

CSR to begin with: Who are we and what can we do?

The effects of issue scope and time frame of cause-related CSR engagement on consumer responses between different types of companies

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ABSTRACT

Purpose: Today's consumers increasingly expect brands to involve in sociopolitical issues. Thus, with the growth of CSR, sustainability activities are no longer relegated to niche brands and there are several brands that decide to engage in CSR initiatives. Nowadays, companies of different types, sizes and history communicate their CSR activities and projects, which however, not necessarily increase positive consumer attitudes. Providing an overview on how different types of companies can positively effect consumers' responses towards the particular brand, it is intended to investigate how a company can increase their success in CSR projects within different issue scopes and time frames.

Methodology: To provide an overview on how brands' CSR engagement obtains positive consumer responses, according to its company type, a 2 (start up versus established brand) x 2 (local versus global issue scope) x 2 (short versus long-term engagement) between-subjects design has been made use of. Additionally, perceived CSR authenticity was tested as a mediator. The study's sample consisted of 227 German participants who were randomly exposed to one of eight manipulated conditions of a fictitious clothing brand's homepage, either as a start up or an established brand, communicating its CSR engagement on different issue scopes for different time frames. It was thereby examined how these different conditions and interactions influence consumers' perceived CSR authenticity, brand trust, brand likability and brand interest.

Findings: For this study, a multivariate analysis of variance was performed. The study's results have shown several positive effects of brand's CSR engagement on general brand interest. It has thereby also become clear that for a start up, it is more favorable to engage in local CSR initiatives while the time frame does not matter as much as for an established brand, whose CSR projects yield more positive consumer attitudes when being planned for a long timeframe. Additionally, consumers' trust in the brand could only be triggered when all conditions have suitably been met in terms of issue scope and time frame, accordingly to the type of company. A mediation effect of CSR authenticity on the dependent variables could only been found for the effect of issue scope. With a high perceived CSR authenticity, also brand likability, brand interest as well as brand trust could be triggered and increased.

Implications: This study contributes to the field of research on the mainstream CSR literature by confirming several hypotheses, but also serves to add to the existing knowledge by examining implications for the development and execution of better strategies for different company types when engaging in CSR in practice to effectively obtain positive consumer attitudes.

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1. INTRODUCTION

As the world and society are constantly changing, so are consumers' expectations, preferences, and the marketplace in general. In recent years, customers have the desire to not only identify themselves with the products they purchase, but increasingly, with the values a brand pursues and communicates (Eyada, 2020). This means that for brands it is a need to engage in corporate social responsibility (CSR) activities as they begun to be held accountable not only for the quality of their products and services but, increasingly, for their stance on the environmental and social issues. Following that, consumers prefer brands that participate in supportive activities towards environmental issues and other socio-political issues (Vredenburg, Kapitan, Spry & Kemper, 2020). Thus, brands should take responsibility for relevant issues such as climate change, public health, equality of gender, feminism, systemic racism, social justice, and other socially important topics (Bianchi, Daponte & Canziani, 2020; Edaya, 2020; Vredenburg et al., 2020).

Existing literature points out that the engagement in CSR activities is highly recommended for brands and are particularly beneficial for several reasons. Mainly, it is claimed that incorporating such strategies is essential for brands to be able to favorably engage with customers and align with their rising expectations. Further, CSR can provide companies with a new source of differentiation and strength for the brand which also include protection of reputation, increased levels of customer liking and brand loyalty, as well as attracting future investments, especially when the communicated values and principles are common and shared (Belavadi, Venkataramaiah & Anand, 2019; Shivakanth Shetty; Williamns, 2008). This supports companies to compete in today's overloaded marketplace by consequently, being selected over other brands and therefore having new market opportunities.

Nevertheless, communicating its social initiatives through marketing can also be damaging for a brand. Many CSR campaigns have been negatively impacting the relation and trust of the customers towards the brand. Previously, this was the case when the communication about pro-social or pro-environmental purposes were believed not to be aligned with the brand's actual values and corporate practice (de Jong, Huluba & Beldad, 2019). Because of a perceived mismatch between the brand's actual values (Eyada, 2020), these brands were accused of being inauthentic and not sincere. By being accused of 'greenwashing' (Moormann, 2020) and facing pushbacks or boycotts, the brand's reputation, customer trust and loyalty can be damaged. (Eyada, 2020). Therefore, it is relevant for companies to build on definite factors that support the successful planning and execution of socially responsible activities.

However, yet, it is unfeasible what exactly leads to the presented positive outcomes when engaging in corporate social responsible activities, especially whether it is possible for every type of brand to be corporate socially active. With the explosive growth of CSR, sustainability initiatives are no longer relegated to niche brands. Companies with diverse backgrounds and characteristics engage in CSR initiatives. Especially, between start ups and large, established companies, fundamental differences in the approach of the engagement in CSR exist (Russo & Perrini, 2010). Nevertheless, little is known on how consumers perceive these different types of companies in terms of history or size, when communicating their corporate social engagement. Especially, with the increasing founding of start ups, engaging socially or environmentally at its core, compared to long existing companies that do so, there is a need to investigate consumers' perceptions towards CSR engaged organizations with their very different characteristics by nature.

Additionally, for companies, there are different scopes to engage in corporate social responsible activities. Previous studies have shown that customer responses are more positive when the supported issues are worthy and can be seen as relatable to the consumers themselves (Duncan & Moriarty, 1997; Lafferty & Edmondson, 2014). In this regard, the issue scope plays a role, defined as the distance between the CSR activity and the customer which has been categorized into local or global causes (Varadarajan & Menon, 1988). Based on the sense of local consumers' community attachment, actions towards local beneficiaries demonstrate more favorable attitudes toward the action and the company (Rahman & Norman, 2016). It is however, yet unclear, whether this is true for every type of company, in terms of authenticity and trust for instance. Furthermore, there are many companies that are successful with social or environmental initiatives on a global level. With the aim to investigate circumstances under which the geographical scope is determined from a consumers' point of view, the present research studies the issue scope of CSR engagement.

Lastly, companies have the possibility to engage in CSR initiatives for different amounts of time. While literature provides insights into short-term versus long-term effects on social responsible activities for companies and the managerial point of view, little is known about the impact of different time frames of CSR initiatives on consumer attitudes and responses. Previous studies state that long-term engagements have more benefits for companies as it increases customer trust, credibility and loyalty towards that brand (Palmatier, Dant, Grewal & Evans, 2007). This leads to the assumption that long-term CSR initiatives also have an increased positive effect on consumer attitudes in general. However, since research about

consumers' attitudes towards different time frames of CSR engagement is still scarce, long-term versus short-term frames will also be subject of the present study.

Over and above, although, there has been research conducted on CSR driven companies and more general perceptions of companies engaging in such activities, only little research has been conducted on the comparison between different types of companies in relation to their issue scope and the time frame of CSR projects. Therefore, this study aims to examine the effect of company type as well as the combined effects of company type, issue scope and time frame on consumers' evaluations of a brand. Providing an overview on how different types of companies can positively effect consumers' responses and attitudes towards the particular brand, it is intended to investigate how a company can increase their success in CSR activities with different issue scopes and time frames. Using a 2 x 2 x 2 experimental between-subjects design, this research aims to answer the following main research questions:

RQ1: *“To what extent does company type, issue scope and time frame influence consumers' evaluation in perceived a) CSR authenticity, b) brand trust, c) brand liking and d) brand interest?”*

RQ2: *“To what extent is the relation between company type, issue scope, and time frame and brand trust, brand likability, and brand interest mediated by CSR authenticity?”*

The company type differs in their CSR engagement because of their different characteristics, making it especially relevant for communicators to find out how positive consumer responses can be generated for the company's success in today's marketplace. Although, it is emphasized that a small, locally issue magnitude to be more successful than a global CSR initiative (Russel & Russel, 2010), it is not clarified whether this is equally applicable for all types of companies, engaging for a short time frame, compared to a long time frame. Therefore, this study aims to explore how perceived CSR authenticity, brand trust, brand liking and brand interest can be increased for different types of companies, engaging in different issue scopes of the particular CSR initiative, for a certain amount of time.

As this gap remains to be further studied, and the interaction between those variables could generate important implications for practitioners, this research aims to investigate potential interactions between the mentioned constructs and their effects on consumers' responses to social responsible engaged companies. The practical value of this study is therefore to explore how different types of companies with different scopes of issue involvement in different time

frames effect consumers' attitudes. Subsequently, this allows for conclusions to be drawn about how the particular company type should engage in CSR initiatives in terms of issue scope and time frame in the issue involvement, in order to improve their customer's attitudes and responses. More specific, the results provide recommendations to communicators and marketers on how to improve and customize CSR marketing strategies to obtain positive consumer evaluations by generating higher perceived CSR authenticity, greater brand trust, increased brand likability, and higher brand interest. As an extension, the stated relevance of CSR authenticity will be further studied as a mediator for the dependent variables.

This research report has six chapters. After this introduction, a theoretical framework on corporate social responsibility (CSR) as well as related terms and different types of companies being engaged in socially responsible activities will be presented. Furthermore, different scopes of issues as well as short- or long-term engagement will be discussed. In addition, also the study's dependent variables will be elaborated on to conceptualize the proposed research model. Following that, the methodology will be elaborated on by presenting and justifying the methodological choices for the present study. In chapter four, the analysis of results is elaborated on, followed by the discussion and interpretation of results, as well as the study's implications and limitations in chapter five. Lastly, the conclusion of this study is presented in chapter six.

2. THEORETICAL FRAMEWORK

2.1. Corporate social responsibility (CSR)

The engagement of companies in corporate social responsibility activities has gained increasing popularity for decades. Even though, there is no universally accepted definition of corporate social responsibility, an early understanding was proposed in 1999, by Carroll who describes CSR as business that involves being economically profitable, law-abiding, ethical and socially supportive. Moreover, few researchers suggested that CSR ought to go beyond monetary responsibility. For instance, McWilliams and Siegal (2001) characterize CSR as a “behavior which appear the additional a few societal grounds, in front of wellbeing to compact or that required through rule”. Further, Marín, Cuestas & Román (2016) describe that CSR plays a general important role in corporate outcomes, including reputations, corporate and brand evaluations, purchase intentions and the identification of customers with a company. Corporate social responsibility can occur in many forms, such as philanthropy, cause-related marketing, environmental responsibility, or humane (Robinson & Wood, 2016). Regardless of its form, the efforts of CSR are intended to present an image of a company that is responsive to the needs of society on which it depends for survival (Marín et al., 2016). For this stake, CSR is described as an integral part of day-to-day activities of an organization that is focused on long-term value creation.

2.1.1. Cause-related marketing

Despite the lack of an exclusive definition, in practice, CSR activities are a popular point of discussion. Literature shows a closely related term is cause-related marketing. Cause-related marketing can be defined as “the set of activities that are carried out by business organizations in support of social causes” (Bianchi, Daponte and Canziani, 2020). Additionally, this form is mostly oriented towards specific campaigns and is described as a CSR initiative that can further entail an agreement or a joint initiative between a company or organization as well as possibly a non-profit NGO to collaborate on a social cause for mutual benefit (Bianchi et al., 2020). Moreover, cause-related marketing considers the ability to influence consumers through associations with social causes and issues.

2.1.2. CSR communication

The communication of a brand's integration of its social and environmental business operations can be described as "the process of providing true and transparent information of its activities" (Türkel & Akan, 2015, p.151). Thus, it describes the company's CSR communication about its CSR practices by utilizing means such as advertisements, websites, and CSR reports.

As it has become a vital issue to not just communicate, but also to build legitimacy of the brand in the stakeholder's eye, CSR communication can be seen as a marketing tool that affects consumers' behavior (Gligor-Cimpoieru & Munteanu, 2014). This is because CSR policies increase consumers' perceived value of the company, as well as satisfaction, trust, commitment and loyalty. In turn, these attitudes affect the intent to purchase from that brand, as well as the willingness to pay more for the companies' products (Servera-Francés & Piqueras-Tomás, 2019).

CSR communication can hereby be performed through a variety of channels. Besides social media channels and annual CSR reports, common forms of external CSR communication on webpages and other online networks have an increasing importance. This is also noted by Reilly and Larya (2018), who state that organizations have increased their use of the internet for CSR communication. Maier & Ravazzani (2019) support this by stating that webpages represent a significant platform to convey social responsible information because websites are easily accessible for several stakeholders, while they further offer the benefit of publishing CSR information as an easy way to bring a significant boost of image for the company (Gligor-Cimpoieru & Munteanu, 2014).

2.2. Consumer responses

From a consumer perspective, CSR is demonstrated by how the company benefits the environment and the society with the brand's main aim to stimulate the consumers' will to create a difference in the environment which is advertised to be achieved by purchasing from that brand (Edelman, 2019). Brands can realize this by showing their commitment to social responsibility and thereby creating a link with their customers (Šontaitė-Petkevičienė & Grigaliūnaitė, 2020). Here, brands may see their very purpose in the education for a better society, for instance shifting consumer behavior towards buying products from the corporate social responsible brand, based on formed attitudes (Moorman, 2020).

Generally, socially responsible companies are distinguished from their competitors as CSR-related activities positively influence customers' attitude towards the particular company

(Pivato, Misani & Tencati, 2008). First, customers are willing to identify themselves with socially engaged organizations and tend to trust them more (Bhattacharya & Sen, 2004). Hence, the more a company is socially responsible, the more motivated the customer will be to identify with and support the firm (Lichtenstein, Drumwright & Braig, 2004). Secondly, consumers positively value those CSR actions carried out by the company which results in increased purchasing behavior. Additionally, engaging in CSR activities generates competitive advantage for companies through consumer value creation (Servera-Francés & Piqueras-Tomás, 2019). For this study, relevant consumer attitudes are considered. By doing that, it is studied how consumers evaluate a certain company type that engages in CSR within different time frames, having a certain issue scope and how this affects subsequent attitudinal consumers responses.

Brand trust. As previous research shows, dimensions of brand personality, especially sincerity and authenticity are significant drivers on consumer trust in a brand (Hernandez-Fernandez and Lewis, 2019). Therefore, the perceived brand trust will be considered for this research. Consumers' trust in a brand can be defined as the "confidence in a brand providing quality performance in a sincere and honest manner" (Sung and Kim, 2010). Additionally, previous research identifies consumer trust as beliefs that a brand is competent, honest, reliable, consistent, fair and helpful (e.g., Altman & Taylor, 1973; Chaudhuri & Holbrook, 2001). Being perceived as trustworthy brings several advantages for companies and brands in the market as it facilitates consumer relationships and brand loyalty (Fournier, 1998; Morgan & Hunt, 1994). In alignment, it was found that CSR trust was significantly related to consumers' CSR participation intention. The more consumers perceive the brand to be trustworthy regarding its social responsible claims, the greater their intention to participate in the company's CSR programs, resulting in an increased willingness to purchase from that brand, particularly when consumers are uncertain about their decision in the first place (Gefen & Straub, 2004). Furthermore, Portal et al. (2019) state that consumers' trust in brands is increased when the actions of the brand are congruent with the values and promises communicated by them.

Brand likability. Additionally, the construct of brand liking will be included in this study. With the stated core assumption in marketing research that consumers tend to buy a brand's products that they like (Wänke, 2009), the aim to increase brand liking can be defined as "consumers' positive attitude toward a brand based on the belief that it addresses them or cares about them as individuals" (Boutie, 1994, p.4). Further, perceived likeability is a psychological factor that influences consumers' reactions to a source, such as brand, price, or other marketing tactics (Reysen, 2005). Specifically, from the consumer behavioral perspective, Nguyen et al. (2013) describe brand likeability as "the assessment of appeal a customer has for a brand",

while preferring certain companies and brands over others. In this regard, it is aimed to create positive associations with a company's products or services that would capture the consumers' attention while creating brand loyalty (McCracken, 1989). With the intention to increase brand likeability, the brand strategy should aim at stimulating the consumers' perceptions positively, by increasing the brand's overall appeal (Ngyuen et al., 2013).

Brand interest. Thirdly, brand interest will be included in this study. It is defined as "the level of interest or intrigue the consumer has in the brand and the level of curiosity he or she has to inquire or learn more about the brand" (Machleit, Madden & Allen, 1990). This construct can be viewed as a "pre-attitudinal" construct which can facilitate attitude change or even attitude development while positive feelings are created by an exposure to the brand and its message could initiate the intrigue or interest in the brand. For instance, having a high level of brand interest may lead the consumer to explicitly try out the particular brand or search for more brand-related information (Smith & Swinyard, 1988).

CSR authenticity. For a company, it is not enough to simply engage in CSR, it is also relevant to consider the extent to which consumers perceive the CSR initiative to be authentic. Therefore, CSR authenticity is included in this study.

CSR authenticity can be defined as "organization's CSR activities [that] are not part of the simple pursuit of corporate profits, but rather a genuine act of consideration and concern for various stakeholders" (Kim & Lee, 2019) which affects consumers high appreciation of the company's CSR activities. Generally, authenticity relates to recognizing and believing that an act derives from sincerely caring for others rather than deriving out of necessity and duty to remain relevant in today's marketplace (Price, Arnoult & Tierney, 1995). In relation to that, Beverland (2006), states that CSR authenticity influences the consumers' trust in the brand's CSR behavior. Following that, based on the individual's knowledge about the organization's giving and the magnitude of the social issue, the consumer will attribute the CSR act as either authentic or inauthentic (Kim & Lee, 2019).

Additionally, it was found that when consumers have judged a brand's CSR activities to be beneficial for the company, the effect of CSR activities is lower when consumers negatively evaluate the authenticity of a company (Foreh and Grier, 2003). Then, the company is accused of 'greenwashing', meaning that the claimed CSR initiatives are solely a marketing tool for the company's profit maximization. This further leads to negative attitudes of consumers, such as consumer confusion as well as a decrease in trust, perceived quality and satisfaction which negatively affect the word of mouth and buying behavior, based on a perceived discrepancy between its environmental communication and its behaviors (de Jong et al., 2019).

