



**Dressed for Impact:
Does Lifestyle Mediate the Relation
between CSR Practices and Consumers
Perception?**

Jule Thillmann

Dissertation written under the supervision of professor
Sérgio Paulo de Jesus Moreira

Dissertation submitted in partial fulfilment of requirements for the MSc in
Management with a Specialization in Strategic Marketing, at the Católica
Lisbon School of Business & Economics, 22.03.2024.

Dressed for Impact: Does Lifestyle Mediate the Relation between CSR Practices and Consumers Perceptions?

Abstract

In the fashion industry, which is known for its environmental impact, Corporate Social Responsibility (CSR) is increasingly important for companies. Societal demands as well as new laws and regulations put companies in debt. Various eventualities to adopt CSR within companies have been investigated in the past however, new, emerging concepts are applied increasingly. Given that there is a vast variety of research on CSR but no direct comparison of specific concepts, this research aims to compare two emerging CSR concepts in the fashion industry. Focus of this work is an environmental concept of upcycling products, made from textile waste as well as a social concept of a donation of a therapy session with the purchase of a product. Purpose of this research is to provide useful insights on consumers perception as well as effects of CSR message on their attitude.

Therefore, this work elaborates how the perception of social and environmental CSR communication differs in its' influence on consumers attitude including the moderating role of lifestyle. For this purpose, literature is analyzed, consumer insights are gained through a survey and expert opinions are gathered through interviews.

Independently of which CSR message is used, the findings of this research indicate that CSR leads to a more positive attitude towards a brand. Furthermore, social CSR is slightly better perceived as environmental CSR. By providing a measurable incentive, companies can ensure the generation of a positive attitude towards them. The use of CSR, whether it is environmental or social, can therefore benefit companies.

Author: Jule Thillmann

Title: Green Threats, Social Stories: Does Lifestyle Mediate the Relation between CSR Practices and Consumers Perceptions? A comparative analysis in the fashion sector.

Keywords: Corporate Social Responsibility, Environmental Responsibility, Social Responsibility, Upcycling, Mental Health, Lifestyle, Consumer Attitude, Consumer Perception

Vestido para o impacto:

O Estilo de Vida Media a Relação entre Práticas de RSC e Percepções dos Consumidores?

Abstrato

Na indústria da moda, a Responsabilidade Social Corporativa (CSR) é vital devido ao seu impacto ambiental. Demandas sociais e regulamentações crescentes pressionam as empresas. Embora diversas abordagens tenham sido exploradas, novos conceitos emergentes estão ganhando destaque. Esta pesquisa visa comparar dois desses conceitos: o reaproveitamento de resíduos têxteis e a doação de sessões de terapia com compras de produtos. O objetivo é entender as percepções dos consumidores e os efeitos da CSR em suas atitudes.

Portanto, este trabalho elabora como a percepção da comunicação de RSC social e ambiental difere em sua influência na atitude dos consumidores, incluindo o papel moderador do estilo de vida. Para este fim, a literatura é analisada, insights dos consumidores são obtidos por meio de uma pesquisa e opiniões de especialistas são reunidas por meio de entrevistas.

Independentemente de qual mensagem de RSC seja usada, os resultados desta pesquisa indicam que a RSC leva a uma atitude mais positiva em relação a uma marca. Além disso, a RSC social é ligeiramente melhor percebida do que a RSC ambiental. Ao fornecer um incentivo mensurável, as empresas podem garantir a geração de uma atitude positiva em relação a elas. O uso de RSC, seja ambiental ou social, pode, portanto, beneficiar as empresas.

Autora: Jule Thillmann

Título: Fios Verdes, Histórias Sociais: O Estilo de Vida Media a Relação entre Práticas de RSC e Percepções dos Consumidores? Uma análise comparativa no sector da moda.

Palavras-chave: Responsabilidade Social Corporativa, Responsabilidade Ambiental, Responsabilidade Social, Upcycling, Saúde Mental, Estilo de Vida, Atitude do Consumidor, Percepção do Consumidor

Table of Content

Acknowledgements	VII
Abbreviations	VIII
List of Figures.....	IX
List of Tables	X
1. Introduction.....	1
2. Literature Review	2
2.1 <i>CSR and Consumer Perception.....</i>	2
2.1.1 Definition and Concept of CSR	2
2.1.2 Benefits of CSR from a Company Perspective.....	3
2.1.3 Consumer Perception of CSR.....	4
2.1.4 Social vs. Environmental CSR Efforts.....	5
2.2 <i>The Role of Consumer Attitude</i>	5
2.2.1 Definition and the Importance of Consumer Attitude	5
2.2.2 Consumers Attitudes within the Fashion Industry.....	6
2.3 <i>Lifestyle, Pro-Environmental Behavior, and other Moderators</i>	7
2.3.1 Lifestyle and its Importance in Marketing.....	7
2.3.2 The LOHAS Lifestyle.....	8
2.3.3 Pro-Environmental Behavior	9
3. Research.....	9
3.1 <i>Research Model and Hypotheses</i>	9
3.2 <i>Qualitative Research.....</i>	10
3.2.1 Methodology	10
3.2.2 Data Analysis and Results	12
3.3 <i>Quantitative Research.....</i>	14
3.3.1 Methodology	14
3.3.2 Data Analysis and Results	16

4.	Discussion and Interpretation.....	25
4.1.	<i>Summary of the Results</i>	25
4.2.	<i>CSR Messages Impact Consumers Perception.....</i>	26
4.3.	<i>The Role of Lifestyle.....</i>	27
5.	Limitations and Future Research.....	28
6.	Managerial Implications	29
7.	Conclusion	30
8.	Bibliography	32
9.	Appendices.....	38
	<i>Appendix A. Interview Variable Dictionary.....</i>	38
	<i>Appendix B. Interview Guideline</i>	38
	Appendix B1. Expert interviews	38
	Appendix B2. Consumer Interviews	39
	<i>Appendix C. Visuals Interview</i>	41
	Appendix C1. Associative Visual - Upcycling.....	41
	Appendix C2. PDP - Upcycling	42
	Appendix C3. Associative Visual – Therapy Session	42
	Appendix C4. PDP – Therapy Session.....	43
	<i>Appendix D. Interview Transcripts</i>	43
	<i>Appendix E. Interview Findings.....</i>	44
	Appendix E1. Attitude towards the Cause.....	44
	Appendix E2. Lifestyle.....	45
	Appendix E3. Therapy message	46
	Appendix E4. Upcycling message.....	46
	Appendix E5. Upcycling vs. Therapy	47
	Appendix E6. Expert interviews.....	47
	<i>Appendix F. Visuals Questionnaire.....</i>	48
	<i>Appendix G. Survey Variable Dictionary.....</i>	52

Appendix H. Questionnaire..... 53

Acknowledgements

I want to express immense gratitude to professor Sérgio Paulo de Jesus Moreira for his supervision over the past months. His invaluable and constant feedback has always given me the incentive to walk the extra mile to achieve my goals. I am infinitely grateful for the opportunity to study at Católica Lisbon. I have experienced a very familiar environment that has offered constant support since day one. I was made to feel that I had the potential to achieve great things. Receiving this kind of support and encouragement has been incredibly important for me and my personal as well as professional development. I would therefore like to express my sincere thanks to all the professors who have accompanied me on my way. Their support not only enabled me to master my studies, but also to grow personally and academically. It was a great enrichment to work together and to master the challenges of my studies. With this positive support and their professional expertise, I am optimistic about my future career.

I would also like to express my deepest gratitude to my family for their tireless support during my master's program. Their constant willingness to stand by my side, whether through motivational words or practical help, has meant an immeasurable amount to me and has strengthened me enormously during this time. I am infinitely grateful for their generosity and love, which helped me to concentrate fully on my studies and give my best. In particular, my sincere thanks go to my brother Lars, because without his unconditional help, life and the master's program in Lisbon would undoubtedly have been a lot more difficult.

Moreover, I would like to thank Michael and Nils for the opportunity to join the MOOT team during my master's program. From day one, I felt like I was part of the MOOT family and have treasured every day at MOOT and all the experiences I have been able to gain. Thanks to both for their constant support during my time in the team as well as during the dissertation. Special thanks also go to the whole team and everyone who took part in the interviews.

Finally, I would like to thank all my friends, both those who have been with me for a long time and those I have met during my time in Lisbon. I became part of a group that feels like family, which I am very grateful for. Many thanks to all those who participated in the interviews.

For the sole purpose of language improvements, the programs DeepL as well as OpenAI's ChatGPT were used. This research, all the ideas as well as the intellectual content are my own work.

Abbreviations

AIO	Attitude, Interest, Opinion
ANOVA	Analysis of Variance
B2B	Business to Business
B2C	Business to Consumer
CED	Committee for Economic Development
CR	Corporate Responsibility
CSR	Corporate Social Responsibility
KMO	Kaiser-Meyer-Olkin
LOHAS	Lifestyle of Health and Sustainability
LOV	List of values
MOOT	Made out of Trash
PCSR	Perceived Corporate Social Responsibility
PDP	Product Description Page
PEB	Pro-Environmental Behavior
SD	Standard Deviation
UN	United Nations
VALS	Values, attitudes, lifestyles

List of Figures

Figure 1: Research model 10

Figure 3: Overview of the demographic profile 17

Figure 4: Moderating effect of lifestyle on brand attitude 21

Figure 5: Moderating effect of "health and wellbeing" on brand attitude 22

Figure 6: Moderating effect of "social" on brand attitude 23

Figure 7: Lifestyle based on age 24

Figure 8: Lifestyle based on occupation 24

List of Tables

Table 1: Overview of the interview Setup 11

Table 2: Overview of the survey Setup..... 16

Table 3: ANOVA brand attitude..... 18

Table 4: ANOVA CSR actions 19

Table 5: Regression analysis - Attitude towards the cause..... 20

Table 6: Contingency table 21

Table 7: Overview of the status of the hypotheses 26

1. Introduction

The UN Environment Programme opens an article from 2022 with the following statement: “New season, new styles, buy more, buy cheap, move on, throw away: the pollution, waste, and emissions of fast fashion are fueling the triple planetary crisis” (UNEP, 2022). Not only the UN is reporting about these problems, but also world-famous newspapers. Among others, the Washington Post or Financial Times criticize the fashion industry for its impact on the environment (Catelli, 2023; Hancock, 2023). The voices in society demanding change in the industry are getting louder and louder (Gazzola *et al.*, 2020). One of the essential problems in the fashion industry is the amount of waste created during the production process (Papamichael *et al.*, 2023). An enduring peak in the production, consumption and disposal of clothes is worsening the global situation (UNEP, 2022; Papamichael *et al.*, 2023). Another essential problem in the industry concerns the social aspect and is made particularly clear through the disaster in Rana Plaza. In April 2013, a huge garment factory building collapsed, resulting in the loss of over 1,100 lives (Paton, 2023). Every year on this day, thousands of people around the world commemorate the victims of this tragedy. Yet the conditions for most of the workers have not improved. Many western fashion brands still outsource their production to Asian countries to reduce their cost of production (*ibid.*). Thereby they accept inadequate pay, unacceptable working hours and critical working conditions.

Many brands nowadays make it their mission to drive change and revolutionize the fashion industry. One concept which is becoming more popular and important is circular economy (Papamichael *et al.*, 2023). It includes different techniques such as recycling, upcycling or secondhand products (Gazzola *et al.*, 2020). Not only small start-ups provide sustainable alternatives, but also large businesses such as Zalando or Patagonia offer repair services or a marketplace to sell and buy discarded clothes (Patagonia, 2023; Zalando, 2023). Other companies commit themselves to rather focus on good labor conditions and wages as well as inclusion and diversity within the company (Armed Angels, 2023; *ivory world <3*, 2023). Some companies also connect the purchase of their products to other social causes which may affect a group or the society at large (*ibid.*).

With the growing demand in responsible businesses as well as an increasing variety of social and environmental responsible businesses, the purpose of this work is to investigate the perception of different Corporate Social Responsibility (CSR) messages. Correspondingly, their influence on consumers attitudes should be examined. The aim is to provide helpful insights for businesses, especially in the fashion industry, which can help to systematically drive

change and establish a distinct position in the market. Therefore, the research question which is supposed to be answered with this work is the following: How does the perception of social and environmental CSR communication differ in its' influence on consumers attitude considering the moderating role of lifestyle?

Aiming to provide meaningful insights and derive findings, this work is divided in distinct parts. In a first step, literature is being analyzed and hypotheses are derived. Qualitative in-depth interviews are used to gain expert knowledge as well as insights from consumers' perspective. A survey serves the purpose of quantifying the results of the interviews as well as gaining insights from different social perspectives so that the results of this work can be applied to a broader population. This work concludes with a discussion of the obtained results and insights as well as implications for managers.

2. Literature Review

2.1 CSR and Consumer Perception

2.1.1 Definition and Concept of CSR

The origin of CSR is difficult to determine, however, several authors refer to Bowen as the first to define CSR and thus the originator. In 1953, Bowen described CSR as the obligation of businessmen to act according to society's values with respect to politics, actions and decisions in the business context (Bowen, 2013). Hereafter, many authors refer to Davis' definition from 1960, who defines CSR not as strictly as Bowen. Davis rather classifies CSR actions as such, if they at least partially focus on exceeding the economic interest (Davis, 1960). With the increasing importance of CSR over the last decades, the number of definitions increased in like manner. Another definition, often referred to is provided by Watts and Holme. In their definition, CSR comprises a businesses' commitment to uphold ethical standards, foster economic progress, and enhance the welfare of everyone directly or indirectly affected by the business (Watts and Holme, 1999). Chernev and Blair (2015) further add that CSR is about voluntary actions with the aim to exceed the obligations and expectations by society. They use the term "doing well by doing good" to describe CSR (ibid.).

The committee for economic development (CED) introduced a conceptual model, to define the responsibility of companies demanded by society, namely economic, social and environmental responsibilities (Committee for Economic Development, 1971). An alternative definition is provided by El Akremi et al. (2018), which state that CSR covers all policies and actions of a

company in order to increase the welfare of their stakeholder by considering the triple bottom line, which comprise economic, social and environmental activities.

It therefore becomes clear, that many authors focus on three dimensions of CSR, namely social, economic and environmental responsibilities (Sen, Du and Bhattacharya, 2016; Vera-Martínez, Alvarado-Herrera and Currás-Pérez, 2022). Panwar et al. (2006) suggest, that CSR can be seen as a multi-dimensional construct consisting of an economic, an environmental and a social dimension. Economic responsibilities is for instance the generation of profit, while environmental responsibilities are for example offering products and services that are environmentally friendly or actively engaging in actions that preserve the environment (Lee, Park and Lee, 2013). Social responsibilities are actions, that for instance have a positive impact on the employees or the society in general (ibid.).

According to certain authors, CSR does not only comprise three, but four dimensions. A widely used construct to display those dimensions is provided by Carrol. He proposes to consider several responsibilities including economic, legal, ethical and philanthropic, which are also referred to as discretionary, responsibilities (Carroll, 1979). The responsibilities are not mutually exclusive. Meaning ideally, they coexist in companies. However, the economic dimension represents the basis, since without the generation of revenues respectively profit, there is no opportunity for a business to exist. Legal responsibilities include the compliance of legal requirements and operations within the given laws, whereas ethical responsibilities comprise activities or behaviors which are not mandatory but expected by society. Philanthropic responsibilities are those actions and behaviors which exceed the expectations of society. They are not required by law and therefore voluntary (ibid.). To effectively drive change and create an impact, CSR strategies should be considered as long-term commitment and be anchored in the core of a company (Falck and Heblich, 2007).

Shared among these, as well as numerous other definitions is that CSR refers to the corporate behavior of a company, including all its actions and policies as well as its impact on society and the environment at large. Three dimensions of CSR, namely social, economic, and environmental can be found in various definitions. For the purpose of answering the superior research question with this work, therefore they are considered the three dimensions of CSR.

2.1.2 Benefits of CSR from a Company Perspective

Apart from numerous advantages for the society and the planet, a company can greatly benefit from the incorporation of CSR. On the one hand, a company can increase its brand awareness,

if there is a good brand-cause-fit, meaning the CSR actions align with the brand itself (Nan and Heo, 2007). On the other hand, CSR actions can help a company to develop and maintain a relationship with actual and potential customers (Mohammed and Rashid, 2018). Companies can use CSR actions to position themselves in the market and set themselves apart from the competition (Panwar *et al.*, 2006). Moreover, CSR can lead to a positive evaluation of a firm itself (Vera-Martínez, Alvarado-Herrera and Currás-Pérez, 2022) and it can influence the perception of the product performance (Chernev and Blair, 2015). Authors herein refer to the halo-effect, which in this context explains the positive attitude or perception of a company and its products simply because the company is engaging in pro-social behavior, which is perceived beneficial by consumers (*ibid.*).

One of the most pertinent arguments for the incorporation of CSR is its impact on the financial performance. Different studies investigate the relationship of environmental actions and their impact on the financial outcomes. The studies conclude, that there is a positive connection of the implementation of environmental CSR actions and the financial performance (Russo and Fouts, 1997; Vera-Martínez, Alvarado-Herrera and Currás-Pérez, 2022). This conveys that a company can find itself in a more favorable financial situation through the implementation of CSR.

2.1.3 Consumer Perception of CSR

Consumers' perception of CSR is of great importance for companies since it is exerting an impact on consumers' satisfaction with a company (Moliner, Monferrer and Estrada-Guillén, 2019). A consumers' perception of CSR can be split into the three parts which are widely used to describe the general perception process. At first a cognitive reaction is triggered, whereby the consumer evaluates what he or she has seen (Bagozzi, 1992; Vlachos, 2012; Moliner, Monferrer and Estrada-Guillén, 2019). This then initiates an affective reaction, meaning the consumer develops emotions. This affective reaction again results in the conative reaction which depicts a behavioral action such as engagement, trust, or loyalty (*ibid.*). Vlachos (2012) suggests, that CSR can be used as a mean to gain acceptance for a company's actions within society. Consumers perceive those companies, which share the same or similar personality traits as themselves, more favorable. Therefore, when there is a relevant target market, CSR can be crucial (*ibid.*). However, the motives behind a company's action are of great importance (Vlachos, 2012; Sen, Du and Bhattacharya, 2016). Therefore, to successfully implement CSR and to benefit from it, it is important for companies to ensure honest and sincere motivation

rather than only being motivated for business purposes and profit generation (Du, Bhattacharya and Sen, 2007).

2.1.4 Social vs. Environmental CSR Efforts

Within the context of this work, the perception of the social and environmental dimensions in particular is of great importance. As addressed, environmental sustainability has been a widely discussed topic in the past years and is getting increasingly important for companies (Gazzola *et al.*, 2020; Papamichael *et al.*, 2023). Especially in the fashion industry, the focus often revolves on the environmental aspect when talking about CSR (Vehmas *et al.*, 2018; Granskog *et al.*, 2020). More and more consumers demand companies to act responsible, which is why companies have adopted in the past and still do so (Gazzola *et al.*, 2020). However, during the Covid-19 pandemic, another dimension has gained of increasing importance, which is health, and therefore the social dimension (Boden *et al.*, 2021). Is CSR a topic of discussion nowadays, one often refers to the environmental as well as the social aspect of CSR (*ibid.*). Therefore, the sole focus on the environmental sustainability has shifted (Ikram *et al.*, 2020).

Through various experiments, Catlin *et. al* (2017) demonstrated, that the social and environmental dimensions are perceived differently by consumers. The authors identified differences in terms of globalization as well as in the time frame associations. Social causes are rather associated with local issues and short-term considerations, which respondents of the experiments justified with the immediate effect on society and people. Environmental causes on the other hand are associated with global issues and long-term considerations such as future generations or the time, the environment needs to recover (*ibid.*). Vera-Martínez *et. al* (2022) detect an explanatory power of the social and economic dimensions, however, according to the study, there is no explanatory power of the environmental dimension. They suggest that the social dimension has the highest effect on consumer perception, however those results are limited due to the exclusive conduction in Mexico (*ibid.*).

2.2 The Role of Consumer Attitude

2.2.1 Definition and the Importance of Consumer Attitude

Especially in the context of marketing research, consumers attitudes are of great importance (Mitchell and Olson, 1981). Attitudes are defined as individual reactions to objects in a sense that objects are being evaluated by consumers (Mitchell and Olson, 1981; Spears and Singh, 2004; Thomson, MacInnis and Whan Park, 2005). An experience or direct contact to the object

is not necessary for this kind of evaluation (Thomson, MacInnis and Whan Park, 2005) and evaluations can be both positive and negative (Mitchell and Olson, 1981).

