

Washington State University College of Education

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will defend the thesis on

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Time: 10:00 A.M.

Location: Zoom by Request

Faculty, students and the general public are encouraged to attend

THE IMPACT OF DIFFERENT TYPES OF NFL'S CORPORATE SOCIAL RESPONSIBILITY ON BEHAVIORAL INTENTIONS AMONG GENERATION Z FANS

Chair: Yong Chae Rhee

Corporate social responsibility (CSR) has been considered as one of the important marketing practices in the area of sport marketing. Generation Z consumer has been known as a significant consumption group and increasing market segment. CSR marketing can be effectively used for Generation Z consumers because they are more socially and environmentally conscious than other generations. They care deeply about social, political, and environmental events. Despite the increasing interest, there is limited understanding of how Generation Z fans respond differently to various CSR activities. The goal of this study was to examine the relationship between each type of CSR (environment-related, social justice-related, health-related, education-related, and patriotism-related CSR) and behavioral intentions (traditional word of mouth (TWOM), electronic word of mouth (EWOM), and attendance intention) among Generation Z NFL fans. A total of 552 data were collected and analyzed by using multiple regression analysis with SPSS 27.0. The results of this study illustrated that environment-related, social justice-related, and patriotism-related CSR had a significant impact on TWOM, EWOM, and attendance intention. Although education-related CSR had a positive impact on EWOM, it did not significantly affect TWOM and attendance intention. Lastly, health-related CSR only positively affected attendance intention. These results suggested Generation Z fans have more positive attitude toward social justice-related, environment-related, and patriotism-related CSR than education-related and health-related CSR. Therefore, this study can provide useful guideline that helps practitioners develop effective CSR strategies for Generation Z fans.