



The Impact of Adidas Sustainable Marketing and Corporate Social Responsibility on Brand image and Responsible Sustainable Consumer Behavior

Survey in form of Quantitative Questionnaire

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Abstract

This thesis delves into a thorough examination of the influence exerted by Adidas' sustainable marketing strategies and corporate social responsibility (CSR) initiatives on both brand image and the cultivation of responsible sustainable consumer behavior. The exploration navigates the intricate dynamics of incorporating environmental and ethical considerations into the fabric of business practices and marketing strategies, aiming to dissect their profound impact on shaping consumer perceptions and behaviors toward the Adidas brand.

In adopting a quantitative approach, specifically utilizing a survey questionnaire, the researchers meticulously collected data on consumer attitudes and behaviors, amassing a dataset comprising 158 responses. Employing a deductive investigative framework, the analysis sought to unravel the multifaceted effects of Adidas' sustainable marketing and CSR practices on brand image and the cultivation of responsible consumer behavior.

Key findings reveal that while sustainable marketing significantly enhances brand image (significance level $<0,001$), it does not directly influence responsible consumer behavior (sig. level 0,343). Conversely, CSR initiatives have a direct and positive effect on fostering responsible and sustainable consumer choices (sig. level $<0,001$), suggesting that actions and policies related to social responsibility may be more effective in encouraging ethical consumer practices than marketing efforts alone.

Keywords/tags (subjects)

Sustainable Marketing, Brand image, Responsible Sustainable Consumer Behavior, Corporate Social Responsibility

Miscellaneous (Confidential information)

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1 Introduction

1.1 Background, motivation, and purpose

For several decades, the meteoric growth in human consumption and activity has depleted our natural resources, jeopardizing environmental stability. Average annual temperatures in mainland France have warmed significantly since 1900, with a particularly marked increase since the 1980s. In 2020, the average annual temperature reached 14.1°C, 2.3°C above normal, making it the warmest year in the 1900-2020 period (Baude et al., 2022).

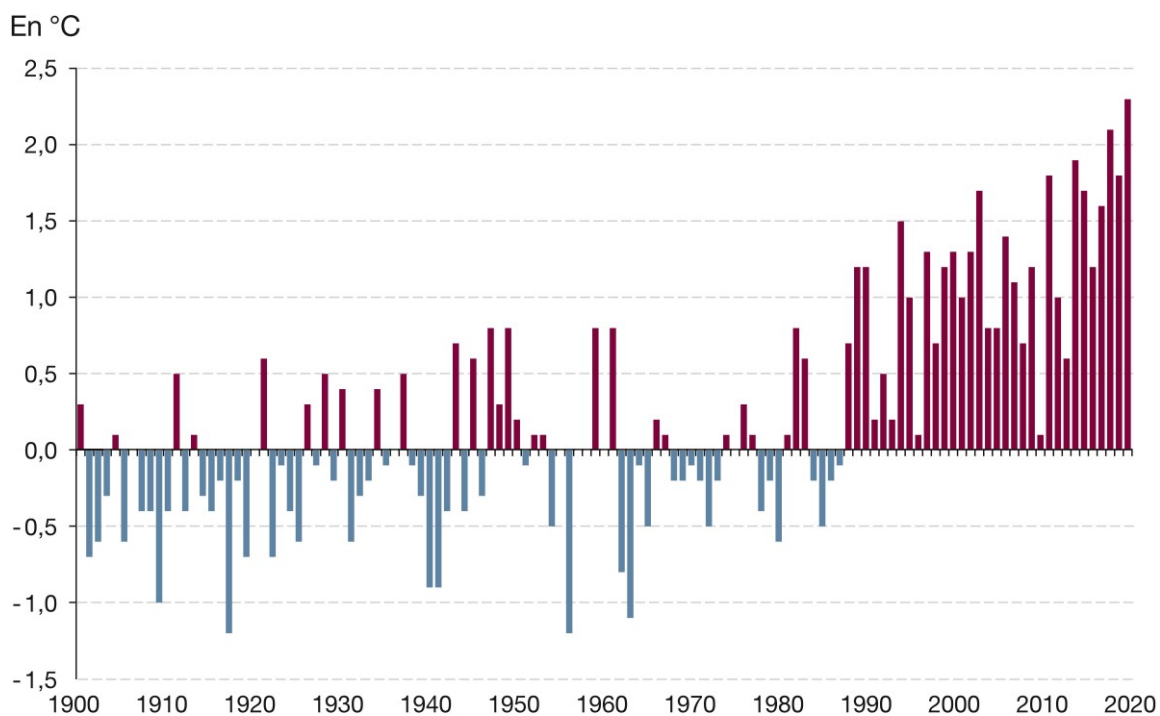


Figure 1 -Average annual temperature in metropolitan France since 1900 (Météo France)

In response to this situation, numerous laws, policies, and regulations have been imposed on businesses, but how do consumers and customers perceive these changes? To date, 58% of the French population is convinced that there is a climate emergency (ADEME Inflos, 2024). Despite this awareness, the French are lagging when it comes to adopting responsible sustainable consumer behavior. Faced with consumers' new awareness and needs, the marketing world has had to adapt by rethinking its approach to marketing. As well as promoting more environmentally friendly products and services, sustainable marketing has become a crucial component of contemporary

business strategy. Other business-critical elements such as corporate social responsibility have become an integral part of business strategy. According to the World Business Council for Sustainable Development, CSR is more than just an ethical choice for businesses, it has become an inescapable imperative that is transforming the way companies interact with the external world and the environmental challenges that go with it. In today's world, with consumers increasingly sensitive to environmental issues, sustainable marketing and Corporate Social Responsibility have become levers in brand image-building strategies.

Indeed, companies want to adapt to consumers by reflecting a brand image consistent with corporate values. A company that implements a solid, consistent brand image will have a reliable identity. Brand image is a key factor in changing consumer behavior. The researchers chose to write this thesis because today, sustainable business practices and corporate social responsibility can have a positive impact on building a better future.

The researchers had the opportunity to work closely with sustainable marketing concepts during their study. Seeing consumer behavior adapt over the years to environmental issues, one of the researchers carried out an internship in sustainable development. More specifically on a project aimed at measuring the change in behavior of the inhabitants of Quebec towards more sustainable practices. This approach to consumer behavior prompted a desire to understand the factors, such as brand image, that could influence this behavior.

This research aims to understand the factors that impact brand image and responsible consumer behavior, focusing on sustainable marketing and corporate social responsibility. This study seeks to emphasize the strong correlation and connection between sustainable marketing, CSR, brand image and responsible consumer behavior.

1.2 Research objectives, questions and approach

The objective of this research is to understand the impact of sustainable marketing and corporate social responsibility on brand image and responsible consumer behaviour on Adidas brand. To do this, we want to examine the factors that influence responsible consumer behaviour and try to determine the mediating role of CSR between sustainable marketing and brand image and as well as the mediating function of brand image in fostering responsible consumer behavior. Next, the

authors want to demonstrate the effect of sustainable marketing and CSR on the adidas brand image and the last research objectives is to demonstrate the impact of sustainable marketing and Corporate Social Responsibility on Responsible Sustainable Consumer Behaviour (RSCB).

The main research question is the following:

1. What is the impact of Adidas sustainable marketing and corporate social responsibility on brand image ?
2. What is the impact of Adidas sustainable marketing and corporate social responsibility on responsible sustainable consumer behavior?

To study these different questions and achieve the research objectives, the authors have opted to carry out a quantitative empirical investigation utilizing a survey questionnaire. The authors will use the research philosophy of positivism with a deductive approach.

The following hypotheses will be tested:

RH1: SM has a positive effect on BI.

RH2: CSR has a positive effect on BI.

RH3: SM has a positive effect on RSCB.

RH4: CSR has a positive effect on RSCB.

1.3 Thesis structure

The structure of the thesis consists of 6 chapters, the first of which is the introduction. This sets out the background to the research and contextualizes it. It also expresses the authors's motivation for working on this subject and addresses the main objective she wishes to demonstrate. The various hypotheses studied will also be presented. The introduction continues with the main research question, sub-questions, associated objectives, and the approach used by the author. The

subsequent step involves conducting the literature review, which presents each of the key words used in the research, in this case corporate social responsibility, brand image, responsible consumer behaviour and sustainable marketing. The literature review helps to define each concept and build a knowledge base to better understand the rest of the study. The next section deals with the research methodology, describing the type of approach, the philosophy, the time horizon and all the other steps involved in collecting quantitative data. This part is also referred to as the research design. This is followed by the results, before a description of the sample. Next comes the discussion, which expresses the limitations and answers to the research question, and finally the conclusions, with the main findings and recommendations for future research.

