

An Empirical Investigation of the Impact of Corporate Social Responsibility on Purchase Intentions: The Mediating Role of Consumer Brand Engagement in the Fashion Retail Industry

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Abstract

Corporate Social Responsibility (CSR) has emerged as a critical strategic and ethical dimension for organizations, influencing corporate reputation and consumer behavior. This study investigates the effect of CSR on Consumer Purchase Intention (PUR) and examines the mediating role of Consumer Brand Engagement (CBE) in this relationship. Grounded in stakeholder theory and the theory of planned behavior, CSR is conceptualized as a multidimensional construct encompassing economic, legal, ethical, and philanthropic responsibilities. CBE is operationalized as a multidimensional construct reflecting cognitive, emotional, and behavioral engagement with brands, capturing the depth of consumer-brand interaction and commitment. A quantitative research design was employed, with primary data collected from 103 respondents using a structured questionnaire. Structural equation modeling (SEM) was conducted using SmartPLS to test the hypothesized relationships and assess the measurement and structural models. The results indicate that CSR does not have a significant direct effect on PUR. However, CSR has a significant positive influence on consumer brand engagement, and CBE significantly predicts purchase intention. Mediation analysis confirms that CBE mediates the relationship between CSR and PUR, highlighting that CSR initiatives influence consumer behavior primarily by fostering cognitive, emotional, and behavioral engagement with the brand. These findings emphasize the critical role of engagement in translating CSR perceptions into actionable consumer behavior. Ethical, philanthropic, and environmental CSR initiatives particularly resonate with socially conscious consumers, enhancing brand loyalty, advocacy, and repeat purchase behavior. By integrating CSR,

CBE, and purchase intention within a comprehensive SEM framework, this study contributes theoretically by elucidating the mediating mechanisms through which CSR affects consumer decision-making.

Chapter 1: Introduction

Background of the Study

The global fashion industry has experienced substantial changes over the past few decades, shifting from a product-centered approach to one that increasingly emphasizes brand values, consumer relationships, and social responsibility. Traditionally, fashion brands competed primarily on the basis of design, price, and quality. However, as Sen and Bhattacharya (2006) explain, modern consumers now evaluate brands not only on what they sell but also on how they operate and the values they represent. This shift has led to growing academic and managerial interest in corporate social responsibility (CSR), particularly in industries such as fashion that face significant social and ethical scrutiny.

Carroll (1991) conceptualized corporate social responsibility as a multidimensional construct comprising economic, legal, ethical, and philanthropic responsibilities. According to Carroll, businesses are expected to be profitable, comply with laws, behave ethically, and contribute positively to society. This framework has been widely adopted in marketing and management research and continues to serve as a foundational model for understanding CSR across industries (Carroll & Brown, 2018). In the fashion industry, CSR has become especially important due to persistent concerns related to labor exploitation, unsafe working environments, and environmental degradation, issues that have drawn global attention to the social impact of fashion production.

Bhattacharya and Sen (2004) argue that CSR initiatives influence how consumers perceive brands, shaping trust, credibility, and emotional responses. In fashion, where brands often represent lifestyle and identity, socially responsible practices can strengthen consumer perceptions and differentiate brands in highly competitive markets. Du, Bhattacharya, and Sen (2011) further suggest that CSR is not merely a moral obligation but a strategic resource that can enhance brand equity and long-term consumer relationships when effectively communicated.

Statement of the Problem

The fashion industry has increasingly become a focal point of social and ethical concern due to persistent issues related to labor practices, environmental sustainability, and corporate accountability. In response, corporate social responsibility (CSR) has gained prominence as a strategic approach through which fashion brands seek to address societal expectations while strengthening their market position. Prior research suggests that CSR can positively influence consumer perceptions, brand trust, and behavioral outcomes (Carroll, 1991; Sen & Bhattacharya, 2006). However, despite the growing emphasis on CSR, there remains limited clarity regarding how CSR initiatives translate into concrete consumer outcomes, particularly in emerging market contexts.

Much of the existing literature on CSR and consumer behavior has been conducted in developed economies, where regulatory frameworks, consumer awareness, and market maturity differ substantially from those in developing countries. Studies in these contexts often demonstrate that socially responsible practices enhance brand image and purchase intention. Nevertheless, the applicability of these findings to emerging markets such as Pakistan remains uncertain. Pakistan's fashion industry operates within a distinct socio-economic environment characterized by inconsistent regulatory enforcement, price-sensitive consumers, and varying levels of awareness regarding ethical and social issues. As a result, the extent to which CSR influences consumer decision-making in this context is not yet well understood.

Furthermore, prior research has frequently examined CSR as a direct antecedent of purchase intention, overlooking the underlying mechanisms through which CSR affects consumer behavior. Marketing scholars increasingly argue that CSR does not influence purchase intention in isolation but rather operates through relational and psychological processes, such as consumer brand engagement (Brodie et al., 2011; Hollebeek et al., 2014). Consumer brand engagement, encompassing cognitive, affective, and behavioral dimensions, represents the depth of consumers' interaction and connection with a brand. However, empirical studies that integrate CSR and consumer brand engagement within a single framework remain limited, particularly in the fashion industry.

Gap Analysis

A review of the existing literature reveals several important gaps in research related to corporate social responsibility, consumer brand engagement, and purchase intention, particularly within the fashion industry and emerging market contexts. While prior studies have made valuable contributions to understanding CSR and consumer behavior, limitations remain in terms of geographical focus, conceptual integration, and methodological treatment of key constructs.

A significant gap exists in the geographical context of CSR and consumer behavior research. The majority of empirical studies examining the effects of CSR on consumer outcomes have been conducted in developed economies such as the United States and European countries (Sen & Bhattacharya, 2006; Du et al., 2011). These markets differ substantially from emerging economies in terms of consumer awareness, regulatory enforcement, and socio-cultural dynamics. As Ogunmokun et al. (2021) point out, findings from developed markets may not be directly generalizable to developing countries. In the context of Pakistan, where the fashion industry operates under different economic and institutional conditions, empirical evidence remains scarce. This lack of localized research creates a gap in understanding how Pakistani consumers perceive CSR and how these perceptions influence their engagement with fashion brands.

There is a conceptual gap in how CSR is operationalized in prior studies. Many studies treat CSR as a unidimensional construct, focusing on overall

perceptions of responsibility without differentiating between its economic, legal, ethical, and philanthropic dimensions (Maignan, 2001). However, Carroll (1991) emphasized that CSR is inherently multidimensional, and consumers may respond differently to each dimension. Limited research has examined CSR as a higher-order construct, particularly in consumer-focused studies within the fashion industry. This gap restricts a nuanced understanding of which CSR dimensions are most influential in shaping consumer attitudes and behaviors, especially in emerging markets such as Pakistan.

Significance of the Study

The significance of this study lies in its theoretical, practical, and contextual contributions to the existing body of knowledge on corporate social responsibility, consumer brand engagement, and purchase intention. By integrating these constructs within a single framework and examining them in the context of Pakistan's fashion industry, this research addresses several important gaps identified in prior literature.

From a theoretical perspective, this study contributes to the marketing and consumer behavior literature by extending existing CSR frameworks to an emerging market context. While Carroll's (1991) multidimensional conceptualization of CSR has been widely applied in developed economies, its application within Pakistan's fashion industry remains limited. By conceptualizing CSR as a higher-order construct comprising economic, legal, ethical, and philanthropic dimensions, this study provides a more comprehensive understanding of how consumers perceive corporate responsibility in a developing country setting. Additionally, the study enriches consumer brand engagement literature by treating engagement as a multidimensional construct encompassing cognitive, affective, and behavioral dimensions, thereby offering a holistic view of consumer-brand relationships.

Furthermore, this research makes a theoretical contribution by integrating CSR and consumer brand engagement within a single explanatory framework. Prior studies have often examined CSR's direct effects on purchase intention, neglecting the psychological mechanisms through which CSR influences consumer behavior. By positioning consumer brand engagement as a mediating variable, this study offers deeper insights into how and why CSR initiatives shape purchase intentions, thereby strengthening the explanatory power of engagement theory in marketing research.

Purpose of the Study

The primary purpose of this study is to examine the role of corporate social responsibility in shaping consumer brand engagement and purchase intention within Pakistan's fashion industry. As fashion brands increasingly adopt socially responsible practices, it is important to understand whether and how these initiatives influence consumer behavior in an emerging market context. While prior research suggests that CSR can positively affect consumer perceptions and behavioral outcomes, limited empirical evidence exists regarding the mechanisms through which CSR impacts purchase intention, particularly in Pakistan.

This study aims to investigate CSR as a multidimensional construct encompassing economic, legal, ethical, and philanthropic responsibilities, and to assess how these dimensions collectively influence consumer brand engagement. Furthermore, the study seeks to explore consumer brand engagement as a multidimensional construct comprising cognitive, affective, and behavioral dimensions and to examine its mediating role between CSR and purchase intention. By focusing on Pakistan's fashion industry, this research seeks to provide context-specific insights that contribute to both academic literature and managerial practice.

Research Objectives

The specific research objectives of this study are:

1. To examine the effect of corporate social responsibility on consumer brand engagement in Pakistan's fashion industry.
2. To analyze the impact of corporate social responsibility on consumers' purchase intention toward fashion brands in Pakistan.
3. To assess the effect of consumer brand engagement on purchase intention in the context of Pakistan's fashion industry.
4. To examine consumer brand engagement as a mediating variable in the relationship between corporate social responsibility and purchase intention.

Research Questions

Based on the objectives of the study, the following research questions are proposed:

1. How does corporate social responsibility influence consumer brand engagement in Pakistan's fashion industry?
2. What is the relationship between corporate social responsibility and consumers' purchase intention toward fashion brands in Pakistan?
3. How does consumer brand engagement affect purchase intention in the context of Pakistan's fashion industry?
4. Does consumer brand engagement mediate the relationship between corporate social responsibility and purchase intention?

