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The contributions of corporate social responsibility in textile and apparel industry toward consumers' purchase intention: Perceived quality and corporate image as mediators

Yan Cheng[1], Yan Zhao[2], Yu Zhao[1,*]

[1] College of Sericulture, Textile and Biomass Sciences, Southwest University, Chongqing 400715, People's Republic of China
[2] School of Business Administration, Chongqing Vocational and Technical University of Mechatronics, Chongqing 400067, People's Republic of China
* Corresponding author: Yu Zhao, yuzhao@swu.edu.cn

Abstract: Corporate Social Responsibility (CSR) plays a pivotal role in the development of enterprises and entire industries, serving as a communication bridge between business organizations and consumers. Grounded in the Theory of Reasoned Action (TRA), this study aims to investigate the contribution of CSR in the textile and apparel industry to consumers' purchase intentions, with perceived quality and corporate image as mediators. To achieve this objective, the study first formulates hypotheses and a theoretical model based on relevant works. Subsequently, through an extensive review of literature and interview surveys, key indicators for CSR, perceived quality, corporate image, and purchase intention are identified, along with their corresponding scales. These scales are then distributed to consumers to collect questionnaire data, which is further integrated into a stepwise regression model and mediating model to test the theoretical model. The results provide insights into the contribution of various dimensions of CSR to consumers' purchase intentions and validate the role of perceived quality and corporate image as mediators. There are two contributions to this work: (1) unveiling the important role of perceived quality and corporate image in connecting CSR and consumers' purchase intention, offering a novel theoretical framework for the study of sustainable development in the textile and apparel industry and other industries or settings. (2) furnishing the textile and apparel industry with insights to better comprehend and respond to the relationship between CSR, perceived quality, and purchase intention, thereby achieving more substantial economic and social benefits.

Keywords: corporate social responsibility; perceived quality; corporate image; purchase intention; textile and apparel industry

1. Introduction

Corporate Social Responsibility (CSR) remains a topic of intense debate within both corporations and academic literature, reflecting an ongoing problem in reaching a unanimous consensus on a precise definition [1]. However, one thing that is grounded is that CSR is becoming crucial in the management strategies of all industries [2]. Especially nowadays, the globalization of the economy requires proper management methods from businesses, mainly those that can benefit the interdependence between political, social, and economic elements of the world as well as establish a great corporate image for consumers [3,4]. Thus, corporations must look for new ways of managing their CSR, including social, ethical, and environmental aspects, to better compete for consumers with others and achieve both economic and social interests. The textile and apparel industry, one of the largest industries in the

world, employs nearly 50% of the world's population [5]. It is also one of the industries with severe industrial pollution that seriously affects the ecological environment, leading to many social problems [6]. Therefore, it is urgent for the textile and apparel industries to pay due attention to CSR practices and reform the management to generate consumers and reach both economic and social benefits. To address this issue, it is important to understand the relationship between CSR and consumers' purchase intention, which is exactly what this study intends to do, and quite a few studies in different domains have been conducted to study CSR.

In academic fields, CSR definitions proliferate within different contexts [7], and there is no consensus, neither in academia nor in the corporate world, as to the definition of CSR [8]. In 1953, American scholar Bowen [9] defined CSR in his book Corporate Social Responsibility in Business as the obligation of stakeholders in a business organization to approach relevant policies based on social values and goals, make corresponding decisions, and take ideal actions. The definition of CSR by the European Commission is that companies voluntarily integrate social and public concerns into their business operations, as well as interact with stakeholders [10]. However, the consensus conclusion that CSR is not just an economic goal of maximizing profits was ultimately reached in theory [8]. For instance, Carroll [11] proposed the widely recognized pyramid model of CSR, which believed that CSR is composed of four dimensions, including economy, law, ethics, and charity, and many studies have introduced this theory into their empirical research [12–16]. The Committee for Economic Development (CED) [17] proposed a three-layer concentric circle model standardizing CSR, with the core layer representing the basic economic responsibilities of the enterprise, the middle layer representing stakeholder responsibilities, and the outermost layer representing emerging yet unformed responsibilities. Elkington [18] proposed a triple bottom line model, pointing out that CSR includes three aspects: economy, environment, and society, and these three aspects should be emphasized equally without any order of priority. Maignan and Ralston [19] conducted research on CSR and identified five dimensions of CSR based on stakeholders (shareholders, customers, employees, suppliers, and society). In order to ensure the practicality and recognition of the research, this study selects the most widely used and recognized pyramid model of CSR as a reference and defines CSR with three indicators: economy, law, ethics, and charity.

