

Agenda

Case

Common Issues

The Study

CASE

The impact of professional sports team's Corporate Social Responsibility (CSR) on Brand

Associations and Behavioral Intentions

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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

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

CORPORATE
SOCIAL
RESPONSIBILITY

FINAL

- “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.



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CSR & Sport

- CSR with Athletes
- Unique Characteristics: Star Power, Media Exposure, Public Attention



Olympic snowboarder Gretchen Bleiler to talk climate change at CU-Boulder

By Whitney Bryen, bryen@coloradodaily.com

POSTED: 10/10/2010 10:12:03 PM MDT



Gretchen Bleiler, seen here during the Vancouver 2010 Olympics last February, will discuss climate change on the CU campus tonight. (Marcio Sanchez)

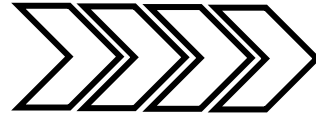
Issue 1. The Framework



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.



INSPIRE CHANGE



- 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.





Character Education



- 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.





SALUTE TO SERVICE




- 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?

- 
- A photograph of four diverse teenagers walking outdoors on a sunny day. From left to right: a young man with short brown hair wearing a plaid shirt over a white t-shirt; a young woman with long brown hair smiling; a young man with short black hair and glasses wearing a blue hoodie and yellow headphones; and a young woman with long curly hair wearing a yellow shirt. They are all smiling and looking towards the right. The background shows white buildings and greenery.
- Born after 1996.
 - Accounted for 24% of American population (U.S. Census Bureau, 2019).
 - Generation Z has unique characteristics.

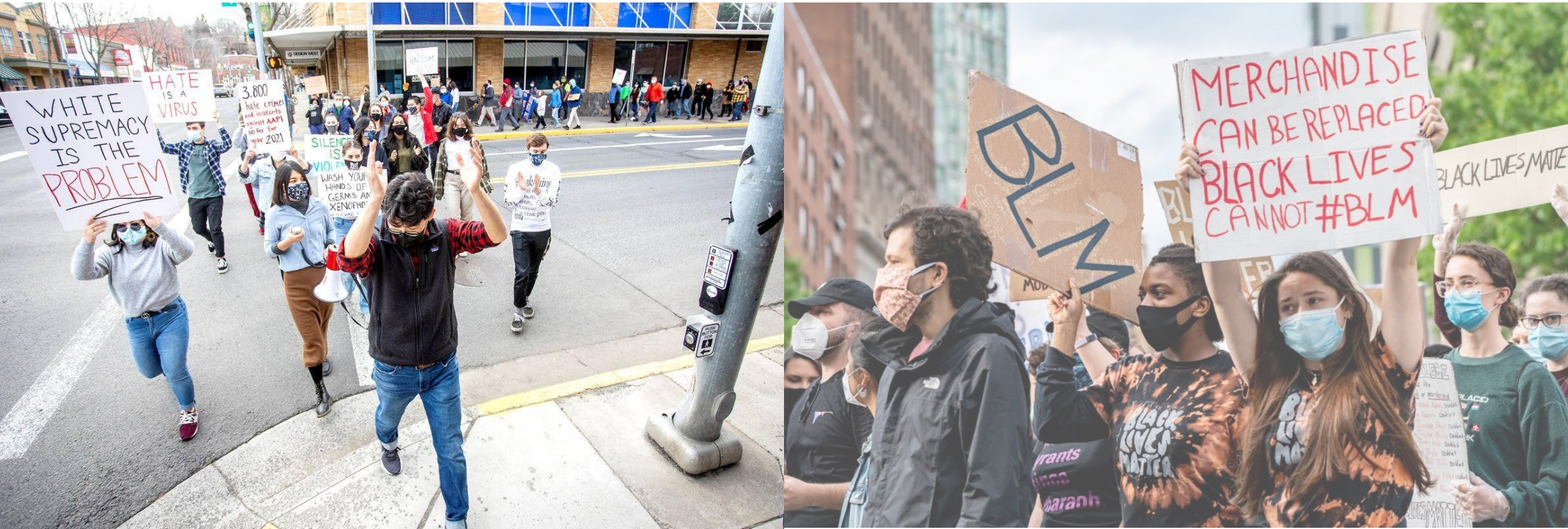
Why is the Gen Z important?