For marketing purposes, attitudes are of great importance and widely used to predict consumer behavior (Mitchell and Olson, 1981). They also serve to compare a brand and its position along its competitors (Spears and Singh, 2004). This is due to the fact that over time, attitudes typically remain unchanged and therefore serve as reliable forecast (Mitchell and Olson, 1981). Within the frame of this research, consumers' attitude towards CSR as well as their attitude towards a brand serve as measure to understand their perception of CSR and its effects.

2.2.2 Consumers Attitudes within the Fashion Industry

The fashion industry is undergoing a shift, led by a change in consumers behavior and attitudes (Granskog *et al.*, 2020). Especially during the Covid-19 pandemic, the consumption, as well as the mindset of many people has changed (*ibid.*). An increase in prosocial and more responsible behavior unleashed a great potential for firms to adapt their CSR activities (He and Harris, 2020). CSR and especially the social and environmental responsibilities of companies are increasingly important for consumers and their decision making (Granskog *et al.*, 2020).

According to a study by Granskog *et al.* (2020), the majority of consumers in Germany and the UK are of the opinion, that the fashion industry has to decrease its impact on the environment. Respondents moreover agree that it is important to focus on the environment pollution of the industry (*ibid.*). This is also reflected in the increasing demand and general shift towards new circular economy models, even though this shift is predominantly observable among younger generations, especially in the Generations Y and Z (Musová *et al.*, 2021).

Not only environmental concerns are reflected in the attitudes within the fashion industry, but also pro-social attitudes can be observed (McKinsey & Company, 2023). Especially the Generations Y and Z drive a change in the fashion industry and an increasingly positive attitude towards gender-fluid fashion can be noted. Within society, gender roles are being pushed further into the background which is also reflected in consumers attitudes and purchase behavior of fashion (*ibid.*). Consumers expect fashion brands to act responsible in terms of working conditions and health of their employees (Granskog *et al.*, 2020). In comparison however, consumers still pay more attention to the environmental aspects than to the ethical aspects of their purchase decisions (Vehmas *et al.*, 2018).

Since the fashion industry is often connected with environmental responsibility rather than social responsibility, the aim of this work is, to investigate, which message composes a better attitude towards a brand, and to which extend. Therefore, the following hypotheses are established:

H1a: Conditions depicting environmental messages, in this case upcycling, will lead to a more positive brand attitude when compared to conditions depicting no such messages (control).

H1b: Conditions depicting social messages, in this case mental health, will lead to a more positive brand attitude when compared to conditions depicting no such messages (control).

H1c: Conditions depicting social messages, in this case labor conditions, will lead to a more positive brand attitude when compared to conditions depicting no such messages (control).

H1d: Conditions depicting environmental messages (upcycling) will lead to a more positive brand attitude when compared to conditions depicting social messages (mental health).

H2: A more positive attitude towards the cause will lead to a more positive brand attitude.

2.3 Lifestyle, Pro-Environmental Behavior, and other Moderators

2.3.1 Lifestyle and its Importance in Marketing

With the aim of investigating the moderating role of lifestyle and thus answer the research question, lifestyle and its importance are elaborated in the following. According to the Cambridge dictionary, lifestyle can be defined as “someone's way of living” or the common actions or behaviors of individuals or specific groups (Cambridge dictionary, 2023). A consumers’ lifestyle can be observed in a variety of dimensions such as habits, buying behavior, consumption, or their interests (Valentine and Powers, 2013). A persons’ lifestyle can serve as a remedy for them to express their position in society as well as their wealth (Chaney, 1996).

Lifestyle is commonly used as a mean to discover the needs and wants of consumers and to align the marketing strategy and activities of a company accordingly (Tam and Tai, 1998). Especially in Marketing, lifestyle is often referred to as a dimension of the psychographics,

which are used to classify and segment a market (ibid.). Yeh and Chen (2011) emphasize the importance of interpretation within the concept of lifestyle. Through different viewpoints and the individual interpretation of information lifestyle provides a meaning (ibid.). Besides lifestyle, the behavioral-oriented approach psychographics also includes dimensions such as the buying behavior or attitude towards life, which further consists out of attitudes or activities, interests and opinions (AIO) (Valentine and Powers, 2013). Since a segmentation of the market merely based on demographics can lead to distortions, it is essential to consider the psychographics, therefore the lifestyle of consumers (Narang, 2010). Measures, such as the AIO, values, attitudes and lifestyles (VALS) or the list of values (LOV) are often being used to investigate the consumers' lifestyle (Liu *et al.*, 2019).

2.3.2 The LOHAS Lifestyle

There is a vast number of different lifestyles all around the globe. Popular lifestyles such as veganism or minimalism are getting more popular and are embraced by many people. One lifestyle of particular interest for this work is the lifestyle of health and sustainability (LOHAS). The focus on LOHAS consumers was chosen because their positive attitude towards social and sustainability-related issues means that a positive attitude towards the social and environmental brand concepts can be expected (Yeh and Chen, 2011; Choi, Myung and Kim, 2018). LOHAS, such as many other lifestyles is a unique way of living (Yeh and Chen, 2011) and is gaining traction all around the globe (Lendvai *et al.*, 2022). The environment protection has a significant impact on LOHAS consumers (Pícha and Navrátil, 2019). Principles such as sustainability, ethical behavior or social responsibility define their everyday life (Lendvai *et al.*, 2022). To be more specific, LOHAS consumers favor organic products over regular ones, they compile a physical and psychological health including self-development and a slow-paced life (Yeh and Chen, 2011). Choi and Feinberg (2021) suggest five main categories by which a LOHAS consumer can be classified: physical health, self-improvement, philosophical and psychological beliefs, environmental consciousness and social responsibilities.

Because of the discussed growing popularity of the LOHAS lifestyle, within the context of this work, the moderating influence of the LOHAS lifestyle on consumers attitudes is being investigated. Since the perception of different CSR activities are used, lifestyle is measured by several dimensions of the LOHAS lifestyle. This should help companies to recognize and specifically address their target groups, particularly through the managerial implications at the end of this work.

2.3.3 Pro-Environmental Behavior

In literature, many authors refer to the influence of pro-environmental behavior (PEB) on the perception of CSR (Latif et al., 2022). Different terms such as environmentally conscious behavior, environmental activism or green consumption are used to allude to pro-environmental behavior (Lee *et al.*, 2014). Consumers engaging in pro-environmental behavior try to minimize their impact on the environment or in the best case even behave in such a way to contribute to a positive impact on the environment (Steg and Vlek, 2009). Previous studies suggest a relationship between the perception of CSR and pro-environmental behavior (Latif *et al.*, 2022).

Consumers involvement in pro-environmental behavior is however depending on their perception of their contribution. If they perceive their actions contribute positively to the environment, they are more likely to behave in such way (Lee *et al.*, 2014). Therefore, by showing consumers that their behavior can make a difference, companies can encourage them to act in a pro-environmental manner (*ibid.*).

Since there are several analogies within pro-environmental behavior and LOHAS, such as similar values, interests, and behaviors, it can be assumed, that the assumptions for PEB also apply to a healthy and sustainable lifestyle. Therefore, the following hypotheses are established:

H3: A healthy and sustainable lifestyle (LOHAS) will influence the effect of the messages on brand attitude with stronger effects among those with higher LOHAS (and vice versa).

3. Research

3.1 Research Model and Hypotheses

In this research on the influence of perceived CSR on consumers attitude, an experimental paradigm is used to test the differential effect of CSR actions on consumers. More specifically, this work focuses on the perceptual effect of social and environmental CSR communication on consumers attitudes considering their lifestyle. For this purpose, two specific brand concepts serve as means for the analysis. As environmental CSR, the concept of the brand MOOT, which is an acronym for made out of trash, has been chosen as reference. MOOT is a fashion start-up based in Berlin. All products are upcycled out of textile waste. A jacket for instance is made of old blankets, t-shirts and long sleeves are made of bed linen (*MOOT – Made Out Of Trash*, 2023). Here against, addressing the social CSR dimension, the brand concept of ivory therapy, former ivory world, serves as a reference. Ivory therapy is a Portuguese start-up which is collaborating with several therapists. For every purchase a customer makes, a therapy session

can either be taken by the customer itself, or it can be donated to other people that are on a waiting list (*ivory world* <3, 2023).

In order to exclude possible distortions due to existing attitudes towards the brands, the presentation of the stimuli is designed in such a way, that the brands cannot be recognized. The research is split into two parts. In the qualitative part, it is anticipated to gain in-depth knowledge about the consumers itself. Quantitative research furthermore aims to quantify the results as well as gain further knowledge and insights about a wider population.

To investigate consumers overall attitudes; their attitude towards the brand, purchase intentions and the perceived fit as well as involvement serve as means. Previous research already considered how pro-environmental attitudes of consumers influence the relation between CSR actions and consumer perceptions (Latif *et al.*, 2022). However, consumers lifestyles, especially the LOHAS lifestyle, have not been considered in such way before. It is being considered, that alike pro-environmental attitudes, lifestyle will have a moderating effect because of the similarities presented (Chapter 2.3.2 and 2.3.3). The following research model serves as visual representation of the research structure (Figure 1).

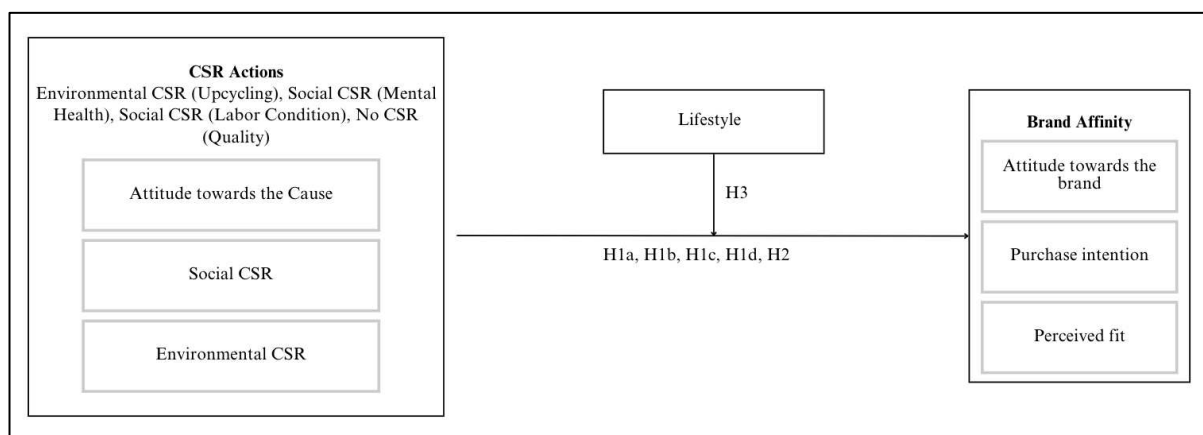


Figure 1: Research model

3.2 Qualitative Research

3.2.1 Methodology

Sample

A total number of nine respondents were interviewed, consisting out of three expert interviews and six consumer interviews. This amount allows to draw conclusions and guarantees a higher objectivity of the results. Participants from the consumers perspective were randomly chosen from the private environment based on convenience sampling.

Measures

Structured interviews have been conducted one-on-one. Interviewees were provided with a safe environment, where they were able to speak open and free. Therefore, the results can be considered valid and reliable. Depending on the location of the respondents, the interviews were carried out synchronously online or face-to-face. Experts were employees and one of the founders of the brand MOOT. With the permission of all interviewees, the interviews have been recorded and transcribed with the program trint in a later step. With the expert interviews, it was anticipated to investigate the brand values as well as the experts' understanding of CSR and the perceived acceptance of their concepts by consumers and society in general. Interviews have been carried out with consumers who might or might not were familiar with the introduced concepts. The consumer interviews served the purpose to gain insights from their perspective and to investigate the perception of the two different brand concepts. Moreover, the aim was to study the interviewees' lifestyle and establish a connection between lifestyle and attitude towards the concepts.

Hereafter, the considered variables, and the respective measures are depicted (Table 1). The exhaustive interview variable dictionary (Appendix A) as well as the complete interview guideline can be found in the appendix (Appendix B).

Respondent	Construct	Research
Employee / Founder	Attitude towards the cause	(Hill and Lee, 2012)
	Perceived consumer attitude and perception	
	Sociodemographic data	
Consumer	Attitude towards the cause	(Hill and Lee, 2012)
	Lifestyle	(Lendvai <i>et al.</i> , 2022)
	Attitude towards the brand concepts	
	Sociodemographic data	

Table 1: Overview of the interview Setup

To gain sufficient and valuable insights, several techniques, such as the laddering technique, free speech and association exercises have been used (Appendix C). Furthermore, interviewees were provided with background information, for them to better understand the concepts and therefore, provide meaningful insights. The first interview was conducted on the 14th of

November 2023, the last one was conducted on the 24th of February 2024. A link to the interview transcripts can be found in the appendix (Appendix D).

3.2.2 Data Analysis and Results

To analyse the open-ended questions, Maying's qualitative content analysis is used (Mayring, 2000). In the first part of the consumer interviews, attitude towards sustainability was investigated by several in-depth questions. Top of mind in all interviews were the social and environmental dimensions, but also the economical dimension was mentioned. Overall, interviewees had an equal understanding and attitude towards sustainability (Appendix E1).

The second part of the interview intended to classify the interviewees according to the LOHAS dimensions, defined by Lendvai et al. (2022). In compliance with Lendvai et al., all the respondents could be classified as consumers living a lifestyle of health and sustainability. This is due to their answers regarding sustainable actions they incorporate in their everyday life as well as measures they take to increase their mental wellbeing (Appendix E2).

Hereafter, consumers were asked to look at selected visuals. For this part of the interview, interviewees saw several pictures including small association exercises to get their minds activated on the investigated messages of social and environmental CSR. The social CSR message, namely the donation of a therapy session was rated as good and innovative. All interviewees showed a positive attitude towards the message. During one interview, the doubt has risen, whether this concept is solving a problem or worsening the situation by taking away therapy sessions from people in need. In all interviews it became clear, that the connection of a fashion brand with this social issue, namely mental health is difficult to grasp. However, interviewees believed this concept is contributing to solve a problem by providing therapy sessions to those in need or at least activating consumers to think about their own mental health and considering a therapy session. Based on the interviews conducted, it is assumed, that there are two groups of consumers. One group which experienced mental health issues themselves or within their immediate environment, which are therefore more likely to accept the brand and choose it over another one. The other group of consumers has had no experience with mental health or even a poor attitude towards mental health issues, and therefore is less likely to buy this product over a competitors' (Appendix E3).

Just like the therapy message, the upcycling message has been evaluated as good and innovative by all interviewees. However, some doubts became apparent, which on the one hand regard the business model and on the other hand the impact of the company. Two of the interviewees

addressed the scalability and therefore the profitability of upcycling. Furthermore, all the respondents did not think, that this brand concept could solve a problem. One reason elaborated on was, that the overall problem of textile waste and waste in general, as well as the climate crisis are too big for a start-up to really change something. However, this brand is perceived as giving an effort to change the industry and leading the industry into the right direction through education and sensitization. Again, it is assumed, that there are two distinct groups of consumers. Sustainable consumers and those caring about the environment are expected to choose this brand over another one. It is assumed, that the other group which is less caring when it comes to environment protection, is more likely to choose the cheaper option whether it is sustainable or not (Appendix E4).

The last question of the interview intended to find out, which message was perceived to be more accepted by society. Even with the findings not being uniform, a tendency can be extracted. Overall, through the interviews it could be observed, that respondents assumed upcycling to be more accepted by society. Commonly, the fashion industry relates to sustainability, which however is paradoxical since the fashion industry is greatly contributing to environmental problems. This connection could be explained due to many fashion brands advertising with the sustainability of their company and products. Still, upcycling and therefore the environmental aspect of CSR seemed to be rather in line with the brand. The therapy message was perceived positive as well, however, most of the respondents thought it was less well accepted by society. Compared to upcycling, in which a clear link between the message and the brand was established, the therapy message was evaluated as positive due to different reasons. The concept was perceived as a “add-on” or extra, however, no link between the brand and the message could be extracted. One reason mentioned which could explain the better acceptance of upcycling was the general lower acceptance of mental health and therapy related topics in society (Appendix E5).

A uniform understanding of sustainability also emerges from the expert interviews, which intersects with the one gained in consumer interviews. However, only insights from the environmental perspective, namely from the brand MOOT, were gathered. Different from consumer interviews, the emphasis on social CSR, such as working conditions in the fashion industry, was overall more prominent. The experts considered themselves in the responsibility of educating consumers about the status quo, which was also reflected in the consumer interviews. Furthermore, consumers of this brand were classified as sustainable consumers respectively they are considered LOHAS consumers (Appendix E6).

3.3 Quantitative Research

3.3.1 Methodology

To gain insights from more than a small sample, a survey was set up with the aim of obtaining quantifiable results. It was distributed online via several social media channels, such as Instagram, LinkedIn, and WhatsApp. The survey was further published on the panel SurveyCircle, to ensure a greater reach of respondents as well as a diversified portfolio of demographic characteristics. By using the snowball method, friends and family were asked to distribute the survey in their networks. An online survey for this purpose was a reliable tool. A high reach of respondents at low costs as well as the speed of the execution are some of the benefits of online surveys (Ball, 2019).

Different items derived from previous research served as basis for the survey. To examine the perception and attitude of consumers, semantic differential as well as 7-point Likert scales were used. The survey was split into four parts, namely psychographic data, CSR actions, attitude, and sociodemographic data. Within each part, the questions and statements were randomized, to exclude an order bias. To further ensure honest and reliable answers, questions about the respondents' lifestyles were asked in the very beginning. Thereby, the chance of respondents allowing their answers to be influenced by the questions about the different CSR messages, could be minimized.

Psychographic data

To assess the consumers lifestyle, specifically to see the extent to which they are living according to the LOHAS principles, nine statements adapted from Choi and Feinberg (2021), Pícha and Navrátil (2019) and Lendvai et al. (2022) served as measure. The statements were measured on a 7-point Likert scale. They intended to classify the respondents based on their opinion about sustainability, health, and well-being as well as social matters.

CSR Actions

Four CSR messages were tested, specifically: i) environment (upcycling), ii) social (donation of a therapy session), iii) social (fair labor conditions), and iv) quality (control condition). To evaluate consumers perception of different CSR actions, visual stimuli were used (Appendix F). For this purpose, different fictitious product description pages (PDP's) were built. Consumers therefore either saw a black t-shirt or a black backpack. Short descriptions explaining the different messages have been provided to the respondents. The chosen products

served as visual stimuli since they were not depended on the gender, therefore conclusions were not exclusively for one gender. Moreover, the messages of upcycling and the donation of a therapy session, which are the focus of this work, could be applied to both products. After seeing the PDP's, respondents were asked to assess the brands based on six statements adapted from Lee, Park and Lee (2013), measuring the social and environmental dimensions of CSR.

Attitude

In a preliminary step before finishing the survey with the sociodemographic data, respondents were asked about their attitude towards the cause as well as their attitude towards the brand, purchase intention and the perceived fit between the brands and their own values. Semantic differential as well as 7-point Likert scales were used for this purpose. The statements were based on and adapted from Spears and Singh (2004), Cable and DeRue (2002) and Thomson, MacInnis and Whan Park (2005).

The following table serves as an overview of the different constructs (Table 2). A complete variable dictionary with the survey items and how they were operationalized can be found in the appendix (Appendix G).

Construct	Operationalization	Research
Psychographic data / Lifestyle	LOHAS: Environment and Sustainability, Health, and Well-Being, Social	(Pícha and Navrátil, 2019; Choi and Feinberg, 2021; Lendvai <i>et al.</i> , 2022)
CSR Actions	Environmental message: Upcycling	(Lee, Park and Lee, 2013)
	Social message: Therapy session	
	Social message: Labor conditions	
	No CSR message: Control	
Attitude towards the cause	Involvement	(Thomson, MacInnis and Whan Park, 2005)
Attitude towards the brand	Attitude towards the brand	(Spears and Singh, 2004)
	Purchase intention	
	Perceived fit	(Cable and DeRue, 2002)
Sociodemographic data	Age	
	Gender	
	Degree	

	Profession	
	Monthly income	

Table 2: Overview of the survey Setup

For the survey, a between-subjects-design was chosen. Meaning, respondents were randomly split into four groups. Since the participants of the questionnaire evaluated four messages, namely two social and one environmental message as well as a neutral message serving as control, about 200 participants were anticipated, so that each message could be tested reliably and validly. Several biases could occur within the survey, however since they were known before, the aim was to avoid these. One possible bias was based on the convenience sampling (Patel, 2021). Since the survey was distributed in English and on social media mainly, it might have occurred, that predominantly members of the generation Y, Z and Alpha were participating. Based on limited possibilities to spread the survey, this bias could not have been fully avoided.