The Theory of Reasoned Action (TRA) was proposed by Fishbein and Ajzen [20] in 1975 to predict the relationship between human behavioral intentions and volitional behavior [20]. It emerged in the field of social psychology and has since been widely applied in various fields. Especially in the research concerning CSR, the TRA theory has been widely applied and confirmed [21–24]. The basic principle of TRA is that behavioral attitudes and subjective norms determine behavioral intention, and behavioral intention determines volitional behavior [25]. Behavioral attitudes refer to the emotions that an individual holds when doing something. These emotions are subjective cognitions that value variations in their behavior. Subjective norms are a sense of group pressure on individuals and influence one's behavior evaluation, usually presented by comments or an overall image. This theory proves that an individual's behavioral intentions are influenced by the behavior evaluation made by surrounding groups and their own judgment [26]. Based on the widespread recognition

of TRA theory in predicting behavior and the solid confirmation in CSR research, this study discusses how CSR affects consumers' purchase intention and behavior through perceived quality (behavioral attitude) and corporate image (subjective norm) [21,22].

Olson [27] first proposed product perceived quality and defined it as the evaluation of product quality. Holbrook and Corfman [28] argued that the definition of perceived quality includes three key points: subjective evaluation, product-consumer interaction outcomes, and relevance to the consumer experience. Zeithaml et al. [29] believed that perceived quality is a subjective evaluation by consumers that is based on product price, objective product quality, and product value. Kirmani and Baumgartner [30] believed that perceived quality is a subjective evaluation of product excellence by consumers using both internal and external cues. It can be seen that perceived quality is largely a behavioral attitude of consumers, which is an evaluation of products based on their own value orientation. In addition, previous studies have proved that CSR has a positive influence on perceived quality through empirical research [31–34], and a few of them have proved that perceived quality can further impact consumers' purchase intentions [35,36]. Based on this, this study defines perceived quality as a behavioral attitude toward product quality posed by consumers using various internal and external information they obtain and investigates it as a mediator between CSR and purchase intention.

Corporate image is the overall evaluation of a company's image by the public [37]. Companies use various methods to promote and increase their visibility, which helps more consumers understand the company's products and services, stimulates their purchase intentions, and cultivates loyal customers [21]. Gotsi and Wilson [38] argued that corporate image is the overall evaluation of a company's past by stakeholders based on their own direct experience and other forms of communication and symbols that contain any information about the corporation. Herbohn et al. [39] defined corporate image as a relatively stable, comprehensive, and perceived evaluation of a company's past behavior and future prospects by comparing a series of standards. Thus, corporate image can be understood as a subjective norm generated by most consumers' comments toward a corporation, and previous studies have found that the CSR has a positive influence on the corporate image through empirical research and continues to promote consumers' purchase intentions [40–44]. According to this, this study defines corporate image as a subjective norm of a company made by stakeholders based on its past behavior, future prospects, and various information that can be obtained by comparing it with their own expected standards and investigates it as a mediator between CSR and purchase intention.

