

CORPORATE SOCIAL RESPONSIBILITY AND BRAND IMAGE'S INFLUENCE ON PURCHASE INTENTION OF FASHION CONSUMERS IN MALAYSIA

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Abstract

Aspirations toward a more emblematic way of life and the inventiveness of architects and designers fuel one of the world's major industries: fashion. By relying on mass manufacturing as well as a low-cost structure to drive consumer demand, it exhausts the planet's natural resources. The popularity of fashion as a consumer good has skyrocketed in current and past years. The advent of the "Fast-Fashion Model" has spurred a flurry of innovation in the garment market, with many well-known businesses regularly releasing new styles designed to appeal to a wide range of consumers. In contrast, adopting the "Fast-Fashion Model" has negative effects on both the community and the natural world. In addition, the concept of "ethical consumption" is becoming increasingly popular among fashionistas around the world. Therefore, brand image and CSR are utilized to positively affect purchase intent in order to mitigate negative impacts and attract ethically conscious consumers. To that end, researchers in Malaysia set out to determine how CSR and brand image influence customers' propensity to buy fashion items. This research was also done with the purpose of making suggestions for how clothing companies in Malaysia may leverage CSR & Brand Image can positively affect the purchasing intention of fashion customers in Malaysia. A quantitative method was used to compile these findings. This study's primary data came from an online questionnaire that was made specifically to investigate the variables of interest. An overwhelming majority of Klang Valley, Malaysian consumers were polled, with 166 replies. Convenience sampling, we employed a technique of A Google form's worth of data was exported to an Excel spreadsheet and analyzed using Smart PLS. Scholars, industry professionals, and policymakers can all benefit from this study's findings because they shed light on the inner workings and repercussions of both domestic and international fashion companies by summarizing the most important studies on the subject and drawing attention to emerging trends and knowledge gaps.

Keywords: Corporate Social Responsibility, Economic Responsibility, Brand Image and Purchase Intention.

1. INTRODUCTION

Considering that clothing acts as a substitute for the actual skin, it is clear that it is an item that everyone must have. Clothing, meeting the basic human need for security, is at the very top of Maslow's hierarchy of wants (Maslow, 1987). In today's environment, however, clothes serve a more practical purpose. It's not just something people need to survive; it also represents who they are. Clothes are a common way for people to show their individuality and make a statement. The way a person dresses can now be seen as a means of self-expression. Objects are visual representations of a person's identity and personality, including their age, gender, race, occupation, socioeconomic status, fashion preferences, color desires, time orientation, like, pride, attitudes, level of maturity, confidence, or self-esteem (Tong X., Su J.) (2022) additionally, clothing serves a number of other crucial functions. Research has also linked

specific styles of clothing to specific national identities, religious tenets, political movements, and times in history. According to one of the major databases of market research, Companies & Markets (2015), the worldwide apparel business indicates promising growth, with sales of about \$1.2 trillion in 2014. The global shoe, textile, sportswear, and apparel industries each employ between 60 and 75 million people. It was also claimed that the top garment buying countries are Europe, the United States, and Japan, while China, Bangladesh, & India are indeed the top garment countries that produce. More and more apparel retail stores from various worldwide brands (such as H&M, Uniqlo, Topshop, Victoria's Secret, and GAP) have gained considerable presence in South East Asian nations including Malaysia, Singapore, Indonesia, & Thailand due to this expanding business. Globalization in the fashion business has had a significant effect on customers' passion for and willingness to spend money on apparel (Subhani, Hasan, & Osman 2011).

