

GENERATION Z AND CSR: ANTECEDENTS OF PURCHASING INTENTION OF UNIVERSITY STUDENTS



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Çağla ARIKER
Assistant Professor
Istanbul Kultur
University
Faculty of Economics
and Administrative
Sciences
c.ariker@iku.edu.tr

Andaç TOKSOY
Research Assistant
Istanbul Kultur
University
Faculty of Economics
and Administrative
Sciences
a.toksoy@iku.edu.tr

ABSTRACT Objective of this research is to examine hierarchy between three factors that affect purchasing intention of Generation Z for products of companies implementing CSR projects. Since Generation Z will become target market of many companies in the short-run, studies regarding their purchasing intention, sign of actual purchase, are valuable. Three independent factors include “Perception of Primary Motives”, “General Attitudes”, and “Preconditions to Prefer”. Data was collected through a survey with scales measuring research variables. Four Regression Models were tested to see hierarchical effect of independent variables. The results showed that positive perceptions and attitudes alone aren’t sufficient to create strong purchasing intention for CSR related products. Determination coefficient increased as “Preconditions to Prefer”, namely affordable price and good quality products, were entered into the model, respectively. Managers targeting Generation Z are suggested to implement CSR projects but not at the expense of affordable price and expected quality standards.

Keywords: *Generation Z, CSR, preconditions to prefer*

Jel codes: *M3, M31, M14*

Scope: *Business*

Type: *Research*

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Z JENERASYONU VE KSS: ÜNİVERSİTE ÖĞRENCİLERİNİN SATIN ALMA EĞİLİMİNİN ÖNCÜLLERİ



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Çağla ARIKER
Yrd. Doç. Dr.
İstanbul Kültür
Üniversitesi
İktisadi ve İdari Bilimler
Fakültesi
c.ariker@iku.edu.tr

Andaç TOKSOY
Arş. Gör.
İstanbul Kültür
Üniversitesi
İktisadi ve İdari Bilimler
Fakültesi
a.toksoy@iku.edu.tr

ÖZİ Bu araştırmanın amacı, Z jenerasyonunun, kurumsal sosyal sorumluluk projeleri (KSS) uygulayan şirketlerin ürünlerine yönelik satın alma eğilimini etkileyen üç faktörün arasındaki hiyerarşiyi incelemektir. Z jenerasyonu yakın gelecekte pek çok şirketin hedef pazarını oluşturacağından, satın alma eğilimlerine yönelik araştırmalar değerlidir. Üç bağımsız değişken “Algılanan Birincil Güdüler”, “Genel Tutumlar” ve “Tercihin Önşartları”dır. Veriler araştırma değişkenlerini ölçmeye yönelik ölçekleri içeren bir anket kullanılarak toplanmıştır. Bağımsız değişkenlerin “Satın Alma Eğilimi” üzerindeki hiyerarşik etkisini görmek için dört adet Regresyon Modeli test edilmiştir. Sonuçlar, olumlu algılamaların ve tutumların KSS uygulayan şirketlerin ürünlerine yönelik güçlü satın alma eğilimi yaratmakta tek başına yeterli olmadığını göstermiştir. Belirlilik katsayısı, “Tercihin Önşartları” arasında bulunan “Ulaşılabilir Fiyat” ve “İyi Kalitede Ürünler” değişkenleri modellere eklendikçe yükselmiştir. Bu nedenle, hedef pazarları arasında Z jenerasyonu bulunan yöneticilere, KSS projelerini uygularken, ulaşılabilir fiyat ve beklenen kalite standartları konularındaki önşartları sağlamaya devam etmeleri önerilir.

Anahtar Kelimeler: Z Jenerasyonu, KSS, Tercihin Önşartları

JEL Kodu: M3, M31, M14

Alanı: İşletme

Türü: Araştırma

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1. INTRODUCTION

Generation Z consisting of consumers born after the middle of 1990s is the new target market of companies. Nevertheless, the perceptions, attitudes, intentions and consumption behaviors of this new generation are almost untouched issues. The main contribution of this research is to examine the hierarchy between factors that affect purchasing intention of Generation Z for the products of companies implementing CSR (Corporate Social Responsibility) projects. As is known purchasing intention may result in actual purchase although other factors, affecting final purchasing decision, may occur (Fishbein & Ajzen, 1975; Ajzen, 1991).

