THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND ATTITUDE AND PURCHASE INTENTION OF VIETNAMESE GENERATION Z CONSUMERS: A PLS-SEM APPROACH

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Appendix 1. Indicators of variables

Variables	Coding observed variables	Observed variables	Adopted from
Perceived corporate social responsibility	PCSR1	The brand treats employees very well	(Arachchi & Samarasinghe, 2023)
	PCSR2	The brand is socially responsible	
	PCSR3	The brand returns some of what it has gained to society	
	PCSR4	The brand performs with consideration for society	
	PCSR5	The brand supports the community civil society organisations	
	PCSR6	The brand incorporates charity donations with their commercial activity	
	PCSR7	The brand is committed to ecological issues	
	PCSR8	The brand behaves honestly with its customers	
	PCSR9	The brand respects the legal regulations	
Brand Attitude	BA1	My feelings toward the brand are very unfavourable/very favourable	(Arachchi & Samarasinghe, 2023)
	BA2	My feelings toward the brand are very bad/very good	
	BA3	My feelings toward the brand are very unpleasant/very pleasant	

Variables	Coding observed variables	Observed variables	Adopted from
	BA4	My feelings toward the brand are very negative/very positive	
	BA5	My feelings toward the brand are very unlikeable/very likeable	
	BA6	My feelings toward the brand are very undesirable/very desirable	
Purchase intention	*PI1*	I prioritize [the name of the company] as my primary option when purchasing my items	(Arachchi & Samarasinghe, 2023)
	PI2	Continue doing business with this company throughout the next few years	
	PI3	I would consider purchasing a product from this store if its quality and price are comparable to those at another retailer	
	PI4	I would suggest one of this store's products to others	
	PI5	I would choose to keep purchasing from this store over its competitors	
	PI6	It is very likely that I would purchase [the firm name]'s goods or keep doing so.	
	PI7	My inclination to buy (or keep buying) [the name of the company]'s products is very strong	
	PI8	I would be open to buying (or maintaining purchases of) [the name of the company]'s products in the near future	
Gen Z CSR Attitude	*GZA1*	I am choosing products and services from CSR supportive brand names	(Irfany et al., 2023)
	GZA2	I look for CSR supportive brand names when buying products and services	
	GZA3	Products and services from the CSR supportive brand names are very important to me	
	GZA4	Using products and services from the CSR supportive brand names is my own choice	

Appendix 2. Demographics of respondents

	Variable	Cases (%)
Gender	Male	126 (40.4%)
	Female	186 (59.6%)
Age	Under 18	30 (9.6%)
	18 - 22	236 (75.6%)
	Above 22	46 (14.7%)
Education	Tertiary	26 (8.3%)
	Undergraduate	266 (85.3%)
	Postgraduate	20 (6.4%)
Geography	North	242 (77.6%)
	Middle	20 (6.4%)
	South	50 (16%)

As shown in Appendix 2, in terms of gender distribution, with 126 males (40.4%) and 186 females (59.6%) in the sample, female respondents were slightly predominant. Regarding age distribution, the majority of respondents (75.6%) were aged 18–22 years, a critical demographic segment comprising mostly university students and young professionals. 14.7% of participants were above 22 years, and 9.6% were under 18 years. In terms of educational background, most participants were pursuing or had completed an undergraduate degree (85.3%), followed by tertiary education (8.3%) and postgraduate studies (6.4%). Finally, the geographic distribution of respondents showed a concentration in the northern region of Vietnam (77.6%), followed by the southern region (16%) and the central region (6.4%). The use of convenience sampling explains why the majority of respondents were concentrated in Northern Vietnam (77.6%). As this study originated from the author's undergraduate thesis, the data collection was primarily conducted within the region where the author had direct access to respondents, which ensured feasibility under limited time and resources. Although convenience sampling may restrict representativeness, it is commonly employed in exploratory studies using SEM (Winton & Sabol, 2021), and was considered appropriate for the purposes of this research. This skewed distribution may reflect the reach of the online survey or the regional influence of the "Sua Kun Cho Em" campaign. Nevertheless, incorporating respondents from various regions enhances the generalizability of the findings to a wider population of Gen Z consumers across Vietnam.

