

GEN Y-ERS AS CONSUMERS OF GOOD CAUSES

Examining Student Attitudes, Beliefs, And Behaviors on Cause Marketing

by: ANNIE PAUL - UNIVERSITY OF UTAH (@MsAnniePaul)



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INTRO

1. CSR is how companies self-regulate and take accountability for their social and environmental impacts on their communities (Wood, 1991).

2. CM is how companies promote their socially responsible acts.

WHY? To help worthy causes and improve a firm's performance (Varadarajan & Menon, 1988)

3. If CM's objectives are good, does it mean Gen Yers and students like my classmates and I view it positively?



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MILLENNIALS



BUT WE DO CARE!

1. We pay more attention to CM campaigns (Cui, 2003)
2. Upon hearing about a company-charity partnership 80% of 18- to 24-YOs (younger Gen-Ys) would switch to a cause-supporting brand (Cone, Inc. & Duke U., 2008)





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WHAT ABOUT MILLENNIAL STUDENTS?

1. Biz students kind of flunked out of being socially responsible.
2. One study even found that while they're equally knowledgeable about, say the environment, as students of other majors, they're less willing to act in environmentally friendly ways (Benton, 1994).

**Would “tomorrow’s business managers” (Benton, 1994) (i.e. business students) currently support both CM campaigns and the company-nonprofit partnerships they promote?*

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RELEVANCE (Brief Summary)

"Businesses have been entrusted with society's resources. Therefore, students must understand the social consequences—not only the economic consequences—of business decisions because they will have important [societal] implications later on. Business students' values will be instrumental in the introduction of appropriate products and services" (Synodinos, 1990).

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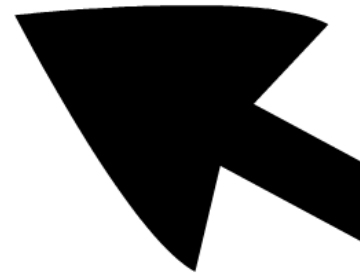
METHOD

Surveys to students in four upper-div
WRTG classes

- Professional-Tech
- Environmental
- Business
- Social Sciences

Why WRTG classes?

