effect of environmental CSI on pre-post brand stereotypes differs across stereotypical categories: a) The decrease of perceived brand warmth is larger for brands ex-ante in HW than brands ex-ante in LW. b) The decrease of perceived brand competence is larger for brands ex-ante in HC than brands ex-ante in LC.	×
H4: The effect of social CSI on pre-post brand stereotypes differs across stereotypical categories: a) The decrease of perceived brand warmth is larger for brands ex-ante in HW than brands ex-ante in LW. b) The decrease of perceived brand competence is larger for brands ex-ante in HC than brands ex-ante in LC.	×
H5: a) Brand warmth and b) brand competence after environmental CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' purchase intentions.	✓
H6: a) Brand warmth and b) brand competence after social CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' purchase intentions.	✓
H7: a) Brand warmth and b) brand competence after environmental CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' positve word of mouth.	✓
H8: a) Brand warmth and b) brand competence after social CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' positive word of mouth.	✓

H9: a) Brand warmth and b) brand competence after environmental CSI have a positive on consumers' brand attitude, which then negatively influences consumers' negative word of mouth.	✓
H10: a) Brand warmth and b) brand competence after social CSI have a positive effect on consumers' brand attitude, which then negatively influences consumers' negative word of mouth.	×
H11: Cause involvement negatively affects the effect of a) brand warmth and b) brand competence on brand attitude in the context of environmental CSI.	partially ✓
H12: Cause involvement negatively affects the effect of a) brand warmth and b) brand competence on brand attitude in the context of social CSI.	×

Note: ✓ = Hypothesis supported; × = Hypothesis not supported

At first, CSI scenarios have overall strong negative effects on brand stereotypes. Both warmth perception and competence perception significantly decline no matter in which CSI groups. The result is consistent with the results of the past research from Shea & Hawn (2019) and Barbarossa et al. (2020). Consumers perceive the brand as colder and less competent in the context of CSI. Furthermore, the effects of CSI scenarios have stronger influence on warmth dimension than competence dimension. The decline in the warmth dimension is much higher than the decline in the competence dimension after CSI. However, this change is not significantly different between the environmental CSI group and social CSI group.

Then although the perceived brand warmth and competence decrease significantly in the CSI context, the expected differences across different pre-existing stereotypical groups and brands are not found. On the one hand, compared to the normal situation without the manipulation of CSI, the brand perceptions decrease significantly for every brand no matter they are in which stereotypical category before CSI, which is inconsistent from the previous studies (Laufer & Gillespie, 2004; Bock et al., 2012; Barbarossa et al., 2016). On the other hand, this finding also confirms the partition of BIAF model from Kervyn et al. (2014) that problem brands are rated as low warmth and low competence. The result indicates that in the CSI context, the pre-

existing information does not help to buffer the negative impact from CSI on consumers' perception towards the brands.

In the context of CSI, two terms are changed regarding the effect of brand stereotypes on consumer behaviour. The one is the influencing path, and the other one is the size of the effects. Specifically, the change for each consumer behaviour differs from each other.

Through the analyses, it is found that the positive meditating effect of brand attitude between brand perceptions and purchase intention is significant for both environmental and social CSI. The results confirm in the first place the previous studies with respect to the relationship between brand stereotypes and the change of brand attitude in the CSI context (Folkes and Kamins, 1999; Vaaland et al., 2008), and the relationship between consumers' attitude and purchase intention (Sweetin et al.,2012). Then the finding reconstructs the whole process from brand stereotypes to brand attitude to purchase behaviour and points out the two different paths – direct and indirect that act on purchase intention. Brands belonging to the high-warmth category in the research were Adidas and Puma, which have lost more purchase intention after CSI. The result was different from the previous study by Shea and Hawn (2019) that high warmth and competence dimensions are necessary to buffer negative effects of CSI for purchasing behaviour. In addition, some differences of the mediational effect between the two conditions still exist. At first, the total effect of warmth is much stronger in the social CSI group. Then, perceived brand competence in environmental CSI group affects purchase intention both directly and indirectly, whereas in social CSI group only indirectly.

Then, brand attitude also positively mediated the effect of brand perceptions on positive word of mouth. The influencing paths after CSI for both CSI conditions are almost the same. Brand competence affects positive word of mouth only indirectly through brand attitude. And compared to brand competence, a stronger effect of brand warmth directly and indirectly

through brand attitude on positive word of mouth is remarkable, which suggests the vital role of brand warmth on affecting positive word of mouth.

Furthermore, brand attitude negatively mediates the effect of brand perceptions on negative word of mouth in the environmental CSI, but no mediational effect was found in the social CSI context. The result is principally consistent with the findings from Grappi et al. (2013) and Antonetti et al. (2012), in which it was pointed out that, consumers are more likely to engage in negative word of mouth as a revenge on the company or brand with wrongdoings. But the effect of brand stereotypes on negative word of mouth in the environmental CSI group is not large, especially compared to the other two behavioural tendencies. Furthermore, even if the effect exists in the environmental CSI group, brand warmth and competence have no direct impact on negative word of mouth.

Compared the two different types of word-of-mouth behaviours, brand warmth has relatively a larger effect than brand competence. However, less positive word of mouth does not mean more negative word of mouth. They are still two different behaviours.

To sum up, it can be concluded that both brand warmth and brand competence play important roles in affecting purchase intention and positive word of mouth before CSI, no matter it directly or indirectly influences the correspondent outcomes. The decreases of brand warmth and competence after CSI lead to the decrease of brand attitude, which, in turn, decreases purchase intention and positive word of mouth and increases negative word of mouth after CSI. However, brand warmth is more important to act on the purchase intention and positive word of mouth after CSI. The findings match the studies from Shea and Hawn (2019) that warmth, rather than competence, plays an essential role in building the relationship between CSI and consumer responses. As a point of reference, negative word of mouth was negatively influenced by perceived brand warmth and competence and was not so strongly affected by

perceived warmth and competence according to the effect size, which means that not doing positive word of mouth is not equal to doing negative word of mouth.

Finally, it was expected that cause involvement as an internal term of consumers, would negatively affect the effect of perceived brand warmth and competence after CSI on brand attitude (Basil &Herr, 2006; Hill & Lee, 2015). The result shows that, cause involvement only moderates the effect of brand stereotypes on brand attitude in the environmental CSI. When brand warmth is in a high level, cause involvement would intensify its effect on brand attitude, but when brand warmth is in a low level, cause involvement would weaken its effect on brand attitude. In the context of CSI, brand warmth decreases, so the brand warmth is in the low level, cause involvement will then negatively influence the effect of brand warmth on brand attitude. The result indicates that the personal standard of value affects the effect between brand stereotypes and brand attitude, which increases the completeness of the research model.

Because in the process of hypotheses testing, some differences emerge between environmental group and social group. To tease out the possible factors, on the one hand, socio-demographic characteristics, brand familiarity and product category involvement are considered as possible covariates in the model; on the other hand, some additional analyses are carried out to compare the outcome variables. The results suggest that there are no significant differences of the outcome variables across CSI types, which indicates that the reason of the different patterns across different CSI types does not lie on the data collection. Therefore, the different results between two CSI types that appear in the process of data analysis need to be further explored.

7. Conclusion

The research at first investigated how do consumers perceive the brands before and after the happening of CSI, then how do the perceived brand warmth and competence of fashion brands change in the CSI context. The results showed that before CSI, consumers perceived the brands overall in a relatively positive way, but both brand warmth and competence decreased harshly after the exposure of CSI. The results are consistent with the previous studies that the brand warmth and competence perceptions in the CSI context were lower than that in the ordinary context (Shea & Hawn, 2019).

Furthermore, the magnitude of the decreased warmth and competence perception do not differ among different brands and brand categories. It means that regardless of how consumers perceive brands before the occurrence of CSI, CSI will equally cause serious cognitive reduction to all brands. After CSI, all the brands fell into the LW-LC quadrant compared to. This result is consistent with the result in BIAF model (Cuddy et al., 2012). The problematic brands involved in CSI events were clustered into the LW-LC quadrant and recognized as problem brands. Then the declined brand perceptions lead consumers further to worse brand attitude, which in turn results in lower purchase intention and lower willingness of positive word of mouth, at the same time, the willingness of negative word of mouth increased slightly.

An important part of the research is to investigate how brand stereotypes affect different behaviours of consumers in the context of CSI. Previous studies found out that warmth consistently mediates the relationship between CSR/CSI and purchase intentions, whereas competence does not consistently affect it (Shea, Hawn, 2019). But it was found in this study that both warmth and competence have important effects on purchase intention in the CSI context. In the ordinary context without any manipulation, brand warmth and brand competence work together indirectly through brand attitude with small difference on decision-making of purchase behaviour. However, CSI enhances the direct effect by brand warmth and

strengthen the effects of both brand stereotypes. The total effect of brand warmth is stronger than the total effect of brand competence.

The situation is different for the behaviour of positive word of mouth. As an interpersonal behaviour, whether it is before CSI or after CSI, generally, warmth has a more important impact on the behaviour of positive word of mouth, and the effect works both directly and indirectly, whereas brand competence affects positive word of mouth indirectly through brand attitude. In the CSI context, the lower the perception of warmth and competence is, the less likely it is for consumers to say something good about the brand to others. In contrast, as to the behaviour of negative word of mouth, the research found that warmth and competence are negatively correlated with the negative word of mouth behaviour. It means that the lower the consumers perceive the brand as warm and competent, the higher the possibility of negative word of mouth. But the only in the environmental CSI a significant indirect effect of brand warmth on negative word of mouth is found. Furthermore, the correlation coefficient is also small, which indicates the limited effect of brand perceptions on negative word of mouth.

Besides, cause involvement has a great effect of moderating the impact of perceived brand warmth. Generally, high involvement brings harsher attitude changes, while low involvement leads to relatively smaller changes.

7.1. Theoretical Implications

The first important theoretical contribution of the thesis is combining two different streams brand stereotyping and consumer responses under CSI and outlining a theoretical model from brand perception to brand attitude to consumer behaviour in the context of CSI with cause involvement as a moderator in the fashion industry.

Secondly, different from previous studies, this study did not adopt the between-subjects design to investigate the change of brand stereotypes, such as the studies from Barbarossa et al. (2016 & 2018) and Shea & Hawn (2019) but adopted a within-subjects design to analyse the changes before and after CSI. Furthermore, the research also contained a between-subjects design to collect data in different CSI contexts and towards different brands. Such a design could not only meet the demand to compare the changes before and after CSI but also make the comparison between different group categories.

Also, this research subdivides CSI into two concrete types – environmental CSI and social CSI, and explores the different brand perceptions, attitudes, and behaviour patterns of consumers under different CSI types. CSI is not only a broad concept, but also has specific different types, which is often overlooked in previous studies.

In addition, unlike previous studies that emphasised the importance of a particular dimension, for example, in the research of Barbarossa et al., the influence of warmth on blame was emphasised, thereby affecting the final behavioural outcome. This study explored the importance of both warmth and competence dimensions for the subsequent responses of consumers and further compared the different effects in the ordinary context and CSI context.

Moreover, this research extended the method of studying CSI and consumers' responses by combining brand stereotypes, from cognition, attitude to behaviour. All these aspects offered a comprehensive insight regarding the underlying mechanisms of consumer responses towards brands involved in CSI incidents. Brand warmth and competence both play essential roles to affect consumer responses; meanwhile, brand attitude acts as an important mediator to different behavioural responses, cause involvement works as a moderator for brand warmth.

This research also focused on diverse types of consumer behaviour: individual behaviour – purchase intention, and interpersonal behaviours – word of mouth, in which the positive word

of mouth and negative word of mouth are parallel investigated in order to compare them. The results showed that although after CSI, warmth and competence perceptions have dropped significantly, which led to a decrease in brand attitude, the changes of consumer behaviours distinguished from each other. As a personal behaviour, purchase intention was simultaneously affected by warmth perception, competence perception, and brand attitude; whereas in interpersonal behaviour, the likelihood of positive word of mouth decreased, but warmth perception had a larger and more direct impact, at the same time, competence perception was transferred indirectly through brand attitude. In addition, the likelihood of negative word of mouth was relatively small.

As to the effect of brand perceptions on brand attitude, in general, the research brought in cause involvement to complete the model. The result revealed the moderating effect of cause involvement on controlling the magnitude that perceived warmth affects consumer's brand attitude.

7.2. Managerial Implications

CSI is criticized in practice because of the damage it brings to society. There is no doubt that the exposure of CSI leads to image damage and negative responses of consumers. It is important for brand managers to know how to reverse this damage. From the results of the research, brand stereotypes do matter in the CSI crises.

In the exposure of a corporate CSI scandal, companies may react through communication and other strategies. However, before any specific response strategy, brand managers could develop positive associations with both competence and warmth dimensions in communication with consumers and brand marketing to alleviate negative consumer reactions.

On the one hand, in the CSI context, brand warmth has a strong positive effect on purchase intention and positive word of mouth, meanwhile a negative effect on negative word of mouth. So, brands can establish positive associations of warmth by emphasizing the friendly, warm, trustworthy and well-intentioned aspects of the brands. The positive associations with perceived warmth can to a certain degree improve the likelihood of purchasing and positive word of mouth as well as diminish the possibility of negative word of mouth.

On the other hand, brand competence also plays an important role in affecting consumer behaviour, so brands can strengthen positive associations in terms of brand competence by emphasizing the high-quality, high-technology, and innovative aspects of brand products.

However, brand warmth has overall a stronger and more direct effect than brand competence. Therefore, in practice, the brand can prioritize to highlight the warmth aspect, and use the competence aspect as auxiliary information to recover the trust of consumers.

In addition, the research results showed that regardless of which kind of brand stereotypes the brand has before CSI, the impact of CSI on brand warmth and competence is devastating. Hence, all kinds of fashion brands must pay attention to social and environmental social responsibilities by making decisions. After the crisis, brands cannot rely on the past image and achievements but should communicate with consumers sincerely and actively to reduce the negative impact of the brand's CSI crisis.

Besides, the result of the research shows that in the environmental CSI context, cause involvement negatively moderates the effect of brand warmth on brand attitude. So, in the environmental CSI, brands should know their target groups clearly, whether they pay attention to environmental protection. Then brands can make the corresponding strategy according to the type of target groups.

Finally, because SCM is currently broadly used to investigate the responses of consumers in Europe and America, it is still less applied to Asia. Participants in this survey are Chinese; thus, the research expands the application of the SCM theory further to Chinese consumers. This result has important implications for the management of international brands. Consumers in any country are sensitive to the brand's CSI, which further affects their behaviour. Therefore, brands need to formulate corresponding strategies to reduce the negative impact of CSI according to the degree to which consumers in different countries attach importance to brand warmth and brand competence.

7.3. Limitations and Future Research

The present study has limitations, which also suggested directions for further research.

First, a limitation of the study emerged because of the scenario-based research method. Participants gave their responses respectively to environmental and social corporate irresponsible scenarios that they were shown. But the stimulus was one-sided and straightforward. In reality, consumers will face different kinds of sources and reports towards CSI scandals. Various media channels affect brand equity building differently in the fashion category (Anselmsson & Tunca, 2017). Hence, in reality, brand perception would be diversified due to information explosion, and the subsequent consumer’s decision would be more complex.

In addition, the results show that the perception and behavioural consequences of the two different types of scenarios are somewhat different, especially in the mediating effect, whether it is the initial state or after CSI, the outcomes of the two groups are somewhat different. These differences may be due to randomness in the data collection or other reasons, but there may also be underlying reasons. Environmental CSI and social CSI are two different types of CSI in regard of the interacting path and distances with consumers. Therefore, further

investigations are still needed. Future investigations can be conducted based on the impact of different types of CSI on consumer response.

Despite the pre-testing, the final brand distribution generally satisfies the four different quadrants. However, because of the selection of international brands that can survive in the Chinese market for a long time, the perception of them will not be terrible, which also causes the distinction between brands to be not obviously different. In future surveys, some Chinese brands can be introduced so that the differences between local and international brands can also be drawn through comparison.

As this study revealed, there is a strong relationship between CSI, brand stereotypes, and consumers' responses. However, there are still many questions that have not been answered. For example, because this survey involves consumer behaviour in the context of CSI. How long will the brand perceptions and behaviour stay, and under what conditions can brands manage them to the previous level?

Further, purchase intention is not equal to actual behaviour in reality. The real shopping decision often occurs in the shopping location and is affected by different complicated factors. Therefore, how would intentions translate into actual behaviour regarding different types of CSI requires more study and a more targeting research design.

The research selects positive word of mouth and negative word of mouth as two comparable behavioural outcomes. The findings pointed out that less positive word of mouth does not equal to more negative word of mouth. According to the effect size, in the CSI context, brand stereotypes have larger impacts on positive word of mouth than negative word of mouth. But the deep psychological mechanism is still unclear, which needs more theoretical and empirical research in the future.