- 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.



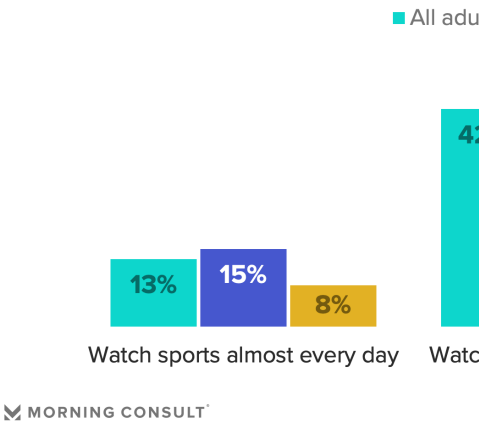
Why is the Gen Z important?

The most socially responsible generation



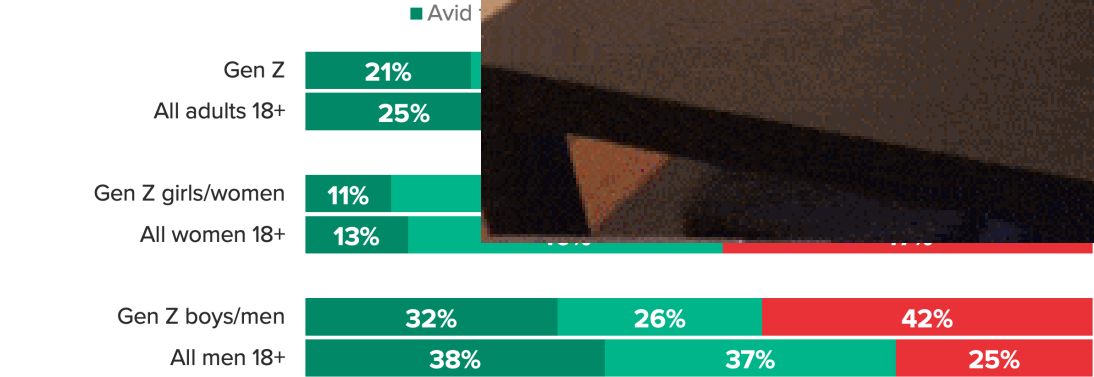
Gen Zers Are About Half as Likely as Millennials to Watch Sports Often, Twice as Likely to Never Watch