Chapter 2: Literature Review

Corporate Social Responsibility

Corporate Social Responsibility (CSR) has emerged as a central concept in both academic research and business practice. Originally rooted in the idea that corporations have responsibilities beyond profit maximization, CSR has broadened to include environmental stewardship, ethical labor practices, and proactive engagement with community stakeholders (Carroll, 1991; Maignan, 2001). In the context of the fashion industry, this topic has gained urgency due to the sector's well-documented social and environmental challenges, including labor exploitation, pollution, and waste (Chan et al., 2020). For an emerging market such as Pakistan, which is one of the world's leading apparel producers, understanding CSR within the fashion industry's cultural, economic, and regulatory landscape is vital (Yeo et al., 2018). This section presents a comprehensive review of the CSR literature, focusing on its

dimensions — economic, legal, ethical, and philanthropic responsibilities — and situates these within Pakistan’s fashion industry.

Globally, the fashion industry has faced increasing scrutiny over its CSR practices. High-profile incidents such as the Rana Plaza collapse in Bangladesh brought global attention to poor working conditions and supply chain vulnerabilities (Chan et al., 2020). Consequently, there has been a surge in research examining how apparel firms integrate CSR into their operations and strategic positioning. Scholars highlight that CSR in fashion is not only about internal compliance but also about communicating values that resonate with increasingly conscientious consumers (Bhattacharya & Sen, 2004; Du et al., 2011).

CSR strategies in global fashion brands typically encompass environmental initiatives (e.g., eco-friendly materials, recycling programs), ethical sourcing, and labor welfare improvements. It is widely posited that such strategies can build brand legitimacy and consumer trust, which are critical for competitive advantage (Sen et al., 2006; Pomeroy, 2017). Research also suggests that consumers are willing to pay a premium for ethically produced fashion products, especially among younger demographics and in markets with high environmental awareness (Guzmán & Davis, 2017).

While the literature on CSR in developed markets is robust, studies focusing on emerging markets like Pakistan remain limited but growing. Pakistan’s fashion and textile industry is one of its most significant economic sectors, contributing substantially to GDP and export revenues. Despite its economic importance, the industry grapples with issues such as inadequate labor protections, environmental degradation, and weak CSR enforcement mechanisms (Yeo et al., 2018; Ogunmokin et al., 2021).

Studies that investigate CSR implementation in Pakistan highlight unique challenges. First, regulatory enforcement is inconsistent, particularly in labor rights and environmental regulations. Second, cultural norms and business practices often prioritize economic survival over ethical or philanthropic initiatives (Hoang & Nguyen, 2020). Third, consumer awareness of CSR is relatively nascent compared to Western markets, though it has been increasing due to global media exposure and advocacy by NGOs (Yeo et al., 2018).

Despite these hurdles, some forward-thinking Pakistani fashion brands have begun experimenting with CSR programs, particularly in areas such as worker safety, fair wages, and community engagement. There is emerging evidence that these efforts, even if modest, are positively perceived by segments of local consumers, especially urban millennials who prioritize ethical consumption (Chan et al., 2020; Ogunmokin et al., 2021). However, comprehensive empirical research that systematically measures the impact of CSR dimensions on consumer attitudes and behaviors within Pakistan’s fashion context remains scarce.

Consumer Brand Engagement

Consumer brand engagement (CBE) has gained increasing attention in marketing literature as firms seek to move beyond transactional relationships toward deeper, more meaningful connections with consumers. Rather than viewing consumers as passive recipients of marketing messages, engagement theory positions them as active participants who think about, feel for, and act toward brands (Brodie et al., 2011). In this regard, consumer brand engagement is widely conceptualized as a multidimensional construct encompassing cognitive, affective, and behavioral dimensions (Hollebeek et al., 2014). These dimensions collectively reflect the depth and quality of a consumer's relationship with a brand.

In the fashion industry, engagement is particularly important due to the symbolic, experiential, and identity-related nature of fashion consumption. Consumers often engage with fashion brands not only for functional reasons but also to express personal values, social identity, and lifestyle preferences (Fernandes & Moreira, 2019). In emerging markets such as Pakistan, where the fashion industry is rapidly evolving, understanding consumer brand engagement provides valuable insights into how brands can build lasting relationships and influence purchase decisions.

Consumer brand engagement originates from relationship marketing and service-dominant logic, which emphasize long-term interactions and value co-creation between firms and consumers (Brodie et al., 2011). Engagement goes beyond satisfaction or loyalty by capturing the intensity of consumers' cognitive processing, emotional involvement, and behavioral participation related to a brand. Hollebeek et al. (2014) define consumer brand engagement as a consumer's positively valenced cognitive, emotional, and behavioral investment in brand interactions.

This multidimensional view is widely accepted in the literature, as it recognizes that engagement is not a single action or feeling but a combination of mental focus, emotional attachment, and observable behaviors. Cognitive engagement reflects how much consumers think about a brand, affective engagement captures their emotional connection, and behavioral engagement represents their active participation, such as purchasing, recommending, or interacting with the brand (Dwivedi, 2015).

Purchase Intention

Purchase intention is one of the most widely studied constructs in consumer behavior research and is often used as a strong predictor of actual buying behavior. It reflects a consumer's conscious plan or willingness to purchase a particular product or brand in the future (Kim & Manoli, 2022). In marketing research, purchase intention is particularly valuable because it captures consumers' evaluative judgments and decision-making tendencies before an actual purchase occurs, making it useful for understanding and predicting market outcomes.

In the fashion industry, purchase intention plays a critical role due to the highly competitive nature of the market and the frequent introduction of new styles, collections, and brands. Fashion consumers are exposed to numerous alternatives, and their purchase decisions are influenced not only by product attributes such as price and quality but also by brand image, emotional connection, and ethical considerations (Han et al., 2019). In emerging markets like Pakistan, where the fashion industry is expanding rapidly, understanding the factors that shape purchase intention is essential for both academic research and managerial practice.

Purchase intention is commonly defined as the likelihood or probability that a consumer will buy a particular product or brand within a specified period (Moreira et al., 2017). It represents a consumer's motivational state and serves as an immediate antecedent to actual purchase behavior. According to theory of planned behavior, intention is the strongest predictor of behavior, as it captures an individual's readiness to perform a specific action (Ajzen, as cited in Kim & Manoli, 2022).

In marketing literature, purchase intention is treated as a cognitive outcome that results from consumers' evaluations of brand-related information, emotional responses, and perceived value. When consumers hold favorable attitudes toward a brand and believe that purchasing it aligns with their needs and values, their purchase intention increases (Prentice & Loureiro, 2018). In the fashion context, purchase intention reflects consumers' willingness to buy clothing or accessories from a brand based on perceived style, quality, affordability, and brand meaning.

The fashion industry is characterized by rapid product turnover, symbolic consumption, and strong emotional involvement. As a result, purchase intention in fashion is influenced by a wide range of factors beyond functional utility. Consumers often purchase fashion products to express identity, social status, or cultural belonging, making purchase intention a complex and multidimensional construct (Han et al., 2019).

Research indicates that brand-related factors such as brand image, brand trust, and emotional attachment significantly influence purchase intention in fashion markets (Moreira et al., 2017). When consumers perceive a fashion brand as stylish, reliable, and aligned with their self-image, they are more likely to intend to purchase its products. Moreover, fashion brands that successfully differentiate themselves through storytelling and values are better positioned to convert positive perceptions into purchase intentions.

Mediating Role of Consumer Brand Engagement

The relationship between CSR and PUR has been widely examined in consumer behavior literature; however, empirical findings remain inconsistent and, at times, inconclusive. While many studies report a positive association between CSR and PUR, others reveal weak or indirect effects. These mixed results have led scholars to argue that CSR does not always influence PUR directly, but rather operates through intervening psychological and relational mechanisms. In this context, CBE has emerged as a critical

mediating variable that explains how and why CSR initiatives translate into favourable consumer behavioral outcomes.

CBE represents a deeper level of consumer–brand interaction characterized by cognitive, emotional, and behavioral investment. Unlike attitudinal constructs such as satisfaction or trust, engagement captures an active and dynamic relationship in which consumers participate, interact, and co-create value with brands. CSR initiatives serve as meaningful stimuli that trigger engagement by appealing to consumers’ moral values, social identity, and emotional responses. Through engagement, CSR moves beyond symbolic gestures and becomes integrated into the consumer’s relationship with the brand.

From a cognitive perspective, CSR initiatives enhance engagement by increasing consumer awareness, attention, and information processing related to the brand. When firms communicate their ethical practices, environmental commitments, and social contributions effectively, consumers are more likely to think about the brand, evaluate its actions, and integrate CSR information into their brand perceptions. Mohr, Webb, and Harris (2001) emphasized that CSR awareness is a prerequisite for positive consumer response, suggesting that cognitive engagement plays a foundational role in mediating CSR effects on PUR.

The emotional dimension of engagement further strengthens the mediating process. CSR initiatives often evoke positive emotions such as admiration, pride, trust, and respect, particularly when consumers perceive them as sincere and value-driven. These emotional responses foster attachment and identification with the brand, creating a sense of emotional closeness. When consumers emotionally connect with socially responsible brands, they are more likely to develop favourable attitudes and stronger purchase intentions. Studies by Soni (2018) and Ghazzawi et al. (2016) demonstrate that CSR-induced emotional engagement significantly enhances consumers’ willingness to support and advocate for brands.

Behavioral engagement represents the observable manifestation of cognitive and emotional investment, including participation in brand activities, advocacy, and repeat purchasing. CSR initiatives encourage consumers to engage behaviourally by providing opportunities for involvement, such as cause-related marketing campaigns, community programs, and sustainability initiatives. Engaged consumers often share CSR-related content, recommend brands to others, and actively defend them against criticism. This behavioral participation reinforces PUR by strengthening commitment and reducing switching behavior.