By reviewing the above relevant works, it is noted that perceived quality is largely a consumer's behavior and attitude, while corporate reputation is more of a subjective norm. Besides, CSR can positively influence customers' purchase intentions, and in this process, it includes the role of perceived quality and corporate image as mediators. In this regard, this study constructs a theoretical model based on TRA on the relationship between CSR and perceived quality, corporate image, and consumers' purchase intention (**Figure 1**) and proposes the following research hypotheses:
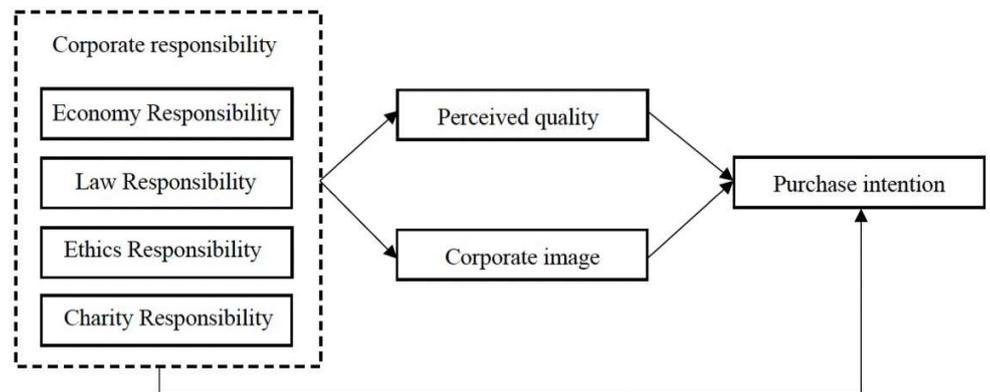
Figure 1. Theorical model of CSR and perceived quality, corporate image, consumers' purchase intention.

H1: CSR (economy responsibility, law responsibility, ethics responsibility, charity responsibility) has a positive impact on consumers' purchase intention.

H2: CSR (economy responsibility, law responsibility, ethics responsibility, charity responsibility) has a positive impact on perceived quality.

H3: CSR (economy responsibility, law responsibility, ethics responsibility, charity responsibility) has a positive impact on corporate image.

H4: Perceived quality has a positive impact on consumers' purchase intention.

H5: Corporate image has a positive impact on consumers' purchase intention.

H6: Perceived quality plays a mediating role in the impact of CSR (economy responsibility, law responsibility, ethics responsibility, charity responsibility) on consumers' purchase intention.

H7: Corporate image plays a mediating role in the impact of CSR (economy responsibility, law responsibility, ethics responsibility, charity responsibility) on consumer purchase intention.

2. Data and methods

2.1. Scale development and data collection

In order to ensure the validity and reliability of the scales, the selection and development of measurement indicators went through several stages. In the first stage, measurement indicators for each scale were obtained from existing literature. In the second stage, conduct a trial investigation and interview to discuss and analyze the indicators determined in the first stage. In the third stage, according to the analysis, the original scale indicators were revised. Among them, the measurement indicators of CSR draw on the research of Maignan and Ralston [45] and Jin [46]. The measurement indicators of perceived quality draw on the research of Jiang and Guo [47] and Dodds et al. [48], and the measurement indicators of corporate image draw on the research of Paul et al. [14] and Fombrun et al. [49]. The measurement indicators of consumers' purchase intention are based on the research of Boulding et al. [50], Martin and Bush [51], and Zeithaml [52]. The scales consist of 28 measurement indicators, among which the CSR scale consists of four measurement indicators of economy responsibility (CSR1-CSR4), four measurement indicators of law responsibility (CSR5-CSR8), four measurement indicators of ethics responsibility

