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# Impact of corporate social responsibility on customer satisfaction: a case study of e-commerce fast fashion industry

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**Abstract:** The purpose of this research is to investigate the factors affecting customer satisfaction in the fast fashion industry when purchasing on an e-commerce platform of Gen Z. The study also aims to enhance the knowledge of expectation disconfirmation theory and to provide guidance for managers in developing effective strategies. This research adopts a quantitative method to examine a cross-study model with hypotheses. The author uses an online questionnaire to collect data from 298 respondents. The questionnaire uses a five-point Likert scale to measure the opinions of each question. This study only analyses the data from people who bought fast fashion items on Shopee by using partial least square structural equation modelling (PLS-SEM) with SmartPLS 4.0 software. The findings show that green consumption values directly influence consumer satisfaction when purchasing online, and that trust mediates this impact. These findings imply that enterprises in the fast fashion industry should produce more green things to please customers. The research provides for fast fashion brands to create more green products and communicate their environmental and social responsibility to their customers. And it also suggests some managerial implications for decision-making individuals.

**Keywords:** corporate social responsibility; CSR; green consumption value; GCV; service quality; trust; customer satisfaction; e-commerce; electronic commerce; fast fashion.

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**Biographical notes:** Thi Thanh Thao Nguyen is a student of the Faculty of Economics, Financial, and Accounting in International University – Vietnam National University, Ho Chi Minh City. She is interested in customer behaviour because she wants to discover factors that can attract them in different scenarios.

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## **1 Introduction**

The rapid growth of e-commerce and m-commerce has changed how consumers buy fashion products online. Fast fashion companies use IT to produce and sell clothing quickly and cheaply, which also causes environmental and social problems (Jung and Jin, 2014). The global fashion industry is worth \$2.4 trillion and is expected to reach \$2.25 trillion by 2025, with fashion being the largest e-commerce segment in the world (Papamichael et al., 2022; Ikram, 2022). However, the fashion industry also faces fierce competition and high customer expectations for service quality (SV) and satisfaction (Gounaris et al., 2010; Wang et al., 2016). Therefore, fast fashion companies need to adopt corporate social responsibility (CSR) practices to appeal to customers who value sustainability and ethics (Stringer et al., 2020). CSR is when a company cares about actions' economic, social, and environmental impacts on all its stakeholders (Abbate et al., 2023). Green consumption values (GCVs) are how much customers value eco-friendly products (White et al., 2019). Previous studies have shown that CSR and GCV can influence customer satisfaction and loyalty in the fast fashion industry (Tao et al., 2022; Uzir et al., 2020; Zygiaris et al., 2022). This research explores how CSR, GCV, and SV affect customer satisfaction in the online fast fashion market in Vietnam, focusing on Gen Z customers who are more concerned about environmental issues than previous generations (Paoletti, 2022). The main research questions were:

- 1 To what extent does GCV affect customer satisfaction in the e-commerce fast fashion industry?
- 2 How does CSR influence GCV and SV in the e-commerce fast fashion industry?

This research examines how GCV and CSR affect customer satisfaction for online fast fashion products in Vietnam, where environmental concerns and resource scarcity have raised the demand for sustainability. CS is vital for brand success, influencing customer loyalty and retention in a competitive market. Using an online survey of 289 Generation Z customers who bought fast fashion items on Shopee, this research will offer insights for business firms to improve their SV and customer satisfaction by implementing GCV and CSR strategies. This is one of the few studies that explore fast fashion purchasing behaviour in Vietnam from a GCV and CSR perspective.

## **2 Theoretical background and literature review**

### *2.1 Corporate social responsibility*

CSR is influenced by various factors such as globalisation, environmental concerns, stakeholder activism and societal expectations (Carroll, 1999). It involves a company's

duties to its stakeholders and its operations that affect them (McDonald and Lai, 2011; Reder, 1995). Companies should align their CSR efforts with their stakeholders' desires and their own strategy (Khuong et al., 2021). Therefore, stakeholder expectations and perceptions are crucial for business performance (Wherther and Chandler, 2006). In developing countries, CSR is a new and growing topic as companies follow local policies, regulations and standards. Nguyen et al. (2020) highlighted the importance of enhancing sustainability in developing countries' CSR model of fast fashion industries. This research will examine how CSR affects SV and GCV for online fast fashion products in Vietnam, a developing country. It will also explore how garment and textile industries can improve their CSR model by fostering sustainable leadership and corporate culture.

