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品牌權益、品牌信任及品牌聲譽在企業社會責任對購買意圖影響之中介效果：以越南化妝品產業為例
The Effects of Corporate Social Responsibility Perception on Purchase Intention with the Mediating Roles of Brand Equity, Brand Credibility and Brand Reputation: The Case of Cosmetic Industry in Vietnam

黎胡寶慶

Le Ho Bao Khanh

指導教授：吳萬益 博士

Advisor: Wann-Yih Wu, Ph.D.

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研 究 生： 黎胡寶慶

經考試合格特此證明

口試委員： 吳萬益

廖英凱

白泳箐

紀信光

指導教授： 吳萬益

系主任(所長)： 藍國忠

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MBA RECOMMENDATION LETTER

<div align="center">準碩士推薦函</div>

本校企業管理學系管理科學碩士班研究生 黎胡寶慶 君在本系修業25年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面：黎胡寶慶君已修滿 39 學分，其中必修科目： 研究方法 、策略管理專題、應用統計、企業倫理專題 等科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面：黎胡寶慶君在學期間已完成下列論文：

(1)碩士論文：品牌權益、品牌信任及品牌聲譽在企業社會責任對購買意圖影響之中介效果：以越南化妝品產業為例

(2)學術期刊：2nd international conference on Sustainable Development Goals : Climate Change and Green Technology (ICSDGs)

　　本人認為 黎胡寶慶 君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱： 品牌權益、品牌信任及品牌聲譽在企業社會責任對購買意圖影響之中介效果：以越南化妝品產業為例 ，以參加碩士論文口試。

指導教授：吳萬益 簽章

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南華大學管理學院企業管理學系管理科學碩士班

110 學年度第 1 學期碩士論文摘要

論文題目：品牌權益、品牌信任及品牌聲譽在企業社會責任對購買意圖影響之中介效果：以越南化妝品產業為例。

研究生：黎胡寶慶　　　　　　　　　　指導教師：吳萬益 博士

論文摘要內容：

對於發展中國家的化妝品公司而言，企業社會責任（CSR）日益成為關鍵問題。這項研究通過品牌資產，品牌信譽和品牌聲譽的中介作用，調查了客戶的 CSR 感知對其購買意願的影響。 這項研究採用了定量方法，通過在越南進行的在線調查從化妝品客戶那裡收集數據。因子分析，PLS-SEM 分析和中介檢驗用於分析 380 名受訪者的相關數據。以前的大多數研究都沒有同時採用全面的方法來評估品牌信譽，品牌聲譽和品牌資產，很少有人在化妝品行業中對 CSR 進行研究。研究結果為院士開展企業社會責任的進一步實證研究提供了重要參考。該研究實際上還使營銷人 N 和管理人員受益於製定營銷策略和品牌管理以提高業務效率。

關鍵字：企業社會責任、品牌權益、品牌信任、品牌聲譽、購買意圖

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Name of Student: Le Ho Bao Khanh Advisor: Wann-Yih Wu, Ph.D.

Nanhua University

ABSTRACT

Corporate Social Responsibility is increasingly a critical issue for cosmetic companies in developing countries as Vietnam to survive in the competitive beauty market. In the purpose of clarifying the benefits of CSR integration in business plans and raising the awareness of cosmetic companies of CSR, this study investigates the impact of CSR perception of customers to their purchase intention by the mediation role of brand equity, brand credibility, and brand reputation. The study applied the quantitative approach to collect the data from cosmetic customers by an online survey in Vietnam. Factor analysis, Reliability test and PLS-SEM analysis were used for analyzing the relevant data of 380 respondents. The outcome of the data analysis indicated that the perception of customers on CSR affected their intention of purchasing the products of brands/companies in the future. Brand equity, brand credibility, and brand reputation are served as the elements that mediate the impact of CSR perception on purchase intention. Eventually, most previous studies do not take a comprehensive approach to brand credibility, brand reputation, and brand equity at once, and rarely researches are found on CSR in the cosmetic industry. The results of this study have put an essential reference for academicians to conduct further empirical research on CSR. The research also practically benefits marketers and managers to develop marketing strategies and brand management to boost business efficiency.

Keywords: Corporate Social Responsibility, Brand Equity, Brand Credibility, Brand Reputation, Purchase Intention, CSR
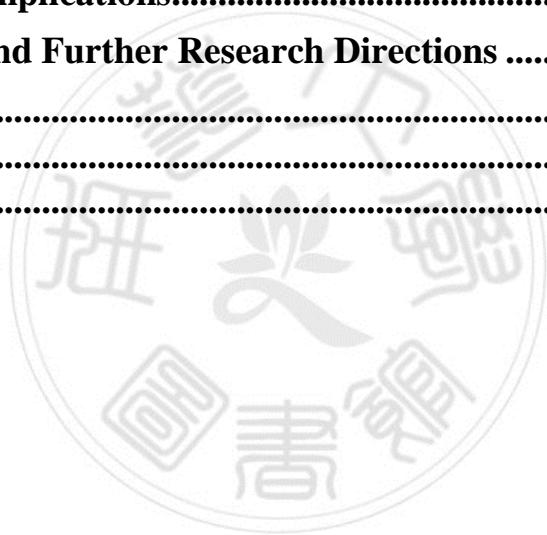
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CHAPTER 1

INTRODUCTION

1.1 Research Background and Research Motivation

Every country is facing various social, ethical and environmental problems which are requiring the contribution of both individuals and especially organizations. Nowadays, Corporate Social Responsibility (CSR), which at its broadest is defined as the overall contribution of business to the sustainable development, is considered as the primary remedy for business and governments in dealing with social ills (Foroudi et al., 2018). Fatma et al. (2016) also defined CSR as the efforts of business to ensure the long run development of economy, society and environment. The role of CSR or the contribution of companies to the community is undeniably critical. McWilliams et al. (2006) defined CSR as situations where the firms engage in the actions which are for the community's interests instead of the firms' ones and which are regulated by laws. However, CSR is not just important to deal with global issues but also to increase organizational performance. Companies from a long time has become familiar with CSR as the most important standard business practices that companies need to apply to their strategy if they want to survive in a chaotic and competitive business environment.

CSR is the topic of interest researched by practitioners with specialization in the social and business development (Jenkins, 2005). Proved in the practice, CSR has tremendous benefits to the business. Kim & Lee (2019) contended that from the marketing perspective, CSR can be an effective promotional strategy which enhances corporate image and customer behavior, CSR can boost the companies' broader benefit beyond immediate purchasing. Moreover, CSR is considered as a detonator of sustainable competitive advantage. Inserting CSR into

the corporate-level strategy is a means for the companies to ensure the survival in a harsh and ever-changing competitive environment (Frederick, 1998; Loosemore & Phua, 2010; Pérez-Cornejo et al., 2019; Zayyad et al., 2020). Socially responsible business behavior can be a source of long-term profitability (Berkhout, 2005). Inherently, managers are motivated for CSR in a situation that CSR is a governance mechanism when stakeholders cannot keep their eyes in the issues of the companies. The development of CSR reflects an increasing demand for the transparency. The transparency becomes a compulsory condition of CSR (Huang & Lien, 2012). As proved above, risks from externalities, reputational risks and harmful issues to the profit prospects and corporate values of the company can be mitigated by CSR strategy (Hediger, 2010; Zayyad et al., 2020). CSR initiatives have a great impact on customer and stakeholder expectation then leads to the greater firm performance (Piercy & Lane, 2009).

The researches on CSR vary and differ, through decades, and gain no inclusive results which can be explained by the fact that the effects of CSR on business between companies, industries, cultures, countries are dissimilar (Vogel, 2005). On that account, this research focuses on the investigation of the advantageous points of CSR in a specific industry: the cosmetic. This beauty industry is exceptionally customer oriented, accordingly, the brands in this industry are in pressure of contemporary tendency that customers are more aware of substances used to apply on their body and social issues such as animal testing, labor exploitation, environmental effects. CSR is no longer just concern of niche players but also the bigger cosmetic companies, they attach their product, brand, and business practices to "organic", "sustainable", "green", "natural". The first brand that successfully built their socially responsible image must be The Body Shop. The Body Shop started their glorious road from 1985 when they first time

public their CSR report relating to animal test, fair trade, labor care, human rights. They bind their image to "natural" and "environmental friendly" and distinguish themselves from other competitors (Porter & Kramer, 2006). After the success of The Body Shop, many brands try to copy their initiatives, however, The Body Shop still holds their rein. Nowadays, brands choose by themselves their own sustainable direction, some focus on environment and ingredients, others focus on human rights and cruelty (Organic Monitor, 2010b). However, they should be warned of "greenwashing" (McDougall, 2010), when the benefits of CSR initiatives are too big that many brands just implement them as a marketing tool and polish their images without any connection to their business mission and identity. The greenwash will definitely bring more disasters but advantages.

In Vietnam, CSR is the most witnessed by foreign cosmetic brands which are the most consumed such as Nivea (55%), Innisfree (37%), L'Oreal (32%), Kiel's (8%). These brands raise the consciousness of customers about CSR through local and global promotional campaigns, beauty blogger, in-store introduction. For example, Innisfree, a famous Korean brand, is known the most for environment friendly. Innisfree products are censored of being made from organic ingredients, moreover their customers are encouraged to donate empty boxes for recycling for accumulating bonus membership point. Besides they also sponsor a YouTube blogger named Giang oi who is well-known for green lifestyle to introduce their products to her viewers. The efforts make Innisfree become a very competitive brand on the market with 12 stores around the country after 4 years. In addition, Nivea also known for social responsibility by joining and organizing the charity campaign as in 2016 cooperating with Happiness Saigon to offer 10k warm coats for remote children. The Body shop claims for "cruelty-free" against animal testing, all their products are certified by Cruelty Free International

as meeting their Humane Cosmetics Standards; makes the fair trade prices for every supplier; and moreover defends for human rights. For environmental involvement, they minimize the amount of packaging used to transport their products, and increase the amount of recyclable material.

As such a development of CSR in cosmetic industry in Vietnam, the perception of Vietnamese consumers' effects is never evaluated in cosmetic industry by any researches which somehow discourages both local and foreign brands to invest in CSR and communicate it to customers.

The shortage of researches on the influence of CSR in cosmetic industry motivates this research to be performed. Most of precedent studies focus on technical aspects such as the effect of some chemical substance contained in cosmetic products to human biology which is not compatible with our research. Besides, although there are some researches on CSR and purchase intention in different countries or in the context of a specific beauty brand. As an example, Chu & Lin (2013) compares the effects of CSR perception on customer behavior of China and the United States. The authors conclude the influence of CSR perception in China is much more substantial than USA. Mursandi et al. (2020) investigates the possibility of CSR perception influencing the purchase intention toward The Body Shop products in Indonesia. They found out that when clients are aware of social issues and communicated well by The Body Shop, the ability of purchase is higher. Johri & Sahasakmontri (1998) while conducting the research in Thailand got the opposite results that clients care more about price, product quality, and the age of brands.

By approaching CSR through brand management, the research gives CSR a credit for building brand equity, brand reputation and brand credibility of a cosmetic brand which ultimately leads to purchase intention.

Customer-based Brand Equity (CBBE) is defined as the value of the brand to the customer and to the company and it is considered as the most valuable intangible asset of the company. With the role of generating the value for the customer, brand equity contributes to enhance the information processing to make the purchasing decision with a strong confidence and self-esteem. Moreover, the firm can improve the effectiveness of marketing strategies by brand equity development and then achieve the uniqueness over the competitors (Keller et al., 2006). Baalbaki & Guzmán (2016) suggested that sustainability and CSR is an important and integral part of brand equity. CSR is considered as a way to promote brand equity as the good image in customer's mind. The perception of buyers on the corporate social responsible activities can impact the brand performance and brand equity (Lai et al., 2010). Many other extant studies also suggest that CSR can build brand equity (Singh & Verma, 2017; Hur et al., 2014). Nonetheless, no previous researchers have conducted an empirical research on the influence of CSR on brand equity in Vietnam.

According to Holt et al., (2004), the reputation of the company rising from ethical behaviors can drive the brand valuation of the customer. Javed et al. (2019) also confirmed that CSR initiatives have a positive impact on brand reputation. When the companies take care of stakeholders by involving in social activities, they gain a favorable evaluation (Chen & Kelly, 2015), especially customers, they care not only about the products but also how the companies practice business.

Godfrey (2005) stated that positive moral capital of a company which is created by CSR activities can act like an insurance role to alleviate the potential damages from any scandals and negative stakeholder evaluations. Customers will not accept the fact that the company take benefits of the customer-brand relationship built by their trust on its philanthropy, they will feel cheated when the

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philanthropy comes from egoistic motivations (Alcaniz et al., 2010). However, when customers believe that CSR activities stem from the company's sincerity, they will partially take a belief of its promises (Bhattacharya et al. 1998). Therefore, Torres et al. (2012) argued that CSR activities create customers' trust to the company, especially customers from the global market.

Purchasing intention of customers is considered as their tendency for the products and service and become an important predictor for actual purchasing behavior (Erdil, 2015). Selbes & Mohamed (2010) stated that the most important factors which determine the buying decisions of customers in the cosmetic industry are price and ingredients in the cosmetic industry. However, the intention of customers to purchase is decided by an assessment of market and brand attributes (Le et al., 2020) such as brand equity (Bashir et al., 2019; Wong & Wickham, 2015), brand credibility (David et al., 2018) and brand reputation (Agmeka et al., 2019).

Accordingly, this research will indicate how CSR impact on the Purchase Intention through the mediating roles of Brand Equity, Brand Credibility and Brand reputation by filling the research gap and conducting necessary survey and analyzing data to summarize and discuss the results. Moreover, the authors also discuss the mediation role of Brand Equity and Brand Credibility between CSR perception and Brand Reputation. This research focuses the attention on the cosmetic industry as CSR effects are different among industries Vogel (2005). Besides academic contribution, this study also emphasizes the importance of CSR perception on purchase intention by investing the question "How" then the business manager might have a better understanding and knowledge on the importance of CSR and they can plan for a fruitful communication. The relation between CSR and purchase intention will enlighten the limitation of knowledge

on CSR of cosmetic companies in Vietnam and then encourage them to conduct CSR activities.

1.2 Research Objective

In the accordance of the mentioned above the research background and research motivation, this research will collect and analyze the data from the investigation of Vietnamese customers in cosmetic industry who are aware of sustainable development in the aim of examining the relationship between CSR Perception, Brand Credibility, Brand Equity, Brand Reputation and Purchase Intention. There are 3 main objectives of this research:

- To explore the influence of CSR perception on Purchase Intention

- To explore the influence of CSR perception on Brand Credibility, Brand Equity, Brand Reputation and Purchase Intention

- To identify the effects of Brand Credibility and Brand Equity on Brand Reputation

Based on above discussion, the below table shows the scope of the study developed:

Table 1-1 The Scope of the Study

Items	Scope of the Study
Types of research	A literature review with theoretical approach to create the foundation for the hypothesis and framework development. A quantitative research is designed by collecting data and analyzing data to test the hypotheses, find out the results and stimulate a discussion

Table 1-2 The Scope of the Study (Continue)

Items	Scope of the Study
Key issue	Examine the effect of CSR Perception on Purchase Intention
Independent variables	CSR
Dependent variables	Brand Credibility, Brand Equity, Brand Reputation and Purchase Intention
Mediating variable	Brand Credibility, Brand Equity, Brand Reputation
Underlying theory (s)	Resource-based View, Signaling Theory, Stakeholder Theory
Research Study Location	Vietnam
Analyzed Unit	Individual
Research Method and Data analysis	Quantitative approach questionnaire survey, using SPSS version 25 to analyze the data, Smart PLS version 3.0 to test the hypothesis

Source: This study

1.3 The Procedure and Research Structure

Initially, this study reviews the previous research on CSR, Brand Credibility, Brand Reputation, CBBE and Purchase Intention to have the most completed theoretical view to create the foundation for the topic. Under substantial literature reviews, the hypotheses are developed. In the next step, to examine the hypotheses in the framework, a survey is conducted using the questionnaire with the target respondents who are consumers in Vietnam. The questionnaire items are collected

and developed by the reliability test to examine their validation and their inter-correlation.

This study applies SPSS version 25 and Smart PLS 3.0 to test factor loading, reliability test, partial linear square structural equation modeling analysis (PLS-SEM). In the final step, we give a concrete conclusion and stimulate a discussion. The research process is figured as below:

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┌─────────────────────────────┐
│  Research background, research │
│         motivation            │
└─────────────────────────────┘
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┌─────────────────────────────┐
│   Theoretical fundamentals    │
└─────────────────────────────┘
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┌─────────────────────────────┐
│  Develop research framework   │
│        and hypotheses         │
└─────────────────────────────┘
              ↓
┌─────────────────────────────┐
│  Design the questionnaire and │
│           pretest             │
└─────────────────────────────┘
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┌─────────────────────────────┐
│   Implement reliability test  │
│ and finalize the questionnaire│
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┌─────────────────────────────┐
│  Conduct the survey and collect│
│           the data            │
└─────────────────────────────┘
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┌─────────────────────────────┐
│  Analyze the data: descriptive│
│   analysis, factor analysis,  │
│ reliability analysis, PLS analysis│
└─────────────────────────────┘
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┌─────────────────────────────┐
│      Discuss the results      │
└─────────────────────────────┘
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┌─────────────────────────────┐
│  Conclusion and Implication   │
└─────────────────────────────┘
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Figure 1-1 Research Process

This study includes 5 chapters with the content described as below:

Chapter one explains the research background, research motivations to conduct the research, the objectives, procedure, scope and process of the research are also illustrated.

