



VEGA SCHOOL OF BRAND LEADERSHIP

BCOM STRATEGIC BRAND MANAGEMENT HONOURS

**The Importance of Corporate Social Responsibility for
generation Z consumers in their consumer decision-making
process.**

Author: Sarah Jackson.
15015343

Supervisor: Ivan Mkhomazi

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Declaration

I hereby declare that the Research Report submitted for the BCom Honours in Strategic brand Management 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.

Abstract

Centennial consumers increased access to information, mass amount of possible consumer choices of brands and their awareness of societal issues is creating a change amongst the younger generation's consumer decisions (Meyers, 2017). Hence, this research explored the influence of Corporate Social Responsibility (CSR) on centennials purchase decisions. Research exploratory in design and was conducted using the interpretivist paradigm. The research data was collected using three standardised semi-structured interviews as they allowed the researcher to gain an understanding of the participants subjective point of views and opinions regarding Corporate Social Responsibility and its influence on their decision to make a purchase (Strydom *et al.*, 2017: 173-194). Interviews were conducted in locations the participants chose and where they were able to meet, whereby qualitative data was collected from the centennial consumer participants and was analysed using thematic content analysis. This process allowed for the exploration of the themes embedded in the data collected transcripts (Braun and Clarke, 2006: 77-101). Findings were interpreted and indicated that CSR positively influences centennial consumers purchase decision in both direct and indirect ways and that a brands pursuit of including CSR in their operations had positive affiliations. However, In saying that it does have an influence in their purchase decisions, the importance of its consideration proved very low, and that it can be seen as more of an 'added benefit' in the eyes of the centennial consumer. Therefore this research contributes to assisting brands and their managers with newly found evidence on CSR's effective contributions to brand image and influence on consumer decisions and perceptions of the brand (Rozdeba, 2009: 23-25).

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SECTION ONE: INTRODUCTION

1.1 Introduction

Corporate Social Responsibility is a brands voluntary act of giving back to society in a variety of ways which are incorporated into their daily operations and activities. With the younger generations having increased access to information they are more aware of the societal issues and concerns out there that brands and businesses can be helping in a meaningful way. This research study is an exploratory research paper on how important CSR done by brands is for centennial consumers. The aim of this paper is to analyse whether or not centennial consumers (iGeneration) who have more access to information and are more aware of the need of societal upliftment are in fact influenced by a brand engaging in CSR. Section one provides the reader with the necessary background information to understand the research and its significance. It contains important elements such as the rationale, research problem, purpose, and goal. It also contains the research questions.

1.2 Background and Context

South Africa is a developing country that is in dye need of societal upliftment by not only the government but businesses and brands operating within its borders. A part from these businesses need to aid in the societal upliftment of the country to avoid the threat of failed prosperity and success, they are also tasked with keeping up with consumer's expectations and demands apart from providing a quality product or service (i.e. CSR). As the younger generations grow up their demand for brands to do more grows with them. A recent study by Kantar Futures on the centennial generation, who currently makes up 41% of South Africa's population, found that families and households are looking at their youngest members (generation Zers) to collect product information such as reviews when deciding on a product from different brands (Kantar, 2018: 6-26). The latter study also found that due to the increased influence younger generation family members, up to three quarters of centennials are the direct influencers on purchasing decisions in households and thus family spending (Kantar, 2018: 6-26). According to a report by FleishmanHillard Fishburn (FHF) (2018: 34-36), 93% of centennials buy and support companies that have a greater purpose, real sustainability, and environmental leadership built into their principles. Due to this growing importance of CSR this study aims to explore the importance of CSR to South African centennials when making purchasing decisions and consideration of alternative

brands. This study also explores the different types or subsets of CSR as per the CSR pyramid of developing countries adapted by Visser (2008: 473-479) (economic responsibilities, philanthropic responsibilities, legal responsibilities, and ethical responsibilities) and how these are prioritised by generation Z consumers and lead to a positive reaction in purchasing from the brand.

1.3 Rationale

Developing countries such as South Africa have weak and unstable economies which affects the success, failure and growth rate of the businesses and brands operating in the country. With insufficient help from the government these brands and businesses are tasked with increasing their own efforts to aid the societal upliftment (Javan, 2017). Brands thus have the obligation or potential to better society around them to improve the security of success. Apart from this, brands are tasked with keeping up with the changing demands of target markets. With millennials slowly becoming the main member influencing the spending in households' brands need to understand the ways they can appeal to them as a target market including their preferences, needs and wants, and expectations. By pursuing CSR activities brands have the ability to theoretically re-establish relationships and connections with their consumers (van Doorn, Onrust, Verhoef, and Bügel, 2017). Not only does CSR solidify the consumer connections it also broadens a brands innovation ability, appeal to new potential consumers and increased competitive advantage (Sharma, Poulouse, Mohanta, Antony, 2018: 23-32).

The research is relevant because it is an exploration of what particular CSR type of the CSR pyramid South African millennials, as consumers, feel is most favoured and will more likely lead to choosing a particular brand that is aligned with these stages and thus leads to favourable outcomes in the consideration of alternatives in their consumer decision making process. As discussed in the literature review, Visser (2008: 473-479), re-arranged the CSR pyramid originally proposed by Carroll (1997: 39-48), to better align with the characteristics, needs and preferences of a developing country. Thus, this study will use this information in order to explore which of these are prioritised by the millennial consumers and thus leads to their support and purchase from the brand. Further explored is whether or not CSR is the most influencing when making a decision between alternative brands when making a purchasing decision.

When conducting research on the centennial generation as consumers, by means of a desktop search engine search, revealed that there is very little information on their behaviour as consumers as opposed to the previous generation (millennials). Therefore, this research has the potential to add to the body of knowledge on CSR and centennial consumer behaviour in South Africa.

1.4 Problem Statement

The extent of the societal issues South Africa experiences hinders societies growth and thus, negatively affects the ability of the brands and businesses operating in the country to thrive economically (Maseko, 2016; Doerr, 2019). Additionally, consumers are thought to be becoming more aware of businesses making false accusations about their CSR efforts because of their increased access to information and therefore, are forcing brands to adapt and build up the consumer's trust (Rozdeba, 2009: 23-25). With the increased awareness and demand for CSR by consumer's and the increased ability to distrust a brand leads to a rise in the risk of brands failing (Darke and Ritchie, 2007: 114-127). Businesses and brands are posed with a problem of targeting an increasing consumer group who are highly image conscious and socially aware which this study aims to explore. CSR and behaviour around this concept, and whether it leads to brands gaining improved economic returns (consumer favourability) (Gilsenan, 2018; Turkan, 2018).

1.4.1 Purpose Statement

Societal issues, changing consumer generations, changing trends and opinions of the consumer wants beyond a quality product or service, and the change in the variables influencing consumer decisions create the demand for brands to take recognition and action to ensure their societal engagement and ability to remain relevant (Urala and Lähteenmäki, 2007: 1-12). Therefore, the research to follow encompasses an exploration into the growing consumer generation of centennials and their understanding of CSR and their willingness or unwillingness to support brands who engage in CSR. Hence, the purpose of this research is to explore the influence of CSR on the centennial consumer in deciding on alternative choices in the buying decision process.

1.5 Research Goal

This research is pure research aimed at adding to the existing body of knowledge, that has the overall purpose of exploring an unknown area of our social systems. Therefore the research goal is as follows:

- Are centennial consumers influenced by brands engaging in CSR efforts and do they have CSR stage preferences?

1.6 Research Questions

- Do brands engaging in CSR activities influence the centennials consumer buying process, particularly in the consideration of alternatives?
- Which type of CSR as categorised by the CSR pyramid are prioritised by centennial consumers?

1.7 Objectives

1. To explore Whether centennials are in support of Corporate Social Responsibility
2. To explore whether the pursuit of Corporate Social Responsibility by brands influences centennial consumers buying decision when considering alternative brands
3. To explore if centennials feel that brands engaging in Corporate Social Responsibility is the greatest influence on getting more brands to start engaging in Corporate Social Responsibility
4. To explore whether Centennials feel Corporate Social Responsibility is important in developing countries such as South Africa.
5. To explore which level of the Corporate Social Responsibility pyramid centennial consumers prioritise

SECTION TWO: LITERATURE REVIEW

2.1 Introduction

The concept of Corporate Social Responsibility (CSR) has grown and become an unconscious practice that has moved away from being forced by regulations and official laws. It has become a custom that businesses integrate, into their business practice and obeys (Rahim, Jalaludin and Tajuddin, 2013: 119-127). CSR is broadly defined as a set of business practices that ensure the company minimizes the negative impacts of its business operations on society and the environment, while also maximizing its positive impacts (McWilliams and Siegel, 2001: 117-127; Carter and Jennings, 2004:145-186; Engle, 2007: 16-27).

The theoretical foundation used in this study in order to unpack the concepts and constructs of CSR is the CSR pyramid for developing countries by Visser (2008: 473-479). The CSR pyramid that was adapted by Visser was originally developed by Carroll (1979: 497-505). Today consumers are more aware of the organisation's CSR efforts through education, and especially through the use of social media. Organisations who fail to partake in CSR activities are at risk of being left behind and losing their ability to remain sustainable and relevant not only a local but a global scale and those who are actively involved in CSR practices grow stronger (Altman, 2007:12-15).

This research is concerned with exploring the importance of CSR to generation Z consumers when considering alternative brands and the results from this particular study will be useful for organisations in considering the generation Z consumers priorities for CSR activities that brands and organisations should be engaging in and will, therefore, contribute to the existing literature and body of knowledge.

The remainder of this review of literature will be structured as follows. The next section will address and provide an in-depth understanding of the CSR theoretical foundation which encompasses Visser (2008: 473-479) CSR pyramid. The theoretical foundation will also address stage three of Kotler and Armstrong's decision-making process (Kotler and Armstrong, 2011: 152-154). Following the theoretical foundation is the review of previous literature, following this, the paper will end with a conclusion.

2.2 Theoretical Foundation

The theory explored in this research is corporate social responsibility, Carroll's CSR pyramid, later adapted by Visser, however, the concepts within the construct remain the same. As well as, consumer buying behaviour stages, specifically the third stage of the consumer buying behaviour decision process.

2.2.1 CSR Pyramid theory

The seminal article written by Carroll (1997: 39-48) presented the concept of CSR as a construct and argues that the actions performed by organisations are not only for the sake of the firm but society at large and is the responsibility of these organisations. Carroll (1997: 39-48), proposed a four-level pyramid of CSR in which she deduced the four different responsibilities of CSR and their level of importance or priority for organisations and society. The first, or bottom of the pyramid, is economic, second is the legal, thirdly is the ethical and finally philanthropic (Carroll 1997: 39-48). However, according to Visser (2008: 473-479), these responsibilities are in fact the necessary ones for organisations involved in CSR but were adapted to place more emphasis on the economic and philanthropic responsibilities rather than the ethical and legal ones specifically for developing countries.

Carroll (1997: 39-48) defined the economic responsibilities of the organisation as the notion and expectation of corporations to ensure they receive maximized earnings and economic upliftment (employment, economic growth) that this responsibility of an organisation is carried out by them with no doubt. According to Campbell (2007:946-967), the classic pyramid of CSR, frequently used, in various works of literature and studies, fails to incorporate the complex relationships between organisations and society, and their motives behind conducting CSR activities (Campbell, 2007: 946-967).

Aras and Crowther's (2009: 210-216) analysis of the economic or financial performance of an organisation is overlooked and argue that CSR activities and their practice involve more than just the interest of stakeholders than the interest of shareholders and society at large.

According to Nelson (2003) and Visser (2008: 473-479), the economic responsibilities definition needed to be furthered and propose that apart from maximizing earnings, the organisation has the responsibility to aid in the overall economic factors of the country, as needed in most developing countries. Therefore, these economic responsibilities proposed by Visser are used and considered for this particular research because economic contribution such as this is vital in developing countries such as South Africa.

The second level of the adapted CSR pyramid for developing countries by Visser (2008: 473-479), is philanthropic responsibilities or actions of an organisation. Carroll (1997: 39-48), proposes that the philanthropic responsibilities are responsibilities as the charitable expectations of society for the organisation (charitable giving and donations on causes such as healthcare and education).

