

**Theory of Planned Behaviour and consumers:
Describing Durban youths' perceptions of corporate
social responsibility in their purchasing decisions
using qualitative cross-sectional interviews in 2018**

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Declaration

I, hereby declare that the Research Report submitted for the Bachelor of Arts Honours in Communication degree to The Independent Institute of Education is my own work and has not previously been submitted to another University of Higher Education Institution for degree purposes.

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Abstract

Consumers were found to be overlooked in corporate social responsibility (CSR) research, and studies reviewed from countries such as India, Spain, France and others, did not reveal a South African (SA) perspective. This study's purpose was to describe how young Durban consumers aged 18-25 perceive retailer' CSR initiatives, and whether this has a role in their purchasing decisions. Using structured personal interviews allowed for questions to be designed according to the research problem using key concepts from the Theory of Planned behaviour. A significant finding was that there is an overall favourable impression towards retailers with CSR. However, CSR is not the primary reason for their purchase decisions in retailers, as other personal interests and preferences are important. This study was relevant because it informed research about youth consumers from a SA perspective to understand whether CSR had a role in their purchasing. It contributed to businesses because SA retailers can use these research findings to improve their operations and consumer-CSR communication. It also contributed to the Communication Field because a commonly applied quantitative Theory of Planned Behaviour is applied qualitatively in this study.

Key words: Theory of Planned Behaviour, consumer perceptions, youth, retailers, CSR

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1 INTRODUCTION

This study researched Durban youth consumers' perceptions of corporate social responsibility (CSR) in their purchasing decisions using the Theory of Planned Behaviour. The main sections discussed in this report consisted of the introduction which contextualised this study and presented the research purpose, problem, rationale, question and objective. The literature review section included the conceptualisation, the past literature reviewed, and theoretical foundation used in this study. The research design and methodology section discussed the paradigm, design, population, sampling, data collection and analysis methods used. The presentation and interpretation of findings section then presented the trustworthiness and the data collected and analysed. The last section was conclusions and recommendations which discussed how the research problem, question and objectives were addressed, the implications of the research findings, ethical considerations, limitations of the study and recommendations for further study.

1.1 Contextualisation

CSR is an organisation's commitment to reduce harmful effects on the environment, to address social issues concerning people and the community they operate in, and to maximise the organisation's ability to serve and benefit society (Mohr, Webb & Harris, 2001). In South Africa (SA), the Companies Act 99 does not oblige organisations to engage in CSR engagements (Johannes, 2016). However, the country's policy documents and the King Reports on Corporate Governance explicitly addressed the necessity and significance for organisations to acknowledge all stakeholders and adopted the "triple-bottom line" approach (Johannes, 2016). This triple bottom line is used to measure organisations operations and impact in relation to its three aspects namely; economic, social and the environment (Johannes, 2016). All businesses listed on the Johannesburg Stock Exchange (JSE) are obligated to comply with the King Report IV (2016) which was the most recent King document. The report is important because constitutes the accepted guides for best practices in businesses within SA (Johannes, 2016).

The research problem identified was that consumers have been overlooked overall during CSR research (Schmeltz, 2012). The studies in the literature review section have investigated the perceived role of CSR in consumers purchasing decisions and

found that in other countries the perceptions of CSR vary for differing reasons. Past literature reviewed also found a lack of CSR awareness and information amongst consumers, whereas investors, business partners and government receive more focus (elaborated on in problem statement). This research study aimed to describe the perceived role of retail organisations CSR initiatives, on the purchasing decisions of young Durban consumers between the ages of 18-25, by applying the concepts 'subjective norm's, 'attitudes' and 'perceived behavioural control' from the Theory of Planned Behaviour. The concepts from the theory were defined and their relevance in this study was outlined in the conceptualisation section.

The Theory of Planned Behaviour is commonly used within quantitative data collection and analysis methods (Renzi & Klobas, 2008). However, this study applied the theory in a qualitative way using structured personal interviews because the aim was to understand individual Durban youth consumers' perceptions and to contribute further understanding of this theory in a qualitative way. The qualitative application of this theory has provided different insights compared to the original quantitative application.

1.2 Rationale and relevance

CSR research in relation to purchasing decisions in retailers was not extensively investigated from an SA (Durban) youth consumer perspective. The researcher discovered articles mostly focused on young consumers purchasing decisions and CSR by retailers in other locations. For example, there were similar studies conducted in France, Norway, the United Kingdom (UK), Spain and India (see Dutta & Singh, 2013; Loussaïef, Cacho-Elizondo, Pettersen and Tobiassen, 2014; Nielsen, 2015; Servera-Francés & Arteaga-Moreno, 2015). The rationale for this study was that research can be developed further from an SA youth perspective to contribute a different view.

This research contributed current insights about youth consumers, CSR and purchasing decisions for SA retailers. For business, by considering the findings from this research, this can help SA retailers improve their CSR communication and business practices amongst consumers. This research also advances the Communication Field because it furthered understanding of CSR from a youth perspective by applying a commonly quantitative theory in a qualitative way. The Theory of Planned Behaviour was commonly used within quantitative data collection

and analysis methods however, this study applied the theory in a qualitative way using structured personal interviews (Renzi & Klobas, 2008). This contributed more knowledge to this theory by applying it in a qualitative way. The reason for applying this theory qualitatively was that the researcher aimed to gain an in-depth understanding of Durban youth consumers' subjective perceptions of CSR by retailers, because each individual's response is unique. The qualitative application of this theory helps researchers gain in-depth insights to understand participants as opposed to the predominantly past quantitative literature that did not allow for as much detailed research into consumers and CSR research.

1.3 Problem statement

According to Schmeltz (2012), CSR research was focused on investors, business partners and government and consumers were overlooked overall. This was supported by studies in the literature review which found that consumers lacked sufficient CSR awareness or information to associate CSR initiatives with organisations during purchasing decisions, which demonstrates a lack of focus on consumers (see González-Rodríguez, Díaz-Fernández, Pawlak & Simonetti, 2012; Schmeltz, 2012; Dutta & Singh, 2013; Loussaïef, Cacho-Elizondo, Pettersen & Tobiassen, 2013; Nielsen, 2015).

The consumer role within organisations has become more complex and integral as they are no longer perceived to be passive receivers of organisational offerings (Cramer, 2012; Schmeltz, 2012). For this reason, this study focused on young consumers' perceptions of CSR and its role in their purchasing decisions within a retail organisational context, specifically from a SA Durban youth perspective.

1.4 Purpose statement

This study's purpose was to describe the perceived importance of SA Durban consumers aged 18-25, towards CSR initiatives and the perceived role CSR had on their purchasing decisions and impressions of the organisation through qualitative personal interviews in 2018. A qualitative content analysis of participants' responses was conducted, and the findings were presented in a descriptive analysis table later in this report. The Theory of Planned Behaviour was used to support this study and the key concepts applied were 'subjective norms', 'attitudes' and 'perceived behavioural control'.

1.5 Research question

How do Durban youth consumers' perceptions of CSR initiatives of SA retail organisations contribute to their purchasing decisions using the Theory of Planned Behaviour?

1.6 Research objective

To describe Durban youth consumers' (between the ages of 18-25) perceptions of SA retail organisations CSR initiatives applying the concepts 'subjective norms', 'attitudes' and 'perceived behavioural control' from the Theory of Planned Behaviour in 2018.

2 LITERATURE REVIEW

This next section presents the conceptualisation section which outlined the relevant concepts for this study and from the theoretical foundation. A discussion of the theoretical foundation namely the Theory of Planned Behaviour was then provided. To conclude this section, the literature review section critically analysed past research relating to CSR, the Theory of Planned Behaviour, retailers, consumers and purchasing decisions.

2.1 Conceptualisation

2.1.1 Attitudes: from the Theory of Planned Behaviour, this concept refers to the degree to which an individual evaluates the behaviour as favourable or unfavourable (Ajzen,1991). In this study, this term was used in constructing interview questions which focus on describing and understanding what attitudes consumers have towards CSR by retailers in Durban, to identify the perceptions they had. A possible example question using this concept in an interview can be ‘How do you feel about CSR engagement in SA retail organisations?’

2.1.2 Corporate social responsibility (CSR): is an organisation’s commitment to minimize harmful effects on the environment and address social issues and to maximise the organisations ability to serve and benefit society (Harris *et al*, 2001). For this study, during the structured interview CSR was the focus and to interpret this concept, examples of general organisational CSR activities was mentioned such as past or current community involvement programmes and awareness campaigns or charity events. This helped the researcher interpret and contextualise participants’ responses.

2.1.3 Perceived behavioural control: from the Theory of Planned Behaviour, this concept refers to the ease or hardship of performing the behaviour and it is assumed to reflect on past experiences and anticipated obstacles (Ajzen,1991). For this research study, this term was used in constructing interview questions which focused on describing and understanding the current state of mind of young consumers when making purchasing decisions within retailers, based on their past experiences and perceived obstacles in the future. A potential example question using this concept in an interview can include ‘Describe whether your knowledge of these initiatives influences whether you purchase from that retail organisation?’.

2.1.4 Purchasing decisions: refers to the thought process where the consumer sees a need for a product, becomes aware of this product's capabilities, decides if it is the best available option and then proceeds to purchase it (Hawkins, Best & Coney, 2001 in Chaipradernsak, 2007). Purchasing decisions are greatly affected by individuals' attitudes, behavioural intention and perceptions of the environment (Shareef, Kumar & Kumar, 2008). In this current study, understanding the definition of purchasing decisions was important so that the researcher can determine during the personal interviews whether CSR by retailers causes an increase in purchases or not or whether young consumers make repeat purchases or not because of their perceptions towards CSR by retailers.

2.1.5 Retail organisations: refers to intermediary between the producer or manufacturer and the consumer (Arora, 2012). A retailer is the organisation that sells the final product to the consumer in a distribution channel (Arora, 2012). Examples of retail stores include supermarkets and department stores. Regarding this current study, this concept referred to any general retail organisation who engages in CSR initiatives and that the Durban participants can relate their personal purchasing experiences from, to answer the interview questions.

2.1.6 Subjective norms: from the Theory of Planned Behaviour, this concept refers to the perceived social pressure to act or not act out the behaviour (Ajzen, 1991). For this research, this term was used in constructing interview questions which focus on identifying and describing the consumers' norms and beliefs which govern or influence their behavioural intention during purchasing decisions. A potential example question using this concept in an interview can be 'Explain whether anyone (family, friends) or anything (personal values) has a role in your purchasing decisions in a retail organisation or not? Elaborate.'

2.1.7 Youth consumers: According to a study by Aassve, Cottini and Vitali (2013), youth is defined as individuals between the ages of 18-35 years old. Consumers are defined as those individuals that purchase, use or dispose of products, services, ideas and experiences to satisfy their needs and desires (Solomon *et al.*, 2013 in Gbadamosi, 2017). For this study, this definition was used to construct the sample of participants who would be interviewed. Youth consumers in this study included a narrower age group within this range, namely those who are between 18-25 years old

who make purchases from retailers in Durban. This is due to the small sample size and to ensure consistency within the age group.

