

Antecedents of Consumer Purchase Intention of Fashion Brands with CSR Initiatives among Generations Y and Z

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Cite as:

Bianchi Constanza, Hofer Katharina, Saleh Md Abu (2023), Antecedents of Consumer Purchase Intention of Fashion Brands with CSR Initiatives among Generations Y and Z. *Proceedings of the European Marketing Academy*, 52nd, (112692)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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Abstract

Corporate social responsibility (CSR) has received increased attention in academia and business practice given the growing environmental awareness in the global marketplace. Especially generations Y and Z are characterized by a high level of interest in responsible consumption. While many studies have adopted managerial perspectives on CSR, we focus on consumer purchase intention towards fashion brand with CSR initiatives among Gen Y and Z consumers. Drawing on TPB, a conceptual model is developed and hypotheses are tested. We employ a quantitative, survey-based approach and we draw on a sample of 403 responses to test our hypotheses using structural equation modelling. The findings show that Gen Y and Z consumer purchase intentions for fashion brands are affected directly by consumer attitudes, subjective norms, and perceived behavioural control, and indirectly through involvement and trust on CSR initiatives as well as environmental consciousness. Differences are found between Gen Y and Z only regarding the effect of perceived behavioural control. Thus, this study contributes to the literature by investigating responses to CSR among generations Y and Z consumers. The findings of this study are useful for managers, business, and public policy-makers.

Subject Areas: *Attitude, Consumer Behaviour*

Track: Social Responsibility & Ethics