2 Literature review

2.1 Sustainable marketing

Sustainable marketing, also known as green or responsible marketing, is geared towards promoting services or products that have a low or positive impact on the environment (Peattie & Belz, 2010). This type of marketing integrates environmental issues and challenges into marketing decision-making. Sustainable marketing is an approach that integrates environmental and social concerns into companies' marketing practices, with the objective of creating long-term value while contributing positively to society and the environment. Polonsky defines sustainable marketing as the planning, implementation and control of marketing activities designed to create, communicate, and deliver value to consumers while preserving or enhancing the well-being of future generations (Polonsky, 1994). Economic, social, and environmental considerations are 3 key factors in sustainable marketing (Elkington, 1997). John Elkington, creator of the concept of the three pillars of sustainable development (economic, social, and environmental), helped put forward the idea that sustainable marketing must consider these three dimensions to be truly effective. Sustainable marketing is defined by Jung et al., as "the decision-making process and business activities of the local community and consumers, such as production and sales, as well as their social environment and environmentally friendly ethics"(2020, p. 295). In addition to these 3 factors, culture has been added as the 4th factor in the sense of sustainable marketing. The addition of this dimension has been proposed by sustainable development specialists. The economy, society, the environment, and culture must therefore be possibly in harmony and grow together in the context of sustainable marketing (McDonagh & Prothero, 2014). Today, sustainable marketing is an essential key to

targeting a new generation that is increasingly sensitive to the environment and guiding them towards so-called green consumption. This type of marketing has several aims, since in addition to being favorable to the environment, it makes the consumer an agent of change (Martin & Schouten, 2011).

2.1.1 Economy

The economic benefits generated through marketing activities are effectively and equitably distributed among the stakeholders. Economics in marketing is not just about generating profits for companies but also about contributing to the economic well-being and development of the local or global economy by creating value and opportunities for various participants. All the company's stakeholders must benefit from this economic activity, and customers are an integral part of these stakeholders (Choi & Park, 2015). Economics may play a crucial role in marketing, particularly in the efficient allocation of resources, this maximizes consumer satisfaction (Varian, 2014). In the literature, Rindfleisch and Moorman (2001) describe companies' strategies for influencing consumer behaviour through the alliance between economics and marketing. In this field, innovation and the production of value make it possible to improve the benefits obtained by stakeholders (Amalric & Hauser, 2005).

2.1.2 Social

The social dimension of marketing encompasses activities that go beyond profit-making and serve to fulfill broader company objectives, including social contributions and community engagement. (Jung et al., 2020). The social activities of a company that go beyond the intention of the business activities can predict consumer behaviour in relation to the products or services it offers (Raza et al., 2020). These social activities can take the form of investment in the local community through financial support for charities or the construction of a school (Carroll, 1999), or environmental sustainability by implementing or financially participating in practices to reduce the impact of human activity on the environment or their ecological footprint (Elkington, 1997). Companies can also partner with environmental non-governmental organizations (Austin & Seitanidi, 2012).

2.1.3 Environment

Protecting and preserving the environment is no longer an option, but a must for sustainable marketing. Studies such as those carried out by Cone Communications suggest that integrating planet-friendly practices into our strategies not only meets consumers' expectations but also provides an opportunity to build lasting relationships with them while improving the brand's image (2017). The relationship between marketing and the environment corresponds to "all activities aimed at generating and stimulating exchanges intended to satisfy human needs or desires, so that these needs and desires are satisfied, with minimal negative impact on the natural environment" (Jung et al., 2020, p. 295). This idea includes some of the characteristics of sustainable development, which means "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland, 1987, p. 40). Green growth is at the heart of the correlation between green marketing and the environment. The sustainability of a product or service is a major factor in consumer purchasing behaviour, as consumers are increasingly sensitive to this issue (Binninger & Robert, 2008). The idea of a company committed to the environment has a positive impact on the image that consumers have of the brand and helps to build brand loyalty and differentiate it from its competitors (Kim & Oh, 2020).

2.1.4 Cultural

Cultural sustainability is a concept that emphasizes the preservation and promotion of cultural, social and identity elements within a society or community. UNESCO plays a central role in promoting cultural sustainability. UNESCO (2021) defines cultural sustainability as the preservation and revitalization of cultural and heritage elements, such as languages, traditions, arts, and customs, with the aim of integrating them harmoniously into the fabric of social and economic development. It's important to note that cultural sustainability is a fundamental component of broader sustainable development efforts.

Cultural marketing is defined as "the recognition, preservation and presentation of the tangible and intangible heritage, artistic production, knowledge and skills of diverse social groups, communities and nations" (Jung et al, 2020, p. 295). Culture is an integral part of sustainable development. By passing on knowledge about sustainability or by integrating the importance of sustainability into culture, it is possible to encourage more responsible and ethical consumer behaviour (Di Vaio et al., 2020). A company's cultural awareness and knowledge of cultural elements and

characteristics can create a deep connection with consumers (Hosta & Zabkar, 2021). There is a strong correlation between cultural marketing activities and brand image (Jung et al., 2020).

2.2 Brand image

Firstly, the term image can be defined as an individual's impression of a situation, product, or service (Kotler et al., 1993). Cognitive components can positively affect the affective image, which in turn influences the overall image. Strategic brand management is essential for shaping and managing a brand image (Kapferer, 1992). Kotler et al., defines brand image as "the perceptions about a brand reflected by the brand associations held in the consumer's memory" (1993, p. 3) and brand image is ultimately everything that consumers associate with a brand. In the literature, brand image is also referred to as brand equity (Biel, 1993; Changeur & Dano, 1996). A positive brand image increases a company's profits and improves its economic activities in marketing (Maignan, 2001).

As far as social issues are concerned, consumers are more likely to adhere to and have a positive image of the brand when there are socially responsible activities (Jung et al., 2020). Sustainable marketing gives consumers a positive image of the brand. Finally, when a company highlights its environmental activities in its marketing, consumers, who are increasingly sensitive to the environment, perceive a positive image of the brand. The brand's image, which refers to consumers' perception of a company, stems from the strategies put in place by the company for sustainable marketing to act on the social and environmental problems that influence the RSCB. Image therefore acts as a mediator between sustainable marketing and RSCB. The theory of signals suggests that when a company sends signals about its efforts and commitments to the environment, the attitude and choice of the consumer will move towards more sustainable products. The theory of signals (Karasek et al., 2012) determines how companies use their marketing strategy to create a positive brand image. Attribution theory (Kelley & Michela, 1980) explains that when consumers discern a positive and sustainable brand image, they are more likely to adopt responsible consumption behaviour. In conclusion, these theories remind us of the importance of sustainable marketing and brand image management in positively influencing consumer behaviour in favor of corporate social and environmental responsibility.

2.3 Corporate Social Responsibility

Corporate Social Responsibility is defined as "the voluntary commitment of companies to the development of society and the preservation of the environment, its social commitment and responsible behaviour, towards companies and the social actors with which they interact" (Abadi'a & A'Ivarez, 2004, p. 32). The adoption of CSR practices helps to improve the company's reputation as well as its image (Brown & Dacin, 1997). It also creates a relationship of trust with the consumer (Sen et al., 2006). Consumer preferences are influenced by the company's commitment to CSR practices. In their work titled 'The Business Case for Corporate Social Responsibility: A Review of Concepts, Research, and Practice,' Carroll and Shabana thoroughly analyzed the concept of Corporate Social Responsibility (CSR) with a particular focus on its relevance to the business case. They showed how CSR can bring economic benefits to companies by strengthening their reputation, improving stakeholder relations, and stimulating innovation. Finally, Corporate Social Responsibility makes it possible to combine economic performance, social performance, and environmental performance. It is an approach accessible to all companies, whatever their status, size, and sector of activity (Carroll & Shabana, 2010).

2.4 Responsible Sustainable Consumer Behavior

Looking at previous literature on RSCB, the definitions focus mainly on the environmental aspect, in other words in the studies the researchers emphasized the actions related to environmental protection (Han & Stoel, 2017). The concept of RSCB focuses on the behaviour of consumers concerning their product choices and consumption habits, with a focus on environmental responsibility and sustainability, this behavior is characterized by an awareness of the long-term impacts of individual actions on the natural or social environment (Epstein, 2008). Green consumerism, which is consumer behaviour focused on sustainability and environmental responsibility (Ottman, 2011), was the most influential factor in the RSCB to the detriment of the social aspect (Roberts, 1995). By focusing mainly on consumer behaviour in relation to the environment, the results of this research are therefore limited and incomplete (Hosta & Zabkar, 2021). In their study, Webn et al, the researchers, differentiated between responsible behaviour related to the environment and responsible behaviour related to social issues. In other words, they stressed that it was necessary to take into account both environmental and social aspects to understand how consumers behave responsibly. As a result of this study, the researchers developed the measure Socially Responsible

Purchasing and Disposal (Webb et al., 2008) which translates as a person who bases their acquisition, use and disposal of products on a desire to minimise or eliminate any harmful effects and maximise the long-term beneficial impact on society. According to Balderjahn et al. (2013), for consumption to be truly sustainable, it must be economically, socially and environmentally beneficial. Sustainable consumer behaviour refers to a conscious approach adopted by individuals in their acts of purchasing and consumption. This involves consideration of the long-term impact of their choices on the world around us. This attitude translates into purchasing and consumption decisions that minimise the negative effects on the planet, whether in terms of depleted natural resources or air pollution, which are crucial to the preservation of our planet, and responsible behaviour as the intention to act according to one's duty to act for oneself. Responsible and sustainable consumers attach huge importance to their purchasing decisions and to the influence these decisions can have on the community and nature (Jung et al., 2020). Researchers are interested in how their purchasing choices can help to preserve and have a positive impact on nature and improve society. Dobni and Zinkhan (1990) explain that the image of a company or product might reflect the way consumers see themselves. Consumers express their personal identity or gain social approval by choosing this brand. Image refers to how consumers perceive themselves by using or being associated with a certain brand, and how that brand contributes to their identity or social image. Companies that adopt socially and environmentally friendly practices can influence how consumers perceive the company, which in turn can reinforce a sustainable brand image and have a positive aspect on it (Grubor & Milovanov, 2017). The study on green marketing strategies on customers' purchase decision process concluded that consumers who wish to develop an identity focused on social responsibility, have a link with their intention to adopt sustainable products. The green image refers to a customer's perception of a sustainable or green service or product (Heesup Han, 2021). The customer's attitude towards sustainable products or services is influenced by the company's green image (Chen, 2010). This green image has a positive influence on consumer behaviour. This positive impact results from the fact that consumers are more likely to react positively and feel satisfied when they perceive that a company or a product adopts environmentally friendly practices (Nysveen et al., 2018).

