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ENGAGING GENERATION Z THROUGH CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT

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The main aim of this report was to determine what CSR is, the benefits it brings, the definition and characteristics of Gen Z, the influence of Gen Z to CSR. Today, the activities of corporate social responsibility (CSR) are recognized as more than one group of peripheral activities and are increasingly improved in the general business strategy of many companies. Although it is not a new concept, it is an integral part of the firm's sustainable business strategy. This way of thinking does not distinguish regardless of whether the business is big or small, the level of contribution to the community is more or less. Currently, there is a large number of businesses around the world that have moved from a purely profit-making organization to CSR-oriented citizen companies. It is an important factor for them besides business benefits.

In parallel with the development of CSR, the transition of customer generations is a continuous process. The next generation might no longer share the same language of conversation with the previous generation. While Generation X is no longer a dynamic consumer group, Millennials is still the majority of customers of many brands, generation Z (Gen Z) has also matured, stepped into the labor market, earned income and started spending. In Gen Z, businesses see unprecedented differences from all previous generations. They received a more comprehensive education, they better understood the global situation through the internet and cultural exchanges. So in this generation, they also have full knowledge and requirements about sustainable business activities going on around.

CONCEPT DEFINITIONS

Business ethics: The application of ethics and ethical theory to businesses and business decisions

Climate change: The term used to describe the impact of human economic activities on the planet's weather

Corporate social responsibility (or CSR): The responsibility among firms to meet the demands of their stakeholders and also the responsibility among the stakeholders to hold businesses to account their actions

Ethics: A belief system based on morality is accepted to control behavior

Human rights: The basic rights that everyone should have, such as justice and freedom to say what you think

Generation X (or Gen X): the people who are between ages 39 to 54 in 2019 (born from 1965 to 1980) (Dimock 2019)

Millennials (or Gen Y): the people who are between ages 23 to 38 in 2019 (born from 1981 to 1996) (Dimock 2019)

Generation Z (or Gen Z): the people who are between ages 7 to 22 in 2019 (from 1997 to 2012) (Dimock 2019)

Stakeholder: An individual or group of people who is involved with a business and therefore has responsibilities towards it and an interest in its success

Sustainability: The quality of being able to continued over a long term without degrading the ecological environment

ABSTRACT
CONCEPT DEFINITIONS
CONTENTS

1 INTRODUCTION

Today, the world is standing at an extremely important time in the transition to Generation Z who was born between 1997 and 2012 (Dimock 2019). This is the time when the previous generations begin to see the outstanding features of young people of this generation, because in just five years, they will be the fastest growing generation in the shopping market as well as the worldwide labor market. Before it, when it comes to Generation X who was born in 1965-1980 (Dimock 2019), people thought of savings and simplicity. Speaking of Millennial generation who was born between 1981 and 1996 (Dimock 2019), the most commonly used words are: confident, good at technology. Each generation - usually divided into blocks of time for about 15 years and it is summed up into a number of certain personality traits.

While Millennial is considered the digital generation, Gen Z is now called cloud citizen. Most of their lives - from family chats, interaction with friends, to shopping and learning - are done online, mostly on smartphones. Gen Z is also learning more than the previous generation. They are not only facilitated by their families and society, but they are also proficient in online learning with endless resources. As a result, the Z generation is increasingly improving and expressing their awareness of social issues such as education needs to be more active, unemployment is at higher risk, the living environment will be destroyed if people have no sense of protection, natural resources are finite, etc. In addition, this is also the deepest generation of personal awareness, they believe that they can contribute to a part of social change. The two reasons above explain why the interest of the Z generation has shifted towards brands born with the mission of making society better, in other words, the Z generation started to put more attention to corporate social responsibility campaigns of current brands because it is similar to the perspective of this generation. Each generation of customers will be associated with different trends and perspectives, they receive appropriate values from the previous generation and strive to create their own values. The essence of CSR activities is to carry out corporate responsibilities with society to contribute to the overall sustainable development. Because of the similarities in the purpose of life of Gen Z as mentioned above with the mission of this activity, so corporate social responsibility will be an indispensable part if businesses want to get sympathy from this new customer segment. Many studies of this Gen Z show that more than half of their members feel they have a responsibility to make a difference in the world (Cone Communications 2015).

This topic especially attracts the attention of the author because the author has practical working experience in the corporate social responsibility field and has recognized that the development of the

lastest generation has especially affected it. In addition, this thesis can be used as a well-researched material for people with similar interests and orientations.

The main objective is to study about generation Z and the main aim of this study is to define what corporate social responsibility is, find out Gen Z's characteristics, examine the influence of corporate social responsibility activities on Gen Z's consumer habits and relationship with brands as well as how the influence of corporate social responsibility efforts varies within Gen Z depending on personal factors such as gender, age range, etc, thereby understanding Gen Z's patterns of behavior and thoughts which are relevant to any organization in the long-term. To accomplish the main objective of this thesis, there are three main goals emphasized including understanding and identifying the benefits of corporate social responsibility; gaining knowledge of Generation Z characteristics and consumer behavior; identifying current and upcoming social responsibility and sustainability trends of Generation Z through a survey. And to achieve the stated goals, a questionaire has been developed in accordance with the main aim and research objectives. Therefore, the structure of this thesis consists of four main parts: introduction, theoretical framework, empirical study and conclusion. The theoretical framework including Corporate social responsibility part and Generation Z part, which is conducted based on reliable secondary sources such as journals, reports, theseus.fi and books. Next, the empirical research section of this thesis explains the chosen research methods and data analysis. Finally, conclusion is drawn to summarize the results collected throughout the thesis research process.

The thesis is constituted by a solid structure which can be illustrated through figure 1.

1. INTRODUCTION

2. CORPORATE SOCIAL RESPONSIBILITY

- Definition of CSR
- Theories used in CSR research
- The benefits of CSR

3. GENERATION Z

- Definition of Generation Z
- Characteristics of Generation Z
- Gen Z and Millennials
- Corporate social responsibility among generation Z in previous research

THEORETICAL FRAMEWORK

4. CONDUCTING EMPIRICAL RESEARCH

- Research method and the implementation of method
- Research analysis
- Research summary
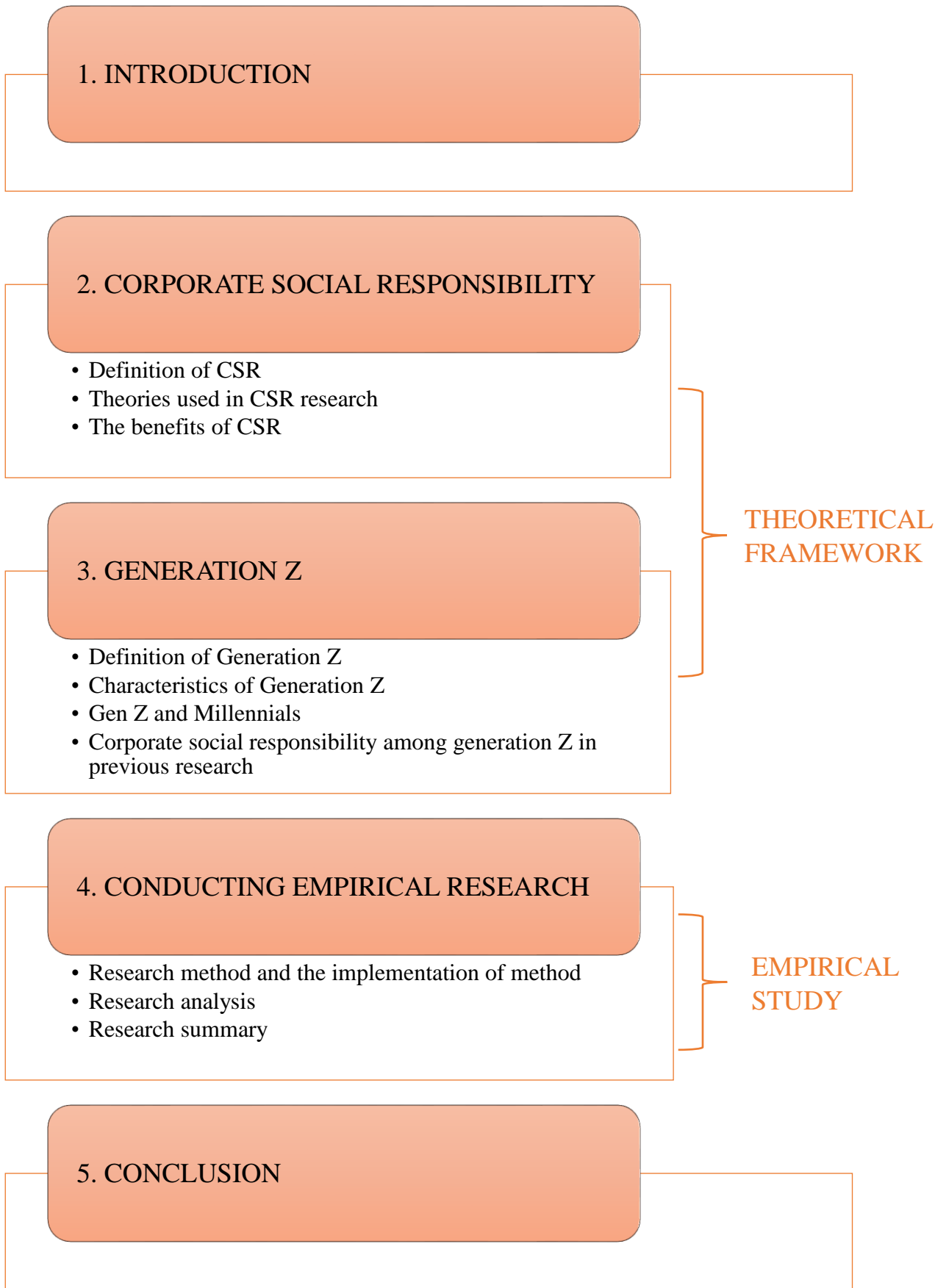
EMPIRICAL STUDY

5. CONCLUSION

FIGURE 1. Thesis structure

2 CORPORATE SOCIAL RESPONSIBILITY

In recent years, corporate social responsibility, or CSR, a term that has been mentioned many times. Incidents such as enterprises discharging untreated waste into rivers and lakes, discovering excess chemical residues in foodstuffs make the public more concerned about sustainable development of the community. The public now not only judges a good brand in the cash value it earns every year but also based on the impact and responsibility of that brand on the whole society. This chapter including three parts will provide an overview about a new, progressive concept and meet the expectations of the government, customers and relevant partners about it.

2.1 Definition of CSR

Recent world economic crises and their social consequences have partly undermined consumer confidence and trust for businesses. In 2011, for the first time in 10 years, the European Commission changed the definition of CSR, a simple and progressive new definition that gives us a very modern understanding of corporate social responsibility: "CSR is the responsibility of enterprises to their impacts on society" (European Commission 2011, 6). According to the European Commission strategy 2011-2014 for CSR, in order to fully implement CSR, enterprises need to develop policies and governance processes to integrate social, environmental, human rights and religious issues, business ethics, with the interests of customers and consumers in the business and core strategies of the business in close cooperation with the concerned partners (European Commission 2011, 7). In other words, CSR is a systematic approach, integrating non-financial factors into decision-making based on construction towards sustainable development, instead of eroding or breaking for the economy, society, people and resources.

CSR can also be easily analyzed from the three words that this phrase contains. CSR includes the relationship between corporations (or other for-profit organizations) and the societies they interact with (Chandler 2014, 4). The inherent responsibilities on both sides of these relationships are also included in the meaning of this phrase. CSR defines society in its broadest sense, and on many levels, including all stakeholders and component groups that maintain ongoing interest in corporate operations (Chandler 2014, 4) .

Besides, Carroll's theory (1991) is also used and developed in many studies. According to Carroll, four types of social responsibility constitute CSR including economic responsibilities, legal responsibilities, ethical responsibilities and philanthropic responsibilities (Carroll 1991, 42). These four types of responsibilities, in other words, the four components that created CSR, can be described as a pyramid. Rather, these four types of responsibilities have existed for a long time, but only in recent years have new moral and charitable responsibilities played a significant role.

PHILANTHROPIC Responsibilities

Be a good corporate citizen.
Contribute resources
to the community;
improve quality of life.

ETHICAL Responsibilities

Be ethical.
Obligation to do what is right, just,
and fair. Avoid harm.

LEGAL Responsibilities

Obey the law.
Law is society's codification of right and wrong.
Play by the rules of the game.