Respondents were asked how often they watch live sporting events



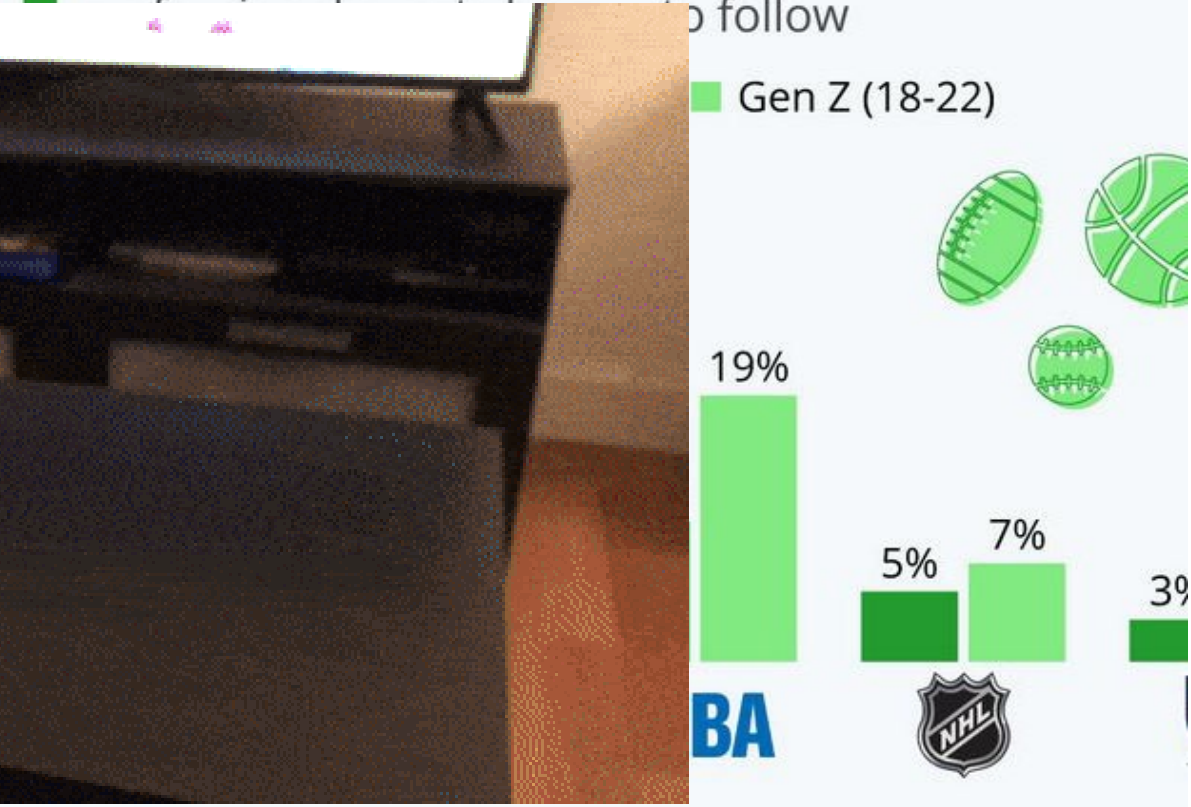
Gen Zers Less Likely Than Millennials to Be “Avid” Sports Fans