Theoretical Framework

The relationship between corporate social responsibility (CSR) and consumer behavior has been widely examined through multiple theoretical lenses, reflecting the complexity of how socially responsible practices influence consumer decision-making. In particular, scholars have emphasized that CSR does not operate in isolation but affects consumers through psychological, social, and relational mechanisms. In line with this perspective, the present

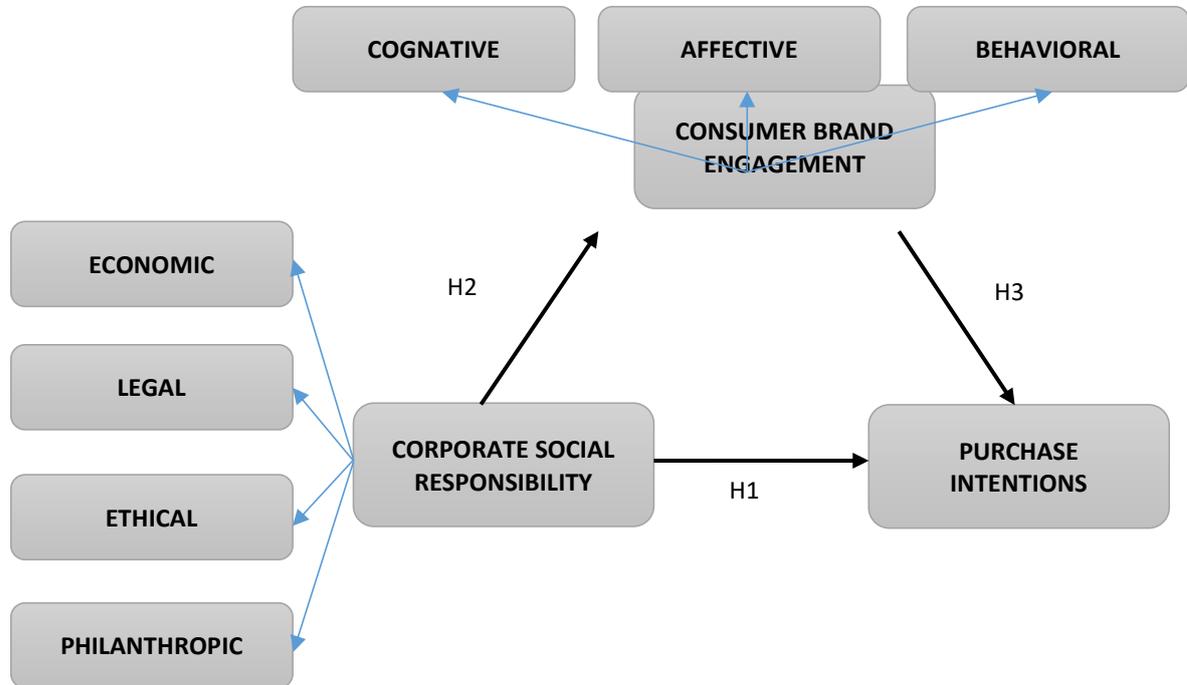
study draws upon stakeholder theory, social identity theory, and the theory of planned behavior to explain the influence of CSR on purchase intention, while incorporating consumer brand engagement (CBE) as a mediating mechanism.

Stakeholder theory, originally proposed by Freeman (1984), provides a foundational explanation for why organizations engage in CSR activities. The theory argues that firms have responsibilities not only to shareholders but also to a wide range of stakeholders, including customers, employees, communities, and the environment. From a consumer perspective, this implies that individuals actively evaluate how companies fulfill their social and ethical obligations. When fashion brands demonstrate responsible behavior toward workers, society, and the environment, consumers are more likely to form positive evaluations of those brands. Stakeholder theory therefore explains the normative and relational basis through which CSR influences consumer attitudes and behavioral intentions.

Social identity theory, introduced by Tajfel and Turner (1979), offers a psychological explanation for the impact of CSR on consumer responses. According to this theory, individuals derive part of their self-concept from their membership in social groups or their association with entities that reflect their personal values. When a fashion brand engages in socially responsible activities, it signals values such as fairness, sustainability, and social concern. Consumers who identify with these values are more likely to develop a sense of identification with the brand. This identification strengthens emotional attachment and enhances consumers' willingness to support the brand through engagement and purchasing behavior. In this way, social identity theory helps explain how CSR initiatives foster deeper consumer-brand relationships.

Conceptual Framework

Based on the theoretical foundations discussed above, the conceptual framework of this study positions corporate social responsibility (CSR) as the independent variable, consumer brand engagement (CBE) as the mediating variable, and purchase intention (PI) as the dependent variable. CSR is conceptualized as a higher-order construct comprising economic, legal, ethical, and philanthropic responsibilities, consistent with Carroll's (1991) framework. Consumer brand engagement is treated as a multidimensional construct encompassing cognitive, affective, and behavioral dimensions, while purchase intention reflects consumers' likelihood to purchase, repurchase, or recommend fashion brands.



Hypotheses Development

The present study proposes a conceptual framework that examines the relationships among corporate social responsibility (CSR), consumer brand engagement (CBE), and purchase intention (PI) in the context of Pakistan's fashion industry. Drawing upon stakeholder theory, social identity theory, and the theory of planned behavior, this section develops hypotheses to explain how CSR influences consumer behavior directly and indirectly through consumer brand engagement.

Corporate social responsibility has been widely recognized as an important determinant of consumer attitudes and behavioral intentions. According to stakeholder theory, firms that fulfill their economic, legal, ethical, and philanthropic responsibilities are more likely to gain stakeholder support, including that of consumers (Freeman, 1984). From a consumer perspective, socially responsible practices signal trustworthiness, credibility, and concern for societal welfare.

Empirical studies have demonstrated that consumers tend to favor brands that engage in responsible business practices. Sen and Bhattacharya (2006) argue that CSR initiatives enhance consumers' evaluations of companies, which in turn increase their willingness to purchase from such firms. In the fashion industry, where ethical and social issues are highly visible, CSR is particularly influential in shaping purchase decisions. Consumers are more inclined to purchase from fashion brands that demonstrate fair labor practices, environmental responsibility, and community involvement.

H1: Corporate Social Responsibility positively influences consumer Purchase Intention.

Beyond its direct influence on purchase intention, CSR is also expected to enhance consumer brand engagement. Social identity theory suggests that consumers are more likely to engage with brands that reflect their personal values and social identity (Tajfel & Turner, 1979). When fashion brands engage in socially responsible practices, they communicate values that resonate with ethically and socially conscious consumers, fostering stronger psychological connections.

Hollebeek et al. (2014) explain that consumer brand engagement involves cognitive attention, emotional attachment, and active participation in brand-related activities. CSR initiatives can stimulate cognitive engagement by encouraging consumers to think positively about the brand, affective engagement by strengthening emotional bonds, and behavioral engagement through actions such as word-of-mouth, social media interaction, and repeat purchasing.

Previous research supports the positive relationship between CSR and consumer engagement. Bhattacharya and Sen (2004) note that CSR initiatives can create meaningful consumer–brand relationships by encouraging consumers to identify with socially responsible brands. In the context of Pakistan’s fashion industry, CSR-driven engagement is expected to be particularly relevant as brands increasingly interact with consumers through digital platforms. Accordingly, the following hypothesis is proposed:

H2: Corporate Social Responsibility positively influences Consumer Brand Engagement.

Consumer brand engagement is increasingly recognized as a key driver of behavioral outcomes in marketing research. Engaged consumers are more likely to develop favorable attitudes toward brands and translate these attitudes into supportive behaviors, including purchase intention. Brodie et al. (2011) argue that engagement represents a deeper level of consumer–brand interaction that goes beyond satisfaction and loyalty.

In the fashion industry, where emotional and symbolic consumption is prevalent, engaged consumers tend to exhibit stronger purchase intentions. Cognitive engagement enhances brand awareness and consideration, affective engagement strengthens emotional attachment, and behavioral engagement increases consumers’ willingness to support the brand through purchasing and advocacy. Empirical studies have shown that higher levels of consumer brand engagement are associated with increased purchase intention and repurchase behavior.

Given the relational nature of fashion consumption and the growing importance of engagement-based marketing strategies, the following hypothesis is proposed:

H3: Consumer Brand Engagement positively influences Purchase Intention.

While CSR is expected to influence purchase intention directly, recent research suggests that this relationship is often indirect and operates through engagement-based mechanisms. According to stakeholder theory and social

identity theory, CSR initiatives enhance consumers' perceptions and identification with brands, which in turn encourage deeper engagement. This engagement then translates into stronger behavioral intentions.

The theory of planned behavior further supports the mediating role of consumer brand engagement by suggesting that positive attitudes and social norms generated by CSR initiatives are more likely to result in purchase intention when consumers are actively engaged with the brand. Empirical studies indicate that CSR-related engagement strengthens the impact of CSR on consumer decision-making by transforming positive perceptions into actionable behaviors.

In the context of Pakistan's fashion industry, consumer brand engagement is expected to play a critical role in amplifying the effect of CSR on purchase intention. Therefore, the following mediating hypothesis is proposed:

H4: Consumer Brand Engagement mediates the relationship between Corporate Social Responsibility and Purchase intention.

These hypotheses reflect the direct and indirect pathways proposed in the conceptual framework. CSR is hypothesized to directly influence both PUR and CBE, CBE is hypothesized to influence PUR, and CBE is further posited as a mediator that explains how CSR translates into consumer purchasing behavior. The model integrates theoretical and empirical evidence from stakeholder theory, social identity theory, and the theory of planned behavior, providing a comprehensive structure for empirical testing in diverse market contexts. By testing these hypotheses, the study aims to clarify the mechanisms through which socially responsible practices can create meaningful consumer engagement and enhance PURs, offering both theoretical and practical insights for marketers and organizations aiming to implement effective CSR strategies.

Chapter 3: Research Methodology

Introduction

This chapter presents a comprehensive overview of the research methodology adopted for this study, which examines the impact of CSR on consumer PUR with the mediating role of consumer brand engagement in the Pakistani fashion industry. The methodology chapter provides a detailed rationale for each methodological decision, ensuring clarity, transparency, and replicability. It outlines the research philosophy, approach, design, population, sampling techniques, data collection methods, measurement scales, pilot testing, data analysis strategies, ethical considerations, and limitations. The purpose of this chapter is to establish a systematic foundation for understanding how data was collected, analyzed, and interpreted to achieve the research objectives.

Research Design

Research Philosophy

Research philosophy is the underlying belief system about the nature of reality and how knowledge can be acquired. It influences the research approach, design, and methods. For this study, a positivist research philosophy was adopted. Positivism asserts that social phenomena are objective, measurable,

and independent of the researcher's perceptions. This philosophy allows researchers to collect empirical evidence, test hypotheses, and produce generalizable findings.

Research Approach

This study follows a deductive research approach, which begins with a theoretical foundation and existing literature to formulate hypotheses that are empirically tested. Deductive reasoning is appropriate for studies aiming to confirm or test specific theoretical relationships. In this research, hypotheses were developed based on prior studies that link CSR to consumer behavior, and the mediating role of CBE.