1.1 Corporate Social Responsibility (CSR)

Corporations that engage in CSR hold themselves, its stakeholders, and the public to higher norms of ethical behavior. Through CSR, businesses can take into account the broader social, economic, and environmental consequences of their operations (also known as corporate citizenship). CSR can take several forms, depending on the organization and the industry in which it operates. Participation with (CSR) activities, such as charitable donations and community involvement, can boost a company's brand awareness and positive public perception. Before a company to be called socially responsible, it must first be accountable to its shareholders and management. When a company reaches a certain size, it can afford to give back to the society through corporate social responsibility activities. As in: "Ghaffarkadhim, K., et al" (2019). Therefore, international corporations are the most common users of CSR. After all, the more renowned and successful a firm is, the more of an obligation it has to set the standard for ethical business practices among its competitors, consumers, and the industry at large. According to Padgett (2011), CSR was first defined in the 1960s as an initiative taken by businesses to improve society, but by the 1970s, it had evolved into a tool used by corporate managements only for the purpose of mitigating societal problems. In the 1980s, businesses started paying greater attention to social issues, prompting the creation of corporate social responsibility (CSR) to help firms communicate better with their constituents. CSR, or corporate social responsibility, is a business concept that gained widespread acceptance in the 1990s. Jankalova's (2016) study suggests that there are three distinct dimensions to CSR: financial, social, and ecological. The study provides a consistent foundation for the concept of CSR, which has hitherto been understood as a ragtag bunch of principles. Rahman's (2011) research indicates that CSR is comprised of three parts: ethics, generosity, and strategy. Businesses have a "corporate social responsibility" to reduce the adverse effects of their operations on people and the environment. When companies engage in CSR out of pure compassion, they do so even if it means taking a financial hit or otherwise harming their bottom line. In order to achieve its financial goals, a company is said to be "strategic" about its corporate social responsibility (CSR).

1.2 Types of Corporate Social Responsibility

Corporate social responsibility could be conceptualized at its most basic level through four distinct lenses. A company is not automatically disqualified from being socially responsible just because it does not engage in any of these activities; participation is voluntary.

❖ Environmental Responsibility

The concept of corporate social responsibility was developed with environmental safety in mind. It is possible for a company to offset its environmental impact by contributing to worthy causes and conducting its operations efficiently. Both Murray and Lenzen (both J. (2010).

Companies often pursue environmental stewardship through:

- Its production technique minimizes environmental damage, waste, and the use of raw materials, and it also cuts down on emissions.
- Using recycling as a core business activity and encouraging reuse among its clientele.
- Replenishing depleted natural resources or contributing to organizations that work to mitigate the company's impact are two examples of how businesses might practice impact mitigation. Those that cut down trees for industrial purposes can pledge to replant at least as many.
- One scenario is relocating goods from one location to another in such a way that they produce fewer emissions and cause less pollution.
- Developing new product families that embody these ideals. A manufacturer of gas lawnmowers, for instance, might also create an electric model of the same tool.

❖ Ethical Responsibility

To do what is right and just is at the heart of ethical responsibility, which is a cornerstone of CSR. Companies typically set their own standards, yet factors like customer feedback can also shape a business's moral aims. Beekun, R. I., and Badawi, J. A. (2005).

Responsibility in an ethical sense includes situations like:

- We will treat our clients with dignity and respect, no matter their age, race, religion, or sexual orientation...
- Workers must be compensated and provided with advantages that go over and beyond what is necessary by law. For instance, everyone, regardless of their background, should be afforded the same possibilities in the workplace.
- Using more suppliers from a variety of backgrounds (including those who are underrepresented in business), whether by race, gender, sexual orientation, or economic standing.

- Timely and courteous communication of operational concerns to investors. It is possible and desirable for a firm to manage its relationship with its various parties beyond that which is stipulated by law, although this is rarely the case.

❖ **Philanthropic Responsibility**

A firm's philanthropic obligation is the bedrock of corporate social responsibility since it forces the company to consider the consequences of its actions on the community at large. A company's attempts to make the world a better place by making use of its resources are sometimes referred to as the company's "philanthropic responsibility." Jamali, D., & Mirshak, R. (2007).

This includes:

- Whether or not the company gives back a portion of its earnings to charitable organizations.
- Whether or not the corporation only does business with suppliers and vendors who share its values
- Whether the employer provides paid time off or a monetary match for employees' charitable efforts.
- If the corporation participates in or at least supports local fundraising events.

❖ **Financial Responsibility**

One of the basic tenets of CSR is financial accountability, which bridges the first three areas of focus. Saying that a company cares about the environment, society, as well as its employees is nice, but it means nothing unless those statements are followed up with concrete steps. Hi, I'm Velte, P. (2021).