2.2 Theoretical foundation

This research applied Icek Ajzen's (1985) Theory of Planned Behaviour, which is an extension of the Theory of Reasoned Action (TRA). The Theory of Planned Behaviour was extended from the initial boundary of TRA, where individuals had incomplete control to make choices (Madden, Ellen & Ajzen, 1992). This theory allows complete control or volitional control, by including the concept *perceived behavioural control* (Madden et al., 1992). Perceived behavioural control is the belief of possessing requisite resources and opportunities for performing a given behaviour (Madden et al., 1992). The more resources and opportunities an individual believed they possess, the higher their perceived behavioural control over their behaviour (Madden et al., 1992).

According to Renzi and Klobas (2008), "the Theory of Planned Behaviour is a well-known social psychological theory of human behaviour" and therefore this theory originated from the Communication Field. In social psychology, the focus for research is on the human mind because it is viewed as the locus for understanding and processing information (Littlejohn, Foss & Oetzel, 2017). This theory related to the research problem because it focused on the participants' mind and how they processed information to make purchasing decisions in relation to their CSR perceptions and retailers.

This theory can be used to predict an individual's behavioural intention (Ajzen, 1991). However, for this study the theory was used qualitatively to understand how CSR had a role in Durban youth consumers purchasing decisions in retailers. The Theory of Planned Behaviour consists of three conceptually independent determinants of intention namely, *attitudes*, *subjective norms*, and *perceived behavioural control* (Ajzen, 1991). These concepts were defined, and their relevance was elaborated on in the conceptualisation section.

Consumers' perceptions of CSR in relation to their purchasing decisions in retail lacked extensive study from a SA youth perspective. The Theory of Planned Behaviour was applied to this research problem to understand the perceived behavioural intention by young consumers. This allowed the researcher to focus on Durban youth consumers to understand their rationale behind retail purchases and whether CSR

had a role in their behaviour. Using this theory's concepts to guide the construction of the structured interview questions, the researcher determined the intentions of each participant by understanding qualitatively what CSR meant to them (participants' perceptions) and whether it had a role in their purchasing.

The strength of this theory was that it has been well-researched since 1985 and the central concepts were clearly explained, making the application of this theory in this study easier. A weakness within the context of this study was that the theory could be considered old. However, its relevance was still considered applicable in today's context as other past literature reviewed had applied this theory in a more recent time frame. This helped in understanding this theory's applicability in today's context. Furthermore, this theory was constructed primarily for application in a quantitative way and this study has overcome this by applying it in a qualitative way to offer different insights of this theory in a SA context.

2.3 Literature review

A thematic review focuses on various literature sources that present different viewpoints on the research topic and these literatures are grouped into different views, themes and perspectives (Howard, 2014). This thematic literature review is divided into three themes namely; 'Consumer perceptions and CSR in retailers', 'The Theory of Planned Behaviour in similar research studies' and 'Consumer perceptions: the relationship between CSR practices and consumer purchasing'. It provided an academic foundation to this study and provided the researcher with relevant insights of how past CSR research had been conducted. The literature addressed the research problem by presenting past results to anticipate similar findings in relation to the research topic. Critiques of only the main and relevant findings related to the study on consumer perceptions, CSR, purchasing intentions and retailers, were included due to the limited scope of this review.

2.3.1 Consumer perceptions and CSR in Retailers

This theme will discuss several studies which focus on how CSR initiatives by retailers has a role in consumers perceptions within other countries. Firstly, a qualitative study related to this current research was conducted by researchers Leïla Loussaïef, Silvia Cacho-Elizondo, Inger Beate Pettersen and Anita Tobiassen in 2013. Interviews were used to explore how young consumer undergraduate students aged 18-25, perceive

CSR actions of French and Norwegian food retailers, and how these actions affect brand image, brand association and consumer-retailer relationships (Loussaïef *et al.*, 2013). Findings include that both the French and Norwegian participants have problems providing examples that linked food retailers with CSR actions (Loussaïef *et al.*, 2013). By using participants with familiarity of retailers' CSR, this issue will be reduced in the current study. The study identified challenges such as, participants lacked information about retailers' CSR engagements and they rarely actively sought out such information (Loussaïef *et al.*, 2013). Thus, the study suggested a high investment towards CSR communication to raise the awareness among consumers and strengthen relationships with retailers (Loussaïef *et al.*, 2013).

This study is relevant because it examines participants aged 18-25, which is similar to the current research's sample. These findings are insightful to the researcher as potential findings for the current study because it similarly focuses on youth consumers perceptions of CSR by retailers. Using convenience sampling, this study uses eight undergraduate business students from each country for their sample which make a total of sixteen participants. The reason for using business students is to ensure relevant and knowledgeable responses on the topic of CSR, similarly to the current study's population parameters to interview participants who are familiar with CSR initiatives by retailers. However, a limitation is that this study compared France and Norway consumers and due to limited scope, the researcher lacks the resources to conduct a similar comparative international study. Also, this study can be critiqued for not explicitly stating what type of interviews were used during research, as this limits other researchers to continue with this research.

Another CSR study that was conducted in 2013, was by Kirti Dutta and Swati Singh using quantitative questionnaires to research 'Customers perception of CSR and its impact on retailer evaluations and purchase intention in India'. Some relevant findings include that having a CSR reputation can impact the consumers perception of the retailer positively (Dutta & Singh, 2013). Retailer's CSR activities need to be communicated to consumers, so it can build their perceptions of the retailer (Dutta & Singh, 2013). Through analysis of consumers perceptions regarding retailers' CSR activities, the study found that consumer perception levels can vary due to issues such as lack of CSR awareness, CSR information and consumer scepticism regarding the motives of retailer's CSR engagement (Dutta & Singh, 2013). This supports the

findings of Schmeltz (2012), González-Rodríguez *et al.* (2012) and Nielsen (2015), later in this literature review.

This study is relevant due to the similar focus on consumer perceptions and the role of retailer's CSR activities. The current study will expand on this research in a qualitative way. A strength of this study to the current research is that these findings can be used as supporting insight for similarly anticipated findings of varying consumer perceptions of CSR initiatives by retailers. Despite the study identifying Indian youth as the primary reason for retailer's CSR engagements due to their high CSR awareness levels, this study vaguely mentioned a relevant age group to target youth respondents. This is a critique for this study because no youth age group is clearly mentioned. The current study aims to expand on this research topic from a Durban youth perspective by targeting youth participants aged 18-25, to address this limitation.

Another study related to CSR, consumers and retail organisations was conducted in Spain by David Servera-Francés and Francisco Arteaga-Moreno in 2015. Using a survey, this study focused on 501 consumers from modern retail stores (such as hypermarkets and supermarkets) to research 'The impact of CSR on customer commitment and trust in the retail sector'. The aim was to confirm the influence of CSR policies in building trustworthy and committed consumer relationships to retailers while also studying the influence of these values on satisfaction and loyalty (Servera-Francés & Arteaga-Moreno, 2015). This study found that CSR is a vital tool for developing long-term relationships between organisations and consumers and that building trust and commitment enhances consumers satisfaction of retailers and this has a direct impact on their loyalty (Servera-Francés & Arteaga-Moreno, 2015).

This finding on consumer loyalty can lead consumers to make future purchase decisions and therefore, this study is relevant because it provides insight into what has a role in consumer purchases. This study is further relevant due to its focus on retailers' CSR and how consumers perceive the organisation. This study supports the findings of other literature mentioned, that suggest trust has a role in consumers behaviours (Kang & Hustvedt, 2013; Nielsen, 2015). In contrast, CSR policies will not be studied in the current study because it is outside the scope of the current research objective that focuses on consumers' insights.

2.3.2 The Theory of Planned Behaviour in similar research studies

After reviewing literature in the previous theme which focused on how CSR initiatives by retailers has a role in consumers perceptions within other countries. This theme will now focus on studies that use the Theory of Planned Behaviour quantitatively and qualitatively in CSR research, to understand how the theory has been applied and what was found in these studies. In the first study, Laure Lavorata (2014) conducted separate quantitative and qualitative studies on French consumers to evaluate their perceptions of retailers' commitment to sustainable development (RCSD) using a conceptual framework model of the elements behavioural intention, subjective norms, and perceived behavioural control from the Theory of Planned Behaviour. This study focuses on the impact of RCSD on retailers' image, consumer loyalty and boycotts (Lavorata, 2014). Using the model, the study found that consumers perceived a power to control their behaviour with retailers because they believed they could act and decide on whether to boycott a retailer or not (Lavorata, 2014). Subjective norms were found, because consumers may have intended to boycott a retailer, but social pressures from friends led them not to do so (Lavorata, 2014). A main finding from this study is that no link between RCSD and consumer loyalty is found, which therefore concluded that sustainable development is not a purchase criterion for consumers (Lavorata, 2014).

A strength of this study is the focus on retailers because this current study similarly focuses on retailers. Another strength of this study is that it offers practical insight for the researcher of how the Theory of Planned Behaviour has been applied in previous CSR studies. The focus of this study is on describing consumer perceptions of CSR and whether this has a role in their purchasing rationale. Therefore, due to the limited scope of this study, the current research will not incorporate the model and focus on the variables such as loyalty, store image and consumer boycotts. However, what is applicable is that this study confirms CSR is not a purchase criterion for consumers.

In contrast to most CSR literature examined, researchers Catherine Janssen and Joëlle Vanhamme published their 2014 research in France on the 'Theoretical lenses for understanding the CSR-consumer paradox'. Their research argues a paradox, in that CSR only has a minor impact on the actual purchasing decisions of consumers, despite consumer surveys suggesting that CSR enhances consumer purchase intention (Janssen & Vanhamme, 2014). Using the Theory of Planned Behaviour

Janssen and Vanhamme (2014) identified an intention-behaviour gap, where consumers are less socially focused than they claim they are and they report socially responsible intentions only because it is perceived ethically acceptable in general society. Their research focused on investigating the consumer-CSR paradox phenomenon using four additional theoretical psychology lenses namely, clinical, evolutionary, social and economic (Janssen & Vanhamme, 2014). These lenses proposed an integrative framework from which fourteen propositions were derived to further uncover the consumer paradox (Janssen & Vanhamme, 2014).

A strength of this study is that it offers insight into the application of the Theory of Planned Behaviour in CSR research and it offers a contrasting research finding from most literature, which suggests CSR does contribute to consumer purchasing. This finding contributes to the current study as a potential research outcome. A limitation is that the researcher can not incorporate the fourteen theoretical propositions from this study because the current study's scope is limited. Also, this is a qualitative study and the propositions are required to be tested quantitatively.

Another study focusing on consumer CSR perceptions was conducted by Eun Mi Lee, Seong-Yeon Park, Molly Rapert and Christopher Newman (2012). Using a quantitative Likert scale questionnaire, the study examined how 'perceived consumer fit', which refers to lifestyle and values, and CSR initiatives has influence on consumer loyalty using the mediating variables of consumer perception, CSR initiatives and consumer-company identification (Lee *et al.*, 2012). A main relevant finding revealed that organisations should consider consumer-oriented CSR initiatives because when consumers think that CSR initiatives relate to their lifestyle and values, they perceive them positively (Lee *et al.*, 2012).

