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EXECUTIVE SUMMARY

Corporate social responsibility becomes increasingly important. It is not only a key factor for the success of a firm but also a reference factor for the consumption of consumers. Corporate social responsibility is an extremely broad concept, which involves various responsibilities in various fields. This research is to examine the influence of CSR on Generation Z's buying behavior in a specific background of a Chinese sportswear brand ERKE donates to the flooding disaster area in Henan, China.

Through reading the previous literature, it found that understanding the purpose of the brands implementing CSR activities is particularly important in exploring the relationship between CSR and buying behavior. Therefore, this research first examines the cognition of Generation Z towards the purpose of the brands implementing CSR activities, and then it examines the influences of the cognition on the buying behavior of Generation Z.

This research was conducted by collecting quantitative data from respondents by sending a questionnaire. The survey was conducted in China and received 184 responses spread over almost 30 provinces. For the collected data, it was firstly analyzed by descriptive analysis, and then the variance, correlation and regression analysis of related variables were conducted according to the structural framework.

The result shows that Generation Z's cognition towards the brands implementing CSR activities has a positive influence on their buying behavior; Generation Z's attitudes and patriotic affection play a mediating role between their cognition towards CSR and buying behavior.

Although Gen Z's cognition of CSR lead their buying positivity ultimately, while the price is also one of buying factor that can't ignore for Gen Z; as the buying positivity will weaken if they need to pay more than other sportswear brands. It can't be sure that the reason they avoided paying more was because of their finances or because the products weren't worth paying more. A further research can be done in the future.

Keywords: CSR, Generation Z, buying behavior, cognition, Chinese brand, ERKE.

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1 INTRODUCTION

1.1 Research Background

In recent years, corporate social responsibility (CSR) becomes increasingly important and has gradually become a key factor for a successful firm. Iyad (2019) states that if there are no correct social concepts and values in firms' work strategies, they will get into trouble that may affect their reputation, trust, and satisfaction. CSR also advocates that firms should motivate and encourage to fulfill duties and help to enhance society, especially to the poor and less developed places (Iyad, 2019). Such activity that is responsible for society is helping not only to develop the economy and create wealth but also make a better living and working conditions (Iyad, 2019).

In July 2021, Henan China was stuck in floods due to rainfall. Facing this disaster event, the action of a Chinese sportswear brand ERKE donated numerous goods and funds had caused an impulsive consumption of the public, which became the most-watched event at that time besides the flood disaster.

In the 1990s, a large number of domestic sportswear brands emerged in China, and most of them were famous throughout the country (Lin, Hu & Lin, 2021). At that time, Chinese sportswear brands had experienced rapid growth. However, with the continuous development of globalization and changes in the market, although some Chinese sportswear brands exported overseas, a large number of foreign sportswear brands entered the Chinese market. With various products and substitutes appearing, consumers had more choices, and most Chinese sportswear brands fell into a difficult situation. Many sportswear brands had broken the capital chains due to a lack of effective cash flow management, had damaged brand images, and the market share had been also gradually disappearing (Lin et al., 2021). ERKE was one of them.

Nowadays, a healthy lifestyle has gradually become mainstream in China. A growing number of people participate in fitness activities to pursue a healthy life, and meanwhile, the demand for sportswear is continuously growing ("The Guide", 2017). However, in the last years, the sportswear market in China has been dominated by foreign sportswear brands such as Nike, Adidas for a long time (Kawakami, 2021). There was even a stereotype in China that foreign sportswear brands were more reliable and easier to be trusted by the public, due to the good

quality and consumer experience. People who dressed in foreign sportswear brands always looked more fashionable and represented better living conditions. Compared with foreign sportswear brands, Chinese sportswear brands were always at a disadvantage and fought only relying on low prices. According to an interview of economic news, a millennial said that they are a generation that would rather wear fake imported sportswear brands than Chinese ones as imported sportswear brands are more expensive, more attractive, and can fulfill their vanities ("After Donating", 2022). As has been stated in research, people in a developing country would more like to buy imported products as they can become symbolic of status and stand out from others (Areiza-Padilla, Cervera-Taulet & Mario-Andres, 2020).

With the growth of Chinese young consumers, Generation Z (Gen Z), Chinese sportswear brands are ushering in new opportunities. According to the comment of the partner at OC&C, Gen Z is a vitally important consumer group that brands and retailers should understand and start to consider how they can meet these younger consumers ("China's Generation",2019). As they will make a huge proportion of global and change the current situation of consumer industries in short ten years ("China's Generation",2019). Different from millennials, Gen Z as a generation without borders, care more about brand tonality and won't be blindly obsessed with imported brands but pay more attention to whether brands match their values and whether they can express themselves through products ("After Donating", 2022). The partner at OC&C also commented that brands and retailers should notice the increased ethical standard of this young generation, put CSR and company values before business as Gen Z has a high national and socially conscious, they also highly expect and are willing to support brands that have a high ethical standard ("China's Generation",2019). In addition, according to the survey from McKinsey & Company, Gen Z would be more likely to consume impulsively, especially Chinese Gen Z (Zhou, Poh, Zhang & Zipser, 2020). To meet this young generation's tastes, many Chinese sportswear brands have made significant breakthroughs in products that they combined traditional Chinese culture with trends. They have become more personalized, fashionable, and caused a new trend in China. Despite this, ERKE seems still no more competitive and is still forgotten by the public compared with other Chinese sportswear brands.

Until the flood in Henan, China, ERKE donated goods and funds worth 50 million RMB in total to support Henan that catch the attention of the public (Liu, 2021). However, as Luo and Bhattacharya commented, firms with limited strategy are likely to invest in CSR activities such as donations to get opportunities to develop (Cabra-Fierro, Wilson, Polo-Redondo,

Fuster-Mur & Lopez-Perez, 2013); they are only concerned about whether business conditions improve although they express their respect to the environment and society through CSR activities and behave ethically (Cambra-Fierro et al., 2013). There is no doubt that ERKE also needs opportunities for development as the public found that ERKE experienced quite terrible business conditions in recent years. Therefore, the public speculated that did the donation of ERKE simply be ethical in surface in order to improve the business conditions? However, the public also found that ERKE has been helping various disaster-stricken areas for nearly ten years; donating 50 million RMB this time would only make its matter worse. In addition, the president of ERKE stated in the interview, that what he did is because he had always tightly associated the fate of his company with the fate of the country; he considered there is no home without the country, only when the country is prosperous can the company prosper ("Wu Rongzhao", n.d.). From this, it can be seen firms' authentic thoughts on CSR is easier to measure when the business faces a bad situation (Faithfull, 2021). Perhaps to express respect or be infected by the patriotic affection of ERKE, the public flocked to buy ERKE in both online channels and offline stores, and they persisted to pay even though ERKE was out of stock. ERKE became the top sale of the sportswear brand overnight, and owning a product of ERKE had also become trendy overnight. People who dress in ERKE even could get a discount in Chinese visitor attractions as they convey a message to others that he/she is a person with patriotic, pro-society, and care about the disaster, just like ERKE (Faithfull, 2021).

Taking this flooding disaster event as the research background, this project would like to explore the influence of CSR on consumer buying behavior. Meanwhile, as a vitally important and with a higher ethical standard consumer group in the current market, this project will focus on Gen Z to conduct the research.

1.2 Problem Formulation

Based on the above, the research question is formulated as:

How does the patriotism-based CSR of a Chinese sportswear brand ERKE influence Generation Z's buying behavior?

In order to address the problem formulation, the following three sub-questions are formulated:

- 1)What does Generation Z think about the CSR activity of ERKE?
- 2)How does the CSR activity of ERKE influence Generation Z's buying behavior?
- 3)How can ERKE maintain its current status after its CSR flooding event?

1.3 Brief Description of ERKE

ERKE is a Chinese sportswear brand founded in 2000. The products mainly include footwear, sportswear, and other sports-related products (Mikhailova, 2021). It has 7000 offline stores all over China, and the products were also exported overseas (Mikhailova, 2021).

Figure 1: Logo of ERKE



Source: (en.erke.com)

As early as 2005, ERKE had started committing to sponsoring tennis events (Mikhailova, 2021). In the same year, ERKE was listed in Singapore, to be the first Chinese sportswear brand listed overseas. And at that time, ERKE also became the most welcomed tennis footwear together with Nike and Adidas (Mikhailova, 2021). After that, ERKE was also committed to sponsoring marathons events and the clothing sponsorship of the Olympic delegation (Mikhailova, 2021). But ERKE was not developing well after listing in Singapore. It had experienced the suspension of shares due to financial fraud, the factory swamped, production equipment burned out due to a fire, and even delisted. In addition, since the production technology developed slowly, the product design lacked creativity that leading ERKE to fall behind other Chinese sportswear brands gradually (Liu, 2021).

To change these difficult situations, ERKE changed its target market to lower hierarchy cities in China that people have a little requirement in wearing (Yi, 2021). As the price of products was more affordable than other sportswear brands, it could also keep the business operating. With the rise of Gen Z, ERKE chose to follow the same strategy as other sportswear brands

in 2019; such as research and develop new materials, cooperate with animation companies, and produce co-branded products to try to enter the market of the young generation, but that did not attract much attention either (Yi, 2021). The donation to support Henan in 2021, made ERKE become popular again. Its sales immediately rose to 52 times than usual (Faithfull, 2021).

1.4 Outline of The Research

This project is divided into six chapters. The first chapter will introduce the problem formulation, research background, and related introduction. The second chapter will talk about corporate social responsibility and its relationships with buying behavior of Gen Z based on literature reviews. The third chapter will explain the methodology, including how to organize the research like data collection and sample selection. The fourth chapter will analyze the collected data to verify hypotheses related to the research question. The last two segments will discuss the findings and summarize the whole project.

2 LITERATURE REVIEW

2.1 Introduction

The literature for this project was searched on the website of Aalborg University Library by using the keywords CSR, buying behavior, and generation z. There were 581 results found after filtering through the conditions including the academic articles published in journals, written in English only, and selected for the creation date from 2012 to 2022. Choosing this period is for the growth of Gen Z was beginning around this time, CSR has also become increasingly important since then, and most of the research in the results was created during this period. After reading abstracts and introductions of 581 results, there were 62 articles found that related to this project and could be available. This chapter will discuss the relationship between CSR and Gen Z's buying behavior based on previous literature, including how Gen Z thinks about CSR, how is CSR influences Gen Z's buying behavior.