Much of the previous research on the topic employed the factors affecting purchasing intention of Generation Y, the former age group before Generation Z (Cui, Trent, Sullivan, & Matiru, 2003; Hyllegard, Ogle, & Yan, 2009; Hyllegard, Ogle, Yan, & Attmann, 2010; Vilela & Nelson, 2016; Nga & Soo, 2013; Yoon, Littrel, & Niehm, 2012; Furlow, 2011). There are studies examining the effect of “Perceived Primary Motives” (perceived reasons of companies’ CSR activities) on “Purchasing Intention” (Webb & Mohr, 1998; Handelman & Arnold, 1999; Ellen, Mohr, & Webb, 2000; Forehand & Grier, 2003; Bhattacharya & Sen, 2004; Yoon, Gürhan-Canlı, & Schwarz, 2006; Ellen, Webb, & Mohr, 2006; Becker-Olsen, Cudmore, & Hill, 2006; Lee, et.al., 2009; Kim, 2011; Gao, 2012). Consumers’ “General Attitudes” toward CSR projects on “Purchasing Intention” was also handled in previous research (Brown & Dacin, 1997; Sen & Bhattacharya, 2001; Mohr & Webb, 2005; Chen & Kong, 2009). Most of those studies have found that positive perceptions and attitudes are not sufficient to create “Purchasing Intention” unless some “Preconditions to Prefer” (price, quality, brand) exist (Baron, Miyazaki, & Taylor, 2000; Bray, Johns & Kilburn, 2011; Mohr & Webb, 2005; Rampal & Bawa, 2008; Chen & Kong, 2009; Erdoğan, Torun, & Gönüllüoğlu, 2014).

On the other hand, Generational Theory holds that generational dissimilarities may result in different approaches for the same issue (Strauss & Howe, 1991). Generation Z is expected to be more involved in environment, justice, and problems of others (Jain, Reshma, & Jagani, 2014; Arman, 2013). As a result, they may ignore above mentioned preconditions when purchasing CSR related brands. Therefore, our research objective was determined as to highlight the degree of effect of “Preconditions to Prefer” on transforming “Perception of Primary Motives” and “General Attitudes” to “Purchasing Intention”.

To our knowledge, our research is the first to examine the hierarchical impact of three factors on purchasing intention for the CSR related products and within the frame of Generation Z. The goal of this paper is to provide answers

to the following research questions: (1) How does Generation Z perceive the inner reasons of companies CSR implementations? (2) What kind of attitudes does Generation Z develop toward implementations of CSR projects by companies? (3) What is the level of purchasing intention of Generation Z for the products of socially responsible companies? (4) What is the degree of correlation between “Perception of Primary Motives” and “General Attitudes”? (5) What is the degree of impact of three independent factors (perception of primary motives, general attitudes and preconditions to prefer) on purchasing intention of Generation Z consumers for CSR related brands? (6) Do Generation Z consumers also have some preconditions to prefer brands of companies that develop CSR projects? If yes, what is the degree of effect of preconditions to prefer on transforming “Perception of Primary Motives” and “General Attitudes” to “Purchasing Intention”.

The present paper is organized as follows: In the next section, the literature about Generation Z is briefly reviewed. Then, hypotheses and research model are developed to address above mentioned research questions. Data collection, sample characteristics and data analysis methods are explained under research methodology. Finally, results are presented, managerial implications are discussed and suggestions for future research are developed.

2. THEORY AND HYPOTHESES DEVELOPMENT

2.1. Generation Z

Generational Theory was developed by Strauss & Howe in 1991. Accordingly, the authors categorize generations into five main cohorts (Strauss & Howe, 1991, p. 74):

“The civics, born between 1901-1924,
The adaptives, born between 1925-1942,
The Idealists (Baby Boomers), born between 1943- 1960,
Generation X, born between 1960-1980,
Generation Y, born between 1981-1995,
Generation Z, born post 1995”.