This research is relevant because it consults the Theory of Planned Behaviour briefly to conclude that values have a direct influence on individual's beliefs, which in turn has a role in individuals socially directed behaviour (Lee *et al.*, 2012). Despite being a dated study, it is relevant because it provides insight of how the Theory of Planned Behaviour has been applied in previous studies. Also, the focus on consumer values and lifestyle provides insight for the current study, as these can have a role in the responses collected during the interviews. This study can be critiqued on its bias to strictly use female participants because other studies found them more receptive to

socially responsible ethics and information. This issue will be addressed in the current study by allowing inclusivity of male or female volunteer participants.

2.3.3 Consumer perceptions: The relationship between CSR practices and consumer purchasing

While the previous theme focused on studies that applied the Theory of Planned Behaviour quantitatively and qualitatively in CSR research, this theme focuses on studies relating to consumer perceptions regarding CSR practices and purchasing decisions in organisations. A study with commonalities to the current research objective was conducted by Ditte-Marie Josephsen Nielsen in 2015 in the United Kingdom (UK), which focuses on 'The influence of CSR on UK consumer behaviour and what impact CSR has on UK consumer decision making' (Nielsen, 2015). The study found that participants believe that organisations have a responsibility towards society however, their expectations differ because smaller organisations need to focus on survival while larger organisations are expected to be socially responsible beyond the basis of self-interest (Nielsen, 2015). Findings found that consumer purchasing decisions were not always based on morality, but also the self-interest to own a certain product brand. This supports the CSR-consumer paradox by Janssen & Vanhamme (2014), in that CSR has a minor role in consumer purchasing decisions. Similarly to Lavorata's (2014) finding, some consumers in this study were identified for not considering CSR as a criterion during purchasing decisions. However, others do consider CSR, but only when these consumers perceive the organisations intentions to be trustworthy and sincere (Nielsen, 2015).

This study is relevant because it shares several common aspects to the current study, such as the sample size of four participants and personal interviews. However, these are semi-structured personal interviews. Semi structured interview questions are not suitable for this current study because the researcher seeks further elaboration on answers to questions and this allows the study to broaden into other ideas. The current study will use structured interviews because it allows for questions to be structured according to the research problem using key concepts from the Theory of Planned behaviour. Structured interviews include a set list of questions which will be used on the participants because this Honours study is of limited scope, structured interviews allow for consistent control over the direction of the study, to ensure that the research focus does not broaden any further. This will help the researcher focus on describing

the perceived role CSR initiatives on the purchasing decisions of young Durban consumers. Additionally, the study found that consumer consciousness of CSR is required before it becomes a factor during the purchasing decision process (Nielsen, 2015). This is addressed in the current study by including participants who are familiar with CSR by retailers. Although the sample size of a qualitative study is usually smaller than quantitative studies, a limitation of this study is that it can be critiqued for using only four participants as this is too small to represent the entire 'UK populations' consumer purchasing behaviour accurately, as stated in this study's research intention above.

This next study by María Rosario González-Rodríguez, María Carmen Díaz-Fernández, Marek Pawlak and Biagio Simonetti, focused on consumers perceptions of CSR using a survey on Spanish, Polish and Bulgarian business students in 2012. Similarly to Loussaïef's *et al.* (2013) study, they use business students to ensure relevant and knowledgeable responses on the topic of CSR. Their cross-cultural study focuses on understanding students' perceptions and values regarding CSR to reveal value profiles in relation to CSR perceptions (González-Rodríguez *et al.*, 2012). Similarly to Nielsen (2015), values related to self-interest and self-enhancement were found important to the participants. According to González-Rodríguez *et al.* (2012), creating consumer awareness on CSR practices are fundamental to their perceptions. This supports Nielsen's (2015) research which indicates CSR communication is necessary for consumer awareness during their purchasing decisions.

Despite being dated, this study is still relevant due to its concentration on student participants, which suggests a youth sample and this, along with the focus on CSR and consumer perceptions is a commonality to the current research objective. This study conducted a comparative study on three countries and similarly to Loussaïef's *et al.* (2013) study, due to limited scope the researcher lacks the resources to conduct a similar comparative international study. Therefore, this study will only provide research from a SA perspective.

In another CSR study, Line Schmeltz (2012) focused on investigating the opinions and attitudes of young Danish consumers aged 18-30 in relation to organisations that engage and communicate about CSR, using a Likert scale survey. The study found that consumer-oriented CSR communication is necessary. However, consumers tend

to focus more on their own personal self-centred values when purchasing than the morality of the CSR expectation (Schmeltz, 2012). This self-centred focus is another relatable finding to González-Rodríguez *et al.* (2012), Janssen and Vanhamme (2014) and Nielsen's (2015) research. This study also acknowledges consumer scepticism, due to beliefs that organisations only communicate and engage in CSR for self-interests (Schmeltz, 2012).

This study is relevant despite it being dated, because it provides research insights on young consumers perceptions of organisations CSR engagements which contributes knowledge to the current research objective. A limitation of this study is the broad age gap used within the study which is not supported by reasoning and can be critiqued because by having the broad age gap of 18-30, some age groups may be left out and this can lead to inconsistency because the researcher might compare a 20 year old participant's perceptions with a 30 year old participant's perceptions. This is a drastic, irregular comparison. This study should have used stratified sampling and separated the broad age group from 18-25 and 26-30 year-old participants and then sampled out participants from these groups, to ensure more consistency. This is an issue the researcher has identified from this study and this will be overcome in the current study by focusing on narrower parameter of young consumers aged 18-25, unlike Schmeltz's study sample.

According to researchers Hojatollah Vahdati, Najmedin Mousavi and Zohre Mokhtari Tajik (2015), it is important for organisations to consider both the requirements of stakeholders and their own responsibility to society. In this study, Vahdati *et al.* (2015) conducted quantitative research using questionnaires on 'The study of consumer perception on CSR towards consumers attitude and purchase behaviour'. Similarly to the current research objective, this study focuses on CSR, consumer perceptions and purchasing decisions. A relevant result found that CSR has a positive relationship with consumer purchasing behaviour and that strong consumer environmental concerns can potentially outweigh the problem of prices of products and services during purchasing (Vahdati *et al.*, 2015).

This study is relevant because the study confirms that CSR does have a role in consumers purchasing decisions. It also provides an additional perspective regarding how environmental concerns lead consumers CSR perceptions towards purchase

decisions. However, due to this study conducting their research quantitatively, the current research will expand on this work in a qualitative way using interviews to gain detailed descriptions of consumers subjective perceptions towards CSR and purchasing decisions.

In this next study, researchers Todd Green and John Peloza (2014) conduct qualitative research using semi-structured interviews on 'How consumers infer CSR and the role of organisation size'. Findings include that positive consumer perceptions are attributed to large organisations who invest in CSR engagement with commitment (Green & Peloza, 2014). In contrast, other participants mentioned that organisation size does not have a role in their purchasing decisions and consumers lacked interest in organisations with CSR practices (Green & Peloza, 2014). This is because of the lack of information regarding which organisations are socially responsible or not and the belief that socially responsible products and services were overpriced (Green & Peloza, 2014). This insight of overpriced products and services with Vahdati's *et al.* (2015) finding on strong environmental concerns potentially overpowering high-priced goods, presents two opposing perspectives as potential outcomes in this current study.

This research is relevant to the current study as this is additional research that helps understand whether organisation size can have a potential role within consumer purchasing behaviour in relation to CSR initiatives by retailers in SA. Organisation size is not a primary focus but can be incorporated in the current study by identifying in participant responses whether the retailers they mention are large or small brands to confirm its role in consumer perceptions and purchasing. According to this study, consumers lacking awareness of CSR initiatives may be a reason some groups disregard CSR products and this limitation has been highlighted in several above-mentioned studies as well. This issue will be overcome in the current study by only incorporating participants who are familiar with CSR initiatives by retailers. This is to ensure that participants with relevant knowledge will be able to contribute to the research objective.

Another CSR study by researchers Jiyun Kang and Gwendolyn Hustvedt (2013) in the United States focused on building trust between organisations and the role of transparency and social responsibility on consumer perceptions. Their study used a

quantitative measurement model which measured five items namely social responsibility, trust, general attitudes, purchase intention and WOM intention (Kang & Hustvedt, 2013). This study found that organisations efforts to be transparent and socially responsible in their operations, has a direct impact on consumer trust and attitudes towards the organisation (Kang & Hustvedt, 2013). From this, trust and general attitudes were identified as significant in building the company-consumer relationship and these items have direct effects on positive consumer word of mouth (WOM) and purchase intention (Kang & Hustvedt, 2013). Overall trust is identified as a vital element to enhance brand purchases, loyalty, and positive WOM (Kang & Hustvedt, 2013).

A strength of this study is that it provides understanding of how purchase intention is enhanced, and this informs the researcher for potential themes in the current study. A limitation of this study is that although it focuses on CSR, trust, general attitudes, purchase intention and WOM in a quantitative way, there is no qualitative understanding of these elements due to the online survey method used as this is a quantitative data collection method. The current study will therefore only focus on CSR and purchase intention in a qualitative way to gain further understanding of young Durban consumers' perceptions of CSR by retailers. This will reveal attitudes (which is key concept of the Theory of Planned behaviour) in participant responses from the structured interviews regarding how young consumers perceive CSR and retailers undertaking these engagements, when making purchasing decisions.

This next study was conducted in Taiwan by Mei-Hua Chen, Pe-Ni Tai and Bryan H. Chen in 2015 using 252 college students to analyse the relationships between CSR, consumer-company identification, brand prestige and purchase intention using a scale rating survey. From this study, purchase intention and CSR are the two relevant elements that are related to the current study's objective and thus the findings are significant. Overall the results of these relationships concluded that a CSR image has a positive consequence on brand prestige and consumer-company identification. Brand prestige also has an encouraging effect on consumer-company identification and consumer-company identification positively impacted consumer purchase behaviour. Furthermore, the study found that a CSR image created a consumer identification with that organisation, and this may have a role in enhancing consumers purchase intentions. This relationship proven between CSR and consumer purchase

intention in this study thus supports studies by Green and Peloza, (2014) and Vahdati *et al.*, (2015).

Although the researcher will not be testing the impact of CSR, consumer-company identification, brand prestige and purchase intention, these findings are insightful to the researcher in understanding what has had a role in consumer perceptions regarding CSR in other similar research contexts. The findings from this study is relevant to the current study because it provides knowledge on CSR in relation to what has a role in enhancing consumers purchase intention. Brand prestige and consumer-company identification were appropriately defined. However, this study can be critiqued for not providing definitions on their other main key concepts namely CSR and purchase intention, despite these being central to their research study. The current study will ensure all concepts are appropriately explained to ensure contextualisation for the study's objective.

In conclusion, this literature review provided a discussion of past literature related to the research topic or CSR, consumers, retailer and purchasing decisions. Most literature revealed that organisational CSR has a positive relationship in consumer perceptions and purchasing behaviour. In contrast, other literature noted that consumers behave out of self-centred values during purchasing and only state CSR as an expectation because it is perceived socially responsible, and there is no real intention or interest to support CSR consistently. Consumers lack CSR information and awareness, which impacts their decision-making negatively due to the inability to acknowledge CSR as an option or identify CSR engaged organisations.

3 RESEARCH DESIGN AND METHODOLOGY

This section described the research methodology that the researcher adopted to conduct this study and provided reasoning for the approach taken.