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Appendix A: Pre-Test Questionnaire in English and Chinese

Questionnaire	**调查问卷**
The following study is conducted at the Chair of International Marketing at the University of Vienna. The focus of the study is to examine how you perceive 10 different fashion brands. The study does not pursue any commercial interests, but serves exclusively scientific purposes and helps me a lot for my master thesis To fill out the questionnaire takes about 5 minutes. • It is important that you read the questions carefully and follow the directions. • Please answer all questions honestly and spontaneously. There are no right or wrong answers. • There is no time limit for this questionnaire. Please take your time to fill out it. • All information you provide will be treated confidentially and anonymously. There is a lottery at the end of the questionnaire, and the winner will win 100 RMB. If you would like to participate in the lottery, please give your e-mail address. Your participation will still be anonymous and your email address will not be passed on to third	以下调查由维也纳大学国际市场营销教研室进行。 该研究的重点是调查您对 10 个不同时尚品牌的看法。 该研究不追求任何商业利益，仅用于科学目的，将对我的硕士论文有很大帮助。 填写问卷大约需要 5 分钟。 •请您务必仔细阅读问题并按照说明进行选择。 •请诚实，按您的第一感觉回答问题。 没有正确或错误答案。 •此调查表没有时间限制。 您可以慢慢填写。 •您提供的所有信息将被保密和匿名处理。 在问卷的最后有抽奖活动，中奖者将赢得 100 元人民币。 如果您想参与抽奖，请提供您的电子邮件地址。 您参与的抽奖活动也是匿名的，您的电子邮件地址不会被传递给第三方。 如果您对研究或结果有任何疑问，请随时与我联系。

parties. If you have any questions about the study or the results, please feel free to contact me. Thank you for your participation! Xu Liang a01349744@unet.univie.ac.at **Part 1** In this part we want to explore your perceptions of several brands. - How familiar would you say you are with [BRAND] ? (seven-point Likert scales, 1=not at all, 7=very familiar) - I think that most people in China view [BRAND] as friendly.(seven-point Likert scales, 1=totally disagree, 7=totally agree) (friendly can be understood as nice, kind or sincere, for a better understanding). - I think that most people in China view [BRAND] as competent. (seven-point Likert scales, 1=totally disagree, 7=totally agree) (friendly can be understood as capable, efficient or skillful, for a better understanding).	感谢您的参与！ **梁旭** **a01349744@unet.univie.ac.at** **第一部分** **在该部分我们会询问您对不同时尚品牌的看法。** **-您熟悉[BRAND]这个品牌吗？** **（七级李克特量表，1=完全不，7=十分熟悉）** **您认为大多数中国人会感觉[BRAND]是一个友好的品牌。** **您认为大多数中国人会感觉[BRAND]是一个有能力的品牌。** **（七级李克特量表，1=完全不同意，7=完全同意）**
Part 2 In this part, you will see a scenario, please	第二部分 在这一部分，我们将会给您看一个场

read the scenario, and then give your assessments of the following attributes after the scenario. **(Scenario will be randomized)** **Scenario 1** **Garment factories discharge a large amount of wastewater, causing severe pollution to the surrounding water** Chen Wang 2019-08-02 13:52 - Comment - Share Recently, several famous fashion brands were involved was involved in an environmental pollution scandal known as the "Water Pollution Scandal". The contaminated water coming out of BRANDX's factories production contains millions of extremely health-hazardous small ultrafine fibres, which are poured into rivers and lakes. According to the nation-wide water quality survey, the drinking water resources around the factory are severely polluted. The accumulation of toxins in human drinking water can affect lungs and can cause lung disease. On the other hand, the water animals are also heavily affected by this pollution. Studies have found high dosages of these ultrafine fibres in many of the river and lake	**景，请您根据问题对该场景做出评价。** **（随机场景）** **场景 1** **时尚品牌工厂被指排放大量污水，造成周围水质严重污染** 记者：王晨 2019-08-02 13：52 - 评论 - 转发 近日以来，多家家著名时尚品牌被爆出生产先造成严重水污染。 据悉，这些时尚品牌的工厂排放的污水中含有数百万种对健康有害的超细纤维，而这些有害纤维被大量排放到周围的河流和湖泊中。 根据全国水质调查，这些工厂周围的饮用水资源遭到了严重污染。 该毒素在饮用水中的积累会影响肺部功能，严重的话可能会导致不可逆转的肺部疾病。 另外，水生动物也会受到这种污染的严重影响。研究发现在许多河流和湖泊中的水生动物体内都大量含有这些超细纤维。 这些纤维颗粒最终会损害甚至杀死这些水生动物。

animals. These fibre particles will eventually harm and even kill these water wildlife. Scenario 2 **Where is the childhood of child labor: A large number of children are employed by fashion brands** Chen Wang 2019-08-02 13:52 - Comment - Share Recently, several famous fashion brands were involved in a scandal known as the "Child Labour Scandal". In their supply chains many workers are still children between 10 to 14 years old who are often forced to work 12 to 14 hours a day just to earn enough money to put food on their tables. According to the nation-wide salary survey, the basic wages of these children workers are lowest in the country. So low that they cannot refuse overtime – aside from the fact that many would be fired if they refused to work overtime. Sometimes overtime is not even paid at all. Moreover, the working conditions are very poor and the children work crowded in small rooms without any health and safety regulations at place. If an accident occurs, these children cannot be protected in time. **Your assessments**	**场景 2** **童工的童年在哪里：知名时尚品牌被查大量雇用童工，工作环境没有保障** 记者：王晨 2019-08-02 13：52 - 评论 - 转发 近日来，多家时尚品牌被爆出雇佣童工社会性丑闻。 在这些时尚品牌的供应链中，许多工人仍然是 10 到 14 岁的孩子，他们常常被迫每天工作 12 到 14 个小时，以赚取足够的钱来满足他们最基本的生活需求。 根据全国范围的工资调查，这些童工的基本工资远远低于普通工资标准。过于低价的工资使得他们根本无法拒绝加班-许多人拒绝加班而被解雇的事实。有时加班费甚至根本没有支付。另一方面，工作条件太差，孩子们在狭窄的房间里工作，没有任何健康和安全规定。如果发生事故，这些儿童将无法得到及时保护。 **您的评价** - 我认为这个场景描述了一个对社会不负

- I think that this scenario describes a brand that is socially irresponsible/ environmentally unfriendly. (seven-point Likert scales, 1=totally disagree, 7=totally agree) - For me, the description of this scenario is clear. (seven-point Likert scales, 1=totally disagree, 7=totally agree) - For me, the description of this scenario is understandable. (seven-point Likert scales, 1=totally disagree, 7=totally agree) - For me, the description of this scenario is credible. (seven-point Likert scales, 1=totally disagree, 7=totally agree) - I can easily imagine something like this happening nowadays. (seven-point Likert scales, 1=totally disagree, 7=totally agree)	责任/对环境不友好的品牌。 - 对我来说，这个场景的表述是清楚的。 - 对我来说，这个场景描述的内容可以被人理解。 - 对我来说，这个场景的内容是可信的。 - 我可以轻易想象到当今有很多像这样的事件发生。 （七级李克特量表，1=完全不同意，7=完全同意）
Part 3 Demographic questions **Age**: ○ < 15 ○ 15-25 ○ 26-35 ○ 36-45 ○ 46-55 ○ > 55 **Gender**: ○ Female ○ Male **Nationality**: Chinese	**第三部分** **您的年龄：** ○ < 15 ○ 15-25 ○ 26-35 ○ 36-45 ○ 46-55 ○ > 55 **您的性别：** ○ 女性 ○ 男性 **您的国籍：**

Other _____ Have you been living in China for over 5 years? ○ Yes ○ No **Education** (highest education level): ○ primary school ○ secondary school (middle/high-school) ○ Bachelor degree (university /college) ○ Master degree (university/college) ○ Doctor degree and higher **Employment** ○ Employed ○ Unemployed ○ As student ○ Retired ○ Other_____	○ 中国 ○ 其他_____ **您是否在中国居住超过 5 年？** ○ 是 ○ 否 **您的最高教育水平：** ○ 小学 ○ 中学及高中 ○ 本科 ○ 研究生 ○ 博士生及以上 **您的就业状况：** ○ 就业中 ○ 待业 ○ 学生 ○ 退休 ○ 其他情况_____
I would like to participate in the lottery. I agree that my e-mail address will be saved until the winner is drawn. My interview will continue to be anonymous and my email address will not be passed on to third parties.(Optional)	我愿意参加抽奖活动。 我同意我的电子邮件地址将被保存，直到中奖者被抽中。我的采访将继续保持匿名，我的电子邮件地址不会传递给第三方。（可选）
The questionnaire is over, you can close the page. Thank you very much for your participation!	问卷调查已结束，您可以关闭该页面。十分感谢您的参与!

Coding of the Target brands

Group 1

01 = H&M

02 = Zara

03 = Gucci

04 = Michael Kors

05 = Only

06 = Heilan Home

07 = Bosideng

08 = Peacebird

09 = Nike

10 = Dolce Gabanna

Group 2

11 = Puma

12 = Uniqlo

13 = Lining

14 = Meters/bonwe

15 = Adidas

16 = Burberry

17 = C&A

18 = Louis Vuitton

19 = Coach

20 = New Balance

Appendix B: Pre-Test Results

1. Brand Selection

1.1. Mean warmth and competence of all the brands

Categorization and brands					
Brand	**Warmth**		**Competence**		
HW-HC:	**M**	**SD**	**M**	**SD**	**Familiarity**
Nike	5.83	0.97	6.00	0.90	6.10
Lining	5.78	0.94	5.48	1.07	5.39
Adidas	5.39	1.22	5.61	1.08	5.83
Uniqlo	5.28	1.00	5.15	0.92	4.59
Bosideng	5.23	0.93	5.13	0.96	4.98
New Balance	4.85	0.97	4.91	1.07	5.09
Gucci	4.92	1.18	5.33	0.95	4.73
Zara	4.75	0.91	4.94	0.91	5.25
HW-LC:					
H&M	4.88	0.94	4.77	0.95	5.38
Puma	4.87	0.75	4.43	0.83	4.59
Heilan Home	4.75	1.34	4.63	1.30	4.92
LW-HC:					
Burburry	4.37	1.40	4.91	1.26	4.11
Luis Vuitton	4.39	1.36	5.20	1.22	4.74
LW-LC:					
Metersbonwe	4.50	1.05	4.17	1.25	5.07
Coach	4.41	1.05	4.76	1.16	4.37
Only	4.54	1.11	4.33	1.21	4.85
Peacebird	4.50	1.13	4.48	1.09	4.48
Micheal Kors	4.25	0.89	4.40	0.94	3.27
C&A	3.89	0.99	3.89	1.04	4.11
D&G	2.98	1.42	3.60	1.45	3.56
Grand Mean	**4.72**	**1.25**	**4.81**	**1.22**	

1.2 Differences between stereotypical groups

HC -> LC

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	C_Nike - C_H&M	1.23	1.02	0.15	0.93	1.52	8.39	47	0.00
Pair 2	C_Nike - C_Puma	1.59	1.22	0.18	1.22	1.95	8.81	45	0.00
Pair 3	C_Nike - C_Heilan	1.38	1.47	0.21	0.95	1.80	6.49	47	0.00
Pair 4	C_Nike - C_Only	1.67	1.28	0.18	1.30	2.04	9.04	47	0.00
Pair 5	C_Nike - C_Metersbonwe	1.85	1.30	0.19	1.46	2.23	9.65	45	0.00
Pair 6	C_Nike - C_Peacebird	1.52	1.32	0.19	1.14	1.90	7.98	47	0.00
Pair 7	C_Nike - C_Coach	1.26	1.56	0.23	0.80	1.72	5.50	45	0.00
Pair 8	C_Nike - C_MK	1.60	1.13	0.16	1.28	1.93	9.88	47	0.00
Pair 9	C_Nike - C_C&A	2.13	1.34	0.20	1.73	2.53	10.76	45	0.00
Pair 10	C_Nike - C_D&G	2.40	1.55	0.22	1.94	2.85	10.68	47	0.00
Pair 11	C_Lining - C_H&M	0.70	1.62	0.24	0.22	1.18	2.92	45	0.01
Pair 12	C_Lining - C_Puma	1.04	1.17	0.17	0.70	1.39	6.03	45	0.00
Pair 13	C_Lining - C_Heilan	0.87	1.64	0.24	0.38	1.36	3.59	45	0.00
Pair 14	C_Lining - C_Only	1.15	1.63	0.24	0.67	1.64	4.79	45	0.00
Pair 15	C_Lining - C_Metersbonwe	1.30	1.17	0.17	0.96	1.65	7.55	45	0.00
Pair 16	C_Lining - C_Peacebird	1.00	1.62	0.24	0.52	1.48	4.19	45	0.00
Pair 17	C_Lining - C_Coach	0.72	1.53	0.23	0.26	1.17	3.18	45	0.00
Pair 18	C_Lining - C_MK	1.02	1.39	0.21	0.61	1.43	4.98	45	0.00
Pair 19	C_Lining - C_C&A	1.59	1.15	0.17	1.25	1.93	9.39	45	0.00
Pair 20	C_Lining - C_D&G	1.91	1.91	0.28	1.35	2.48	6.80	45	0.00
Pair 21	C_Adidas - C_H&M	0.83	1.35	0.20	0.42	1.23	4.14	45	0.00

Pair 22	C_Adidas - C_Puma	1.17	1.40	0.21	0.76	1.59	5.67	45	0.00
Pair 23	C_Adidas - C_Heilan	1.00	1.48	0.22	0.56	1.44	4.60	45	0.00
Pair 24	C_Adidas - C_Only	1.28	1.52	0.22	0.83	1.73	5.74	45	0.00
Pair 25	C_Adidas - C_Metersbonwe	1.43	1.94	0.29	0.86	2.01	5.02	45	0.00
Pair 26	C_Adidas - C_Peacebird	1.13	1.47	0.22	0.69	1.57	5.22	45	0.00
Pair 27	C_Adidas - C_Coach	0.85	1.19	0.18	0.49	1.20	4.82	45	0.00
Pair 28	C_Adidas - C_MK	1.15	1.26	0.19	0.78	1.53	6.18	45	0.00
Pair 29	C_Adidas - C_C&A	1.72	1.39	0.21	1.30	2.13	8.36	45	0.00
Pair 30	C_Adidas - C_D&G	2.04	1.73	0.25	1.53	2.56	8.03	45	0.00
Pair 31	C_Uniqlo - C_H&M	0.37	1.57	0.23	-0.10	0.84	1.60	45	0.12
Pair 32	C_Uniqlo - C_Puma	0.72	1.05	0.15	0.41	1.03	4.65	45	0.00
Pair 33	C_Uniqlo - C_Heilan	0.54	1.72	0.25	0.03	1.05	2.14	45	0.04
Pair 34	C_Uniqlo - C_Only	0.83	1.70	0.25	0.32	1.33	3.29	45	0.00
Pair 35	C_Uniqlo - C_Metersbonwe	0.98	1.57	0.23	0.51	1.44	4.23	45	0.00
Pair 36	C_Uniqlo - C_Peacebird	0.67	1.55	0.23	0.21	1.13	2.95	45	0.01
Pair 37	C_Uniqlo - C_Coach	0.39	1.34	0.20	-0.01	0.79	1.98	45	0.05
Pair 38	C_Uniqlo - C_MK	0.70	1.19	0.18	0.34	1.05	3.96	45	0.00
Pair 39	C_Uniqlo - C_C&A	1.26	1.22	0.18	0.90	1.62	7.02	45	0.00
Pair 40	C_Uniqlo - C_D&G	1.59	1.80	0.26	1.05	2.12	5.99	45	0.00
Pair 41	C_Bosideng - C_H&M	0.35	1.25	0.18	-0.01	0.72	1.97	47	0.06
Pair 42	C_Bosideng - C_Puma	0.67	1.37	0.20	0.27	1.08	3.34	45	0.00
Pair 43	C_Bosideng - C_Heilan	0.50	1.24	0.18	0.14	0.86	2.80	47	0.01
Pair 44	C_Bosideng - C_Only	0.79	1.22	0.18	0.44	1.15	4.50	47	0.00
Pair 45	C_Bosideng - C_Metersbonwe	0.93	1.62	0.24	0.45	1.42	3.90	45	0.00
Pair 46	C_Bosideng - C_Peacebird	0.65	1.23	0.18	0.29	1.00	3.64	47	0.00
Pair 47	C_Bosideng - C_Coach	0.35	1.45	0.21	-0.08	0.78	1.63	45	0.11
Pair 48	C_Bosideng - C_MK	0.73	1.32	0.19	0.35	1.11	3.84	47	0.00

Pair 49	C_Bosideng - C_C&A	1.22	1.47	0.22	0.78	1.66	5.60	45	0.00
Pair 50	C_Bosideng - C_D&G	1.52	1.64	0.24	1.05	2.00	6.44	47	0.00
Pair 51	C_Gucci - C_H&M	0.56	1.18	0.17	0.22	0.91	3.29	47	0.00
Pair 52	C_Gucci - C_Puma	0.91	1.40	0.21	0.50	1.33	4.44	45	0.00
Pair 53	C_Gucci - C_Heilan	0.71	1.49	0.21	0.28	1.14	3.30	47	0.00
Pair 54	C_Gucci - C_Only	1.00	1.27	0.18	0.63	1.37	5.45	47	0.00
Pair 55	C_Gucci - C_Metersbonwe	1.17	1.73	0.26	0.66	1.69	4.60	45	0.00
Pair 56	C_Gucci - C_Peacebird	0.85	1.34	0.19	0.47	1.24	4.43	47	0.00
Pair 57	C_Gucci - C_Coach	0.59	1.24	0.18	0.22	0.96	3.21	45	0.00
Pair 58	C_Gucci - C_MK	0.94	1.16	0.17	0.60	1.27	5.62	47	0.00
Pair 59	C_Gucci - C_C&A	1.46	1.36	0.20	1.05	1.86	7.26	45	0.00
Pair 60	C_Gucci - C_D&G	1.73	1.54	0.22	1.28	2.18	7.78	47	0.00
Pair 61	C_NB - C_H&M	0.13	1.48	0.22	-0.31	0.57	0.60	45	0.55
Pair 62	C_NB - C_Puma	0.48	1.38	0.20	0.07	0.89	2.35	45	0.02
Pair 63	C_NB - C_Heilan	0.30	1.55	0.23	-0.16	0.76	1.33	45	0.19
Pair 64	C_NB - C_Only	0.59	1.56	0.23	0.12	1.05	2.56	45	0.01
Pair 65	C_NB - C_Metersbonwe	0.74	1.73	0.26	0.23	1.25	2.90	45	0.01
Pair 66	C_NB - C_Peacebird	0.43	1.57	0.23	-0.03	0.90	1.88	45	0.07
Pair 67	C_NB - C_Coach	0.15	1.01	0.15	-0.15	0.45	1.02	45	0.31
Pair 68	C_NB - C_MK	0.46	1.44	0.21	0.03	0.88	2.15	45	0.04
Pair 69	C_NB - C_C&A	1.02	1.13	0.17	0.69	1.36	6.16	45	0.00
Pair 70	C_NB - C_D&G	1.35	1.84	0.27	0.80	1.89	4.97	45	0.00
Pair 71	C_Zara - C_H&M	0.17	0.88	0.13	-0.09	0.42	1.31	47	0.20
Pair 72	C_Zara - C_Puma	0.52	1.31	0.19	0.13	0.91	2.70	45	0.01
Pair 73	C_Zara - C_Heilan	0.31	1.63	0.23	-0.16	0.78	1.33	47	0.19
Pair 74	C_Zara - C_Only	0.60	1.25	0.18	0.24	0.97	3.35	47	0.00
Pair 75	C_Zara - C_Metersbonwe	0.78	1.43	0.21	0.36	1.21	3.72	45	0.00
Pair 76	C_Zara - C_Peacebird	0.46	1.17	0.17	0.12	0.80	2.72	47	0.01