A deductive approach provides a structured path from theory to empirical testing, allowing the study to evaluate causality and directionality in the relationships among variables. It contrasts with an inductive approach, which is more exploratory and generates theory from observations rather than testing existing theories. Since the purpose here is hypothesis testing rather than theory building, deduction provides the most appropriate framework.

Type of Research

This study is explanatory in nature. Explanatory research focuses on understanding the causal relationships between variables rather than merely describing phenomena. The primary objective of this research is to examine how CSR influences PUR and how CBE mediates this relationship. By identifying and quantifying these relationships, explanatory research provides insights into the underlying mechanisms driving consumer behavior.

Explanatory research is suitable here because it goes beyond describing CSR activities or consumer responses and allows the study to test hypotheses derived from existing theories. Unlike descriptive research, which only outlines "what is happening," explanatory research clarifies "why" and "how" CSR initiatives affect PUR through engagement.

Research Method

The study adopts a quantitative research method. Quantitative research allows for the measurement of constructs using structured instruments and the statistical testing of hypotheses. This method is ideal for studies aiming to produce generalizable results and establish patterns or relationships among variables.

Structured questionnaires were employed as the primary data collection tool. Respondents' attitudes and perceptions regarding CSR, CBE, and PUR were measured using Likert-scale items adapted from validated studies in the literature. The quantitative approach ensures objectivity, reduces researcher bias, and facilitates precise statistical analysis.

Alternative methods, such as qualitative research (e.g., interviews, focus groups), were considered but deemed less appropriate because they focus on subjective experiences, narratives, and deep explorations of meanings rather than measurable relationships. Since this study aims to quantify the effects of CSR on consumer behavior, quantitative methods provide the necessary rigor and reliability.

Time Horizon

The study uses a cross-sectional time horizon, meaning that data were collected at a single point in time rather than over an extended period. A cross-sectional design is appropriate for examining relationships among variables at a particular moment and is commonly used in consumer behavior research.

The primary justification for a cross-sectional approach is practical feasibility. Longitudinal studies, while useful for observing changes over time and establishing causality, require significantly more time and resources. Given the study's scope and objectives, a cross-sectional design allows for timely collection of data from a diverse sample, enabling robust hypothesis testing without compromising quality.

Although cross-sectional studies cannot establish long-term causality, they provide valid insights into current consumer perceptions and behaviors. Future research could extend this study with longitudinal designs to track

Population and Sample

The population of interest comprises Pakistani consumers aged 18 to 64 who actively engage with fashion brands. This demographic was selected because it represents the primary consumers of fashion products and is likely to be aware of CSR initiatives.

A total of 103 valid responses were obtained for this study. Although the sample size is modest, PLS-SEM is suitable for exploratory and prediction-oriented research with smaller samples, particularly in emerging-market contexts. Moreover, with a sample of 103, the study achieves a sampling error of $\pm 2.78\%$ at a 95.5% confidence level (assuming $p = q = 0.5$).

The sample distribution reflects diversity in terms of gender, age, education, employment, and income to ensure that findings represent a wide spectrum of consumer behaviors. Demographic details show 63% male, 34% female, and 1% unspecified; 70% of respondents were aged 20–39; 68% had graduate-level education, and 59% reported monthly incomes between PKR 50,000–100,000.

The diversity in demographics increases the external validity of the study, enhancing confidence that results are generalizable to the urban Pakistani consumer population.

Sampling Technique

A non-probabilistic convenience sampling method was employed. Convenience sampling was necessary due to practical constraints, including time, resource limitations, and the online nature of the survey. Quota sampling ensured proportional representation across critical demographic variables (age and gender), mitigating potential sampling biases inherent in convenience sampling.

Although probability sampling methods such as simple random sampling or stratified sampling offer stronger representativeness, they were not feasible due to the absence of a complete population frame and logistical constraints. By combining convenience sampling with quotas, the study maintains a balance between practical feasibility and representativeness.

Data Collection Methods

Primary data were collected via a structured online questionnaire. The questionnaire was designed in two sections. The first section collected demographic information, including age, gender, education, employment sector, and income. The second section measured the study's key constructs—CSR, CBE, and PUR—using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

Online distribution was justified because the target population is digitally active, particularly regarding engagement with fashion brands on social media platforms. Online data collection also allowed for quick responses, reduced costs, and broad geographic reach within Pakistan.

Measurement Scales

Measurement scales were adopted from validated instruments in the literature to ensure reliability and validity. CSR items were adapted from Cuesta-Valiño et al. (2023). Consumer brand engagement items were based on Cuesta-Valiño et al. (2023), and PUR items were taken from Cuesta-Valiño et al. (2023).

All items were measured using a five-point Likert scale, which is widely recognized for capturing attitudes, perceptions, and intentions in social science research. Likert scales facilitate quantitative analysis and allow for the application of parametric statistical techniques. The use of validated scales ensures construct validity, comparability with previous studies, and robustness of the findings.

To ensure the reliability and validity of the measurement scales, Cronbach's alpha was calculated for each construct during the pilot test. Values above the threshold of 0.70 were considered acceptable, consistent with standard practices in social sciences research (Nunnally & Bernstein, 1994). Construct validity was assessed using confirmatory factor analysis (CFA), verifying that each item loaded significantly on its respective latent construct. Convergent and discriminant validity were also examined to confirm that the constructs measure distinct but related dimensions of consumer behavior.

By adopting these validated scales with careful adaptation, this study ensures that the measurement of CSR, CBE, and PUR is both reliable and valid, providing a solid foundation for subsequent data analysis and hypothesis testing.

Data Analysis Techniques

The collected data were analyzed using SPSS for descriptive statistics and Partial Least Squares Structural Equation Modeling (PLS-SEM) for hypothesis testing.

Descriptive statistics summarized demographic characteristics and response patterns. PLS-SEM was chosen due to its ability to analyze complex models with multiple constructs and mediating variables, even with relatively small sample sizes.

Reliability was evaluated using Cronbach's alpha and composite reliability, while convergent validity and discriminant validity were assessed through

Average Variance Extracted (AVE) and the Fornell-Larcker criterion. Mediation analysis followed Preacher and Hayes' (2008) procedure to examine the indirect effect of CSR on PUR through CBE.

The choice of PLS-SEM is justified because it allows simultaneous testing of direct and indirect relationships and is suitable for predictive and explanatory modeling in consumer behavior research.

Ethical Considerations

Ethical standards were strictly observed throughout the research process. Participants provided informed consent and were informed about the study's purpose, voluntary participation, and the option to withdraw at any time. Responses were anonymized, and data confidentiality was maintained in accordance with ethical guidelines.

Adhering to ethical principles safeguards participants' rights, ensures the credibility of findings, and aligns with international research standards.

Limitations

Despite the study's rigor, several limitations exist. First, the geographic focus on Hyderabad and Karachi limits the generalizability of findings to other regions of Pakistan or globally. Second, the cross-sectional design captures data at a single point in time, limiting causal inference. Third, self-reported measures may be influenced by social desirability bias or inaccurate recall.

Future research could adopt longitudinal designs, expand geographic coverage, and employ mixed-method approaches to enhance generalizability and deepen understanding of consumer behavior in response to CSR initiatives.

Summary

This chapter has provided a comprehensive account of the methodology used to examine the relationship between CSR, consumer brand engagement, and PUR. The study's positivist philosophy, deductive approach, quantitative cross-sectional design, structured questionnaire, validated measurement scales, and robust analysis techniques ensure reliability, validity, and transparency. Ethical considerations and limitations have been acknowledged to guide future research.

By providing detailed justifications for every methodological decision, this chapter ensures that the research process is systematic, replicable, and aligned with the study's objectives

Chapter 4: Analysis And Results

Descriptive Statistics

Characteristics of Sample

Table 1: Demographic Characteristics of the Sample (N = 103)

		Frequency (f)	Percentage (%)
Gender	Male	65	63
	Female	35	34
	Prefer not to say	1	1
Age (years)	15–19	15	15
	20–39	72	70

		Frequency (f)	Percentage (%)
Education	40–54	5	5
	55–64	1	1
	Middle school	1	1
	Secondary school	1	1
	Higher secondary	3	3
	Undergraduate	23	22
	Graduate	70	68
	Ph.D.	4	4
	Not specified	1	1
Employment Sector	Private sector	41	40
	Student	29	28
	Government	27	26
	Semi-government	3	3
	Unemployed	5	5
	Business / Freelance	1	1
	Not specified	1	1
Monthly (PKR) Income	< 50,000	9	9
	50,000–100,000	61	59
	100,000–200,000	8	8
	> 200,000	7	7
	Prefer not to say	17	16
	Not specified	1	1

N = 103

The study's 103 participants represent a diverse cross-section of the Pakistani population in terms of gender, age, education, employment, and income. In terms of gender, 63% of respondents were male, 34% female, and 1% preferred not to disclose their gender. The age distribution indicated that the majority of participants were young adults, with 15% aged 15–19 years, 70% between 20–39 years, 5% between 40–54 years, and 1% aged 55–64 years.

Regarding educational attainment, the sample was highly educated: 68% held a graduate degree, 22% had an undergraduate degree, 4% possessed a Ph.D., 3% had completed higher secondary education, and 1% each reported secondary or middle school as their highest level of education; 1% did not specify their education level.

With respect to employment sector, respondents were primarily employed in the private sector (40%), followed by students (28%) and government employees (26%). Smaller proportions were unemployed (5%), worked in semi-government or autonomous roles (3% each), or were engaged

in business or freelancing (1% each); 1% did not indicate their employment sector.

Finally, in terms of monthly income, the majority of participants (59%) reported earning between PKR 50,000 and PKR 100,000, while 9% earned less than PKR 50,000, 8% earned between PKR 100,000 and PKR 200,000, and 7% earned above PKR 200,000. Additionally, 16% preferred not to disclose their income, and 1% did not specify.