Assumption of shared backgrounds





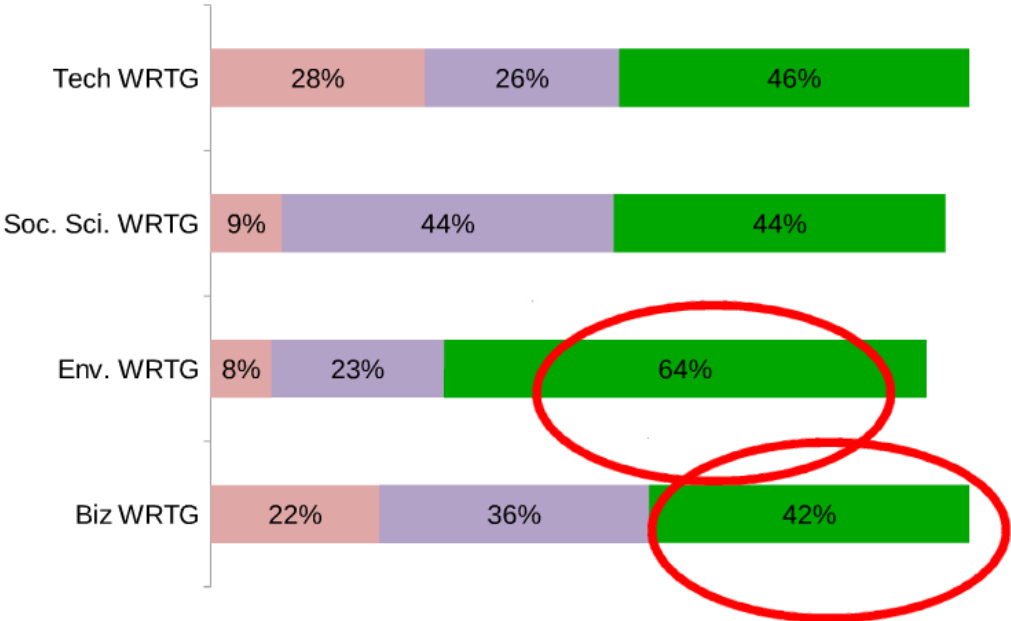
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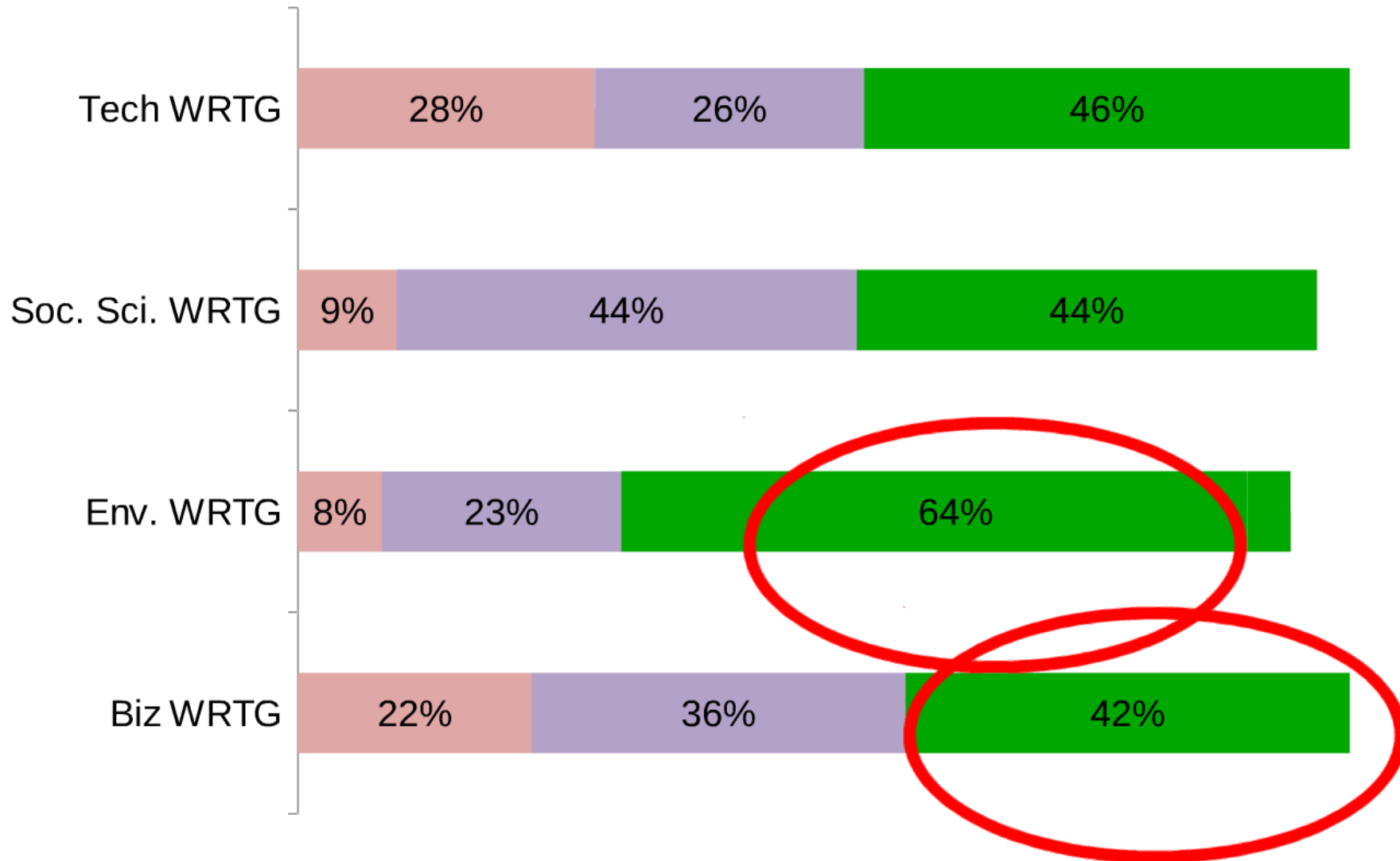
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