ECONOMIC Responsibilities

Be profitable.
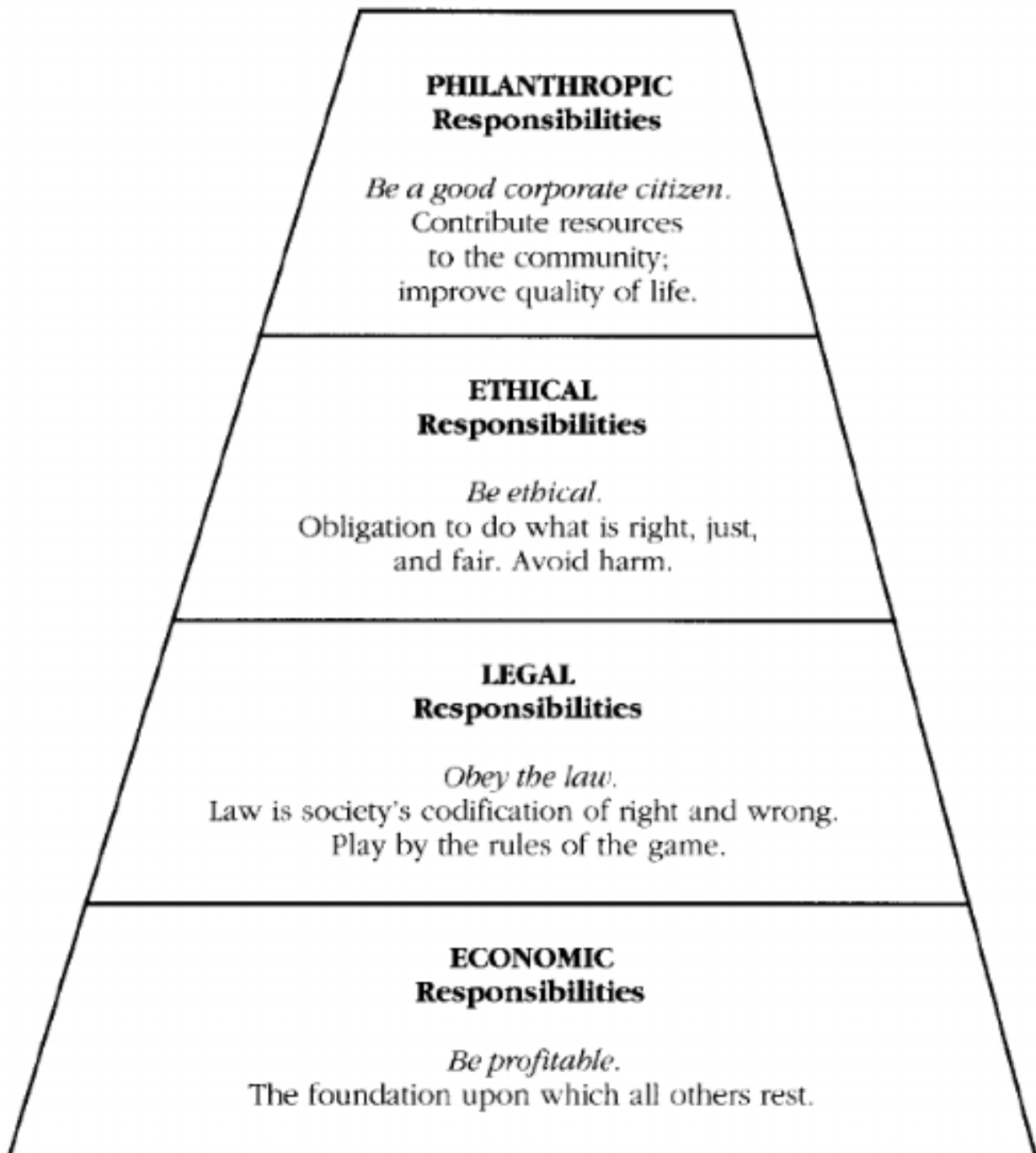The foundation upon which all others rest.

FIGURE 2. The pyramid of Corporate Social Responsibility (adapted from Carroll 1991, 42)

Economic Responsibility means that throughout history, businesses have been established to become an economic entity, to provide goods and services to social members. The goal of profit is built as the most fundamental motive of business. Before implementing any other goal, enterprises are the basic economic component of society. So, the basic purpose of a business is to produce goods and services that consumers need and want, and create an acceptable level of profitability through the business process. Other businesses are based on economic responsibility, because without it, other kinds of responsibilities become controversial considerations.

Legal Obligations means that society not only expects businesses to operate on a profit target, but at the same time, businesses expected by society will comply with the law. Companies are expected to pursue its economic missions within the framework of the law. Liability is described as the next floor in the CSR pyramid. The scope of this responsibility is applied not only by businesses but also by individuals when they are a member of that business.

Ethical Responsibility means that ethical responsibilities include activities that are expected or prohibited by members of society although these activities are not mentioned in the law. Ethical responsibilities include standards, or expectations that reflect the company's interest in what consumers, employees, shareholders, and society as a whole are fair, right, or show respect for moral rules. Although described as the next tier in the CSR pyramid, moral responsibility can affect liability. It will promote greater legal responsibility, and put higher expectations on entrepreneurs in implementing things above the law.

Philanthropic goodwill means that it includes the activities of the business responding to the expectations of the society, showing that the business performs well "to be a good corporate citizen". It includes a direct commitment of the business to act or develop programs to promote the well-being of the whole society. For example, some activities belong to corporate philanthropic responsibilities, such as corporate contributions to finance and resources for art, education or community activities.

According to Stakeholder theory, Hopkins stressed that CSR affects responsible behavior with stakeholders inside and outside the enterprise (Hopkins 2007, 29). In other words, the purpose of CSR is to create a higher and higher standard of living at the same time as preserving the company's interests for stakeholders. As analyzed above, CSR is a broad concept and is expressed in the perspective of each researcher, depending on the research context (Dahlsrud 2008, 5-6). Therefore, each scholar must choose

which CSR concept to use in accordance with the actual conditions, thereby giving reasonable strategies, namely focusing on five aspects: stakeholders, social, economic, voluntary and environmental.

Although scientific research on CSR has been recorded since the 1960s (Wang, Tong, Takeuchi & Geogre 2016), there is still a lot of debate yet to come to an end about two contradictory thoughts about CSR to maximize the value of shareholders or to create value for society. The debate about the relationship between CSR and the financial performance of enterprises has not come to a conclusion. The CSR category relates to many conflicting theories and the approach to this concept is complex, unclear and controversial (Garriga & Mele 2004, 51-71). Economist Milton Friedman is famous for his view that enterprises have only one social responsibility to utilize enterprise resources to increase profits - achieving this goal is that the business has been responsible for society (Friedman 1970). Those who support CSR do not reject all of these arguments, but they give another convincing argument that the company itself is already a subject of society, using resources of society and environment, so that it can negatively impact society and the environment. Therefore, enterprises must be aware of the impacts of their production and business activities and be responsible for their own behavior in front of society.

While debates on this issue still occur, the fact that fully defining the concept of corporate responsibility for corporate society has been one of the major challenges for the business academics around the world, which are rooted in the core problem in CSR concept that requires businesses to have a broad vision and multi-dimensional approach. In term of CSR, the factors included may change, but it must encompass at least five dimensions identified different published environmental, social, economic, stakeholder and voluntariness; especially not only within countries over time but also across countries and cultures (Chandler 2016, 6).

2.2 Theories used in CSR research

Most studies relate to social responsibility with an approach based on the stakeholder theory. Stakeholders are participants, influencing or benefiting from CSR-related activities including shareholders/owners, communities, customers, partners, and employees. Stakeholder theory developed from institutional theory (Lee 2011). The content of stakeholders first appeared in management reasoning since the 1960s, but until the 1980s it was officially used by scholars. The first stakeholder approach was presented by Mr. Freeman about business ethics in an organization (Freeman 1984). According to this theory, stakeholders are any affected group or individual, either directly or indirectly,

by company activities. For example, shareholders, owners of companies, government agencies, political groups, associations, other businesses, communities, employees, customers. Enterprises should harmonize the interests of the parties, if the parties conflict with interests, the business is responsible for balancing the optimal interests (Deegan & Samkin 2009). This theory is characterized by many studies such as Ullmann (1985), Roberts (1992), Clarkson (1995), Van der Laan Smith, Adhikari and Tondkar (2005), McDonald and Rundle-Thiele (2008), Mandhachitara and Poolthong (2011) , Lee, Park, Rapert and Newman (2012), Pérez and del Bosque (2014; 2015), Khan, Ferguson and Pérez (2015). Also using the theory of stakeholders, the development of the interplay of CSR strategy on corporate strategy and vice versa is not to show support or not support for related activities to CSR but to emphasize the specific socio-economic context to successfully implement CSR as a view of the competitive advantage of a Nobel Prize-winning economist - Samuelson in 1954 (Lee 2011). Öberseder, Schlegelmilch and Murphy (2013) also used this theory to examine CSR activities and customer perceptions in the context of most stakeholders' assessments. It is undeniable that the widespread adoption of the theory of stakeholders in CSR studies, but Perrini's view is that large-scale organizations should apply but small and medium scales should rely on the concept of social capital (Perrini 2006, 305-316).

Besides, Carroll's theory is also used and developed in many studies. The first is a three-circle model concentric with economics, social value and social issues, then developed into a pyramid model that can be applied to all industries (Carroll 1979; Carroll 1991). In addition, Maslow's demand tower is related due to the factors arranged in order based on CSR requirements for specific businesses (Maslow 1954). There are many studies using this theory, including Lee, Park, Rapert and Newman (2012), Polychronidou, Ioannidou, Kipouros, Tsourgiannis and Simet (2014), Saeidi, Sofian, Saeidi, Saeidi and Saaeidi (2015).

In addition, there are many other diverse theories that have been used in CSR research over time. For example, Becker-Olsen, McDonald and Rundle-Thiele used marketing theory to study CSR activities that benefit the company through customer buying behavior (Becker-Olsen, Cudmore & Hill 2006, 46-53; McDonald & Rundle-Thiele 2008). Scholtens uses the socially responsible investment theory of Sparkes and Cowton [2004] (Scholtens 2009). Vassileva uses the Drag and Push approach (Vassileva 2009); Kang, Lee and Huh use the theory of positive and negative impacts (Kang, Lee & Huh 2010). In addition to that diversity, a number of theories has recently been used as social identification theory (He and Li 2011); organizational theory (Lee 2011); reasonable value theory (Carnevale, Mazzuca & Venturini 2012); bridge theory (Bauman & Skitka 2012); cost-benefit theory (Rhou, Singal & Koh 2016). Habermasian media behavior theory is used by Lock and Seele in 2016 to study CSR Reports in

Europe. Attribution theory, a hypothetical theory that tries to understand the behavior of others by regulating their emotions, beliefs and intentions, used by Karaosmanoglu et al to study the impact of CSR on brands (Karaosmanoglu, Altinigne & Isiksal 2016). In summary, the theories included in the CSR study are increasingly diverse to better explain the effects on each business by different industries.

2.3 The benefits of CSR

Today businesses are increasingly interested in CSR activities because society is increasingly demanding more for businesses. Enterprises that benefit from community resources must be responsible for contributing to the community. Saying so does not mean that businesses do CSR is only a responsibility, but CSR really brings a lot of benefits for businesses, typically increasing the reputation of businesses. Many studies have demonstrated that CSR has a special connection with the community-business relationship because CRS can help businesses develop their reputation even though it is the result of a long-term operation. In addition, CSR can help companies build their reputation and brand different and superior to other companies. A business refusing to carry out CSR activities can have bad consequences. It cannot be said that CSR is a solid shield for the reputation of the business, but it plays a really important role in this and risk management of all businesses.