Two other possible biases, which were identified were tried to be avoided. One bias was a distorted attitude towards the brands, which is why the brands have been anonymized within the framework of this study. Furthermore, there was a possibility of a social desirability bias, which typically occurs within sensitive topics such as concerning the social or environmental behavior (Krumpal, 2013). Since within the framework only the attitudes and perceptions were examined and not the actual behavior, this could not be fully eliminated (Grau and Folse, 2007). To exclude the possibility that the respondents are influenced, the first step was to ask them about their own lifestyle so respondents could be completely open and honest. The questionnaire (Appendix H) was live from the 8th of November 2023 until the 7th of December 2023.

3.3.2 Data Analysis and Results

Sample

Overall, 209 respondents participated in the survey of which 177 respondents finished the questionnaire in a complete and orderly manner and were therefore used for further analyses. With the means of the between-subjects-design, respondents were randomly split into four groups. Each group had seen one message, namely upcycling (25.4%), health (24.3%), labor conditions (26.0%) or quality (24.3%).

The gender distribution was imbalanced with most of the respondents being female (64.0%). 34.5% of the respondents' stated that they belong to the male gender and 0.6% stated, they are non-binary or belong to a third gender (Figure 2). Most of the respondents were between 25 and 34 years old (55.4%), which can be explained through the distribution via the social media. 34.5% of the respondents were between 18 and 24 years old and 10.2% are between 35 and 64 years old (Figure 2). Moreover, the majority stated to have a university bachelor's degree (59.3%) and 57.6% of the respondents were students at the time of the survey.

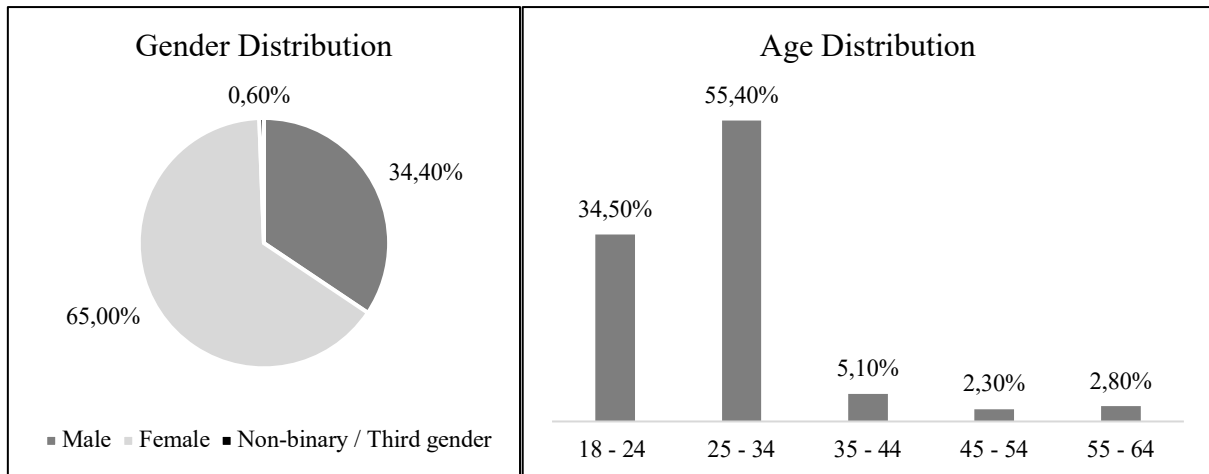


Figure 2: Overview of the demographic profile

Measures

Before starting with the analyses, all items were tested for internal consistency and reliability with the help of Cronbach's Alpha. All items pointed out a good value, meaning they were measuring the same construct. With excellent values for brand attitude ($\alpha = 0.936$), and attitude towards the cause ($\alpha = 0.922$) as well as a good value for social and environmental CSR ($\alpha = 0.813$) and an acceptable value for lifestyle ($\alpha = 0.725$) internal validity was provided and therefore further analyses could be conducted.

To better analyze the data in a later step three factor analyses were conducted. Nine items measuring lifestyle were summarized to three factors based on Eigenvalues. The Kaiser-Meyer-Olkin criterion (KMO) and significance were provided (KMO = 0.765; $p < 0.001$). To continue analysis with these factors, new variables based on the means were created. The extracted factors were consistent with the analyzed literature. Factor 1 summarizes items about the *environment and sustainability*, factor 2 summarizes items about the *health and well-being* and factor 3 consists out of items measuring the *social* dimension.

The second factor analysis was conducted for six CSR items as well as six involvement variables measuring the attitude towards the cause. Three factors were extracted based on Eigenvalues (KMO = 0.825; $p < 0.001$) resulting in the variables *social CSR*, *environmental CSR* and *attitude towards the cause*.

The last factor analysis was conducted to summarize the brand attitude. Therefore, three items to measure attitude towards the brand as well as three items measuring the purchase intention and one item to measure the brand fit were analyzed and one factor, namely *attitude towards the brand* was extracted (KMO = 0.910; $p < 0.001$).

Test of the research model

To investigate, whether there were differences in the evaluation of the different messages regarding brand attitude, an Analysis of Variance (ANOVA) analysis was conducted. Since there were slight differences in the group sizes, Scheffe & Welch was used for the analysis. When comparing the different messages, namely upcycling, health, labor and quality, significant differences in the means could be observed ($F = 8.212$; $p < 0.001$). The post-hoc test showed significant differences when comparing the control variable (quality) with the other variables (difference of quality and upcycling ($p=0.003$), quality and health ($p<0.001$) and quality and labor ($p=0.003$)) (Table 3).

Brand Attitude		Upcycling	Health	Labor	Quality
Significance	F = 8.212; $p < 0.001$				
Robustness test of means - Welch	$p < 0.001$				
Mean		5.0689	5.2525	5.0683	4.8725

Table 3: ANOVA brand attitude

Based on the results, Hypothesis 1a, *Conditions depicting environmental messages, in this case upcycling, will lead to a more positive brand attitude when compared to conditions depicting no such messages (control)*; Hypothesis 1b, *Conditions depicting social messages, in this case mental health, will lead to a more positive brand attitude when compared to conditions depicting no such messages (control)*; and Hypothesis 1c, *Conditions depicting social messages, in this case labor conditions, will lead to a more positive brand attitude when compared to conditions depicting no such messages (control)* are accepted.

As can be seen in the results, Hypothesis 1d *Conditions depicting environmental messages (upcycling) will lead to a more positive brand attitude when compared to conditions depicting social messages (mental health)* is rejected.

Another ANOVA was used to investigate, whether there were differences among the social and environmental factors within the different groups. Again, Scheffe & Welch was used for the analysis (Table 4).

Social CSR		Upcycling	Health	Labor	Quality
Significance	F = 11.330; p < 0.001				
Robustness test of means - Welch	p < 0.001				
Mean		4.6963	5.4186	5.3188	4.1783
Environmental CSR		Upcycling	Health	Labor	Quality
Significance	F = 15.401; p < 0.001				
Robustness test of means - Welch	p < 0.001				
Mean		5.6593	3.8992	4.7391	3.8837

Table 4: ANOVA CSR actions

For social CSR, the health message was ranked best, followed by labor, upcycling, and quality. For the environmental CSR, the upcycling message was ranked best, followed by labor, health, and quality. Both within the social and the environmental CSR those results were expected. However, since the quality message was used as a control variable, and therefore to be perceived worse, the mean was recognizable high.

A post hoc test was used to see if the differences of the means of the four messages could be considered significant and therefore relevant. For the social CSR, three significant differences were identified. Differences were determined between upcycling and health (p = 0.034), quality and health (p < 0.001) and between quality and labor (p < 0.001). For the environmental CSR, four significant differences were identified. Therefore, upcycling and health showed a significant difference (p < 0.001), upcycling and labor (p = 0.027), upcycling and quality (p < 0.001). Also, labor and quality (p = 0.050) differed in terms of their means.

Regardless of which message the respondents have seen, the influence of the attitude towards the cause on the brand attitude was measured. The analysis showed, that throughout all

messages, there was a significant effect of attitude towards the cause on the brand attitude ($p < 0.001$). Pearson's correlation further showed a positive correlation, meaning, the better the attitude towards the cause, the better the attitude towards the brand (Table 5).

Regression Analysis Results – Attitude towards the Cause	
Dependent Variable	Brand Attitude
Included Items	Attitude towards the Cause
R squared	0.183
p value	< 0.001
Pearson Corr.	0.427

Table 5: Regression analysis - Attitude towards the cause

Therefore, Hypothesis 2, *A more positive attitude towards the cause will lead to a more positive brand attitude* is accepted.

For the purpose of analyzing the moderating effect of *lifestyle* in more detail, further ANOVA analyses were conducted. First, all nine lifestyle items were combined to one factor and divided into three groups based on the standard deviation (SD). Therefore, the levels *-1SD*, *between -1SD and +1SD* and *+1SD* were chosen. Significant differences among the messages were identified ($F = 8.201$; $p < 0.001$). Furthermore, lifestyle had a significant effect on brand attitude ($F = 5.653$; $p = 0.004$). An interaction effect of lifestyle and the messages did not exist and was therefore excluded from the analysis.

It can be concluded that lifestyle has no moderating effect on the relationship of the messages and their influence on brand attitude. Therefore, Hypothesis 3, *A healthy and sustainable lifestyle (LOHAS) will influence the effect of the messages on brand attitude* is rejected.

The following figure depicts the differences among the different levels of standard deviation (Figure 3). As can be seen, for respondents with a lower expression of the LOHAS lifestyle (*-1SD*), upcycling and quality had a similar effect on brand attitude, and they had a more negative attitude towards brand than the health and labor message. Among respondents with a moderate endorsement of the LOHAS principles (*between*), the CSR messages upcycling, health and labor had a similar effect on the brand attitude. Quality, the control variable, had a worse effect on brand attitude, as was expected. Among those respondents showing a higher level of the LOHAS lifestyle (*+1SD*), all messages and their influence on brand attitude were very similar and only slight differences could be observed.

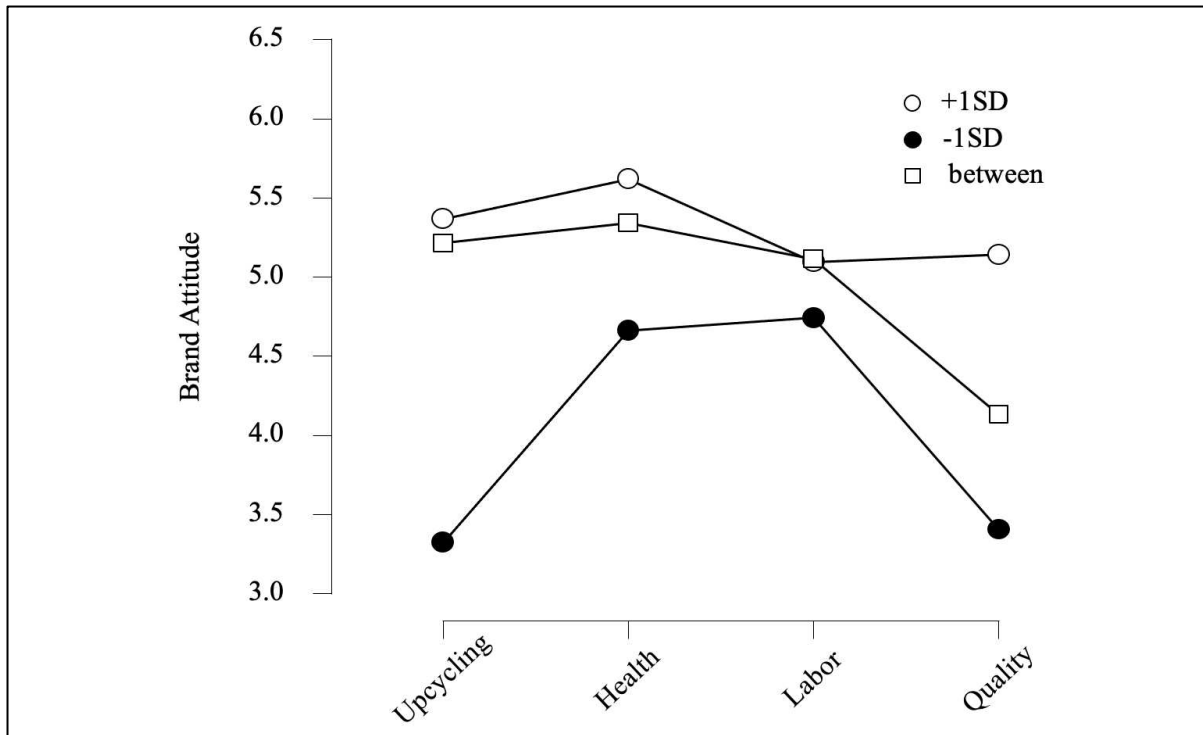


Figure 3: Moderating effect of lifestyle on brand attitude

To go into even greater detail, the same analysis was done with each of the obtained factors of lifestyle. The factors *environment and sustainability, health, and well-being* and *social* were each analyzed based on the standard deviation. As can be seen in the following contingency table, an ANOVA to investigate the influencing effect of the factor *environment and sustainability* based on the SD was not possible as fewer than two cases saw the quality message and are grouped in +1SD (Table 6).

	Upcycling	Health	Labor	Quality	Total
+1SD	6	4	7	1	18
-1SD	7	8	4	12	31
Between	32	31	35	30	128
Total	45	43	46	43	177

Table 6: Contingency table

The ANOVA to investigate the influencing effect of the factor *health and wellbeing* showed substantial results. The analyzed messages differed significantly ($F = 7.405$; $p < 0.001$). The factor *health and wellbeing* however did not show a significant effect on the brand attitude ($F = 0.312$; $p = 0.733$). Neither did the interaction effect ($F = 0.757$; $p < 0.605$), which highlights the finding from the lifestyle analysis before. As can be seen in the figure below, the different levels of health and wellbeing had a very similar effect on the relationship between the

messages seen and the attitude towards the brand (Figure 4). For those respondents, for whom health and wellbeing was comparingly more important, the health message had the most positive effect on their attitude towards the brand. For those for whom health and wellbeing was less important, the upcycling message had the most positive influence on brand attitude. Independent of the level of SD, quality had the least positive effect on brand attitude.

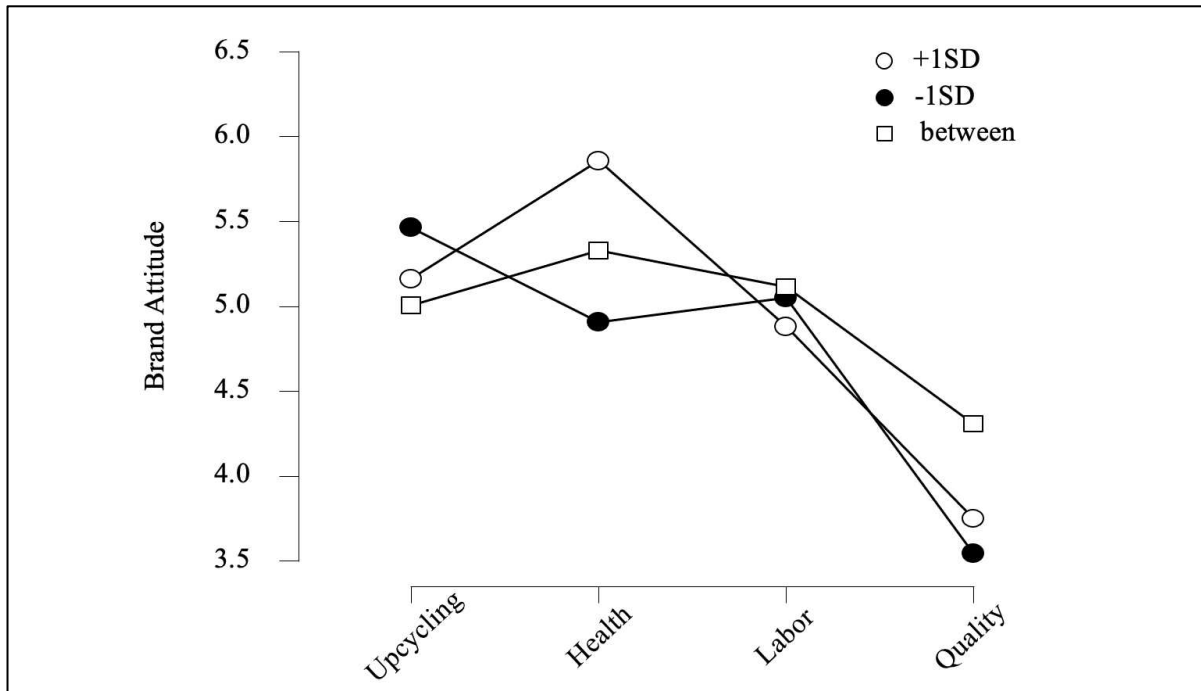


Figure 4: Moderating effect of "health and wellbeing" on brand attitude

The ANOVA conducted for the factor *social* showed significant differences among the messages ($F = 5.029$; $p = 0.002$) as well as among the different levels of standard deviation ($F = 4.266$; $p = 0.016$). Again, no significant interaction effect with the respondents' lifestyle could have been identified ($F = 0.608$; $p = 0.724$). As can be seen in the figure below, differences among the different levels of standard deviation could be observed (Figure 5). Respondents with a lower endorsement of the LOHAS principles (-1SD) overall had a less positive brand attitude among all messages, with health being perceived best and quality being the worst. For respondents with a moderate endorsement of the LOHAS lifestyle (between -1SD and +1SD), all CSR messages, namely upcycling, mental health and labor conditions, had a similar effect on brand attitude. However again, the quality message was perceived worse. The labor message was slightly perceived better, followed by the health message. This result is not surprising, since both, health, and labor focus on the social part of CSR. Among the respondents showing a higher level of endorsement of the LOHAS principles (+1SD), the upcycling message led to the

most positive attitude towards the brand, followed by the health message, the labor message and lastly the quality message.

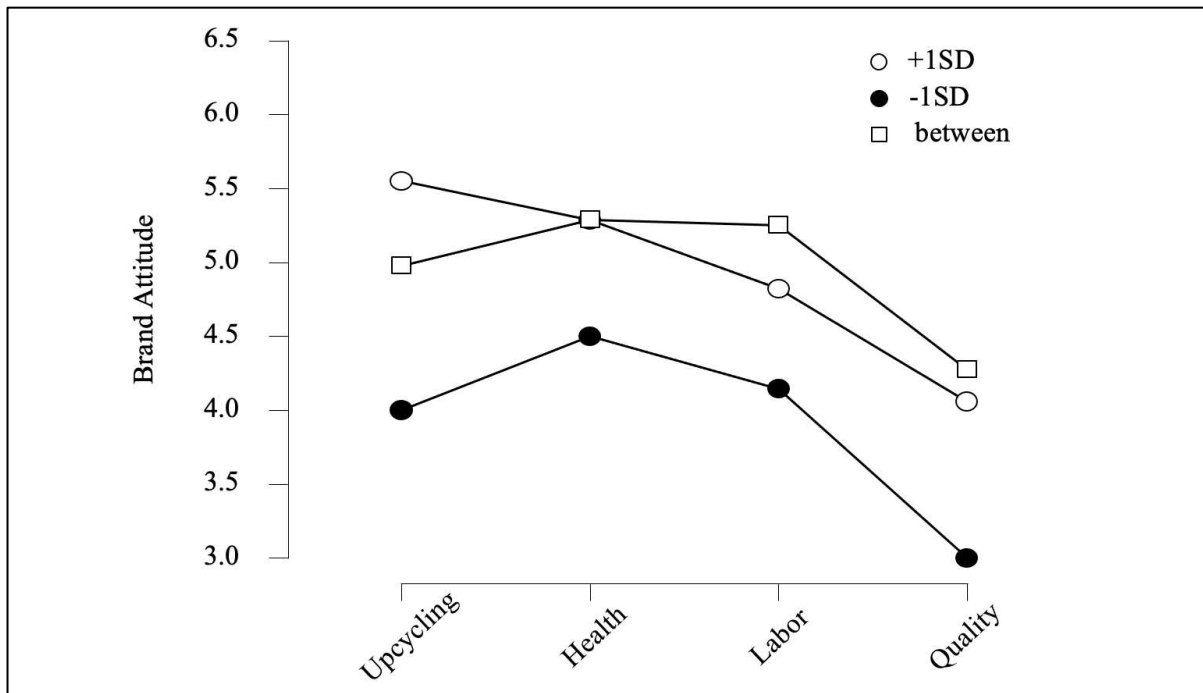


Figure 5: Moderating effect of "social" on brand attitude

Finally, results from further analyses of the relationship of lifestyle and sociodemographic characteristics are to be emphasized as well. Overall, there were no major differences in the lifestyle among the different age groups, with one exception. Respondents of the age 45 to 54 years old could be categorized as less healthy and sustainable according to the LOHAS principles investigated in the survey. Even though the means are not statistically significant, the visualization depicts a difference in the age groups (Figure 3).