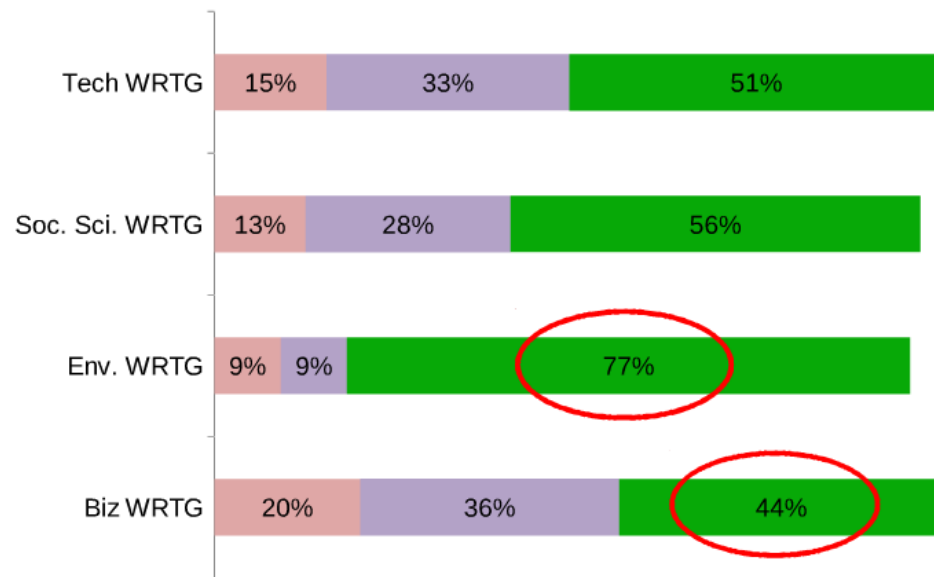
I would be willing to stop buying products from companies whose policies or actions work against social issues, even though it might be inconvenient.