2.3.1 The benefits of CSR for the company

Through Balcerowicz (2015), Perry and Towers (2013) and Gupta (2012), CSR in businesses should be widely implemented and they also persuade that it brings various brand positive response. In order to encourage both large, medium and small businesses to learn, spread and apply CSR into their everyday tasks, they often mention a huge number of improvements that begin with the benefits of increasing revenue (Księżak 2016, 54). The advantages of CSR will be pointed out in figure 3 below.
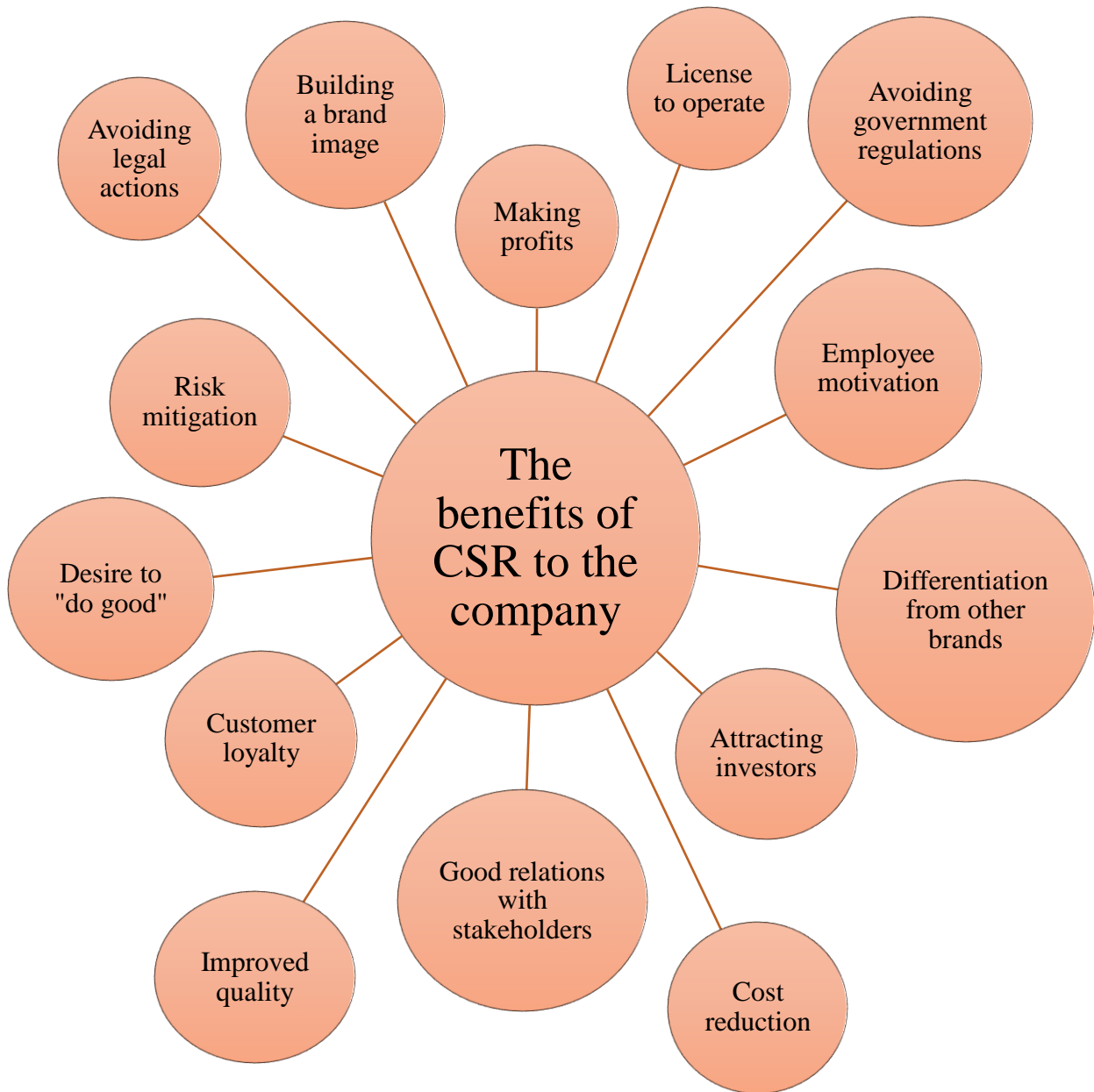
FIGURE 3. The benefits of CSR to the company (adapted from KsiężaK 2016, 55)

After a period of seeking profits, businesses want to make a return to society. Besides the meaning of contributing positively to society, CSR also helps raise the value of corporate brand value (Kurucz, Colbert & Wheeler 2008, 83-112). For example, on the third Friday in August every year, AkzoNobel Vietnam employees specializing in Dulux and Maxilite paints will be off work to participate in social activities. There are several projects for them to choose from and they are still paid in full. Community activities have "become a value of the company," according to Pamela Phua, general director of Akzo-Nobel Vietnam. One of AkzoNobel Vietnam's leading jobs is to carry out CSR activities through which "it will bring AkzoNobel brand to Vietnamese society as much as possible" according to Pamela. In addition, businesses satisfying their CSR policy do not have to worry about the social license to operate

(Balcerowicz 2015, 17-22). In another consideration, CSR is both a legal and voluntary responsibility, companies can build value and gain benefits through legitimacy. More than 10 years ago, Norwegian people boycotted and did not use ping pong balls imported from Pakistan knowing it was produced by children under 15 years old. Such stories are no longer rare because consumers are not only interested in product quality and price, but also about how to create products and its process. So a bad image of a brand may lead to a boycott of its products and most consumers will never return to buying goods after deciding to boycott products of a business. The approval of local communities can also be easily won by socially responsible behavior and enable enterprises to operate unperturbed (Diviney and Lillywhite 2007). Therefore, the best policy is to stay off the media radar by obeying the ethical rules from the start (Perry & Towers 2013).

CSR is a means to help brands distinguish themselves from others and be present in front of customers with a generous, compassionate and civilized face. For instance, Honda Company in Vietnam has been a brand to dominate the motorcycle market with nearly 70% market share. The level of brand awareness to their target customers has been at a level that cannot be increased. Therefore, they have only one way to expand their influence, which is to implement CSR campaign with a long-term vision. Honda's "I love Vietnam" campaign has been running continuously for more than 10 years, focusing on education activities for students across Vietnam. This can also be seen as an effective CSR campaign while always striving to raise traffic safety awareness for the younger generation. With such a long-term program, this Japanese company will be leading the Vietnamese market for a long time and when a person mentions "Honda", the listener will understand that it is referring to "motorbike". Through presenting itself as a precursor of a responsible attitude, a company can stand out of the crowd and thus induce customers into buying its products and supporting it in other ways (Gupta 2012, 25).

In addition, more and more investors are focusing on finding responsible businesses to invest in the company's success and increase profits. There is no denying that the moral value of a business has a strong attraction to wealthy entrepreneurs. From the perspective of investors, businesses with social responsibilities are often characterized by less volatile stock values (Mullerat 2010, 231). From the point of view of a stock exchange, a company that complies with CSR will be less risky in business and has a lower chance of being publicly criticized, which may reduce stock prices.

In 2006, Porter and Kramer demonstrated the belief that being a socially responsible company does not just include expenses and philanthropies, which restrict managers, yet it additionally carries advantages

to them and to society. They also presented mechanical developments, various open doors rising and, presumably the most significant for this situation, competitive advantage. The determinants of gaining advantages before competitors in CSR factors were also described in 2009 (Księżak 2016, 56):

CSR helps create a positive image and is also a responsible representative of a company. Through it, businesses can maintain impact on customers and other members of the community.

By implementing CSR, a company can mold appropriate relations with all partners. A company demonstrates that its stakeholders' customer needs are critical to it, for instance by increasing the related transparency of contract for environmental actions and for human rights.

CSR activities help inspire employees, not only help employees increase loyalty and morale, but also help promote work more effectively.

Social responsibility of a business is taken into consideration by potential customers in their purchasing decision. Modern customers are often more careful in the procurement process. They no longer only know how to buy the missing items, but most buyers now tend to choose famous brands for their social responsibility even if they have to pay a higher price for eco-friendly and social products.

Compliance with CSR rules will help businesses from less developed markets to easily access some of the larger markets. It is easy to see that, in developed markets such as the EU or the US, they often require the application of some international standard certificates in companies that want to trade with them (Mullerat 2010, 237-238), and those standards are regulated clear and understandable. For example, thanks to the effective integration of CSR into business management, Vinamilk - one of the largest dairy companies in Vietnam is one of the few Vietnamese enterprises to reach the list of Best places of work for Vietnamese people and ranked on a number of famous foreign names (Anphabe 2018). In addition, Vinamilk also invested heavily in the international market. In addition to 13 domestic factories, Vinamilk also holds 22.8% of the shares in Miraka factory (New Zealand), owns 100% of Driftwood factory (USA), holds 100% of the shares of Angkor Milk factory in Cambodia, set up a trading office in Thailand and open a subsidiary in Poland as a trading gateway for the Group's commercial activities in Europe. Therefore, being a socially responsible company gives the right of entry to some biggest markets in the world (Księżak 2016, 57).

To be able to explicitly implement CSR policy and live on it forces companies to set some standards and control employees, which are often called "Code of conduct". Therefore, the great advantage of implementing CSR for businesses is that it can be far-reaching risk mitigation (Diviney and Lillywhite 2007; Perry and Towers 2013). International CSR standards require identifying and assessing any

exposures to danger and then urge to extenuate and control them (Mullerat 2010, 222). In addition, risk reduction also helps enterprises minimize uncertainty in business, which is extremely important.

A clear conscience of corporations is one of the advantages of CSR (Perry and Towers 2013). The desire to do good things is said to be deep in every person and also a motivation for charitable activities, which makes the management and other employees feel satisfied. In addition, they also mentioned better employee motivation as an effect of CSR (Perry and Towers 2013). A company that prides itself on behavior is responsible for attracting new talents and retaining good employees (Mullerat 2010, 380) . The next socially conscious labor generation genuinely does not want to work for an organization that is antagonistic or indifferent to green issues in global business (Vize 2016). When implementing CSR well, the rights of employees are ensured and retain employees as well as attracting qualified workers. Some sick days are lower and thanks to training programs, the rate of work errors decreases. And it is also a motivation for people to work enthusiastically, creatively and responsibly with businesses. Thereby, it helps to improve the efficiency of enterprises. To achieve successful CSR performance results, it also requires enterprises to make improvements from human resource management, from production management, so it is possible to save production costs and enhance efficiency.

Another benefit of CSR for businesses is to avoid legal actions (Gupta 2012, 30-31). CSR policies in countries, especially developed countries, often require certain standards and it will definitely eliminate all a priori violations. If a business does not respect human rights and create suitable working conditions for workers, it will often be handled in different courts, for instance, the European Court of Human Rights or the International Criminal Court (Księżak 2016, 58). In order to implement social responsibility, businesses must comply with the law. Therefore, for enterprises that respect CSR, litigations are not likely to happen (Mullerat 2010, 376-377).

A company needs to check multiple innovations through CSR rules to provide a better quality of products and services (Mullerat 2010, 412-413). Through that test, the company can eliminate any errors in the sourcing, manufacturing, shipping and selling stages, then, thanks to closer cooperation in the supply chain, a company will have business opportunities to provide the best products for customers with much higher expectations (Księżak 2016, 58).

Applying CSR to business is a great positioning strategy because it helps to increase the value of the brand and can lead to an enhanced influence of an industrial company. When customers trust the service provider, they will continue to use the service and will introduce service providers to potential customers.

In the context of high-quality brand relationships, customers will show the level of satisfaction, commitment, trust, attachment and affection towards the brand. Customers also tend to conduct positive behaviors, such as voluntarily helping service organizations and other organization customers. In addition, a number of practical CSR activities, such as reducing waste, saving water and energy, help businesses reduce costs significantly, improve the company's financial situation and thus make production more efficient and increased profits at the end. Many CSR researchers think that CSR is profitable for businesses and it is also the main motivation for companies to carry out sustainable business activities. They hope that consumers of their products will support them to pursue responsible behavior by returning favors and buying more (Gupta 2012, 26-28).

CSR not only helps to achieve greater profitability in the long term but also helps in everyday management decisions and strategy development (Mullerat 2010, 376-377). CSR directs managers to establish more sustainable strategies that ultimately create more value for the company (Księżak 2016, 59). A sustainable development enterprise needs to build a reasonable and effective cost structure, which includes internal costs and external costs, a sustainable internal management structure, needs must be supported from a good surrounding environment, and have a close relationship with the social community, which is the sustainable development model of businesses in general. In addition, self-development of CSR rules also helps businesses avoid restrictive government regulations, because if no enterprise actively develops social responsibility rules, governments will be forced to do so. It is easy for the government to make regulations that increase economic costs and limit managers' flexibility in decisions (Księżak 2016, 59).

Learning, expanding the talent pool, increasing employee commitment and performance are arguably the immediate internal benefits of developing CSR activities, while direct external impacts belong to positive PR activities and better relationships with stakeholders (Księżak 2016, 60). The researchers also discovered some indirect privileges of CSR, innovation, cost savings, better quality and productivity are internal factors, which will help improve access to capital and market, customer satisfaction and risk reduction (Sino-German CSR Project 2012, 13).

2.3.2 The benefits of CSR for society

CSR is a way to express the human face in the business. Businesses deal and connect with people through human language by showing some humanity. Corporate social responsibility is simply a way for companies to be accountable to local and environmental influences when they exploit resources for production, operations and business. CSR creates a filter for a company's actions. A 2017 study found that more than 60% of Americans hope that businesses will make environmental and social changes even without government regulations; most consumers are surveyed (87%) say they can buy a product because that company is working to support the social issues they care about; more importantly, a huge number, 76% will refuse to buy from a company if they know that the company supports issues contrary to their beliefs (Cone Communication 2017, 13). Delivering benefits to the whole of society should also be the prominent driver for business to start and continue CSR involvement (Perry and Towers 2013, 478-500).