Descriptive Statistics of the Constructs

Table 2: Descriptive Statistics of Constructs

	M	SD	Skewness	Kurtosis
Economic (Eco)	14.30	2.81	-0.88	1.05
Legal (Leg)	10.05	2.45	-0.42	0.48
Ethical (Eth)	13.45	3.39	-0.23	-0.19
Philanthropic (Phi)	19.54	5.12	-0.13	-0.42
Cognitive Engagement (Cog)	11.11	2.57	-0.66	0.61
Affective Engagement (Aff)	13.79	3.49	-0.25	-0.32
Behavioral Engagement (Beh)	8.94	2.67	-0.31	-0.60
Purchase Intentions (Pur)	10.98	1.43	-0.74	0.94

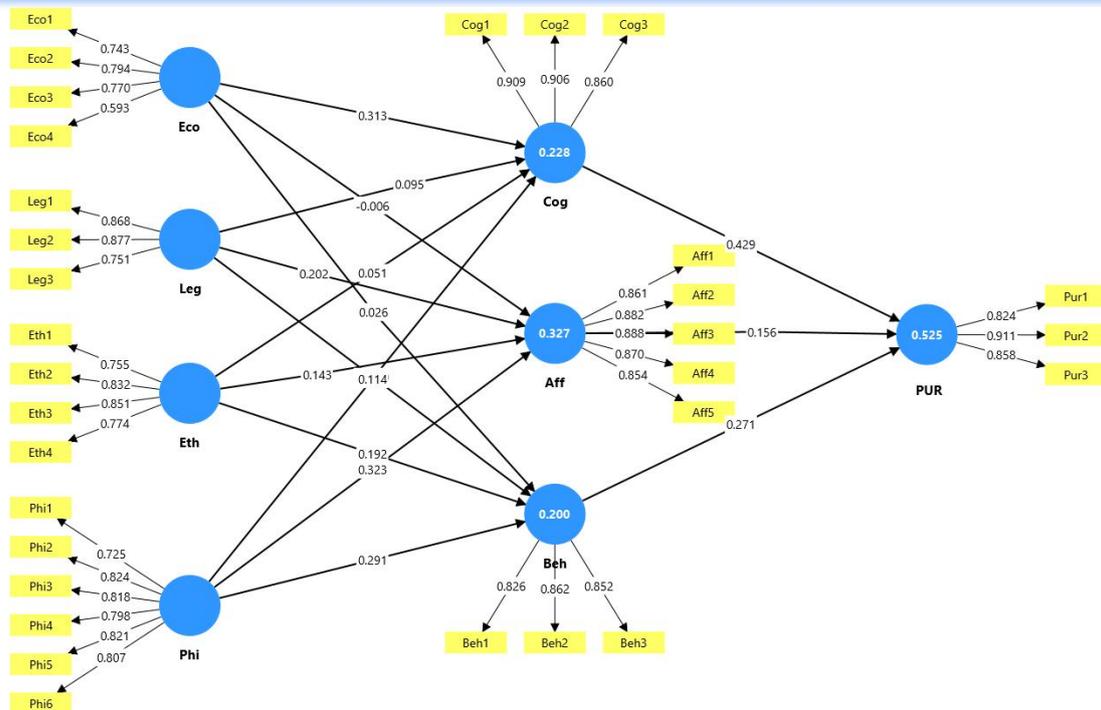
The descriptive statistics for the study constructs are presented in Table 2. On the CSR dimensions, Economic responsibility (Eco) had a mean of 14.30 (SD = 2.81), indicating a moderately high perception among respondents, with a slightly negative skewness (-0.88) and a leptokurtic distribution (K = 1.05). Legal responsibility (Leg) scored a mean of 10.05 (SD = 2.45), with a mild negative skew (-0.42) and slightly platykurtic distribution (K = 0.48). Ethical responsibility (Eth) showed a mean of 13.45 (SD = 3.39), skewness of -0.23, and kurtosis of -0.19, suggesting a fairly symmetric distribution. Philanthropic responsibility (Phi) reported a mean of 19.54 (SD = 5.12), with near-zero skewness (-0.13) and slightly negative kurtosis (K = -0.42).

For CBE, Cognitive engagement (Cog) had a mean of 11.11 (SD = 2.57), skewness of -0.66, and kurtosis of 0.61; Affective engagement (Aff) had a mean of 13.79 (SD = 3.49), skewness of -0.25, and kurtosis of -0.32; Behavioral engagement (Beh) had a mean of 8.94 (SD = 2.67), skewness of -0.31, and kurtosis of -0.60.

Finally, PUR scored a mean of 10.98 (SD = 1.43), with skewness of -0.74 and kurtosis of 0.94, indicating a slightly negatively skewed but reasonably normal distribution. It suggests that respondents generally held positive perceptions of CSR initiatives, engaged cognitively and emotionally with brands, and demonstrated a favorable PUR.

Measurement Model Evaluation

The measurement model was assessed in terms of internal consistency reliability, convergent validity, and discriminant validity, following the guidelines by Hair et al. (2019, 2022).



Factor Loadings

Factor loading refers to the "the extent to which each of the items in the correlation matrix correlates with the given principal component. Factor loadings can range from -1.0 to + with higher absolute values indicating a higher correlation of the item with the underlying factor" (Pett et al., 2003, p. 299). None Of the items in the study had factor loading less than the recommended value of .50 (Hair et at, 2016). Hence, no items were further removed. Factor loadings are presented in table 3.

Table 3: Factor Loadings

	Aff	Beh	Cog	Eco	Eth	Leg	Phi	Pur
Aff1	0.861							
Aff2	0.882							
Aff3	0.888							
Aff4	0.870							
Aff5	0.854							
Beh1		0.826						
Beh2		0.862						
Beh3		0.852						
Cog1			0.909					
Cog2			0.906					
Cog3			0.860					
Eco1				0.743				
Eco2				0.794				
Eco3				0.770				
Eco4				0.593				
Eth1					0.755			

Eth2	0.832		
Eth3	0.851		
Eth4	0.774		
Leg1		0.868	
Leg2		0.877	
Leg3		0.751	
Phi1			0.725
Phi2			0.824
Phi3			0.818
Phi4			0.798
Phi5			0.821
Phi6			0.807
Pur1			0.824
Pur2			0.911
Pur3			0.858

Indicator Multicollinearity

Variance Inflation Factor (VIF) statistic is utilized to assess multicollinearity in the indicators (Fornell & Bookstein, 1982). to Hair et (2016) multicollinearity is not a serious issue if the value for VIF is below 4. Table 3 presents the VIF values for the indicators in the study and reveals that for each of the indicators is below the recommended threshold.

Table 4: Multicollinearity Statistics (VIF) for indicators

	VIF
Aff1	2.941
Aff2	3.663
Aff3	3.472
Aff4	2.723
Aff5	2.811
Beh1	1.798
Beh2	2.049
Beh3	1.583
Cog1	2.810
Cog2	2.772
Cog3	1.898
Eco1	1.356
Eco2	1.444
Eco3	1.387
Eco4	1.226
Eth1	1.538
Eth2	1.947
Eth3	1.870
Eth4	1.670
Leg1	1.766
Leg2	1.919
Leg3	1.436
Phi1	1.771

Phi2	2.203
Phi3	2.293
Phi4	2.186
Phi5	2.410
Phi6	2.451
Pur1	1.709
Pur2	2.471
Pur3	2.025

Internal Consistency and Reliability

According to Mark (1996) "Reliability is defined as the extent to which a measuring instrument is stable and consistent. The essence of reliability is repeatability. If an instrument is administered over and over again, will it yield the same results" (p. 285). two most commonly used methods for establishing reliability include Cronbach Alpha and Composite Reliability (CR).

The results for both Cronbach alpha and composite reliability results are presented in Table 5A and 5B. The Cronbach's Alpha ranged from .771 to .950 whereas Composite Reliability statistics ranged from .867 to .964. Both indicators of reliability have reliability statistic over the required threshold of .70 (Hail et al., 2011). Hence, construct reliability is established.

Table 5A: First Order Constructs Reliability Statistics

	Cronbach's alpha	Composite reliability
Aff	0.921	0.922
Beh	0.805	0.818
Cog	0.871	0.871
Eco	0.708	0.731
Eth	0.817	0.831
Leg	0.781	0.804
Phi	0.887	0.892
Pur	0.831	0.838

Table 5B: Higher Order Constructs Reliability Statistics

	Cronbach's alpha	Composite reliability
CBE	0.789	0.794
CSR	0.831	0.840

Convergent Validity

Convergent validity is the degree to which multiple attempts to measure the same concept are in agreement. The idea is that two or more measures of the same thing should covary highly if are valid measures of the concept (Bagozzi et al., 1991, p. 425). When the AVE value is greater than or equal to the recommended value of .50, items converge to measure the underlying construct and hence convergent validity is established (Fornell & Larcker, 1981).

Convergent validity results base on the AVE statistics in the current study show that all the constructs have an AVE value greater than .50. Hence, convergent validity is established. Table 6A and 6B shows the AVE value for each of the constructs.

Table 6A: First Order Convergent Validity Results

	AVE
Aff	0.759
Beh	0.717
Cog	0.795
Eco	0.532
Eth	0.646
Leg	0.696
Phi	0.639
Pur	0.748

Table 6B: Higher Order Convergent Validity Results

	AVE
CBE	0.704
CSR	0.665

Discriminant Validity

Discriminant validity is the degree to which measures of different concepts are distinct. The notion is that if two or more concepts are unique, then valid measures of each should not correlate too highly" (Bagozzi et al., 1991, p. 425). HTMT is based on the estimation of the correlation between the constructs. Discriminant validity is established based on the ratio. However, the threshold for HTMT has been debated in existing literature; Kline (2011) suggested a threshold of .85 or less, while Henseler et al. (2015) recommend a liberal threshold of .90 or less.

The HTMT results show (Table 7A and 7B) that ratio is less than the required threshold of .90. CSR and CBE were modeled as second-order constructs. Therefore, discriminant validity between each higher-order construct and its respective first-order dimensions was not assessed, as high correlations are conceptually expected. After excluding higher-order–lower-order comparisons, all HTMT values were below the recommended threshold of 0.90, indicating adequate discriminant validity among the remaining constructs.

Table 7A: First Order Heterotrait-Monotrait Ratio (HTMT) Ratios for Discriminant Validity

	Aff	Beh	Cog	Eco	Eth	Leg	Phi	Pur
Aff								
Beh	0.745							
Cog	0.693	0.545						
Eco	0.380	0.320	0.560					
Eth	0.555	0.463	0.437	0.764				
Leg	0.526	0.313	0.413	0.653	0.780			
Phi	0.567	0.490	0.384	0.550	0.794	0.602		
Pur	0.680	0.683	0.762	0.507	0.441	0.397	0.534	

Table 7B: Higher Order Heterotrait-Monotrait Ratio (HTMT) Ratios for Discriminant Validity

	CBE	CSR
CBE		
CSR	0.680	
PUR	0.871	0.568

According to Fornell and Larcker (1981) criterion, discriminant validity is established when the square root of AVE for a construct is greater than its correlation with all other constructs. In this study, square root of for a construct was found greater than its correlation with other constructs (Table 8A and 8B). Hence, providing strong support for establishment of discriminant validity.