## *2.2 Expectation disconfirmation theory*

This research applies the expectation disconfirmation theory (EDT) to examine customer satisfaction for online fast fashion products in Vietnam. EDT posits that customer satisfaction arises from comparing performance with expectations (Oliver, 1996). Performance can be better, equal, or worse than expectations, resulting in positive, zero, or negative disconfirmation, respectively. EDT has been widely used in various fields such as consumer behaviour, psychology, human resources and SV (Uzir et al., 2021). According to EDT, customers expect a certain benefit or value from the products or services they purchase. This expectation influences their satisfaction or dissatisfaction with the service (Uzir et al., 2021). In this research, customer satisfaction depends on the SV of fast fashion e-commerce retailers, which includes how they care for their customers and how much customers trust them. If online buyers meet their expectations, they will be satisfied with the sellers. CS is essential for online business success, affecting customer loyalty and retention (Shin et al., 2013). Research from Rimawan et al. (2017) suggested those expectations, service perceptions, and quality perceptions all influence CS when evaluating a service or a product. Another factor that affects customer satisfaction is GCV, which refers to customer preferences and attitudes toward the environmental and social impacts of their consumption choices (Amin and Tarun, 2021; Raza et al., 2020). As environmental awareness and action increase among people, especially young people, GCV becomes more important for fast fashion e-commerce. The fast fashion industry faces growing pressure to reduce its negative effects on the environment, animals and workers (Davies, 2015; Jung et al., 2016). Customers trust online sellers who offer eco-friendly products and services that meet their expectations and reduce environmental problems. Therefore, trust is an effective mediator of customer satisfaction. This research will investigate how GCV and CSR influence SV and customer satisfaction for online fast fashion products in Vietnam. It will also explore how garment and textile industries can improve their CSR model by fostering sustainable leadership and corporate culture.

## **3 Research hypotheses and conceptual model**

CSR is when a company cares about the economic, social, and environmental impacts of its actions on all stakeholders (Abbate et al., 2023). GCV is how much customers value

eco-friendly products (White et al., 2019). CSR can increase GCV in the fast fashion industry, where sustainability is important for customer perception, trust and purchase intention (Neumann et al., 2021). Customers are willing to pay more for sustainable or socially responsible products, but they also face barriers and incentives to make greener choices (Sustainability and Profitability, 2022). The research suggests some strategies for companies to balance sustainability and profitability. Based on this, the hypothesis is:

H1 CSR has a considerable influence on GCV.

According to Shyju et al. (2023), SV is how well a service meets customers' expectations. It includes both the process and the outcome of the service. CSR is when companies inform, handle, and use customers' feedback to improve their marketing (Maignan et al., 1999). CSR can enhance SV image (Foote et al., 2010; Salmones et al., 2005) and customer satisfaction (Su and Swanson, 2017). However, few studies have explored how CSR and SV affect customer perceptions (Yuen and Thai, 2017). This gap is especially evident in the online fast fashion market in Vietnam, where businesses need to know which characteristics can help them develop long-term strategies. Thus, this research proposes the following hypothesis:

H2 CSR has a considerable influence on SV.

Trust, or customers' confidence and willingness to rely on the claims and promises of green product providers, is a key result of GCV. Consumers' purchase intentions, or their likelihood of purchasing green items in the future, can be influenced by trust. Previous research has found that GCV has a considerable impact on confidence in a variety of scenarios and product categories (Amin and Tarun, 2021; Raza et al., 2020). Customers' decision to purchase products from online stores depends on trust (Fortes et al., 2017). Shin et al. (2013) stated that low trust is a significant obstacle for e-commerce adoption. However, the gap between GCV and trust when customers consider purchasing intention in the fast fashion industry is not studied in Vietnam. Hence, the hypothesis is developed to fill this gap:

H3 GCV has a considerable influence on trust.

Zeithaml et al. (1996) defined SV as a type of consumer attitude that develops from comparing how well a product/service fulfils their expectations with its actual performance. Schiffman et al. (2013) claimed that the amount of SV provided impacts whether a customer remains loyal or moves to a competition. In the age of digital and internet technologies, trust is an important and challenging aspect (Schiffman et al., 2013). It is critical for business and trade relations, especially on online platforms like e-commerce and m-commerce, where customers and sellers engage digitally (Uzir et al., 2021). Therefore, e-commerce platforms and realtors should focus on improving their e-SV to enhance customer trust and engagement. Research from Caceres and Paparoidamis (2007) discovered that SV has a direct impact on trust. From this point of view, a hypothesis is proposed:

H4 SV has a considerable influence on trust.

