
CORPORATE SOCIAL RESPONSIBILITY IN THE FASHION INDUSTRY: EVIDENCE FROM UNIVERSITY STUDENTS IN CHILE

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SUMMARY

This study examines significant differences in perceptions of Corporate Social Responsibility (CSR) among university students in Chile who consume products and services from the fashion industry. A quantitative, non-experimental, cross-sectional research design was employed, combining exploratory factor analysis and inferential statistical procedures. A structured survey instrument was administered to a non-probabilistic sample of 302 students. Exploratory factor analysis confirmed a four-dimensional structure of CSR, corresponding to economic, legal, ethical, and phil-

anthropic dimensions, demonstrating satisfactory levels of internal consistency. Inferential analyses revealed statistically significant differences based on academic characteristics, particularly university affiliation, field of study, and year of study, with the legal and economic dimensions showing the most pronounced variation. The findings underscore the role of higher education in shaping responsible consumption patterns and highlight the need for firms in the fashion industry to align their strategies with the ethical and regulatory expectations of young consumers.

Introduction



Corporate social responsibility (CSR) is understood as an orientation, model, philosophy, and strategic approach that

contributes to the creation and/or consolidation of competitive advantages through the satisfaction of stakeholders' needs (Lizcano and Lombana, 2017; Ali *et al.*, 2020; Parra-Domínguez *et al.*, 2026). CSR research spans diverse industrial sectors and multiple stakeholder

groups, encompassing different countries and markets (Anlesinya and Abugre, 2022; Hsiao *et al.*, 2024). However, its polysemic nature and conceptual complexity have generated ongoing debate regarding its definition, resulting in multiple interpretations and expectations

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(Figuroa *et al.*, 2024; Severino-González *et al.*, 2022).

According to Carroll (1999), CSR is operationalized through strategies aimed at ethical conduct grounded in responsible institutional decision-making (Abdalla *et al.*, 2020), which must address social, economic, and environmental challenges (Gallardo-Vázquez *et al.*, 2024). Within this framework, CSR management is rooted in the identification and satisfaction of stakeholders' specific needs (Bandeira Pinheiro *et al.*, 2021; Severino-González, 2017). Accordingly, organizations must identify and respond to the particular characteristics and demands of their strategic stakeholder groups within the broader business ecosystem (Kujala *et al.*, 2022; Cai *et al.*, 2024).

The fashion industry represents a broad and diverse sector characterized by activities related to the design, production, promotion, and commercialization of clothing and accessories (Ray and Nayak, 2023). It comprises multiple segments and, consequently, a wide range of stakeholders (Li *et al.*, 2024; Neill *et al.*, 2024). Moreover, globalization and hyperconnectivity have generated new cultural, social, economic, and technological tensions that must be incorporated into firms' strategic decision-making processes (Nguyen *et al.*, 2024).

Emerging challenges following the COVID-19 pandemic have reshaped the dynamics, demands, and operational requirements of industrial sectors worldwide (Yang *et al.*, 2024). In the fashion industry, these pressures—together with the growth in sales during 2023—have intensified concerns regarding its social and environmental impact (Zehir *et al.*, 2024). Textile production ranks among the activities that cause the greatest environmental degradation, primarily due to the substantial generation of textile waste (Niinimäki *et al.*, 2020).

In Chile, the fashion industry mirrors the global trend driven by fast fashion, a phenomenon that has significantly shaped consumer purchasing behavior (Errázuriz and Müller, 2023). This pattern is reflected in the increasing tendency to accumulate clothing and the sustained growth in the acquisition of new garments (Espinoza Pérez *et al.*, 2022). Furthermore, the Chilean market is dominated by international brands, which has constrained the development and consolidation of local firms that could potentially be less harmful to the environment (Bianchi and Gonzalez, 2021). As a result, rising clothing imports have led to substantial volumes of textile waste, much of which is discarded in the Atacama Desert (Sánchez De Jaeger, 2024).

In this context, fostering CSR-related values among university students is of critical importance, given the social and environmental implications of ethical conduct in highly competitive and rapidly changing environments (Severino-González *et al.*, 2021). In this regard, education in social responsibility, sustainability, and business ethics becomes particularly relevant (Subramaniam *et al.*, 2024; Nguyen, 2024). Such educational processes may shape individual preferences, which should ideally be guided by principles of empathy, solidarity, justice, and dignity, thereby strengthening a culture of more conscious and responsible consumption (Severino-González *et al.*, 2024a).