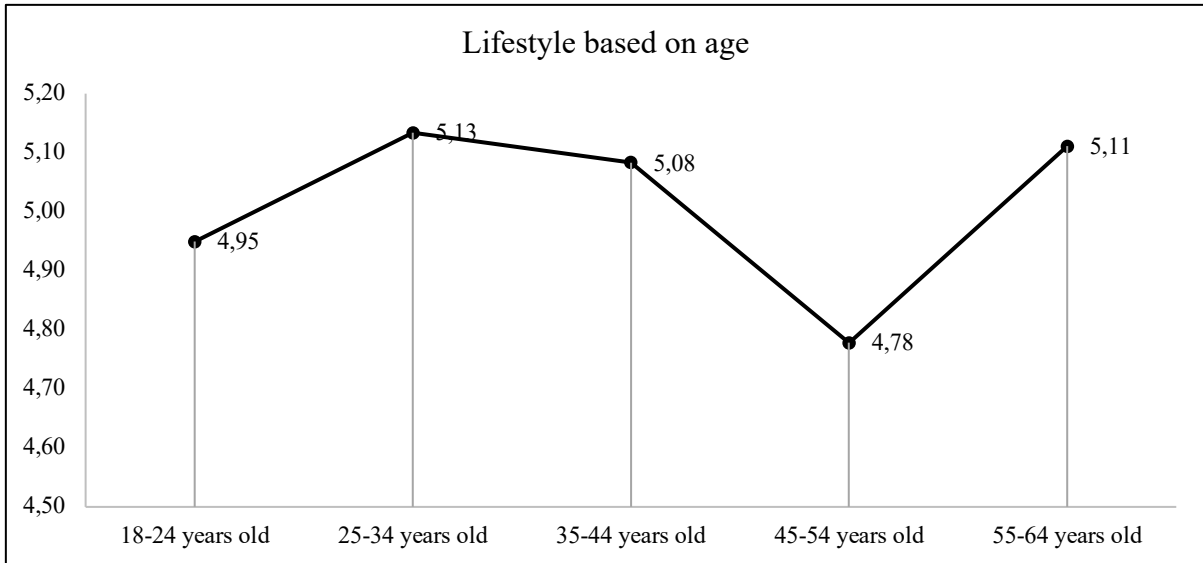


Figure 6: Lifestyle based on age

It can be further seen that lifestyle across different occupations did not differ significantly. However, respondents that were unemployed and looking for a job at the time of the survey, live a less healthy and sustainable lifestyle compared to the other occupations. The means are not significantly different, however a slight deviation within the lifestyle can be seen (Figure 4).

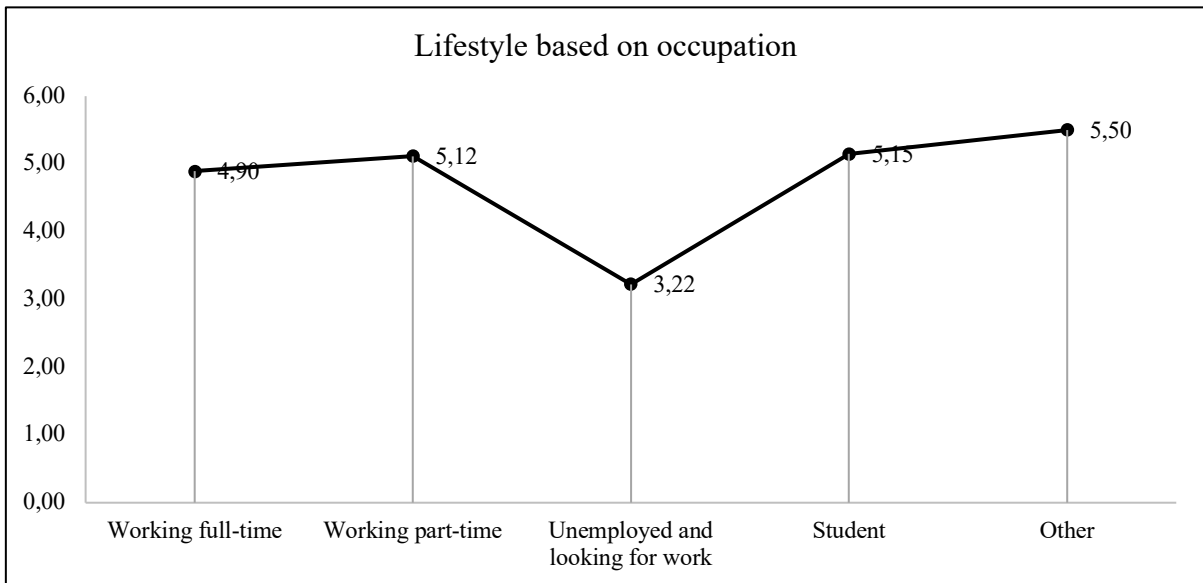


Figure 7: Lifestyle based on occupation

4. Discussion and Interpretation

4.1. Summary of the Results

The objective of the research was to investigate the different perceptual effects of various CSR messages on consumers' brand attitude. Further, the research aimed to investigate the moderating role of lifestyle on this relationship. The overarching goal was to test the hypotheses, and derive meaningful insights as well as useful implications for businesses, especially in the fashion industry.

Overall, some of the results of the research were expected, however slight deviations have occurred. The perception of social and environmental CSR differed slightly however non-significantly in their influence on consumers' attitude. All CSR messages have been perceived more positive than the control message. A relationship between the CSR messages and the brand attitude has been identified.

The differences in the effects on the brand attitude were independent from consumers lifestyle. No moderating effect of lifestyle could have been identified. However, a closer examination of the lifestyle revealed that different levels of endorsement of the LOHAS principles resulted in different perceptions of the CSR messages.

The following table serves as an overview of the status of the hypotheses (Table 7). Next, individual results are being examined and analyzed in more detail.

Hypothesis	Status
H1a: Conditions depicting environmental messages, in this case upcycling, will lead to a more positive brand attitude when compared to conditions depicting no such messages (control).	Accepted
H1b: Conditions depicting social messages, in this case mental health, will lead to a more positive brand attitude when compared to conditions depicting no such messages (control).	Accepted
H1c: Conditions depicting social messages, in this case labor conditions, will lead to a more positive brand attitude when compared to conditions depicting no such messages (control).	Accepted
H1d: Conditions depicting environmental messages (upcycling) will lead to a more positive brand attitude when compared to conditions depicting social messages (mental health).	Rejected

H2: A more positive attitude towards the cause will lead to a more positive brand attitude.	Accepted
H3: A healthy and sustainable lifestyle (LOHAS) will influence the effect of the messages on brand attitude with stronger effects among those with higher LOHAS (and vice versa).	Rejected

Table 7: Overview of the status of the hypotheses

4.2. CSR Messages Impact Consumers Perception

Results from analyzing potential differences in the messages are significant, even though participants in the survey only saw the different messages online. Overall, the obtained results were expected – taken together, the conditions with CSR messages were perceived better than the control condition with the quality message. Generally, compared to upcycling, labor conditions and quality; the health message is perceived best by customers. Through literature analysis and conducted interviews the assumption was made, that environmental messages such as upcycling have a more positive effect on the attitude towards a brand than the health message. A contributing factor which became apparent in the interviews is the connection of the fashion industry and its impact on the environment (Appendix E5). The fashion industry is predominantly connected with environmental issues such as huge amounts of waste or high Co2 emissions (Hill and Lee, 2012; Vehmas *et al.*, 2018). The slightly better perception of the health message in the survey could however equally be explained through findings of the interviews. Environmental actions are often perceived as less effective in terms of their impact on solving a problem (Appendix E4). Issues such as climate change are considered as much bigger and worse than for example the need for therapy sessions or mental health support. Moreover, the fashion industry is perceived as one of the worst industries regarding sustainability (Hill and Lee, 2012). Similar to this, Catlin *et al.* (2017) find the social dimension to be more positive in terms of their effect on attitude, since social issues are usually considered as short-term and rather local compared to environmental issues. In the interviews it became clear, that the connection of a fashion brand with the donation of a therapy session is uncommon and unexpected which could lead to a positive surprise effect, resulting in a better perception (Appendix E3). Additionally, through the interviews it became apparent, that the donation of a therapy session depicts a direct incentive, since a consumer has an immediate effect (*ibid.*).

The results from the survey further indicate a relationship between the attitude towards the different messages and the CSR causes. The higher consumers rate the importance of environmental CSR, the environmental message upcycling is perceived best. The higher

consumers rate the importance of social CSR, the social message health is ranked best. This can be explained due to the different levels of involvement into the topics (Thomson, MacInnis and Whan Park, 2005).

Additionally, the quantitative research depicts the influence of attitude towards CSR on attitude towards the brand. Meaning, the better consumers like CSR, the more they liked brands engaging in CSR. This finding is also displayed in the study of Hill and Lee (2012), in which the researchers elaborate on the perception of sustainability. Moreover, Vlachos (2012) highlights the importance and effects of the consensus of peoples' values with those of a company.

4.3. The Role of Lifestyle

Even though, no moderating effect of the lifestyle could be identified, some findings from the analysis should be highlighted. Based on the analysis of lifestyle in general, it can be seen, that consumers with a lower endorsement of the LOHAS principles differ from the other two groups. For this type of consumers, upcycling and quality led to approximately the same brand attitude. The social messages health and labor were slightly better perceived. For consumers with a moderate endorsement of the LOHAS principles, all CSR messages were perceived similar, however better than the quality message. Compared to that, for LOHAS consumers, all messages, including quality, led to a similar evaluation of the brand. Based on the analysis it becomes apparent that the messages as well as the lifestyle of the respondents influence the brand attitude. Lifestyle however is not moderating the relationship between the messages and the brand attitude.

A deeper analysis of the single factors of *lifestyle* show, that differences within the lifestyle, be it environment, social or health, can be observed. Looking at *health and wellbeing* of the consumers, the characterization of consumers' lifestyle does not make a difference in how they perceive the different messages and how this influences their brand attitude.

For the *health and wellbeing* factor, all types of LOHAS consumers evaluate the messages and therefore the brand attitude similar. Consumers with a lower endorsement of the LOHAS principles evaluated the upcycling message best, followed by the labor and health message and lastly the quality message. The consumers with a moderate endorsement of the LOHAS principles evaluated the health message best, followed by the labor and upcycling message and again, lastly the quality message. The same can be observed for the LOHAS consumers which was expected since both, health, and labor focus on the social part of CSR.

Lastly, the analysis of the *social* factor shows a difference between those consumers with a low endorsement of the LOHAS principles and the other two groups. For this group of consumers, the health message led to the most positive brand attitude, followed by the labor and upcycling message. A similar distribution can be observed for the consumers with a moderate endorsement of the LOHAS principles, however with an overall higher rating of the brand attitude. LOHAS consumers slightly differ in terms of the brand attitude. LOHAS consumers, favor upcycling, followed by the health and labor message and lastly the quality message.

5. Limitations and Future Research

Several limitations, which are discussed in the following, lead to a less representative analysis and interpretation of the results. Based on these limitations and the restrictions this work proposes, future research opportunities are depicted.

During the process of the qualitative research, it was not possible to obtain insights into the brand ivory therapy. Despite several attempts to contact the employees and founders, no feedback was obtained. Therefore, only company insights for the brand MOOT, executing the environmental concept, could be provided. To make insights available from a company using a socially responsible concept, future research should include interviews with representatives of socially responsible brands.

Besides this restriction in the qualitative part, several limitations have arisen within the quantitative research. Due to a small population size, the results are not representative for a larger population. There is an imbalance within the age distribution of the respondents as well as between consumers with higher and lower levels of endorsement of the LOHAS principles. This could be explained due to the distribution of the survey mainly through social media and therefore to friends and family. To circumvent this issue, the survey was distributed via the panel SurveyCircle, however, no demographic insights about the respondents from this panel are provided. Future research should have a broader demographic focus to gain representative insights for a larger and more diverse population.

Since every consumer is individual and so is their taste, for some consumers in the survey as well as in the interviews, the design of the products was not appealing. This was counteracted by providing unisex products such as t-shirts and backpacks. No special prints or designs were chosen to minimize the influence of the respondent's personal taste. Further research could however examine a more diverse product portfolio and different designs to address different preferences and thereby minimize this bias.

Price is a very important factor influencing the purchase decision (Gazzola *et al.*, 2020). However, it was deliberately not considered in this work in order to fully focus on the effect of the messages on brand attitude. Not only the purchase decision is affected by the price, also consumer attitudes are influenced by the price of products in the fashion industry (Gazzola *et al.*, 2020). To ensure, that the price does not affect the perception of the message, it was excluded from the analysis. Future research could include prices into the research to gain insights about the price perception as well as the influence of the price on consumers attitudes towards CSR concepts in the fashion industry.

Finally, in order to provide detailed implications for brands in other industries, further products could also be investigated in future research. To analyze other target groups more precisely, further lifestyles and their influence could be investigated in more detail.

6. Managerial Implications

The aim of this work is also to provide helpful insights for managers, specifically in the fashion industry, for them to establish a distinct position in the market, address their target group and successfully drive change in the industry.

It is important for companies to know and fully understand their target group. Typically consumers have a more favorable attitude towards a brand which is sharing the same values as themselves (Vlachos, 2012). As can be seen in the quantitative research, personal characteristics such as a consumers' lifestyle have a significant impact on the attitude towards a brand. For companies engaging in CSR actions it can be beneficial to specifically address LOHAS consumers as they are characterized by a higher willingness-to-pay (Choi and Feinberg, 2021). Furthermore, this research shows the significant impact of lifestyle on consumers attitudes. Even though it has no moderating effect it should still be considered.

Regarding the integration of CSR within a brand concept and the communication it can be emphasized that not only environmental issues are apparent in the fashion industry, even though fashion is usually connected with environmental issues such as Co2 emissions or produced waste (Appendix E1). Also, social actions such as good labor conditions are commonly connected towards the fashion industry, therefore, addressing this within the CSR message can be beneficial for a company. The message of the donation of a therapy session with buying a product has been widely accepted, even though this issue is commonly not connected to the fashion industry. It became apparent, that the immediate effect or incentive is appreciated by consumers which is why for managers it is advised to point out the positive effects consumers

can gain through choosing these brands products. As instrumental conditioning shows, the positive reinforcement could lead to an even better brand attitude resulting in loyal customers (Solomon, 2012). Therefore, it is suggested to highlight the benefits a consumer gains by choosing this brand over another one. Since within the environmental CSR it can be difficult to display the effect a purchase has on the environment, managers could use facts and numbers to visualize the consumer the impact they're having by choosing a specific product.

As addressed before, if possible, it is crucial for companies and managers to implement environmental CSR within their company. As Musova (2021) is emphasizing there is an increasing demand for circular models in fashion. Not only the increasing demand should be an incentive for managers to implement environmental actions within their companies, but also the relationship between the environmental initiatives and the financial outcome of a company (Russo and Fouts, 1997).

The integration of CSR into a company and its communication is a promising approach. However, it is important to maintain authenticity since especially greenwashing is often used in the fashion industry and can damage a firms' brand image and respectively the attitude towards the brand severely.

7. Conclusion

This study examined the different perception of social and environmental CSR communication and its' influence on consumers attitude including the moderating role of lifestyle. Qualitative as well as quantitative research was used to answer this question. It was expected to find significant differences in terms of the effect of the different messages on consumers attitudes. The CSR activities referred to in this work were upcycling as an environmental CSR activity as well as the donation of a therapy session as social CSR activity. For control purposes, good labor conditions were used as another social CSR activity and quality served as overall control variable.

The results of the research were slightly different than expected. In terms of the effect of the different CSR messages, namely upcycling and the donation of a therapy session on consumers attitudes, no significant differences could be observed. To further investigate these different effects, a third CSR message, labor conditions, was introduced to the consumers, however again, no significant differences in the attitude were obtained. To not only compare different CSR message among themselves, a control variable, namely quality was introduced to

consumers which then showed, that there exist significant differences in the effect on brand attitude. These results highlight the importance and effect of the use of CSR.

It was expected to find the upcycling message more popular, therefore having a greater impact on consumers attitudes. This result was expected due to the common connection of the fashion industry with environmental issues such as waste production, Co2 emissions and the pollution of the environment in general (Hill and Lee, 2012; Vehmas *et al.*, 2018). Findings from the interviews further emphasized this assumption. The evaluation of the interviews depicts the connection of fashion brands with sustainability. The fit between the upcycling message and a fashion brand was perceived greater than the one of the therapy message with a fashion brand. Even though, the differences discovered were not significant, the social CSR, namely the donation of a therapy session was perceived slightly better. Even with the findings of the interviews speaking for the upcycling message, they can also explain this result. The rather uncommon and surprising connection of a fashion item with a therapy session leads to a positive response towards the concept. It is being considered as innovative as well as an add-on to the product itself. Furthermore, the purchase of a product entails a direct and for consumers visible incentive.

Summarizing, the results of this research do not confirm all assumptions previously made. Nevertheless, this work contributes new knowledge in this specific field of the CSR perception and the effects on consumers attitudes. The conducted research emphasizes the importance of the incorporation of CSR activities. Regardless of the lifestyle of consumers, CSR activities, such as upcycling, raising awareness for mental health or even working conditions have an impact on consumers attitudes, resulting in a more favorable attitude towards a brand and therefore a higher possibility of attracting new and retaining current customers.

Even though no significant differences within the environmental and social CSR messages have been identified, incorporating social CSR actions can be beneficial for companies in the fashion industry, independently of consumers' lifestyle. Several explanations gained in the qualitative research part of this work could explain this result. Having a measurable incentive or direct result is perceived positive by consumers. The innovative aspect of a concept and an uncommon connection of a product and a CSR action can further explain a positive attitude towards a brand.

Concluding, this study strongly advises the incorporation of CSR activities into a company as well as a sincere and straightforward use of the measures in the corporate communication.

8. Bibliography

- Armed Angels (2023) *Living Wage Project, Armed Angels*. Available at: <https://www.armedangels.com/be-de/about-us/social-responsibility/living-wage-project> (Accessed: 19 October 2023).
- Bagozzi, R.P. (1992) 'The Self-Regulation of Attitudes, Intentions, and Behavior', *Social Psychology Quarterly*, 55(2), pp. 178–204. Available at: <https://doi.org/10.2307/2786945>.
- Ball, H.L. (2019) 'Conducting Online Surveys', *Journal of Human Lactation*, 35(3), pp. 413–417. Available at: <https://doi.org/10.1177/0890334419848734>.
- Boden, M. *et al.* (2021) 'Addressing the mental health impact of COVID-19 through population health', *Clinical Psychology Review*, 85, pp. 1–13. Available at: <https://doi.org/10.1016/j.cpr.2021.102006>.
- Bowen, H.R. (2013) *Social Responsibilities of the Businessman*. University of Iowa Press. Available at: <https://doi.org/10.2307/j.ctt20q1w8f>.
- Cable, D. and DeRue, D. (2002) 'The Convergent and Discriminant Validity of Subjective Fit Perceptions', *The Journal of applied psychology*, 87, pp. 875–84. Available at: <https://doi.org/10.1037//0021-9010.87.5.875>.
- Cambridge dictionary (2023) *Lifestyle*. Available at: <https://dictionary.cambridge.org/dictionary/english/lifestyle> (Accessed: 28 September 2023).
- Carroll, A.B. (1979) 'A Three-Dimensional Conceptual Model of Corporate Performance', *The Academy of Management Review*, 4(4), pp. 497–505.
- Catelli, A. (2023) 'How Fast, Cheap Fashion Is Polluting the Planet', *Washington Post*, 23 June. Available at: https://www.washingtonpost.com/business/energy/2023/06/23/fast-fashion-s-environmental-impact-in-2023-explained/3e7638f2-11f1-11ee-8d22-5f65b2e2f6ad_story.html (Accessed: 21 February 2024).
- Catlin, J.R., Luchs, M.G. and Phipps, M. (2017) 'Consumer Perceptions of the Social Vs. Environmental Dimensions of Sustainability', *Journal of Consumer Policy*, 40(3), pp. 245–277. Available at: <https://doi.org/10.1007/s10603-017-9356-x>.
- Chaney, D. (1996) *Lifestyles*. London: Routledge. Available at: <https://doi.org/10.4324/9780203137468>.
- Chernev, A. and Blair, S. (2015) 'Doing Well by Doing Good: The Benevolent Halo of Corporate Social Responsibility', *Journal of Consumer Research*, 41, pp. 1412–1425. Available at: <https://doi.org/10.1086/680089>.