(CSR9-CSR12), and four measurement indicators of charity responsibility (CSR13-CSR16), totaling 16 measurement indicators: (1) I believe the corporation has good business performance in the industry. (2) I believe the corporation can continuously create value for shareholders and protect their rights and interests. (3) I believe the organizational management structure of the corporation is relatively complete. (4) I believe the financial management of the corporation is relatively sound and can reasonably and legally improve the efficiency of resource utilization. (5) I believe the daily operations of the corporation are within the scope prescribed by law. (6) I believe the corporation can adhere to the principle of fair competition. (7) I believe the corporation can abide by the contract and fulfill certain obligations in accordance with the law. (8) I believe the corporation is able to hire employees and protect their legitimate rights and interests in accordance with the law. (9) I believe corporations can reliably convey products and corporate information to consumers. (10) I think the company can quickly handle consumer complaints and return requests for its textile and apparel products. (11) I believe the corporation treats its employees equally and provides them with better development opportunities. (12) I believe the corporation is committed to producing environmentally friendly products and actively participates in environmental governance and protection. (13) I believe the corporation actively carries out and participates in public welfare and charity activities. (14) I believe the corporation pays attention to vulnerable groups in society and provides assistance to them. (15) I believe corporations can actively carry out activities that contribute to society. (16) I believe the corporation actively supports the development of scientific research, environmental protection, and cultural undertakings. The perceived quality scale includes four measurement indicators (PQ1–PQ4): (1) I believe the quality of the textile and apparel products from the corporation is very good. (2) I believe the textile and apparel products from this company make me feel at ease. (3) I believe the textile and apparel products from this company have strong reliability. (4) I believe the durability of the textile and apparel products from this company is excellent. The corporate image scale includes four measurement indicators (CI1–CI4): (1) I believe the corporation has strength and is a major competitor in the industry. (2) I believe the textile and apparel industry has a nice image in the market. (3) Compared to other corporations, I love this textile and apparel company. (4) I believe this is a trustworthy textile and apparel company. The consumers' purchase intention scale includes four measurement indicators (P1-PI4): (1) I am very willing to purchase textile and apparel products from this corporation. (2) I think buying textile and apparel products from this company is the best choice. (3) I am very willing to accept the new textile and apparel products from the corporation. (4) If I were to purchase textile and apparel products again, I would continue to choose a certain brand of the corporation. The scales are presented in **Table 1**, and all 28 measurement indicators were measured using a 7-level Likert scale (1 indicates strongly disagree; 7 indicates strongly agree).

This study uses textile and apparel products as the research object because the textile and apparel industry is closely related to CSR as it is one of the largest industries to do with all aspects of people's lives, and there is a huge number of consumers who consider price, energy consumption, safety, after-sales service, brand, etc. when purchasing the products. The data collection adopts online questionnaires (https://www.wjx.cn/vm/evfN8j5.aspx#) and involves social groups such as students,

workers, teachers, retirees, and so on who are aged 18–60 years old and come from different regions in China, including Jiangsu, Zhejiang, Sichuan, etc., expanding the applicability to the greatest extent possible. Finally, a total of 244 questionnaires were distributed and collected to ensure the sufficiency of the research [53].

Table 1. The scales of CSR, perceived quality, corporate image and purchase intention.

Variable	Dimension	Indicator
CSR	Economy	CSR 1: I believe the corporate has a good business performance in the industry.
		CSR 2: I believe the corporate can continuously create value for shareholders and protect their rights and interests.
		CSR 3: I believe the organizational management structure of corporate is relatively complete.
		CSR4: I believe the financial management of the corporate is relatively sound and can reasonably and legally improve the efficiency of resource utilization.
	Law	CSR 5: I believe the daily operations of the corporate are within the scope prescribed by law.
		CSR 6: I believe the corporate can adhere to the principle of fair competition.
		CSR 7: I believe the corporate can abide by the contract and fulfill certain obligations in accordance with the law.
		CSR 8: I believe the corporate is able to hire employees and protect their legitimate rights and interests in accordance with the law.
	Ethics	CSR 9: I believe the corporate can reliably convey products and information to consumers.
		CSR 10: I believe the corporate can quickly handle consumers' complaints and return requests for its textile and apparel products.
		CSR 11: I believe the corporate treats its employees equally and provides them with great development opportunities.
		CSR 12: I believe that the corporate is committed to producing environmentally friendly products and actively participates in environmental governance and protection.
	Charity	CSR 13: I believe the corporate actively carries out and participates in public welfare and charity activities.
		CSR 14: I believe the corporate pays attention to vulnerable groups in society and provides assistance to them.
		CSR 15: I believe the corporate can actively carry out activities that contribute to society.
		CSR 16: I believe the corporate actively supports the development of scientific research, environmental protection, and cultural undertakings.
Perceived quality		PQ 1: I believe t the quality of the textile and apparel products from the corporate is very good.
		PQ 2: I believe the textile and apparel products from this corporate make me feel at ease.
		PQ 3: I believe the textile and apparel products from this corporate have strong reliability.
		PQ 4: I believe the durability of the textile and apparel products from this corporate is excellent.
Corporate image		CI 1: I believe the corporate has strength and is a major competitor in the industry.
		CI 2: I believe the textile and apparel corporate has a nice image in the market.
		CI 3: Compared to other corporates, I love this textile and apparel corporate.
		CI 4: I believe this is a trustworthy textile and apparel corporate.
Purchase intention		PI 1: I am very willing to purchase textile and apparel products from this corporate.
		PI 2: I think buying a textile and apparel products from this corporate is the best choice.
		PI 3: I am very willing to accept the new textile and apparel products form the corporate.
		PI 4: If I were to purchase textile and apparel products again, I would continue to choose a certain brand of the corporate.