Crane and Matten (2004: 357-369), state that the philanthropic responsibilities in developed countries tend to be forced and done through compulsory legal frameworks. Visser (2008: 473-479) and Butt (2016: 211), argues that philanthropic responsibilities get higher priority in developing countries because they need to understand that they cannot succeed in societies that fail and that philanthropic contribution is the most direct way to avoid such failure. Therefore, by considering the above arguments on the philanthropic responsibilities of an organisation, there is a need beyond the legal requirements as developing countries such as South Africa are in need of aid from organisations

The third level in Visser's adapted CSR pyramid is the legal aspects of an organisation (Visser, 2008: 473-479). According to Carroll (1997: 39-48), the legal responsibilities are any regulations, rules and laws set by the government that ensures organisations maintain and uphold their efforts of CSR when conducting business. Jamali and Mirshak (2006: 243-262), on the other hand, state that the legal responsibilities of an organisation should not be limited to laws and regulations of CSR efforts and should include consumer and product laws, environmental laws, and employment laws, civil rights and discrimination argued on the grounds that often in developing countries often fail to re-establish and maintain the laws of what is considered the right behaviour of CSR.

Visser (2008: 473-479) and Harjoto and Jo (2014: 1-20), views the legal category of an organisation as a lower priority in developing countries due to the weak legal authorities and the enforcement of such laws and regulations.

In considering the above ideas the legal requirements of the organisation to perform CSR activities, developing countries such as South Africa are motivated by other factors to engage in CSR.

The fourth and final level in Visser's CSR pyramid is ethical aspects of CSR. According to Carroll (1997: 39-48) and Creyer (1997: 421-432), the ethical responsibilities as the organisations level of concern for what the shareholders and the community deem as fair and just behaviour. This includes the organisation doing everything in their power and position to reduced negative impacts their business operations have on the environment and society.

However, although being of high priority in other more developed parts of the world, Visser (2008: 473-479) and Godos-Díez, Fernández-Gago and Martínez-Campillo (2010: 531-548), argues that in the context of developing countries ethics have the least influence on the CSR activities and practices of organisations and that it shouldn't be seen as a factor to influence good CSR practices but rather as a responsibility that should be incorporated into the business practice. This is mainly due to the fact the because the country is considered 3rd world and experiences tough economic times which hinders organisations favour of spending more money on more expensive alternative ways of conducting business that have less negative impacts on the environment and society (Visser, 2008: 473-479; Godos-Díez, Fernández-Gago and Martínez-Campillo, 2010: 531- 548).

In considering the above opinions on the ethical responsibilities in relation to CSR practices it can be argued that the ethical practice and behaviour of a business is a necessity and can act as an influencing factor for CSR activities in organisations in developing countries. Thus, the pyramid of CSR as defined by Visser (2008: 473-479), is a solid theoretical foundation of CSR in developing countries and proposes the necessary levels in the appropriate order of importance or relevance in developing countries. Therefore, it is a suitable framework for the scope of this particular study as it aims to understand which particular level of the CSR pyramid is most important for generation Z consumers in making purchasing decisions.

2.2.2 Consumer decision-making process theory

Kotler and Armstrong's 5 stage consumer decision-making process (problem recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase phase or behaviour) is a comprehensive process that they propose that all consumers go through when making a purchase that is not routine (Kotler and Armstrong, 2011: 152-154). For this particular study, the researcher will be focusing on the 3rd stage of the process as it is trying to identify any possible influence CSR practices has on the consumers' consideration of different brands if any at all.

Stage 3, the evaluation of alternatives is how and when the consumer processes information to arrive at a decision to purchase from a particular brand from the brand choices available (Jones, 2014: 12-17; Chiru, 2017: 3-12; Ashman, Solomon and Wolny, 2015:127-146). In order to identify how important CSR is as a considered factor for centennial consumers, we need to identify the other influencing factors that exist in this stage of the consumer decision-making process. Kotler and Armstrong (2011: 152-154), identify the following as the most influential factors of the stage also referred to as "attributes of best deal" subjective to the

perception of the consumer. These factors are categorised as cultural factors (culture, subcultures, social class); social factors (family, reference, role and status); personal factors (age, lifestyle, personality, morals); psychological factors (motivation, perceptions (brand and quality), beliefs and attitude) and; economic factors (price, personal income, family income) (Ramya and Mohamed, 2016: 76-80). Once the factors were established, they were ranked in order of importance according to which of these consumers consider before the other. According to Gigauri (2012: 207-211) and; Bhattacharya, Hildebrand and Sen (2011: 1353-1364) consumer rank the economic factors as the most influential factors that affect purchase decision, consumers then rank personal factors second, psychological factors third, social factors fourth, and cultural factors as the least influential factor to have an influence on their decisions.

2.3 Conceptualisation

Table 1: Concepts

<u>Concept</u>	<u>Definition</u>
Brand	Unique and specific construct that communicates and represents a product or service for all stakeholders and can be represented by means of a name, term, symbol, sign, or design (Hankinson and Cowking, 1995: 43-50). It is known as the identifier of the product or service's and is used to differentiate between sellers (Hankinson and Cowking, 1995: 43-50).
Corporate Social Responsibility	Broadly defined as a concept where companies voluntarily integrate social and environmental concerns into their business operations and within their interactions and engagement with all stakeholders (Dahlsrud, 2008: 1-13)
CSR Pyramid	Concept of four actions or responsibilities that brands engage in within the broader definition of CSR (Carroll, 1997: 39-48).
Centennials	Centennials as a generation are individuals born in 1996 onwards. (Shukla, Bharadwaj and Gupta, 2019).
Consumer decision-making process	Comprehensive five step process that consumers go through when making a purchase (Kotler and Armstrong, 2011: 152-154).
Evaluation of alternatives	Stage in the consumer decision-making process whereby the consumer compares the alternatives and the information gathered on each in order to make an informed or justified purchasing decision (Kotler and Armstrong, 2011: 152-154).

2.4 Review of Literature

Due to the fact that this research is aimed at understanding the importance of CSR in generation Z consumer's buying decisions or intentions the review of literature will consider previous literature that either permits or disagrees with the notion that CSR positively effects purchasing behaviour of consumers as well as, the characteristics of generation Z consumers.

A study done by Carrigan and Attalla (2001: 650-578), argues that there is no strong relationship between an organisations social responsibility and their purchase decisions.

Valor (2008: 315-326), argues through his study that there is a direct link between companies doing good and the presence of good citizens.

Weinzimmer et al. (2016: 331-337), Diddi and Niehm (2016: 60-76), and Shim and Han (2018: 686-687) all state that there is a positive influence on a firm's financial performance, in support of its share prices, an increase in market value, and an increase in competitive advantage. Fazli-Salehi, Torres and Angel Zúñiga (2019: 1-23), found that the there is an increase in the probability of product purchase when consumers were given a choice of a brand that was in support of a social cause than that of a brand who was not.

Crowther (2014: 19-30), has the view that companies can develop a great number of benefits if they increase their perceived social responsibility by stakeholder, shareholders, and society. Biehal and Sheinin (2007:12-25), found that if consumers are unable to differentiate between competitive organisation's products, their CSR initiative results in a positive impact on their decision. Maignan and Ferrell (2004: 3-19), found that CSR does lead to an increase in consumers decision to purchase a product and likelihood of buying into the brand. However, their influence is only achieved when a brand's CSR imitative are of a certain nature (i.e. the different levels of CSR pyramid).

Feldman and Vasquez-Parraga (2013: 100-111), argue that the consumer's motivation to support a particular organisation's CSR activities are linked to their personal characteristics, values and religion. Bhattacharya et al. (2004: 9-24), found that the perceived CSR of an organisation held by the consumers has a direct impact on their purchasing behaviour and intentions.

There has been a sufficient amount of research and literature on the influence of CSR on consumer behaviour; however, most of these studies were conducted in Western developed countries. Therefore, there is a need to research the influence and importance of CSR

practices done by the organisation in non-western and developing countries such as South Africa.

In reviewing the above literature, the researcher has identified that there is a gap in the consumer's awareness and knowledge of an organisations CSR and its influence in their purchasing decisions. There is also a need to answer the question of if an organisations CSR efforts positively influence the organisation's ability to influence the consumer in comparison to the traditional influences on purchases such as price, quality, convenience and awareness. This question is asked specifically for generation Z consumers.

According to a studies and reports are done on generation Z consumers, it has been found that they are increasingly aware and are more committed to bettering and improving the state of society than another generation before (Sprout Social, 2018: 5-8; Barton, Fromm and Egan, 2014: 6-10; Kantar Futures, 2017). According to data collected and surveyed by Nielsen (2017) and Stats SA (2018), the generation Z population was an estimated 32% of the world population, in 2018, with an expected 37% of the population by 2020. As this younger generation grows as do their preferences, causes, needs and demands, trends and expectations grow with them (Kantar Futures, 2017). According to Kantar Futures (2017), 73% of centennials believe that brands have an increased obligation to be actively involved in society and have the responsibility of improving the state and conditions of society around them.

2.5 Conclusion

In conclusion, this research aims to address the above-mentioned gaps in the existing literature and examine the less researched areas on CSR and its importance for generation Z consumers when they are making purchasing decisions. It is based in South Africa, a developing country, thus the use of Visser's CSR pyramid will be used as a theoretical foundation. The research is investigating the social responses and perspectives of generation Z consumers on CSR and if any, the researcher also hopes to gain insight into their opinions on which level of the CSR pyramid they would encourage brands to prioritize in order to positively influence and sway their considerations when making purchasing decisions. Due to the fact that this research is aimed at gaining the perspectives and opinions of generation Z consumers, they research is qualitative in design, with the interpretivism world view or paradigm and will take a methodological approach. The researcher aims to create a clear understanding of the link between an organisation's CSR practices and generation Z consumer responses to such activities.

SECTION THREE: RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is referred to as the procedures and methods used by the researcher to identify, collect, process, and analyse the information in order to study a particular phenomenon (Wilkinson, 2000). Hence, this section will outline the specific paradigm, design, approach, plan, data collection and analysis the researcher will follow in order to explore CSR and the influence on centennials consumer.

3.2 Research Paradigm

Interpretivism paradigm is qualitative in nature and recognizes that all opinions, perceptions, and outlooks can change, that it's all dependent or affected by their environments in which they find themselves (du Plooy-Cilliers, 2014). This paradigm is used as the research is qualitative in design and this study relates to how these individuals' truths are subjective as they are only concerned with what they deem the truth (du Plooy-Cilliers, 2014).

As this research is aimed at gaining an in-depth understanding of the multiple realities and points of view the research will be interpretive in design (Schwandt, 1994:118-137). Interpretivist research holds the idea that reality is created in the mind of the individual and is subjective and vulnerable to change (Hansen, 2004: 131-138; du Plooy-Cilliers, 2017: 18-53) This research design acknowledges different opinions, perceptions, outlooks and that these opinions and points of view are all dependent and affected by their surrounding environments (du Plooy-Cilliers, 2017: 18-53).

The interpretive approach is a hermeneutical in nature, which is a discipline that includes verbal, non-verbal and written communication (Abulad, 2008:12-20). Interpretive approach maintains the idea that meanings are hidden and require deep reflections and investigation in order to bring these complex truths to light (Schwandt, 2003: 292-331; Sciarra, 1999: 37-46). This form of in-depth knowledge is stimulated by the interaction between researcher and participant, thus distinguishing the characteristics, views, opinions, and points of view of the investigator and object of investigation (Schwandt, 1994:118-137).

3.2.1 Methodological Position of Interpretivism

The methodological position is considered for this particular research as it emphasizes the need for gaining an in-depth understanding of multiple realities and therefore the need for data collection of words rather than the quantification of numbers (du Plooy-Cilliers, 2017: 18-53). This position is important for qualitative research as it highlights that in order to gain these in-depth understandings focus groups, in-depth interviews, narrative and ethnography methods are required (Seale, 1999: 465-478; du Plooy-Cilliers, 2017: 18-53). This form of qualitative data collection is necessary for this research as it is trying to understand the perceptions centennial consumers have on CSR and their individual importance placed on CSR when considering alternative brands when making purchasing decisions.

3.2.2 The Ontological Position of Interpretivism

The ontological position of this study is that it follows the idea of knowing that all realities, points of view and opinions are never the same between individuals (Arghode, 2013: 153-165). This approach is ideal for this research as it aims to gain a number of diverse opinions that are all dependent on their own experiences and meaning. The ontological paradigm approach is in line with this particular research as it requires the articulation and interpretation of responses that differ greatly as it is what the participants perceive it to be (Guba and Lincoln, 1994:163-194).

3.2.3 The Epistemological Position of interpretivism

As interpretivists prioritise the importance of individuals common sense and human behaviour as a guide in their daily living, it is essential for these researchers to use individuals as a source of information to understand this behaviour (du Plooy-Cilliers, 2017: 18-53). The epistemological position of interpretivism is the way in which the interpretivist gathers the necessary information for a study by means of using and studying actual individuals in order to gain an accurate understanding of their behaviour as they believe that the facts gathered are heavily dependent on individuals objective interpretation of information and views (Arghode, 2013: 153- 165). This position is considered as it guides the researcher in their understanding of the centennials interviewed and that their results or data collected will not be generalised to all centennials but rather strictly to those who form part of the study.

