

VILNIUS UNIVERISTY
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Marketing and Integrated Communication study programme

MASTER'S THESIS

**THE IMPACT OF BRAND SOCIAL RESPONSIBILITY ACTIONS ON
PERCEIVED BRAND VALUE**

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The date of the delivery:

Registration No.

Vilnius, 2021

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Introduction

The emergence of Brand Social Responsibility (BSR) actions is based on reality. From brand marketing, the current literature shows that brand social responsibility actions to consumers had a positive effect, promoting pro-social behavior (Dincer et al., 2012). Consumers have their own judgments and attitudes towards brands, and consumers have their own perceptions of brand value. Through brand social responsibility actions, people's values can be reflected (Bhattacharya & Sen, 2004). Proactive social responsibility behavior can promote consumers' positive attitude towards the brand (Groza, Pronschinske & Walker, 2011). New research shows that brand social responsibility captures consumers' overall impression of the brand's perceived value. After consumers are satisfied with the selected brand, they will be willing to repeatedly buy the brand, form a brand preference, and become loyal customers (He et al., 2016). The stronger the consumer's brand preference, the higher the market share, and the higher the value that the brand is given (Tong & Hawley, 2009). This shows that brand social responsibility impacts consumer attitude towards brand and influences the perceived brand value.

From a known and well-regulated, corporate social responsibility focus fulfilling the values (Carroll, 1991) and principles on economic responsibility actions (the most basic), legal responsibility actions (law and rules), ethical responsibility actions (obligation), and philanthropic responsibility actions (contribution to society). This classification also applies to brand social responsibility actions. Feasibility plans for corporate social responsibility may vary from company to company and brand, and different types of brands need to implement different strategies.

The previous research confirmed that brands have the economic responsibility to maximize profits (Reich, 2002). More people paid attention to the importance of legal responsibility actions (law and rules), ethical responsibility actions (obligation), and philanthropic responsibility actions (contribution to society) for the perceived brand value (Bhattacharya & Sen, 2004; Shum & Yam, 2011). Therefore, brand social responsibility actions are related to evaluating actions such as social problems sustainable development actions, environmental protection problems, consumer protection, and laws (Ferrell, Fraedrich & Ferrell, 2017). Brand social responsibility is usually defined as consumer attitudes research

on the interrelationships between positive behaviors supporting positive consumer attitudes (Brunk, 2012). Brand misconduct will negatively impact consumer attitude towards brand and repurchase intentions, and behavior related to satisfaction positively impacts consumers' attitude towards brand (Ferrell et al., 2019).

Few literature points have pointed out the importance of brand social responsibility actions (Dincer et al., 2012; Grohmann & Bodur, 2015; He et al., 2016) to increasing brands. Consumers who have higher ethical consumption have positively impacted perceived brand value (Kang & Namkung 2018).

According to the CSR EUROPE survey, European consumers actively participated in the survey and concluded that 86% of consumers are more willing to buy brands with frequent social activities. Moreover, 89% of respondents' trusted brands make a sincere commitment to society (Castald et al., 2009). Europe, C. S. R. (2010) shows that 70% of European consumers call the producer's social reputation an essential criterion for shopping choices. 20% of consumers are willing to spend more on products that are environmentally and socially beneficial.

Perceived value of the brand is the subjective perception of customers in the consumption process. A brand's ability to provide customers with quality value is regarded as one of the most successful competitive strategies. It is essential to maintain the relationship between the customer and the brand, especially a sustainable, long-term relationship (Fazal-e-Hasan et al., 2018). Long-term commitments affect consumers' subjective attitudes. Consumers have acquired knowledge from different sources, and the actions of the knowledge establish consumers' attitudes towards everything (Salehzadeh & Pool, 2017). The brand's perceived value includes consumers' expectations of brand economic benefits, a subjective feeling (Kim, Kim & Park, 2017). Different consumers receive different knowledge, and they have different predictions of brand benefits. In other words, different consumers have different attitudes toward brands, and their subjective perceived brand value is different. Research brand social responsibility actions influence consumer attitude towards brand and then research consumer attitudes towards brand impact on the perceived brand value. Consumer attitude towards brand is not limited to product evaluation but also includes some unconventional judgments. Expecting that brand social responsibility actions will affect

customers' attitude toward brands, but the expected effect of doing good deeds may not necessarily increase economic value in the short term. Consequently, this research's problematic question is how brand social responsibility actions impact consumer attitude towards brand and what impact Brand social responsibility actions have on perceived brand value?

The paper aims to identify the impact of brand social responsibility actions on perceived value of brand.

The objectives of the paper are:

- To carry out the theoretical analysis of brand social responsibility actions aspects
- To analyze the theoretical aspects of perceived value of brand
- To inspect the relationship between brand social responsibility actions and perceived brand value mentioned in the theoretical literature
- To carry out the research and investigate the impact of brand social responsibility actions on the perceived value of the chosen brands

The quantitative method (survey questionnaire) will evaluate brand social responsibility actions, consumer attitude towards brand, and perceived brand value. The impact of brand social responsibility actions (including different types of brand social responsibility actions) on perceived brand value through consumer attitude as a mediating variable.

1.Theoretical analysis of brand social responsibility actions on perceived brand value

1.1 The meaning of brand social responsibility

Brands have increasingly become a critical factor in corporate competition. Companies can shape the core advantages of their brands, occupy the market by highlighting their advantages, and promote lasting core competitiveness. Brand social responsibility is mainly in line with consumers' interests, and Brand social responsibility should be more in line with consumers' views. Brands with a positive image of social responsibility can be recognized by consumers (Luo & Bhattacharya, 2006). The company pays attention to the relevant social responsibility actions of factors in the brand-building process to seek new ways and new brand-building strategies. Long-term social responsibility issues have become an essential part of many company strategies. Corporate social responsibility is guided by the brand when brands connect with social responsibility (Hatch & Mirvis, 2010).

Some scholars have defined brand social responsibility (Grohmann & Bodur, 2015; He et al., 2016) as the specific social responsibility actions that a brand need to undertake and the actions needs to contribute to society. It is consumers' perception of the brand social responsibility actions to all stakeholders.

Kitchin (2003) believes that the brand is the primary determinant of corporate social responsibility. Brand social responsibility actions refer to the actions corresponding to the demands delivered by a specific environment and brand responsibility (He et al., 2016). Both of these definitions are extensions of the company and are not defined from the brand's perspective. Through brand social responsibility actions, people's values can be reflected (Bhattacharya & Sen, 2004). Brand social responsibility captures consumers' overall impression of brand value.

Today's consumers are concerned about social issues such as the ecological environment and how the goods they consume are produced. Consumers use practical actions to support brands with socially responsible production concepts. Most researchers are studying corporate social responsibility influence society's aspects (Anderson & Bieniaszewska, 2005; Hatch & Mirvis, 2010; Kitchin, 2003). Some scholars have begun to realize the importance of brand social responsibility actions and are committed to research

(Dincer et al., 2012; Grohmann & Bodur, 2015; He et al., 2016). Therefore, the analysis of brand social responsibility needs to be based on the research of corporate social responsibility.

The foundation of brand building is inseparable from corporate social responsibility (Hatch & Mirvis, 2010). Corporate social responsibility actions pay more attention to the strategy carried out from the enterprise's perspective and the responsibility to the society from the corporate level (Anderson & Bieniaszewska, 2005). Through these social responsibility actions to maintain the degree of relevance to society and obtain an individual social status. At the enterprise level, social responsibility is the responsibility and obligation that enterprises must bear. Brands should have ethical principles at the enterprise level, and brands should abide by the law and comply with social, ethical principles. At the same time, consumers also believe that companies' most important thing is to comply with laws and ethics (Carroll, 2016).

The most representative theory is Carroll's CSR pyramid model (Figure 1). The model divides the company's social responsibility into four levels, from bottom to top, like a pyramid (Carroll, 1979), respectively correspond to economic (the most basic), legal (law and rules), ethical (obligation), philanthropic (contribution to society). First of all, economic responsibility is the primary responsibility of an enterprise (Carroll, 1991), a necessary condition for survival and development, and the first to be fulfilled as a developing enterprise. Secondly, according to the theory, the enterprise deals with and completes the enterprise's tasks under the restriction of the law. Without legal protection, there will be no market restrictions. Third, the stakeholders' expectation that the company may exceed the legal requirements is a moral responsibility. Fourth, the philanthropic responsibility is a spontaneous non-mandatory responsibility.



Figure 1. Carroll's four-dimensional CSR pyramid (Carroll, 1991).

After Carroll's (1979) theory was spread, people began to classify stakeholders and put forward theories, including corporate social responsibility actions to different stakeholders. According to Freeman (1984), enterprises should bear the responsibilities of stakeholders. Moreover, enterprises' economic interests should not become enterprises' ultimate goal (Freeman, 1984). Based on Freeman's point of view, more people analyze the importance of social responsibility from the perspective of different stakeholders; companies often need to communicate and interact with different stakeholders. The focus is shifting from the interests of company management and shareholders to the stakeholders at all levels. Corporate social responsibility is an ever-changing goal. The enterprise's ever-changing goal must be aligned with stakeholders' expectations (Rahman et al., 2002). Stakeholders tend to establish long-term relationships rather than direct profit. The corporate social responsibility stakeholders have different dimensions, and different stakeholders consider different responsibilities associated with it. The different requirements of corporate social responsibility implementation determine the identification relationship between stakeholders and companies.

People from all walks of life are paying more and more attention to the formulation of

Brand social responsibility (Hiller, 2013; Grohmann & Bodur, 2015). Based on economic responsibility, stakeholders are more concerned about Brand social responsibility; consumers are more concerned about ethical responsibility (Carroll, 2016). The legal responsibility is to require the enterprise to operate within the scope permitted by law. Legal responsibility actions are the part that consumers are most concerned about Brand social responsibility actions. For example, food safety issues and counterfeit and shoddy products' exposure will directly lead to a company's bankruptcy. Consumers believe that a company's most important social responsibility complies with laws and ethics in limited natural, social, and environmental resources. Brand social responsibility actions continuous construction affects business practitioners to increase their social responsibility awareness (Carroll, 1991). Brand social responsibility actions increase managers' social status and increase the probability that managers will use the brand social responsibility to violate the law. The ideal Brand social responsibility aims to make managers focus on demonstrating brand value and focus on consumers.

Compared with Corporate social responsibility, stakeholders of Brand social responsibility are mainly consumers (Grohmann & Bodur, 2015). From the consumers' perspective, corporate social responsibility is mainly divided into internal and external responses (Bhattacharya & Sen, 2004). Natural response refers to the inner psychological activities of consumers. Only the corporate social responsibility actions that consumers notice can form useful consumer perceptions. Active consumer perception is to form an impression of corporate social responsibility actions, and then further think about the brand evaluation. Consumers received value of brand social responsibility changes the consumer attitude towards brand, which is an external response (Grohmann & Bodur, 2015).

In general, the classification of brand social responsibility actions is based on different dimensions of corporate social responsibility actions. The idea of a brand actively fulfilling its social responsibilities is gradually recognized by society. Fulfilling brand social responsibility has become a topic of global concern and a responsibility shared by humanity. Society puts forward higher requirements on the brand in the enterprise. Brands must fulfill legal and economic responsibilities and pay attention to public welfare and charity for social welfare.

1.2 Types of Brand social responsibility actions

A brand building model based on social responsibility can bring profitable long-term assets. On the one hand, the brand has undertaken corresponding social responsibilities, reducing consumers' purchase costs and risks. After reducing the risk, consumers' satisfaction with the purchased products and services is improved, stabilizing its long-term profit factors. Currently, the total amount of socially responsible investment assets in the world is about \$30.7 trillion, a 34% increase in two years (GSIA, 2019).

Consumers and brands are inextricably linked (Brodie et al., 2011). When an independent brand is acquired, consumers will not necessarily continue to associate its brand association with the company. However, consumers will continue to perceive the brand social responsibility's association and cognition (Grohmann & Bodur, 2015).

Brand social responsibility is significant to marketers. Marketing managers can adjust brand marketing strategies based on consumer perceptions (Dincer et al., 2012). Grohmann & Bodur (2015) pointed out that brand social responsibility is a brand association that reflects human value. When people realize their self-worth, they will have psychological communication with the brand and generate brand recognition psychology. When consumers approve brands, brand associations are created when they choose products. The emotional bond between consumers and brands can activate positive emotions. When brand social responsibility actions are seen and recognized by people, consumers have stronger brand attachment emotions (He et al., 2016). After consumers are satisfied with a socially responsible brand, they will make repeated purchases (Akbari et al., 2019). Repeat purchase means that consumers' perceived value has been improved.

Generally speaking, when brand social responsibility becomes a productive brand marketing activity, consumer values also correspond to different brand social responsibility actions. Brands that match consumer values are more likely to win attention. Social responsibility will become the next space for brand competition. Fulfilling BSR actions have become an essential factor for consumers to measure the quality of their brands. There are more and more similar products on the market. When the homogeneity of marketing methods and marketing levels intensifies, it is time to test the differentiation of brand social

responsibility actions.

A high degree of perceived relevance will enhance consumer attitude towards the brand (Kelle & Aaker, 1993). Perceived Brand social responsibility actions are likely to influence consumer attitude towards brand and their social actions. Although the actions of brand social responsibility are a public welfare action that contributes to society, consumers may have different understandings of these behaviors' underlying motivations. Consumers believe that meaningful actions can have the impact on increasing brand evaluation and attitudes.

Contradiction faced by enterprise managers is to adapt to consumers' expectations of social responsibility. Consumer skepticism may threaten the reputation gained through Corporate social responsibility programs (Skard & Thorbjørnsen, 2014). Consumers' attitudes are critical to social responsibility actions.