Respondents were asked if they were “avid” sports fans, meaning they watch sports at least once a week



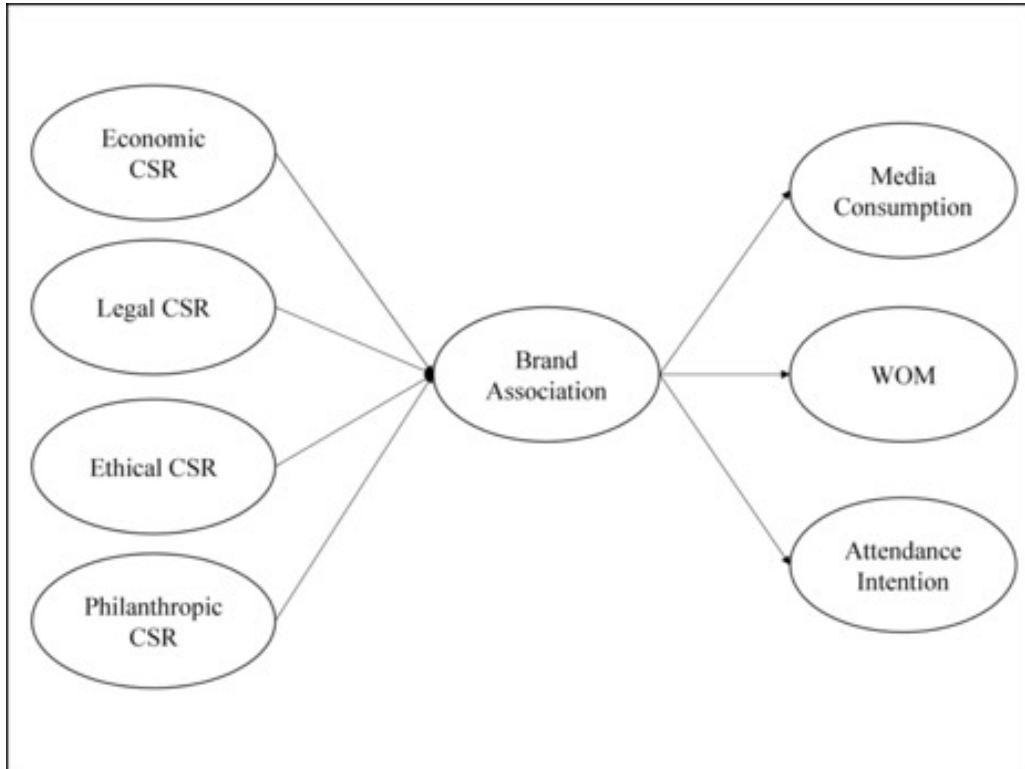
Americans Love the NFL, But Change Is Looming