2.2. Data analysis and hypotheses testing

In the data analysis and hypotheses testing phase, this study employed a rigorous approach to unravel the complex relationships embedded in the theoretical model. Utilizing stepwise regression analysis, the study examined the relationship between independent variables such as various dimensions of CSR, perceived quality, and corporate image and the dependent variable, namely consumers' purchase intention. The stepwise regression model, known for its ability to handle multiple independent variables, automatically identified the most influential factors impacting the dependent variable, enhancing the precision of the analysis. Significance was determined through *p* values, with variables attaining values below 0.05 considered statistically meaningful.

Additionally, a mediating model was constructed to delve into the mediating effects of perceived quality and corporate image on the relationship between independent and dependent variables. The study employed the product coefficient test, a widely recognized method for assessing mediating effects. This method evaluates whether an independent variable significantly influences the dependent variable through the mediation of other variables. The product coefficient test, known for its high efficacy, utilizes the Bootstrap sampling method for robust testing. Importantly, this approach imposes no restrictions on the sampling distribution of mediating effects, allowing for a nuanced exploration of the interplay between CSR, perceived quality, and corporate image.

The combination of stepwise regression and mediating model analyses ensures a comprehensive understanding of the multifaceted dynamics within the theoretical model. This approach enhances the robustness and validity of the study's findings, shedding light on the nuanced relationships that underpin consumers' purchase intentions in the textile and apparel industries.

3. Results

3.1. Scale reliability and validity testing

SPSS was applied for analysis, mainly using methods such as factor analysis, correlation analysis, regression analysis, etc. to test the reliability and validity of variables, the degree of correlation, and hypotheses.

To test the reliability of the scale, the most commonly used Cronbach's coefficient is applied. The Cronbach's coefficients for each scale are as follows: the Cronbach's coefficients of CSR, including economy responsibility, law responsibility, ethics responsibility, and charity responsibility, are 0.940, 0.939, 0.939, 0.939, respectively, which are both greater than 0.9, indicating good internal consistency. The Cronbach's value of the perceived product quality is 0.939. The Cronbach's value of corporate reputation is 0.938. The Cronbach's value of consumer purchase intention is 0.939, greater than 0.9, indicating that all the scales have high internal consistency overall.

Additionally, factor analysis was applied to verify the validity of the scale. Before conducting factor analysis, a suitability test on the data was implemented. The test shows that the KMO value of the CSR scale is 0.943, way greater than 0.8, indicating

factor analysis can be performed. The Bartlett sphere test shows that the *p* value is 0.000, less than 0.05, indicating that the data is suitable for factor analysis, too. By conducting factor analysis on the measurement indicators of the CSR scale, all indicators have eigenvalues greater than 0.04. Therefore, it is reasonable and highly effective to divide CSR into four dimensions: economic responsibility, legal responsibility, ethical responsibility, and charity responsibility. Besides, the validity test of variables such as perceived quality, corporate image, and consumer purchase intention shows that the KMO values of these variables are 0.743, 0.738, and 0.758, respectively, which are close to 0.8, indicating factor analysis can be performed, and the Bartlett sphere test shows that the *p* values of these three variables are all 0.000, less than 0.05, indicating that the data is suitable for factor analysis, too. Due to the fact that perceived quality, corporate image, and consumers' purchase intention are all unidimensional variables, they have eigenvalues greater than 0.04, indicating that the data for each variable has good structural validity.

