



Exploring the relationship between philanthropic corporate social responsibility, and brand image perceptions of generation Z in the South African context.

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Abstract

CSR has been defined in various ways in various contexts because brands are becoming more aware of their impact on society, and so are individuals. There is a heightened awareness of the environment and society which is driving people to be more conscious of the things they do, products they buy and brand that they affiliate with. Therefore, it is important to integrate corporate social responsibility into business practices but more specifically, philanthropic corporate social responsibility.

The purpose of this study is to explore and explain the relationship between philanthropic corporate social responsibility (PCSR) and the brand image perceptions of generation Z in South Africa in order to further understand the role that PCSR plays in the mind of the consumer when they consider different brands. The research question is “What is the relationship between philanthropic corporate social responsibility and brand image perceptions of generation Z?”

Findings derived from this study suggested that the relationship is positive and strongly associated to emotions and one’s sense of self. Additionally, it can be assumed that a brand that makes a consumer feel good about themselves will ultimately be perceived more positively by that consumer. This study was conducted on a micro-scale and should be expanded for increased validity as it will expand the literature within the branding and marketing spheres.

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The Research Report must include the following declaration:

I hereby declare that the Research Report submitted for the HSB degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes

1. Introduction

The social landscape of the globe is changing thanks to the rapid evolution of digital media which facilitates the process of sharing information. This culture of instant sharing has allowed for easy access to information and increased ease of trend dissemination.

Generation Z is fluent in this digital language and is known to be highly susceptible when it comes to the adoption of social trends.

Social responsibility is one of the fastest-growing trends to date as the world slowly begins to understand the seriousness of social and environmental issues. This research focuses on generation Z and their perception of brands that adopt a socially responsible attitude and business model. This study will look into the definition of CSR as well as the various dimensions that fall under the concept while also looking into the elements that brand image consists of in order to deduce whether one concept impacts the other.

1.1. Background

Currently, the state of the globe's social and environmental conditions is nothing to be desired, this means that organisations are having to comply with certain requirements regarding these conditions (Feng, Yoon & He, 2016). Brands are increasingly associating themselves with social and environmental issues, which is beneficial for the planet and society but could also prove beneficial to the brand's image. "Corporate Social Responsibility is used as a positioning strategy that provides competitive differentiation recognized by both academic and managerial perspectives" (Alcaniz, Caceres & Perez, 2010, pp. 169-170). It is becoming increasingly important for brands to truly understand how these associations influence their brand image in the mind of the consumer. If brands are able to determine the impact of committing to social and environmental issues on brand image perceptions, it becomes easier for them to capitalise on these associations. This research presents a better understanding of whether brand image perceptions change when a brand is associated with a cause concerning the planet or society.

1.2. Rationale

The reason for this choice of topic is to contribute to the understanding of generation Z and to explain the perceptions of brands that participate in a corporate social responsibility initiative. This research aims to determine the perceptions that generation Z has of brands that are actively attempting to make social and environmental change rather than simply working towards gaining profit. Additionally, this study will determine common perceptions

of brands that participate in corporate social responsibility in order to inform business practices of the future as well as to provide a starting point to further research on this topic.

1.3. Problem statement

Insufficient studies have been done on whether generation Z's perceptions are influenced in some manner by a brands social responsibility. A new perspective on South African generation Z demographic and their perspectives on brands is necessary in order for businesses to successfully reach them. Brands that inherit negative reputations, specifically with regards to the environment or society, are at risk of developing negative perceptions in the mind of generation Z consumers, and therefore this research aims to expand the scope of knowledge on this phenomenon as well as facilitate future brand strategy creation processes.

1.3.1. Research question

What is the relationship between philanthropic corporate social responsibility and brand image perceptions of generation Z?

1.3.2. Research objectives

1. To determine opinions on social and environmental issues
2. To understand what brands are associated with philanthropic CSR.
3. To describe the relationship between brand image and philanthropic CSR.

1.4. Purpose statement

The purpose of the proposed study is to determine the relationship between philanthropic corporate social responsibility practices and generation Z's brand perception.

2. Literature Review

The purpose of the following literature review is to provide context for the research being conducted as well as to explain the relevant concepts included in this study. Important concepts are defined and theoretical models are explained prior to the determination of the most suitable model to continue referring to in the remainder of the study being conducted.

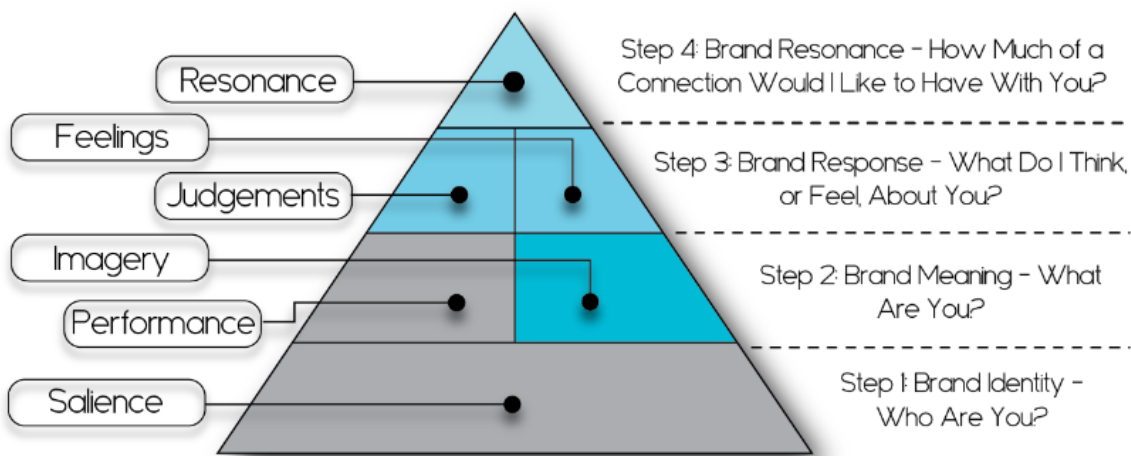
The theoretical foundation explains the framework of the study, which will guide the manner in which research is conducted and results are collected. Due to the fact that this study is focussing on brand image perceptions, one must first understand the concept of brand equity because brand image plays a role in the development of brand equity.

Brand equity is defined by Aaker (1991), cited in Manon (2016) as; a group of assets and liabilities relating to a brand and symbol, which improve or worsen the value consumers attach to a product or service, it encompasses the brands psychological and financial value. Similarly, Aaker (2016) alludes to the fact that brand value ultimately refers to the brand's financial worth. This paper is *not* attempting to understand the impact of CSR on financial performance and therefore, the model that will guide this study must refer primarily to psychological value, or rather, value that is routed in the perceptual sphere of the participant. The above-mentioned model serves as a point of comparison against the model that will ultimately be chosen to direct the continued research process.

The first model to consider is Aaker's Brand Equity model which covers five aspects deemed to determine a brands equity, these include brand loyalty, brand awareness, perceived quality, brand associations and other proprietary assets (Menon, 2016). Brand loyalty refers to how willing consumers are to purchase the brand repeatedly (Bick, 2016). Awareness refers to whether the brand holds a top of mind position in the mind of the consumer. (Aaker, 1996). Perceived quality tends to drive financial performance as it is the element that associated to the value consumers believe to be present when purchasing or even considering different brands (Aaker, 1996). Brand associations and other proprietary assets refers to the first thought that comes to the mind of the consumer when they are reminded of a brand (possibly an image, emotion, thought or memory), as well as the competitive advantage that the brand has. (Menon, 2016). Due to the fact that any form of brand perception begins in the mind of the consumer and is based on the context within which the consumer exists, it is relevant to understand the differentiating factors that result in the consumers decision to choose a particular brand. This study aims to understand the brand *Image* perceptions of generation Z, this variable is not present in Aaker's model and therefore reduces the applicability of this model for the study, despite the fact that brand associations are also part of the way consumers perceive brands.