2.2 Corporate Social Responsibility

Corporate social responsibility is as known as CSR. CSR is an important and progressing topic and can be understood from various perspectives (Alniacik, Moumen & Alniacik, 2020). Early CSR was considered as the corporate providing products and services that the public needed as enough as possible with a reasonable price, or considered as the donation to schools, churches, and the poor, or considered as to prevent unethical behavior by corporate (Cambra-Fierro et al., 2013). Nowadays, CSR can be understood from two aspects that are external and internal. From the external aspect, CSR is driven by external conditions such as stakeholders, institutions, or legislation that is the social obligation that companies have, and it's also considered as a better way to understand consumers' perspectives to CSR (Alniacik et al., 2020). From the internal aspect, CSR is the representation of internal management and values (Alniacik et al., 2020). Under this context, CSR is defined as companies having the obligation to maximize their positive affection, minimize its negative affection as possible, and concerning about the long-term demands and expectations of the society at the same time (Alniacik et al., 2020). Therefore, CSR generates four aspects of responsibility including economic, legal, ethical, and philanthropic (Cai & Aguilar, 2014). Economic responsibility concerns producing goods and services to meet consumers' demands and get reasonable profits (Cai & Aguilar, 2014). Legal responsibility requires companies to follow laws and regulations to implement their obligations (Cai & Aguilar, 2014). Ethical responsibility refers to companies and their activities are expected to be ethical in society and companies should protect stakeholders' rights (Cai & Aguilar, 2014). Philanthropic responsibility is no doubt the charity behavior of companies to contribute to society (Cai & Aguilar, 2014). Besides, CSR also needs to get a balance among the economy, environment, and society at the same time, and be as ethical to all groups as possible ("What Is", 2012).

However, no matter from which aspect CSR is examined, consumers' perspectives are always important (Alniacik et al., 2020). The company conducts CSR, while benefiting the society, CSR actions are also helpful to distinguish its products and services in the competitive business environment (Alniacik et al., 2020). From this, consumers become an important driving force of the CSR activity (Alniacik et al., 2020). They will evaluate negatively when the company deviates the social ethics and obligations, therefore, their perspective of CSR may influence their purchase intention (Alniacik et al., 2020).

2.3 Generation Z

Generation Z is defined as people who have been born from 1995 to 2010 and whose ages are currently between 12 and 27 ("Generation Z", 2021). Gen Z is considered as a group that is larger and more diverse than millennials (Chatzopoulou & Kiewiet, 2020). They are very valuing personal expression, and expect to be themselves in diverse ways (Francis & Hoefel, 2018). They grow in a digital technique era and they don't make a distinguish between real life and virtual life (Francis & Hoefel, 2018). Thus, except friends in physical world, Gen Z can also be easily to make various kinds of friends online that everyone has their own style and way of being (Francis & Hoefel, 2018). It makes Gen Z has more open and diversify thoughts and awareness ("Generation Z", 2021), and has a different attitude and perspective from other age groups towards things in their lives ("Generation Z", 2021). In this context, Gen Z has also realized the importance of learning to listen and accepting differences (Francis & Hoefel, 2018). Besides, they also like to be personalized, pursue a cultural consensus, have a sense of social responsibility, and do not only care about their people and country but also care about other people and countries of the world ("Generation Z", 2021). Meanwhile, Gen Z is also a more ethical group and more understanding of business activities than any other age group as growing up in the digital time (Chatzopoulou & Kiewiet, 2020). With the growth of Gen Z and occupying a large proportion of the workforce, it is becoming an important group that brands and retailers understand and consider (Chatzopoulou & Kiewiet, 2020).

As consumers, the consumption decision of Gen Z also reflected their values. They prefer consumption that can express their personalities or be anchored on ethics (Francis & Hoefel, 2018). Gen Z lives in an era where living conditions are relatively superior and they prefer to buy what they like and can reflect their values (Li, Wang & Chen, 2021). Chinese Gen Z considers that people who wear expensive clothes or shoes only can represent they are rich but not trendy ("After Donating", 2022). What Chinese Gen Z pursue is not only a style but also a culture and an attitude ("After Donating", 2022); they could be attracted by sustainable products and brands, would like to pay for brands that are kind and responsible for society as it makes them feel like they're not just consuming but also doing the right thing (Li et al., 2021).

Gen Z also prefer to choose brands that provide customized products to show their personalities, and are willing to pay a premium for that (Francis & Hoefel, 2018). Chinese

Gen Z had also driven a new consumption trend such as fan economy and emotional consumption (“The Next”, 2021); compared with the affection of word of mouth, they would be more influenced by idol endorsement, with the expectation to purchase the same product (“The Next”, 2021). In China, although some of them claim that they are rational consumers, they always feel that they have to own it when they meet the things they love (“What defines”, 2022). Especially with the increase in the live streaming industry, Chinese Gen Z is easier to be persuaded by live streamers in the live streaming recommendation, especially when live streamers own an unusual living background or story (“The Next”, 2021).

Besides these, Chinese Gen Z is also considered as a young generation that has a deep affection for Chinese traditional culture (“What defines”, 2022). Therefore, in recent years, products that include Chinese cultural elements, Chinese feelings, and expressing cultural confidence are extremely favorable in China (“What defines”, 2022). Chinese Gen Z expects to see brands can have a deeper understanding and interpretation of culture (“What defines”, 2022), and they also would like to build a real emotional connection with foreign brands through culture to understand their brands and stories (“What defines”, 2022).

2.4 Consumers’ Cognition of CSR

Influenced by the high social conscious of Gen Z, brands show an increasing interest in CSR as it has a significant influence on consumer behavior when consumers have more demands but not only demand for low prices and good qualities on brands and products (Mobin, Zillur & Imran, 2015). Moreover, as different age groups have different expectations of businesses, they will react differently to various CSR activities (Chatzopoulou & Kiewiet, 2020).

The fundamental behind the CSR activities of brands should be to benefit society and do the right things (Gilal, et al., 2020). Previous research shows that brands implementing CSR activities will get various positive responses, including positive evaluations of brands and products from consumers, enhanced brand reputation, and increased brand equity (Green & Peloza, 2014). But these positive responses, and whether consumers support CSR activities, are based on their cognition of the motivation for CSR that is implemented by brands (Green & Peloza, 2014) as consumers' cognition of CSR will affect their liking for brands (Gilal, et al., 2020).

Social psychologist Fritz Heider proposed the attribution theory in 1958, which advocated that people should explore reasons for the behavior of others, and make judgments on the inner motivation in behaviors as the behavior does not appear occasionally, people will always form attitudes first and then make decisions (Ariker & Toksoy, 2017). This theory was once used by researchers to analyze and understand the factors that influence consumer attitudes and behaviors, likewise, most consumers also make judgments about brands' marketing activities (Ariker & Toksoy, 2017). When a brand implements corporate social responsibility activities, consumers will always have some speculation about the reasons for its implementation of corporate social responsibility, and their speculations about brand motivations may affect their cognition of the company and its activities (Ariker & Toksoy, 2017). However, with the gradual rise of CSR, the speculation of consumers towards the motivation back of CSR activities is increasing (Chatzopoulou & Kiewiet, 2020).

Kuokkanen and Sun (2019) stated that consumers' cognition of CSR activities is an important strategic goal. Different CSR actions will have different impacts on consumers' cognition, and cognition is based on what consumers know about the company and its CSR activities (Kuokkanen & Sun, 2019). Positive cognition of CSR activities can improve the evaluation of the company and its products but negative ones can have bad effects (Kuokkanen & Sun, 2019). Based on attribution theory, consumers will always speculate the reason that the company implements CSR when they face CSR activities. From consumers' perspectives, a brand implements CSR activities mainly motivated as altruism (other-oriented), egoism (self-oriented), or both (Ariker & Toksoy, 2017). If consumers consider that the motivation of a brand implements CSR is mainly for altruism, they may have a positive attitude to the brand as positive CSR is more authentic and driven by values (Kuokkanen & Sun, 2019). However, it's worth noting that other-oriented CSR activities are not always positive as other-oriented CSR activities also include stakeholders-driven activities to satisfy stakeholders' demands (Green & Peloza, 2014). Consumers will evaluate CSR activities negatively when they realize the motivation of stakeholder-driven (Green & Peloza, 2014). On the other hand, if consumers consider that the motivation of a brand implements CSR does not only benefit itself but also benefit others, such as saving public resources, meanwhile, reducing cost and increasing profits for itself, consumers will also present positive attitude (Green & Peloza, 2014). In contrast, they may have a negative attitude even weaken interest to the brand if a brand implements CSR mainly for egoism or motivate by business opportunity (Ariker & Toksoy, 2017).

For Gen Z, they are willing to have a deep understanding of brands that they use or will use (Talia, 2021). They are always more favorable to brands that advocate positive behavior and concern social responsibility but show less patience with brands whose values are contrary to their tonality (Talia, 2021). According to the interview of Gen Z which conducted by “Daily Economic News”, the word “altruism” was often mentioned by Gen Z during the interview chatting process, and they expressed that they were willing to become the loyal consumer of that brand if a brand did altruistic things in a long time (Li et al., 2021). As mentioned earlier, supporting such brands makes Gen Z feel like they are not just consuming but also doing the right thing which is the representation of their values (Li et al., 2021).

In summary, as Boronat-Navarro and Perez-Aranda (2018) state, that a positive perspective of CSR activities will promote a positive perspective towards the company that implements CSR activities, thereby promoting consumers' attitudes and behaviors towards the company. The higher of consumers' cognition of CSR, the more positive responses to CSR (Boronat-Navarro & Perez-Aranda, 2018). If consumers understand the CSR activities of the company better, their attitudes and purchase intention towards the company will be stronger positive (Boronat-Navarro & Perez-Aranda, 2018).

2.5 The Influence of CSR Cognition On Consumers Buying Behavior

CSR is a precondition to building a reputation that the brand is reliable and honest (Cambra-Fierro, Wilson, Polo-Redondo, Fuster-Mur & Lopez-Perez, 2013). Consumers will generate many positive evaluations about it if a brand has a well-established reputation that is responsible for society (Green & Peloza, 2014). As the brand is known to have a good reputation, consumers consider that brands that implement CSR activities exceed those don't implement in quality, moreover, they will not support brands and products that are irresponsible (Gilal, et al., 2020). Ratnakaran and Edward (2019) consider that consumers are willing to buy from brands that implement activities in socially conscious, and their purchase intentions to social-related products from their attitudes towards activities which create attitudes towards brands. Consumers will avoid purchasing from brands that are harmful to society, and instead, they will positively find brands that are helpful to society, show socially responsible and buy from them (Cambra-Fierro et al., 2013).

Mobin et al. (2015) state that many studies have explored the influence of CSR activities on consumer behavior and confirmed a positive relationship between them but this result has been rejected in some circumstances as the consumption are always for personal reason ultimately but not for social reason. It means that the possibility of choosing a brand by consumers will depend on their attitude towards the brand, but not CSR activities themselves (Zhang, Zhang & Gao, 2015). In the research of consumers buying behavior, purchase intention is regarded as an important criterion to predict buying behavior (Fang, Koh & Chen, 2017). Purchase intention means the possibility that consumers choose to buy a certain product or service, and it not only reflects the attitude of consumers towards a certain brand or product but also reflects the possibility that consumers make a decision to buy a certain brand or product (Zhang et al., 2015). Therefore, attitude is regarded as a criterion to measure consumers' willingness. The more positive consumers' attitudes towards a certain brand or product, the stronger the intention to consume (Ham, Pap & Stimac, 2019).

Attitude can be defined as a reflection of an individual towards a certain thing is positively or negatively (Zhang et al., 2015), or refers to the emotional reaction that approves or disapproves a certain cognition (Ham et al., 2019). It means consumers' attitude towards brands is not only connected with their cognition and meanwhile is affected by their own experiences and personal preferences (Begovic & Walinder, 2021).