2.4.1 Responsible consumer behavior

Over the years, our understanding of the repercussions of our daily consumption on the planet, the economy, society, and our health has grown significantly. Consequently, there is increasing

discussion among the media, consumers, and businesses about the concept of "responsible consumption." Responsible consumption entails adhering to sustainable development criteria, which means consuming in a manner that is environmentally friendly, supportive of the economy (especially local economies), conducive to good health, and beneficial to society.

According to Solomon, "Consumer behavior has established itself as a discipline in its own right – drawing upon many other disciplines such as psychology, sociology, anthropology and marketing amongst others." (2009, p. 2).

He posits that RCB encompasses conscientious choices that align with consumers' individual environmental, social, and ethical values and concerns. In summary, responsible consumer behavior involves purchasing choices that take into account social, environmental and ethical concerns.

2.4.2 Environmental consumer behavior

Responsible consumer behavior refers to consumer choices and actions that take into account the social, environmental, and ethical implications of their purchasing choices. In their article, Pelozo et al. delve into the ways consumers align their personal values with responsible buying choices. The increasing apprehension about the sustainability of the natural environment is reshaping the competitive landscape of modern markets, prompting businesses to adopt more environmentally conscious practices (Grinstein & Nisan, 2009).

2.5 Identified Research Gap

Although sustainability marketing and branding have been the subject of a great deal of research, one example is Promoting Responsible Sustainable Consumer Behavior through Sustainability Marketing: The Boundary Effects of Corporate Social Responsibility and Brand Image, which uses a questionnaire and deductive approach (Jia et al., 2023). The key results of this research confirm the hypothesis that brand image plays a mediating role in the relationship between sustainability marketing and responsible sustainable consumer behaviour. In addition, few studies have been carried out on the various consumer segments, which are key players in sustainable marketing and CSR (Martin & Schouten, 2011). In-depth analysis should be carried out to understand how different consumer demographics respond to sustainable marketing and CSR initiatives, identifying trends and significant differences. This allows a company's marketing department to target a certain segment and tailor its strategy accordingly.

Furthermore, thanks to the various existing literatures, we know that the image of a sustainable brand has an impact on consumer behaviour (Batra R. et Ahtola O, 1990). On the other hand, there are very few studies on the impact between mass consumption and sustainable marketing, which makes consumers feel less guilty (Lavorata L, 2016). There is therefore a lack of nuance as to the level of influence of sustainable marketing and CSR on brand image and responsible consumer behaviour linked to over-consumption which is, to say the least, not necessarily sustainable.

2.6 Theoretical Framework

The framework used for this research is that of Tong Jia, Shahid Iqbal, Arslan Ayub, Tehreem Fatima and Zeeshan Rasool from the article Promoting Responsible Sustainable Consumer Behavior through Sustainability Marketing: The Boundary Effects of Corporate Social Responsibility and Brand Image. This framework enables us to understand the different relationships between the variables. Sustainable marketing, which is made up of 4 dimensions: culture, environment, economy and social, influences brand image through the mediating action of corporate social responsibility. Finally, responsible sustainable consumer behaviour, made up of responsible consumer behaviour and environmental consumer behaviour, is itself influenced by brand image.

It is important to study the effect of sustainable marketing and CSR on brand image and responsible sustainable consumer behavior. This research helps companies understand how their practices affect their image and consumer behavior. It also offers practical advice for developing sustainable strategies, encourages responsible consumer behavior and contributes to the advancement of knowledge in these areas. Responding to this research helps us to understand how a company's sustainable and socially responsible actions influence public perception of its brand.

Sustainable marketing, the focus of this research, is broken down into four key dimensions: cultural, environmental, economic and social. These dimensions influence brand image by acting as mediators through corporate social responsibility (CSR). In other words, how a company integrates socially responsible practices can moderate the impact of sustainable marketing on brand image. Ultimately, responsible and sustainable consumer behavior, which is made up of responsible consumer behavior and environmental consumer behavior, is itself influenced by brand image.

Let's now break down each concept in the theoretical framework, explaining why each element is relevant to answering the research question, starting with Culture. This dimension considers how cultural values influence consumption choices. Understanding this dimension is essential for assessing how sustainable marketing can be adapted to cultural specificities and consumer attitudes. secondly, Environment: This dimension encompasses corporate practices related to environmental protection. Analyzing this dimension will help determine how sustainable marketing initiatives impact a brand's environmental perception. Understanding how sustainable marketing affects the economic perception of the brand is essential to assessing its overall impact. Then there's the Social dimension, which explores the company's efforts to contribute to society. Understanding this dimension is an important issue in assessing how sustainable marketing can influence the social perception of the brand.

CSR acts as a mediator between sustainable marketing and brand image. Understanding how socially responsible actions moderate the overall impact of sustainable marketing is essential to establishing causal links. Then there's brand image, which plays a central role in consumer perception and can be a key driver of purchasing behavior. In this Theoretical Framework there is Responsible and Sustainable Consumer Behavior: To begin with, Responsible Consumer Behavior examines consumer actions related to responsibility, such as ethical consumption. Secondly, Environmental Consumer Behavior will assess consumers' environmental choices, such as preferences for environmentally friendly products.

Each of these is an essential building block for our thesis, enabling us to explore the complex links between these variables in the context of sustainability and corporate social responsibility.

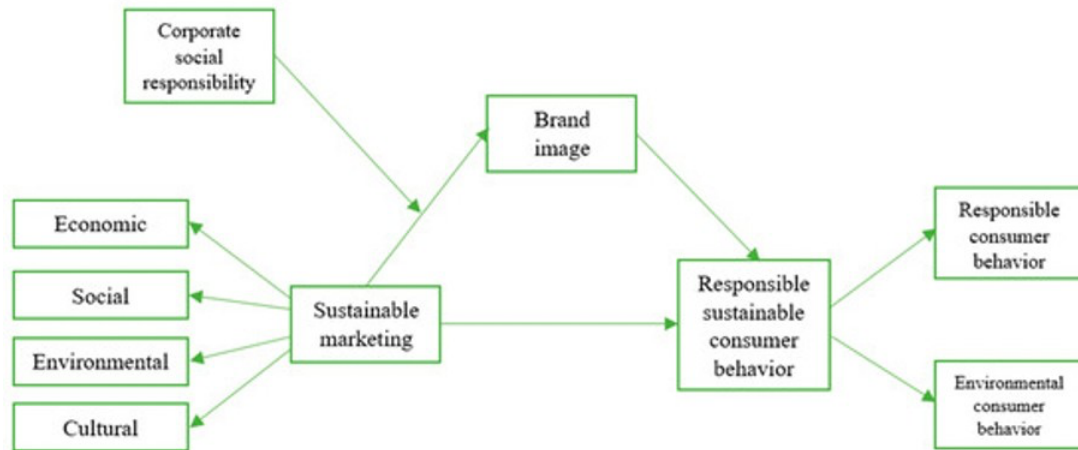


Figure 2 – Theoretical Framework

To test the research hypotheses, the research framework was simplified and adapted in a form of two linear regression models.

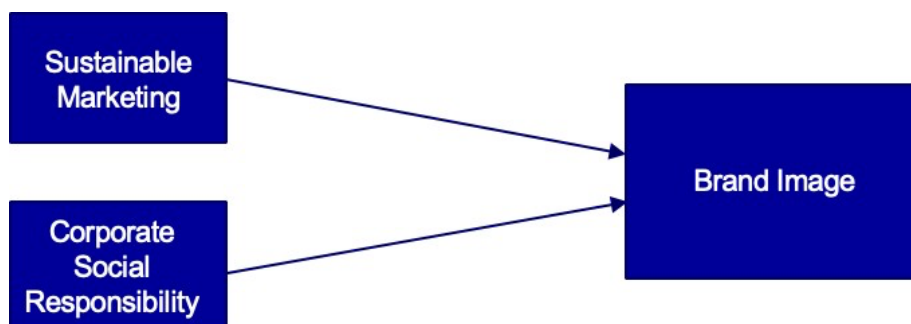


Figure 3 – Regression model 1

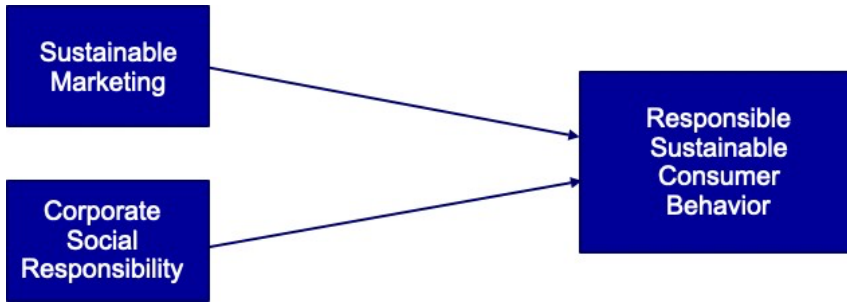


Figure 4 – Regression model 2

The constructs in the models were measured as their items averages.