Trust is a key factor in online shopping, as it reflects customers' confidence and willingness to buy despite the risks (De Wulf et al., 2001; Doyle et al., 2006; Stathopoulou and Balabanis, 2016). Trust mediates the effects of the marketing mix, perceived security, privacy, reputation, site quality, and reliability on online shopping

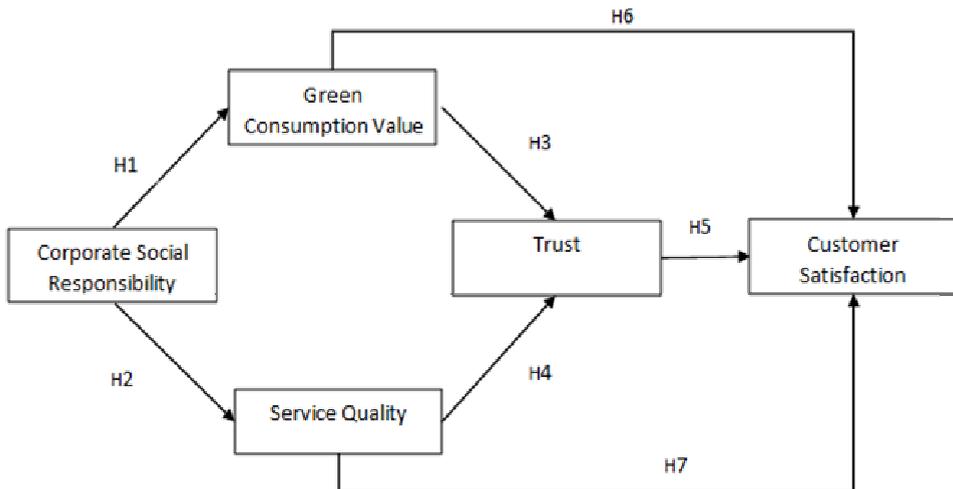
behaviour and loyalty (Lee and Kim, 2019; Moriuchi and Takahashi, 2016; Nguyen et al., 2013). This research suggests that trust also mediates the effects of GCVs and SV on customer satisfaction and loyalty in the online fast fashion market in Vietnam, where there is a lack of research on this topic. Customer satisfaction is how customers feel about a service based on their expectations, and it influences their future actions, such as repurchasing and recommendations (Daud et al., 2018; Kotler, 2009; Kotler and Armstrong, 2010; Pereira et al., 2016; Rita et al., 2019; Udo et al., 2010). This research aims to fill the gap in the literature by examining the role of trust as a mediator between GCVs and SV toward customer satisfaction in the fast fashion industry.

H5 Trust mediates the relationship between GCV and SV of customer satisfaction.

GCV has a favourable influence on consumer satisfaction, stimulating the intention to purchase energy-saving items (Luo et al., 2022). According to Issock Issock et al. (2020), GCVs drive green customer satisfaction, influencing green consumer trust and loyalty. Customers that are satisfied with a service provider's service tend to increase their usage and future usage intentions (Henkel et al., 2006). To the greatest extent of the author's knowledge, few studies emphasise the relationship between GCVs and customer satisfaction in the online fast fashion market. The hypothesis is stated to examine the influence of GCVs on consumer satisfaction when buying fast fashion items on e-commerce.

H6 GCV has a considerable influence on customer satisfaction.

**Figure 1** Conceptual model



SV has been seen as a crucial factor in consumer-oriented business firms (Omar et al., 2021; Blut, 2016). SV is simply “the quality level of products and services offered to customers and their satisfaction with the service” (Kim et al., 2021; Söderlund and Sagfossen, 2017) also depicted that SV boosts customer satisfaction. In the research of Latif et al. (2020), it is widely held that customer perceptions of SV are influenced by employees' delivery procedures, leading to customer satisfaction (Yang and Coates,

2010). Customer satisfaction results from positive customer service experiences (Kotler, 2009). Thus, it is proposed the hypothesis:

H7 SV has a considerable influence on customer satisfaction.

Based on the prior assessment of relevant literature, the theoretical basis for the correlations is represented in Figure 1.

## **4 Research methodology**

### *4.1 Research instrument development*

This research used a self-administered questionnaire to collect empirical data for testing the proposed hypotheses. The questionnaire was based on the theoretical foundations of previous research on CSR, SV, GCV, trust and customer satisfaction. The questionnaire consisted of eight items for CSR (El Akremi et al., 2015; Kim and Kim, 2016; Latif et al., 2020), five items for service quality (Latif et al., 2020; Vlachos et al., 2009), seven items for green consumption value (Gomes de Oliveira et al., 2022; Miranda, 2017), five items for trust (Gefen, 2002; Lee and Turban, 2001; Urban et al., 2009), and five items for customer (Hair et al., 2020; Uzir et al., 2021). All items used a five-point Likert scale with anchors at (1) ‘totally disagree’ and (5) ‘totally agree’. The questionnaire was validated by a personal interview with the instructor, who suggested some minor adjustments in the wording of some items.

