The Impact of Corporate Social Responsibility (CSR) Efforts on Gen Z Sport Fans

How I work with Graduate Students

Dr. Yong Chae Rhee
Agenda

Case
Common Issues
The Study
CASE

The impact of professional sports team’s Corporate Social Responsibility (CSR) on Brand Associations and Behavioral Intentions

Wanyoung Ha

Washington State University
Corporate Social Responsibility

• Defined;
  • CSR is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large
Corporate Social Responsibility

- Significant theme
  - Business Performance
  - Business Competitiveness
  - Brand Evaluation
  - Positive Reputation
  - Purchase Intention

(Blasco & King, 2017; Gelb, 2002; Hur, Kim, & Woo, 2014; Mullen, 1997; Porter & Kramer, 2006)
Corporate Social Responsibility

- “Company motives are profit-oriented”
  (Kim, Kwak, & Kim, 2010)

- “Motivation are not altruistic”
  (Lantos, 2002)

- Negative CSR association can have detrimental effect on overall company evolution.
CSR & Sport

- Unique role of CSR in Sport Organization (Babiak & Wolf, 2006; Walker & Kent, 2009).
- CSR with Sport Organization
- Integrative Characteristics
  - Community Relations, Youth Appeal, Media exposure, etc.
CSR & Sport

- CSR with Athletes
- Unique Characteristics: Star Power, Media Exposure, Public Attention
Issue 1. The Framework

Carroll (1979)
Current CSR trend in Sports

CSR as obligation to maximize profit  ➡️  CSR as proactive contribution to the society
• Environment-related CSR

• Environmentally friendly activity.

• Increase in awareness of environmental sustainability.

• Sport events caused environmental pollution.

• Environmental concerns were considered high priorities.
• Social justice-related CSR.

• The social injustice has become key factor today.

• Numerous types of injustices still exist in society (Lee, George, & Cunningham, 2019).

• Athlete popularity can be used to encourage fans to be aware of inequality and support social justice (Lee et al., 2019).
• Health-related CSR.

• Raising an awareness of public health issues.

• Professional sport organizations can effectively promote public awareness of health concerns.
• Education-related CSR.

• Crucial CSR commitment.

• NFL supports children through various education programs.
  • NFL Players Association and Discovery Education on Football By the Numbers
  • Teaching math and science to student between fifth and ninth grades.
• Patriotism-related CSR

• Sport organizations honor military service and veterans in collaboration with non-profit organizations (Rugg, 2916).

• NFL promotes sense of patriotism by military appreciation events.
Issue 2. The Population
Who is Generation Z?

- Born after 1996.
- Accounted for 24% of American population (U.S. Census Bureau, 2019).
- Generation Z has unique characteristics.
Why is the Gen Z important?

- Contributed to US economic impact and spent $29 billion to $149 billion (Fromm, 2018).
- The new target segment of company and the largest consumption group.
- Unique characteristics.
  - Digital-native.
  - Tech-savvy.
  - Best-educated generation.
  - Creative and innovative.
Why is the Gen Z important?

The most socially responsible generation
Gen Zers Are About Half as Likely as Millennials to Watch Sports Often, Twice as Likely to Never Watch

Respondents were asked how often they watch live sporting events

- 50% of All adults watch
- 42% of Millennials watch
- 32% of Gen Z watch

% of U.S. adults saying ... is their favorite sport they follow

- Gen Z (18-22)
- basketball
- baseball
- football
- hockey

Based on a survey of 6,599 U.S. adults conducted in July 2019
Source: Morning Consult
Issue 3. The Analysis

Structural Equation Modeling?
Indirect Effect?
Bootstrapping?
Sport Management as an Applied Science
THEORETICAL to PRACTICAL
research for academic research for industry

Shift to transfer from
dechange in a non-
THE IMPACT OF DIFFERENT TYPES OF NFL’S CORPORATE SOCIAL RESPONSIBILITY ON BEHAVIORAL INTENTIONS OF GEN Z FANS
The general goal is to expand our understanding of CSR within a professional sport context.

a) Examined the impact of the environment, social justice, health, education, and patriotism dimensions of CSR on Generation Z fans.

b) Examined how the five dimensions of CSR differently affect behavioral intentions.

c) Understand the Generation Z fans’ perception of CSR.
Research Model

- Environmental
- Social Justice
- Health
- Education
- Patriotism
- EWOD
- TWOD
- VISIT
Method

Data collection

Timeline
• 2 weeks

Participants
• Collected 552 NFL fans who were born after 1996.
• Located in U.S.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage (%)</th>
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<tbody>
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<td>Female</td>
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<tr>
<td>Married</td>
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<td>Domestic Partnership</td>
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<td>High school graduate</td>
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<td>2-year degree</td>
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<td>Doctorate</td>
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<th>Ethnicity</th>
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<td>Asian-American</td>
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<td>Native American</td>
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<td>Hispanic</td>
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<td>6.2</td>
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<tr>
<td>Asian</td>
<td>9</td>
<td>1.6</td>
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<tr>
<td>Others</td>
<td>13</td>
<td>2.4</td>
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Method

Procedures
- Participants were recruited from Amazon’s Mechanical Turk (M-Turk).
- A HIT approval rate 70% and location in U.S.
- Screened data and deleted poor quality of respondents, age restriction, incomplete survey, and location.
- $0.40 of compensation was given to each M-Turk worker.

Analysis
- CFA for psychometric property of the survey items.
- Multiple regression for testing of the hypotheses.
- Jamovi was used for the analysis.
Results
### Multiple regression results for Attendance Intention variable

<table>
<thead>
<tr>
<th>Variable</th>
<th>$B$</th>
<th>Std. Error</th>
<th>$\beta$</th>
<th>$t$</th>
<th>$p$</th>
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<tbody>
<tr>
<td>Constant</td>
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<td>.257</td>
<td>6.481</td>
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<td>&lt;.001</td>
</tr>
<tr>
<td>Environment-related CSR</td>
<td>.113</td>
<td>.054</td>
<td>.115</td>
<td>2.248</td>
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<tr>
<td>Social justice-related CSR</td>
<td>.21</td>
<td>.042</td>
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<td>Health-related CSR</td>
<td>-.123</td>
<td>.064</td>
<td>-.094</td>
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<tr>
<td>Education-related CSR</td>
<td>.226</td>
<td>.065</td>
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<td>Patriotism-related CSR</td>
<td>.176</td>
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<td>.154</td>
<td>3.221</td>
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**$R^2$** .297

### Multiple regression results for EWOM variable

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<tr>
<td>Social justice-related CSR</td>
<td>.21</td>
<td>.042</td>
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**$R^2$** .457

### Multiple regression results for TWOM variable

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**$R^2$** .502

### Multiple regression results for Attendance Intention variable

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<td>5.459</td>
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**$R^2$** .297
Discussions
• Generation Z fans care deeply about social and environmental concerns.
• Racial equality, human rights, and environmental issues were a core value.
• 58.9% of NFL players are African American (Gough, 2020).
• Generation Z has grown up with global warming and air pollution.
• Generation Z strongly respond to patriotism-related CSR in NFL.
• The NFL represents a unique setting.
• Generation Z is politically and socially conscious.
• Generation Z fans may not find the relatedness of Play 60 to the sincere health initiative.

• Authenticity is a key to make CSR marketing successful (Alhouti, Johnson, & Holloway, 2016).

• The CTE caused behavioral issues, mood problems, and problems with thinking.
Five out of ten NFL players dropped out college (Hickman, 2011).
Appeared to be far away from sincere goal of NFL’s education initiatives.
THANK YOU