Pair 77	C_Zara - C_Coach	0.20	1.45	0.21	-0.24	0.63	0.91	45	0.37
Pair 78	C_Zara - C_MK	0.54	1.11	0.16	0.22	0.86	3.38	47	0.00
Pair 79	C_Zara - C_C&A	1.07	1.31	0.19	0.68	1.45	5.53	45	0.00
Pair 80	C_Zara - C_D&G	1.33	1.56	0.23	0.88	1.79	5.91	47	0.00
Pair 81	C_LV - C_H&M	0.41	1.59	0.23	-0.06	0.88	1.77	45	0.08
Pair 82	C_LV - C_Puma	0.76	1.48	0.22	0.32	1.20	3.49	45	0.00
Pair 83	C_LV - C_Heilan	0.59	1.71	0.25	0.08	1.09	2.33	45	0.02
Pair 84	C_LV - C_Only	0.87	1.71	0.25	0.36	1.38	3.45	45	0.00
Pair 85	C_LV - C_Metersbonwe	1.02	2.04	0.30	0.42	1.63	3.40	45	0.00
Pair 86	C_LV - C_Peacebird	0.72	1.70	0.25	0.21	1.22	2.87	45	0.01
Pair 87	C_LV - C_Coach	0.43	1.11	0.16	0.11	0.76	2.66	45	0.01
Pair 88	C_LV - C_MK	0.74	1.48	0.22	0.30	1.18	3.38	45	0.00
Pair 89	C_LV - C_C&A	1.30	1.46	0.22	0.87	1.74	6.07	45	0.00
Pair 90	C_LV - C_D&G	1.63	2.08	0.31	1.01	2.25	5.32	45	0.00
Pair 91	C_Burburry - C_H&M	0.13	1.65	0.24	-0.36	0.62	0.54	45	0.60
Pair 92	C_Burburry - C_Puma	0.48	1.47	0.22	0.04	0.92	2.20	45	0.03
Pair 93	C_Burburry - C_Heilan	0.30	1.70	0.25	-0.20	0.81	1.22	45	0.23
Pair 94	C_Burburry - C_Only	0.59	1.83	0.27	0.04	1.13	2.17	45	0.04
Pair 95	C_Burburry - C_Metersbonwe	0.74	1.96	0.29	0.16	1.32	2.56	45	0.01
Pair 96	C_Burburry - C_Peacebird	0.43	1.77	0.26	-0.09	0.96	1.66	45	0.10
Pair 97	C_Burburry - C_Coach	0.15	1.25	0.18	-0.22	0.52	0.83	45	0.41
Pair 98	C_Burburry - C_MK	0.46	1.47	0.22	0.02	0.89	2.10	45	0.04
Pair 99	C_Burburry - C_C&A	1.02	1.54	0.23	0.56	1.48	4.49	45	0.00
Pair 100	C_Burburry - C_D&G	1.35	2.02	0.30	0.75	1.95	4.52	45	0.00

HW->LW

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	W_Nike - W_LV	1.46	1.79	0.26	0.93	1.99	5.53	45	0.00
Pair 2	W_Nike - W_Burburry	1.48	1.81	0.27	0.94	2.02	5.54	45	0.00
Pair 3	W_Nike - W_Only	1.29	1.09	0.16	0.97	1.61	8.20	47	0.00
Pair 4	W_Nike - W_Metersbonwe	1.35	1.52	0.22	0.90	1.80	6.00	45	0.00
Pair 5	W_Nike - W_Peacebird	1.33	1.34	0.19	0.94	1.72	6.88	47	0.00
Pair 6	W_Nike - W_Coach	1.43	1.54	0.23	0.98	1.89	6.30	45	0.00
Pair 7	W_Nike - W_MK	1.58	1.22	0.18	1.23	1.94	9.01	47	0.00
Pair 8	W_Nike - W_C&A	1.96	1.53	0.23	1.50	2.41	8.65	45	0.00
Pair 9	W_Nike - W_D&G	2.85	1.40	0.20	2.45	3.26	14.14	47	0.00
Pair 10	W_Lining - W_LV	1.39	1.53	0.23	0.94	1.84	6.18	45	0.00
Pair 11	W_Lining - W_Burburry	1.41	1.50	0.22	0.97	1.86	6.39	45	0.00
Pair 12	W_Lining - W_Only	1.22	1.44	0.21	0.79	1.65	5.72	45	0.00
Pair 13	W_Lining - W_Metersbonwe	1.28	1.20	0.18	0.92	1.64	7.22	45	0.00
Pair 14	W_Lining - W_Peacebird	1.33	1.46	0.22	0.89	1.76	6.15	45	0.00
Pair 15	W_Lining - W_Coach	1.37	1.37	0.20	0.96	1.78	6.77	45	0.00
Pair 16	W_Lining - W_MK	1.48	1.26	0.19	1.10	1.85	7.96	45	0.00
Pair 17	W_Lining - W_C&A	1.89	1.27	0.19	1.51	2.27	10.11	45	0.00
Pair 18	W_Lining - W_D&G	2.87	1.71	0.25	2.36	3.38	11.40	45	0.00
Pair 19	W_Adidas - W_LV	1.00	1.48	0.22	0.56	1.44	4.60	45	0.00
Pair 20	W_Adidas - W_Burburry	1.02	1.51	0.22	0.57	1.47	4.58	45	0.00
Pair 21	W_Adidas - W_Only	0.83	1.61	0.24	0.35	1.30	3.48	45	0.00
Pair 22	W_Adidas - W_Metersbonwe	0.89	1.72	0.25	0.38	1.40	3.52	45	0.00
Pair 23	W_Adidas - W_Peacebird	0.93	1.83	0.27	0.39	1.48	3.46	45	0.00
Pair 24	W_Adidas - W_Coach	0.98	1.22	0.18	0.62	1.34	5.44	45	0.00
Pair 25	W_Adidas - W_MK	1.09	1.31	0.19	0.70	1.48	5.61	45	0.00
Pair 26	W_Adidas - W_C&A	1.50	1.30	0.19	1.12	1.88	7.85	45	0.00
Pair 27	W_Adidas - W_D&G	2.48	1.75	0.26	1.96	3.00	9.62	45	0.00
Pair 28	W_Uniqlo - W_LV	0.89	1.70	0.25	0.39	1.40	3.55	45	0.00

Pair 29	W_Uniqlo - W_Burburry	0.91	1.58	0.23	0.45	1.38	3.93	45	0.00
Pair 30	W_Uniqlo - W_Only	0.72	1.57	0.23	0.25	1.18	3.09	45	0.00
Pair 31	W_Uniqlo - W_Metersbonwe	0.78	1.50	0.22	0.34	1.23	3.53	45	0.00
Pair 32	W_Uniqlo - W_Peacebird	0.83	1.40	0.21	0.41	1.24	3.99	45	0.00
Pair 33	W_Uniqlo - W_Coach	0.87	1.41	0.21	0.45	1.29	4.19	45	0.00
Pair 34	W_Uniqlo - W_MK	0.98	1.29	0.19	0.59	1.36	5.14	45	0.00
Pair 35	W_Uniqlo - W_C&A	1.39	1.39	0.21	0.98	1.80	6.79	45	0.00
Pair 36	W_Uniqlo - W_D&G	2.37	1.81	0.27	1.83	2.91	8.90	45	0.00
Pair 37	W_Bosideng - W_LV	0.83	1.72	0.25	0.32	1.34	3.26	45	0.00
Pair 38	W_Bosideng - W_Burburry	0.85	1.74	0.26	0.33	1.36	3.31	45	0.00
Pair 39	W_Bosideng - W_Only	0.69	1.19	0.17	0.34	1.03	4.01	47	0.00
Pair 40	W_Bosideng - W_Metersbonwe	0.72	1.46	0.21	0.29	1.15	3.34	45	0.00
Pair 41	W_Bosideng - W_Peacebird	0.73	1.07	0.15	0.42	1.04	4.74	47	0.00
Pair 42	W_Bosideng - W_Coach	0.80	1.56	0.23	0.34	1.27	3.50	45	0.00
Pair 43	W_Bosideng - W_MK	0.98	1.38	0.20	0.58	1.38	4.93	47	0.00
Pair 44	W_Bosideng - W_C&A	1.33	1.46	0.22	0.89	1.76	6.15	45	0.00
Pair 45	W_Bosideng - W_D&G	2.25	1.55	0.22	1.80	2.70	10.05	47	0.00
Pair 46	W_Gucci - W_LV	0.54	1.85	0.27	0.00	1.09	2.00	45	0.05
Pair 47	W_Gucci - W_Burburry	0.57	1.89	0.28	0.00	1.13	2.03	45	0.05
Pair 48	W_Gucci - W_Only	0.38	1.14	0.16	0.04	0.71	2.28	47	0.03
Pair 49	W_Gucci - W_Metersbonwe	0.43	1.66	0.24	-0.06	0.93	1.78	45	0.08
Pair 50	W_Gucci - W_Peacebird	0.42	1.76	0.25	-0.09	0.93	1.64	47	0.11
Pair 51	W_Gucci - W_Coach	0.52	1.52	0.22	0.07	0.97	2.33	45	0.02
Pair 52	W_Gucci - W_MK	0.67	1.08	0.16	0.35	0.98	4.28	47	0.00
Pair 53	W_Gucci - W_C&A	1.04	1.58	0.23	0.58	1.51	4.49	45	0.00
Pair 54	W_Gucci - W_D&G	1.94	1.51	0.22	1.50	2.38	8.90	47	0.00
Pair 55	W_NB - W_LV	0.46	1.46	0.21	0.02	0.89	2.13	45	0.04
Pair 56	W_NB - W_Burburry	0.48	1.43	0.21	0.05	0.90	2.28	45	0.03
Pair 57	W_NB - W_Only	0.28	1.47	0.22	-0.15	0.72	1.30	45	0.20
Pair 58	W_NB - W_Metersbonwe	0.35	1.35	0.20	-0.05	0.75	1.74	45	0.09
Pair 59	W_NB - W_Peacebird	0.39	1.58	0.23	-0.08	0.86	1.68	45	0.10

Pair 60	W_NB - W_Coach	0.43	1.09	0.16	0.11	0.76	2.71	45	0.01
Pair 61	W_NB - W_MK	0.54	1.26	0.19	0.17	0.92	2.93	45	0.01
Pair 62	W_NB - W_C&A	0.96	1.03	0.15	0.65	1.26	6.29	45	0.00
Pair 63	W_NB - W_D&G	1.93	1.65	0.24	1.44	2.43	7.94	45	0.00
Pair 64	W_Zara - W_LV	0.35	1.73	0.25	-0.17	0.86	1.37	45	0.18
Pair 65	W_Zara - W_Burburry	0.37	1.68	0.25	-0.13	0.87	1.49	45	0.14
Pair 66	W_Zara - W_Only	0.21	1.09	0.16	-0.11	0.53	1.32	47	0.19
Pair 67	W_Zara - W_Metersbonwe	0.24	1.51	0.22	-0.21	0.69	1.08	45	0.29
Pair 68	W_Zara - W_Peacebird	0.25	1.21	0.17	-0.10	0.60	1.43	47	0.16
Pair 69	W_Zara - W_Coach	0.33	1.42	0.21	-0.09	0.75	1.56	45	0.13
Pair 70	W_Zara - W_MK	0.50	1.19	0.17	0.16	0.84	2.92	47	0.01
Pair 71	W_Zara - W_C&A	0.85	1.30	0.19	0.46	1.23	4.43	45	0.00
Pair 72	W_Zara - W_D&G	1.77	1.37	0.20	1.37	2.17	8.94	47	0.00
Pair 73	W_H&M - W_LV	0.48	1.79	0.26	-0.05	1.01	1.82	45	0.08
Pair 74	W_H&M - W_Burburry	0.50	1.71	0.25	-0.01	1.01	1.98	45	0.05
Pair 75	W_H&M - W_Only	0.33	1.21	0.17	-0.02	0.68	1.91	47	0.06
Pair 76	W_H&M - W_Metersbonwe	0.37	1.53	0.22	-0.08	0.82	1.64	45	0.11
Pair 77	W_H&M - W_Peacebird	0.38	1.28	0.19	0.00	0.75	2.03	47	0.05
Pair 78	W_H&M - W_Coach	0.46	1.47	0.22	0.02	0.89	2.10	45	0.04
Pair 79	W_H&M - W_MK	0.63	1.28	0.19	0.25	1.00	3.38	47	0.00
Pair 80	W_H&M - W_C&A	0.98	1.39	0.21	0.57	1.39	4.77	45	0.00
Pair 81	W_H&M - W_D&G	1.90	1.39	0.20	1.49	2.30	9.47	47	0.00
Pair 82	W_Puma - W_LV	0.48	1.71	0.25	-0.03	0.99	1.90	45	0.06
Pair 83	W_Puma - W_Burburry	0.50	1.64	0.24	0.01	0.99	2.06	45	0.05
Pair 84	W_Puma - W_Only	0.30	1.31	0.19	-0.09	0.69	1.57	45	0.12
Pair 85	W_Puma - W_Metersbonwe	0.37	1.18	0.17	0.02	0.72	2.12	45	0.04
Pair 86	W_Puma - W_Peacebird	0.41	1.28	0.19	0.03	0.79	2.20	45	0.03
Pair 87	W_Puma - W_Coach	0.46	1.41	0.21	0.04	0.88	2.20	45	0.03
Pair 88	W_Puma - W_MK	0.57	1.20	0.18	0.21	0.92	3.18	45	0.00
Pair 89	W_Puma - W_C&A	0.98	1.26	0.19	0.61	1.35	5.28	45	0.00
Pair 90	W_Puma - W_D&G	1.96	1.58	0.23	1.49	2.42	8.42	45	0.00
Pair 91	W_Heilan - W_LV	0.35	1.84	0.27	-0.20	0.89	1.28	45	0.21
Pair 92	W_Heilan - W_Burburry	0.37	1.95	0.29	-0.21	0.95	1.29	45	0.21
Pair 93	W_Heilan - W_Only	0.21	1.24	0.18	-0.15	0.57	1.17	47	0.25
Pair 94	W_Heilan - W_Metersbonwe	0.24	1.75	0.26	-0.28	0.76	0.93	45	0.36

Pair 95	W_Heilan - W_Peacebird	0.25	1.77	0.26	-0.26	0.76	0.98	47	0.33
Pair 96	W_Heilan - W_Coach	0.33	1.71	0.25	-0.18	0.83	1.29	45	0.20
Pair 97	W_Heilan - W_MK	0.50	1.38	0.20	0.10	0.90	2.50	47	0.02
Pair 98	W_Heilan - W_C&A	0.85	1.78	0.26	0.32	1.38	3.24	45	0.00
Pair 99	W_Heilan - W_D&G	1.77	1.52	0.22	1.33	2.21	8.08	47	0.00

1.3 Difference within brands

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	W_H&M - C_H&M	0.10	0.78	0.11	-0.12	0.33	0.93	47	0.36
Pair 2	W_Zara - C_Zara	-0.19	0.96	0.14	-0.47	0.09	-1.35	47	0.18
Pair 3	W_Gucci - C_Gucci	-0.42	1.09	0.16	-0.73	-0.10	-2.65	47	0.01
Pair 4	W_MK - C_MK	-0.15	0.80	0.12	-0.38	0.09	-1.27	47	0.21
Pair 5	W_Only - C_Only	0.21	0.68	0.10	0.01	0.41	2.11	47	0.04
Pair 6	W_Heilan - C_Heilan	0.13	0.70	0.10	-0.08	0.33	1.23	47	0.22
Pair 7	W_Bosideng - C_Bosideng	0.10	0.69	0.10	-0.10	0.31	1.04	47	0.30
Pair 8	W_Peacebird - C_Peacebird	0.02	0.53	0.08	-0.13	0.17	0.28	47	0.79
Pair 9	W_Nike - C_Nike	-0.17	0.72	0.10	-0.38	0.04	-1.59	47	0.12
Pair 10	W_D&G - C_D&G	-0.63	1.16	0.17	-0.96	-0.29	-3.73	47	0.00
Pair 11	W_Puma - C_Puma	0.43	1.09	0.16	0.11	0.76	2.71	45	0.01
Pair 12	W_Uniqlo - C_Uniqlo	0.13	0.81	0.12	-0.11	0.37	1.10	45	0.28
Pair 13	W_Lining - C_Lining	0.30	0.66	0.10	0.11	0.50	3.12	45	0.00
Pair 14	W_Metersbonwe - C_Metersbonwe	0.33	0.82	0.12	0.08	0.57	2.70	45	0.01
Pair 15	W_Adidas - C_Adidas	-0.22	1.05	0.16	-0.53	0.10	-1.40	45	0.17
Pair 16	W_Burburry - C_Burburry	-0.54	1.29	0.19	-0.93	-0.16	-2.85	45	0.01
Pair 17	W_C&A - C_C&A	0.00	0.42	0.06	-0.13	0.13	0.00	45	1.00
Pair 18	W_LV - C_LV	-0.80	1.53	0.23	-1.26	-0.35	-3.57	45	0.00
Pair 19	W_Coach - C_Coach	-0.35	1.06	0.16	-0.66	-0.03	-2.23	45	0.03
Pair 20	W_NB - C_NB	-0.07	0.83	0.12	-0.31	0.18	-0.54	45	0.60

2. Brand Familiarity

BRAND	N	Mean	Std. Deviation	Minimum	Maximum
H&M	48	5.38	1.45	1	7
Zara	48	5.25	1.41	2	7
Gucci	48	4.73	1.53	1	7
MK	48	3.27	2.02	1	7
Only	48	4.85	1.64	1	7
Heilan	48	4.92	1.50	1	7
Bosideng	48	4.98	1.31	1	7
Peacebird	48	4.48	1.41	1	7
Nike	48	6.10	.88	4	7
D&G	48	3.56	1.74	1	7
Puma	46	4.59	1.44	2	7
Uniqlo	46	5.46	1.36	1	7
Lining	46	5.39	1.18	3	7
Metersbonwe	46	5.07	1.29	2	7
Adidas	46	5.83	1.02	2	7
Burburry	46	4.11	1.43	1	7
C&A	46	4.11	1.77	1	7
LV	46	4.74	1.36	2	7
Coach	46	4.37	1.55	1	7
New Balance	46	5.09	1.58	1	7

3. Scenarios Assessment

Scenarios		CLEAR	UNDER	CRED	HAPP	IRR/UNFR
environmental	Mean	5.54	5.69	4.88	5.35	5.77
	N	48	48	48	48	48
	Std. Deviation	.922	.903	1.044	1.101	1.016
social	Mean	5.28	5.09	4.61	4.57	6.00
	N	46	46	46	46	46
	Std. Deviation	1.205	1.411	1.358	1.544	.789
Total	Mean	5.41	5.39	4.74	4.97	5.88
	N	94	94	94	94	94
	Std. Deviation	1.072	1.211	1.209	1.387	.914

(Notes: CLEAR=For me, the description of this scenario is clear. UNDER= For me, the description of this scenario is understandable. CRED=For me, the description of this scenario is credible. HAPP=I can easily imagine something like this happening nowadays. IRR= I think that this scenario describes a brand that is socially irresponsible. UNFR= I think that this scenario describes a brand that is environmentally unfriendly.)