Different channels to disseminate information on corporate social responsibility actions may have different results. The enterprise's internal channels, including the company's official website and the company's own advertising. Other channels, including newspapers and magazines and independent data analysis of the company's corporate social responsibility rankings (Du et al., 2010). In contrast, social responsibility actions released by non-company channels are more convincing (Skard & Thorbjørnsen, 2014). This means that brand social responsibility actions carried out by a single brand are more effective in capturing consumer attitudes. Different brand information sources will generate different ideas and make different responses to consumers (Du et al., 2010). From the official website of brands, official social media platform, official advertisements, etc. Another way is that the brand uses other media to publish information, such as newspapers, magazines, news columns, and other social platforms. With the help of the news released by other people's platforms and the guarantee of third-party channels, consumers can feel more authentic (Skard & Thorbjørnsen, 2014). In the process of consumer identity-identification with brands participating in brand social responsibility actions, the impact of consumers have a positive on consumer attitude (Rivera et al., 2016). However, if the brand's reputation is damaged, investing more funds to maintain the image of the brand's social responsibility will not improve consumers' attitudes or even reduce the consumers' perceived brand value (Olson, 2010). Through media tools such as

advertisements or social reports, consumers are convinced of brand social responsibility actions' sincerity.

Through the long-term implementation and promotion of brand social responsibility actions, consumers can deepen cognition. According to previous studies, when the brand social responsibility actions are appropriate, consumers will have a more positive evaluation and consumer attitude towards brand will be more recognized (Kim, 2014). Social responsibility actions are related to brand business, and consumers are more satisfied with brand social responsibility actions. Consumer attitude toward brands include effect, behavior, and cognition. Establishing a good consumer attitude through brand social responsibility actions can target consumers interested in brand social responsibility actions (Kim & Lee, 2019). According to consumers' evaluation, the actions strategy of brand social responsibility should pay attention to consumer attitude towards brand and adjust the brand strategy.

The new brand social responsibility scale tests the brand's trustworthiness from the consumers' perspective (Dincer et al., 2012). Grohmann & Bodur (2015) analyzed that the overall concept of Brand social responsibility and defined Brand social responsibility reflects people's brand association. From the perspective of consumers, it shows the importance of BSR in the brand association.

Economic responsibility seems to be no doubt about the essential brand social responsibility (Carroll, 1991). Enterprises have the economic responsibility to benefit brands. Economic responsibility is based on Carroll's pyramid theory, and all levels should be above this level. Economic responsibility is the only way for a brand to survive for a long time. Economic responsibility lies in continuously producing the services and brand-related products needed by society, and stakeholders can protect their benefits. Ensure the safety and occupational health of employees during the production process. These are the most basic BSR actions performed. Social laws and regulations regulate the legal obligations of brands (Carroll, 1979). Ethical responsibility actions can more clearly distinguish the differences between brands and enhance brand competitiveness. As a useful cultural tool, business ethics can help brands better achieve economic goals (Balmer & Powell, 2011). Ethical responsibility is beyond the expectations of social norms-laws and regulations (Carroll, 1991). Consumers generally have high expectations regarding brand ethical responsibility actions

and brand philanthropic responsibility actions (Bhattacharya & Sen, 2004).

1.2.1 Brand Economic Responsibility actions

Brands have the economic responsibility to maximize profits. Early definitions meant that CSR is the pursuit of profit maximization under the conditions of compliance with practice rules (Freeman, 1984). People gradually realize that pursuing profit maximization is not the only purpose. Brands should take the initiative to assume stakeholders' responsibilities, including shareholders, employees, consumers, investors, governments, communities, the environment, and society (Carroll, 1991). The interests of stakeholders are closely related to the brand's operating behavior, and brands must safeguard and reflect their legitimate rights and interests.

The economic responsibility of the brand aims to enable the long-term development of the brand business. Reducing the carbon footprint to mitigate climate change is the most common action for BSR. The Coca-Cola Company has made significant changes in reducing its carbon footprint (Raman, 2007). Coca-Cola's delivery trucks have greenhouse gas emissions of 3.7 million tons, and the supply chain has undergone significant changes since 2014. Coca-Cola has invested in trucks powered by alternative fuels. The Coca-Cola plan sets out goals for protecting the environment. In 2020, the target plans to reduce the carbon footprint by 25% (Raman, 2007). Economic responsibility actions include improving employment policies, reducing paper waste, changing from white woven lamps to energy-saving LEO bulbs, etc.

Economic responsibility actions also include providing employment security and employee security. Netflix provides employees with 52 weeks of paid vacation, which even employees of other companies dare not expect. Employees can choose paid vacation and receive a full salary during vacation. Economic responsibility is an action with breakthrough progress. Attracted more outstanding employees willing to join the Netflix brand to work and let more consumers also see the Netflix brand operation's sincerity and determination. While improving employee loyalty, it also improves consumers' favorability and trust in the brand.

1.2.2 Brand Legal Responsibility actions

The society has established minimum basic rules for brand operation and operation, including laws and regulations (Carroll, 1991). Brands are responsible and obliged to perform laws and regulations. When brands ignore laws and regulations or even fail to abide, brands will be fined and damage their reputation. Hussain & Dawson (2013) taking the food industry as an example, ensuring food safety is a legal responsibility required by society.

Stewart Parnell, the former owner of the American Peanut Company (PCA), knows to allow contaminated products to be passed on to food distributors, leading to fatal food bore disease outbreaks (Hussain & Dawson, 2013). The PCA brand ceased operations permanently. Other related food companies also suffered huge losses; the food giant Kellogg announced related losses of at least \$70 million.

Contrary to PCA, Chipotle is very concerned about food safety. In 2015, facing the pollution problem of E.coli, Chipotle immediately took action to minimize further pollution and actively cooperated with the government health department. Chipotle's stakeholders quickly turned to social media platforms to share their situation (Brummette & Sisco, 2018). The brand crisis has been resolved because of active treatment. Consumers see the brand's ability and sincerity to solve problems in the brand's actions quickly. Chipotle is willing to take further action to prevent further pollution and demonstrate its commitment to customers. Chipotle's food safety crisis has made more potential customers realize brand awareness. The handling of this incident was successful. The crisis public relations event reminds all brands-on the sound level; brands cannot ever get lazy or cut corners.

Brands must strictly fulfill their legal responsibilities. Unexpected events at the legal level have a severe economic impact on the brand and may cause irreversible damage to the brand. For brands, considering legal responsibility is a long-term task. For example, monitor the business's changing conditions, cooperate with government agencies and professional agencies, consider possible unexpected situations, and prepare emergency plans. Only brands that meet the right operating conditions can operate longer and more stable.

1.2.3 Brand Ethical Responsibility actions

It is not enough for brands to fulfill their legal responsibilities. Society expects the person responsible for the brand to take every product seriously. People expect ethics to give brands more missions (Carroll, 1991). Ethical responsibility also means that even if there is no legal binding or action guidance, the brand can still reasonably handle the business process problem (Shum & Yam, 2011).

The necessity of brand moral responsibility is reflected in the formation and development of the brand. Modern society has formed a network of universal connections and interdependence due to the combination of labor and cooperation division. Large multinational companies and well-known brand chains have enabled brands to gradually achieve globalization in production, processing, sales, and source of raw materials (Shum & Yam, 2011). Through international production and cooperation, relying solely on trust and commitment cannot limit and coordinate complex interest relationships. It must rely on a strict contract between the parties to the transaction. Maintain order through the constraints of various laws, regulations, and norms (Balmer & Powell, 2011). Any contract is based on incomplete knowledge, and it is impossible to predict all developments and changes in the future (Simon & Sullivan, 1993). For market norms that cannot be constrained by contract, the best way is to sense brand moral responsibility. Both parties to the transaction can gradually trust and need to be bound by moral responsibility. The benefits of ethical responsibility actions to the brand are long-term.

The ethical responsibility actions can be combined with the brand's business model. TOMS's most famous business model is to donate one pair of shoes for every pair of shoes sold. They donated shoes to children in need (Bachnik & Szumniak-Samolej, 2013). Since its launch, TOMS has provided 60 million pairs of shoes for children. TOMS is continuously launching new programs to meet other challenges facing the world, such as helping 400,000 people restore their eyesight and providing safe water in 6 countries (Bachnik & Szumniak-Samolej, 2013). TOMS's ethical responsibility action combines with the brand, and the brand successfully markets through the ethical responsibility action. The success of brand marketing, on the one hand, proves the marketing significance of BSR actions and becomes a sufficient basis for BSR to enhance the long-term competitiveness of the brand.

For instance, during this pandemic period, many brands have taken social responsibilities positively and used brand influence to help treat out. These actions are a moral responsibility and reflect the brand building during the crisis. To accelerate the evolution of the brand, companies choose to take ethical responsibilities. Unlike the usual practice of donating money and materials in disasters, in this rescue operation, most enterprises' responsibility actions are more professional and innovative. For example, the development of takeaway food proliferates. During the epidemic, all offline restaurants were closed. A Chinese restaurant chain brand-"XIBEI," also encountered difficulties. Over 20,000 employees across the country are unemployed, and life becomes harder for everyone. Online takeout orders make up for the difficulty of closing some offline restaurants. XIBEI launches cooperation with e-commerce platforms and proposes actions to employee sharing. The employee sharing actions alleviated the problem of online order surge. Alleviated the shortcomings of the online platform workforce shortage and solved the employment problem of catering brand employees. Become a win-win cooperation case of moral responsibility action. McDonald's and other fast-food brands support contactless delivery to ensure safety during the epidemic. The takeaway industry and express delivery industry have built a transportation network during the epidemic and accelerated the industry's regular operation. Professional and innovative moral responsibility actions have become the brand's new long-term competitiveness.

1.2.4 Brand Philanthropic Responsibility actions

The philanthropic include all forms of monetary donations. Philanthropic responsibility belongs to the highest level in the CSR system. It is the voluntary responsibility assumed by the enterprise subjectively. It does not have the mandatory characteristics of other responsibilities and obligations, such as economic and legal responsibilities (Carroll, 1991). The relationship between consumers and brands has become an essential consideration in marketing decisions (Bhattacharya & Sen, 2004).

Although charitable donations sometimes have altruistic motives, most brands use charitable actions as a practical way to prove their right image and identity. The philanthropic

action is an effective way to enhance brand reputation and brand image (Carroll, 1991). TNT Express is an international express service provider from the Netherlands. Cooperating with the United Nations Food Programme (WFP) for ten consecutive years, with practical actions to help solve the global hunger problem. The publicity through the media exceeded the expected effect and quickly improved the brand reputation and brand image (Van de Ven, 2008). The cooperation between TNT and WPF illustrates the importance of BSR for marketing. Behind the philanthropic actions is the marketing strategy to enhance the perceived brand value.

During the COVID-19 pandemic, Alibaba established a global sourcing platform for medical supplies purchasing through its brand influence. The platform involved 3 million people in 180 countries and regions who participated and ran 24/7 to gather medical supplies. Over 700 trade and manufacturing companies provided medical supplies information to the whole wide world. Alibaba provides a platform for resource searching and stocking for micro-sized companies worldwide by long-term established platform via its superior brand itself. The Alibaba platform merged practical information, including enterprises, individuals, groups, purchasers, donors, and demanders. It is capitalizing on the organizations, supplies, and distribution of the material supply chains. In addition to the 1 billion RMB special fund for medical supplies, Alibaba also launched a public foundation project on the Taobao platform. The company can always provide medical supplies for medical staff urgently.

At a particular moment, when the world is facing a significant crisis, brands can combine their advantages to perform charitable responsibilities, which is a compelling opportunity for brands to enhance their reputation and image. Through brand philanthropic responsibility actions, attract more consumers to pay attention to the brand and enhance brand loyalty. This social relationship is decisive for the survival and sustainable development of the brand.

The philanthropic responsibility is one of the essential contents of brand social responsibility, and long-term commitment to the philanthropic responsibility can enhance the brand's risk defense capabilities. However, the brand's philanthropy should be within its capabilities. If the philanthropic responsibility undertaken exceeds the brand's capacity, it will increase the enterprise's business burden and increase the potential risk of brand development.

Excessive philanthropic actions may reduce the brand image and even the brand favorability of consumers.

Consumers cannot fully obtain brand social responsibility information. Consumers are concerned about their own interests, which determines that effective social responsibility actions may become an important competitive advantage for brands (Rivera, Bigne & Curras-Perez, 2016). Long-term brand social responsibility actions have brought positive images to brands. For example, when consumers get a high-quality product and service experience, their attitude towards the brand will increase. Some consumers will even ignore the brand's poor performance in a certain aspect (Balmer & Powell, 2011). Brands that are responsible to consumers are consumers' first choice. Consumers buying a brand is to establish a solid relationship, which requires the brand to have a responsible attitude.

Consumers will be willing to buy a brand at a higher price if consumers think that their social responsibility actions are more responsible and have a higher degree of recognition. 91% of millennials support responsible brands, and brands that do not contribute to society are unwilling to consider buying (www.conecomm.com).

Brands need to understand consumers' needs (Bhattacharya, 2017). It provides high-quality products and services, provides comprehensive and true product information, protects consumers' rights and interests, and actively expands the brand to continuously improve products and services according to consumer needs. These are responsible for consumers' actions. Propagating false information or deliberately concealing product defects manifests irresponsibility to consumers (Wang & Yu, 2014). Continuously implementing and improving the brand social responsibility actions effectively establish a good relationship with consumers.

In general, Brands should learn to balance various responsibilities in continually fulfilling their economic (the most basic), legal (law and rules), ethical (obligation), philanthropic (contribution to society) responsibility actions. Like Carroll's theory, brand social responsibility also needs to balance the four responsibilities' conflicts and relationships.

1.3 The meaning of perceived brand value

Perceived brand value is a subjective feeling. High perceived value can help consumers establish a positive attitude (Kardes et al., 2004). Lower perceived value often leads to negative consumer reviews and lowers goodwill towards the brand.