Against this backdrop, understanding university students' perceptions can provide valuable insights for HEIs and firms within the fashion industry seeking to develop and consolidate competitive advantages linked to CSR and consumer behavior (Mazur and Walczyna, 2020). This study is guided by the following research question: What significant differences exist in perceptions of CSR among university students who consume products and services from the fashion industry in Chile? Accordingly, the objective of the study is to analyze significant differences in CSR perceptions among university students who consume products and services from the fashion industry in Chile. The following hypotheses are proposed: H0 (Null Hypothesis): Perceptions of CSR do not differ significantly according to the academic characteristics of university student consumers in the Chilean fashion industry; and H1 (Alternative Hypothesis): Perceptions of CSR differ significantly according to the academic characteristics of university student consumers in the Chilean fashion industry.

The remainder of this article is structured as follows: the next section presents the methodology, including the research design, sample characteristics, and data analysis procedures; the subsequent section reports the main results; this is followed by the discussion of the findings in relation to the existing literature; and finally, the conclusions are presented.

Methodology

This study adopts a quantitative approach, employing a non-experimental, cross-sectional research design. Data were collected at a single point in time, without deliberate manipulation of the study variables. The target population consisted of university students in Chile who reported consuming products and services from the fashion industry.

Participant characteristics

The sample consisted of 302 participants. Regarding sex distribution, the majority were women (69.20%), while men accounted for 30.80% of respondents. In terms of academic characteristics, 61.60% of enrolled students came from a public university, while 38.40% attended a private university. Concerning field of study, the largest proportion of participants were enrolled in Engineering and Business programs (29.50%), followed by Health Sciences (28.10%), Education (22.80%), and Social Sciences (19.50%). With respect to year of study, 23.20% were in their third year, 21.90% in their first year, 19.90% in their second year, 18.90% in their fourth year, and 16.20% in their fifth year or above.

Instrument and measurement scales

The survey instrument used in this study consisted of three sections. The first section included screening questions designed to ensure that participants were university students who had engaged as consumers of products and services within the fashion industry in Chile. The second section comprised items aimed at identifying the sociodemographic characteristics of the respondents. Finally, the third section presented the measurement scale, which included 16 items grouped into four dimensions: Economic Responsibility, Legal Responsibility, Ethical Responsibility, and Philanthropic Responsibility (Table I). Responses were measured using a six-point Likert-type scale, ranging from 1 (Strongly disagree) to 6 (Strongly agree).

The measurement scale employed in this study was originally developed by Maignan (2001) and subsequently adapted into Spanish by Wendlandt Amezaga *et al.* (2016). The instrument captures stakeholder expectations that shape perceptions of CSR, grounded in Carroll's (1991) CSR pyramid framework. By operationalizing CSR across its economic, legal, ethical, and philanthropic dimensions, the scale provides a multidimensional assessment consistent with stakeholder theory and established CSR literature.

The instrument has demonstrated applicability across diverse Latin American contexts. It has been validated and applied in Peru (Barrantes-Santos and Egoavil-Vera, 2024) and Colombia (Morales-Gualdrón *et al.*, 2020), and has also been previously implemented in Chile by Severino-González *et al.* (2021, 2023). Its cross-contextual use supports its conceptual robustness and

TABLE I
CSR SCALE

Dimension	Variables	Statements
Economic Responsibility	RE1	Maximize profits
	RE2	Strictly control production costs
	RE3	Plan for long-term success
	RE4	Always improve economic performance
Legal Responsibility	RL1	Ensure that employees act within standards defined by the law
	RL2	Fulfill contractual obligations
	RL3	Avoid breaking the law, even if it helps improve performance
	RL4	Always respect the principles defined by the regulatory system
Ethical Responsibility	RET1	Comply with ethical standards even if they negatively affect economic performance
	RET2	Ensure respect for ethical principles takes priority over economic performance
	RET3	Be committed to well-defined ethical principles
	RET4	Avoid compromising ethical standards to achieve corporate goals
Philanthropic Responsibility	RF1	Help solve social problems
	RF2	Participate in the management of public affairs
	RF3	Allocate part of their resources to philanthropic activities
	RF4	Play an important role in society beyond simply generating profits

Source: Wendlandt Amezaga *et al.* (2016).

suitability for examining CSR perceptions within emerging market settings.