Chapter two presents the literature review including the theoretical foundation from the previous studies, the definition of research constructs, and the development of the research hypothesis by exploring the relationship between research-related factors.

Chapter three focuses on the research methodology and research design. In this chapter, the research framework is introduced. The research design and questionnaire is tested and developed. Particularly, the study identifies the measurement scales, sampling plan, and methods to collect the data. The questionnaire for the survey is provided with specific instrument. Moreover, the data analysis procedure was presented.

Chapter four presented the results of the current study. The results stem from the performance of factor loading, reliability test, PLS-SEM with measurement model and structural model to test the hypotheses.

The last chapter presented the conclusion and suggestions of the study. Following, the research implications, contributions, and the limitations were also described. Besides, the suggestion for the future studies is also mentioned by the authors.

CHAPTER 2
LITERATURE REVIEW

2.1 Theoretical Foundation

2.1.1 Resource Based View

Resource based view (RBV) is first presented and conceptualized by Barney (1991). According to Barney (1991, 2001), institutions can obtain sustainable competitive advantages if they possess capabilities and resources which are valuable, scarce and hard to be imitated by competitors in the same segment. Resources are the assets of companies used to transform inputs to outputs, resources can be tangible and intangible, while capabilities are skills through which resources are used (Branco & Rodrigues, 2006). Barney (1995) later created VRIO framework (valuable, rare, costly to imitate and organized to capture value) in order to help organizations analyze their internal resources to achieve strategic goal.

McWilliams et al. (2006) by referring RBV explained the reasons why companies involved in CSR when such activities can influence firms' benefits. Social capital is an intangible resource of organizations built from the relationships between individuals. For instance, moral capital derives from the philanthropic and ethical activities. When CSR correspond with ethical value with communities, moral capital of companies is created from assessment of individuals in the communities. CSR activities both enhance internal benefits (know-how and organizational culture) and external outcomes (e.g. reputation) (Hur et al., 2014; Branco & Rodrigues, 2006). By applying RBV, this study explains the relationship between CSR as a resource and outcomes such as brand reputation.

2.1.2 Stakeholder Theory

Stakeholder theory explains the purpose of development of CSR initiatives in corporate strategies (Steurer et al., 2005). The stakeholder theory addresses the values generated by the organization shared by a group of stakeholders which are not just shareholders but all the actors have the related interest to the operation of business (Freeman, 1984). Freeman (1984) suggested that the duty of companies is to meet all the interests and values of stakeholders. When these interests and values are satisfied, they can generate positive outcomes for firms. Donaldson & Preston (1995) classified stakeholder theory in 3 dimensions: descriptive/empirical, normative, and instrumental. The instrumental perspective concludes that the importance of every stakeholders varies based on their relationship with corporate performance, so far it is crucial to focus on the most profitable stakeholder (Hill & Jones, 1992). The theory also stresses that customers as an important stakeholder-the only one who generate revenue, engage in the firm's actions as an entire entity and as a family, community (Luo & Bhattacharya, 2006). The empirical research suggests that customers care not just about the consumption experience but also social responsibility of the firm (Foroudi et al, 2018). In the other terms, the positive contribution of the CSR initiatives can affect the perception and evaluation of customers toward the firm. An empirical view describes the characteristics and behaviors of the business.

Finally, from the normative point of view which is based on the morality of business, the company has to act in the benefit of all their stakeholder. While considering the aim of CSR is to maximize the value of stakeholders, the stakeholder theory views CSR as the extension of corporate governance to go beyond shareholders or manager to the wider groups of stakeholders (Rowley & Berman, 2000), especially employees, customers and communities.

2.1.3 Signaling Theory

The benefits of involving in CSR activities vary from enhance brand image to satisfy stakeholders' expectations. However, to amplify the outcomes of CSR, it is important for marketers to create CSR awareness among stakeholders by improve CSR communication (Du et al., 2010). Signaling theory focuses on developing relationship or interaction with new stakeholders and acts like an initial relationship. Therefore, in stakeholder management, signaling theory has a contribution to build the initial relationship rather than manage the relationship with existing stakeholders. Signaling theory is about how to limit information asymmetry between two parties and how the asymmetry affects in different context (Spence, 2002). For instance, in corporate governance, the theory explains how CEOs signal their unobservable qualities to investors by observable qualities of financial statement (Taj, 2016). In human resource development, signaling theory is used to signal applicants in support of talent attraction and recruitment process (Chang & Chin, 2018). In addition, in CSR context, CSR acts as a signal affecting brand recognition, ethicality of a brand then affects brand reputation and brand image (Iglesias et al., 2018).

There are two actors in signaling theory: signaler and receiver (Connelly et al., 2011). The signalers have information that for receivers might be useful but is not available to them. The information plays an importance role in behavioral decision making process. Information asymmetry has a critical impact on quality and intent (Stiglitz, 2000). The receivers are uncertain of the characteristics, while the signalers have concern about the behavioral intention of receivers. Companies as signalers try to signal to stakeholders as receivers their own quality which can affect the perception and behaviors of stakeholders. Signaling therefore can lead to favorable outcomes such as investment or actual purchase (Hussain et al., 2020).

By using signaling theory, this study examines the effect of CSR perception on brand credibility and brand reputation.

2.2 Definition of Research Constructs

2.2.1 CSR Perception

The concept of Corporate Social Responsibility (CSR) is defined in many ways. CSR identifies the efforts and obligations of company in the benefit of stakeholders and society to enhance its positive impact and reduce negative harm to society (Brown & Dacin, 1997). CSR also refers to the firm's endeavors to assure the long-term development of economy, society and environment through business practices, policies and resources (Du et al., 2011, Fatma et al., 2016). This last definition is based on sustainable development framework "Triple Bottom Line" which is introduced by Elkington (1998), when CSR actually comes from the fundamental tenets of sustainability whereby companies voluntarily participate in the act of the social, economic and environmental gains (Moneva et al., 2006).

Carroll (1991) studied CSR from the perspective of stakeholder for the first time in the literature. CSR is first studied as a pyramid model including four attributes: economic, legal, ethical and philanthropic (Carroll, 1991; Pino et al., 2016; Asrar-ul-Haq et al., 2017). Economic responsibility is when the company can make profits from the service and product they provide. When the company tends to be in compliance with rules and regulations of the country they do business, they are legally responsible. Ethics in CSR defines the fairness and justice in business. Finally, philanthropic responsibility is when the company involve themselves in social activities for humanity and goodwill.

Sustainable development framework "Triple Bottom Line" is introduced by Elkington (1998) that comprises three dimensions: social, environmental, and

economical which are proved to be suitable to scale customer perception of CSR (Fatma et al., 2016). At the macro level, the concept of sustainable development synthesizes three levels "economic development, social equity, and environmental protection" (Drexhage & Murphhy, 2010). This concept demands attention at managerial level to align profitability and "triple bottom line" approach and develop CSR strategies which are more visible and transparent to stakeholders (Öberseder et al., 2014). Thus, this study took the dimensions of CSR from the sustainable development framework and operationalizes consumer perception of CSR towards economic, social and environmental dimensions.

The crucial aim of CSR activities is to gain the advantages or positive responses from their stakeholders (Tian et al., 2011), including customers who needs extra attention when CSR has an important effect on customer-related outcomes. Despite of social efforts to influence customer behaviors, recent studies argue that CSR may not improve reputation (Park et al., 2014), increase customer satisfaction (Loureiro et al., 2012) or enhance purchase intention (Amatulli et al., 2018). Lee et al. (2012) suggest that customer's perceived fit may impact the effectiveness of a CSR program.

2.2.2 Brand Equity

Brand refers to a group of specific name, term, sign, symbol, or design, or combination of them to identify products and services of one seller and to distinguish that seller to its rivals (Kotler, 1991). At the basic concept, brands contact directly with customers as their profound experience with products or service. Therefore, brand plays as an important role to increase the effectiveness of marketing strategies (Keller & Lehmann, 2006). Marketers understand that understanding and using brand equity are the optimal way to manage the brand. Brand equity is identified as "a set of brand assets and liabilities linked to a brand,

its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers" (Aaker, 1991). Two perspectives on brand equity dominate in the literature: financial-based perspective which aims to estimate the value of brand added to the company in serving accounting purposes (Keller, 1993) and strategy-based perspective which is to increase marketing strategy productivity. This study approaches brand equity from a marketing perspective with the focus on the customer-brand relationship as Consumer-Based Brand Equity (CBBE). Keller (1998) defined customer-based brand equity as the differential effect of brand knowledge on consumer response to the marketing of the brand". In the other words, CBBE appears as an intangible characteristic associated with products and service existing in customer's perception. When customers have a perception of high-quality product, they have tendency to be fond of and associated with the brand and ultimately form their loyalty (Foroudi et al., 2018). The literature studies CBBE with expecting outcomes such as purchase intention (Al Koliby & Rahman, 2018), willingness of customer to pay higher prices (Augusto & Torres, 2018), brand reputation (Foroudi, 2018), increasing market share and the bottom line (Rahman et al., 2019).

According to Aaker (1991, 1996), brand equity consists of five dimensions: brand association, perceived quality, brand awareness, brand loyalty and other proprietary brand assets such as trademarks and patents. Nevertheless, Yoo & Donthu (2001) argued that the fifth component is not relevant to the perception of customers. From this point of view, this study has assessed the brand equity by the first four dimensions and their effects on the relationship between CSR, brand reputation, purchase intention.

2.2.2.1 Brand Awareness

Aaker (1991) argued that the initial part of building brand awareness is to create brand awareness. Brand awareness acts like a signal of commitment and quality to interfere in customers' buying decision which is favorable to the brand. Brand awareness is defined as the brand recognition and brand recall performance of customers (Aaker, 1991), under complex conditions and time pressure (Hsu et al., 2017). According to Keller (1993), brand awareness is also the ability of customers to identify the brand and link it to its components such as name, logo, symbols and associations. The extent to which customers are able to recognize one brand and its attributes based on their previous exposure experience is brand recognition, while the ability of customers to extract information correctly about the brand is brand recall (Keller, 1993). Keller (1993) suggested three reasons how brand awareness can affect customer's purchase decision. Firstly, when customers hear or see any of brand attributes, they can think immediately of the brand. Secondly, in being aware of the brand, customers have tendency to put the brand in consideration and eliminate the other brands from decision taking (Wong & Wickham, 2015). Finally, brand awareness influences customers' purchase decision by forming the brand associations (Keller, 1993).

2.2.2.2 Brand Association

Brand association is a critical perceptual parameter of brand equity (Aaker, 2009). Aaker (1991) defines brand association as all the thoughts of customers linked to the brand in their mind and massive experiences and exposure to communication can strengthen this link. Brand knowledge is a collection of information in customers' mind used to create and activate associations (Keller, 1993, Chen, 2001). According to Keller (1993), the brand association is close to the concept of brand image- the perception of customer towards the brand- as a way to identify the brand. For instance, in the hospitality context, brand association

comprises the restaurant's physical appearance, decoration, logo, star rating, reputation, development history, price range, variety of menu and location (Martínez & Nishiyama, 2017). The associations could be the distinction from the other brands, innovation, participation of the brand in the market and prestige (Yasin et al., 2007). Brand association can be gained from the direct contact of customer with brand or from the exposure on media and the other source of information such as word of mouth. A strong brand association need to be favorable and unique. Brand association consists of three attributes: emotional, functional and attitudinal. Therefore, while building the brand association, it is important to take into account of the fondness and liking (Foroudi et al., 2018).

2.2.2.3 Perceived Quality

Perceived quality is considered as the key element of brand equity (Aaker, 1996; Keller, 1993). Aaker (1991) stated that perceived quality is the customers' overall feeling on the products and services in terms of credibility and offered experience. In fact, perceived quality does not reflect the real quality of products, instead the judgment of customers on the quality of product (Zeithaml, 1988). Yoo et al. (2000) proved that the level of perceived quality decides the level of brand equity. Perceived quality gives customers added value by creating perception on a high-quality product then overcoming the competitors (Pappu et al., 2005). When customers have the limitation to access to the specific information about the product, their perceived value may affect their purchase decision (Le et al., 2020). Moreover, from the empirical studies, perceived quality is the core value that makes buyers chooses the brand over the rivals (Namkung & Jang, 2013).

2.2.2.4 Brand Loyalty

Brand loyalty refers to the attachment of the customers towards certain brand (Aaker, 1991). Brand loyalty in CBBE is a strategic determinant of the

company (Aaker, 1991). Therefore, brand loyalty becomes the research centers in marketing and strategic analysis (Pappu & Quester, 2016, Lin et al., 2017). Researchers divides brand loyalty into two dimension: behavioral dimension and attitudinal dimension. From the behavioral perspective, brand loyalty is demonstrated by the buying repetition of a customer overtime (Keller, 1993). To confirm this view, Oliver (1997) argued that brand loyalty reflects the deeply commitment to rebuy a favorable product and service continuously of the customers, despite of situational changing or the marketing efforts of other brands to cause the switching buying behavior. Instead, Yoo & Donthu (2001) researched the brand loyalty from the attitudinal perspective as the potential of customer to be loyal to a specific brand by their intention to buy the products of the brand as the first choice. Since this study is trying to examine the perception of customers, not their behavior, thus we only focus on on the attitudinal dimension to conceptualize and investigate brand loyalty.

2.2.3 Brand Reputation

Brand reputation is an overall pictures of a brand created by multiple perceptions of customers, suppliers, investors, distributors, competitors, employee for the whole time (Fombrun, 1996). Brand reputation is formed when an aggregation of brand images collected and existed in customer's mind overtime changed into a comprehensive assessment of a firm, the emotional association of stakeholders toward the company might impact how they form the reputation of the company (Foroudi et al., 2017). According to Fernandez-Gamez et al. (2016), brand reputation represents the past actions of brand and the consequences of efforts in meeting what stakeholders expect. Dowling (2001) stated that brand reputation consists of fragile elements which are credibility, praise, benevolence, respect and confidence in current time and future.

Marketers understand that a strong and positive reputation can improve sales and be more advantageous compared to the competitors (Loureiro & Kaufmann, 2016). A good reputation not only affects the bottom line but also enhance brand loyalty, brand recommendation and brand re-purchase (Fouroudi, 2018). Moreover, brand reputation can affect the willingness of customers to pay the higher price (Che et al, 2019) and create the loyalty (Balmer, 2011), contributes to the purchasing decision (Tournois, 2015). In this study, brand reputation is examined as the mediating role of the path between CSR and purchase intention.

2.2.4 Brand Credibility

According to Baek et al. (2010), brand credibility is the believability of a brand to be able, dedicate and willing to keep its promises over time. The concept of brand credibility has the origin of Hovland et al. (1953) worked on the credibility of a source to be able and motivated to provide correct and reliable information and then considered in brand management by Erdem & Swait (2004). Brand credibility reflects the past efforts of a company in marketing to attract and maintain the customers (Ghorban & Tahernejad, 2012). The expertise and willingness/trustworthiness are two dimensions mentioned mainly in the research of brand credibility (Pecot et al., 2018). The expertise represents what a brand has ability to deliver while the trustworthiness describes the willingness of a brand to fulfill the promises.

Realizing brand credibility is a key component in brand management, the researchers pay a lot of intention to this topic. Erdem & Swait (2004) believed that brand credibility can affect the consideration in purchase decision process and the choice over other rivals both in both emotional and reasonable aspects. By influencing the perceived quality, low risk and information search time saving, brand credibility highly contributes to the purchase intention (Baek & King, 2011).

Furthermore, possessing brand credibility, the firm can reduce the sensibility in price and make customers to be willing to pay a premium price (Dwivedi et al., 2018; Sheeraz et al., 2016). Marketers develop the brand credibility in aim of assuring the long-term consumption of customers to future products and services and improve loyalty commitment (Ghorban & Tahernejad, 2012). Other studies also emphasize the positive impact of brand credibility on perceive money value, brand image, brand alliances and switching behaviors. Brand credibility in this study is considered as the mediating role between CSR and purchase intention, CSR and brand reputation.

2.2.5 Purchase Intention

According to Wu et al. (2011), purchase intention is the possibility to plan and request for purchasing a specific good or service in the future. In the other words, purchase intention is the tendency of customers to buy or take actions towards a particular product (Erdil, 2015). An increase in the purchase intention can lead to the higher possibility of actual purchase action (Martins et al., 2019). Therefore, intention in purchasing can act like a key indicator and accurate predictor of customers' behavior (Wu et al., 2011; Hsu et al., 2017). External elements such as marketing campaign (e.g. promotion) can affect to the purchasing intention (Büyükdağ et al., 2020).

Purchase intention is divided into four levels including transactional, refractive, preferential and explorative interest. Transactional interest is when customers have tendency to purchase a product or service. Refractive interest is the tendency of customers to recommend the product to the others. Preferential interest describes customer's behaviors of preferring the product to the others. Finally, explorative interest is the interest to look up for the information of product.