Beniulyte, Seinauskiene, and Rutelione (2020) considered that consumers' attitudes toward CSR activities would be influenced by their own ethical consciousness. Zupan and Milfelner (2014) also considered that people will follow their affection and values to think, decide and act, but their affection and values can be influenced by their education and other experiences. It can be said that one's culture and values will shape his/her preference and attitudes thereby affecting his/her willingness and behavior (Butt, 2016).

As the newest and youngest group, Gen Z presents a more positive attitude to brands which implement CSR activities as they consider that it's a way to connect with brands' social identities (Jones, Reilly, Cox & Cole, 2017). They would like to be the person who has a social responsibility and seek for engaging in it through recognizing with brands that they consider as positive or consistent with their perspectives (Zupan and Milfelner, 2014). Through CSR activities, they can match with brands that have the same values (Jones et al., 2017). It can be said that brand attitude can influence purchase intention which is driven by recognition with brands in general (Jones et al., 2017). Brands that implement CSR activities

can convey to consumers what the social issues they care about are, and consumers buying from brands also reflect themselves as concerning those social issues (Jones et al., 2017). As the ERKE event mentioned in the introduction section, the public bought from ERKE was also to express their concern for the disaster.

On the other hand, in the CSR event of ERKE, the public considered that the support of ERKE for the disaster was based on its patriotic affection. Chinese words said that everyone should be responsible for the country's prosperity. It means everyone should do some bit when the country falls into difficulties. Thus, other-oriented CSR activities can be seen as a kind of patriotic presentation in a sense, and this affection generated a bond between ERKE and consumers. In China, patriotic affection is always the pride of the Chinese and it always arouses power among the Chinese (Nizar, Riadh & Liu, 2018).

Patriotic affection is a tendency that individuals mainly focus on their own culture, and it seems to play a significant role in developing countries especially in China, as they are affected by patriotic motives to protect local culture and industries (Nizar et al., 2018). Especially with the development of economic power, Chinese consumers are beginning to generate confidence and pride towards domestic products and present a high interest in them (Nizar et al., 2018), especially the new generation consumers, Gen Z. In this context, Chinese consumers always present strong willingness to buy from brands with patriotic affections. Chinese brands are often seeking opportunities to combine themselves with patriotism, which can not only present its positive values but also get a good impression from the public, and resonance with them. However, patriotic affection is also affected by cognition of the motivation of brands as a brand will be excluded once found to be engaged in profit-oriented activities under the banner of patriotic affection. A study shows that the emotional bond between brands and consumers is a strong factor to improve consumer behavior, it can improve positive WOM and a price premium, and is likely to lead to impulsive consumption (Gilal et al., 2020). Thus, based on the revised literature, the hypotheses for this project are as follows:

H1: The cognition of Generation Z towards CSR activities has a positive influence on purchase intention.

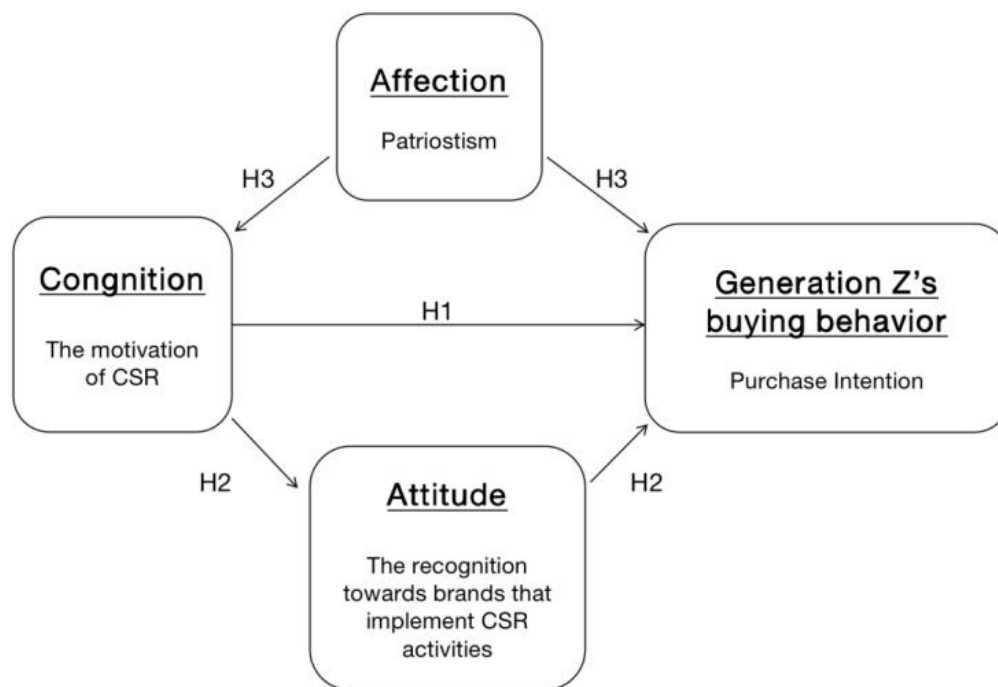
H2: The recognition of Generation Z towards brands that implement CSR activities mediate the relationship between their cognition and purchase intention.

H3: Patriotism mediates the relationship between cognition of CSR and purchase intention.

2.6 Conceptual Framework

Based on the literature review above, the conceptual framework for this project is formed as below.

Figure 2: Conceptual Framework



Source: (Self-made)

3 METHODOLOGY

3.1 Introduction

"Methodology is the theory of the organization of an activity" (Novikov & Novikov, 2013), and it relates to the condition or manner, the act or process, foundation structure, and personnel of being organized (Novikov & Novikov, 2013). This chapter explains the theory of the research which mainly includes the philosophy of science and the method and technique of the research. Philosophy of science shows the research beliefs of researchers and

provides a theoretical basis for the following research design; the research method and technique explain how to organize the research and how it conducts, such as the method of research, how to select samples and collect data, etc..

3.2 Philosophy of Science

Philosophy of science is the foundation of conducting the research (Zukauskas, Vveinhardt & Andriukaitiene, 2018), it reflects the way that researchers view the world (Saunders, Lewis & Thornhill, 2009) and provides a theoretical basis for the selection of research strategies, data collection, processing and analysis (Zukauskas et al., 2018). Therefore, it's important to understand the philosophy of science, as Johnson and Clark (2006) state, "researchers should be aware of the philosophical commitment as it has a significant impact not only on what they do but also on what it is they are investigating" (Saunders et al., 2009). Meanwhile, the philosophy of science is also helpful for both researchers and readers to understand the research in-depth (Zukauskas et al., 2018).

Ontology

In philosophy, "Ontology is concerned with the nature of reality" (Saunders et al., 2009). It's used to describe the nature of the things that researchers seek to know (Kuada, 2012), and to help researchers recognize the certainty about the nature and existence of the object that they are studying (Moon & Blackman, 2014). In ontology, some scholars consider that the social environment is real and exists independently of the individual (Kuada, 2012). Other scholars consider that the social environment is subjectively constructed, it's a result of an individual's cognition and each individual creates his or her own social environment (Kuada, 2012). Therefore, ontology can be divided into objectivism and subjectivism (Saunders et al., 2009). Objectivism describes that, in reality, the social phenomenon exists independently of social actors (Saunders et al., 2009). Subjectivism describes that the social phenomenon is created by the perceptions and behaviors of social actors and the social phenomenon is continually evolving through the process of social interaction (Saunders et al., 2009).

The problem of this research relates to understanding what Gen Z's buying behavior is like under the driving of CSR with patriotism. It considers patriotism, CSR, and Gen Z's buying behavior as variables that are independent of each other, and will examine the relationship

among them through the hypotheses that have been built. Therefore, this research follows objectivism to conduct the research.

Epistemology

Saunders et al. state that "Epistemology concerns what constitutes acceptable knowledge in a field of study" (Saunders et al., 2009). Kuada (2012) explains epistemology is used for describing the nature of knowledge and the ways of knowing. Therefore, epistemology is a way of looking at and understanding the possibility of a specific field (Saunders et al., 2009). Some scholars consider "It's possible to know the truth about a specific field as external observers" (Kuada, 2012). Others consider that the research of a specific field has to study intersubjective (Kuada, 2012). This divides epistemology into positivism and interpretivism (Saunders et al., 2009). Positivism considers that reality is independent of the individual mind (Moon & Blackman, 2014). Thus, the research should not be affected by the perception of researchers (AI-Saadi, 2014). As external observers, researchers need to find out the truth objectively (AI-Saadi, 2014). Interpretivism considers that researchers need to conduct the research from the inside instead of becoming external observers (AI-Saadi, 2014). They cannot depart themselves from the research, and they are unavoidable to engage personally in the research (AI-Saadi, 2014). The result of the research will be affected by the perspectives and values of researchers (AI-Saadi, 2014).

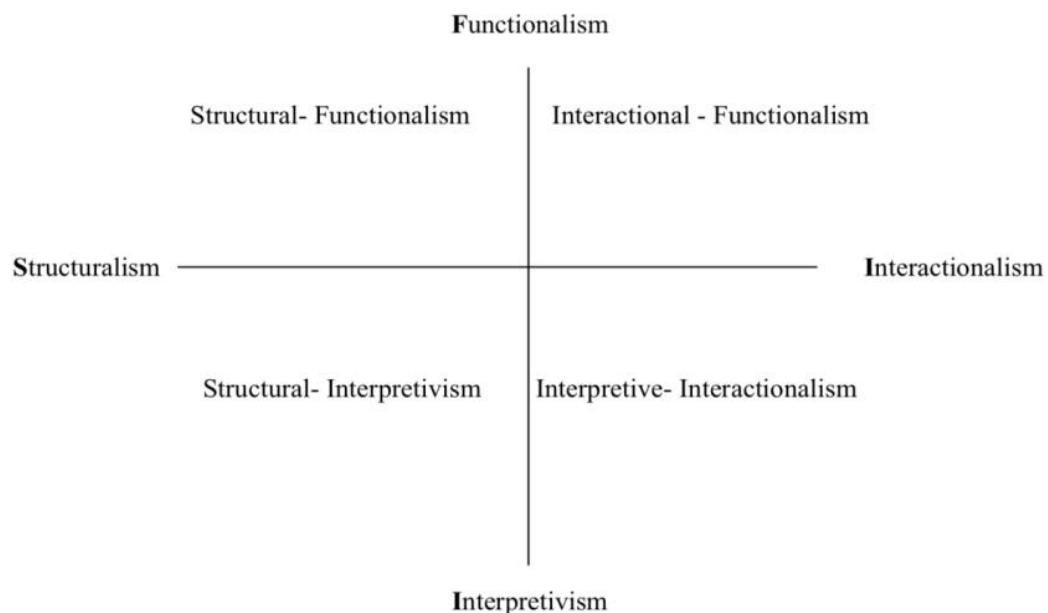
This research follows positivism epistemology. From the perspective of positivism, there is only one reality that is accepted in general and it can be understood through collecting and analyzing credible data (Saunders et al., 2009). This research plans to investigate the knowledge of Gen Z about patriotism, CSR, and their buying behavior through a survey. The data that is collected from this survey will be analyzed and used to examine, confirm or refute the hypotheses to push the research.