### *4.2 Data collection and sample profile*

This research used an online survey to collect data from 298 customers of fast fashion products, who belonged to the Gen Z age group. The research focused on Shopee, the most popular e-commerce platform in Vietnam (Decision Lab – Agile Market Research, 2023), and used a five-point Likert scale to measure customers’ opinions. Out of 298 respondents, 283 had bought fast fashion products on Shopee, and the research analysed their responses. The majority of the respondents (96%) were from 18 to under 25 years old. The other age groups were excluded from the analysis, as they accounted for less than 5% of the sample. The gender distribution was 42% male and 59% female.

### *4.3 Data analysis and results*

To evaluate the measurement model, the method of partial least squares (PLS) analysis (Gefen et al., 2000), an implementation of structural equation modelling (SEM), was used to determine the internal consistency, reliability, and construct validity of the multiple-item scales used to operationalise its variables. PLS is a component-based SEM approach that may be used to examine the psychometric qualities of scales used to estimate structural model elements (Fornell, 1992).

The research follows the process based on Uzir et al. (2021) suggestions, the outer model, or measuring model, was investigated first to ensure construct reliability, convergent validity and discriminant validity. The second phase involved assessing the inner model, also known as the structural model, to investigate the links between the

independent and dependent variables. These experiments made use of SmartPLS 4.0's partial least square structural equation modelling (PLS-SEM).

#### *4.4 Assessment of measurement scales*

This research assessed the validity and reliability of the measuring model using convergent validity, discriminant validity and construct reliability (Weiss et al., 1999). Convergent validity means that two instruments measuring the same concept are highly correlated (Sekaran and Bougie, 2009). The research used outer loading, composite reliability (CR), and average variance extracted (AVE) to evaluate convergent validity (Hair et al., 2017). The research removed seven items from different factors (CSR4, CSR6, CSR7, GCV1, GCV4, GCV7 and T1) because they had low outer loading ( $< 0.50$ ). The remaining items had acceptable outer loading ( $> 0.50$ ), ranging from 0.605 to 0.768 (Bagozzi and Yi, 1988). The research also checked the construct reliability using Cronbach's alpha (CA) and CR. The values of CA and CR should be more than 0.70 for good reliability (Hair et al., 2017). The values of CA ranged from 0.608 to 0.740, which were close to 0.70. The values of CR ranged from 0.773 to 0.828, which were more than 0.70. The research also checked the AVE, which should be more than 0.50 for good validity (Gefen et al., 2000). The values of AVE ranged from 0.434 to 0.542, which were close to 0.50. Therefore, the research concluded that the measuring model had convergent validity and reliability. Table 1 shows the results of these tests.

If a latent variable explains more variance in its associated indicator variables than other constructs in the same mode, it is said to have discriminant validity (Fornell and Larcker, 1981). The discriminant validity was evaluated using the Fornell and Lacker (1981) criteria as well as the heterotrait-monotrait (HTMT) criteria. The Fornell and Lacker (1981) ratio was used to presume that the square root of AVE was greater than the correlation values for each of the research construct pairings (Hair et al., 2017). All diagonal values are greater than corresponding row values, indicating that all measurement variables load more heavily on their own conceptions than on other constructs (Fornell and Larcker, 1981). Table 2 depicts construct discriminant validity on the diagonal by exhibiting inter-construct correlations and the square root of AVE. Therefore, it fulfilled the acceptable discrimination criteria since the square roots of AVEs were greater than the correlation between other constructs.

Discriminant validity was investigated further using the HTMT technique proposed by Henseler et al. (2015). HTMT is the term used to describe the ratio of how the construct correlates within itself compared to how much it correlates with other constructs. And discriminating validity between two reflective constructs has been proven if the HTMT value is less than 0.90 (Henseler et al., 2015). As indicated in Table 3, all constructs had HTMT values less than 0.90. As a result, from these two criteria, the measurement model's discriminant validity was established.