Implementing social responsibility initiatives is a truly beneficial way for many parties. A company that not only attracts socially aware customers and employees, but also makes a real change for local, national and the whole world. The company's involvement in local community issues creates a better surroundings (Księżak 2016, 60). Thanks to the help of a company's CSR activities, many people will feel happier and enjoy the many benefits that lead to a higher standard of living. The company's charitable activities generate minimal benefits, help the poor and increase trust (Carrol and Buchholtz 2008). Moreover, through CSR, transparency and honesty about what businesses are doing is key to gaining public trust. Therefore, CSR is also an important factor that inspires fair competition.

Compliance with CSR's mandatory regulations has led businesses to eliminate all defects at the production stage, leading to a reduction in the number of complaints and increased customer satisfaction (Mullerat 2010). A good product is a prerequisite in business. A business that focuses on creating better quality products is not only the company but also the society that receives many benefits from it. In addition, as mentioned above, implementing CSR helps the company to reduce costs, so that customers can benefit if it leads to lower prices of products, and the company can also expand business to customers who were unable to purchase the company's product before.

Responsible behavior of companies can inspire people around to do the same thing. Therefore, social activation allows them to experience the emotional benefits of participating in helping others (Carrol and Buchholtz 2008). If businesses want to attract employees and customers by returning the market to good values, the company should let them see the voice of the company. If the company is not big

enough to focus on doing something big as a large organization, businesses can always start with important CSR awareness and start with good policies for employees. The success of businesses through CSR is also local success. A company with better conditions, offers more significant privileges for employees to easily attract workers from surrounding areas.

Training, sometimes organized for people from outside the company, is a great advantage for society because it helps them improve their population knowledge and equip people with useful skills that can help local citizens in life (Księżak 2016, 60). Especially today, the medical situation in many places is still a serious problem that needs the help of many businesses through CSR activities, businesses not only help raise awareness in society, convince people to go for medical examination, teach them that prevention is always better than treatment, but also create a channel to communicate with customers, let them know what the businesses are doing to the community.

Environmental protection is the protection of human life, if the environment is polluted or destroyed, people will no longer exist. So protecting the natural environment and reducing its damage are a boon to all, including businesses and customers. Reducing CO_2 emissions and waste, reducing the use of non-renewable resources are just a few ways companies can reduce their environmental impact and improve their social relationships (Księżak 2016, 61). To both protect the environment and improve competitiveness, businesses should pay attention to three groups of solutions including awareness, financial capacity and environmental management apparatus. Accordingly, businesses will change their awareness about environmental protection in general and in the trade sector in particular, proceeding to change the company's behavior in the production and business process. For example, the paper industry is the industry with the most "bad reputation" for tree conservation groups. Baron Fig - a company specializing in notebooks has implemented a CSR campaign to try to change this "scandal". In this campaign, each book sold by Baron Fig will be deducted from a portion of the money to contribute to the tree planting. After more than three years, the company has partnered with NGOs in 30 countries to help plant more than 200.00 trees worldwide.

Thanks to the increasing number of businesses, CSR claims to attach importance to the many technical facilities that arise and corporations also share their technology, contributing to the progress of the whole society (Księżak 2016, 61). Corporate social responsibility has led them to develop new technologies, innovations and infrastructure that can be used by all members of society (Carrol and Buchholtz 2008).

In addition, it cannot be denied that thanks to CSR, the image of the business has increased significantly, leading to a better relationship with the government and local authorities. Thanks to this cooperation, both sides can discover a better way to serve society and provide it more opportunities for economic development (Arnold 2010).
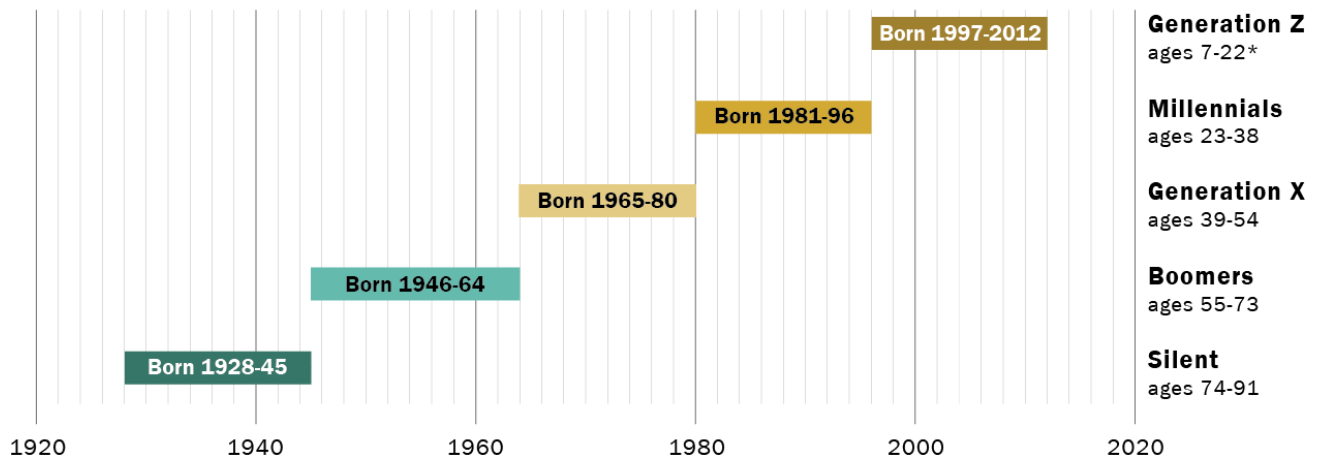
3 GENERATION Z

Generation Z is gradually joining the workforce for the first time and exists in a world where the line between the real world and the digital world is gradually being blurred. In the chapter below, there are four main sections that specifically focus on the topic of Generation Z, providing knowledge about the definition, characteristics and differences of members of this generation.

3.1 Definition of generation Z

Nowadays, the term Generation Z, or Gen Z refers to a new generation who born after the generation of the Millennials and it is changing the world because of the diversity, technological proficiency and their conservative attitude towards money will have economic significance and deep society. There are many studies and theories related to the year of birth and age of members of this generation but the change is constantly changing year by year. In this essay, usage data is taken from the Pew Research Center - a subsidiary of The Pew Charitable Trust which is one of the large global non-governmental organizations founded in 1948 and the author of this data is Michael Dimock, president of Pew Research Center .

The generations defined

Born 1997-2012	**Generation Z** ages 7-22*
Born 1981-96	**Millennials** ages 23-38
Born 1965-80	**Generation X** ages 39-54
Born 1946-64	**Boomers** ages 55-73
Born 1928-45	**Silent** ages 74-91

1920   1940   1960   1980   2000   2020

*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

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FIGURE 4. The generation age range in 2019 (adapted from Dimock 2019)

One of the most important characteristics of this generation is that they were born as a native of the world in the modern digital world (Greenfield 2009). Unlike Millennial, gen Z has never known and experienced a period of no internet before, so their world has no lines between real and virtual. Gen Z is the true digital generation, the first generation grew up in a network connection, connected to a huge amount of global information and immediately socialized with friends, business and other organizations, including celebrities. They have never known a world where they cannot immediately connect and seek answers to any questions that arise in their heads. Thanks to the online world, they are able to discover for themselves. Therefore, it makes a complete difference between the ways gen Z lives, socializes, perceives information and makes decisions with any other generation before.

Generation Z members are the most multicultural and global generation, born and raised in an era of internationalism, gender equality and climate change awareness (Sparks & Honey 2015, 3). Globalization has affected to the awareness of Generation Z about global issues. More than any previous generations, Gen Z understands that education needs to be more proactive than passive and unemployed is a really high risk. Concerned about social issues and the desire to act for a better world, it seems that Gen Z will set new requirements for brands in their efforts to gain sympathy.

Although Millennials (Gen Y) is the most researched generation in history (US Chamber of Commerce Foundation 2012), it is very important for market researchers to analyze the youngest generation of consumers because Gen Z is now very different from previous generations, both in terms of personality traits and their consumer behavior. Gen Z has been becoming a trendsetter group in all aspects from entertainment, fashion to consumerism, influential against Millennial. Gen Z has been more independent, becoming the trendsetter for their own generation instead of being influenced by the older generations as before.

Studies on Generation Z began to appear in the early 2000s when one of the generation's pioneers, Don Tapscott (1998) defined Generation Z as the Next Generation and characterized it as the most unique in the sense that no previous generation was more comfortable, knowledgeable and educated with technology and innovation (Don Tapscott 1998, 1-2; Artemova 2018, 17). In addition, in 2008, with the help of 6000 Generation Z members from all over the world, his studies were completed, in which proof of the Z generation is the generation that was all about speed, innovation, freedom and tolerance so they are empowered to transform modern life and improve the world of tomorrow.

The Z generation is described as the most independent, confident and highly educated generation, moreover, they value diversity, feel comfortable with change and desire to create differences between generations at work (Zemke, Raines & Filipczak 2000). For instance, with the new trend defined by generation Z, the demand for office space is also expanded to meet the demand for health care for employees, offices not only for Work but also for Live and Play. One of the added elements in modern office designs is the Flexible Workspace. Because of the explosion of Gen Z, companies renting offices, in addition to suitable locations, good performance, also noted other factors that design an office that attracts more employees and retains talent or not. Similarly, through a detailed study of the generation difference at work, the division between Z Generation grew in a digital age using technology from the early years and all previous generations is emphasized and the latest generation is described as practical, confident, pragmatic in problem-solving and most importantly, open to diversity (Lancaster and Stillman 2002). In addition, "Net Generation" is described as digitally literate because of their unlimited access to technology, connected by their technical opportunities, immediately because of the speed of information processing, experiential in a way that they prefer learning by doing, and social thanks to their openness towards diversity, from there, they make many changes in modern life (Oblinger & Oblinger 2005, 2).

3.2 Characteristic of Generation Z

Growing up in an era of developing technology, all the answers to all questions are found with just a few clicks, Gen Z thus possesses unique personality traits and expresses it in an extraordinary way.

3.2.1 Technology

Growing up in the technological maturity of the mid-1990s, generation Z is often referred to as iGen because of the Internet connection characteristic of this age group. Connecting with technology to this generation is just as natural as human breathing every day. Technology is integrated into all areas of the public life such as agriculture, industry, tourism, etc, and its use every day has become a living standard since the generation of Z was small. This has also changed and improved many areas, for example, Gen Z has brought mobile payment to the forefront, especially among young Chinese. They almost gave up the cash economy, since mobile payment applications like Alipay, WeChat Pay...were introduced and widely applied. From paying in store to buying junk food, all they need to do is bring the phone to scan the recipient's QR code. China's tight-knit economy has even sparked a battle in the tourism industry, where it only shoppers at points that accept QR-code payment. Realizing this potential, many technology companies have developed mobile payment applications. As a result, payment is no longer the exclusive domain of banks. Banking and payment services are only one of the changes from the market to adapt to Gen Z. When 92% of Generation Z members go online daily and 24% are online "almost constantly", technology is an inseparable part of their lives (Lenhart 2015).

A major difference with previous generations is that most members of the Z Generation do not remember and cannot imagine life before the technology connection. As a result, most of their lives - from talking to family, interacting with friends, to shopping, studying - are done online and usually have at least five screens in their house include TVs, desktops, laptops, tablets and smartphones. Because Gen Z is used to getting the desired information and results within seconds, they often lose patience with any delays and the connection speed is important to them. In addition, there is a big difference between the views of the Millennial and Gen Z generations about themselves online, starting from privacy. The Z generation is very interested in privacy on the Internet and knows the capabilities of today's technology and the ease of access to information, they are very careful with the information they share online (Vision Critical 2016).

3.2.2 Globalization

Millennials are considered the first "global" generation with the development of the Internet. But as the world moves to online more and more, Generation Z will become more global in both thinking and interaction. Generation Z is also much more learned than previous generations. Not only are their parents facilitating their studies, but they are also fluent in learning online with endless sources like YouTube and Pinterest. There, they can learn from baking to programming. This can have a lot of impact on everything, from relationships, to how they solve problems in life. Young people from all over the world have similarities that will gather online, and many people will have more friends abroad than in the country. This globality leads to the Generation Z being a very diverse generation. Generation Z members have the freedom to try various personas, sample a range of interests, join different communities and expand their horizons (Sparks & Honey 2015, 46).