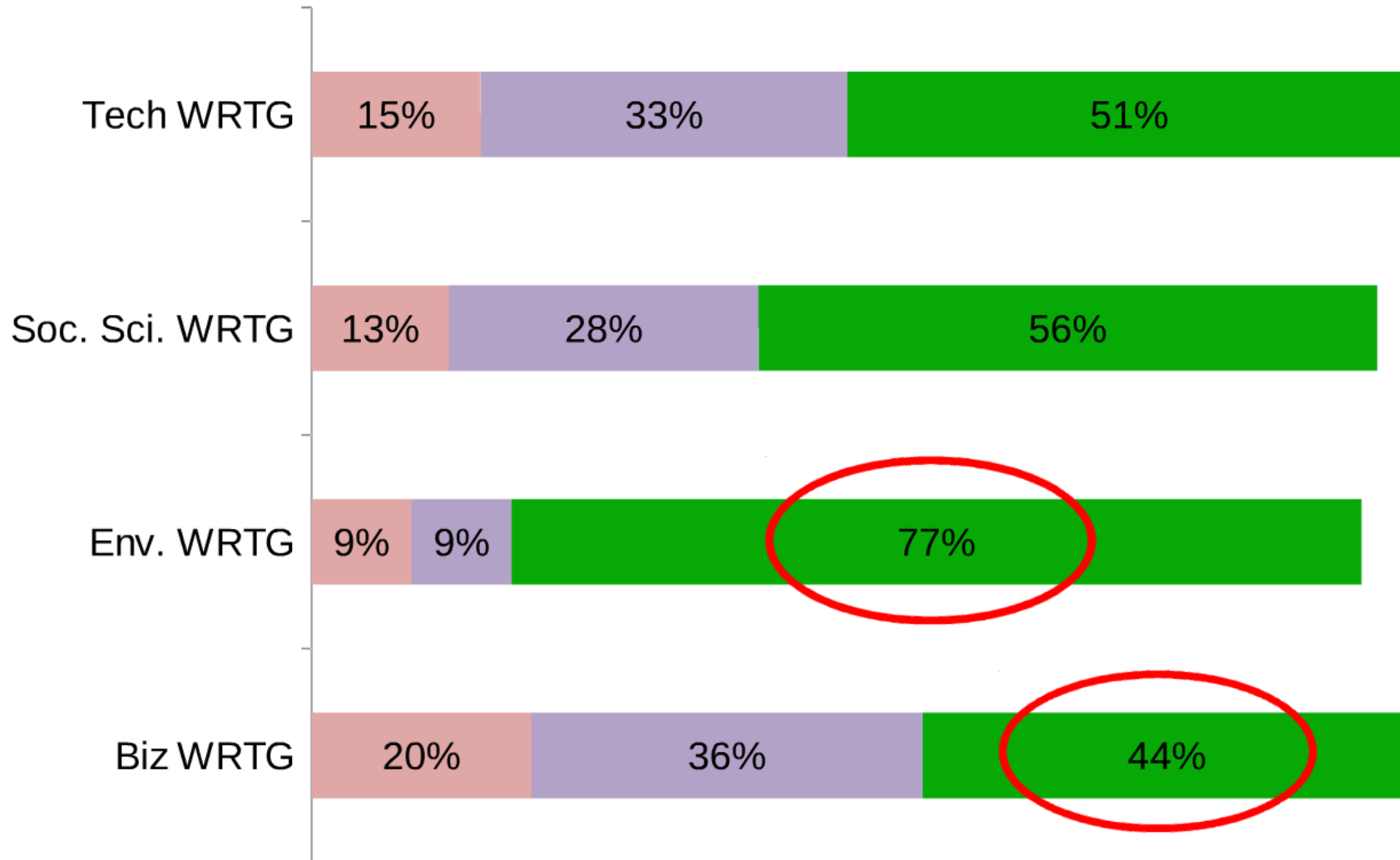
work against social issues, even though
it might be inconvenient.