Perceived value is the subjective experience of consumers and is included in brand value. Brand value is a necessary condition to distinguish a brand from competing brands. Brand value reflects brand equity, and core brand value can bring competitive advantages (Porter & Kramer, 2006). From perspective of brand competitiveness, the perceived value lies in enabling consumers to clearly identify and remember the brand's personality. It is a unique value that the brand can attract customers under the market competition and win consumers' trust. Brand value can reflect the brand's operational capabilities through awareness of brand, recognition, and loyalty. The higher the brand awareness, the more positive consumers' purchase intentions (Simon & Sullivan, 1993). Consumers have a memory of the brand knowledge and deepen the memory as they continue to know it. If the association of brand in the brain memory strengthens brand awareness and expands the influence level, it will produce multiple brand associations (Yoo, Douthu & Lee, 2000). From the economic, the brand value can measure competitors' development cost imitating or resetting the brand (Raggio & Leone, 2007). The consumer's experience of the brand exceeds the objectively felt value. This differentiated experience is perceived brand value.

When consumers see similar products of different brands in the market, they will naturally compare their prices and sales. When contact occurs between the brand and the consumer, additional value is created. Differentiated intangible assets distinguish brand value from similar competing brands. Brands need to understand the value perceived by consumers, which is of great significance in brand management.

Brand value depends on the company's efforts to operate brands. It depends on the consumers' psychological perception of the brand. Brand value is an added value that allows consumers to remember brand-related products through the brand name. It can bring value-added effects to the product (Park & Srinivasan, 1994). Consumers' perceived value is

included in brand value and is an important part of measuring brand value.

Brand equity's value reflects the income-generating capacity and profit potential of an enterprise brand. Enterprises can use brand intangible assets to implement effective brand management strategies. Marketing brands can better play the brand's role, promote profitability, and make the corporate brand equity tangible (Kumar, Sujit & Abdul, 2019). The economic benefits that brands bring to companies are quantifiable values.

Brand value is an intangible asset. In the composition system of intangible assets, brand value is the central core component (Netemeyer, 2004). The advantage of brand value is that it can be expected that future funds will far exceed the investment cost required to promote other brands (Simon & Sullivan, 1993). Consumers' perceived value evaluation for brand include consumers' evaluation and consumers' memories of characteristics. Evaluation is a description directly expressed by consumers. The characteristics of consumer memory are brand positioning and personalized elements perceived by consumers. Brand evaluation and brand characteristics belong to the content of brand value. Brand evaluation is a direct manifestation of brand value; accurate positioning of a brand and finding its own personality logo can be used as brand characteristics, such as name, slogan, logo color, shape, etc. (Yoo, Donthu & Lee, 2000).

Perceived brand value by consumers mainly stems from consumers' sense of experience from the brand (Keller,1993). After buying a brand, consumers will measure the value of the brand. The more satisfactory shopping experience will produce, the higher the perceived value. Brand value perceived by consumers reflects the relationship between brands and consumers—the emotional value gained by consumers after buying and using the brand (Netemeyer,2004). The brand value perceived by consumers reflects consumers' loyalty to the brand. Brand loyalty brings real value and potential value to the brand. This emotional value is challenging to measure with numbers.

Perceived brand value by consumers is mostly a reflection of brand value in the minds of consumers. Once consumers have brand loyalty and brand preference for brands, even if competitors provide more superior products or services, consumers will still not be attracted (Netemeyer, 2004). Brand awareness and brand image form Associative Network Memory Model (Aaker, 1991). Associative Network Memory Model means that the external

information is encoded, or the private information increases the strength of the link between memory nodes when reading long-term memory (Aaker, 1991). After giving a product a brand, it adds utility and value to consumers.

The value of brand equity and the brand value perceived by consumers are mutually reinforcing relationships. Consumers have brand loyalty because they have purchased a satisfactory brand. Increasing consumer perception has attracted more consumers to buy and ultimately increased the brand's actual revenue.

Brands do not exist in isolation. The root of brand value comes from the business operations behind the brand. Brand value of process formation is divided into four stages: R & D, production management, brand marketing, and value realization.

Only when consumers recognize the brand's perceived value and complete the purchase can the brand value be realized. Consumers' final purchase behavior of the brand determines the formation of brand value. Achieving brand value requires the establishment of brand channel advantages. Consumers increase their loyalty to the brand, and the repeat purchase rate will increase. Brands reflect consumers' perceptions and emotions, and individuals have formed ideological understandings and brand memories (Fan, 2005). In this process, the brand memory and brand association with the brand image as the core established (Martínez & del Bosque, 2013). Brands with good consumer attitudes can reduce consumers' decision-making time and risk.

Generally speaking, consumers are the main stakeholders of the brand, and their objective evaluation and pertinent attitude are conducive to the development of brand value. Brands need to know whether the value perceived by consumers is in line with brand goals. On the one hand, unique brands can allow consumers to save time in purchasing decisions and gain emotional and social symbolism beyond product functionality. On the other hand, unique brands can bring excess profits to enterprises and reduce enterprise risks. The brand value is reflected in its ability to attract sustained and stable consumer groups and create excess profits.

1.4 The consumer attitude towards perceived brand value

The formation of brand value is a series of processes that need to maintain for a long time. The objective value assessment can promote the brand's scientific management by the enterprise and effectively stabilize the perceived brand value.

Brand perception value comes from the brand information perceived by consumers. The better the consumer attitude towards brand, the more satisfied they are and the higher the perceived value (Şerban, 2018). The interaction of consumer attitudes and behaviors establishes brand value (Pakseresht & Mark-Herbert, 2014). First is the consumer attitude toward brand. Consumers' attitudes will affect their purchase behavior (Ruiz-Molina & Gil-Saura, 2008). Consumer purchase behavior includes consideration of product quality, price, advertising, promotion, brand awareness, brand image, and other factors. The more complete the brand's impression and image in the minds of consumers, the more profound the brand's memory. Brands do not exist in isolation. The root of brand value comes from the development and operation of the company behind the brand. Brands can bring economic benefits to enterprises. Based on a period of measurement, evaluate brand value, including tangible assets and intangible perceived value (Salinas and Amber, 2009).

Brand social responsibility actions significantly impact consumers' brand perception, and consumers' negative reviews of brands are more sensitive than positive information. Different Brand social responsibility actions have different consumer sensitivity to brand products. More and more consumers add brand social responsibility into their purchasing decisions. Especially when brand social responsibility has a greater impact on economic benefits, brands are more willing to implement brand social responsibility actions. When the score of the brand social responsibility actions is meager, even if the brand sells the product at a low price, no one wants to buy it, and it is not easy to make up for the existing impression (Mohr & Webb, 2005). Consumers are the main stakeholders of brand social responsibility. The manifestation of BSR is the key to influence consumers. Merely increasing the amount of brand social responsibility investment will not affect consumers' attitudes. (Green & Pelozo, 2011)

Perceived brand value is the process of realizing brand development and value addition of brand assets. Integrating the internal and external advantages of brand is

promoting brand value. Increasing brand value refers to the dynamic process of brand equity enhancement during brand development (Kirk, Ray & Wilson, 2013). The perceived brand value enhancement results can reflect in the three aspects of the economy, environment, and consumers (Pakseresht & Mark-Herbert, 2014). In the early stages of brand promotion, companies must first name the products and services and put forward identification factors such as proprietary names (Aaker, 1991). Establish the value and positioning of the brand according to the market environment and consumer needs. Through the planning and implementation of brand marketing strategies, consumers' brand awareness is gradually increased.

Brand value enhancement is the process of brand equity from low to high (Raggio & Leone, 2007). The brand is a tool for enterprises to maintain long-term competitiveness and enhance value. In the market competition with increasing globalization, brands without core competitiveness can survive. Consumers make overall experience and evaluation of brand products and services. Brands with higher social value can increase consumers' trust in purchased products, increase brand identity, and establish brand associations.

In the process of perceived brand value, consumers' interests cannot ignore. The increase in brand equity is reflected in increased brand information recognition, increased consumer confidence in the brand, and increased consumer satisfaction (Aaker, 1991). Brand associations in consumers' memories through a series of marketing activities. The brand association has formed a differentiated perception of the brand, and the brand differentiation perceived by consumers has formed the added value of the brand (Aaker, 1991; Keller, 1993). Through actual actions, consumers have a good impression of the actual actions with social responsibility and then generate loyal users' psychological emotions.

Brands need to analyze their own internal and external advantages and improve market competitiveness and economic efficiency (Netemeyer et al., 2004). The behavior of the brand, assuming social responsibility, is conducive to improving consumers' positive evaluation of the brand (Bhattacharya & Sen, 2004). Loyal consumers have many positive behaviors for the brand, such as waiting, paying a premium, and repeating purchases. These factors promote the accumulation of brand value.

Consumers' negative attitude toward brands will continue to weaken perceived value.

If attitude more positive, the brand's emotion can elicit from consumers (He et al., 2016), the higher the brand's evaluation in consumers' minds. By actively performing brand social responsibility actions, brands can make consumers see the brand's sense of responsibility and increase their trust. The stronger the consumer's brand sentiment, the stronger the brand's competition (Grohmann & Bodur, 2015). It confirms that in studying positive emotions, brand emotions are the positive emotional reactions produced by consumers after using the brand. Consumers' positive emotional response to the brand increases consumer attitude (Martínez & del Bosque, 2013).

Consumers' evaluation of a brand reflects the brand's position in consumer psychology (Rivera, Bigne & Curras-Perez, 2016) and has important practical significance to its marketing behavior. No one can escape social life, and consumers are important beneficiaries of social values. Consumers naturally have a psychological appeal to participate in brand activities, and brand interaction makes consumers feel involved. In the continuous improvement of brand value, consumers also feel that they have created value (Grohmann & Bodur, 2015). However, when the fulfillment of social responsibilities is not related to the brand itself, it may negatively affect and reduce perceived value of the brand.

Brands can be used as symbols or logos to identify the source of products and become a symbol that consumers can quickly remember (Aaker, 1991). Brands can help simplify consumer purchasing decisions. When buying or using a product, consumers often consider different risks (Wang & Yu, 2014). Risks include insufficient product performance, product quality defects, poor cost performance, and poor after-sales service. Consumers will perceive that the brand has reduced their cost and risk of buying products (Sweeney & Soutar, 2001) when consumers maintain a good attitude towards brands. Consumer attitude towards brand plays an intermediary role in brand social responsibility actions and perceived value of the brand.

In summary, brand social responsibility actions based on consumer attitude towards brand impact perceived brand value. Brands have unique competitiveness to attract consumers, expand market share, create excess profits, and ultimately be transformed into corporate assets. When a brand performs brand social responsibility actions, one of the purposes enhance the overall social image. The brand obtains a better brand impression and memory in

consumers' minds, and at the same time, contributes to society and enhances its social image. Fulfilling social responsibility is a very effective tool for creating brand differentiation and gaining trust in consumers' minds. While attracting consumers' attention, establish a functional interaction between brands and consumers. Brand social responsibility actions that match the brand can expand marketing channels, attract more partners, and expand development scale.

2. METHODOLOGY OF THE EMPIRICAL RESEARCH

2.1 The Research Model

This research aims to analyze the importance of brand social responsibility actions on perceived brand value.

For the theoretical analysis revealed that brands have the economic responsibility to maximize profits. More people pay attention to the importance of legal responsibility actions (law and rules), ethical responsibility actions, and philanthropic responsibility actions for perceived brand value (Hatch & Mirvis, 2010). The manifestation of brand social responsibility actions is more important than capital cost (Green & Peloza, 2011). If a sub-brand has been performing environmentally friendly actions, but its parent brand is considered harmful to the environment, consumers may doubt the sub-brand's trustworthiness (Dincer et al., 2012). Consumers' attitudes towards brands will change.

Research shows that brand social responsibility captures consumers' overall impression of perceived brand value. Through brand social responsibility actions, people's values can be reflected (Bhattacharya & Sen, 2004). Proactive social responsibility behavior can promote consumers' positive attitude towards the brand (Groza, Pronschinske & Walker, 2011). If consumers believe that the brand has the promise of continuous delivery, the brand is considered credible. When the brand fails to deliver on its promises, consumers may doubt the authenticity of the intentions of brand social responsibility actions (Erdem & Swait, 2004). After consumers are satisfied with the selected brand, they will be willing to repeatedly buy the brand, form a brand preference, and become loyal customers (He et al., 2016). The stronger the consumer's brand preference, the higher the market share, and the higher the brand value that the brand is given (Tong & Hawley, 2009).

As a consequence, this research will investigate how consumer attitude towards brands under the influence of four types of brand social responsibility actions, affects consumers' perceived brand value. The created research model (figure 2) contains seven variables: brand economic responsibility actions, brand legal responsibility actions, brand ethical responsibility actions, brand philanthropic responsibility actions, brand social responsibility actions, consumer attitude towards brand, perceived brand value.