4. Socio-Demographics

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	47	50.0%	50.0	50.0
	26-35	42	44.68%	44.7	94.7
	36-45	3	3.19%	3.2	97.9
	46-55	1	1.06%	1.1	98.9
	55 and above	1	1.06%	1.1	100.0
	Total	94	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	62	65.96%	66.0	66.0
	Male	32	34.04%	34.0	100.0
	Total	94	100.0	100.0	

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	94	100.0	100.0	100.0

Resident

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	more than 5 years	94	100.0	100.0	100.0

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary school	0	0	0	0
	Secondary	2	2.13%	2.1	2.1

	school				
	Bachelor degree	55	58.51%	58.5	60.6
	Master degree	31	32.98%	33.0	93.6
	Doctor degree and higher	6	6.38%	6.4	100.0
	Total	94	100.0	100.0	

Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	35	37.23%	37.2	37.2
	Unemployed	2	2.13%	2.1	39.4
	Student	55	58.51%	58.5	97.9
	Retired	1	1.06%	1.1	98.9
	Other	1	1.06%	1.1	100.0
	Total	94	100.0	100.0	

Appendix C: Main Study Questionnaire in English and Chinese

1. Questionnaire

INTRODUCTION

The following study is conducted at the Chair of International Marketing at the University of Vienna.
The focus of the study is to measure your perception and consequent response towards a selected fashion brand. The scenario portrayed about the specific brand is hypothetical and does not reflect the reality by any means.
The study does not pursue any commercial interests but serves exclusively scientific purposes and helps me a lot for my master thesis.

To fill out the questionnaire takes about 6 minutes.

- It is important that you read the questions carefully and follow the directions.
- Please answer all questions honestly and spontaneously. There are no right or wrong answers.
- There is no time limit for this questionnaire. Please take your time to fill it out.
- All information you provide will be treated confidentially and anonymously.

调查问卷简介

以下研究是由维也纳大学国际市场营销系进行的。
该研究的重点是测量您对一个特定时装品牌的感知和后续的反应。
调查中关于该品牌的描述情景是虚构的，不以任何方式反映现实。
这项研究没有任何商业利益，仅出于科学研究目的，将对我的论文有很大帮助。

填写问卷大约需要 6 分钟。

- 请务必仔细阅读问题并按照说明进行回答。
- 请按您的第一反应诚实回答所有问题。没有正确或错误的答案。
- 此问卷没有时间限制。您可以慢慢填写。
- 您提供的所有信息将被保密和匿名处理。

在最后有一个抽奖活动。如果你想参加本次抽奖活动，请留下您的信箱，您的信箱不会被透露给第三方。问卷收集完毕后，将抽取两人，每人可获得 88 元人民币。

如果您对该研究或结果有任何疑问，请随时与我联系。

感谢您的参与！
梁旭

There is a lottery at the end of the questionnaire. If you would like to participate in the lottery, please leave your email address. It will not be passed on to third parties. After data collecting, two people will be randomly selected, and each will receive 88 RMB. If you have any questions about the study or the results, please feel free to contact me. **Thank you for your participation!** Xu Liang **a01349744@unet.univie.ac.at** ……Page1……	a01349744@unet.univie.ac.at ……第一页……
Part 1 **In this part, we want to explore your perceptions of the brand below.** _____ **[Logo]** - How well do you know [BRAND] ? (1=not at all, 7=very well) - How familiar are you with [BRAND]? (1=not at all , 7=very much) **To which extend do you agree or disagree with following statements about [BRAND]?** -It is very likely that I will buy [BRAND]. (1= strongly disagree, 7= strongly agree) -I will definitely try [BRAND]. (1= strongly disagree, 7= strongly agree) -I am willing to buy [BRAND]. (1= strongly disagree, 7= strongly agree)	**第一部分** **在这一部分中，我们想了解一下您对下方所示品牌的印象和看法。** _____ **[Logo]** -您了解[BRAND]这个品牌吗？ （1 =完全不，7 =很好） -您有多熟悉[BRAND]这个品牌？ （1 =根本不，7 =非常） **您在多大程度上同意关于[BRAND]的相关陈述？** -我很可能会购买[BRAND]。 （1 =非常不同意，7 =非常同意） -我将来一定会尝试一下[BRAND]。 （1 =非常不同意，7 =非常同意） -我很愿意购买[BRAND]。 （1 =非常不同意，7 =非常同意）

- The price of [BRAND] would have to go up quite a bit before I would switch to another fashion brand. (1= strongly disagree, 7= strongly agree) - I am willing to pay a higher price for products of [BRAND] than for other brands of fashion products. (1= strongly disagree, 7= strongly agree) - I am willing to pay ___% more for [BRAND] over other brands of fashion products. (0%-100% slider)	-[BRAND]的价格必须上涨很多，才会让我转向购买另一个时尚品牌。（1 =非常不同意，7 =非常同意） -与其他同类产品相比，我愿意为[BRAND]的支付更高的价格。（1 =非常不同意，7 =非常同意） -与其他同类产品相比，我愿意为[BRAND]支付高出___%的价格。（0%-100%）
How likely would you be to do any of the following? -I would be likely to say positive things about [BRAND].(1=very unlikely,7: very likely) -I would be likely to recommend [BRAND] to others. (1=very unlikely,7: very likely) -I would be likely to recommend [BRAND] to someone else who seeks my advice. (1=very unlikely,7: very likely)	**您在什么程度上同意以下说法？** -我可能会向其他人赞美[BRAND]。（1 =非常不可能，7：很有可能） -我可能会向其他人推荐[BRAND]。（1 =非常不可能，7：非常可能） -当别人询问我时，我会推荐别人购买[BRAND]的产品。（1 =非常不可能，7：很有可能）
What's your attitude towards [BRAND]? - My overall impression of [BRAND] is: (1=bad, 7=good) (1=unfavorable,7=favorable) (1=unsatisfactory,7=satisfactory)	**您对[BRAND]的态度是怎样的？** -我对[BRAND]的总体印象是： （1 =差，7 =良好） （1 =不利，7 =有利） （1 =不满意，7 =满意）
We are interested in how you think **<u>most people in China</u>** - I think that most people in China view [BRAND] as: competent. (1= strongly disagree, 5= strongly agree) friendly. (1= strongly disagree, 5= strongly agree) efficient. (1= strongly disagree, 5= strongly agree) good-natured. (1= strongly disagree, 5= strongly agree) kind. (1= strongly disagree, 5= strongly agree) intelligent. (1= strongly disagree, 5= strongly agree) warm. (1= strongly disagree, 5= strongly agree) capable. (1= strongly disagree, 5= strongly agree)	我们想知道您认为**<u>大多数中国人</u>**会如何看待[BRAND]。 -我认为大多数中国人会认为[BRAND]： 有能力。（1 =非常不同意，5 =非常同意） 很能干。（1 =非常不同意，5 =非常同意） 有效率。（1 =非常不同意，5 =非常同意） 有智慧。（1 =非常不同意，5 =非常同意）

To which extend do you agree or disagree with the following statements? - In selecting from the many brands of fashion products available in the market, I would care which one to buy. (1= not at all. 7=very much) - It would be important to me to make a right choice of fashion products. (1= not at all. 7=very much) - I feel that my life is close to my ideal in most ways. - I would change almost nothing now. **To me, environmental/social issues are:** 1=Insignificant-7=significant 1=Uninteresting-7=interesting 1=Meaningless-7=meaningful 1=Of no concern-7=concerns me ……Page 2……	很友好。（1 =非常不同意，5 =非常同意） 很善良。（1 =非常不同意，5 =非常同意） 很亲切。（1 =非常不同意，5 =非常同意） 很热情。（1 =非常不同意，5 =非常同意） **您在何种程度上同意以下说法？** -在市场上提供的众多时尚产品品牌中进行选择时，我很在意自己的选择。（1 =完全不。7=非常） -正确选择购买时尚产品对我来说很重要。（1 =完全不。7=非常） - 我觉得我的生活在大多数方面都接近我的理想生活。（1 =非常不同意，7 =非常同意） - 我现在对我的生活几乎没有什么想改变的。（1 =非常不同意，7 =非常同意） **对我来说，环境/社会问题是：** 1=不重要 - 7=重要 1=不感兴趣 - 7=感兴趣 1=无意义 -7 =有意义 1=我不关心 - 7=我很关心 ……第二页……
Part 2 **In this part, you will see a short scenario about [BRAND]. Please read this scenario and respond to the subsequent questions.** _____ **[scenario]** **Please evaluate following questions.**	**第 2 部分** **在这一部分中，您将看到有关[BRAND]的一个简短场景。 请阅读此场景并回答后续问题。** _____ **[场景]**

- I think that this scenario describes a brand that is: (1= socially irresponsible, 7= socially responsible/ 1= environmentally unfriendly, 7=environmentally friendly) - For me, the description of this scenario is credible. (1= strongly disagree, 7= strongly agree) - I can easily imagine something like this happening nowadays. (1= strongly disagree, 7= strongly agree)	**请您回答以下问题。** - 我认为这个报导描述了一个对环境不友好的品牌 - 对我来说，这个场景的内容是可信的。 - 我可以轻易想象到当今有很多像这样的事件发生。
To which extend do you agree or disagree with following statements about your possible behaviours towards [BRAND] after reading the scenario? -It is very likely that I will buy this brand. (1=very unlikely,7=very likely) -I will definitely try this brand. (1=very unlikely,7=very likely) -I am willing to buy this brand. (1=very unlikely,7=very likely) - The price of [BRAND] would have to go up quite a bit before I would switch to another fashion brand. (1= strongly disagree, 7= strongly agree) - I am willing to pay a higher price for products of [BRAND] than for other brands of fashion products. (1= strongly disagree, 7= strongly agree) - I am willing to pay ___% more for [BRAND] over other brands of fashion products. (0%-100% slider)	**在阅读该场景后，您是否同意以下关于您购买决定的相关陈述？** -我很可能会购买[BRAND]。（1 =非常不同意，7 =非常同意） -我将来一定会尝试一下[BRAND]。（1 =非常不同意，7 =非常同意） -我很愿意购买[BRAND]。（1 =非常不同意，7 =非常同意） -[BRAND]的价格必须上涨很多，才会让我转向购买另一个时尚品牌。（1 =非常不同意，7 =非常同意） -与其他同类产品相比，我愿意为[BRAND]的支付更高的价格。（1 =非常不同意，7 =非常同意） -与其他同类产品相比，我愿意为[BRAND]支付高出___%的价格。（0%-100%）
How likely would you be to do any of the following? -I would be likely to say positive things about [BRAND].(1=very unlikely,7: very likely)	**您在何种程度上同意以下说法？** -我可能会向其他人赞美[BRAND]。（1 =非常不可能，7：很有可能） -我可能会向其他人推荐[BRAND]。（1 =非

-I would be likely to recommend [BRAND] to others. (1=very unlikely,7: very likely) -I would be likely to recommend [BRAND] to someone else who seeks my advice. (1=very unlikely,7: very likely) -For this query, please mark “very likely” and move on. (1=very unlikely,7=very likely) -I would be likely to complain about [BRAND] to other people (1=very unlikely,7=very likely) -I would be likely to bad-mouth against [BRAND] to other people. (1=very unlikely,7= very likely) -I would tell other people not to buy from [BRAND] (1=very unlikely,7=very likely)	常不可能，7：非常可能） -当别人询问我时，我会推荐别人购买[BRAND]的产品。（1 =非常不可能，7：很有可能） 对于这道问题，请选择“完全同意“然后继续下一题。（1 =非常不同意，7 =非常同意） -我可能会向其他人抱怨[BRAND]。（1 =非常不可能，7：很有可能） -我可能会向其他人说[BRAND]的坏话。（1 =非常不可能，7：非常可能） -我可能会告诉其他人不要购买[BRAND]的产品。（1 =非常不可能，7：很有可能）
What’s your attitude towards [BRAND] after reading the scenario? **- My overall impression of [BRAND] is:** (1=bad, 7=good) (1=unfavorable,7=favorable) (1=unsatisfactory,7=satisfactory)	您现在对[BRAND]的态度如何？ **-我对[BRAND]的总体印象是：** （1 =差，7 =良好） （1 =不利，7 =有利） （1 =不满意，7 =满意）
After reading this scenario how you think **<u>most people in China</u>** will perceive [BRAND]? **- I think that most people in China view [BRAND] as** efficient. (1= strongly disagree, 5= strongly agree) competent. (1= strongly disagree, 5= strongly agree) kind. (1= strongly disagree, 5= strongly agree) capable. (1= strongly disagree, 5= strongly agree) warm. (1= strongly disagree, 5= strongly agree) intelligent. (1= strongly disagree, 5= strongly agree) friendly. (1= strongly disagree, 5= strongly agree) good-natured. (1= strongly disagree, 5= strongly	看完这个场景后，您认为的**<u>大多数中国人</u>**会如何看待[BRAND]？ -我认为大多数中国人看完该场景会认为[BRAND]： 有能力。（1 =非常不同意，5 =非常同意） 有技能。（1 =非常不同意，5 =非常同意） 有效率。（1 =非常不同意，5 =非常同意） 有智慧。（1 =非常不同意，5 =非常同意） 很友好。（1 =非常不同意，5 =非常同意） 很善良。（1 =非常不同意，5 =非常同意） 很亲切。（1 =非常不同意，5 =非常同意） 很热情。（1 =非常不同意，5 =非常同意）

agree) ……Page 3……	……　　第　　三页……
Part 3 **Demographics** - Age: 18-25, 26-35, 36-45, 46-55, above 55 - Gender: Female, Male - Nationality: Chinese, Other _____ Have you been living in China for over 5 years? Yes, No - Education (highest education level): primary school secondary school (middle/high-school) Bachelor degree (university /college) Master degree (university/college) Doctoral degree/PhD - Employment Status Employed/Self-employed Unemployed Student Retired Other_____ - Income 0-2000 RMB 2001-6000 RMB 6001-10 000 RMB	**第三部分** **个人信息** -您的年龄： 18-25、26-35、36-45、46-55、55 岁以上 - 您的性别： 女性男性 -您的国籍： 中国，其他_____ 您是否在中国居住超过 5 年？ 是的，没有 -教育程度（最高学历）： 小学 中学（初中/高中） 学士学位（大学/学院） 硕士学位（大学/学院） 博士学位及以上 - 就业状况 受雇/自雇 待业 学生 退休的 其他_____ -您的收入状况 0-2000 元 2001-6000 人民币 6001 万人民币 10 001-15 000 元

10 001-15 000RMB 15 001-20 000 RMB Above 20 000 RMB **Do you have any suggestions or questions to this research:** _____ ……Page 4……	15 001-20 000 人民币 2 万人民币以上 **您对本研究有什么建议或意见：** ……第四页……
Lottery: I would like to participate in the lottery. I agree that my e-mail address will be saved until the winner is drawn. My interview will continue to be anonymous and my email address will not be passed on to third parties. ……Page 5……	**抽奖活动** 我想参加抽奖活动。我同意调查者保留我的电子邮件地址，直到抽奖活动结束。(该调查问卷完全匿名，您的电子邮件地址也不会被透露给第三方。收集调查问卷预计 4 周左右，问卷调查结束后将以邮件通知中奖者。）。 ……第五页……
Thank you for completing this questionnaire! Your answers were transmitted, you may close the browser window. ……Page 6……	**十分感谢您完成此问卷的填写！** 您的回答已被储存，请关闭浏览器页面。 ……第六页……

2. Measurement Scales of the main study

1. Brand competence (C) (Fiske et al., 2002), 4 items, five-point Likert scales
-I think that most people in China view [BRAND] as competent. (1=totally disagree, 5=totally agree) -I think that most people in China view [BRAND] as capable. (1=totally disagree, 5=totally agree) -I think that most people in China view [BRAND] as efficient. (1=totally disagree, 5=totally agree) -I think that most people in China view [BRAND] as intelligent. (1=totally disagree, 5=totally agree)
2. Brand warmth (W) (Kolbl et al., 2020), 4 items, five-point Likert scales

-I think that most people in China view [BRAND] as friendly. (1=totally disagree, 7=totally agree) -I think that most people in China view [BRAND] as good-natured. (1=totally disagree, 7=totally agree) -I think that most people in China view [BRAND] as kind. (1=totally disagree, 7=totally agree) -I think that most people in China view [BRAND] as warm. (1=totally disagree, 7=totally agree)
3. Brand attitude (BA) (Sweetin et al., 2013), 3 items, seven-point scales.
-My overall impression of [BRAND] is: (1=bad, 7=good) -My overall impression of [BRAND] is: (1=unfavorable,7=favorable) -My overall impression of [BRAND] is: (1=unsatisfactory,7=satisfactory)
4. Positive word of mouth(pWOM) (Alexandrov et al., 2013)
How likely would you be to do any of the following? -I would be likely to say positive things about [brand]. -I would be likely to recommend [brand] to others. -I would be likely to recommend [brand] to someone else who seeks my advice.
5. Negative word of mouth(nWOM) (Antonetti and Maklan, 2016), 3 items, seven-point Likert scales
-I would be likely to complain about [BRAND] to other people. (1= very unlikely, 7= very likely) -I would be likely to bad-mouth against [BRAND] to other people. (1= very unlikely, 7= very likely) -I would tell other people not to buy from [BRAND]. (1= very unlikely, 7= very likely)
6. Purchase Intention (adapted from Dodds et al., 1991)
-It is very likely that I will buy this brand. (1=very unlikely,7=very likely) -I will definitely try this brand. (1=very unlikely,7=very likely) -I am willing to buy this brand. (1=very unlikely,7=very likely)
7. Cause Involvement (CI) (adapted from Hill and Lee, 2015)
To me, that brands are socially/environmentally responsible is: -1=Insignificant,7=significant -1=Uninteresting,7=interesting -1=Meaningless,7=meaningful -1=Of no concern,7=concerns me -1=Superfluous,7=vital
8. Brand Familiarity (BF) (adapted from Halkias et al., 2016)
-How well do you know [BRAND]? (1=not at all, 7=very well) -How familiar do you feel with [BRAND]? (1=not at all , 7=very well)
9. Product category involvement (PCI) (Mittal, 1995), 3 items, seven-point Likert scales
-In selecting from the many brands of fashion products available in the market, I would care which one to buy. (1= not at all. 7=very much) -It would be important to me to make a right choice of fashion products. (1= not at all. 7=very much)
10. Scenarios assessment
- I think that this scenario describes a brand that is: (1= environmentally unfriendly, 7= environmentally friendly) - For me, the description of this scenario is credible. (1=totally disagree, 7=totally agree) - I can easily imagine something like this happening nowadays. (1=totally disagree, 7=totally agree)
11. Attention Check (AC) (Abbey and Meloy, 2017)
For this query, please mark very likely and move on. (1= strongly disagree, 7= strongly agree)
12. Marker variable: The Satisfaction With Life (SWL) (adapted from ED Diener et al., 1985)
- I feel that my life is close to my ideal in most ways. - I would change almost nothing now.
13. Social- demographics (SD)
- Age:

-18-25, - 26-35, -36-45, -46-55, -above 55
- Gender:
  -Female, -Male
- Nationality:
  -Chinese, Other _____
  -Have you been living in China for over 5 years? (Yes, No)
- Education (highest education level):
  -Primary school
  -Secondary school (middle/high-school)
  -Bachelor degree (university /college)
  -Master degree (university/college)
  -Doctoral degree/PhD
- Employment
  -Employed/
  -Student
  -Self-employed
  -Unemployed
  -Retired
  -Other_____
- Income
  -0-2000 RMB
  -2001-6000 RMB
  -6001-10 000 RMB
  -10 001-20 000
  -Above 20 000 RMB

3. Scenarios

Garment factory discharged a large amount of wastewater, causing serious pollution to the surrounding water

Chen Wang 2021-01-25 13:52 - Comment - Share

[BRAND] is a famous fashion brand, which produces and sells clothes and other fashion products. Recently, [BRAND] was involved in an environmental scandal known as the "Water Pollution Scandal".