- Choi, S. and Feinberg, R.A. (2021) ‘The LOHAS (Lifestyle of Health and Sustainability) Scale Development and Validation’, *Sustainability*, 13(4), pp. 1–17. Available at: <https://doi.org/10.3390/su13041598>.
- Choi, Y.H., Myung, J.K. and Kim, J.D. (2018) ‘The Effect of Employees’ Perceptions of CSR Activities on Employee Deviance: The Mediating Role of Anomie’, *Sustainability*, 10(3), pp. 1–20. Available at: <https://doi.org/10.3390/su10030601>.
- Committee for Economic Development (1971) *Social Responsibilities of Business Corporations*. Available at: https://www.ced.org/pdf/Social_Responsibilities_of_Business_Corporations.pdf (Accessed: 12 October 2023).
- Davis, K. (1960) ‘Can Business Afford to Ignore Social Responsibilities?’, *California Management Review*, 2(3), pp. 70–76. Available at: <https://doi.org/10.2307/41166246>.
- Du, S., Bhattacharya, C.B. and Sen, S. (2007) ‘Reaping relational rewards from corporate social responsibility: The role of competitive positioning’, *International Journal of Research in Marketing*, 24(3), pp. 224–241. Available at: <https://doi.org/10.1016/j.ijresmar.2007.01.001>.
- El Akremi, A. *et al.* (2018) ‘How Do Employees Perceive Corporate Responsibility? Development and Validation of a Multidimensional Corporate Stakeholder Responsibility Scale’, *Journal of Management*, 44(2), pp. 619–657. Available at: <https://doi.org/10.1177/0149206315569311>.
- Falck, O. and Heblich, S. (2007) ‘Corporate social responsibility: Doing well by doing good’, *Business Horizons*, 50(3), pp. 247–254. Available at: <https://doi.org/10.1016/j.bushor.2006.12.002>.
- Gazzola, P. *et al.* (2020) ‘Trends in the Fashion Industry. The Perception of Sustainability and Circular Economy: A Gender/Generation Quantitative Approach’, *Sustainability*, 12(7), pp. 1–19. Available at: <https://doi.org/10.3390/su12072809>.
- Granskog, A. *et al.* (2020) ‘Survey: Consumer sentiment on sustainability in fashion’, *McKinsey & Company*, pp. 1–9.
- Grau, S.L. and Folse, J.A.G. (2007) ‘Cause-Related Marketing (CRM): The Influence of Donation Proximity and Message-Framing Cues on the Less-Involved Consumer’, *Journal of Advertising*, 36(4), pp. 19–33. Available at: <https://doi.org/10.2753/JOA0091-3367360402>.
- Hancock, A. (2023) ‘EU set to make textile industry pay for waste’, *Financial Times*. Available at: <https://www.ft.com/content/6b3a4ff0-c433-4a1c-9239-c22c4c1dfec6> (Accessed: 21

- February 2024).
- He, H. and Harris, L. (2020) ‘The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy’, *Journal of Business Research*, 116, pp. 176–182. Available at: <https://doi.org/10.1016/j.jbusres.2020.05.030>.
- Hill, J. and Lee, H. (2012) ‘Young Generation Y consumers’ perceptions of sustainability in the apparel industry’, *Journal of Fashion Marketing and Management: An International Journal*, 16(4), pp. 477–491. Available at: <https://doi.org/10.1108/13612021211265863>.
- Ikram, M. *et al.* (2020) ‘The Social Dimensions of Corporate Sustainability: An Integrative Framework Including COVID-19 Insights’, *Sustainability*, 12(20), pp. 8747–8776. Available at: <https://doi.org/10.3390/su12208747>.
- ivory world* <3 (2023). Available at: <https://www.ivory-world.com/> (Accessed: 20 September 2023).
- Krumpal, I. (2013) ‘Determinants of social desirability bias in sensitive surveys: a literature review’, *Quality & Quantity*, 47(4), pp. 2025–2047. Available at: <https://doi.org/10.1007/s11135-011-9640-9>.
- Latif, B. *et al.* (2022) ‘Employee-Perceived Corporate Social Responsibility (CSR) and Employee Pro-Environmental Behavior (PEB): The Moderating Role of CSR Skepticism and CSR Authenticity’, *Sustainability*, 14(3), p. 1380. Available at: <https://doi.org/10.3390/su14031380>.
- Lee, E.M., Park, S.-Y. and Lee, H.J. (2013) ‘Employee perception of CSR activities: Its antecedents and consequences’, *Journal of Business Research*, 66(10), pp. 1716–1724. Available at: <https://doi.org/10.1016/j.jbusres.2012.11.008>.
- Lee, Y. *et al.* (2014) ‘Antecedents and interrelationships of three types of pro-environmental behavior’, *Journal of Business Research*, 67(10), pp. 2097–2105. Available at: <https://doi.org/10.1016/j.jbusres.2014.04.018>.
- Lendvai, M.B. *et al.* (2022) ‘Health and Environment Conscious Consumer Attitudes: Generation Z Segment Personas According to the LOHAS Model’, *Social Sciences*, 11(7), p. 269. Available at: <https://doi.org/10.3390/socsci11070269>.
- Liu, H. *et al.* (2019) ‘Personality or Value: A Comparative Study of Psychographic Segmentation Based on an Online Review Enhanced Recommender System’, *Applied Sciences*, 9(10), p. 1992. Available at: <https://doi.org/10.3390/app9101992>.
- Mayring, P. (2000) ‘Qualitative Content Analysis’, *Forum: Qualitative Social Research*, Vol 1(2).

- McKinsey & Company (2023) *The State of Fashion 2023*. Available at: <https://www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/state%20of%20fashion/2023/the-state-of-fashion-2023-holding-onto-growth-as-global-clouds-gathers-vf.pdf> (Accessed: 9 November 2023).
- Mitchell, A.A. and Olson, J.C. (1981) 'Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude?', *Journal of Marketing Research*, 18(3), pp. 318–332. Available at: <https://doi.org/10.1177/002224378101800306>.
- Mohammed, A. and Rashid, B. (2018) 'A conceptual model of corporate social responsibility dimensions, brand image, and customer satisfaction in Malaysian hotel industry', *Kasetsart Journal of Social Sciences*, 39(2), pp. 358–364. Available at: <https://doi.org/10.1016/j.kjss.2018.04.001>.
- Moliner, M.A., Monferrer, T.D. and Estrada-Guillén, M. (2019) 'CSR marketing outcomes and branch managers' perceptions of CSR', *International Journal of Bank Marketing*, 38(1), pp. 63–85. Available at: <https://doi.org/10.1108/IJBM-11-2018-0307>.
- MOOT – Made Out Of Trash (2023) *MOOT*. Available at: <https://moot.eco/> (Accessed: 20 September 2023).
- Musová, Z. *et al.* (2021) 'Consumer Attitudes Towards New Circular Models in the Fashion Industry', *Journal of Competitiveness*, 13, pp. 111–128. Available at: <https://doi.org/10.7441/joc.2021.03.07>.
- Nan, X. and Heo, K. (2007) 'Consumer Responses to Corporate Social Responsibility (CSR) Initiatives: Examining the Role of Brand-Cause Fit in Cause-Related Marketing', *Journal of Advertising*, 36(2), pp. 63–74.
- Narang, R. (2010) 'Psychographic segmentation of youth in the evolving Indian retail market', *The International Review of Retail, Distribution and Consumer Research*, 20(5), pp. 535–557. Available at: <https://doi.org/10.1080/09593969.2010.520508>.
- Panwar, R. *et al.* (2006) 'Corporate Responsibility Balancing Economic, Environmental, and Social Issues in the Forest Products Industry', *Forest Products Journal*, 56, pp. 4–12.
- Papamichael, I. *et al.* (2023) 'The perception of circular economy in the framework of fashion industry', *Waste Management & Research*, 41(2), pp. 251–263. Available at: <https://doi.org/10.1177/0734242X221126435>.
- Patagonia (2023) *Patagonia*. Available at: <https://www.patagonia.com/start-repair/> (Accessed: 19 October 2023).
- Patel, N. (2021) 'Experiential marketing & sustainability: successful brand activations', *Energy Floors*, 20 July. Available at: <https://energy-floors.com/experiential-marketing-x->

- sustainability-successful-brand-activations/ (Accessed: 10 May 2023).
- Paton, E. (2023) 'A Grim Anniversary for Survivors of the Rana Plaza Disaster', *The New York Times*, 24 April. Available at: <https://www.nytimes.com/2023/04/24/fashion/rana-plaza-anniversary.html> (Accessed: 13 October 2023).
- Pícha, K. and Navrátil, J. (2019) 'The factors of Lifestyle of Health and Sustainability influencing pro-environmental buying behaviour', *Journal of Cleaner Production*, 234, pp. 233–241. Available at: <https://doi.org/10.1016/j.jclepro.2019.06.072>.
- Russo, M.V. and Fouts, P.A. (1997) 'A Resource-Based Perspective on Corporate Environmental Performance and Profitability.', *Academy of Management Journal*, 40(3), pp. 534–559. Available at: <https://doi.org/10.2307/257052>.
- Sen, S., Du, S. and Bhattacharya, C. (2016) 'Corporate social responsibility: a consumer psychology perspective', *Current Opinion in Psychology*, 10, pp. 70–75. Available at: <https://doi.org/10.1016/j.copsyc.2015.12.014>.
- Solomon, M.R. (2012) *Consumer behavior*. 10th ed. Boston: Prentice Hall.
- Spears, N. and Singh, S.N. (2004) 'Measuring Attitude toward the Brand and Purchase Intentions', *Journal of Current Issues & Research in Advertising*, 26(2), pp. 53–66. Available at: <https://doi.org/10.1080/10641734.2004.10505164>.
- Steg, L. and Vlek, C. (2009) 'Encouraging pro-environmental behaviour: An integrative review and research agenda', *Journal of Environmental Psychology*, 29(3), pp. 309–317. Available at: <https://doi.org/10.1016/j.jenvp.2008.10.004>.
- Tam, J.L.M. and Tai, S.H.C. (1998) 'Research note: The psychographic segmentation of the female market in Greater China', *International Marketing Review*, 15(1), pp. 61–77. Available at: <https://doi.org/10.1108/02651339810205258>.
- Thomson, M., MacInnis, D.J. and Whan Park, C. (2005) 'The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands', *Journal of Consumer Psychology*, 15(1), pp. 77–91. Available at: https://doi.org/10.1207/s15327663jcp1501_10.
- UNEP (2022) *The environmental costs of fast fashion*. Available at: <http://www.unep.org/news-and-stories/story/environmental-costs-fast-fashion> (Accessed: 12 October 2023).
- Valentine, D.B. and Powers, T.L. (2013) 'Generation Y values and lifestyle segments', *Journal of Consumer Marketing*, 30(7), pp. 597–606. Available at: <https://doi.org/10.1108/JCM-07-2013-0650>.
- Vehmas, K. et al. (2018) 'Consumer attitudes and communication in circular fashion', *Journal of Fashion Marketing and Management: An International Journal*, 22(3), pp. 286–300.

Available at: <https://doi.org/10.1108/JFMM-08-2017-0079>.

- Vera-Martínez, J., Alvarado-Herrera, A. and Currás-Pérez, R. (2022) 'Do Consumers Really Care about Aspects of Corporate Social Responsibility When Developing Attitudes toward a Brand?', *Journal of Global Marketing*, 35(3), pp. 193–207. Available at: <https://doi.org/10.1080/08911762.2021.1958277>.
- Vlachos, P.A. (2012) 'Corporate social performance and consumer-retailer emotional attachment: The moderating role of individual traits', *European Journal of Marketing*, 46(11/12), pp. 1559–1580. Available at: <https://doi.org/10.1108/03090561211259989>.
- Watts, P. and Holme, R. (1999) *Corporate social responsibility: meeting changing expectations*. Geneva: World Business Council for Sustainable Development.
- Yeh, N.-C. and Chen, Y.-J. (2011) 'On the Everyday Life Information Behavior of LOHAS Consumers: A Perspective of Lifestyle', *Journal of Educational Media* [Preprint].
- Zalando (2023) *Zalando Care And Repair*. Available at: <https://zalandocareandrepair.saveyourwardrobe.com/> (Accessed: 19 October 2023).

9. Appendices

Appendix A. Interview Variable Dictionary

Scale	Items	Response Format	Psychometric details	Reference	Notes	Relevance for study
Inside perspective: founder / employee						
Attitude towards the cause	1. How do you define sustainability in general? 2. What do you define as problematic social and environmental issues? 3. How do you define sustainability in the fashion industry? 4. What do you consider your role as a company in regards to CSR?	Open questions		1 - 3: Hill and Lee (2012) 4: Bowen (2012); Davis (1960); Watts and Holme (1999)		To find out about the attitude towards social or environment responsibilities
Perceived consumer attitude & perception	5. Please explain your brand concept in your own words. 6. Please describe your typical customer in terms of demographics and psychographics (in case the answer is not sufficient, provide some thoughts: their age, gender, available income, interests, opinions etc.) 7. How does the sustainability focus influence consumer attitudes? Why are customers motivated to buy your products over those of your competitors?	Open questions				To investigate the consumers from another point of view
Sociodemographic data	Age, gender, degree	Open questions				To classify the interviewee
Outside perspective: consumer						
Attitude towards the cause	1. How do you define sustainability in general and in the fashion industry? 2. What do you define as problematic social and environmental issues? 3. What sustainable practices of the apparel industry do you know of and how would rate them regarding their importance and effectiveness?	Open questions		Hill and Lee (2012)		To find out about the attitude towards social or environment responsibilities
Lifestyle	4. Can you give me some examples for sustainable behaviors or measures of your everyday life? 5. Is the pursuit of pleasure and enjoyment essential in your life and what do you to gain it? 6. Which steps are you taking to increase your general knowledge and awareness? 7. Which values are most important and meaningful to you in your lifes?	Open questions	Dimensions to measure the LOHAS-ness of the respondents 4. Sustainability & environment 5. Hedonism 6. Knowledge & awareness 7. Individualism, philanthropy & authentic values	Lendvai et al. (2022)		To find out about the lifestyle and respectively the LOHAS-ness of the interviewees
Mindset Activation	8. Which thoughts and feelings come up if you see this image?	Open questions			Interviewees will see two visuals related to the topics to activate their mindset and trigger associations	
Attitude towards the brand concepts	9. What do you think of the brands concepts? 10. Do you think the brands help to solve a problem, please explain? 11. Do you think one concept is more accepted by society and if so, why? 12. Do you think the concepts influence consumers' attitudes? Why would a customer of the brands choose them over their competitors?	Open questions			Before continuing with the questions, interviewees will be introduced to the different concepts	
Sociodemographic data	Age, gender, degree, profession, monthly income	Open questions				To classify the interviewee

Appendix B. Interview Guideline

Appendix B1. Expert interviews

Data Privacy

Hello and welcome to the interview session today. I appreciate your time and willingness to participate. Before we begin, I want to emphasize that this is a safe and open space. There are no right or wrong answers here, and I encourage you to express your thoughts freely. This interview is designed to be an open dialogue, and I value your authentic responses. Your perspective and experiences are crucial to our understanding, so please feel free to share openly. There's no need for filters – everything that comes to your mind is important. It's important to note that this session will be recorded. However, the purpose of the recording is solely for analysis, allowing me to revisit the conversation later for a more in-depth understanding. Additionally, if at any point you feel uncomfortable or would prefer not to have your camera on, you have the option to turn it off. Once again, thank you for being here. We're here to listen and learn from your unique perspective. If there are no further questions at this point, I am going to start the recording now.

Start the recording

Data Privacy

Before we start with the questions, I want to reconfirm that the interview is being recorded. This recording is only intended to ensure I capture our discussion accurately. If you have any concerns or reservations about the recording, please feel free to express them now. By continuing with the interview, you confirm your understanding that the session is being recorded. If you have any questions or if there's anything specific you'd like to address before we proceed, please let me know. Otherwise, let's continue our conversation, and thank you once again for your valuable input. Also, if there is anything unclear during the interview, please don't hesitate to ask questions!

Attitude towards the cause

- (1) How do you define sustainability in general?
- (2) What do you define as problematic social and environmental issues?
- (3) How do you define sustainability in the fashion industry?
- (4) What do you consider your role as a company in regards to CSR?

Perceived consumer attitude & perception

- (5) Please explain your brand concept in your own words.
- (6) Please describe your typical customer in terms of demographics and psychographics (in case the answer is not sufficient, provide some thoughts: their age, gender, available income, interests, opinions etc.)
- (7) How does the sustainability focus influence consumer attitudes? Why are customers motivated to buy your products over those of your competitors?

Sociodemographic data

Age, gender, degree

Appendix B2. Consumer Interviews

Data Privacy

Hello and welcome to the interview session today. I appreciate your time and willingness to participate. Before we begin, I want to emphasize that this is a safe and open space. There are no right or wrong answers here, and I encourage you to express your thoughts freely. This interview is designed to be an open dialogue, and I value your authentic responses. Your perspective and experiences are crucial to our understanding, so please feel free to share openly. There's no need for filters – everything that comes to your mind is important. It's important to note that this session will be recorded. However, the purpose of the recording is solely for analysis, allowing me to revisit the conversation later for a more in-depth understanding. Additionally, if at any point you feel uncomfortable or would prefer not to have your camera

on, you have the option to turn it off. Once again, thank you for being here. We're here to listen and learn from your unique perspective. If there are no further questions at this point, i am going to start the recording now.

Start the recording

Data Privacy

Before we start with the questions, I want to reconfirm that the interview is being recorded. This recording is only intended to ensure I capture our discussion accurately. If you have any concerns or reservations about the recording, please feel free to express them now. By continuing with the interview, you confirm your understanding that the session is being recorded. If you have any questions or if there's anything specific you'd like to address before we proceed, please let me know. Otherwise, let's continue our conversation, and thank you once again for your valuable input. Also, if there is anything unclear during the interview, please don't hesitate to ask questions!

Attitude towards the cause

- (1) How do you define sustainability in general and in the fashion industry?
- (2) What do you define as problematic social and environmental issues?
- (3) What sustainable practices of the apparel industry do you know of and how would rate them regarding their importance and effectiveness?

Lifestyle

- (4) Can you give me some examples for sustainable behaviors or measures of your everyday life?
- (5) Is the pursuit of pleasure and enjoyment essential in your life and what do you do to gain it?
- (6) Which steps are you taking to increase your general knowledge and awareness?
- (7) Which values are most important and meaningful to you in your lives?

Associative Visual - Upcycling

- (8) Which thoughts and feelings come up if you see this image?

Attitude towards the brand concepts

PDP Upcycling

- (9) What do you think of the brands concepts?
- (10) Do you think the brands help to solve a problem, please explain?
- (11) Do you think the concepts influence consumers' attitudes? Why would a customer of the brands choose them over their competitors?

Associative Visual – Therapy Session

(12) Which thoughts and feelings come up if you see this image?

Attitude towards the brand concepts

PDP Therapy Session

(13) What do you think of the brands concepts?

(14) Do you think the brands help to solve a problem, please explain?

(15) Do you think the concepts influence consumers' attitudes? Why would a customer of the brands choose them over their competitors?