3.2. Correlation analysis

This study uses the commonly used Pearson matrix correlation coefficient method as a statistical measure to measure the relationship between variables. The SPSS statistical results show that the Pearson correlation coefficients between economy responsibility, law responsibility, ethics responsibility, charity responsibility, perceived quality, corporate image, and consumers' purchase intention are 0.415, 0.309, 0.421, 0.389, 0.390, and 0.378, all greater than 0.3, indicating there is a significant positive correlation between the above variables and consumers' purchase intention at a significant level. (**Table 2**).

Table 2. Correlation analysis of the variables.

	Economy	**Law**	**Ethics**	**Charity**	**Perceived quality**	**Corporation image**
Purchase intention	0.415**	0.309**	0.389**	0.378**	0.390**	0.421**

Notes: *p* < 0.05 ** *p* < 0.01.

3.3. Stepwise regression analysis

To further explore the complex linear correlation between the variables, this study presents five regression analyses. As shown in **Table 3**, all dimensions of CSR (economy responsibility, law responsibility, ethics responsibility, and charity responsibility) have a positive effect on consumers' purchase intention, with regression coefficients *β* entitled 0.258, 0.072, 0.195, and 0.198 (among which the impact of economy responsibility is relatively significant), and *p* values are all less than 0.0001 except one, which is law responsibility; however, the majority of dimensions' relationship with purchase intention is significant, indicating H1 has been validated. In addition, all dimensions of CSR are positively correlated with perceived quality, with regression coefficients *β* as 0.252, 0.182, 0.305, and 0.185, and p is less than 0.0001, indicating the relationship is significant and H2 has been validated. Besides, all dimensions of CSR (economy responsibility, law responsibility, ethics responsibility, and charity responsibility) are positively correlated with corporate image, with regression coefficients *β* as 0.255, 0.159, 0.205, and 0.295 (economy,

ethics, and charity responsibilities have a relatively significant impact on corporate image), and both *p* values are less than 0.0001, indicating the relationship is significant, and H3 has been validated. Additionally, there is a positive correlation between consumers' purchase intention and perceived quality, with a regression coefficient *β* of 0.319 and *p* less than 0.0001, indicating the relationship is significant, and H4 has been validated. Last, there is a positive correlation between consumers' purchase intention and corporate image, with a regression coefficient *β* value of 0.421 and *p* value less than 0.0001, indicating the relationship is significant, and H5 has been validated.

Table 3. Stepwise regression results of the variables.

Model	Dependent variable	Independent variable	*β* value	*p* value
1	Purchase intention	Economy	0.258	0.000**
		Law	0.072	0.028**
		Ethics	0.195	0.000**
		Charity	0.198	0.000**
2	Perceived quality	Ethics	0.305	0.000**
		Economy	0.252	0.000**
3	Corporate image	Charity	0.295	0.000**
		Economy	0.255	0.000**
4	Purchase intention	Law	0.187	0.000**
		Perceived quality	0.319	0.000**
5	Purchase intention	Corporate image	0.421	0.000**

Notes: *p* < 0.05 ** *p* < 0.01.

3.4. Mediation model analysis

Table 4 shows the mediation effect results for perceived quality. It can be seen that the level of perceived quality mediates the relationship between law responsibility and purchase intention at 100%, indicating that perceived quality plays a completely mediating role in the impact of law responsibility on consumers' purchase intention. At the same time, the level of perceived quality mediating the relationship between purchase intention and charity responsibility, ethics responsibility, and economy responsibility is 15.188%, 16.357%, and 10.796%, respectively, indicating that perceived quality partially mediates the impact of these three factors on consumers' purchase intention. H6 has been validated.