Based on previous studies, with the focus on CSR authenticity, Alhouti et al. (2016) developed and validated a CSR authenticity scale that offers evidence that CSR authenticity is influenced by fit, impact and reparation. Here, fit is the alignment of the company's activities and actions with what the company's concept or what it sells, while impact refers to whether the CSR action is seen by the consumers as making a real and meaningful difference and whether the company is perceived to contribute and engage enough, relative to its size and profits. Moreover, reparation is described as the way a company handles a mistake it is associated with and seeks to fix a previous misdeed through CSR activities. Thus, CSR authenticity can be regarded as established when the company's CSR initiative is seen as meaningful in terms of its ability to resolve the particular social issue and the contribution is large, in relation to the company's size and profit (Alhouti, Johnson & Holloway, 2016).

Further, it was indicated that high CSR authenticity has a positive mediating influence on important consumer outcomes, such as brand loyalty and purchase intent. Thus, for this research, CSR authenticity will also be studied as a mediator for the above-mentioned consumer responses as dependent variables.

2.3. Company types

There are several organizations and brands that decide to engage in CSR initiatives. Thus, with the growth of CSR, sustainability initiatives are no longer relegated to niche brands or to superficial exercises for the benefits of public relations (Robinson & Wood, 2018). Companies of different types, sizes and history engage in CSR initiatives. Because of their characteristics, especially start ups compared to established brands have different starting points and experience when engaging in CSR businesses.

2.3.1. Start ups

Start ups are a developing form of organization. It is a company that researches and develops either products or services that are new to the market. Furthermore, the characteristics of start ups differ from established, traditional companies in several aspects. Namely, start ups have a rather young workforce and high time pressure, due to many and new arising competitors. Additionally, limited financial and human resources are other central characteristics (Ouimet & Zarutskie, 2014).

Due to the increasing expectations of brands in engaging in pro-social and pro-environmental activities, there are many start ups, building their core mission and selling based on the purpose to serve the society. For instance, there is the brand GOT BAG, a young

company founded in 2016 that dedicates its efforts to clean oceans by using natural sources recycled plastic to produce backpacks in a resource-saving way (GOTBAG, nd). Also, there is the fashion brand nu-in. Founded in 2019, the company set their mission to “create a force for change towards ethical and sustainable fashion” by using recycled, organic, and regenerated fabrics with the aim to minimize CO2 and water pollution (Nu-in, nd).

Especially, these types of brands, the allure of CSR seems to be particularly attractive, as, increasingly, new companies use their social cause-related initiatives to both, build a factor of differentiation in the market of new product introduction, as well as to provide a strong narrative with an “origin story” (Robinson & Wood, 2018). This means that start ups have a greater opportunity to put the company’s social mission directly into the business model at inception (Sanders, 2016). Following that, this origin story provides start ups with high levels of authenticity when it comes to the company’s CSR engagements. This can be explained by the fact that the reason of founding the start up and selling their products or services is solely based on contributing to environmental or social issue solving and therefore goes beyond profit maximization.

Furthermore, portraying the integration of CSR as the identification and satisfaction of a gap in the market, sustainable entrepreneurship can be seen at aiming to fulfill societal and environmental needs (Schaltegger & Wagner, 2011). This connection between meaningful CSR and innovation can be explained by the external focus of CSR and its ability to drive change-oriented thinking, in innovators, as well as consumers. In alignment, research shows that companies that engage in meaningful CSR launch more new products than less engaged ones, leading to the assumption that CSR can act as a “catalyst” that promotes the development of new products (Robinson & Wood, 2018). In the past, many start up companies have succeeded in creating an image in the minds of consumers that represents responsibility and sustainability being constituted as the core brand element which could further be reflected in consumers’ responses, such as attitudes or decision-making processes favoring these companies (Rahman & Norman, 2016).

2.3.2. Established companies

There are also established brands that engage in CSR activities. In comparison to start ups, established companies have developed a place within its category while they have grown by gaining efficiencies of scale and scope, such as financial and personnel workforce, in their specific competency area, over a long period of time (Robeson & O’Connor, 2007). This allowed established brands to build long-term relationships with their consumers and to be

able to gather knowledge, experience and expertise about their customers as well as their CSR projects. As such, they invest in innovative advertising campaigns as a way to demonstrate corporate social responsible approaches to business and communicate the commitment to progressive issues. When doing so, CSR initiatives can provide established companies with new sources of differentiation and strength for the brand. Additional benefits are new market opportunities, protection of reputation, an increased level of consumer liking and brand loyalty (Williams, 2008). In alignment, it was found that consumer's familiarity with companies' CSR practices significantly affects the company's image in the consumer's mind and thus, also affects customers' purchase intention. This is supported by Kapferer (2008) who states that created consumers' satisfaction can be linked to the brand's responsible behavior and its relationship with society.

Besides the described differentiations between both company types, it can be said that CSR-engagements can be beneficial for any type of company. Thus, the general positive response of consumers being confronted with general CSR-initiatives of companies should not be neglected. Nevertheless, it has to be mentioned that the following hypotheses were formulated, based on the characteristics of the particular company types. Therefore, when focusing on other factors that were not included in this study, it could also be expected to find results, contradicting the composed predictions.

Based on the elaboration of both company types and their different characteristics in terms of size, resources and experience for engaging in CSR activities that are communicated to further affect the relationship and attitude of consumers, the following hypothesis was formulated:

H1: Levels of a) CSR authenticity, b) brand trust, c) brand likability, and d) brand interest are higher when the CSR activities are implemented by an established brand than by a start up.

2.4. Issue scope

When engaging in pro-social or pro-environmental activities, there are different possibilities to do so. One of them concerns the geographical scope or magnitude of the issue a company wants to be involved in. In literature, issue scope has been defined as the distance between the issue-related activity and the customer (Varadarajan & Menon, 1988).

Broderick et al. (2003) propose that the involvement in an issue with prosocial or pro-environmental initiatives influence the knowledge of the individual and the response to CSR campaigns. Out of the cause attributes, the issue scope is particularly salient for companies to

decide on when engaging in corporate social responsible activities, as it determines the strategic planning while the issue involvement further influences the attitudinal and behavioral cause-related marketing responses to the particular campaigns (Thomas. 2021).

The scope of CSR engagement can be either directed to benefit a local community, while other companies decide to put more focus on positively impacting the environment on a global level (Rahman & Norman, 2016). Thus, the scope of issue can be identified as either related to global CSR issues, for instance climate change as having a global impact, or local affairs with country- or regional-specific considerations, for instance the support of flood victims.

Russel and Russel (2010) studied how consumers perceive CSR initiatives that were implemented in local versus distant geographical areas. It was found that, due to a greater personal relevance, locally focused CSR activities increased the consumers' patronage of the company.

While generally, authentic CSR initiatives positively affect consumers' attitude and behavior towards the particular brand, regardless the issue scope (Alhouti et al., 2016), it can be implied that consumers tend to favor local companies over global. This can be explained by the proximity of consumers, supporting behavior toward local brands that implement CSR initiatives.

Following the elaborations made, especially CSR initiatives with a local focus have a significant positive effect on consumers' attitudes towards the CSR initiative itself as it leads to an overall consumers' attitudes change toward the brand, as well as the intentions to purchase from that brand. Based on that, the following hypothesis was formulated:

H2: Levels of a) CSR authenticity, b) brand trust, c) brand likability and d) brand interest are higher on local focused issues than on a global focused issue.

2.5. Time frame

Implementing CSR activities generates value for consumers in various ways. This means that when engaging in CSR initiatives, also the time frame, comparable short-term- versus long-term projects, in which a company engages in their CSR activities could have an impact on consumers' attitudes and perceptions towards the brand. The determined time frame for a company to engage in a CSR activity determines for how long it put its resources, marketing and communication efforts into the particular CSR initiative. Based on literature, the length of such marketing strategies can vary between one to ten years (Truong, Thuy & Jungmu Kim, 2019).

The increased general perceived value of a brand when engaging in CSR further has an influence on consumers' satisfaction and loyalty which is supported by Shin and Thai (2015) who state that CSR actions can increase the perceived value by the consumer and further strengthens the relationship with the customer by improving trust and commitment.

In this respect, trust and commitment can be seen as essential relational marketing variables where building relationships and their long-term sustainability rely on (Palmatier, Dant, Grewal & Evans, 2007). As explained by Bhattacharya and Sen (2003), this can be achieved through long-term projects, thus consistent engagement in a social cause, as relationship building with consumers is facilitated through committed activities and involvement.

Therefore, it is relevant for companies to maintain contact with consumers and establish long lasting relationships. While short-term initiatives may temporarily increase a company's reputation, long-term relationships with the social issue will further increase ongoing loyalty of consumers. (Servera-Francés & Piqueras-Tomás, 2019).

Engaging in consistent actions, thus will create consumer relationships and advance the public image. Furthermore, being active in a particular social issue for a longer time shows genuine commitment to the cause which proves that the organization lives by its values. These positive attitudes further have an impact on perceived authentic CSR commitment as well as on trust in the brand that it honestly engages in its pro social activity (Gallarza & Gil, 2006; Morgan & Hunt, 1994).

Based on that, it can be stated that the longer the pro social behavior, the greater the chances to build positive consumer responses and relationships are. Thus, it is hypothesized:

H3: Levels of a) CSR authenticity, b) brand trust, c) brand liking and d) brand interest are higher on long-term, compared to short-term CSR initiatives.

2.6. CSR authenticity as a mediator

As previously hypothesized, the independent variables company type, issue scope and time frame have an effect on perceived CSR authenticity. As an extension, besides CSR authenticity as a key variable for positive consumer attitudes (Afzali & Kim, 2021), Ellen (2006) claims that positive outcomes of a brand's activity depend on the intermediary process. In alignment, researchers have further empirically demonstrated the potential of CSR authenticity to have a mediating role between CSR and consumers' attitudes towards a brand. For instance, Yoon et al. (2006) state that the influence of a brand's CSR activity on consumer responses could be mediated by its authenticity. Further, a study focusing on the

perceived authenticity of CSR found that CSR authenticity has a mediating effect on consumer responses, such as purchase intention (Alhouti et al., 2016). This implies a necessity of brands' CSR initiatives to be authentic since it can impact relevant consumer outcomes with a direct effect on them. Based on the findings mentioned above, the following hypothesis is established:

H4: The effects of company type, issue scope and time frame on brand trust, brand likability and brand interest are mediated by perceived CSR authenticity.

2.7. Interaction effects

2.7.1. Company type and issue scope

As described above, the type of company, related to the size and age for instance can have a significant impact on consumers' perceptions, in terms of attitudes and behavior. For a company, regardless the type, it is important to consider under which conditions a brand's claimed pro-social activities are perceived as authentic and trustworthy by its customers, in order to be successful (Alhouti et al., 2016). However, as stated, an established brand has experience and the necessary resources, due to its long-term existence in the marketplace (Robeson & O'Connor, 2007). Besides that, involving in a CSR initiative that impacts the environment on a global scope is expected to need more resources in terms of profits and workforce as well as the experience to successfully do so. Since start ups by definition do not incorporate these characteristics (Ouimet & Zarutskie, 2014) and because of the presented principle of proximity (Russel & Russel, 2010), CSR engagement with a local scope seem to be particularly beneficial for these young types of companies. Therefore, the following hypotheses for the interaction of company type and issue scope were formulated:

H5: a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is not different when an established brand engages in local or global CSR activities.

H6: a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher when start ups engage in local CSR activities.

2.7.2. Company type and time frame

When a company engages in corporate social responsible activities and supports a particular cause with their sources and abilities, it can decide for how long they want to do so. As described before, the longer the company engages in a pro-social or pro-environmental project, the greater is the impact on consumer attitudes and the chances to build positive long-term relationships with its customers (Bhattacharya and Sen, 2003). Additionally, as stated before, impact further refers to whether the company is perceived to contribute and engage enough, relative to its size and profits (Alhouthi et al. 2016). In this regard, an established brand has the expertise to be involved in CSR activities and further owns the necessary resources and capacity to do so, also for a longer period of time. However, a start up, whose resources are scarce and due to its short time on the market, is not as experienced in supporting CSR projects. Therefore, this type of company might not have the ability to successfully and realistically be active in CSR engagements that are enduring. Further, the perspective cannot be as clear and foreseeable as for an established brand, whose resources and establishment on the market are set and can therefore be justified and communicated towards consumers.

However, this also means, that established brands are expected to put their available resources into CSR relevant activities that are longterm. Otherwise, an established company might be accused of solely attention seeking and inauthentic by consumers. Based on that, the following hypotheses for the interaction of company type and time frame were formulated:

H7: a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher for an established company, compared to a start up, when engaging in long-term, compared to short-term CSR activities.

H8: a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher for a start up, compared to an established brand when engaging in short-term, compared to long-term CSR activities.

2.7.3. Issue scope and time frame

The time frame a company engages in with its CSR activities has not only an effect on the company itself, but also on the relationship building with their consumers and thus, on their attitude and behavior formation. Furthermore, as described before, also the scope of issue

influences society as well as the consumers in particular (Thomas, 2021). Since the aspect of impact of CSR authenticity refers to whether or not the CSR action is seen by the consumers as making a real and meaningful difference (Alhouti et al., 2016), the time-length of engagement should match the intended scope of the issue. This can be regarded as especially relevant for CSR initiatives with a global issue scope.

Generally, because of necessary time and work investment, it can be said that the longer a company involves in a CSR activity, the greater the overall impact can be. Therefore, it can be assumed that a CSR initiative with the aim of a global impact needs to be incorporated for a longer time, than a CSR initiative with a smaller, local scope. A global, short-term CSR initiative could be perceived as an inauthentic act and therefore be regarded as a solely marketing tool, thus ‘greenwashing’. Therefore, the following hypotheses for the interaction effect of issue scope and time frame were formulated:

H9: a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher when a CSR initiative with a global scope is incorporated as a long-time project, compared to a short time frame.

H10: a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is not different when a CSR initiative with a local scope is incorporated as a short-term project.

2.7.4. Company type, issue scope and time frame

Lastly, this study seeks to identify whether there is a three-way interaction between the variables of company type, issue scope and the time frame. It is thereby ought to discover under which type of company the combination addressing a local- or global issue with a short or long-time engagement yields the most favorable customer brand evaluations. As stated before, the different characteristics of the two types of companies allow them to engage in CSR activities in different scopes. Specifically, start ups as young firms, having a small size with few resources, such as few workforces and little capital (Ouimet & Zarutskie, 2014), can be expected to realistically engage in issues with a local scope in a successful way, compared to an engagement with a greater impact on a global level.

In comparison, bigger and experienced established companies with greater resources in terms of workforce and profits have the possibility to contribute and engage, relative to its size and profits, thus on a global scope. Additionally, for a successful contribution to the environment

and society that makes a real and meaningful difference, the issue scope should match the time frame of engagement. Because of the overall greater impact and the necessity of greater investment in terms of time and resources (Alhouthi et al., 2016), issues with a global scope should therefore be incorporated for a long period of time. In alignment, issues that have impacts on the smaller, local scope can successfully be established for a short period of time. Subsequently, the following hypotheses for the three-way interaction effect of company type, issue scope and time frame were formulated:

H11: a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher when an established brand engages in global CSR activities in a long-term project, compared to a short-term project.

H12: a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is highest for start ups when engaging in local, short-term initiatives.

H13: a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher for a start up when the CSR activity is local and short-term, compared to an established brand when engaging in short-term and global CSR activities.

2.8. Conceptualization of research model

Based on the theoretical framework and the findings from relevant literature, a theoretical research model has been developed. Figure 1 presents this theoretical model with the expected main effects on company type, issue scope and time frame of CSR engagement (H1, H2, H3) as well as the mediating role of CSR authenticity on the study's dependent variables (H4). Furthermore, the expected interaction effects between company type and issue scope (H5, H6), company type and time frame (H7, H8), issue scope and time frame (H9, H10), as well as the three-way interaction effect between the three constructs (H11, H12, H13) on the dependent variables are illustrated in this model. For the purpose of clarity, Table 1 provides an overview of the proposed hypotheses of this study.