Appendix 3. Construct reliability and validity

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BA	0.911	0.911	0.931	0.693
GZA	0.872	0.873	0.913	0.723
PCSR	0.934	0.936	0.945	0.655
PI	0.949	0.950	0.957	0.737

Appendix 4. Outer loading - Matrix

	BA	GZ	PCSR	PI
BA1	0.839			
BA2	0.849			
BA3	0.832			
BA4	0.830			
BA5	0.845			
BA6	0.800			
GZ1		0.833		
GZ2		0.839		
GZ3		0.860		
GZ4		0.869		
PCSR1			0.746	
PCSR2			0.819	
PCSR3			0.793	
PCSR4			0.788	
PCSR5			0.839	
PCSR6			0.772	
PCSR7			0.821	
PCSR8			0.851	
PCSR9			0.847	
PI1				0.842
PI2				0.858
PI3				0.773
PI4				0.853
PI5				0.880
PI6				0.891
PI7				0.885
PI8				0.878

Appendix 5 Heterotrait-monotrait ratio of correlations (HTMT)

Variable	BA	GZ	PCSR	PI
BA				
GZA	0.834			
PCSR	0.668	0.767		
PI	0.762	0.762	0.474	

Appendix 6. Result of R-squared and Predictive Power

Variable	R - squared	R - squared adjusted	Q² predict
BA	0.599	0.591	0.571
PI	0.661	0.652	0.461

Appendix 7. The result of the structural model
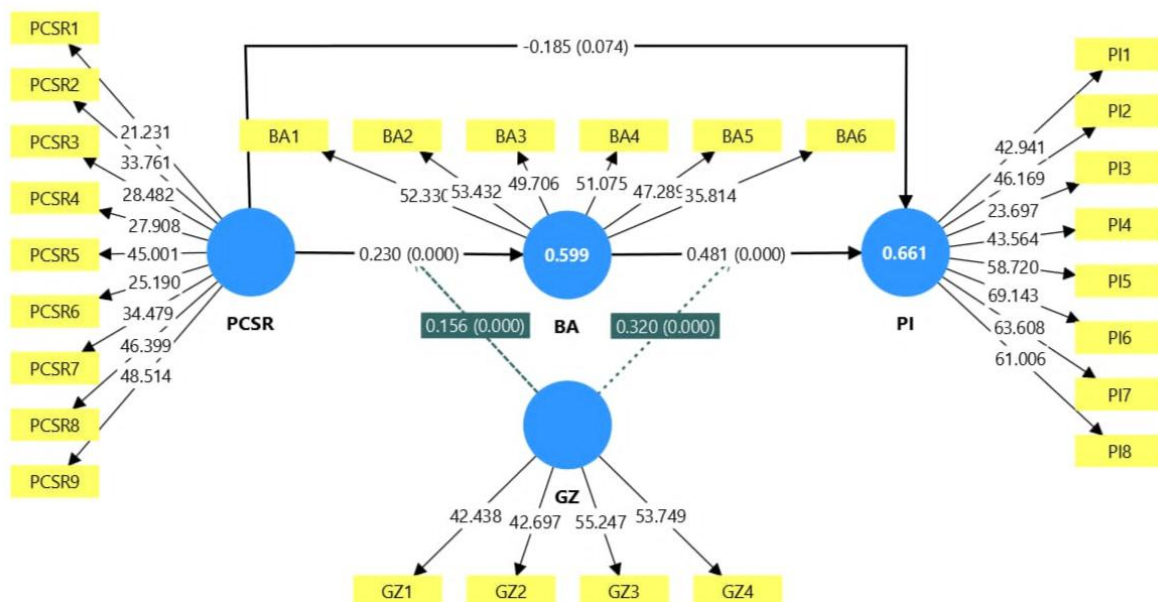
Appendix 8. *Theoretical Implications*

From a theoretical perspective, this study extends the comprehension of the CSR-consumer behavior relationship by demonstrating that CSR perception does not directly influence purchase intention but operates through brand attitude as a mediating factor. While previous studies have often debated whether CSR has a direct or indirect effect on consumer behavior, this study reinforces the perspective that the impact of CSR is more psychological and emotional rather than behavioral in a direct sense. This finding aligns with the broader literature on attitude formation, emphasizing that CSR influences consumer decision-making by shaping brand perceptions rather than triggering immediate purchasing actions.

Additionally, this study adds to the expanding corpus of research on Generation Z as a separate consumer demographic. By identifying Gen Z as a moderator in both the CSR-brand attitude and brand attitude-purchase

intention relationships, the research highlights the responsiveness of this demographic to CSR initiatives. This suggests that generational factors should be more explicitly integrated into consumer behavior models, particularly in studies examining socially responsible consumption.

Furthermore, this study utilised the three dependent phases technique of the HOE theoretical framework as described by Murray (2018). Originally proposed by Lavidge & Steiner (1961) in the field of advertising, the HOE model was later suggested for application in CSR research by Murray & Vogel (1997). However, few studies have since continued to build upon this model in the CSR context. By applying the HOE framework to CSR and branding, this study not only provides a structured explanation of how CSR influences consumer behavior – progressing from awareness to attitude formation and ultimately to behavioral intentions – but also demonstrates that CSR functions similarly to advertising in shaping consumer responses. This novel approach bridges two research domains that are often examined separately: CSR and advertising effectiveness. Moreover, by reaffirming the relevance of the HOE model in CSR studies, this research paves the way for future studies to further explore its applicability in this field.