On the other hand, Keller presents two models that will be discussed and considered. The first model is the *consumer-based brand equity (CBBE)* model (figure 1). Consumer-based

Figure 1 Adapted from Keller's CBBE model



brand equity is stated to be an “intangible asset that determines the value of the brand from consumers perspective” (Ekinci, 2018). It can also be defined as a framework for identifying the impact that brand knowledge has on consumer responses to marketing activities (Keller, 1993), this is relevant to note because the consumers response (in this case, *perception*) is essentially what is being questioned. These responses may refer to beliefs, experiences, images or thoughts (Menon, 2016). Consumer based brand equity tends to occur when consumers have favourable opinions and associations of brands held in their memory. The CBBE model consists of salience, performance, imagery, judgements, feelings and resonance. Each of these aspects is relevant in their own respect, however, as mentioned before, this study is focussing on brand image and therefore, imagery will be the primary focus with the addition of resonance, feelings and judgements as points of interest.

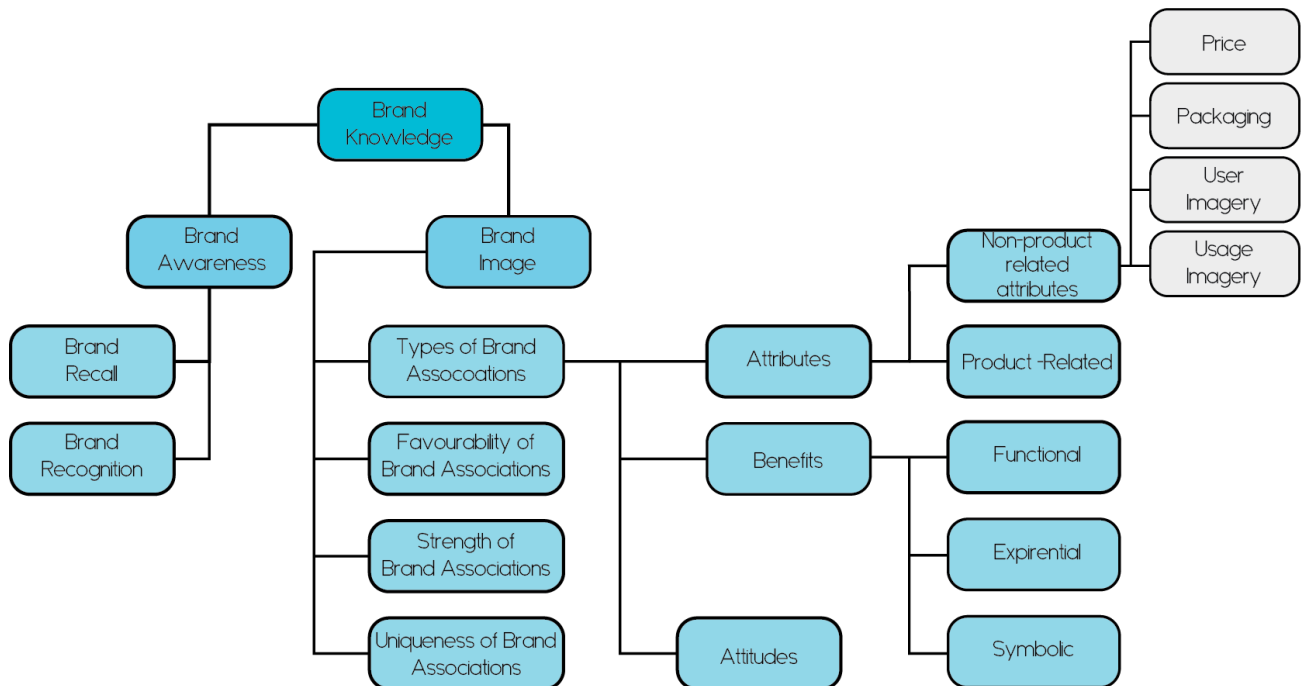
In a study of neural profiling and brand image mapping, Chan, Boksem and Smidts (2018, pp. 600) argue that “brand image proposes a visual nature” and brand imagery refers to the “initial articulation” of user imagery and usage imagery, which develops into broader brand associations. User imagery and usage imagery are exhibited by the brand through its actions and additional associations that are present. These associations may be in the form of reputational issues or affiliations with events, people or issues.

In other words, brand imagery links to the first thought response towards the brand and brand imagery that the consumer may have. In this study the researcher will be asking consumers to verbalise their abstract visual knowledge or initial perceptions of brands in order to gain an in-depth understanding of their brand perceptions. In order to do this, the

researcher must have considered all potentially appropriate theoretical models which will guide this study.

Looking further, the second model that is presented by Keller is The brand knowledge model (figure 2), it comprises of two sub-components, namely brand awareness and brand image (Keller, 1993). This concept is important to consider as it describes what comes to the consumers mind when they think of a brand (Keller, 1993). In relation to this particular

Figure 2 Adapted from Keller's Brand Knowledge framework (1993)



study, the focus that this model places on the various benefits linked to brand image associations or perceptions is highly relevant as it provides a clear representation of how brand image is multidimensional. The researcher is then able to extract the relevant elements from this model in order to apply them to the study successfully and succinctly.

The elements that brand knowledge encompasses include, brand awareness and brand image, both of which include their unique sets of sub-headings. It is important to note these as they will potentially form the basis of data collection for the proposed research. Keeping in mind that the purpose of this research is to understand the relationship between *brand image* perceptions and CSR, the only relevant aspect of brand knowledge that will be discussed is brand image.

Brand image consists of four sub-categories, namely; types of brand associations, favourability of brand associations, strengths of brand associations and uniqueness of brand associations (Bick, 2016). Types of brand associations leads into the attributes, benefits and attitudes, of which, this research will attempt to identify the experiential and

symbolic benefits. Functional benefits refer to the usage of the product or service, which does not inform the research in relation to the perception that consumers have of CSR. When a brand participates in CSR initiatives, these initiatives are usually philanthropic (as will be discussed in the following section) and therefore, result in an emotional response from the consumer.

Experiential benefits are associated to the experience that the consumer has with the brand and its actions whereas symbolic benefits are more closely related to the meaning that the consumer attributes to the brand and organisation and are therefore, emotionally driven (Jung & Kim, 2015). Symbolic benefits include emotions or feelings associated with the brand and brand usage, Keller (1993, pp. 4) states that “these experiential (experience) needs such as sensory pleasure, variety (choices), and cognitive stimulation (makes consumers think)”. Symbolic benefits relate to non-product related attributes such as personal needs, self-esteem, personal expression and social approval (Menon, 2016).

A factor that should be mentioned from this is self-esteem or sense of self that is influenced by one’s affiliation with particular brands. Consumers tend to gravitate towards brands that make them feel good about themselves and positively influence their self-perception (SOURCE)

This study will focus on affective (emotional or symbolic) rather than functional(experiential) brand perceptions (Gudjonsdottir & Jusubova, 2015), which are formed through *brand knowledge*. The researcher has therefore determined that the brand knowledge model proposed by Keller is the most suitable framework for this study. When focussing on the emotional and affective perceptions, the researcher will attempt to code the data in such a way so as to deduce what relationship exists between the participation in CSR and the perception that consumers have of this participation, furthermore, the researcher will determine the reason for these responses and determine whether they relate to the personal preferences of the participants or their sense of self.

Research on the effects of CSR on consumer’s (emotional or affective) perceptions has been done in different contexts around the world (Rivera, Bigne and Curras-Perez (2016) and Arslan and Zaman (2014)) but there is a gap in the literature relating to the South African context. Furthermore, there is a lack of focus on South Africa’s generation Z, in this case being between the ages of 18 and 24, which suggests that this study will contribute to the field of knowledge. The following review of literature will provide context to the

concepts mentioned as well as their relation to the study. The following discussion of corporate social responsibility is intended to contextualize the research topic further.