Figure 1. *Theoretical research model*

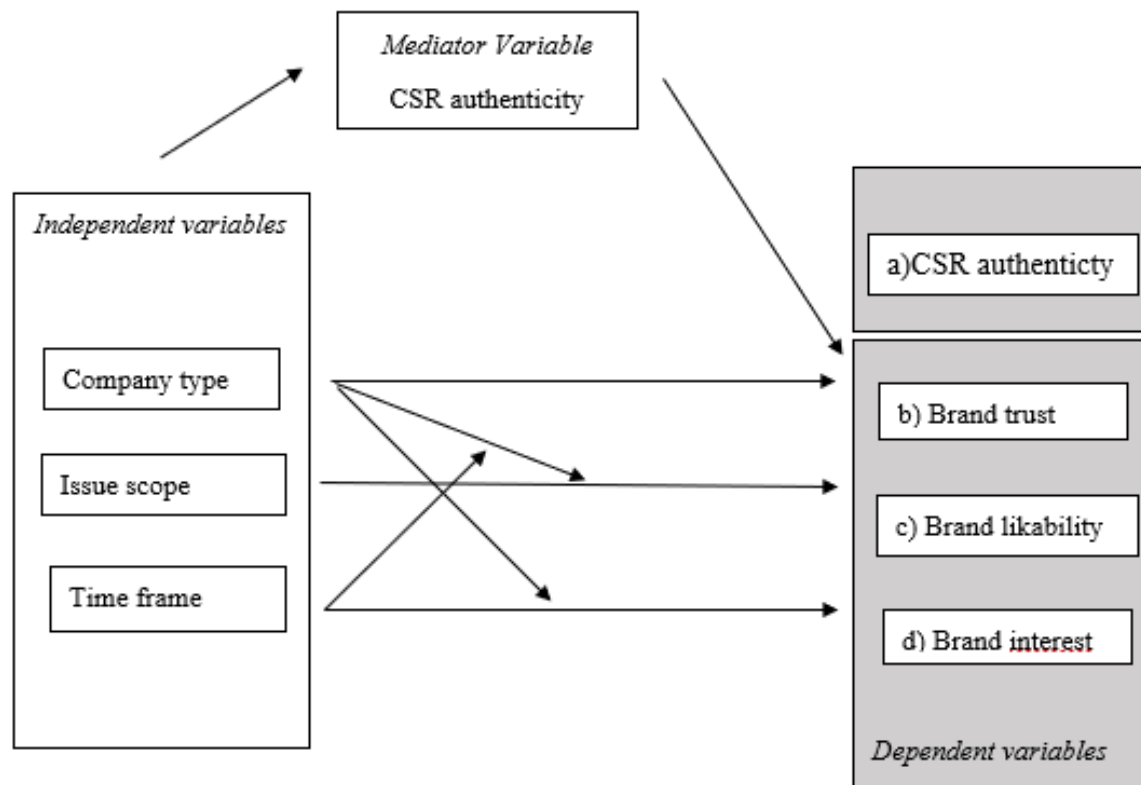


Table 1. *Overview of proposed hypotheses*

<i>No.</i>	<i>Hypothesis</i>
H1	Levels of a) CSR authenticity, b) brand trust, c) brand likability, and d) brand interest are higher when the CSR activities are implemented by an established brand than by a start up.
H2	Levels of a) CSR authenticity, b) brand trust, c) brand likability and d) brand interest are higher on local focused issues than on a global focused issue.
H3	Levels of a) CSR authenticity, b) brand trust, c) brand liking and d) brand interest are higher on long-term, compared to short-term CSR initiatives.
H4	The effects of company type, issue scope and time frame on b) brand trust, c) brand likability and d) brand interest are mediated by perceived CSR authenticity.
H5	a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is not different when an established brand engages in local or global CSR activities.
H6	a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher when start ups engage in local CSR activities.
H7	a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher for an established company, compared to a start up, when engaging in long-term, compared to short-term CSR activities.
H8	a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher for a start up, compared to an established brand when engaging in short-term, compared to long-term CSR activities.
H9	a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher when a CSR initiative with a global scope is incorporated as a long-time project, compared to a short time frame.
H10	a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is not different when a CSR initiative with a local scope is incorporated as a short-term project.
H11	a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher when an established brand engages in global CSR activities in a long-term project, compared to a short-term project.
H12	a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is highest for start ups when engaging in local, short-term initiatives.
H13	a) CSR authenticity, b) brand trust, c) brand likability and, d) brand interest is higher for a start up when the CSR activity is local and short-term, compared to an established brand when engaging in short-term and global CSR activities.

3. METHODOLOGY

In the following, the chosen method of this study is presented. First, a general overview of the study design is given, followed by a description of the chosen stimulus material.

Subsequently, the study's procedure is presented.

3.1. Research design

In order to test the study's hypotheses on the effect of social responsible activities with different issue scopes and time frames between two different types of companies on CSR authenticity, brand trust, brand likability and brand interest as well as the mediation effect of perceived CSR authenticity, a 2 x 2 x 2 between-subjects experiment was conducted. The independent variables include company type (start up vs established brand), the issue scope (local vs global), and the time frame (short-term vs long-term). The study's dependent variables are the perceived CSR authenticity, consumers' brand trust, as well as brand liking and consumers' brand interest. As an extension, consumer's perceived CSR authenticity was also examined as a mediator.

3.2. Procedure

The participants were approached via the researcher's social media channels (Facebook, LinkedIn, Instagram) and asked to participate in the online study which was provided on the online survey tool 'Qualtrics'. This way, the respondents were able to participate on their mobile devices, instead of a specific research environment. Moreover, only Germans were approached to take part in the study.

Once the participants accepted to voluntarily participate in the experiment, they were randomly assigned to one out of eight scenarios of CSR-engaged companies. After reading the presented scenario, the participants were asked to answer questions regarding the dependent variables of this study by answering questions on the perceived CSR authenticity, their brand trust, the brand likability and their brand interest of the particular brand. The questions were designed to be answered using a 5-point Likert scale, varying from 1 (strongly disagree) to 5 (strongly agree). Lastly, the participants were asked about their demographics including their gender, age, highest education and current employment status.

3.3. Study Materials

For the purpose of this study, two different types of clothing brands were created in order to detect the impact on consumers' perceptions and responses, also in combination with different issue scopes as well as different time frames. The textile and clothing industry was chosen since this sector cause several environmental and social impacts that can be directly addressed by CSR policies (de Abreu, 2015) which makes this study realistically, thus practically relevant.

In order to avoid any bias due to the influence of prior attitudes towards a specific company or brand, for this research, two fictitious clothing brands, one as a start up and one as an established company were designed. Furthermore, to analyze whether different scopes of issue engagement have an effect on consumers' responses, two different brand stories (local issue scope and global issue scope) were created, while further, the effect of different time frames of engagement were compared (short-term or long-term). The scenarios were designed for the particular company's internet homepage. Below, two of the eight manipulated scenarios are presented. Figure 2 demonstrates condition number 1 in which a start up engages in a local CSR initiative for a short timeframe. Figure 3 presents condition number 8 in which an established brand engages on a global CSR project for a long timeframe.

Design

Overall, for design purposes of the manipulations, also color was used as a communication tool. As literature states, color is a powerful tool that drives brand recall and recognition (Tabassoli & Han, 2002). By matching a brands products and services across different marketing platforms, the aim of the use of color in marketing is to promote brands and attain competitive advantage in the market (Panigyrakis & Kyrousi, 2014). In alignment, Singh (2006) states that color is a used communication tool to deliver brand image with persuasive power by appealing to consumers' emotions. Thus, in order to stress the pro-social and pro-environmental engagements of the companies, mainly a light brown, beige is present. This decision is based on the fact that earthy tones, such as brown, have often been used to emphasize a notion of eco-friendliness in a marketing context (Chu & Rahman, 2010).

Company type

The two company types that are compared for this research are a small, recently founded start up and a big, established brand. Thus, for both created companies, according claims were formulated, stressing the particular benefits, characteristics and points of differentiation. For instance, for the start up, its innovative and young nature as well as its mission and basis of founding will be communicated. For the established brand, the size and experience in the market as well as in CSR initiatives is highlighted in particular.

For the manipulations for start ups, the brand story was based on the sustainable rather new clothing brand nu-in (n.d.), producing sustainable fashion aiming at environmental-friendly and recycled production. This sets a suitable example for a young brand, founded to support a pro-environmental issue. Following that, the start up for this study set statements such as “We not only act sustainably, but we actively bring on change” or “We sensitize people to a more conscious use of natural and regional resources”. Manipulations for established brands, the CSR statements of the clothing brand H&M Corporate Social Responsibility (CSR) policy. H&M. (n.d.). has served as an inspiration, stating for instance to be “One of the world’s leading fashion companies”.

Issue scope

Since the issue scope in the manipulation differ between local and global corporate social responsible activities, the materials will either state to support a local cause or a broader global cause. The local cause will issue the production of the clothes with ecological-friendly textiles that is based on the use of renewable energy, such as solar panels, with the aim to support the local decarbonation in the region for the decentral energy production These attempts will be communicated in a way that aims at convincing the consumer, using terms such as “in your neighborhood”.

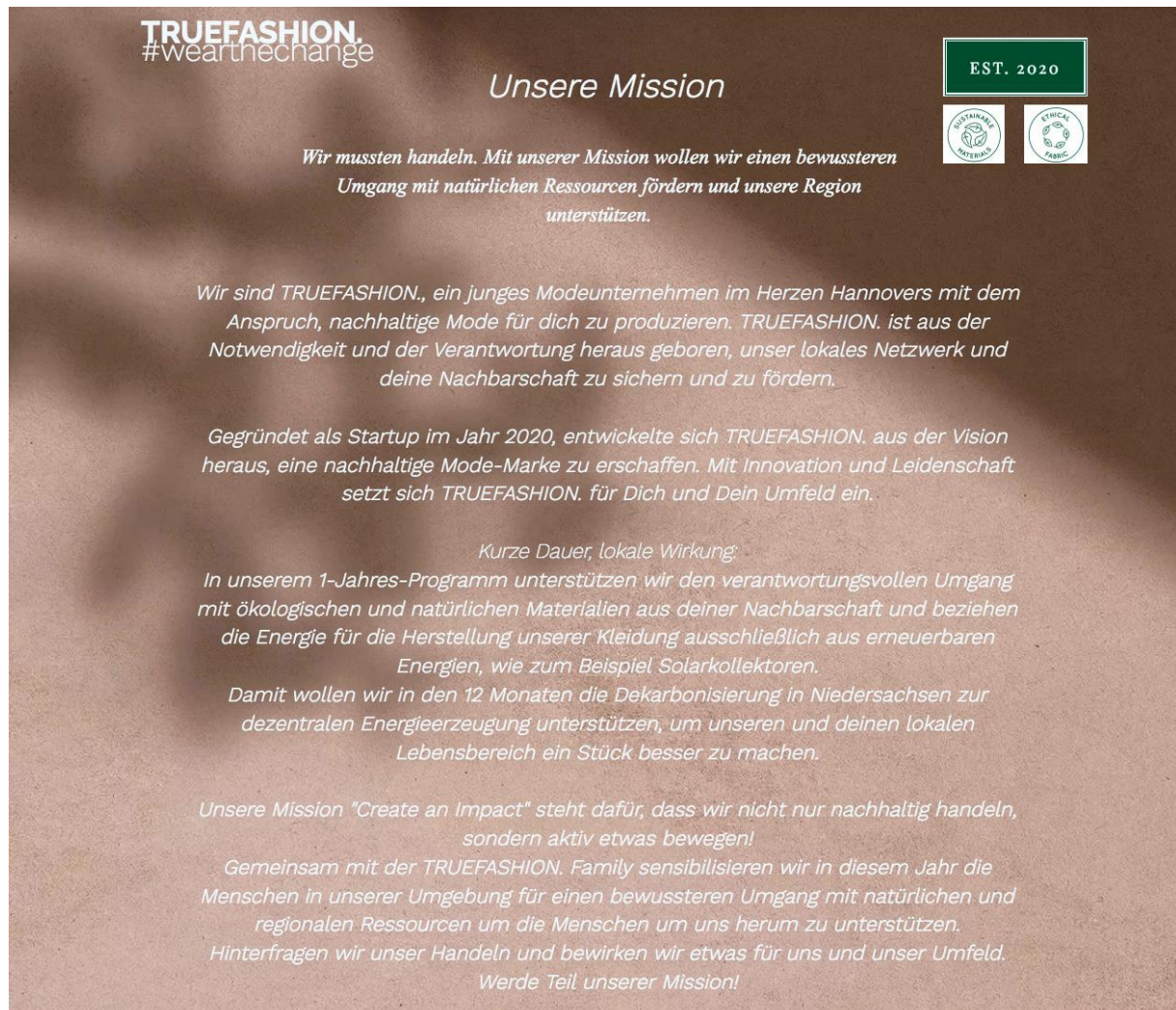
The scenario with a global issue-scope states the intention of pollution-free and CO2 neutral clothing production. The greater magnitude of impact in these manipulations is aimed to be highlighted by stating that the CSR initiative supports and helps “everyone” and to “protect the whole planet”.

Time frame

The manipulated scenarios also differ in terms of time frame of CSR engagement. Based on literature, realistic time frames for marketing strategies can vary between 1 to ten years (Truong, Thuy & Jungmu Kim, 2019). Following that, for the manipulations with short-term initiatives, one year and for the long-term initiative, ten years will be chosen as adequate time frame measurements. In the scenarios, this will be communicated by stating the exact number of years as either a ‘1-year’- or ‘10-years program’ that are planned for the CSR activities.

Figure 2

Condition 1 (*start up x local x short-term*)



The image shows a mission statement poster for TRUEFASHION. The background is a textured, brownish-grey. At the top left is the logo 'TRUEFASHION. #wearthechange'. At the top right is a green box with 'EST. 2020' and two circular icons: one for 'SUSTAINABLE MATERIALS' and one for 'ETHICAL FABRIC'. The title 'Unsere Mission' is centered in a white serif font. Below it is a paragraph in German: 'Wir mussten handeln. Mit unserer Mission wollen wir einen bewussteren Umgang mit natürlichen Ressourcen fördern und unsere Region unterstützen.' This is followed by three paragraphs of text in German, all in a smaller white serif font. The text describes the company's goals, its founding in 2020, its focus on sustainable materials and renewable energy, and its mission to create an impact by supporting local resources and the environment.

TRUEFASHION.
#wearthechange

Unsere Mission

Wir mussten handeln. Mit unserer Mission wollen wir einen bewussteren Umgang mit natürlichen Ressourcen fördern und unsere Region unterstützen.

Wir sind TRUEFASHION., ein junges Modeunternehmen im Herzen Hannovers mit dem Anspruch, nachhaltige Mode für dich zu produzieren. TRUEFASHION. ist aus der Notwendigkeit und der Verantwortung heraus geboren, unser lokales Netzwerk und deine Nachbarschaft zu sichern und zu fördern.

Gegründet als Startup im Jahr 2020, entwickelte sich TRUEFASHION. aus der Vision heraus, eine nachhaltige Mode-Marke zu erschaffen. Mit Innovation und Leidenschaft setzt sich TRUEFASHION. für Dich und Dein Umfeld ein.

Kurze Dauer, lokale Wirkung:
In unserem 1-Jahres-Programm unterstützen wir den verantwortungsvollen Umgang mit ökologischen und natürlichen Materialien aus deiner Nachbarschaft und beziehen die Energie für die Herstellung unserer Kleidung ausschließlich aus erneuerbaren Energien, wie zum Beispiel Solarkollektoren.
Damit wollen wir in den 12 Monaten die Dekarbonisierung in Niedersachsen zur dezentralen Energieerzeugung unterstützen, um unseren und deinen lokalen Lebensbereich ein Stück besser zu machen.

Unsere Mission "Create an Impact" steht dafür, dass wir nicht nur nachhaltig handeln, sondern aktiv etwas bewegen!
Gemeinsam mit der TRUEFASHION. Family sensibilisieren wir in diesem Jahr die Menschen in unserer Umgebung für einen bewussteren Umgang mit natürlichen und regionalen Ressourcen um die Menschen um uns herum zu unterstützen.
Hinterfragen wir unser Handeln und bewirken wir etwas für uns und unser Umfeld.
Werde Teil unserer Mission!

Figure 3

Condition 8 (*established x global x longterm*)



TRUEFASHION.
#wearthechange

Unsere Mission

Wir handeln. Mit unserer Mission wollen wir die fortschreitende globale Umweltverschmutzung mit einem bewussten Umgang mit natürlichen Ressourcen bekämpfen.

TRUEFASHION. ist eines der führenden Modeunternehmen der Welt. Als erfahrenes und etabliertes Unternehmen beteiligen wir uns seit unserer Entstehung an gemeinnützigen Aktivitäten, um die Menschen auf diesem Planeten zu schützen.

TRUEFASHION. wurde 1994 gegründet und ist mit seinem praktischen Wissen als Marke etabliert und bekannt sich mit Leidenschaft und Erfahrung für den Schutz unseres Planeten und seiner Bewohner einzusetzen.

Lange Dauer, globale Wirkung:
In unserem 10-Jahres-Programms hat unser Planet höchste Priorität. In diesem Jahrzehnt wird durch den verantwortungsvollen Einsatz von natürlichen Materialien unsere Mode für eine saubere und umweltfreundliche Welt produziert.

Unsere Mission "Create an Impact" steht dafür, dass wir nicht nur nachhaltig handeln, sondern aktiv Veränderungen herbeiführen!
In den nächsten 10 Jahren sensibilisiert TRUEFASHION. die Menschen weltweit für einen bewussteren Umgang mit natürlichen Ressourcen und die Unterstützung umweltfreundlicher Produktionsprozesse.

Hinterfragen wir unser Handeln und bewirken wir Verbesserung für jeden Menschen auf diesem Planeten. Werde Teil unserer Mission!

EST. 1994

SUSTAINABLE MATERIALS

ETHICAL PRACTICE

3.4. Manipulation check

In order to ensure that the independent variables company type, time frame and issue magnitude were successfully manipulated and therefore be recognized correctly by the participants, a pre-test was conducted. For that, a total of 8 manipulation check questions were asked. These included questions about the participants' perception about the company type that is displayed in the particular scenario, whether the brand's initiative is planned for a long or a short amount of time and whether the scope of the social responsible initiative is described as having a local or a global impact. The manipulation check questions for the company type included questions such as "TRUEFASHION. is a young, recently founded brand" or "TRUEFASHION. can be defined as a start up.". Manipulation check questions for time frame included "TRUEFASHION.'s social initiatives are short-term projects.", or "The

social initiatives of TRUEFASHION. are planned for a short time frame “. Lastly, manipulation check questions for issue scope include for instance “TRUEFASHION.’s social initiatives have a global impact”. All questions were designed to be answered on a 5-point Likert scale, ranging from 1 (= strongly disagree) to 5 (= strongly agree). An overview of all manipulation check questions can be found in Appendix C.