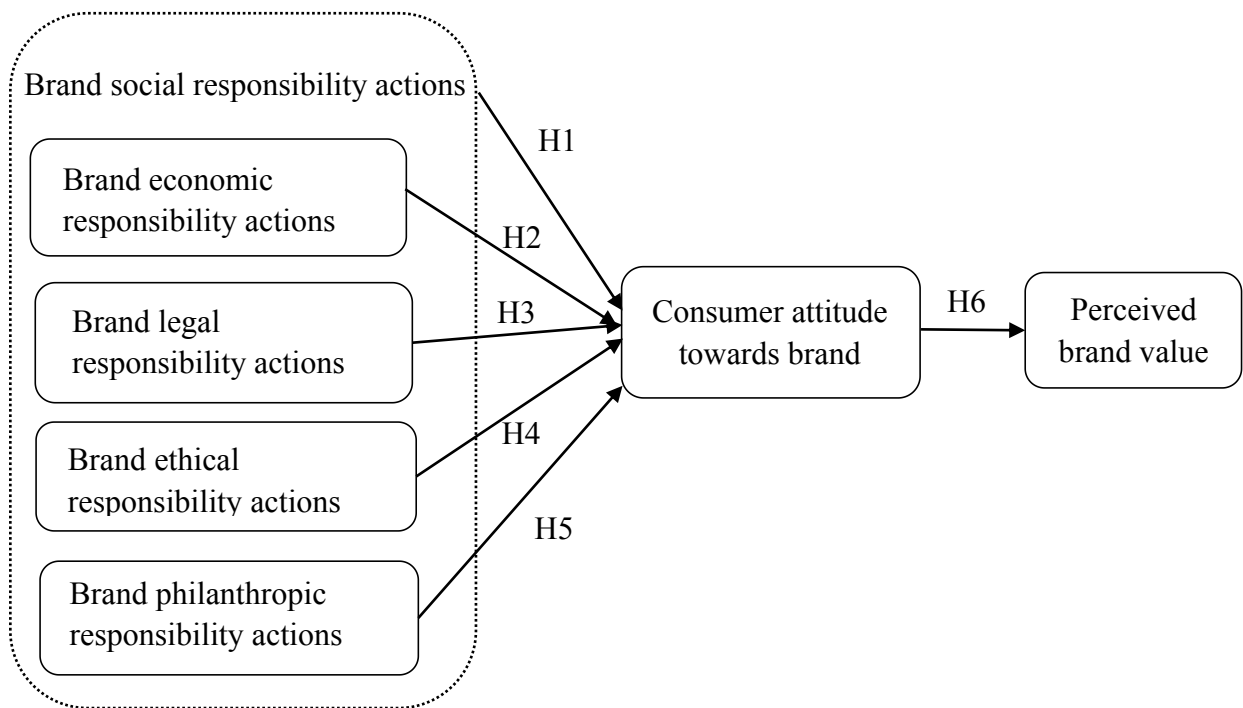


Figure 2. Conceptual model of the impact of brand social responsibility actions on perceived brand value

2.2 Hypotheses

The research model is shown in figure 2. represents both the independent and dependent variables of this study. As independent variables, including “Brand economic responsibility actions, brand legal responsibility actions, brand ethical responsibility actions, brand philanthropic responsibility actions”; “Consumer attitude towards brand” as a mediating variable; “Perceived brand value” as the dependent variable.

This research model will focus on the impact of brand social responsibility actions on perceived brand value through consumer attitude as a mediating variable.

As a key component of the brand stakeholder group, customers have sympathetic psychology to participating in brand social responsibility actions. Building a brand requires sustainable fulfillment actions. Fulfilling BSR actions are conducive to enhancing stakeholder trust in the brand. In terms of action, it mainly considers social participation actions, including

public welfare participation, responsibility awareness, and law enforcement. Consumption investing in socially responsible behavior can increase brand sales. This virtuous circle will make more brands join the action of fulfilling social responsibility (Schaltegger & Synnestvedt, 2002). As far as consumers' purchase intentions are concerned, only actions that fulfill BSR are meaningful (Grohmann & Bodur, 2015). Therefore, BSR actions decided to adopt the concept definition of Carroll (1991). To have a more comprehensive understanding of how consumers' support for BSR has changed, it is necessary to have a more accurate regional consumer's perceived brand value (Kim & Lee, 2019). Research can examine how consumers distinguish between different forms of BSR actions and their associated values when choosing between brands. Based on the four factors of economy, law, morality, and philanthropic responsibility, consumer attitudes increase perceived brand value formulate hypotheses.

Brand social responsibility actions focus on the direct or indirect impact on consumers. One thing to note is that consumers need to receive timely information about brand social responsibility. (Reich, 2002). The perceived brand value represents the overall evaluation of the brand subjectively perceived by consumers (Chang, 2017). Consumer attitude depends on whether consumers react positively or negatively to their actions (Ferrell et al., 2019). Perceived brand value is the overall evaluation by consumers based on the perceptions received and given (Czellar, 2003). A strong brand can help consumers' purchase intentions and purchase decisions, and increasing consumers' perceived value has become the key to enhancing competitiveness (Ruiz-Molina and Gil-Saura, 2008). The interaction of consumer attitudes and behaviors establishes brand value (Pakseresht & Mark-Herbert, 2014). When a brand has a stronger sense of social responsibility, it is easier for consumers to establish a good customer relationship (Valenzuela, Mulki & Jaramillo, 2010). This means that brand social responsibility can increase consumers' perception and awareness of the brand. Similarly, if brands want to establish long-term customer relationships with consumers, they must first regulate themselves legally and ethically. Based on long-term maintenance of good economic benefits, brand will continue to protect the environment, donate, and other charitable actions. Through the above economic, legal, moral, and philanthropic actions, establishing long-term relationships is achieved. Therefore, assuming the impact of brand

social responsibility actions on increasing positive consumer attitude towards brand.

H1: Brand social responsibility actions have a positive impact on consumer attitude towards brand.

To test consumer perceptions, it investigates the impact of brand social responsibility actions. It is assumed that differences in these perceptions affect brand attitudes. Brand social responsibility actions can better predict consumers' reactions to the brands (Grohmann & Bodur, 2015). Economic responsibility is the only way for a brand to survive for a long time (Carroll, 1991). Brand social responsibility seeks to maximize profits in compliance with the rules. The result of describing the perceived brand value in currency form (Salinas and Amber, 2009) is not comprehensive. Therefore, assuming a positive correlation between BSR actions and consumer attitude towards brand.

H2: Brand economic responsibility actions have a positive impact on consumer attitude towards brand.

Brand must conscientiously fulfill their legal responsibility, which is a long-term action. These laws describe concepts established in different countries and regions to have a fair and reasonable market and a business platform (Carroll, 2016). Fulfilling legal obligations is the responsibility of the brand. It is the minimum requirement for the brand to provide at least the products and services required by the law. The legal provisions take into account the interests of a broader range of stakeholders (Hiller, 2013). Empirically test how consumers' perceptions of brand social responsibility actions affect their consumer attitude towards brand.

H3: Brand legal responsibility actions have a positive impact on consumer attitude towards brand.

In recent years, stakeholders' interest in the real sense of the company's identity foundation has surged, especially from an ethical perspective (Balmer & Powell, 2011). Generally speaking, consumers expect companies to take more moral responsibility actions that exceed expectations (Carroll, 2016). Consumers with higher participation expect brands to fulfill their ethical responsibilities (Golob, Lah & Jančič, 2008). Brand value comes from

the sum of all consumers' perceptions of the brand. Consumer loyalty to the brand is an essential manifestation of brand value (Şerban, 2018). Therefore, assuming that brand ethical responsibility actions positively impact consumer attitude towards brand, especially consumers with higher social participation.

H4: Brand ethical responsibility actions have a positive impact on consumer attitude towards brand.

Philanthropic responsibility actions are an effective way to enhance brand reputation and brand image (Carroll, 1991). Public participation in social activities is conducive to the enhancement of brand value (Carroll, 2016). When the brand assumes philanthropic responsibilities, promoting social welfare undertakings, and supporting community cultural education and philanthropy can reflect the brand social value and cultural connotation (Golob, Lah & Jančič, 2008). Increased social value can establish the right brand image and expand brand awareness. Therefore, assuming that brand philanthropic responsibility actions positively impact consumer attitude towards brand, especially for consumers with high self-surpassing value.

H5: Brand philanthropic responsibility actions have a positive impact on consumer attitude towards brand.

Most consumers are concerned about the safety of products to some extent, and some consumers can accept pay more because the brand exceeds their expectations and is safer or more secure (Wilcock et al., 2004). This means that there is a phenomenon: consumers have better attitude toward brands, the higher the perceived brand value. Some consumers will think of the brands they are willing to buy. Perceived value is a preference of consumers for brands that meet their goals and is consumers' overall emotion (Chang, 2017). Perceived value has always been regarded as an abstract, subjective will. Therefore, assuming that consumer attitude towards brand influence perceived brand value has a positive regression.

H6: The increased positive consumer attitude towards brand positively impacts the perceived brand value.

2.3 Research Method

The quantitative method (survey questionnaire) will be conducted to evaluate BSR actions to test the hypotheses. This method will be used because it is the most convenient As the data can be collected in a short time and can be quickly evaluated (Choy, 2014).

Sample size

The average number of respondents will rely on previous research with the same sampling method technique. From the list (Table 1.), the study shows that different perceived brand value evaluation targets will set different brand samples. According to the previous literature, this research set the number of brand samples to two global brands with a certain degree of similarity for research and analyze their significant differences.

Table 1. The sample is the number of brands

Author, Years	Title	Size
Melo, T., & Galan, J. I. (2011)	Effects of corporate social responsibility on brand value	54
Hatch, M. J., & Mirvis, P. H. (2010)	Designing a positive image: corporate branding and social responsibility	4
Șerban, R. A. (2018)	Measuring brand value: the case of Romanian public traded companies	65
Grohmann, B., & Bodur, H. (2015)	Brand Social Responsibility: Conceptualization, Measurement, and Outcomes	15
Lin, C. P., & Chuang, C. M. (2016)	Corruption and brand value	20
Baumann, C., Hamin, H., Bouvain, P., & Lundmark, E. (2013)	Corporate social responsibility in financial services	84
Černikovaitė, M. E. (2015)	Brand value impact on company's economic value-added evaluation model	1

He, H., Zhu, W., Gouran, D., & Kolo, O. (2016)	Moral Identity Centrality and Cause-Related Marketing: The Moderating Effects of Brand Social Responsibility Image and Emotional Brand Attachment	2
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Based on the average sample size in Table 2, this research set the sample size to at least 275 respondents. Since there are no regional and cultural differences, this analysis can use the formula to collect data samples: $N = Z^2 * P (1-P) / c^2 = 1.962 * 0.5 * (1-0.5) / 0.52 = 384.16$. Therefore, the number of respondents collected must be more than 385.

Table 2. Average sample size based on previous researchers

Author, Years	Title	Size
Grohmann, B., & Bodur, H. (2015)	Brand Social Responsibility: Conceptualization, Measurement, and Outcomes	96
Ferreira, D. A., Avila, M. G., & De Faria, M. D. (2010)	Corporate social responsibility and consumers' perception of price	264
Moorthi, Y. L. R., & Mohan, B. C. (2017)	Brand value proposition for bank customers in India	237
Pratihari, S. K., & Uzma, S. H. (2018)	CSR and corporate branding effect on brand loyalty: a study on Indian banking industry	430
Akbari, M., Mehrali, M., SeyyedAmiri, N., Rezaei, N., & Pourjam, A. (2019)	Corporate social responsibility, customer loyalty and brand positioning	350
The average number of respondents		275

2.4 Designing Questionnaire

To collect respondents' data for the study, questionnaire instrument for this research will be used. It will contain two sections. The first part of questionnaire will indicate and measure the independent variables which contain four parts of questions "brand economic responsibility actions", "brand legal responsibility actions", "brand ethical responsibility

actions”, and “brand philanthropic responsibility actions” (Chahal et al., 2014; Chang, 2017; Currás - Pérez et al., 2018; Grohmann & Bodur, 2015). Then the overall impact of “brand social responsibility actions” on consumer attitude towards brand will be examined. The second part will contain the mediating variable questionnaire (Chang, 2017; Lin, Lobo & Leckie, 2017), which “consumer attitude towards brand”. Finally, the theoretical proof is derived and the impact of “brand social responsibility actions” on “perceived brand value” is obtained (Lin, Lobo & Leckie, 2017). The questionnaire will be translated to English and Chinese to facilitate its understanding of respondents and non-dispersion to obtain the highest and most accurate results. It will be measure and evaluate all questionnaire relies on a 5-point Likert scale from "totally agree" to "totally disagree."

Considering the classification characteristics of brand social responsibility and the information asymmetry of brand social responsibility actions acquired by consumers, it is best to study the industry closely related to consumers to ensure the reliability of the conclusion. Many brands in the cosmetics industry and products are frequently updated, and consumers are paying attention. Therefore, this research mainly focuses on the investigation of cosmetic brands in consumer groups. The questionnaire selects two international brands with the same degree of high popularity among cosmetic brands to ensure data's accuracy. The first theoretical brand is Lancôme and the second theoretical brand is Estée Lauder.

After the initial questionnaire was designed, the questionnaire used a random sample to conduct a small-scale collection. Distributed 5 electronic questionnaires and revised the unclear questions based on the pre-survey feedback. Finalize the formal questionnaire.

3. DATA ANALYSIS AND RESEARCH RESULTS

To ensure that the information feedback on the questionnaire is more authentic and reliable. It is required that the fill-in time of the person filling in is at least 60 seconds. This survey mainly used the way of online distribution to collect questionnaires. The data required for this study is mainly collected by compiling the questionnaire on the Questionnaire star website and spreading it through WeChat, QQ, Weibo, email, and other channels. At the end of the survey, 662 pieces of data were collected, 78 pieces of invalid data such as vacant values were screened and deleted, 584 pieces of valid data could be used for analysis, and the effective recovery rate of the sample was 88.2%.

3.1 Descriptive Statistics

1. Sample distribution

Among the respondents in this survey, demographic characteristics include gender, age, education, profession, income. Women (77.4%) are significantly higher than men (22.6%); the age distribution is mostly concentrated under the age of 35 (55.9%); the proportion of undergraduates is the highest (54.1%); the sales population is relatively high (16.1%); people with incomes of 751~1125 EUR account for the highest proportion (29.1%).

In terms of gender distribution, 22.6% of males, and 77.4% of females. Women are significantly higher than men. The screening item of basic information is: Are you aware of any brand social responsibility actions of these cosmetic brands? The high proportion of women may be that women use cosmetics more frequently and pay more attention to the cosmetics industry.