3.2.4 The Metatheoretical Position of Interpretivism

As interpretivist research is the telling of a story of how individuals are living and experiencing things in a particular context, they fail to produce reliable and viable statistics (du Plooy-Cilliers, 2017: 18-53). Their gathering of information and results are detailed, objective descriptions comprised of quotes and descriptions to allow the reader to gain a feel for the other person's reality and point of view. Interpretivist research is therefore pose a more suitable criteria for measuring the trustworthiness of the study, through credibility, transferability, dependability, and confirmability when evaluating the claims (Arghode, 2013: 153- 165). This position of interpretivism is considered for this particular research as it guides the researchers ability to interpret, analyse and lastly, the plausibility of the researcher's conclusions. The experiences and perspectives gathered in this study is guided by the theory of CSR and consumers decision making in order to justify the credibility and reliability of the information provided by the research findings and conclusions.

3.2.5 The Axiological Position of Interpretivism

As axiology is referred to as the study of values and judgements, the axiological position of interpretivism is the way in which the researcher openly discusses the complex understandings of unique realities (Arghode, 2013: 153- 165). While valuing these complex understandings they openly discuss their own interpretations of participants (du Plooy-Cilliers, 2017: 18-53). For this particular research the researcher is encouraged by the position to state their personal interpretation and understanding of the data collected by participants. Therefore the complex views and perspectives of centennial consumers of CSR is explored.

3.3 Methodological Approach

As discussed in the paradigm section above, the research is representing a view that individuals perception and interpretation of social reality is dependent on their personal and subjective reality they have which is generated through personal experience (Davis, 2014). Therefore, the research is aimed at gaining a more in-depth and empathetic construction of a phenomena from the centennials point of view (Bezuidenhout and Cronje, 2016).

Due to the fact that this research employs an interpretivist worldview, a qualitative approach is best suited to the study as it is characterised by the methodology of the interpretivist

position (Thanh and Thi Le, 2015). The research approach is a guiding tool that governs the way researcher gathers information, collects data, and interprets the information collected (Davis, 2014).

The qualitative approach was best suitable for the research as it is concerned with gathering, analysing and interpreting written word or linguistic results recorded from participants and is not concerned or gathering any statistical data (Thanh and Thi Le, 2015: 24-27). Furthermore, this particular research is naturalistic in nature as it is focused on gathering the data in a social setting where the interaction between the participants and researcher is taken with in the qualitative orientation (Guba and Lincoln, 1994). Lastly, as this research emphasises the concern for gaining an in-depth understanding of consumer centennials unique and subjective social perspective on CSR and its importance to them as consumers, it is therefore ideal for the research to adopt the qualitative approach (Bezuidenhout et al., 2016).

3.4 Research Design

Research Design is the procedural plan which the researcher adopts to validly, objectively, and accurately answer the research objectives and questions (Davis, 2014: 92-99).

- Deductive/ Inductive Theorising

When considering the direction of the theory of the study, the researcher considers either an inductive or deductive direction or reasoning (Bezuidenhout, 2019: 36-55).

Inductive theorising is inferring theoretical concepts from the data the researcher has collected and analysed (Bezuidenhout, 2019: 36-55). In other words, the researcher moves from specific studies to more general ones as the findings are applied to more complex, abstract and broad theoretical constructs (Bezuidenhout, 2019: 36-55). Inductive reasoning can therefore be viewed as an approach that is aimed at using the findings to develop and create new theories. The process for the researcher includes investigating existing theories, make observations with all the information gathered, using those findings to build a new theory or build on an existing one, and finally the new theory is claimed, or the existing theory changed or confirmed (Bezuidenhout, 2019: 36-55).

Therefore, this particular research will adopt the inductive approach as a qualitative study that will make use on analysing previous literature, studies and theories on the CSR

concepts and the centennial consumers through the data collection and analysis and then the findings are used to confirm or create new theory on centennial consumers and CSR.

- Exploratory

The purpose or aim of this research is exploratory in nature (Davis, 2017: 72-81). This type of research is mostly considered as it best suited when research is involving the social, technological, and economic systems that are constantly evolving (Davis, 2017: 72-81). Due to these changing systems new areas of research emerge and this particular research has the purpose of obtaining new insights into centennial consumers, identify key concepts, and become familiar or gain an understanding of their consumer behaviour. As the research is exploratory in nature it enables the researcher to gain an in-depth understanding of these consumers validly, accurately and objectively (Davis, 2017: 72-81).

The researcher is therefore encouraged by exploratory research to gain the in-depth understanding of the centennial consumers and their unknown perception and prioritisation of CSR when considering alternative brands. As this research is exploratory the researcher will therefore work inductively by collecting information on CSR, the CSR pyramid and analysing it as a theory to generate and emerge vital themes.

- Non-empirical

In qualitative research non-empirical research is the use of non-numerical data such as observations and/or interviews, both resulting in the written or linguistic form of data collected (Dan, 2017: 56-63). This particular research will make use of the literature assessment. The researcher will consider and explore previous work and theories on the particular phenomena. This document analysis is used to build and generate a clear understanding of what has previously been studied and the previous data and conclusions that have been made around the phenomena. This research is used as it provides the researcher with an overview of the previous scholarship in the particular field through existing bodies of knowledge.

- Phenomenology

As phenomenology is known as the study of a phenomena, a phenomenon as an event, situation, certain experiences or concepts (Astalin, 2013:118-119). Phenomenology is used when the research aims to describe or understand something that exists as fundamental part of the world around us (du Plooy-Cilliers, 2014: 18-35). The researcher aims to increase the lack of understanding a phenomenon and increase the awareness of the impact this

phenomenon may have. The researcher is therefore tasked with shrinking the gap between our understanding, insight and awareness about the phenomena (Astalin, 2013:118-119).

- Cross-sectional Study

This research will be a cross-sectional study as the researcher will only be collecting data from the respondents once (no repeats) (Bezuidenhout and Cronje, 2017: 228-250).

3.5 Population and Sampling

Population and sampling in research are important factors in carrying out the data collection process (Pascoe, 2014). It is concerned with who and what will fit the necessary units of analysis to be included in the study in order to test the correct group of individuals or things for the particular study (Pascoe, 2014). It is the outline of who or what fit the criteria to achieve the research goal and objective (Pascoe, 2014).

3.5.1 Population

Research population is defined as the complete group of individuals or artefacts of which the information for the particular research is gathered or gained from (Pascoe, 2014). It is the total group that share the required characteristics which are known as the population parameters (Pascoe, 2014). These population parameters of the study are unique to each study and are made up of the nature (people or artefacts), unique characteristics (male or female), and the size of the population (Pascoe, 2014). Therefore, these parameters are established to define the population for this study.

- Nature of Population: The nature of this study comprises of people. People are the units of analysis, this is due to the fact that the research is concerned with asking questions to centennial consumers in order to gain the relevant information and understanding to answer the research problem.
- Unique Characteristics: The unique characteristics of the population based on the study include; centennials (individuals born in 1996 to present day); who make purchasing decisions (are consumers); male and female (Vincent, 2005: 579-599). Another important factor to note, when considering centennials for this particular research the researcher will only be considering centennials who are currently above the age of 18 as the time constraints of the research don't allow for gaining consent

from centenarians under the age of 18 as an additional consent form needs to be completed by the parent or guardian of the child.

- **Target Population:** Target population includes all people or individuals who fall within the above parameters. Therefore, the target population for this particular research includes all centennial consumers above the age of 18.
- **Accessible Population:** The accessible population is the section of the population that can actually be included in the study (Pascoe, 2014). This particular study has such a large and widespread target population that the research is not able to determine all members who fall in the population (Pascoe, 2014). Therefore, the accessible population is centennial consumers over the age of 18, living in Johannesburg South Africa, that the researcher knows and is able to reach.

3.5.2 *Sampling*

Sampling is the step-in research where the researcher selects a predetermined amount of suited units of analysis who all share the same applicable characteristics as outlined in the accessible population identified above (Pascoe, 2014). The sample is a 'subset' of the population that can, and is, accessed by the researcher. This subset is considered to be true representatives of the population (Pascoe, 2014). Therefore, in understanding the purpose of sampling in a study, the sample for this particular research encompasses people as the units of analysis, namely, centennial consumers whom will further be referred to as the participants of the study (Coyne, 1997: 623-630).

Furthermore, due to the mere extent of the entire population, non-probability sampling techniques will be considered for this research as they are viable for research studies that encompass such a large group that would prove extremely challenging to reach (Coyne, 1997: 623-630). The sample derived through the non-probability technique will still meet the population characteristics for the study, however, the sample is selected by the researcher (not randomly selected). There is also a consideration of the time constraints placed onto this research and the number of participants needed to gain the in-depth understanding of centennial consumers views and opinions of brands engaging in CSR. Thus, a sample size of four centennial consumers is chosen for this research (Coyne, 1997: 623-630).

There are a number of non-probability sampling methods that can be considered, however the method best suited for this research is discussed below.

- Sampling method

Convenience sampling can be seen as a heavily biased sampling method as the sample is chosen strictly in the social or professional environment of the researcher (Pascoe, 2014). Nevertheless, the sample still meets the population parameters and are selected from the accessible population (Coyne, 1997: 623-630). As the name of this method suggests, the participants are chosen purely because they are known to the researcher and the researcher is able to gain quick access to them. Convenience sampling provides the researcher with an easy and quick approach to retrieving the data from the population (Acharya et al., 2013: 330-333). This method is also adopted for this research because the entire population is so widespread, it is difficult to gain access to the entirety of it.

3.6 Data collection

Data collection is the activity of collecting information known as data that is then used or 'analysed' to gain a better understanding of a particular area being investigated (Marshall, 1996: 522-526). In line with the methodological position of interpretivism, the research adapts qualitative data collection methods. The research also adopts this collection method as it is aimed at exploring and understanding. Therefore, in order to explore the subjective reality of CSR from the centennial consumers perspective the major qualitative data collection category considered is field research (Strydom and Bezuidenhout, 2017: 173-194). Field research is applicable to this research as it allows the researcher to gather data on a social phenomenon in a natural environment that encourages participants to express deeper feelings, insights and beliefs on the phenomena (Strydom et al., 2017: 173-194).

There are a number of field research approaches or methods however in-depth interviews are considered for this particular research (Strydom et al., 2017: 173-194).

In-depth interviews allows the researcher to ask the participants pre-determined questions with the goal of learning more, gaining deeper understandings, and insights from the participants (interviewee), by allowing them to share their beliefs, opinions and views on the phenomenon (Strydom et al., 2017: 173-194). Interviews provide the researcher with the opportunity to openly discuss the phenomenon, by asking participants to provide clarity on points they have made and provide more detail where needed in order to successfully help gain the in-depth understanding which the researcher seeks (Legard, Keegan and Ward, 2003: 138-169). In-depth interviews will provide the researcher with valuable information and reliable sources not only in a verbal sense but non-verbal reactions any participants

may show when answering the questions. In-depth interviews, as a data collection method, was chosen for the research due to the researchers need to gain the individuals perspectives rather than general or shared opinions and experiences (Strydom *et al.*, 2017: 173-194).

There are three types of in-depth interviews, however the type that will be used in this research is standardised, open-ended, semi-structured interviews. This type of interview allows the researcher to focus on the same predetermined set of open-ended questions to all participants being interviewed (Legard *et al.*, 2003: 138-169). This allows for the information or data collected to be analysed more easily and the ability to compare notes and views from the participants is more organised and structured (Strydom *et al.*, 2017: 173-194). Semi structured in-depth interviews are considered as they help the researcher explore the various boundaries and contexts of the problem or topic of the study (Adams, 2015: 493-496). The “semi” part of semi-structured interviews indicates its flexibility to allow the research to cover the few themes derived based on the topic, again this makes the exploration possible. The “structured” part is the consideration of maintaining focus on the relevant topics and thus questions asked (Adams, 2015: 493-496).

Some key considerations for adopting this data collection method to be mentioned (Strydom *et al.*, 2017: 173-194):

In-depth interviews can be very time consuming. The researcher will therefore only be conducting four interviews in order to stay within the timeline of the research. The participants will be made aware of the amount of time it will take to conduct the interview before consenting to participate. In the case of this study the researcher will be travelling to the participants, in a location they choose as to eliminate the resources and costs for the participants. Equipment that need to be considered, recording equipment, will be substituted with the researcher’s phone and laptop, in order to eliminate the risk of one recording being damaged or lost. The structure of interviews – The questions will be ordered in a logical flow and will move from broad questions to more narrow and focused ones. The interview will be treated in a conversational manner and will allow for the participants and interview to flow naturally, this may mean veering from the pre-set questions. Finally, the language and understanding need to be considered. All questions will be made clear and simple to ensure participants are able to understand the question in order to obtain useful answers.