Philosophical Consideration

Kuada (2009) states that, during the process of the research, all the research is related to the understanding of researchers about the investigating phenomenon. Researchers need to structure the approach to study the research questions and explain the result to explore the truth of the research (Kuada, 2009). However, the process of structuring the approach is distinct and depends on their paradigmatic orientations (Kuada, 2009). This distinction is generally distinguished as objective and subjective or presented as external and internal

(Kuada, 2009). As hinted before, after researchers have realized their orientations of ontology and epistemology, a paradigm FISI that generates from the objective-subjective debate is helpful for further understanding. It relates to four paradigms that are functionalism, interpretivism, structuralism, and interactionism (Kuada, 2009).

Figure 3: FISI Classification of Paradigms



Source: (Kuada, 2009)

Functionalism subscribes to objectivism or positivism (Kuada, 2009). Burrell and Morgan consider that the premise of functionalism is 'the society is real existence, and with order and regulation' (Kuada, 2009). Thus, this paradigm describes that the environment that the organization stays in will stimulate them, and they will make reaction to the stimulus from the environment (Kuada, 2009). That is, the behavior of the organization is determined by the environment they stay in (Kuada, 2009).

Interpretivism emphasizes the significance of understanding the environment that people stay in and their experiences (Kuada, 2009). It requires researchers to adopt an empathetic stance to enter into the environment that research subjects stay in and understand their world from their perspectives (Saunders et al., 2009).

Structuralism considers that society is composed of a complex system that is interrelated, and the position of individuals in society is determined by the structure of the system (Kuada, 2009). It advocates that “things cannot be understood in isolation, they have to be seen in the

context of larger structures they are part of” (Mambrol, 2016). This paradigm is used through analyzing the structure and behavior of the organization as it emphasizes the collective rather than the individual (Kuada, 2009).

Interactionism emphasizes the importance of human interactions in social life that are the center of all social actions (Kuada, 2009). This paradigm advocates that individuals understand each other through sharing their different experiences and expectations, and act with each other based on common significance and understandings (Kuada, 2009).

These four paradigms can also be used for various research environments through the combination with each other. For this research, it follows the Structural-Functionalism paradigm. This study focuses on a specific sportswear brand ERKE and a specific target group Gen Z to conduct an investigation to examine the influence of external environmental factors patriotism and CSR on consumer buying behavior. The researcher plans to be an external observer, keeps a distance from the investigating research, and collects the research data through a survey to make sure the research result is as objective as possible.

3.3 Method and Technique

Research Design

The purpose of research is to examine the research hypotheses and answer the research questions ultimately (Dulock, 1993). The research design is such an overall plan of how to answer the research questions (Saunders et al., 2009). It's determined by the research questions, the existing knowledge, and the philosophical basis (Dulock, 1993); and it contains the methods and sources of collecting data, and the techniques of analyzing data (Saunders et al., 2009). In order to make sure the reliability of the research result, choosing an appropriate methodology is vital and it also provides a systematic direction for the research (Saunders et al., 2009). This research adopts objectivism and positivism as the philosophical basis, which means the collected data is objective, free from the subjective ideas of the researcher, and aims to examine the specific hypotheses to answer the research questions. Therefore, this research chooses to use the quantitative method to collect data through the survey technique.

Research Method

As it noted above, this research plans to investigate the relationship between the variables by examining the specific hypotheses to answer the research questions. Therefore, this research considers following the quantitative method to collect data. Quantitative data collection methods are the ways to examine hypotheses that are derived from reading previous studies that are related to the research that is investigating (Kuada, 2012). Quantitative data collection methods are usually used for "investigating causal relationships between specified variables" (Kuada, 2012), and it has standardized procedures and techniques that are used for collecting and analyzing data, to make the research results generalizable (Kuada, 2012). This research generates the researcher's interest in consumer buying behavior under the background of the sportswear brand ERKE donated for flooding disaster and obtained profitability overnight. This research identifies the factor (purchase intention) that can measure buying behavior first, it also identifies the factors (patriotism and CSR) that may influence purchase intention and makes hypotheses among them. It will then collect quantitative data from a number of respondents to examine the hypotheses. The quantitative data collection methods mainly include surveys and interviews (Kuada, 2012).

Survey is an economical way of collecting numerous data from a sizeable population (Kuada, 2012). Survey is usually obtained the data through a questionnaire to the sample, and these data are standardized, easy to compare, explained, and understood (Kuada, 2012). In a survey, questionnaire is the most common and conventional data collection approach, and it follows the closed or open-ended structured form of questions (Kuada, 2012). The closed question can be answered with a single word or a short phrase (Kuada, 2012). Compare with an open-ended question, the closed question is easier to complete for the respondents and it doesn't need long answers from respondents or provide more detailed insights (Kuada, 2012). It reduces the possible data deviation and makes the data more objective to some extent during the coding and analysis of researchers. Therefore, this research chooses a questionnaire-based survey and adopts closed-ended questions to conduct the research.

Data Collection Design

As mentioned above, this research is going to collect data through a questionnaire. At the beginning of the questionnaire, it makes a brief introduction about the research to let the respondent understand the significance of this questionnaire. The questionnaire is composed of twenty closed questions which include three demographic data questions of respondents;

two single option questions to know the respondents' knowledge of ERKE; two multi-options questions to know the opinions of respondents towards ERKE; and thirteen 5-point scale questions to know the respondents feelings towards CSR, patriotism and purchase intention. Considering the research questions and conceptual framework of this project, it looks forward to using this questionnaire to examine the respondents' opinions and feelings towards the motivation, the attitude towards CSR, and the affection for patriotism; thereby investigating whether these opinions and feelings will influence their buying behavior.

Table 1: Questionnaire Structure Table

Subject	Question	Source
Awareness of ERKE	Q1. Do you know the Chinese sportswear brand ERKE? Q2. Have you ever bought anything from ERKE? Q3. What's your reason to buy from ERKE before its donation? Q4. What's your reason to buy from ERKE after its donation?	Self-made
Awareness of CSR	Q5. "In my daily life, I pay attention to some social issues of whether brands behave ethically to employees, consumers, and society, etc.."	Butt (2016)
Cognition	Q6. "I think the purpose of ERKE's donation is for helping the disaster area and fulfilling its social responsibility." Q7. "I think the purpose of ERKE's donation is for winning a good impression of consumers thereby increasing sales." Q8. "I think the donation of ERKE is a win-win	Ariker & Toksoy (2017)

	marketing strategy, which not only helps the disaster area, but also increases sales.”	
Attitude	<p>Q9. “ERKE is a brand can be trusted.”</p> <p>Q10. “Buying from ERKE is not only consuming but also making a contribution to the society.”</p> <p>Q11. “I have lost interest in the sportswear brands that negatively fulfill social responsibility, although their products may have a greater advantage than ERKE in the market.”</p>	Rivera, Bigne & Curras-Perez (2018)
Patriotism Affection	<p>Q12. “I think ERKE is a brand with patriotic affection.”</p> <p>Q13. “The charitable action of ERKE makes me proud of Chinese domestic brands.”</p> <p>Q14. “Buying from ERKE is an expression of patriotic affection.”</p>	Nizar, Riadh & Liu (2018)
Buying Behavior	<p>Q15. “I will give priority to ERKE when buying sportswear.”</p> <p>Q16. “Compare with other sportswear brands, I’m still willing to buy from ERKE even if its price is higher.”</p> <p>Q17. “I would recommend others to buy from ERKE.”</p>	Rivera, Bigne & Curras-Perez (2018)
Demographic Information	<p>Q18. Gender</p> <p>Q19. Age</p> <p>Q20. Education</p>	

Source: (Self-made)

Sample Selection

In the research, sample selection is important as it's impracticable to collect all the possible data from a huge group during the process of collecting data (Saunders et al., 2009). Sometimes because of the restriction of time, cost, etc. factors, it needs to get the results quickly (Saunders et al., 2009). Therefore, it will need to use sampling to select representative data (Saunders et al., 2009). Sampling is a method to take partial data from the population as a sample, thereby achieving a general understanding of the population through observing and estimating some attributes of the sample (Saunders et al., 2009). Sampling was considered as a higher accuracy method as researchers can get more detailed information from collecting a smaller number of data (Saunders et al., 2009); and can spend more time on designing and testing the data collection methods to make them more valid (Saunders et al., 2009).

Sampling can be divided into probability and non-probability sampling (Saunders et al., 2009). Probability sampling means the probability of selecting each case from the population is usually known and equal (Saunders et al., 2009), each case has the same possibility to be chosen. For non-probability sampling, the probability of selecting each case from the population is unknown (Saunders et al., 2009); it's a sampling method that according to the convenience and subjective judgment of the researchers (Saunders et al., 2009).

In these two sampling methods, probability sampling needs to ensure the representative of the sample to the population (Saunders et al., 2009). For this research, it means the researchers should reach out to all the Chinese Gen Z and select enough samples from them so that the population can be inferred from the sample with less bias (Saunders et al., 2009). However, because of the time restriction, this is impossible for the researcher. Non-probability sampling provides a method that doesn't need to choose samples from all the Chinese Gen Z (Saunders et al., 2009). It can be based on the convenience of the researchers and can save time for the researchers (Saunders et al., 2009). Therefore, this research chooses non-probability sampling as a sample selection technique.

In non-probability sampling, convenience sampling is considered for this research. Convenience sampling is easier to obtain the samples randomly, and the process of sample selection can be continued until the researchers obtain enough size of data (Saunders et al., 2009). For this research will conduct in China, the questionnaire will be translated into Chinese and distributed to social media platforms in China that are used in general; such as

Weibo, Wechat, Douban, etc. to look forward to getting responses from numerous Chinese Gen Z.

Gen Z, as the generation who grows up in digital age, they are influenced by the Internet at every moment (Torocsik, Szucs & Kehl, 2014). Therefore, Gen Z may become powerful word-of-mouth communicators and beneficiaries (Chatzopoulou & Kiewiet, 2020). This may become them more sensitive to CSR or similar social matters and easier to be impacted. Moreover, Gen Z is still a new generation for the market and researchers, they are growing into an important consumer group and researchers need to focus on (Torocsik, Szucs & Kehl, 2014). This research looks forward to received responses from Gen Z is hoping to discover more possibilities for Gen Z.

Data Analysis

Statistical Package for Social Sciences (SPSS) will be used to analyze the data of this research. It will make a descriptive analysis of the results first to obtain an overall opinion and feeling of respondents towards the related variables of this research. Then, it will identify the relationship between the variables to examine the possible correlation between these variables. Further, investigating the hypotheses through regression analysis.

Reliability and Validity

Saunders et al. (2009) stated that good research design is important as good research design can help the researchers reduce the possibility of getting the useless answer. It means that the researchers should pay attention to two emphasized factors in research design which are reliability and validity (Saunders et al., 2009).