Each generation has unique expectations, experiences, generational history, lifestyles, values, attitudes, world views, styles of consumption, and demographics that influence their buying behaviors (Williams, 2011, p.1; Levickaite, 2010, p. 171; Gardiner & King, 2014, p.706; Groapa & Caescu, 2014, p.65). Therefore, generational cohorts can be considered as major market segments (Levickaite, 2010, p.174; Hume, 2010, p.387). The members of the newest generation, Generation Z, are the new target markets of many companies in the short-run. Generation Z is identified as children born after the middle of

1990s (Malone, 2007, p.515; Tulgan, 2013, p.1; Levickaite, 2010, p.172; Veiga Neto, 2013, p.113; Williams, 2011, p.50; Ziamba & Eisenhardt, 2014, p.45, Berkup, 2014, p.219). Unlike the previous generations, they were born into the technology instead of being accustomed to it (Berkup, 2014, p.223). They do not know a world without computers and the Internet and called as The Digital Natives and iGeneration (Mrowka & Pindelski, 2012, p.517). Addiction to technology and speed, freedom, individualism and reliance are the distinctive terms that can be used to define Generation Z (Berkup, 2014, p.223). The members of Generation Z are also expected to have more positive attitudes toward community, environment, emotionalism, justice, friendship, sensibility for the problems of others, spirituality and so on in comparison to the Generation Y (Jain, Reshma, & Jagani, 2014, p.19, Arman, 2013). Generation Z people can distinguish the right and wrong and believe that they can impact the world (Williams, 2011, p.11). Groapa & Caescu defined Generation Z as “the new conservatives” embracing traditional beliefs, valuing the family unit, self-controlled and more responsible (2014, p.67).

2.2. Perception of Primary Motives and General Attitudes

Attribution Theory, developed by social psychologist Fritz Heider in 1958, holds that individuals need to understand and interpret inherent reasons behind the behaviors of others. Therefore, people tend to draw inferences from behaviors (Gilbert & Malone 1995, p.21, Kağıtçıbaşı, 2010, p.248). In other words, they develop judgments regarding the inner motives of behavior. People find reasons for the behaviors of others, since they know that their own behaviors do not appear, randomly (Ay & Kahraman, 2014, p.115). As a result of these attributions, people develop attitudes and make decisions (Kelley, 1973, p.127). Attribution Theory is also used by consumer researchers to understand the content of consumer attributions and how these attributions will affect the attitudes and behaviors of consumers (Ay & Kahraman, 2014, p.115). Most of the consumers make inferences for the marketing activities of businesses including implementations of CSR projects (Cui, et al., 2003, p.311). Interpretations about companies' primary motives to implement CSR activities may affect the perception of sincerity of companies (Ay & Kahraman, 2014, p.124). When consumers encounter with an announcement of CSR project on behalf of a brand, they may develop some inferences of why the company implements it, either consciously or unconsciously. As a result, the perception of primary motives takes place.

Consumers may perceive the primary reasons of companies' CSR activities as public-serving (altruistic) or firm-serving (egoistic) or both (Forehand & Grier, 2003, p.350; Webb & Mohr, 1998, p.231; Ellen et al., 2000, p.395; Kim, 2011, p.84; Handelman & Arnold, 1999, p.35). Bhattacharya & Sen

hold that some consumers approach companies' CSR initiatives as a win-win business strategy and accept the reality of existence of firm-serving reasons as well as the altruistic motives (2004, p.15). The authors hold that consumers may have a positive tendency to purchase these products under these circumstances. On the other hand, if consumers perceive the primary reasons as only firm-serving, then purchasing intention may not exist. Hence,

H1: Generation Z's "Perception of Primary Motives" has an effect on their "Purchasing Intention" for the products of socially responsible companies.