Diversity plays the most important role in terms of globalization. Gen Z is growing up in a very non-traditional social structure, and in their view, there is no right or wrong, normal or unusual (Artemova 2018, 18). Globalism also makes Gen Z's thinking more open. Tolerance implies the understanding that there are "other" or "different" people, and in the opinion of Gen Z, is not the case because diversity is a norm in their global world (Sparks & Honey 2015, 59). Put everything together - privacy, prudence, accounting for future careers - and it can see that Gen Z starting to be more like Generation X than Millennials. And the point worth mentioning here is that Generation Z will not only be the generation most interested in careers in history but with more conditions available than Generation X, iGen will likely be the richest generation thanks to the development of global connectivity technology.

3.2.3 Reality

Because most of Gen Z has not yet stepped into the working environment, it will now have to wait and see how their characteristics show up when they become employees, consumers, investors, etc. However, Generation Z seems more realistic, even more pragmatic, than Millennials. In fact, Millennials is more concerned about prices, discounts and coupons than Gen Z - somewhat because Millennials grew up during the recession. But Gen Z is more pragmatic than it is to appreciate and find ways to save more time. Growing up with electronic devices, Gen Z can both create a text on a laptop, study information on a tablet, and make notes on an application. The global recession, political instability and, most

importantly, lessons learned from the previous generation, who are nurtured as optimists who believe in boundless opportunities, Generation Z is more conservative and practical (Jenkins 2017).

Today, Gen Z spends more time looking for ways to make money early, mainly in ways that are also related to the Internet such as online business, game programming, video product reviews ... - an inherent feature that has been predicted because they like to be independent and like an independent working environment. 58% of teens are already saving money (Sparks & Honey 2015, 7). They seek stability and security in their finances (Claveria 2017). Gen Z tends to target good-paying occupations such as education, health, and business. In addition to being careful in financial matters, Gen Z is also very careful in choosing the products and services they have to pay (Artemova 2018, 21). Gen Z inherits the tradition of shopping for Millennials but in other ways. First of all, Gen Z is "stingier" than in the previous class. For an item, they are always looking for the best value at quality and price. The tendency to make more conscious choices in shopping has made natural and organic products gradually become more popular.

In addition, the reality of Gen Z is expressed in their desire for the world to become authentic, non-stereotyped, they also seek and value the authenticity of the incident. For example, 63% of Gen Z members prefer to see more of the realistic narrative and social media influences, while only 37% choose traditional celebrities (Deep Focus 2015).

3.2.4 Social responsibility

Gen Z is the first generation to grow up in a wider, more diverse world than before. They are much more aware of their future. Globalization has allowed the mixing and migration of cultures. Most of this generation grew up, and they saw same-sex marriage no longer a "controversial" issue, but a common problem. Increasingly, they become less discriminated against skin color and gender. A black American president or a female Prime Minister in Germany - Angela Merkle is no longer a "historical turning point", but just a fact of life, something unprecedented in the previous generation. The growing attention for LGBT and environmental protection movements has created dramatic changes in historical significance. It is therefore not surprising that this demographic group searches for brands that are environmentally conscious, including diversity and having products which are not gender-based. Social advocacy and caring for the greater good is one of the most important and unique characteristics of Generation Z (Sparks & Honey 2015, 51). Generation Z members are by far the level of political

engagement is the highest (Barr 2016). They care deeply about issues related to human rights, equality, diversity, freedom and justice, and at the same time, they are also willing to resist everything that does not resonate with their social passion.

3.2.5 Education

Learning opportunities are everywhere on the web and Generation Z has no obstacles on their ways to learning (Sparks & Honey 2015). Gen Z's life is associated with the most advanced techniques, social networks, smartphones that make their experiences not encapsulated in classrooms but also spread out to the network world. Traditional education methods that are not regularly updated will not meet the needs of Gen Z citizens' daily and hourly information.

Gen Z will be online, not only for entertainment but also to learn the world, from school knowledge to life skills and career skills. They can use English or any other languages well when they are young, they have been exposed to foreign television programs as well as English classes. They can study programs of major universities in the world such as Harvard, Yale, Stanford, etc without having to go to class. Moreover, most of Gen Z members are also interested in learning ways to set up and run their own businesses. 75% of teens are convinced that there are many ways to get a good education without going to college (Sparks & Honey 2015, 8).

3.2.6 Innovation

Being a generation born in the era of digital technology, having the opportunity to access many surrounding technologies and those techniques that are constantly developing, innovation becomes one of the key characteristics of Gen Z. As mentioned above, they are trendsetter for many areas of society today, they are not afraid to innovate and develop new technologies from tradition. They are creating the future of networking devices, artificial intelligence and automating work and developing them more widely (Vision Critical 2016, 10). Gen Z is also the generation with the most business-minded, so they will not ignore all innovation to improve productivity to make profits. This gives them valuable work experience and prepares them to be innovators tomorrow (Johnson 2015).

3.3 Gen Z and Millennials

The generation of Millennials, or Gen Y, was a generation ahead of Gen Z who reached adulthood in 2000. The Millennials generation includes people born between 1981 and 1996 (Dimock 2019). The two generations are close to each other but they have unique characteristics in their personality, thoughts and lifestyles. Past research shows that only 4 percent of Millennials are actually involved in politics and civilian (Twenge, Campbell, & Freeman 2012, 1058). This is why they are often called "Me Generation". (Howe & Strauss 1991). In contrast, Gen Z was born in a world filled with technology. What has been done as great and inspirational inventions, is now made as a certain for teenagers. Through it, Gen Z becomes more global in their thinking, interaction and relativity, Gen Z's interest in society has also become more, so they are often called "We Generation". Millennials are directly affected by technology development. Everything is fast and convenient, but it is also a consequence that this generation wants everything immediately, impatient and easy to fluctuate. Millennials are seen to be more skeptical, critical and have a need for instant gratification (Bergh, Behrer, & Maeseneire 2016).

Characteristics assigned to Millennials include being special, sheltered, confident, team-oriented, pressured and achieving (DeBard 2004, 33-45). The biggest difference between Millennials and Gen Z is that Millennials focus more on themselves instead of following social rules (Twenge 2017). With the creation of the Internet in 1995, the members of the Gen Z had never experienced the time when the Internet did not exist and this made the digital Gen Z truly digital compared to Millennials (Twenge 2017).

3.4 Corporate social responsibility among generation Z in previous research

Through a Cone Communication industry report in 2016, 92% of Gen Z cares about social and environmental issues but they are not happy with where things are happening now, and they especially believe that brands have the power to promote positive change for society and should address current environmental issues. If businesses communicate their CSR activities in a unique and innovative way, Gen Z is willing to spend more money on socially responsible products and services. This is made more evident in the 2017 Cone Communication report. 90% of Gen Z members say they are willing to take a variety of actions, from volunteering (87%) to donating (85%) or sign a petition to help an important cause (84%) to participate in CSR efforts (Cone Communication 2017, 6). In addition to environmental

issues, Gen Z's interest has been increasingly extended to issues of economic development, hunger and poverty, and human rights such as gender equality, racial equality, immigrants, etc.

Currently, although there has been some research done on Generation Z in the fields of education, technology and agriculture, the number of academic research regarding Gen Z in the field of Corporate Social Responsibility remains limited. Uche (2018) conducted a survey to examine the impact of CSR communication on consumers' habits and relationships with Gen Z, thereby assessing variables including progress value, diversity, pro-social behavior, brand attitudes, credible perceptions, ulterior motives, commitment, cognitive beliefs, word of mouth intentions, purchase intent of this generation. This study used the stakeholder theory, relationship management theory, ethical consumerism and corporate reputation theory. The result founded that the positive feeling of a brand based on their ethical CSR decisions will increase Gen Z consumers' ability to buy that brand. In addition, Gen Z also exhibits neutral social support with a few positive skews from actions such as signing petitions, buying socially responsible products and donating (Uche 2018, 41). The survey results also show that the awareness and attitudes of Gen Z align with the research theoretical framework that has been done related to CSR. However, some of the traits of Gen Z can change the way brands communicate their CSR participation, and it is crucial for brands to convey the right message to their Gen Z audience to have positive relationships with stakeholders, positive reputation and continued to be ethical brands (Uche 2018, 47).

4 CONDUCTING EMPIRICAL RESEARCH

This section is considered one of the most important parts of this thesis - the research process. The content of it will be divided into three smaller parts including the research method and the plan to process, the research analysis, the research summary. The main purpose of this section is to determine Gen Z's understanding of CSR concepts and their needs as well as interest in CSR activities in reality. The main target of the research is respondents who ranged in age from 7 to 22 in 2019 (those born between 1997 and 2012), some were still in school and some had been working for one or two years. Questions are sent through multiple channels to collect results, not only sent to students in Finland and Vietnam but also posted publicly on the author's social networks that attract the participation of many people from other countries, therefore, the author can ensure the abundance of information as well as the global trends in the results.

4.1 Research method and the implementation of method

There are different types of the research depending on the nature and purpose of the study and other attributes such as a research methodology, investigated problem, motivation and other (Kothari 2004, 2-4). The major method used in this research refer to the "Quantitative research method". Quantitative research is the process of collecting numerical data through standardized techniques, then applying statistical methods to derive insights from it (Bhatia 2018). Gathering digital data from a group of people, then generalizing those results to a larger group of people to explain a phenomenon is the main goal of this method and it is often used by researchers who want to get an objective conclusion (Bhatia 2018). One of the most commonly used types of field research is the questionnaire. For quantitative research, respondents were asked based on whether the questions were arranged in two categories, "Yes" or "No" or to select an answer from a range of choices. The questions are designed to get an answer relevant to the areas of attitudes, intentions, attitudes, motivations, and demographic characteristics. Quantitative research helps market researchers provide answers that are presented with accurate estimates. The structured responses gathered from the survey can be summarized as scales, averages, or other metrics. For example, 75% of respondents prefer product A over product B, etc. Investigational research is generally related to quantitative research and the typical tools used in the questionnaires given in personal interviews, letters, emails, social networks or telephones.

The survey was conducted from 6th July 2019 to 11th August 2019 to collect answers and the total number of participants was 109. The questionnaire was taken on the Webropol platform and emailed to university students in Centria through personal accounts to three student groups including NBMS16K, NBMK17K and NSAPS18K. In addition, the questionnaire was also sent via the author's Google email account as well as the social media accounts and received help from international students in other countries including Vietnam, the Netherland, Poland, England and the United Stated. Webropol is a great surveying tool because of its ease of operation and ability to collect and analyze data. Respondents provide their own input, and it will be stored automatically. Such analysis thus becomes easier and can be streamlined, and immediately available. Through the Webropol, respondents do not need to go to a specific location but they can still answer questions at their convenient time, at their own pace, and can even start the survey at a moment, then stop for something, then finish it later. Respondents may be willing to share personal information, such as gender, because they do not disclose it directly to others.

However, this survey method also has some inconveniences in the process of collecting answers. Typically, the age of participants to answer the question is from 7 to 22 years of age so it limits the number of people who can take surveys. In addition, although online surveys in many areas can achieve response rates equal to or higher than traditional methods, some participants responded indifferently, so, the responses obtained should only be considered as references.

A quantitative approach was taken to survey members of Generation Z and their interest in CSR. From that, it helps provide digital data about personality characteristics, consumer behavior and provides insights as well as a deeper understanding of the social responsibility topic of Generation Z. The more details about the research method mentioned in the next subchapter of this thesis.

4.2 Research analysis

This subchapter provides a detailed overview of the research methodology used in this thesis to obtain the necessary relevant data collected from respondents through the Webropol platform. The core purpose of the research design is to ensure that the data collection methods and tools are used in the process to find answers to the stated research issues as well as to achieve research results which show a clearer perspective of the main object that needs to be explored.

To better understand CSR's role in Generation Z, the questionnaire with age requirements to participate in the survey was sent to three Centria student groups as well as many students and graduates in some other countries. To produce statistics, which is a quantitative description of some aspect of the study, is the main goal of the survey. Through the feedbacks of the survey participants, it can easily identify what the most important reasons for Gen Z so that companies engage in CSR activities are or how much they pay attention to the CSR policy in business and real life, etc. Although the surveys are still completed individually in the latter type of the survey, it is possible that interviewers might have some influence on how the survey is completed, which is, undoubtedly, a potential limitation for the data analysis (Andres 2012, 47-48). The questionaired is shown in Appendix part of this thesis.