In terms of age distribution, 16.1% of below 18; 36% of 18-25; 19.9% of 26-35; 14.4% of 36-45; 13.6% of 46 or above. The age distribution is mostly concentrated under the age of 35 (55.9%). Among them, the aged 18-25 is the largest. Explain that 18-25 years old is the dominant force in consumption and has its own thoughts.

In terms of education distribution, 24.6% of High school or below; 54.1% of Bachelor, 16.8% of Master; 4.5% of PHD or higher. The proportion of undergraduates is the highest (54.1%). The proportion of bachelor's degree and above is 75.4%, indicating more consumers with higher education. It shows that consumers with high education have a clearer

perception of the concept of brand social responsibility.

In terms of profession distribution, 15.8% of students; 16.1% of sales/marketing staff; 11.3% of functional department staff; 15.1% of technical/R&D personnel; 17.1% of the manager; 14.7% of professionals (such as teachers, accountants, lawyers, architects, medical staff, journalists, etc.); 9.9% of freelance. People who have already worked account for the majority (84.2%), indicating that the dominant consumer group is those who have already worked. The professions' distribution is representative.

In terms of the income distribution, choosing the more intuitive monthly income as the standard. 26.4% of up to 375 EUR; 16.8% of 375 - 750 EUR; 29.1% of 751-1125 EUR; 17.8% of 1126- 1500 EUR; 9.9% of More than 1500. People with incomes of 751~1125 EUR account for the highest proportion (29.1%).

Table 3. Sample distribution

	Variable	Frequency	Percent (%)
Gender	Male	132	22.6
	Female	452	77.4
Age	Below 18	94	16.1
	18-25	210	36.0
	26-35	116	19.9
	36-45	84	14.4
	46 or above	80	13.6
Education	High school or below	144	24.6
	Bachelor	316	54.1
	Master	98	16.8
	PHD or higher	26	4.5
Profession	Student	92	15.8
	Sales/marketing staff	94	16.1
	Functional department staff	66	11.3
	Technical/R&D personnel	88	15.1
	Manager	100	17.1
	Professionals ^①	86	14.7
	Freelance	58	9.9
monthly income (before tax)	Up to 375 EUR	154	26.4
	375 - 750 EUR	98	16.8
	751-1125 EUR	170	29.1
	1126- 1500 EUR	104	17.8
	More than 1500	58	9.9
Total		584	100

①: such as teachers, accountants, lawyers, architects, medical staff, journalists, etc.

2. Dimension score

The average score of each of the factors is: Brand Economic Responsibility Actions (M=3.48); Brand legal Responsibility Actions (M=3.43); Brand ethical Responsibility Actions (M=3.42); Brand philanthropic Responsibility Actions (M=3.46); Brand social responsibility (M=3.45); Consumer attitude towards brand (M=3.43); Perceived brand value (M=3.47).

Indicating that consumers have a good overall evaluation of brand social responsibility, consumer attitude towards brand, and perceived brand value.

Table 4. Dimension score

	Minimum	Maximum	M ± SD
Brand Economic Responsibility Actions	1	5	3.48 ± 0.97
Brand legal Responsibility Actions	1	5	3.43 ± 1.04
Brand ethical Responsibility Actions	1	5	3.42 ± 1.02
Brand philanthropic Responsibility Actions	1	5	3.46 ± 1.03
Brand social responsibility	1.29	4.89	3.45 ± 0.76
Consumer attitude towards brand	1	5	3.43 ± 1.08
Perceived brand value	1	5	3.47 ± 1.00

Valid N=584

3. Questionnaire reliability

In this part, SPSS is used to calculate the Cronbach's Alpha. In the questionnaire reliability measurement, the larger the Cronbach's Alpha, the greater its reliability. When the Cronbach's Alpha is less than 0.7, the reliability of the sample is generally considered to be low; when the Cronbach's Alpha is greater than 0.7, It can be considered that the reliability and stability of the questionnaire is good; when the Cronbach's Alpha is above 0.9, the questionnaire is considered very credible.

As shown in the table below, the four types of brand social responsibility actions are higher than 0.7, indicating that they are credible. Brand Economic Responsibility Actions

(Cronbach's Alpha = 0.837); Brand Legal Responsibility Actions (Cronbach's Alpha = 0.876); Brand Ethical Responsibility Actions (Cronbach's Alpha = 0.786); Brand Philanthropic Responsibility Actions (Cronbach's Alpha = 0.811). Variable of Consumer attitude towards brand (Cronbach's Alpha = 0.886); Variable of Perceived brand value (Cronbach's Alpha = 0.852). The reliability of the overall questionnaire is 0.929.

The overall questionnaire's reliability is greater than 0.8, indicating that the reliability and consistency of the questionnaires are suitable.

Table 5. Questionnaire reliability

Dimension	Cronbach's Alpha	N of Items
Brand Economic Responsibility Actions	0.837	4
Brand Legal Responsibility Actions	0.876	5
Brand Ethical Responsibility Actions	0.786	4
Brand Philanthropic Responsibility Actions	0.811	4
Consumer attitude towards brand	0.886	5
Perceived brand value	0.852	5
Total	0.929	27

3.2 Exploratory factor analysis

Use spss to perform exploratory factor analysis on the data. Through principal component analysis of different project data, common factors are found, and the data factor structure is further simplified for analysis. KMO value can be obtained through factor analysis. When kmo is greater than 0.7, it indicates that the data is valid and the factor analysis can be continued

In the following table, the Kmo value is 0.936, which is greater than 0.9, the chi-square value is equal to 7624.119, and the degree of freedom is 351. It shows that factor analysis can be performed on the data, which is feasible and maneuverable in practice.

1. KMO and Bartlett's Test

In the following table, the Kmo value is 0.936, which is greater than 0.9, the

chi-square value is equal to 7624.119, and the degree of freedom is 351. It shows that it is feasible and operable to perform factor analysis on the data. Existing data is valid data.

Table 6. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.936
Bartlett's Test of Sphericity	Approx. Chi-Square	7624.119
	df	351
	Sig.	0.000

2. Total Variance Explained

The principal component method can extract 6 common factors, and the feature values of the extracted factors are all greater than 1. The variable's cumulative variance contribution rate is 65.717%, and the factor extraction effect is better.

Table 7. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.547	35.359	35.359	9.547	35.359	35.359	3.427	12.692	12.692
2	2.017	7.471	42.829	2.017	7.471	42.829	3.351	12.412	25.104
3	1.817	6.731	49.560	1.817	6.731	49.560	3.105	11.499	36.603
4	1.725	6.388	55.949	1.725	6.388	55.949	2.771	10.264	46.867
5	1.339	4.959	60.908	1.339	4.959	60.908	2.580	9.554	56.421
6	1.298	4.809	65.717	1.298	4.809	65.717	2.510	9.296	65.717
7	0.720	2.665	68.383						
8	0.661	2.449	70.832						
9	0.591	2.189	73.021						
10	0.567	2.100	75.120						
11	0.539	1.995	77.116						
12	0.495	1.834	78.950						
13	0.488	1.807	80.756						
14	0.469	1.736	82.493						
15	0.456	1.687	84.180						
16	0.451	1.671	85.851						
17	0.421	1.559	87.410						
18	0.411	1.523	88.933						

19	0.394	1.460	90.393
20	0.372	1.377	91.770
21	0.370	1.372	93.142
22	0.344	1.275	94.418
23	0.337	1.248	95.665
24	0.308	1.141	96.807
25	0.299	1.106	97.913
26	0.285	1.057	98.970
27	0.278	1.030	100.000

Extraction Method: Principal Component Analysis.

3. Rotated Component Matrix

As shown in APPENDIX 1, factor F1 is composed of item b1~b5, which is the factor “Consumer attitude towards brand”, the loading coefficients are higher than 0.7; Factor F2 is composed of item a5-a9, which is the factor “Brand legal Responsibility Actions”, the loading coefficients are higher than 0.6; Factor F3 is composed of item c1-c5, which is the factor “Perceived brand value”, the loading coefficients are higher than 0.6; Factor F3 is composed of item a1-a4, which is the factor “Brand Economic Responsibility Actions”, the loading coefficients are higher than 0.7; Factor F4 is composed of item a14-a17, which is the factor “Brand Philanthropic Responsibility Actions”, the loading coefficients are higher than 0.6; Factor F5 is composed of item a10-a13, which is the factor “Brand Ethical Responsibility Actions”, the loading coefficients are higher than 0.6. The loading coefficient of each principal component factor is shown in APPENDIX 1.

3.3 Correlations

Correlation analysis is used to detect whether the relationship between variables is significant. Correlation analysis is a commonly used analysis method. This study puts the divided Brand social Responsibility Actions dimensions, Consumer attitude towards brand and Perceived brand value into SPSS to analyze of the correlation coefficient matrix in the measurement model. From the above table, among the surveyed objects, brand social responsibility actions (including Brand Economic Responsibility Actions, Brand Legal Responsibility Actions, Brand Ethical Responsibility Actions, Brand Philanthropic Responsibility Actions) four factors have significant correlation with Consumer attitude

towards brand and Perceived brand value. From the correlation coefficients between the variables in the table below, there is no multicollinearity problem among the factors, so that the next step can be analyzed.

Table 8. Correlation

	Brand Economic Responsibility Actions	Brand legal Responsibility Actions	Brand ethical Responsibility Actions	Brand philanthropic Responsibility Actions	Consumer attitude towards brand	Perceived brand value
Brand Economic Responsibility Actions	1					
Brand legal Responsibility Actions	.403**	1				
Brand ethical Responsibility Actions	.330**	.447**	1			
Brand philanthropic Responsibility Actions	.354**	.442**	.485**	1		
Consumer attitude towards brand	.355**	.499**	.421**	.437**	1	
Perceived brand value	.377**	.472**	.500**	.509**	.558**	1

** Correlation is significant at the 0.01 level (2-tailed).

3.4 Regression analysis

Use SPSS, perceived brand value as the dependent variable, Brand Economic Responsibility Actions, Brand Legal Responsibility actions, Brand Ethical Responsibility actions, Brand Philanthropic Responsibility actions as the independent variable, Consumer attitude towards brand as the intermediate variable, and perform multiple linear stepwise regression analysis. Organize and summarize the data of Model 1-6.

According to Model 5, Brand economic responsibility actions, Brand Legal responsibility actions, Brand Ethical responsibility actions, Brand Philanthropic Responsibility actions have a significant impact on increasing consumer attitude towards brand, that is, Brand ethical responsibility actions have a significant impact on increasing customer attitude towards brand. H1 is supported; and in the model, R Square=0.338, indicating that Brand ethical responsibility actions' interpretation of Consumer attitude

towards brand's variability is 33.8%; Durbin-Watson is 2-4 and in this table shows close to 2, indicating that the model residual sequence is independent the model variables have no serial auto correlation effects.

It can be seen from Model 1 that the "Brand Economic Responsibility Actions" factor has a significant positive effect on consumer attitude towards brand ($\beta = 0.392$, $p < 0.01$), assuming H2 is supported;

It can be seen from Model 2 that the "Brand Legal Responsibility Actions" factor has a positive effect on consumer attitude towards brand ($\beta = 0.514$, $p < 0.01$), assuming H3 is supported;

It can be seen from Model 3 that the "Brand Ethical Responsibility Actions" factor has a significant positive effect on consumer attitude towards brand ($\beta = 0.443$, $p < 0.01$), assuming H4 is supported;

It can be seen from Model 4 that the "Brand Philanthropic Responsibility Actions" factor has a significant positive impact on consumer attitude towards brand ($\beta = 0.456$, $p < 0.01$), assuming H5 is supported;

Comparing four types of brand social responsibility actions, the table shows that the legal responsibility actions has the greatest impact. The order of influence size is Legal ($R = 0.499$; $R \text{ Square} = 0.307$) > Philanthropic ($R = 0.437$; $R \text{ Square} = 0.195$) > Ethical ($R = 0.421$; $R \text{ Square} = 0.167$) > Economic ($R = 0.355$; $R \text{ Square} = 0.128$).

Four types of brand social responsibility actions all have significant effects. Legal responsibility actions has the greatest impact of consumer attitude towards brand. This shows that in the minds of consumers, legal responsibility actions are the first influencing condition. If the basic legal rules cannot be guaranteed, it is useless to perform other social responsibilities.

It can be seen from Model 6 that when perceived brand value is the dependent variable, consumer attitude towards brand has a significant impact on increasing the perceived brand value ($\beta = 0.521$, $p < 0.01$), indicating that consumer attitude towards brand plays an intermediate variable in the model. Assume H6 is verified. In the model, $R \text{ Square} = 0.312$, indicating that Consumer attitude towards brand's interpretation of Perceived brand value is 31.2%; Durbin-Watson=1.743, which is 2-4 and close to 2, indicating that the model has good

fit validity.

Through verification reasoning, "Brand social responsibility actions" factor has a significant positive impact on the perceived brand value. The impact of "Brand Economic Responsibility Actions", "Brand Legal Responsibility Actions", "Brand Ethical Responsibility Actions", "Brand Philanthropic Responsibility Actions" factors on increasing the perceived brand value.