Perceived motives may influence general attitudes toward implementations of CSR projects by companies (Barone et al., 2000, p.249; Brown & Dacin, 1997, p. 68; Forehand & Grier, 2003, p.349). If consumers perceive primary motives as "only to create firm-serving benefits", then, negative attitudes toward implementations of CSR projects by companies may come up (Forehand & Grier, 2003, p.349; Kim & Lee, 2009, p.466; Andreasen, 1996, p.59; Drumwright, 1996, p.83; Becker- Olsen et. al., 2006, p.48). If consumers interpret the companies' primary motives as providing "benefits to others", then, they may develop positive attitudes toward implementations of CSR projects by companies (Peloz, Ye & Montford, 2015, p.21). Thus, we propose the following hypothesis:

H2: Generation Z's "Perception of Primary Motives" has an effect on their "General Attitudes" toward implementations of CSR projects by companies.

If consumers develop negative attitudes toward CSR project implementations, they are surrounded by suspicion and make several attributions such as companies attempting to sell low quality and/or high-priced items by using the CSR as a veil (Webb & Mohr, 1998, p.234). As a result, consumers may avoid from purchasing these products. Similarly, if consumers develop positive attitudes toward CSR project implementations, they may have a positive tendency to purchase these products. Hence,

H3: Generation Z's "General Attitudes" toward implementations of CSR projects by companies have an effect on their "Purchasing Intention" for the products of socially responsible companies.

2.3.General Attitudes and Preconditions to Prefer a Product

Most of the previous studies showed that consumers have favorable attitudes toward implementations of CSR projects by companies. (Brown & Dacin, 1997, p.80; Bhattacharya & Sen, 2004, p.14). Brown & Dacin demonstrated that consumers thoughts and feelings about companies CSR activities influence both the evaluation of the company and its products (1997,

p.80). The authors hold that the more positive attitudes consumers have for the implementations of CSR activities, the greater amount of revenues can be created by the company (Brown & Dacin, 1997, p.80). Forehand & Grier also hold that the perceived image of businesses and brands as well as the purchasing intention of consumers may vary depending on their positive or negative attitudes toward the idea of carrying out CSR initiatives by companies. (2003, p.349). On the other hand, findings of other researches were fluctuated when it comes to the reflections of positive attitudes on purchasing intention.

Smith & Alcorn maintained that consumers are willing to switch brands to support socially responsive firms (1991, p.20). On the other hand, according to Cone's Millennial Cause Study, 89% of millennials born between 1979 and 2001 said that they are likely to switch from one brand to another supporting a CSR, if price and quality are equal (2006). The results of the study of Bray et al. showed that consumers with great brand loyalty cannot switch to a more ethical alternative (2011, p.605). According to Gao, there is a link between consumers brand switching behavior and their perceptions of primary motives of companies' CSR activities as positive or negative (2012, p.9574). Positive attribution may lead consumers to change their random brand preference and purchase the brand of company with CSR initiatives.

Some studies hold that consumers accept to pay a higher price for products of companies carrying out CSR campaigns because of the good feelings they felt through purchasing these goods (Bhattacharya & Sen, 2004, p.16; Strahilevitz, 1999, p.216; Ferreira, Avila, & De Faria, 2010, p.218). On the other hand, Erdoğan et al. hold that there are people who appreciate CSR campaigns, but do not like to purchase a CSR brand because of its high price or prefer to buy a CSR brand as long as it has the same quality as others (2014, p.164). Chen & Kong hold that consumers living in developing countries care more about fundamental welfare matters in comparison to the consumers living in developed countries and CSR is not the first factor to consider when they make a purchasing decision (2009, p.147). As a result, affordable price is one of the most important determinants of a purchase decision in developing countries and it is a precondition to think about buying the products of companies implementing CSR programmes (Chen & Kong, 2009, p.147).

In short, it seems like positive consumer perceptions and attitudes may not be enough to obtain a positive effect on sales figures. Success of CSR programmes may also depend on some preconditions such as price, quality, and brand. Existence of these preconditions may be the explanations of why positive consumer perceptions and attitudes cannot be translated into purchasing behavior (Bhattacharya & Sen, 2004, p.16). In summary, the extant literature leads us to hypothesize the following:

H4: Generation Z’s “Preconditions to Prefer” have an effect on transforming “Perception of Primary Motives” and “General Attitudes” to “Purchasing Intention”.