3.1 Research paradigm

This study followed the research paradigm “Interpretivism” due to the qualitative nature of this research. Interpretivists aim to gain understanding of human behaviour and the relevant and meaningful perceptions of an individual as they attempt to understand reality from the perspective of the individual they are studying (du Plooy-Cilliers, 2014). This research did not aim to identify causal relationships or quantifiable data, but to create meaning from individuals experiences.

This research focused on young Durban consumers’ unique subjective views because this study’s purpose was to describe the perceived role of CSR on Durban youth consumers’ purchasing decisions within retailers. To understand the aim of this study, the research objective was looked at from five positions within the interpretivist tradition namely; ontology, epistemology, methodology, metatheory and axiology (du Plooy-Cilliers, 2014).

“Ontology is the study of reality” (du Plooy-Cilliers, 2014). In interpretivism, the researcher used a human centred approach to study the subjective reality of each participants’ experiences and perceptions towards CSR initiatives and making purchasing decisions because each one is socially constructed uniquely.

Following this is “epistemology which is the study of knowledge” (du Plooy-Cilliers, 2014). In interpretivism, each participant’s understanding is valued because it helped the researcher create knowledge into the participants CSR perceptions and purchasing rationale. Here, the researcher used the same set of structured personal interviews questions on each participant to gain a common understanding of young Durban consumers’ perceptions.

Next is the “metatheoretical position, which is theory about theory” (du Plooy-Cilliers, 2014). The Theory of Planned Behaviour was commonly used within quantitative data collection and analysis methods. However, this study applied the theory in a qualitative way using structured personal interviews. For this Interpretivist study, the aim was to research consumer perceptions and therefore, applying this theory’s key concepts

qualitatively was necessary to understand youth's subjective perceptions of CSR during their purchasing decisions.

The next position is "methodology, which is a guiding system for solving problems" (du Plooy-Cilliers, 2014). In interpretivism, the researcher used a qualitative research design, which included structured personal interviews with open-ended questions and a qualitative content analysis using a priori coding. The use of open-ended questions allowed each participant to give their own individual description of their perceptions around the topic. Also, the researcher valued contributing to the field by applying a mostly quantitatively applied theory in a qualitative way.

Lastly is "axiology which is the study of values and value judgements" (du Plooy-Cilliers, 2014). In this study by applying the key concepts from the Theory of Planned Behaviour, the researcher was able to reveal how each participant uniquely perceives CSR during their purchasing decisions in retailers.

3.2 Research design

Interactive studies are a qualitative mode of inquiry and examples include ethnography, phenomenological, grounded theory and critical studies (Maree, 2016: 36). This study was qualitative using an interactive design because it aimed to gain an understanding of the topic of young consumers unique perceptions and experiences in relation to retail organisational CSR initiatives, using personal interviews (Strydom and Bezuidenhout, 2014). According to Renzi and Klobas (2008), "the Theory of Planned Behaviour is a socio-psychological theory of human behaviour", which means it originates from the socio-psychology field. However, it is now being used in the Communication Field.

This study used a cross-sectional time dimension, which refers to research that is conducted once off which creates an overall representation of a phenomenon (du Plooy-Cilliers & Cronje, 2014). This time frame was beneficial because the research conducted was from the most current time frame, thus this study provided the most updated research on young consumer perceptions of CSR and purchasing decisions in retailers. This time dimension was suitable due to the one-year time frame of this Honours research.

This study used deductive theorising, which comprised of reasoning that begins with general assumptions and leads to more precise assumptions and in research studies,

it allows researchers to test an already existing theory (Bezuidenhout, 2014). Deductive reasoning applied because the Theory of Planned Behaviour was an already established theory with its own assumption guided by its key concepts namely 'subjective norms', 'attitudes' and 'perceived behavioural control'. This theory was applied to this research to make more precise assumptions about young consumers perceptions of CSR during purchase decisions, by applying the theory's general key concepts in the interview questions and codes for data analysis for this study (Bezuidenhout, 2014).

3.3 Population

Target population refers to all individuals or everything that meets the requirements of the population parameters (Pascoe, 2014). The target population included all young consumers of any race, gender and culture, between the ages of 18-25 who made purchases from retailers in SA. The accessible population referred to only the available proportion of the target population that the researcher could access and include within the study (Pascoe, 2014). Therefore, the accessible population for this study are members from the target population but only those who are in the Durban area, because they are in close reach to the researcher.

The population characteristics of participants for this study include:

- Ages 18-25. This is because it was used in a previous study by Loussaïef *et al.* (2013) and because this study wants to focus on youth consumers due to the lack of research, as mentioned in the problem statement.
- Participants included could be from any race, gender or culture because this study must represent the SA population as much as possible for the scope of this study.
- A Durban retail customer. Participants must be a Durban customer because this is a Durban focused study.
- Familiarity/awareness of the CSR initiatives of one or more retailers. This was to ensure relevant and knowledgeable participant responses on the topic of retailers and CSR because participants can relate to their personal experiences and perceptions of these engagements.
- Be a frequent customer of the retailer. This was important because the researcher could determine the reasons why this participant was a frequent

consumer from their interview responses and whether CSR had a role in this. This is to also ensure credible responses on the retailer's CSR.

3.4 Sampling

In research, unit of analysis refers to smallest units that can be examined and these can include people, organisations, social artefacts or concepts (Pascoe, 2014). For this study, the unit of analysis was participants' perceptions, and these were collected from the interview responses for this research study. The nature of the research plays an important role in determining the sample size required for the research (Pascoe, 2014). Sample size refers to the number of units included in a sample population and for this study it included four participants (Lavrakas, 2008). This was a fair enough sample size for a cross-sectional qualitative study to gain enough in-depth responses.

In non-probability sampling, not every unit in the target population had an equal chance of being chosen to form part of the sample (Pascoe, 2014). Non-probability sampling was used because the researcher could not access the entire target population (Pascoe, 2014). The researcher used volunteer and purposive sampling within this qualitative study to gather research participants. Volunteer sampling is a sample that is formed through people who have volunteered to participate within the research (Pascoe, 2014). The researcher posted a message on *Facebook* that described the intentions and required population characteristics of this study (see appendix B pp.61). The researcher requested all suitable persons interested to volunteer. In contrast, purposive sampling is when the researcher deliberately chooses certain elements to be included in the sample population for the research which is based on a list of characteristics (Pascoe, 2014). From the overall six volunteers, four participants that best suited the population parameters was purposely chosen by the researcher to be a part of this study.

3.5 Data collection method

This study used qualitative structured personal interviews, where a set of questions was created, and young consumers were asked open-ended questions related to the central research objective (Nieuwenhuis, 2016). This structured method provided the researcher with a framework that focused on answering the central research question (Nieuwenhuis, 2016). This method allowed the researcher to design questions that aligned the key concepts from Theory of Planned Behaviour and the research

objective. However, a disadvantage of this method was that it did not allow the researcher to query something interesting in a participant's response because it did not form part of the initial question schedule and it goes beyond the scope of this research report and research question. For this study, due to the limited scope of this study only twelve questions needed to be asked as this collected enough information for the analysis.

To recruit participants, a picture format message was posted on the researcher's *Facebook* profile, requesting any individual who fitted the study's characteristics to volunteer and contact the researcher. A pre-test of the data collection method was first carried out using a participant who met the population characteristics but was not included in the research sample. This participant was selected through purposive sampling from the same group of participants who volunteered to the *Facebook* message request. Audio recordings were used to collect responses and were reviewed and transcribed later by the researcher (Nieuwenhuis, 2016). The data collection and interview process was conducted only when the researcher received ethical clearance (see appendix C pp. 62) An interview question schedule was used to guide this process (see appendix D pp.63). The interviews were conducted at coffee shops around Umhlanga. During the interviews, there were questions from participants for clarity and pauses for noise and one participant did take an important phone call. The interviews took on average about twelve minutes per participant.

3.6 Data analysis method

A qualitative content analysis was used, which is a systematic, replicable technique using explicit coding rules to form a few content categories by compressing long texts (Stemler, 2001 in Nieuwenhuis, 2016). The qualitative data analysis involved the application of four steps (Nieuwenhuis, 2016). Step one involved data preparation where interview recordings were digitally recorded and transcribed verbatim in MSWord format. Step two involved coding the data, and 'a priori coding' was used. A priori coding is when meaning units are created based on a theory, before conducting data analysis (Nieuwenhuis, 2016). It was then applied to participants responses. For this study, codes using the key concepts from the Theory of Planned Behaviour was created in advance before connecting them to text. For example, the concept *attitudes* from the Theory of Planned Behaviour was used to create the codes favourable attitudes or unfavourable attitudes. This helped the researcher interpret whether

consumers had favourable or unfavourable attitudes, towards CSR initiatives by retailers. The literature review also contributed insight into anticipated themes that may appear in this study. Step three involved establishing categories. Here, the researcher categorised various codes pertaining to the study into a system that helped organise the data. Different colours were assigned to each code and the transcribed responses were highlighted with a certain colour according to the identified code (see appendix E pp.64). Lastly, step four involved making sense of the data. The researcher took the findings and synthesised the data into an organised structure and used direct quotes to ensure validity of responses. The participant and their direct quotes from responses in the interview were put into a table format. This helped interpret and draw meanings for this study.

4 PRESENTATION AND INTERPRETATION OF FINDINGS

This section discussed how trustworthiness was upheld and how the findings for this study were interpreted and analysed. In qualitative research, data interpretation was important as this helped to create meaningful understanding of the research topic.

4.1 Trustworthiness

Due to the qualitative nature of this study, four criteria were proposed to pursue a trustworthy study namely: credibility, transferability, dependability and confirmability (Guba 1981 in Nieuwenhuis, 2016).

The first criterion was credibility, and this refers to the accuracy that the researcher accomplished when interpreting the qualitative data provided by participants from the research interviews (Nieuwenhuis, 2014). The researcher upheld credibility by aligning the research questions and methods to the theoretical foundation, using structured personal interviews to gain descriptions of young Durban consumers perceptions of CSR during their purchasing decisions. Also using a qualitative content analysis, a priori coding helped the researcher to analyse and establish codes in participant responses.

In the second criterion, transferability was the ability of the findings to deliver similar results if it were to be applied by another researcher in a similar situation (Nieuwenhuis, 2014). By naming this study's population parameters (see population section), purposive sampling can inform other researchers on how participants were chosen. Transferability would be increased because if another researcher were to conduct a similar study using these population characteristics and purposive sampling, it can be anticipated that they will gain similar findings from their participants. To uphold transferability, the researcher read through participants responses more than once when coding, to re-check that the application of codes and interpretation of responses were as accurate as possible.

The third criterion of dependability was demonstrated through the process of research design and implementation, the detailed process of gathering data and the reflective appraisal of the final report (Nieuwenhuis, 2014). Dependability was upheld by ensuring all changes and revisions of codes, sources and data collection methods were documented to allow others who access the original data to follow the decisions and interpretations made during the analysis process.

The last criterion of confirmability, referred to the degree of objectivity to which the findings in the study are formed by the participant and not the researcher's personal bias or interests (Nieuwenhuis, 2014). The researcher upheld confirmability by including direct quotes from participants' responses and this supported the interpretations and applications of the key concepts from the Theory of Planned Behaviour and helped the researcher avoid quoting participants out of context. The researcher will avoid bias by making the original research data collected available in storage for five years.