For the pre-test, 21 participants were randomly assigned to one of the eight scenarios of CSR engaged companies. To assess whether the independent variables were each correctly manipulated, an independent samples t-test was conducted. From this analysis, a significant difference was found for ‘company type’ ($t(19) = -2.84, p = .02$) with in the start up scenario ($M = 1.94, SD = .89$) and in the established company scenario ($M = 3.33, SD = 1.33$). A significant difference was also found for ‘time frame’ ($t(19) = -1.37, p = .03$) within the short time frame ($M = 3.63, SD = 1.10$) and within the long time frame ($M = 4.13, SD = .32$). A significant difference was however not found for ‘issue scope’ ($t(19) = 1.68, p = .24$) within the local issue scope ($M = 2.80, SD = .71$) and with the global issue scope ($M = 2.39, SD = .36$). For the actual study, the manipulations for company type and time frame were therefore adopted and the manipulation of the issue scope was revised and adapted.

3.5. Measurements

In order to measure the dependent variables, several studies have been reviewed to incorporate appropriate measurement items. An overview of all measurements used for the study’s questionnaire can be found in Appendix B. To demonstrate the discriminant validity among construct, the results of a factor analysis are presented in Table 2 below.

Brand trust

Since no suitable measurement scale was found, it was decided to measure brand trust using six items that derived from literatures’ definitions. Based on existing literature, a brand is perceived as trustworthy if consumers believe that a brand is consistent, reliable, responsible, fair and honest (e.g., Altman & Taylor, 1973; Chaudhuri & Holbrook, 2001). Accordingly, Erdem and Swait (2004) classify a brand as trustworthy if it delivers what has been promised. Thus, items include for instance: ‘The TRUEFASHION. brand is honest’ or ‘The TRUEFASHION. brand delivers what it promises’. Using a 5-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree, it proved to be reliable for the resulting six items used in this study ($\alpha = .890$).

Brand interest

Items measuring brand interest were based on the original brand interest scale items by Machleit et al. (1990). Following that, the seven items have been chosen to capture the curiosity that consumers have about the brand, and their interest in learning more about the brand. Using a 5-point Likert scale, ranging from 1 (totally disagree) to 5 (totally agree), the items include for instance 'I would like to know more about TRUEFASHION.' or 'Learning more about TRUEFASHION. would be useless.'. This proved to be reliable in this study ($\alpha = .909$).

Brand likability

In order to measure the participants' brand likability, the valid and reliable brand likability scale of Ngyuen et al. (2013) was incorporated. However, since the present study examines pre-purchase attitudes of a brand, for the purpose of suitability, seven items that measure post purchase brand likability were removed from the original scale. The remaining ten items were further edited and specified, based in suitable definitions from literature (Boutie, 1994; Wänke, 2009). The final scale consisted of six items, including statements such as 'I feel attached to the brand' or 'I would describe the brand as friendly'. Again. the questions were asked using a 5-point Likert scale. The items proved to be reliable in this study ($\alpha = .910$).

CSR authenticity

In order to measure CSR authenticity, the items were based on the CSR authenticity scale by Alhouti et al. (2016) as well as more specified definitions and concepts. Again, using a 5-point Likert scale, ranging from 1 = totally disagree to 5 = totally agree were used in this study, including questions, such as 'The CSR actions of TRUEFASHION. are genuine' or 'TRUEFASHION. is concerned about improving the well-being of society'. However, a conducted factor analysis proved the scale to be inconsistent. Therefore, one items was removed, and the scale was narrowed down to four items. After the adjustment, the scale proved to be reliable for the context of this study ($\alpha = .784$).

The general descriptive statistics for this study's dependent variable are presented in Table 3.

Table 2*Results of the factor analysis with VARIMAX rotation of items*

<i>Constructs</i>	<i>Items</i>	<i>Factor loading</i>			
		<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
CSR authenticity	The CSR actions of TRUEFASHION. are genuine.				.606
	The CSR actions of TRUEFASHION. are sincere.				.731
	The CSR actions of TRUEFASHION. are in accordance with the brand's values and beliefs.				.717
	The CSR actions of TRUEFASHION. make a meaningful difference for society.				.695
Brand trust	I trust the TRUEFASHION. brand.		.722		
	The TRUEFASHION. brand delivers what it promises.		.781		
	The TRUEFASHION. brand is reliable.		.792		
	The TRUEFASHION. brand is not trustworthy.*		.660		
	The TRUEFASHION. brand is unreliable.*		.765		
	The TRUEFASHION. brand is honest.		.757		
Brand likability	I like the TRUEFASHION. brand.			.694	
	I would describe the brand as friendly.			.743	
	I would say that the brand is appealing.			.808	
	I don't like the TRUEFASHION. brand.*			.663	
	Overall, I approve of this brand.			.715	
	TRUEFASHION gives me a good feeling.			.612	
Brand interest	I am apathetic about TRUEFASHION.*	.728			
	TRUEFASHION. is an interesting clothing company.	.816			
	I would like to know more about TRUEFASHION.	.830			
	TRUEFASHION. seems boring to me.*	.736			
	Learning more about TRUEFASHION. would be useless. *	.781			
	I am curious about TRUEFASHION.	.852			
	The statements succeeded in increasing my interest in TRUEFASHION.	.889			

Table 3*General descriptive statistics on the dependent variables*

	α	M	SD
CSR authenticity	.78	3.62	.63
Brand trust	.89	3.37	.61
Brand likability	.91	3.66	.67
Brand interest	.90	3.72	.62

3.6. Participants

Participants were gathered using the social media channels of the researcher through the distribution of the surveys' link on Instagram, LinkedIn and Facebook. Further, making use of snowball sampling, participants were asked to further distribute the surveys' link. In total, 317 people participated in the study. However, due to incompleteness, 90 answers had to be removed, resulting in 227 participants having built the final sample. From those 227 participants, 165 were female, 60 male, and two participants chose the option "other". All participants were German and between 16 and 73 years old with a mean age of 33.53 ($SD = 16.05$). As presented in Table 4, regarding their educational background, participants mostly indicated to have a university degree ($n = 106$). Concerning their employment status, most respondents indicated to be either studying ($n = 84$) or to be employed full-time ($n = 81$).

Table 4*Distribution of gender, age, education and employment status*

		N	%	M	SD
Gender	Men	60	26.4		
	Women	165	72.7		
	Other	2	.9		
Age				33.53	16.06
Education	Certificate of Secondary education	6	2.6		
	General certificate of Secondary education	66	29.1		
	Vocational education	40	17.6		
	University degree	109	48.0		
	Ph.D. or higher	5	2.2		
	No degree	1	.4		
Employment status	Student	84	37.0		
	Employed Full-Time	81	35.7		
	Employed Part-Time	37	16.3		
	Unemployed	8	3.5		
	Retired	15	6.6		

4. RESULTS

In order to test the established, hypotheses, a multivariate analysis of variance (MANOVA) was conducted by using the statistics program SPSS. In the following, the results of the conducted analysis will be elaborated on by firstly discussing the main effects of the independent variables, including the mediation effect of CSR authenticity and secondly, presenting the interaction effects.

4.1. Main effects for company type

By conducting the analysis, it has been found that there was a significant main effect of company type on the dependent variables as a group (Wilks' Lambda: $p = .000$). It was thereby found that the influence of company type was only statistically significant for brand interest ($F(1, 219) = 49.93$, $p = .000$). Participants in the start up condition experienced slightly greater brand interest ($M = 3.91$, $SD = .037$), than participants in the established brand condition ($M = 3.53$, $SD = .038$).

The influence of company type on brand likability is not yet significant. However, the effect on brand likability was found to be very close to statistical significance level

($F(1, 219) = 3.86$, $p = .051$). For this effect of company type on brand likability, the start up ($M = 3.75$, $SD = .062$) scored slightly higher on brand likability than the established brand ($M = 3.57$, $SD = .063$). Nevertheless, this trend goes against the hypothesis H1c and there was no significant effect on brand likability of the respondents and therefore has to be rejected. The influence of company type on brand trust also had no significant effect, while there was only a slight difference between a start up ($M = 3.43$, $SD = .057$) and the established brand ($M = 3.33$, $SD = .058$). The influence of the company type on CSR authenticity was also found to be insignificant. Due to these results, hypotheses 1a, 1b, and 1c are not supported as there are no significant effects of company type on CSR authenticity, brand trust and brand likability. While the result for the effect of company type on brand interest was significant, but higher for a start up than for an established brand as company type, thus contrary to expectations, the formulated hypothesis 1d also has to be rejected. Table 5 provides an overview on the effects of company type on the dependent variables of this study.

Table 5*Main effects of company type*

	<i>Company Type</i>		<i>F</i>	<i>Sign.</i>	<i>Hypothesis</i>
	<i>Start up</i>	<i>Established brand</i>			
	<i>M(SD)</i>	<i>M(SD)</i>			
CSR authenticity	3.64(.058)	3.63(.059)	.02	.882	H1a Not supported
Brand trust	3.43(.057)	3.34(.058)	1.33	.251	H1b Not supported
Brand likability	3.75(.062)	3.58(.063)	3.86	.051	H1c Not supported
Brand interest	3.90(.037)	3.53(.038)	49.93	.000	H1d Supported

4.2. Main effects for issue scope

By conducting the analysis, it was found that there was a significant main effect of issue scope on the dependent variables as a group (Wilks' Lambda: $p = .000$). It was thereby found that the influence of issue scope on CSR authenticity was statistically significant ($F(1, 219) = 13.06, p = .000$). Participants in the local scope condition perceived greater CSR authenticity ($M = 3.78, SD = .06$) than participants in the global scope condition ($M = 3.48, SD = .057$). In addition, also the influence on issue scope on brand likability has also been found to be statistically significant ($F(1, 219) = 4.55, p = .034$). Participants expressed higher brand likability in a local scope condition ($M = 3.76, SD = .064$) than participants in the global scope condition ($M = 3.57, SD = .061$). Moreover, the influence of issue scope on brand interest was found to be statistically significant ($F(1, 219) = 45.14, p = .000$). In a local scope condition, participants indicated greater brand interest ($M = 3.89, SD = .039$) than participants in the global scope condition ($M = 3.53, SD = .037$). Therefore, the hypotheses 2a, 2c as well as hypothesis 2d are supported, as there is a significant effect of issue scope in CSR authenticity, brand likability and brand interest.

The influence of issue scope on brand trust is not significant. However, the effect on brand trust was found to be very close to the statistical significance level ($F(1, 219) = 3.89$,

$p = .050$). Additionally, the local scope ($M = 3.46$, $SD = .056$) scored slightly higher on brand trust than the global scope ($M = 3.30$, $SD = .056$). However, there was no significant effect on brand trust of the respondents. Hypothesis 2b is, therefore, rejected as there is no significant effect of issue scope on brand trust. Table 6 provides an overview of the effects of issue scope on the dependent variables.

Table 6
Main effects of issue scope

	<i>Issue Scope</i>		<i>F</i>	<i>Sign.</i>	<i>Hypothesis</i>
	<i>Local scope</i>	<i>Global scope</i>			
	<i>M(SD)</i>	<i>M(SD)</i>			
CSR authenticity	3.78(.060)	3.48(.057)	13.06	.000	H2a Supported
Brand trust	3.46(.059)	3.30(.056)	3.88	.050	H2b Not supported
Brand likability	3.76(.064)	3.57(.061)	4.56	.034	H2c Supported
Brand interest	3.89(.039)	3.54(.037)	45.24	.000	H2d Supported

4.3. Main effects for time frame

By conducting the analysis, it was found that there was a significant main effect of time frame on the dependent variables as a group (Wilks' Lambda: $p = .000$). It was subsequently found that time frame only had a statistically significant effect on brand interest ($F(1, 219) = 153.59$, $p = .000$). Participants in a long-term condition expressed greater brand interest ($M = 4.05$, $SD = .037$) than participants in the short-term condition ($M = 3.38$, $SD = .037$). Based on this result hypothesis 3d can be accepted.

Furthermore, the results do not confirm hypotheses 3a, 3b and 3c, as there are no significant main effects of time frame on perceived CSR authenticity, brand trust and brand likability respectively. However, although not significant, it can be pointed out that the long-term condition produced greater responses on the dependent variables of CSR authenticity ($M = 3.67$, $SD = .058$), compared to the short-term condition ($M = 3.58$, $SD = .059$) and on brand

trust in long-term condition ($M = 3.40$, $SD = .057$), compared to the short-term condition ($M = 3.37$, $SD = .058$). Nevertheless, since there is neither a significant effect of time frame on CSR authenticity nor on brand trust nor on brand likability, the hypothesis 3a, hypothesis 3b, as well as hypothesis 3c have to be rejected. Table 7 provides an overview of the effects of time frame on the study's dependent variables.

Table 7

Main effects of time frame

	<i>Time frame</i>		<i>F</i>	<i>Sign.</i>	<i>Hypothesis</i>
	<i>Short term</i>	<i>Long term</i>			
	<i>M(SD)</i>	<i>M(SD)</i>			
CSR authenticity	3.59(.059)	3.67(.058)	1.11	.294	H3a Not supported
Brand trust	3.37(.058)	3.40(.057)	.14	.711	H3b Not supported
Brand likability	3.66(.063)	3.66(.061)	.00	.995	H3c Not supported
Brand interest	3.39(.038)	4.05(.037)	153.59	.000	H3d Supported

4.4. CSR authenticity as a mediator

It was further hypothesized that CSR authenticity can act as a mediator between the independent variables company type, issue scope and time frame, and the dependent variables brand trust, brand likability and brand interest. For mediation reasonably to apply, specific criteria have to be met. Accordingly, Collins et al. (1998) claim that the effects of both, the independent variables and the mediator on the dependent variables should be significant. Further, literature (Baron & Kenny, 1968; Judd & Kenny, 1981; James & Brett, 1984 as cited in Kenny, 2021) discussed four steps in establishing mediation. If all four of these steps are met, the mediator variable CSR authenticity completely mediates the relationship between the independent variables company type, issue scope, and time frame and the dependent variables brand trust, brand likability and brand interest. These steps include firstly, the necessity, for a

mediation effect to be present, that the “causal”, independent variable is correlated with the “outcome”, thus dependent variable as well as the second step that the independent variable correlates with the mediator variable. Since these two first steps have not shown correlations for the variables company type and time frame, step three, showing that the mediator affects the dependent variable, and step four, showing the effect of the independent variables on the dependent variables controlling for the mediator variable is zero, were not further established for these variables. As being found in this study, a significant effect on the study’s mediator CSR authenticity was only found for the independent variable issue scope. Thus, only the relationship of issue scope on the dependent variables was further analyzed for a mediation effect of CSR authenticity. The mediation effect was tested using non-parametric bootstrapping.

4.4.1. Mediation effect on brand interest

The direct effect of issue scope on brand interest is significant ($b = -.097$, $se = .047$, $p = .041$). Further, the direct effect of CSR authenticity on brand interest is also significant ($b = .101$, $se = .067$, $p = .008$), indicating that higher perceived CSR authenticity more likely leads to higher brand trust than when CSR authenticity is perceived as low. The indirect effect was tested using non-parametric bootstrapping. If the null of 0 falls between the lower and upper bound of the 95% confidence interval, then the inference is that the population indirect effect is 0. If 0 falls outside the confidence interval, then the indirect effect is inferred to be non-zero. In this case the indirect effect ($IE = .038$) is statistically significant: 95% CI = (.012, .071). Thus, there is a positive predictive relationship between issue scope and brand trust as mediated through CSR authenticity.

4.4.2 Mediation effect on brand likability

The direct effect from issue scope to brand likability is significant ($b = .096$, $se = .038$, $p = .013$). The direct of CSR authenticity on brand likability is also significant ($b = .655$, $se = .055$, $p = .000$), indicating that higher perceived CSR authenticity leads more likely to higher brand likability than when CSR authenticity is perceived as low. Since for the indirect effect, the null of 0 falls between the lower and upper bound of the 95% confidence interval, the population indirect effect is 0. In this case, the indirect effect ($IE = .139$) is statistically significant: 95% CI = (.035, .209). Thus, there is a positive relationship between issue scope and brand likability as mediated through CSR authenticity.

4.4.3. Mediation effect on brand trust

Although the direct effect of issue scope on brand trust was found to be non-significant ($b = .017$, $se = .038$, $p = .657$), the direct effect of CSR authenticity on brand trust was found to be significant ($b = .556$, $se = .055$, $p = .000$). Since for the indirect effect, the null of 0 falls between the lower and upper bound of the 95% confidence interval, the population indirect effect is 0. In this case the indirect effect ($IE = .118$) is statistically significant: 95% CI = (.060, .177). Thus, when mediated through CSR authenticity, the relationship between issue scope and brand trust becomes significant.

4.5. Interaction effects

In the following, the interaction effects between company type and issue scope, company type and time frame, as well as between issue scope and time frame are discussed. In addition to that, the three-way interaction effect between company type, issue scope and time frame will be elaborated on as well.