This includes spending on:

- Innovation in sustainable product design.
- Having a well-rounded team is facilitated by actively seeking out and attracting a wide range of skill sets in prospective employees.
- Programs that educate workers about diversity and inclusion, social consciousness, and environmental protection.
- CSR methods that may cost more up front but provide a higher return on investment.
- Financial reporting, including external audits, will be transparent and on-time.

1.4 Brand Image

Customers' perceptions of a brand are known as "brand image." In simple terms, it is how consumers feel about the brand. There is a gradual evolution of this representation throughout time. A customer's impression of a brand is shaped by their experiences with that brand. These communications can take numerous shapes and aren't always about making a purchase or

employing a service. Customers' mental representations of a company's brand are known as the brand's "image." Definition: A customer's accumulated set of assumptions about the brand. According to a study conducted by Malik et al. (2012), the image of a brand—which conveys the value of a firm to consumers—is inseparable from its brand equity. Brand image is the sum of consumer beliefs, impressions, and perceptions about a product or service, as defined by Sondoh Jr., S., et al. (2007). In addition, a strong brand image contributes to a favorable initial impression, Together, he & Lai (2014). Consumers' perceptions of a brand's service or product quality are typically formed by their exposure to the brand's visual identity. Customers have a higher expectation that the offered product is of high quality if the brand image is favourable. In addition, consumers will have more faith in and loyalty to a brand if its image is positive. That is to say, a larger percentage of the target market will show preference for and loyalty to a company's brand if they have a positive public perception. Finally, a customer's attitude toward a brand has a significant impact on whether or not they decide to make a purchase. A company with a strong brand image can persuade its target market to buy its service or product considerably more quickly than competitors with a weaker brand image, even if the service or product on offer is identical. Two prophets: Mohammed & Rashid (2018). In conclusion, a strong brand image is essential for the success of the fashion industry as a whole in terms of swaying customer spending habits.

1.5 Purchase Intention

Customers' propensity to make a purchase is measured by their "purchase intention." The motivation to buy anything is a reliant variable, meaning it is affected by both internal and external variables. The consumer's propensity to make a purchase or use a service is quantified by their purchase intentions. The intent to buy is a crucial indicator in the marketing world. In actuality, marketing goods and items based on customer intentions, or the consumer's intent to accept, acquire, or use a certain product or service, that may or may not have been defined clearly by the firm or brand, is what is known as "marketing based on intentions" or "intent marketing." Marketing campaigns and promotions benefit greatly from using purchase intent as a metric. It can be quite simple to precisely iterate the type of material should be displayed inside an advertisement if you know the customer's intent. Intentions might reveal insights into the consumer's level of awareness. To add to that, the design for marketing initiatives might be based on the data gathered from these measurements. Customers' propensity to make purchases can be used to plot out a strategic advertising plan. According to studies conducted in Rezvani et al. (2012), a consumer's buy intent is defined as their goal, attitude, and readiness to pay for a certain brand based on subjective factors including their perception of the brand, their personal beliefs about the brand, and other similar factors. Further, Shah et al. (2006) define purchase intent as a consumer's tendency to acquire a product under particular conditions (2011). Brands also place a premium on the ability to sway consumers' decision to buy. The reason for this is that consumers have a lot of leeway in terms of their purchase goals and can satisfy the same goal with a variety of different products and services across virtually every market. We both agree that Wang and Tsai (2014). According to studies conducted in Cham et al. (2017), consumers' perceptions of a brand have a significant impact on their decisions to make a purchase. Companies with more favourable brand perception among their target

consumers are more likely to succeed. When consumers have a positive association with a brand, they are more likely to feel compelled to buy that brand's products. Finally, according to Galbreath's research, there is a strong correlation between CSR and consumer intent to buy (2010). When a company shows it cares about the community and the environment through its corporate social responsibility (CSR) initiatives, consumers are more likely to buy from that company in the future.