**Table 1** Measurement model, item loadings, construct reliability and convergent validity

Constructs	Items	Outer loading	Cronbach's alpha (CB)	Composite reliability (CR)	Average variance extracted (AVE)
Corporate social responsibility	CSR1 The fast fashion shop you buy online checks the quality of goods and/or services provided to customers.	0.716	0.675	0.792	0.434
	CSR2 The fast fashion shop you buy online is helpful to customers and advises them about its products and/or services.	0.640			
Green consumption value	CSR3 Fast fashion shop you buy online respects its commitments to customers.	0.605			
	CSR5 Fast fashion shop you buy online ensures that its products and/or services are accessible for all its customers.	0.656			
	CSR8 Fast fashion shops you buy online seem to treat their customers well.	0.671			
	GCV2 I am more satisfied with the shopping experience when I wear fast fashion clothes derived from environmental care practices.	0.706	0.608	0.773	0.461
	GCV3 I want to know if fast fashion purchasing online that I consume can affect my quality of life in the long-term.	0.648			
Service quality	GCV5 I would pay more for sustainable fast fashion clothes that I buy online.	0.628			
	GCV6 I consider myself responsible consumer, which is the environmental issue has great relevance in my behaviour as a consumer.	0.729			
	SQ1 I would rate the service of the online fast fashion shop highly appreciable.	0.710	0.740	0.828	0.490
Trust	SQ2 The employees of online fast fashion shop had a positive approach and they worked with professionalism and dedication towards customers.	0.682			
	SQ3 The online fast fashion shop is well-organised to make it easy to get good service when needed.	0.658			
	SQ4 Overall, I would say the quality of my interaction with the online fast fashion shop was excellent.	0.744			
	SQ5 Employees of the online fast fashion shop were knowledgeable about their services.	0.704			
	T2 If problems arise, I can expect to be treated fairly by the online shop which I buy fast fashion.	0.752	0.720	0.826	0.542
	T3 I can expect good advice from the online shop which I buy fast fashion.	0.768			
	T4 The online fast fashion shop runs scrupulously.	0.713			
	T5 The online fast fashion shop is genuinely interested in customer's welfare.	0.711			
Customer satisfaction	CS1 The online fast fashion service meets my expectations.	0.626	0.685	0.798	0.442
	CS2 I am satisfied with my decision to purchase fast fashion products online.	0.692			
	CS3 I will use the online fast fashion products next time.	0.660			
	CS4 I will recommend others to buy fast fashion items online.	0.699			
	CS5 I am very satisfied with the online fast fashion service.	0.644			

**Table 2** Discriminant validity through Fornell and Larcker (1981)

	<i>Corporate social responsibility</i>	<i>Customer satisfaction</i>	<i>Green consumption value</i>	<i>Service quality</i>	<i>Trust</i>
Corporate social responsibility	0.658				
Customer satisfaction	0.408	0.665			
Green consumption value	0.432	0.436	0.679		
Service quality	0.364	0.336	0.311	0.700	
Trust	0.302	0.444	0.436	0.246	0.736

**Table 3** HTMT for discriminant validity

	<i>Corporate social responsibility</i>	<i>Customer satisfaction</i>	<i>Green consumption value</i>	<i>Service quality</i>	<i>Trust</i>
Corporate social responsibility					
Customer satisfaction	0.604				
Green consumption value	0.661	0.664			
Service quality	0.506	0.461	0.462		
Trust	0.437	0.625	0.650	0.340	

#### 4.5 Hypotheses testing

The structural model was examined for hypothesis testing after the measurement model was evaluated for reliability and validity. Table 4 illustrates seven hypotheses that were approved. The PLS analysis was conducted using the Smart-PLS programme (Ringle et al., 2005). The squared multiple correlations (R-square) of all endogenous latent variables were originally assessed to validate the PLS model, and the significance of the structural routes was evaluated (Giovani and Tsoukatos, 2013). Table 5 depicts this value.

The structural model was analysed after the measurement model's reliability and validity were determined. As Table 4 indicates, only six hypotheses were supported, except for the one between SV and trust. A p-value below 0.05 shows compelling evidence against the null hypothesis and indicates that there is less than a 5% chance that it is true, which is considered statistically significant (Saul, 2023). In this research, CSR ( $\beta = 0.432$ ,  $t = 8.366$ ,  $p < 0.005$ ) positively affects GCV, and it also significantly influences SV with  $\beta = 0.364$ ,  $t = 5.467$ ,  $p < 0.005$ . Likewise, GCV ( $\beta = 0.398$ ,  $t = 6.986$ ,  $p < 0.005$ ) has a significant impact on trust, while SV ( $\beta = 0.122$ ,  $t = 1.722$ ,  $p > 0.005$ ) has an insignificant effect on trust. And trust ( $\beta = 0.288$ ,  $t = 4.361$ ,  $p < 0.005$ ) significantly affects customer satisfaction. Furthermore, GCV ( $\beta = 0.252$ ,  $t = 4.133$ ,  $p < 0.005$ ) has a significant impact on customer satisfaction, and SV ( $\beta = 0.187$ ,  $t = 3.056$ ,  $p < 0.005$ ) also significantly affects customer satisfaction. Therefore, six hypotheses (H1, H2, H3, H5, H6 and H7) of direct effect were confirmed, and H4 was rejected.