Reliability refers to the consistency of the result between the data collection technique and analysis procedure (Saunders et al., 2009). It can be tested by Cronbach alpha, to examine the reliability of the questionnaire. In order to make a higher reliability, five respondents were asked to make a pre-answer to have a test. After receiving the answer from these five respondents, it used SPSS to analyze the reliability. The result presents that, in the thirteen 5-point scale questions, the value of Cronbach alpha is more reliable which is 0.867 (above 0.7 is considered to be acceptable) if three questions are deleted. Considering the answers of these five respondents could not cover the thinking of other respondents, this research makes corrections to these three questions instead of deleting them.

After the correction, as the table shows below, the Cronbach's α value of each dimension of the questionnaire is above 0.7, and the overall Cronbach's α value of the questionnaire is 0.893. Therefore, it has a better internal consistency.

Table 2: Reliability Statistics

Subject	Number of Questions	Cronbach's α value of each dimension	Cronbach's α value
Awareness of CSR	1		0.893
Cognition	3	0.728	
Attitude	3	0.840	
Patriotic Affection	3	0.856	
Buying Behavior	3	0.854	

Validity refers to whether the research really measures the findings that it plans to research and the reality of the findings (Saunders et al., 2009). It can use the KMO value of factor analysis to measure. Before examining whether the questionnaire has validity, it needs to examine the value of KMO and the significance value. As the table shows below, the KMO value of each dimension is all above 0.6 and all the significance values are lower than 0.05, it can take the factor analysis. Meanwhile, the accumulated variance explained value of each dimension is all above 60%, which means the questionnaire has an acceptable validity.

Table 3: Validity Statistics

Factor	Questions	Factor loadings	KMO	Significance value	Total Variance Explained %
Cognition	Q6	0.873	0.603	<.001	72.976
	Q7	0.466			
	Q8	0.850			
Attitude	Q9	0.813	0.713	<.001	76.323
	Q10	0.764			
	Q11	0.713			
Patriotic Affection	Q12	0.861	0.691	<.001	78.489
	Q13	0.783			
	Q14	0.711			
Buying Behavior	Q15	0.795	0.733	<.001	77.827
	Q16	0.777			
	Q17	0.763			

4 ANALYSIS AND FINDINGS

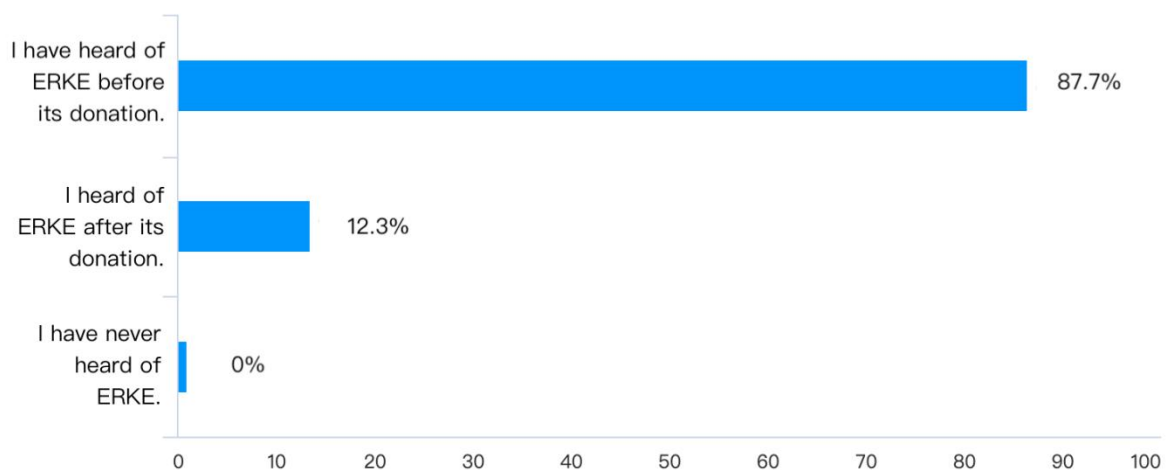
This questionnaire was conducted online from May 1st, 2022, to May 5th, 2022, and got 184 responses that spread over almost 30 provinces in China. Among them, filtered five responses with logical mistakes; and, as this research mainly focuses on Gen Z, also filtered eight responses whose ages were out of the range of Gen Z; finally, 171 valid responses were obtained. Based on these responses, this chapter makes a descriptive analysis first to understand the overall thinking and feeling of the respondents; then, makes a correlation analysis to examine the correlation between the cognition of respondents and their attitude, patriotic affection, and buying behavior; and finally, makes a regression analysis to examine the hypotheses.

4.1 Descriptive Statistics

This survey provides a way to understand how Gen Z considers the purpose of ERKE's donation, and their attitudes and patriotic affection towards ERKE; thereby understanding their buying behavior.

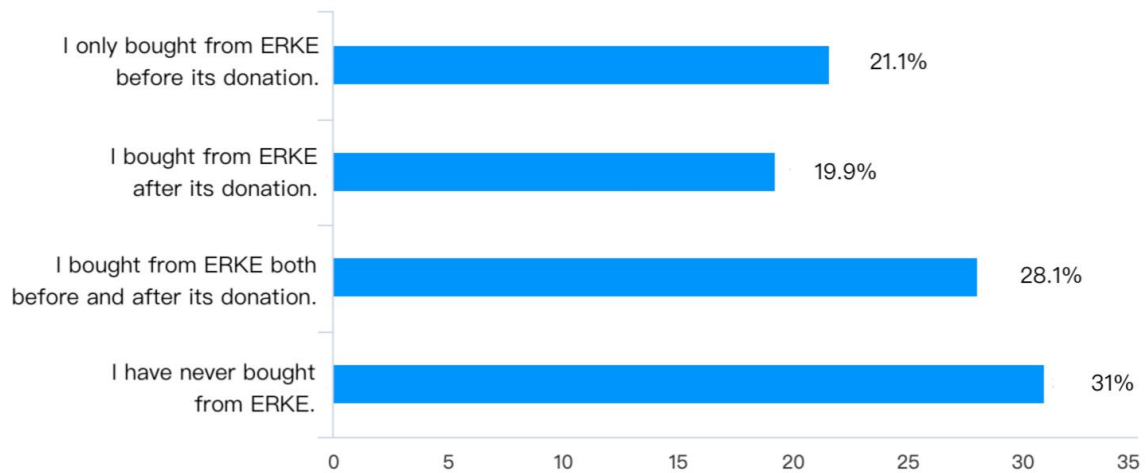
From the results of the receiving responses, all the respondents who participated in this survey have a certain knowledge of the Chinese sportswear brand ERKE (Figure 4). This means ERKE is a well-known sportswear brand in the Chinese market.

Figure 4: “Do you know the Chinese sportswear brand ERKE?”



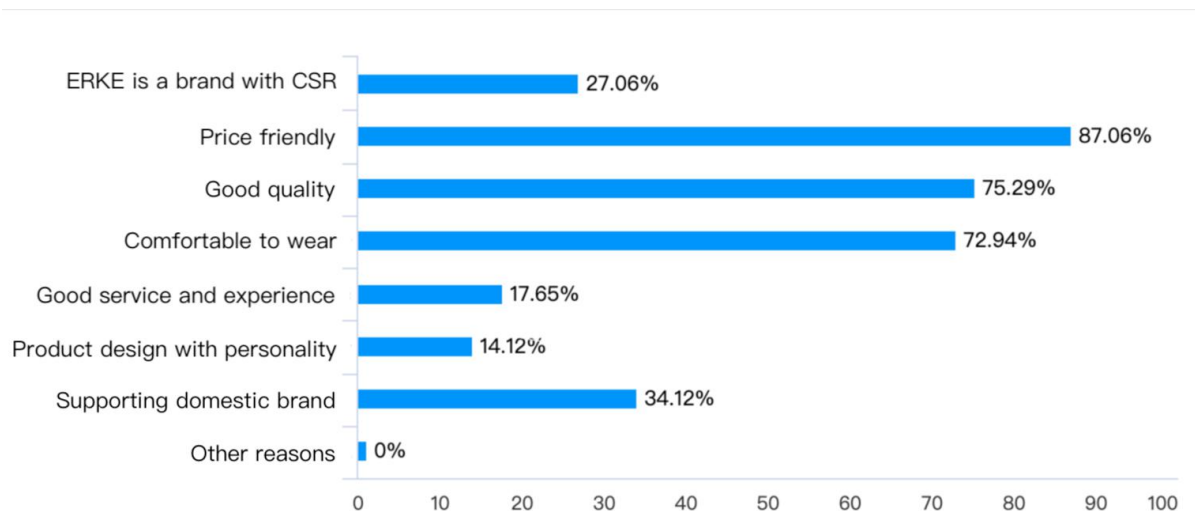
Even though ERKE is so famous in China, there are still 31% of the respondents have never bought from ERKE, and the donation of ERKE seems to make no difference to their purchase either (Figure 5).

Figure 5: “Have you ever bought anything from ERKE?”



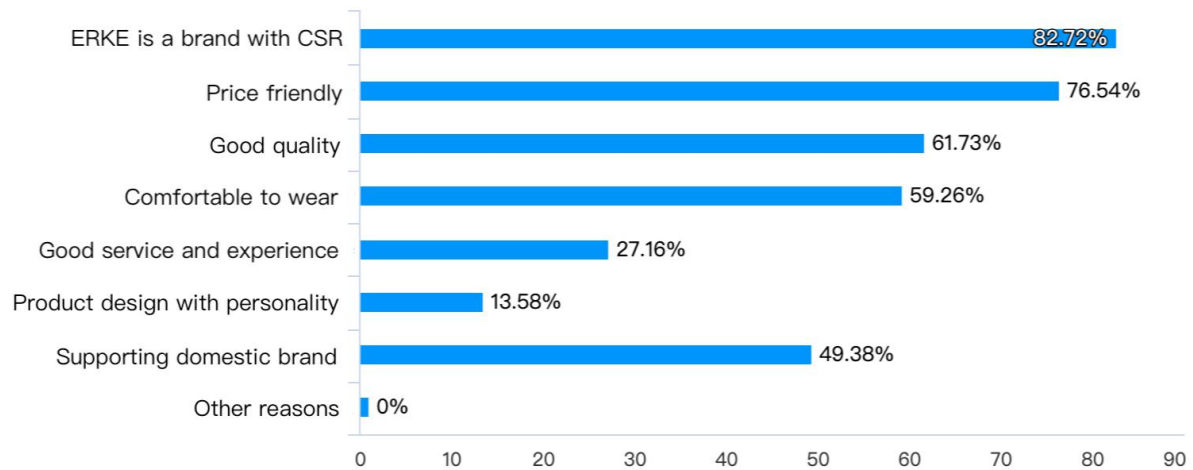
While from the perspective of the respondents who have ever bought from ERKE, ERKE is a sportswear brand with a friendly price, good quality, and is comfortable to wear (Figure 6).

Figure 6: Reasons to Buy From ERKE Before Its Donation



Especially after its donation to Henan, ERKE is even known as a sportswear brand with social responsibility, and is also supported increasingly as a representative of Chinese domestic brands (Figure 7).

Figure 7: Reasons to Buy From ERKE After Its Donation



However, as a younger generation pursuing personality, the design style of ERKE seems to have never met the interests of these Gen Z respondents.