Table 9. Regression analysis

Dependent Variable	Consumer attitude towards brand					Perceived brand value
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
(Constant)	2.061**	1.659**	1.91**	1.848**	0.677**	1.683**
Independent variable						
Brand Economic Responsibility Actions	0.392**				0.128**	
Brand legal Responsibility Actions		0.514**			0.307**	
Brand ethical Responsibility Actions			0.443**		0.167**	
Brand philanthropic Responsibility Actions				0.456**	0.195**	
Intermediate variable						
Consumer attitude towards brand						0.521**
Goodness of Fit						
R	0.355	0.499	0.421	0.437	0.582	0.558
R Square	0.126	0.249	0.177	0.191	0.338	0.312
F	83.754**	192.541**	125.556**	137.05*	73.999*	263.595*
Durbin-Watson	1.902	1.901	1.947	1.986	1.964	1.743

Note: **p<0.01, *p<0.05;

3.5 Significant test of differences

In this study, SPSS was used to test multiple classifications such as academic

qualifications by one-way analysis of variance (F-test). The differences of multi-categorical variables in brand social responsibility, customer attitudes, and perceived brand value; independent sample t tests are used to explore the differences in brand social responsibility, customer attitude towards brand, and perceived brand value of binary variables such as gender. The difference was significant when $P < 0.05$.

1. Brands

The table shows that there was no significant difference in the scores of Perceived brand value, Brand Economic Responsibility Actions, Brand Legal Responsibility Actions, Brand Ethical Responsibility Actions, Brand Philanthropic Responsibility Actions, and Consumer attitude towards brand among different brands ($P > 0.05$).

This survey chose two globally renowned brands of cosmetics. Considering the brand's product quality, price, performance, and customer groups have a certain similarity when selecting the brand. First, the investigation prevents deviations in customer perception of brand social responsibility actions due to discrepancies in product quality, price, performance, and other fundamental facts. The ability to reliably measure shifts in consumer attitude towards brands and perceived brand value is because brands serve various social roles. Explain why different brands do not impact the survey outcomes in the same industry.

Table 10. Compare Brands

	Brands	M ± SD	t	sig
Brand Economic Responsibility Actions	Estée Lauder	3.54 ± 0.99	1.393	0.164
	Lancôme	3.42 ± 0.95		
Brand legal Responsibility Actions	Estée Lauder	3.36 ± 1.03	-1.772	0.077
	Lancôme	3.51 ± 1.05		
Brand ethical Responsibility Actions	Estée Lauder	3.39 ± 1	-0.697	0.486
	Lancôme	3.45 ± 1.05		

Brand philanthropic Responsibility Actions	Estée Lauder	3.47 ± 1.01	0.311	0.756
	Lancôme	3.45 ± 1.05		
Brand social responsibility	Estée Lauder	3.44 ± 0.74	-0.290	0.772
	Lancôme	3.46 ± 0.79		
Consumer attitude towards brand	Estée Lauder	3.47 ± 1.13	0.931	0.352
	Lancôme	3.38 ± 1.01		
Perceived brand value	Estée Lauder	3.54 ± 1.02	1.793	0.073
	Lancôme	3.39 ± 0.99		

Note:**p<0.01,*p<0.05;

2. Gender

There was a statistically significant difference in Brand Philanthropic Responsibility Actions scores for different genders (P<0.05).

Females scores are significantly higher than those of males including Brand Philanthropic Responsibility Actions, Consumer attitude towards brand, Perceived brand value .

Table 11. Gender

	Gender	M ± SD	T	sig
Brand Economic Responsibility Actions	Male	3.48 ± 0.99	0.027	0.978
	Female	3.48 ± 0.97		
Brand legal Responsibility Actions	Male	3.38 ± 1.08	-0.622	0.534
	Female	3.45 ± 1.03		
Brand ethical Responsibility Actions	Male	3.44 ± 0.98	0.263	0.792
	Female	3.42 ± 1.04		

Brand philanthropic Responsibility Actions	Male	3.3 ± 1.09	-2.046	0.041
	Female	3.51 ± 1.01		
Brand social responsibility	Male	3.4 ± 0.79	-0.806	0.420
	Female	3.46 ± 0.75		
Consumer attitude towards brand	Male	3.24 ± 1.15	-2.205	0.028
	Female	3.48 ± 1.05		
Perceived brand value	Male	3.3 ± 1.06	-2.228	0.026
	Female	3.52 ± 0.98		

Note: **p<0.01, *p<0.05;

3. Age

There is a statistically significant difference in consumer attitude towards brand scores of survey subjects of different ages ($P<0.05$). The consumer attitude towards the brand of 18-25 years old consumers is significantly higher than that of other age groups.

Table 12. Age

	Age	M±SD	F	sig
Brand Economic Responsibility Actions	Below 18	3.39±0.93	1.970	0.098
	18-25	3.59±0.92		
	26-35	3.52±0.99		
	36-45	3.46±1		
	46 or above	3.26±1.07		
Brand legal Responsibility Actions	Below 18	3.4±1.02	0.247	0.912
	18-25	3.49±1.04		
	26-35	3.43±1.07		
	36-45	3.37±1.06		
	46 or above	3.42±1.03		
Brand ethical Responsibility Actions	Below 18	3.4±1.07	1.384	0.238
	18-25	3.55±0.97		
	26-35	3.37±1.06		
	36-45	3.35±0.98		

Brand philanthropic Responsibility Actions	46 or above	3.27±1.09	2.012	0.091
	Below 18	3.43±1.08		
	18-25	3.57±0.99		
	26-35	3.54±1		
	36-45	3.31±1.04		
	46 or above	3.26±1.07		
Brand social responsibility	Below 18	3.4±0.76	1.941	0.102
	18-25	3.55±0.73		
	26-35	3.47±0.76		
	36-45	3.37±0.75		
	46 or above	3.3±0.84		
	Below 18	3.32±1.13		
18-25	3.64±1.03			
26-35	3.34±1.06			
36-45	3.25±1.1			
46 or above	3.29±1.05			
Below 18	3.54±0.99	1.088	0.361	
18-25	3.53±0.97			
26-35	3.47±1.04			
36-45	3.32±1.01			
46 or above	3.35±1.03			

Note: **p<0.01, *p<0.05;

4. Education

There is a statistically significant difference in the "Brand social responsibility" scores of survey subjects with different education levels ($P<0.05$). The higher the education level, the higher the score of "Brand social responsibility". However, there was no significant difference between consumer attitude and perceived brand value in the scores of survey subjects of education ($P>0.05$).

Table 13. Education

	Education	M±SD	F	sig
Brand Economic Responsibility Actions	High school or below	3.39±0.95	1.767	0.152
	Bachelor	3.45±0.99		
	Master	3.65±0.98		
	PHD or higher	3.64±0.88		

Brand legal Responsibility Actions	High school or below	3.39±1	1.664	0.174
	Bachelor	3.4±1.05		
	Master	3.51±1.08		
	PHD or higher	3.83±1		
Brand ethical Responsibility Actions	High school or below	3.38±1.07	2.135	0.095
	Bachelor	3.38±0.99		
	Master	3.53±1.08		
	PHD or higher	3.85±0.92		
Brand philanthropic Responsibility Actions	High school or below	3.42±1.05	1.172	0.320
	Bachelor	3.43±1.03		
	Master	3.52±1.02		
	PHD or higher	3.8±0.96		
Brand social responsibility	High school or below	3.39±0.72	2.71*	0.044
	Bachelor	3.41±0.75		
	Master	3.55±0.82		
	PHD or higher	3.78±0.75		
Consumer attitude towards brand	High school or below	3.4±1.18	0.083	0.969
	Bachelor	3.43±1.05		
	Master	3.45±1		
	PHD or higher	3.35±1.19		
Perceived brand value	High school or below	3.49±1.03	0.156	0.926
	Bachelor	3.47±0.98		
	Master	3.41±1.04		
	PHD or higher	3.44±1.06		

Note: **p<0.01, *p<0.05;

5. Profession

As shown in APPENDIX 2, there was no significant difference in the scores of survey subjects of different occupations in all aspects ($P>0.05$). In the occupational classification, there is no significant difference between students and those who have already worked. Will not distinguish between brand social responsibility actions, consumer attitude towards brand, and perceived brand value based on different occupations.

6. monthly income (before tax)

As shown in APPENDIX 3, there was no significant difference in survey subjects' scores with different monthly incomes ($P>0.05$). Income does not affect consumers' perception of brand social responsibility actions, nor does it affect perceived value of a brand.

7. Purchase/use Lancôme or Estée Lauder brand

There was no significant difference in the scores of “purchase/use Lancôme or Estée Lauder brand” survey subjects with different monthly incomes ($P>0.05$).

For the two brands selected in this study, there are two similar brands selected for comparison. Lancôme and Estée Lauder have similarities in advertising, product features, and prices. This ensures that the interviewees have similar amounts of information on brand social responsibility actions that the two brands can receive.

After investigation, it is proved that similar brands do not significantly affect consumers' judgments on brands.

Table 14. Purchase/use Lancôme or Estée Lauder brand

	purchase/use Lancôme or Estée Lauder brand?	M±SD	t	sig
Brand Economic Responsibility Actions	YES	3.49±0.99	0.259	0.796
	NO	3.47±0.96		
Brand legal Responsibility Actions	YES	3.45±1	0.338	0.736
	NO	3.42±1.08		
Brand ethical Responsibility Actions	YES	3.48±1.04	1.307	0.192
	NO	3.37±1.01		
Brand philanthropic Responsibility Actions	YES	3.52±1.03	1.226	0.221
	NO	3.41±1.03		

Brand social responsibility	YES	3.48±0.74	1.053	0.293
	NO	3.42±0.78		
Consumer attitude towards brand	YES	3.48±1.06	1.210	0.227
	NO	3.37±1.09		
Perceived brand value	YES	3.49±1.02	0.541	0.588
	NO	3.44±0.99		

Note: **p<0.01, *p<0.05;

A summary of the research hypotheses and analysis results

Hypothesis	Results
<i>H1: Brand social responsibility actions have a positive impact on consumer attitude towards brand.</i>	Confirmed
<i>H2: Brand economic responsibility actions have a positive impact on consumer attitude towards brand.</i>	Confirmed
<i>H3: Brand legal responsibility actions have a positive impact on consumer attitude towards brand.</i>	Confirmed
<i>H4: Brand ethical responsibility actions have a positive impact on consumer attitude.</i>	Confirmed
<i>H5: Brand philanthropic responsibility actions have a positive impact on consumer attitude towards brand.</i>	Confirmed
<i>H6: The increased positive consumer attitude towards brand positively impacts the perceived brand value.</i>	Confirmed

3.6 Interpretation of Findings

This section will discuss the results to answer assumptions.

In terms of gender, more than 77% of the respondents were women, and only about 23% were male respondents. It shows that women are more eager to participate in the survey than men. This also reflects that women pay more attention to the impact of social responsibility actions on brands than men. According to data analysis, men and women are equally concerned about economic responsibility actions, legal actions, and moral actions. There is no significant difference between these three actions. Women pay more attention to charitable actions, consumer attitudes, and perceived value than men. Among the ages participating in the survey, the largest proportion is 18-25 years old, accounting for 36%. This data shows that people in the 18-25 age group are more willing to participate in social responsibility and perceived brand value surveys. It is worth noting that under the age of 35, consumer attitude is significantly higher than that of other age groups. In the academic survey, The higher the education level, the more concerned about brand social responsibility actions.

Secondly, according to correlations, “Perceived brand value” and the factors “Brand Economic Responsibility Actions”, “Brand legal Responsibility Actions”, “Brand ethical Responsibility Actions”, “Brand philanthropic Responsibility Actions”, and “Consumer attitude” all have a significant positive correlation.

Thirdly, in the regression analysis of the impact of brand social responsibility on consumer attitude, brand legal responsibility actions impact consumer attitude. Among the four types of brand social responsibility actions, economic responsibility actions have the least impact on consumer attitude and perceived brand value.

Finally, according to multiple linear regression analysis, brand social responsibility actions positively impact consumer attitude, positively impact the perceived brand value.

DISCUSSION

This study aims at contributing to a better understanding of brand social responsibility actions impact on increasing the perceived brand value by considering their consumers' attitude toward brand as a key variable. These findings mean that different brand social responsibility actions will affect consumers' judgments. Consumers learn more about the brands' social responsibility events, if their attitudes changed, their perceived value will also change. Positive social responsibility actions can bring positive attitudes to consumers and enhance their perceived brand value. Negative social responsibility actions can bring negative attitudes to consumers and reduce perceived value.

1. The results of this study show that positive brand social responsibility actions will affect consumer attitudes ($R = 0.582$; $R \text{ Square}=0.338$, $P<0.01$). The higher the consumer attitude towards brand, the higher the perceived brand value. This finding is significant to the senior management of the company where the brand is located. Managers must make decisions about the priorities of brand marketing and operational actions, even if this is a difficult decision. Brand social responsibility should be included in brand strategy, especially in formulating long-term development marketing plans. In the formulation of long-term brand strategy, brand social responsibility action should be prioritized and carefully considered. When the brand conducts consumer perception actions, the brand party more hopes that consumers can actively perceive the brand's products. At the same time, the brand hopes that consumers will be aware of the efforts and actions the brand has made for long-term development.

2. Another significant result is that legal responsibility actions significantly impact consumer attitudes than the other three types of actions. Comparing four types of brand social responsibility actions, the table shows that the legal responsibility actions has the greatest impact. The order of influence size is Legal ($R= 0.499$; $R \text{ Square}=0.307$) > Philanthropic ($R= 0.437$; $R \text{ Square}= 0.195$) > Ethical ($R=0.421$; $R \text{ Square}= 0.167$) > Economic ($R= 0.355$; $R \text{ Square}=0.128$). Compared with other actions, economic responsibility actions have the least impact on consumer attitudes. This means that in marketing and operations, brands should focus on whether the legal responsibility meets the market and consumers' recognition standards, even exceeds consumer expectations.

3. Perceived brand value is the dependent variable, consumer attitude towards brand has an impact on increasing the perceived brand value ($R = 0.558$; $R \text{ Square} = 0.312$, $p < 0.01$), indicating that consumer attitude towards brand plays an intermediate variable

4. Data analysis shows that the age distribution is mostly concentrated under the age of 35. The aged 18-25 is the largest population. Explain that 18-25 years old is the dominant force in consumption and has its own thoughts.