Procedures and data analysis strategy

Data were collected through an online survey administered between July and September 2024. Participants were informed that their participation was voluntary and that anonymity and confidentiality would be strictly maintained. It was also clarified that participation entailed no physical or psychological risks and that no financial compensation was provided. The dataset was initially exported to Microsoft Excel® for coding and data cleaning and subsequently analyzed using SPSS (version 20).

An exploratory factor analysis (EFA) was conducted using principal component analysis with Varimax rotation (Lloret-Segura *et al.*, 2014) to examine the underlying factor structure of the scale. Internal consistency was then assessed to evaluate the reliability of the instrument. Descriptive statistics were computed, and normality tests were performed to determine the appropriate inferential procedures. Finally, inferential analyses were conducted to identify statistically significant differences in CSR perceptions based on the academic characteristics of university student consumers in the Chilean fashion industry.

The data were used exclusively for academic purposes and

stored securely. The study protocol was reviewed and approved by the Ethics Committee of the Universidad Adventista de Chile, in accordance with current ethical regulations (Approval No. 2024-131).

Results

This section presents the main findings of the study. First, an exploratory factor analysis (EFA) was conducted to examine the structure of CSR. Descriptive statistics and internal consistency coefficients were then calculated. Finally, inferential analyses were performed to identify statistically significant differences based on the sociodemographic characteristics of the participants in relation to their CSR perceptions.

Exploratory factor analysis

An exploratory factor analysis was performed to examine participants' perceptions of CSR. Prior to factor extraction, the adequacy of the data for factor analysis was assessed. The Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy yielded a value of 0.817, indicating adequate sampling suitability. Bartlett's test of sphericity was statistically significant ($\chi^2 = 2103.905$; $df = 120$; $p < 0.001$), confirming the suitability of the correlation matrix for factor analysis.

Principal component analysis with Varimax rotation was applied. The results confirmed a four-factor structure consistent with the theoretical framework: Philanthropic Responsibility (RF2, RF4, RF3, RF1), Legal Responsibility (RL2, RL1, RL4, RL3), Ethical Responsibility (RET1, RET2, RET3, RET4), and Economic Responsibility (RE2, RE1, RE4, RE3).

The total variance explained by the four-factor solution was 65.629% (Table II), indicating satisfactory explanatory power of the model.

Statistical analysis of CSR

Within the Philanthropic Responsibility dimension, the highest mean score was observed for item RF1 ($\bar{X} = 5.42$; $Me = 6$; $SD = 0.79$), indicating that most students value fashion companies' contributions to addressing social problems. In the Legal Responsibility dimension, the highest value corresponded to item RL1 ($\bar{X} = 5.77$; $Me = 6$; $SD = 0.50$), reflecting the importance students assign to compliance with established legal standards, including labor, environmental, and safety regulations (Table III).

Regarding the Ethical Responsibility dimension, the highest mean was found for item RET3 ($\bar{X} = 5.67$; $Me = 6$; $SD = 0.60$), suggesting that respondents expect firms to demonstrate a

TABLE II
CSR COMPONENTS MATRIX

Variables	Dimensions			
	Philanthropic Responsibility	Legal Responsibility	Ethical Responsibility	Economic Responsibility
RF2	0.846			
RF4	0.826			
RF3	0.824			
RF1	0.809			
RL2		0.877		
RL1		0.850		
RL4		0.794		
RL3		0.527		
RET 1			0.824	
RET 2			0.808	
RET 3			0.619	
RET 4			0.556	
RE2				0.772
RE1				0.771
RE4				0.761
RE3				0.685
Explained variance (%)	32.025	13.083	11.727	8.793

Source: Authors' own elaboration.

strong commitment to clearly defined ethical principles. Finally, within the Economic Responsibility dimension, the highest score was observed for item RE4 ($\bar{X} = 5.58$; Me = 6; SD = 0.72). This finding indicates that university students value fashion companies' efforts to continuously improve their economic performance (Table III).