On the other hand, this research makes a descriptive analysis of the gender, age, and education of the respondents after receiving their responses.

Table 4: Demographic Statistics of the Respondents

		Frequency	Percent
Gender	Female	130	76%
	Male	41	24%
Age	12-19	35	20%
	20-27	136	80%
Education	High school and below	26	15%
	Undergraduate	115	67%
	Master	25	15%
	PhD and above	5	3%

As the table shows above, among these respondents, 76% of them are female and 24% are male; their age is mainly the young people aged 20-27 which takes 80% of the respondents, and also 20% aged 12-19. It shows that the main consumption power of Gen Z may come from the young people aged 20-27. For their education, most of the respondents are

undergraduates which take 67% of the respondents, 3% are PhD or above, 15% are master, and also 15% are in high school or below.

Table 5: Mean and Variance Analysis Staticstics

Subject	Questions	Sig.			Mean
		Gender	Age	Education	
Awareness of CSR	5. "In my daily life, I pay attention to some social issues of whether brands behave ethically to employees, consumers, and society, etc.."				4.16
	6. "I think the purpose of ERKE's donation is for helping the disaster area and fulfilling its social responsibility."	0.949	0.567	0.109	4.14
Cognition	7. "I think the purpose of ERKE's donation is for winning a good impression of consumers thereby increasing sales."	0.574	0.002	0.003	2.82
	8. "I think the donation of ERKE is a win-win marketing strategy, which not only helps the disaster area, but also increases sales."	0.943	0.231	0.012	4.01
Attitude	9. "ERKE is a brand can be trusted."	0.411	0.002	0.003	4.1
	10. "Buying from ERKE is not only consuming but also making a contribution to the society."	0.252	0.058	0.03	3.96
	11. "I have lost interest in the sportswear brands that negatively fulfill social responsibility, although their products may have a greater advantage than ERKE in the market."	0.924	0.002	0.029	3.99
	12. "I think ERKE is a brand with patriotic affection."	0.438	0.063	0.001	4.27
Patriotic Affection	13. "The charitable action of ERKE makes me proud of Chinese domestic brands."	0.189	0.025	<.001	4.31
	14. "Buying from ERKE is an expression of patriotic affection."	0.02	0.234	0.105	4.01
Buying Behavior	15. "I will give priority to ERKE when buying sportswear."	0.21	<.001	<.001	3.88
	16. "Compare with other sportswear brands, I'm willing to buy from ERKE even if its price is higher."	0.047	<.001	<.001	3.43
	17. "I would recommend others to buy from ERKE."	0.394	0.01	0.04	3.87

Through the analysis of variance, it shows that different gender, ages, and education of the respondents are statistically significant (when $p < 0.05$) in their cognition, attitude, patriotic affection, and buying behavior; which means different gender, age, and education have a significant difference on the cognition, attitude, patriotic affection, and buying behavior. As the table shows above, the influence of age and education are especially significant.

In addition, from the mean of the descriptive statistics above, the reaction of the respondents towards CSR, cognition, attitude, patriotic affection, and buying behavior present a positive

reaction in general. However, the respondents may weaken their positivity if ERKE loses its price advantage compared with other sportswear brands. As the statement before, from the perspective of the respondents, one of the reasons they bought from ERKE is the friendly price. Therefore, once the price of ERKE exceeds their expectation, they may not present enough positive on purchasing.

4.2 Hypotheses Testing

Before examining the hypotheses, this research uses the Pearson Correlation method to analyze the correlation between the four variables of cognition, attitude, patriotic affection, and buying behavior of CSR. The value of the correlation analysis is between -1 and +1, that “-” represents a negative correlation, and “+” represents a positive correlation (Gogtay & Thatte, 2017). The closer the correlation value is to 1, the stronger the correlation between variables; the closer the correlation value is to 0, the weaker the correlation between variables (Gogtay & Thatte, 2017). In addition, when the significance value is less than 0.05, it represents that the correlation between variables is quite significant.

As Table 6 shows, the cognition of the respondents towards CSR has a significant positive correlation with their attitude, patriotic affection, and buying behavior. When the respondents consider the purpose of ERKE's donation is more to help the disaster area and fulfill social responsibility, the more positive they express attitude, patriotism affection, and buying behavior towards ERKE; on the contrary, the negative cognition leads to a negative correlation. Therefore, the hypothesis "H1: The cognition of Generation Z towards CSR activities has a positive influence on buying behavior" is accepted.

Table 6: Correlation Statistics between Cognition and Attitude, Patriotism, Buying Behavior

Attitude (9-11) Patriotic Affection (12-14) Buying Behavior (15-17)		Cognition (6-8)	6. "I think the purpose of ERKE's donation is for helping the disaster area and fulfilling its social responsibility."	7. "I think the purpose of ERKE's donation is for winning a good impression of consumers thereby increasing sales."	8. "I think the donation of ERKE is a win-win marketing strategy, which not only helps the disaster area, but also increases sales."
9. "ERKE is a brand can be trusted."	Pearson Correlation		.478**	-0.116	.460**
	Significance value		0.000	0.132	0.000
10. "Buying from ERKE is not only consuming but also making a contribution to the society."	Pearson Correlation		.542**	0.061	.538**
	Significance value		0.000	0.431	0.000
11. "I have lost interest in the sportswear brands that negatively fulfill social responsibility, although their products may have a greater advantage than ERKE in the market."	Pearson Correlation		.429**	-0.123	.393**
	Significance value		0.000	0.108	0.000
12. "I think ERKE is a brand with patriotic affection."	Pearson Correlation		.561**	0.045	.545**
	Significance value		0.000	0.558	0.000
13. "The charitable action of ERKE makes me proud of Chinese domestic brands."	Pearson Correlation		.567**	0.038	.514**
	Significance value		0.000	0.626	0.000
14. "Buying from ERKE is an expression of patriotic affection."	Pearson Correlation		.478**	0.061	.442**
	Significance value		0.000	0.430	0.000
15. "I will give priority to ERKE when buying sportswear."	Pearson Correlation		.509**	-0.041	.477**
	Significance value		0.000	0.595	0.000
16. "Compare with other sportswear brands, I'm willing to buy from ERKE even if its price is higher."	Pearson Correlation		.423**	-0.036	.423**
	Significance value		0.000	0.642	0.000
17. "I would recommend others to buy from ERKE."	Pearson Correlation		.373**	-0.056	.323**
	Significance value		0.000	0.467	0.000

In addition, the attitude of the respondents towards CSR and their patriotic affection both have a significant positive correlation with their buying behavior (Table 7). Therefore, the result of correlation analysis makes the hypotheses H1 get supporting, and also provide a basis for the following hypotheses H2 and H3 verification.

Table 7: Correlation Statistics between Attitude, Patriotism and Buying Behavior

Attitude (9-11) Patriotic Affection (12-14)	Buying Behavior (15-17)	15. "I will give priority to ERKE when buying sportswear."	16. "Compare with other sportswear brands, I'm willing to buy from ERKE even if its price is higher."	17. "I would recommend others to buy from ERKE."
9. "ERKE is a brand can be trusted."	Pearson Correlation	.741**	.587**	.601**
	Significance value	0.000	0.000	0.000
10. "Buying from ERKE is not only consuming but also making a contribution to the society."	Pearson Correlation	.690**	.641**	.567**
	Significance value	0.000	0.000	0.000
11. "I have lost interest in the sportswear brands that negatively fulfill social responsibility, although their products may have a greater advantage than ERKE in the market."	Pearson Correlation	.665**	.584**	.468**
	Significance value	0.000	0.000	0.000
12. "I think ERKE is a brand with patriotic affection."	Pearson Correlation	.618**	.444**	.516**
	Significance value	0.000	0.000	0.000
13. "The charitable action of ERKE makes me proud of Chinese domestic brands."	Pearson Correlation	.549**	.473**	.458**
	Significance value	0.000	0.000	0.000
14. "Buying from ERKE is an expression of patriotic affection."	Pearson Correlation	.494**	.507**	.451**
	Significance value	0.000	0.000	0.000

This research uses regression analysis to further analyze the influence of CSR cognition on buying behavior, and also examine the mediation effect of attitude and patriotism affection. First, it makes the cognition of CSR as an independent variable, attitude and patriotism affection as the dependent variables to examine the significance level between them. As Table 6 has shown before, that the impact of respondents' cognition of CSR on their attitude and patriotism affection is significant. Next, it makes the cognition of CSR, attitude, and patriotism affection as independent variables, and buying behavior as a dependent variable to examine the mediation effect of attitude and patriotism affection. The result (Table 8 and Table 9) shows that, in model 2, the significant value of "cognition & buying behavior", "attitude & buying behavior" and "patriotic affection & buying behavior" are all significant

(less than 0.05); meanwhile, the B value of "cognition & buying behavior" in model 2 are all less than the B value in model 1, it means the attitude and patriotic affection play a partial mediating role between the cognition of CSR and buying behavior. In addition, there are a few significant values of "cognition & buying behavior" above 0.05 in model 2; it means, in different buying circumstances, different attitudes and patriotic affection play a fully mediating role between the cognition of CSR and buying behavior. Therefore, the hypotheses "H2: The recognition of Generation Z towards brands that implement CSR activities mediate the relationship between their cognition and buying behavior" and "H3: Patriotism mediates the relationship between cognition of CSR and buying behavior" are accepted.

Table 8: The Mediation Analysis of Attitude

Model		Unstandardized B		Significant value	
		Cognition → Buying behavior	Attitude → Buying behavior	Cognition → Buying behavior	Attitude → Buying behavior
Model 1	Cognition →				
	Q6 → Q15	0.717		<.001	
	Q7 → Q15	-0.035		0.595	
	Q8 → Q15	0.772		<.001	
	Q6 → Q16	0.691		<.001	
	Q7 → Q16	-0.036		0.642	
	Q8 → Q16	0.796		<.001	
	Q6 → Q17	0.511		<.001	
Model 2	Attitude →				
	Q7 → Q17	-0.047		0.467	
	Q8 → Q17	0.51		<.001	
	Cognition →				
	Q6 → Q9 → Q15	0.284	0.734	<.001	<.001
	Q7 → Q9 → Q15	0.039	0.849	0.385	<.001
	Q8 → Q9 → Q15	0.28	0.753	0.003	<.001
	Q6 → Q10 → Q15	0.27	0.556	0.003	<.001
	Q7 → Q10 → Q15	-0.071	0.659	0.137	<.001
	Q8 → Q10 → Q15	0.241	0.578	0.023	<.001
	Q6 → Q11 → Q15	0.386	0.589	<.001	<.001
	Q7 → Q11 → Q15	0.036	0.721	0.472	<.001
	Q8 → Q11 → Q15	0.414	0.608	<.001	<.001
	Q6 → Q9 → Q16	0.302	0.66	0.009	<.001
	Q7 → Q9 → Q16	0.032	0.781	0.607	<.001
	Q8 → Q9 → Q16	0.366	0.658	0.005	<.001
	Q6 → Q10 → Q16	0.175	0.642	0.129	<.001
	Q7 → Q10 → Q16	-0.075	0.711	0.206	<.001
	Q8 → Q10 → Q16	0.208	0.641	0.115	<.001
	Q6 → Q11 → Q16	0.344	0.618	0.002	<.001
	Q7 → Q11 → Q16	0.037	0.737	0.56	<.001
	Q8 → Q11 → Q16	0.431	0.618	<.001	<.001
	Q6 → Q9 → Q17	0.152	0.609	0.114	<.001
	Q7 → Q9 → Q17	0.011	0.669	0.826	<.001
	Q8 → Q9 → Q17	0.094	0.637	0.392	<.001
	Q6 → Q10 → Q17	0.127	0.478	0.22	<.001
	Q7 → Q10 → Q17	-0.076	0.529	0.154	<.001
	Q8 → Q10 → Q17	0.041	0.511	0.733	<.001
	Q6 → Q11 → Q17	0.289	0.396	0.005	<.001
	Q7 → Q11 → Q17	0.001	0.491	0.979	<.001
	Q8 → Q11 → Q17	0.261	0.423	0.025	<.001