Table 8A: First Order Fornell Larcker Criterion

	Aff	Beh	Cog	Eco	Eth	Leg	Phi	Pur
Aff	0.871							
Beh	0.646	0.847						
Cog	0.622	0.457	0.892					
Eco	0.322	0.261	0.441	0.729				
Eth	0.487	0.393	0.374	0.591	0.804			
Leg	0.453	0.263	0.338	0.487	0.634	0.834		
Phi	0.520	0.423	0.338	0.451	0.681	0.509	0.800	
Pur	0.598	0.567	0.649	0.385	0.374	0.317	0.463	0.865

Table 8B: Higher Order Fornell Larcker Criterion

	CBE	CSR
CBE	0.839	
CSR	0.556	0.816

Table 8C: Cross-Loadings of Measurement Items

	Aff	Beh	Cog	Eco	Eth	Leg	Phi	Pur
Aff1	0.861	0.576	0.476	0.239	0.358	0.383	0.398	0.522
Aff2	0.882	0.490	0.530	0.280	0.430	0.413	0.446	0.433
Aff3	0.888	0.528	0.618	0.248	0.459	0.418	0.463	0.537
Aff4	0.870	0.548	0.520	0.399	0.496	0.423	0.489	0.522
Aff5	0.854	0.665	0.560	0.230	0.372	0.338	0.463	0.579
Beh1	0.519	0.826	0.378	0.227	0.270	0.206	0.320	0.451
Beh2	0.550	0.862	0.394	0.161	0.281	0.165	0.325	0.433
Beh3	0.568	0.852	0.389	0.263	0.422	0.280	0.415	0.541
Cog1	0.539	0.375	0.909	0.413	0.330	0.339	0.262	0.572
Cog2	0.535	0.401	0.906	0.389	0.268	0.281	0.282	0.587
Cog3	0.590	0.447	0.860	0.376	0.401	0.282	0.360	0.578
Eco1	0.233	0.140	0.357	0.743	0.376	0.381	0.184	0.177
Eco2	0.287	0.363	0.265	0.794	0.484	0.353	0.437	0.335
Eco3	0.266	0.130	0.399	0.770	0.493	0.386	0.409	0.333
Eco4	0.113	0.085	0.261	0.593	0.359	0.300	0.256	0.285
Eth1	0.436	0.180	0.328	0.474	0.755	0.541	0.408	0.277
Eth2	0.346	0.271	0.331	0.418	0.832	0.577	0.573	0.289
Eth3	0.437	0.430	0.343	0.551	0.851	0.510	0.616	0.397

Eth4	0.333	0.360	0.184	0.440	0.774	0.410	0.585	0.211
Leg1	0.434	0.238	0.308	0.454	0.607	0.868	0.486	0.252
Leg2	0.399	0.289	0.239	0.384	0.561	0.877	0.427	0.265
Leg3	0.283	0.109	0.307	0.377	0.391	0.751	0.347	0.288
Phi1	0.328	0.259	0.390	0.332	0.462	0.348	0.725	0.392
Phi2	0.515	0.375	0.314	0.417	0.594	0.455	0.824	0.410
Phi3	0.397	0.369	0.172	0.258	0.552	0.386	0.818	0.293
Phi4	0.485	0.356	0.155	0.419	0.611	0.442	0.798	0.354
Phi5	0.377	0.295	0.275	0.315	0.536	0.433	0.821	0.307
Phi6	0.362	0.364	0.315	0.399	0.498	0.367	0.807	0.450
Pur1	0.504	0.441	0.537	0.330	0.255	0.183	0.311	0.824
Pur2	0.550	0.535	0.608	0.299	0.375	0.302	0.447	0.911
Pur3	0.495	0.492	0.537	0.377	0.335	0.333	0.437	0.858

Structural Model Assessment

The structural model was evaluated by examining collinearity, coefficient of determination (R^2), and overall model fit.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to assess the model's explanatory power. The results indicate that the model explains 31.0% of the variance in Customer Brand engagement ($R^2 = 0.310$) and 51.0% of the variance in Purpose ($R^2 = 0.510$). According to established guidelines, these values represent moderate explanatory power. The adjusted R^2 values were only marginally lower, suggesting that the model is not affected by overfitting.

Table 7: Explained Variance

	R-square	R-square adjusted
CBE	0.310	0.303
PUR	0.510	0.500

Model Fit

Overall model fit was assessed using the standardized root mean square residual (SRMR). The SRMR value for both the saturated and estimated models was 0.078, which is below the recommended threshold of 0.08. This indicates a good model fit and suggests that the proposed model adequately represents the observed data.

Table 8: SRMR Values (Standardized Root Mean Square Residual)

SRMR	Saturated model	Estimated model	
		95%	99%
	0.078	0.072	0.078
Saturated model	0.078	0.072	0.078
Estimated model	0.078	0.072	0.078

Hypothesis Testing and Structural Relationships

The significance of the hypothesized relationships was assessed using bootstrapping procedures. Table 9 presents the standardized path coefficients, t-statistics, and p-values.

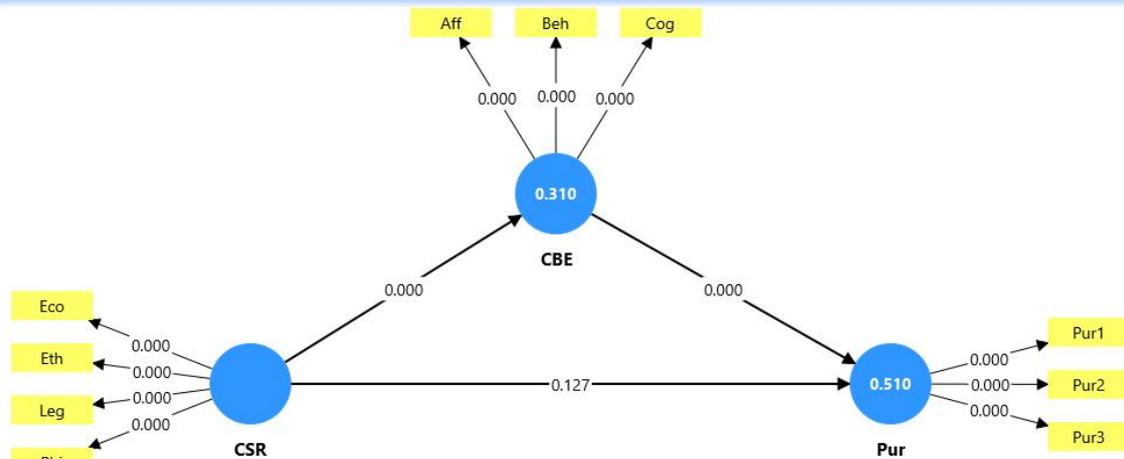


Table 9: Hypothesis Testing Results – Path Coefficients

	β	Standard deviation	T statistics	P values
CSR -> PUR	0.122	0.080	1.525	0.127
CSR -> CBE	0.556	0.088	6.298	0.000
CBE -> PUR	0.639	0.054	11.789	0.000

H1: CSR has a significant impact on PUR

The direct effect of CSR on PUR was not statistically significant ($\beta = 0.122, t = 1.525, p = 0.127$). This finding implies that CSR does not directly influence PURs when Customer Brand Engagement is included in the model. Thus, H1 is not supported.

H2: CSR has a significant impact on CBE

CSR was found to have a significant positive effect on CBE ($\beta = 0.556, t = 6.298, p < 0.001$). This result indicates that CSR initiatives play an important role in fostering customer engagement with the brand. Consequently, H3 is supported.

H3: CBE has a significant impact on PUR

The results indicate a strong and positive relationship between Customer Brand Engagement and PUR ($\beta = 0.639, t = 11.789, p < 0.001$). This finding suggests that higher levels of customer brand engagement significantly enhance consumers’ sense of purpose. Therefore, H2 is supported.

Mediation Analysis

The mediating effect of consumer brand engagement (CBE) in the relationship between corporate social responsibility (CSR) and purchase intention (PI) was examined using the bootstrapping procedure. The results of the indirect and total effects are presented below.

Table 10: Indirect Effects

	β	Standard deviation	T statistics	P values
CSR -> CBE -> Pur	0.356	0.066	5.413	0.000

H4: CBE mediates the relationship between CSR and PUR

The indirect effect of corporate social responsibility on purchase intention through consumer brand engagement was found to be statistically significant ($\beta = 0.356, t = 5.413, p < 0.001$). This indicates that CSR influences purchase

intention through consumer brand engagement. According to mediation guidelines proposed by Hair et al. (2019), when the indirect path through the mediator is significant while the direct path becomes non-significant, full mediation is established. These findings indicate that CSR Influences PUR indirectly through CBE, rather than exerting a direct effect.

Summary of Hypothesis Testing and Mediation Results

Hypothesis Path	β	t-value	p-value	Result
H1 CSR → PUR	0.122	1.525	0.127	Not supported
H2 CSR → CBE	0.556	6.298	< 0.001	Supported
H3 CBE → PUR	0.639	11.789	< 0.001	Supported
H4 CSR → CBE → PUR	0.356	5.413	< 0.001	Full mediation

**Chapter 5: Discussion
 Overview of Findings**

This study set out to examine the impact of corporate social responsibility (CSR) on purchase intention (PI), with consumer brand engagement (CBE) serving as a mediating mechanism, within the context of fashion retail in Pakistan. The findings provide strong empirical support for the proposed conceptual model and offer meaningful insights that extend existing CSR literature in emerging markets.

The results reveal three key findings. First, CSR has a significant positive effect on consumer brand engagement, indicating that socially responsible practices help fashion brands build stronger cognitive, emotional, and behavioral connections with consumers. Second, consumer brand engagement significantly influences purchase intention, highlighting engagement as a critical driver of consumer decision-making. Third, the findings demonstrate that the relationship between CSR and purchase intention is fully mediated by consumer brand engagement, suggesting that CSR influences purchase intention primarily through its ability to foster meaningful consumer–brand relationships.