4.2 Presentation and interpretation of findings

This section interpreted the four participants responses collected from the interviews which were transcribed verbatim. The interview schedule consisted of twelve questions where two were warm up questions and the other ten were more specific questions, which helped the researcher understand how participants make purchasing decisions in retailers with CSR initiatives. The organisations mentioned in participants' responses below have been hidden to uphold ethics regarding these retailers because the focus of this study is not on any specific SA companies' CSR. The discussion below grouped the interview questions according to the themes they focused on and they are not discussed in interview schedule order. The interview question number were noted above each table and due to long responses only some quotations were shown in the tables to demonstrate a comparison. Each question was mentioned verbatim before an interpretive analysis of the participants responses was discussed under each table. This analysis explained the purpose of each question and the similarities and differences of the responses to past literature or the theory's concepts.

4.2.1 Consumers knowledge and understanding of retailers' CSR

In this theme, questions one, two, three and seven focused on understanding the knowledge that participants had of CSR and retailers CSR initiatives. These questions required participants to recall examples to support their responses.

Table 1: Responses for question one

Participant	Quotations
A	"It's when an organisation helps their community (uhm) employees, employee's family just so they can help out and not just be seen as a corporate just about to profit, they also about the community and people they effect."
B	"...a company using some sort of charitable drive or socially based initiative to improve the lives and lifestyles of the people that frequent their store the most. So, it could be like a geographical thing where it improves the lives of the community or they just try and do general good in the area that they are located."
C	"Corporate social responsibility is like you do good to the, to the envir... – to social. You must be, let other people to feel good about your organisation. Why they choose your brand and why they choose your organisation. Like you doing something like (hmm) feedback to the social not just getting moneys. Also doing good to the social and the environment."
D	"...when businesses tend to give back to the community in which they operate in. Sometimes, well most of the time it's not for their own profit, but to show that they care about more, than just profits and they also care about their environment and the community."

Question one asked participants to "Describe your understanding of the term corporate social responsibility?". This warm up question aimed to corroborate the definition of CSR from the conceptualisation section with the understanding of the participants knowledge about what CSR means. CSR is an organisation's commitment to minimize harmful effects on the environment and address social issues and to maximise the organisations ability to serve and benefit society (Harris et al, 2001). This was important because CSR forms the basis of this study. The participants responses were analysed for similarities and differences between their understandings, and what they value when they thought about the concept CSR, was identified. Based on the responses above, the participants overall mentioned that 'an organisation' does something good to help society and they all mentioned that these actions go beyond the intention to gain a profit or money. This finding was significant because the

definition for this study did not mention the inclusion or exclusion of ‘profit’. Two participants recognised that the environment was included while the other two focused more on a community or people centred idea of giving back. The responses to this question demonstrated that these participants have an informed idea about CSR.

Table 2: Responses for question two

Participant	Quotations
A	“[REDACTED] giving free glasses to children and the [REDACTED] doesn’t do animal cruelty, they don’t test on animals.”
B	“An example also is [REDACTED] for me that I remember...” “...it’s never been thinking to me that like oh they do a library I have to buy from them almost as a reward for their good work. If I want [REDACTED] I’m just gonna drink it, I’m not gonna think about charity.”
C	“...I heard from friends, also from the website that, on the homepage of [REDACTED] its tells, it tells you about why uhm the CSR, what they do for example recycling like plastics.”
D	“... and [REDACTED] I think was also with uhm stopping hunger” “...if I know a company is uh involved in a CSR initiative I’d choose them over another retailer because I feel like I’m also helping make a difference.”

For question two, participants were asked to “Think about CSR initiatives that are conducted by retailers in SA that you may have come across or have heard of. Using examples, describe how your knowledge of different CSR initiatives in SA has a role in your purchases from retailers?”. This was also a warm up question which aimed to gain a general understanding of the knowledge that participants had of CSR in SA. The purpose was to see whether participants could name more than one example, to understand the amount of awareness they have regarding CSR by organisations. Based on the literature review, it was found that CSR awareness and communication was lacking amongst consumers (see González-Rodríguez, Díaz-Fernández, Pawlak & Simonetti, 2012; Schmeltz, 2012; Dutta & Singh, 2013; Loussaïef, Cacho-Elizondo, Pettersen & Tobiassen, 2013; Nielsen, 2015). This question aimed to confirm this finding within a SA Durban context.

Based on the interviewees' responses, it was found that the finding mentioned above was not confirmed because the participants showed a high amount of CSR knowledge and awareness. Participant A did not mention how their knowledge of different CSR initiatives had a role in their retail purchases. However, based on the examples provided, their retail purchases are based on companies that have CSR initiatives. It was assumed that by mentioning these examples, the participant was implying a purchasing motive towards organisations that are socially responsible. Participant C did not describe how their CSR knowledge had a role in their purchasing but revealed that people have an influence during purchasing decisions for this individual.

This participants response also reveals awareness towards the products they buy by noticing the 100% recyclable packaging. Participant D was able to give many examples, however the direct quote in the table above stated that the participant intentionally supports these CSR organisations due to the knowledge they have of initiative. This reveals that a young consumer can be proactive based on their CSR knowledge, similarly to participant A. In contrast to these responses, participant B gave two examples but shared that by having this knowledge, it does not have a role in their purchases and that they buy products because of self-interest to have it.

Table 3: Responses for question three

Participant	Quotations
A	"I get my knowledge by going shopping or research. I research the shops before I go buy products from them."
B	"... the three places where I got my knowledge they were the paper, the newspaper, specifically the [REDACTED] in that instance and <i>Instagram</i> and <i>Facebook</i> ."
C	"Probably from the website, friends as well like my parents, they telling you maybe. They bought stuff from before, and they say they saw that these things wrote on the package that says 100% recyclable and aware that they did good things and like donate moneys..."
D	"Uhm through ads, instore promotions and ads- the walk-in pamphlets and stuff like that. Uhm sometimes when you go to pay you see, do you wanna add this amount to give back or something like that."

Question three was, “Using examples, explain where you gain your knowledge of CSR initiatives by retail organisations?” This question was created based on the problem statement in this study, which found that there was a lack of CSR communication aimed at consumers. Consumers were overlooked, and this question aimed to understand the current exposure that these young consumer participants received. Their responses were meant to reveal whether they had any exposure to knowledge of retailers’ CSR or not. Based on the responses in the table, the quotations mentioned a diverse range of sources where participants gained their knowledge from of retailers’ CSR initiatives. Despite the diversity, a noticeable difference in these responses was that Participant A did not mention any person or type of advertising media like the other participants but mentioned that they do independent research. However, overall there was a definite awareness of CSR knowledge amongst these participants because they mentioned where they gained their CSR knowledge such as on social media or adverts instore or how through independent research.

Table 4: Responses to question seven

Participant	Quotations
C	“[REDACTED]. Because I always buy [REDACTED] [laughs].” “Same as the recycling like packaging’s, they design packaging but they also doing 100% recyclable.”
D	“I’m gonna say [REDACTED] again. Their [REDACTED] programme. So basically sign up for that, you, every time you purchase I think a percentage of whatever you, your purchase amount is, goes towards the school.”

Question seven asked participants to “Think about a retailer that is involved in CSR that you recently purchased from and describe in detail your understanding of their CSR involvement and initiatives?”. Due to the detail and the limited scope of this report, only two quotations from two participants’ responses were included in this analysis. This question focused on the knowledge and detail that the participant was able to share about any known CSR initiative by a retailer they supported. Their detailed explanation helped the researcher see whether CSR communication was effective and sufficient amongst youth consumers.

From the responses, participant B had a more detailed understanding and mentioned two initiatives by their chosen example retailer. The other participants explained one example and participant C referred to their previous explanation and example throughout the interview. Participant C and D both spoke about the same retailer however, they did not mention the same initiative (see table above). From this, it was concluded that there was effective communication from retailers as these participants clearly described each initiative and linked them to the responsible retailer.

4.2.2 Consumers attitudes towards retailer's CSR

In this theme, questions five, six, eleven and twelve were discussed. These questions focused on consumers attitudes during purchase decisions and towards retailers' CSR.

Table 5: Responses to question five

Participant	Quotations
A	"I think it's very important to help out the community and everyone that they effect, so they're showing that they care and not just that they want profit."
B	"...I don't think that giving to charity or the needy is a bad thing, but it's never going to make me choose that group over another."
C	"They're doing pretty well for the like the leading brand, like say for like example [REDACTED] and also [REDACTED]." "I'm positive."
D	"... impressed by some stores, because you can see that they put in a lot of effort into giving back to the community. "...some stores you can see that it's not for just the attention or to gain profit..."

Question five was, "As a youth consumer, explain how you feel about CSR engagement in SA retail organisations?". This question was based on the concept 'attitudes' from the Theory of Planned Behaviour (see conceptualisation section). This question focused on determining whether participants have a favourable or unfavourable attitude towards CSR initiatives by SA retailers. Participant A, C and D emphasised an importance of CSR. Participant C focused on one store and how it impressed them while participant D also said "Like some stores will impress you and some retailers just don't. Participant D spoke about how the authenticity of initiatives helped create a favourable impression for stores. Both participant A and D spoke

about how it was important to focus on more than just profit. Overall, it seemed all four participants felt favourable towards CSR engagement, however participant B mentioned that although CSR is important, it is not a deciding factor for them when making purchases.

Table 6: Responses to question six

Participant	Quotations
A	“Uh [REDACTED] is consistently supported because I like that they’re organic and that they actually do check on the farms if they’re doing everything under regulation.”
B	“I think they have a fair balance of price and quality.” “...it’s the smaller things that have influenced my decisions so, the layout of it, is each thing like well laid out, are the staff willing to help you...”
C	“You see I buy stuff from [REDACTED] and [REDACTED] because those two brands firstly they doing recycle, that I like. And then secondly their environment is clean, and they do pretty good as you know talking to your customers the aiming, they know what you want.”
D	“...I consistently support [REDACTED] because of the [REDACTED] programme. Uhm I feel like I’m giving back to schools that possibly that my family members or whatever attend and obviously making the school better for a few kids.”

Question six asked participants to “Think of a retail organisation(s) you consistently support and provide an explanation of what your impression is of that organisation?”. This question aimed to find out how participants felt about a real life store that they continuously support to understand why they shop there. By noting their impression of the store, the researcher understood what aspects about a retailer are most noticed or are important to participants or not. Participant A shopped at the selected retailer due to its organic products and trading health regulations. Participant D also mentioned organic products and spoke about the authenticity of the retailer’s initiatives.

Participant B and C both mentioned that physical appeal of the store like the environment or layout and also customer service was important. Participant B mentioned that they found unfriendly staff off-putting during their purchases. A similarity was that participant A, C and D all used the same retailer example, which demonstrates effectiveness of image by that retailer with consumers. Significantly, CSR was not one of the things that formed part of the participants impressions of the retailer they chose, except for participant D. They supported the retailer knowing that the initiative might help children and possibly people they know.