Table 9: The Mediation Analysis of Patriotic Affection

		Unstandardized B		Significance value	
Model		Cognition → Buying behavior	Patriotic affection → Buying behavior	Cognition → Buying behavior	Patriotic affection → Buying behavior
Model 1	Q6 → Q15	0.717		<.001	
	Q7 → Q15	-0.035		0.595	
	Q8 → Q15	0.772		<.001	
	Cognition → Q6 → Q16	0.691		<.001	
	Q7 → Q16	-0.036		0.642	
	Q8 → Q16	0.796		<.001	
	Q6 → Q17	0.511		<.001	
	Q7 → Q17	-0.047		0.467	
	Q8 → Q17	0.51		<.001	
Model 2	Q6 → Q12 → Q15	0.334	0.624	0.001	<.001
	Q7 → Q12 → Q15	-0.059	0.8	0.256	<.001
	Q8 → Q12 → Q15	0.324	0.655	0.005	<.001
	Q6 → Q13 → Q15	0.412	0.477	<.001	<.001
	Q7 → Q13 → Q15	-0.053	0.687	0.34	<.001
	Q8 → Q13 → Q15	0.43	0.514	<.001	<.001
	Q6 → Q14 → Q15	0.499	0.354	<.001	<.001
	Q7 → Q14 → Q15	-0.061	0.544	0.289	<.001
	Q8 → Q14 → Q15	0.521	0.384	<.001	<.001
	Q6 → Q12 → Q16	0.414	0.452	0.002	<.001
	Q7 → Q12 → Q16	-0.056	0.669	0.419	<.001
	Cognition → Q8 → Q12 → Q16	0.485	0.455	0.002	<.001
	Patriotic affection → Q6 → Q13 → Q16	0.372	0.499	0.005	<.001
	Q7 → Q13 → Q16	-0.054	0.689	0.43	<.001
	Cognition → Q8 → Q13 → Q16	0.461	0.503	0.002	<.001
	Buying behavior → Q6 → Q14 → Q16	0.383	0.501	0.002	<.001
	Q7 → Q14 → Q16	-0.067	0.648	0.316	<.001
	Q8 → Q14 → Q16	0.466	0.504	<.001	<.001
	Q6 → Q12 → Q17	0.166	0.563	0.129	<.001
	Q7 → Q12 → Q17	-0.066	0.653	0.23	<.001
	Q8 → Q12 → Q17	0.095	0.607	0.446	<.001
	Q6 → Q13 → Q17	0.229	0.442	0.044	<.001
	Q7 → Q13 → Q17	-0.061	0.56	0.286	<.001
	Q8 → Q13 → Q17	0.189	0.482	0.134	<.001
	Q6 → Q14 → Q17	0.279	0.376	0.009	<.001
	Q7 → Q14 → Q17	-0.07	0.485	0.225	<.001
	Q8 → Q14 → Q17	0.244	0.407	0.043	<.001

5 DISCUSSION

The main purpose of this research is to examine the impact of CSR on the buying behavior of Gen Z. The result shows that the cognition of Gen Z towards CSR has a positive impact on their buying behavior, and their attitudes and patriotic affection play a mediating role in it which is increasing the impact on buying behavior.

In this research, the cognition of these Gen Z respondents towards the CSR activity of ERKE is based on their motivational attribution of ERKE's donation. They consider ERKE's donation as a win-win marketing strategy, and ERKE is more tends to help the disaster area and fulfill its social responsibility instead of its self-interest in this win-win strategy. This research shows, that the cognition and attitudes of Gen Z towards ERKE's donation are positive, and there is a relatively strong correlation between them. This means that the positive cognition of Gen Z drives their recognition of ERKE. It's consistent with previous research on CSR and consumer choice, which states altruistic motivation will drive consumers to have a positive attitude towards the brands (Kuokkanen & Sun, 2019).

For the relationship between attitude and buying behavior, this research shows a strong correlation between them, and Gen Z also shows a positive reaction to buying ERKE. However, Gen Z will weaken purchase intention if they need to pay more for ERKE than other sportswear brands. This result is consistent with the previous research about Generation Z and CSR, which states Gen Z may not have a strong purchase intention towards the brands implementing CSR activity if only rely on attitudes (Ariker & Toksoy, 2017); unless the good quality and affordable price (Ariker & Toksoy, 2017).

On the other hand, this research shows that the positive cognition of Gen Z towards ERKE's donation has a strong correlation with their patriotic affection. This means that the positive cognition of Gen Z excites their patriotic affection. Although the findings on 'CSR and patriotism' or 'patriotism and consumer behavior' have been rarely involved in previous studies, they can also be regarded as an emotional bond between brands and consumers. A previous study shows that the emotional bond between brands and consumers is a strong factor to improve consumer behavior, and also for price premium even impulsive consumption (Gilal et al., 2020). In this research, patriotic affection and buying behavior are proved a strong correlation between them, but different from the previous study, Gen Z will not pay premium or irrational consumption for patriotic affection obviously.

In addition, the demographic information in this research shows that gender has no difference in cognition, attitude and patriotic affection of Gen Z. For their buying behavior, gender has a significant difference if they need to pay more for ERKE than other sportswear brands. It's different from the finding of previous research which states consumer behavior that is consistent with their attitudes will not be moderated by gender (Jones et al., 2017).

From the findings above, the recognition of Gen Z towards the brands is depending on their cognition of the purpose that brands implement CSR activities. Although the cognition of CSR drives the buying positivity of Gen Z ultimately, meanwhile, the price is also one important buying factor for Gen Z.

Limitations and further research

Same with other research, this research also has some limitations while providing a direction for future research. As mentioned before, the price is also important for Gen Z. It speculates the reason may be attributed to the respondents of this research have not enough income to afford the product that exceeds their expected price as most of them may be university students. Therefore, in future research, it can be differentiated by asking about occupation or revenue, to understand the real reason why the price is important for Gen Z. On the other hand, as the literature section states, Gen Z fancy innovation, and they like the products with personality. Except concerned about price, Gen Z would not like to pay more for ERKE than other sportswear brands may also as the products of ERKE not meet their needs of trendy. It can't be sure that the reason they avoided paying more than other sportswear brands was because of their finances or because the products weren't worth paying more. Therefore, it's possible to understand more about Gen Z by investigating more details on the products of ERKE in future research.

6 CONCLUSION

The purpose of this research is to explore the relationship between CSR and consumers' buying behavior. In order to conduct this research in a better way, it specifies a Chinese sportswear brand ERKE and a target group Generation Z in the background of the donation case of ERKE to Henan, China.

Through reading the previous literature, it found that understanding the purpose of the brands implementing CSR activities is particularly important in exploring the relationship between CSR and buying behavior. Therefore, this research investigated the view of Gen Z on the purpose of ERKE's donation. The result showed that most of them considered ERKE's donation was the result of positive fulfilling social responsibility. In addition, through examining the indicators that can represent attitude, patriotic affection, and buying behavior, it found that most of Gen Z showed a high recognition towards ERKE, and make a consensus of patriotism with ERKE, thereby increasing the possibility of their buying. Consequently, this research concluded that the positive cognition of Gen Z towards the CSR activities implemented by the brands can drive their positive attitude and patriotic affection towards the brands thereby influencing their buying behavior.

Besides, during examining the indicators of buying behavior, this research also found that Gen Z presented a weak purchase intention when they needed to pay more for ERKE than other sportswear brands. This means the brands implementing CSR activities positively will not always play a decisive role in Gen Z's buying behavior. In addition, most of Gen Z considered the products of ERKE were not personality enough, which may be also one reason weakening their purchase intention. Therefore, it's the same importance as CSR to ERKE to keep a friendly price and be innovative.

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8 APPENDIXES

Appendix 1: Questionnaire

Dear participants,

This is a questionnaire for academic research. I kindly invite you to participate in this research by answering this questionnaire. This research studies the influence of CSR and patriotism on Generation Z's buying behavior. It will take about 5 minutes to fill in and your answers will be valuable for the research. All your responses is only for academic research and keeps confidential. Thank you so much for taking the time to answer this questionnaire!

On July 21, 2021, Henan, China, was fell into a flooding disaster due to the rainfall. A Chinese sportswear brand ERKE donated goods and funds totally 50 million RMB to support Henan to fight with the disaster, and set off a round of irrational consumption.

1. Do you know the Chinese sportswear brand ERKE?
 - a. I have heard of ERKE before its donation.
 - b. I heard of ERKE after its donation.
 - c. I have never heard of ERKE.
2. Have you ever bought anything from ERKE?
 - a. I only bought from ERKE before its donation.
 - b. I bought from ERKE after its donation.
 - c. I bought from ERKE both before and after its donation.
 - d. I have never bought from ERKE.
3. What's your reason to buy from ERKE before its donation? (at most choose 4 choices)
 - a. ERKE is a brand with social responsibility
 - b. Price friendly
 - c. Good quality
 - d. Comfortable to wear

- e. Good service and experience
- f. Product design with personality
- g. Supporting domestic brand
- h. Other reason

4. What's your reason to buy from ERKE after its donation? (at most choose 4 choices)

- a. ERKE is a brand with social responsibility
- b. Price friendly
- c. Good quality
- d. Comfortable to wear
- e. Good service and experience
- f. Product design with personality
- g. Supporting domestic brand
- h. Other reason

5. "In my daily life, I pay attention to some social issues of whether brands behave ethically to employees, consumers, and society, etc.."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

6. "I think the purpose of ERKE's donation is for helping the disaster area and fulfilling its social responsibility."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

7. "I think the purpose of ERKE's donation is for winning a good impression of consumers thereby increasing sales."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

8. "I think the donation of ERKE is a win-win marketing strategy, which not only helps the disaster area, but also increases sales."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

9. "ERKE is a brand can be trusted."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

10. "Buying from ERKE is not only consuming but also making a contribution to the society."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

11. "I have lost interest in the sportswear brands that negatively fulfill social responsibility, although their products may have a greater advantage than ERKE in the market."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

12. "I think ERKE is a brand with patriotic affection."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

13. "The charitable action of ERKE makes me proud of Chinese domestic brands."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

14. "Buying from ERKE is an expression of patriotic affection."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

15. "I will give priority to ERKE when buying sportswear."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

16. "Compare with other sportswear brands, I'm willing to buy from ERKE even if its price is higher."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

17. "I would recommend others to buy from ERKE."