TABLE III
STATISTICS AND INTERNAL CONSISTENCY COEFFICIENT OF CSR

Dimensions	Variables	\bar{X}	Me	SD	Alfa de Cronbach (α)
Philanthropic Responsibility	RF1	5.42	6	0.79	0.874
	RF2	5.11	5	0.95	
	RF3	4.98	5	1.04	
	RF4	5.36	6	0.93	
Legal Responsibility	RL1	5.77	6	0.50	0.836
	RL2	5.73	6	0.52	
	RL3	5.64	6	0.79	
	RL4	5.75	6	0.56	
Ethical Responsibility	RET1	5.15	5	0.98	0.768
	RET2	5.42	6	0.74	
	RET3	5.67	6	0.60	
	RET4	5.29	6	1.11	
Economic Responsibility	RE1	5.19	5	0.91	0.756
	RE2	5.06	5	0.96	
	RE3	5.45	6	0.77	
	RE4	5.48	6	0.72	

Source: Authors' own elaboration. Note. \bar{X} : Mean; Me: Median; SD: Standard deviation.

Internal consistency coefficients for all dimensions exceeded the recommended threshold of 0.70, indicating acceptable reliability. In particular, the Philanthropic Responsibility and Legal Responsibility dimensions reported Cronbach's alpha values above 0.80, demonstrating strong internal consistency. Overall, these results confirm the reliability and robustness of the measurement scale.

Inferential analysis

Table IV reports the mean, median, standard deviation (SD), and corresponding p-values for public and private universities. Statistically significant differences were identified in the Economic Responsibility (RE1 and RE2) and Legal Responsibility (RL1, RL2, and RL4) dimensions.

Within the Economic Responsibility dimension, the highest mean score was observed for item RE1 ($M = 5.28$; $Me = 6$; $SD = 0.99$), particularly among students from UNACH. This finding reflects the importance these students assign to profit maximization among firms operating in the fashion industry. Regarding the Legal Responsibility dimension, the highest valuation was found for item RL1 ($M = 5.86$; $Me = 6$; $SD = 0.42$), also reported by UNACH students. This result suggests that these respondents place strong emphasis on fashion

companies ensuring that their employees operate strictly within the legal framework (Table IV).

Table V presents the mean, median, standard deviation (SD), and corresponding p-values according to field of study. Statistically significant differences were identified in the Economic Responsibility (RE2) and Philanthropic Responsibility (RF1) dimensions.

Within the Economic Responsibility dimension, the highest mean score was observed for item RE2 among students enrolled in Engineering and Business programs ($M = 5.33$; $Me = 6$; $SD = 0.84$). This finding indicates that students in these disciplines place particular importance on fashion companies maintaining strict control over production costs (Table V).

Regarding the Philanthropic Responsibility dimension, the highest valuation corresponded to item RF1 among Health Sciences students ($M = 5.55$; $Me = 6$; $SD = 0.72$). These respondents emphasize the importance of corporate engagement in addressing societal challenges, reflecting a stronger orientation toward social involvement (Table V).

Table VI presents the mean, median, standard deviation (SD), and corresponding p-values according to year of study. In this case, statistically significant differences were observed only within the Legal Responsibility dimension.

Specifically, the significant difference was identified for item RL3 ($p = 0.019$). The highest mean score was reported by fourth-year students ($M = 5.81$; $Me = 6$; $SD = 0.48$), closely followed by second-year students ($M = 5.80$; $Me = 6$; $SD = 0.48$). These findings suggest that students place strong emphasis on compliance with legal regulations, even when such compliance may negatively affect a company's economic performance (Table VI).

Discussion

This study sought to analyze significant differences in perceptions of CSR among university students who consume products and services from the fashion industry in Chile. Previous research by Severino-González *et al.* (2023) explored CSR perceptions among higher education students in Chile in the context of tourism services during the COVID-19 pandemic, while Lalangui-Ramírez *et al.* (2025) examined the influence of perceived innovation on CSR expectations among millennial consumers of financial services in Ecuador. In contrast, the present study focuses specifically on university student consumers within the fashion industry in Chile, thereby extending CSR research to a sector characterized by significant social and environmental externalities.