2. REVIEW OF LITERATURE

Ab Hamid, et al (2022) studied this study's overarching goal is to dispassionately examine the elements that have contributed to Islamic Malaysian financial institutions enjoying a favourable reputation. A company's reputation is built on three pillars: traits that are useful to consumers, attributes that make an emotional connection with them, and attributes that speak to their spirituality. Brand loyalty, on the other hand, results from positive public opinion of a business. This research contributes to our understanding of how spirituality, especially in the form of matters of faith, influences the public's perception of Islamic banks. This study has practical implications for Islamic banks as it provides higher management with information about what customer's value most about their bank. The concept of such a company's marketing strategy has only been explored from a logical and emotional standpoint. This study is the first to identify the spiritual brand feature as a significant factor in the public's perception of Islamic financial institutions.

Widayat, W., et al (2022) proposed this study aims to assess the public's perception of the value of corporate social responsibility (CSR) programs that benefit local communities, national economies, and global ecosystems. The Csr activities of cigarette companies allowed for the construction of world-famous monuments, and researchers conducted questionnaires as well as in interviews to learn more about the visitors' experiences. Individuals located at the research site were randomly picked to ensure a balanced representation of the population. For the suggested model, we use SmartPLS, a Part Least - square Equation Modelling program. Data collected from in-depth interviews was analyzed using Nvivo. Most of those polled in this study had a positive opinion of CSR's positive effects on society and the environment, but a less favourable impression of its financial benefits. This research shows that the public's perception of a company's positive impact on the environment, economy, or society is important to the company's overall reputation. CSR methods benefit the local economic, society, the environment, and they make places more comfortable, tranquil, and pollution-free. Apart from that, it's a great place to have meetings, catch a game, or hang out with friends and family.

Jannat, M., et al (2022) studied with an emphasis on the significance of trust in Bangladesh's financial sector, this study seeks to advance our knowledge of the connection between CSR and brand equity in the sector. For this study, researchers used a straightforward sampling strategy and a standardized online questionnaire to collect data from customers of private commercial banks. The researchers employed structural equation modeling (SEM) to define the whole structural model and investigate the direct and indirect relationships between the

constructs of the study. The results reveal that CSR has a beneficial and statistically significant impact on the value of brands. It was concluded from this investigation that trust had a mediating role between CSR elements and the brand-equity nexus. The findings of this study contribute to the existing literature by highlighting the significance of trust as just a method called between CSR and brand equity.

Atiqah, N., et al (2022) studied the Independent variable of internal signal with things' perceived price, value perception, or perceived risk are proposed as factors influencing House Brand consumers' purchasing decisions. The results show that every intrinsic cue played a substantial role in the selection of store brands. These signs can be either external to the product or built in in. However, brand strategies work as a predictor of consumer demand for house brand products and provide an extrinsic indication to shoppers. Especially when it comes to purchasing food, this will be thought about. Especially when consumers aren't familiar with a product's category, this is a critical consideration. Buyers can get a sense of the product's quality by looking at the store's reputation. In particular for corporate and regional branding materials, this study adds a new and important dimension. Store features such as layout, merchandise, and services influenced Malaysian consumers' decisions to purchase store brands. House brand items are a fantastic choice for consumers seeking things with excellent quality at a smaller price than national brands, suggesting that customers need not consider purchasing a food product from such a home brand with high quality when the demand of house brand products increases.

ALQAYSI, S. J., & ZAHARI, A. R. (2022) studied the Companies today need to invest heavily in marketing to compete in the marketplace. The goal of promotion is to increase repeat business by persuading consumers to trust and recommend a brand to others. Promoting one's products or services is a crucial step for any company. If you want to succeed in business, you need to implement a solid marketing strategy. The impact of social media and digital advertising has had a profound effect on the marketing landscape in today's highly competitive climate. In spite of the obvious benefits of these modern marketing strategies, many companies are resorting to unethical and misleading tactics that will only hurt them in the long term. The relationship between companies and their customers suffers when deceptive advertising techniques are used.