2.3 Hypothesis Development

2.3.1 CSR Perception and Brand Credibility

Customer perception on CSR activities can increase the trust toward the company by influencing directly the perception on expertise and integrity. CSR impacts more easily to the trust of people who share the same interests and values (Morgan & Hunt, 1994). Involving ethical and responsible elements into the corporate strategic decision would lead to perceived credibility among stakeholders. Moreover, while considering socially responsible company as reliable, ethical and accountable, stakeholders engage more in building relationship with company with trust as a foundation (Martinez & Rodriguez del Bosque, 2013). The relationship between CSR initiatives and brand image leads to more credible brand and then loyalty, purchasing repetition and recommendation (Kim, 2019). In investigating CSR in hospitality context, Martinez & Rodriguez del Bosque (2013) proved that besides the quality, rating stars, endorsement, CSR activities play an important role in raising brand trust and then affect to brand loyalty. In banking area, Zayyad et al. (2020) suggested that the banks which practice CSR to stakeholders, society and environment can result in brand credibility and ultimately affect positively to patronage intention including word of mouth and repurchase intention. In this sense, a negative CSR perception can lead to the reduction in brand credibility. To build brand credibility, firms need to have a CSR program which communicates properly (Ben Ammar et al., 2015). Based on these studies, the study assumes the hypothesis below:

Hypothesis 1: CSR has a positive impact on Brand Credibility

2.3.2 CSR Perception and Brand Reputation

Brand reputation is the result of past actions and management, therefore involving in CSR activities can be an effective way to gain reputation (Hur et al,

2014). The relationship between CSR and brand reputation can be explained by signaling theory (Walker, 2010). According to Boulding & Kirmani (1993), when buyers are facing with the massive information on the market, they would find some signals to distinguish responsible sellers from irresponsible ones. In this sense, CSR activities can play a role as a signal to uplift the image of a company. Moreover, CSR disclosure can ameliorate brand reputation (Pérez-Cornejo et al., 2019). Both visual and symbolic CSR can upgrade reputation with stakeholders as cooperation with United Nation or Non-profit organization such as No Kid Hungry can give an impression on reputation as a goodwill (Vishwanathan et al., 2019). Firms while engaging in CSR initiatives would make a difference in reputation compared to competitors (Rothenhoefer, 2019) and among stakeholders ranging from employees, customers, suppliers, media, governments. The direct impact of CSR perception on brand reputation has been studies in many previous studies. As Pérez-Cornejo et al. (2019) stated that CSR performance in social, economic and environmental aspects significantly and positively influence the reputation of firms, this conclusion is also supported by Aguilera-Caracuel & Guerrero-Villegas (2018); Lai et al. (2010); Park (2019). By reviewing the above theory and studies, the author develops the following hypothesis:

Hypothesis 2: CSR has a positive impact on Brand Reputation

2.3.3 CSR Perception and Brand Equity

Several previous studies have proved the impact of CSR on brand equity. According to Singh & Verma (2017), CSR strategies can improve brand equity and ultimately help the firm to obtain competitive advantages. Hur et al. (2014) also found out that CSR perception directly influences brand equity and brand credibility while brand reputation acts like partial mediators between CSR and brand equity. Martínez & Nishiyama (2017), in the research on the relationship

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between CSR and brand equity in hospitality context, claimed that CSR by increasing brand loyalty, improve brand image and brand awareness, change the perception of quality can create competitive advantages for the hotels. Brand equity is formed by the contact with multiple stakeholders, therefore the more the firm knows how to satisfy stakeholders' expectation the more valuable brand equity is.

Brand association is a kind of emotional features linked to psychological dimension created by variant feelings and attitudes towards company (Kennedy, 1977). CSR programs contributes to brand associations as a valuable content, because CSR improve firm's image as honesty, ethics or sustainability (Martínez et al., 2014a). Both CSR and perceived quality have the same principle of focusing on creating reliability, sincerity and mutual benefit (Velasco et al., 2014). Customers show their support to social activities of firms by having a good perception and attitude towards the product and especially the quality (Brown & Dacin, 1997). Therefore, CSR strategies can improve customer's overall assessment of products or services, then facilitate perceived quality. Once customers have a perception of a good quality, they would link associations to reliability and honesty (Keller & Lehmann, 2006) and vice versa they would assume a reliable and trustful brand with good quality (Velasco et al., 2014). Perception of CSR activities can also influence brand awareness (Zhang, 2014) by increasing the possibility and the chance for customers to recognize the brand over other competitor brands. However, the awareness of CSR activities become a limitation to enhance brand equity and communication while customers rarely are able to aware of these activities. Finally, the direct correlation between CSR perception and brand loyalty has been proved in many studies (He & Lai, 2014; Shobri et al., 2015). Socially responsible activities of firms act as a positive aspect

of brand association that directly influence customer loyalty in both attitude and behaviors (He & Lai, 2014), because they show the respect and caring to customers and community. From these arguments, the author makes the following hypothesis:

Hypothesis 3: CSR has a positive impact on Brand Equity

2.3.4 Brand Credibility and Brand Equity

Brand credibility is one of important antecedents of brand equity (del Barrio-García & Prados-Peña, 2019). Based on signaling theory, brand credibility can build brand equity by affect positively to the perception of quality and on perception of utility of brand (Spry et al., 2011). As defined by Erdem & Swait (1998), brand credibility is the ability of a brand to continuously keep their promises and it is created by combining reliability and expertise. In this vein, when a brand fails to fulfill what they promise, that would put brand equity in detriment. According to Chinomona (2016), brand credibility assures customers in an environment which customers feel vulnerable, therefore a trustful brand who can keep their promises consistently can warrant brand loyalty. Therefore, the study forms the following hypothesis:

Hypothesis 4: Brand Credibility has a positive impact on Brand Equity

2.3.5 Brand Credibility and Brand Reputation

Brand credibility is the believability of whether a brand fulfills what it promises to do (Baek et al. 2010). Credibility comes from efforts of company and the perception of stakeholders, especially customers. Brand credibility is a resonance of both messages delivered and actions. Many preceding researchers concluded that credibility positively influences brand reputation (Fatma et al, 2018; Kim, 2019; Hur et al., 2014). When a brand can deliver what promised such as quality, that brand would gain a good reputation. However, credibility is fragile as a reputation, once it lost it is hard to gain back. As Song et al. (2019) suggested

that by fulfilling its promises, the company can obtain a favorable reputation, otherwise by failing to really keep its promises, its reputation is in danger. Credibility brands enhance perception of quality of products and service, since variant credibility level can affect psychologically assessment process. Ultimately, consumers come to the conclusion that by the company maintaining the promises on quality, it has a good reputation (Hur et al., 2014). Based on these discussion, the following hypothesis is developed:

Hypothesis 5: Brand Credibility has a positive impact on Brand Reputatin

2.3.6 Brand Equity and Brand Reputation

The relationship between brand equity and brand reputation is mentioned in many studies (Qalati & Kwabena, 2019; Foroudi et al, 2019). Brand association is the immediate mental impression in customer's mind, while brand reputation is the evaluation of customers towards the brand. Psychologically, what customers see, hear and experience would affect what they think and judge. Marketers adjust brand associations in the aim of supporting brand reputation. If customers have a positive picture on company which might affects their feelings and assessments, the brand reputation get better (Foroudi et al., 2014). Brand awareness refers to the possibility of a brand to come to customers' mind to reduce the consumption of alternative products. Mathew et al. (2014) revealed that by affecting to credibility, brand awareness can enhance brand reputation, then leads to long-term development (Han et al., 2015, Ramzan & Ahmad, 2018). Furthermore, brand reputation is the result of past actions of the company which send signal to customers, and service quality acts as one cue which affects reputation, so companies try to raise the perception of quality then enjoy a positive reputation (Gatti et al., 2012). When customers experience a good product performance, they have intention to have a positive attitude and feeling towards the brand. In the

literature, many studies explore the role of brand equity as an antecedent of brand reputation (Seo & Park, 2017; Loureiro et al., 2017), while others try to prove the reverse (Sozer et al., 2017). In this research, the author has tried to explore the impact of brand equity on brand reputation.

Hypothesis 6: Brand Equity has a positive impact on Brand Reputation

2.3.7 Brand Credibility and Purchase Intention

Customers who believe that companies are willing and capable of conveying their promises are more likely to purchase their products and services (Jeng, 2016). Signaling theory suggests that brand credibility can increase the probability of purchasing behaviors (Erdem & Swait, 2004). In this sense, brand credibility is explained as a signal because they are formed by accumulating efforts of previous marketing strategies and served as a source of knowledge and experience. Customers consider brand credibility as a credible source of knowledge and information of products and antecedents of their confidence in product claim, therefore brand credibility decreases expected costs, higher perceived values, lower information gathering, processing cost and uncertainty (David et al., 2018). By helping customers to decrease the cognitive efforts in choosing products, brand credibility increases the likeliness of customers to purchase. When customers believe that brand is willing and capable of showing their trustworthiness and reliability, customers are more likely to purchase products (Bougoure et al., 2016). From this vein, the author has investigated the hypothesis:

Hypothesis 7: Brand Credibility has a positive impact on Purchase Intention

2.3.8 Brand Equity and Purchase Intention

Many researchers proved that there is an immediate link between brand equity and purchase intention (Bashir et al., 2019; Aydın & Ulengin, 2015). Aaker

(1991) suggested that brand equity is stored in customer's mind and retrieved when they purchase the product. The higher the brand equity is, the higher the customers want to consume the product and service, and finally the purchase intention is strongly affected. Keller (1993) suggests three reasons how brand awareness can affect customer's purchase decision. Firstly, when customers hear or see any of brand attributes, they can think immediately of the brand. Secondly, in being aware of the brand, customers have tendency to put the brand in consideration and eliminate the other brands from decision making (Wong & Wickham, 2015). Finally, brand awareness influences customers' purchase decision by forming the brand associations (Keller, 1993). Brand awareness allows customers to identify brand from others, then includes the brand in their consideration set which leads to a favorable attitude and positive buying behaviors (Liu et al., 2017; Le et al., 2020). Perceived quality plays a vital role in helping customers to choosing the products and service (Liu et al., 2017). Firm believed that when the perception of customers on the quality of products and service increases, especially in the environment that fake or low quality products are massive, customers are more encourage to consider products in their buying decision over the others brands (Hunt, 2018). Brand association acts like a collection of brand information stored in customer's mind, and ready to be recalled during buying process (Gunawardane, 2015). Moreover, brand associations are relative to target customers, typical utility, and reliability so brand associations become the reasons to purchase for customers (Le et al., 2020). Brand loyalty is the commitment of customers to attach to brands, including the commitment of buy the products and service consistently (Aaker, 1991). Because of loyalty, customers do not need time to assess the quality or any attribute of brand and

choose brand as the first choice (Troiville et al., 2019). After all these analyses, the study has come to the hypothesis:

Hypothesis 8: Brand Equity has a positive impact on Purchase Intention

2.3.9 Brand Reputation and Purchase Intention

Many studies proved that brand reputation has a positive effect on stakeholders' outcomes or their behavioral intentions including customer purchase intention by the perception and attitudes of customers. Maden et al. (2012) stated that a positive reputation makes customers to perceive that purchase transaction is beneficial compared to other brands and cost-saving information searching among an ambiguity and asymmetry of information. In addition, customers have tendency to link a good reputation with high quality so they feel satisfied with their purchase. In hospitality context, Agmeka et al. (2019) suggested customers using a reputable brand make their pride increase, so they intent to purchase brand with high reputation. Moreover, following signaling theory, brand reputation acts like a signal on the market about intrinsic and intangible characteristics of products like high quality, particularly there is no way to identify the real quality of product. By this sense, brand reputation can affect directly to intention to perform a behavioral intention of customers (Gatti et al., 2012). A negative brand reputation can result in negative purchase intention since customers tend to count on potential losses than hereafter gain and take more account in negative information (Jung & Seock, 2016). Based on these studies, the author has suggested the hypothesis:

Hypothesis 9: Brand Reputation has a positive impact on Purchase Intention

2.4 Mediation Effect Analysis

2.4.1 The Mediating Effect of Brand Credibility on the Relationship between CSR Perception and Purchase Intention

Brand credibility describes the confident believability of customers towards the fact that brand acts in keeping its promises. Brand credibility and social activities of the firms can result in a favorable outcomes including purchase intention (Zayyad et al., 2020). To gain an effective CSR initiative, firms should try to promote credibility by communicating well CSR activities (Rhee et al., 2006). In the other words, credibility is built up by a properly communicated CSR campaigns such as through marketing strategies to increase purchasing intention. In addition, according to Chouthoy & Kazi (2016), brand credibility is divided into 2 types: source credibility and medium credibility in which source credibility depends on the characteristics of companies itself while medium credibility is dependent on marketing communication such as media channels, distribution, and promotion. CSR also increases brand credibility by affecting the perception about firms of honesty, reliability and responsibility (Martinez & Rodriguez del Bosque, 2013).

By having a positive impact on perceived quality of products and services and decreasing physical and cognitive efforts to purchase, brand credibility encourages customers to purchase the brand over rivals (Jeng, 2016; David et al., 2018). As investigating the mediating role of brand credibility between CSR perception and purchase intention, Zayyad et al. (2020) concluded that CSR with properly communicated by making customers to believe in CSR motives and what firms promise affects positively purchase intention. From these arguments, the authors form the hypothesis below:

Hypothesis 10: Brand Credibility mediates the path between CSR Perceptions and Purchase Intention.

2.4.2 The Mediating Effect of Brand Equity on the Relationship between CSR Perception and Purchase Intention

Singh & Verma (2017) confirmed that companies can perform CSR as a strategy to enhance favorable outcomes and gain competitive advantages by increasing CBBE. Particularly, in service area, when customers are hard to experience the service before purchasing, so the perception of customers towards the brand and service quality is very important and CSR is a tool to achieve it (Martínez & Nishiyama, 2017) by affecting the brand image. Through having a perception on CSR activities, customers have a brand cognition and consider brand more ethical and responsible which consequently influence brand attributes. A favorable perception of customers on CSR activities can affect the overall evaluation on the service quality. Customers have intention to believe that a brand with responsibility and reliability is high quality (Shobri et al., 2015), which may result in loyalty in both attitude (choose brand as primary choice) and behavior (repurchase brand consistently). There are many articles explain the mediate role of brand equity in the relationship between CSR and purchase intention (Abdullah & Budimam, 2019; Lee and Lee, 2018; Gatti et al., 2012). From these arguments, the following hypothesis is developped:

Hypothesis 11: Brand Equity mediates the path between CSR Perception and Purchase Intention.

2.4.3 The Mediating Effect of Brand Reputation on the Relationship between CSR Perception and Purchase Intention

Many previous researchers conclude that CSR affects purchase intention through the influence of brand reputation. For instance, Qasim et al. (2017) proved

the positive relationship between CSR and consumers purchasing behaviors as a consequence of the mediated effects of brand reputation by applying social exchange theory. Generally, social exchange theory refers to social mental and sociological point of view that determines social change and security as a procedure in trading. Customers join in purchasing procedure as an exchanger, they buy products and service for belongings, safety and self-enhancement. CSR forms an ethical reputation which secures customers to purchase (Qasim et al., 2017). Abdullah & Budimam (2019) also stated that brand reputation mediates the effect of CSR on purchase intention.

In addition, during purchasing process, customers have to face with chaos of information on the market, in this situation, favorable reputation acts like a reliable signal of quality to boost purchasing process by reducing the considering time, searching information time waste. A good communicated CSR campaign might uplift brand reputation (Hur et al, 2014). Therefore, this study tries to investigate the following hypothesis:

Hypothesis 12: Brand Reputation mediates the path between CSR Perception and Purchase Intention.

2.4.4 The Mediating Effect of Brand Credibility on the Relationship between CSR Perception and Brand Reputation

Fatma et al. (2018), and Hur et al. (2014) suggested that brand credibility is a critical mediator in the relationship between CSR and brand reputation as a mediator. By adopting ethical principle in business decision process, firms can gain credibility among stakeholders. Customers intend to perceive socially responsible companies as trustworthy and reliable, then have a good evaluation which enhance brand reputation (Fatma et al., 2018). Customers believe that CSR activities derive from sincerity of the companies, an ethical player makes

customers' trust stronger (Hur et al, 2014). Moreover, credible brand influences positively the perception of quality of products, then brand reputation. The credibility of brand among customers is exceeding to take time to build but easy to loose and it will have a sustained influence on the image of companies. Accordingly, to engage in sustainable and long-term public relation activities is better than short-term one. Accordingly, a long-run socially responsible activity in the aim of building credibility will result in a favorable outcome as reputation (Lai et al., 2010).

Hypothesis 13: Brand Credibility mediates the path between CSR Perceptions and Brand Reputation.

2.4.5 The Mediating Effect of Brand Equity on the Relationship between CSR Perception and Reputation

Mart ínez & Nishiyama (2017) stated that by involving in CSR activities, firms can increase brand awareness, and brand image, and promote brand loyalty and raise perception of quality. For instance, CSR activities contribute to brand association or brand image reliability, ethics and honesty. Accordingly, customers typically assume that a reliable and honest company has high-quality products, which leads ultimately perceived quality of customer. In addition, when CSR activities or campaigns get well communicated with customers such as by media or other tools of marketing mix, companies store in customers' mind an ethical and reliable image, then uplift awareness of customers to choose brand instead of others. As Marin et al. (2009) suggested that CSR perception can affect directly brand loyalty by demonstrating a set of social principles and values of respecting customers and society. Moreover, by building a favorable and sustainable brand equity in customers' mind, firms can encourage a positive reputation from

customers (Foroudi et al, 2019). In this study, the author evaluates the relationship between CSR perception and brand reputation through brand equity:

Hypothesis 14: Brand equity mediates the path between CSR perceptions and brand reputation.

CHAPTER THREE
RESEARCH METHODOLOGY

This chapter was implemented to present the research methods with research constructs. In this chapter, research design and methodology were also discussed, which was in the aim of clarifying questionnaire design, sampling design, data collection methods, and data analysis techniques.