H4a: Generation Z’s precondition for “Affordable Price” have an effect on transforming “Perception of Primary Motives” and “General Attitudes” to “Purchasing Intention”.

H4b: Generation Z’s precondition for “Good Quality Products” have an effect on transforming “Perception of Primary Motives” and “General Attitudes” to “Purchasing Intention”.

H4c: Generation Z’s precondition for “Existed Brand Preference” have an effect on transforming “Perception of Primary Motives” and “General Attitudes” to “Purchasing Intention”.

Figure 1 contains all the hypothesized relationships.

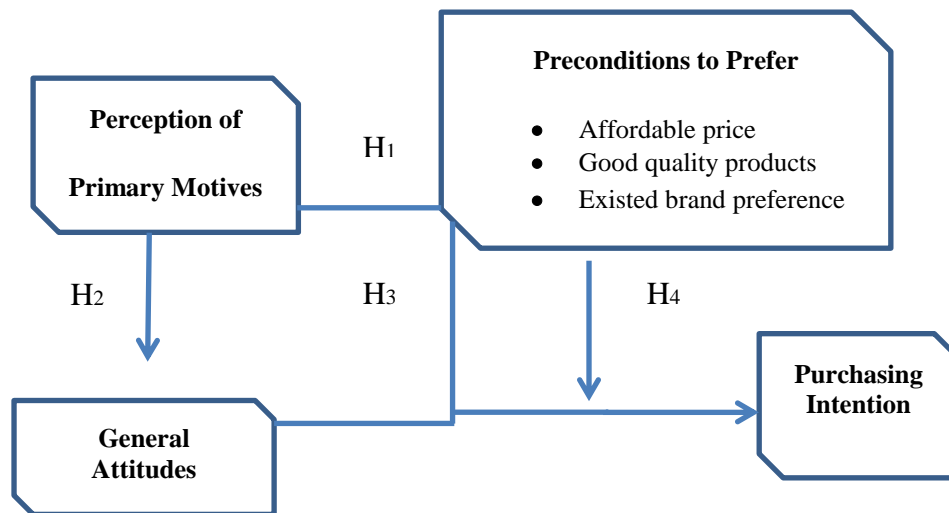


Figure 1. Research Model

3. Method

The objective of this research is to examine the degree of effect of “Preconditions to Prefer” on transforming Generation Z’s “Perception of Primary Motives” and “General Attitudes” to “Purchasing Intention”. To our knowledge, our research is the first to examine the hierarchical impact of three factors on purchasing intention for the CSR related products and within the frame of Generation Z. For this reason, the study has an exploratory nature.

3.1. Data Collection and Sample Characteristics

To test the hypothesized model, a survey study was conducted. The scales used in previous studies to measure “Perception of Primary Motives” (Webb & Mohr, 1998, p.230; Kim, 2011, p.92; Yoon et al., 2006, p.381; Ellen et al.,2006, p.150; Becker-Olsen et al., 2006, p.49; Lee et al., 2009, p.942-943) and “General Attitudes” (Mohr & Webb, 2005, p.146; Sen & Bhattacharya, 2001, p.234, 239) were employed. The survey also included a scale to measure “Preconditions to Prefer” the products of companies engaging in CSR and “Purchasing Intention” (Lee et.al., 2009, p. 942). 5-point Likert Scales was used to measure answers for all judgments.

University students living in Turkey constitute the population of this study since they represent the first members of Generation Z. Sampling frame was determined as students of universities located in Istanbul, the biggest city of Turkey, since it is difficult to reach all universities spread over Turkey. The convenience sampling was selected as the sampling method because of time, money and human resources limitations. As a result of the limitations, the survey was answered by 272 Business Administration students from three different universities in May, 2016. Sample included 142 students from Istanbul Kultur University, 54 students from Marmara University and 76 students from Gelişim University. All students were between 17 and 20 years old, so the sample included the first representatives of Generation Z. A total of 272 questionnaire was distributed and 251 of them was usable.