Zhang, Q., & Ahmad, S. (2021) studied the management professionals frequently use the phrase (CSR) to describe the process of integrating corporate objectives with broader social and environmental aims. Corporate social responsibility is a business tactic that helps the environment and people while also giving the company an edge in the marketplace. Businesses hope that public backing of their CSR efforts will provide them a competitive edge and allow them to grow sustainably over time. With a focus on the Pakistani market, this article aims to show how CSR initiatives can increase consumers' loyalty to a brand and ultimately their inclination to make a purchase. In addition, research has been done to see how conscious consumers play a part in the relationship between CSR and intent to buy. To do this, a survey was given to a representative cross-section of Pakistani consumers; responses were aggregated; and the resulting data were analyzed using structural equation modeling. We find the Csr

initiatives have a moderating effect on the connection between CSR activity and customer desire to buy by increasing both brand trust and image. Consequences and prospective avenues for further study are discussed.

Huo, C., Hameed, et al (2021) conducted the success of green innovation is measured in large part by how well it enhances a company's reputation for environmental responsibility. Recent research has examined the potential for CSR to impact customer behavior and increase the likelihood that they will make environmentally responsible purchases. Furthermore, the article examines the roles of brand loyalties and brand trust as mediators. Corporate social responsibility is also acknowledged for the role it plays in the achievement of innovation activities throughout Pakistan. To investigate the connections between the many parts of our complex theoretical framework, we employ structural equation modeling (SEM) analysis here. Information is collected by a combination of an identity survey questionnaire and a convenience sample technique. Researchers found that CSR has a significant impact on consumers' willingness to make a long-term purchase decision among Pakistani consumers. Increasing CSR has the additional benefit of increasing the production of eco-friendly innovations. Brand loyalty acts as a bridge between CSR, green innovation technologies, and environmentally conscious consumers. Trust in the brand is a likely directing the activities between corporate social accountability with consumer loyalty. It's fascinating to watch how brand trust and loyalty regulate the relationship between CSR and consumers' propensity to buy environmentally friendly products as well as the performance of green technologies. The findings of this article are useful for academics, professionals, as well as policymakers because they provide a window into textile, garment, and fashion brands with a concentrate on CSR to enhance ecofriendly innovation capability; they also highlight the most relevant studies in this field; and they show trends in research and gaps in the field.

LACAP, J. P. G., et al (2021) researched the corporate social responsibility has been proved to increase a company's competitive edge over the long term (CSR). More studies are needed to confirm the hypothesis of the integrated model that CSR has a beneficial impact on customer loyalty by way of brand satisfaction and higher quality. That's why we set out to examine how factors like "brand happiness" and "perceived quality" may temper the effect of CSR upon brand loyalty inside the telecommunications industry. In the province of Pampanga, homes were selected using a cluster sampling technique to present self-selected questionnaires. Partial Least - square - Pathway Modelling (PLS-PM) using WarpPLS 7.0 was used to undertake a causal-predictive study design, testing both direct and indirect relationships. The positive effects of CSR on customers' attitudes toward and loyalty to a brand were proven to be statistically significant. Brand satisfaction and perceived quality acted as mediators between CSR and brand loyalty. This study is instructive because it offers new insight into how the telecommunications industry may enhance its CSR strategies in order to attract and retain a more loyal client base.

Thorisdottir, T. S., & Johannsdottir, L. (2020) studied the aspirations toward a more emblematic way of life and the inventiveness of architects and designers fuel one of the world's major industries: fashion. By relying on mass manufacturing as well as a low-cost structure to

drive consumer demand, it exhausts the planet's natural resources. The focus of this research is on the role of CSR and environmental responsibility in the fashion business. The available literature was analyzed systematically. This covered the scholarly articles published on corporate citizenship (CSR), environment, or fashion in two scholarly databases from 2003 to 2019. The findings suggest that managers in the fashion industry take a CSR approach that prioritizes sustainability, business model, and/or supply chain innovation; makes pledges to enhance the economy, environment, and society; and places a premium on the safety of its employees and the protection of the environment. Brand equity, cultural, logistics management, activism, or human rights are all presented inside a micro-meso-macro paradigm that ties CSR or sustainability with the actions of enterprises. Scholars, industry professionals, and policymakers can all benefit from this study's findings because they shed light on the inner workings and repercussions of both domestic and international fashion companies by summarizing the most important studies on the subject and drawing attention to emerging trends and knowledge gaps.

