

From Empathy and Responsible Consumption to Social Engagement: The Role of CSR in Shaping Identification and Consumer-based Brand Equity

Autoria

Christian Gomes e Souza Munaier - munaier@usp.br

Prog de Pós-Grad em Admin/Faculdade de Economia, Admin e Contab – PPGA/FEA / USP - Universidade de São Paulo

José Afonso Mazzon - jamazzon@usp.br

Prog de Pós-Grad em Admin/Faculdade de Economia, Admin e Contab – PPGA/FEA / USP - Universidade de São Paulo

ANIL YASIN AR - anil.y.ar@tec.mx

International Business and Logistics / Tecnológico de Monterrey

Julián Eduardo Bucheli-Sandoval - julian.bucheli@tec.mx

Mercadotecnia y Análisis de Datos / Instituto Tecnológico y de Estudios Superiores de Monterrey

Resumo

This study investigates how empathy and responsible consumption drive consumer-brand identification and influence consumer-based brand equity (CBBE) for companies aligned with corporate social responsibility (CSR). Using validated scales and a quantitative, cross-sectional design, data were collected from consumers (n=99) to explore the relationships between CBBE and key business outcomes: purchase intention, recommendation intention, digital engagement on social media, and trust in the brand. The findings confirm that empathy and responsible consumption significantly enhance consumer-brand identification, strengthening perceptions of brand alignment with ethical and social values. CBBE, in turn, serves as a critical enabler of pro-social consumer behaviors and strategic business outcomes. Companies authentically committed to CSR gain a competitive advantage by fostering trust, engagement, and advocacy among socially conscious consumers. These results emphasize the value of integrating CSR into a brand identity and leveraging emotional and ethical drivers to amplify CBBE, using reliable measurement tools to validate these insights and inform strategic brand management decisions.