**Table 4** The direct influence of structural path analysis

<i>Effects</i>	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Path coefficient (beta)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics</i>	<i>Standard error</i>	<i>P values</i>	<i>Hypotheses validation</i>
Corporate social responsibility -> green consumption value	0.432	0.440	0.432	0.052	8.366	0.052	0.000	H1 supported
Corporate social responsibility -> service quality	0.364	0.371	0.364	0.067	5.467	0.067	0.000	H2 supported
Green consumption value -> trust	0.398	0.402	0.398	0.057	6.986	0.057	0.000	H3 supported
Service quality -> trust	0.122	0.124	0.122	0.071	1.722	0.071	0.085	H4 unsupported
Trust -> customer satisfaction	0.288	0.292	0.288	0.066	4.361	0.066	0.000	H5 supported
Green consumption value -> customer satisfaction	0.252	0.254	0.252	0.061	4.133	0.061	0.000	H6 supported
Service quality -> customer satisfaction	0.187	0.189	0.187	0.061	3.056	0.061	0.002	H7 supported

**Table 5** The R-square values of latent variables

	<i>R-square</i>
Customer satisfaction	0.301
Green consumption value	0.187
Service quality	0.132
Trust	0.203

Using the bootstrapping method suggested by Preacher and Hayes (2008), the indirect effects of the links were examined. Trust mediates the effect of GCV on customer satisfaction significantly (LCL = 0.059, UCL = 0.188,  $p < 0.05$ ). However, trust does not mediate the effect of SV on customer satisfaction (LCL =  $-0.004$ , UCL = 0.084,  $p > 0.05$ ). Therefore, trust is a successful mediator only in the relationship between GCV and customer satisfaction.

**Table 6** Structural path analysis: trust as mediator

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics</i>	<i>P values</i>	<i>LCL 2.5%</i>	<i>UCL 97.5%</i>	<i>Standard error</i>
Green consumption value -> trust -> customer satisfaction	0.115	0.118	0.033	3.500	0.000	0.059	0.188	0.033*
Service quality -> trust -> customer satisfaction	0.035	0.036	0.022	1.586	0.113	$-0.004$	0.084	0.022*

Note: N = 283, bootstrap sample size = 5,000, LL = lower limit, CI = confidence interval, and UL = upper limit 95% bias-correlated CI.

## 5 Discussion

This research examined the impacts of GCV based on EDT. The results showed that GCV influenced customer satisfaction strongly. They also showed that trust in online fast fashion stores was crucial for customer satisfaction. The hypotheses of direct effects were supported significantly, except for the direct relationship between SV and trust. Meanwhile, CSR-enhanced SV and GCV of e-commerce merchants were important determinants of customer satisfaction. The investigations into the mediating role of trust showed that trust was the mediator between GCV and customer satisfaction. But SV was not led to delight customers with the presence of trust.

Because CSR was discovered to have a considerable influence on SV (Salmones et al., 2005; Latif et al., 2020) and GCV (Alagarsamy et al., 2021), these impacts were also proven in the research. This means that businesses discover that their actions have an impact on consumers, and this information may help online merchants focus on improving their SV (Foote et al., 2010) and lead to greater client happiness (Su and Swanson, 2017). Moreover, this research contributes to the literature by applying EDT to explain the satisfaction process of customers who use e-commerce platforms to purchase fast fashion products from CSR-oriented firms. EDT states that customer satisfaction is a function of the size and direction of the disconfirmation as experienced through a