2.1 Corporate Social Responsibility

Corporate social responsibility has been defined in different ways and one of the most appropriate descriptions of the concept comes from Arslan and Zaman (2014), who conducted a study on *The impact of corporate social responsibility on brand image*, which states that CSR is the organisations responsibility to the environment and society. Another appropriate definition is presented by McGuire (1963) cited in Kashyap, Mir and Mir (2014), CSR refers to the “the lines of action that are desirable in terms of the values of society”. The concept of CSR came about as a result of a rise in corporate scandals and malpractice (Kashyap, Mir & Mir, 2014). CSR previously referred to the governments responsibility to the betterment of society however, once the expectations of society began to change, they forced organisations to be mindful of their actions and the impacts thereof on society (Bilankulu & Edward., 2014).

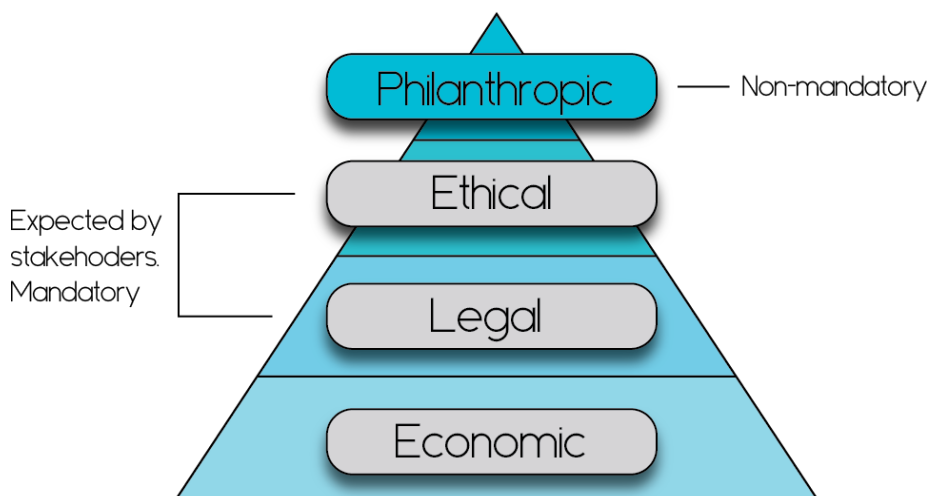
Some may also refer to the concept of corporate social responsibility as “sustainability”, which is not incorrect because corporate social responsibility drives sustainability. The use of the word “sustainability has become a popular way for organizations to embrace CSR” (Pompper, 2018). Through the promotion of “sustainability”, brands position themselves as socially conscious, which leads the consumer to trust the brand because they are future-conscious. However, some brands struggle to prove their contribution to social or environmental issues which reduces their credibility (Blomback and Scandellius, 2013)

Another commonly used term for CSR is referred to as the *triple bottom line*, which is originally an accounting framework comprising of social, financial and environmental perspectives used to measure organisational performance (Hall & Slaper, 2011). This definition doesn’t support this research as it does not effectively describe the multidimensionality of the concept of CSR. This study wishes to look deeper into the concept of CSR and focus on the element that best relates to the purpose of this study.

On the other hand, Carroll (1991) proposes a pyramid model of CSR in order to clearly illustrate the dimensions included in the concept (see figure 3).

He defines the concept of CSR as “encompassing economic, legal, ethical and philanthropic expectations that society has [of the brand].” Carroll (1979) cited in Carroll (2016, pp. 2). This concept is multidimensional, which proposes a problem for the researcher as it requires various dimensions of study and although all elements of this model are all relevant in some way to the expansion of knowledge regarding CSR, this study will focus on the discretionary aspects rather than the mandatory (Kashyap, et al., 2014). Discretionary aspects are those that are not expected or required, however may play a role in the development of a positive corporate image (Hur, Kim & Woo, 2014). A

Figure 3 Adapted from Carroll's Pyramid of CSR



brand that takes the initiative to actually make some sort of difference will ultimately appear to be more meaningful to the consumer than a brand that simply does what is required (Carroll, 2016). Looking at the above figure, the only element that is non-mandatory is the element of philanthropy, which directly relates to society and the surrounding communities of a business, the aspects that are considered to be more meaningful.

A brand that is meaningful, according to Enslin and de Beer (n.d.) is one that is unique and adds value and invests in community conversations. This means that a meaningful brand provides a unique offering to the consumer, in the case of this study it is their affiliation or philanthropy. Additionally, a brand that invests in community conversations is one that listens to what is happening and what is being said in their community and invests time and effort into creating a relevant impact. Therefore, the philanthropic dimension of CSR will be utilised for the proposed study as it encompasses the actions by the brand for the betterment of society, now and in the future philanthropy is the element that is more closely related to meaningful business practice. This is relevant because the problem being solved involves determining how brand image is influenced by the meaningful contribution that brands have on society and the environment.

Much discourse has recently arisen on the subject of responsibility to the environment and people. According to Blomback and Scandellius (2013, pp. 362) there is “an outspoken need for sustainable business practices” which means that people are actively looking towards brands and how they handle their duty to society and the environment. Through this study, globally relevant issues (i.e. the effects of sustainable business practices on consumer perception) are being addressed and understood from the perspective of the consumer in order to inform future branding and philanthropic CSR strategies of businesses in South Africa. By understanding what effect CSR has on the participants in this study, the researcher is able to determine the relationship that exists between consumer brand image perceptions and philanthropic corporate social responsibility initiatives. Not only will this reinforce the positive impact of PCSR on the brands image, it will reinforce the potentially lucrative result that PCSR initiatives may have on brands.

Nielsen (2013) states that the number of people in South Africa willing to pay more for responsible products is at 55% since 2013, to build on this, this research will attempt to identify whether generation Z falls within the group of people willing to pay more or not.

It is relevant to note the difference between corporate social responsibility and corporate social investment as both terms are often used interchangeably, in discourse. Corporate social investment (CSI) has stemmed from the need for CSR, instead of participating in causes and projects, brands tend to simply put money into these causes. This essentially refers to the projects that are not part of the normal business activities but are aimed at increasing profitability (Bilankulu, Rankhumise & Letsoalo, 2014). This can sometimes be perceived as brands simply avoiding the issue and responding with monetary investments to limit the need for participation in these activities. These types of social investment practices have the potential to reduce the authenticity of the brands commitment and may be harmful to the overall brand image. This is because the brand is perceived as less meaningful if it does not invest in the community or consider its sustainable practices in a genuine manner.

Generation Z will be the generation to deal with the aftermath of climate change, pollution and financial crisis (Sladek & Grabinger , 2014) and will be more drawn to work environments that accommodate sustainable behaviour because of having experienced the negative resulting from indifference on the part of large organisations that only wish to generate a profit. Generation Z, according to Igielniki and Parker (2019), is on its way to being the most well-educated generation to date. This suggests that their knowledge base is larger than previous generations. Whether or not social issues fall within this

knowledge base is yet to be confirmed however, this study will attempt to further explore this notion. Generation Z's level of awareness is heightened, and within their sphere of awareness lies the awareness of environmental and social issues, some of which can be negatively linked to specific organisations or industries. According to Sladek and Grabinger (2014), marketers have turned their attentions to generation Z because they are global-minded and more socially aware and concerned when compared to previous generations. Igielniki and Parker (2019) further state that generation Z is less likely to blame the earth's warming temperatures on natural patterns, but rather on human activity, unlike older generations that believe global warming is not their concern or their problem to solve. This alludes to a potential relationship between brands that associate with social and environmental issues and the perceptions that generation Z has of them, particularly the affective or emotional perceptions.