It bothers me that businesses don't do more to help society.

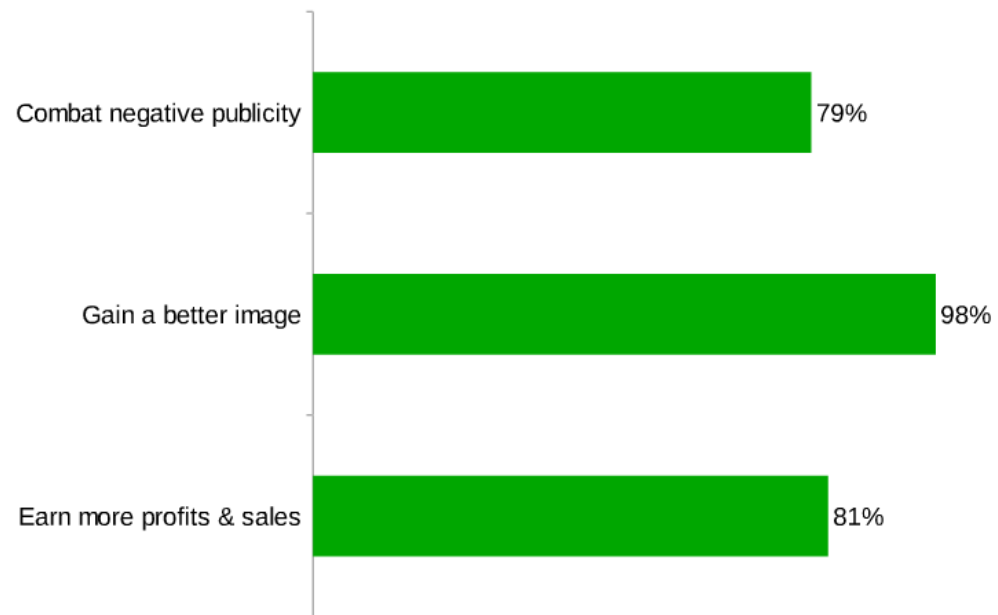


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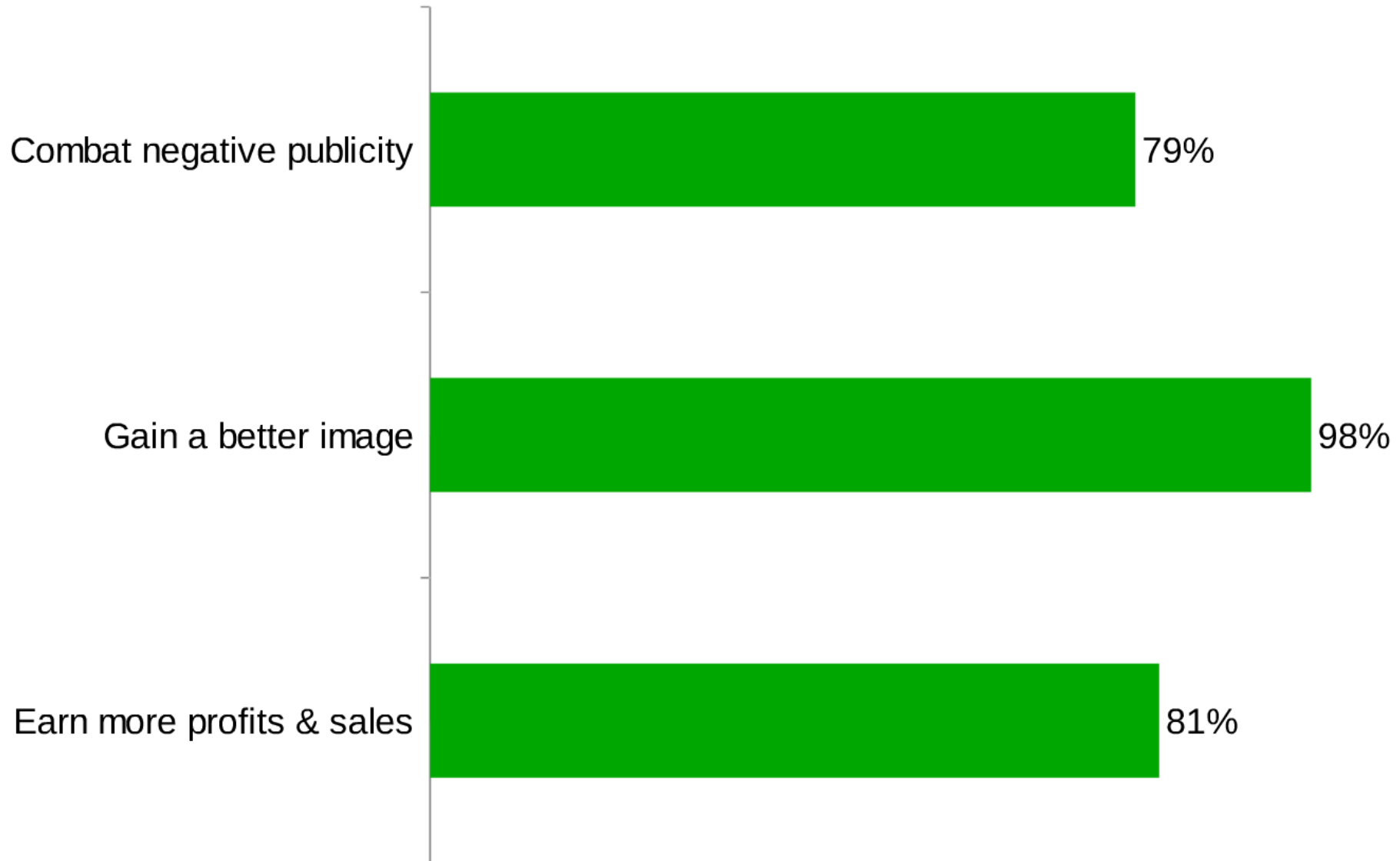
What do you think a company's motives might be for partnering with a nonprofit organization?