3 Research methods and implementation

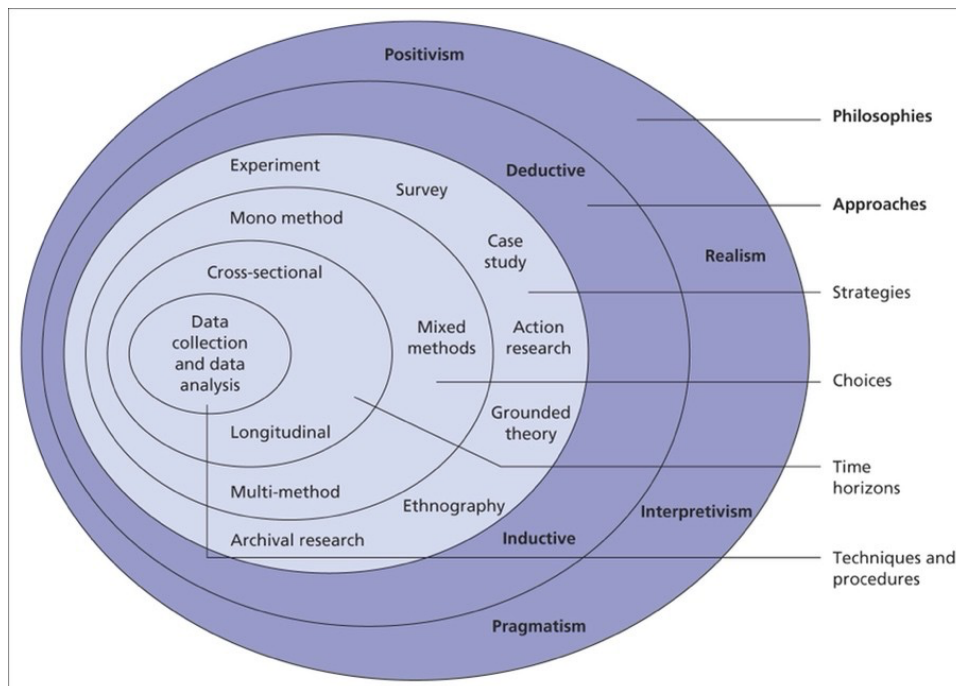


Figure 5 – Research Methods for Business Students (Saunders et al. (2009))

3.1 Research context

This empirical investigation was conducted during the authors' final year of their Bachelor's degree in business administration. At a time when consumers are increasingly sensitive to environmental, social, and ethical issues, this dimension is gaining in importance and companies are increasingly motivated to adopt sustainable marketing practices and integrate CSR into their strategy. This impetus stems from a response to the growing expectations of consumers and stakeholders. Companies are looking to incorporate responsible practices into their operations, not only to enhance their reputation but also to positively influence consumers' purchasing decisions. Consumers are now demanding that brands adopt responsible practices.

To answer the research question: What is the impact of sustainable marketing and corporate social responsibility on brand image and responsible sustainable consumer behaviour? Analyzing the fundamental mechanisms, identifying moderating factors, and generating empirical data are imperative to guide companies in shaping their strategies. Thanks to the data collected and the analysis, the authors will be able to highlight the existing relationships between the variables.

3.2 Research design

The research model used to conduct the research is the Research Methods for Business Students developed by Saunders et al. (2009). According to the book "Research methods for business students", this allows us to "describe a series of factors that underlie choices about data access, ethics, sample selection, collection and analysis".

3.2.1 Research purpose

Our main objective is to determine the reasons and consequences of sustainable marketing, CSR brand image and responsible consumer behaviour. This is why, according to the authors, an explanatory approach would be the most appropriate. To carry out this explanatory research, the researchers aim to identify the key variables to be defined, in this case, brand image, responsible consumer behaviour and sustainable marketing.

This will enable the relationships between the different variables to be highlighted. Data will then be collected and analysed to draw conclusions and find the reasons for events by establishing

cause-and-effect relationships. Its findings and conclusions represent the most profound level of understanding. Explanatory studies seek to comprehend causes and effects by initiating from 'hypotheses'.

3.2.2 Research Philosophy

According to Larousse, positivism is a philosophical system attributed to Auguste Comte, advocating that all philosophical and scientific endeavors should be confined to the examination of tangible facts validated through empirical evidence. It asserts that the human intellect is capable of formulating the laws and connections observed among phenomena.

Research aimed at answering the research question is based on the collection of empirical data, such as consumer surveys, quantitative data analysis, case studies, etc. It adopts a positive approach. This means that it will seek to understand and explain the concrete effects of sustainable marketing on CSR brand image and responsible sustainability-oriented consumer behavior, based on observable facts.

3.2.3 Research approach

For this study, the research is based on a deductive approach. This choice is justified by a hypothesis that is assumed to be true, here, that sustainable marketing and corporate social responsibility have an impact on brand image and responsible consumer behaviour. We will then begin collecting and analyzing the data to see if this hypothesis is borne out by the respondents' answers. This will allow us to confirm whether this hypothesis is true, based on real facts.

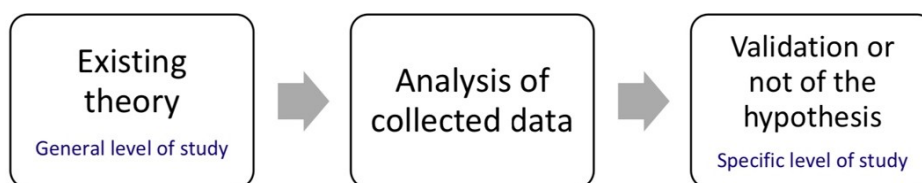


Figure 6 – Deductive Research Approach

3.2.4 Research strategy/method/s

To address the research query and fulfill the research goals, the authors intend to collect primary data by means of a survey structured as a questionnaire. The latter will be aimed at French consumers over the age of 18. The use of the questionnaire will make it possible to recover quantifiable data with precise figures on consumer attitudes, opinions, and behaviour. Each key concept will be the subject of 3 to 6 questions, which will make it possible to measure several variables simultaneously, which is necessary to examine the complex relationships between sustainable marketing, CSR, brand image and consumer behaviour. In addition, the questionnaire will be administered to a representative sample of the target population so that the results can be generalized on a large scale. To be able to exploit the quantitative data, the authors need to collect at least 100 responses. Finally, the choice of questionnaire means that the respondents can remain confidential, which makes them feel more at ease.

3.2.5 Methodological choice

Our research question is part of a quantitative research approach that uses a mono method due to a structured questionnaire to collect data. The aim of our question will be to seek to understand our various keywords. To collect our quantitative data, we will need to develop several questions, thus setting up a structured questionnaire. Once the questions have been asked in a standardized way and in the same way to each respondent, we can analyze the answers and examine how one variable influence another.

3.2.6 Time horizon

A cross-sectional study represents a research design where data is gathered from a varied group of individuals at a single point in time. For our inquiry, we are utilizing a cross-sectional study approach. Cross-sectional studies often involve comparing different groups or categories in order to draw conclusions about potential associations or relationships between variables. For example, we might compare companies that place a strong emphasis on sustainability in their marketing with those that do not, and then examine how their brand image and consumer behaviour differ.

3.3 Data collection

Data collection is an essential step in answering crucial questions and informing business decisions. When it comes to studying the impact of sustainable marketing on CSR brand image and responsible consumer behavior, primary data collection plays a crucial role in obtaining specific and relevant information. Primary data is information specifically collected to study a particular phenomenon.

For this research, consumer surveys are one of the most relevant methods for analyzing this research question. Structured questionnaires can be used to ask specific questions about consumers' awareness of sustainable marketing, their perception of corporate social responsibility (CSR), and their sustainability-related purchasing behavior. Data collection can also involve direct observations at points of sale or online to study consumers' actual behavior when faced with sustainable product choices. This can provide the best possible analysis of consumer behavior. In this way, primary data collection is an essential tool for understanding how companies can reconcile their business objectives with responsible practices in a world increasingly focused on sustainability.

3.4 Data analysis

3.4.1 Quantitative data analysis

Quantitative research facilitates the rigorous testing of theories or hypotheses. It is suitable when there exists a well-established theoretical framework. Quantitative research seldom converges on a singular framework; rather, it frequently proposes multiple frameworks. It is then necessary to compare and combine them (Giordano & Jolibert, 2016). Quantitative analysis enables variables and phenomena to be measured accurately, which can be essential for analyzing our research question. Indeed, the research question involves impact assessment, which requires accurate measurement of key variables, including sustainable marketing, CSR brand image and responsible consumer behaviour. Quantitative data will enable these elements to be measured accurately. To obtain general results, the quantitative study will be able to use a representative sample of a larger population. This generalization of results will provide a broader and more representative view of the impact of sustainable marketing on a company's CSR brand image and responsible consumer behaviour.

3.4.2 Qualitative data analysis

We do not need to carry out an analysis of the qualitative data, as our study focuses mainly on quantitative data to achieve our research objectives.