3.2. Data Analysis

Correlation Analysis and Regression Analysis were used to analyse the survey data after testing scale reliabilities. The items to measure “Perception of Primary Motives” and their mean values are presented in Table 1. The results of reliability analysis showed that if some of the items were deleted, the Cronbach Alpha could be increased. Accordingly, items 6 and 1 were deleted in order to increase the reliability. Final Cronbach Alpha value for the “Perception of Primary Motives” scale was 0.63 which is acceptable for the social sciences researches (Hair, Anderson, Tatham, & Black 1998, p.11; Özdamar, 2002, p.673). The mean value of the items in “Perception of Primary Motives” scale was used to conduct above mentioned analysis. The mean value of 3.20 may be interpreted as Generation Z perceives the primary reasons of companies’ CSR activities as both public and firm serving.

Table 1. Items to Measure "Perception of Primary Motives"

Item No	Item	Mean
1	Companies develop social responsibility projects in order to maintain more preference for their products.*(R)	3.46
2	The purpose of companies dealing with social responsibility projects is to sell more through exploiting the goodwill of consumers.(R)	3.36
3	Companies perform social responsibility projects in order to just strengthen the image of their brand.(R)	2.85
4	The reasons of companies' engagement in social responsibility projects are both contributing to the society and improving the brand image.	3.78
5	The real aim of the companies developing social responsibility projects is to cover-up inferior product offerings.(R)	3.36
6	The reason of companies' engagement in social responsibility projects is to contribute to the society.*	2,66
7	Companies develop social responsibility projects in order to earn more than the resources allocated for the projects.(R)	2.57
8	The reasons of companies' engagement in corporate social responsibility projects are both contributing to the society and making more profits.	3.58
9	Companies organize social responsibility projects just in order to increase their market share.(R)	3.02
10	Companies aim to sell poor quality, high-priced or unneeded products on the pretext of contributing to the social responsibility projects.(R)	3.08
Mean		3.06
Mean after deleted items		3.20

R: Reverse coded.

*Deleted after reliability analysis.

The items to measure "General Attitudes" and their mean values can be seen in Table 2. The results showed that if some of the items were deleted, the Cronbach Alpha could be increased. Accordingly, items 1, 5, and 10 were deleted in order to increase the reliability. Final Cronbach Alpha value was 0.81 which represents a highly reliable scale. The mean value of the items in "General Attitudes" scale was used for the remaining statistical analysis. The mean value of 3.88 may be interpreted as Generation Z has positive attitudes toward companies' implementations of CSR projects.

Table 2. Items to Measure "General Attitudes"

Item No	Item	Mean
1	Social responsibility projects drain on a company's resources.*(R)	3.47
2	Companies should donate some of their products to people in need.	3.82
3	Companies should engage in corporate social responsibility projects for the society's benefit.	4.18
4	Companies should transfer some of their profit to the community charities.	3.76
5	Companies can not be trusted in terms of realizing their promised donations.*(R)	2.76
6	Companies should generate financial resources for the events of sports, arts and etc.	3.82
7	Ensuring the welfare of the society is the duty of the state only therefore, companies should not deal with social responsibility activities.(R)	3.94
8	Companies should make donations to charities regularly.	3.68
9	Companies should be sensitive to the environmental problems.	4.05
10	Company resources should be used only for developing products, increasing efficiency and so on*(.R)	3.25
11	The donations of the companies are not necessary because these monetary contributions are so limited to be important.(R)	3.69
12	Companies should contribute in corporate social responsibility projects, regularly.	4.00
Mean		3.70
Mean after deleted items		3.88

R: Reverse coded.

*Deleted after reliability analysis.

The items to measure "Preconditions to Prefer" and "Purchasing Intention" are presented in Table 3 and Table 4, respectively.

Table 3. Items to Measure "Preconditions to Prefer"

Items	Mean
In order that I prefer the products of companies engaging CSR projects,	
· the products should be of good quality.	3.34
· the prices of products should be affordable.	3.13
· I should have a preference already for the said brands.	2.98
Average	3.15

Table 4. Item to Measure "Purchasing Intention"

Item	Mean
I intend to buy the products of companies engaging CSR projects.	2.99

Pearson Correlation and Regression Analysis were conducted to test the hypotheses. As seen in Table 5, there was no correlation between “Perception of Primary Motives” and “Purchasing Intention” variables. As a result, H1 was rejected. On the other hand, “Perception of Primary Motives” and “General Attitudes” were correlated, moderately ($r=0,324$, $p=0,01$). Therefore, H2 was accepted.