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



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

research for academic

TO

PRACTICAL

research for industry

The Study

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

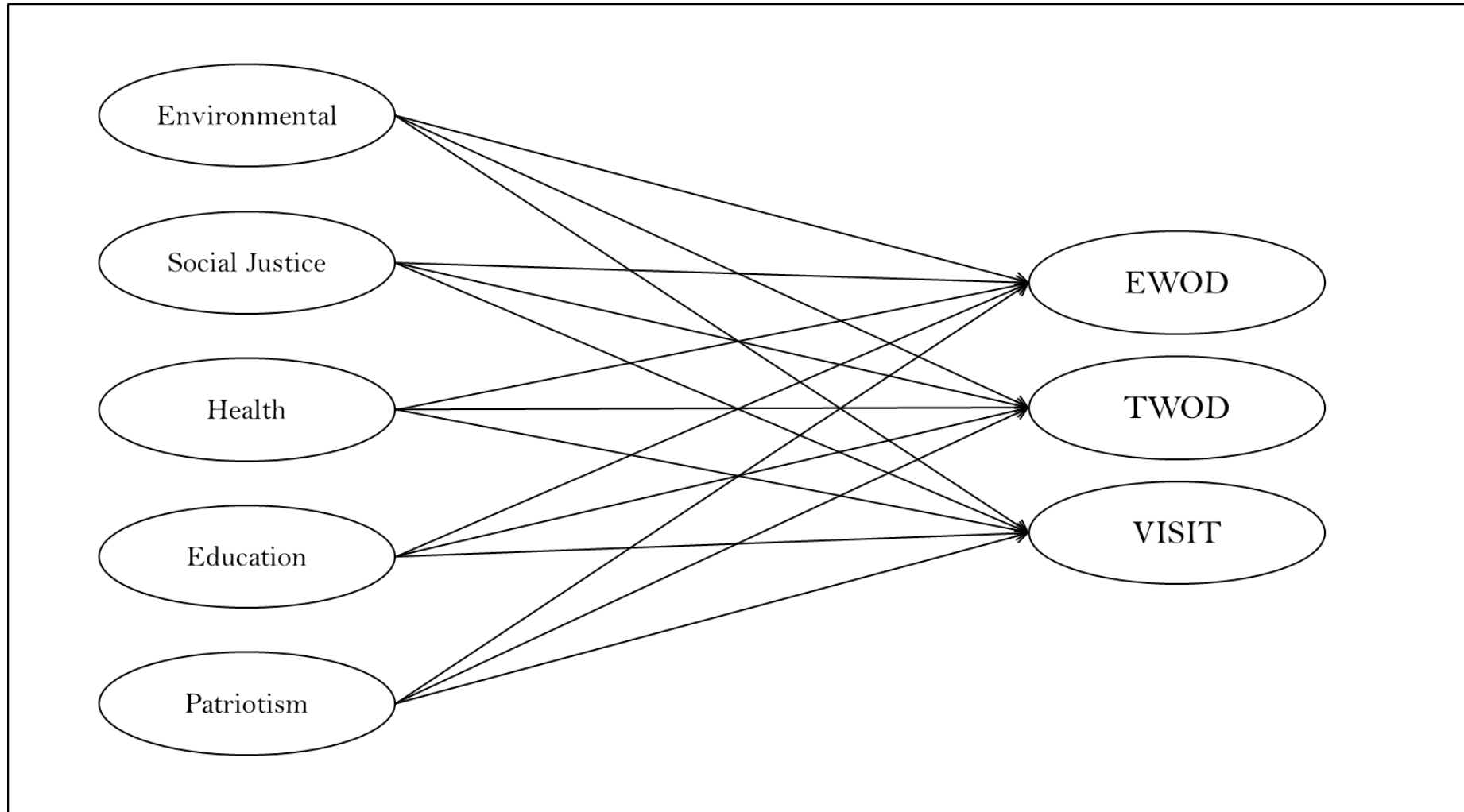


Purpose

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



Method

Data collection

Timeline

- 2 weeks
March 21, 2021–April 6, 2021.

Participants

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



	Frequency	Percentage (%)
Gender:		
Male	356	64.5
Female	195	35.3
Others	1	0.2
Age:		
18-25	552	100
Marital Status:		
Single	388	70.3
Married	141	25.5
Domestic Partnership	20	3.6
Divorced/Separated	3	0.5
Education:		
Less than high school	1	0.2
High school graduate	64	11.6
Some college	114	20.7
2-year degree	65	11.8
4-year degree	266	48.2
Professional degree	37	6.7
Doctorate	5	0.9
Ethnicity:		
African-American	94	17
Asian-American	28	5.1
Caucasian/White	360	65.2
Native American	14	2.5
Hispanic	34	6.2
Asian	9	1.6
Others	13	2.4

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.