3.1 Research Model

The following research framework (Figure 3-1) was built based on the development of research hypotheses:
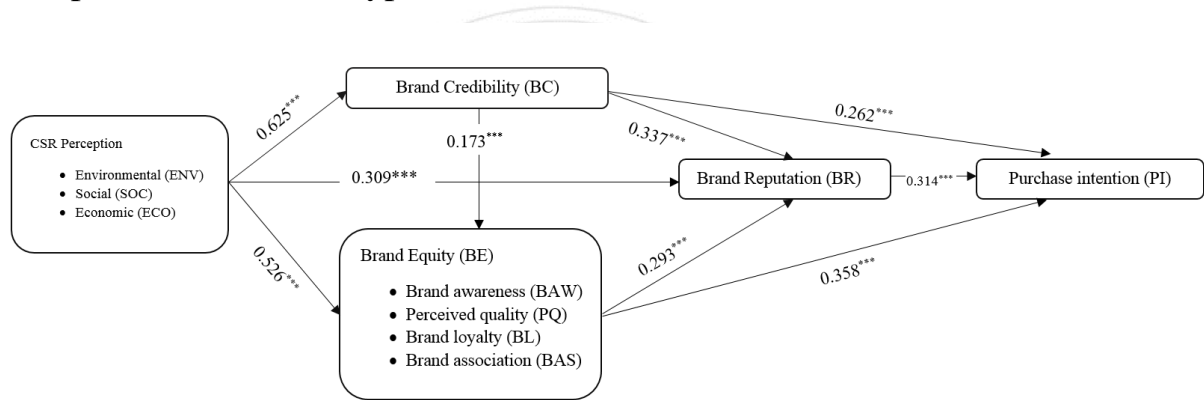
Figure 3-1 Research Framework

This study integrated the RBV, signaling theory, stakeholders theory and CBBE to consider the relation between CSR perception and intention purchase through brand equity, brand credibility and brand reputation.

According to the research model, the hypotheses developed for this study are:

Hypothesis 1: CSR has a positive impact on Brand Credibility

Hypothesis 2: CSR has a positive impact on Brand Reputation

Hypothesis 3: CSR has a positive impact on Brand Equity

Hypothesis 4: Brand Credibility has a positive impact on Brand Equity

Hypothesis 5: Brand Credibility has a positive impact on Brand Reputation

Hypothesis 6: Brand Equity has a positive impact on Brand Reputation

Hypothesis 7: Brand Credibility has a positive impact on Purchase Intention

Hypothesis 8: Brand Equity has a positive impact on Purchase Intention

Hypothesis 9: Brand Reputation has a positive impact on Purchase Intention

Hypothesis 10: Brand credibility mediates the path between CSR perceptions to purchase intention.

Hypothesis 11: Brand equity mediates the path between CSR perceptions to purchase intention.

Hypothesis 12: Brand reputation mediates the path between CSR perceptions to purchase intention.

Hypothesis 13: Brand credibility mediates the path between CSR perceptions to brand reputation.

Hypothesis 14: Brand equity mediates the path between CSR perceptions to brand reputation.

3.2 Research Design

Due to that the relevant issues as shown in this study had a plenty of previous validations, the quantitative research method was the suitable method for this study to verify the relationship between dependent and interdependent variables with a population. A survey was implemented with a questionnaire distributed online through e-mails or social media (e.g., Facebook, Zalo, Line, etc). According to the objectives of this research, the survey was conducted in Vietnamese population, with a sample size. The research subjects experienced purchasing and were aware of social issues. Therefore, nonrandom sampling or convenience sampling method was applied to collect the data by survey questionnaires.

The required sample size of this study was calculated based on the formula presented by Marcoulides & Saunders (2006) and Kerlinger & Lee (2000) as follows:

$$n = \frac{Z_{\alpha/2}^2 \cdot \sigma^2}{e^2}$$

This study will adopt a 7 point-scale questionnaire for the survey, sampling assessment will be adopted as follows:

$$n = \frac{Z_{\alpha/2} \cdot \sigma^2}{e^2} = \frac{Z_{\alpha/2} \cdot \alpha^2}{7x^2}$$

Assuming $e = 2\%, Z = 1.96, \sigma = 1.3$

Then, the estimated number of samples will be

$$n = \frac{1.96^2 \times 1.3^2}{(7 \times 0.02)^2} = 331$$

Furthermore, Hair et al. (2010) also mentioned that the sample size should be equal or larger than (1) the biggest number of construct-measuring formation indicators in 10 times, or (2) the biggest number of structural paths directed at a specific construct in the structural model. To meet this criteria, this study collected a valid sample size of 380 from the survey.

3.3 Research Instrument and Measurement

This study presented five research constructs: Perceived CSR, brand credibility, brand reputation, brand equity and purchase intention are research constructs chosen. For every construct, measurement items were identified.

3.3.1 Corporate Social Responsibility Perception

The author referring many previous researches (Fatma et al., 2016, Park et al., 2016, Park, 2019) and also the cosmetic industry in Vietnam, suggested the following items with 7-Likert scale:

Table 3-1 Measurement Items of CSR Perception

Economic Dimension	**Fatma et al. (2016), Park et al. (2016), Park (2019)**

[ECO1] The brand tries to makes a significant effort to create new jobs.

[ECO2] The brand tries to improve its economic performance.

[ECO3] The brand keeps a strict control over its cost

[ECO4] The brand honestly informs about its economic situation to its shareholders

Social Dimension	**Fatma et al. (2016), Park et al. (2016), Park (2019)**

[SOC1] The brand helps to solve social problems

[SOC2] The brand is concerned with improving the general well- being of society

[SOC3] The brand directs part of its budget to donation and social work favoring the disadvantaged.

[SOC4] The brand promotes equal opportunity when hiring employee

[SOC5] The brand engages in philanthropy contributing to such cause as the art, education and social services

Environmental Dimension	**Fatma et al. (2016), Park et al. (2016), Park (2019)**

[ENV1] The brand is concerned with respecting and protecting the natural environment

[ENV2] The brand has a positive predisposition to the use, purchase, or production of environmentally friendly goods

[ENV3] The brand reduces its consumption of natural resources

[ENV4] The brand communicates to its customer about its environmental
practices
[ENV5] The brand participates in environmental certification

3.3.2 Brand Equity

In this study, brand equity was the antecedent which had the positive influence on the brand reputation. Aaker (1991) stated a CBBE concept and argued that brand equity consists of 4 categories: brand awareness, brand association, perceived quality, brand loyalty and other proprietary. Therefore, brand equity was measured based on these elements. Modified from the research of Schivinski & Dabrowski (2014), Chen (2001), brand awareness was measured by 4 items. Brand association was measured by 5 items modified from the original research of Aaker (1991). The measurement of perceived quality included 8 items modified from Vukasović (2016); Schivinski & Dabrowski (2014); Pappu et al. (2005). Brand loyalty was measured by 8 items adapted from Moreira et al. (2017) and Sahina et al. (2011).

All of the above mentioned items were measured based on a seven-point Likert scale from 1 (totally disagree) to 7 (totally agree) and are shown as below:

Table 3-2 The Measurement Items of Brand Equity

Brand awareness   Schivinski and Dabrowski (2014), Chen (2001)
[BAW1] I easily recognize this brand
[BAW2] I am aware of this this brand
[BAW3] I can quickly recall the symbol or logo of this brand
[BAW4] I can recognize this brand among other competing brands

Brand association   Aaker (1991)
[BAS1] I like this brand

[BAS2] It is likely that this brand offers good value for money

[BAS3] It is that this brand would be technically advanced

[BAS4] I would feel proud to own this brand

[BAS5] I trust this brand as a manufacturer of the product category

Table 3-2 The Measurement Items of Brand Equity (Continue)

Perceived quality	Vukasović (2016) & Schivinski and Dabrowski (2014)

[PQ1] This brand offers very good quality products.

[PQ2] This brand offers products of consistent quality

[PQ4] This brand offers products with excellent feature.

[PQ5] This brand has a superior performance

[PQ6] The products of this brand is worth their price

Brand loyalty	Moreira et al. (2017) and Sahina et al. (2011)

[BL1] I feel loyal to this brand when considering the purchase of products

[BL2] It is likely that this brand would be my first choice when considering the purchase of products

[BL3] I would not buy another brand if this brand was available at the store

[BL4] In the future, I would like to keep consuming or purchasing this brand

[BL5] I consume this brand because it is the best choice for me

[BL6] I will be continuing to be a loyal customer for this brand

[BL7] Next time, I need those products, I will buy the same brand

[BL8] I am a willingness to pay a price premium over competing products to be able to purchase this brand again

3.3.3 Brand Credibility

In this study, brand credibility was the antecedent of brand reputation. Erdem & Swait (2004) argued that a credible brand has to assure that its promises will be kept, have a long-term commitment and clarify the information of products to customer. Accordingly, they developed a scale measurement of brand credibility including 4 items which were adapted and modified later in various studies. Refer to Erdem & Swait (2004), Hur et al. (2014), Dwivedi et al. (2018), this study measured brand credibility by 4 items with a seven-point Likert scale as below:

Table 3-3 Measurement Items of Brand Credibility

Brand credibility	Erdem & Swait (2004), Hur et al. (2014), Dwivedi et al. (2018)
[BC1] This brand delivers what it promises	
[BC2] This brand's product claims are believable	
[BC3] Over time, my experiences with this brand have led me to expect it to keep its promises, no more and no less	
[BC4] This brand doesn't pretend to be something it isn't	

3.3.4 Brand Reputation

This study identified brand reputation as the antecedents of purchase intention and mediator in the relationship between CSR and purchase intention. The questionnaire items of brand reputation were 3 items using 7 points Likert type scale from Veloutsou & Moutinho (2009). These items were also adapted and modified in several studies on brand reputation such as Han et al. (2015) and Sozer et al. (2017). These 3 items are as below:

Table 3-4 Measurement Items of Brand Reputation

Brand Reputation	Veloutsou & Moutinho (2009)
[BR1] This brand is trustworthy	
[BR2] This brand is reputable	
[BR3] This brand makes honest claims	
[BR4] This brand is reliable	

3.3.5 Purchase Intention

In this study, purchase intention was the consequence of CSR. Purchase intention was measured by 3 items with 7 point Likert type scale modified from Kudeshia & Kumar (2017); Schivinski & Dabrowski (2014); Yoo et al. (2000); Shukla (2011). These items are following:

Table 3-5 Measurement Items of Purchase Intention

Purchase Intention	Kudeshia & Kumar, (2017) Schivinski and Dabrowski (2014); Yoo et al. (2000); Shukla (2011).
[PI1] I would buy the product of this brand	
[PI2] I would buy the product of this brand rather than any other product available	
[PI3] I intend to purchase the product of this brand in the future also	

3.4 Questionnaire Design

The questionnaire in serve of this research included 5 constructs: (1) CSR Perception, (2) Brand Equity, (3) Brand Credibility, (4) Brand Reputation, (5) Purchase Intention. The questionnaire consisted of 6 sections and 56 questions within that there were 8 questions on the personal information and cosmetics purchasing experience, the rest required clients to express their opinion on CSR perception, brand equity, brand credibility, brand reputation, and purchase intention based on the related cosmetics brand respondents chose. Every

questionnaire items were measured with a seven-point Likert scale from 1=totally disagree to 7= totally agree. The data was collected in the period of 6 months from July 2020 to January 2021 in Vietnam.

3.4.1 Questionnaire Translation

To translate the questionnaire from English version to Vietnamese version to adapt with Vietnamese respondents, the authors applied the back-translation method. The back-translation method is one the method used to evaluate and control the quality of translation of questionnaire in the cross cultural research context or international marketing, which was first introduced by Brislin (1970). Simultaneously two language experts of translation agency initially conducted a forward translation. After that back translation was conducted independently by the other two experts. Finally, one translator was responsible for the comparison of back-translation version with the original one and discussing with the author any differences. The process of translation lasted 2 weeks in total to have a final version.

3.4.2 Pilot test

The pilot test was done to check the responsibility, the validity, wording, translation quality of the questionnaire. The pre-test targeted to collect the response of 80 respondents.

3.4.3 Questionnaire Adjustment

The result of Cronbach's Alpha of the pilot test in Table 3-6 ranged from 0.889 to 0.957 which meant the reliability of the questionnaire or the internal consistency of the items was ensured to conduct the subsequent official survey.

Table 3-6 The Reliability Test of Research Constructs

Research Construct		Cronbach's Alpha coefficient	Cronbach's Alpha based on standardized coefficient	Number of items
CSR Perception	SOC	.957	.958	5
	ECO	.929	.930	4
	ENV	.949	.951	5
Brand Equity	BAW	.877	.878	4
	BAS	.919	.921	5
	PQ	.954	.955	6
	BL	.935	.941	8
Brand Credibility	BC	.935	.936	4
Brand Reputation	BR	.939	.941	4
Purchase Intention	PI	.889	.890	3

Source: This study

3.5 Data Analysis Procedure

The hypotheses testing in this study was implemented by SPSS 25.0 and Smart PLS 3.0 software to analyze the data collection. The data analysis techniques are followed.

3.5.1 Descriptive Analysis

To comprehend the characteristics of each variable, descriptive statistics was implicated to analyze the data collection in quantitative terms. Besides, descriptive statistics consisted of the frequency of distribution; means and standard deviation of each variable among dependent and independent sides.

3.5.2 Factor Loading and Reliabilities Test

Factor analysis was used to observe and confirm the dimensionality and reliability from data collection of each research constructs. The purpose was to pick out questionnaire items of which factor loadings were high enough and then the chosen items were compared with item theoretically suggested. After conducting factor analysis, Cronbach's alpha was applied to analyze correlation and internal consistency. Coefficient alpha and item-to total correlation were the assessment to pinpoint the internal consistency and reliability of the constructs. Then, eigenvalues, screen test, were used for determining the figure of dimensions which extracted from the principal component factor analysis.

According to Hair et al. (2010), the following criteria:

(1) KMO > 0.5 and Bartlett p < 0.05

(2) Communality > 0.5

(3) Explained Variance (Accumulative) > 0.6

(4) Eigen Value > 1

(5) Difference between Loading > 0.3

(6) Factor Loading > 0.6

(7) Cronbach's α > 0.7;

(8) Item to Total Correlation > 0.5

3.5.3 Hypotheses Testing Techniques

PLS-SEM or partial least squares path modeling is a famous structural equation based on variance mostly used in recent years (Henseler, Hubona & Ray, 2016). This technique is appropriate to structural equation models that have series of a cause-and-effect relationship and many latent variables (Hair et al., 2017). The researchers are equipped with PLS-SEM having ability to explore relationships among variables and identify the existing pathways among the variables (Janadari et al., 2016). Therefore, the author chose PLS-SEM as the method to examine the relationship between CSR Perception, Brand Equity, Brand Credibility, Brand Reputation, and Purchase Intention.

3.5.3.1 The Evaluation of Measurement Model

In this study, PLS-SEM analysis began with the evaluation of the measurement model or the outer model. The measurement model detected the correspondence between measured and latent variables (Hair et al., 2010). The two main criteria used to assess the measurement model consisted of validity and reliability (Ramayah, Lee, & In, 2011). There were two common measures of construct's reliability: Cronbach alpha and composite reliability (CR). The internal reliability of a construct was said to be achieved when the Cronbach's Alpha value was 0.7 or higher (Pallant, 2001). The purpose of composite reliability analysis was to measure reliability and Henseler & Sarstedt (2013) proposed that the score between 0.6 and 0.7 indicated the reliability of the construct.

Construct validity examined how well the results obtained from the use of a measure fit the theories upon which the test was designed (Sekaran & Bougie, 2010). Sekaran & Bougie (2010) suggested that to examine the validity, there were 2 kinds of tests conducted: convergent validity and discriminant validity. Hair et al., (2013) stated that in testing the convergent validity of a measure in PLS-SEM,

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the average variance extracted was evaluated. The value of AVE equal or higher than 0.50 indicated that on the average, the construct explained more than half of the variance of its indicators. In opposite, if the value less than 0.50 points that more error remains in the items than the average variance explained by the constructs. Accordingly, the rule of thumb was that an AVE value greater or equal to 0.50 was accepted.

Discriminant validity tested the distinctiveness of a construct, whether the phenomenon captured by a construct was unique and not represented by the other constructs in the model. Fornell & Larcker (1981) suggested a method to evaluate discriminant validity of a construct by comparing the square root of the AVE values with latent variable correlations. The squared root of each constructs' AVE should be greater than its highest correlation with any other construct to verify discriminant validity (Hair et al., 2013). Besides Fornel-Larcker criterion, the author chose a new criterion HTMT, Heterotrait- Monotrait Ratio of correlation, introduced by Henseler et al. (2015). According to Henseler et al. (2015), a threshold of 0.85 distinguished the constructs which were discriminant or not. The HTMT values were more than 0.85 proving that the two latent constructs were overlapped or lack discriminant validity.