Significant correlations between

- “Purchasing Intention” and “Affordable Price” ($r= -0,623$, $p=0,01$),
- “Purchasing Intention” and “Good Quality Products” ($r= -0,511$, $p= 0,01$),
- “Purchasing Intention” and “Existed Brand Preference” ($r= -0,483$, $p=0,01$)

were observed.

“General Attitudes and “Purchasing Intention” variables were also correlated, but weakly ($r= 0,162$, $p=0,05$).

Table 5: Correlation Table

	General Attitudes
Perception of Primary Motives	0.324**
	Purchasing Intention
Perception of Primary Motives	-0.013
General Attitudes	0.162*
Affordable price	-0.623**
Good quality products	-0.511**
Existed brand preference	-0.483**

** Correlation is significant at 0.01 level (2-tailed)

* Correlation is significant at 0.05 level (2-tailed)

A series of Regression Analysis were conducted to test the effect of “Preconditions to Prefer” on transforming “General Attitudes” to “Purchasing Intention”. “Perception of Primary Motives” was not included since no correlation had been found between this variable and “Purchasing Intention”.

As known, the dependent variable has to be normally distributed for Regression Analysis. The Shapiro-Wilk Test was executed to test the normality. The results showed that the data was normally distributed ($p= 0,148$).

In table 6, the results of four Regression Models can be seen. The first model shows the sole effect of “General Attitudes” on “Purchasing Intention”. Although this model was statistically significant, the R^2 value is only 0.022 that represents existence of other variables affecting “Purchasing Intention”. In other words, changes in “Purchasing Intention” cannot be explained by changes in “General Attitudes” alone even they are correlated. As a result, H3 was accepted, partially. “Preconditions to Prefer” were included in the remaining three models, starting with “Affordable Price” due to its strong correlation with “Purchasing Intention”. When “Affordable Price” was added as second independent variable, R^2 increased to 0.405. Then, “Good Quality Products”, ranked as second precondition in terms of strength of correlation with “Purchasing Intention”, was included in third Regression Model and R^2 has increased to 0.501. Finally, “Existed Brand Preference” was added in fourth model, but R^2 has decreased to 0.499. Additionally, beta coefficient of “Existed Brand Preference” was not significant in Model 4. The model with highest R^2 was Model 3. Accordingly, H4a and H4b were accepted.

Table 6: Regression Analysis

Model	Unstandardized Coefficients		Standar. Coefficients	t	Sig.
	B	Std.Error	Beta		
1 (Constant)	2.084	0.357		5.844	0.000
General Attitudes	0.234	0.091	0.162	2.583	0.010
2 (Constant)	3.879	0.312		12.431	0.000
General Attitudes	0.213	0.071	0.147	3.014	0.003
Affordable price	-0.550	0.043	-0.620	-12.695	0.000
3 (Constant)	4.143	0.288		14.376	0.000
General Attitudes	0.311	0.066	0.215	4.698	0.000
Affordable price	-0.417	0.044	-0.470	-9.478	0.000
Good quality products	-0.318	0.046	-0.352	-6.984	0.000
4 (Constant)	4.129	0.311		13.272	0.000
General Attitudes	0.312	0.067	0.216	4.668	0.000
Affordable price	-0.417	0.044	-0.470	-9.449	0.000
Good quality products	-0.319	0.046	-0.353	-6.933	0.000
Existed brand preference	0.006	0.044	0.006	0.128	0.898

Dependent Variable: Purchasing Intention

1 - R=0.162 R²=0.022 F= 6.674 p=0.01

2- R=0.640 R²=0.405 F= 86.064 p=0.000

3- R=0.712 R²=0.501 F=84.691 p=0.000

4 - R=0.712 R²=0.499 F=63.269 p=0.000

3.3. Results and Discussion

This study shows that Generation Z perceives the primary reasons of companies' CSR activities as both public and firm serving. In other words, Generation Z does not believe that companies implement CSR projects just due to their own interests but rather they have a win-win point of view. Additionally, the attitudes of Generation Z toward implementations of CSR activities by companies are positive. The findings also suggest that there is a link between Generation Z's perceptions and attitudes. On the other hand, people of Generation Z have not a strong intention to purchase CSR related products.