3.5 Ethical considerations

Due care has been taken throughout the thesis process to protect privacy and confidentiality of the respondents. These have been achieved through anonymity of the records displayed in the publication as well as aggregation of individual responses. All the sources used in this publication have been cross-referenced to original authors. No artificial intelligence has been used to generate the body of the thesis text. Artificial intelligence has been used to:

- Check for plagiarism using Turnitin
- Zotero for APA reference style management
- Grammarly for checking English grammar, interpunction and style

4 Research Results

4.1 Quantitative Data Analysis

4.1.1 Respondent profiling

As part of our research, we collected a significant sample of 158 responses to our survey. This participation reflects a marked interest in our subject of study and provides a solid basis for the in-depth analysis that will follow. Over and above the sheer quantity, the quality of the data collected is essential to shed light on our understanding of the various dynamics at work.

To gain a clearer understanding of the circumstances in which these responses were given, we have deliberately included four specific questions focusing on the demographics of the respondents. These questions were designed to extract crucial information about the professional profile of each participant, allowing us to contextualise and interpret the responses provided in greater depth.

In this section, we will take a closer look at the demographic data resulting from these questions. The aim is to identify trends and distinctive characteristics within our sample, which will enrich our overall analysis and contribute to a more nuanced understanding of the results obtained.

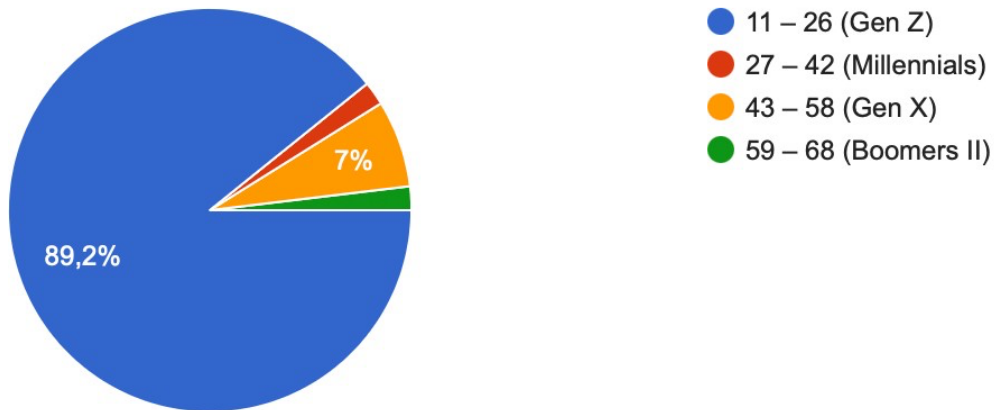


Figure 7 – Respondents' age

In terms of age, 89.2% of respondents (141 individuals) were aged between 11 and 26, which corresponds to generation Z. A further 7%, or 11 people, are aged between 43 and 58. Finally, there are 3 people aged between 27 and 42 and 3 aged between 59 and 68.

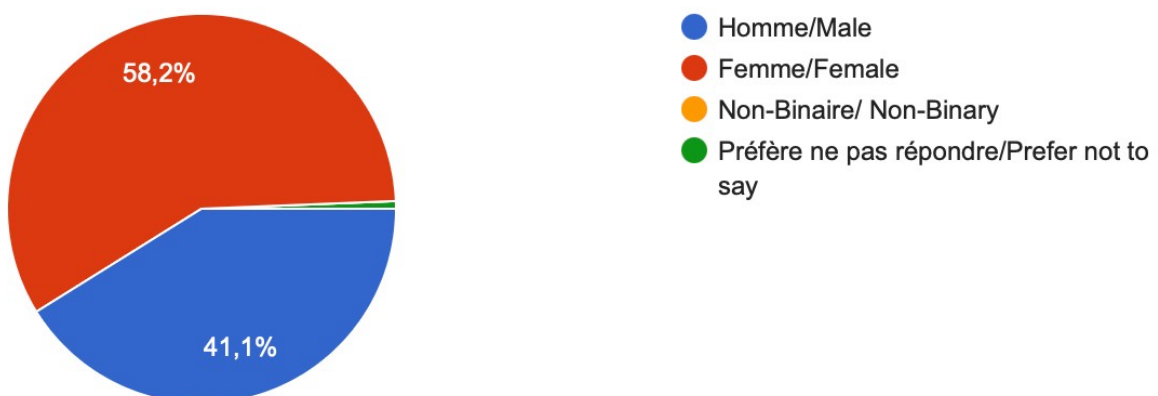


Figure 8 – Gender of respondents

Most respondents were women (58.2% or 92) compared with 41.1% men (65). One respondent preferred not to answer this question.

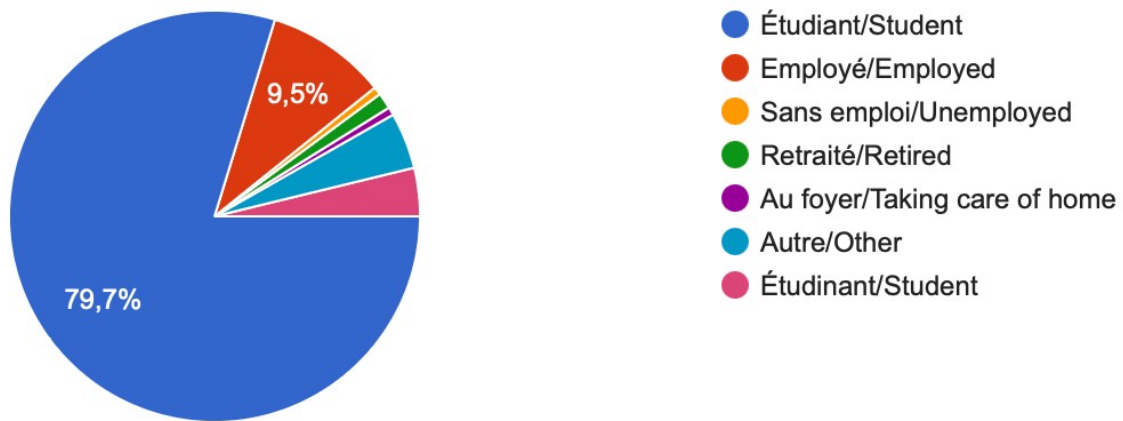


Figure 9 – Status of respondents

In terms of status, the majority were students (126 people), which corresponds to 79.7%. Six people added that they were students themselves, making a total of 132 students. A further 9.5% of respondents were employees, corresponding to 15 people.

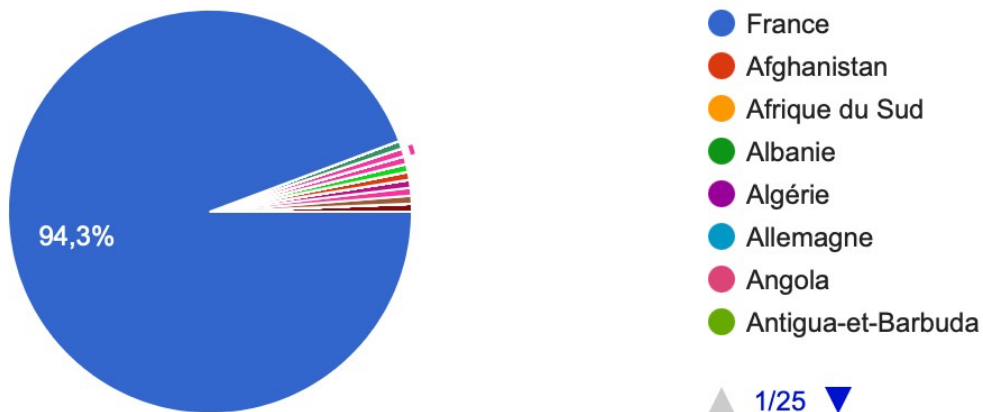


Figure 10 – Nationality of respondents

In terms of nationality, 94.3% of respondents were French, corresponding to 149 of the 158 respondents. Eight other nationalities were corresponding to eight other individuals, including Switzerland, Croatia, Egypt, Italy, Mexico, Nigeria, the Czech Republic, Romania and the United Kingdom.

4.2 Regression model 1

Execution of the regression models gave results described below. Based on results from model 1 we can test research hypotheses 1 and 2.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,570 ^a	,325	,316	,58495604311

a. Predictors: (Constant), CSR, SM

Figure 11 – Model Summary for regression 1

Sustainable marketing and Corporate Social Responsibility explain 32,5% of the Brand Image.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,358	2	12,679	37,054	<,001 ^b
	Residual	52,695	154	,342		
	Total	78,052	156			

a. Dependent Variable: BI

b. Predictors: (Constant), CSR, SM

Figure 12 – ANOVA for regression 1

Regression is significant with a significance level lower than 0,001.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,689	,332		2,073	,040
	SM	,626	,081	,520	7,719	<,001
	CSR	,149	,064	,156	2,315	,022

a. Dependent Variable: BI

Figure 13 – Coefficients for regression 1

Sustainable Marketing has a significant (significant level lower than 0,001) positive effect on Brand Image. When Sustainable Marketing increases by one unit, BI increases by 0.626 units. The Hypothesis HR1 is confirmed.