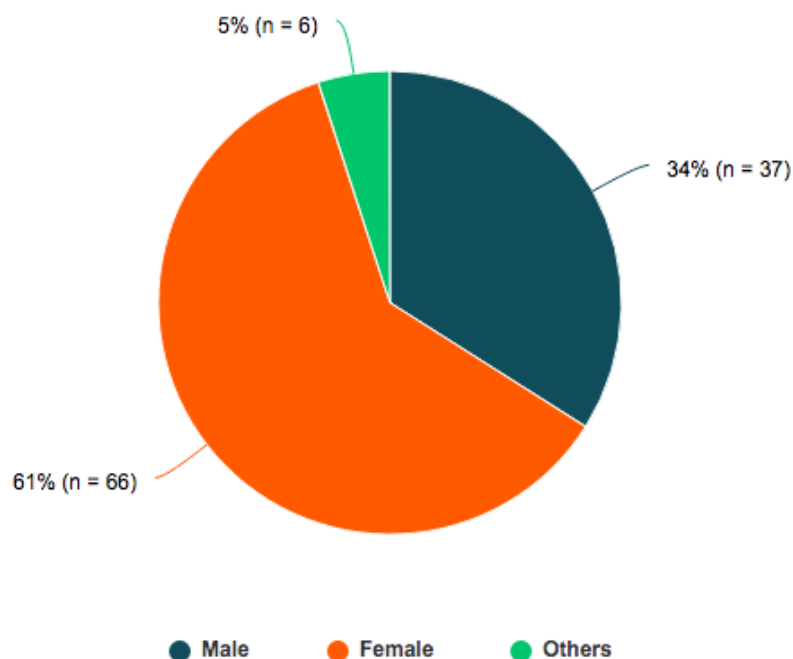**1. What is your gender?**
Number of respondents: 109

FIGURE 5. Gender

Total of respondents of this survey is 109 Gen Z members. Through the results of the first question, there are 66 females who participated in the survey, accounting for 61% of the total, followed by 37 males (34%) and the remaining 5% belongs to another gender (FIGURE 5). It is easy to realize that the number of Gen Z females is double that of males. Females are particularly sensitive to promoting social change, the environment and gender equality. Today, based on family financial support and self-reliance in the

digital age, they are not only able to buy the most from a company that supports social and environmental causes but also are more likely to boycott based on the values of the business if it goes against their wishes on environmental and social issues. Increasing attention to LGBT has also created dramatic changes and motivated Gen Z to care about their rights through CSR campaigns.

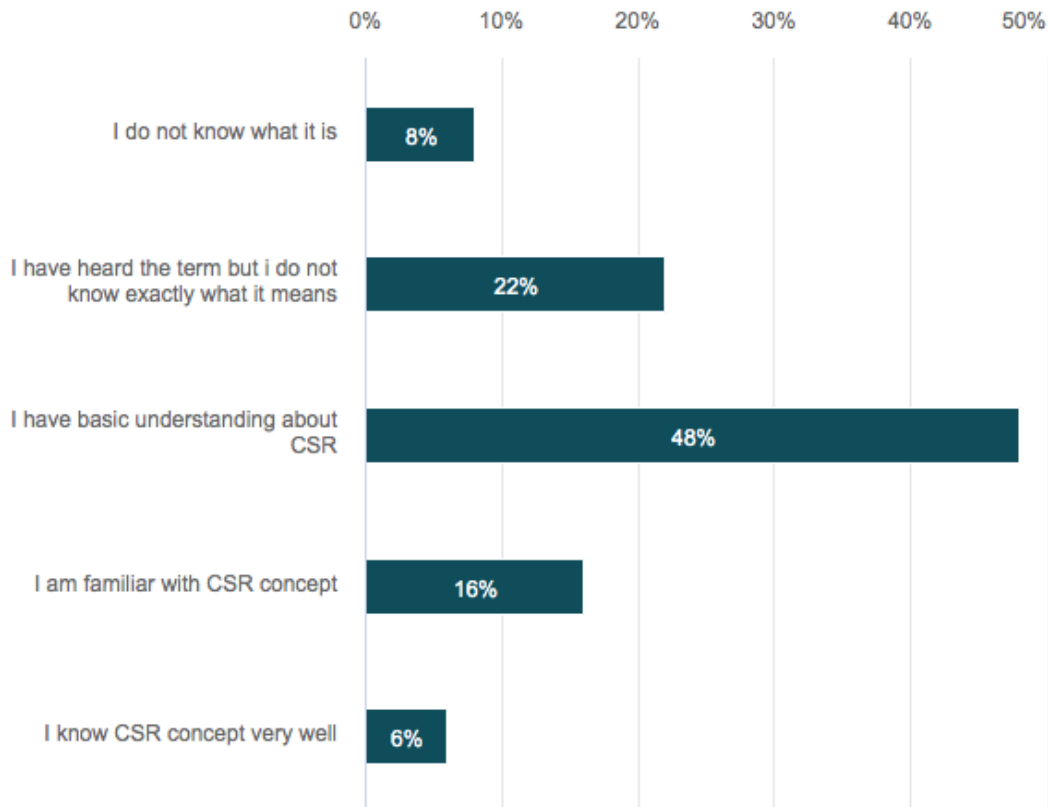**2. What is your level of knowledge regarding the term Corporate Social Responsibility (CSR)?**

Number of respondents: 109

FIGURE 6. Gen Z's level of knowledge about CSR

Up to 48% of respondents chose "I have a basic understanding about CSR", which is twice as many as "I have heard about CSR but I do not know what it means" and six times as much as the first one "I do not know what it is" (FIGURE 6). This shows the constant updating as well as the ability to learn knowledge and grasp trend towards social responsibilities of Gen Z in today's life. Although the number of people who chose "I know CSR concept very well" is not high (only 6%), it also shows that Gen Z has really been learning about CSR for a while and that interest is gradually increasing, it perfectly suited to their increasing demands for various social issues including social responsibility, environmental issues

and gender equality. Only when Gen Z understands a concept and how to implement it, then they can solve the problem they are interested in reality.

3. In your opinion, what are the most important reasons for companies to get involved in CSR activities? (multiple answers)
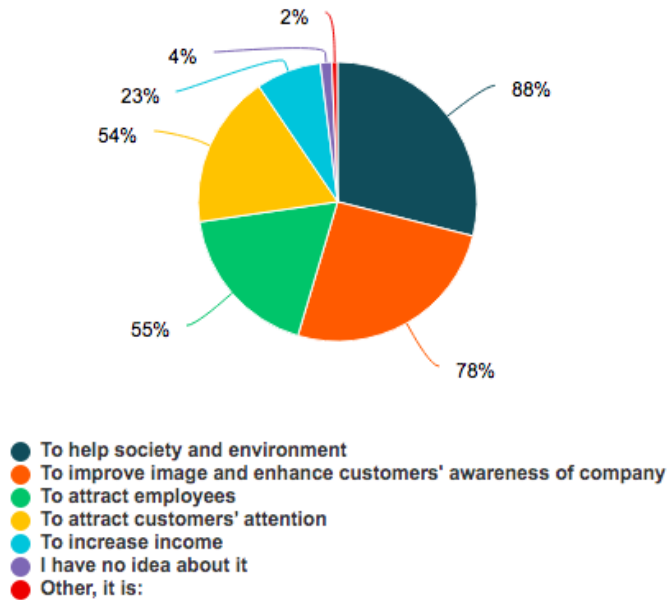

- To help society and environment
- To improve image and enhance customers' awareness of company
- To attract employees
- To attract customers' attention
- To increase income
- I have no idea about it
- Other, it is:

FIGURE 7. The most important reasons for company to get involved in CSR activities

Based on the pie chart, "to help social and environment" is the most voted by Gen Z members to participate in the survey and is also the most important reason in implementing CSR of businesses. The current environmental situation is constantly appearing on the media and the Internet, clearly portraying high levels of pollution and climate change in many places that have attracted the attention of Gen Z. So, it is not surprising that this reason was voted up to 96 times out of 331 votes, accounting for 88% (FIGURE 7).

Following that, "to improve image and enhance customers' awareness of company" is the second most voted reason at 78% (85 votes) (FIGURE 7). Gen Z thinks that the benefits of CSR are plentiful. Although the CSR program will have a positive influence on people, groups or communities directly affected by the actions, it clearly shows that social responsibility of business is an effective activity in improving marketing and brand positioning. Gen Z also tends to pay attention to brands that perform social responsibility.

"To attract employees" and "To attract customers' attention" have the same number of votes (60 votes and 50 votes). Attracting people to a company is extremely important. For Gen Z, the way an organization treats the community also shows the good things it can do for its employees and no one wants to work at a business or buy any product of a company ignore to the issues they care about.
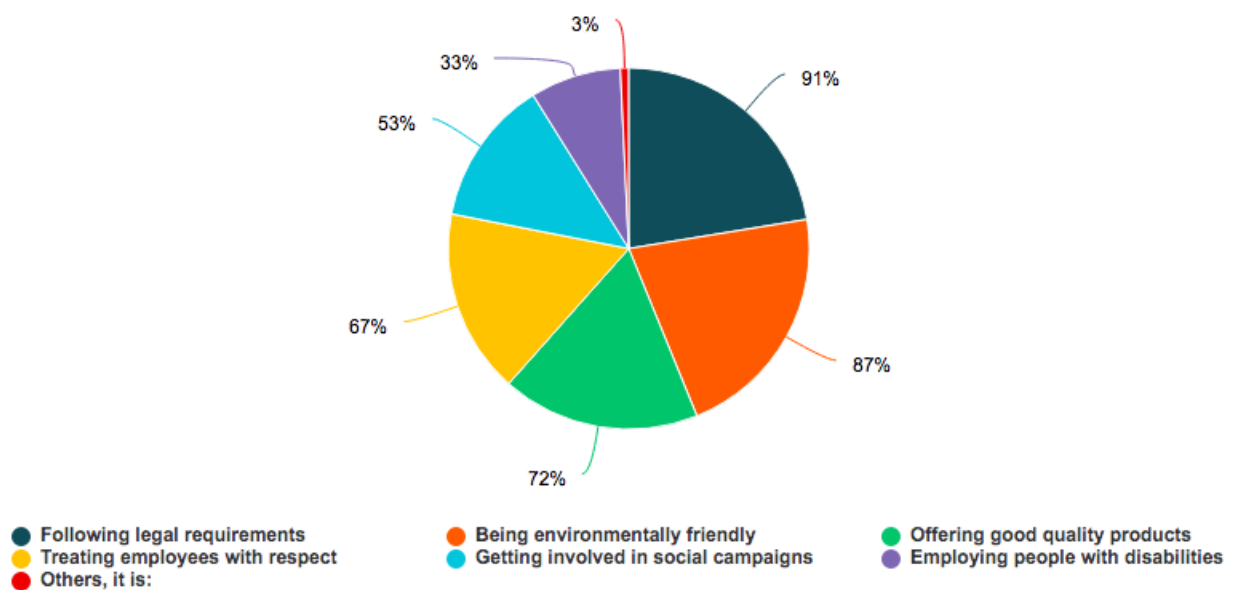

FIGURE 8. Things that make a company responsible

As mentioned above, businesses must comply with the law in order to implement social responsibility, and for enterprises that respect CSR, litigations are not likely to happen (Mullerat 2010, 376-377). This seems to be true from the perspective of the respondents. Up to 99 people out of 109 chose the "Following legal requirements" reason. In the second place, "Being environmentally friendly" was voted by 95 people (87%) and third was "Offering good quality products" accounting for 72% (FIGURE 8). In addition, there were a number of additional comments including sustainable management and environmentally friendly services, fair treatment of employees, ensuring employees' human rights, thereby, showing the broader vision of the respondents - generation Z.

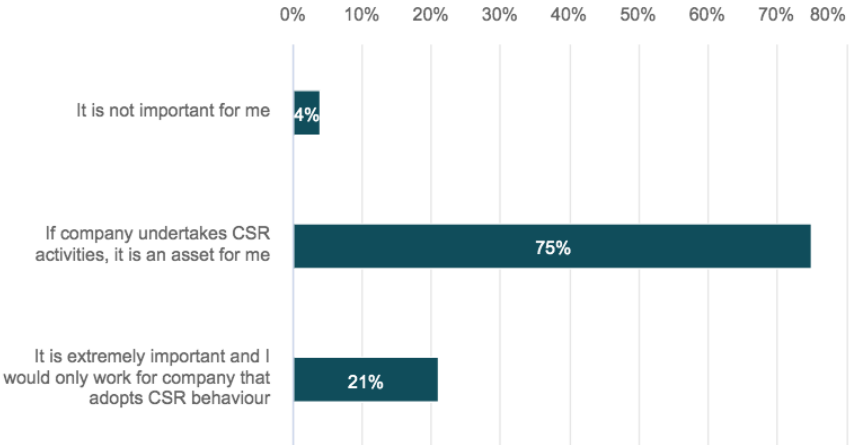**5. As an employee of a company, how much attention do you pay to CSR policy of your company?**

FIGURE 9. The attention to CSR policy as an employee

75% of respondents agree that if the enterprise carries out CSR activities and policies, it will be an asset to them, accounting for two-thirds of the total number of respondents (FIGURE 9). And only 3% said that CSR was not important to them. This shows that Generation Z today wants to work for a socially responsible company. Companies that deal with environmental vandalism, discrimination, or deception of employees in financial matters will somewhat limit their chances of getting the best candidates of this generation.