Table 7: Responses to question eleven

Participant	Quotations
A	"I'm positive towards organisations that do participate in CSR initiatives."
B	"On the whole, my attitude towards organisations that do CSR initiatives is again relatively neutral. "...it does impress me but it's not going to leave to much of a lasting impression."
C	"Positive. Like good. Because I want to buy. I also want to do something good that's why I go to the organisations. So, I pay the money to them, they can do good things." "...I don't know where to find it to do good and you know, so that's why I chose the organisations and let them to do it."
D	"So, for organisations that do, that are involved in CSR initiatives, I'm a bit more, I lean more towards those kind of organisations. Because as I said it helps me, gives me kind of an easy feeling like I just gave R2 for someone who's hungry."

Question eleven asked participants to "Describe your attitude towards retail organisations who do participate in CSR initiatives?" with examples. The coding category 'favourable attitudes' was applied to Participant A and C who both clearly stated a more positive attitude towards retailers who do participate in CSR. Participant D fitted this code because their response mentioned "...I feel like I'm also helping them care", which is a response suited for this code. Participant D and C mentioned that by choosing stores with CSR, they pay those stores to do good and this helps them (participants) feel like they are doing good too. Participant B's response was

complicated because he takes a 'neutral stance' for this question, similarly to the next one. However, this stance was critiqued because in the next question he stated that "If an organisation does no charity work, that's never ideal." The code relevant in this question was 'favourable attitudes' because the quoted response showed a favourable attitude towards CSR. However, due to the 'neutral stance' mentioned, the code 'low CSR purchase intention' from the concept 'perceived behavioural control' also applied here. This interpretation demonstrated that the participant cares, but not enough to make CSR based purchases.

Table 8: Responses to question twelve

Participant	Quotations
A	"...I think it's very negative to not participate in the initiatives because it just shows what type of company you are." "...it's cold, just inhumane kind of, that's why I'm against it."
B	"If an organisation does no charity work, that's never ideal. I think even giving a little bit back is is a good thing."
C	"I think there's a lot of small organisations that maybe they start from bottom, so they don't really look for the CSR. They just watching for the profit. Not the benefit for social." "my attitude, bad image. I don't want to buy stuff from them."
D	"I do feel that it's important to have CSR initiatives because you need to give back to the people that support you, the community that you are in." "...I wouldn't say I'm hostile, like I would still go and buy from that sort of retailer."

Question twelve asked participants to "Describe your attitude towards retail organisations who do not participate in CSR initiatives?" with examples. This question applied the codes related to the concepts attitudes and perceived behavioural control from the theory to determine if consumers would support retailers without CSR. Based on the responses, all the participants felt that CSR initiatives no matter how small, was important. Thus, they all had unfavourable attitudes towards retailers without CSR. However, quotations above reveal that participant A and C are completely against supporting organisations without CSR while participant B and D are not completely

swayed away from supporting retailers without CSR. Participant B also mentions, doing the bare minimum such as following the law is good enough. Participant B and D's response moderately linked to previous studies by Janssen and Vanhamme (2014) who claimed that there was a gap between consumer intention and behaviour because consumers are less socially focused than they claim to be. It also linked back to the Nielsen's (2015) study which mentioned consumers have a self-interest when purchasing because participant B and D although they claimed to care, it was not strong enough to influence their continuous purchases. Only participant C and D tried to recall organisations that they thought did not practice CSR.

Overall regarding perceived behavioural control and the codes related to this concept, participant A and C had a high CSR purchasing intention while B and D had a low CSR purchasing intention. A study Nielsen (2015) stated that small businesses should focus more on survival and CSR was for much bigger companies. Participant C similarly stated that small businesses looked for profit and not CSR.

4.2.3 Consumers perceived importance of CSR purchases

This theme includes questions eight and ten as these questions focus on how consumers perceive CSR and whether it was important or not. These questions focus on understanding whether CSR has a role in retail purchases.

Table 9: Responses to question eight

Participant	Quotations
A	"Yeah uhm especially with make-up, if they are against animal cruelty then I would purchase from them but if they harm animals, I don't. So, I look, I research first and then I will shop from depending on who is against or with animal cruelty."
B	"...when I found out that they do such amazing work for two such vulnerable groups, I'm happy to keep supporting them in the future."
C	"For me is, I look for the product first." "...after I purchase it then I see the package and maybe I see CSR is on it. Because I like the food that they have and the quality of their food first."

D	"...if I know a certain grocer has a, has given back to the community, sometimes even if their prices are a little bit higher, I'd rather go there to give back..." "...but if it's a drastic price difference then I may go to the other store."
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Question eight asked participants to "Describe whether your knowledge of these CSR initiatives, has a role in whether you purchase from that retail organisation or not? (Elaborate)". The significance of this question was to identify whether participants had any knowledge of retailers' CSR initiatives and whether they make purchases specifically because CSR is important to them. In this question, it was found that participants A, B and D support and appreciate social responsibility when they purchase products or at a certain store. However, participant C does not consider CSR first when purchasing, but rather the product, despite sharing in previous responses an approval for retailers that practice recycling plastics. Participant C supports CSR out of coincidence from buying a product they like at first. A critique here is that in question four, participant B and D do not mention CSR as a criterion or a reason for why they purchase at a chosen a store or buy a product, yet they mention in this question that they want to support retailers with CSR. A finding from past literature reviewed was that having strong environmental concerns can overpower high-priced goods (Vahdati et al, 2015). This was challenged here as participant D implied that high prices can become a reason to choose another store without CSR practices.

Table 10: Responses to question ten

Participant	Quotations
A	"...retail organisations need to be involved in CSR because it's good to help the community out and show that they have uhm they care." If they don't show that they care people will not shop with them as much". "...they just seem like they want money..."
B	"Look I don't think it's that important for retail organisations to be involved in CSR, but there have to be some conditions...". "... I think it is important to survive in the business climate of today. For me personally no, but in general yes I think it is a good idea."

C	"Because you buy stuff from good organisations, you also feel good that you don't pay the money to let them do something bad. Yeah. Yeah, it's important."
D	"...it's important for them to be involved in CSR." "...it's important also for you to give back to their community and because the people are supporting you at the end of the day and in a way that's how you give back."

Question ten asked participants "Why do you think it is important or not for retail organisations to be involved in CSR? Elaborate". This question focuses on understanding a consumer's behaviour towards a retailer. If an organisation conducts CSR initiatives, this question aimed to find out whether consumers went out of their way to support them. This question linked to the concept 'attitudes' from the Theory of Planned Behaviour because the researcher wants to see if favourable or unfavourable attitudes had a role in consumers' purchases or not. The concept perceived behavioural control also applies here because the codes created from this concept are created to determine whether the participants have a high or low CSR purchasing intention. Participant A, C and D are favourable towards retail organisations who have CSR initiatives and emphasises that it is important to give back to the community and/ or the environment. Thus, they can be perceived to have a high CSR purchase intention. In contrast, participant B similarly shares a favourable attitude towards retailers' CSR but does not think it is important because from their full response: big companies pay large amounts of tax, and this tax bill compensates for their need to do CSR. therefore, participant B is perceived to have a low CSR purchase intention.

4.2.4 Consumers perceived control in retail purchases

In this theme, questions four and nine focus on understanding the aspects that have a role in consumers' purchase decisions, whether CSR is considered or not and what consumers base their purchase decisions on.

Table 11: Responses to question four

Participant	Quotations
A	"I like [REDACTED] because they're very against animal cruelty, so I like buying make-up from there and [REDACTED] because they are organic..."
B	"Uh clothing stores, [REDACTED]... where they were hiring more like BEE hiring [*participant means BBBEE*]..." "I'd say [REDACTED] is up there..." "...they were doing uh book donations and uh book drives. I thought that it was good that they were giving back to people my age."
C	"I chose by the environment. If they neat clean inside, they give me like, they want me to go in... [it's the stores environment?] yeah, the store environment. and it must be neat and clean, that's why I buy the food from them, I'm comfortable."
D	"If the service is good I'm definitely gonna shop there. The loyalty programmes, so what am I gonna get back. Do I get a discount, also the value for money? If I'm going to purchase, is the quality of their products good, am I getting good value for my money..."

Question four was "When making a purchase in a retailer, can you describe your experience on how you choose a store or their products? (What makes that store special?)". This question aimed to determine what the participants reasons were for choosing to purchase at stores. By understanding this the researcher determined whether CSR is considered and if a participant had any mentioned criterion when purchasing, is CSR stated. Participant A mentioned that having organic and non-animal cruelty products is important when making a purchase at a retailer. This revealed that participant A supports stores that are more conscious to the environment like animals and people's health. Participant B's response in the table above about following 'BBBEE' (Broad Based Black Economic Empowerment) policies was a different perspective in comparison to the other participants. Participant B mentioned some expectations such as price, quality, the layout, convenient proximity and friendly staff were important to their purchasing experience. Participant C looked for cleanliness and comfort in the stores environment when purchasing and this demonstrated a condition for the store to have specific physical appeal. In contrast,

participant D focused on services and features that came with the purchase, so their condition was for some reward back when purchasing.

The study by Lavorata (2014) confirmed that CSR was not a purchase criterion and overall this study corroborates with this finding because the responses implied that CSR consideration during purchases in retailers were not at the top of the list or on it at all, except for participant A. Majority of the participants did not mention CSR when they chose a store or purchased products.

Table 12: Responses to question nine

Participant	Quotations
A	"...No, I just research first and I make my own decision." "...I kind of make up my own mind and then depending on my personal ethics, I would buy from them."
B	"...I get recommendations from friends." "But usually it's my own decision..." "Uh usually when my parents decide to shop at a particular store, I'll look at that store in a slightly more positive light because I trust their judgement."
C	"I think it's my personal interest. Also, my parents. Cos my parents always buy stuff from there. And also, my friends..."
D	"My family and friends do have an effect on where I purchase". "...I'm gonna go do it because someone else has done it and they recommend the store." "if I know that a store has a certain CSR initiative that they're involved in, my morals would be like go to that store because you gonna be doing something good."

Question nine asked participants to "Explain whether anyone (family, friends) or anything (personal values) has a role in your purchasing decisions in a retail organisation or not? (Elaborate)". This linked to the concept *subjective norms* from the Theory of Planned Behaviour. The aim was to look at the 'perceived social pressure' (see conceptualisation section), that the participant faced to understand whether anyone or anything had a role in whether they acted or not.

The 'individualistic consumer' code applied to participant A and partially to B, C and D because they said that they make their own decisions and personal judgements due

to their own interests. Participant A's response strongly implies that there are no perceived social pressures to act or not and that they act independently using personal research. However, according to Lavorata's (2014) study, there was a perceived social pressure from others when making purchase decisions. This finding was similar in for Participant B, C and D. The 'socially pressured consumer' code was applied to participants B, C and D because they implied that friends and family have a role in how they make purchasing decisions. For example, from the responses above, participant B mentioned that he would view a store in a positive light because his parents made purchases there and he is influenced by their judgement.

This section analysed and interpreted the participants responses and presented several findings for this study. Based on this, the main ones were discussed further in the 'implications of findings' section.

5 CONCLUSION AND RECOMMENDATIONS

This section presented the conclusions found, based on the research conducted. Using the Theory of Planned Behaviour, this study's purpose was to describe the perceived importance of SA Durban consumers aged 18-25, towards CSR initiatives and the perceived role CSR had on their purchasing decisions and impressions of the organisation through personal interviews.