Corporate Social Responsibility has a significant (significant level lower than 0,022) positive effect on Brand Image. When Corporate Social Responsibility increases by one unit, BI increases by 0.149units. The Hypothesis HR2 is confirmed.

4.3 Regression model 2

Based on results from model 2 we can test research hypotheses 3 and 4.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,656 ^a	,430	,423	,52861552709

a. Predictors: (Constant), CSR, SM

Figure 14 – Model Summary for regression 2

Sustainable marketing and Corporate Social Responsibility explain 43% of the Responsible Sustainable Consumer Behavior variability.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,462	2	16,231	58,085	<,001 ^b
	Residual	43,033	154	,279		
	Total	75,495	156			

a. Dependent Variable: RSCB

b. Predictors: (Constant), CSR, SM

Figure 15 – ANOVA for regression 2

Regression is significant with a significance level lower than 0,001.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,260	,300		4,197	<,001
	SM	-,070	,073	-,059	-,952	,343
	CSR	,624	,058	,664	10,727	<,001

a. Dependent Variable: RSCB

Figure 16 – Coefficients for regression 2

Sustainable Marketing has no significant effect on Responsible Sustainable Consumer Behavior, with significance level 0.343. Thus, hypothesis 3 is not confirmed.

Corporate Social Responsibility has a significant positive direct effect on Responsible Sustainable Consumer Behavior. Significance level is lower than 0.001 and we can observe that when Corporate Social Responsibility goes up of one unit, Responsible Sustainable Consumer Behavior goes up of about 0.624 units. Thus, RH4 is confirmed.

5 Discussion

5.1 Limitations, reliability and validity

The quantitative study faced certain limitations that it is essential that the authors explore in depth. The authors collected 158 responses, reflecting interest in the study. Nevertheless, the relatively small sample size might restrict the extent to which the findings can be applied to the wider consumer population. On the other hand, Adidas is an international brand sold on a large scale which takes into account the specificities of each country. The limit that we can find also concerns the differences of opinion on Adidas depending on the country, in our questionnaire 94.3% of respondents are of French nationality, which does not allow us to have an objective point of view on the international level.

According to Hertrich and Mayrhofer (2015), Adidas innovates by offering original styles and designs through its sports shoes and clothing, characterized by patterns and colors specific to certain regions or countries. The brand draws inspiration from trends specific to each locality to develop its models. By collaborating with various local designers, artists and celebrities, Adidas develops products tailored to each market. These collaborations allow the creation of limited editions that capture the essence of local culture (Frenkel & Scott, 2002). By adapting to the particularities of the countries where it is deployed, Adidas can be perceived differently by consumers due to variations in marketing methods linked to the values and cultures specific to each country. This reality constitutes a limitation for our questionnaire, because it cannot generalize the vision of all Adidas consumers.

The majority of respondents with a percentage of 89.2% belong to the age group of 11 to 26 years, representing generation Z. This age bias may influence the results, as young people may have a different view on sustainability compared to older groups. Indeed, the study will shed light on what young consumers think and do when it comes to sustainability. However, caution should be exercised when trying to apply these results to other groups of people who were surveyed, i.e. people aged between 27 and 68. Differences between generations can lead to significant variations in ways of thinking and preferences.

Subsequently, we will thoroughly evaluate the reliability of this thesis. The research followed a structured questionnaire administered to a sample, ensuring methodical and reliable data collection. However, the choice of a survey instrument raises questions about the depth and richness of the information obtained.

Considering the results of the question "I like to buy Adidas products" which allows us to know the consumers of Adidas products among the respondents. The authors were able to note that 29.1% are not regular consumers of Adidas products. This may bias the survey on responses to questions regarding Adidas' branding and sustainable marketing policy.

We can also see the participation of people aged 27 to 68 which is 10.8%, which represents a low result compared to the number of people questioned. The results obtained can be taken into account for generation Z which was the majority of respondents with a percentage of 89.2% in the questionnaire. The answers are mainly reliable for this generation but not necessarily for the others who have a minority response rate to the questionnaire.

Regarding the validity of this thesis, we will carefully examine the coherence of the arguments presented, the relevance of the sources used and the solidity of the methodology used. This will allow us to assess the overall credibility and reliability of the argument in this thesis.

Some questions would require in-depth exploration to obtain more clear and precise answers. Particularly on the notions of sustainability, because these notions remain subjective from one person to another. The research used a well-established research model: the Research Methods for Business Students of Saunders et al. (2009) improving the construct validity of the thesis. We also chose trusted sources for this study, which ensures the strength and credibility of the information used to support our arguments.

Finally, this study makes a valuable contribution to the understanding of sustainable marketing, CSR, branding and consumer behavior for the Adidas brand. However, it is important to recognize the limitations mentioned. Researchers should take these factors into account and could have considered carrying out further research with larger and more diverse samples which could have strengthened the strength and validity of the hypotheses.

5.2 Answering the research questions

The thesis focuses on “The impact of sustainable marketing and social responsibility of Adidas on brand image and responsible consumer behavior regarding sustainability”. In this study, two key research questions were identified to further explore the implications of sustainable marketing strategy and corporate social responsibility. :

What is the impact of Adidas sustainable marketing and corporate social responsibility on brand image ?

What is the impact of Adidas sustainable marketing and corporate social responsibility on responsible sustainable consumer behavior?

To answer question 1, the impact of sustainable marketing and CSR at Adidas on the brand's image, we can say that by integrating sustainable and environmental elements into its advertising campaigns or in the promotion of new product innovation, the brand manages to stand out, creating an image perceived as responsible and aware of its impact on the environment. This innovative approach helps to reinforce Adidas' positive reputation, positioning the brand as a leader committed to sustainability. Adidas' social responsibility also plays a key role in enhancing the Adidas brand image. By adopting CSR policies that are understood and assimilated by consumers, the company demonstrates its commitment to society and its stakeholders. The successful integration of CSR thus contributes to a favourable perception of the brand, reinforcing its reputation beyond the mere consumption of products. These two factors create a relationship of trust between the consumer and the brand's image, which in turn is favorable to business. In the case of Adidas, the impact of sustainable marketing and CSR is having a major positive impact on brand image.

The second key question is “What is the impact of Adidas’ sustainable marketing and corporate social responsibility on responsible and sustainable consumer behavior? » In the first instance, it appears that Adidas' sustainable marketing does not have a significant effect on consumers' behavior regarding responsibility and sustainability. However, the company's corporate social responsibility has a direct, positive, and significant impact on consumers' behavior concerning responsibility and sustainability.

In other words, the efforts in sustainable marketing by the company, such as campaigns focused on environmental sustainability or recycled materials, don't seem to influence how responsibly consumers choose to purchase or consume. On the contrary, the company's corporate social responsibility actions, such as development programs or initiatives to improve employee working conditions, seem to positively influence consumers' behaviors towards more responsible and sustainable choices.

This suggests that consumers place more importance on the company's implemented actions of corporate social responsibility rather than sustainability-focused marketing messages.

5.3 Dialogue between key results and knowledge base

The results obtained during the data analysis first show a strong link between sustainable marketing and brand image. Respondents see sustainable marketing as having a strong influence on the brand image they perceive at Adidas. Indeed, Adidas is known for including a strong sustainable and environmental aspect in its advertising campaigns. Adidas' sustainable marketing is measured in this study by their efficient management, technological innovation, community support activities, profit sharing, respect for different races and ethnicities, consideration for the environment throughout the design process and use of environmentally friendly materials.