comparison of the actual service performance and the expected performance (Ujakpa, 2017). According to EDT, customers are satisfied when their expectations are met or exceeded by the service performance, and dissatisfied when their expectations are not met or violated by the service performance. In this research, we argue that CSR can influence both the expectation and the performance components of EDT in the e-commerce context. On one hand, CSR can shape customer expectations by creating positive associations and impressions about the e-retailer and its products, especially in terms of social and environmental responsibility. On the other hand, CSR can also affect service performance by improving the quality, reliability, and responsiveness of the e-commerce platform, as well as the delivery and after-sales service. Therefore, CSR can create positive disconfirmation and enhance customer satisfaction by either increasing the perceived service performance or lowering the expected performance, or both. This research implies that CSR is not only a moral obligation, but also a strategic tool for e-retailers to manage customer expectations and perceptions, and thereby achieve higher satisfaction and loyalty in the fast fashion industry. Moreover, findings may be explained by the fact that customers are the primary stakeholders to whom businesses must account (Arikan et al., 2016). Furthermore, data demonstrated that Gen Z is heavily focused on acquiring green things in the fast fashion business, owing to the discovery that GCV has a direct impact on consumer satisfaction when shopping on e-commerce. The outcome of the investigation concerning trust was a significant mediator between GCV and customer satisfaction.

## **6 Implications and further research**

The expansion of the e-commerce business and the resulting competition among e-retailers has prompted players to seek new sources of consumer value and competitive advantage. The findings help managers better understand how CSR influences customer perceptions of GCV, SV, and how each dimension affects customer trust and satisfaction while purchasing fast fashion goods online. To the best of the author's knowledge, investigations of CSR and GCV are rare when evaluating factors that affect customer purchase intention in fast fashion items on e-commerce platforms. The results provide online retailers with more insight into their client's satisfaction, which sets the scene for customer loyalty and variables that might improve their corporate image in the eyes of customers. Managers must improve their CSR to improve GCVs because it is becoming increasingly critical for all companies across all industries to pay attention to environmental, social and governance (ESG) issues (Carl, 2021). Due to the outcomes, CSR significantly impacts GCVs and SV. By improving their CSR, firms can create long-term value by considering how they operate in the ecological, social and economic environments. This fosters company longevity and helps meet the increasing expectations on corporate responsibility.

The more a customer's trust in a firm, the more likely (s)he is to recommend it to others (Rita et al., 2019). Gremler et al. (2001) showed that trust has a favourable influence on recommendation-making. Evaluating internet services is difficult, so customers tend to rely on other customers' recommendations. Hence, the mediating effect of trust has substantial management implications. The research implies that online stores also foster trust among their customers, as trust plays a mediating role in the relationship between GCVs and customer satisfaction. Customer satisfaction is the overall evaluation

of the online shopping experience based on comparing expectations and performance. Trust can be enhanced by providing clear and accurate information, ensuring secure transactions, protecting customer privacy, and resolving complaints promptly and fairly. Moreover, in the fast fashion industry, organisations should not neglect the direct impact of GCVs and SV on customer satisfaction with purchasing online, as these factors can influence customers' attitudes, emotions and loyalty intentions. The findings suggest that retailers should offer a variety of products that meet customers' environmental and social preferences, deliver products in a timely and eco-friendly manner, provide high-quality information and customer service, and ensure consistent performance across different channels and platforms.

This research has some drawbacks that could be improved in future work. Firstly, this research relied on data from 298 online participants in Vietnam, most of them residing in Ho Chi Minh City. The research results may not apply to other contexts. Secondly, the research's findings and implications were based on a one-time study (from March to May in 2023), which limits the ability to capture changes in the research variables over time. Thirdly, this survey only examined how satisfied consumers were with the product categories offered in the online store through the Shopee website. Therefore, it does not account for the factors that influence buyers' intentions to purchase fast fashion products on other online platforms. To increase the generalisability of the findings, future studies can expand the sampling to additional places, such as rural and urban areas, utilise larger sample numbers, and focus on other developing nations. This will account for geo-cultural differences. To ascertain whether consumer satisfaction endures over time, additional research should take a longitudinal approach. Other elements that affect customer contentment on various e-commerce sites could be the subject of future research.

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## Supplementary materials

### Section 1 – personal background

- 1 Please, specify your age
 

<input type="checkbox"/> Below 16	<input type="checkbox"/> From 16 to under 18
<input type="checkbox"/> From 18 to under 25	<input type="checkbox"/> Above 25
- 2 Please, specify your gender:
 

<input type="checkbox"/> Male	<input type="checkbox"/> Female
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- 3 Have you ever bought fast fashion items on Shopee?
 

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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### Section 2

#### Part A Corporate social responsibility

*Definition:* CSR is dominated by stakeholder theory (Latif and Sajjad, 2018). A stakeholder is an individual, group or organisation with which the company interacts in the pursuit of its goals (Wherther and Chandler, 2006).