5.1 Research objective, question and problem

5.1.1 Research objective and question analysed

Past literature pertaining to the research question, objective and the Theory of Planned Behaviour were sourced in order to research how past studies approached this similar topic and applied the theory. Using these findings, this research anticipated a similar conclusion to majority of the studies for this SA Durban study which revealed that CSR did have a role in young 18-25 year old consumer purchases. It was found that there are other aspects that had a role in the purchasing decisions by these consumers.

5.1.2 Research problem addressed

The research problem was addressed through the interview questions, specifically question three and question seven which both focused mainly on understanding the level of knowledge and CSR awareness that the participants had. This helped to understand whether consumers were being overlooked and whether by knowing about these CSR initiatives, do they consider it during their purchasing decisions. The research problem included that a SA Durban youth perspective regarding consumers and CSR purchasing was not conducted. Other studies on CSR and consumer purchasing were conducted internationally. The completion of this study contributed another perspective for other researchers in the field.

5.1.3 Implications of findings

Findings included that although participants had knowledge of CSR by retailers, not all of them were familiar with the initiatives they chose to discuss. The participants were found to have favourable attitudes towards retailers' CSR, however one participant mentioned it was not a necessity for them to make a purchase decision. It was found that some participants carefully considered the products they purchase. However, some factors such as, poor customer service, quality, drastic prices, lack of product variety and lack of fair employment practices were important preferences for

these participants. It was also found that majority of the participants felt social pressure by other aspects such as people and for some it was their values, while one participant was not influenced. Their CSR purchase intentions varied because one participant had high intentions to make CSR focused purchases while two participants responses varied, and the other participant had a low CSR purchase intention. It was also found that CSR consideration during purchases in retailers were not at the top of the list or on it at all, except for participant A. The most significant finding was that there is an overall favourable impression towards retailers with CSR. However, CSR is not the primary reason for their purchase decisions in retailers, as other personal interests and preferences are important.

5.2 Ethical considerations

There are several ethical concerns and considerations to guarantee for the researcher and participant in a study. This is not a high-risk study because The IIE policy considers individuals under the age of eighteen as high-risk research and this study only included those aged between 18-25 (IIE, 2016). This study did not include participation from any vulnerable groups such as children, victims of crime and mentally disabled because these are sensitive research topics (IIE, 2016).

5.2.1 For researcher

To maintain the principle of justice, the researcher avoided the falsification, misinterpretation, distortion or misrepresentation of results (Louw, 2014; IIE, 2016). This was assured by recording all interviews and transcribing them verbatim, while stating direct quotes in the research report to validate no distortion of findings. To ensure the researcher did not lead participants towards answers in the interviews, the researcher checked that there are no leading questions in the design stage of interview questions with a supervisor (Louw, 2014). If this study is questioned for biased results, the original data collected from participants will be made accessible and stored for five years (IIE, 2016).

5.2.2 For participants

In upholding ethics for participants, the researcher respected persons by ensuring rightful acknowledgment of the intellectual property of others. The researcher provided participants with an explanatory form which notified them transparently on how information would be gathered and shared in the study and a written informed consent

form for participants to participate was signed (see appendix F & G pp.66 & 69), (Louw, 2014; IIE, 2016). Audio recordings were used to gather responses in interviews and participants were required to sign a consent form to allow this (see appendix H pp.70). Voluntary participation was upheld when participants signed a consent form to participate, and if at any time they chose to withdraw from participating they were allowed to (Louw, 2014; IIE, 2016). To uphold 'beneficence', the researcher ensured no harm to participants by avoiding questions during interviews that would have compromised their safety and security or may have affected their employment (Louw, 2014; IIE, 2016). The researcher respected each participant's right to privacy by ensuring confidentiality or discretion, to avoid their identities being known (Louw, 2014; IIE, 2016).

5.3 Limitations addressed

This study was limited in scope for several reasons. The sample size of this study only included four participants which was small. This is a fair enough sample size for a qualitative study and it can help avoid data saturation, which was the point in data collection where no new information or ideas are offered from participant responses (Pascoe, 2014). This study had time constraints because it needed to be completed within one year (cross-sectional design), and transcribing, interpreting and coding data manually was time consuming. (Enslin, 2014). This was overcome by ensuring that the research interviews were conducted early when ethical clearance was granted, to ensure that there was enough time to do the required in-depth interpretation and analysis of findings required in a qualitative study.

It was anticipated that accessing appropriate participants may be limited due to the lack of volunteerism to the *Facebook* status request from those in the accessible portion of the target population (Enslin, 2014). This was overcome because the message was presented early when ethical clearance was granted. The researcher posted the message twice until five suitable participants were found. Outdated sources are usually perceived to have no relevance in current research. This study included three dated sources and each one was motivated in the literature review because the findings still contributed relevant insights which the researcher had used to inform this study.

5.4 Recommendations for further study

Based on the findings in this report, recommendations for further study in the Communication Field and businesses can be made for future improvements.

For the field in the research design, it is recommended that a larger sample size is used so that a wider range of perceptions of young consumers regarding CSR and purchase decisions in retailers. This study found some commonalities amongst participants responses. However, by having a larger sample size, stronger comparisons and commonalities may be identified. Further recommendations for the field is to qualitatively apply the Theory of Planned Behaviour in more studies in relation to consumers' interpretation of CSR, as this will offer different insights of this theory. For example, further research can also focus on how various social pressures have a role in consumers purchases by applying only the concepts subjective norms and perceived behavioural control.

For businesses, a recommendation based on the findings is that retailers in SA should improve and increase their CSR communication and awareness toward young consumers. It is evident that youth make socially responsible purchases. Based on the findings, participants mostly referred to one retailer as an example and this commonality could be a coincidence or a reflection on the lacking CSR communication and awareness from other retailers, which does not allow consumers to recall any familiarity to their initiatives if they have any. It is recommended that further research is conducted to understand whether this is because of poor retailer CSR communication or not.

5.5 Closing statement

Overall this study recognised that CSR was positively perceived by young consumers however, not all consumers base their purchases on CSR. There are various social pressures and preferences to consider. This research will help other researchers understand from a SA Durban youth perspective, how young consumers aged 18-25 make their purchasing decisions and whether CSR has a role in this. Through this study, the focus on consumer CSR-communication and awareness can be developed.

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Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key findings	Recommendations
To describe the perceived role of retail organisations CSR initiatives, on the purchasing decisions of young Durban consumers between the ages of 18-25, by applying the concepts <i>subjective norms, attitudes</i> and <i>perceived behavioural control</i> from the Theory of Planned Behaviour.	How are retail organisations CSR initiatives perceived to contribute to South African (SA) Durban youth consumers' purchasing decisions using the Theory of Planned Behaviour?	The researcher discovered articles mostly focused on the international perspectives of young consumers' purchasing decisions and CSR by retailer such as In France, Norway, Spain, India and others. This research is relevant because it furthers understanding of CSR, a mostly applied quantitative theory is interpreted in a qualitative way and it contributes current insights about youth consumers behaviour for SA retailers.	Author: Icek Ajzen Seminal sources Ajzen, I. 1991. The theory of planned behaviour. <i>Organizational behaviour and human decision processes</i>, 50 (2): 179-211. Madden, T.J., Ellen, P.S. and Ajzen, I. 1992. A comparison of the theory of planned behaviour and the theory of reasoned action. <i>Personality and social psychology Bulletin</i>, 18 (1): 3-9.	Theme 1: Consumer perceptions and CSR in retailers Theme 2: The Theory of Planned Behaviour in similar research studies Theme 3: Consumer perceptions: The relationship between CSR practices and consumer purchasing	Paradigm Interpretivism Ontology Using a human centred approach, this researcher will study the unique subjective reality of each participants' experiences and perceptions towards CSR initiatives and making purchasing decisions. Epistemology Each participant's personal understandings and common sense is valued by the researcher because it creates knowledge into the participants' perceptions of CSR and how they make purchasing decisions. Metatheory: The Theory of Planned Behaviour is a commonly used quantitative theory that will be applied qualitatively. The theory's key concepts will be applied in this study to understand youth's perceptions of CSR during their purchasing decisions. Methodology A qualitative content analysis and structured open-ended interview questions will be used. Axiology The uniqueness of each participants response regarding their CSR perceptions and personal experiences when making purchasing decisions is valued.	Qualitative approach, using an interactive design. Population Characteristics: • Ages 18-25. • Be a Durban retail customer. • Participants must be Familiar/aware of the CSR initiatives by one or more retailer. • Participants must be a frequent customer of any retailer. • Participants can be from any race, gender and culture that represents the SA diverse population	Voice recordings (if consented by participant) and hand-written notes will be used. Qualitative structured personal interviews will be used to collect data from participants. A pre-test of the interview questions will take place on a participant not included in the study to ensure efficiency of the method.	For participants: the researcher must get informed consent to research participants and use audio recordings during interviews. The researcher must uphold participant's privacy by assuring confidentiality over their identities. In voluntary participation the researcher must allow participants to leave the research study when desired. For the researcher: distortion of results can be overcome by using direct quotes in research report and bias suspicions can be avoided by allowing the originally collected data to be accessible and stored for five years.	The most significant finding was that there is an overall favourable impression towards retailers with CSR. However, CSR is not the primary reason for their purchase decisions in retailers, as other personal interests and preferences are important. Other findings include that majority of the participants felt social pressure by other aspects such as people and for some it was their values, while one participant was not influenced. Factors such as, poor customer service, quality, drastic prices, lack of product variety and lack of fair employment practices were important preferences for these participants purchases.	For the field in the research design, it is recommended that a larger sample size is used so that a wider range of perceptions of young consumers regarding CSR by retailers and the role it has in their purchasing decisions can be interpreted. This study found some commonalities amongst participants responses. By having a larger sample size, stronger comparisons and commonalities may be identified. For businesses, a recommendation based on the findings is that retailers in SA should improve and increase their CSR communication and awareness toward young consumers. It is evident that they also make socially responsible purchases. Based on the findings, participants mostly referred to one retailer as an example and this commonality could be a coincidence or a reflection on the lacking CSR communication and awareness from other retailers, which does not allow consumers to recall any familiarity to their initiatives if they have any.
Research Problem	Research Objective	Key Concepts	Key Theory							
CSR research has overlooked consumers despite their essential role within organisations. Consumers are no longer passive receivers of organisational offerings. For this reason, this study focuses on young consumers perceptions of CSR and the perceived role of this in their purchasing actions within retailers, from a South African (SA) (Durban) youth perspective.	To describe the perceived role of retail organisations CSR initiatives, on the purchasing decisions of young Durban consumers between the ages of 18-25, by applying the concepts <i>subjective norms, attitudes</i> and <i>perceived behavioural control</i> from the Theory of Planned Behaviour.	• Corporate social responsibility (CSR) • Purchasing decisions • Retail organisations • Youth Consumers • Attitudes • Perceived behavioural control • Subjective norms	In Icek Ajzen's Theory of Planned Behaviour, it is commonly applied quantitatively and can be used to predict an individual's behavioural intention. For this study the theory will be applied qualitatively using structured interview questions based on the key concepts <i>attitudes, subjective norms, and perceived behavioural control</i> . This is to understand the behavioural intention by young consumers who make purchases in retailers, and whether their perceptions of CSR has a role in their purchasing decisions.							
						Sample size: four participants. Unit of Analysis: participants' perceptions, from their interview responses. Non-probability sampling is used because not all participants will have an equal opportunity to be a part of the study. Purposive and volunteer sampling will be used. The researcher will post a status message on Facebook that describes the intentions and required population characteristics of the study, and request all suitable persons interested to volunteer by contacting the researcher. The researcher will purposively select four participants and a pre-test participant that best represents this study's population parameters.	Method: A Qualitative content analysis will be conducted using the four steps of qualitative data analysis. A priori coding will be used to identify meaningful segments relevant to the study and will be organised into codes/themes. A master list of themes will be kept by the researcher.	A small sample size limited the scope of the study. Manually transcribing data into codes was time consuming and could have affected the cross-sectional time dimension of this study. (Time constraints) Access to appropriate participants was anticipated to be an issue in this study if there is a lack of volunteerism to the Facebook message posted by the researcher. The use of dated sources could be perceived as irrelevant to current research.	The study can contribute to South African organisations as this is relevant research which can be integrated into their management strategies. This research also contributes to the Communication field because a commonly applied quantitative theory has been applied in a qualitative way to interpret participants' perceptions. This contributes in a qualitative way to this theory's application.	