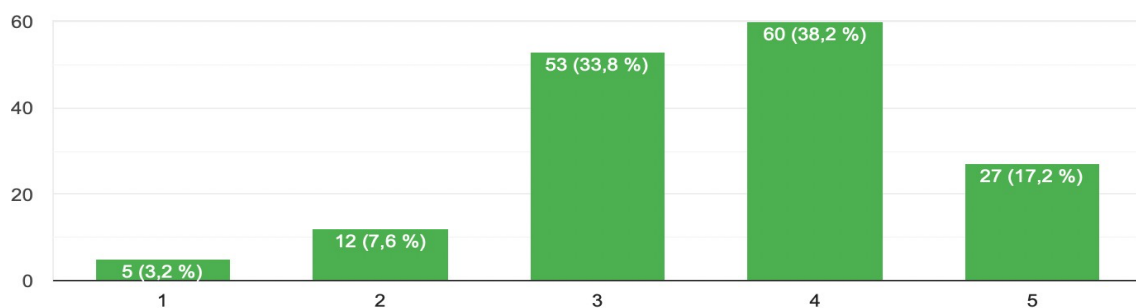


Figure 17 – Adidas respects various races

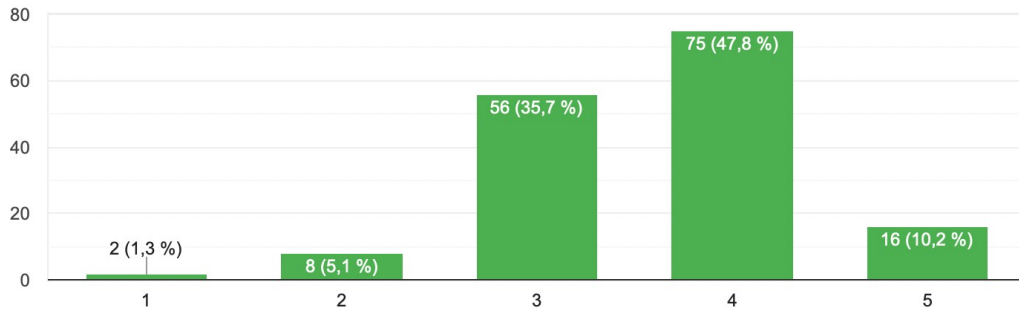


Figure 18 – Adidas makes efforts for technological innovation

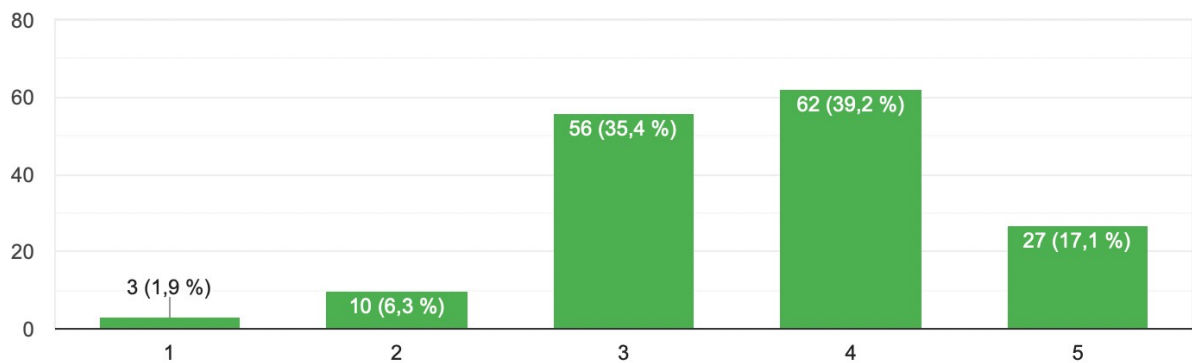


Figure 19 – Adidas supports activities for the community

On a scale of 1 to 5, with 5 being the highest, the average is 3, which shows that respondents are aware of Adidas' sustainability-focused marketing strategies. This marketing style plays a significant role in the brand's image. For a company like Adidas, communicating its commitment to sustainability and the environment has a direct impact on the brand's image and consumer perception. Implementing sustainable marketing can help to reinforce a positive image for Adidas by making its commitment more explicit and putting it at the center of its priorities (Perrini, 2006). Sustainable marketing can enable Adidas to stand out from the other brand images of competitors in the same field of activity (Kramer & Porter, 2006). Adidas can thus differentiate itself more easily by displaying a different brand image. Finally, we can note that the fact that Adidas emphasizes its sustainable marketing so that its consumers perceive it through the image of the brand, by

showing its commitment to sustainability, enables the company to better manage the reputational risks associated with public questioning linked to the environment (Fombrun & Shanley, 1990).

The results of the analysis also show that the social responsibility of a company like Adidas has a significant positive effect on brand image. We sought to measure whether the brand's consumers were sensitive to the various CSR policies by means of various questions linked to the way in which they choose the brands they consume. CSR has become essential in recent years as it creates a link between economic and social objectives (Kramer & Porter, 2011).

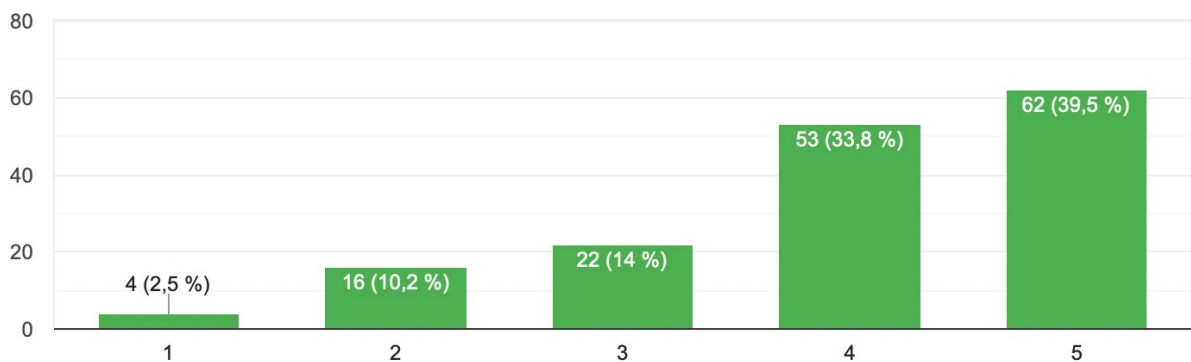


Figure 20 – I avoid buying products made using child labor

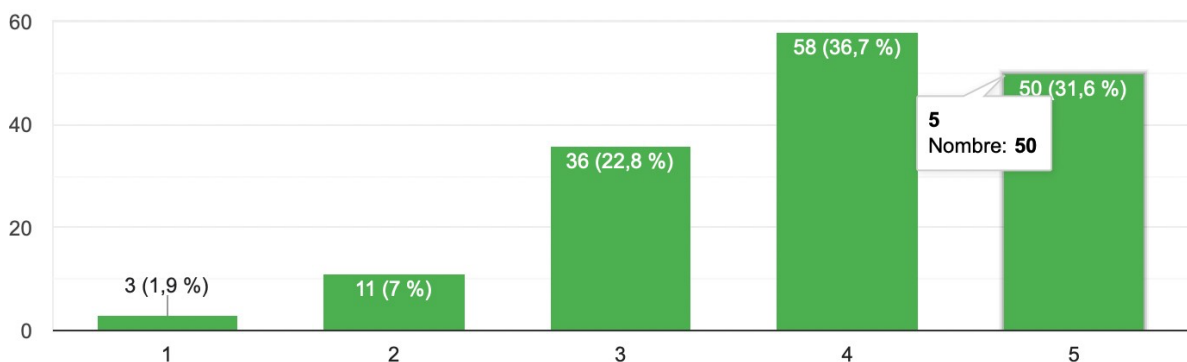


Figure 21 – I avoid products or services from companies that discriminate against women

Once again in this case, the fact that CSR policies are understood and assimilated by consumers allows the brand's image to stand out and improve its reputation by involving all the necessary

stakeholders (Du & Vieira, 2012). The consumer can thus perceive the brand as more trustworthy (Bhattacharya & Sen, 2004). CSR also has a positive influence on consumers' purchasing decisions, as they are increasingly inclined to choose brands that are involved in social and environmental initiatives (Auger et al., 2003). This preference can also be explained by consumers' growing desire to support companies that share their values (Lii & Lee, 2012).

The authors then found that 43% of responsible consumer behaviour could be explained by sustainable marketing and corporate social responsibility, but that sustainable marketing did not have a significant positive impact on responsible consumer behaviour. Conversely, CSR had a significant positive impact on RSCB. The influence of corporate decisions on consumer behaviour is a constantly evolving area in which Adidas' decisions can have a significant impact on consumer choices, preferences, and perceptions. By exploring this dynamic, we can better understand how companies can actively shape their customers' behaviors, building on San and Yazdanifard's (2014) research on consumer behaviour, which provides in-depth insights into the relationship between business strategies and consumer responses. The authors directly addressed RSCB during the survey with questions such as:

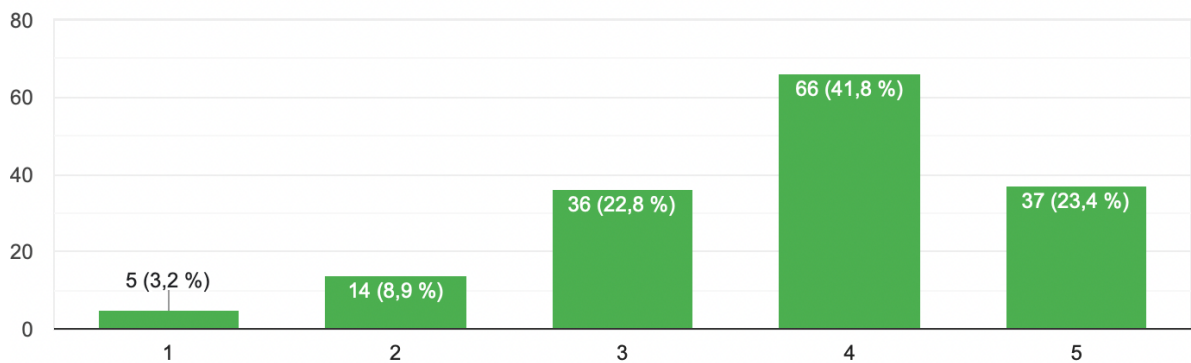


Figure 22 – I prefer to buy products from companies for which sustainability is more important than short-term profit