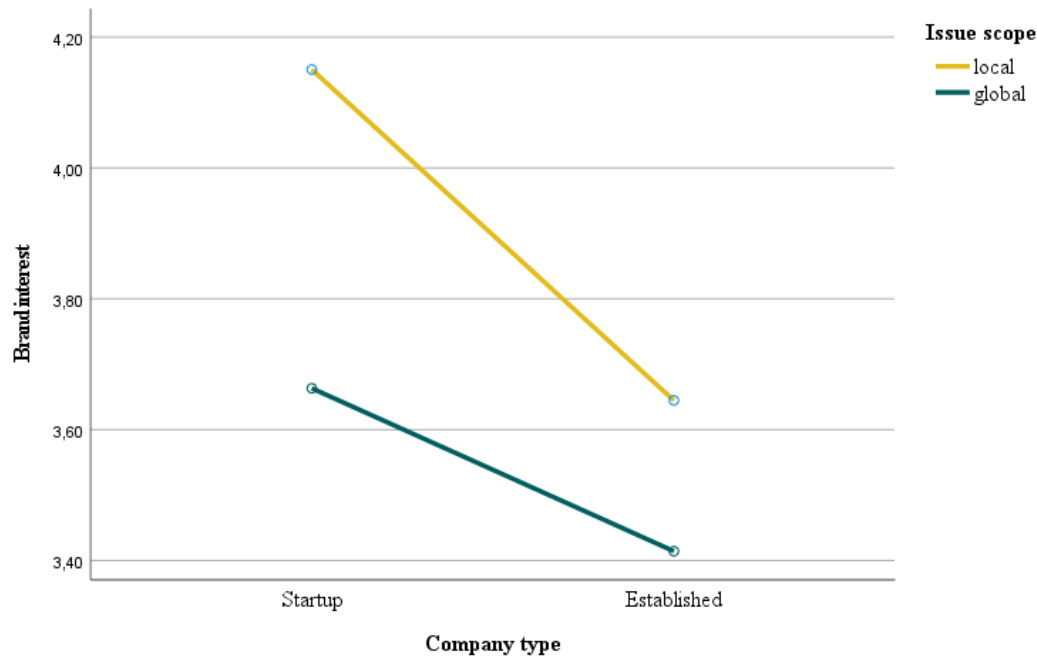
4.5.1. Company type and issue scope

The interaction between the independent variable's company type and issue scope was found to have a significant effect on the dependent variables as a group (Wilks' Lambda: $p = .047$). A statistically significant influence was found for the interaction effect between company type and issue scope on brand interest ($F(1, 219) = 5.78$, $p = .017$).

It was found that a start up paired with local issue scope ($M = 4.15$, $SD = .056$) led to higher brand interest than a start up paired with a global issue scope engagement ($M = 3.66$, $SD = .050$). Contrary to expectations, it was found that there is a higher effect on brand interest when an established brand engages in local issues ($M = 3.64$, $SD = .054$) than when an established brand engages in global issues ($M = 3.41$, $SD = .054$). Besides that, no significant effect of company type and issue scope on the dependent variables CSR authenticity ($F(1, 219) = .041$, $p = .840$), brand trust ($F(1, 219) = .508$, $p = .477$), and brand likability ($F(1, 219) = .819$, $p = .367$) was found. Nevertheless, the results show that a start up engaging in local issues yields the most positive responses for every dependent variable. Among the dependent variables CSR authenticity, brand trust and brand likability, the effect on brand likability scores the highest in the interaction of a start up combined with a local issue scope ($M = 3.82$, $SD = .092$). Figure 2 shows the graph for the significant interaction effect between company type and issue scope on the dependent variable brand interest.

Figure 2

Graph for interaction effect between company type and issue scope on brand interest

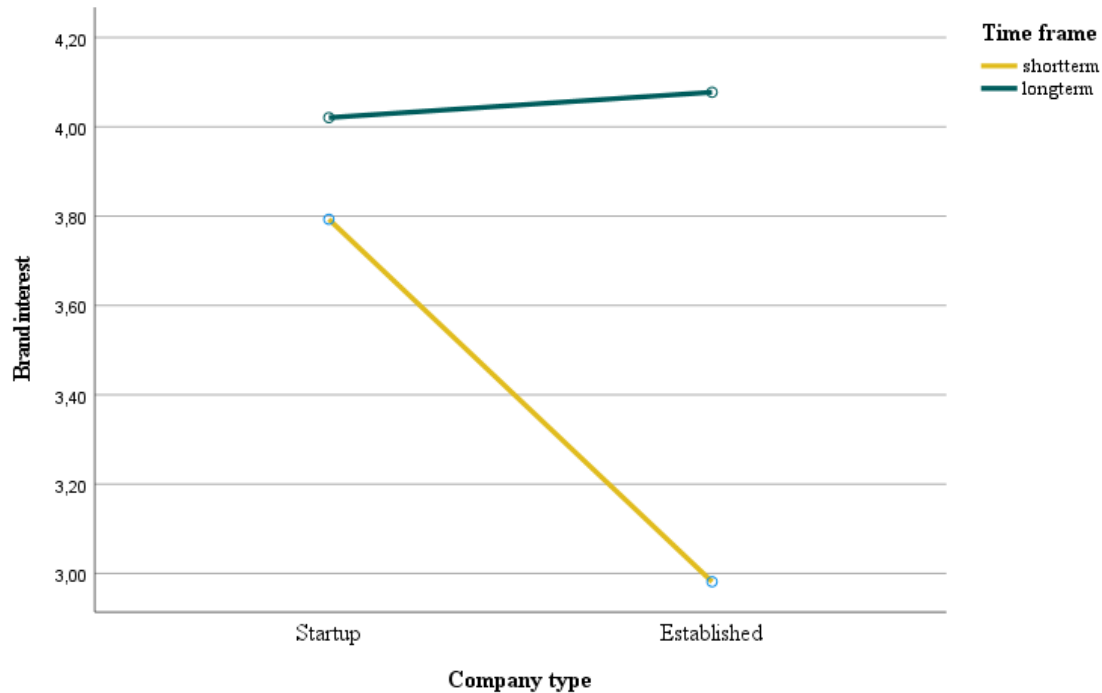


4.5.2. Company type and time frame

The interaction between the independent variable's company type and time frame was found to have a significant effect on the dependent variables as a group (Wilks' Lambda: $p = .000$). Again, a statistically significant effect was only found for the effect of company type and time frame on brand interest ($F(1, 219) = 66.01, p = .000$). An established brand paired with a long-term engagement ($M = 4.01, SD = .053$) leads to highest brand interest, compared to an established brand combined with a short-term engagement ($M = 2.98, SD = .053$). A start up combined with a short-term engagement ($M = 3.79, SD = .053$), and a start up engaging in a longterm initiative ($M = 4.02, SD = .053$). Here, contrary to expectations, a start up engaging in longterm initiatives leads to higher brand interest than a start up engaging in short-term initiatives. Besides that, no significant effect of company type and time frame was found on the other dependent variables CSR authenticity ($F(1, 219) = .01, p = .919$), brand trust ($F(1, 219) = .032, p = .857$), and brand likability ($F(1, 219) = .08, p = .782$). Figure 3 shows the graph for the significant interaction effect between company type and time frame in the dependent variable brand interest.

Figure 3

Graph for interaction effect between company type and time frame on brand interest

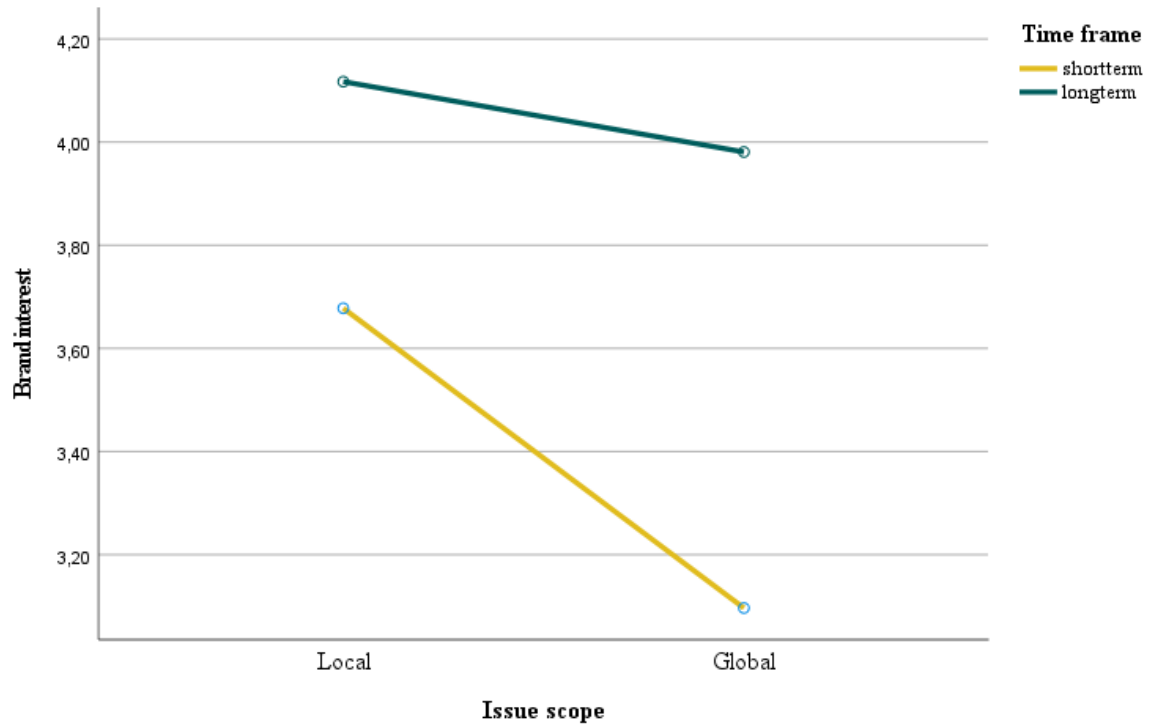


4.5.3. Issue scope and time frame

The interaction between the independent variable's issue scope and time frame was found to have a significant effect on the dependent variables as a group (Wilks' Lambda: $p = .000$). For the interaction effect between issue scope and time frame, statistically significant influence on brand interest has been found ($F(1, 219) = 17.35, p = .000$). A local initiative with a long-term engagement ($M = 4.12, SD = .054$) led to highest brand interest. Moreover, a global scope combined with a long-term engagement ($M = 3.98, SD = .052$) leads to higher brand interest than a global issue scope paired with a short-term engagement ($M = 3.09, SD = .052$). Furthermore, no significant interaction effects were found between issue scope and time frame on the dependent variables CSR authenticity ($F(1, 219) = .00, p = .986$), brand trust ($F(1, 219) = .16, p = .691$), and brand likability ($F(1, 219) = 2.61, p = .108$). Figure 4 shows the graph for the significant interaction effect between issue scope and time frame on the dependent variable brand interest.

Figure 4

Graph for the interaction effect between issue scope and time frame on brand interest



4.5.4. Three-way interaction effects

The three-way interaction of the independent variables was found not to have a significant effect on the dependent variables as a group (Wilks' Lambda: $p = .142$). For the interaction between company type, issue scope and time frame, a statistically significant influence on brand trust has been found ($F(1, 219) = 4.18, p = .042$). Here, brand trust yields the highest score when a start up is combined with a local issue scope and a short-term initiative ($M = 3.62, SD = .124$). In alignment, a start up engaging in a local issue for a short timeframe leads to higher brand trust than an established brand engaging in a global, short-term initiative ($M = 3.58, SD = .113$). Contrary to expectations, it was found that an established brand combined with a global-scope initiative leads to higher brand trust when being paired with a short-term engagement ($M = 3.35, SD = .120$) than an established brand paired with an initiative on a global scope for a long-term engagement ($M = 3.23, SD = .111$). Furthermore, no significant interaction between company type, issue scope and time frame was found for the dependent variables CSR authenticity ($F(1, 219) = .13, p = .722$), brand likability ($F(1, 219) = 1.57, p = .211$), and brand interest ($F(1, 219) = .233, p = .128$). Table 8 presents an overview on the supported and non-supported hypotheses of the study's research questions.

Table 8
Overview on supported and non-supported hypotheses

<i>Hypotheses</i>	
Hypothesis 1a: Levels of CSR authenticity are higher when the CSR activities are implemented by an established brand than by a start up.	<i>Non-supported</i>
Hypothesis 1b: Levels of brand trust are higher when the CSR activities are implemented by an established brand than by a start up.	<i>Non-supported</i>
Hypothesis 1c: Levels of brand likability are higher when the CSR activities are implemented by an established brand than by a start up.	<i>Non-supported</i>
Hypothesis 1d: Levels of brand interest are higher when the CSR activities are implemented by an established brand than by a start up.	<i>Non-supported</i>
Hypothesis 2a: Levels of CSR authenticity are higher on local focused issues, compared to global focused issues.	<i>Supported</i>
Hypothesis 2b: Levels of brand trust are higher on local focused issues, compared to global focused issues.	<i>Non-supported</i>
Hypothesis 2c: Levels of brand likability are higher on local focused issues, compared to global focused issues.	<i>Supported</i>
Hypothesis 2d: Levels of brand interest are higher on local focused issues, compared to global focused issues.	<i>Supported</i>
Hypothesis 3a: Levels of CSR authenticity are higher on long-term, compared to short-term CSR initiatives.	<i>Non-supported</i>
Hypothesis 3b: Levels of brand trust are higher on long-term, compared to short-term CSR initiatives.	<i>Non-supported</i>
Hypothesis 3c: Levels of brand likability are higher on long-term, compared to short-term CSR initiatives.	<i>Non-supported</i>
Hypothesis 3d: Levels of brand interest are higher on long-term, compared to short-term CSR initiatives.	<i>Supported</i>
Hypothesis 4: The effects of company type, issue scope and time frame on b) brand trust, c) brand likability and d) brand interest are mediated by perceived CSR authenticity.	<i>Supported for issue scope</i>
Hypothesis 5a: CSR authenticity is not different when an established brand engages in local or global CSR activities.	<i>Non-supported</i>
Hypothesis 5b: Brand trust is not different when an established brand engages in local or global CSR activities.	<i>Non-supported</i>
Hypothesis 5c: Brand likability is not different when an established brand engages in local or global CSR activities.	<i>Non-supported</i>
Hypothesis 5d: Brand interest is not different when an established brand engages in local or global CSR activities.	<i>Non-supported</i>
Hypothesis 6a: CSR authenticity is higher when start ups engage in local CSR activities.	<i>Non-supported</i>

Hypothesis 6b: Brand trust is higher when start ups engage in local CSR activities.	<i>Non-supported</i>
Hypothesis 6c: Brand likability is higher when start ups engage in local CSR activities.	<i>Non-supported</i>
Hypothesis 6d: Brand interest is higher when start ups engage in local CSR activities.	<i>Supported</i>
Hypothesis 7a: CSR authenticity is higher for an established company, compared to a start up, when engaging in long-term, compared to short-term CSR activities.	<i>Non-supported</i>
Hypothesis 7b: Brand trust is higher for an established company, compared to a start up, when engaging in long-term, compared to short-term CSR activities.	<i>Non-supported</i>
Hypothesis 7c: Brand likability is higher for an established company, compared to a start up, when engaging in long-term, compared to short-term CSR activities.	<i>Non-supported</i>
Hypothesis 7d: Brand interest is higher for an established company, compared to a start up, when engaging in long-term, compared to short-term CSR activities.	<i>Supported</i>
Hypothesis 8a: CSR authenticity is higher for a start up, compared to an established brand when engaging in short-term, compared to long-term CSR activities.	<i>Non-supported</i>
Hypothesis 8b: Brand trust is higher for a start up, compared to an established brand when engaging in short-term, compared to long-term CSR activities.	<i>Non-supported</i>
Hypothesis 8c: Brand likability is higher for a start up, compared to an established brand when engaging in short-term, compared to long-term CSR activities.	<i>Non-supported</i>
Hypothesis 8d: Brand interest is higher for a start up, compared to an established brand when engaging in short-term, compared to long-term CSR activities.	<i>Non-supported</i>
Hypothesis 9a: CSR authenticity is higher when a CSR initiative with a global scope is incorporated as a long-time project, compared to a short time frame.	<i>Non-supported</i>
Hypothesis 9b: Brand trust is higher when a CSR initiative with a global scope is incorporated as a long-time project, compared to a short time frame.	<i>Non-supported</i>
Hypothesis 9c: Brand likability is higher when a CSR initiative with a global scope is incorporated as a long-time project, compared to a short time frame.	<i>Non-supported</i>
Hypothesis 9d: Brand interest is higher when a CSR initiative with a global scope is incorporated as a long-time project, compared to a short time frame.	<i>Supported</i>
Hypothesis 10a: CSR authenticity is not different when a CSR initiative with a local scope is incorporated as a short-term project.	<i>Non-supported</i>
Hypothesis 10b: Brand trust is not different when a CSR initiative with a local scope is incorporated as a short-term project.	<i>Non-supported</i>
Hypothesis 10c: Brand likability is not different when a CSR initiative with a local scope is incorporated as a short-term project.	<i>Non-supported</i>
Hypothesis 10d: Brand interest is not different when a CSR initiative with a local scope is incorporated as a short-term project.	<i>Non-supported</i>

Hypothesis 11a: CSR authenticity is higher when an established brand engages in global CSR activities in a long-term project, compared to a short-term project.	<i>Non-supported</i>
Hypothesis 11b: Brand trust is higher when an established brand engages in global CSR activities in a long-term project, compared to a short-term project.	<i>Non-supported</i>
Hypothesis 11c: Brand likability is higher when an established brand engages in global CSR activities in a long-term project, compared to a short-term project.	<i>Non-supported</i>
Hypothesis 11d: Brand interest is higher when an established brand engages in global CSR activities in a long-term project, compared to a short-term project.	<i>Non-supported</i>
Hypothesis 12a: CSR authenticity is highest for start ups when engaging in local, short-term initiatives.	<i>Non-supported</i>
Hypothesis 12b: Brand trust is highest for start ups when engaging in local, short-term initiatives.	<i>Supported</i>
Hypothesis 12c: Brand likability is highest for start ups when engaging in local, short-term initiatives.	<i>Non-supported</i>
Hypothesis 12d: Brand interest is highest for start ups when engaging in local, short-term initiatives.	<i>Non-supported</i>
Hypothesis 13a: CSR authenticity is higher for a start up when the CSR activity is local and short-term, compared to an established brand when engaging in short-term and global CSR activities.	<i>Non-supported</i>
Hypothesis 13b: Brand trust is higher for a start up when the CSR activity is local and short-term, compared to an established brand when engaging in short-term and global CSR activities.	<i>Supported</i>
Hypothesis 13c: Brand likability is higher for a start up when the CSR activity is local and short-term, compared to an established brand when engaging in short-term and global CSR activities.	<i>Non-supported</i>
Hypothesis 13d: Brand interest is higher for a start up when the CSR activity is local and short-term, compared to an established brand when engaging in short-term and global CSR activities.	<i>Non-supported</i>

5. DISCUSSION AND IMPLICATIONS

In the following, the results of the present research are discussed and interpreted. After a general discussion of the results, firstly the main effects of company type, issue scope and time frame on the study's dependent variables, followed by the mediation effect of CSR authenticity are discussed. Thirdly, the results of the interaction effects of this research are elaborated on.