3.5.3.2 The Evaluation of Structural Model

The structural model illustrated correlational or causal relationships of latent variables in a theoretical model. According to Hair et al., (2016), there were 4 main indicators to assess a structural model: 1) Collinearity Issue 2) The path coefficient 3) R^2 4) The effect size f^2. Multicollinearity issue might happen when the Variance Inflation Factor (VIF) coefficient was higher than 5.0. VIF is the inverse of the tolerance coefficient, therefore when tolerance was less than 0.2, there was no multicollinearity issue (Hair et al., 2016). For examining the

significance of path coefficients in PLS-SEM analysis, bootstrapping technique was assessed as the most appropriate mechanism employed (Chin, 2010). The path coefficient estimates used t-statistics and the significance level of the t-value was evaluated by a one-tailed or two tailed distributions (Cho & Abe, 2013). R2 which refers to how much variance of each endogenous construct can be explicated. The R2 would be lower with the lowest value is 0.19 then the moderate effect would be occurred in the value of 0.672 to 0.33, meaning that the value that greater than 0.67 was categorized as strong; 0.33 was classified as moderate, where 0.19 was defined as weak (Hair et al., 2013). The effect size f^2 assessment allowed researchers to measure the influencing level of exogenous constructs on endogenous constructs. F^2 is small, medium, and large if the values are 0.02, 0.15, and 0.35 (Hair et al., 2016)

3.5.3.3 The Evaluation of Mediation Effect

This study used bootstrapping Smart PLS to yield hypothesis prediction about the mediation role of Brand Credibility, Brand Equity, and Brand Reputation. According Zhao et al. (2010), to analyze the role of mediator in the relationship between an independent variable and a dependent variable, the direct effect of the independent variable to the mediator (p1), the mediator to the dependent variable (p2), and the independent variable to the dependent variable (p3) needed to be tested. Zhao et al. (2010), and Hair (2017) suggested that in case that p1, p2, p3 all are insignificant, then there is no mediation effect. But if p1, p2 are significant, p3 is insignificant, there is a partial mediation, if p1, p2 are significant, p3 is significant, there is full mediation. The Smart PLS 3.0 allowed the PLS-SEM algorithm and the bootstrap procedure to result direct and the total indirect effect for the mediation analysis (Hair et al., 2017). The model of mediation analysis was proposed by Zhao et al. (2010), and Hair (2017) shown below:
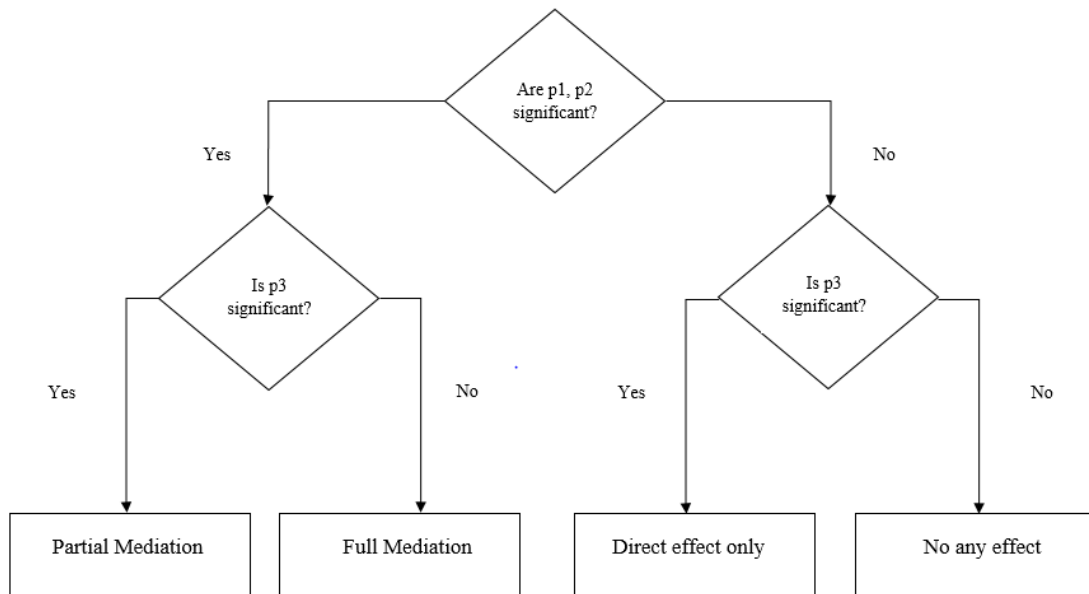
Figure 2-2 Mediation analysis model
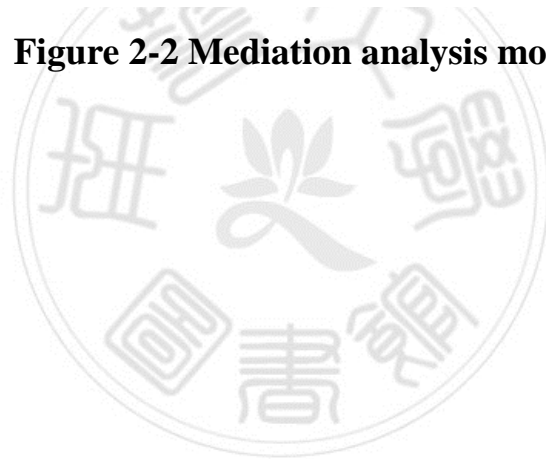
CHAPTER FOUR

DATA ANALYSIS AND FINDING

This chapter presented the results of the research. The first section was the descriptive analysis of the respondents including demographics, characteristics of respondents, and the measurement results of variables. The result of the factor loading, reliability, measurement model, structural model, and mediation testing were also presented

4.1 Descriptive Analysis

Descriptive analysis was performed to have a better understanding on the characteristics of research sample, frequency of demographic information and to illustrate the mean and standard deviation for all of the research variables.

4.1.1 The Characteristics of Respondent

As shown in Table 4-1, of the usable responses, 57.6% of respondents were female, 45% were between the ages of 15 and 25, 25% were between the ages of 26 and 35. Most of respondents (96.8%) received a bachelor degree or above. 57.1% of respondents had the average income in less than 10 million. The frequency of buying cosmetic products was moderate among respondents, every 3 months (28.4%), once a year (28.2%), and every 6 months (25.8%).

Table 4-1 Characteristics of Respondents

Descriptive Variable		Frequency (n=380)	Percent (%)
Gender	Female	219	57.6
	Male	161	42.4
Age	Under 15	2	0.5
	15-25	171	45

| | 26-35 | 95 | 25 |
| | Over 35 | 112 | 29.5 |

Table 4-1 Characteristics of Respondents (Continue)

Descriptive Variable		Frequency (n=380)	Percent (%)
Education	High school	12	3.2
	Bachelor or equivalent	267	70.3
	Master degree or equivalent	90	23.7
	PhD or equivalent	11	2.9
Monthly income	Less than 10 million dong	217	57.1
	10-20 million dong	108	28.4
	More than 20 million dong	55	14.5
Frequency of buying cosmetic products	Once a year	107	28.2
	Every 3 months	108	28.4
	Every 6 months	98	25.8
	Once a month	47	12.4
	More often than once a month	20	5.3
	Total	380	100

Source: This study

4.1.2 The Decisive Elements in Purchasing Product

According to the survey, 178 respondents (46.8) considered that Price is important. 13.7% thought that it is very important. Respectively, 94.8% (360), 48.7% (185), 87.1% (331), 77.1% (293), 72.6% (276), 58.5% (221) of respondents considered Quality, Packaging, Ingredients, Previous experience, Convenience,

and Recommendation as an important or very important elements in their purchasing decision.

In term of CSR, 46.8% (178) of asked consumers reflected CSR a decisive element, while 25.8% (98) thought it is very important. 5.8% opted CSR as a little important role. 1.6% thought it nearly has no impact on their purchasing decision.

4.1.3 Measure Results for Research Variable

The result exhibited in table 4-2, which completely illustrates the results of descriptive responses concerning each of research variables for 380 respondents, including mean values and standard deviation. Means and standard deviation were presented in the table below. The all mean values were above 5.5 for all the items in research constructs of framework, which indicated the high report levels of respondent. Moreover, the construct had mean scores over 6.0 on a seventh-point scale, which was brand association (BAS).

Table 4-2 Results of Mean and Standard Deviation of Items

	Mean	SD
Social Dimension (SOC)		
[SOC1] The brand helps to solve social problems	5.66	1.186
[SOC2] The brand is concerned with improving the general well- being of society	5.61	1.123
[SOC3] The brand directs part of its budget to donation and social work favoring the disadvantaged.	5.61	1.210
[SOC4] The brand promotes equal opportunity when hiring employee	5.68	1.202
[SOC5] The brand engages in philanthropy contributing to such cause as the art, education and social services	5.76	1.169

Economical Dimension (ECO)		
[ECO1] The brand tries to makes a significant effort to create new jobs.	5.96	1.051
[ECO2] The brand tries to improve its economic performance.	5.98	1.057
[ECO3] The brand keeps a strict control over its cost	5.92	1.042
[ECO4] The brand honestly informs about its economic situation to its shareholders	5.94	1.077

Table 4-2 Results of Mean and Standard Deviation of Items (Continue)

	Mean	SD
Environmental Dimension (ENV)		
[ENV1] The brand is concerned with respecting and protecting the natural environment	5.66	1.234
[ENV2] The brand has a positive predisposition to the use, purchase, or production of environmentally friendly goods	5.61	1.261
[ENV3] The brand reduces its consumption of natural resources	5.64	1.213
[ENV4] The brand communicates to its customer about its environmental practices	5.60	1.234
[ENV5] The brand participates in environmental certification	5.50	1.319
Brand awareness (BAW)		
[BAW1] I easily recognize this brand	5.68	1.117

	Mean	SD
[BAW2] I am aware of this this brand	5.66	1.120
[BAW3] I can quickly recall the symbol or logo of this brand	5.68	1.133
[BAW4] I can recognize this brand among other competing brands	5.66	1.098
Brand association (BAS)		
[BAS1] I like this brand	6.03	0.923
[BAS2] It is likely that this brand offers good value for money	6.07	0.912
[BAS3] It is that this brand would be technically advanced	6.01	0.926
[BAS4] I would feel proud to own this brand	6.01	0.983
[BAS5] I trust this brand as a manufacturer of the product category	6.01	0.923
Perceived quality (PQ)		
[PQ1] This brand offers very good quality products.	5.74	1.119
[PQ2] This brand offers products of consistent quality	5.68	1.089
[PQ3] This brand offers very reliable products.	5.72	1.166
[PQ4] This brand offer products with excellent feature.	5.68	1.138
[PQ5] This brand has a superior performance	5.67	1.174
[PQ6] The products of this brand is worth their price	5.72	1.116

Table 4-2 Results of Mean and Standard Deviation of Items (Continue)

	Mean	SD
Brand loyalty (BL)		
[BL1] I feel loyal to this brand when considering the purchase of products	6.02	0.944

[BL2] It is likely that this brand would be my first choice when considering the purchase of products	6.04	0.908
[BL3] I would not buy another brand if this brand was available at the store	6.00	0.961
[BL4] In the future, I would like to keep consuming or purchasing this brand	6.02	0.931
[BL5] I consume this brand because it is the best choice for me	6.00	0.976
[BL6] I will be continuing to be a loyal customer for this brand	6.01	0.981
[BL7] Next time, I need those products, I will buy the same brand	5.63	1.192
[BL8] I am a willingness to pay a price premium over competing products to be able to purchase this brand again	5.54	1.359
Brand Credibility (BC)		
[BC1] This brand delivers what it promises	5.92	0.913
[BC2] This brand's product claims are believable	5.93	0.980
[BC3] Over time, my experiences with this brand have led me to expect it to keep its promises, no more and no less	5.94	0.972
[BC4] This brand doesn't pretend to be something it isn't	5.95	0.949
Brand Reputation (BR)		
[BR1] This brand is trustworthy	5.69	0.901
[BR2] This brand is reputable	5.69	0.895
[BR3] This brand makes honest claims	5.68	0.915
[BR4] This brand is reliable	5.71	0.913

Purchase Intention (PI)		
[PI1] I would buy the product of this brand	5.69	0.873
[PI2] I would buy the product of this brand rather than any other product available	5.69	0.957
[PI3] I intend to purchase the product of this brand in the future also	5.73	0.940

Source: This study

4.2 Factor Analysis and Reliability Test

This study conducted several purification processes to validate the dimension and reliability of the research constructs, including factor analysis, item-to-total correlation analysis, and internal consistency analysis (Cronbach's alpha). In factor analysis, items are selected with high loadings and the latent construct are identified. Latent roots (Eigenvalues), screen plot tests, and other criteria were employed to determine the number of dimensions to be extracted from the principal component factor analysis.

The study adopted principal component factor analysis and varimax rotated methods to extract the relevant factor of which eigenvalue was greater than 1. Item-to-total correlation and coefficient alpha were also assessed to identify the internal consistency and reliability of the constructs. According to Hair et al. (2010), Kaiser-Meyer-Olkin Measure (KMO) should be greater than 0.5, Bartlett p value should be less than 0.05, factor loadings should be higher than 0.6, and the difference of factor loadings between each other should be greater than 0.3. Accumulated explained variance > 0.6, Item-to-total correlation > 0.5, and coefficient alpha (α) > 0.7 should be also adopted. In this study, most of the items loading exceeded 0.60, factor loadings of BL7, BL8 were less than 0.5 therefore

BL7, BL8 were deleted. The item-to-total correlation of ENV5 was less than 0.5, hence, ENV5 also was deleted. Cronbach's alpha (α) of the rest of the variables exceeded 0.7. The complete results of the factor analysis and reliability test were presented from Table 4-3 to Table 4-7 below.

4.2.1 CSR Perception

The results showed that for the factor of "Social dimension" KMO was 0.885, Bartlett p value was less than 0.05, and the variance explained by this factor was 69.315 %. The Cronbach's alpha (α) value for Social dimension was 0.889. All variables within this factor had a coefficient of item-to-total correlation (0.718 ~0.749), and a high factor loading (0.816~0.846).

The results showed that for the factor of "Economic dimension" KMO was 0.830, Bartlett p value was less than 0.05, and the variance explained by this factor was 71.058%. The Cronbach's alpha (α) value for Economic dimension was 0.864. All variables within this factor had a coefficient of item-to-total correlation (0.682~0.740), and a high factor loading (0.821~0.861).

Although the factor loading of ENV5 was quite high, 0.915, the item to the correlation value was 0.261, lower than 0.5, therefore ENV5 was deleted from data. The results showed that for the factor of "Environmental dimension" KMO was 0.850, Bartlett p value was less than 0.05, and the variance explained by this factor was 77.552%. The Cronbach's alpha (α) value for Environmental dimension was 0.903. All variables within this factor had a coefficient of item-to-total correlation (0.776~0.798), and a high factor loading (0.876~0.890).

Table 4-3 Results of Factor Analysis and Reliability Test of CSR Perception

Research variables	A	B	C	D	E

Research variables	A	B	C	D	E
Social Dimension		3.466	69.315		0.889
[SOC1] The brand helps to solve social problems	0.835			0.734	
[SOC2] The brand is concerned with improving the general well- being of society	0.816			0.708	
[SOC3] The brand directs part of its budget to donation and social work favoring the disadvantaged.	0.846			0.749	
[SOC4] The brand promotes equal opportunity when hiring employee	0.842			0.743	
[SOC5] The brand engages in philanthropy contributing to such cause as the art, education and social services	0.823			0.718	

Table 4-3 Results of Factor Analysis and Reliability Test of CSR Perception (Continue)

Research variables	A	B	C	D	E
Economic Dimension		2.842	71.058		0.864
[ECO1] The brand tries to makes a significant effort to create new jobs.	0.853			0.728	
[ECO2] The brand tries to improve its economic performance.	0.835			0.701	
[ECO3] The brand keeps a strict control over its cost	0.821			0.682	

	A	B	C	D	E
[ECO4] The brand honestly informs about its economic situation to its shareholders	0.861			0.740	
Environmental Dimension		**3.102**	**77.552**		**0.903**
[ENV1] The brand is concerned with respecting and protecting the natural environment	0.877			0.778	
[ENV2] The brand has a positive predisposition to the use, purchase, or production of environmentally friendly goods	0.880			0.781	
[ENV3] The brand reduces its consumption of natural resources	0.890			0.798	
[ENV4] The brand communicates to its customer about its environmental practices	0.876			0.776	
[ENV5] The brand participates in environmental certification	Deleted			Deleted	

(A: Factor loading, B: Eigenvalue, C: Cumulative explained variance, D: Corrected Item-to-total correlation, E: Cronbach's Alpha (α))

Source: This study

4.2.2 Brand Equity

The results showed that for the factor of "Brand Awareness" KMO was 0.837, Bartlett p value was less than 0.05, and the variance explained by this factor was 72.801%. The Cronbach's alpha (α) value for Brand Awareness was 0.875. All variables within this factor had a coefficient of item-to-total correlation (0.726 ~0.737), and a high factor loading (0.850~0.857).

The results showed that for the factor of "Brand Association" KMO was 0.907, Bartlett p value was less than 0.05, and the variance explained by this factor was 78.295%. The Cronbach's alpha (α) value for Brand Association was 0.930. All variables within this factor had a coefficient of item-to-total correlation (0.811 ~0.824), and a high factor loading (0.881~0.890).

The results showed that for the factor of "Perceived Quality" KMO was 0.923, Bartlett p value was less than 0.05, and the variance explained by this factor was 71.463%. The Cronbach's alpha (α) value for Perceived Quality was 0.920. All variables within this factor had a coefficient of item-to-total correlation (0.743 ~0.789), and a high factor loading (0.823~0.858).

The factor loadings of BL7 and BL8 were less than 0.5 therefore, these two observed variables were deleted. The results showed that for the factor of "Brand Loyalty" KMO was 0.936, Bartlett p value was less than 0.05, and the variance explained by this factor was 78.818%. The Cronbach's alpha (α) value for Brand Loyalty was 0.946. All variables within this factor had a coefficient of item-to-total correlation (0.819 ~0.852), and a high factor loading (0.854~0.890).