This article analyzes the brand's perspective, distinguishes corporate social responsibility actions and brand social responsibility actions, and focuses on its own marketing and development planning. Brand social responsibility has far-reaching significance to perceived brand value.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. The literature analysis implies that brand social responsibility is based on corporate social responsibility, which is mostly being analysed using Carroll's four-dimensional corporate social responsibility pyramid (Carroll, 1991), which divides brand social responsibility actions into four categories: economic responsibility actions (the most basic), legal responsibility actions (rules), ethical responsibility actions (obligation), philanthropic responsibility actions (contribution to society).

2. The literature research findings indicates that each of brand social responsibility actions (economic, legal, ethical, and philanthropic) positively affect consumer attitude towards the brand. The better the consumer attitude towards brand, the higher brand value that consumers can perceive.

3. The carried research revealed that from four types of the brand social responsibility actions (economic, legal, ethical, and philanthropic), and legal responsibility actions have a strongest impact on customer attitude towards brand unsupported the finding conducted by Bhattacharya & Sen (2004), which focused on consumers generally have high expectations in terms of brand ethical responsibility actions. From the food industry perspective, Hussain & Dawson (2013) confirmed that the legal responsibility for food safety is the most important responsibility for the food industry. This research has confirmed the importance of brand legal responsibility from the cosmetics industry.

4. This study have found that legal liability actions are the most influential factor to the consumer attitudes. When consumers aware that the brand cannot fulfill legal responsibilities (such as non-compliance with market quality standards, tax evasion, etc.). Consumers will doubt the brand-related products. Moreover, consumer attitudes is the most affected variable. This effect might even lead to the brand to fail to operate normally. This finding also confirmed Carroll (2016) that legal responsibility is the key for the company in order to survive in the market.

5. The research results revealed that consumer's attitude towards brand impact perceived brand value. This finding was supported by previous studies conducted (He et al., 2016) where it showed that consumer attitudes more positive, the brands' emotion could elicit

from consumers and the higher perceived brand value in consumers' minds.

Using consumer attitude towards brand as an intermediary variable effectively proves a positive correlation between brand social responsibility actions and perceived value. This shows that from the consumer's perspective, the more brand social responsibility actions make, the higher the perceived value of the brand is implied into the consumer perception.

Recommendations

This study shows that brand social responsibility actions positively impact the perceived brand value. Accurately positioning the direction of fulfilling the brand's social responsibility can effectively help the brand to enhance the perceived value. In the case of fierce market competition, consumers can choose from many brands. Only by continuously improving quality, actively fulfilling social responsibilities, and paying attention to disseminating information can brands leave an impression on consumers.

1. From a management perspective, brands should recognize the necessity of identifying positive brand social responsibility actions that consumers consider. Since each brand's risk characteristics are different, it is necessary to review brand social responsibility actions and determine the positive actions. By communicating positive brand social responsibility actions to consumers, a positive consumer attitude can be obtained with brands, thereby increasing perceived brand value.

2. Brand social responsibility actions do not exist in isolation but are combined with brand strategy. Brand social responsibility is an indispensable part of the brand strategy. By distinguishing perceived brand value, the importance of different social responsibility actions at different stages is determined. Long-term legal responsibility actions can have a stronger impact on the perceived brand value. In future brand management, the brand should pay attention to whether legal responsibility actions can positively guide consumers firstly.

3. Brands should focus on communication with consumers. The analysis results show that consumer attitudes as an intermediary variable regulate the impact of brand social responsibility actions on increasing the perceived brand value. Therefore, brands should pay attention to consumers as the main purchasers and consumer attitudes. Communicate with consumers frequently and fully understand the needs of consumers. While fulfilling social

responsibility actions, brands pay attention to conveying information to consumers on time. Consumers can understand the brand's fulfillment actions in real-time. The brand's attitude to collect consumer feedback promptly can also adjust the strategy of fulfilling actions in time.

4. This finding analyses that the age distribution is mostly concentrated under the age of 35 years old. Moreover, the consumer attitude towards the brand of 18-25 years old consumers is significantly higher than that of other age groups. Explain that 18-25 years old is the dominant force in consumption and has its own thoughts. People aged 18-25 buy brands from their own needs and pay attention to the brand's responsible actions towards society, then make their own judgments. Brands need to pay more attention to consumers' attitudes in the 18-25 age group towards brands and make timely adjustments to brand strategies.

LIMITATION AND FURTHER DIRECTION

This research has limitations and needs to improve in the future, and the deficiencies mainly exist in the following aspects:

1. Selection of samples. Due to time and energy constraints, the scope and quantity of samples in this article have certain limitations. In line with the social responsibility that humanity should face globally, it does not classify a country for research. In the future, research can increase the number of samples collected for a certain country or region to verify this research's universality further.

2. The choice of industry. This article aims to select two global brands in the same industry, and finally select two internationally renowned brands in the cosmetics industry for comparison. Try to control the price of branded products with similar performance. Compare the impact of brand social responsibility actions taken by two international brands on consumer attitudes and perceived brand value. Due to the differences between industries, this article's research results cannot fully represent all industries' status and can only be used as reference opinions. In future research, the industry can continuously expand the research scope to analyze different brands in different industries.

3. Limited by the research conditions, this research ignores the lagging effect of brand responsibility actions on brand perceived value. Some aspects of social responsibility actions may require a certain period of time to elicit consumer reactions before producing corresponding positive or negative effects. Brand fulfillment of social responsibility actions is long-term behavior. Long-term persistence of the brand is needed to bring economic benefits and good perceived value to itself. This is what I hope to study in the future.

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THE IMPACT OF BRAND SOCIAL RESPONSIBILITY ACTIONS ON PERCEIVED BRAND VALUE

SUMMARY

85 pages (including annexes), 14 tables, 4 appendix, 2 figures, 2 pictures, 89 references.

This Master thesis's main purpose is to assess how the impact of brand social responsibility actions on perceived brand value.

The work consists of three main parts: analysis of literature, development of the research methodology, and empirical findings. The thesis paper's essence is presented in the introduction; the thesis paper ends with conclusions, recommendations, references, and annexes.

Literature analysis presents the main key brand social responsibility actions models (rand Economic Responsibility actions, Brand Legal Responsibility actions, Brand Ethical Responsibility actions, and Brand Philanthropic Responsibility actions), the perceived value of the brand. It is followed by the consumer attitude towards perceived brand value. This analysis allows identifying consumer attitude can be used as a mediating variable and moderating variable.

The research methodology is based on the modified CSR Model, including the relevant factors in the analyzed situation. The main hypotheses include testing the impact of brand social responsibility on perceived brand value. Data is collected via an online survey, using convenience sampling. Research questionnaire is developed using the scales that had appropriate reliability in the earlier studies.

The empirical analysis is performed based on 584 questionnaires. The key elements of the sample structure include: the proportion between male/female respondents is 23/77%; according to age; this data shows that people in the 18-25 age group are more willing to participate in social responsibility and perceived brand value surveys, majority of them have bachelor level education. As shown in the table below, the overall questionnaire's reliability is greater than 0.8, indicating that the reliability and allows the further analysis of data.

The data analysis allows confirming the impact of brand social responsibility actions on increasing the perceived brand value. Brand ethical responsibility actions have the strongest influence on its perceived brand value.

Additional analysis of the data shows that people in the 18-25 age group are more willing to participate in social responsibility and perceived brand value surveys. The brand may improve the promotion effect of brand social responsibility actions; it was also different based on gender.

The brand is a resource for sustainable development and can bring long-term benefits. In recent years, companies out of their own brand long-term consideration, more and more emphasis on the importance of brand social responsibility actions among brand strategy. Actions by the brand of social responsibility, to attract sustained attention of the target group. Brand social responsibility is an indispensable part of the brand strategy. By distinguishing perceived brand value, the importance of different social responsibility actions at different stages is determined. Long-term brand legal responsibility actions can have a stronger impact on increasing the perceived brand value. In future brand management, the brand should pay more attention to whether legal responsibility actions can positively guide consumers.

ANNEXES

APPENDIX 1. Rotated Component Matrix

	Component					
	1	2	3	4	5	6
b2 I prefer to purchase this brand to other brands.	0.781					
b5 I will recommend this brand to other people.	0.776					
b1 Compared with other similar brands, I think Brand social responsibility actions of this brand are more reliable.	0.762					
b4 Overall, this brand will be my first choice.	0.757					
b3 I intend to continue buying this brand.	0.710					
a9 This brand with after sale service in case of defects.		0.802				
a8 This brand process contaminate by purchasing install anti-pollution devices, chimneys, etc.		0.767				
a5 This brand has product at right time and as per the terms and conditions.		0.767				
a6 This brand always paying taxes legally.		0.753				
a7 The price of brand sell with a proper invoice.		0.660				
c1 By understanding the social responsibility actions of this brand, I want to buy it.			0.736			
c5 Each consumer can have a positive influence on society by buying products from the socially responsible brand.			0.734			
c2 After I understand the Brand social responsibility actions of this brand, I will			0.726			

become a loyal customer.		
c4 With this brand, I can feel good because I help to protect the environment.	0.719	
c3 With this brand, I have the feeling of contributing to the well-being of humanity and nature.	0.625	
a3 Brands have the ability to predict risks. When there is a issue with the product, the brand can quickly response with professional actions.	0.798	
a1 I believe that brand can survive in the market for a long time.	0.794	
a4 I think that brand tries to improve quality of life in the local communities where it operates.	0.775	
a2 I believe that try to maximize benefits through economic responsibility actions.	0.744	
a17 This brand actively sponsors or subsidizes social actions (sports, music, etc.)	0.784	
a15 This brand is concerned to improve general well-being of society.	0.740	
a14 This brand directs part of its budget to donations and social works favoring the disadvantaged.	0.733	
a16 This brand has taken long-term sustainable development actions and cares about protecting the natural environment.	0.647	
a12 This brand always listen to their complaints, customer interaction.	0.771	
a13 This brand use latest technology which reduces pollution ISO, etc	0.728	
a10 This brand has good cost-effective price.	0.679	
a11 This brand has good quality product.	0.671	

Extraction Method: Principal Component Analysis.

APPENDIX 2. Profession

	Profession	M±SD	F	sig
Brand Economic Responsibility Actions	Student	3.54±0.97	0.682	0.664
	Sales/marketing staff	3.44±1.03		
	Functional department staff	3.63±0.84		
	Technical/R&D personnel	3.36±1.02		
	Manager	3.43±0.97		
	Professionals	3.54±0.98		
	Freelance	3.44±0.97		
Brand legal Responsibility Actions	Student	3.37±0.99	0.663	0.680
	Sales/marketing staff	3.29±1.07		
	Functional department staff	3.51±1.04		
	Technical/R&D personnel	3.45±1.08		
	Manager	3.55±0.99		
	Professionals	3.42±1.01		
	Freelance	3.48±1.17		
Brand ethical Responsibility Actions	Student	3.41±1.02	0.201	0.976
	Sales/marketing staff	3.35±1		
	Functional department staff	3.46±0.94		
	Technical/R&D personnel	3.41±1.02		
	Manager	3.41±1.07		
	Professionals	3.51±1.1		
	Freelance	3.44±1.02		
Brand philanthropic Responsibility Actions	Student	3.35±1.07	0.519	0.794
	Sales/marketing staff	3.46±0.97		
	Functional department staff	3.5±0.96		
	Technical/R&D personnel	3.54±1.05		
	Manager	3.42±1.11		
	Professionals	3.57±0.93		
	Freelance	3.38±1.11		
Brand social	Student	3.42±0.74	0.343	0.914

responsibility	Sales/marketing staff	3.38±0.75		
	Functional department staff	3.52±0.67		
	Technical/R&D personnel	3.44±0.81		
	Manager	3.45±0.78		
	Professionals	3.51±0.76		
	Freelance	3.44±0.81		
Consumer attitude towards brand	Student	3.33±1.11	0.395	0.882
	Sales/marketing staff	3.42±1.16		
	Functional department staff	3.33±1.01		
	Technical/R&D personnel	3.42±1.09		
	Manager	3.49±1.05		
	Professionals	3.53±0.99		
Perceived brand value	Freelance	3.41±1.12		
	Student	3.5±1.02	0.856	0.527
	Sales/marketing staff	3.44±1		
	Functional department staff	3.44±0.98		
	Technical/R&D personnel	3.3±1.01		
	Manager	3.43±0.99		
	Professionals	3.59±0.93		
	Freelance	3.6±1.12		

Note: **p<0.01, *p<0.05;

Professionals (such as teachers, accountants, lawyers, architects, medical staff, journalists, etc.)

APPENDIX 3. Monthly income

	monthly income (before tax)	M±SD	F	sig
Brand Economic Responsibility Actions	Up to 375 EUR	3.52±0.98	0.330	0.858
	375 - 750 EUR	3.55±0.96		
	751-1125 EUR	3.43±0.98		
	1126- 1500 EUR	3.46±0.97		
	More than 1500	3.45±1.01		
Brand legal Responsibility Actions	Up to 375 EUR	3.38±1.01	0.723	0.577
	375 - 750 EUR	3.52±1.03		
	751-1125 EUR	3.47±1.09		
	1126- 1500 EUR	3.33±1.06		
	More than 1500	3.53±1.01		
Brand ethical Responsibility Actions	Up to 375 EUR	3.37±1.01	1.641	0.162
	375 - 750 EUR	3.64±1		
	751-1125 EUR	3.44±1.05		
	1126- 1500 EUR	3.34±0.98		
	More than 1500	3.28±1.07		
Brand philanthropic Responsibility Actions	Up to 375 EUR	3.4±1.06	1.303	0.267
	375 - 750 EUR	3.6±0.98		
	751-1125 EUR	3.51±1		
	1126- 1500 EUR	3.3±1.08		
	More than 1500	3.5±0.99		
Brand social responsibility	Up to 375 EUR	3.42±0.76	1.128	0.342
	375 - 750 EUR	3.58±0.68		
	751-1125 EUR	3.46±0.77		
	1126- 1500 EUR	3.36±0.79		
	More than 1500	3.44±0.82		
Consumer attitude towards brand	Up to 375 EUR	3.35±1.12	1.324	0.262
	375 - 750 EUR	3.57±1.01		
	751-1125 EUR	3.49±1.03		
	1126- 1500 EUR	3.27±1.18		
	More than 1500	3.46±0.97		
Perceived brand value	Up to 375 EUR	3.48±1.03	0.837	0.502

375 - 750 EUR	3.49±1.01
751-1125 EUR	3.54±0.95
1126- 1500 EUR	3.32±1.07
More than 1500	3.44±0.95

Note: **p<0.01, *p<0.05;

APPENDIX 4. Questionnaire

Hello everyone, thank you for being here to support me.