This study aimed to examine to what extent company type, issue scope and time frame of a CSR-activity influence consumers' brand evaluations in perceived CSR authenticity, brand trust, brand likability and brand interest. The study revealed a number of significant results which supports previous research on CSR engaged companies and their communication. However, also insignificant results on several hypotheses were revealed in this study through which results from previous studies could not be supported.

5.1. Main effects

5.1.1. Company type

Firstly, based on previous studies on CSR engaged companies and their activities, it was hypothesized that CSR initiatives would lead to higher CSR authenticity, brand trust, brand likability and brand interest, as compared to a start up engaging in CSR activities. With this study's results, the findings from previous studies could not be confirmed. It has been found that the particular company type that engages in CSR activities only has an impact on brand interest. However, contrary to expectations, the interest in a brand was higher when a start up communicated its CSR engagement, instead of the hypothesized higher brand interest in an established brand when doing so. Hence, the claim of Robeson and O'Connor (2007), stressing the importance of gained efficiencies, such as financial or personnel workforce over a long period of time to build a positive and successful factor of differentiation, compared to a young, recently founded start up, could not be supported. The significant effect of a CSR-engaged start up on brand interest could be explained by the fact that a start up can build a factor of differentiation since it was founded for the purpose of supporting pro environmental causes. This means that the reason of their founding is solely based on contributing to environmental or social issue solving. Therefore, it has a strong narrative about its "origin story" (Robinson & Wood, 2018), which could be more convincing for customers. Further, being new to the market, seems to lead consumers to being curious about the start up as a brand itself as well as their communicated initiatives.

Besides that, the greater brand interest in start ups could be explained by the history of the particular company. Since a start up is recently founded, thus, not having any reputation for being successful in what they aim to achieve, brand interest can be regarded from two perspectives. On the one hand, it can be interpreted as positive, implicating the general interest in the activities of the particular brand that was triggered through the statements about their CSR engagement. On the other hand, brand interest does not necessarily mean that consumers like to know more about the brand, but rather they would be curious whether a young, unexperienced brand with little workforce is able to really succeed in what they aim to achieve for the environment. This possible different interpretation of interest in the brand might be depending on the individual, which was not further investigated in this research. Additionally, having a particular type of company communicating its CSR engagement had no significant influence on consumers' perceived CSR authenticity, brand trust, and brand likability. This means, that the claim of previous studies (Altman & Taylor, 1973; Chaudhuri & Holbrook, 2001; Kapferer, 2008; Nguyen et al., 2013; Williams, 2008) that established brands engaging in CSR initiatives increase the level of likability, as well as creating consumers' satisfaction, such as greater trust because of expected greater competence of established brands, could not be supported.

5.1.2. Issue scope

Secondly, it was hypothesized that a local issue scope for a CSR initiative would lead to higher perceived CSR authenticity, brand trust, brand likability and brand interest, as compared to a CSR initiative on a global scope. With this study's results, findings from previous studies could be mainly confirmed. It has been found that a local scope for a CSR initiative indeed leads to higher perceived CSR authenticity, brand likability and brand interest. As several studies have already suggested, explained by the proximity to the consumers, an engagement on a local scope is perceived as more successful for the particular companies, as CSR initiatives with a local focus have significant positive effects on overall consumers' attitudes towards that brand (Alhouthi et al., 2016; Russel & Russel, 2010; Thomas, 2021; Varadarajan & Menon, 1988).

The results of the study further confirm that CSR authenticity is influenced by issue scope. In line with Kim and Lee (2019), a CSR- activity is perceived as authentic when the organization's initiatives are a genuine act of concern for its stakeholders. This seems to be mainly the case when the CSR initiatives are initiated with a local focus, being close to the consumer and have a direct impact on them. Additionally, CSR authenticity is established

when the CSR initiative is seen as meaningful (Alhouthi et al. 2016). Due to the proximity for the consumers and therefore being perceived as a more genuine act, it can be regarded as meaningful for customers when it is local, thus close and relevant to them. The local scope further matters for likability of the brand as it addresses consumers individually and cares about them and their close surroundings (Boutie, 1994). This also explains the significant effect of issue scope on a local level on brand interest. Brands engaging in CSR issues that are close to the consumers, thus apparently being perceived as more meaningful, the brand's appeal for the consumers increases (Ngyuen et al., 2013). Being perceived as appealing triggers the willingness to learn more about the brand and its local activities that has a more direct impact on the consumers' environment (Machleit, Madden & Allen, 1990).

In this study, no significant influence of issue scope was found on brand trust. Accordingly, the CSR-engagement on a particular scope alone had no significant influence on consumers' evaluation of trust in the brand. Therefore, claims made by previous studies that local CSR-initiatives have a positive effect on consumers' attitude, also towards the initiative itself, such as the increased confidence in a brand to provide quality performance and being fair and helpful for the consumers' close environment (Altman & Taylor, 1973; Chaudhuri & Holbrook, 2001; Russel & Russel, 2010; Sung & Kim, 2010) could hence not be fully supported. These results suggest that the independent use of a certain issue scope for a CSR initiative does not sufficiently influence consumers' trust in the brand. This finding could be explained by the fact that consumers may have different levels of trust as well as personal preferences of the scope of engagement. As stated by Lee & Lee (2015), consumers' self-concept is closely related to the perception of self-congruency. Based on that, also for the dimension in the present study, there could be a possible correlation between consumers' personality and their perceived self-congruency of the brands' CSR-initiative, which was not investigated in this research, but could be a reason for this.

5.1.3. Time frame

Thirdly, in line with existing literature on the influence of time frame of CSR initiatives on consumer evaluations, it was expected that a long-term engagement leads to higher CSR authenticity, brand trust, brand likability and brand trust, as compared to a short-term CSR engagement (Bhattacharya & Sen, 2003; Gallarza & Gil, 2006; Morgan & Hunt, 1994; Palmatier, Dant, Grewal & Evans, 2007; Shin & Thai, 2015). Consistent with Servera-Francés & Piqueras-Tomás (2019), a long-term relationship with the social issue increases the loyalty and commitment of consumers, thus the positive attitude of brand interest to inquire more

about the initiative. Through consistent, long-term projects, consumers can be convinced that the brand is truly committed to its engagements, which first, facilitates the relationship building with consumers, and second, promotes the customer-company identification (Huang, Cheng & Chen, 2017). Building this ongoing long-term initiative thus leads to greater interest and to explicitly trying out the particular brand or search for more related information as it facilitates perceptions of committed, thus long-term activities and involvement (Smith & Swinyard, 1988).

However, although proposed by previous studies, it could not be confirmed that a long-term CSR engagement also leads to higher perceived CSR authenticity, higher brand trust and higher brand likability. In contrast to the results from Shin and Thai (2015) and other studies on the time frame of CSR initiatives, an engagement for a long time alone did not significantly influence consumers' perceived CSR authenticity, brand trust and brand likability, leading to the conclusion that consumers' attitudes towards the brand and its engagement may depend on other factors than the time frame of the CSR initiative. These factors can be, for instance, the more precise communicated planning of the strategic CSR initiative in terms of timing towards the consumers or the type of initiative.

5.2. CSR authenticity as a mediator

While a direct main effect of the independent variables company type, issue scope and time frame was tested on perceived CSR authenticity, this variable was further subject of being studied as a mediator on the other dependent variables brand trust, brand likability and brand interest. Following existing literature on mediation analyses (Collin, Graham & Flaherty, 1998; Kenny, 2021), a mediating effect of CSR authenticity could only be tested for the independent variable issue scope. This mediation analysis revealed that issue scope has a significant effect on all dependent variables, when mediated through perceived CSR authenticity. The findings show that the higher consumers perceive the CSR authenticity for a brand's initiative in terms of issue scope to be, the higher is their interest in the brand, compared to when the CSR authenticity is perceived as low. A similar effect was found on the mediation effect of issue scope on brand interest through CSR authenticity, indicating that perceived higher CSR authenticity leads more likely to higher brand interest than when consumers perceive the CSR initiative to be inauthentic. Interestingly, while there was no significant main effect of issue scope found on brand trust, the mediation analysis revealed that the effect of issue scope on brand trust becomes significant when being mediated by perceived CSR authenticity. Thus, while the perception of high CSR authenticity of a brand's

pro environmental initiative solely increases consumers' brand interest and brand likability, compared to the absence of CSR authenticity as a mediator, in order to be trusted by their customers, brands need to ensure a high perception of CSR authenticity. The mediation role of CSR authenticity is indispensable to trigger consumers' trust in the brand, while the higher consumers' perceived authenticity of the CSR initiative, the greater is consumers' brand trust. The findings are partially in line with previous research. As stated by Ellen (2006), this study's results can confirm that the positive outcomes of a brand's CSR activity depend on the intermediary process. In this case, this is especially true for the effect of a brand's CSR activity in terms of issue scope on brand trust. Furthermore, these findings support previous research where the potential for CSR authenticity has a mediating role between CSR and consumer attitudes towards a brand could already be empirically demonstrated (Alhouti et al., 2016; Yoon et al. 2006). This implies that for a brand, it is not enough to simply engage in CSR and communicate its scope of involvement. It is also relevant to consider the extent to which consumers perceive the initiative to be authentic.

5.3. Interaction effects

5.3.1. Company type and issue scope

For the interaction effect between company type and issue scope, the first hypothesis claimed that there is no different effect on CSR authenticity, brand trust, brand likability and brand interest when an established brand engages in CSR initiatives on a local or a global scope. Contrary to these expectations based on previous research (Alhouti et al., 2016; Rahman & Norman, 2016; Robeson & O'Connor, 2007), this study's results could not confirm this. A significant effect was only found on brand interest. Further, instead of having the same effect on consumers, whether an established brand engages in local or in global CSR initiatives, as hypothesized, the study revealed that brand interest is higher when an established brand engages in local activities. Contrary to previous research, this cannot be confirmed for the effect on CSR authenticity, brand trust and brand likability. This reveals that the proximity and closeness to the consumers seems to be perceived as more relevant than the expertise and the available resources that an established brand incorporates. Therefore, while the combination of an established brand with a particular issue scope alone has no significant effect on consumers' perceived CSR authenticity, brand trust and brand likability, a local scope CSR-initiative of an established brand increases the interest of consumers to learn more about the brand as well as the initiative itself.

The second hypothesis on the interaction effect of company type and issue scope claimed that start ups have a greater effect on CSR authenticity, brand trust, brand likability and brand interest, when engaging in local CSR initiatives. This could partially be confirmed, supporting previous research in CSR engaged companies (Russel & Russel, 2010; Varadarajan & Menon, 1988). However, a significant effect of a start up engaging in local CSR initiatives was only found on brand interest. Based on that, this study shows that start ups trigger consumers' curiosity and more interest for local CSR. This type of company's local engagement motivates consumers to want to know more about the company and its initiative. Especially for a start up, being new in the marketplace and unknown to consumers, it is therefore favorable to engage in CSR activities on a local level, close to its target group to create first interest in its company and its initiatives which is helpful for such recently founded brands as brand interest further leads the consumer to explicitly try out the particular brand (Smith & Swinyard, 1988). Thus, CSR initiatives on a local scope generates more consumers' brand interest and is therefore favorable, especially for start ups.

In addition to that, in the interaction of company type and issue scope, the highest effect was found in the combination of a start up engaging in local CSR on brand likability. This could be explained by the fact that a CSR-based start up by definition is a new brand that was founded for the purpose of contributing to solve social or environmental issues (Robinson & Wood, 2018). As being new to the market, consumers will be convinced that start ups want to make a difference with their new and innovative products and services as it can be claimed in their CSR communication as well. Following that, for achieving highest positive consumer attitudes, start ups should focus on engaging in CSR activities on a local scope, close to their target group.

5.3.2. Company type and time frame

For the interaction effect of company type and time frame, it was firstly hypothesized that an established brand engaging in long-term initiatives has a significant effect on CSR authenticity, brand trust, brand likability and brand interest. Contrary to expectations based on previous studies (Alhouti et al., 2016; Gallarza & Gil, 2006; Morgan & Hunt, 1994), in this study, a significant effect could only be confirmed for brand interest. This proves that the combination of an established brand that has the expertise and resources to engage in long-term CSR activities should do so as it leads to increased interest of perspective consumers to learn more about the brand and its contribution to the environment. In alignment, this study shows that an established organization that engages in CSR activities only for a short amount

of time, resulted in the encounter effect. An established brand in combination with a short-term CSR project resulted in a comparable low effect on brand interest.

Secondly, for the interaction effect of company type and time frame, it was hypothesized that a start up engaging in short-term CSR initiatives have a significantly higher effect on consumers' perceived CSR authenticity, brand trust, brand likability and brand interest.

Contrary to expectations based on previous research (e.g., Alhouti et al., 2016), these hypotheses could not be confirmed as the combination of a start up and time frame had no effect on CSR authenticity, brand trust, brand likability and brand interest. In contrast to the interaction effect for an established brand and the time frame of CSR engagement, this study revealed that for a start up, the time frame has no significant effect on consumers, also not on their interest in the brand and its initiative.

Therefore, this study highlights the importance for established brands to engage in long-term initiatives, in order to trigger consumers' interest in the brand and its prosocial actions, while for start ups, the time frame in which it engages on CSR activities, has no impact on consumers' attitudes towards this company type and its initiatives.

5.3.3. Issue scope and time frame

For the interaction effect of issue scope and time frame on CSR authenticity, brand trust, brand likability and brand interest, it was firstly hypothesized that a CSR initiative with a global scope that is initiated for a long timeframe has a significantly higher effect on consumers' perceived CSR authenticity, brand trust, brand likability and brand interest, compared to a global initiative for a short time frame. Contrary to previous research (Palmatier, Dant, Grewal & Evans, 2007), in this study, the combination of a global CSR initiative and a long-term engagement was only found to have a significant effect on brand interest. Thus, the hypothesis could only partially be confirmed as this study shows that the interaction of issue scope and time frame of a CSR engagement only matters for the purpose of increasing consumers' interest in the brand as well as the CSR activity.

Secondly, it was hypothesized that a CSR initiative on a local scope that is incorporated as a short-term project, has no different effect on consumers' perceived CSR authenticity, brand trust, brand likability and brand interest. This hypothesis could not be confirmed as significant differences in the combination of activities on a local scope, in combination with a particular time frame were found. These study's results revealed that there is a significantly higher effect for the interaction of a local CSR initiative that is incorporated for a long timeframe on

brand interest. Interestingly, this combination led even to the highest significant effect on brand interest in the interaction of issue scope and time frame.

In alignment with these findings, it can therefore be said that for a CSR initiative that is incorporated as a long-term project, it does not matter whether the initiative is oriented on local or a global scope since the effect on consumers' interest in the brand is higher for long-term projects, regardless the geographical scope of engagement.

Additionally, in this study it was found that local initiatives had a greater effect on brand interest than global initiatives. Thus, companies' CSR engagement on a local scope yield higher consumers' interest in the brand. Expanding this, a significantly high effect on brand interest for a global-oriented initiative was only found for the combination with a long-term project. Following that, when a brand decides to engage in a long-term CSR project, there is no difference in triggering consumers' interest in the brand when being active on a local or global scope since it does in both combinations. However, when a brand decides to engage on a global level, consumers' interest in the brand and its initiative is only high when the CSR activity is incorporated for a long timeframe.

5.3.4. Three-way interaction effect

For the three-way interaction effect between company type, issue scope and time frame, it was firstly hypothesized that the combination of an established brand engaging in a global CSR activity for a long time frame has a greater effect on consumers' perceived CSR authenticity, brand trust, brand likability and brand interest, than when an established brand engages on a local scope for a short time frame. This could not be confirmed by this study. First, the interaction of an established brand being pro environmentally active on a global scope had a greater effect when being incorporated in a short time frame. Further, a significant effect for this interaction was only found on brand trust.

Secondly, for the three-way interaction, it was hypothesized that the combination of a start up engaging in a local and short-term CSR initiative has a higher effect on consumers' perceived CSR authenticity, brand trust, brand likability and brand interest, compared to an established brand when combined with a global, short-term initiative. This could only partially be confirmed by this study. The present results revealed that a start up engaging in local, short-term initiatives only have a significant effect on brand trust.

Since only the interaction of all three variables company type, issue scope and time frame resulted in a significantly high effect on brand trust, it can be said that before consumers' trust in the brand and its CSR engagement could be triggered, all three conditions of the company

type, the issue scope and the pairing with the suitable time frame have to be met. For an established brand to be trusted in their CSR activities by its consumers it is therefore advisable when engaging in a global initiative to do so for a short amount of time. A start up only gains trust of perspective consumers when its CSR initiatives are initiated on a local scope and are planned for a short time frame.