Actions taken to collect the data:

Before conducting the recorded or 'real' interviews the researcher conducted a pre-test on one participant who fell within the population parameters and was willing, in order to enhance the trustworthiness of the research. This allowed the researcher to effectively test the data collection process/method and ensure the questions asked and the structure of the interview was best suited to the research topic and lead to useful and relevant information for the researcher (Legard *et al.*, 2003: 138-169). The researcher used the test interviews to establish the time frame of conducting the interviews, as well as, reveal any changes, additions, or amendments needed to better the interviews and responses that will be received from the official interviews for the research (Legard *et al.*, 2003: 138-169).

The process followed is discussed in more detail:

Step 1, the four participants will be contacted and made aware of the interview (Boyce and Neale, 2006: 3-12). Step 2, separate scheduled times and places will be made and confirmed by the four participants over 2 weeks (Boyce and Neale, 2006: 3-12). Step 3, upon meeting the participants at their interviews, participants will read and sign the consent forms provided by the researcher (Boyce and Neale, 2006: 3-12). Step 4, the interviews will be conducted verbally and recorded using the researcher's smartphone and laptop until the completion of the interview (Boyce and Neale, 2006: 3-12). Step 5, the researcher will proceed to ask the predetermined interview questions (Appendix 1) (Boyce and Neale, 2006: 3-12). Step 6, once the interview is completed the researcher will end the engagement by thanking the participant for giving up their time and providing the information (Boyce and Neale, 2006: 3-12). Step 7, once all four interviews have been completed the researcher will begin transcribing the audio recordings into written words in Microsoft Word for later analysis (Boyce and Neale, 2006: 3-12). Finally, step 8, once the data is transcribed the researcher begins to analyse and interpret the data using thematic analysis to derive findings (Boyce and Neale, 2006: 3-12).

3.6 Data Analysis

As stated by Mihas (2019: 187-208), data analysis is the process of ordering, structuring, organising, and bringing meaning to a mass amount of information. This information collected, referred to as the data, is sifted, sorted, organised, and examined in order to gain an understanding of a certain phenomenon of which the data involves (Mihas, 2019: 187-208). In specific relation to the qualitative nature of this particular research, the researcher

performs close and deep readings of the data, in the form of words and text, and to provide detailed findings (Bezuidenhout and Cronje, 2017: 228-250). The researcher will look at the in-depth non-numerical data collected from the interviews.

Due to this the researcher will analyse the data in a way that will allow for the identification of patterns or themes relating to the importance of CSR to centennials and its influence on the consideration of alternative brands. Therefore, the thematic content analysis method is used (Mihas, 2019: 187-208). In short, the data collected will be organised and examined according to a subset of themes (Mihas, 2019: 187-208).

Therefore, thematic content analysis is the identification, analysis, and reporting of themes or patterns presented in the data (Braun and Clarke, 2006: 77-101). This method is best suited for this research as it allows for the simplification of both the overt and covert themes rooted in the texts (data) (Braun *et al.*, 2006: 77-101). It aids in the reporting of themes found in the in-depth interviews in a detailed and rich manner ((Bezuidenhout *et al.*, 2017: 228-250).

Braun and Clarke (2006: 77-101), propose six phases in completing thematic data analysis and is adapted below for this particular research study:

Phase 1: Familiarizing yourself with the collected data. This phase involves the researcher reading and rereading the transcripts (textual data) as well as listening to the audio recordings at least twice (Braun and Clarke, 2006: 77-101). The researcher does this to become familiar and obtain general understandings of the data collected. This phase also involves the researcher making notes and highlighting on the written transcripts to better absorb the information (Braun and Clarke, 2006: 77-101).

Phase 2: Generating Codes. This phase is the identification and creation of codes or 'building blocks' of the analysis (Braun and Clarke, 2006: 77-101). Codes provide a label or specific feature from the data that is usually very important or potentially relevant to the research aim or question (Braun and Clarke, 2006: 77-101). Each transcript is individually examined and coded to aid in the organising of the data into more manageable sizes. In the case of this research study, open coding will be used as there will be no pre-determined codes established (Braun and Clarke, 2006: 77-101).

Phase 3: Identification of themes. The third phase is the shift from codes to themes (Braun and Clarke, 2006: 77-101). Related and relevant codes from all the interviews are compared and combined, reviewed, modified, and analysed (Braun and Clarke, 2006: 77-101). Potential themes are noted and created (Braun and Clarke, 2006: 77-101).

Phase 4: Review and discussion of potential themes. This phase involves the themes that are reviewed and discussed concerning the entire data collected and is a final check on the quality, relevance, and relation to the research and in answering the research question (Braun and Clarke, 2006: 77-101). The themes are defined in detail and discussed in direct relation to the data collected (Braun and Clarke, 2006: 77-101). These findings are supported by quotes made by the participants in their interviews.

Phase 5: Defining and naming. This phase is the naming phase of each theme. Each theme is unique and requires a unique identifier that is representative of what the theme is about or involves (Braun and Clarke, 2006: 77-101). The themes need to provide a clear and logical flow for the researcher and readers to follow and understand the research better (Braun and Clarke, 2006: 77-101).

Phase 6: Interpretation of findings and producing the report. The final phase involves ensuring the themes present a story-like flow and pertain to the relevance to the study (Braun and Clarke, 2006: 77-101). Findings are interpreted and related to the theory, literature, and purpose of the research (Braun and Clarke, 2006: 77-101). These findings are evaluated and contextualised against the research questions and objectives (Braun and Clarke, 2006: 77-101).

3.7 Conclusion

This section outlined the research methodology of the study. The interpretivist paradigm approach of the study was discussed in detail as well as the different positions of interpretivism. The research approach was discussed with relation to the qualitative nature of the study, as it seeks to gain an in-depth understanding of centennials views, opinions and perceptions on CSR. The research design included the inductive theorising adopted in this research and its effects on the way this research is conducted and carried out. The researcher addressed the exploratory nature of the research and the non-empirical approach to the literature assessment. This study is the study of a phenomenon and therefore, is a cross-sectional phenomenological study. Following this is the discussion of the population suited to the study, the sampling methods that will be used and a list of the four potential participants. Thereafter, the data collection and analysis methods are discussed in detail with mention of their steps and phases that will be followed.

SECTION FOUR: RESEARCH FINDINGS AND INTERPRETATION

4.1 Introduction

This section details the research findings gathered and analysed from the data collection mentioned in section three. The data was analysed based on Braun and Clarke's (2006: 77-101) six phases of thematic analysis. The findings and interpretations are discussed below.

The process and steps followed entailed the following:

The researcher became familiar with the data collected by reading through the transcripts and re-reading them. The researcher then noted early impressions and important information. Following this, the researcher generated preliminary codes to aid in the organising the data into smaller more manageable sizes. The researcher did this by means of open coding as no pre-set codes were established, but rather established and altered during the coding process (Braun and Clarke, 2006: 77-101).

In the third phase, the researcher's codes were combined and provided a label to create the initial themes which were evaluated and changed to establish the final themes that would be used for analysis (Braun and Clarke, 2006: 77-101). Lastly, the emerged themes are discussed and interpreted to relate to the literature, theory, and research objectives.

Below is a table summary of the emerged themes which the interview questions stemmed from and which research objective the theme addresses.

Table 2: Summary of themes, relating interview questions and objectives

Theme	Interview Question	Research Objective
Theme1: Centennials opinion/ support of Corporate Social Responsibility	Question 1, 2, 7 and 10	Research Objective 1
Theme 2: Corporate Social Responsibility influence on centennials decision between alternative brands	Question 3, 4, and 9	Research Objective 2
Theme 3: Centennials opinion on Corporate Social Responsibility in Developing Countries and which level of the Corporate Social Responsibility they prioritise for South Africa	Question 5 and 8	Research Objective 4 and 5
Theme 4: The greatest influence on getting more brands to include Corporate Social Responsibility into their daily practices	Question 6	Research Objective 3

Further noted from the table above, the predominant themes that arose from the in-depth interviews conducted among centennial consumers include feelings about Corporate Social Responsibility; Corporate Social Responsibility influence in a centennial's consumers decision making process; and feelings about Corporate Social Responsibility in developing countries. Each theme is defined and discussed in terms of what each theme entails followed by an interpretation of the findings relating to the theme (Braun and Clarke, 2006: 77-101).

4.2 Findings and Interpretation of themes

Theme 1: Centennials feelings about Corporate Social Responsibility

This theme encompasses personal feelings and understandings centennial consumers have towards Corporate Social Responsibility. The questions specifically addressed their opinion of CSR as a concept, their support of brands engaging in CSR, whether they feel CSR is being more important and apparent in the younger generations such as themselves, and lastly what are their motivations for supporting brands that do engage in CSR. The major feelings and points of views evoked by the centennial participants on the general topic of CSR were general awareness, understanding and support of CSR.

Participant one had a general understanding of CSR and felt that it does have beneficial factors that are necessary for brands to do. "Um, I would definitely say a beneficial factor for brands to be engaging in CSR and support CSR".

Participant two had extensive knowledge on the concept and felt that CSR should be a given or something that all brands should be doing without having to be forced by factors other than the conditions of society and the environment. "I think CSR is very important", "brand in terms of the conditions of society and the environment there is a deep in for brands to do more".

Participant three felt that in considering society and aiding in the wellbeing of society CSR can be seen as a responsibility of the corporations to help the people who effectively are the ones buying and supporting those same corporations. In essence participant three saw CSR as an ongoing cycle that starts with corporations engaging in CSR to help society and leads to society being put in better positions to then support and buy in the corporation. "to be the responsibility of corporations that run within an economy to look after the people that effectively fund those corporations themselves".

Question 2 asked whether or not as centennial consumers are, they supporters of CSR and thus supporters of brands who are engaging in CSR initiatives. Due to the participants

awareness of CSR they expressed more willingness to support brands who are engaging. The participants felt that as consumers knowing a brand is giving back in some way, they are more favourable of a brand and will feel better in the long term to continue to support the brand. Participant one stated “as a consumer it’s good to know that they are giving back to good causes”, participant two “it’s important for brands to do more because they are in a position of power”. However, participant three felt that brands engaging in CSR is simply an added benefit when purchasing from a brand, and that they don’t go out of their way to purchase from brands doing so “I don’t go out of my way to support brands who openly engage in CSR um, I do however associate positive brand values with, with businesses that do support CSR”.

Participants felt that the active support of CSR and demand by consumers has definitely increased as newer generations emerge and will continue to rise as the generations progress, participant one, “I would say so, it’s definitely become a millennial, centennial cause than the older generations”. Participant three, expressed that this was due to increased ways and means of access to information through technology and social media, it is more easily made apparent to people and that due to the social media world we live in now people are wanting to help people more but is also done to better their self-image. “I think with things like social media where things are so much more apparent, I feel that people will not only go out of their way to help other people for the greater good but also to better their self-image” The participants also felt that the increased demand by consumers for brands to do more is because these societal and environmental issues will ultimately be affecting them and their future generations more, “as I feel it ultimately affects us more”, “I feel as though as we are the generation that is going to be more affected over time, that’s why I just feel this generation are more aware and conscious of our surroundings to make the change in order for our children”.

Participants felt that their personal motivations for wanting to support brands that engage in CSR stemmed from personal values, participant one: “if I consider a brand to be aligned with my values”. It is also the way they have been brought up, participant two: “I think the way I was brought up is reflected in my purchase decisions”. Lastly, participant three felt that when an opportunity presents itself for people to do more and you are in a position to do then it needs to be taken, “whether it’s directly or indirectly it’s an opportunity you have to take”.

- Interpretation of Theme 1

In analysing the theme, the centennial consumers displayed positive feelings towards CSR and brands need to be engaging in CSR. This is significant because it represents the level of awareness and understanding these consumers have on brands engaging in CSR and therefore highlighting the fact that these consumers are thinking about and are using CSR as a positive factor to lead to their support and purchase in a brand. Hence these generations are in considering a brands ability and level of giving back when looking for a brand to support, their engagement is a vital contributing factor in bettering their future society (FleishmanHillard Fishburn (FHF), 2018: 34-36 and Kantar, 2018: 6-26). As confirmed by these authors, centennials are more aware of CSR in brands due to the increase in access to information. Whether it is seen as an additional benefit or value of the consumer image of the brand or is an important factor considered before purchasing in a brand, it can be concluded that this generation of consumers have in interest in a brands CSR activity and positively influences their support of a brand.