TABLE IV
MEAN, MEDIAN, STANDARD DEVIATION, AND DIFFERENCES ACCORDING TO UNIVERSITY

Dimensions	Variables	Private university			Public university			P-value
		\bar{X}	Me	SD	\bar{X}	Me	SD	
Economic Responsibility	RE1	5.28	6	0.99	5.14	5	0.86	0.040
	RE2	5.22	5	0.96	4.96	5	0.95	0.005
	RE3	5.52	6	0.74	5.41	6	0.78	0.163
	RE4	5.54	6	0.72	5.45	6	0.73	0.191
Legal Responsibility	RL1	5.86	6	0.42	5.72	6	0.54	0.007
	RL2	5.82	6	0.47	5.67	6	0.55	0.005
	RL3	5.68	6	0.78	5.61	6	0.81	0.214
	RL4	5.84	6	0.47	5.69	6	0.61	0.006
Ethical Responsibility	RET1	5.05	5	1.09	5.20	5	0.90	0.384
	RET2	5.37	6	0.82	5.45	6	0.69	0.593
	RET3	5.70	6	0.56	5.65	6	0.62	0.397
	RET4	5.30	6	1.12	5.28	6	1.10	0.757
Philanthropic Responsibility	RF1	5.48	6	0.75	5.38	6	0.81	0.281
	RF2	5.17	5	0.93	5.06	5	0.97	0.331
	RF3	4.92	5	1.07	5.01	5	1.02	0.499
	RF4	5.41	6	0.86	5.33	6	0.98	0.597

Source: Authors' own elaboration. Note. \bar{X} : Mean; Me: Median; SD: Standard deviation.

TABLE V
MEAN, MEDIAN, STANDARD DEVIATION, AND DIFFERENCES ACCORDING TO DISCIPLINE

Dimensions	Variables	Engineering and Business			Health Sciences			Social Sciences			Education			P-value
		\bar{X}	Me	SD	\bar{X}	Me	SD	\bar{X}	Me	SD	\bar{X}	Me	SD	
Economic Responsibility	RE1	5.39	6	0.79	5.18	5	0.92	5.10	5	0.96	5.03	5	0.99	0.060
	RE2	5.33	6	0.84	5.15	5	0.88	4.86	5	0.90	4.77	5	1.14	<.001
	RE3	5.55	6	0.66	5.47	6	0.83	5.41	6	0.75	5.33	6	0.83	0.355
	RE4	5.57	6	0.67	5.53	6	0.67	5.39	6	0.83	5.39	6	0.75	0.323
Legal Responsibility	RL1	5.81	6	0.47	5.79	6	0.44	5.64	6	0.66	5.81	6	0.43	0.251
	RL2	5.79	6	0.46	5.78	6	0.45	5.63	6	0.69	5.67	6	0.51	0.214
	RL3	5.70	6	0.59	5.80	6	0.48	5.58	6	0.84	5.42	6	1.17	0.099
	RL4	5.78	6	0.56	5.78	6	0.45	5.69	6	0.68	5.72	6	0.59	0.850
Ethical Responsibility	RET1	5.17	5	1.00	5.05	5	0.99	5.15	5	1.01	5.23	5	0.93	0.611
	RET2	5.33	5	0.80	5.44	6	0.76	5.37	6	0.83	5.57	6	0.53	0.405
	RET3	5.72	6	0.50	5.62	6	0.69	5.61	6	0.70	5.70	6	0.49	0.908
	RET4	5.22	6	1.16	5.41	6	0.98	5.05	6	1.35	5.42	6	0.95	0.340
Philanthropic Responsibility	RF1	5.22	5	0.84	5.55	6	0.72	5.51	6	0.82	5.43	6	0.76	0.018
	RF2	4.93	5	1.00	5.20	5	0.91	5.19	6	1.09	5.14	5	0.79	0.153
	RF3	4.82	5	1.12	5.04	5	0.99	5.02	5	1.01	5.07	5	1.02	0.469
	RF4	5.18	6	1.11	5.38	6	0.93	5.41	6	0.91	5.54	6	0.63	0.399

Source: Authors' own elaboration. Note. \bar{X} : Mean; Me: Median; SD: Standard deviation.