The contaminated water coming out of [BRAND]'s factories production contains millions of extremely health-hazardous small ultrafine fibres, which are poured into rivers and lakes.

According to the nation-wide water quality survey, the drinking water resources around the factory

are severely polluted. The accumulation of toxins in human drinking water can affect digestive system and can cause gastric disease. On the other hand, the water animals are also heavily affected by this pollution. Studies have found high dosages of these ultrafine fibres in many of the river and lake animals. These fibre particles will eventually harm and even kill water wildlife.

[BRAND]服装厂排放大量废水，对周围水体造成严重污染

记者：王晨 2021-01-25 13:52 - 评论 - 分享

[BRAND]是一家著名的时尚品牌，生产和销售服装及其他时尚产品。最近， [BRAND] 被曝光出涉及到一起环境污染丑闻，即“水污染丑闻”。

[BRAND]的工厂被查出其生产线排放的污水中含有很多及其有害健康的超细纤维，这些超细纤维被大量排入附近的河流和湖泊中。

根据全国水质调查，工厂周围的饮用水资源已经受到了严重污染。在饮用了该水源后，污水中的毒素会不断积累最终影响消化系统，并可能导致消化系统疾病。另一方面，水生动物也会受到这种污染的严重影响。研究发许多附近河流和湖泊的水生动物的胃中都大量含有这种超细纤维。这些纤维颗粒最终将伤害甚至杀死野生水生物。

Where is the childhood of child labor: A large number of children are employed by fashion

brands

Chen Wang 2021-01-25 13:52 - Comment - Share

[BRAND] is a famous fashion brand, which produces and sells clothes and other fashion products. Recently, [BRAND] was involved in a social scandal known as the “Child Labour Scandal”.

In their supply chain many workers are still children between 10 to 14 years old and they are often forced to work day and night just to earn enough money to put food on their tables.

According to the nation-wide salary survey, the basic wages of these children workers are the lowest in the country, and they can’t get their salary until the end of the year. Their personal freedoms are even controlled by confiscating their identity documents. Many child laborers who want to leave cannot leave at all. On the other hand, the working conditions are too poor and the children work crowded in small rooms without any health and safety regulations at place. If an accident occurs, these children cannot be protected in time.

童工的童年在哪里：时尚品牌大量雇用儿童

记者：王晨 2021-01-25 13:52 - 评论 - 分享

[BRAND]是一家著名的时尚品牌，生产和销售服装及其他时尚产品。最近，[BRAND] 被曝光涉及到一起雇佣童工的社会丑闻。

在[BRAND]的生产供应链中，许多工人仍然是 10 到 14 岁的孩子，他们被迫没日没夜地劳作，几乎没有休息日，赚来的钱也只能保障最基本的生活。

相关部门的调查显示，这些童工的工资非常低，而且不到年底根本领不到工资。他们甚至还被控制了人身自由，身份证件都被没收。许多想离开的童工也根本无法离开。另一方面，这些童工所处的工作环境非常差，许多孩子们拥挤在一个狭窄的房间里，没有任何健康和安全方面的保护措施。如果一旦发生事故，这些儿童将无法及时得到保护。

4. Coding of the brands

01=Adidas	
02=Louis Vuitton	
03=C&A	
04=Puma	

Appendix D: Main Study SPSS Results

1. An overview of the socio-demographics

	Adidas		**C&A**		**Puma**		**LV**		**SUM**
Scenarios	En	So	En	So	En	So	En	So	
	n=65	n=62	n=64	n=58	n=54	n=53	n=54	n=61	N=471
Age									
18-25	29	33	30	26	24	22	29	23	216
26-35	7	7	7	11	7	4	10	11	64
36-45	12	14	16	13	10	17	10	16	108
46-55	12	7	9	7	9	7	3	10	64
above 55	5	1	2	1	4	3	2	1	19
Gender									
female	39	38	44	32	38	35	41	41	308
male	26	24	20	26	16	18	13	20	163
Nationality (resident in China above 5 years)									
China	65	62	63	57	54	53	54	61	469
Other			1	1					2
Education									
primary school	3	0	1	1	0	1	1	0	7
secondary school	21	21	31	17	20	23	20	17	170
Bachelor degree	27	36	26	32	24	25	26	29	225
Master degree	12	4	5	7	9	3	7	14	61
Doctoral degree/PhD	2	1	1	1	1	1	0	1	8
Employment									
Employed	18	17	23	20	17	15	10	20	140
Student	31	31	27	24	23	24	28	26	214
Self-employed/Start-up	9	9	6	6	6	7	10	12	65
Unemployed	1	2	2	6	2	3	4	2	22
Retired	5	1	2	1	4	4	2	0	19
Other	1	2	4	1	2	0	0	1	11
Income (per month in RMB)									
0-2000	28	25	27	23	20	26	24	20	193
2001-6000	21	19	26	22	19	18	25	18	168
6001-10 000	7	14	5	6	9	6	3	10	60
10 001-20 000	3	1	4	2	4	1	2	6	23
15 000- 20 000	2	1	1	2	0	0	0	5	11
Above 20 000	4	2	1	3	2	2	0	2	16

(Notes: LV= Luis Vuitton)

2. Manipulation Check

Descriptive

		N	·Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
I think that this scenario describes a brand that is: 1=socially irresponsible/environmentally unfriendly 7= socially responsible/environmentally friendly	Adidas	127	2.11	1.77	0.16	1.80	2.42	1	7
	C&A	122	1.98	1.75	0.16	1.67	2.30	1	7
	Puma	107	1.9	1.45	0.14	1.62	2.18	1	7
	LV	115	1.85	1.60	0.15	1.56	2.15	1	7
	Total	471	1.97	1.66	0.08	1.82	2.12	1	7
For me, the description of this scenario is credible.	Adidas	127	4.77	1.34	0.12	4.54	5.01	1	7
	C&A	122	4.98	1.18	0.11	4.76	5.19	1	7
	Puma	107	4.87	1.21	0.12	4.64	5.10	1	7
	LV	115	4.84	1.29	0.12	4.61	5.08	1	7
	Total	471	4.86	1.26	0.06	4.75	4.98	1	7
I can easily imagine something like this happening nowadays.	Adidas	127	5.21	1.40	0.12	4.97	5.46	1	7
	C&A	122	5.36	1.32	0.12	5.12	5.60	1	7
	Puma	107	5.18	1.41	0.14	4.91	5.45	1	7
	LV	115	5.2	1.55	0.14	4.91	5.49	1	7
	Total	471	5.24	1.42	0.07	5.11	5.37	1	7

ANOVA test between different stereotypical category

- **Overall**

		Sum of Squares	df	Mean Square	F	Sig.
I think that this scenario describes a brand that is: 1=socially irresponsible/environmentally unfriendly 7= socially responsible/environmentally friendly	Between Groups	4.68	3	1.56	0.57	0.64
	Within Groups	1282.78	467	2.75		
	Total	1287.46	470			
For me, the description of this scenario is credible.	Between Groups	2.65	3	0.88	0.56	0.64
	Within Groups	740.66	467	1.59		
	Total	743.30	470			
I can easily imagine something like this happening nowadays.	Between Groups	2.47	3	0.82	0.41	0.75
	Within Groups	941.42	467	2.02		
	Total	943.89	470			

- **Environmental scenarios**

		Sum of Squares	df	Mean Square	F	Sig.
I think that this scenario describes a brand that is:	Between Groups	10.86	3	3.62	1.09	0.35
	Within Groups	763.49	230	3.32		
	Total	774.35	233			
For me, the description of this scenario is credible.	Between Groups	4.73	3	1.58	0.89	0.45
	Within Groups	410.01	230	1.78		
	Total	414.74	233			
I can easily imagine something like this happening nowadays.	Between Groups	8.84	3	2.95	1.29	0.28
	Within Groups	527.45	230	2.29		
	Total	536.29	233			

- **Social scenarios**

		Sum of Squares	df	Mean Square	F	Sig.
I think that this scenario describes a brand that is:	Between Groups	1.85	3	0.62	0.29	0.83
	Within Groups	487.45	233	2.09		
	Total	489.30	236			
For me, the description of this scenario is credible.	Between Groups	0.19	3	0.06	0.05	0.99
	Within Groups	325.86	233	1.40		
	Total	326.05	236			
I can easily imagine something like this happening nowadays.	Between Groups	1.47	3	0.49	0.29	0.83
	Within Groups	395.03	233	1.70		
	Total	396.51	236			

3. Common Method Variance Assessment with Marker Variable

Control Variables			C1	W1	C2	W2	BA1	BA2	PI1	PI2	pWOM1	pWOM2	nWOM
-none-[a]	C1	Correlation	1.00	0.73	0.49	0.39	0.55	0.30	0.50	0.39	0.53	0.38	0.06
		Significance (2-tailed)		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
	W1	Correlation	0.73	1.00	0.34	0.45	0.56	0.28	0.48	0.37	0.53	0.38	0.05
		Significance (2-tailed)	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27
	C2	Correlation	0.49	0.34	1.00	0.82	0.34	0.70	0.32	0.67	0.33	0.65	-0.16
		Significance (2-tailed)	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	W2	Correlation	0.39	0.45	0.82	1.00	0.37	0.74	0.28	0.70	0.33	0.73	-0.16
		Significance (2-tailed)	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00
	BA1	Correlation	0.55	0.56	0.34	0.37	1.00	0.40	0.59	0.42	0.63	0.44	0.06
		Significance (2-tailed)	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.17
	BA2	Correlation	0.30	0.28	0.70	0.74	0.40	1.00	0.30	0.72	0.35	0.73	-0.20
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00
	PI1	Correlation	0.50	0.48	0.32	0.28	0.59	0.30	1.00	0.51	0.74	0.43	0.13
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.01
	PI2	Correlation	0.39	0.37	0.67	0.70	0.42	0.72	0.51	1.00	0.52	0.85	-0.12
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.01
	pWOM1	Correlation	0.53	0.53	0.33	0.33	0.63	0.35	0.74	0.52	1.00	0.55	0.21
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00
	pWOM2	Correlation	0.38	0.38	0.65	0.73	0.44	0.73	0.43	0.85	0.55	1.00	-0.05
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.33
	nWOM	Correlation	0.06	0.05	-0.16	-0.16	0.06	-0.20	0.13	-0.12	0.21	-0.05	1.00
		Significance (2-tailed)	0.16	0.27	0.00	0.00	0.17	0.00	0.01	0.01	0.00	0.33	
	I feel that my life is close to my ideal in most ways.	Correlation	0.29	0.33	0.23	0.26	0.31	0.23	0.36	0.25	0.34	0.30	0.18
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	I would change almost nothing now.	Correlation	0.27	0.30	0.21	0.29	0.23	0.20	0.28	0.26	0.35	0.30	0.23
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
I feel that my life is close to my ideal in most ways. & I would change almost	C1	Correlation	1.00	0.70	0.44	0.33	0.50	0.25	0.44	0.34	0.47	0.31	-0.01
		Significance (2-tailed)		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90
	W1	Correlation	0.70	1.00	0.28	0.39	0.51	0.22	0.40	0.30	0.46	0.29	-0.03
		Significance (2-tailed)	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52
	C2	Correlation	0.44	0.28	1.00	0.81	0.29	0.69	0.25	0.64	0.26	0.62	-0.23
		Significance (2-tailed)	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

nothing now.	W2	Correlation	0.33	0.39	0.81	1.00	0.31	0.72	0.20	0.67	0.24	0.70	-0.25
		Significance (2-tailed)	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00
	BA1	Correlation	0.50	0.51	0.29	0.31	1.00	0.35	0.54	0.37	0.58	0.37	0.00
		Significance (2-tailed)	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.98
	BA2	Correlation	0.25	0.22	0.69	0.72	0.35	1.00	0.23	0.70	0.29	0.71	-0.27
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00
	PI1	Correlation	0.44	0.40	0.25	0.20	0.54	0.23	1.00	0.46	0.70	0.35	0.05
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.25
	PI2	Correlation	0.34	0.30	0.64	0.67	0.37	0.70	0.46	1.00	0.46	0.84	-0.20
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00
	pWOM1	Correlation	0.47	0.46	0.26	0.24	0.58	0.29	0.70	0.46	1.00	0.48	0.13
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00
	pWOM2	Correlation	0.31	0.29	0.62	0.70	0.37	0.71	0.35	0.84	0.48	1.00	-0.13
		Significance (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00
	nWOM	Correlation	-0.01	-0.03	-0.23	-0.25	0.00	-0.27	0.05	-0.20	0.13	-0.13	1.00
		Significance (2-tailed)	0.90	0.52	0.00	0.00	0.98	0.00	0.25	0.00	0.00	0.00	

(Notes: C1=Brand competence before CSI; C2=Brand competence after CSI; W1=Brand warmth before CSI; W2=Brand warmth after CSI; BA1=Brand attitude before CSI, BA2=Brand attitude after CSI;PI1=Purchase intention before CSI; PI2=Purchase intention after CSI; pWOM1= positive word of mouth before CSI; pWOM2= positive word of mouth after CSI; nWOM=negative word of mouth)

4. Brand Stereotypes

4.1 An overview of brand warmth and brand competence before CSI

						95% Confidence Interval for Mean			
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
C1	Adidas	127	3.66	0.66	0.06	3.54	3.77	1.75	5.00
	C&A	122	3.24	0.75	0.07	3.11	3.38	1.50	5.00
	Puma	107	3.39	0.69	0.07	3.26	3.52	1.75	5.00
	LV	115	3.52	0.72	0.07	3.39	3.65	2.00	5.00
	Total	471	3.46	0.72	0.03	3.39	3.52	1.50	5.00
W1	Adidas	127	3.41	0.71	0.06	3.28	3.53	1.50	5.00
	C&A	122	3.27	0.77	0.07	3.14	3.41	1.50	5.00
	Puma	107	3.41	0.66	0.06	3.28	3.54	2.00	5.00
	LV	115	3.25	0.76	0.07	3.11	3.39	1.75	5.00
	Total	471	3.34	0.73	0.03	3.27	3.40	1.50	5.00

(Notes: C1=Brand competence before CSI; W1=Brand warmth before CSI; LV= Luis Vuitton)

Paired Samples t-test between stereotypical groups before CSI

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Adi_C1 - Puma_C1	0.24	0.93	0.09	0.06	0.41	2.62	106.00	0.01
Pair 2	Adi_C1 - CA_C1	0.41	1.00	0.09	0.23	0.59	4.49	121.00	0.00
Pair 3	LV_C1 - Puma_C1	0.11	0.96	0.09	-0.07	0.30	1.24	106.00	0.22
Pair 4	LV_C1 - CA_C1	0.28	1.04	0.10	0.09	0.47	2.91	114.00	0.00
Pair 5	Adi_W1 - LV_W1	0.13	1.04	0.10	-0.07	0.32	1.30	114.00	0.20
Pair 6	Adi_W1 - CA_W1	0.12	1.10	0.10	-0.08	0.31	1.18	121.00	0.24
Pair 7	Puma_W1 - LV_W1	0.19	0.93	0.09	0.01	0.37	2.12	106.00	0.04
Pair 8	Puma_W1 - CA_W1	0.16	1.05	0.10	-0.04	0.36	1.58	106.00	0.12

(Notes: C1=Brand competence before CSI; W1=Brand warmth before CSI; Adi=Adidas; CA=C&A; LV= Luis Vuitton)

Paired Samples t-test within stereotypical group before CSI

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Adi_C1 - Adi_W1	0.25	0.49	0.04	0.16	0.34	5.70	126	0.00
Pair 2	CA_C1 - CA_W1	-0.03	0.33	0.03	-0.09	0.03	-1.02	121	0.31
Pair 3	Puma_C1 - Puma_W1	-0.02	0.58	0.06	-0.13	0.09	-0.38	106	0.71
Pair 4	LV_C1 - LV_W1	0.27	0.62	0.06	0.15	0.38	4.58	114	0.00

(Notes: C1=Brand competence before CSI; W1=Brand warmth before CSI; Adi=Adidas; CA=C&A; LV= Luis Vuitton)

4.2 An overview of brand warmth and brand competence after CSI

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
	Adidas	127	2.84	0.98	0.09	2.66	3.01	1	5
	C&A	122	2.55	1.11	0.10	2.35	2.75	1	5
C2	Puma	107	2.69	1.01	0.10	2.49	2.88	1	5
	LV	115	2.85	1.04	0.10	2.66	3.04	1	5
	Total	471	2.73	1.04	0.05	2.64	2.83	1	5
W2	Adidas	127	2.44	0.97	0.09	2.26	2.61	1	5

	C&A	122	2.33	1.16	0.11	2.13	2.54	1	5
	Puma	107	2.41	1.06	0.10	2.21	2.61	1	5
	LV	115	2.36	1.07	0.10	2.16	2.56	1	5
	Total	471	2.38	1.06	0.05	2.29	2.48	1	5

(Notes: C2=Brand competence after CSI; W2=Brand warmth after CSI; Adi=Adidas; CA=C&A; LV= Luis Vuitton)

Paired Samples t-test between stereotypical groups after CSI

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Adi_C2 - Puma_C2	0.14	1.32	0.13	-0.11	0.39	1.12	106	0.27
Pair 2	Adi_C2 - CA_C2	0.29	1.51	0.14	0.02	0.56	2.13	121	0.04
Pair 3	LV_C2 - Puma_C2	0.18	1.38	0.13	-0.08	0.45	1.39	106	0.17
Pair 4	LV_C2 - CA_C2	0.31	1.61	0.15	0.01	0.60	2.04	114	0.04
Pair 5	Adi_W2 - LV_W2	0.08	1.36	0.13	-0.17	0.33	0.63	114	0.53
Pair 6	Adi_W2 - CA_W2	0.10	1.47	0.13	-0.17	0.36	0.73	121	0.47
Pair 7	Puma_W2 - LV_W2	0.05	1.46	0.14	-0.23	0.33	0.35	106	0.73
Pair 8	Puma_W2 - CA_W2	0.12	1.52	0.15	-0.17	0.41	0.81	106	0.42