Theme 2: Influence of Corporate Social Responsibility on centennials consumer decision making process.

This theme encompasses the participants consideration of CSR as a factor that would have an influence on their decision to choose a particular brand to purchase from. When asked if CSR was something they considered when deciding on a decision to purchase from brand or between two different brands; if they would consider CSR above of any factor categorised by the five motivation groups (economic, personal, psychological, social and cultural); and lastly, whether the nature of the CSR initiative had any impact on the mere consideration of CSR when choosing a brand – respondents responses were differentiated by participant two's response of it being a major influencing factor on purchase decision as well as above any other factor and participant one and three's responses feeling that it is not an important factor and that economic factors, such as price, are considered before any other factor.

As the theme addresses CSR as an influential factor in purchase decision, participant two expressed that is was a factor assigned a great level of importance and could not have a more direct and vital influence when deciding on a brand to purchase from, "a decision between different brands the brand that makes their engagement in CSR prominent will always be prioritised for me". The participant emphasised the importance of CSR and that it was considered before any other factor such as price, "CSR is always a vital consideration

for me when purchasing a product. I definitely would say that I consider it before other factors such as price". This participant then expressed their efforts to see out brands who are engaging in CSR no matter the nature of the CSR initiative, "I do seek out brands that are supporting social causes, especially those that I care about but overall I am keen to support any brand that is doing something that is making a positive difference no matter what it is".

With the above mentioned, participant one and three had contrasting views and opinions on CSR being an important factor and their ability to specifically choose brands that are engaging in CSR. Participant one felt positively towards CSR and its necessity in society, however they expressed no intention to consider a brand doing CSR over a brand that offers a better price or any other more attractive economic factor, " Personally, no it doesn't, I consider other factors before their CSR". In addition to this participant one did express their opinion of CSR positively influencing their brand image of a brand if they are made aware that the brand is engaging in a CSR initiative of any kind "but it's definitely a benefit to the brand and will make me think and view the brand in a more positive way".

Participant three expressed the same feelings towards CSR as an influential factor and that its only viewed as an additional benefit or secondary pro of supporting a brand knowing its engaging in CSR, "I don't, purposefully shop at businesses that have open CSR Schemes it's more of an added benefit if I do choose to shop at a store that has CSR scheme"

Both participant one and three expressed that economic factors take high priority in their consideration of alternatives, participant one "factors such as price and quality are things that I would look at above CSR" and participant three "Uhhm, things like price and quality when it comes to clothing, or any other consumable will always come before whether a brand openly engages in CSR".

- Interpretation of Theme 2

In interpreting the responses that encompass theme 2 it is evident in considering participants opinion on the nature of CSR having an impact on decisions. As found by Maignan and Ferrell (2004: 3-19), the nature of the CSR initiative is the only way to solidify the success of CSR being a heavily influential factor on purchase decisions. In terms of prioritising CSR as an influential factor in purchase decision as a whole, majority of participants felt that they would not consider whether a brand engages in CSR activities above economic factors such as price, as stated by Gigauri (2012: 207-211) and Bhattacharya, Hildebrand and Sen (2011: 1353-1364), economic factors are the number one most influential factor on purchase decisions and personal factors, which is where support of CSR can be categorised, is only

considered second to economic factors. Therefore, it can be said that CSR is an influential factor however it is placed with less importance or impact on the purchase decision. However, most participants felt it was an added benefit when making a purchase rather than being a primary driver or influence when making a purchase decision.

Theme 3: Centennials feelings about Corporate Social Responsibility in developing country, South Africa, and which level of the Corporate Social Responsibility pyramid they prioritise.

Theme 3 encompasses the feelings and opinions on CSR in developing countries. This is mainly the need for CSR in developing countries as well as, being a centennial consumer in a developing country which CSR do you they feel are most important and would prioritise for brands. All participants felt that CSR is a vital way of improving the poor societal state of developing countries such as South Africa due to the large amounts of people that need to be aided and the size of the individuals living in these poor conditions in developing countries. Participant one felt that South Africa and countries alike have major socio-economic problems and that giving back and engaging in CSR is a vital way of addressing these large scale problems, “countries such as South Africa have a lot of socio-economic issues such as poverty, unemployment and so forth and so you know it’s giving back is addressing very core issues”. Participant two, felt that the mere extent of the societal issues in developing countries is enough of a reason to want to engage in CSR, “I feel there are so many people living in poverty-stricken environments who are unable to help themselves”. Participant three, had the opinion that the state of an organisation’s immediate environment effects the success and prosperity of the brand, if the people surrounding the organisation are living in disabling conditions, they are unable to spend and therefore purchase from the brand. Participant three feels that if organisations want to survive in the long term in developing countries such as South Africa they need to uplift those people around them, “I think that in any economy and any business it’s the immediate people around them who effectively support that business so if you take the responsibility to uplift those people around you and increase their economic wellbeing”.

In relation to the types of CSR these centennial consumer participants prioritised, majority of the participants felt that the economic CSR upliftment is the most important in developing countries, and the minority of the respondents felt that ethical CSR responsibilities were to be considered the most important or necessity in developing countries. Participant one and three had both placed the economic responsibilities of CSR as the top most important type

of CSR activities and upliftment for organisations in developing countries to be engaging in. Participant one, felt that it was the most important one as its upliftment and aid will essentially be a building block or foundation for the rest of the responsibilities to be improved and uplifted, “Um I would definitely say the most important thing will be economical because economic will drive the other three”. Participant three also placed the economic responsibilities as first before the other types, “I think uhh, economic responsibilities is number one”. However, participant two placed economic responsibilities as second, which is still considered highly important, “Secondly i feel economic, um, due to the state of our country I feel that economic responsibilities will help alleviate the mass amounts of people living in poverty”.

Participant two felt that the ethical responsibilities of CSR, which includes brands doing what is deemed just in society and reducing negative impacts on the environment and society, as the most important type of CSR as brands need to understand that their ability to do the right thing and act as a good corporate citizen is paramount in developing countries, “I think I would put ethical as number one, as companies need to realise that they need to do what is right above all other factors that involve business”.

Participant three felt that these ethical responsibilities were second most important behind economic responsibilities, *“Ethical responsibilities would be number two”*. While participant one placed it third in their rank of CSR responsibilities, *“I would then say third will be ethical responsibilities”*.

Majority of the participants then ranked philanthropic responsibilities least important in developing countries. Participant one and two felt it donating and aiding in charitable problems and causes were least important in developing countries as getting the people out of living in poor conditions is better solved or alleviated through economic and ethical responsibilities to a greater extent, participant two stated, “finally I think philanthropic responsibilities will help businesses recognise the need to support those that are also in need”. Participant three felt it came before the legal CSR responsibilities for an organisation, “Philanthropic responsibilities would be number three”.

In the table below you can see a summary of the different rankings of CSR responsibilities by the participants in comparison to the seminar author, Visser (2008: 473-479).

Table 3: Summary of Comparisons of Participant and Seminar Author Rank of Importance in Developing Countries

Rank	Participant 1	Participant 2	Participant 3	Seminar Author, Visser (2018: 473-479)
1	Economic	Ethical	Economic	Economic
2	Legal	Economic	Ethical	Philanthropic
3	Ethical	Legal	Philanthropic	Legal
4	Philanthropic	Philanthropic	Legal	Ethical

- Interpretation of Theme 3

In considering and analysing the findings relating to this theme it can be concluded that CSR is considered a very important factor to centennial consumers in alleviating or aiding in the betterment of society and its conditions in developing countries. CSR is a vital “tool” that can be incorporated into organisations to aid in the societal issues and conditions in the immediate surroundings and environment of any organisation in a developing country such as South Africa (Maseko, 2016; Doerr, 2019). Therefore, it can be concluded that centennial consumers feel that CSR is important in developing countries and feel that all brands should be encouraged to do so in order to decrease the risk of failure due to poor economic, environmental, societal and legal condition in the developing country in which they operate.

Majority of the centennial consumer participants felt that economic responsibilities should take first priority or receive the most contribution to by organisations. Economic types of CSR engagement or contribution are important for brands in developing countries as it is the biggest problem these developing countries are facing (poor economic conditions and mass amounts of individuals living in these conditions (Nelson, 2003; Visser, 2008: 473-479).

With centennial consumers stating that economic types or responsibilities of CSR are most important in developing countries and to them as consumers then brands need to be more aware of and engaged in CSR activities that are contributing to the economic state.

Theme 4: Centennials feelings on what is the greatest influence on getting more brands to include Corporate Social Responsibility into their daily practices.

Theme 4 encompasses the understanding of what centennial consumers feel is bringing about more brands to engage in CSR. It is their opinions on what is the number one reason that will get more brands to realise the necessity of CSR and its contribution to the organisations image and possible long-term prosperity. Participants general opinions where that consumers and the use of it as a competitive advantage are the two contributing or encouraging factors. Participant one felt that the changing consumer preferences and demands placed on brands is what will get more and more brands to engage in CSR activities, “I personally I feel that it is the consumers, the customer that is putting the pressure on the brands to do it”.

Participants two and three feel that is the use of CSR initiatives being used as a competitive advantage for the brand. Participant two felt that brands will be more inclined to look at engaging in a CSR initiative will create a competitive advantage due to the fact that consumers are seeking out brands and showing them preference over brands who aren’t openly engaging in CSR activities, “brands will see this as a competitive advantage and because more consumers are demanding such standards that the brands that are not doing CSR need to intimate”. Participant three felt that due to competitive market places and brands continuously looking for more ways to stand out will be encouraged to use CSR as an influencing reason or “added benefit’ to purchasing from a particular brand, “I think that especially in South Africa, the economy is becoming so competitive that brands are constantly looking for a competitive advantage or an influencing reason to get people to buy from them rather than a competitor”. This ability to use CSR as a competitive advantage allows consumers to consider the fact that there are so many options in today’s world and that they can be influenced or persuaded to make the choice that makes them feel good about their decision by choosing the brand that is making a difference and bettering society.

- Interpretation of Theme 4

The above findings demonstrate the views that organisations will be most pressured or motivated to engage in CSR due to consumer preference changes, as well as, its ability to act as a factor that can be used as a competitive advantage that brands can use to differentiate themselves from the mass amounts of alternative brands and options consumers have these days (van Doorn, Onrust, Verhoef, and Bügel, 2017).

SECTION FIVE: TRUSTWORTHINESS

5.1 Trustworthiness

In research, the ability for people to trust the findings and processes used in the study are of high importance (Koonin, 2017: 252-260). Due to the fact that all research aims to be accepted in the public domain, it needs to uphold a certain level of confidence in the quality of the data and study (Connelly, 2016: 435-436). Each study has to establish procedures, processes and protocols in order to justify and prove the quality (Connelly, 2016: 435-436).

Quantitative research makes use of reliability and validity to measure the confidence of the study (Koonin, 2017: 252-260). In a qualitative study, researchers are not dealing with numbers and statistics as evidence, therefore, they are using more appropriate criteria measuring the; credibility, transferability, dependability and confirmability must all be recognised (Connelly, 2016: 435-436).

Furthermore, when conducting a qualitative study, aimed at investigating a social phenomenon, the researcher must be mindful of not generalising the findings to the entire population (Koonin, 2017: 252-260). This, also suggests that in qualitative research, the study can never be repeated with a different sample from the population and receive the exact same results (Koonin, 2017: 252-260). This is due to the fact that the participants are sharing their individual and unique answers which are all subjective to their individual realities and experiences (Koonin, 2017: 252-260).

5.1.1 Credibility

Credibility in qualitative studies refers to the accuracy and preciseness of the researchers ability to follow well-established data collection and analysis methods. It is the believability of the research outcomes and findings (Koonin, 2017: 252-260). The researcher enhances the level of credibility by adopting a well-established data collection method, in-depth interviews, and well-established and structured data analysis method, thematic content analysis (Shenton, 2004: 63-75). The researcher further enhances the credibility of the study by implementing and remaining in line with the exploratory research design, which is best suited to the goals and aims of the research (Koonin, 2017: 252-260). The research will ensure credibility by gaining as much of an understanding of the centennial consumers perceptions and views by fully engaging with the participants and allowing sufficient amount of time with each participant during the interview period. The research attended all of the

consult sessions with supervisor for debriefing and guidance, which further enhance the credibility of the study (Shenton, 2004: 63-75).

Credibility is also reassured when more than one data collection and analysis is used. Unfortunately due to the scale and time constraints of this research, only one method will be used (Koonin, 2017: 252-260).