Chan, T. J., & Saad, S. (2019) studied the significant progress has been made in recognizing the need of studying corporate social responsibility (CSR). Companies today understand that they need to conduct ethically in order to win over their stakeholders, most importantly their customers. However, most CSR studies concentrate on specific industries rather than the retail coffee industry, therefore the impact of CSR activities in that context is still mostly unknown. The goal of this research is to analyze how a Malaysian branded coffee retail company's CSR policies relate to their customers' propensity to make purchases. The research used TBL dimensions from Elkington (1994), which included the financial, ecological, and charitable. Purposive sampling was used to select consumers who would have some familiarity with the branded coffee company, and from among them questionnaires were sent out. Additionally, 200 total responses were collected from residents of Kota Damansara, Petaling Jaya, selected using a simple random sample technique. The results showed that the TBL CSR component of "philanthropic duty" had a moderately favourable correlation with consumers' propensity to make a purchase. Consumers' propensity to make purchases is positively correlated with their economic and environmental consciousness, however this correlation is weak. Only two of the TBL CSR dimensions—philanthropy and environmental responsibility—were found to be statistically significant predictors for customers' purchase intent in a multiple regression study. According to the results, the management of the specialty coffee shop chain must prioritize the aforementioned factors if they hope to ensure the company's continued success in the competitive business environment of today. Further study is needed to see the link between CSR, brand, company reputation, and consumer loyalty.

Isa, S. M., Chin, P. N., & Liew, I. (2019) studied that there is a dearth of research that explores the barriers that inhibit morally concerned shoppers from acting on their ethical convictions, which is reflected in their lack of desire to make ethical purchases (EPI). Therefore, the purpose of this research is to investigate the connections between the many causes of EPI scepticism and consumers' evaluations of CSR (SKP). In this cross-sectional study, the questionnaire is meant to be filled out by the participants themselves, and it employs a quantitative research method that lays a focus on the positive. The seven CSR assessment independent variables

(CSR awareness, knowledge of the company's socially responsible position, end-cause importance, price sensitivity, the company's CSR image, the trust worthiness of CSR efforts, as well as peer influence) are analyzed in relation to the Economic Performance Metric (EPI) using partial least - square structural equation modelling. We also investigate whether SKP acts as a mediator within the relationship. The results demonstrate that SKP is critical for transforming primary purchase criteria into EPI, as it drastically weakens the association between Specifications includes factors and EPI. CSR scepticism as well as its potential mediating effect has been studied in this study in greater depth than they have been elsewhere.

Kumar, N. (2019) studied the findings of a study on the difficulties of implementing corporate responsibility in India, which was carried out by, reveal that there are other difficulties as well. To begin, there is a significant gap between the public's knowledge of the role that CSR activities are supposed to play and their level of interest in and willingness to participate in CSR-related activities. Miscommunication between corporate and the general public further complicates this difficulty, making it more difficult to overcome. Second, there is a lack of unanimity among regional organizations with regard to CSR initiatives. Because there is a paucity of data that drives decisions, numerous corporate companies continue to engage in the same activities. This presents a hurdle due to the fact that only a small number of social and environmental problems can be resolved, and in the long run, this will bring into question the sincerity of CSR projects.

3. RESEARCH DESIGN

This is an in-depth discussion of the strategies and procedures that were utilized in the design of this research project. During the course of the research process, it is anticipated that the methodology, structure, and overall understanding will come in handy in order to identify the responses to all of the questions that were posed in the earlier section concerning CSR, Brand Image, and Purchase intent of fashion apparel customers in Malaysia. This study not only ensures that reliable and correct techniques are carefully measured & carried out, but it also guarantees that the information and data that are produced will be valid, authentic, and accurate.