TABLE VI
MEAN, MEDIAN, STANDARD DEVIATION, AND DIFFERENCES ACCORDING TO YEAR OF STUDY

Dimensions	Variables	First year			Second year			Third year			Fourth year			Fifth year			P-value
		\bar{X}	Me	SD	\bar{X}	Me	SD	\bar{X}	Me	SD	\bar{X}	Me	SD	\bar{X}	Me	SD	
Economic Responsibility	RE1	5.39	6	0.79	5.18	5	0.92	5.10	5	0.96	5.03	5	0.99	5.27	5	0.97	0.060
	RE2	5.33	6	0.84	5.15	5	0.88	4.86	5	0.90	4.77	5	1.14	5.31	6	1.00	<.001
	RE3	5.55	6	0.66	5.47	6	0.83	5.41	6	0.75	5.33	6	0.83	5.65	6	0.52	0.355
	RE4	5.57	6	0.67	5.53	6	0.67	5.39	6	0.83	5.39	6	0.75	5.63	6	0.64	0.323
Legal Responsibility	RL1	5.81	6	0.47	5.79	6	0.44	5.64	6	0.66	5.81	6	0.43	5.86	6	0.35	0.251
	RL2	5.79	6	0.46	5.78	6	0.45	5.63	6	0.69	5.67	6	0.51	5.80	6	0.41	0.214
	RL3	5.70	6	0.59	5.80	6	0.48	5.58	6	0.84	5.42	6	1.17	5.47	6	0.94	0.099
	RL4	5.78	6	0.56	5.78	6	0.45	5.69	6	0.68	5.72	6	0.59	5.78	6	0.47	0.850
Ethical Responsibility	RET1	5.17	5	1.00	5.05	5	0.99	5.15	5	1.01	5.23	5	0.93	4.82	5	1.20	0.611
	RET2	5.33	5	0.80	5.44	6	0.76	5.37	6	0.83	5.57	6	0.53	5.37	6	0.83	0.405
	RET3	5.72	6	0.50	5.62	6	0.69	5.61	6	0.70	5.70	6	0.49	5.65	6	0.72	0.908
	RET4	5.22	6	1.16	5.41	6	0.98	5.05	6	1.35	5.42	6	0.95	5.20	6	1.24	0.340
Philanthropic Responsibility	RF1	5.22	5	0.84	5.55	6	0.72	5.51	6	0.82	5.43	6	0.76	5.41	6	0.81	0.018
	RF2	4.93	5	1.00	5.20	5	0.91	5.19	6	1.09	5.14	5	0.79	5.00	5	1.02	0.153
	RF3	4.82	5	1.12	5.04	5	0.99	5.02	5	1.01	5.07	5	1.02	4.96	5	1.00	0.469
	RF4	5.18	6	1.11	5.38	6	0.93	5.41	6	0.91	5.54	6	0.63	5.35	6	0.95	0.399

Source: Authors' own elaboration. Note. \bar{X} : Mean; Me: Median; SD: Standard deviation.

The analysis of CSR in this study is grounded in Carroll's (1991) four-dimensional framework, which conceptualizes corporate responsibility across economic, legal, ethical, and philanthropic

domains, enabling a comprehensive assessment of stakeholder expectations. By comparison, Briones-Peñalver *et al.* (2024) approach CSR through environmental, social, and economic dimensions

aligned with the sustainability paradigm, while Zervoudi *et al.* (2025) adopt broader criteria incorporating governance and stakeholder engagement. The multidimensional structure employed in this study

has also been applied in recent research by Severino-González *et al.* (2024b), Barrantes-Santos and Egoavil-Vera (2024), and Valencia-Sandoval *et al.* (2024), reinforcing its theoretical and empirical relevance.

From an inferential perspective, the findings reveal statistically significant differences in CSR perceptions according to academic characteristics—namely university affiliation, field of study, and year of study. In contrast, Severino-González *et al.* (2021), when examining sociodemographic variables, identified differences associated with gender, age, and household income. These findings diverge from those reported by Morales-Gualdrón *et al.* (2020), who found no significant differences across academic levels (early, intermediate, and advanced) in the Colombian context. Conversely, Almutawa and Hewaidy (2020) identified partial differences according to academic phase in Kuwait.

Taken together, these convergences and divergences suggest that both academic and sociodemographic variables may shape CSR perceptions, although their influence appears to be context-dependent. These results carry important implications for the design of organizational strategies and public policies. Moreover, the findings support the development of educational methodologies aimed at strengthening CSR-related values and fostering responsible consumption patterns among university students.

From a practical perspective, the findings suggest that firms in the fashion industry should strengthen CSR strategies that explicitly address legal compliance and ethical standards, as these dimensions are highly valued by university consumers. In addition, organizations may benefit from integrating sustainability-oriented practices into their business models, particularly those related to responsible production and waste reduction. For HEIs, the results highlight the importance of incorporating CSR, sustainability, and business ethics into academic curricula, promoting the development of competencies that encourage critical thinking and responsible consumption among students.