5.4. Implications

5.4.1. Theoretical implications

In this study, it was aimed to examine the effect of company type, issue scope and time frame on consumers' perceived CSR authenticity, brand trust, brand likability and brand interest. It was thereby aimed to provide an overview on how brands should manage the complexity of their CSR activities, according to their type of company in order to obtain positive consumer attitudes and responses. This study served to give additional insights on successful engagement in pro-social and pro-environmental activities, in terms of time frame and geographical issue scope. Although there has been research on company's CSR activities and its communication, only little research can be found on the comparison between different company types engaging in a CSR activity in relation to different geographical scopes of issue engagement and the time frame of initiative. The present study can contribute to confirming several previously identified correlations as well as to provide further insights into the study's variables. Firstly, this study has shown that generally, when a brand engages in CSR activities, brand interest is always triggered, regardless of the type of company, the issue scope, or the time frame of engagement. As results of this study have shown, an established company as well as time frame have failed to increase consumers' perceived CSR authenticity, brand trust and brand likability. Although, an established brand indeed leads to high positive consumer attitudes towards the brand and its CSR activities, the generalization that an established brand has a greater influence on generating positive consumer attitudes when engaging in CSR activities cannot be confirmed and regarded as incorrect. In contrast, this research has shown that start ups generate more positive attitudes than established brands, at least for the dependent variables tested in the scenarios of this study. Furthermore, it was determined that a long-term engagement leads to higher perceived CSR authenticity, brand likability and brand interest. While this study could confirm that the attitudes towards long-term CSR activities were always more positive than for short-term engagements, it mainly offers the opportunity to create greater interest in the brand. Besides the company type and the time frame, the issue scope of involvement was found to have the greatest impact on

consumers. Besides the brand interest that was triggered regardless of the scenario, the geographical scope in which a company engages further matters for perceived CSR authenticity, brand likability and brand interest. Thus, when a company engages in CSR activities, a local initiative offers the opportunity to also trigger brand interest but also create greater perceived CSR authenticity and more positive attitudes towards the brand and its activities. The importance of CSR authenticity can also be seen in its role as a mediator for issue scope on the dependent variables brand trust, brand likability and brand interest. Only when the scope of CSR issue involvement is perceived as authentic, also brand likability and brand interest is increased, and further brand trust could be triggered.

Moreover, this study served to find some interesting results on the interaction of company type and time frame, which is certainly beneficial to enrich the theoretical knowledge on the subject. This study revealed that when established engages in CSR activities, the engagement for a long timeframe triggers high brand interest. A short-term initiative would even encounter this effect. For a start up however, the time length of initiative has no impact on consumers' interest in the brand. Besides that, as the main effects suggested, also the study's results on the interaction of issue scope and time frame of CSR initiatives serve as useful contribution to this field of research. While CSR engagement on a local scope always yielded more positive consumer attitudes, when a brand decides to engage in an initiative on a global scope, the interaction with a long timeframe is necessary to trigger any brand interest of consumers. In addition to that, the study's results about the three-way interaction between company type, issue scope and time frame give insights into the effect on consumers' attitudes when all the three conditions were met in combination. This research revealed that high brand trust can only be triggered when the optimal interaction is given.

However, in addition to the insights that can contribute to the field of CSR engaged brands, this study also contradicts previous research. As for that, no significant effect of company type on CSR authenticity, brand likability and brand trust were found, nor did the time frame reveal any significant effect on these variables. Furthermore, apart from the significant effect on brand interest, no significant influences were found on CSR authenticity, brand trust or brand likability for the interaction effects. This suggest that consumer evaluations of CSR engaged brands are influenced by other factors which need to be explored through additional, further research.

5.4.2. Practical implications

The practical value of this study was to further explore how the time frame and the issue scope between different types of companies engage in CSR activities and the combination of them successfully influence positive consumer attitudes towards these brands and their initiatives. Based on this, conclusions can be drawn on how the types of companies with their different characteristics and histories can initiate their projects in terms of issue scope and time frame in an optimal way to improve their impact when planning CSR campaigns. Depending in the company type, it is possible to provide recommendations to communicators and managers of these brands to ensure that the chosen CSR initiatives are effective in obtaining positive consumer evaluations. Generally, it can be pointed out that when companies communicate their CSR engagement, consumers' interest in the brand is always triggered. This is particularly beneficial for start ups, since they are new to the market and mainly unknown to customers. Further, for gaining interest in their initiatives and their brand itself, for start ups it thereby does not matter whether their initiated activities are planned for a long- or a short time frame. In order to increase their likability and to generate higher perceived CSR authenticity, a start up is advised to engage in local initiatives. By doing so, consumers' curiosity and interest in the brand and its activities is triggered as it can be claimed by the company to improve the wellbeing of the environment that is meaningful to the consumers and their direct surroundings. That being said, it is also interesting to mention that start ups in general, triggered greater brand interest than established brands when being involved in CSR activities. This might encourage the decision of future innovators to make a difference for the environment by founding start ups whose products and services are oriented by pro-environmental activities which further gives these companies the opportunity to base their communication strategy on this point of purposeful uniqueness.

Nevertheless, also established brands increase the interest of consumers in their brand when being active in CSR projects. For these types of companies however, in comparison to start ups, the time frame of their initiative is important to consider in their planning. Here, brand interest is only triggered when the CSR initiative is planned for a longer timeframe. A short-term initiative even encounters this effect. Thus, if an established brand engages in short-term CSR activities, it could result in pushbacks or a boycott by the consumers as they might accuse these companies of greenwashing, possibly leading to a damaged reputation of the firm in the long run.

Furthermore, the optimal combination of issue scope and time frame becomes extremely valuable for both company types when brand trust is aimed to be triggered. Only if a start up

engages in a local CSR initiative for a short timeframe, consumers' trust in the brand is triggered. Likewise, for an established brand, it appears that a global, short-term CSR engagement initiates brand trust. For practitioners it is therefore advisable to plan and communicate the CSR projects of their particular company type in the advised interaction in order to ensure positive consumer attitudes that go beyond the first interest in the brand and its initiatives.

Finally, it is noteworthy that brand interest is not necessarily positive. While it certainly includes general first interest in the brand which further increases a possible attachment to it, the interest could also mean that consumers are first of all curious whether the promises of the brand can be kept and whether it can really succeed in its claimed improvement of the environment. Therefore, it is advisable to provide the consumers with additional information about their history of achievements in terms of CSR projects, as well as detailed plans on how companies are exactly involved in these initiatives.

5.5. Limitations and future research directions

This research has proven to be useful to test several hypotheses between the studied variables. However, there are several limitations in this study that need to be addressed to improve future studies in this field.

The first limitation concerns the manipulations of this study. Although the manipulated scenarios about the different combinations of the independent variables company type, issue scope and time frame were adapted and changed based on the pre-test, during the main study it appeared that the manipulated scenarios were not as clearly detected as expected. Regarding the issue scope designs, the test revealed that the respondents didn't think that the according scenarios were either local or global enough. For instance, some respondents that were assigned to a local issue still regarded this scope not to be completely local and interpreted it as a global issue. Therefore, the manipulated local scenarios could also be regarded as having a global impact. One reason could be the formulation of the manipulation check questions. A reflection on the results afterwards, gives reason to assume that the related questions were too ambiguous. A similar deficit could be found for the manipulations of the time frame since not all manipulation check questions were answered satisfactory. Interpreting this, it can be said that the manipulated texts about a CSR project of a company were rather considered as an advertisement and therefore very likely to be misunderstood by the respondents. Probably, they were lacking background information about realistic times of CSR initiatives as well as the difference to a solely marketing campaign that is communicated by a company. Following

that, for future research it became clear that it is of utmost importance to state the manipulation check questions as clear as possible and to provide the respondents with necessary information in order to reduce any confusion. Therefore, while this study gives relevant insights into CSR engagement of different types of companies, the results should be handled with caution.

Besides that, regarding the design of this study, it can be noted that the use of a fictitious brand may have had an influence on the findings of this study as well. Due to the fact that participants were not familiar with the brand, it may have been challenging for them to indicate whether they like the brand or whether the communicated CSR activities could be classified to be authentic. It can be assumed that consumers' familiarity with a brand may be a relevant factor through which these evaluations could be influenced. Furthermore, this study focused on clothing brands engaging in CSR activities. This could make the findings of this study only valuable for this particular sector. Taking this study as a starting point, it could be interesting to test similar perceptions for other types of brands in future research as consumer attitudes and evaluation might differ due to personal interest or relevance. Additionally, the initiatives communicated in this study's scenarios solely included pro environmental projects. Future studies in this field could expand the findings of the present study by doing research on consumers' perceptions towards brands that engage in pro-social projects or a combination of both. This could provide broader insights on consumers' attitudes towards CSR engaged companies.

Further, regarding the study's participants, it is also worth mentioning that the proportion of female respondents was substantially higher than the proportion of male respondents. Therefore, in relation to gender, this study's sample was not completely balanced. For further studies it could be useful to have a more balanced sample in order to gain more detailed insights into different perceptions towards CSR engaged companies. In addition to that, it can be emphasized that only German participants were included in this study. Due to cultural differences in CSR practices as well as consumer practices, the findings of this study could have differed if conducted with participants from other countries. Thus, for future research, it could be interesting to consider the role of culture in pro environmental or pro social initiatives of brands. Additionally, testing other variables and their influence on consumers could be interesting to investigate in order to gain more insights into CSR engaged brands and their initiatives.

6. CONCLUSION

When brands engage in CSR initiatives, it is important to adjust their planning accordingly to their type of company in order to generate and obtain positive consumer evaluations. This study has shown the relevance of customizing the CSR projects in terms of issue scope and time frame as a start up as well as a very different established brand. The goal of this study was to answer the following two research questions: *“To what extent does company type, issue scope and time frame influence consumers’ evaluation in perceived CSR authenticity, brand trust, brand liking and brand interest?”* and: *“To what extent is the relation between company type, issue scope, and time frame and brand trust, brand likability, and brand interest mediated by CSR authenticity?”*. Generally, it can be concluded that regardless of the type of company, being engaged in CSR activities always triggers consumers’ interest in the brand. The interest in the brand is especially high when engaging in local initiatives, compared to CSR projects on a global scope. Likewise, only the inclusion of the scope of initiative further effects consumers’ perceived CSR authenticity in the engagement, as well as brand likability and brand interest. In addition, to help practitioners to choose the right time frame of engagement, this study emphasized the positive results obtained by long-term initiatives, being particularly important when being involved in global initiatives. For a start up, it is of main relevance to involve in local CSR, while an established brand, the focus should lay on the time frame, being long-term. Further, the crucial factor of brand trust is only triggered when all conditions, suitable for the company type have been met. This highlights the importance of the appropriate planning for the company type, engaging in the suitable issue scope for the according time frame. Additionally, the mediation effect of CSR authenticity has shown the importance of engagement in pro-environmental projects to be sincere and genuine. Only if perceived as authentic, the brand’s CSR can trigger brand trust and increase brand likability as well as interest in the brand and its initiative. Lastly, this study can encourage companies to engage in pro environmental initiatives as their activities are shown to be welcomed by consumers. This is especially true for start ups since overall greater interest by consumers serve as a good starting point to be engaged in CSR activities in the first place.

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Appendix A: Stimulus material

Condition 1: Start up, local, short time frame



Unsere Mission

Wir mussten handeln. Mit unserer Mission wollen wir einen bewussteren Umgang mit natürlichen Ressourcen fördern und unsere Region unterstützen.

Wir sind TRUEFASHION., ein junges Modeunternehmen im Herzen Hannovers mit dem Anspruch, nachhaltige Mode für dich zu produzieren. TRUEFASHION. ist aus der Notwendigkeit und der Verantwortung heraus geboren, unser lokales Netzwerk und deine Nachbarschaft zu sichern und zu fördern.

Gegründet als Startup im Jahr 2020, entwickelte sich TRUEFASHION. aus der Vision heraus, eine nachhaltige Mode-Marke zu erschaffen. Mit Innovation und Leidenschaft setzt sich TRUEFASHION. für Dich und Dein Umfeld ein.

Kurze Dauer, lokale Wirkung:

In unserem 1-Jahres-Programm unterstützen wir den verantwortungsvollen Umgang mit ökologischen und natürlichen Materialien aus deiner Nachbarschaft und beziehen die Energie für die Herstellung unserer Kleidung ausschließlich aus erneuerbaren Energien, wie zum Beispiel Solarkollektoren.

Damit wollen wir in den 12 Monaten die Dekarbonisierung in Niedersachsen zur dezentralen Energieerzeugung unterstützen, um unseren und deinen lokalen Lebensbereich ein Stück besser zu machen.

Unsere Mission "Create an Impact" steht dafür, dass wir nicht nur nachhaltig handeln, sondern aktiv etwas bewegen!



Gemeinsam mit der TRUEFASHION. Family sensibilisieren wir in diesem Jahr die Menschen in unserer Umgebung für einen bewussteren Umgang mit natürlichen und regionalen Ressourcen um die Menschen um uns herum zu unterstützen.

Hinterfragen wir unser Handeln und bewirken wir etwas für uns und unser Umfeld. Werde Teil unserer Mission!

Condition 2: Start up, local, long time frame

TRUEFASHION.
#wearthechange

EST. 2020



Unsere Mission

Wir mussten handeln. Mit unserer Mission wollen wir einen bewussteren Umgang mit natürlichen Ressourcen fördern und unsere Region unterstützen.

Wir sind TRUEFASHION., ein junges Modeunternehmen im Herzen Hannovers mit dem Anspruch, nachhaltige Mode für Dich zu produzieren. TRUEFASHION. ist aus der Notwendigkeit und der Verantwortung heraus geboren, unser lokales Netzwerk und deine Nachbarschaft zu sichern und zu fördern.

Gegründet als Startup im Jahr 2020, entwickelte sich TRUEFASHION. aus der Vision heraus, eine nachhaltige Mode-Marke zu erschaffen. Mit Innovation und Leidenschaft setzt sich TRUEFASHION. für Dich und Dein Umfeld ein.

Lange Dauer, lokale Wirkung:





In unserem 10-Jahres-Programm unterstützen wir in den ersten 5 Jahren den verantwortungsvollen Umgang mit ökologischen und natürlichen Materialien aus Deiner Nachbarschaft und beziehen die folgenden 5 Jahre die Energie für die Herstellung unserer Kleidung ausschließlich aus erneuerbaren Energien, wie zum Beispiel Solarkollektoren. Damit wollen wir die Dekarbonisierung in Niedersachsen zur dezentralen Energieerzeugung unterstützen, um unseren und deinen lokalen Lebensbereich ein Stück besser zu machen.

Unsere Mission "Create an Impact" steht dafür, dass wir nicht nur nachhaltig handeln, sondern aktiv etwas bewegen!

Gemeinsam mit der TRUEFASHION. Family sensibilisieren wir in diesem Jahrzehnt die Menschen in unserer Umgebung für einen bewussteren Umgang mit natürlichen und regionalen Ressourcen, um die Menschen um uns herum zu unterschützen.

Hinterfragen wir unser Handeln und bewirken wir etwas für uns und unser Umfeld. Werde Teil unserer Mission!

Condition 3: Start up, global, short time frame



Unsere Mission

Wir mussten handeln. Mit unserer Mission wollen wir die fortschreitende globale Umweltverschmutzung mit einem bewussten Umgang mit natürlichen Ressourcen bekämpfen.





Wir sind TRUEFASHION., ein junges Modeunternehmen im Herzen Hannovers mit dem Anspruch, nachhaltige Mode für Dich zu produzieren. TRUEFASHION. ist aus der Notwendigkeit und der Verantwortung heraus geboren, unseren Planeten zu schützen.

Gegründet als Startup im Jahr 2020, entstand TRUEFASHION. aus dem Wunsch heraus, eine nachhaltige Bekleidungsmarke zu erschaffen. Mit Innovation und Leidenschaft setzt sich TRUEFASHION. für eine saubere Welt und ihre Bewohner ein.

Kurze Dauer, globale Wirkung:
In unserem 1-Jahres-Programm hat unser Planet höchste Priorität. In den 12 Monaten wird durch die verantwortungsvolle Verwendung von natürlichen Materialien unsere Mode für eine saubere und klimafreundliche Welt produziert.
Unsere Mission "Create an Impact" steht dafür, dass wir nicht nur nachhaltig handeln, sondern aktiv Veränderungen herbeiführen!

Gemeinsam mit der TRUEFASHION. Family sensibilisieren wir in diesem Jahr die Menschen weltweit für einen bewussteren Umgang mit natürlichen Ressourcen und die Unterstützung umweltfreundlicher Produktionsprozesse.
Hinterfragen wir unser Handeln und bewirken wir etwas für jeden Menschen auf diesem Planeten. Werde Teil unserer Mission!

Condition 4: Start up, global, long time frame



Unsere Mission

Wir mussten handeln. Mit unserer Mission wollen wir die fortschreitende globale Umweltverschmutzung mit einem bewussten Umgang mit natürlichen Ressourcen bekämpfen.

Wir sind TRUEFASHION., ein junges Modeunternehmen im Herzen Hannovers mit dem Anspruch, nachhaltige Mode für Dich zu produzieren. TRUEFASHION. ist aus der Notwendigkeit und der Verantwortung heraus geboren, unseren Planeten zu schützen.

Gegründet als Startup im Jahr 2020, entstand TRUEFASHION. aus dem Wunsch heraus, eine nachhaltige Bekleidungsmarke zu erschaffen. Mit Innovation und Leidenschaft setzt sich TRUEFASHION. für eine saubere Welt und ihre Bewohner ein.

Lange Dauer, globale Wirkung:
In unserem 10-Jahres-Programm hat unser Planet höchste Priorität. In diesem Jahrzehnt wird durch die verantwortungsvolle Verwendung von natürlichen Materialien unsere Mode für eine saubere und klimafreundliche Welt produziert.

Unsere Mission "Create an Impact" steht dafür, dass wir nicht nur nachhaltig handeln, sondern aktiv Veränderungen herbeiführen!
Gemeinsam mit der TRUEFASHION. Family sensibilisieren wir in diesem Jahrzehnt die Menschen weltweit für einen bewussteren Umgang mit natürlichen Ressourcen und die Unterstützung umweltfreundlicher Produktionsprozesse.
Hinterfragen wir unser Handeln und bewirken wir etwas für jeden Menschen auf diesem Planeten. Werde Teil unserer Mission!