6. As a customer of a brand/company, how much attention do you pay to CSR policy of it?
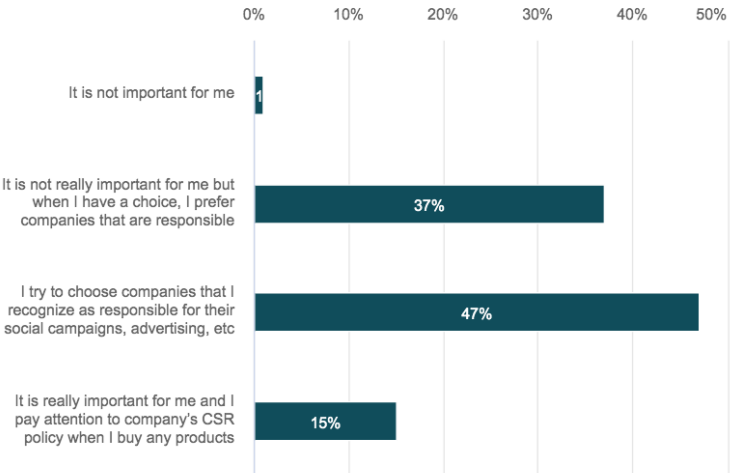

FIGURE 10. The attention to CSR policy as an customer

Many Gen Z members want to have more sustainable consumer products in recent years. The data collected also shows that they are gradually changing consumer habits to reduce environmental impact

when up to 47% of respondents choose the opinion that they will try to buy products from companies that have social responsibility through CSR campaigns, advertising, etc (FIGURE 10). 37% of respondents said they preferred socially responsible companies, although it was not really important to them (FIGURE 10). Technology will allow Gen Z consumers to combine products that match their needs or solve their problems. Companies will also need to understand clearly and have data to show how their sustainability factors can help consumers.

7. Which is THE MOST IMPORTANT ISSUE that you would like companies to address?
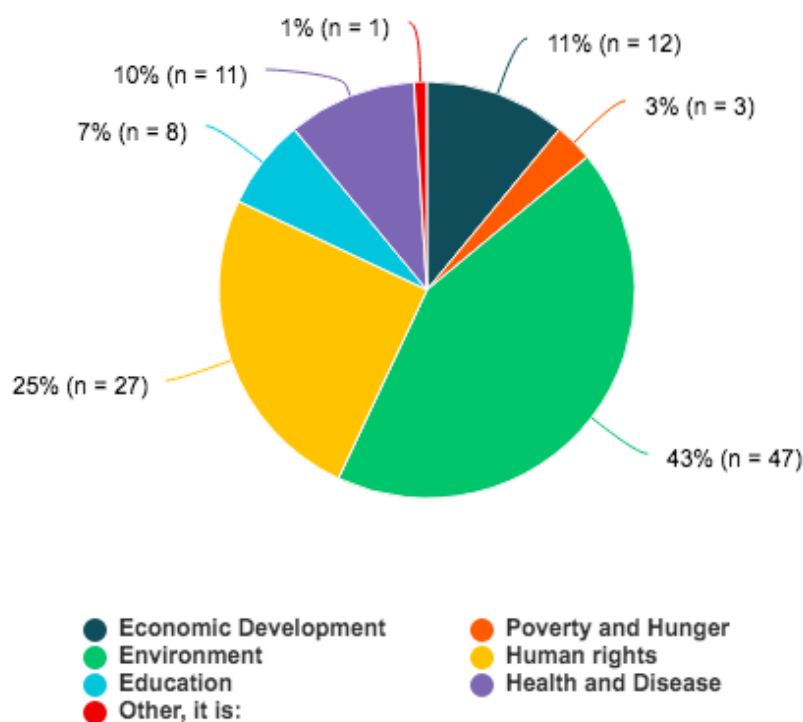

FIGURE 11. The most important issue to company to address

After the natural disasters that happened in 2017, the current trend that Gen Z is most interested in is actions on environmental protection. Up to 47 people out of 109 respondents chose "Environment" as the most important issue that businesses need to solve, accounting for 43% (FIGURE 11). Next is "Human rights" with 25% of the votes. It encompasses many classes, such as gender equality, racial equality, employee equality, etc. Through social media and channels, Gen Z has gained access to more information on human rights campaigns, which has led to higher demand for requiring to put this issue into CSR action plans of companies. The choices "Economic Development", "Health and Disease" and

"Education" have almost equal votes of 11%, 10% and 7%, respectively. Society has many problems, CSR activities of enterprises can just look at those social issues to join hands to find solutions.

8. Please rank the following options from 1 to 5 in order of the importance they have on your purchasing behavior (No.1 is the least important, No.5 is the most important)
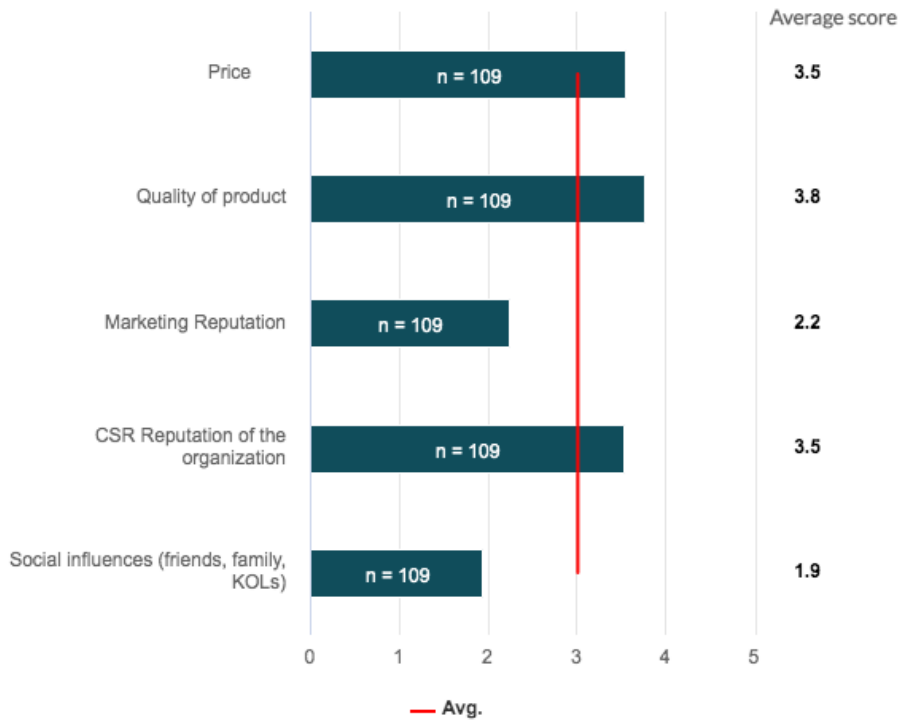

FIGURE 12. Purchasing behavior of Gen Z

This question is posed to examine Gen Z's shopping behavior as well as to understand the priority of this generation member to CSR in practice. "Quality of product" has the highest average score of 3.8 (FIGURE 12) and is also the factor that many people vote as the most they consider when shopping. "CSR Reputation of the organization" has the same average score as the "Price" factor of 3.5 (FIGURE 12), bringing Gen Z's priority to CSR to the second rank, surpassing "Social influences" (2.2)) - the factor that is having a great influence on current youth shopping behavior because of its easy popularity. This shows that the psychology of a part of Gen Z consumers is shifting to prioritizing health for individuals and safety for the world, and this is affecting sales of products on many field.

9. Have you heard of a brand recently that shows its participation in CSR?

34% (n = 37)

66% (n = 72)

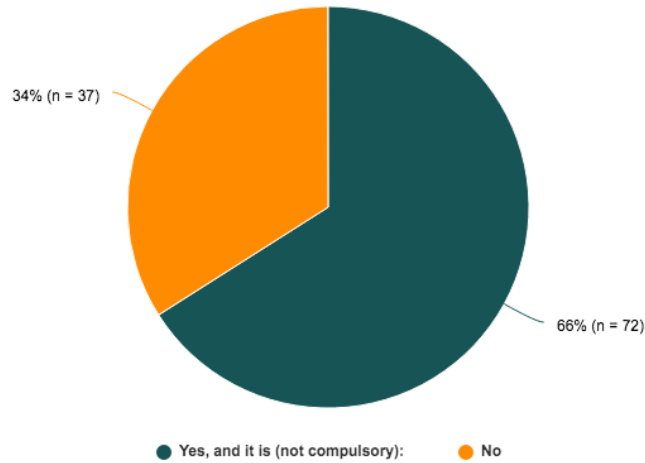● Yes, and it is (not compulsory):   ● No

FIGURE 13. CSR reputation brand

As many as 66% of respondents said they had heard about CSR campaign of at least one brand through various channels, twice as many as those who chose the "No" answer to this question. (FIGURE 13). There are many names they have listed including Google, Coca-Cola, Roll-royce, Starbucks, Whole Foods, Deloitte, KONE, Unilever, P&G, Qatar airlines, Cathay Pacific Airlines, Chipotle, etc.

10. Where do you get information about a brand's participation in CSR? (please select the top source)

3% (n = 3)

19% (n = 21)

22% (n = 24)

8% (n = 9)

10% (n = 11)

38% (n = 41)

● The brand's website
● Through commercials on television
● Through advertisements on YouTube
● Through commercials on streaming services (i.e. Amazon Prime, Facebook, Instagram, etc)
● Through articles written about the brand
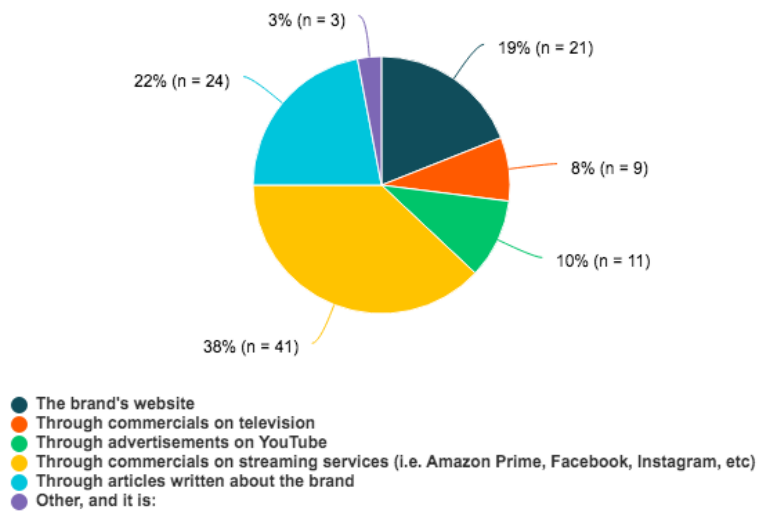● Other, and it is:

FIGURE 14. Information channel on CSR

Streaming or Live stream is a technique for transferring data so that it can be processed as a steady and continuous stream. Streaming technology is becoming increasingly important with the development of the Internet, especially when it is integrated into major social networks such as Facebook, Instagram, Amazon Prime, etc. Live Stream is not only fun for young people but also has enough internal resources that businesses use as a way to build brand image and engage the public. With just one Smart Phone, Gen Z consumers can easily access live stream activities and receive diverse information without spending too much time or money. Therefore, 38% of respondents said they knew the information about a brand's CSR participation through commercials on streaming service was completely understandable (FIGURE 14). The second most common source of information used by respondents is through articles written about brand, accounting for more than 20% (FIGURE 14). Here, Gen Z usually tends to read articles on the Internet more than traditional newspapers because of its convenience. In addition, thanks to the development of technology, the content shown on the Internet has also become more diverse and easier to find, thereby reducing the role of television in the daily life of Gen Z, only 8% of respondents chose the idea that they update information through advertising on television (FIGURE 14).