APPENDIX B – FACEBOOK VOLUNTEER RECRUITMENT MESSAGE

An invitation for voluntary participation

Describing Durban youths' perceptions of corporate social responsibility in their purchasing decisions

As part of my Honours in Communication at Varsity College Westville, I am tasked to undertake a research project.

I would like to invite you to volunteer in my research study as a participant. My study aims to understand how Durban youth consumers perceive Corporate Social Responsibility (CSR) and whether it has a role in their purchase decisions.

Your role in this study will be to answer questions in a personal interview with me. I aim to understand how you make purchase decisions in retail organisations and whether you consider CSR during your decisions. In addition, please note your privacy will be upheld throughout the research project.

To be a part of this study:

- You need to be between 18-25 years old.
- You must be from Durban.
- You must have familiarity/awareness of the CSR initiatives by one or more retailers.
- You must be a frequent customer of a retailer.
- Please note, this study is not limited to any specific race, gender or culture.

If you meet the criteria above and would like to volunteer to participate in my research study, please feel free to contact me using the details below. You will receive further details thereafter.

Cell: 0768080622 (WhatsApp)

E-mail: chervania.tdnaidoo@gmail.com or contact me via Facebook Messenger.

Your participation in this study will be greatly appreciated.

Kind Regards,

Chervania Naidoo

APPENDIX C – ETHICAL CLEARANCE LETTER

APPENDIX D – INTERVIEW QUESTION SCHEDULE

1. (Warm up question 1): Describe your understanding of the term corporate social responsibility?
2. (Warm up question 2): Think about CSR initiatives that are conducted by retailers in South Africa that you may have come across or have heard of. Using examples, describe how your knowledge of different CSR initiatives in South Africa has a role in your purchases from retailers?
3. Using examples, explain where you gain your knowledge of CSR initiatives by retail organisations?
4. When making a purchase in a retailer, can you describe your experience on how you choose a store or their products? (What makes that store special)
5. As a youth consumer, explain how you feel about CSR engagement in South African retail organisations?
6. Think of a retail organisation(s) you consistently support and provide an explanation of what your impression is of that organisation?
7. Think about a retailer that is involved in CSR that you recently purchased from, and describe in detail your understanding of their CSR involvement and initiatives?
8. Describe whether your knowledge of these CSR initiatives, has a role in whether you purchase from that retail organisation or not? (Elaborate)
9. Explain whether anyone (family, friends) or anything (personal values) has a role in your purchasing decisions in a retail organisation or not? Elaborate
10. Why do you think it is important or not for retail organisations to be involved in CSR? Elaborate
11. Describe your attitude towards retail organisations who do participate in CSR initiatives? You can give examples of retailers' you think have CSR initiatives to support your explanation
12. Describe your attitude towards retail organisations who do not participate in CSR initiatives? You can give examples of retailers' you think have CSR initiatives to support your explanation.

APPENDIX E – CODING SCHEDULE

Code	Code colour	Description
Unfavourable CSR attitudes		This code will include any negative statements or phrases used to describe any disapproving or opposed feelings towards corporate social responsibility (CSR) initiatives by retailers and their choice in purchasing. Types of potential responses relevant to this code include but are not limited to: <i>'it's not that important'</i> or <i>'it's a waste of time'</i> or <i>'I don't really care about it much'</i> or <i>'it never interested me and/ never will'</i>.
Favourable CSR attitudes		This code will include any positive statements or phrases used to describe any sincere care or supportive feelings that an individual has towards corporate social responsibility (CSR) initiatives by retailers and their choice in purchasing. This can include responses of interest to help the environment or make a difference to help the environment or community. Types of potential responses in this code include, but are not limited to: <i>'I always try to do my part'</i> or <i>'it feels right to do good'</i> or <i>'it is important to give back'</i> or <i>'businesses acting beyond profit is important to me'</i> or <i>'I feel positive, ethical, happy or confident about CSR by retailers'</i>.
Socially pressured consumer		This code refers to a consumer that is influenced by anyone or anything such as people like family, friends, suggestions or shared values which guide how they behave. These social pressures influence the consumers agenda to behave in a certain way or not, or to make purchases or not. Types of potential responses in this code include, but are not limited to: <i>'my parents influence my purchasing because I shop with them'</i> or <i>'I take suggestions from friends'</i> or <i>'doing good is a social norm that's why I do it'</i> or <i>'if I see it trending, I want to do it too'</i> or <i>'I have brand loyalty because my parents are associated with them'</i>.

Individualistic consumer		This code refers to a consumer who has their own personal mindset and values which govern what and where they purchase. They make independent purchasing choices. This code describes a consumer that does not consider or is unaffected by external aspects such as family, friends or suggestions but follows their own personal values and agenda. Types of potential responses in this code include but are not limited to: <i>'I make my own decisions'</i> or <i>'I shop where I like'</i> or <i>'I find out about stores on my own'</i>.
High CSR purchasing intention		This code refers to a consumer who gives retailers' CSR initiatives focus, attention and seeks to support these types of organisations. The consumer has a high intention to prioritise CSR in their purchasing. This code looks at the ease of the consumers choice to purchase CSR products and services first and then maybe on other preferences or interests that can have a role in their purchases. Types of potential responses applicable to this code but are not limited to: <i>'CSR is one of the first things I look at'</i> or <i>'I research CSR stores before I purchase'</i> or <i>'if there is no CSR, I am not interested'</i>.
Low CSR purchasing intention		This code refers to a consumer whose personal interests and preferences are more significant during purchase decisions before CSR is considered. This consumer intends to make purchases by considering other aspects first such as loyalty, brand, trends, comfort or convenience to name a few examples, as these are possibly perceived more important. This code also may refer to responses that indicate a low level of CSR awareness because this can explain the low consideration of CSR. Types of potential responses applicable to this code but are not limited to: <i>'I look at the brand before buying'</i> or <i>'I follow trends'</i> or <i>'the stores cleanliness is important, 'convenience is important' or 'low prices and good quality is what I look for'</i>.

APPENDIX F – EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS

To whom it may concern,

My name is Chervania Naidoo and I am a student at Varsity College (Westville). I am currently conducting research under the supervision of Dr Natalie Emslie about the perceived role of retail organisations CSR initiatives, on the purchasing decisions of young Durban consumers aged 18-25, by applying the concepts *subjective norms*, *attitudes* and *perceived behavioural control* from the Theory of Planned Behaviour.

I hope that this research will enhance our understanding of youth consumers' CSR perceptions, and whether this has a role in their purchasing decisions in retail organisations because this can contribute relevant information for retail businesses in South Africa to help them manage their operations. This study will also contribute to the Communications Field because the Theory of Planned Behaviour is commonly used to predict individuals' behaviour (a quantitative nature), and for this study it will be applied to gain an understanding of youth consumers purchasing rationale and CSR perceptions (a qualitative nature).

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

What will I be doing if I participate in your study?

I would like to invite you to participate in this research because you most appropriately meet the participant characteristics that are required for this study. If you decide to participate in this research, I would like to schedule an interview with you to meet at a suitable venue at your convenience. In this personal interview, I will ask a set list of open-ended interview questions related to my research topic on CSR and your purchasing decisions in retailers. You will be required to elaborate in detail



(where possible) and share your perceptions, feelings and experiences regarding CSR and making your purchasing decisions in retail organisations.

Should there be any questions you wish to ignore due to discomfort, you will be allowed to do so. With your consent, I will use a voice recorder to record your responses and I will also be making hand written notes during the interview, as this will form part of my data analysis process.

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your perceptions, feelings and experiences when making purchasing decisions in retailers that do/ do not engage in CSR. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

Your inclusion in this study is completely voluntary;

If you do not wish to participate in this study, you have every right not to do so;

Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings.



Nobody else, including anybody at Varsity College, will have access to your interview information. I would like to use quotes when I discuss the findings of the research but I will not use any recognisable information in these quotes that can be linked to you.

[What will happen to the information that participants provide?](#)

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my IIE Bachelor of Arts Honours in Communication. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

[What happens if I have more questions about the study?](#)

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Chervania Naidoo

The contact details of my supervisor are as follows:

Dr Natalie Emslie



APPENDIX G – CONSENT FORM FOR AUDIO-RECORDING

I,_____, agree to allow Chervania Naidoo to audio record my interviews as part of the research about describing the perceived role of retail organisations CSR initiatives, on the purchasing decisions of young Durban consumers aged 18-25, using the Theory of Planned Behaviour

This research has been explained to me and I understand what participation in this research will involve. I understand that:

My confidentiality will be ensured. My name and personal details will be kept private.

The recordings will be stored in a password protected file on the researcher's computer.

Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.

Signature Date

APPENDIX H – CONSENT FORM FOR PARTICIPANTS

I, _____, agree to participate in the research conducted by Chervania Naidoo about describing the perceived role of retail organisations CSR initiatives, on the purchasing decisions of young Durban consumers aged 18-25, using the Theory of Planned Behaviour.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

I agree to be interviewed for this research.

My confidentiality will be ensured. My name and personal details will be kept private.

My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.

I may choose not to answer any of the questions that are asked during the research interview.

I may be quoted directly when the research is published, but my identity will be protected.

Signature

Date

APPENDIX I – SAFE ASSIGN ORIGINALITY REPORT SCREENSHOT




RESM8419_2018_HBA1_VCDW1 - RESM8419_VCDW1

Activity 5.3.2: Submitting your final report

Chervania Tholsie-Devi Naidoo on Sun, Oct 28 2018, 10:32 AM

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Submission ID: ee13a5ea-ffe3-45b8-8631-6097437d29e6

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Citations (17/17)

1 Theory of Planned Behaviour and consumers:

Describing Durban youths' perceptions of corporate social responsibility in their purchasing decisions using qualitative cross-sectional interviews in 2018

Chervania Tholsie-Devi Naidoo

Student number: 15005897

Supervisor: Dr Natalie Emslie

Module: **2** Research Methodology (RESM8419)

3 The Independent Institute of Education Bachelor of Arts