Conclusions

The objective of this study was to analyze significant differences in CSR perceptions among university students who consume products and services from the fashion industry in Chile. The findings underscore the importance of CSR education and the

promotion of purchasing behavior grounded in socially responsible values. Such an orientation may facilitate the design of strategies aimed at stakeholder well-being through the development of sustainable competitive advantages within the fashion industry.

The results further indicate that university consumers expect fashion companies to implement strategies capable of addressing social challenges through actions that extend beyond the sole pursuit of economic profit maximization. Students place particular emphasis on regulatory compliance and the adoption of practices aligned with ethical and social standards.

These findings have practical implications for both firms and HEIs in Chile. From a managerial perspective, the results may inform the design and implementation of strategic CSR programs aligned with the expectations of young consumers. From an academic standpoint, the evidence supports the development of pedagogical approaches—such as case-based learning and problem-based learning—that strengthen the formation of socially responsible professionals.

For future research, expanding the sample would allow for a more comprehensive examination of the influence of socioeconomic and contextual variables on CSR perceptions and their relationship with purchasing behavior, thereby enhancing the generalizability of the findings. Additionally, incorporating variables related to lifestyle, consumption habits, and sustainability orientation, as well as other sociodemographic characteristics, would provide deeper insight into the phenomenon.

Among the primary limitations of this study are the limited size and geographic scope of the sample, which comprised students from two universities located in the same city, thereby limiting the generalizability of the results to other contexts. Furthermore, the cross-sectional design precludes the assessment of changes in CSR perceptions over time. Future research would benefit from incorporating qualitative analytical approaches to achieve a more comprehensive understanding of the phenomenon under study.

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RESPONSABILIDAD SOCIAL CORPORATIVA EN LA INDUSTRIA DE LA MODA: EVIDENCIA DE ESTUDIANTES UNIVERSITARIOS EN CHILE

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RESUMEN

Este estudio examina diferencias significativas en las percepciones de la Responsabilidad Social Corporativa (RSC) entre estudiantes universitarios en Chile que consumen productos y servicios de la industria de la moda. Se empleó un diseño de investigación cuantitativo, no experimental y de corte transversal, que combinó análisis factorial exploratorio y procedimientos estadísticos inferenciales. Se aplicó un instrumento de encuesta estructurado a una muestra no probabilística de 302 estudiantes. El análisis factorial exploratorio confirmó una estructura de cuatro dimensiones de la RSC, correspondientes a las dimensiones económica, legal, ética y

filantrópica, evidenciando niveles satisfactorios de consistencia interna. Los análisis inferenciales revelaron diferencias estadísticamente significativas según características académicas, particularmente afiliación universitaria, área de estudio y año de formación, siendo las dimensiones legal y económica las que mostraron mayor variación. Los resultados destacan el papel de la educación superior en la formación de patrones de consumo responsables y subrayan la necesidad de que las empresas de la industria de la moda alineen sus estrategias con las expectativas éticas y regulatorias de los consumidores jóvenes.

RESPONSABILIDADE SOCIAL CORPORATIVA NA INDÚSTRIA DA MODA: EVIDÊNCIAS DE ESTUDANTES UNIVERSITÁRIOS NO CHILE

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RESUMO

Este estudo examina diferenças significativas nas percepções de Responsabilidade Social Corporativa (RSC) entre estudantes universitários no Chile que consomem produtos e serviços da indústria da moda. Foi adotado um desenho de pesquisa quantitativo, não experimental e transversal, combinando análise fatorial exploratória e procedimentos estatísticos inferenciais. Um instrumento de pesquisa estruturado foi aplicado a uma amostra não probabilística de 302 estudantes. A análise fatorial exploratória confirmou uma estrutura de quatro dimensões da RSC, correspondentes às dimensões econômica, legal, ética e

filantrópica, evidenciando níveis satisfatórios de consistência interna. As análises inferenciais revelaram diferenças estatisticamente significativas segundo características acadêmicas, particularmente afiliação universitária, área de estudo e ano de formação, sendo as dimensões legal e econômica as que apresentaram maior variação. Os resultados destacam o papel da educação superior na formação de padrões de consumo responsáveis e ressaltam a necessidade de que as empresas da indústria da moda alinhem suas estratégias com as expectativas éticas e regulatórias dos consumidores jovens.

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