This study identified a number of variables which affect the purchasing intention of the Generation Z for the products of companies' implementing CSR projects. The results showed that attitudes alone are not sufficient to create strong purchasing intention for the products of companies carrying out CSR activities. Generation Z consumers intend to purchase these products only if preconditions of price and quality are satisfied. The findings suggest that the most important precondition of Generation Z consumers is "Affordable price". University students do not earn a regular income. For this reason, this result is not a surprising one. Future research that will be conducted with the first representatives of working Generation Z may reach different conclusions.

The results showed that "Good quality products" is the second precondition. On the other hand, "Existed brand preference" does not have any significant effect on purchasing intention. Accordingly, Generation Z's "Preconditions to Prefer", namely "Affordable price" and "Good quality products", have an effect on transforming positive attitudes to "Purchasing Intention". Finally, Generation Z's "Perception of Primary Motives" does not explain changes in "Purchasing Intention", at least directly. "Perception of Primary Motives" may have an indirect effect on "Purchasing Intention" through its correlation with "General Attitudes".

In conclusion, although Generation Z has positive attitudes toward implementations of CSR activities by companies, these attitudes do not result in a higher tendency of purchasing alone. Therefore, managers of companies should take into consideration that the new generation of consumers can be

motivated to prefer the products of companies organizing CSR campaigns only if their preconditions regarding the price and quality are satisfied. The findings are similar to the results of previous studies including the samples of older generations. As a result, development of CSR campaigns are still a good way to escalate the sales and profit but after providing a good value to the new target market and investing on the brand.

4. Limitations and Suggestions for the Future Research

The study has some limitations. Firstly, R^2 value value of 50% can be accepted as a sign of existence of other variables that may affect Generation Z's purchasing intention for the products of socially responsible companies. Previous research on CSR revealed that variables such as the type of CSR project (Menon & Kahn, 2003), reputation of the company (Strahilevitz, 2003), fit of company and CSR project (Gupta & Pirsch, 2006; Hamlin & Wilson, 2004; Barone et al., 2007), the type and reputation of non-profit organization, time interval of the CSR project (Van den Brink, Odekerken-Schroder & Pauwels, 2006), the amount of donation (Folse, Garretson, Niedrich, & Landreth Grauc, 2010; Koschate-Fischer, Stefan & Hoyer, 2012), supporting a local or global case (Ross, Patterson, & Stutts, 1999), the impact of the social action on the consumer's life (Abrantes, Gonc, Alves, & Dias De Faria, 2010; Broderick, Jogi, & Garry, 2003), product type (Strahilevitz, 1999), personality and cultural background of the consumers (Lavack & Kropp, 2003; Basil & Weber, 2006; Kropp, Holden and Lavack, 1999) may also affect the purchasing intention of the consumers. It is suggested to include these variables in the future research models to understand the attitudes and behavioral intentions of Generation Z better. In the future research, other data analysis techniques like Structural Equation Modelling can be conducted in order to show latent variables and existence / non-existence of correlations between higher number of variables. Secondly, the results should be evaluated with caution because of the sampling method and sample size. The sample included only a small portion of Generation Z from Turkey. Therefore, the findings cannot be generalized to the whole population of Generation Z. Constitution of larger and more representative sample of Generation Z is recommended for future research about Generation Z and CSR. Another important consideration is that this research was conducted in an emerging country in which price and quality are the main evaluation criteria for most of the consumers due to the conditions of economy. The results show that Generation Z consumers cannot escape from price or quality considerations under these circumstances. For this reason, repetition of this study in developed countries which may result in different conclusions is also recommended. Another consideration regarding the results is that most of the university students have limited income. For this reason, future research with the first working class of Generation Z may result in different

findings and therefore, suggested.

5. References

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