2.2 Brand Image

It is appropriate to note that imagery is a main contributor to the opinions of consumers (Chan, et al., 2018). Kapferer (2004) states that brand image is created when the consumer has an "overall experience of the brand". Social Responsibility contributes to this overall experience and therefore, it is important for brands to understand the impact of these actions on the perceptions of their consumer. Brands must pay attention to what consumers want, in order to gain favour with them (Rahi, 2016). It is important to mention, for the purpose of clarity, that there are distinct differences between brand image, identity and personality. Brand identity, in contrast to brand image, is developed by the leadership of the brand and assists in communicating a *clear purpose to the stakeholders* of the brand (i.e. How the brand *wants* to be seen). Brand identity plays a large role in determining how much value the brand *actually* adds to the consumers lives (Enslin, 2016). Brand personality, in addition, refers to the character of the brand and whether it upholds the brand identity and purpose (Enslin, 2016). Brand identity and brand personality will not be discussed further in this study because the aim is to determine the consumer's image of the brand rather than the brands identity. Rahi (2016), describes brand image as a "moderator variable between brand perceptions and loyalty" towards a brand, which means that brand image determines *what* consumers see in the brand and whether they decide to become brand loyal or not. Brand image is, subsequently determined by the emotional or affective impact that the brands actions have on consumers.

Brand image is relative to individuals and their experiences with brands which therefore makes it a multidimensional concept (Jovari, 2018) as it encompasses emotional associations as well as experiential and perceptual associations. The image of a brand is measured by relying on *brand knowledge structures* in the consumer's mind (Bick, 2016), which is in accord with the theoretical framework of this study. When referring to a brand knowledge structure, it means that the consumers mind has certain connections that "build" the brand's image. These structures link directly to consumption decisions, which are meaningful acts (He & Lai, 2014) and therefore it is necessary to understand the meaning that consumers associate with brands and whether this meaning is enhanced or unaffected by philanthropic CSR strategies.

3. Methodology

For the purpose of this research, the population consisted of individuals within South Africa that fell between the ages of 18-24, the unit of analysis is members of generation Z.

This research was conducted with the use of semi-structured interviews which included 3 participants. Once enough information was gathered through the interviews, the data was analyzed through the process of thematic analysis in order to derive themes and areas of uncertainty from the questionnaire results.

In order for individuals to participate in the interviews, some inclusion criteria were included, which needed to be met. Primarily, the participants must have been between the ages of 18-24 because this study is focused on generation Z. Participants did not have to have knowledge of philanthropic corporate social responsibility in order to participate as the concept was explained during the interview, this is because the researcher needed to determine how much knowledge participants had about the concept prior to it being explained.

3.1. Paradigm

The paradigm selected for the purpose of this study is the Interpretivist paradigm, however there were 3 potential choices namely *positivism*, *interpretivism* and *critical realism*. Positivism refers to an approach based on the understanding and interpretation of information in an objective way through the use of verifiable facts (du Plooy-Cilliers, 2014). Research conducted through the positivist paradigm is based on numerical data and statistical representation.

In contrast, the interpretivist paradigm refers to a completely different manner of thinking as it adopts a mindset of understanding based on subjective information. The approach relies on idiosyncratic interpretation from individuals and their perspectives on the world (Nieuwenhuis, 2016). One of the main assumptions of this tradition is the assumption that *human behaviour is affected by knowledge of the social world* (Nieuwenhuis, 2016, pp. 50-69). This knowledge is shaped by experience and is unique to every individual. Researchers utilising the interpretivist paradigm should be able to interpret textual data subjectively enough to derive valuable information from the data gathered.

Finally, the critical realism paradigm is somewhat a combination of both positivism(quantitative) and interpretivism(qualitative). Critical realism is, by nature, emancipatory, which means that it maintains the belief that researchers have an obligation to critique reality and expose any *unjust practices in society* (du Plooy-Cilliers, 2014, pp. 19-35).

Interpretivism intends to comprehend individual experiences in order to gather valuable information, which can be done through interpreting identifying themes within the recipient data that will be collected. It claims to focus on the discovery of deeper meaning through interpretation of subjective opinions and experiences. Essentially the purpose of interpretivist theorizing is to understand the deeper meaning behind behaviour and associations (Bezuidenhout, 2014). This study adopted an interpretivist perspective which guided the direction of data collection as well as the direction of the research itself. This study is idiographic because it aimed to discover individual truths rather than general laws. This research presented an idiographic approach which is characterized by identification of individual behavior (Maree, 2016)

3.2. Design

This research is qualitative by design as it aimed to *explain* the relationship between philanthropic CSR and the brand perceptions of generation Z. In terms of answering the research question found on page 4, a qualitative approach was most fitting because identifying relationships involves high levels of in-depth understanding and interpretation. This research explained a phenomenon and therefore is considered explanatory in nature.

Within the qualitative sphere of research, the most relevant methods of data collection for this study include in-depth interviews. This method of data collection, according to Strydom and Bezuidenhout (2014), allows the researcher to gather subjective information that will

provide insight into the perception generation Z has of brands that participate in philanthropic CSR activities.

3.3. Population and sampling

The population of this study consisted of the suitable respondents that make up the *total group of people or entities from whom information is required* (Pascoe, 2014), in this case, generation Z in South Africa. In order for this to have been successfully determined, the sample was selected at random from the accessible population. This research was conducted through convenience sampling which included a sample size of three (3).

Convenience sampling consists of elements that are accessible by the researcher, in this case it will involve participants that are accessible to the researcher. Members of the required population sample are between the ages of 18-24 and must live in South Africa.

3.4. Data collection

Data for this research was collected through in-depth, semi-structured interviews which were conducted at the private residence of the researcher (170 Lunnion Road Hillcrest) from the 2nd to the 4th of September 2019. The participants signed a consent form in order to comply with research ethics. An example of the consent form to be given is presented in *Appendix 1*, followed by the interview guidelines in *Appendix 2*. The interview was time-bound (15 minutes) in order to avoid loss of focus as well as to reduce irritation on the part of the participant. The data collection process will begin with the compilation of a question set that addresses the concepts of philanthropic CSR and brand image which will direct the researcher towards deriving conclusions from the responses. These conclusions will be represented as themes as they must have been present throughout the data set (Strydom & Bezuidenhoud, 2014). The theoretical model presented in the literature review will guide the types of questions that will be asked because the research must discern how respondents feel about brands through questioning them on their emotional response. Carrol's pyramid of CSR will allow the researcher to explain the concept of philanthropic corporate social responsibility in order to focus the questions around that concept. Ultimately, the questions will link the desired measurement factor (i.e. emotions) with the concept of philanthropic corporate social responsibility, which encompasses causes and social issues that are considered to "play" on one's emotional response as well as one's sense of self.

The interviews were conducted according to the *general interview approach* which initially follows a conversational direction however predetermined questions were asked in order

to guide the participant through the relevant topics to be discussed (Strydom & Bezuidenhout, 2014). In-depth interviews allowed the researcher to ask participants questions about the research with the intention of understanding and knowing more about a phenomenon. These were used to interpret the meaning of the participant's answers and to clarify the question being asked about CSR and brand image perceptions.

The questions moved from broad to specific in order to address the relevant information, open ended questions are imperative in order to ascertain the perspective of the participant in relation to brand image and philanthropic CSR. Broad questions were related to philanthropic CSR and moved towards more specific questions regarding different brands that participants recalled. No double-barrel questions were asked in order to avoid confusion and questions that *lead* the respondent to a response were also not included in the interview. The interview process relied on the researchers listening skills and ability to ask additional questions once a response has been given. Questions were derived from Keller (1993) and Carroll (2016) as well as through the researcher's discretion in terms of what needed to be understood based on the research question.

A pilot test for the interview was conducted in order to ensure the effectiveness of the questions being asked, it involved conducting an interview and identifying the challenges in the structure and direction of the questions the pilot test determined that one of the questions was essentially repeated. Examples of both the pilot test questions and the final questionnaire are presented in appendices 2 and 3 for the purpose of clarity and ease of comparison.

3.5. Data analysis

Qualitative data analysis relies on a process of subjective interpretation, it is textual and symbolic as relies on the researcher's ability to collect, represent and substantiate the data effectively (Strydom & Bezuidenhout, 2014). Qualitative research is known to be iterative; this means that the researcher is required to repeatedly analyze the data while considering the participants context as well as the context wherein the phenomenon is observed. This will provide the researcher with a holistic perspective, thus allowing for effective analysis.