Collectively, these findings suggest that CSR initiatives are most effective when they actively engage consumers, rather than merely enhancing brand image or signaling ethical intent.

Corporate Social Responsibility and Purchase Intention

The results indicate that CSR does not have a significant direct effect on consumers’ purchase intention, leading to the rejection of Hypothesis H1. This finding suggests that consumers’ perceptions of CSR alone are insufficient to directly influence their purchasing decisions. While prior studies conducted in both developed and developing markets (e.g., Mohr et al., 2001; Cuesta-Valiño et al., 2023) report a positive association between CSR and PUR, the present

study highlights that this relationship may not be universally direct across contexts.

This result supports the existence of the attitude–behavior gap identified by Boulstridge and Carrigan (2000), wherein consumers may hold favorable attitudes toward socially responsible brands but do not necessarily translate these attitudes into actual purchase behavior. In the Pakistani context, this gap may be attributed to factors such as price sensitivity, limited consumer awareness of CSR initiatives, and skepticism regarding corporate motives, particularly in markets where CSR communication is inconsistent or perceived as symbolic rather than substantive. These findings imply that while CSR may shape consumer perceptions, additional psychological and relational mechanisms—such as consumer brand engagement—are required to convert CSR perceptions into PUR.

Corporate Social Responsibility and Consumer Brand Engagement

The findings provide strong empirical support for Hypothesis H2. Consistent with prior studies (Cuesta-Valiño et al., 2023), the findings demonstrate that CSR significantly enhances consumer brand engagement. This suggests that socially responsible practices strengthen consumers' cognitive awareness, emotional attachment, and behavioral involvement with brands, reinforcing the role of CSR as a driver of deeper consumer–brand relationships.

This result reinforces the theoretical arguments of Hollebeek et al. (2014) and Ghazzawi et al. (2016), who posit that CSR initiatives create shared values between brands and consumers, thereby strengthening identification and emotional bonding. In the fashion retail industry—where brand meaning, symbolism, and identity are highly salient—CSR initiatives related to ethical sourcing, environmental sustainability, and community development appear particularly effective in stimulating engagement.

Consumer Brand Engagement and Purchase Intention

Hypothesis H3 is supported, confirming that CBE has a significant positive effect on PUR. Engaged consumers—those who are cognitively attentive, emotionally attached, and behaviourally involved—demonstrate stronger intentions to purchase from fashion brands.

This finding is consistent with engagement theory, which emphasizes that engagement represents a deeper, more enduring form of consumer–brand relationship than attitudes alone. Emotional engagement, in particular, appears to play a critical role in converting positive brand perceptions into behavioral intentions, supporting prior empirical findings in emerging markets (Soni, 2018; Vahadati et al., 2015).

Importantly, this finding highlights that CSR operates more powerfully as a relationship-building mechanism than as a direct sales trigger. Consumers are more likely to process CSR information, feel emotionally connected, and actively interact with brands they perceive as socially responsible, even before forming concrete PUR.

Mediating Role of Consumer Brand Engagement

The absence of a significant direct relationship between CSR and purchase intention highlights the importance of examining indirect mechanisms through which CSR influences consumer behavior. The most important contribution of this study lies in the confirmation of Hypothesis H4, which establishes consumer brand engagement as a full mediator in the relationship between CSR and purchase intention.

The mediation analysis indicates that CSR does not directly translate into purchase intention; rather, it influences purchase intention through enhanced cognitive, affective, and behavioral engagement. This finding supports social identity theory, which suggests that consumers who engage with socially responsible brands are more likely to internalize brand values as part of their self-concept, thereby strengthening purchase intention. From the perspective of the theory of planned behavior, engagement reinforces favorable attitudes and subjective norms, facilitating the translation of CSR perceptions into behavioral intentions.

In the Pakistani fashion retail context, where awareness and understanding of CSR initiatives vary across consumer segments, this full mediating effect underscores the importance of visibility, authenticity, and consumer participation. CSR initiatives that fail to meaningfully engage consumers may not be sufficient to influence purchase intention, regardless of their ethical or philanthropic merit.

Theoretical Implications

The findings of this study offer substantial contributions to the academic understanding of corporate social responsibility (CSR), consumer brand engagement (CBE), and purchase intention (PI) within the fashion industry, particularly in an emerging market context. First, the study extends stakeholder theory by demonstrating that CSR initiatives function not merely as symbolic or reputational gestures, but as strategic mechanisms for fostering meaningful consumer engagement. By establishing that the relationship between CSR and purchase intention is fully mediated by consumer brand engagement, the study highlights the complexity of CSR's influence on consumer behavior and challenges theoretical models that assume a direct CSR–behavior relationship.

The findings of this study extend prior CSR–engagement research (e.g., Cuesta-Valiño et al., 2023) by demonstrating that CSR does not exert a direct influence on PUR. Instead, consumer brand engagement fully mediates this relationship, indicating that CSR-driven purchase behavior occurs only when consumers are cognitively, emotionally, and behaviorally engaged. This full mediation effect, observed in a developing-country context, adds theoretical nuance to CSR literature by challenging the assumption of a direct CSR–purchase linkage.

Moreover, the study contributes to engagement theory by empirically validating the critical role of CBE as a multidimensional construct encompassing cognitive, emotional, and behavioral components. The findings suggest that engagement is not only a response to marketing stimuli but a

central mechanism through which ethical, social, and environmental brand initiatives manifest in concrete consumer actions. This supports prior assertions in the literature that engagement represents a psychological state in which consumers invest attention, energy, and commitment to the brand, ultimately shaping their PURs.

The research also extends the literature on CSR in emerging markets. Most existing studies focus on developed countries, often assuming homogeneity in consumer responses to CSR. By situating the study within the Pakistani context, this research highlights that consumers in emerging markets are increasingly value-driven and socially conscious. This reinforces the notion that cultural, economic, and social contexts shape consumer perceptions of CSR, emphasizing the need for context-specific models that account for regional and demographic particularities.

Finally, the study's use of higher-order constructs for both CSR and CBE provides a more nuanced theoretical framework. By integrating multiple dimensions of CSR—ethical, philanthropic, environmental, legal, and economic—into a coherent construct, the research illustrates that consumers perceive CSR holistically. This integrated approach allows scholars to understand how multidimensional CSR initiatives collectively influence engagement and purchase behavior, rather than assessing single aspects in isolation.

The theoretical implications are multifaceted: the study strengthens the understanding of mediating mechanisms between CSR and consumer behavior, validates the centrality of engagement in driving PURs, underscores the importance of contextualizing CSR research in emerging markets, and provides a robust framework for modeling complex, multidimensional constructs.

Practical Implications

The findings of this study provide several important managerial implications for fashion retailers operating in Pakistan and similar emerging-market contexts. Most importantly, the results indicate that CSR should not be treated merely as a reputational or philanthropic activity, nor as a direct driver of purchase intention. Instead, CSR influences consumer purchase intention indirectly through consumer brand engagement, suggesting that managers should focus on how CSR initiatives are designed, communicated, and experienced by consumers. Fashion retailers that conceptualize CSR as an engagement-driven strategy are more likely to translate socially responsible practices into meaningful consumer outcomes.

Managers should recognize that CSR initiatives are most effective when they actively involve consumers at cognitive, emotional, and behavioral levels. CSR communication that merely highlights donations or compliance is unlikely to generate meaningful engagement. Instead, retailers should emphasize storytelling, transparency, and consumer participation in socially responsible practices. For example, initiatives related to ethical sourcing, fair labor practices, and environmental sustainability should be communicated in ways that allow consumers to understand the brand's values, emotionally

connect with its mission, and feel that their purchasing decisions contribute to positive social outcomes. Such engagement-oriented CSR strategies strengthen emotional attachment and reinforce consumers' identification with the brand, thereby increasing PUR.

The results also underscore the importance of authenticity and strategic alignment between CSR initiatives and the core operations of fashion retailers. Consumers are increasingly skeptical of CSR activities that appear symbolic or disconnected from a brand's primary business. In the fashion industry, where concerns related to labor exploitation, environmental impact, and supply chain transparency are highly salient, managers should prioritize CSR initiatives that directly address these issues. By aligning CSR activities with core industry challenges, retailers can enhance perceived credibility and trust, which are essential for sustaining consumer engagement and long-term loyalty. CSR initiatives that lack strategic fit risk being perceived as opportunistic, thereby weakening their impact on engagement and PUR.

Digital platforms play a critical role in amplifying the engagement potential of CSR initiatives. Given the strong presence of fashion consumers on social media, managers should leverage digital channels to communicate CSR efforts in a transparent and interactive manner. Rather than relying on one-way promotional messages, fashion retailers should encourage dialogue, feedback, and consumer-generated content related to CSR initiatives. This interactive approach enhances behavioral engagement, strengthens brand communities, and increases the likelihood that consumers will internalize CSR values as part of their purchasing decisions. Effective digital communication also improves CSR visibility, which is particularly important in emerging markets where consumer awareness of corporate responsibility remains uneven.

Another important implication relates to market segmentation and long-term brand strategy. The findings suggest that CSR-driven engagement is particularly influential among consumers who are socially conscious and value-driven. While price sensitivity remains a dominant factor for many consumers in developing economies, fashion retailers can leverage CSR to build long-term loyalty among segments that prioritize ethical and social considerations. Managers should therefore adopt a differentiated strategy, using CSR not only as a short-term promotional tool but as a long-term investment in brand equity and consumer trust. Over time, sustained engagement with socially responsible brands can reduce price sensitivity and strengthen repeat purchasing behavior.

Finally, for managers operating in emerging-market contexts such as Pakistan, the results highlight the limitations of traditional philanthropic CSR approaches. While charitable activities remain culturally valued, they are insufficient on their own to generate sustained consumer engagement and PUR. Managers should complement philanthropic initiatives with ethical, environmental, and operational CSR practices that are integrated into daily business operations. By doing so, fashion retailers can move beyond symbolic CSR and develop a more comprehensive, engagement-driven approach that

enhances competitiveness, strengthens consumer relationships, and supports sustainable business growth.

Future Research Directions

Building on the findings of this study, several avenues for future research emerge, each aimed at extending the understanding of the relationships among CSR, CBE, and PUR, particularly in emerging markets. While this research provides valuable insights, it also has inherent limitations, which present opportunities for further exploration.