[Top 3]



For partnering with a nonprofit organization:

[Top 3]



Goodness Cloud

GE Adidas Albertson's AMEX **Coca-Cola** Aquafina AT&T **General Mills** Barnes & Noble Beans & Brews "Grocery Stores" Best Buy Blindside Co.
Yoplait Blizzard Entertainment BP Brick & Mortar **Arby's** Brighton Resort Champion Cheerios Delta Airlines **NFL** Disney DMV Dollar **Zions Bank** Tree **REI** Dove ESPN Facebook **Patagonia** Finish Line Flying J "Fraternities" Fresh Market **Starbucks** Frito Lay Fruit Snacks *The Price is Right* **Utah Jazz** Gap GM Johnson & Johnson **Nike** **Target** Jordan Credit Union K2 **NBA** Keebler Kellogg's
Kitchenaid Kraft "Local news stations" Lowe's **Wal-Mart** Macy's **Dell** Megaplex Theatres MLB Murdock Hyundai Nestlé Newman's Own "Newspapers"
Tom's Nike **Microsoft** Nordstrom Odwalla Palmolive **Smith's** Patagonia Pepsi Petco Petsmart **Whole Foods** Phillip 66 Prosper Shell Sony Sprint **Apple** St. Jude's Hospital Student Lawn Services Subaru T-Mobile **Home Depot** The Berril's & Street League **McD** **Jiffy Lube** *The Biggest Loser* Toyota Tyson UPS **Harmon's** USPS Verizon Wells Fargo Wendy's X96

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Yoplait Blizzard Entertainment BP Brick & Mortar **Arby's** Brighton

Resort Champion Cheerios Delta Airlines **NFL** Disney DMV Dollar **Zions Bank**

Tree **REI** Dove ESPN Facebook **Patagonia** Finish Line Flying J "Fraternities" Fresh Market **Starbucks** Frito Lay Fruit Snacks *The Price is Right* **Utah Jazz** Gap GM

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Patagonia Pepsi Petco Petsmart **Whole Foods** Phillip 66 Prosper Shell Sony Sprint **Apple** St. Jude's Hospital Student Lawn Services Subaru T-Mobile **Home Depot** The

Berril's & Street League **McD** **Jiffy Lube** *The Biggest Loser* Toyota Tyson

UPS **Harmon's** USPS Verizon Wells Fargo Wendy's X96

Their Comments Re: CM

Most were Negative & Mixed:

- It “makes everything more expensive” (WSS)
- It’s more worth it to “support our local economy than anything else [by buying local]” (WSS)
- CM is “disingenuous,” “manipulative,” and “leads to corruption” (PTW)
- “Businesses [that engage in CM] pry on people's emotions and it works” (PTW)

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Comments, Continued

- “[More] companies should use [CM] to help society and the bottom line of the businesses involved” (BW)
- Businesses do it because “sadly, [they] want to gain image/sales even though some are not that way” (BW)
- CM can be “dangerous” (WES)
- “[Instead, some] companies should work on making their products healthier and more environmentally friendly...” (WES)

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DISCUSSION/IMPLICATIONS (Why this fascinates me)

1. The differences observed may be related to students' areas of study.

E.g., WES and BW students' responses were more likely to differ.

2. Millennial university students (incl. Business students--thank goodness!) DO tend to support CM and CSR initiatives!

3. Just think of the potential for businesses AND business schools!



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