3.1 Data Collection

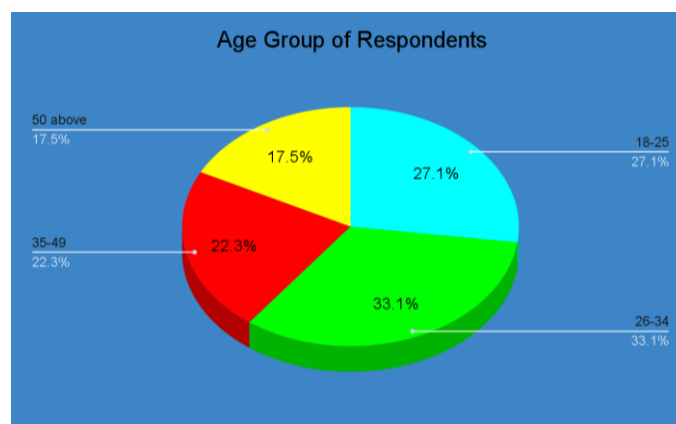
A Google Form survey was distributed to around 160-180 respondents in order to collect data for the survey's main strategy and to analyze the association between all variables. To obtain actual frequency of opinions, processes, behaviours, experiences, or forecasts, researchers frequently use questionnaires, which are based on research into the best practices for survey research design & questionnaire development. Respondents should be able to understand the questions on a good questionnaire even if they have no prior exposure to the study or the investigator. The study also discovered that questionnaires could be the most efficient method of data collection if the researcher is well-versed in the topics to cover, as well as in the techniques to be used in quantifying and correlating the variables being studied. Questionnaires are the best way for gathering data in this study since they lend themselves to the surveying methodology employed.

3.2 Data Analysis

In this analysis, we relied solely on numerical data. A Google form's worth of data was exported to an Excel spreadsheet and analyzed using SmartPLS. The data was analyzed using SmartPLS because it provides a quantitative assessment of the hypothesis's relationship to the study's independent variables. It also helped the researcher understand the relationships between the study's variables, objectives, and questions.

4. DATA ANALYSIS AND FINDINGS

Demographic Information



From figure 1 it is evident that the majority of the respondents. This shows that the distribution of data is from the perception of young working adults. The age group 26-34 have 33.1 % of age group respondent are there.

Figure 2: Income Range of Respondents

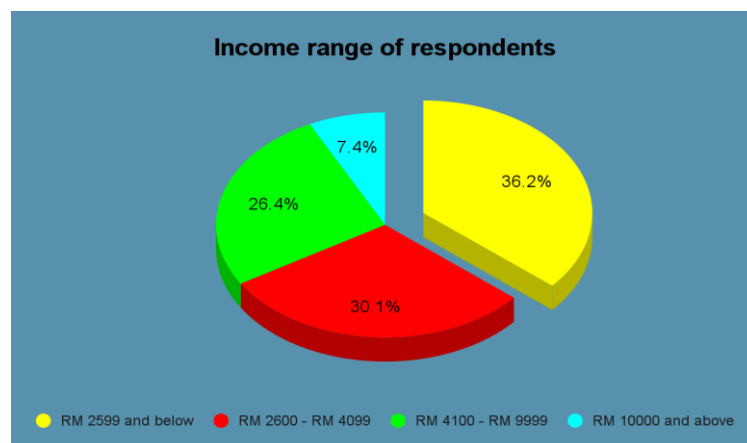


Figure 2 indicates the random sampling technique used as respondents from different income range groups participated in this research. Figure above indicates that the majority of the participants belong to the income group of RM 2599 and below.