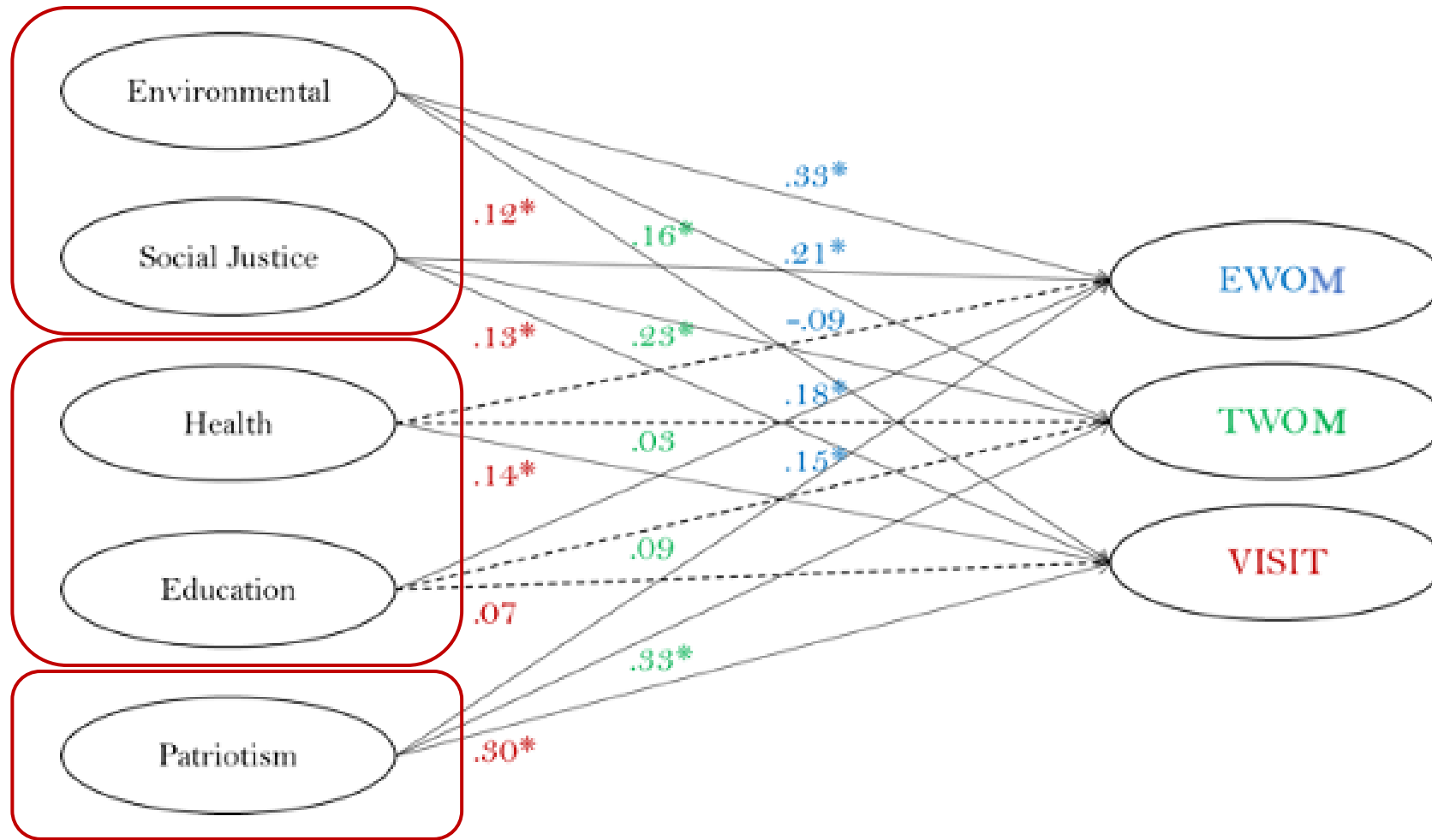


Analysis

- 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 EWOM variable					
Variable	<i>B</i>	<i>Std. Error</i>	β	<i>t</i>	<i>p</i>
Constant	.764	.239		3.195	.001
Environment-related CSR	.345	.047	.331	7.348	<.001
Social justice-related CSR	.21	.042	.21	5.05	<.001
Health-related CSR	-.123	.064	-.094	-1.906	.057
Education-related CSR	.226	.065	.184	3.448	<.001
Patriotism-related CSR	.176	.055	.154	3.221	.001
<i>R</i> ²	.457				


Multiple regression results for TWOM variable					
Variable	<i>B</i>	<i>Std. Error</i>	β	<i>t</i>	<i>p</i>
Constant	1.052	.199		5.292	<.001
Environment-related CSR	.146	.039	.161	3.735	<.001
Social justice-related CSR	.203	.034	.234	5.874	<.001
Health-related CSR	.032	.054	.028	.595	.552
Education-related CSR	.097	.054	.092	1.791	.074
Patriotism-related CSR	.331	.045	.335	7.295	<.001
<i>R</i> ²	.502				

Multiple regression results for Attendance Intention variable					
Variable	<i>B</i>	<i>Std. Error</i>	β	<i>t</i>	<i>p</i>
Constant	1.664	.257		6.481	<.001
Environment-related CSR	.113	.05	.115	2.248	.025
Social justice-related CSR	.12	.045	.128	2.703	.007
Health-related CSR	.176	.069	.144	2.55	.011
Education-related CSR	-.043	.07	-.037	-.614	.539
Patriotism-related CSR	.32	.059	.298	5.459	<.001
<i>R</i> 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.



- 
- A photograph of three diverse teenagers (two boys and one girl) smiling and holding a large American flag. They are standing in front of a yellow school bus. The image is used as a background for a presentation slide.
- 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**