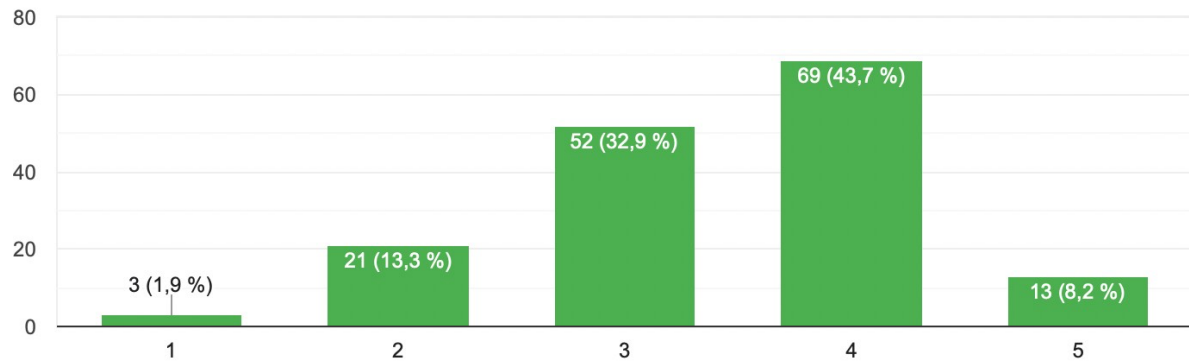


Figure 23 – I deliberately try to avoid products that cause environmental damage

According to the literature, consumers are increasingly inclined to choose Adidas products if the brand is involved in social and environmental initiatives, which has a positive influence on the consumer's purchasing decision (Auger et al., 2003). When Adidas highlights its CSR strategies, this helps to raise consumer awareness of social and environmental issues and educate them about sustainable practices. This can ultimately lead to greater awareness and more responsible behaviour (Kotler & Lee, 2008). Companies that are committed to CSR, such as Adidas, introduce products and services that respect the environment, and this choice broadens the range of products on the market, positively influencing consumer behaviour towards more responsible purchasing. It also creates demand for sustainable products (Auger et al., 2003). When Adidas highlights its CSR practices, this makes consumer behaviour more sustainable.

5.4 Compliance with research ethics guidelines

Due care has been taken throughout the thesis process to protect privacy and confidentiality of the respondents. These have been achieved through anonymity of the records displayed in the publication as well as aggregation of individual responses. All the sources used in this publication have been cross-referenced to original authors. No artificial intelligence has been used to generate the body of the thesis text. Artificial intelligence has been used to:

- Check for plagiarism using Turnitin
- Zotero for APA reference style management
- Grammarly for checking English grammar, interpunction and style

6 Conclusions

6.1 Key Findings

The aim of this research was to understand the impact of sustainable marketing and the social responsibility of companies such as Adidas on the brand image and the responsible behaviour of consumers towards the brand. Using a questionnaire-based survey, we asked respondents about variables such as responsible consumer behaviour and brand image in relation to corporate social responsibility and sustainable marketing. After analyzing the results, the authors highlighted the confirmation of several hypotheses.

Firstly, the hypothesis that sustainable marketing has a positive impact on brand image was demonstrated. Indeed, sustainable marketing is a practice strongly adopted by Adidas, enabling the brand to stand out from its competitors by displaying an increasingly green and environmentally friendly brand image, while taking account of the new challenges facing society. Despite the influence of sustainable marketing on the brand's image, it does not influence the responsible behaviour of consumers, who will not particularly change their consumption habits because of sustainable marketing.

Secondly, Corporate Social Responsibility has a positive impact on the image of the Adidas brand by reinforcing its reputation as an ethical and sustainable company. Adidas' transparent communication of its CSR initiatives helps to forge a sustainable and ethical brand image. It also has a positive influence on consumer behaviour, encouraging them to adopt a more responsible approach. Adidas' well-integrated and transparent CSR not only helps to shape a positive brand image for consumers, it also positively influences consumer attitudes and behaviour, creating a lasting and beneficial relationship between the company and its customers. Of the 4 hypotheses set out at the start of this research, three have been confirmed.

6.2 Managerial implications

If the authors should report the results obtained to the Adidas company, the researchers could have a discussion on the positive aspects of Adidas's sustainable marketing strategy, based on the results obtained by the researchers.

Researchers could discuss sustainable marketing which proves to be an important issue in the development of a positive brand image, playing a significant role that goes beyond simple product promotion. In this context, Corporate Social Responsibility (CSR) is seen as a fundamental pillar, which has a positive effect on the image of the Adidas brand. Corporate Social Responsibility (CSR) allows a company to stand out by highlighting its reputation as an ethical and sustainable actor. This can also influence consumer behavior. CSR has a significant impact on their purchasing choices where social and environmental awareness becomes a key factor in the purchasing process.

6.3 Recommendations for future research

For future research, researchers could expand the questionnaire sample. By including more participants, we could obtain a more complete vision of the subject. This would help avoid biased results and render general conclusions. By having a more diverse sample, the research could better consider different demographic and cultural influences, thus improving the quality of the analyses. In summary, expanding the sample would be an effective way to deepen our understanding of the topic studied.

The authors recommend a comparison of results across generations, and the importance of understanding how changes in perceptions can be influenced by factors specific to each generation. Indeed, from one generation to the next, perceptions may differ, particularly regarding brand image with the emergence of social networks, for example.

With the emergence and growing predominance of social networks, consumers from one generation to another may develop different perceptions of brands due to the influence of social media. It could be interesting to understand the effect of networks on this perception to see if it is favorable to brands. Certain generations are also more sensitive to CSR practices and more receptive to the impact of sustainable marketing. Younger generations, such as Millennials and Generation Z, place great importance on transparency, authenticity, and corporate social responsibility. Consequently, a cross-generational comparison could reveal how these demographic-specific values influence brand perception.

In conclusion, the recommendation to compare results across generations suggests a nuanced approach. This would enable companies to better target their communication and marketing strategies to the specific expectations of each demographic group.

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Appendices

Appendix 1. Questionnaire in form of google FORM

Number/Name of question	Item	Construct	Source (publication the construct comes from)
Question 1	"Please, write your name and surname"	Construct 1 - Demographic statistics	Lachenaud C & Riquet C
Question 2	"What is your age?"		
Question 3	"What is your gender?"		
Question 4	"What is your status?"		
Question 5	"What is your nationality?"		
Question 6	"I deliberately try to avoid products that cause environmental damage"	Construct 2 - Responsible Sustainable Consumer Behavior (RSCB)	Webb, D. J., Mohr, L. A., & Harris, K. E. (2008). A re-examination of socially responsible consumption and its measurement. <i>Journal of business research</i> , 61(2), 91-98.
Question 7	"I mostly buy environment-friendly products (e.g. with an organic label)"		
Question 8	"When I have the choice between two similar products, I always take ecological aspects into consideration"		

Question 9	“I try to buy fairly traded products (e.g. with a fair-trade label”		
Question 10	“I strictly avoid purchasing from companies that are known for bad working conditions for their employees”		
Question 11	“I deliberately try to buy products from companies that are considered to be socially responsible”		
Question 12	“I prefer to buy products from companies for which sustainability is more important than short-term profit”		
Question 13	“If a company treats its customers unfairly, I will prefer to buy from others”		
Question 14	“When making a purchase, I consider whether the company treats other market participants (e.g. competitors, suppliers) fairly”		

Question 15	“Adidas makes efforts for efficient management”	Construct 3 – Sustainable Marketing	Jung, J., Kim, S. J., & Kim, K. H. (2020). Sustainable marketing activities of traditional fashion market and brand loyalty. <i>Journal of Business Research</i> , 120, 294-301.
Question 16	“Adidas makes efforts for technological innovation”		
Question 17	“Adidas improves the economic power of the sport market products with various activities.”		
Question 18	“Adidas supports activities for the community”		
Question 19	“Adidas returns some of the profits to society”		
Question 20	“Part of the profit of Adidas is devoted to donation”		
Question 21	“Adidas uses environmentally friendly materials”		
Question 22	“Adidas considers the environment throughout the design process “		
Question 23	“Adidas prevents environmental pollution during production and distribution process””		

Question 24	“Adidas respects various races”		
Question 25	“Adidas recognizes international multi-culturalism”		
Question 26	“Adidas strives for collaboration with globalization and local culture”		
Question 27	“I have a good impression of Adidas”	Construct 4 – Brand Image	Jia, T., Iqbal, S., Ayub, A., Fatima, T., & Rasool, Z. (2023). Promoting Responsible Sustainable Consumer Behavior through Sustainability Marketing: The Boundary Effects of Corporate Social Responsibility and Brand Image. <i>Sustainability</i> , 15(7), 6092.
Question 28	“Consumers have a good image of Adidas in their minds”		
Question 29	“Adidas creates a better image than other sports market brands”		
Question 30	“I like to wear Adidas sports apparel”		
Question 31	“When I wear Adidas sport apparel I'm satisfied”		
Question 32	“I like to buy Adidas sport products”		

Question 33	"Adidas is honest with the consumer"		
Question 34	"Adidas provides high-quality services and products"		
Question 35	"I trust Adidas"		
Question 36	"I will choose Adidas products over other sports market brands"		
Question 37	"I will use Adidas products as a sports market products"		
Question 38	"I would recommend Adidas to others"		
Question 39	"I try to buy from companies that hire people with disabilities."	Construct last - Corporate Social Responsibility (CSR)	Turker, D. (2009). Measuring corporate social responsibility: A scale development study. <i>Journal of business ethics</i> , 85, 411-427.
Question 40	"I avoid buying products or services from companies that discriminate against minorities."		
Question 41	"When given a chance to switch to a brand that gives		

	back to the community, I take it.”		
Question 42	“I avoid buying products made using child labor.”		
Question 43	“When given a chance, I switch to brands where a portion of the price is donated to charity.”		
Question 44	“I avoid buying products or services from companies that discriminate against women.”		
Question 45	“When I am shopping I try to buy from companies that are working to improve conditions for employees in their factories.”		