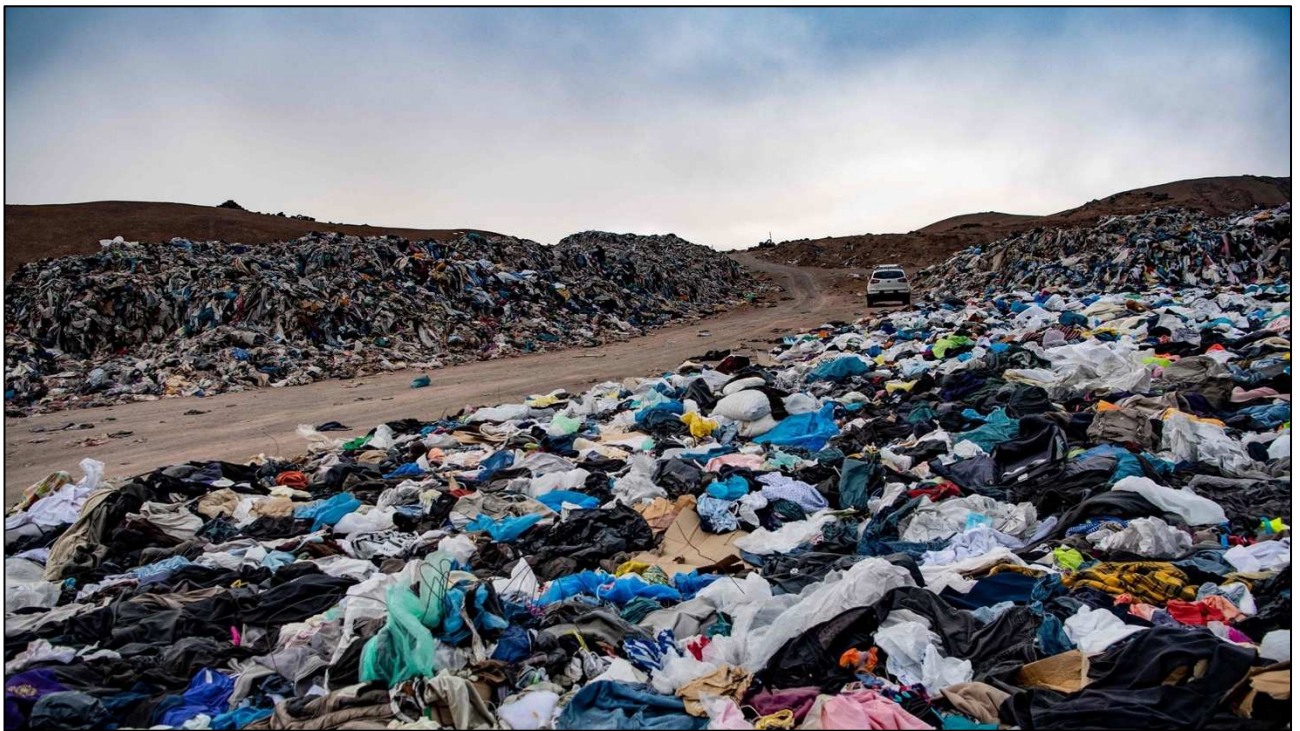
(16) Do you think one concept is more accepted by society and if so, why?

Sociodemographic data

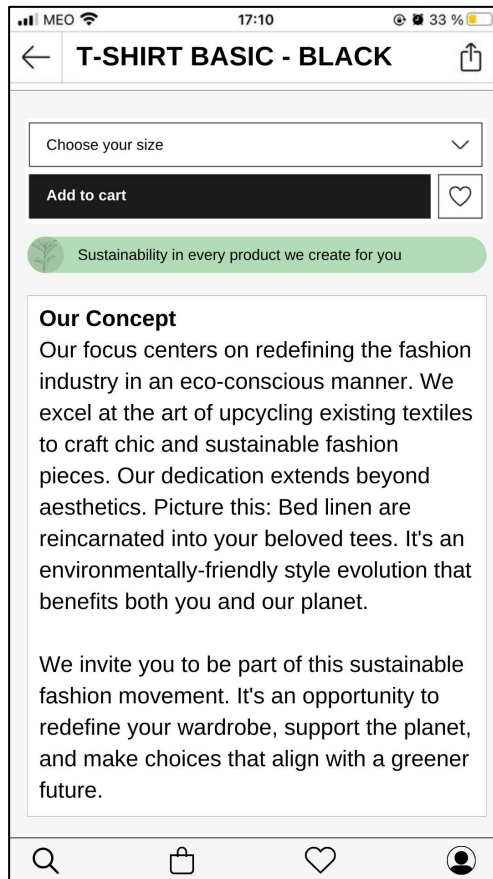
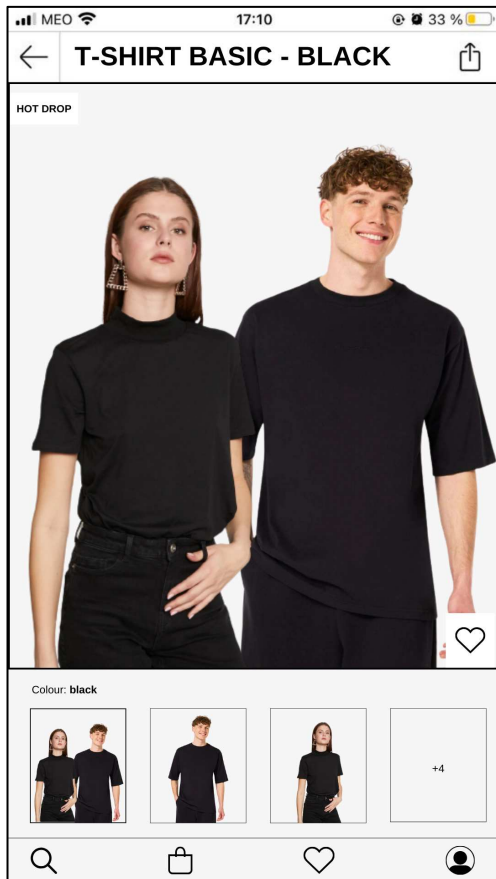
Age, gender, degree, profession, monthly income, political position

Appendix C. Visuals Interview

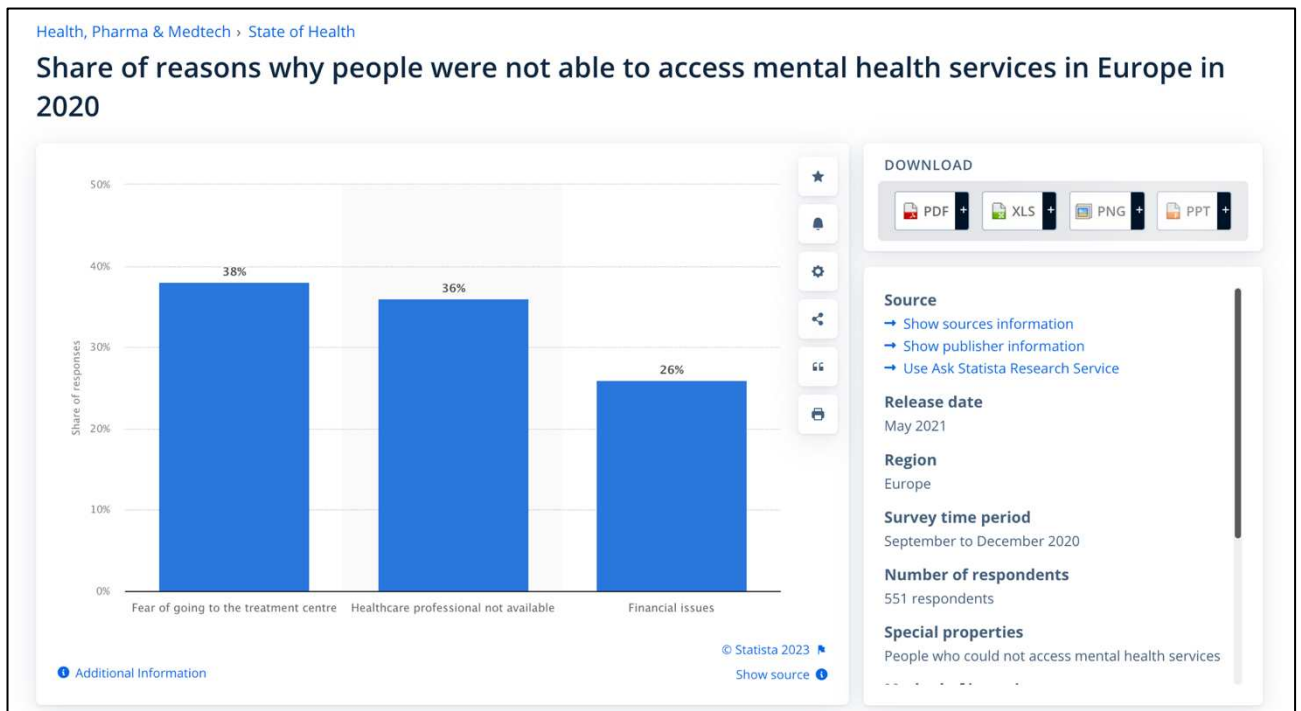
Appendix C1. Associative Visual - Upcycling



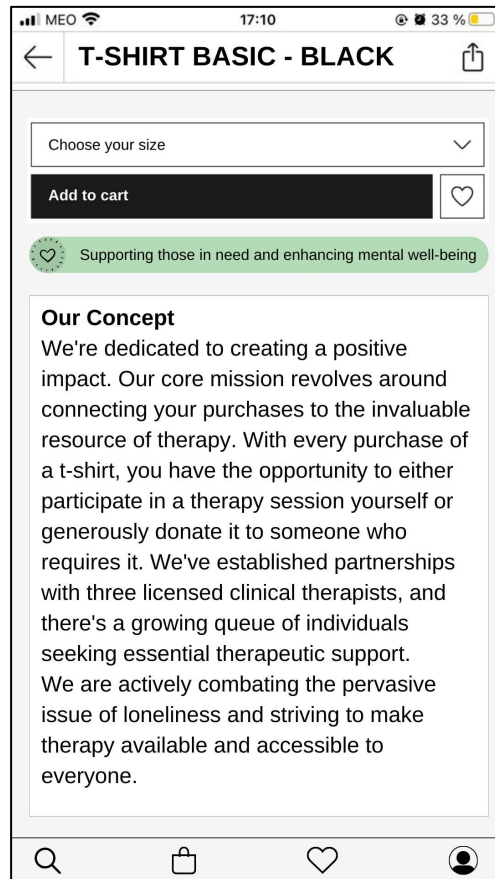
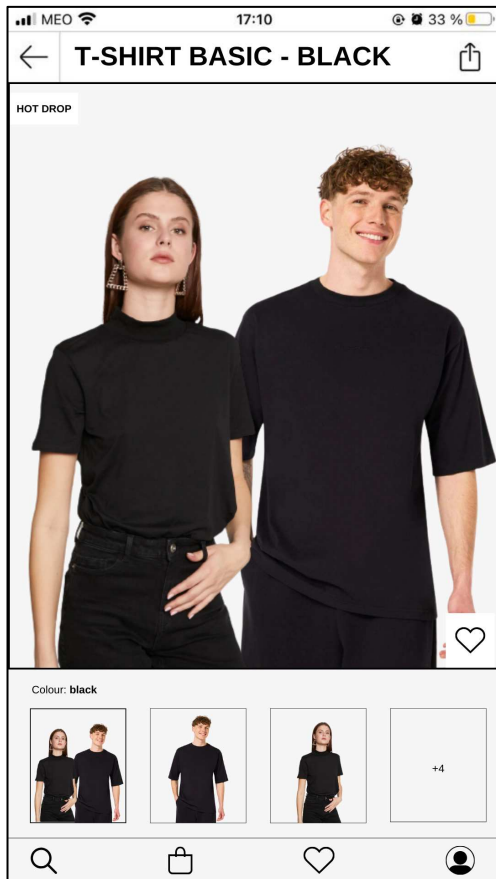
Appendix C2. PDP - Upcycling



Appendix C3. Associative Visual – Therapy Session



Appendix C4. PDP – Therapy Session



Appendix D. Interview Transcripts

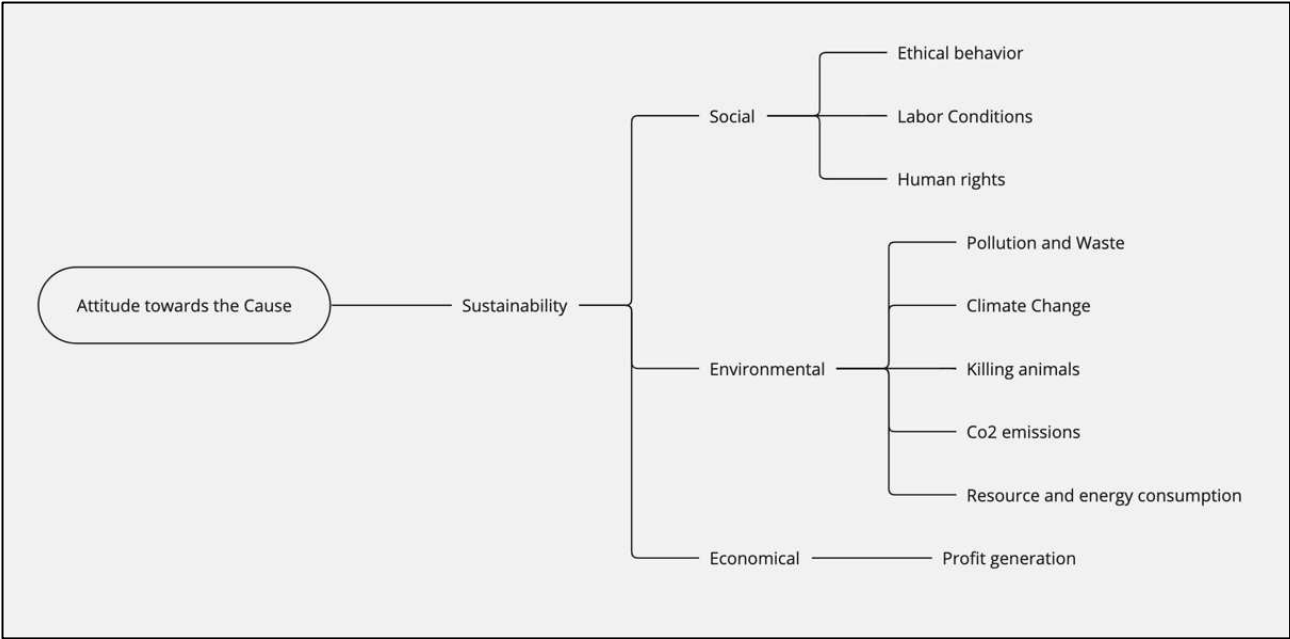
Interview transcripts are available under the following link:

https://drive.google.com/drive/folders/1te_xDjwYdy4WdG-FBrb-SwKWYN-CW5_6?usp=sharing

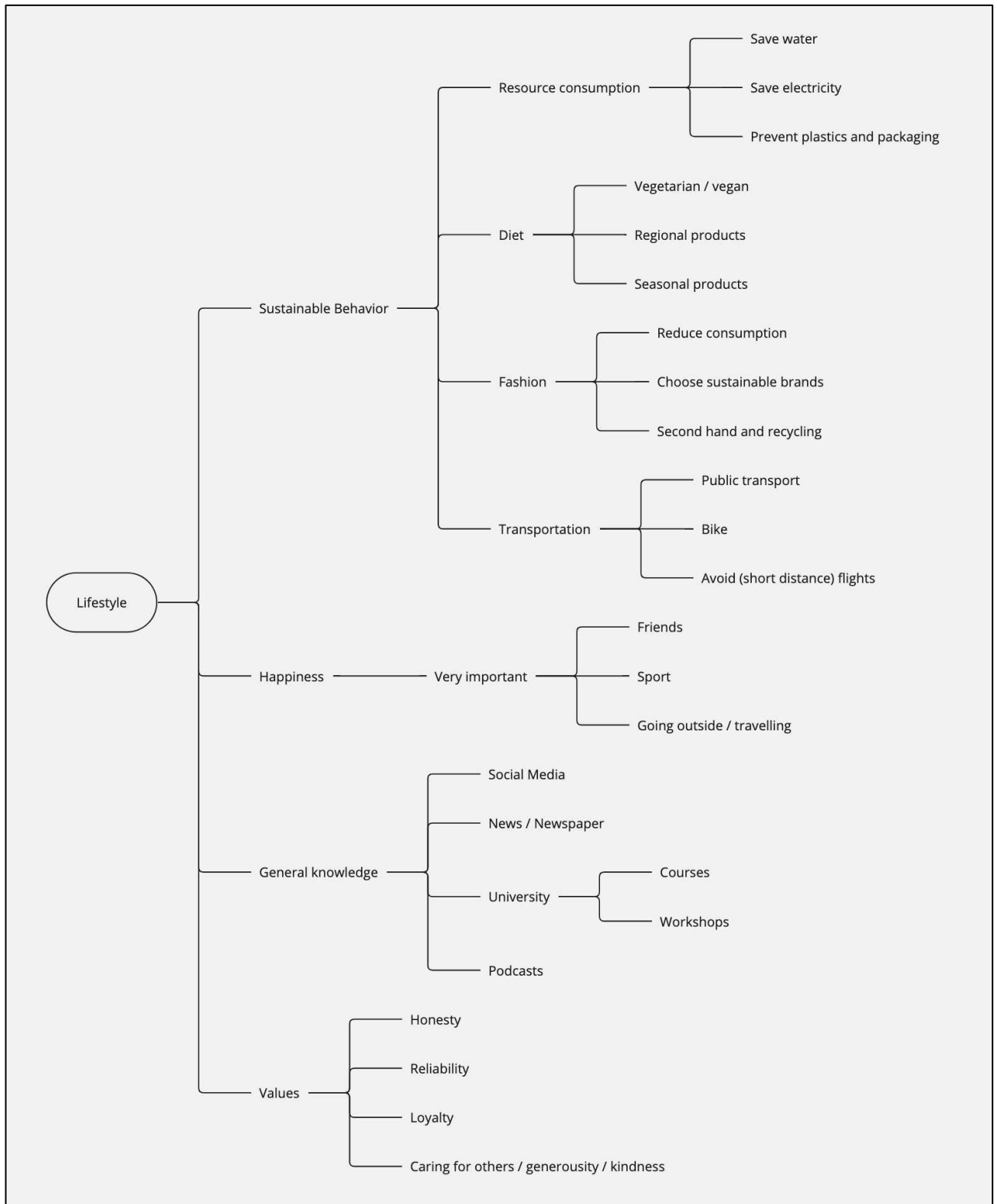
In case there are any problems with accessing the link, please reach out to jule.thillmann@web.de.