5.1.2 Transferability

The transferability of a study is the level of similarity in the results if the findings were applied in a similar context or situation. This suggests the ability of the researcher to make generalisations (Koonin, 2017: 252-260). Transferability of this study was ensured through; the provision and the availability of the audio recordings upon request (verbatim); and the detail and extent of the research in the literature review (Koonin, 2017: 252-260). The literature review allows the reader to make a judgement on the transferability of the findings by comparing the similar and related research findings with the actual findings of this research (Shenton, 2004: 63-75).

5.1.3 Dependability

The dependability of the research is acknowledged by the quality of the processes and procedures followed throughout the study (Koonin, 2017: 252-260). It is mainly the integration of the data collected and the method used, as well as, how the researcher analysed the data collected (Shenton, 2004: 63-75). The dependability of this study will be apparent to the reader as the data collection method used (in-depth interviews) is well-established and strictly followed, and the data analysis method (thematic analysis), in following the nature of the study and nature of the data derived from in-depth interviews, it is clear that they are compatible methods in integrating the data collected to finalised findings (Koonin, 2017: 252-260).

5.1.4 Confirmability

The confirmability of a study refers to the ability of the data collected to support the findings and outcomes of the study (Shenton, 2004: 63-75). This is dependent on the methods used (discussed above), and the interpretation of the researcher (Koonin, 2017: 252-260). This element of trustworthiness will only be discussed in relation to this particular study once the

findings have been derived as the findings are needed to justify whether or not they flow from the data that was collected, which the researcher will only obtain once that phase of the research is completed (Shenton, 2004: 63-75).

SECTION SIX: CONCLUSION

6.1 Introduction

The purpose of this research entailed an exploration of the importance of CSR for centennial consumers in their purchase decisions. The subordinate goals required to address this purpose included to explore whether centennials are in support of Corporate Social Responsibility; to explore whether the pursuit of Corporate Social Responsibility by brands influences centennial consumers buying decision when considering alternative brands; to explore if centennials feel that brands engaging in Corporate Social Responsibility is the greatest influence on getting more brands to start engaging in Corporate Social Responsibility; and to explore whether Centennials feel Corporate Social Responsibility is important in developing countries such as South Africa and which level of the Corporate Social Responsibility pyramid centennial consumers prioritise for developing countries. In the previous section (findings and interpretations) the findings were derived by means of thematic content analysis, whereby four major themes were deducted from the data and were defined in detail. These themes were discussed and interpreted in context of responses (data), as well as, in context of previous literature and theory.

Ongoing, this particular section discusses the implications of the findings discussed above, and essentially evaluates the success of the research study. Furthermore, any relevant contributions and recommendations made by this research is provided. The following section is a discussion of the research studies limitations and possible future actions and comments are identified.

6.2 Implications of Findings

The research studies primary objective was to explore the importance of CSR to centennial consumers in influencing their decisions in their purchasing process. Upon analysis and interpreting the research findings, it became apparent that centennial consumers are influenced by a brands engagement of CSR, however it is not considered a highly important factor and that other more economic factors are prioritised for the consumers. Therefore, implications of the findings include: CSR is considered necessary by consumers for brands to be actively engaging in; that CSR elicits positive brand feelings and perceptions in consumers but fails to be the most important factor considered when making a purchase decision from a brand or between brands.

Through the pursuit of persuading consumers to make purchase decisions in favour of your brand, brands can incorporate CSR initiatives into their activities in order to create a more positive brand image which essentially then makes CSR an indirect influence on consumer decisions, or they can incorporate CSR in order to add an additional benefit for those consumers who are highly influenced by a brands initiatives to make a purchase decision. Ultimately CSR does positively influence their decisions, however is not considered or placed with the utmost importance (Weinzimmer et al., 2016: 331-337; Diddi and Niehm, 2016: 60-76; Shim and Han, 2018: 686-687).

Furthermore, CSR is seen as a very important notion that is needed in developing countries in order to uplift their societal conditions. CSR is seen as a means for brands who are in positions to contribute on a larger scale to these issues and causes. They are encouraged to aid in various societal issues to effectively help and secure their prosperity in these developing countries (Aras and Crowther's, 2009: 210-216). These developing countries are in need of upliftment in many different aspects of its society, and it has been found that the economic CSR responsibilities are the most important or vital avenues in which brands are encouraged to aid in due to the overall poor economic conditions of developing countries such as South Africa (Visser, 2008: 473-479).

6.3 Evaluation of Overall Research Study

The research was overall successful, the above implications verify that CSR is an influential factor on centennial consumers purchase decisions. The research identified the importance of CSR for consumers, that being not very high. The research derived the levels of importance placed on which specific CSR responsibilities are most important for centennials and therefore poses the importance of them in developing countries. Therefore, having addressed these objectives, it is clear that CSR influenced the decisions of consumers, although to a lesser degree than that found in previous literature, it is still positively linked. It is therefore important for brands to recognise the power CSR engagements have on the brands perceptions, value and image. Although brands must take full responsibility to design, implement and communicate a legitimate CSR initiatives that are efficient and effective, its successful incorporation depends on consumers responses and ability to clearly see its impacts its making and causes it helping.

6.4 Research Contribution

- Brands alike will benefit from the contribution to the existing body of knowledge on CSR and CSR engagement.
- The contribution to the existing body of knowledge on the centennial consumers and their behaviour and attitudes towards brands CSR engagement
- Brands alike being made aware of the importance of CSR to the centennial consumers, as well, as which CSR components are prioritised and most important to their beliefs and values as a generation.
- The research contributes to brands increased understanding and exposure to CSR and how it will be beneficial to integrate the concept into their strategy's in order to target the generation that is slowly becoming the largest generation of consumers.
- Brands are able to recognise CSR as a way of supporting the environments around them as well as using it to attract consumers who are seeking to make a purchase decision that will also make them feel good.

6.5 Recommendations and Possible Future Actions (Heuristic Value)

In order to develop a deeper understanding regarding CSR and its influence on centennials consumer purchase decisions, it is recommended that future researchers or contributors should consider the following recommendations:

- Increased sample size of centennial consumers. This will allow for a wider scope and depth of information gathered on centennial consumers views. To gain more varying views and perspectives of these consumers a research with a larger number of participants will allow for the researcher to conduct a more exhaustive exploration on the influence of CSR on their purchase behaviour.
- Broaden the specificity of the research context to include the even younger generation below centennials, generation alpha. This will allow future researchers to determine whether this notion of caring for CSR is a trend in just the centennial generation and is slowly losing its influence, or if it growing bigger and more dominant for the younger generations.
- Longer research period/ time frame. This research was restricted by time available to conduct the research and therefore, if a longer time period is given the research has the ability to be more thorough and in-depth.

6.6 Conclusion

The resolve of this research comprehended the exploration of the importance of CSR for centennial consumers in their decision to make a purchase. The data collected among centennial consumers confirmed that CSR is becoming increasingly more important and does have an influence in their purchase decision, whether it be indefinitely, or it being seen as an additional benefit the consumers associate with the brand that adds to the brands overall image and perceptions. However, as found through the data majority of the respondents failed to look at CSR as a highly important or considered factor influencing their decisions, it was found that they seek out a variety of other factors, such as economic factors, to guide their decisions to make a purchase. Thus, it can be confirmed that by incorporating CSR, it can be successfully leveraged to create important opportunities for brands to target the future consumers who have an increased awareness of brands engaging in CSR as it is positively contributing to their world around them as well as the world for their future generations (Sharma, Poulouse, Mohanta, Antony, 2018: 23-32). Furthermore, consumers expressed their frustrations with the number of brands and choices they have available to them, and that although and brands CSR engagement isn't of top priority, it does make them feel better about their purchase and therefore contributes to further purchases (loyalty) for the brand, again this this something they can be leveraging. Hence, further investigation into the topic of CSR and all of its avenues in influencing consumers purchase decisions within the South African context is recommended.

SECTION SEVEN: ETHICAL CONSIDERATION AND LIMITATIONS

6.1 Ethical Consideration

- The importance of ethics in research

Ethics in research is important as it is represented by the researcher's attitude and behaviour governed by a moral and professional code of conduct (Louw, 2017: 262-272). When a person's integrity is exposed through the publication of research paper, the researcher needs to uphold certain principles in order to gain the trust of the readers and protect their integrity in the domain (Munhall, 1998: 150-162). The participants, broader public, academic institutions, the surrounding communities, and the researcher are all important stakeholders in the research who are affected and interested in the level of trust, safeness, and general ethics the research upholds (Louw, 2017: 262-272). However, the ethics concerning the participants and researcher are discussed in further detail below:

6.1.1 *Ethical issues concerning the participants*

The researcher will ensure all participants have read, understood and has full willingly signed the provided consent forms which contain all the necessary information regarding their involvement and participation (Munhall, 1998: 150-162). Participants are all aware that their involvement is fully voluntary and that they may withdraw from participating at any time. Participants are also given full transparency on how the data will be collected, what it will be used for, how it will be used, and most importantly the privacy and anonymity of their participation and contributions (Munhall, 1998: 150-162). Please see appendix 2 as the consent form addresses the remaining ethical issues regarding the participants (the dealing of sensitive information, the provision of any incentives, avoiding any harm, as well as the avoidance of deception on behalf of the researcher).

6.1.2 *Ethical issues concerning the researcher*

The ethical issues regarding the researcher are mainly concerned with the way the researcher collects, analyses, interprets, reports and uses the information gathered during the entirety of the study (Munhall, 1998: 150-162).

The researcher ethically avoids any falsifying or tampering with any information gathered. The research will ethically agree to never allowing biasness to influence or sway the

interpretation and representation of the results and findings. The researcher ethically agrees to never misuse the information gathered from the study. Data must be kept and stored in a for 5 years -open to critique. Lastly, the researcher avoids the use of inappropriate methods to conduct the study.

6.1.3 Ensuring ethical research

The above ethical consideration will be upheld throughout the study by following a personal code of ethics (Louw, 2017: 262-272). Furthermore, the researcher will conduct the research following the IIE Ethical Code of Conduct Guidelines and Clearance, which will be made clear and informed to all participants regarding the purpose and legitimacy of the study (IIE, 2016). The signed consent form that will be given and signed by the participants will represent the level of trust and confidentiality that will be upheld throughout the study (Munhall, 1998: 150-162). Lastly, the ethical level can be assured through the level of guidance as a result of an ethical partnership between the researcher and the research navigator, whom the researcher consulted (Munhall, 1998: 150-162).

6.2 Limitations

Research limitations refers to any and all relevant uncontrollable constraints that the research may face (Enslin, 2017: 274-280). Possible limitations that the researcher is unable to control include:

Time: The given time frame for this research limits the amount of evidence the researcher can collect. Time limits the researcher's ability to deepen the understanding of the phenomenon due to the limited results and findings (Enslin, 2017: 274-280).

Resources: As the researcher is a student and does not belong to an organisation that could provide the fields researchers and analysts, the research was solely conducted by the researcher, limiting the reach of the study.

Sampling: Due to the fact that the participants are considered for the study because they are known to the researcher, and are already identified in the above section, if these participants are unwilling to participate the researcher will be forced to find replacement participants that fit the population parameters on short notice.

Sample Size: Due to small scale of this research, as a result of time and resource constraints, the sample size is downsized and is therefore not a true representative of the

entire population. However, this limitation was addressed in the previous section and ensures that the sample included is sufficient in gaining an in-depth understanding rather than achieving a generalisation (Enslin, 2017: 274-280).

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SECTION NINE: APPENDIXURE

Appendix 1: Interview Guidelines

The interview questions compiled for this interview have been adapted from Visser's (2008: 473-479) 'Corporate Social Responsibility: In developing countries' article, Shim and Han's (2018: 686-687) article 'Effects of consumer perception of the different types of CSR activities on Corporate brand equity', as well as, Smith and Langford's (2009: 97-109) 'Evaluating the impact of corporate social responsibility programs on consumers' article.

Notes:

Interviews will be conducted face-to-face at the pre-determined location chosen by the participant; this will ensure that the participants will feel most comfortable.

The interview will follow a semi-structured nature, with a number of open-ended questions in order to gather as much information as possible which allow for the researcher to gain the in-depth understanding and insight from the interviewees.

Interviews will be recorded using smartphone and laptop devices provided by the researcher.

As proposed and discussed in the above research proposal, a pilot test of the interviews will take place prior to the actual interviews whose data will be used in the study, as this allows the researcher to gain an idea of how long the interviews will take, as well as, any mishaps or changes that need to be made.