(Notes: C2=Brand competence after CSI; W2=Brand warmth after CSI; Adi=Adidas; CA=C&A; LV= Luis Vuitton)

Paired Samples t-test within stereotypical group after CSI

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Adi_C2 - Adi_W2	.40157	.61331	.05442	.29387	.50928	7.379	126	.000
Pair 2	CA_C2 - CA_W2	.21516	.47599	.04309	.12985	.30048	4.993	121	.000
Pair 3	Puma_C2 - Puma_W2	.27804	.56356	.05448	.17002	.38605	5.103	106	.000
Pair 4	LV_C2 - LV_W2	.49130	.80631	.07519	.34236	.64025	6.534	114	.000

(Notes: C2=Brand competence after CSI; W2=Brand warmth after CSI; Adi=Adidas; CA=C&A; LV= Luis Vuitton)

5. Overview of consumers' responses

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
BA1	Adidas	127	5.50	1.22	0.11	5.28	5.71	2	7
	C&A	122	4.65	1.40	0.13	4.40	4.90	1	7
	Puma	107	4.99	1.33	0.13	4.74	5.25	1.67	7
	LV	115	4.94	1.31	0.12	4.70	5.18	2	7
	Total	471	5.03	1.35	0.06	4.90	5.15	1	7
BA2	Adidas	127	3.75	1.69	0.15	3.45	4.05	1	7
	C&A	122	3.16	1.84	0.17	2.83	3.49	1	7
	Puma	107	3.49	1.61	0.16	3.18	3.80	1	7
	LV	115	3.37	1.56	0.15	3.08	3.66	1	7
	Total	471	3.44	1.69	0.08	3.29	3.60	1	7
PI1	Adidas	127	5.31	1.26	0.11	5.09	5.53	1.33	7
	C&A	122	4.26	1.24	0.11	4.04	4.48	1	7
	Puma	107	4.72	1.36	0.13	4.46	4.98	1	7
	LV	115	4.04	1.53	0.14	3.76	4.33	1	7
	Total	471	4.60	1.43	0.07	4.47	4.73	1	7
PI2	Adidas	127	3.75	1.43	0.13	3.50	4.00	1	7
	C&A	122	3.01	1.63	0.15	2.72	3.30	1	7
	Puma	107	3.32	1.50	0.15	3.03	3.61	1	7
	LV	115	3.12	1.57	0.15	2.83	3.41	1	7
	Total	471	3.31	1.56	0.07	3.17	3.45	1	7
pWOM2	Adidas	127	3.60	1.48	0.13	3.34	3.86	1	7
	C&A	122	3.11	1.77	0.16	2.79	3.43	1	7
	Puma	107	3.24	1.50	0.15	2.95	3.52	1	7
	LV	115	3.05	1.63	0.15	2.75	3.35	1	7
	Total	471	3.26	1.61	0.07	3.11	3.40	1	7
nWOM	Adidas	127	3.96	1.43	0.13	3.70	4.21	1	7
	C&A	122	4.09	1.47	0.13	3.82	4.35	1	7
	Puma	107	4.11	1.42	0.14	3.83	4.38	1	7
	LV	115	4.12	1.55	0.14	3.84	4.41	1	7
	Total	471	4.07	1.46	0.07	3.93	4.20	1	7

(Notes: BA1=Brand attitude before CSI; BA2=Brand attitude after CSI; PI1=Purchase intention before CSI; PI2=Purchase intention after CSI; pWOM1= positive word of mouth before CSI; pWOM2= positive word of mouth after CSI; nWOM=negative word of mouth; LV= Luis Vuitton)

6. Hypotheses Testing

H1: The perceived a) warmth and b) perceived competence of fashion brands are significantly lower after exposure to environmental CSI.

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	W1 - W2	0.91	0.95	0.06	1.04	0.79	14.62	228	0.00
Pair 2	C1 - C2	0.71	0.89	0.06	0.83	0.59	12.07	228	0.00

(Notes: C1=Brand competence before CSI; W1=Brand warmth before CSI; C2=Brand competence after CSI; W2=Brand warmth after CSI）

There is a significant average difference between C1 and C2, W1 and W2 ($p < 0.01$) in the context of environmental CSI. On average, W2 is 0.90 lower than W2, C2 is 0.80 lower than C1. As a result, H1a) and b) ✓

H2: The perceived a) warmth and b) perceived competence of fashion brands are significantly lower after exposure to social CSI.

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	W1 - W2	0.93	1.04	0.07	1.06	0.80	13.93	239	0.00
Pair 2	C1 - C2	0.68	0.98	0.06	0.81	0.56	10.72	239	0.00

(Notes: C1=Brand competence before CSI; W1=Brand warmth before CSI; C2=Brand competence after CSI; W2=Brand warmth after CSI）

There is a significant average difference between C1 and C2, W1 and W2 ($p < 0.001$) in the context of social CSI. On average, W2 is 0.93 lower than W2, C2 is 0.68 lower than C1. As a result, H2a and b ✓

The change of brand warmth and competence for different brand categorical group

	Brands	Group	Warmth						Competence					
			before(W1)		after(W2)		Paired differences		before(C1)		after(C2)		Paired differences	
			M	SD	M	SD	W1_W2		M	SD	M	SD	C1_C2	
EN	Adidas	HW-HC	3.32	0.72	2.42	0.86	0.90	p < 0.01	3.63	0.64	2.83	0.90	0.80	p < 0.01
	C&A	LW-LC	3.29	0.78	2.29	1.13	1.00	p < 0.01	3.22	0.72	2.45	1.10	0.77	p < 0.01
	Puma	HW-LC	3.46	0.76	2.32	1.04	0.91	p < 0.01	3.34	0.81	2.55	1.04	0.79	p < 0.01
	LV	LW-LC	3.16	0.78	2.52	1.10	0.63	p < 0.01	3.39	0.78	2.92	1.00	0.47	p < 0.01
SO	Adidas	HW-HC	3.46	0.75	2.48	1.10	0.98	p < 0.01	3.65	0.73	2.88	1.09	0.77	p < 0.01
	C&A	LW-LC	3.18	0.83	2.31	1.19	0.88	p < 0.01	3.18	0.83	2.59	1.07	0.59	p < 0.01
	Puma	LW-LC	3.27	0.70	2.44	1.08	0.82	p < 0.01	3.35	0.71	2.76	1.00	0.59	p < 0.01
	LV	LW-HC	3.23	0.93	2.17	1.08	1.02	p < 0.01	3.50	0.91	2.74	1.13	0.75	p < 0.01

(Notes: EN=environmental CSI group; SO=social CSI group; LV= Luis Vuitton)

H3: The effect of environmental CSI on pre-post brand stereotypes differs across stereotypical categories:

a) The decrease of perceived brand warmth is larger for brands ex-ante in HW than brands ex-ante in LW

b) The decrease of perceived brand competence is larger for brands ex-ante in HC than brands ex-ante in LC.

H3 a) pre-post brand warmth

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Difference_W	Equal variances assumed	0.31	0.58	-1.57	227	0.12	-0.20	0.12	-0.44	0.05
	Equal variances not assumed			-1.58	226.571	0.12	-0.20	0.12	-0.44	0.05

p>0.05, HW group and LW group are equally affected by the pre-existing warmth perception, H3a X

H3 b) pre-post brand competence

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Difference_C	Equal variances assumed	0.43	0.51	-1.00	227	0.32	-0.13	0.13	-0.39	0.13
	Equal variances not assumed			-1.01	120.557	0.32	-0.13	0.13	-0.39	0.13

p>0.05, HW group and LW group are equally affected by the pre-existing warmth perception, H3b X

H4: The effect of social CSI on pre-post brand stereotypes differs across stereotypical categories:

c) The decrease of perceived brand warmth is larger for brands ex-ante in HW than brands ex-ante in LW.

d) The decrease of perceived brand competence is larger for brands ex-ante in HC than brands ex-ante in LC.

H4 a) pre-post brand warmth

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Difference_W	Equal variances assumed	2.77	0.10	-0.44	238	0.66	-0.07	0.15	-0.37	0.23
	Equal variances not assumed			-0.39	90.133	0.70	-0.07	0.17	-0.41	0.27

p>0.05, HC group and LC group are equally affected by the pre-existing competence perception, H4a is X

H4 b) pre-post brand competence

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Difference_C	Equal variances assumed	9.71	0.00	-1.35	238	0.18	-0.17	0.13	-0.42	0.08
	Equal variances not assumed			-1.37	229.542	0.17	-0.17	0.12	-0.42	0.08

p>0.05, HC group and LC group are equally affected by the pre-existing warmth perception, H4b X.

H5: a) Brand warmth and b) brand competence after environmental CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' purchase intentions.

H5 a) brand warmth

****

Model : 4

Y : PI2

X : W2

M : BA2

Covariates:

C2 BF PCI Empl

Sample

Size: 237

****

OUTCOME VARIABLE:

BA2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7215	.5205	1.2889	50.1502	5.0000	231.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.5659	.4172	1.3562	.1764	-.2562	1.3880
W2	.6766	.1362	4.9673	.0000	.4082	.9450
C2	.4950	.1383	3.5794	.0004	.2225	.7674
BF	.0133	.0435	.3062	.7598	-.0724	.0991
PCI	-.0231	.0652	-.3542	.7235	-.1515	.1054
Empl	-.0400	.0604	-.6613	.5091	-.1590	.0791

****

OUTCOME VARIABLE:

PI2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7797	.6079	.8994	59.4289	6.0000	230.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.4393	.3499	-1.2553	.2107	-1.1287	.2502
W2	.4073	.1197	3.4029	.0008	.1715	.6432
BA2	.2640	.0550	4.8039	.0000	.1557	.3723
C2	.2514	.1187	2.1184	.0352	.0176	.4852
BF	.1623	.0364	4.4638	.0000	.0907	.2340
PCI	.1519	.0545	2.7894	.0057	.0446	.2593
Empl	-.1501	.0505	-2.9716	.0033	-.2497	-.0506

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE:

PI2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7540	.5686	.9853	60.8808	5.0000	231.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.2898	.3648	-.7945	.4277	-1.0086	.4290
W2	.5860	.1191	4.9202	.0000	.3513	.8206
C2	.3821	.1209	3.1601	.0018	.1439	.6203
BF	.1659	.0381	4.3580	.0000	.0909	.2408
PCI	.1458	.0570	2.5587	.0111	.0335	.2581
Empl	-.1607	.0528	-3.0414	.0026	-.2648	-.0566

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.5860	.1191	4.9202	.0000	.3513	.8206	.3919	.4084

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.4073	.1197	3.4029	.0008	.1715	.6432	.2724	.2839

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.1786	.0572	.0791	.3001

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.1195	.0389	.0528	.2021

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.1245	.0396	.0546	.2080

H5 a) brand competence

****

Model : 4

Y : PI2

X : C2

M : BA2

Covariates:

BF PCI Empl W2

Sample

Size: 237

****

OUTCOME VARIABLE:

BA2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7215	.5205	1.2889	50.1502	5.0000	231.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.5659	.4172	1.3562	.1764	-.2562	1.3880
C2	.4950	.1383	3.5794	.0004	.2225	.7674
BF	.0133	.0435	.3062	.7598	-.0724	.0991
PCI	-.0231	.0652	-.3542	.7235	-.1515	.1054
Empl	-.0400	.0604	-.6613	.5091	-.1590	.0791
W2	.6766	.1362	4.9673	.0000	.4082	.9450

****

OUTCOME VARIABLE:

PI2

Model Summary

R R-sq MSE F df1 df2 p

.7797 .6079 .8994 59.4289 6.0000 230.0000 .0000

Model

coeff se t p LLCI ULCI

constant -.4393 .3499 -1.2553 .2107 -1.1287 .2502

C2 .2514 .1187 2.1184 .0352 .0176 .4852

BA2 .2640 .0550 4.8039 .0000 .1557 .3723

BF .1623 .0364 4.4638 .0000 .0907 .2340

PCI .1519 .0545 2.7894 .0057 .0446 .2593

Empl -.1501 .0505 -2.9716 .0033 -.2497 -.0506

W2 .4073 .1197 3.4029 .0008 .1715 .6432

************************** TOTAL EFFECT MODEL ****************************

OUTCOME VARIABLE:

PI2

Model Summary

R R-sq MSE F df1 df2 p

.7540 .5686 .9853 60.8808 5.0000 231.0000 .0000

Model

coeff se t p LLCI ULCI

constant -.2898 .3648 -.7945 .4277 -1.0086 .4290

C2 .3821 .1209 3.1601 .0018 .1439 .6203

BF .1659 .0381 4.3580 .0000 .0909 .2408

PCI .1458 .0570 2.5587 .0111 .0335 .2581

Empl -.1607 .0528 -3.0414 .0026 -.2648 -.0566

W2 .5860 .1191 4.9202 .0000 .3513 .8206

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect se t p LLCI ULCI c_ps c_cs

.3821 .1209 3.1601 .0018 .1439 .6203 .2556 .2634

Direct effect of X on Y

Effect se t p LLCI ULCI c'_ps c'_cs

.2514 .1187 2.1184 .0352 .0176 .4852 .1681 .1733

Indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 .1307 .0488 .0465 .2395

Partially standardized indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 .0874 .0332 .0313 .1617

Completely standardized indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 .0901 .0338 .0319 .1639

Summary of the mediating effect of brand attitude between brand stereotypes and purchase intention in environmental CSI context

	PI2				BA2				PI2			
	B	S.E.	t	p	B	S.E.	t	p	B	S.E.	t	p
Constant	-0.29	0.365	-0.794	0.428	0.566	0.417	1.356	0.176	-0.439	0.35	-1.255	0.211
BF	0.166**	0.038	4.358	0	0.013	0.044	0.306	0.76	0.162**	0.036	4.464	0
PCI	0.146*	0.057	2.559	0.011	-0.023	0.065	-0.354	0.724	0.152**	0.054	2.789	0.006
Empl	-0.161**	0.053	-3.041	0.003	-0.04	0.06	-0.661	0.509	-0.150**	0.051	-2.972	0.003
C2	0.382**	0.121	3.16	0.002	0.495**	0.138	3.579	0	0.251*	0.119	2.118	0.035
W2	0.586**	0.119	4.92	0	0.677**	0.136	4.967	0	0.407**	0.12	3.403	0.001
BA2									0.264**	0.055	4.804	0
R^2	0.569				0.52				0.608			
Adj. R^2	0.559				0.51				0.598			
F	F (5,231) =60.881, p=0.000				F (5,231) =50.150, p=0.000				F (6,230) =59.429,p=0.000			
*** p<0.05 ** p<0.01**												

H6: a) Brand warmth and b) brand competence after social CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' purchase intentions.

H6 a) Brand warmth

****

Model : 4

Y : PI2

X : W2

M : BA2

Covariates:

C2 BF

Sample

Size: 234

****

OUTCOME VARIABLE:

BA2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8011	.6417	1.1191	137.3344	3.0000	230.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.2062	.2283	-.9034	.3672	-.6559	.2435
W2	.8861	.1052	8.4216	.0000	.6788	1.0934
C2	.4271	.1121	3.8097	.0002	.2062	.6480
BF	.1096	.0423	2.5903	.0102	.0262	.1930

****

OUTCOME VARIABLE:

PI2

Model Summary

R R-sq MSE F df1 df2 p

.8083 .6534 .9257 107.9279 4.0000 229.0000 .0000

Model

coeff se t p LLCI ULCI

constant .0699 .2080 .3359 .7373 -.3399 .4796

W2 .3161 .1095 2.8878 .0043 .1004 .5318

BA2 .4634 .0600 7.7267 .0000 .3452 .5816

C2 .1678 .1051 1.5962 .1118 -.0393 .3750

BF .1056 .0391 2.7032 .0074 .0286 .1825

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE:

PI2

Model Summary

R R-sq MSE F df1 df2 p

.7504 .5630 1.1620 98.7893 3.0000 230.0000 .0000

Model

coeff se t p LLCI ULCI

constant -.0257 .2326 -.1105 .9121 -.4840 .4326

W2 .7267 .1072 6.7780 .0000 .5154 .9379

C2 .3657 .1142 3.2014 .0016 .1406 .5908

BF .1564 .0431 3.6256 .0004 .0714 .2413

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect se t p LLCI ULCI c_ps c_cs

.7267 .1072 6.7780 .0000 .5154 .9379 .4485 .4881

Direct effect of X on Y

Effect se t p LLCI ULCI c'_ps c'_cs

.3161 .1095 2.8878 .0043 .1004 .5318 .1951 .2123

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.4106	.0758	.2733	.5697

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.2534	.0458	.1703	.3489

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.2758	.0499	.1856	.3800

H6 b) Brand Competence

****

Model : 4

Y : PI2

X : C2

M : BA2

Covariates:

BF W2

Sample

Size: 234

****

OUTCOME VARIABLE:

BA2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8011	.6417	1.1191	137.3344	3.0000	230.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI

constant	-.2062	.2283	-.9034	.3672	-.6559	.2435
C2	.4271	.1121	3.8097	.0002	.2062	.6480
BF	.1096	.0423	2.5903	.0102	.0262	.1930
W2	.8861	.1052	8.4216	.0000	.6788	1.0934

****

OUTCOME VARIABLE:

PI2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8083	.6534	.9257	107.9279	4.0000	229.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.0699	.2080	.3359	.7373	-.3399	.4796
C2	.1678	.1051	1.5962	.1118	-.0393	.3750
BA2	.4634	.0600	7.7267	.0000	.3452	.5816
BF	.1056	.0391	2.7032	.0074	.0286	.1825
W2	.3161	.1095	2.8878	.0043	.1004	.5318

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE:

PI2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7504	.5630	1.1620	98.7893	3.0000	230.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.0257	.2326	-.1105	.9121	-.4840	.4326
C2	.3657	.1142	3.2014	.0016	.1406	.5908
BF	.1564	.0431	3.6256	.0004	.0714	.2413

W2 .7267 .1072 6.7780 .0000 .5154 .9379

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect se t p LLCI ULCI c_ps c_cs

.3657 .1142 3.2014 .0016 .1406 .5908 .2257 .2362

Direct effect of X on Y

Effect se t p LLCI ULCI c'_ps c'_cs

.1678 .1051 1.5962 .1118 -.0393 .3750 .1036 .1084

Indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 .1979 .0639 .0848 .3367

Partially standardized indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 .1222 .0397 .0522 .2089

Completely standardized indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 .1278 .0409 .0549 .2166

Summary of the mediating effect of brand attitude between brand stereotypes and purchase intention in social CSI context

	PI2				BA2				PI2			
	B	S.E.	t	p	B	S.E.	t	p	B	S.E.	t	p
Constant	-0.026	0.233	-0.111	0.912	-0.206	0.228	-0.903	0.367	0.07	0.208	0.336	0.737
BF	0.156**	0.043	3.626	0	0.110*	0.042	2.59	0.01	0.106**	0.039	2.703	0.007
C2	0.366**	0.114	3.201	0.002	0.427**	0.112	3.81	0	0.168	0.105	1.596	0.112
W2	0.727**	0.107	6.778	0	0.886**	0.105	8.422	0	0.316**	0.109	2.888	0.004
BA2									0.463**	0.06	7.727	0
R ²	0.563				0.642				0.653			
Adj. R ²	0.557				0.637				0.647			
F	F (3,230)=98.789,p=0.000				F (3,230)=137.334,p=0.000				F (4,229)=107.928,p=0.000			
*** p<0.05 ** p<0.01**												

H7: a) Brand warmth and b) brand competence after environmental CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' positive word of mouth.