The qualitative research analysis process is hermeneutic, this refers to the fact that the data being analyzed must be subjectively observed in order to gain deeper understandings of the concepts being researched. (Bezuidenhout & Cronje, 2014, pp. 230-233). This research was analyzed by means of thematic analysis, also known as *qualitative content analysis*. Thematic analysis or thematic coding is a process of organizing concepts into

groups or themes (Bezuidenhoud & Cronje, 2014) , this was done once the interviews had been transcribed. A scope of the questions asked is presented in Appendix 2.

Interviews were transferred to text which was coded into identified themes and patterns. These themes allowed the researcher to derive insight from the data collected.

(Bezuidenhoud & Cronje, 2014). This process of analysis was best suited to this study because the data collected was highly subjective and based on personal opinions of the participants which assisted in answering the research question.

The process of data analysis involves eight (8) steps that ensure the data is effectively analyzed. These include; preparing the data, defining the coding unit, developing categories based on proposed framework, test the theme against text, code the text, assess consistency, draw conclusions and report findings.

Preparing the data involves the process of transcribing the recorded interviews into text. For this research, the interviews were recorded on a cell phone and transcribed by the researcher (appendix 2). The coding unit refers to the “themes” that were identified once the interviews were transcribed. The themes identified from the three (3) interviews include;

- The common understanding of CSR is that it is about giving back to the community or the environment.
- People feel better about themselves (emotional) if they help a brand that is helping someone else.
- There is uncertainty in terms of where money contributed to CSR initiatives ends up.

Category development requires the researcher to map out the concepts that have been utilized in the research and determining their presence in the data. These concept categories should be enough to capture all the required data. for this research the categories include CSR and brand image perceptions. The concepts of CSR form the basis of this research thus, the above identified themes should fall within these concepts in order for information to be relevant and applicable to this study.

Once this is done, the coding consistency was assessed by means of checking whether the data gathered is consistent with previous research and whether or not is consistent throughout the interviews themselves. This was done by comparing the findings of this study to previous research, this information is presented on page 16. At this stage, the

researcher identified which themes were consistent throughout the data as these would become valid themes for analysis,

To conclude, it was identified that the perceptions of brands with PCSR initiatives in place is more positive than those without any kind of responsibility to society or the environment. This is because Generation Z feels more positively about brands that are doing something for others because it makes them feel better about themselves for buying that brand. However there is skepticism because CSR initiatives are perceived as risky if there is no proof that the money is actually going towards a cause, this suggests that increased documentation regarding PCSR activities would increase credibility of the brands initiatives and will therefore result in an increased purchase intention.

Transcriptions of the interviews conducted are presented in appendix 5, 6 and 7.

Table 1 Presentation of Thematic Analysis

Concept related to theme identified	Theme identified	Quotation from participant	Explanation of relationship to study
Philanthropic corporate social responsibility	The common understanding of CSR is that it is about giving back to the community or the environment.	"It's a responsibility that corporates have towards society, the environment or any employees or anyone within it. Involved in them, rather." – interview one "As I understand it, its businesses giving back to the community." – Interview two "Uh so my understanding of CSR is just basically how a company does work for the community and the society in which it operates. So just the activities that it partakes in and undergoes just to better society and that. That's my understanding." – Interview three	This data reveals that there is knowledge of CSR in the mind of a generation Z member. It is important for brands to note this because it could prove beneficial to their brand as well as their brand awareness. The fact that the concept is well known makes it relevant to brands.
Brand image	People feel better about themselves if they support a brand that is helping the environment or society.	"Maybe a little bit of "feeling good about yourself"- Interview 2 "Because I think it should be every company's responsibility if they are making enough to feed all of their workers, any extra money should be, I don't know, given back to the economy" – interview two	Buying brands that participate in PCSR, a positive feeling is evoked in the buyer. These feelings originate from the emotional and affective perceptions that people have of the particular initiative in place. This reflects on the brands image and the consumers

			perception of that brand because the brand becomes associated with a sense of self-fulfilment and self-satisfaction
Brand Image	There is uncertainty in terms of where money contributed CSR initiatives, ends up.	you know where your money is going to, not just into a fat cats pocket, potentially to help their people” – Interview two “Doing something small wouldn’t give the company the credit its due, so a big corporation would not go for a smaller charity, that wouldn’t give them the exposure they could have of they go for a bigger charity” – Interview one “Like with the <i>Add Hope</i>, we are donating money and that kind of stuff, but we never ever see an advertisement or a photo where these kids are actually eating” – interview 3	This perception of risk associated with giving money towards an initiative that a brand has affiliated with reflects on the consumers overall perception of the brand. CSR may be perceived as a means of increasing the brands overall profit rather than being a meaningful attempt at making a difference, awareness of this risk was identified within each interview that was conducted This relates to the affective perceptions that consumers have about the result of their contribution

3.6. Anticipated Contribution

This research contributes to the body of knowledge as it intends to reveal new information about a phenomenon, namely PCSRs influence on brand image. This is done so that businesses in the future will be better able to understand how their philanthropic CSR initiatives are actually received and perceived by members of generation Z. The researcher intends to identify uncommon and subliminal opinions regarding their perceptions of brands that have meaningful initiatives in place in order to present a new basis within the academic field of research, whereon scholars are able to build their future studies as well as compare their data to past research.

4. Findings and Discussion

This section presents the most relevant findings derived from the research, which are then discussed and explained within the context of the research question and objectives.

4.1. Findings

At this stage of the research, the transcribed interviews were analysed in order to derive themes which assisted in answering the research question. The data is presented in the form of a table (table 1) which presents the themes, concepts related to the themes and quotations from the interviews conducted, which led to the conclusion. Each interview was scrutinised in order to identify the most common opinions and conclusions from each individual which were grouped into the different findings presented below,

As can be seen in Table 1, the concepts of CSR and Brand Image are presented first in order to contextualise the themes that follow. The interviews conducted produced few recognisable themes that are relevant for the purpose of this research. These themes are discussed for the purpose of increased understanding and application the context of the study.

The common understanding of CSR is that it is about giving back to the community or the environment: This was derived from the question “what is your understanding of Corporate Social Responsibility?” This is interesting to note because all respondents knew what CSR entailed and what relationship it has to brands. This is aligned with previous research conducted by Rivera, et al. (2016) CSR is becoming a part of the “social agenda” for many people, which explains this knowledge respondents had about CSR. This is supported by Carroll (2016) which states that the topic of CSR has become a *progressing topic*, clearly this is true if individuals have an idea of what it means. It is important for businesses to be

aware of this because it means they can capitalise on their involvement with initiatives. This finding relates to the research objective regarding peoples opinion of corporate social responsibility, this objective allows the researcher to determine the level of awareness that the population has about the concept of CSR in order to determine their frame of reference. Following this, during the interviews, the researcher used her own discretion to question the participants on where they learnt about the concept, which led to the conclusion that the concept is taught in schools and during varsity years. This is interesting to not as it may indicate an opportunity for brands to educate consumers more on the concept of CSR in order to get them to invest in their philanthropic initiatives.

People feel better about themselves when supporting a brand that is helping a cause or issue: This was derived from the question “What emotions do you experience when a brand participates in PCSR?” Respondents suggested that purchasing a socially responsible brand made them feel good about themselves and more secure in terms of spending their money. As mentioned before, the concept of brand image presented by Keller (1996) encompasses emotional and affective perceptions that consumers may have of the brand. These perceptions are demonstrated through the data as *feeling better* about oneself is directly related to these perceptions. Additionally, the question “Would you actively purchase a brand that is associated with a good cause?” led to the discovery that members of generation Z are willing to spend their money on brands that associate with causes that are relevant to them in a personal way. Furthermore, by asking “What benefit do you feel you gain from this?”, there was a clear association with positive feelings about the brand as well as about themselves. This is reinforced by Arslan and Zaman’s (2014, pp. 85) study which mentions that “self-expressive benefits, personalities and emotional benefits enhance brand image”. Increased advertising regarding the “good” that the brand is doing for the community and the environment could potentially drive consumers to want to do more to make a difference, and this may result in increased purchasing intention as a means to increase their positive perceptions about themselves, which then translates to positive perceptions of the brand that helps them feel good.