Appendix E. Interview Findings

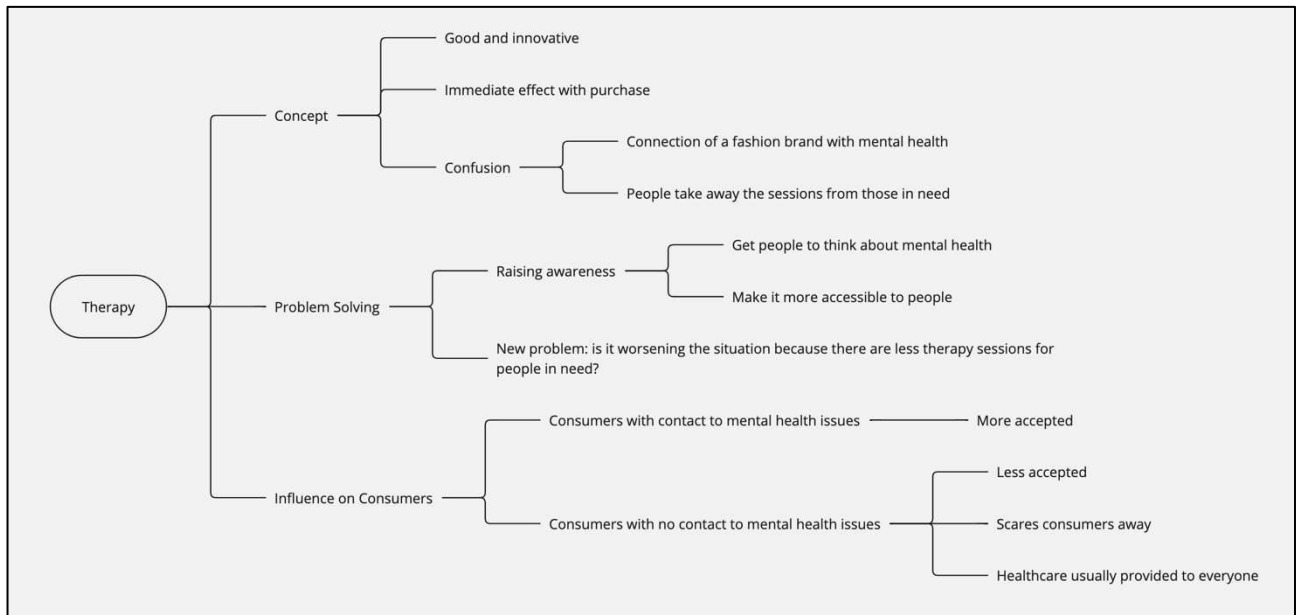
Appendix E1. Attitude towards the Cause



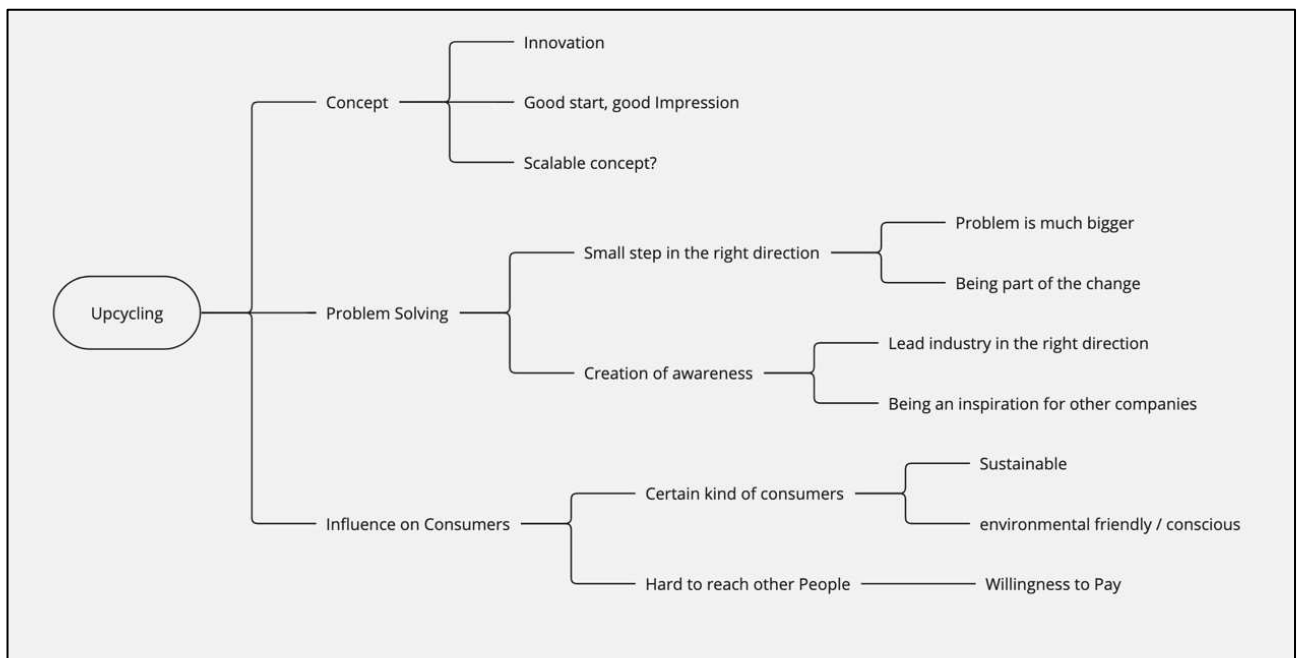
Appendix E2. Lifestyle



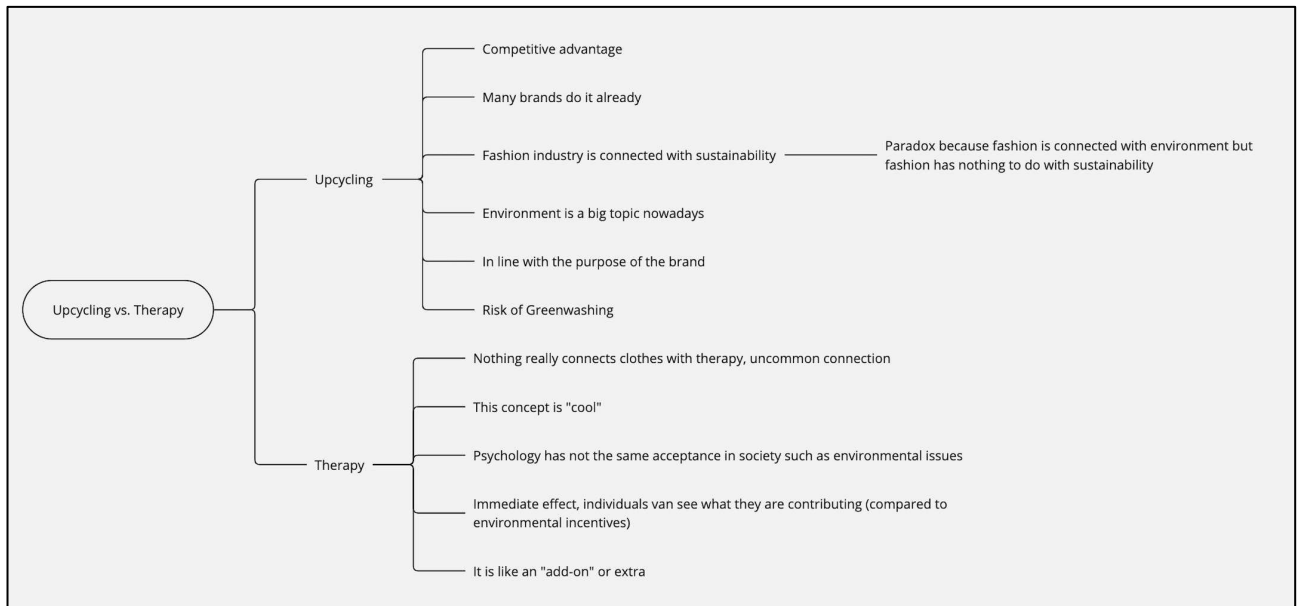
Appendix E3. Therapy message



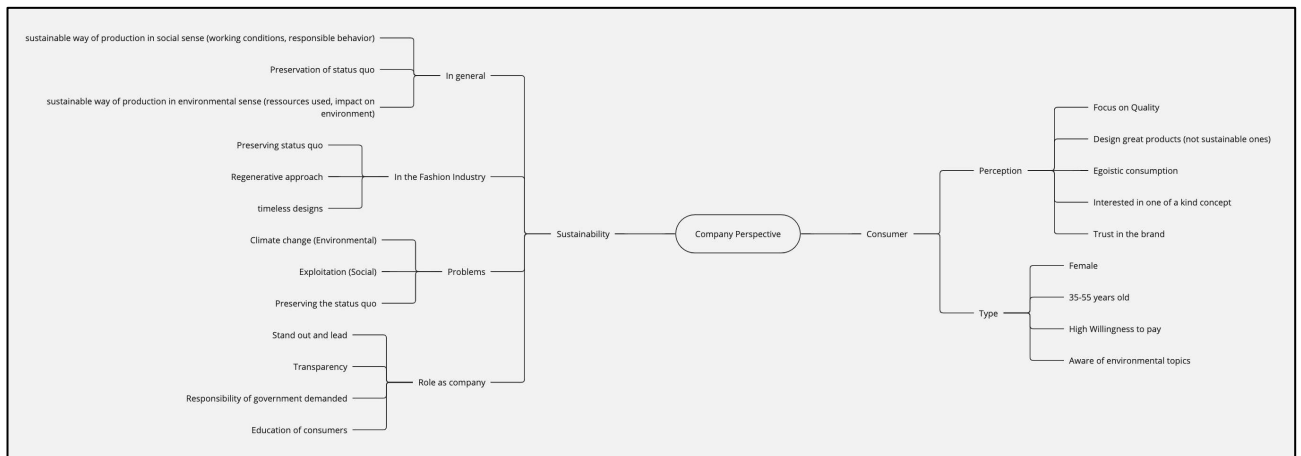
Appendix E4. Upcycling message



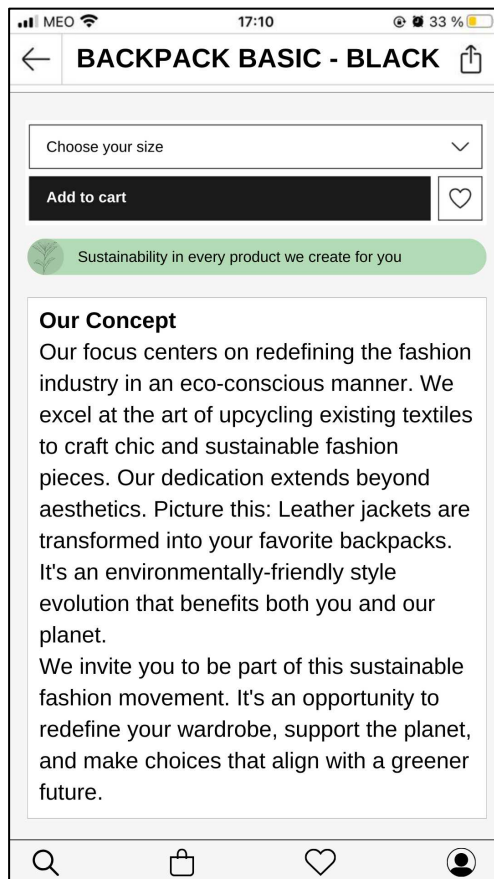
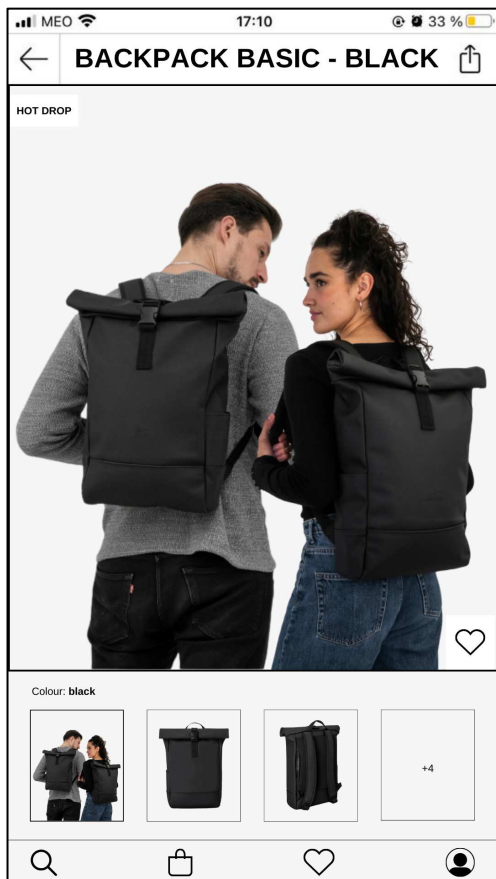
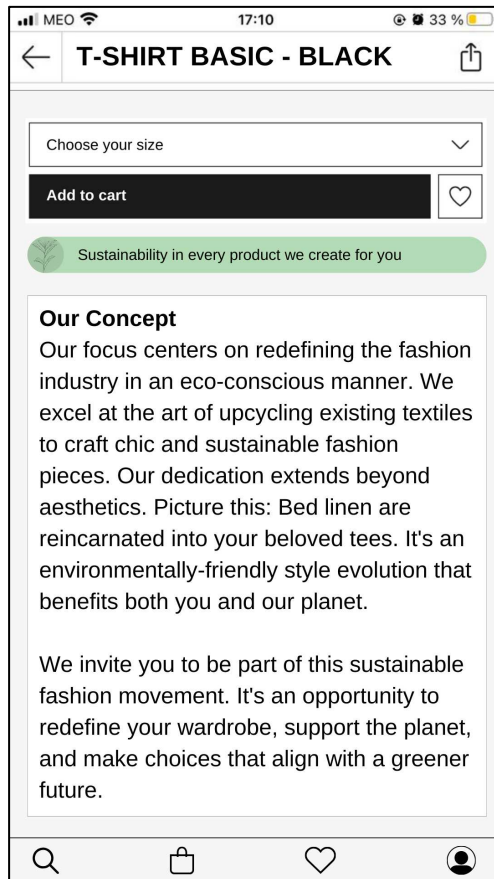
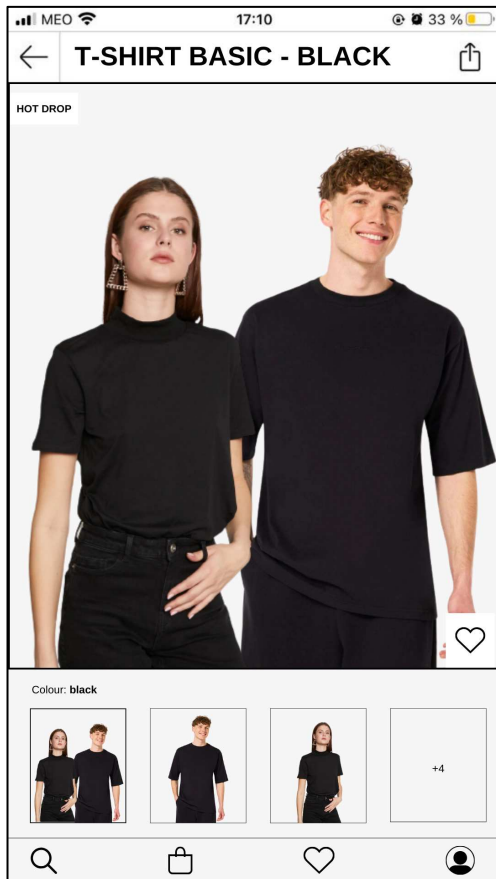
Appendix E5. Upcycling vs. Therapy

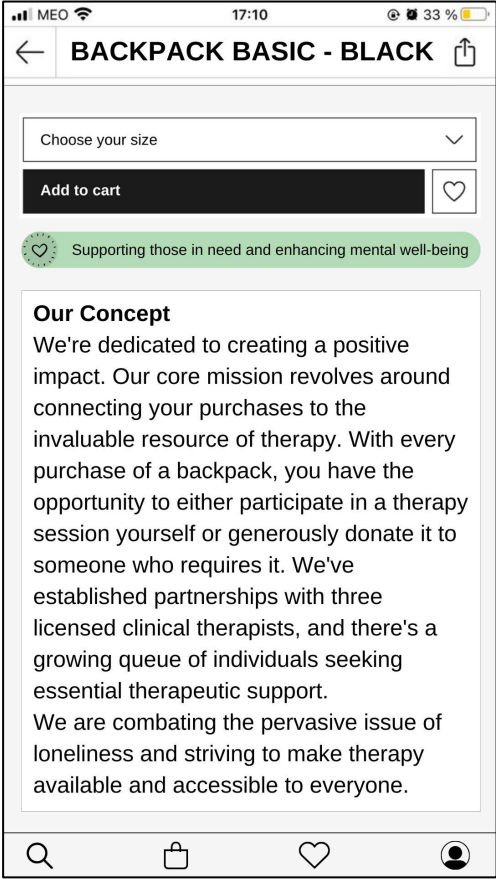
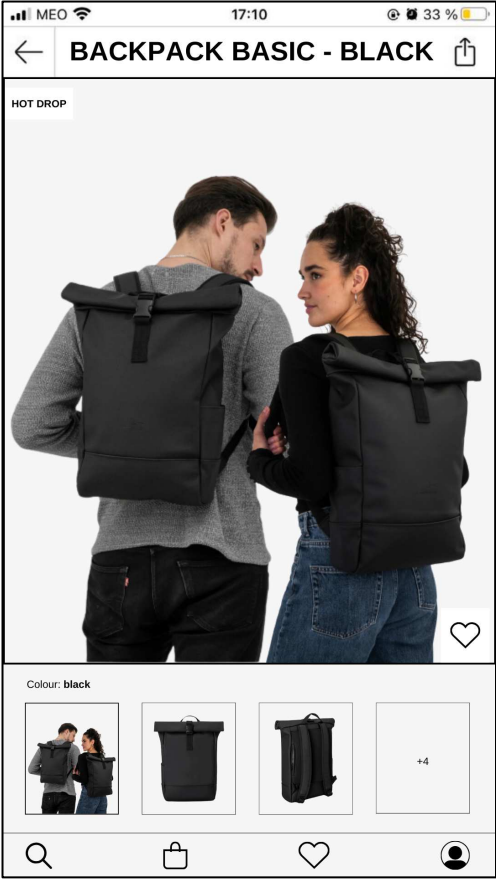
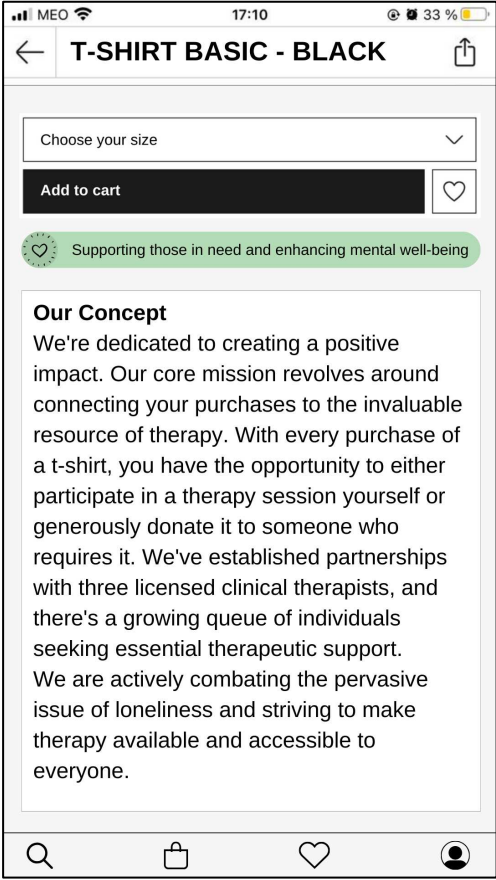
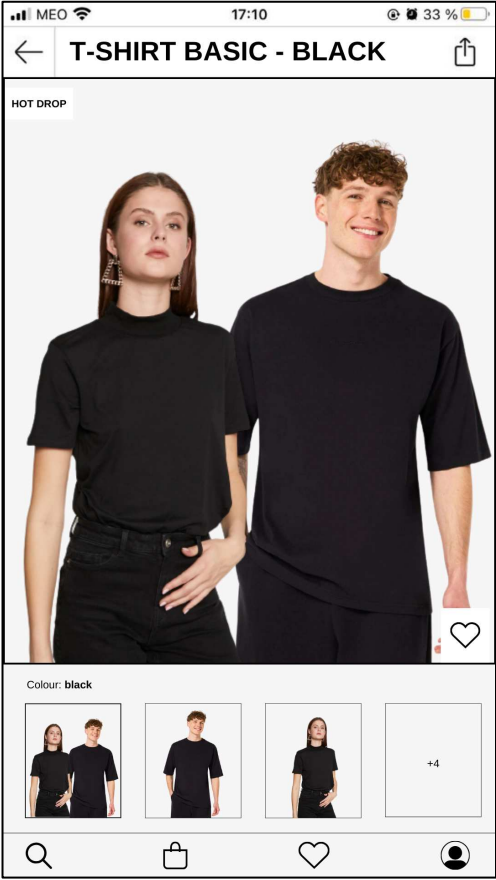