H7 a) Brand warmth

****

Model : 4

Y : pWOM2

X : W2

M : BA2

Covariates:

C2 BF Empl Edu

Sample

Size: 237

****

OUTCOME VARIABLE:

BA2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7244	.5248	1.2774	51.0153	5.0000	231.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.8474	.3799	2.2303	.0267	.0988	1.5960
W2	.6368	.1344	4.7391	.0000	.3721	.9016
C2	.5275	.1368	3.8567	.0001	.2580	.7970
BF	.0164	.0422	.3872	.6989	-.0669	.0996
Empl	-.0499	.0605	-.8243	.4106	-.1692	.0694
Edu	-.1427	.0962	-1.4834	.1393	-.3322	.0468

****

OUTCOME VARIABLE:

pWOM2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7792	.6071	.9542	59.2387	6.0000	230.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.9545	.3319	2.8759	.0044	.3006	1.6084
W2	.7441	.1217	6.1165	.0000	.5044	.9838
BA2	.2827	.0569	4.9719	.0000	.1707	.3948
C2	-.0487	.1220	-.3992	.6901	-.2890	.1916
BF	.1347	.0365	3.6886	.0003	.0628	.2067
Empl	-.1421	.0524	-2.7123	.0072	-.2454	-.0389
Edu	-.2110	.0835	-2.5263	.0122	-.3756	-.0464

************************** TOTAL EFFECT MODEL ****************************

OUTCOME VARIABLE:

pWOM2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7516	.5649	1.0522	59.9832	5.0000	231.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.1941	.3448	3.4629	.0006	.5147	1.8735
W2	.9242	.1220	7.5777	.0000	.6839	1.1645
C2	.1005	.1241	.8093	.4192	-.1441	.3450
BF	.1394	.0383	3.6344	.0003	.0638	.2149
Empl	-.1563	.0550	-2.8435	.0049	-.2645	-.0480

Edu -.2513 .0873 -2.8793 .0044 -.4233 -.0794

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.9242	.1220	7.5777	.0000	.6839	1.1645	.6007	.6260

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.7441	.1217	6.1165	.0000	.5044	.9838	.4837	.5040

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.1801	.0634	.0748	.3234

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.1170	.0413	.0482	.2102

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.1220	.0420	.0509	.2159

H7 b) Brand Competence

****

Model : 4

Y : pWOM2

X : C2

M : BA2

Covariates:

BF Empl Edu W2

Sample

Size: 237

****

OUTCOME VARIABLE:

BA2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7244	.5248	1.2774	51.0153	5.0000	231.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.8474	.3799	2.2303	.0267	.0988	1.5960
C2	.5275	.1368	3.8567	.0001	.2580	.7970
BF	.0164	.0422	.3872	.6989	-.0669	.0996
Empl	-.0499	.0605	-.8243	.4106	-.1692	.0694
Edu	-.1427	.0962	-1.4834	.1393	-.3322	.0468
W2	.6368	.1344	4.7391	.0000	.3721	.9016

****

OUTCOME VARIABLE:

pWOM2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7792	.6071	.9542	59.2387	6.0000	230.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.9545	.3319	2.8759	.0044	.3006	1.6084
C2	-.0487	.1220	-.3992	.6901	-.2890	.1916
BA2	.2827	.0569	4.9719	.0000	.1707	.3948
BF	.1347	.0365	3.6886	.0003	.0628	.2067
Empl	-.1421	.0524	-2.7123	.0072	-.2454	-.0389

Edu -.2110 .0835 -2.5263 .0122 -.3756 -.0464

W2 .7441 .1217 6.1165 .0000 .5044 .9838

************************** TOTAL EFFECT MODEL ****************************

OUTCOME VARIABLE:

pWOM2

Model Summary

R R-sq MSE F df1 df2 p

.7516 .5649 1.0522 59.9832 5.0000 231.0000 .0000

Model

coeff se t p LLCI ULCI

constant 1.1941 .3448 3.4629 .0006 .5147 1.8735

C2 .1005 .1241 .8093 .4192 -.1441 .3450

BF .1394 .0383 3.6344 .0003 .0638 .2149

Empl -.1563 .0550 -2.8435 .0049 -.2645 -.0480

Edu -.2513 .0873 -2.8793 .0044 -.4233 -.0794

W2 .9242 .1220 7.5777 .0000 .6839 1.1645

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect se t p LLCI ULCI c_ps c_cs

.1005 .1241 .8093 .4192 -.1441 .3450 .0653 .0673

Direct effect of X on Y

Effect se t p LLCI ULCI c'_ps c'_cs

-.0487 .1220 -.3992 .6901 -.2890 .1916 -.0316 -.0326

Indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 .1491 .0496 .0639 .2595

Partially standardized indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 .0969 .0328 .0410 .1701

Completely standardized indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 .0999 .0330 .0426 .1725

Summary of the mediating effect of brand attitude between brand stereotypes and pWOM in environmental CSI context

	pWOM2				BA2				pWOM2			
	B	S.E.	t	p	B	S.E.	t	p	B	S.E.	t	p
Constant	1.194**	0.345	3.463	0.001	0.847*	0.38	2.23	0.027	0.955**	0.332	2.876	0.004
BF	0.139**	0.038	3.634	0	0.016	0.042	0.387	0.699	0.135**	0.037	3.689	0
Empl	-0.156**	0.055	-2.843	0.005	-0.05	0.061	-0.824	0.411	-0.142**	0.052	-2.712	0.007
Edu	-0.251**	0.087	-2.879	0.004	-0.143	0.096	-1.483	0.139	-0.211*	0.084	-2.526	0.012
C2	0.1	0.124	0.809	0.419	0.527**	0.137	3.857	0	-0.049	0.122	-0.399	0.69
W2	0.924**	0.122	7.578	0	0.637**	0.134	4.739	0	0.744**	0.122	6.117	0
BA2									0.283**	0.057	4.972	0
R ²	0.565				0.525				0.607			
Adj. R ²	0.555				0.514				0.597			
F	F (5,231)=59.983,p=0.000				F (5,231)=51.015,p=0.000				F (6,230)=59.239,p=0.000			
*** p<0.05 ** p<0.01**												

H8: a) Brand warmth and b) brand competence after social CSI have a positive effect on consumers' brand attitude, which then positively influences consumers' positive word of mouth.

H8 a) Brand warmth

****

Model : 4

Y : pWOM2

X : W2

M : BA2

Covariates:

BF C2

Sample

Size: 234

****

OUTCOME VARIABLE:

BA2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8011	.6417	1.1191	137.3344	3.0000	230.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.2062	.2283	-.9034	.3672	-.6559	.2435
W2	.8861	.1052	8.4216	.0000	.6788	1.0934
BF	.1096	.0423	2.5903	.0102	.0262	.1930
C2	.4271	.1121	3.8097	.0002	.2062	.6480

****

OUTCOME VARIABLE:

pWOM2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8137	.6620	.9776	112.1490	4.0000	229.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.0463	.2137	.2168	.8286	-.3748	.4674
W2	.4921	.1125	4.3748	.0000	.2705	.7137
BA2	.4559	.0616	7.3980	.0000	.3345	.5774
BF	.0540	.0401	1.3449	.1800	-.0251	.1330
C2	.0952	.1080	.8814	.3790	-.1177	.3081

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE:

pWOM2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7624	.5813	1.2060	106.4261	3.0000	230.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.0477	.2370	-.2013	.8407	-.5146	.4192
W2	.8961	.1092	8.2042	.0000	.6809	1.1113
BF	.1040	.0439	2.3661	.0188	.0174	.1905
C2	.2899	.1164	2.4914	.0134	.0606	.5193

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.8961	.1092	8.2042	.0000	.6809	1.1113	.5314	.5784

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.4921	.1125	4.3748	.0000	.2705	.7137	.2918	.3176

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.4040	.0798	.2554	.5651

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.2396	.0470	.1526	.3357

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	.2607	.0510	.1663	.3642

H8 b) Brand competence

****

Model : 4

Y : pWOM2

X : C2

M : BA2

Covariates:

BF W2

Sample

Size: 234

****

OUTCOME VARIABLE:

BA2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8011	.6417	1.1191	137.3344	3.0000	230.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.2062	.2283	-.9034	.3672	-.6559	.2435
C2	.4271	.1121	3.8097	.0002	.2062	.6480
BF	.1096	.0423	2.5903	.0102	.0262	.1930
W2	.8861	.1052	8.4216	.0000	.6788	1.0934

****

OUTCOME VARIABLE:

pWOM2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8137	.6620	.9776	112.1490	4.0000	229.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.0463	.2137	.2168	.8286	-.3748	.4674
C2	.0952	.1080	.8814	.3790	-.1177	.3081
BA2	.4559	.0616	7.3980	.0000	.3345	.5774
BF	.0540	.0401	1.3449	.1800	-.0251	.1330
W2	.4921	.1125	4.3748	.0000	.2705	.7137

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE:

pWOM2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7624	.5813	1.2060	106.4261	3.0000	230.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.0477	.2370	-.2013	.8407	-.5146	.4192
C2	.2899	.1164	2.4914	.0134	.0606	.5193
BF	.1040	.0439	2.3661	.0188	.0174	.1905
W2	.8961	.1092	8.2042	.0000	.6809	1.1113

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.2899	.1164	2.4914	.0134	.0606	.5193	.1720	.1799

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.0952	.1080	.8814	.3790	-.1177	.3081	.0565	.0591

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI

BA2 .1947 .0662 .0786 .3384

Partially standardized indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 .1155 .0393 .0466 .1987

Completely standardized indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 .1208 .0407 .0487 .2085

Summary of the mediating effect of brand attitude between brand stereotypes and pWOM in social CSI context

	pWOM2				BA2				pWOM2			
	B	S.E.	t	p	B	S.E.	t	p	B	S.E.	t	p
Constant	0.476	0.368	1.294	0.197	0.443	0.353	1.257	0.21	0.278	0.334	0.831	0.407
BF	0.117**	0.044	2.645	0.009	0.126**	0.042	2.968	0.003	0.061	0.041	1.488	0.138
Edu	-0.192	0.103	-1.853	0.065	-0.238*	0.099	-2.397	0.017	-0.085	0.095	-0.9	0.369
C2	0.313**	0.116	2.69	0.008	0.456**	0.112	4.085	0	0.109	0.109	1.001	0.318
W2	0.851**	0.111	7.647	0	0.830**	0.107	7.783	0	0.480**	0.113	4.234	0
BA2									0.447**	0.062	7.163	0
R ²	0.587				0.651				0.663			
Adj. R ²	0.58				0.644				0.656			
F	F (4,229)=81.523,p=0.000				F (4,229)=106.564,p=0.000				F (5,228)=89.807,p=0.000			
*** p<0.05 ** p<0.01**												

H9: a) Brand warmth and b) brand competence after environmental CSI have a positive on consumers' brand attitude, which then positively influences consumers' negative word of mouth.

H9 a) Brand warmth

****

Model : 4

Y : nWOM

X : W2

M : BA2

Covariates:

PCI C2

Sample

Size: 237

****

OUTCOME VARIABLE:

BA2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7207	.5194	1.2808	83.9337	3.0000	233.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.4893	.3915	1.2498	.2126	-.2821	1.2607
W2	.6684	.1351	4.9455	.0000	.4021	.9346
PCI	-.0173	.0630	-.2753	.7834	-.1414	.1067
C2	.5060	.1353	3.7403	.0002	.2395	.7725

****

OUTCOME VARIABLE:

nWOM

Model Summary

R	R-sq	MSE	F	df1	df2	p
.3557	.1265	1.7595	8.3986	4.0000	232.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.0992	.4605	8.9024	.0000	3.1920	5.0064
W2	-.1120	.1665	-.6728	.5018	-.4401	.2160
BA2	-.2312	.0768	-3.0112	.0029	-.3825	-.0799
PCI	.1841	.0738	2.4939	.0133	.0387	.3295
C2	-.0098	.1633	-.0600	.9522	-.3314	.3119

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE:

nWOM

Model Summary

R	R-sq	MSE	F	df1	df2	p
.3039	.0923	1.8205	7.9020	3.0000	233.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.9860	.4668	8.5391	.0000	3.0663	4.9057
W2	-.2666	.1611	-1.6544	.0994	-.5840	.0509
PCI	.1881	.0751	2.5056	.0129	.0402	.3360
C2	-.1268	.1613	-.7861	.4326	-.4446	.1910

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
-.2666	.1611	-1.6544	.0994	-.5840	.0509	-.1894	-.1974

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
-.1120	.1665	-.6728	.5018	-.4401	.2160	-.0796	-.0830

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	-.1545	.0610	-.2786	-.0400

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	-.1098	.0428	-.1959	-.0289

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	-.1144	.0449	-.2047	-.0301

H9: b) Brand competence

****

Model : 4

Y : nWOM

X : C2

M : BA2

Covariates:

PCI W2

Sample

Size: 237

****

OUTCOME VARIABLE:

BA2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7207	.5194	1.2808	83.9337	3.0000	233.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.4893	.3915	1.2498	.2126	-.2821	1.2607
C2	.5060	.1353	3.7403	.0002	.2395	.7725
PCI	-.0173	.0630	-.2753	.7834	-.1414	.1067
W2	.6684	.1351	4.9455	.0000	.4021	.9346

****

OUTCOME VARIABLE:

nWOM

Model Summary

R	R-sq	MSE	F	df1	df2	p

.3557 .1265 1.7595 8.3986 4.0000 232.0000 .0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.0992	.4605	8.9024	.0000	3.1920	5.0064
C2	-.0098	.1633	-.0600	.9522	-.3314	.3119
BA2	-.2312	.0768	-3.0112	.0029	-.3825	-.0799
PCI	.1841	.0738	2.4939	.0133	.0387	.3295
W2	-.1120	.1665	-.6728	.5018	-.4401	.2160

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE:

nWOM

Model Summary

R	R-sq	MSE	F	df1	df2	p
.3039	.0923	1.8205	7.9020	3.0000	233.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.9860	.4668	8.5391	.0000	3.0663	4.9057
C2	-.1268	.1613	-.7861	.4326	-.4446	.1910
PCI	.1881	.0751	2.5056	.0129	.0402	.3360
W2	-.2666	.1611	-1.6544	.0994	-.5840	.0509

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
-.1268	.1613	-.7861	.4326	-.4446	.1910	-.0901	-.0929

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
-.0098	.1633	-.0600	.9522	-.3314	.3119	-.0070	-.0072

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	-.1170	.0523	-.2314	-.0270

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	-.0831	.0368	-.1610	-.0192

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	-.0857	.0382	-.1693	-.0198

Summary of the mediating effect of brand attitude between brand stereotypes and nWOM in environmental CSI context

	nWOM				**BA2**				**nWOM**			
	B	S.E.	t	p	B	S.E.	t	p	B	S.E.	t	p
Constant	3.986**	0.467	8.539	0	0.489	0.392	1.25	0.213	4.099**	0.46	8.902	0
PCI	0.188*	0.075	2.506	0.013	-0.017	0.063	-0.275	0.783	0.184*	0.074	2.494	0.013
C2	-0.127	0.161	-0.786	0.433	0.506**	0.135	3.74	0	-0.01	0.163	-0.06	0.952
W2	-0.267	0.161	-1.654	0.099	0.668**	0.135	4.946	0	-0.112	0.167	-0.673	0.502
BA2									-0.231**	0.077	-3.011	0.003
R^2	0.092				0.519				0.126			
Adj. R^2	0.081				0.513				0.111			
F	F (3,233)=7.902,p=0.000				F (3,233)=83.934,p=0.000				F (4,232)=8.399,p=0.000			
*** p<0.05 ** p<0.01**												

H10: a) Brand warmth and b) brand competence after social CSI have a positive effect on consumers' brand attitude, which then negatively influences consumers' negative word of mouth.