There is uncertainty in terms of where money contributed CSR initiatives, ends up: Data collected showed that there is a larger willingness to spend on brands that participate in PCSR however, there is a high level of uncertainty when it comes to supporting these initiatives because there is rarely any *proof* that their money is actually making a difference and is not just profit-driven, there was also a sense of increased willingness to spend due to knowledge of where money is being directed, i.e. that the money was not just going into

the pocket of an already wealthy individual but rather to a cause. This notion is reiterated by Blomback and Scandellius (2013, pp. 364) who stated that “companies that can show a history of (P)CSR are perceived as more credible, especially by younger consumers”.

It is relevant to note that the most recognisably PCSR-related brand, based on the data gathered is KFC, this appears to be attributed to the fact that the participants interacted with the brand on a more personal level at different KFC branches. As a deduction of this information, it can be said that personal, face-to-face experiences resonate the most with members of this generation. There may be a potential lesson in this for brands that wish to connect more effectively with their consumers. Also, Brands that consistently prove their commitment to PCSR are perceived as trustworthy. In terms of answering the research question presented in this study, the relationship between PCSR and brand image can be described as positive due to the emotional connection that consumers (generation Z), a brand's image is directly influenced by the way consumers perceive the brand.

4.2. Trustworthiness

Trustworthiness in research refers to the level of credibility, transferability, dependability and confirmability of the research being conducted. In the case of this research, credibility can be achieved by substantiating the research with further data collection in order to ensure the results are legitimate. Transferability requires the research to paint a clear picture of the research process in order for the reader to understand the full context of the study (Nieuwenhuis, 2016). Confirmability can be described as the level of bias involved in the data collection process. The idea is that the researcher is as neutral as possible throughout the process in order to ensure that data gathered is directly from the mind and perspective of the participant (Nieuwenhuis, 2016).

4.3. Ethical Considerations

Some ethical considerations for the proposed research include the inclusion of human resources as elements of the study. This requires the researcher to ensure that complete consent is given by the participants in order to ensure the avoidance of any ethical violations. No sensitive questions will be asked, and participants are able to resign from the study at any time. Should the participants be under the age of 21, consent must be given by a guardian.

Personal information will not be requested, and participants will be presented with a consent form that covers the terms of the interview. Data will be recorded however; this is stipulated in the consent form at the start of the interview.

Ethical clearance from the institution was granted prior to any interviews (see appendix 4). Data from these interviews (i.e. recordings, forms and transcriptions) will be kept for a minimum of five (5) years in order to ensure a paper trail.

4.4. Limitations and delimitations

Limitations of research include factors that are not within the researcher's control including, time, financial resources, access to information and access to human resources (Enslin, 2014). In relation to the proposed research the limitations that have been identified include lack of financial resources, time constraints and limited access to a large percentage of the population. This research will comprise of 3 in-depth semi-structured interviews, this number should be increased in order to further validate the findings. Without access to a suitable portion of the South African generation Z population, the research will not be applicable to the general population. The reason for keeping the sample local is due to accessibility limitations, this study could potentially be conducted on a larger scale

5. Conclusion

To conclude, the basis of this research was to determine what relationship philanthropic corporate social responsibility has with generation Z's brand perceptions. By conducting this research on a small scale in the South African context, the researcher presented a new direction of study that can be conducted on far larger scales in order to gather more concrete findings. The findings of this study clearly demonstrated the positive correlation between PCSR activities and individual emotional and affective perceptions. Furthermore, the brand that was most highly recognised was KFC, this provides some insight into the tactics that work more effectively to resonate with consumers of generation Z in particular. Evidence proves that PCSR is a concept that is understood and therefore, is an essential part of brand strategy in organisations.

Businesses have an opportunity to communicate the good that they are doing to the individuals that want to hear it and may potentially affiliate with that brand as a means of making themselves feel better about themselves as they feel like they, too, are making a difference to society or the environment. This positive self-perception will be as a result of a brand that gave them the opportunity to feel better and therefore their perception of the brand becomes more positive.

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Appendix 1

To whom it may concern,

My name is Daniela Vilar and I am a final-year student at Vega Pretoria. I am conducting a study under the supervision of Gene van Heerden around *understanding the relationship of the philanthropic dimension of corporate social responsibility on brand image perceptions of generation Z*. I intend to expand the field of knowledge regarding this topic in order to provide South African (and potentially global) brands with insight on this topic.

This document serves as an invitation for you to participate in my study. Below, I have attempted to answer questions about the research process in order for you to make a sound decision on whether or not you wish to participate in the study. Once you have read and understood the information in this document and are willing to participate, please complete the consent form below.

The reason I would like you to participate in my research is because you are within the necessary criteria. Should you consent to this research, I will ask you to answer some questions over a period of one (1) hour or possibly less. This session will be recorded for the purpose of data analysis. Should you wish to participate, you are able to withdraw at any point.

Are there any risks/ discomforts involved in the participation of this study?

There are no negative outcomes for should you choose to participate in this study. Should you feel uncomfortable at any stage of questioning, you may withdraw or refrain from participating.

Do I have to participate in this study?

Any form of participation in this study is totally voluntary. Should you choose to withdraw, no explanation will be required.

Will my identity be protected?

I promise that your identity will be 100% protected. All details will remain anonymous and at no point will *anyone* other than myself have access to the information gathered. I would like to use quotes in my results, but absolutely no recognisable information will be shared.

What happens to the information the participants share?

Once all interviews have been conducted, I will transcribe the recording and conduct a thematic analysis on that data. Summaries of the data will be included in my research document which is required for the completion of my BA Honours in Strategic Brand Communication. You are entitled to a summary of the research, should you be interested in the outcome of this study

What if I have more questions about the research?

Should you wish to inquire about something, feel free to contact me. You should feel completely comfortable with the terms of this study before agreeing to participate.

Contact details:

Daniela Vilar

083 800 0218

15014947@vegaconnect.co.za

I (print name)_____, on this day
(date)_____, consent to the participation in this study
around *understanding the relationship of the philanthropic dimension of corporate social responsibility on brand image perceptions of generation Z*. I understand the information presented in this document and I understand the researcher's intention to record and use my responses *without* sharing my identity.

Participant signature: _____.

Appendix 2:

Interview questions (pilot test)

Interviews took place at the home of the researcher for ethics reasons.

1. Do I have permission to record you?
2. Are you between the ages of 18 and 24?
3. What is your understanding of corporate social responsibility?

researcher explains CSR and the philanthropic focus of the upcoming interview

CSR as *encompasses economic, legal, ethical and philanthropic expectations that society has* [of the brand] Carroll (1979) cited in Carroll (2016, pp. 2). This concept is multidimensional, which proposes a problem for the researcher as it requires various dimensions of study and although all elements of this model are all relevant in some way to the expansion of knowledge regarding CSR, this study will focus on the discretionary aspects rather than the mandatory (Kashyap, et al., 2014).

Discretionary aspects are those that are not expected or required, however may play a role in the development of a positive corporate image

Therefore, the philanthropic dimension of CSR will be used for the following interview.

4. What PCSR campaigns/initiatives are you aware of?
5. Where did you find out about them?
6. Are you aware of any brands linked to specific PCSR?
7. Please elaborate on that.
8. What emotions do you experience when a brand participates in PCSR?
9. Why do you think this emotion arises?
10. Would you actively purchase a brand that is associated with a good cause?
11. What benefit do you feel you gain from this?

Appendix 3:

Interview questions (post pilot test)

1. Do I have permission to record you?
2. Are you between the ages of 18 and 24?
3. What is your understanding of corporate social responsibility?

researcher explains CSR and the philanthropic focus of the upcoming interview

CSR as *encompasses economic, legal, ethical and philanthropic expectations that society has* [of the brand] Carroll (1979) cited in Carroll (2016, pp. 2). This concept is multidimensional, which proposes a problem for the researcher as it requires various dimensions of study and although all elements of this model are all relevant in some way to the expansion of knowledge regarding CSR, this study will focus on the discretionary aspects rather than the mandatory (Kashyap, et al., 2014).