CSR, corporate social responsibility, is broadly defined as an arranged and/or voluntary set of business practices that a company engages in, to reduce their negative impacts on the environment and society as a whole, while also increasing their positive impacts through social upliftment (McWilliams and Siegel, 200: 117-127; Carter and Jennings, 2004:145-186; Engle, 2007: 16-27). The concept is discussed with the participants before the research questions are asked in order for the researcher to gauge the participants level of understanding of the CSR concept. The abstract and discussion are explained in more detail in the following section of this appendix.

Consideration of alternatives refers to the consumers stage in their buying process, where they use the information gathered on alternative brands and evaluate which brand is best suited or most appealing to them as consumers (Kotler and Armstrong, 2011: 152-154).

Interviews will hence be referring to the concept of CSR as well as what factors (including and excluding CSR) influence the centennial consumers being interviewed.

In order for the researcher to successfully determine the perceptions and influence CSR has on these consumers and their buying behaviour, the interview questions will explore the understanding and opinions on CSR as an engaging activity done by brands, how or if they are influenced by a brand engaging in specific CSR activities. Lastly, if the nature of the CSR activities has a notable influence on the consumers evaluation of alternatives. These variables link to the objectives of this study and through the interviews they researcher will therefore be gaining information according to their viewpoints.

Introduction

“Hi, my name is Sarah Jackson. I am currently an honours student studying in BCom Strategic Brand Management at Vega, in Pretoria. I am conducting an academic research paper on centennial consumers and their opinions and points of view on CSR. I believe that centennials are slowly becoming the largest consumer group and therefore need to understand what factors influence their decision when choosing a brand. As a generation, centennials are more conscious about the societal and environmental upliftment activities done by brands and therefore want to understand if this is the case, and if so, does the nature of said CSR activities influence their decisions.”

“Would it be okay to take up a moment of your time to ask you about your opinions of CSR and how it influences you as a centennial consumer?”

- If the participant agrees, the researcher will continue

The researcher will kindly provide and encourage the willing participant to read and sign the consent form provided by the researcher.

- If participant agrees, the researcher continues

“The interview will take approximately 40 minutes and will be timed and recorded. Please be as open and honest when answering and expressing your opinions.”

- If participant agrees/ acknowledges, the researcher continues

“If it is okay with you, I am now going to ask for your name and contact details. However, I must inform you that any information given to me will remain strictly confidential and you as a participant will remain anonymous. This is all stipulated in the consent form provided, which they will sign upon agreeing to participate. This information will only be used by the researcher in the case of any need to clarify or revisit of a question moving forward.”

- If participant agrees, the researcher continues

Researcher will ask and take note of the participants:

Name and Surname, cell phone number, and email address.

“Before we begin the interview, please share your own definition or understanding of Corporate Social Responsibility.”

- Participant will make a short statement, regarding their understanding of CSR.

This will allow the researcher the opportunity to gain an estimation of how well they understand the concept of CSR.

The researcher will continue to engage in a short conversation with the participant about the topic of CSR and will read a short abstract involving the definition of CSR used in in this research proposal.

Van Marrewijk (2003:95-105) defines CSR as a company's voluntary activities demonstrating the social and environmental concerns in their operations and their interactions with stakeholders.

CSR contain four levels of responsibilities, namely; Economic responsibilities = Aid in the overall economic upliftment; Philanthropic responsibilities = Charitable and donation contribution; Legal responsibilities = Laws and regulations set by the Government; Ethical responsibilities = What is deemed fair and just behaviour by communities (Visser, 2008: 473-479).

Once the research has engaged in a short conversation with the participant on the topic of CSR and has read the definition of CSR, as well as, the four level of CSR responsibilities in developing countries the interview will begin.

“Therefore, the following interview questions the I will be asking will be relating to the concept of CSR.”

The researcher will be being the voice recording session on both recording devices.

Influence of CSR discussion – Interview Questions

The next section is an outline of the 10 questions relating to the topic and asked by the researcher.

1. As a consumer, please discuss your opinion of CSR
2. In having an understanding of the concept of CSR, are you a supporter of brands actively engaging in CSR activities?
3. Is a brands active engagement in CSR activities an important factor for you, when deciding between alternative brands when purchasing a product/service?
4. Would you agree in saying that you consider a brands CSR activity first before any other influential factor when purchasing a product/service? (prompt: such as which product looks better, or the availability of the product).
5. Why do you think CSR initiatives are important in developing countries such as South Africa?
6. In your opinion, do you think brands who are already engaging in CSR activities are the greatest influencers on getting more brands to engage in CSR? (prompt: or do you feel there are other more influential factors)
7. As a centennial consumer, do you find that your generation is more in favour of brands doing more than the other generations before you?
8. In keeping South Africa, as a developing country in mind. Which of the following CSR responsibilities would you put in order from most important and relevant to the least important? Please stipulate why

(Prompt: Economic responsibilities = Aid in the overall economic upliftment

: Philanthropic responsibilities = Charitable and donation contribution

: Legal responsibilities = Laws and regulations set by the Government

: Ethical responsibilities = What is deemed fair and just behaviour by communities)

9. Please discuss whether the nature of the CSR activity a brand is engaging in has an influence in your support in the brand? (prompt: for example, if you are a big supporter in helping the homeless do you seek out brands who are aiding in this societal issue to support?)

10. Please discuss what motivations you have for supporting certain organisations CSR activities? *(Prompt: For example, characteristics, values, religion, the people)*

“Thank you for your time and participation in this study.”



To Whom It May Concern,

My name is Sarah Jackson. I am currently an honours student studying in BCom Strategic Brand Management at Vega School of Brand Leadership, in Pretoria. I am conducting an academic research paper under the supervision of Amalia van Schalkwyk, on the influence of brands CSR engagement on centennial consumers. It is in the hope of gaining an understanding of how centennial consumers view CSR done by brands and whether it will positively influence their decision to choose said brand.

In conducting this research, I would like to invite you to participate in my study. The following information will address and explain everything about what your participation in my study will entail. Hopefully, this information will help you make an informed decision on whether you wish to participate or not. Please note that should you have any additional questions about the study and your involvement, please feel free to ask any questions. Once you have read, understood and feel comfortable with the information provided and your participation in the study please fill out the consent form below.

- What your participation in the study entails.

Should you decide to participate in the study, I would like to conduct a short-recorded interview for 45 minutes, where I will be asking you 11 questions regarding the topic of the study. Please also note that should you decide to participate you may withdraw at any time during the interview process.

- Risks/discomforts

Whether you choose to participate or not, there will be no negative affect or harm brought to you. There are no direct benefits or risks brought on to you either, should you wish to participate. If at any stage of the interviewing process you feel uncomfortable with the questions being asked, you may refrain from answering or withdraw from participating in the interview.

- Inclusion in the study

Please note that your participation and inclusion is completely voluntary, and should you not wish to participate in the study you are of no obligation to participate. Even if you choose to participate you may withdraw at any stage.

- Confidentiality and transparency

I, the researcher, promise to protect and safeguard your identity as well as any information provided by you the participant. I promise to not use your name in any part of the research and therefore make sure that your name and any other details discussed will not be able to be accessed by anyone else. Here, I would like to also ask your permission to record the interview on a digital recording device, which only I and my supervisor who have both signed confidentiality agreements will have access to these recordings. This is due to the fact that these recordings will be transcribed into written words for analysis. I would like to use quotes from your interview answers to discuss in the findings of the research, but I will not make use of any identifiable information when using these quotes and therefore they cannot be linked back to you.

Participant Consent Form



I _____, give my consent to participate in the study being conducted by Sarah Jackson on the influence of CSR on centennial consumers.

The research and its implications have been explained to me and I understand exactly what my participation in this research study entails.

I understand that:

- I agree to be interviewed for approximately 45 minutes.
- My identity and personal details will remain strictly confidential.
- During my participation in the study, I may withdraw at any stage of the interview process and that there will be no repercussions should I choose to.
- I may choose not to answer any of the questions asked by the interviewer.
- My answers may be quoted and used in the findings of this research, however upon the publication of this study my identity will remain protected.

Signature

Date



August 26, 2019

Student name: Sarah Louise Jackson

Student number: 15015343



Re: Approval of Bachelor of Commerce (Honours) in Strategic Brand Management 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
Supervisor
Coordinator

Name: Sarah Jackson
Campus Postgraduate

ADvTECH HOUSE

Inanda Greens
54 Wierda Rd West
Wierda Valley 2196
P.O. Box 2369
Randburg 2125

T. (011) 676 8021
F. (011) 783 2574
E. info@ie.ac.za
www.ie.ac.za



Directors: RJ Douglas (UK), JDR Oesch (Non-Executive), MD Aitken (Non-Executive) Company Secretary: DM Dickson

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Interview 1

- Signed Consent

Participant Consent Form



I, Terry Tyler Vermaak, give my consent to participate in the study being conducted by Sarah Jackson on the influence of CSR on centennial consumers.

The research and its implications have been explained to me and I understand exactly what my participation in this research study entails.

I understand that:

- I agree to be interviewed for approximately 45 minutes.
- My identity and personal details will remain strictly confidential.
- During my participation in the study, I may withdraw at any stage of the interview process and that there will be no repercussions should I choose to.
- I may choose not to answer any of the questions asked by the interviewer.
- My answers may be quoted and used in the findings of this research, however upon the publication of this study my identity will remain protected.


Signature

31/08/2019
Date

- Transcript

Question 1

Researcher: As a consumer, please discuss your opinion of CSR

Interviewee: Um, I would definitely say a beneficial factor for brands to be engaging in CSR and support CSR, um and I definitely feel that it makes people look at a brand in a more positive way and encourage people to buy from the brand.

Question 2

Researcher: In having an understanding of the concept of CSR, are you a supporter of brands actively engaging in CSR activities?

Interviewee: Most definitely, um for me as a consumer it's good to know that they are giving back to good causes.

Question 3

Researcher: Is a brands active engagement in CSR activities an important factor for you, when deciding between alternative brands when purchasing a product/service?

Interviewee: Personally, no it doesn't, I consider other factors before their CSR, but it's definitely a benefit to the brand and will make me think and view the brand in a more positive way.

Question 4

Researcher: Would you agree in saying that you consider a brands CSR activity first before any other influential factor when purchasing a product/service?

(prompt: such as which product looks better, or the availability of the product).

Interviewee: Um no I wouldn't um, like I said in my previous question um, factors such as price and quality are things that I would look at above CSR, but it is always good to know that a company is giving back.

Question 5

Researcher: Why do you think CSR initiatives are important in developing countries such as South Africa?

Interviewee: Um countries such as South Africa have a lot of socio-economic issues such as poverty, unemployment and so forth and so you know it's giving back is addressing very core issues of the country and by addressing those issues bettering the people in the country and the country as a whole

Question 6

Researcher: In your opinion, do you think brands who are already engaging in CSR activities are the greatest influencers on getting more brands to engage in CSR? (prompt: or do you feel there are other more influential factors)

Interviewee: Um yes, I would say so because other brands are doing so but ultimately, I personally I feel that it is the consumers, the customer that is putting the pressure on the brands to do it.

Question 7

Researcher: As a centennial consumer, do you find that your generation is more in favour of brands doing more than the other generations before you?

Interviewee: Um, I would say so, it's definitely become a millennial, centennial cause than the older generations as I feel it ultimately affects us more.

Question 8

Researcher: In keeping South Africa, as a developing country in mind. Which of the following CSR responsibilities would you put in order from most important and relevant to the least important? Please stipulate why.

(Prompt: Economic responsibilities = Aid in the overall economic upliftment

: Philanthropic responsibilities = Charitable and donation contribution

: Legal responsibilities = Laws and regulations set by the Government

: Ethical responsibilities = What is deemed fair and just behaviour by communities)

Interviewee: Um I would definitely say the most important thing will be economical because economic will drive the other three. Um I would then say legal because that is what will govern and set the laws to govern the economic equalities. I would then say third will be ethical responsibilities followed by philanthropic.

Question 9

Researcher: Please discuss whether the nature of the CSR activity a brand is engaging in has an influence on your support in the brand?

(prompt: for example, if you are a big supporter in helping the homeless do you seek out brands who are aiding in this societal issue to support?)

Interviewee: Uh I think once I've discovered a brand that has done it uhh, I would be more supportive of that brand but it's not uhh something that I would but at the top of my list in terms of looking for a brand.

Question 10

Researcher: Please discuss what motivations you have for supporting certain organisations CSR activities? (Prompt: For example, characteristics, values, religion, the people)

Interviewee: I would definitely say if I consider a brand to be aligned with my values as a person.

Researcher: "Thank you for your time and participation in this study."

Interviewee: Thank you.