In this part, please provide information regarding CSR in which your purchase fast fashion online through Shopee platform. Please indicate the level of influence on you as follows (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = totally agree).

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
The fast fashion shop you buy online checks the quality of goods and/or services provided to customers.	<input type="checkbox"/>				
The fast fashion shop you buy online is helpful to customers and advises them about its products and/or services.	<input type="checkbox"/>				
Fast fashion shop you buy online respects its commitments to customers.	<input type="checkbox"/>				
Fast fashion shop you buy online invests in innovations that are to the advantage of customers.	<input type="checkbox"/>				
Fast fashion shop you buy online ensures that its products and/or services are accessible for all its customers.	<input type="checkbox"/>				
Fast fashion shop you buy online seems to be environmentally responsible.	<input type="checkbox"/>				
Fast fashion shop you buy online looks like a good online shop to buy products.	<input type="checkbox"/>				
Fast fashion shops you buy online seem to treat their customers well.	<input type="checkbox"/>				

### *Part B Service quality*

*Definition:* SV is simply “the level of quality of products and services provided to customers and their satisfaction with their services” (Kim et al., 2021).

In this part, please provide information regarding SV in which your purchase fast fashion online through Shopee platform. Please indicate the level of influence on you as follows (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = totally agree).

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
I would rate the service of the online fast fashion shop highly appreciable.	<input type="checkbox"/>				
The employees of online fast fashion shop had a positive approach and they worked with professionalism and dedication towards customers.	<input type="checkbox"/>				
The online fast fashion shop is well organised to make it easy to get good service when needed.	<input type="checkbox"/>				
Overall, I would say the quality of my interaction with the online fast fashion shop was excellent.	<input type="checkbox"/>				
Employees of the online fast fashion shop were knowledgeable about their services.	<input type="checkbox"/>				

### Section 3

#### Part C Green consumption value

*Definition:* An ethical consumer is defined as someone who adheres to the values of green consumerism. GCV is related to consumers' tendency to express environmental value through their purchases and consumption behaviour (Haws et al., 2014).

In this part, please provide information regarding GCV in which your purchase fast fashion online through Shopee platform. Please indicate the level of influence on you as follows (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = totally agree).

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
I believe that fast fashion industry should have mandatory environmental care practices.	<input type="checkbox"/>				
I am more satisfied with the shopping experience when I wear fast fashion clothes derived from environmental care practices.	<input type="checkbox"/>				
I want to know if fast fashion purchasing online that I consume can affect my quality of life in the long-term.	<input type="checkbox"/>				
I am concerned about whether the product I am buying causes negative impacts on the environment.	<input type="checkbox"/>				
I would pay more for sustainable fast fashion clothes that I buy online.	<input type="checkbox"/>				
I consider myself responsible consumer, that is the environmental issue has great relevance in my behaviour as a consumer.	<input type="checkbox"/>				
I am/I will be loyal to the brand and buy their fast fashion clothes online thanks to the environmental care practices that they adopt.	<input type="checkbox"/>				

#### Part D Trust

*Definition:* Trust is a rational process that is built, developed, actively cared for, and tested over time (Joseph-Vaidyan, 2008).

In this part, please provide information regarding trust in which your purchase fast fashion online through Shopee platform. Please indicate the level of influence on you as follows (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = totally agree).

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
I can believe the statements of the online shop.	<input type="checkbox"/>				
If problems arise, I can expect to be treated fairly by the online shop which I buy fast fashion.	<input type="checkbox"/>				
I can expect good advice from the online shop which I buy fast fashion.	<input type="checkbox"/>				
The online fast fashion shop runs scrupulously.	<input type="checkbox"/>				
The online fast fashion shop is genuinely interested in customer's welfare.	<input type="checkbox"/>				

### *Part E Customer satisfaction*

*Definition:* Satisfaction refers to the positive experience that comes from the customer's perception of the actual terms from the service provider, in relation to their expectations of the service (Marinkovic and Kalinic, 2017).

In this part, please provide information regarding customer satisfaction in which your purchase fast fashion online through Shopee platform. Please indicate the level of influence on you as follows (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = totally agree).

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
The online fast fashion service meets my expectations.	<input type="checkbox"/>				
I am satisfied with my decision to purchase fast fashion products online.	<input type="checkbox"/>				
I will use the online fast fashion products next time.	<input type="checkbox"/>				
I will recommend others to buy fast fashion items online.	<input type="checkbox"/>				
I am very satisfied with the online fast fashion service.	<input type="checkbox"/>				

**Thank you so much for completing this questionnaire.**

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