Table 4. The mediation effect of perceived quality.

Item	Test result	c	a*b	c'	Level
CR => PQ => PI	Party mediates	0.194	0.029	0.164	15.188%
ER1 => PQ => PI	Party mediates	0.186	0.030	0.156	16.357%
LR => PQ => PI	Completely mediates	0.069	0.029	0.041	100%
ER2 => PQ => PI	Party mediates	0.248	0.027	0.221	10.796%

Notes: CR refers to charity responsibility. ER1 refers to ethics responsibility. ER2 refers to economy responsibility. LR refers to Law responsibility. PQ refers to perceived quality. PI refers to purchase intention. c refers to total effect. a*b refers to mediation effect. c' refers to direct effect.

It can be seen from **Table 5** that the level of corporate image mediating the relationship between law responsibility and purchase intention is 100%, indicating that corporate image plays a completely mediating role in the impact of law responsibility on consumers' purchase intention. At the same time, the level of corporate image mediating the relationship between purchase intention and charity responsibility, ethics responsibility, and economy responsibility is 15.721%, 21.916%, and 15.962%, respectively, indicating that perceived quality partially mediates the impact of these three factors on consumers' purchase intention. H7 has been validated.

Table 5. The mediation effect of corporate image.

Item	Test result	c	a*b	c'	Level
ER2 => CI => PI	Party mediates	0.248	0.040	0.208	15.962%
LR => CI => PI	Completely mediates	0.069	0.032	0.037	100%
ER1 => CI => PI	Party mediates	0.186	0.041	0.146	21.916%
CR => CI => PI	Party mediates	0.194	0.030	0.163	15.721%

Notes: CR refers to charity responsibility. ER1 refers to ethics responsibility. ER2 refers to economy responsibility. LR refers to Law responsibility. PQ refers to perceived quality. PI refers to purchase intention. c refers to total effect. a*b refers to mediation effect. c' refers to direct effect.

4. Conclusions and discussion

This study proposes hypotheses and a theoretical model on the effects of CSR in the textile and apparel industries on consumers' purchase intentions, corporate image, and perceived quality, as well as hypotheses on the mediating role of corporate image and perceived quality. Subsequently, empirical data was obtained through a questionnaire survey to validate the proposed hypothesis. The results show that when the CSR is sufficient, consumers' purchase intentions will be positively promoted. Besides, consumers have a higher perception of the quality of textile and apparel corporations that perform better in fulfilling their CSR. Further, the improvement of perceived quality and corporate image helps to promote purchase intention; that is, the fulfillment of CSR by textile and apparel corporations helps them establish a good social impact and differentiated competitiveness, thereby improving perceived quality, corporate reputation, driving purchase intention, and ultimately obtaining favorable economic returns. From the perspective of consumers, a high level of CSR indicates that the corporations have good credibility and trustworthy behavior patterns, thus making them more willing to purchase products from such corporations.

Based on the results of the study, several suggestions can be made accordingly to improve the management of the corporations in the textile and apparel industries and help them to stand out in the trend of globalization. First, since CSR has a positive impact on consumers' purchase intentions, corporations should develop CSR practice strategies, actively take on the obligation, and disclose information about CSR timely, officially, and completely. Second, there are differences in the positive impact of various dimensions of CSR on consumers' purchase intention, with the order of influence being economy responsibility, charity responsibility, ethics responsibility, and law responsibility. Therefore, companies should arrange resources reasonably according to the degree of importance consumers attach to different CSR dimensions in order to achieve the best effect of corporate social responsibility behavior. Third,

the perceived quality of products as behavioral attitudes and the subjective norms of corporate image play a mediating role in the impact of CSR on consumers' purchase intentions. Therefore, corporations should maximize the positive impact of CSR on perceived quality and corporate image, and they should implement related strategies to promote product quality and corporate image to improve consumers' perceiving scores of quality and corporate image, thereby enhancing the market output effect of CSR.

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