Discretionary aspects are those that are not expected or required, however may play a role in the development of a positive corporate image

Therefore, the philanthropic dimension of CSR will be used for the following interview.

4. What PCSR campaigns/initiatives are you aware of?
5. Where did you find out about them?
6. What could brands do to make people more aware of their PCSR activities/initiatives?
7. Please elaborate on that.
8. What emotions do you experience when a brand participates in PCSR?
9. Why do you think this emotion arises?
10. Would you actively purchase a brand that is associated with a good cause?
11. What benefit do you feel you gain from this?
12. Is there anything you feel you can add about this topic?

Appendix 4:



August 26, 2019

Student name: Daniela Alexandra Vilar



Student number: 15014947

Campus: Vega Pretoria



Re: Approval of Bachelor of Arts (Honours) in Strategic Brand Communication Proposal and Ethics Clearance



Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.

There may be some aspects that you still need to address in your proposal. If this is the case, feedback will be provided to you in writing. You will need to address these aspects in consultation with your supervisor.

In the event of you deciding to change your research topic or methodology in any way, kindly consult your supervisor to ensure that all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued in such instances.

We wish you all the best with your research!

Yours sincerely,

Amalia van Schalkwyk

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Appendix 5: Interview One

Researcher	Do I have permission to record you?
Respondent	Yes, you do.
Researcher	You have read and signed the consent form and given me consent to use the information you give me in my research.
Respondent	Yes, I have.
Researcher	Okay awesome, are you between the ages of 18-24?
Respondent	Yes.
Researcher	Okay, what is your understanding of Corporate Social Responsibility?
Respondent	It's a responsibility that corporates have towards society, the environment or any employees or anyone within it. Involved in them, rather.
Researcher	Okay cool, so then I'm going to read you the way it was described in my research and then ask you some more questions after that
Respondent	Okay cool.
Researcher	Okay so, CSR encompasses... That's the philanthropic part, so that's like causes and things like that.
Respondent	So, what CSR campaigns or initiatives are you aware of? Um, there's the KFC 2 rand for hope one. Um, I had another one in my head, but I can't remember it. Let's just stick with that one for now.
Researcher	Um, okay where did you find out about KFC?
Respondent	Going to KFC itself
Researcher	Okay what can brands do, in your opinion to make you more aware of their corporate social responsibility?
Respondent	Um, I think definitely marketing on social media. I mean especially with adverts being equivalent and everywhere from YouTube, to Instagram to Facebook. You can't even watch a video without an advert popping up everywhere. Using that will force people to take note of it but nothing long enough that it draws attention away from what it is, so that people just want to skip it but something where the opening scene tells you straight what you need to do.
Researcher	Alright, what emotions do you experience when a brand has an affiliation to a cause or a CSR campaign?
Respondent	Uh, its more depending on the cause itself. A lot of the causes are very mainstream such as like, orphanages the poor and things like that. Which, there's nothing wrong with it, don't get me wrong., but it is something that a lot of people are helping and there's also other causes. Like I said, it all depends on the cause. I mean I'll feel bad and I'll feel obligated to donate and everything as well as just something I'd rather do for myself. One of those good deeds for the day type of things. At the same time I would rather donate to a cause that doesn't have as much money and as much... not a lot of people are aware of it so rather give money to a cause which I would care about more because that's more of, I prefer to give it with my conscience, I'm a lot more obligated to be mindset wise. And then I would also choose one that's not affiliated with something so mainstream. So there's like 5 different charities for poverty but there's only one for abuse, I'd rather give to the abuse
Researcher	Okay so like, the underdogs

Respondent	Yeah, like supporting the underdogs
Researcher	Okay um, why do you think you'd want to do that?
Respondent	Because like I said, there's a lot of charities that are very undermined because they're not your mainstream, big charities that everyone knows. Doing something small wouldn't give the company the credit its due, so a big corporation would not go for a smaller charity, that wouldn't give them the exposure they could have if they go for a bigger charity. So, mine would be more supporting the underdog where money is still needed but needed more so than others.
Researcher	Okay, would you actively purchase a brand that is linked to a cause?
Respondent	Yes
Researcher	What benefit do you feel you gain from this?
Respondent	Well, I feel like brands make it easier when they put the charity onto the product. Like, I remember there's these socks where 50% of your purchase price goes to the penguin foundation. Kind of like "save the penguins", type of thing. That really makes it easier because people get what they're giving. Especially when it comes to basic human nature, you'd rather get something back when you give something. That case, this case, they get socks, like really cool looking penguin socks but at the same time they're giving back to a foundation that really needs the cash
Researcher	And then, is there anything you want to add on the topic of philanthropic CSR?
Respondent	No, its good.

Appendix 6: Interview Two

Researcher	Do I have permission to record you?
Respondent	Indeed.
Researcher	Do I have permission to use your responses in my research?
Respondent	Yes, you may.
Researcher	Okay, are you between the ages of 18-24?
Respondent	I am.
Researcher	Okay, what is your understanding of CSR?
Respondent	As I understand it, its businesses giving back to the community.
Researcher	Okay so I'm going to read you a passage of how its defined in my research and then I'll ask you a few more questions.
	What philanthropic corporate social responsibility campaigns or initiatives are you aware of?
Respondent	I'm aware of Debonairs dough-nation where they use cut off dough to feed disadvantaged people, you could say. It's a famous brands initiative
Researcher	Where did you find out about them?
Respondent	Business. Matric.
Researcher	What could brands do, in your opinion, to make you more aware of CSR?
Respondent	They should make it big enough to affect more people because I think their projects only affect certain communities or something and the bigger the project, the more people are gonna know about it. So, I would say upscale, if the budget allows obviously.
Researcher	And then, what emotions do you experience when a brand participates in these initiatives?
Respondent	I suppose generally positive emotions
Researcher	Why do you think this?
Respondent	Because I think it should be every company's responsibility if they making enough to feed all of their workers, any extra money should be, I don't know, given back to the economy
Researcher	Would you actively purchase a brand that is associated with CSR
Respondent	Sure, I would
Researcher	What benefits do you feel you gain from this?
Respondent	Maybe a little bit of "feeling good about yourself" or maybe you know where your money is going to, not just into a fat cats pocket, potentially to help there people.
Researcher	Is there anything else you wish to add?
Respondent	I don't know if its CSR related but that YouTube video of the people (4 Oceans) who remove a pound of trash when you buy their bracelet. I think they have a shit-load of work to do. I feel like they do good things. And they have really a lot of work to do so they can make a lot of sales because even if they pull out 1000 pounds a day, there's like 2000 going in so that's potentially something I would be interested in.