H10 a) Brand warmth

****

Model : 4

Y : nWOM

X : W2

M : BA2

Covariates:

BF C2 Empl Income PCI

Sample

Size: 234

****

OUTCOME VARIABLE:

BA2

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8046	.6474	1.1158	69.4779	6.0000	227.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.2826	.3809	.7418	.4589	-.4680	1.0331
W2	.8833	.1068	8.2728	.0000	.6729	1.0936
BF	.1237	.0430	2.8784	.0044	.0390	.2084
C2	.4478	.1137	3.9370	.0001	.2237	.6719
Empl	-.0584	.0657	-.8886	.3752	-.1880	.0711
Income	-.0699	.0551	-1.2693	.2056	-.1785	.0386
PCI	-.0592	.0616	-.9608	.3377	-.1806	.0622

****

OUTCOME VARIABLE:

nWOM

Model Summary

R	R-sq	MSE	F	df1	df2	p
.2992	.0895	2.1723	3.1753	7.0000	226.0000	.0032

Model

	coeff	se	t	p	LLCI	ULCI

constant	3.9370	.5321	7.3990	.0000	2.8885	4.9855
W2	.1465	.1699	.8621	.3895	-.1884	.4814
BA2	-.1629	.0926	-1.7586	.0800	-.3453	.0196
BF	.1416	.0611	2.3187	.0213	.0213	.2619
C2	-.0995	.1640	-.6066	.5447	-.4227	.2237
Empl	-.2595	.0919	-2.8243	.0052	-.4406	-.0785
Income	-.1785	.0771	-2.3141	.0216	-.3304	-.0265
PCI	.1778	.0861	2.0638	.0402	.0080	.3475

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE:

nWOM

Model Summary

R	R-sq	MSE	F	df1	df2	p
.2776	.0771	2.1923	3.1599	6.0000	227.0000	.0054

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.8910	.5339	7.2879	.0000	2.8389	4.9430
W2	.0027	.1497	.0178	.9858	-.2922	.2975
BF	.1214	.0603	2.0154	.0450	.0027	.2402
C2	-.1724	.1594	-1.0815	.2806	-.4866	.1417
Empl	-.2500	.0922	-2.7130	.0072	-.4316	-.0684
Income	-.1671	.0772	-2.1641	.0315	-.3192	-.0150
PCI	.1874	.0864	2.1702	.0310	.0172	.3576

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.0027	.1497	.0178	.9858	-.2922	.2975	.0018	.0019

Direct effect of X on Y

Effect se t p LLCI ULCI c'_ps c'_cs

.1465 .1699 .8621 .3895 -.1884 .4814 .0963 .1048

Indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 -.1438 .0877 -.3319 .0097

Partially standardized indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 -.0946 .0575 -.2189 .0065

Completely standardized indirect effect(s) of X on Y:

Effect BootSE BootLLCI BootULCI

BA2 -.1029 .0623 -.2382 .0077

H10 b) Brand competence

****

Model : 4

Y : nWOM

X : C2

M : BA2

Covariates:

BF Empl Income PCI W2

Sample

Size: 234

****

OUTCOME VARIABLE:

BA2

Model Summary

R R-sq MSE F df1 df2 p

.8046 .6474 1.1158 69.4779 6.0000 227.0000 .0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.2826	.3809	.7418	.4589	-.4680	1.0331
C2	.4478	.1137	3.9370	.0001	.2237	.6719
BF	.1237	.0430	2.8784	.0044	.0390	.2084
Empl	-.0584	.0657	-.8886	.3752	-.1880	.0711
Income	-.0699	.0551	-1.2693	.2056	-.1785	.0386
PCI	-.0592	.0616	-.9608	.3377	-.1806	.0622
W2	.8833	.1068	8.2728	.0000	.6729	1.0936

****

OUTCOME VARIABLE:

nWOM

Model Summary

R	R-sq	MSE	F	df1	df2	p
.2992	.0895	2.1723	3.1753	7.0000	226.0000	.0032

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.9370	.5321	7.3990	.0000	2.8885	4.9855
C2	-.0995	.1640	-.6066	.5447	-.4227	.2237
BA2	-.1629	.0926	-1.7586	.0800	-.3453	.0196
BF	.1416	.0611	2.3187	.0213	.0213	.2619
Empl	-.2595	.0919	-2.8243	.0052	-.4406	-.0785
Income	-.1785	.0771	-2.3141	.0216	-.3304	-.0265
PCI	.1778	.0861	2.0638	.0402	.0080	.3475
W2	.1465	.1699	.8621	.3895	-.1884	.4814

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE:

nWOM

Model Summary

R	R-sq	MSE	F	df1	df2	p
.2776	.0771	2.1923	3.1599	6.0000	227.0000	.0054

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.8910	.5339	7.2879	.0000	2.8389	4.9430
C2	-.1724	.1594	-1.0815	.2806	-.4866	.1417
BF	.1214	.0603	2.0154	.0450	.0027	.2402
Empl	-.2500	.0922	-2.7130	.0072	-.4316	-.0684
Income	-.1671	.0772	-2.1641	.0315	-.3192	-.0150
PCI	.1874	.0864	2.1702	.0310	.0172	.3576
W2	.0027	.1497	.0178	.9858	-.2922	.2975

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
-.1724	.1594	-1.0815	.2806	-.4866	.1417	-.1133	-.1186

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
-.0995	.1640	-.6066	.5447	-.4227	.2237	-.0654	-.0684

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	-.0729	.0507	-.1959	.0006

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	-.0479	.0333	-.1285	.0004

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BA2	-.0502	.0345	-.1328	.0004

Summary of the mediating effect of brand attitude between brand stereotypes and nWOM in social CSI context

	nWOM				BA2				nWOM			
	B	S.E.	t	p	B	S.E.	t	p	B	S.E.	t	p
Constant	3.891**	0.534	7.288	0	0.283	0.381	0.742	0.459	3.937**	0.532	7.399	0
BF	0.121*	0.06	2.015	0.045	0.124**	0.043	2.878	0.004	0.142*	0.061	2.319	0.021
Empl	-0.250**	0.092	-2.713	0.007	-0.058	0.066	-0.889	0.375	-0.260**	0.092	-2.824	0.005
Income	-0.167*	0.077	-2.164	0.031	-0.07	0.055	-1.269	0.206	-0.178*	0.077	-2.314	0.022
PCI	0.187*	0.086	2.17	0.031	-0.059	0.062	-0.961	0.338	0.178*	0.086	2.064	0.04
C2	-0.172	0.159	-1.082	0.281	0.448**	0.114	3.937	0	-0.099	0.164	-0.607	0.545
W2	0.003	0.15	0.018	0.986	0.883**	0.107	8.273	0	0.147	0.17	0.862	0.39
BA2									-0.163	0.093	-1.759	0.08
R ²	0.077				0.647				0.09			
Adj. R ²	0.053				0.638				0.061			
F	F (6,227)=3.160,p=0.005				F (6,227)=69.478,p=0.000				F (7,226)=3.175,p=0.003			
*** p<0.05 ** p<0.01**												

H11: Cause involvement negatively affects the effect of a) brand warmth and b) brand competence on brand attitude in the context of environmental CSI.

Regression analysis of a) brand warmth as independent

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.684[a]	0.47	0.47	1.19	0.47	206.77	1	235	0.00
2	.722[b]	0.52	0.52	1.13	0.05	12.92	2	233	0.00
3	.731[c]	0.54	0.53	1.12	0.01	6.69	1	232	0.01

a. Predictors: (Constant), C2

b. Predictors: (Constant), C2, CI, W2

c. Predictors: (Constant), C2, CI, W2, W2*CI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.46	0.22		2.12	0.04
	C2	1.08	0.08	0.68	14.38	0.00
2	(Constant)	0.90	0.56		1.61	0.11
	C2	0.49	0.14	0.31	3.60	0.00

	W2	0.69	0.14	0.45	5.08	0.00
	CI	-0.08	0.08	-0.05	-0.97	0.33
3	(Constant)	0.65	0.56		1.16	0.25
	C2	0.45	0.14	0.28	3.29	0.00
	W2	0.64	0.14	0.41	4.71	0.00
	CI	-0.01	0.09	-0.01	-0.12	0.90
	W2*CI	0.27	0.11	0.13	2.59	0.01

a. Dependent Variable: BA2

Regression analysis of b) brand competence as independent

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.700[a]	0.49	0.49	1.16	0.49	225.23	1	235	0.00
2	.722[b]	0.52	0.52	1.13	0.03	7.73	2	233	0.00
3	.725[c]	0.53	0.52	1.13	0.01	2.30	1	232	0.13

a. Predictors: (Constant), W2

b. Predictors: (Constant), W2, CI, C2

c. Predictors: (Constant), W2, CI, C2, C2*CI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.75	0.19		3.94	0.00
	W2	1.09	0.07	0.70	15.01	0.00
2	(Constant)	0.90	0.56		1.61	0.11
	W2	0.69	0.14	0.45	5.08	0.00
	C2	0.49	0.14	0.31	3.60	0.00
	CI	-0.08	0.08	-0.05	-0.97	0.33
3	(Constant)	0.87	0.56		1.57	0.12
	W2	0.64	0.14	0.41	4.54	0.00
	C2	0.49	0.14	0.31	3.65	0.00
	CI	-0.06	0.09	-0.03	-0.71	0.48
	C2*CI	0.16	0.10	0.08	1.52	0.13

a. Dependent Variable: BA2

H12: Cause involvement negatively affects the effect of a) brand warmth and b) brand competence on brand attitude in the context of social CSI.

Regression analysis of a) brand warmth as independent

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.747[a]	0.56	0.55	1.17	0.56	96.81	3.00	230.00	0.00
2	.808[b]	0.65	0.65	1.05	0.09	30.90	2.00	228.00	0.00
3	.808[c]	0.65	0.64	1.05	0.00	0.43	1.00	227.00	0.51

a. Predictors: (Constant), BF, Edu, C2

b. Predictors: (Constant), BF, Edu, C2, CI, W2

c. Predictors: (Constant), BF, Edu, C2, CI, W2, W2*CI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.00	0.39		2.59	0.01
	C2	1.14	0.08	0.68	14.68	0.00
	Edu	-0.41	0.11	-0.17	-3.73	0.00
	BF	0.12	0.05	0.12	2.58	0.01
2	(Constant)	0.95	0.59		1.62	0.11
	C2	0.43	0.11	0.26	3.76	0.00
	Edu	-0.24	0.10	-0.10	-2.43	0.02
	BF	0.13	0.04	0.12	2.95	0.00
	W2	0.86	0.11	0.54	7.78	0.00
	CI	-0.08	0.08	-0.04	-1.08	0.28
3	(Constant)	1.04	0.61		1.72	0.09
	C2	0.42	0.12	0.25	3.60	0.00
	Edu	-0.25	0.10	-0.10	-2.46	0.01
	BF	0.12	0.04	0.12	2.77	0.01
	W2	0.85	0.11	0.53	7.61	0.00
	CI	-0.08	0.08	-0.05	-1.09	0.28
	W2*CI	0.06	0.09	0.03	0.65	0.51

a. Dependent Variable: BA2

Regression analysis of b) brand competence as independent

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.791[a]	.625	.620	1.08224	.625	127.804	3	230	.000
2	.808[b]	.652	.645	1.04673	.027	8.935	2	228	.000
3	.809[c]	.654	.645	1.04622	.002	1.223	1	227	.270

a. Predictors: (Constant), BF, Edu, W2

b. Predictors: (Constant), BF, Edu, W2, CI, C2

c. Predictors: (Constant), BF, Edu, W2, CI, C2, C2*CI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.627	.362		1.733	.084
	W2	1.173	.068	.727	17.175	.000
	Edu	-.194	.102	-.080	-1.904	.058
	BF	.161	.043	.157	3.740	.000
2	(Constant)	.954	.590		1.618	.107
	W2	.864	.111	.535	7.781	.000
	Edu	-.241	.099	-.099	-2.431	.016
	BF	.125	.042	.122	2.946	.004
	C2	.429	.114	.256	3.758	.000
	CI	-.081	.075	-.044	-1.081	.281
3	(Constant)	1.071	.599		1.789	.075
	W2	.818	.118	.507	6.913	.000
	Edu	-.246	.099	-.101	-2.478	.014
	BF	.119	.043	.117	2.791	.006
	C2	.448	.115	.267	3.880	.000
	CI	-.085	.075	-.046	-1.131	.259
	C2*CI	.092	.083	.049	1.106	.270

a. Dependent Variable: BA2

7. Additional Analysis

Pre-post differences of consumers' responses across brand warmth category

		Mean	Std. Deviation	95% Confidence Interval for Mean		ANOVA		
				Lower Bound	Upper Bound		F	Sig.
Dif_C	LW	-0.68	0.96	-0.80	-0.56	Between Groups	0.99	0.32
	HW	-0.77	0.91	-0.88	-0.65	Within Groups		
Dif_W	LW	-0.92	0.98	-1.04	-0.79	Between Groups	0.57	0.45
	HW	-0.99	0.98	-1.11	-0.86	Within Groups		
Dif_BA	LW	-1.53	1.56	-1.73	-1.33	Between Groups	0.43	0.51
	HW	-1.63	1.81	-1.87	-1.40	Within Groups		
Dif_PI	LW	-1.09	1.40	-1.27	-0.91	Between Groups	8.73	0.00
	HW	-1.49	1.53	-1.69	-1.29	Within Groups		
Dif_pWOM	LW	-1.02	1.42	-1.20	-0.84	Between Groups	2.19	0.14
	HW	-1.22	1.46	-1.40	-1.03	Within Groups		

Pre-post differences of consumers' responses across brand competence category

		Mean	Std. Deviation	95% Confidence Interval for Mean		ANOVA		
				Lower Bound	Upper Bound		F	Sig.
Dif_C	LC	-0.70	0.92	-0.82	-0.58	Between Groups	0.33	0.57
	HC	-0.75	0.94	-0.87	-0.63	Within Groups		
Dif_W	LC	-0.97	0.97	-1.10	-0.84	Between Groups	0.15	0.70
	HC	-0.93	0.99	-1.06	-0.81	Within Groups		
Dif_BA	LC	-1.50	1.60	-1.71	-1.29	Between Groups	1.12	0.29
	HC	-1.66	1.77	-1.89	-1.44	Within Groups		
Dif_PI	LC	-1.32	1.48	-1.52	-1.13	Between Groups	0.23	0.63
	HC	-1.26	1.47	-1.44	-1.07	Within Groups		
Dif_pWOM	LC	-1.13	1.47	-1.32	-0.94	Between Groups	0.05	0.83
	HC	-1.10	1.42	-1.28	-0.92	Within Groups		

8. Correlation analysis for covariate factors

Correlation check for environmental CSI Group

		BA1	BA2	PI1	PI2	pWOM1	pWOM2	nWOM
BF	Pearson Correlation	.528**	.166*	.635**	.367**	.487**	.281**	-.004
	Sig. (2-tailed)	.000	.011	.000	.000	.000	.000	.953
PCI	Pearson Correlation	.334**	.075	.371**	.247**	.365**	.181**	.123
	Sig. (2-tailed)	.000	.249	.000	.000	.000	.005	.059
Age	Pearson Correlation	.188**	.075	.134*	.170**	.142*	.163*	-.121
	Sig. (2-tailed)	.004	.253	.040	.009	.029	.012	.064
Gender	Pearson Correlation	.000	.036	-.032	.030	.007	.012	.053
	Sig. (2-tailed)	.997	.577	.625	.643	.911	.858	.420
Edu	Pearson Correlation	.011	-.089	.007	-.040	-.056	-.141*	.056
	Sig. (2-tailed)	.871	.172	.909	.539	.392	.031	.389
Empl	Pearson Correlation	-.004	-.002	-.081	-.109	-.115	-.079	-.089
	Sig. (2-tailed)	.954	.973	.215	.095	.078	.226	.173
Income	Pearson Correlation	.048	-.006	.085	.054	.040	.049	-.091
	Sig. (2-tailed)	.461	.922	.190	.409	.539	.450	.162

(Notes: Gen=Gender; Edu=Educational Status; Emp=Employment; Inc=Income;BA1=Brand attitude before CSI, BA2=Brand attitude after CSI;PI1=Purchase intention before CSI; PI2=Purchase intention after CSI; pWOM1= positive word of mouth before CSI; pWOM2= positive word of mouth after CSI; nWOM=negative word of mouth)

Correlation check for social CSI Group

		BA1	BA2	PI1	PI2	pWOM1	pWOM2	nWOM
BF	Pearson Correlation	.429**	.301**	.569**	.341**	.400**	.283**	.088
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.180

PCI	Pearson Correlation	.195**	.099	.294**	.200**	.294**	.186**	.100
	Sig. (2-tailed)	.003	.129	.000	.002	.000	.004	.126
Age	Pearson Correlation	.149*	.105	-.016	.101	.045	.175**	-.076
	Sig. (2-tailed)	.022	.108	.803	.122	.496	.007	.247
Gender	Pearson Correlation	-.029	-.030	-.006	.022	-.083	-.017	-.082
	Sig. (2-tailed)	.656	.650	.921	.732	.205	.793	.210
Edu	Pearson Correlation	-.102	-.187**	-.033	-.142*	-.135*	-.173**	.079
	Sig. (2-tailed)	.119	.004	.615	.030	.039	.008	.227
Empl	Pearson Correlation	.124	.087	.107	.086	.144*	.090	-.152*
	Sig. (2-tailed)	.058	.184	.102	.191	.028	.172	.020
Income	Pearson Correlation	.028	-.020	.008	.035	-.092	.027	-.106
	Sig. (2-tailed)	.675	.758	.899	.591	.162	.676	.105

(Notes: Gen=Gender; Edu=Educational Status; Emp=Employment; Inc=Income;BA1=Brand attitude before CSI, BA2=Brand attitude after CSI;PI1=Purchase intention before CSI; PI2=Purchase intention after CSI; pWOM1= positive word of mouth before CSI; pWOM2= positive word of mouth after CSI; nWOM=negative word of mouth)

Appendix E: German Abstract

Das wachsende Bewusstsein für Umweltschutz und fairen Handel erhöht den Anspruch der Konsumenten an die Marken, ihrer gesellschaftlichen Verantwortung gerecht zu werden. Wenn eine Marke in diesem Zusammenhang die ökologische oder soziale Verantwortung, die sie übernehmen sollte, verletzt, wird die Wahrnehmung der Konsumenten gegenüber der Marke beeinflusst und dadurch auch ihr Kaufverhalten geändert.

Diese Masterarbeit ist unter den Theorien von Markenstereotypen und sozialer Verantwortungslosigkeit von Unternehmen in der Modeindustrie gerahmt. Das Ziel dieser Masterarbeit ist es zu untersuchen, wie sich Markenstereotypen (Markenkompetenz und Markenwärme) auf das Konsumverhalten gegenüber Modemarken im Kontext der CSI auswirken, insbesondere wenn die Marken in ökologische und soziale Krisen verwickelt sind. Dazu wurden ein quantitativer Pretest und eine quantitative Hauptstudie durchgeführt, und die Daten wurden in China erhoben.

Die Ergebnisse der Studie zeigen, dass die gesellschaftlichen Verantwortungslosigkeit von Unternehmen in der Modeindustrie zu einem signifikanten Rückgang der Wahrnehmung von Markenwärme und der Markenkompetenz sowohl im ökologischen als auch im sozialen CSI-Kontext führt, unabhängig vom vorher bestehenden Markenimage. Die verminderte wahrgenommene Markenwärme und Markenkompetenz führt dann zu sinkenden Kaufabsichten und positive Word-of-mouth, gleichzeitig steigt die Möglichkeit negativer Word-of-mouth. Insgesamt beeinflusst die Wärmewahrnehmung im CSI-Kontext die Reaktionen der Konsumenten sowohl direkt als auch indirekt durch die Markeneinstellung, während Markenkompetenz eher über die Markeneinstellung funktioniert. Darüber hinaus hat die Wärmewahrnehmung einen stärkeren Gesamteffekt auf das Konsumverhalten als die Kompetenzwahrnehmung im CSI-Kontext. Ursachenbeteiligung negativ beeinflusst den Effekt der Markenwärme auf die Markeneinstellung nur im ökologischen CSI-Kontext.

Diese Masterarbeit bietet durch die Kombination von Markenstereotypen und CSI theoretische und praktische Beiträge für die Forschung des Marketings.