



Chapter 16

The Fashion Consumer's Attitude When Confronted With Communication Actions of Social Causes and Their Influence on the Purchase Decision

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ABSTRACT

The increasing social concern and the attempt to change behaviours make more and more fashion brands interested in and working with social causes. In general

DOI: 10.4018/979-8-3693-8222-6.ch016

marketing of social causes seeks the benefit of the community in which the brand is inserted. As a result of this study authors intend to understand the attitude of the fashion consumer in relation to marketing actions of social causes and their influence on the purchase decision. It is also intended to show in one study two aspects, that of the brands and the consumers. The constructs under analysis showed that there is an increasing concern for what is called “a socially active individual”. The study points to the fact that it is possible to verify an effective influence of the marketing strategies of social causes and what these could influence positively the purchase decision.

INTRODUCTION

Fashion is often perceived as an art form and a metaphor, reflecting specific eras or the amalgamation of multiple periods, symbolizing both the future and the past. As an artistic representation, fashion conveys messages and thoughts, serving as a medium of expression for individuals and groups alike. For many, it represents a form of communication. In contemporary society, fashion significantly influences daily life. It extends beyond clothing to impact home decor, culinary preferences, and musical tastes, permeating all aspects of life. The rapid evolution of markets, the transient nature of products, and the constant interplay with global disciplines such as the arts, cinema, sociology, and consumer psychology render the fashion brand and product among the most complex and advanced in the consumer goods market (Lourenço, 2012). The growing social consciousness and efforts to alter behaviors have led numerous fashion brands to engage with social causes. Generally, social cause marketing aims to benefit the community in which the brand operates. This chapter aims to understand fashion consumers’ attitudes towards social cause marketing actions and their influence on purchasing decisions. It also seeks to present two perspectives within a single study: those of the brands and the consumers. The constructs under analysis indicate a rising concern for what is termed a “socially active individual.” The study suggests that social cause marketing strategies can effectively influence purchasing decisions positively.

1. Brand Management and Communication

Competitiveness is increasingly recognized as a significant phenomenon, with quality and innovation prioritized in the business world. Consequently, organizations are compelled to develop mechanisms that provide added value to consumers and enhance their market positioning. The market comprises all individuals residing within a territory, organized into families, companies, and various other organizations.

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