My name is Zhao Lei and I'm a student from Vilnius university. I am conducting a thesis on Brand social responsibility actions and Perceived brand value. I invite you to participate in this online survey by filling out the following survey form, which will help me to conduct the survey and make a significant contribution to a better understanding of brand social responsibility. It will take maximum 10 minutes to complete the questionnaire. Participation is voluntary. I would be really grateful if you could spare me sometime to share your opinion in my survey. Your response to this survey are confidential and the results in my paper are for educational purposes only.

The questionnaire included two parts (Two brands), thank you for all your help for helping me finish my thesis here.

If you have any questions , please feel free to contact me directly:

lei.zhao@evaf.stud.vu.lt.

大家好，感谢您的支持。

我叫赵蕾，我是维尔纽斯大学的学生。我正在撰写有关品牌社会责任行动和品牌感知价值的论文。我邀请您填写本次问卷调查表来参与此在线调查，这将有助于我进行调查并为更好地理解品牌社会责任做出重要贡献。完成问卷最多需要 10 分钟，问卷全程自愿参加。如果您能抽空带我在调查中分享您的意见，非常感谢。本次问卷的答案是保密的，论文中的结果仅用于教育目的。

本次问卷包括两个部分（两个品牌），感谢您对我完成论文的所有帮助。

如您有任何疑问，请随时直接与我联系：[lei.zhao@evaf.stud.vu.lt.](mailto:lei.zhao@evaf.stud.vu.lt)

Basic information

Are you aware any brand social responsibility actions of cosmetic brands? Such as the brands' benefits will drive employment opportunities, compliance with laws and regulations, cost-effective products, long-term environmental protection or charitable donations, etc.

Yes

No

您是否了解有关化妆品的品牌社会责任行动？比如品牌效益好带动就业机会，遵守法律

法规，产品性价比高，长期组织环保或慈善捐助等回馈社会的行动。

是

否

Questionnaire A -Lancôme

Do you purchase/use Lancôme brand?

您购买/使用过兰蔻品牌吗?



Please answer the following questions according to the brand you choose.

Please identify your opinion for these propositions: (1 - totally disagree 2 - disagree,3 - neither agree nor disagree, 4 - agree, 5 - totally agree.)

请您根据本品牌回答以下问题，请根据您的观点进行打分：（1-完全不同意 2-不同意，3-保持中立，4-同意，5-完全同意。）

Brand social responsibility actions

	1	2	3	4	5
<p>I believe that Lancôme brand can survive in the market for a long time.</p> <p>我相信兰蔻品牌能长期占领市场份额，保持利益最大化。</p>					
<p>I believe that Lancôme brands try to maximize benefits through economic responsibility actions.</p> <p>(Increase jobs, increase employee salaries and benefits, increase paid maternity leave time, etc.)</p> <p>我相信兰蔻品牌坚持其经济责任行动，并保持利益最大化。（经济责任行动包括为员工增加就业机会，增加员工薪水和福利，增加带薪产假时间等）</p>					
<p>Brands have the ability to predict risks. When there is a issue with the product, the brand can quickly response with professional actions.</p> <p>品牌对风险具有预判能力。当产品出现问题时，能够迅速做出危机处理的行动。</p>					
<p>I think that Lancôme brand tries to improve quality of life in the local communities where it operates.</p> <p>我相信兰蔻尝试改善其经营所在社区的生活质量。</p>					
<p>Lancôme brand has product at right time and as per the terms and conditions.</p> <p>兰蔻品牌的产品能够遵守法律条款。</p>					
<p>Lancôme brand always paying taxes legally.</p> <p>兰蔻品牌一直合法履行交税的义务。</p>					
<p>The price of Lancôme brand sell with a proper invoice.</p> <p>兰蔻品牌的价格是符合法律规定的市场售价。</p>					
<p>Lancôme brand process contaminate by purchasing install anti-pollution devices, chimneys, etc.</p> <p>兰蔻品牌购买了具备抗污染的设备 and 防污染的化学试剂来处理污染废料。</p>					
<p>Lancôme brand with after sale service in case of defects.</p> <p>兰蔻品牌在产品发生缺陷时具备完善的售后服务。</p>					

Lancôme brand has fair/affordable price. 兰蔻品牌的产品价格经济实惠。					
Lancôme brand has good quality product. 兰蔻品牌的产品质量非常好。					
Lancôme brand always listen to their complaints, customer interaction. 兰蔻品牌会经常与客户互动。倾听客户的意见，并积极处理客户投诉。					
Lancôme brand use latest technology which reduces pollution ISO, etc. 兰蔻品牌使用最新技术减少对环境的污染。					
Lancôme brand directs part of its budget to donations and social works favouring the disadvantaged. 兰蔻将部分预算用于有利于弱势群体的捐赠和社会工作。					
Lancôme is concerned to improve general well-being of society. 兰蔻关注改善社会整体福祉。					
Lancôme brand has taken long-term sustainable development actions and cares about protecting the natural environment. 兰蔻采取了长期的可持续发展行动，并关心保护自然环境。					
Lancôme brand actively sponsors or subsidizes social actions (sports, music, etc.) 兰蔻品牌积极赞助或资助社交活动（体育，音乐等）					

Consumer attitude

	1	2	3	4	5
Compared with other similar brands, I think Brand social responsibility actions of Lancôme brand are more reliable. 与其他同类品牌相比，我认为兰蔻的品牌社会责任行为更真实可信。					
I prefer to purchase this brand to other brands. 与其他品牌相比，我更喜欢购买这个品牌。					
I intend to continue buying this brand. 我打算继续购买这个品牌。					
Overall, this brand will be my first choice.					

总的来说，这个品牌是我的第一选择。					
I will recommend this brand to other people. 我会把这个品牌推荐给其他人。					

Perceived brand value

	1	2	3	4	5
By understanding the social responsibility actions of the [x] brand, I want to buy (use) Lancôme . 通过了解兰蔻品牌的社会责任行为，我想购买（使用）这个品牌。					
After I understand the Brand social responsibility actions of the Lancôme , I will become a loyal customer of the brand. 了解兰蔻的品牌社会责任行为后，我将成为该品牌的忠实客户。					
With this brand, I have the feeling of contributing to the well-being of humanity and nature. 通过这个品牌，我感觉自己为人类和大自然的幸福做出了贡献。					
With this brand, I can feel good because I help to protect the environment. 通过这个品牌，我感觉很棒因为我保护了环境。					
Each consumer can have a positive influence on society by buying products from socially responsible companies. 通过从对社会负责的公司购买产品，每个消费者都可以对社会产生积极影响。					

Questionnaire B -Estée Lauder

Do you purchase/use Estée Lauder brand?

您购买/使用过雅诗兰黛品牌吗?



Please answer the following questions according to the brand you choose.

Please identify your opinion for these propositions: (1 - totally disagree 2 - disagree, 3 - neither agree nor disagree, 4 - agree, 5 - totally agree.)

请您根据本品牌回答以下问题，请根据您的观点进行打分：（1-完全不同意 2-不同意，3-保持中立，4-同意，5-完全同意。）

Brand social responsibility actions

Brand Economic Responsibility Actions	1	2	3	4	5
我相信雅诗兰黛品牌能长期占领市场份额，保持利益最大化。 I believe that Estée Lauder brand can survive in the market for a long time.					
I believe that Estée Lauder try to maximize benefits through economic responsibility actions. (Increase jobs, increase employee salaries and benefits, increase paid maternity leave time, etc.)					

<p>我相信雅诗兰黛品牌坚持其经济责任行动，并保持利益最大化。（经济责任行动包括为员工增加就业机会，增加员工薪水和福利，增加带薪产假时间等）</p>				
<p>Brands have the ability to predict risks. When there is a issue with the product, the brand can quickly response with professional actions. 品牌对风险具有预判能力。当产品出现问题时，能够迅速做出危机处理的行动。</p>				
<p>I think that Estée Lauder brand tries to improve quality of life in the local communities where it operates. 我相信雅诗兰黛尝试改善其经营所在社区的生活质量。</p>				
<p>Estée Lauder brand has product at right time and as per the terms and conditions. 雅诗兰黛品牌的产品能够按照法律条款。</p>				
<p>Estée Lauder brand always paying taxes legally. 雅诗兰黛品牌一直合法履行交税的义务。</p>				
<p>The price ofEstée Lauder brand sell with a proper invoice. 雅诗兰黛品牌的价格是符合法律规定的市场售价。</p>				
<p>Estée Lauder brand process contaminate by purchasing install anti-pollution devices, chimneys, etc. 雅诗兰黛品牌购买了具备抗污染的设备 and 防污染的化学试剂来处理污染废料。</p>				
<p>Estée Lauder brand with after sale service in case of defects. 雅诗兰黛品牌在产品发生缺陷时具备完善的售后服务。</p>				
<p>雅诗兰黛品牌的产品价格经济实惠。 Estée Lauder brand has fair/affordable price.</p>				
<p>雅诗兰黛品牌的产品质量非常好。 Estée Lauder brand has good quality product.</p>				
<p>雅诗兰黛品牌会经常与客户互动。倾听客户的意见，并积极处理客户投诉。 Estée Lauder brand always listen to their complaints, customer interaction.</p>				

Estée Lauder brand use latest technology which reduces pollution ISO, etc 雅诗兰黛品牌使用最新技术减少对环境的污染。					
Estée Lauder brand directs part of its budget to donations and social works favouring the disadvantaged. 雅诗兰黛将部分预算用于有利于弱势群体的捐赠和社会工作。					
Estée Lauder is concerned to improve general well-being of society. 雅诗兰黛关注改善社会整体福祉。					
Estée Lauder brand has taken long-term sustainable development actions and cares about protecting the natural environment. 雅诗兰黛采取了长期的可持续发展行动，并关心保护自然环境。					
Estée Lauder brand actively sponsors or subsidizes social actions (sports, music, etc.) 雅诗兰黛品牌积极赞助或资助社交活动（体育，音乐等）					

Consumer attitude towards brand

	1	2	3	4	5
Compared with other similar brands, I think Brand social responsibility actions of Estée Lauder are more reliable. 与其他同类品牌相比，我认为雅诗兰黛的品牌社会责任行为更真实可信。					
I prefer to purchase this brand to other brands. 与其他品牌相比，我更喜欢购买这个品牌					
I intend to continue buying this brand. 我打算继续购买这个品牌。					
Overall, this brand will be my first choice. 总的来说，这个品牌是我的第一选择。					
I will recommend this brand to other people. 我会把这个品牌推荐给其他人。					

Perceived brand value

	1	2	3	4	5
<p>By understanding the social responsibility actions of the [x] brand, I want to buy (use) Estée Lauder.</p> <p>当我了解这个品牌的社会责任行动后，我想购买（使用）雅诗兰黛。</p>					
<p>After I understand the Brand social responsibility actions of the Estée Lauder, I will become a loyal customer of the brand.</p> <p>了解雅诗兰黛的品牌社会责任行为后，我将成为该品牌的忠实客户。</p>					
<p>With this brand, I have the feeling of contributing to the well-being of humanity and nature.</p> <p>通过这个品牌，我感觉自己为人类和大自然的幸福做出了贡献。</p>					
<p>With this brand, I can feel good because I help to protect the environment.</p> <p>通过这个品牌，我感觉很棒因为我保护了环境。</p>					
<p>Each consumer can have a positive influence on society by buying products from socially responsible brands.</p> <p>通过从对社会负责的品牌购买产品，每个消费者都可以对社会产生积极影响。</p>					

Demographic

1. Gender?

Male

Female

Other

2. Age

Below 18

18-25

26-35

36-45

46 or above

3. What is your level of education?

High school or below

Bachelor

Master

PHD or higher

4. What is your monthly gross income (before tax)?

Up to 375 EUR

375 - 750 EUR

751-1125 EUR

1126- 1500 EUR

More than 1500

5. Profession

Student

Sales/marketing staff

Functional department staff

Technical/R&D personnel

Manager

Professionals (such as teachers, accountants, lawyers, architects, medical staff, journalists, etc.)

Freelance

6. Do you purchase/use Lancôme / Estée Lauder brand?

Yes

No

Thank you for all your effort, you are appreciated.

基础信息

1. 性别

男

女

其他

2. 年龄

小于 18 岁

18-25 岁

26-35 岁

36-45 岁

46 岁及以上

3. 您的最高学历是?

高中及以下学历

大学本科/专科

研究生

博士及以上

4.您的月收入是多少（税前）？

小于 3000 元

3000-6000 元

6000-9000 元

9000-12000 元

大于 12000 元

5.您的职业是？

学生

销售/市场人员

职能部门人员

技术/研发人员

管理人员

专业人士（例如老师，会计师，律师，建筑师，医务人员，新闻工作者等）

自由职业者

非常感谢您的认真填写，我们感激不尽。