11. Have you ever been willing to pay more for a product or service from a socially responsible company?
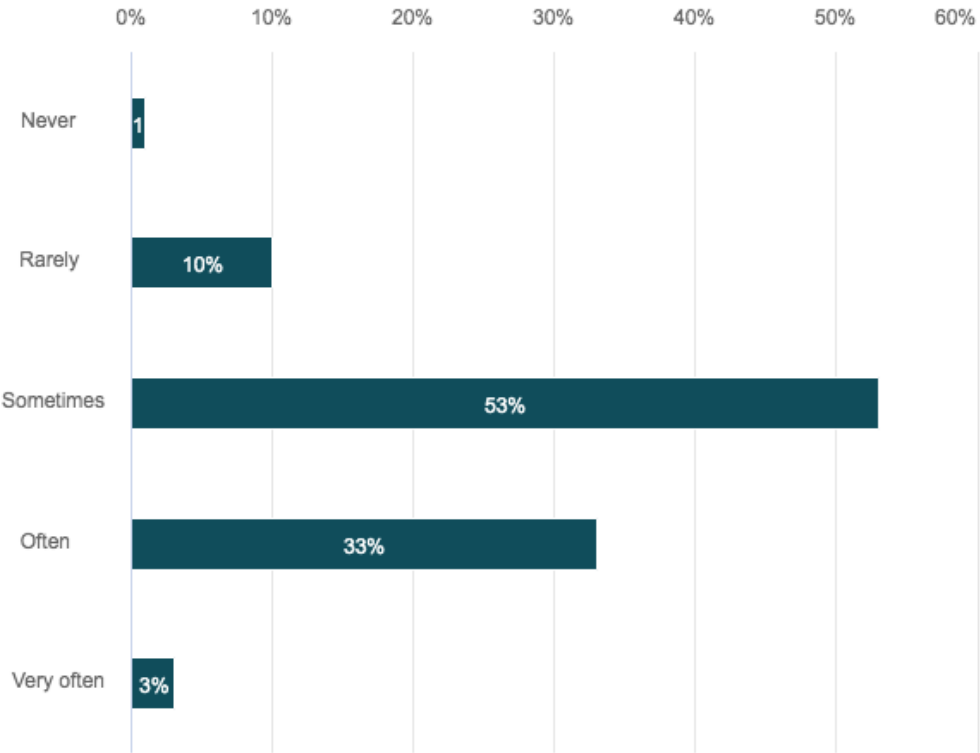

FIGURE 15. Affordability for products or services from a socially responsible company of Gen Z

More than half (53%) of the respondents said they "sometimes" were willing to pay more for products or services from a socially responsible company (FIGURE 15). The current age of Gen Z is from 7 to 22 years old, most people at this age are still going to school or just graduated not long ago, the financial instability is unstable leading to additional payment for sustainable products also becomes harder. However, in the next few years, Gen Z is expected to become a potential customer, able to make money early and be proactive in buying choices. In addition, 33% of respondents who chose "Often" showed that many Gen Z members were certain or could change their shopping habits to reduce the impact on the environment (FIGURE 15). They are also willing to pay more for products that contain eco-friendly ingredients or have sustainable consumer attributes. Finally, just only 1% chose the "Never" option.

12. If price and quality are similar, how likely are you to switch to a brand from a socially responsible company?
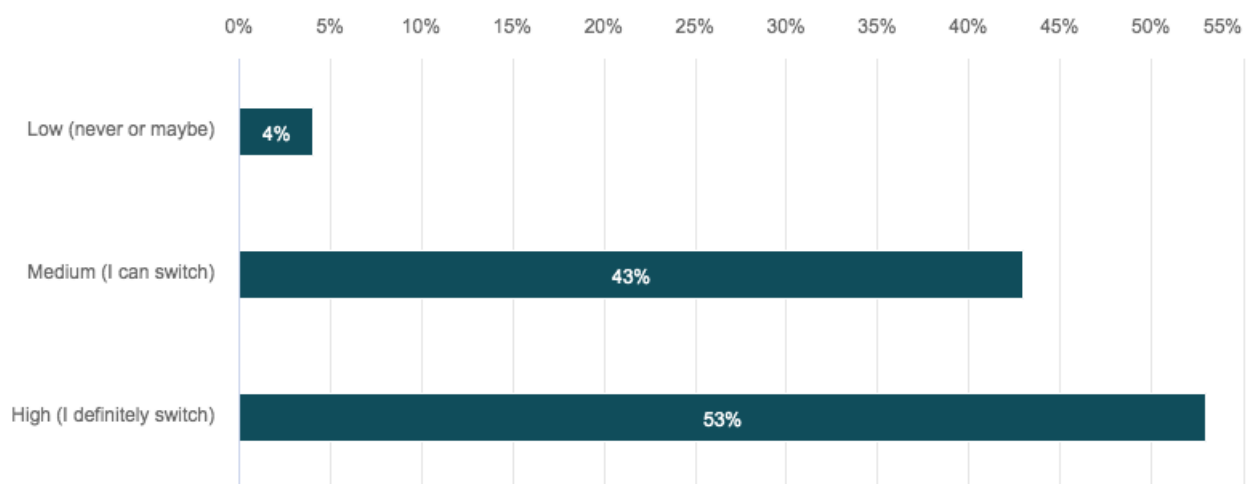

FIGURE 16. The ability to switch to a socially responsible company in consumer habits of Gen Z

As a potential generation, the influence of Gen Z on the market is huge. Despite its extensive access to brands and products, Gen Z is less loyal to a brand and prefers new experiences. In this question, more than 50% of respondents said they would definitely switch to a brand from a socially responsible company. 43% of respondents chose "I can switch" and only 4% chose "I never or maybe switch" option (FIGURE 16). It shows that Gen Z is willing to try new brands if they feel that the old brand does not meet their sustainability requirements. They also find it much easier to find eco-friendly products in stores where they shop.

4.3 Research summary

Generation Z is the people who want to make a difference in the world the most ever. In addition to a good-paying job, a large part of iGen members said they like to choose a job that makes a positive impact on society in some way. The main findings of this research are Gen Z's understanding of CSR - an area that has only been around for more than 60 years, Gen Z's desire for CSR activities of businesses and the ability to change follows the CSR development flow of them at the present time. Respondents in the survey are all potential customers and they have stated the necessary and sufficient values to determine the role of CSR for the latest generation today. Gen Z has a mature view of what it means to be a responsible company. Gen Z believes that the main responsibility is for the company to comply with the law (91%), businesses take actions to protect the environment (87%) and employ employees appropriately and respectfully (67) %), and create good products for individuals and their families (53%) (FIGURE 8). In addition, the positive relationship between Gen Z's intentions and buying habits and CSR brand involvement is also shown through the results of the survey. About 86% of respondents said they were willing to pay more for products or services provided by a socially responsible company, and from that 86%, about 33% say they do this often (FIGURE 15). Finally, Gen Z holds a positive attitude towards CSR related brands, typically with 53% of respondents choosing to rebrand if the brand meets sustainability (FIGURE 16). This indicates that if a brand participates in CSR communication, it will generate more sympathy for Gen Z. Gen Z is not impressed by the advertisements and they do not even trust the PR content too much. What they seek is sustainable value. They can easily find better alternative sources of information through the Internet and mobile technology if a brand does not prove to them its value and social responsibility. In a nutshell, this study shows the information and conditions necessary to be able to engage Gen Z members through CSR activities in order to increase the trust and potential relationships of future customers and businesses. The results show a good response from Gen Z and the development potential of CSR in branding and promoting sustainable development. Hopefully, it will be helpful for researchers as well as businesses to understand clearly and deeply the characteristics of this potential Z generation.

5 CONCLUSION

In summary, the main goal of this study was to understand CSR in the economic environment, to identify the personal characteristics of the latest generation of society - Gen Z and the correlation and interaction between them. The research questionnaire was developed with the purpose of gaining more insight into the relationship between CSR influence and Gen Z awareness in today modern life. Although the questions are analyzed and answered individually, the theoretical framework and the overall research data mentioned in the above sections were reviewed and listed along with the questions in the survey to obtain with a broader understanding of the concepts of Corporate Social Responsibility and Generation Z, those data have been studied through various methods and discussed earlier.

The thesis has been conducted in two parts: theory and practice, and managed by the author to achieve certain results which related to the topic of the thesis during the research process: Engaging Generation Z through Corporate Social Responsibility. In theoretical part, after having a chance to learn about Gen Z's personal characteristics, the author realized that there were three important features of this generation including they were dependent on technology, they connected and they were socially responsible. First, technology appears in every aspect of life and attracts Gen Z through various electronic tools that replace traditional practices. Secondly, for Gen Z, being connected is not only helping them not to miss anything but the fact that it also breaks the border between them and the world. Finally, in today's volatile society, social responsibility is gradually considered by Gen Z as one of the standards of a sustainable person. In addition to unconsciously supporting companies whose activities have a positive influence on society, they also support human rights without discrimination. Thanks to these characteristics, CSR has the opportunity to communicate widely and reach each Gen Z member through connecting tools, both to help them easily learn and help them to satisfy to "being a good citizen". In practical part, Gen Z members' perspectives on CSR's role and influence are more evident through their own consumer definitions and behaviors. Gen Z's consumer behavior tends to be skeptical of brands in general but it is more likely to be sympathetic to environmental and social businesses. Understanding this mentality, companies are also willing to engage with the latest generation of consumers by proving that they are the ones who truly create products and services as well as create value for society from their money and their change efforts. This study attempted to evaluate Gen Z's perceptions and attitudes toward communication about CSR involvement, and they were also consistent with the theoretical framework studied in relation to CSR. From the survey results can be draw the conclusions that the right

transmission of CSR messages to Gen Z will help businesses have a positive relationship with stakeholders, create a good reputation and become an ethical brand.

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Survey Questionaire

ENGAGING GENERATION Z THROUGH CORPORATE SOCIAL RESPONSIBILITY

Hello everyone, my name is Minh Vo and I am a student at Centria University of applied sciences. Currently, I am entering the final stage of my learning process is to complete my final thesis. Through this survey, I hope to gather all the necessary information for my thesis thanks to everyone's help. Thank you very much.

My final essay topic is related to Corporate Social Responsibility. So this is my brief summary of the meaning of it:

Corporate social responsibility (CSR) is simply a way of operating a business in a manner that is responsible for the social and environmental impact when they exploit resources for production and business. Here are some examples of CSR include, but are not limited to:
- Socially-responsible business practices, such as environmental conservation, ethical treatments of animals, fair treatment of contractors, etc.
- Companies implement corporate social responsibility by donating money, products or services to social issues.
- Enterprises implement legal labor policies by treating employees fairly and ethically.
- Businesses that organize volunteer activities do many good things without expecting any return

THE MAIN SUBJECT OF THIS SURVEY ARE PEOPLE WHO ARE BETWEEN THE AGES OF 7 AND 22 (born from 1997 to 2012).
=> IF YOU DO NOT BELONG TO THIS AGE RANGE, PLEASE EXIT THE SURVEY. THANK YOU.

1 What is your gender?

Male

Female

Other

2 What is your level of knowledge regarding the term Corporate Social Responsibility (CSR) ?

I don't know what it is

I have heard the term but i don't know exactly what it means

I have basic understanding about this concept

I am familiar with CSR topic

I am well versed in CSR concept

3 In your opinion, what are the most important reasons for companies to get involved in CSR

activities? (multiple answers)

To help society and environment

To improve image and enhance customers' awareness of company

To increase income

To attract customers' attention

To attract employees

I have no idea about it

Others, it is:

4 In your opinion, what makes a company responsible? (multiple answers)

Following legal requirements

Offering good quality products

Treating employees with respect

Employing people with disabilities

Being environmentally friendly

Getting involved in social campaigns

Others, it is:

5 As an employee of a company, how much attention do you pay to CSR policy of your company?

It is not important for me

If company undertakes CSR activities, it is an asset for me

It is extremely important and I would only work for company that adopts CSR behaviour

6 As a customer of a brand/company, how much attention do you pay to CSR policy of it?

It is not important for me

It is not really important for me but when I have a choice, I prefer companies that are responsible

I try to choose companies that I recognize as responsible for their social campaigns, advertising, etc

It is really important for me and I pay attention to company's CSR policy when I buy any products

7 Which is THE MOST IMPORTANT ISSUE that you would like companies to address?

Economic Development

Poverty and Hunger

Environment

Human rights

Education

Health and Disease

Others, it is:

8 Please rank the following options from 1 to 5 in order of the important/priority they have on your purchasing behavior (No.1 is the least important, No.5 is the most important)

Price   Select

Quality of product   Select

Marketing reputation   Select

CSR reputation of the organization   Select

Social Influences (friends, family, KOLs)   Select

9 Have you heard of a brand recently that shows its participation in CSR?
Yes, it is:

No

10 Where do you get information about a brand's participation in CSR? (please select the top source)

The brand's website

Through commercials on television

Through advertisements on YouTube

Through commercials on streaming services (i.e. Amazon Prime, Facebook, Instagram, etc)

Through articles written about the brand

Other, it is:

11 Have you ever been willing to pay more for a product or service from a socially responsible company?

Never

Rarely

Sometimes

Often

Very often

12 If price and quality are similar, how likely are you to switch to a brand from a socially responsible company?

Low (never or maybe)

Medium (I can switch)

High (I definitely switch)

THANK YOU