Condition 5: Established, local, short time frame

TRUEFASHION.
#wearthechange

Unsere Mission

Wir handeln! Mit unserer Mission wollen wir einen bewussteren Umgang mit natürlichen Ressourcen fördern und unsere Region unterstützen.

TRUEFASHION. ist eines der führenden Modeunternehmen der Welt. Als erfahrenes und etabliertes Unternehmen beteiligen wir uns seit unserer Entstehung an gemeinnützigen Aktivitäten, um die Lebensqualität in unserer Umgebung zu verbessern.

TRUEFASHION. wurde 1994 gegründet und ist mit seinem praktischen Wissen als Marke etabliert und bekannt sich mit Leidenschaft und Erfahrung für Dich und Deine Umgebung einzusetzen.

Kurze Dauer, lokale Wirkung:
In unserem 1-Jahres-Programm unterstützen wir den verantwortungsvollen Umgang mit ökologischen und natürlichen Materialien aus Deiner Nachbarschaft und beziehen die Energie für die Herstellung unserer Kleidung ausschließlich aus erneuerbaren Energien, wie zum Beispiel Solarkollektoren. Damit wollen wir in den 12 Monaten die Dekarbonisierung in Niedersachsen zur dezentralen Energieerzeugung unterstützen, um unseren und Deinen lokalen Lebensbereich ein Stück besser zu machen.

Unsere Mission "Create an Impact" steht dafür, dass wir nicht nur nachhaltig handeln, sondern aktiv etwas bewegen!
Gemeinsam mit der TRUEFASHION. Family sensibilisieren wir in diesem Jahr die Menschen in unserer Umgebung für einen bewussteren Umgang mit natürlichen und regionalen Ressourcen, um die Menschen um uns herum zu unterstützen. Hinterfragen wir unser Handeln und bewirken wir etwas für uns und unser nahes Umfeld. Werde Teil unserer Mission!

EST. 1994

TRUEFASHION. MATERIAL

ETHICAL FABRIC

Condition 6: Established, local, long time frame

TRUEFASHION.
#wearthechange

Unsere Mission

Wir handeln! Mit unserer Mission wollen wir einen bewussteren Umgang mit natürlichen Ressourcen fördern und unsere Region unterstützen.

TRUEFASHION. ist eines der führenden Modeunternehmen der Welt. Als erfahrenes und etabliertes Unternehmen beteiligen wir uns seit unserer Entstehung an gemeinnützigen Aktivitäten, um die Lebensqualität in unserer Umgebung zu verbessern.

TRUEFASHION. wurde 1994 gegründet und ist mit seinem praktischen Wissen als Marke etabliert und bekannt sich mit Leidenschaft und Erfahrung für Dich und Deine Umgebung einzusetzen.

Lange Dauer, lokale Wirkung:
In unserem 10-Jahres-Programm unterstützen wir in den ersten 5 Jahren den verantwortungsvollen Umgang mit ökologischen und natürlichen Materialien aus deiner Nachbarschaft und beziehen in den folgenden 5 Jahren die Energie für die Herstellung unserer Kleidung ausschließlich aus erneuerbaren Energien, wie zum Beispiel Solarkollektoren. Damit wollen wir die Dekarbonisierung in Niedersachsen zur dezentralen Energieerzeugung unterstützen, um unseren und Deinen lokalen Lebensbereich ein Stück besser zu machen.

Unsere Mission "Create an Impact" steht dafür, dass wir nicht nur nachhaltig handeln, sondern aktiv etwas bewegen!
Gemeinsam mit der TRUEFASHION. Family sensibilisieren wir in diesem Jahrzehnt die Menschen in unserer Umgebung für einen bewussteren Umgang mit natürlichen und regionalen Ressourcen, um die Menschen um uns herum zu unterstützen. Hinterfragen wir unser Handeln und bewirken wir etwas für uns und unser nahes Umfeld. Werde Teil unserer Mission!

EST. 1994

Condition 7: Established, global, short time frame



Unsere Mission

Wir handeln. Mit unserer Mission wollen wir die fortschreitende globale Umweltverschmutzung mit einem bewussten Umgang mit natürlichen Ressourcen bekämpfen.

TRUEFASHION. ist eines der führenden Modeunternehmen der Welt. Als erfahrenes und etabliertes Unternehmen beteiligen wir uns seit unserer Entstehung an gemeinnützigen Aktivitäten, um die Menschen auf diesem Planeten zu schützen.

TRUEFASHION. wurde 1994 gegründet und ist mit seinem praktischen Wissen als Marke etabliert und bekannt sich mit Leidenschaft und Erfahrung für den Schutz unseres Planeten und seiner Bewohner einzusetzen.

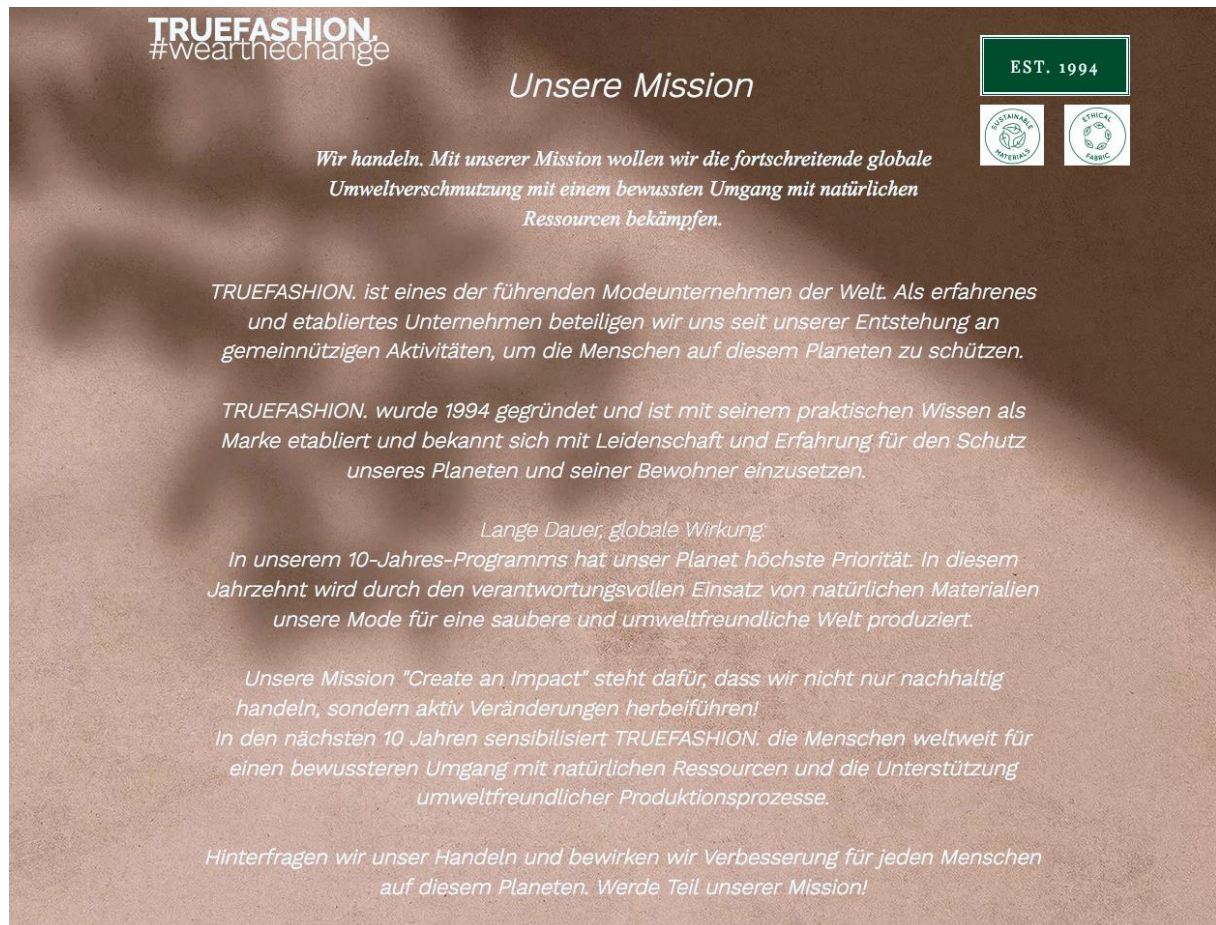
Kurze Dauer, globale Wirkung:
In unserem 1-Jahres-Programm hat unser Planet höchste Priorität. In den 12 Monaten wird durch den verantwortungsvollen Einsatz von natürlichen Materialien unsere Mode für eine saubere und umweltfreundliche Welt produziert.

Unsere Mission "Create an Impact" steht dafür, dass wir nicht nur nachhaltig handeln, sondern aktiv Veränderungen herbeiführen!

TRUEFASHION. will in diesem Jahr die Menschen weltweit für einen bewussteren Umgang mit natürlichen Ressourcen und die Unterstützung umweltfreundlicher Produktionsprozesse sensibilisieren.

Hinterfragen wir unser Handeln und bewirken wir Verbesserung für jeden Menschen auf diesem Planeten. Werde Teil unserer Mission!

Condition 8: Established, global, long time frame

The graphic has a dark brown, textured background. In the top left corner is the 'TRUEFASHION' logo in white, with the hashtag '#wearthechange' below it. In the top right corner, there is a green rectangular box with 'EST. 1994' in white, and below it are two circular icons: one labeled 'SUSTAINABLE MATERIALS' and the other 'ETHICAL FABRIC'. The title 'Unsere Mission' is centered in a white serif font. Below the title is a paragraph in white italicized text: 'Wir handeln. Mit unserer Mission wollen wir die fortschreitende globale Umweltverschmutzung mit einem bewussten Umgang mit natürlichen Ressourcen bekämpfen.' This is followed by two paragraphs of white italicized text. The first paragraph states that Truefashion is a leading global fashion company that has been involved in community activities since its founding to protect people on the planet. The second paragraph states that Truefashion was founded in 1994 and is known for its practical knowledge and passion for protecting the planet and its inhabitants. Below these paragraphs is a section titled 'Lange Dauer, globale Wirkung:' in white italicized text, followed by a paragraph stating that in their 10-year program, the planet has the highest priority, and in this decade, the responsible use of natural materials will produce clean and environmentally friendly fashion. This is followed by another paragraph stating that their mission 'Create an Impact' is to not only act sustainably but also to actively bring about changes, and that in the next 10 years, they will sensitize people worldwide to a more conscious use of natural resources and support environmentally friendly production processes. The final paragraph at the bottom asks people to question their actions and bring about improvement for every person on the planet, and to become part of their mission.

TRUEFASHION.
#wearthechange

Unsere Mission

Wir handeln. Mit unserer Mission wollen wir die fortschreitende globale Umweltverschmutzung mit einem bewussten Umgang mit natürlichen Ressourcen bekämpfen.

TRUEFASHION. ist eines der führenden Modeunternehmen der Welt. Als erfahrenes und etabliertes Unternehmen beteiligen wir uns seit unserer Entstehung an gemeinnützigen Aktivitäten, um die Menschen auf diesem Planeten zu schützen.

TRUEFASHION. wurde 1994 gegründet und ist mit seinem praktischen Wissen als Marke etabliert und bekannt sich mit Leidenschaft und Erfahrung für den Schutz unseres Planeten und seiner Bewohner einzusetzen.

Lange Dauer, globale Wirkung:

In unserem 10-Jahres-Programms hat unser Planet höchste Priorität. In diesem Jahrzehnt wird durch den verantwortungsvollen Einsatz von natürlichen Materialien unsere Mode für eine saubere und umweltfreundliche Welt produziert.

Unsere Mission "Create an Impact" steht dafür, dass wir nicht nur nachhaltig handeln, sondern aktiv Veränderungen herbeiführen!

In den nächsten 10 Jahren sensibilisiert TRUEFASHION. die Menschen weltweit für einen bewussteren Umgang mit natürlichen Ressourcen und die Unterstützung umweltfreundlicher Produktionsprozesse.

Hinterfragen wir unser Handeln und bewirken wir Verbesserung für jeden Menschen auf diesem Planeten. Werde Teil unserer Mission!

Appendix B: Measurement items

Table 9. *Items and scales for dependent variables – English*

<i>Item (source)</i>	<i>Scales</i>
<i>CSR authenticity</i>	The CSR actions of TRUEFASHION. are genuine.
(Alhouti, Johnson & Holloway, 2016)	The CSR actions of TRUEFASHION. are sincere.
	The CSR actions of TRUEFASHION. are in accordance with the brand's values and beliefs.
	The CSR actions of TRUEFASHION. make a meaningful difference for society.
<i>Brand trust</i>	I trust the TRUEFASHION. brand.
(Chaudhuri & Holbrook, 2001; Altman & Taylor, 1973; Erdem & Swait, 2004)	The TRUEFASHION. brand delivers what it promises.
	The TRUEFASHION. brand is reliable.
	The TRUEFASHION. brand is not trustworthy.
	The TRUEFASHION. brand is unreliable.
	The TRUEFASHION. brand is honest.
<i>Brand likability</i>	I like the TRUEFASHION. brand.
(Boutie, 1994; Wänke, 2009; Ngyuen., Melewar & Chen, 2013)	I would describe the brand as friendly.
	I would say that the brand is appealing.
	I don't like the TRUEFASHION. brand.
	Overall, I approve of this brand.
	TRUEFASHION gives me a good feeling.
<i>Brandt interest</i>	I am apathetic about TRUEFASHION.
(Machleit, Madden & Allen, 1990)	TRUEFASHION. is an interesting clothing company.
	I would like to know more about TRUEFASHION.
	TRUEFASHION. seems boring to me.
	Learning more about TRUEFASHION. would be useless.
	I am curious about TRUEFASHION.
	The statements succeeded in increasing my interest in TRUEFASHION.

Table 10. *Items and scales for dependent variables- German*

<i>Item (source)</i>	<i>Scales</i>
<i>CSR authenticity</i>	Die CSR-Aktivitäten von TRUEFASHION. sind authentisch.
(Alhouti, Johnson & Holloway, 2016)	Die CSR-Aktivitäten von TRUEFASHION. sind aufrichtig.
	Die CSR-Aktivitäten von TRUEFASHION. stehen im Einklang mit den Werten und Überzeugungen der Marke.
	Die CSR-Aktivitäten von TRUEFASHION. beeinflussen gesellschaftliches Handeln.
<i>Brand trust</i>	Ich vertraue der Marke TRUEFASHION.
(Chaudhuri & Holbrook, 2001; Altman & Taylor, 1973; Erdem & Swait, 2004)	Die Marke TRUEFASHION. hält, was sie verspricht.
	Die Marke TRUEFASHION. ist zuverlässig.
	Die Marke TRUEFASHION. ist nicht vertrauenswürdig.
	Die Marke TRUEFASHION. ist unzuverlässig.
	Die Marke TRUEFASHION. ist ehrlich.
<i>Brand likability</i>	Ich mag die Marke TRUEFASHION.
(Boutie, 1994; Wänke, 2009; Ngyuen., Melewar & Chen, 2013)	Ich würde TRUEFASHION. als freundlich beschreiben.
	Die Marke TRUEFASHION. ist ansprechend.
	Ich mag die Marke TRUEFASHION. nicht.
	Insgesamt befürworte ich TRUEFASHION.
	TRUEFASHION. gibt mir ein gutes Gefühl.
<i>Brandt interest</i>	Ich bin TRUEFASHION. gegenüber gleichgültig.
(Machleit, Madden & Allen, 1990)	TRUEFASHION. ist ein interessantes Modeunternehmen.
	Ich würde gerne mehr über TRUEFASHION. erfahren.
	TRUEFASHION. ist langweilig.
	Mehr über TRUEFASHION. zu erfahren wäre nutzlos.
	Ich bin an TRUEFASHION. interessiert.
	Die Statements von TRUEFASHION. steigern mein Interesse an der Marke.

Appendix C : Manipulation check questions

Table 11. *Manipulation check questions - English*

<i>Manipulation</i>	<i>Manipulation check questions</i>
<i>Company type</i>	TRUEFASHION. is a young, recently founded brand. TRUEFASHION. is still a new brand. TRUEFASHION. can be described as a start up.
<i>Time frame</i>	The social initiatives of TRUEFASHION. are planned for a short timeframe. TRUEFASHION.'s social initiatives are short-term projects.
<i>Issue scope</i>	TRUEFASHION.'s social initiatives have a global impact. TRUEFASHION.'s social initiatives will have an impact for the world, in general. TRUEFASHION.'s social initiatives will be beneficial for the entire planet.

Table 12. *Manipulation check questions – German*

<i>Manipulation</i>	<i>Manipulation check questions</i>
<i>Company type</i>	<p>TRUEFASHION. ist eine junge, kürzlich gegründete Marke.</p> <p>TRUEFASHION. ist noch ein neues Unternehmen.</p> <p>TRUEFASHION. kann als Start up bezeichnet werden.</p>
<i>Time frame</i>	<p>Die sozialen Initiativen von TRUEFASHION. sind für einen kurzen Zeitraum geplant.</p> <p>Bei den sozialen Initiativen von TRUEFASHION. handelt es sich um kurzfristige Projekte.</p>
<i>Issue scope</i>	<p>Die sozialen Initiativen von TRUEFASHION. haben eine globale Tragweite.</p> <p>Die sozialen Initiativen von TRUEFASHION. haben Auswirkungen auf die Welt im Allgemeinen.</p> <p>Die sozialen Initiativen von TRUEFASHION. sind für den gesamten Planeten von Nutzen.</p>