Appendix 7: Interview Three

Researcher	Have you signed the consent form?
Respondent	Yes, I have
Researcher	Are you between the ages of 18 and 24?
Respondent	Yes.
Researcher	What do you understand about Corporate social responsibility?
Respondent	Uh so my understanding of CSR is just basically how a company does work for the community and the society in which it operates. So just the activities that it partakes in and undergoes just to better society and that. That's my understanding.
Researcher	Alright, um, I'm just going to read you the way I defined it in my research just so you know kind of what I'm talking about and then I'll ask you some more questions.
Respondent	Okay no problem.
Researcher	Okay so basically...
Respondent	Okay cool
Researcher	Okay so, what CSR campaigns or initiatives are you aware of?
Respondent	Oh uh, I feel like, <i>Add Hope</i> , KFC. That's one because they are helping underprivileged kids that obviously can't eat and stuff. Um.. sho I actually don't take notice of much. I don't know if you know MultiChoice?
Researcher	Yes I do.
Respondent	So what they do is, they obviously have a few branches that sell DSTV decoders, so what they do is they try and allow people within underprivileged communities to own a store where they can sell these dstv decoders. So that way they help with employment and then obviously they'll help putting satellites and that kind of stuff. Its just nice to see that "okay, we want to expand our business, but we want to expand our business also through helping and decreasing the unemployment rate. So those I think are the 2 main ones that I know of.
Researcher	That's a good answer. Okay, so where did you find about these 2 campaigns.
Respondent	Okay so the <i>Add Hope</i> is, I haven't really seen it on tv, its mainly just been when you go to a KFC and they say "how many children would you like to feed today?" and they ask you R2 or R4. So, the actual branch. And the MultiChoice, I've seen a lot of adverts on DSTV.
Researcher	Okay, so what kind of emotions do you experience when a brand is associated with PCSR?
Respondent	It makes me feel a bit better towards a brand, like ore of a positive look. Like, compare it to a person, if a person does good for other people, you see them as a nice person, caring and all that kind of stuff. Then you look at them in a negative light, the only unfortunate thing like in the <i>Add Hope</i> case, you're not exactly sure if the money is going towards the children or if its just another scam. But I think that that's just because of the society within which South Africa operates. But otherwise generally a more positive thing. Like, if I have to choose between a brand that does CSR activities and a brand that doesn't, I will choose the brand who does.

Researcher	Oh nice. Well that's actually my next question. So the question was, would you actively purchase a brand which is associated with a good cause.
Respondent	Yes.
Researcher	What benefit do you feel you gain from buying that kind of brand?
Respondent	I feel like its just, the benefit is that I feel like I'm also partaking in making society better because – I'm going to keep using the <i>Add Hope</i> example because it's just easier to explain – so like, by me, at the end of my meal, donating like R4, I feel like I'm helping as well, to better the community and not just “oh I feel cool now because I'm with a brand who does this and that”. It just makes me feel like I'm also contributing.
Researcher	Okay that's a good answer. My last question is, is there anything you want to add. Just anything about PCSR and that kind of thing.
Respondent	Um well, i think from what I saw is that CSR is definitely important for a brand to focus on but I think they should look at it both from the perspective of their clients and consumers as well as their employees because you want the whole <i>business, employee and consumer</i> trifecta to make it work effectively. So, you either have a look at everybody's opinion and what benefits every single person. I know that's a bit difficult sometimes, but that trifecta is important. Because things may appeal to people within your brand but if you work for a certain brand, you embody all that they are so no matter what they say towards CSR and be like “oh okay cool that's cool” or whatever but customers and clients see it differently because they not within the inner workings. And just communicate it clearly, make it well known that you're doing this and that. Like with the <i>Add Hope</i> , we are donating money and that kind of stuff, but we never ever see an advertisement or a photo where these kids are actually eating. It's just a bit weird if you see what I'm saying.
Researcher	I do.
Respondent	I think it would just be good to show the actual end result.
Researcher	Like proof
Respondent	Exactly.
Researcher	Okay well thank you.
Respondent	

Appendix 8: Consent Form for Interview One

Once all interviews have been conducted, I will transcribe the recording and conduct a thematic analysis on that data. Summaries of the data will be included in my research document which is required for the completion of my BA Honours in Strategic Brand Communication. You are entitled to a summary of the research, should you be interested in the outcome of this study

What if I have more questions about the research?

Should you wish to inquire about something, feel free to contact me. You should feel completely comfortable with the terms of this study before agreeing to participate.

Contact details:

Daniela Vilar

083 800 0218

15014947@vegaconnect.co.za

I (print name) ANDONIS MICHAELIDES, on this day
(date) 3 SEPT 2019, consent to the participation in this study
around *understanding the relationship of the philanthropic dimension of corporate social responsibility on brand image perceptions of generation Z*. I understand the information presented in this document and I understand the researcher's intention to record and use my responses *without* sharing my identity.

Participant signature: _____

Appendix 9: Consent Form for Interview Two

Once all interviews have been conducted, I will transcribe the recording and conduct a thematic analysis on that data. Summaries of the data will be included in my research document which is required for the completion of my BA Honours in Strategic Brand Communication. You are entitled to a summary of the research, should you be interested in the outcome of this study

What if I have more questions about the research?

Should you wish to inquire about something, feel free to contact me. You should feel completely comfortable with the terms of this study before agreeing to participate.

Contact details:

Daniela Vilar

083 800 0218

15014947@vegaconnect.co.za

I (print name) Brent Claete, on this day
(date) 02/05/2014, consent to the participation in this study
around *understanding the relationship of the philanthropic dimension of corporate social responsibility on brand image perceptions of generation Z*. I understand the information presented in this document and I understand the researcher's intention to record and use my responses *without* sharing my identity.

Participant signature: 

Appendix 10: Consent Form for Interview Three

Once all interviews have been conducted, I will transcribe the recording and conduct a thematic analysis on that data. Summaries of the data will be included in my research document which is required for the completion of my BA Honours in Strategic Brand Communication. You are entitled to a summary of the research, should you be interested in the outcome of this study

What if I have more questions about the research?

Should you wish to inquire about something, feel free to contact me. You should feel completely comfortable with the terms of this study before agreeing to participate.

Contact details:

Daniela Vilar

083 800 0218

15014947@vegaconnect.co.za

I (print name) KYLA PRETORIUS, on this day
(date) 5 / 09 / 2019, consent to the participation in this study
around *understanding the relationship of the philanthropic dimension of corporate social responsibility on brand image perceptions of generation Z*. I understand the information presented in this document and I understand the researcher's intention to record and use my responses *without* sharing my identity.

Participant signature: _____



Annexure A: Final Research Report Summary

Document Template TITLE: Exploring the relationship between philanthropic corporate social responsibility, and brand image perceptions of generation Z in the South African context.

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 understand and explain generation Zs perceptions of brands that participate in PCSR initiatives	What is the relationship between philanthropic corporate social responsibility and brand image perceptions of generation Z?	The reason for this choice of topic is to contribute to the understanding of generation Z and to explain the perceptions of brands that participate in a corporate social responsibility initiative.	Keller (1993, 2013) Carroll (1979, 1991)	Theme 1: The common understanding of CSR is that it is about giving back to the community or the environment. Theme 2: People feel better about themselves (emotional) if they help a brand that is helping someone else Theme 3: There is uncertainty in terms of where money contributed to CSR initiatives ends up.	Paradigm: Interpretivism Epistemology: the intention of this study is to understand. Ontology: reality is created through peoples experiences and opinions, which this study aimed to discover in relation to the research question Axiology: This relates to values and personal beliefs, which were not excluded in this research	Qualitative	In-depth interviews were used because the study required understanding.	Participants needed to sign a consent form prior to the interviews. Ethical clearance had to be obtained by the researchers institution (Vega) Participants to remain anonymous thought study.	Members of gen Z understand the concept of CSR without explanation. Members of gen Z feel better about themselves if they purchase a brand that is making a difference Members of gen Z are sceptical about where their money actually goes, once they contribute to a PCSR initiative	This researcher recommends a larger population size and additional methods of data collection which may add additional information to the body of knowledge in the future.
						Population				
						Population Parameters Members of the required population sample are between the ages of 18-24 and must live in South Africa				

Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories		Sampling	Data Analysis Method(s)	Limitations	Key Contribution
Insufficient studies have been done on whether generation Z's perceptions are influenced in some manner by a brands social responsibility. A new perspective on South African generation Z demographic and their perspectives on brands is necessary in order for businesses to successfully reach them	1. To determine opinions on social and environmental issues 2. To understand what brands are associated with philanthropic CSR. 3. To describe the relationship between brand image and philanthropic CSR.	Philanthropic Corporate Social Responsibility Brand Image	Kellers Brand Image Model Carrolls CSR Pyramid		Convenience sampling Sample size of 3	Thematic analysis	lack of financial resources, time constraints and limited access to a large percentage of the population	This study will expand the field of knowledge in relation to the manner in which brands are perceived by generation Z, if they have a PCSR campaign in place. This will inform future studies regarding this topic.