Interview 2

- Signed Consent

Participant Consent Form	 THE INDEPENDENT INSTITUTE OF EDUCATION
I <u>Megan Cross</u> give my consent to participate in the study being conducted by Sarah Jackson on the influence of CSR on centennial consumers.	
The research and its implications have been explained to me and I understand exactly what my participation in this research study entails.	
I understand that:	
• I agree to be interviewed for approximately 45 minutes. • My identity and personal details will remain strictly confidential. • During my participation in the study, I may withdraw at any stage of the interview process and that there will be no repercussions should I choose to. • I may choose not to answer any of the questions asked by the interviewer. • My answers may be quoted and used in the findings of this research, however upon the publication of this study my identity will remain protected.	
<u></u> Signature	<u>01/09/2019</u> Date

- Transcript

Question 1

Researcher: As a consumer, please discuss your opinion of CSR

Interviewee: I think CSR is very important, especially for me to be in favour of a brand in terms of the conditions of society and the environment there is a deep in for brands to do more.

Question 2

Researcher: In having an understanding of the concept of CSR, are you a supporter of brands actively engaging in CSR activities?

Interviewee: yes, I think it's important for brands to do more because they are in a position of power to promote um, or prompt societal upliftment.

Question 3

Researcher: Is a brands active engagement in CSR activities an important factor for you, when deciding between alternative brands when purchasing a product/service?

Interviewee: Most definitely, when making a decision between different brands the brand that makes their engagement in CSR prominent will always be prioritised for me. It just makes me feel as though I'm doing my part by choosing to support the brand that is doing more.

Question 4

Researcher: Would you agree in saying that you consider a brands CSR activity first before any other influential factor when purchasing a product/service?

(prompt: such as price, which product looks better, or the availability of the product).

Interviewee: Yes, I feel that CSR is always a vital consideration for me when purchasing a product. I definitely would say that I consider it before other factors such as price because i feel it is important for me to support brands that go the extra mile.

Question 5

Researcher: Why do you think CSR initiatives are important in developing countries such as South Africa?

Interviewee: Um I feel developing countries are dye need of aid of initiatives as I feel there are so many people living in poverty stricken environments who are unable to help themselves.

Question 6

Researcher: In your opinion, do you think brands who are already engaging in CSR activities are the greatest influencers on getting more brands to engage in CSR?

(prompt: or do you feel there are other more influential factors)

Interviewee: Yes, other brands will see this as a competitive advantage and because more consumers are demanding such standards that the brands that are not doing CSR need to intimate such initiatives to remain relevant and current in the consumers eyes.

Question 7

Researcher: As a centennial consumer, do you find that your generation is more in favour of brands doing more than the other generations before you?

Interviewee: Most definitely I feel as though as we are the generation that is going to be more affected over time, that's why I just feel this generation are more aware and conscious of our surroundings to make the change in order for our children to not be affected as much as we have.

Question 8

Researcher: In keeping South Africa, as a developing country in mind. Which of the following CSR responsibilities would you put in order from most important and relevant to the least important? Please stipulate why

(Prompt: Economic responsibilities = Aid in the overall economic upliftment

: Philanthropic responsibilities = Charitable and donation contribution

: Legal responsibilities = Laws and regulations set by the Government

: Ethical responsibilities = What is deemed fair and just behaviour by communities)

Interviewee: I think I would put ethical as number one, as companies need to realise that they need to do what is right above all other factors that involve business. Secondly i feel economic, um, due to the state of our country I feel that economic responsibilities will help

alleviate the mass amounts of people living in poverty. Thirdly, I think legal, as the laws and regulations can guide businesses standards on being ethical in their practices. And finally I think philanthropic responsibilities will help businesses recognise the need to support those that are also in need.

Question 9

Researcher: Please discuss whether the nature of the CSR activity a brand is engaging in has an influence on your support in the brand?

(prompt: for example, if you are a big supporter in helping the homeless do you seek out brands who are aiding in this societal issue to support?)

Interviewee: Yes, I do seek out brands that are supporting social causes, especially those that I care about but overall I am keen to support any brand that is doing something that is making a positive difference no matter what it is, as long as it's helping.

Question 10

Researcher: Please discuss what motivations you have for supporting certain organisations CSR activities?

(Prompt: For example, characteristics, values, religion, the people)

Interviewee: I think the way I was brought up is reflected in my purchase decisions, according to the specific brands I chose to align with. In terms of doing our bit in our household to alleviate issues in our surrounding environment such recycling, participating in river clean ups and just emotional wellbeing at underprivileged day-cares, we have always been a family to just try and do our best to separate ourselves and help others

Researcher: "Thank you for your time and participation in this study."

Interviewee: Thank you so much.

Interview 3

- Signed Consent

Participant Consent Form



I Connor Moirke, give my consent to participate in the study being conducted by Sarah Jackson on the influence of CSR on centennial consumers.

The research and its implications have been explained to me and I understand exactly what my participation in this research study entails.

I understand that:

- I agree to be interviewed for approximately 45 minutes.
- My identity and personal details will remain strictly confidential.
- During my participation in the study, I may withdraw at any stage of the interview process and that there will be no repercussions should I choose to.
- I may choose not to answer any of the questions asked by the interviewer.
- My answers may be quoted and used in the findings of this research, however upon the publication of this study my identity will remain protected.


Signature

02/09/19
Date

- Transcript

Question 1

Researcher: As a consumer, please discuss your opinion of CSR

Interviewee: Okay so, I believe that obviously looking after the economy in any country adds to the wellbeing of everybody in it, but it also has to be the responsibility of corporations that run within an economy to look after the people that effectively fund those corporations themselves, So i think they definitely have to give back to the people and it is their responsibility to do so.

Question 2

Researcher: In having an understanding of the concept of CSR, are you a supporter of brands actively engaging in CSR activities?

Interviewee: I don't go out of my way to support brands who openly engage in CSR um, I do however associate positive brand values with, with businesses that do support CSR, such as H&M and their give back campaign, or KFC and their Hope campaign. So if I'm shopping at business that does openly engage in CSR and li can contribute towards that then i do, but I don't go out of my way to do so.

Question 3

Researcher: Is a brands active engagement in CSR activities an important factor for you, when deciding between alternative brands when purchasing a product/service?

Interviewee: Honestly, it not. Like I said I don't, I don't, purposefully shop at businesses that have open CSR Schemes it's more of an added benefit if I do choose to shop at a store that has CSR scheme. Uhhm, things like price and quality when it comes to clothing, or any other consumable will always come before whether a brand openly engages in CSR.

Question 4

Researcher: Would you agree in saying that you consider a brands CSR activity first before any other influential factor when purchasing a product/service?

(prompt: such as which product looks better, or the availability of the product).

Interviewee: No definitely not, for me CSR is more there to influence my perception of the brand and to associate it with positive brand values, that make me see the brand in a more positive light. It is not something that directly gravitates me towards buying there or even supporting them over another brand. Um, yeah.

Question 5

Researcher: Why do you think CSR initiatives are important in developing countries such as South Africa?

Interviewee: I think that in any economy and any business it's the immediate people around them who effectively support that business so if you take the responsibility to uplift those people around you and increase their economic wellbeing it will just have a knock-on domino effect for your own business. So if you're helping people around you it will eventually come round and through the economic upliftment of other people around you, they will be able to further benefit your company.

Question 6

Researcher: In your opinion, do you think brands who are already engaging in CSR activities are the greatest influencers on getting more brands to engage in CSR?

(prompt: or do you feel there are other more influential factors)

Interviewee: Uhh, yes I do. I think that especially in South Africa, the economy is becoming so competitive that brands are constantly looking for a competitive advantage or an influencing reason to get people to buy from them rather than a competitor, and I think that a brand engaging in CSR is something in the eyes of certain people that could influence them to buy one brand over another and I think for that reason brands are going to want to participate in CSR so that they can just level themselves against competitors

Question 7

Researcher: As a centennial consumer, do you find that your generation is more in favour of brands doing more than the other generations before you?

Interviewee: Yes I do think that centennials will have the biggest impact on social influence in many generations I think with things like social media where things are so much more apparent, I feel that people will not only go out of their way to help other people for the greater good but also to better their self-image.

Question 8

Researcher: In keeping South Africa, as a developing country in mind. Which of the following CSR responsibilities would you put in order from most important and relevant to the least important?

**(Prompt: Economic responsibilities = Aid in the overall economic upliftment
: Philanthropic responsibilities = Charitable and donation contribution**

: Legal responsibilities = Laws and regulations set by the Government

: Ethical responsibilities = What is deemed fair and just behaviour by communities)

Interviewee: I think uhh, economic responsibilities is number one. Ethical responsibilities would be number two. Philanthropic responsibilities would be number three. And legal responsibilities as number four.

Question 9

Researcher: Please discuss whether the nature of the CSR activity a brand is engaging in has an influence on your support in the brand?

(prompt: for example, if you are a big supporter in helping the homeless do you seek out brands who are aiding in this societal issue to support?)

Interviewee: Umm, I think it doesn't immediately gravitate me towards the brand but once I'm involved in a brand do feel better about buying from the brand and continuing to buy from there if they have an engagement in CSR, In that in me supporting them it is in effect supporting other people and causes.

Question 10

Researcher: Please discuss what motivations you have for supporting certain organisations CSR activities?

(Prompt: For example, characteristics, values, religion, the people)

Interviewee: Yeah, I think in a very competitive world any chance you have to better the people around you, uhh whether it's directly or indirectly it's an opportunity you have to take. So if you can support a brand that supports other people then yeah. And that's just the way I was brought up, to help those less fortunate than I am and any opportunity to do so I will do so

Researcher: "Thank you for your time and participation in this study."

Interviewee: Thanks.

Appendix 5: Concept Document Table

Title: The Importance of CSR for generation Z consumers in their consumer decision-making process.

Research Purpose	Primary Research Question	Research Rationale	Seminal Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection	Ethics	Anticipated Findings	References
To explore the influence of CSR on the centennial consumer in deciding on alternative choices in the buying decision process.	•Do brands engaging in CSR activities influence the centennial consumer buying process, particularly in the consideration of alternatives?	By gaining knowledge from various participants it is allowing the researcher the ability to gain an understanding and add to the body of knowledge on CSR and centennial consumer behaviour in South Africa.	Visser (2008: 473-479) Carroll (1979: 497-505) (Kotler and Armstrong, 2011: 152-154)	The theoretical foundation used in this study to unpack the concepts and constructs of CSR is the CSR pyramid for developing countries by Visser (2008: 473-479). The theoretical foundation will also address stage three of Kotler and Armstrong's decision-making process (Kotler and Armstrong, 2011: 152-154).	Paradigm Interpretivism Methodological The need to identify an in-depth understanding of various views or realities. Ontological The idea of knowing that all realities, points of view and opinions are never the same between individuals Epistemologic al Prioritise the importance of individuals common sense and human behaviour as a guide in their daily living, Metatheoretical story of how individuals are living and experiencing things in a particular context Axiological study of values and judgments	Qualitative	In-depth Interviews	Consent forms signed by the participant Research methods and approaches to data collection and analysis will be ethically conducted and no editing or altering of information will be accepted.	Centennials will expect brands to support causes they believe in. There is a positive influence on a brand engaging in CSR and consumer's decision to purchase or choose those brands as opposed to alternatives.	Arnold, E. and Thompson, C., 2007. Consumer Culture Theory (And We Really Mean Theoretics) Research in Consumer Behaviour. 1st ed. Oxford, U. K.: Emerald Group Publishing Limited, pp.3 - 22. Bezuidenhout , R. and Cronje, F., 2017. Qualitative Data analysis. In: Research Matters, 6th ed. Cape Town: JUTA, pp.228 - 250.
						Population				
						Generation Z, currently aged 17 to 23. (purpose of this study and avoid time constraints, only participants aged 18 to 23 will be considered.				
Research Problem	Secondary Questions OR Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Methods	Limitations	Anticipated Contributions	
Brands are posed with a problem of targeting an increasing consumer group who are highly socially aware which this study aims to explore and if it leads brands to gain improved economic returns.	Which level or type of CSR as categorised by the CSR pyramid are prioritised by centennial consumers? To explore whether the pursuit of CSR by brands influences centennial consumers buying decision when considering alternative brands	Brand CSR CSR Pyramid Centennials Consumer decision-making process Evaluation of alternatives	CSR Pyramid Consumer decision-making process			Non-probability, Convenience sampling	Thematic content analysis	Sample size (entire generation Z) Sample bias – participants will be known and identified by the researcher Time Resources	Contribution to the existing body of knowledge on CSR Contribution to the existing body of knowledge on centennial consumers Importance of CSR for brands	