Brand Image Analysis

Figure 3: Brand Image Analysis

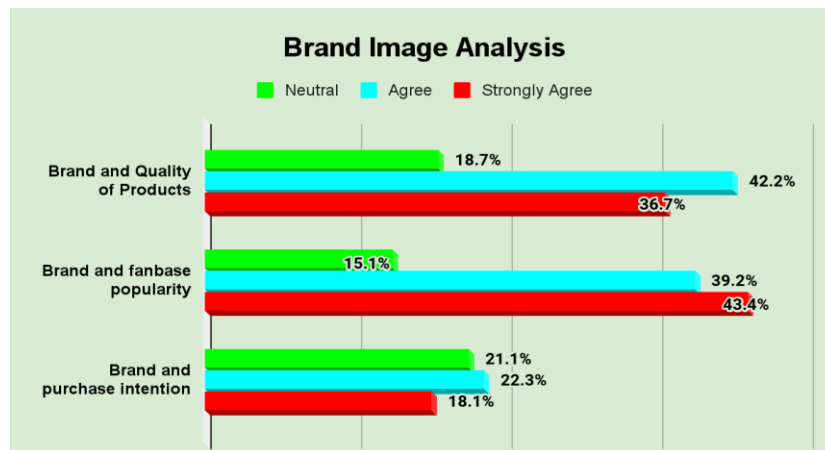


Figure above shows the analysis of Brand image perception of the respondents of the survey questionnaire. Majority of the respondents (42.2% and 36.7%) agreed that there is a connection. Meanwhile 39.2% and 43.4% of respondents agree that brand image is often perceived from the popularity of the brand among the fan base. Accumulative 40.4% of respondents agree that Positive associations between brand perception and intent to buy have been found.

Purchase Intention Analysis

Figure 4: Purchase Intention Analysis

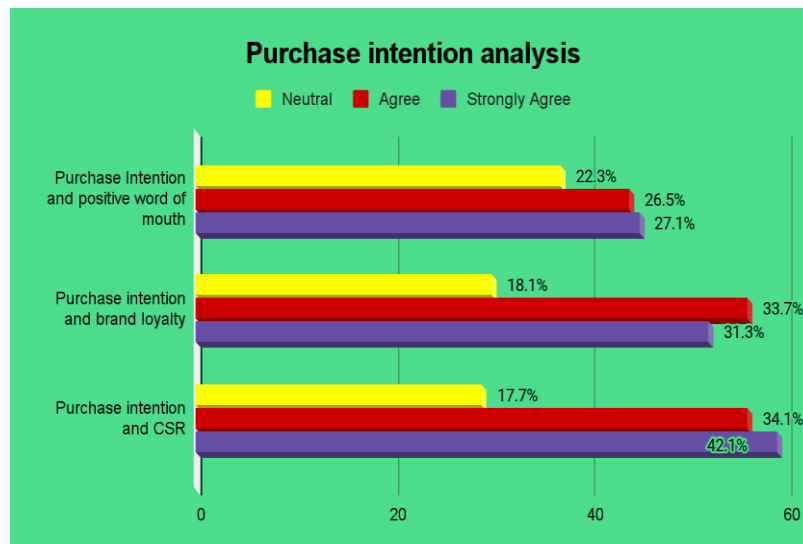


Figure above displays the analysis of data collected from respondents on purchase intentions. It is understood that an accumulation of 53.6% of respondents has agreed that positive “word of mouth” is present upon post-purchase. Research conducted by Torlak et. al. (2014), details

the impact of online recommendations on consumers' perceptions of a company's brand and their propensity to make a purchase from that company. Sixty-five percent of those surveyed also stated that a commitment to a particular brand is a driving factor in the likelihood that they will make repeat purchases. Finally, 34.1 percent of people say they are more likely to buy clothing from such a socially responsible company, and 42.1 percent of people echo this sentiment.

5. CONCLUSION

The goal of this research was to identify the factors that influence fashion brand preference among Malaysian consumers. According to the findings, there is a correlation between CSR and BR, but there is also some evidence that it doesn't (Purchase Intention). Quantitative information was gathered from internet survey forms about just how Malaysian fashion customers evaluate CSR & brand image as a driver of Purchase Intention using the survey questionnaire approach. A variety of academics, businesses, and members of the general public have different ideas about what it means to practice corporate social responsibility. The researched literature provides in-depth discussions of what CSR is and how it might be used in real life. Many writers' research demonstrates CSR's humanistic parallels, indicating it's a powerful tool for improving an organization's inner and outer operations from a purely business perspective. However, this study's conceptual framework, the Pyramid of Corporate Social Responsibility, was influenced by Carroll's 1991 paradigm. The conceptual foundation for such a research of CSR would consist of the four pillars of economics, law, ethics, & philanthropy. The intention to buy was related to these four independent factors, and it was also related to perceptions of the brand. The importance of the suggested conceptual framework was examined by collecting, computing, and analyzing quantitative data through a survey questionnaire. A total of 166 responses from the online survey were entered into Smartpls software to determine the surveys and data's validity and reliability.

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