First, future studies could expand the geographical scope to include multiple regions or countries. While this study focused on Pakistan and captured insights from urban populations, consumer perceptions of CSR and engagement behaviors are shaped by cultural, social, and economic contexts. Comparative research across diverse emerging and developed markets could reveal whether the mediating role of CBE is consistent or varies across cultural contexts. Cross-cultural investigations could also explore how societal values, ethical norms, and consumer activism influence the effectiveness of CSR strategies, allowing for more generalizable theoretical models.

Second, there is scope to extend research across industries. This study focused on the fashion sector, where CSR initiatives are highly visible due to public scrutiny around sustainability and ethical production. Future research could examine industries with different CSR dynamics, such as technology, food and beverage, or financial services. Such studies could determine whether engagement-driven mechanisms operate similarly across sectors, or whether the mediating effects of CBE are more pronounced in industries where ethical concerns are central to brand perception.

Third, the current study employed a cross-sectional research design, capturing consumer perceptions at a single point in time. Longitudinal research could provide deeper insights into the temporal dynamics of CSR, engagement, and purchase behavior. For instance, tracking consumer engagement over time in response to ongoing CSR initiatives could reveal how long-term exposure affects brand loyalty, advocacy, and repeat purchase behavior. Panel studies or time-series analyses could also identify the durability of CSR's influence on consumer behavior and whether engagement effects accumulate or diminish over time.

Fourth, future research could investigate additional mediators and moderators within the CSR–CBE–PUR framework. While this study established CBE as a full mediator, other psychological mechanisms such as trust, brand love, emotional attachment, or perceived brand authenticity could be explored. Similarly, potential moderating variables such as consumer involvement, personal values, social media usage, or demographic factors could clarify for whom and under what conditions CSR is most effective. These additions would enrich theoretical models and provide more nuanced guidance for practitioners.

Fifth, methodologically, future studies could integrate mixed-methods approaches. Qualitative research, including interviews or focus groups, could uncover deeper insights into consumer motivations, interpretations, and

emotional responses to CSR initiatives. Combining qualitative insights with quantitative modeling could enhance the validity and richness of findings, offering both breadth and depth in understanding the interplay between CSR, engagement, and purchasing behavior.

Sixth, technology-mediated consumer interactions present another promising direction. Future research could explore digital engagement platforms such as social media, brand apps, and online communities as moderators or channels through which CSR influences engagement. In an increasingly connected world, digital platforms amplify the reach and visibility of CSR initiatives, and understanding how engagement in these spaces translates into behavioral intentions could provide actionable insights for digital marketing strategies.

Lastly, scholars could examine the long-term societal and business impact of CSR initiatives. Beyond immediate PURs, future studies could investigate whether engagement-driven CSR contributes to sustainable consumption patterns, community well-being, and environmental outcomes. This would bridge the gap between marketing effectiveness and broader societal objectives, aligning research with the evolving paradigm of purpose-driven business.

In conclusion, these directions collectively highlight the need for research that is more contextual, longitudinal, multi-sectoral, and methodologically diverse. By addressing these areas, future studies can deepen theoretical understanding, refine strategic frameworks, and provide actionable insights for brands seeking to leverage CSR as a tool for meaningful consumer engagement and sustainable business growth.

Limitations of the Study

While this research provides valuable insights into the relationship between CSR, CBE, and PUR, several limitations must be acknowledged to contextualize the findings and guide future studies.

Firstly, the geographical focus of the study is limited to Pakistan, primarily urban areas such as Hyderabad and Karachi. While the sample provides meaningful insights into consumer behavior within this context, cultural, economic, and social factors unique to Pakistan may influence perceptions of CSR and consumer engagement. Consequently, the findings may not be fully generalizable to other countries or regions, particularly those with differing levels of economic development, consumer awareness, or cultural values regarding corporate responsibility.

Secondly, the study employed a cross-sectional research design, which captures consumer perceptions, engagement, and PUR at a single point in time. Although this design allows for efficient data collection and analysis, it limits the ability to draw causal inferences or observe changes in consumer behavior over time. Consumer attitudes and engagement levels may evolve due to new CSR initiatives, changes in brand reputation, or broader market dynamics, which this study could not account for.

Thirdly, the study was confined to the fashion industry, which has distinctive characteristics in terms of consumer behavior, brand engagement, and

sensitivity to CSR initiatives. The fashion sector often relies heavily on brand image, social media presence, and ethical considerations in consumer decision-making. Therefore, the results may not be fully applicable to other industries where consumer engagement dynamics differ, such as technology, FMCG, or services. Future research should explore diverse sectors to validate and extend the model's applicability.

Fourthly, the study relies on self-reported survey data, which introduces potential biases. Respondents may provide socially desirable answers, overreport engagement, or misinterpret survey items, affecting the accuracy of the data. Although validated scales and careful questionnaire design were employed, the inherent subjectivity of self-report measures remains a limitation.

Fifthly, the sample size of 103 respondents, while sufficient for structural equation modeling and providing reliable statistical results, is relatively small compared to large-scale studies. A larger and more heterogeneous sample could enhance statistical power, reduce potential sampling errors, and improve the external validity of the findings. Additionally, the non-probabilistic, convenience-based sampling method may limit the representativeness of the sample, despite efforts to balance demographics such as age and gender.

Sixthly, the study did not incorporate other potential mediators or moderators, such as consumer trust, perceived authenticity, brand loyalty, or socio-demographic factors like income and lifestyle, which may influence the CSR–PUR relationship. Including these variables in future research could provide a more comprehensive understanding of the mechanisms through which CSR initiatives influence consumer behavior.

Lastly, the study primarily focuses on short-term behavioral intentions rather than actual purchase behavior. While PUR is a reliable predictor of behavior, it does not always perfectly translate into real-world actions. Longitudinal studies tracking actual purchase patterns in response to CSR initiatives could offer stronger evidence of the practical impact of CSR on consumer behavior.

In summary, while this study provides valuable contributions to understanding the indirect effect of CSR on PUR through consumer brand engagement, the above limitations suggest that its findings should be interpreted with caution. Future research addressing these limitations could further strengthen the theoretical and practical implications of CSR strategies and consumer engagement in diverse contexts.

Recommendations

Based on the findings and insights of this study, several practical and theoretical recommendations can be proposed for businesses, policymakers, and future researchers.

The results highlight the crucial mediating role of CBE in the relationship between CSR and PUR. Therefore, companies should focus not only on implementing CSR initiatives but also on actively communicating and engaging consumers with these initiatives. CSR activities should be tailored to resonate with the target audience's values, preferences, and social concerns.

For example, fashion brands could emphasize sustainable sourcing, ethical labor practices, or environmental conservation initiatives and integrate these messages across social media platforms and marketing campaigns.

Furthermore, brands should invest in strategies that strengthen consumer-brand interactions. Engagement can be fostered through interactive campaigns, storytelling, loyalty programs, and digital experiences that allow consumers to participate actively rather than remain passive recipients of CSR messages. By enhancing engagement, companies can indirectly boost consumers' PUR, ensuring that CSR efforts translate into tangible business outcomes.

It is also recommended that organizations adopt a holistic CSR approach encompassing economic, ethical, legal, philanthropic, and environmental dimensions. The multidimensional nature of CSR allows brands to appeal to different consumer values, increasing the likelihood of positive engagement and strengthening brand loyalty. Moreover, measuring the effectiveness of CSR campaigns through consumer feedback, engagement metrics, and sales data can provide actionable insights to refine strategies and maximize impact.

Policymakers and industry regulators should encourage transparency and accountability in CSR initiatives. Companies that publicly report on the outcomes of their CSR efforts, including social, environmental, and ethical impacts, can enhance trust and credibility among consumers. Incentives or recognition for organizations demonstrating high-quality CSR practices can further promote responsible corporate behavior across industries.

This study opens several avenues for further academic investigation. Future research could extend the current model by incorporating additional mediators, such as brand trust, perceived authenticity, or customer satisfaction, to better understand the underlying mechanisms linking CSR and purchase behavior. Moderating factors, such as demographic characteristics, cultural values, or social media usage, can also be explored to assess how different segments of the population respond to CSR initiatives.

Longitudinal studies and panel data could provide insights into the long-term effects of CSR on brand loyalty and repeat purchase behavior. Expanding the research to multiple countries or industries would enhance generalizability and allow for cross-cultural comparisons, highlighting how cultural, economic, or social differences influence CSR perception and engagement.

Conclusions

The purpose of this study was to investigate the influence of CSR on consumers' PUR, with a particular focus on the mediating role of CBE. The findings offer several key conclusions that contribute both to theory and practice.

Firstly, the study confirms that CBE is a critical mechanism through which CSR initiatives impact PUR. While CSR alone may not directly drive consumers' buying behavior, its ability to foster meaningful engagement with the brand significantly enhances the likelihood of purchase. This underscores

the importance of considering engagement as a central strategy for translating CSR investments into consumer action.

Secondly, the research demonstrates that CSR is multidimensional and can shape consumer perceptions across ethical, environmental, economic, philanthropic, and legal dimensions. These perceptions collectively influence how consumers interact with the brand, highlighting the importance of adopting a comprehensive approach to CSR that goes beyond isolated initiatives.

Thirdly, the study emphasizes the significance of aligning CSR activities with consumer values and expectations. Consumers today are increasingly aware and conscious of corporate practices. When brands communicate their CSR efforts effectively and engage consumers in these initiatives, they build trust, loyalty, and emotional connections that extend beyond functional product attributes.

From a theoretical perspective, this research enriches the understanding of CSR's indirect effects on purchase behavior through engagement, adding empirical support to existing literature that emphasizes the mediating role of consumer-brand interactions. The findings suggest that models of consumer behavior should integrate engagement as a key pathway to understand how CSR initiatives influence decision-making processes.

From a practical standpoint, businesses are encouraged to invest in CSR strategically, ensuring initiatives are visible, meaningful, and aligned with consumer interests. By doing so, companies can not only contribute positively to society but also enhance brand reputation, strengthen consumer relationships, and drive sustainable business growth.

In conclusion, this study highlights that CSR is not merely a moral or ethical obligation for companies; it is a strategic tool that, when coupled with effective consumer engagement, can significantly influence PUR and brand loyalty. The insights provided here offer both scholars and practitioners a roadmap for understanding and leveraging the interplay between CSR, engagement, and consumer behavior in today's competitive and socially conscious marketplace.

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