Table 4-4 Results of Factor Analysis and Reliability Test of Brand Equity

Research variables	A	B	C	D	E
Brand awareness		**2.912**	**72.801**		**0.875**
[BAW1] I easily recognize this brand	0.850			0.726	
[BAW2] I am aware of this this brand	0.854			0.733	

Research variables	A	B	C	D	E
[BAW3] I can quickly recall the symbol or logo of this brand	0.853			0.731	
[BAW4] I can recognize this brand among other competing brands	0.857			0.737	

Table 4-4 Results of Factor Analysis and Reliability Test of Brand Equity (Continue)

Research variables	A	B	C	D	E
Brand association		**3.915**	**78.295**		**0.930**
[BAS1] I like this brand	0.881			0.811	
[BAS2] It is likely that this brand offers good value for money	0.887			0.819	
[BAS3] It is that this brand would be technically advanced	0.890			0.824	
[BAS4] I would feel proud to own this brand	0.885			0.816	
[BAS5] I trust this brand as a manufacturer of the product category	0.881			0.811	
Perceived quality		**4.288**	**71.463**		**0.920**
[PQ1] This brand offers very good quality products.	0.855			0.784	
[PQ2] This brand offers products of consistent quality	0.823			0.743	
[PQ3] This brand offers very reliable products.	0.858			0.789	
[PQ4] This brand offers products with excellent feature.	0.834			0.757	

	A	B	C	D	E
[PQ5] This brand has a superior performance	0.854			0.782	
[PQ6] The products of this brand is worth their price	0.847			0.774	
Brand loyalty		**4.729**	**78.818**		**0.946**
[BL1] I feel loyal to this brand when considering the purchase of products	0.891			0.840	
[BL2] It is likely that this brand would be my first choice when considering the purchase of products	0.886			0.833	
[BL3] I would not buy another brand if this brand was available at the store	0.890			0.839	
[BL4] In the future, I would like to keep consuming or purchasing this brand	0.875			0.819	
[BL5] I consume this brand because it is the best choice for me	0.900			0.852	
[BL6] I will be continuing to be a loyal customer for this brand	0.884			0.830	
[BL7] Next time, I need those products, I will buy the same brand	Deleted			Deleted	
[BL8] I am a willingness to pay a price premium over competing products to be able to purchase this brand again	Deleted			Deleted	

(A: Factor loading, B: Eigenvalue, C: Cumulative explained variance, D: Corrected Item-to-total correlation, E: Cronbach's Alpha (α))

Source: This study

4.2.3 Brand Credibility

The results showed that for the factor of "Brand Credibility" KMO was 0.825, Bartlett p value was less than 0.05, and the variance explained by this factor was 69.684%. The Cronbach's alpha (α) value for Brand Credibility was 0.855.

All variables within this factor had a coefficient of item-to-total correlation (0.660 ~0.721), and a high factor loading (0.808~0.854).

Table 4-5 Results of Factor Analysis and Reliability Test of Brand Credibility

Research variables	A	B	C	D	E
Brand Credibility		2.787	69.684		0.855
[BC1] This brand delivers what it promises	0.808			0.660	
[BC2] This brand's product claims are believable	0.825			0.683	
[BC3] Over time, my experiences with this brand have led me to expect it to keep its promises, no more and no less	0.851			0.721	
[BC4] This brand doesn't pretend to be something it isn't	0.854			0.726	

((A: Factor loading, B: Eigenvalue, C: Cumulative explained variance, D: Corrected Item-to-total correlation, E: Cronbach's Alpha (α))

Source: This study

4.2.4 Brand Reputation

The results showed that for the factor of "Brand Loyalty" KMO was 0.815, Bartlett p value was less than 0.05, and the variance explained by this factor was 67.847%. The Cronbach's alpha (α) value for Brand Loyalty was 0.842. All variables within this factor had a coefficient of item-to-total correlation (0.664 ~0.703), and a high factor loading (0.794~0.843).

Table 4-6 Results of Factor Analysis and Reliability Test of Brand Reputation

Research variables	A	B	C	D	E
Brand Reputation		2.714	67.847		0.842
[BR1] This brand is trustworthy	0.841			0.701	
[BR2] This brand is reputable	0.816			0.664	
[BR3] This brand makes honest claims	0.843			0.703	
[BR4] This brand is reliable	0.794			0.635	

((A: Factor loading, B: Eigenvalue, C: Cumulative explained variance, D: Corrected Item-to-total correlation, E: Cronbach's Alpha (α))

Source: This study

4.2.5 Purchase Intention

The results showed that for the factor of "Purchase Intention" KMO was 0.713, Bartlett p value was less than 0.05, and the variance explained by this factor was 75.739%. The Cronbach's alpha (α) value for Purchase Intention was 0.839. All variables within this factor had a coefficient of item-to-total correlation (0.646 ~0.703), and a high factor loading (0.834~0.890).

Table 4-7 Results of Factor Analysis and Reliability Test of Purchase Intention

Research variables	A	B	C	D	E

Purchase Intention		**2.27 2**	**75.7 39**		**0.83 9**
[PI1] I would buy the product of this brand	0.83 4			0.64 6	
[PI2] I would buy the product of this brand rather than any other product available	0.89 0			0.73 8	
[PI3] I intend to purchase the product of this brand in the future also	0.88 5			0.73 0	

((A: Factor loading, B: Eigenvalue, C: Cumulative explained variance, D: Corrected Item-to-total correlation, E: Cronbach's Alpha (α))

Source: This study

4.3 Evaluation of Measurement Model

The author chose to use the partial least square SEM (PLS-SEM) to evaluate the measurement model in this study to ensure the reliability, convergent validity and discriminant validity. Table 4-8, 4-9 indicated the assessment of the measurement model.

For reliability, according to table 4-8, the Cronbach's alpha coefficients were ranged from 0.839 to 0.969, and all CR values exceeded 0.894, which satisfied higher than the criteria of 0.7 and validated the reliability. The AVEs of the constructs were ranged from 0.534 to 0.763 which were almost higher than the benchmark of 0.5 as suggested and determined the convergence of the research constructs. As shown in table 4-9, the square root of AVE was higher than its highest correlation with any test construct according to Fornell & Larcker (1981). Moreover, as in Table 4-10, all the HTMT values were lower than 0.85. With two criteria above satisfied, the discriminant validity of the research construct was ensured.

Table 4-8 Reliability and Convergent validity assessment

Variable	AVE	CR	Cronbach's Alpha
CSR	0.534	0.937	0.927
BE	0.615	0.971	0.969
BC	0.697	0.902	0.855
BR	0.678	0.894	0.842
PI	0.763	0.906	0.839

Source: This study

Table 4-9 Discriminant validity results based on Fornel-Larcker criterion

	BC	BE	BR	CSR	PI
BC	**0.835**				
BE	0.498	**0.785**			
BR	0.677	0.650	**0.824**		
CSR	0.625	0.624	0.705	**0.731**	
PI	0.630	0.678	0.701	0.588	**0.870**

Source: This study

Table 4-2 Discriminant validity results based on HTMT

	BC	BE	BR	CSR	PI
BC					
BE	0.546				
BR	0.796	0.720			

CSR	0.701	0.657	0.796		
PI	0.743	0.752	0.834	0.665	

4.4 Evaluation of Structural Model

The structural model was assessed by using the parameter estimated of the path between research constructs. To evaluate the significance of every path coefficient in serve of hypotheses testing, a research sample of 380 respondents and a non-parametric bootstrapping procedure was conducted with 5000 sub-sample.

4.4.1 Multicollinearity Test

When there was a high correlation between two or more constructs, multicollinearity happened. Exist multicollinearity, inflating standard errors made the influence assessment of independent variables untrustworthy and the comparison of the importance among independent variables unreliable (Garson, 2016). According to table 4-11, all the VIF values were lesser than 5.0, hence, it could be declared that there were no multicollinearity problem existing.

Table 4-3 Multicollinearity Test

	BC	BE	BR	CSR	PI
BC		1.640	1.692		2.005
BE			1.718		1.958
BR					2.770
CSR	1.000	1.640	2.111		2.376

Source: This study

4.4.2 Direct Effects

Bootstrapping resampling technique was employed to evaluate the relationship between constructs of the model. Based on Hair et al. (2017) suggestion, sub-samples of bootstrapping were supposed to be 5000 replications. Additionally, the path coefficient for hypotheses testing are presented in the Table 4-12. The results from this study verified that CSR had impact on Brand Equity with β= 0.526, t value =10.628, p value < 0.001, on Brand Credibility with β= 0.625, t value =13.095, p value < 0.001, on Brand Reputation with β= 0.309, t value =5.627, p value < 0.001. Therefore, H1, H2, H3 were supported. Moreover, Brand Credibility also affected Brand Equity (β= 0.0.173, t value =3.528, p value < 0.001). Brand Reputation also served as the consequence of Brand Credibility (β= 0.337, t value =8.150, p value < 0.001), and Brand Equity (β= 0.293, t value = 6.735, p value < 0.001). Hence, H5, H6 were supported. Additionally, Purchase Intention was proved to be affected by Brand Credibility (β= 0.262, t value = 6.189, p value < 0.001), Brand Reputation (β= 0.314, t value = 7.925, p value < 0.001), and Brand Equity (β= 0.358, t value = 6.013, p value < 0.001), H7, H8, H9 are respectively supported.

Table 4-4 Results of Direct Effects

Hypothesis	Path	f^2 value	Standardized Estimate	t-value	p-value	Remarks
H1	CSR → BC	0.640	0.625	13.095	0.000	Supported
H2	CSR → BR	0.126	0.309	5.627	0.000	Supported

H3	CSR → BE	0.287	0.526	10.628	0.000	Supported
H4	BC → BE	0.032	0.173	3.528	0.000	Supported
H5	BC → BR	0.185	0.337	8.150	0.000	Supported
H6	BE → BR	0.139	0.293	6.735	0.000	Supported
H7	BC → PI	0.081	0.262	6.189	0.000	Supported
H8	BE → PI	0.183	0.358	7.925	0.000	Supported
H9	BR → PI	0.081	0.314	6.013	0.000	Supported

Source: This study

4.4.3 The Assessment of R2 Value

Table 4-13 elucidated R^2 and Adjusted R^2 values of four endogenous latent variables including Brand Credibility, Brand Equity, Brand Reputation, and Purchase Intention. Accordingly, CSR perception explained 38.9% of the variance of BC. Besides, the variance of BE could be explained 41.5% by the exogenous variables. Finally, Brand Reputation and Purchase Intention were explained respectively 63.9% and 61.3% by their independent variables.

Table 4-5 Results of R2

	R Square	R Square Adjusted

BC	0.390	0.389
BE	0.418	0.415
BR	0.639	0.636
PI	0.613	0.609

4.4.4 The Assessment of Effect Size f²

As the path coefficient analysis could not give the information about the size effect or how much exogenous variables influence endogenous variables in the construct, f^2 value evaluation was conducted as shown in Table 4-12. According to Cohen (1988) and Hair et al. (2016), the size effect is considered as small, medium and large if f^2 value respectively is more than 0.02, 0.15, and 0.35. If the f^2 value is less than 0.02, there is no effect between independent and dependent variables. In that term, CSR had a large effect on BC (f^2 value = 0.640). The medium effect was recorded in the relationship between CSR and BE (f2 value = 0.287), BC and BR (f^2 value = 0.185), BE and PI (f^2 value = 0.183). The effect size of CSR on BR (f^2 value = 0.126), BR on PI (f^2 value = 0.081), BE on BR (f^2 value = 0.139), BC on BE (f^2 value = 0.032), BC on PI (f^2 value = 0.081) was small.

4.5 The Mediating Effect Testing

This study used bootstrapping Smart PLS to yield hypothesis prediction about the mediation role of Brand Credibility, Brand Equity, and Brand Reputation. According Zhao et al. (2010), to analyze the role of mediator in the relationship between an independent variable and a dependent variable, the direct effect of the independent variable to the mediator (p1), the mediator to the dependent variable (p2), and the independent variable to the dependent variable (p3) needed to be

tested. Zhao et al. (2010), and Hair (2017) suggested that in case that p1, p2, p3 all are insignificant, then there is no mediation effect. But if p1, p2 are significant, p3 is insignificant, there is a partial mediation, if p1, p2 are significant, p3 is significant, there is full mediation. The Smart PLS 3.0 allowed the PLS-SEM algorithm and the bootstrap procedure to result direct and the total indirect effect for the mediation analysis (Hair et al., 2017).

4.5.1 The Mediation Effect of Brand Credibility between CSR Perception and Purchase Intention

As shown in Table 4-14, in first step of the mediation model, the effect of CSR perception on Purchase Intention, ignoring the mediator, which was insignificant ($\beta= -0.011$, t value = 0.285, p = 0.776). Meanwhile, the direct effect of CSR perception on Brand Credibility was significant ($\beta= 0.625$, t value = 12.962, p value < 0.001). Step 3 of the mediation process showed that Brand Credibility had a positive effect on Purchase Intention ($\beta= 0.251$, t value = 5.768, p value < 0.001). Finally, by examining the role of Brand Credibility as a mediator, the result showed that CSR perception had impact on Purchase Intention through Brand Credibility ($\beta= 0.173$, t value =3.528, p value < 0.001). In conclusion, Brand Credibility fully mediated the relationship between CSR perception and Purchase Intention. H10 was supported.

4.5.2 The Mediation Effect of Brand Equity between CSR Perception and Purchase Intention

The mediating role of Brand Equity to the relationship between CSR perception and Purchase Intention is full mediator, proven by the results of direct and indirect effects. While CSR perception did not have a significant influence on Purchase Intention ($\beta= -0.011$, t value = 0.285, p = 0.776), the relation of CSR perception to the mediator ($\beta= 0.524$, t value = 11.254, p value < 0.001) and the

mediator to Purchase Intention (β= 0.372, t value = 7.996, p value < 0.001) were significant. The analyses revealed that Brand Equity was the powerful mediator to fully endorse the influence of CSR on Purchase Intention (β= 0.188, t value =5.964, p value < 0.001). Consequently, H11 was supported.

4.5.3 The Mediation Effect of Brand Reputation between CSR perception and Purchase Intention

According to the empirical research, the direct effect of CSR perception to Brand Reputation was significant with β= 0.309, t value =5.695, p value < 0.001. Moreover, Brand Reputation had a positive impact on Purchase Intention (β= 0.295, t value =4.971, p value < 0.001). CSR perception, however, had no influence on Purchase Intention (β= -0.011, t value = 0.285, p = 0.776). In checking the indirect effect, the authors found out that CSR perception had an indirect impact on Purchase Intention through powerful mediator, Brand Reputation (β= 0.097, t value = 3.803, p value < 0.001). Hence, H12 was supported.

4.5.4 The Mediation Effect of Brand Credibility between CSR perception and Brand Reputation

According to the results shown in Table 4-14, at the first step of the mediation model, the effect of CSR perception on Brand Reputation, ignoring the mediator, which was significant (β= 0.309, t value = 5.695, p value < 0.001). In addition, the direct effect of CSR perception on Credibility examined significant (β= 0.625, t value = 12.962, p value < 0.001). Step 3 of the mediation process proved that Brand Credibility had a positive effect on Brand Reputation (β= 0.336, t value = 8.121, p value < 0.001). Finally, by examining the role of Brand Credibility as a mediator, the result showed that CSR perception had impact on Brand Reputation through Brand Credibility (β= 0.173, t value =3.528, p value <

0.001). In conclusion, Brand Credibility partially mediated the relationship between CSR perception and Brand Reputation. H13 was supported.

4.5.5 The Mediation Effect of Brand Equity between CSR perception and Brand Reputation

Firstly, CSR perception had a positive effect on Brand Reputation by ignoring the mediator (β= 0.309, t value = 5.695, p value < 0.001). Besides, CSR perception directly affected Brand Equity (β= 0.524, t value = 11.254, p value < 0.001). Brand Equity was verified having an effect on Brand Reputation (β= 0.294, t value = 6.663, p value < 0.001). The current study also identified Brand Equity as the powerful mediator to endorse the influence of CSR Perception on Brand Reputation (β= 0.154, t value = 5.463, p value < 0.001). The above results led to the conclusion that Brand Equity partially mediated the influence of CSR Perception on Brand Reputation. H14 was supported.

Table 4-64 Results of Mediation Testing

Hypothesis	Path	Standardized Estimate	t-value	p-value	Remarks
H10	CSR → PI	-0.011	0.285	0.776	Insignificant
	CSR → BC	0.625	12.962	0.000	Significant
	BC → PI	0.251	5.768	0.000	Significant
	CSR → BC → PI	0.164	5.432	0.000	Significant
H11	CSR → PI	-0.011	0.285	0.776	Insignificant
	CSR → BE	0.524	11.254	0.000	Significant
	BE → PI	0.372	7.996	0.000	Significant
	CSR → BE → PI	0.188	5.964	0.000	Significant

H12	CSR → PI	-0.011	0.285	0.776	Insignificant
	CSR → BR	0.309	5.695	0.000	Significant
	BR → PI	0.295	4.971	0.000	Significant
	CSR → BR → PI	0.097	3.803	0.000	Significant
H13	CSR → BR	0.309	5.695	0.000	Significant
	CSR → BC	0.625	12.962	0.000	Significant
	BC → BR	0.336	8.121	0.000	Significant
	CSR→ BC → BR	0.210	3.239	0.000	Significant

Table 4-7 Results of Mediation Testing (Continue)

Hypothesis	Path	Standardized Estimate	t-value	p-value	Remarks
H14	CSR → BR	0.309	5.695	0.000	Significant
	CSR → BE	0.524	11.254	0.000	Significant
	BE → BR	0.294	6.663	0.000	Significant
	CSR→ BE → BR	0.154	5.647	0.000	Significant

Source: This study

CHAPTER FIVE

CONCLUSION

This chapter comprised of the detailed research conclusion, managerial implication, limitation as well as recommendation for further research. For the first part, the summary of research hypotheses was specified, additionally, the study results from chapter four was also discussed. Drawing conclusion from those results, managerial implications were presented. Eventually, suggestion for further research and study limitations were addressed

5.1 Conclusions and Implications

5.1.1 Summary of Hypotheses

The Table 5-1 represents the summary results of each hypothesis testing that proposed in the research framework. The results can explain why each hypothesis was supported. Fourteen hypotheses provide statistically significant results with all value exceeded the threshold such as p-value < 0.000, t-value >1.96, and β > 0.1, respectively.