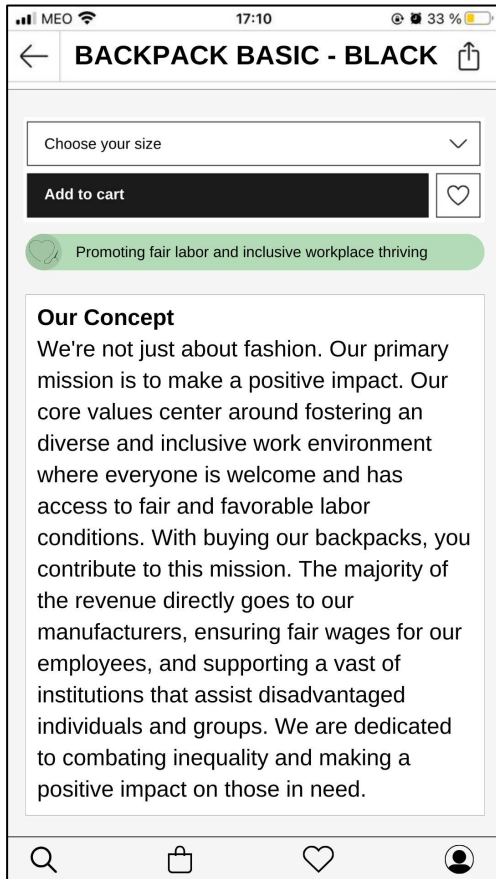
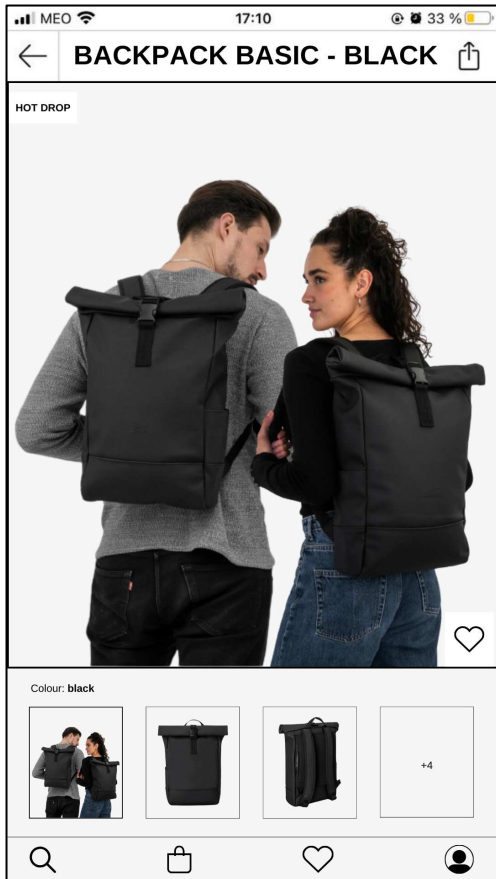
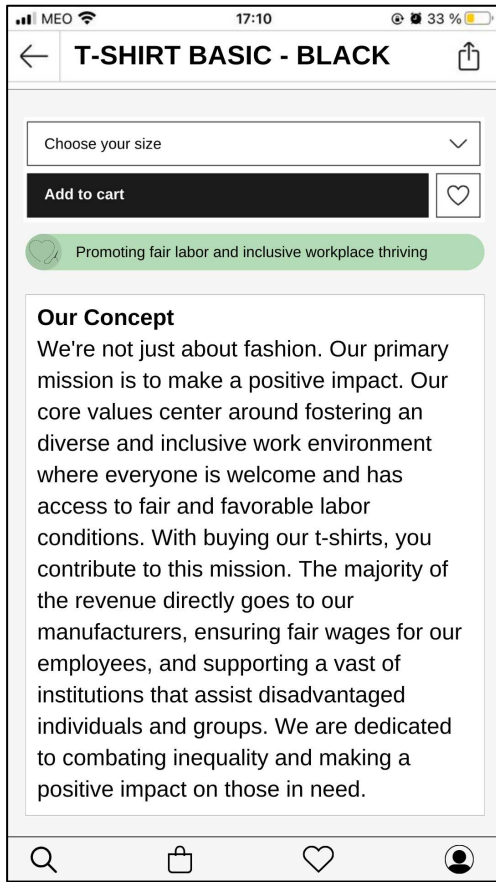
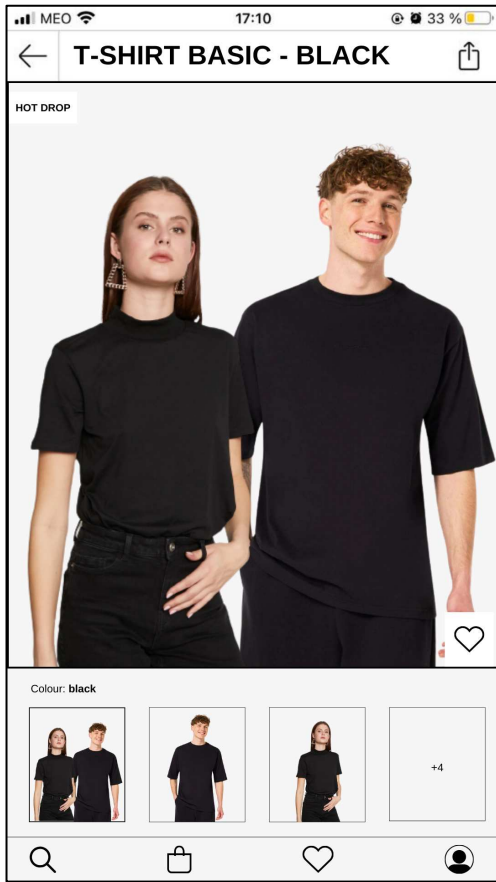
Appendix E6. Expert interviews

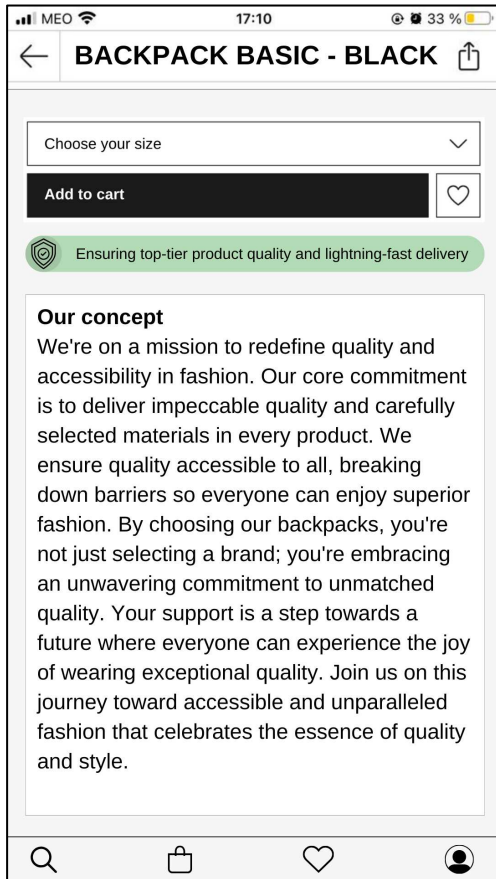
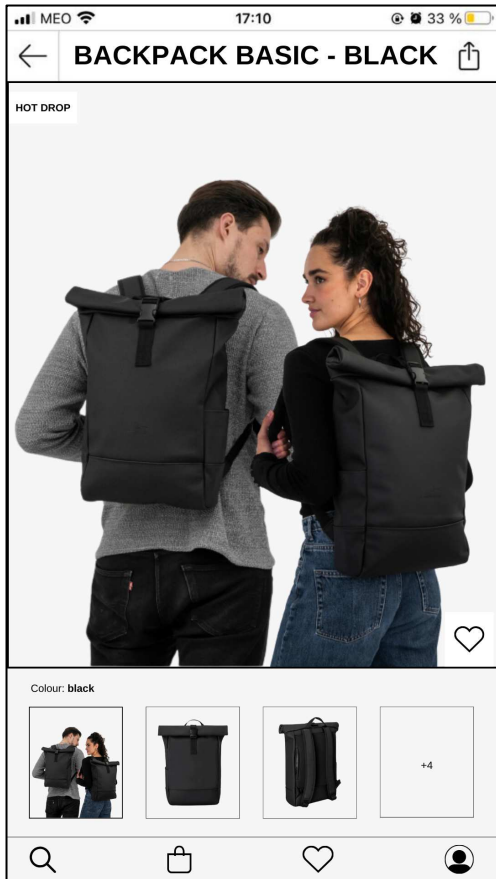
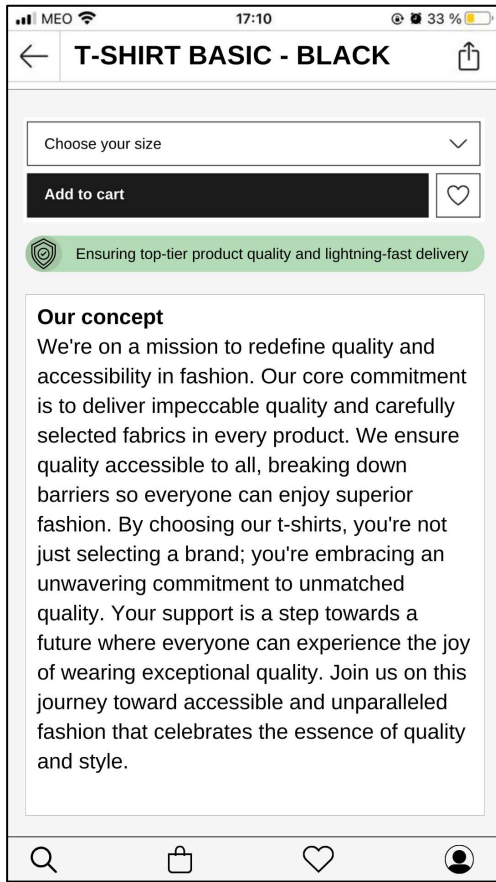
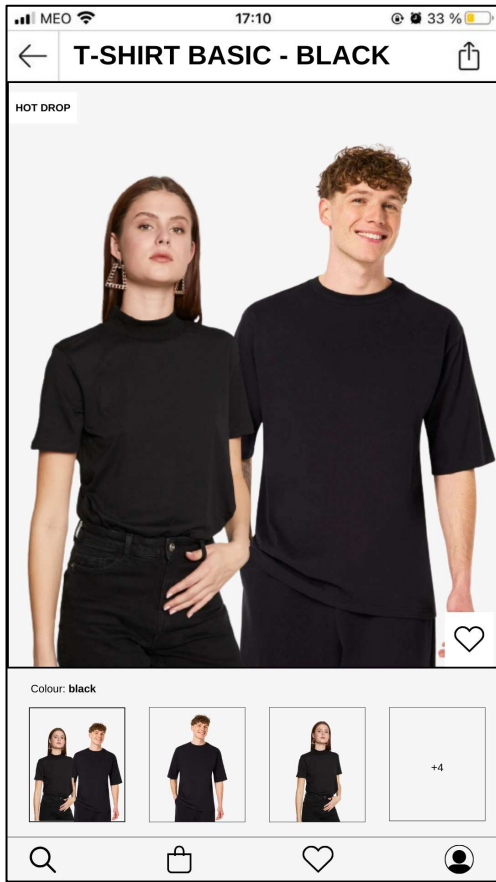


Appendix F. Visuals Questionnaire









Appendix G. Survey Variable Dictionary

Scale	Items	Response Format	Psychometric details	Reference	Notes	Relevance for study
Psychographic data Lifestyle (LOHAS)	<p>1. I prefer sustainable and eco-friendly products over conventional ones.</p> <p>2. I am willing to reduce my consumption to help protect the environment.</p> <p>3. I prefer renewable energy sources (e.g. hydropower, wind / solar energy) over fossil energy sources.</p> <p>4. I purchase and eat foods considering my health (limit foods like sugar, fats, additives, etc.).</p> <p>5. I try to reduce stress and anxiety.</p> <p>6. I exercise and workout on a regular basis.</p> <p>7. I consider the society and its members in daily life.</p> <p>8. I am willing to undertake voluntary work and support charity / donation programmes.</p> <p>9. It is important for me to buy products which are not tested on animals.</p>	<p>7-point likert scale</p> <p>1 = strongly disagree</p> <p>4 = indifferent</p> <p>7 = strongly agree</p>	<p>3 factors</p> <p>Environment and Sustainability (1-3)</p> <p>Health and Well-Being (4-6)</p> <p>Social (7-9)</p>	<p>2, 4, 5, 7: Choi and Feinberg (2021);</p> <p>3: Picha and Navrátil (2019);</p> <p>1, 6, 8, 9: Lendvai et al. (2022)</p>	<p>Those questions are in the beginning of the survey to avoid biases through the following questions. Furthermore the items will be randomized.</p>	To find out about the lifestyle of the respondents
CSR Actions	<p>1. The brand helps to solve a social problem.</p> <p>2. The brand has a strong sense of corporate social responsibility.</p> <p>3. The brand's actions in society extend the simple generation of profit.</p> <p>4. The brand offers products that are environmentally friendly.</p> <p>5. The brand has a mission regarding the environment.</p> <p>6. The brand contributes to the maintenance and preservation of the environment.</p>	<p>7-point likert scale</p> <p>1 = strongly disagree</p> <p>4 = indifferent</p> <p>7 = strongly agree</p>	<p>2 factors</p> <p>Social (1-3)</p> <p>Environmental (4-6)</p>	<p>Lee, Park and Lee (2013)</p>	<p>Before the statements, respondents will be introduced to the different concepts (through randomization each participant is exposed to only one concept).</p> <p>The statements itself will be randomized as well.</p>	To find out about the perception of the CSR / control used
Attitude	<p>The brand I have just seen is...</p> <p>1. interesting/ uninteresting</p> <p>2. useless/useful</p> <p>3. important/unimportant</p> <p>When buying this kind of product, I would consider buying this brand:</p> <p>4. unlikely/likely</p> <p>5. definitely not buy it/ definitely buy</p> <p>6. definitely do not intend to buy/definitely intend to buy</p> <p>7. The brands values align with those things I value in life.</p> <p>Social actions are ... to me.</p> <p>8. Unimportant to me – important to me</p> <p>9. Irrelevant to me – relevant to me</p> <p>10. Useless to me – useful to me</p> <p>Environmental actions are ... to me.</p> <p>8. Unimportant to me – important to me</p> <p>9. Irrelevant to me – relevant to me</p> <p>10. Useless to me – useful to me</p>	<p>7-point semantic differential matrix</p> <p>7-point likert scale</p> <p>1 = strongly disagree</p> <p>4 = indifferent</p> <p>7 = strongly agree</p>	<p>4 factors</p> <p>Attitude toward the brand (1-3)</p> <p>Purchase intention (4-6)</p> <p>Perceived fit (7)</p> <p>Involvement (8-10)</p>	<p>1 - 6: Spears and Singh (2004)</p> <p>7: Cable and DeRue (2002)</p> <p>8 - 10: Thomson, MacInnis and Whan Park (2005)</p>	<p>The different options will be randomized.</p>	To find out about the attitude of the respondents
Sociodemographic data	<p>How do you describe yourself?</p> <p>Male, female, Non-binary / third gender, Prefer to self-describe, Prefer not to say</p> <p>How old are you?</p> <p>Under 18, 18-24 years old, 25-34 years old, 35-44 years old, 45-54 years old, 55-64 years old, 65+ years old</p> <p>What is the highest level of education you have completed?</p> <p>Some Primary Education, Completed Primary, Some Secondary Education, Completed Secondary, Vocational or Similar, Some University but no degree, University Bachelors degree, Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.), Prefer not to say</p> <p>What best describes your employment status over the last three months?</p> <p>Working full-time, Working part-time, Unemployed and looking for work, A homemaker or stay-at-home parent, Student, Retired, Other</p>			<p>Picha and Navrátil (2019);</p> <p>Saleh, Ebeid and Abdelhameed (2015)</p>		To further classify the respondents

Appendix H. Questionnaire



Dear participant,

thank you very much for your participation in this survey. For my dissertation at Católica Lisbon School of Business and Economics i am investigating the perception and attitude towards different CSR dimensions.

The survey will take approximately 4-5 minutes to complete, your participation is completely voluntary. Please answer as truthfully and spontaneous as possible, there are no right or wrong answers.

All data collected will be exclusively used for the purpose of this dissertation and will be treated anonymously.

In case of comments or concerns, reach out to s-jthillmann@ucp.pt.

Have fun and thanks again!

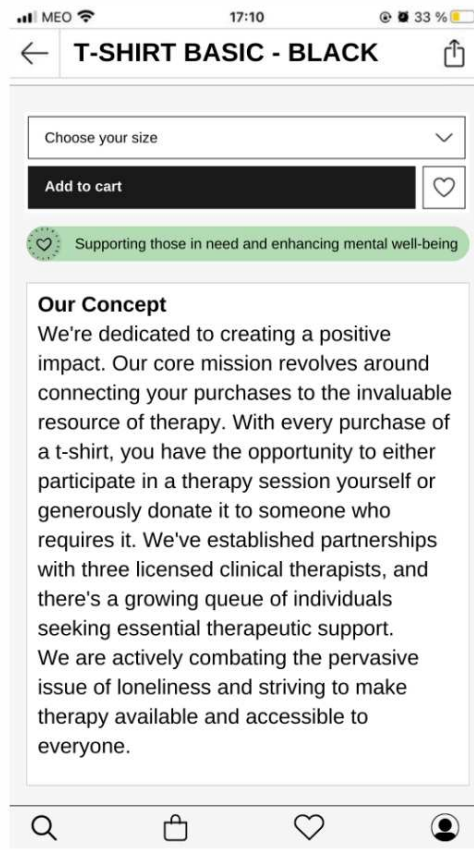
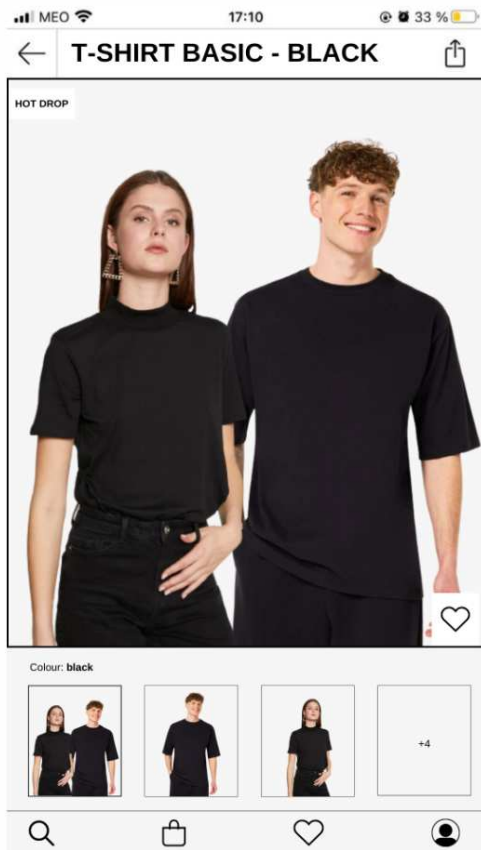
Jule

I agree with participating and to the use of my data.

In this first section i would like to find out about your lifestyle and habits. Please read the statements carefully and answer truthfully.

	1 - Strongly disagree	2	3	4	5	6	7 - Strongly agree
It is important for me to buy products which are not tested on animals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I exercise and workout on a regular basis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer renewable energy sources (e.g. hydropower, wind / solar energy) over fossil energy sources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider the society and its members in daily life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to reduce my consumption to help protect the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I purchase and eat foods considering my health (limit foods like sugar, fats, additives, etc.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to reduce stress and anxiety.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to undertake voluntary work and support charity / donation programmes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer sustainable and eco-friendly products over conventional ones.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Before answering the following questions, please carefully look at the following Product Description Page. Please carefully read the text provided on the page.



Please read the statements carefully and answer truthfully.

	1 - Strongly disagree	2	3	4	5	6	7 - Strongly agree
The brand has a mission regarding the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand's actions in society extend the simple generation of profit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand has a strong sense of corporate social responsibility.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand helps to solve a social problem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand offers products that are environmentally friendly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand contributes to the maintenance and preservation of the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The brand i have just seen is...

uninteresting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interesting
useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	usefull
unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	important

When buying a t-shirt / backpack, I would consider buying this product.

unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	likely
definetely not buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	definetely buy
definetely do not intent to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	definetely intent to buy

The brands values align with those things I value in life.

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Social actions are ... to me.

unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	important
irrelevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	relevant
useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	usefull

Environmental actions are ... to me.

unimportant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	important
irrelevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	relevant
useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	usefull

How do you describe yourself?

Male

Female

Non-binary / third gender

Prefer to self-describe

Prefer not to say

How old are you?

Under 18

18-24 years old

25-34 years old

35-44 years old

45-54 years old

55-64 years old

65+ years old

What is the highest level of education you have completed?

Some Primary Education

Completed Primary

Some Secondary Education

Completed Secondary

Vocational or Similar

Some University but no degree

University Bachelors degree

Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.)

Prefer not to say

What best describes your employment status over the last three months?

Working full-time

Working part-time

Unemployed and looking for work

A homemaker or stay-at-home parent

Student

Retired

Other

For respondents from SurveyCircle (www.surveycircle.com): The Survey Code is: 62G9-7K24-R5PV-U992

Redeem survey code with one click: <https://www.surveycircle.com/62G9-7K24-R5PV-U992/>