Table 5-1 Summary of Research Hypotheses

Hypothesis	Relationship	Statement	Assessment
H1	CSR → BC	CSR has a positive impact on Brand Credibility	Significant Beta = 0.625 t-value = 13.095 p-value < 0.001
H2	CSR → BR	CSR has a positive impact on Brand Reputation	Significant Beta = 0.309 t-value = 5.627 p-value < 0.001

Hypothesis	Relationship	Statement	Assessment
H3	CSR → BE	CSR has a positive impact on Brand Equity	Significant Beta = 0.526 t-value = 10.628 p-value < 0.001

Table 5-2 Summary of Research Hypotheses (Continue)

Hypothesis	Relationship	Statement	Assessment
H4	BC → BE	Brand Credibility has a positive impact on Brand Equity	Significant Beta = 0.173 t-value = 3.528 p-value < 0.001
H5	BC → BR	Brand Credibility has a positive impact on Brand Reputation	Significant Beta = 0.337 t-value = 8.150 p-value < 0.001
H6	BE → BR	Brand Equity has a positive impact on Brand Reputation	Significant Beta = 0.293 t-value = 6.735 p-value < 0.001

			Significant
H7	BC → PI	Brand Credibility has a positive impact on Purchase Intention	Beta = 0.262 t-value = 6.189 p-value < 0.001
H8	BE → PI	Brand Equity has a positive impact on Purchase Intention	Significant Beta = 0.358 t-value = 7.925 p-value < 0.001
H9	BR → PI	Brand Reputation has a positive impact on Purchase Intention	Significant Beta = 0.314 t-value = 6.013 p-value < 0.001
H10	CSR → BC → PI	Brand credibility mediates the path between CSR perceptions to purchase intention.	Significant Beta = 0.164 t-value = 5.432 p-value < 0.001

Table 5-3 Summary of Research Hypotheses (Continue)

Hypothesis	Relationship	Statement	Assessment
H12	CSR → BR → PI	Brand reputation mediates the path between CSR perceptions to purchase intention.	Significant Beta = 0.097 t-value = 3.803 p-value < 0.001
H13	CSR→ BC → BR	Brand credibility mediates the path between CSR perceptions to brand reputation.	Significant Beta = 0.210 t-value = 3.239 p-value < 0.001
H14	CSR→ BE → BR	Brand equity mediates the path between CSR perceptions to brand reputation.	Significant Beta = 0.154 t-value = 5.647 p-value < 0.001

Source: This study

5.1.2 Research Discussion and Conclusion

From the first start of this research, the authors built an integrative model of CSR perception, brand management and purchase intention. The results of theoretical and data analysis lead to the following conclusion:

Firstly, CSR perception has direct impacts on Brand Credibility, Brand Equity, and Brand Reputation. CSR does not only build the credibility of the company (Hung-Baesecke et al., 2016) but also create a close relationship with customers based on the trust (Martinez & Rodriguez del Bosque, 2013). Especially, in this modern world where customers are more and more aware of global issues and forward to the sustainable life, it is easier for the company to gain the trust from them through CSR initiatives (Morgan & Hunt, 1994). The relationship between CSR and Brand Credibility also has been proved in many previous researches (Zayyad et al., 2020). Furthermore, CSR also improves Brand Equity of the company (Singh & Verma, 2017) by affecting Perceived Quality, Brand Association, Brand Awareness, and Brand Loyalty. By involving in CSR programs, the company impresses upon the customers' mind the images of honesty, ethics, and sustainability (Martínez et al., 2014a). A good impression therefore can improve a good attitude to the product quality of the company (Velasco et al., 2014). Filling customers' mind can increase the recognition ability of customers toward the brand (Zhang, 2014) and also lead to the loyalty of customers both in attitudes and behaviors (He & Lai, 2014). This research in the same time proved the direct impact of CSR perception on Brand Reputation, which is in line with many previous studies such as Rothenhoefer (2019), Vishwanathan et al. (2019), Lai et al. (2010).

Secondly, Brand Credibility, Brand Equity, and Brand Reputation have a direct impact to Purchase Intention. Purchasing behaviors are considered when customers already established a belief that the company has transferred all of their promises (Jeng, 2016, Bougoure et al., 2016). Moreover, Brand Equity is stored in customers' mind, which will be retrieved when customers are buying products, and help them to distinguish the product of the brand from other competitors

(Wong & Wickham, 2015, Liu et al., 2017; Le et al., 2020). Maden et al. (2012) proposed that customers have intention to choose the brand whose reputation is positive, because it allows them to reduce the time and the cost of looking for or trying other brands which they do not know about the reputation.

Thirdly, the relationship between Brand Credibility, Brand Equity, and Brand Reputation have been confirmed in this study. These relationships have been studied in many previous researches (Hur et al., 2014, Foroudi et al., 2014, Foroudi et al, 2019, Chinomona, 2016). Song et al. (2019) illustrated that by building the credibility, the company can improve the reputation, conversely failing to maintain credibility leads to bad reputation. In addition, the company can put brand equity in vain when demolishing brand credibility (Chinomona, 2016). Foroudi et al. (2014) advocated that brand association is adjusted for supporting brand reputation. When customers have a good image of brand in mind, experience well the product, and recognize the brand better than other brands, brand reputation can be pushed (Seo & Park, 2017, Ramzan & Ahmad, 2018).

Finally, Brand Credibility, Brand Equity, and Brand Reputation served as powerful mediators. Brand credibility mediates fully the relationship between CSR perception and Purchase Intention. As Zayyad et al. (2020) proposed, when CSR initiatives or messages are transported properly to customers, they intend to believe in what the company promised then consider purchasing products. Brand Credibility also plays as a partial mediator in the relationship between CSR perception and Brand Reputation. When customers are perceived of CSR activities, they are far more prone to the belief that the company is reliable and trustworthy (Hur et al, 2014), which promotes a positive reputation for the brand (Fatma et al., 2018). In terms of Brand Equity, this research found out that Brand Equity was a powerful mediator which fully influenced the path from CSR Perception to

Purchase Intention and partially affected the path from CSR Perception to Brand Reputation. CSR can contribute to brand images as ethics, sustainability, and reliable, therefore perceived and brand loyalty (Marin et al., 2009). Besides, communicating well CSR activities can raise the awareness among customers. When the company can build a sustainable brand equity, they can keep a positive reputation (Foroudi et al, 2019) and encourage customers to purchase their products (Shobri et al., 2015). According to Qasim et al. (2017), based on social exchange theory, CSR gives customers an ethical impression on the brand, which increases brand reputation, then make them feel assured to buy the brand.

5.2 Academic Implications

Firstly, in filling the gap of previous studies, this research provides one integrative model of CSR perception, Brand Equity, Brand Credibility, Brand Reputation, and Purchase Intention. This study integrated many theories to support the research. From the beginning, RVB (Barney, 1991) is used to explain the reason why CSR has to be planned in corporate strategies as an important element to increase the competitive competence of the company. Moreover, the focus of study on Purchase Intention of customers depends on stakeholder theory (Freeman, 1984) which also explain the purpose of development of CSR initiatives in corporate strategies (Steurer et al., 2005). This research introduced signaling theory (Spence, 2002) to clarify the relationship between Brand Equity, Brand Credibility, and Brand Reputation. Brand equity model (Aaker, 1991) is introduced to explain the relationship between Brand Equity with other components in the support of CBBE model (Keller, 1993). While most of studies concerning CSR chose the CSR pyramid model of Carroll (1991), to match the purpose and object of the research, the author chose Triple Bottom Line to explain CSR perception. Both frameworks are originally designed to characterize and

measure businesses' responsibility as Carroll's pyramid is the most well-known model of CSR, Triple Bottom Line framework is now used widely in companies' reports and strategies of governments and non-government organizations. However, in correspondence with the requirement of this research that the measurement items have to be understandable to customers, the Triple Bottom Line model ensures the generality of CSR perception.

Secondly, even that perception of customers of CSR in beauty market is increasing but there are few studies on this topic. The quantity of articles on CSR in different industries increased by year (Agudelo et al., 2019). However, the author believes that CSR practices are context-specific (Sharma & Henriques, 2005; Aguinis, 2011) and shaped by industry conditions (Isaksson et al., 2014). The most studied areas are retail, pharmaceuticals, mining and quarrying, tourism and hospitality, textile and clothing, food, banking, financial and insurance activities (Dabic et al., 2016), while cosmetic industry is still absent from the list and under researched. Therefore, the results of this study can be reference for future researches on CSR perception, brand management on beauty market, especially on Vietnamese market.

5.3 Managerial Implications

Firstly, business managers should be aware of the importance of CSR in business plan, and how CSR initiatives should be executed especially in the cosmetic industry. In accordance with the result of this study, customers are now more aware of CSR. For instance, they are more concerned about how products are made, animal testing, labor using, friendly – environment ingredients. Moreover, CSR can raise directly brand credibility, brand equity, and brand reputation, and indirectly purchase intention. Hence, it is necessary for brand manager to consider CSR as a marketing tool. The common act in beauty industry

now is cruelty free with natural and organic ingredients. Besides, many CSR aspects also are exploited such as recycle packaging, disadvantages sponsorship, fair trade, community water project, civil rights advocacy, etc. The cosmetic industry worldwide is witnessing the success of socially leading beauty brands which are Lush and The Body Shop, and the failure of MAC and many other brands in Chinese market because of lack of CSR. By communicating well CSR activities, the company can create a positive brand equity, and the trust from customers and then a good reputation, especially, the company can attract target socially conscious customers who share the same ethical values. Besides, the company also can exploit CSR as a strongest competitive advantages to improve business performance.

Secondly, brand equity, brand credibility and brand reputation directly affect the purchase intention then corporate performance. Therefore, the brand managers should focus on improving brand equity, brand credibility and brand reputation in their marketing strategies. To build brand equity, the brand should enhance brand awareness, brand association, perceived quality, and brand loyalty. Brand credibility should be prioritized, because brand credibility can influence directly simultaneously brand reputation and brand equity. CSR can be used to impress customers that the company transferred fully what they promise. From the result of this research, CSR can be considered as the appealing factor to help the brand gaining the credibility from customers, inscribing in their mind the image of a socially responsible company.

Thirdly, CSR perception is raising among firms and especially in Vietnam, business managers should take advantage to develop or expand to Vietnamese market. From this study, Vietnamese market is proved to be a prosperous market for socially responsible cosmetic conglomerate and even local companies.

Vietnamese people are more aware and educated about sustainable development. Millennial generation can be considered targeted when this generation grows up with great awareness of environmental issues the earth is facing. They are more careful about what they put on their body and what can affect sustainability because of their consumption.

5.4 Limitations and Further Research Directions

This study verified the relationship between CSR perception, Brand Credibility, Brand Equity, Brand Reputation, and Purchase Intention based on theoretical and empirical validations, however, there are still several limitations which can suggest for future researches. First of all, this research develops a comprehensive model for the consequences and mediators of CSR perception, still it does not contradict the other variables which are not included in this study. Further researches in finding the other brand related factor are encouraged. Secondly, in this research, the author introduced many theories and models to explain the path between variables, yet the comparison between these theories is still missing and waiting for future researchers to exploit. Third, although the survey serving this research is designed with an accurate number of respondents, it may not represent the opinion of the population. The formation of CSR perception, brand equity, brand credibility in customers' mind is a complicated process and inclines to be a psychological side, therefore, a qualitative and longitudinal investigation is suggested to obtain the most comprehensive research findings. Fourth, as CSR is specified based on different industries and brands, further researchers are encouraged to focus on a specific brand to see thoroughly how CSR is actually executed. Finally, in this research, there are some hypotheses cannot satisfy other researchers, future study can conduct more researches related to the hypotheses.

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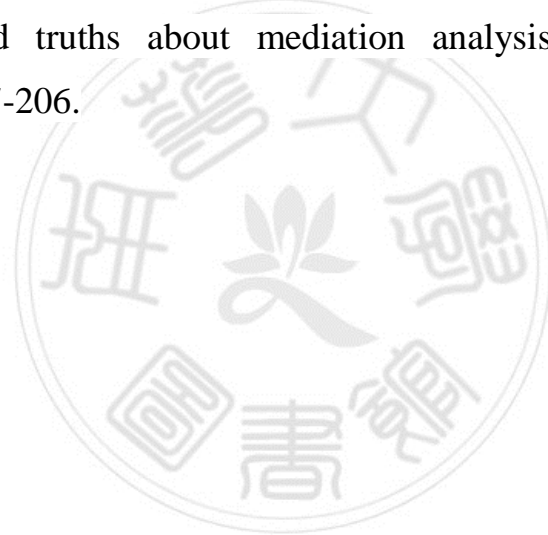
APPENDIX I

南華大學

NANHUA UNIVERSITY

COLLEGE OF MANAGEMENT

Master Program in Management Science

Xinh chào Anh/Chị,

Tôi là Lê Hồ Bảo Khánh, hiện đang theo học chương trình Thạc sĩ Quản trị kinh doanh tại Đại học Nam Hoa, Đài Loan. Tôi thực hiện nghiên cứu về "Nhận thức của người tiêu dùng về trách nhiệm xã hội của doanh nghiệp có ảnh hưởng ý định mua hàng với vai trò trung gian của tài sản thương hiệu, uy tín thương hiệu và danh tiếng thương hiệu trong ngành mỹ phẩm ở Việt Nam" như một phần của quá trình hoàn thành chương trình học.

Anh/Chị sẽ tham gia cuộc khảo sát này với tư cách là người tiêu dùng mỹ phẩm và những người có nhận thức về trách nhiệm xã hội của doanh nghiệp. Câu trả lời của Anh/Chị sẽ đóng góp rất lớn vào sự hoàn thiện của nghiên cứu này. Bảng câu hỏi này bao gồm 7 phần và sẽ mất khoảng 10 phút để hoàn thành. Tất cả các câu trả lời của Anh/Chị sẽ được giữ ẩn danh.

Chúng tôi vô cùng cảm ơn sự hợp tác của Anh/Chị.

Trân trọng,

Wann-Yih Wu, Ph. D

Giáo sư chủ nhiệm và Phó hiệu trưởng trường Đại học Nam Hoa

Lê Hồ Bảo Khánh

Nhà nghiên cứu, chương trình MBA khoa Quản trị kinh doanh tại Đại học Nam Hoa

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Phần 1: Thông tin cá nhân

1. Giới tính

  Nam   Nữ   LGBT

2. Tuổi

  Dưới 15   16-25   26-35   Trên 35

3. Trình độ học vấn cao nhất

  Tiểu học   Trung học cơ sở   Trung học phổ thông

  Đại học hoặc tương đương   Thạc sĩ hoặc tương đương

  Tiến sĩ hoặc tương đương

4. Mức thu nhập bình quân hàng tháng

  Ít hơn 10 triệu đồng

  10-20 triệu đồng

  Hơn 20 triệu đồng

Section 2: Experience in consuming cosmetic products

* Các sản phẩm mỹ phẩm bao gồm 1) chăm sóc da (ví dụ: kem cạo râu, mặt nạ, sữa tắm, kem dưỡng ẩm) 2) chăm sóc tóc (ví dụ: dầu gội, dầu xả, kem ủ) 3) chăm sóc cơ thể (ví dụ: xà phòng, sữa tắm, sữa tắm, tẩy tế bào chết) 4) nước hoa (ví dụ: nước hoa, dầu thơm, nước muối) 4) chống nắng (ví dụ: kem, lotion, dầu, xịt) 5) chăm sóc răng miệng (ví dụ: kem đánh răng, chỉ nha khoa, nước súc miệng) 6) mỹ phẩm trang điểm (ví dụ: son môi, bút kẻ mắt, bột, kem nền, phấn mặt)

  1. Mức độ thường xuyên mua mỹ phẩm

  Mỗi năm 1 lần

  6 tháng 1 lần

  3 tháng 1 lần

  Mỗi tháng 1 lần

  Nhiều hơn mỗi tháng 1 lần

2. Tầm quan trọng của các yếu tố ảnh hưởng đến quyết định mua sản phẩm mỹ phẩm

	Không quan trọng	Ít quan trọng	Tương đối quan trọng	Quan trọng	Rất quan trọng
Giá cả					
Chất lượng					
Đóng gói					
Thành phần					
Kinh nghiêm tiêu dùng trước đó					
Thuận tiện					
Lời khuyên của người khác					
Trách nhiệm xã hội của doanh nghiệp					

Phần 3: Nhận thước của người tiêu dùng về trách nhiệm xã hội của doanh nghiệp

1. Lựa chọn một trong các thương hiệu mỹ phẩm dưới đây là thương hiệu mỹ phẩm ưa thích nhất của Anh/Chị

L'Oreal	NARS	Tresemmé
The Body Shop	The Ordinary	Clear
Innisfree	3CE	Gillette
Kiehl's	Lancôme	X-Men
Nivea	La Roche Posay	Romano

Estee Lauder	Maybelline	Tom Ford
Clinique	M.A.C	Chanel
Gucci	LUSH	Others………

Mục đích của nghiên cứu này là để khảo sát ý kiến của bạn về ảnh hưởng của tài sản thương hiệu, uy tín thương hiệu, danh tiếng thương hiệu và nhận thức về trách nhiệm xã hội của doanh nghiệp đối với ý định mua hàng. Do đó, vui lòng sử dụng thương hiệu đã chọn ở trên làm ĐỐI TƯỢNG và cố gắng trả lời toàn bộ câu hỏi được liệt kê bên dưới:

Lựa chọn mức độ Anh/Chị đồng tình với các khẳng định dưới đây về thương hiệu mỹ phẩm yêu thích nhất của Anh/Chị	Mức độ đồng tình						
	Hoàn toàn không đồng ý	Không đồng ý	Không đồng ý một phần	Trung lập	Đồng ý một phần	Đồng ý	Hoàn toàn đồng ý
Trách nhiệm về mặt xã hội							
[SOC1] Thương hiệu giúp giải quyết các vấn đề xã hội	1	2	3	4	5	6	7
[SOC2] Thương hiệu quan tâm đến việc nâng cao phúc lợi chung của xã hội	1	2	3	4	5	6	7
[SOC3] Thương hiệu hướng một phần ngân sách của mình vào việc quyên góp và công tác xã hội hỗ trợ những người có hoàn cảnh khó khăn.	1	2	3	4	5	6	7
[SOC4] Thương hiệu thúc đẩy cơ hội bình đẳng khi tuyển dụng nhân viên.	1	2	3	4	5	6	7

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	Hoàn toàn không đồng ý	Không đồng ý	Không đồng ý một phần	Trung lập	Đồng ý một phần	Đồng ý	Hoàn toàn đồng ý
[SOC5] Thương hiệu tham gia vào hoạt động từ thiện đóng góp cho các hoạt động như nghệ thuật, giáo dục và dịch vụ xã hội.	1	2	3	4	5	6	7
Lựa chọn mức độ Anh/Chị đồng tình với các khẳng định dưới đây về thương hiệu mỹ phẩm yêu thích nhất của Anh/Chị	**Mức độ đồng tình**						
Trách nhiệm về mặt kinh tế							
[ECO1] Thương hiệu cố gắng tạo ra nhiều việc làm mới.	1	2	3	4	5	6	7
[ECO2] Thương hiệu cố gắng cải thiện hiệu quả kinh tế của mình.	1	2	3	4	5	6	7
[ECO3] Thương hiệu luôn kiểm soát chặt chẽ chi phí của mình	1	2	3	4	5	6	7
[ECO4] Thương hiệu thông báo trung thực về tình hình kinh tế của mình cho các cổ đông	1	2	3	4	5	6	7
Trách nhiệm về mặt môi trường							
[ENV1] Thương hiệu quan tâm đến việc tôn trọng và bảo vệ môi trường tự nhiên	1	2	3	4	5	6	7
[ENV2] Thương hiệu có khuynh hướng tích cực đối với việc sử dụng, mua hoặc sản xuất hàng hóa thân thiện với môi trường	1	2	3	4	5	6	7
[ENV3] Thương hiệu giảm tiêu thụ tài nguyên thiên nhiên	1	2	3	4	5	6	7

[ENV4] Thương hiệu giới thiệu đến khách hàng về các hoạt động môi trường của mình	1	2	3	4	5	6	7
[ENV5] Thương hiệu tự nguyện tuân thủ các quy chuẩn liên quan đến bảo vệ môi trườn	1	2	3	4	5	6	7

Phần 4: Tài sản thương hiệu

Lựa chọn mức độ Anh/Chị đồng tình với các khẳng định dưới đây về thương hiệu mỹ phẩm yêu thích nhất của Anh/Chị	Mức độ đồng ý						
	Hoàn toàn không đồng ý	Không đồng ý	Không đồng ý một phần	Trung lập	Đồng ý một phần	Đồng ý	Hoàn toàn đồng ý
Nhận diện thương hiệu							
[BAW1] Tôi có thể dễ dàng nhận ra thương hiệu	1	2	3	4	5	6	7
[BAW2] Tôi biết thương hiệu	1	2	3	4	5	6	7
[BAW3] Tôi có thể nhanh chóng nhớ lại biểu tượng hoặc logo của thương hiệu	1	2	3	4	5	6	7
[BAW4] Tôi có thể nhận ra thương hiệu trong số các thương hiệu cạnh tranh khác	1	2	3	4	5	6	7
Kết nối với thương hiệu							
[BAS1] Tôi thích thương hiệu	1	2	3	4	5	6	7
[BAS2] Sản phẩm của thương hiệu đáng với giá tiền bỏ ra	1	2	3	4	5	6	7
[BAS3] Thương hiệu cố gắng cải tiến sản phẩm	1	2	3	4	5	6	7

[BAS4] Tôi cảm thấy tự hào khi sở hữu sản phẩm của thương hiệu	1	2	3	4	5	6	7
[BAS5] Tôi tin tưởng vào thương hiệu	1	2	3	4	5	6	7

Lựa chọn mức độ Anh/Chị đồng tình với các khẳng định dưới đây về thương hiệu mỹ phẩm yêu thích nhất của Anh/Chị	Mức độ đồng ý						
	Hoàn toàn không đồng	Không đồng ý	Không đồng ý một	Trung lập	Đồng ý một phần	Đồng ý	Hoàn toàn đồng ý
Cảm nhận về chất lượng							
[PQ1] Thương hiệu cung cấp những sản phẩm chất lượng rất tốt.	1	2	3	4	5	6	7
[PQ2] Thương hiệu cung cấp các sản phẩm có chất lượng ổn định	1	2	3	4	5	6	7
[PQ3] Thương hiệu cung cấp các sản phẩm rất đáng tin cậy.	1	2	3	4	5	6	7
[PQ4] Thương hiệu cung cấp các sản phẩm có tính năng tuyệt vời.	1	2	3	4	5	6	7
[PQ5] Thương hiệu có hiệu quả vượt trội	1	2	3	4	5	6	7
[PQ6] Sản phẩm của thương hiệu đáng với giá cả	1	2	3	4	5	6	7
Trung thành với thương hiệu							
[BL1] Tôi trung thành với thương hiệu khi cân nhắc mua sản phẩm	1	2	3	4	5	6	7

[BL2] Có khả năng thương hiệu sẽ là lựa chọn đầu tiên của tôi khi cân nhắc mua sản phẩm	1	2	3	4	5	6	7
[BL3] Tôi sẽ không mua thương hiệu khác nếu thương hiệu có sẵn tại cửa hàng	1	2	3	4	5	6	7
[BL4] Trong tương lai, tôi muốn tiếp tục tiêu dùng hoặc mua thương hiệu	1	2	3	4	5	6	7
[BL5] Tôi tiêu dùng sản phẩm của thương hiệu vì nó là sự lựa chọn tốt nhất cho tôi	1	2	3	4	5	6	7
[BL6] Tôi sẽ tiếp tục là khách hàng trung thành của thương hiệu	1	2	3	4	5	6	7
[BL7] Lần sau, cần những sản phẩm của thương hiệu, tôi sẽ mua những sản phẩm tương tự	1	2	3	4	5	6	7
[BL8] Tôi sẵn sàng trả giá cao hơn các sản phẩm cạnh tranh để có thể mua sản phẩm của thương hiệu	1	2	3	4	5	6	7

Phần 5: Uy tín thương hiệu

Lựa chọn mức độ Anh/Chị đồng tình với các khẳng định dưới đây về thương hiệu mỹ phẩm yêu thích nhất của Anh/Chị	Mức độ đồng tình						
	Hoàn toàn không đồng ý	Không đồng ý	Không đồng ý một phần	Trung lập	Đồng ý một phần	Đồng ý	Hoàn toàn đồng ý
Uy tín thương hiệu							
[BC1] Thương hiệu mang lại những gì đã hứa hẹn	1	2	3	4	5	6	7

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[BC2] Tuyên bố về sản phẩm của thương hiệu là đáng tin cậy	1	2	3	4	5	6	7
[BC3] Theo thời gian, những trải nghiệm của tôi với thương hiệu đã khiến tôi mong đợi nó sẽ giữ lời hứa của mình, không hơn không kém	1	2	3	4	5	6	7
[BC4] Thương hiệu không giả vờ là điều mà nó không phải là	1	2	3	4	5	6	7

Phần 6: Danh tiếng thương hiệu

Lựa chọn mức độ Anh/Chị đồng tình với các khẳng định dưới đây về thương hiệu mỹ phẩm yêu thích nhất của Anh/Chị	Mức độ đồng tình						
	Hoàn toàn không đồng	Không đồng ý	Đồng ý một phần	Trung lập	Đồng ý một phần	Đồng ý	Hoàn toàn đồng ý
Danh tiếng thương hiệu							
[BR1] Thương hiệu đáng tin cậy	1	2	3	4	5	6	7
[BR2] Thương hiệu là thương hiệu nổi tiếng	1	2	3	4	5	6	7
[BR3] Thương hiệu đưa ra tuyên bố trung thực	1	2	3	4	5	6	7
[BR4] Thương hiệu đáng tin cậy	1	2	3	4	5	6	7

Phần 7: Ý định mua hàng

	Mức độ đồng tình

Lựa chọn mức độ Anh/Chị đồng tình với các khẳng định dưới đây về thương hiệu mỹ phẩm yêu thích nhất của Anh/Chị	Hoàn toàn không đồng	Không đồng ý	Đồng ý một phần	Trung lập	Đồng ý một phần	Đồng ý	Hoàn toàn đồng ý
Ý định mua hàng							
[PI1] Tôi sẽ mua sản phẩm của thương hiệu	1	2	3	4	5	6	7
[PI2] Tôi sẽ mua sản phẩm của thương hiệu hơn là bất kỳ sản phẩm của thương hiệu nào khác có sẵn	1	2	3	4	5	6	7
[PI3] Tôi cũng dự định tiếp tục mua sản phẩm của thương hiệu trong tương lai	1	2	3	4	5	6	7

Cảm ơn sự hợp tác của Anh/Chị!!!

南華大學

NANHUA UNIVERSITY

COLLEGE OF MANAGEMENT

Master Program in Management Science

Dear Respondents,

I am Le Ho Bao Khanh. I am now studying as a master student business administration at Nanhua University, Taiwan. I am conducting the research on "The Effects of Corporate Social Responsibility on Purchase Intention with the Mediating Roles of Brand Equity, Brand Credibility and Brand Reputation: The case of cosmetic industry in Vietnam" as a part of the study completion. You are invited to join in this survey as cosmetic consumers and who are aware of CSR. Your answer would make a great contribution to the perfection of this research. This questionnaire includes 7 sections and it will take less than 10 minutes of your time. All your responses will be kept anonymous and no one will be identifiable.

We are deeply thankful for your cooperation.

Your faithfully,

Wann-Yih Wu, Ph. D

Chair Professor and Vice-Chancello

Director of international office

Nanhua University

Le Ho Bao Khanh

Researcher, MBA program Dep. Business Administration Nanhua University

Section 1: Personal information

1. What is your gender?

    Male   Female   LGBT

2. How old are you?

    Under 15   16-25   26-35   Over 35

3. What is your highest level of education?

    Primary school   Secondary School   High School

    Bachelor degree or equivalent   Master degree or equivalent

    Ph.D. or equivalent

4. Which of these describes your monthly income (VND)?

    less than 10 million dong

    10-20 million dong

    more than 20 million dong

Section 2: Experience in consuming cosmetic products

*Cosmetic products include 1) skin care (e.g. shaving creams, facial masks, cleansing lotions, moisturizers) 2) hair care (e.g. shampoos, conditioners, mousses) 3) body care (e.g. soaps, body washes, shower gels, scrubs) 4) perfume (e.g. perfumes, scented oils, salves) 4) sun care (e.g. creams, lotion, oils, spray) 5) oral care (e.g. toothpaste, flosses, mouthwashes) 6) decorative cosmetics (e.g. lipstick and eyeliners, powders, foundations, blushes)

1. How frequently do you buy cosmetic product?

    Once a year

    Once in 6 months

    Once in 3 months

    Once a month

    Less than once a month

2. The importance of the factors influencing your purchase behavior of cosmetics products

	Not important	Little important	Moderately important	Important	Very important
Price					
Quality					
Packaging					
Ingredients					
Previous experience					
Convenience					
Recommendation					
Corporate social responsibility of brand					

Section 3: Corporate Social Responsibility Perception

1. Please identify one of your MOST favorite cosmetic brands as shown in the following

L'Oreal	NARS	Tresemmé
The Body Shop	The Ordinary	Clear
Innisfree	3CE	Gillette
Kiehl's	Lancôme	X-Men
Nivea	La Roche Posay	Romano

Estee Lauder	Maybelline	Tom Ford
Clinique	M.A.C	Chanel
Gucci	LUSH	Others………

The purpose of this study is to have your opinions about the influence of brand equity, brand credibility, brand reputation and corporate social responsibility on purchase intention. Therefore, please use the brand chosen above as the subject and try to answer the entire question listed below:

Please choose the statement which describes the most your favorite cosmetic brand	Level of Agreement						
	Strongly disagree	Disagree	Somehow Disagree	Neutral	Somehow Agree	Agree	Strongly Agree
Social Dimension							
[SOC1] The brand helps to solve social problems	1	2	3	4	5	6	7
[SOC2] The brand is concerned with improving the general well- being of society	1	2	3	4	5	6	7
[SOC3] The brand directs part of its budget to donation and social work favoring the disadvantaged.	1	2	3	4	5	6	7
[SOC4] The brand promotes equal opportunity when hiring employee	1	2	3	4	5	6	7

[SOC5] The brand engages in philanthropy contributing to such cause as the art, education and social services	1	2	3	4	5	6	7

Please choose the statement which describes the most your favorite cosmetic brand	Level of Agreement						
	Strongly disagree	Disagree	Somehow	Neutral	Somehow Agree	Agree	Strongly Agree
Economic Dimension							
[ECO1] The brand tries to makes a significant effort to create new jobs.	1	2	3	4	5	6	7
[ECO2] The brand tries to improve its economic performance.	1	2	3	4	5	6	7
[ECO3] The brand keeps a strict control over its cost	1	2	3	4	5	6	7
[ECO4] The brand honestly informs about its economic situation to its shareholders	1	2	3	4	5	6	7
Environmental Dimension							
[ENV1] The brand is concerned with respecting and protecting the natural environment	1	2	3	4	5	6	7

[ENV2] The brand has a positive predisposition to the use, purchase, or production of environmentally friendly goods	1	2	3	4	5	6	7
[ENV3] The brand reduces its consumption of natural resources	1	2	3	4	5	6	7
[ENV4] The brand communicates to its customer about its environmental practices	1	2	3	4	5	6	7
[ENV5] The brand participates in environmental certification	1	2	3	4	5	6	7

Section 4: Brand Equity

Please choose the statement which describes the most your favorite cosmetic brand	Level of Agreement						
	Strongly disagree	Disagree	Somehow Disagree	Neutral	Somehow Agree	Agree	Strongly Agree
Perceived quality							
[PQ1] This brand offers very good quality products.	1	2	3	4	5	6	7
[PQ2] This brand offers products of consistent quality	1	2	3	4	5	6	7
[PQ3] This brand offers very reliable products.	1	2	3	4	5	6	7
[PQ4] This brand offer products with excellent feature.	1	2	3	4	5	6	7
[PQ5] This brand has a superior performance	1	2	3	4	5	6	7

[PQ6] The products of sthis brand is worth their price	1	2	3	4	5	6	7
Brand loyalty							
[BL1] I feel loyal to this brand when considering the purchase of products	1	2	3	4	5	6	7
[BL2] It is likely that this brand would be my first choice when considering the purchase of products	1	2	3	4	5	6	7
[BL3] I would not buy another brand if this brand was available at the store	1	2	3	4	5	6	7
[BL4] In the future, I would like to keep consuming or purchasing this brand	1	2	3	4	5	6	7
[BL5] I consume this brand because it is the best choice for me	1	2	3	4	5	6	7
[BL6] I will be continuing to be a loyal customer for this brand	1	2	3	4	5	6	7
[BL7] Next time, I need those products, I will buy the same brand	1	2	3	4	5	6	7
[BL8] I am a willingness to pay a price premium over competing products to be able to purchase this brand again	1	2	3	4	5	6	7

Section 5: Brand Credibility

	Level of Agreement

Please choose the statement which describes the most your favorite cosmetic brand	Strongly disagree	Disagree	Somehow Disagree	Neutral	Somehow Agree	Agree	Strongly Agree
Brand Credibility							
[BC1] This brand delivers what it promises	1	2	3	4	5	6	7
[BC2] This brand's product claims are believable	1	2	3	4	5	6	7
[BC3] Over time, my experiences with this brand have led me to expect it to keep its promises, no more and no less	1	2	3	4	5	6	7
[BC4] This brand doesn't pretend to be something it isn't	1	2	3	4	5	6	7

Section 6: Brand Reputation

Please choose the statement which describes the most your favorite cosmetic brand	Level of Agreement						
	Strongly disagree	Disagree	Somehow Disagree	Neutral	Somehow Agree	Agree	Strongly Agree
Brand Reputation							
[BR1] This brand is trustworthy	1	2	3	4	5	6	7

[BR2] This brand is reputable	1	2	3	4	5	6	7
[BR3] This brand makes honest claims	1	2	3	4	5	6	7
[BR4] This brand is reliable	1	2	3	4	5	6	7

Section 7: Purchase Intention

Please choose the statement which describes the most your favorite cosmetic brand	Level of Agreement						
	Strongly disagree	Disagree	Somehow Disagree	Neutral	Somehow Agree	Agree	Strongly Agree
Purchase Intention							
[PI1] I would buy the product of this brand	1	2	3	4	5	6	7
[PI2] I would buy the product of this brand rather than any other product available	1	2	3	4	5	6	7
[PI3] I intend to purchase the product of this brand in the future also	1	2	3	4	5	6	7

Thank you for your cooperation!!!