Strongly disagree ① ② ③ ④ ⑤ Strongly agree

18. Your gender is

- a. Female
- b. Male

19. Your age is

- a. Less than 12 years old
- b. 12-19
- c. 20-27
- d. Over 27 years old

20. Your education level is

- a. High school and below
- b. Undergraduate
- c. Master
- d. PhD and above

Appendix 2: Literature table

Year	Author	Purpose	Product	Country	Data	Sam	Findings
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					collection method	ple	
2012	Li, Hai; Zhang, James J; Mao, Luke Lunhua; Min, Sophia D	To identify the consumers' perception of CSR in Chinese lottery industry and its influence on their consume behavior.	Lottery	China	Questionn aire	498 0	The lottery institution implement CSR will ultimately lead an increasing cost of consumers.
2012	Trong Tuan, Luu	To explore whether CSR and ethics are the factors that influence brand performance.	Manufa cture	Vietna m	Questionn aire	387	Ethics have a positive relationship with CSR and thereby have a positive influence on brand performance.
2012	Karem Kolkaila h, Salma; Abou Aish, Ehab; El- Bassiou ny, Noha	To explore consumers' awareness, attitude, and behavior towards the company that implement CSR in Egypt market.		Egypt	Questionn aire	259	The consumer in Egypt can be aware of CSR and tend to have a positive attitude on the company that implement CSR.
2013	Cambra- Fierro, Jesus; Wilson, Alan; Polo- Redond o, Yolanda ; Fuster- Mur, Ana; Lopez- Perez, Maria Eugenia	To identify the driver factors of CSR activities, analyze the influence between firm and customer and discuss the influence of the management of CSR in firms.	Constr uction and real- estate sector	Spain	Interview	15	There are two types of firms in the analysed sector, proactive and reactive. Proactive firm is traditionally market and CSR oriented, reactive firm is more reactive and opportunistic to implement CSR. The firm implements CSR may be highly valued by consumers and proactive firm will be more better to face the weak demand.
2014	Sasa	To explore	Hotel	Sloveni	Interview/	15/2	Consumers with highly

	Zupan, Borut Milfelner	consumers' perception of social responsibility towards small hotels and their motivation.		a	Questionnaire	34	perception of social responsibility will be easier to choose small hotel to have a vacation and will be easier to show a higher satisfaction.
2014	Cai Zhen, Aguilar Francisco X	To examine US and Chinese consumers' perception of the wood industry companies' responsibility towards economic, ethic, law and charity.	Wood products	US and China	Questionnaire	2022	The expectation of US consumers on ethical and responsibility of wood industry have a positive influence on purchasing. The expectation of Chinese consumers on charity of wood industry have a positive influence on purchasing.
2014	Janssen, Catherine; Vanhamme, Joëlle; Lindgreen, Adam; Lefebvre, Cécile	The study explore how the scarcity and ephemerality of luxury influence the consumers' perception of fit between luxury and CSR.			Questionnaire	120	Although CSR didn't have a significant influence on consumers' purchase decision of luxury products, consumers also care about the luxury products that are responsible, and in the future years, they may consider buy the luxury products that related society and environment.
2014	Green, Todd; Peloza, John	This study mainly search the influence between consumers' perspective of CSR and their perspective of firms' irresponsible behavior.		U.S./ Canada	Interview	20	Consumers would like to engage in CSR activities that arrange by large firms and have a positive attribution when large firms committed in CSR relevant activities.
2014	Oeberster, Magdale	The study mainly discuss consumer			Questionnaire	310	The result shows that consumers' perception of CSR mainly include

	na; Schlegel milch, Bodo B; Murphy, Patrick E; Gruber, Verena	perception of CSR by developing an analysis conceptualization.					seven aspects and they have a positive influence on consumer purchase intention.
2015	Hwang, Jiyoung; Kandam pully, Jay	The study aims to find the important factor that influences consumers' pro- social loyalty.		U.S.	Questionnaire	350	Consumers' perception of CSR and emotion enhance their pro- social attitude and let them more like to engage in the activities.
2015	Nybakk, Erlend; Panwar, Rajat	To understand the motivation of the company that engaged in CSR activities.	Firewood	Norway	Questionnaire	230	Marketing-oriented, study-oriented and adventure attitude have a different influence on different stakeholders' social responsibility.
2015	Fatma, Mobin; Rahman, Zillur; Khan, Imran; Singh, Ramendra; Sista, Suren; Krafft, Manfred	To analyze the influence on consumers' reaction by the CSR of financial institution.	Bank		Survey	320	The study proved that CSR has a positive relationship with consumer purchase intention and identification plays an important role in it and also become a competition advantage.
2015	Fatma, Mobin; Rahman, Zillur	This paper aims to explore how CSR in banking industry influences consumers' response.	Banking industry	India	Questionnaire	619	If consumers have knowledge of CSR, it will influence their purchase behavior.
2015	Perez, Andrea; Rodriguez del Bosque,	The study aims to understand consumers' perception of CSR and its	Bank industry	Spain	Questionnaire	1124	Consumers' perspective of CSR could be positive influenced by the consistency between

	Ignacio	process of formulating.					CSR initiatives and firms profile, customer attributions of firms motivations to engage in CSR, and firm credibility in developing CSR initiatives.
2015	Skouloudis, Antonis; Avlonitis, George J; Malesios, Chrisovaladis; Evangelinos, Konstantinos	This paper mainly explore the perspective of CSR insights from business.		Greek	Questionnaire	118	The result shows that denote occupational health, safety, environmental management, and responsible producing method are really important. Exploring the perception of CSR is a key point in marketing strategy.
2016	Kim Sungbum, Kim Daeyoung	To study potential consumers' perception of the hotel towards how CSR, service quality and transparency influence their trust, satisfaction and loyalty.	Hotel	America	Questionnaire	487	CSR and brands reputation have a positive relationship with trust and satisfaction, and service quality has a straight influence on consumer loyalty.
2016	Chou, Cheng-Kai; Chen, Mei-Liang	To examine whether the perceived value of consumers and CSR have a mediator and moderator on consumer loyalty.		Taiwan China			CSR and the perceived value of consumers have a positive influence on consumer satisfaction and their expectation of new products, thereby influencing consumer loyalty.
2017	Ariker,	To examine the		Istanbul	Quantitative	251	Although generation z

	Çağla; Toksoy, Andaç	factors that influence the purchase intention of Generation Z towards the products of the companies who implement CSR.			ve questionn aire		has a positive attitude towards the companies that implement CSR, it will not be the only factor to affect their purchase. Their purchase will also be influenced by other factors.
2017	Zalega, Tomasz	To explore how ethnocentrism influence consumer decision-making of Polish seniors.		Ploand	Questionn aire	2537	Chosing the products based on ethnocentrism require the consumers have social economic knowledge so that they can make a wise decision according to their favorite and feeling, and their harmony psychological elements like affective and feelings also play an important role in ethnocentrism consumption.
2017	Śmigielska, Grażyna ; Oczkowska, Renata	To explore the motivation that the multinational retailers engage in CSR towards consumers, how it promotes sustainable development, and the significance of CSR strategy making.		Poland	Case study		The retailers' attitudes that implement CSR towards consumers are really important, as unethical behavior not only destroy their brand image and sales but also have negative influence on sales for manufacture.
2017	Robert Nowacki , Katarzyna Wasilik	To analyze young Polish consumers' interest and trust on CSR.		Poland	Questionn aire	963	Young polish have a relatively low awareness, knowledge and trust of CSR

2017	Lu, Xiaomin g; Liu, Hoi Wan; Rahman, Mizan	Aim to explore 1) the influence of CSR activity on consumers' attitude, behavior and loyalty towards two sportswear retailers Nike and Adidas. 2) consumers' consideration of Nike and Adidas' most important relative factors of CSR and whether they can influence consumer loyalty. 3) to explore the difference of consumers' perception of CSR as it will be influenced by external factors.	Sports wear	China	Questionn aire	466	"Not all CSR initiatives are equally important in the sportswear industry in China." CSR friendly company has a positive influence on consumer loyalty in actual and young people will support CSR friendly company than senior people.
2017	Fang, Wencha ng; Koh, Tuan-Hoon; Chen, Chun-Shuo	Aim to explore the influence of consumers' identification of CSR on emotional dimensions and purchase intention.		Taiwan China	Questionn aire	563	Consumers' identification of CSR have a positive influence on purchase intention and it also enhance brand image thereby influence purchase intention.
2017	Bhattacharya, Subhajit	This paper aims to explore the relationship among CSR, brand social identity, and social transformation to understand whether CSR is only a donating		India	Questionn aire	386	CSR can significantly improve social transformation and build brand social identity through brand association with society and consumer engagement thereby enhancing brand equity.

		behavior or a serious strategy to enhance brand equity.					
2017	Raymond J. Jones, Timothy M. Reilly, Marcus Z. Cox, Brooklyn M. Cole	The study examines consumers' reaction of engaging CSR and the gap between consumers' attitude and behavior.		U.S.	Questionnaire	175	Consumers' attitude towards CSR have a positive relationship with CSR behavior and women shows stronger feelings towards CSR than men.
2018	Wander Erik	To study the consumers' expectation of brands when the transaction comes to the problem they care about.		New York			Consumers expect brands can contribute to the well-being and life quality and they would like to buy from the company with social responsibility.
2018	Olšanová, Květa ; Cook, Gina ; Zlatic, Marija	To study CSR in the luxury industry, how deep the consumers understand CSR, and the important role that CSR plays in the consumer journey.		Prague	Interview	8	Consumers have a positive attitude towards CSR on luxury brand purchasing overall and would like to consider CSR as an added value to their luxury shopping.
2018	Gavana, Giovanna; Gottardo, Pietro; Moisello, Anna Maria	This paper explores consumers' reaction of CSR, CSR practice and purchase intention, consumers' various expectation to CSR and		Italy			The company that is based on consumer proximity can be significantly influenced by CSR, but this affection is positive to family firms and negative to non-family firms.

		marketers' perception of CSR.					
2018	Sharma, Vinod; Poulose, Jeanne; Mohanta, Subhasmita; Antony, Liza Elizabeth	The study mainly focuses on exploring the relationship between CSR and consumer purchase intention from loyalty, ethics, awareness, behavior and environment five aspects.			Questionnaire	319	The company that implements CSR relevant activities will have a significantly influence on consumer purchase intention.
2018	Abbas, Moazzam; Gao, Yongqiang; Shah, Sayyed Sadaqat Hussain	This study explores how CSR influences consumer engagement, how consumer engagement influences consumer loyalty and WOM.	Banking industry	Pakistan	Questionnaire	455	CSR induces consumer engagement, thereby induces consumer behavior that consumer loyalty, WOM, and consumer response.
2019	Al Nsour, Iyad	To explore the determine factor of social responsibility on consumer satisfaction towards Islamic bank.	Banking industry	Jordan	Questionnaire	384	The Islamic bank has a lower social responsibility, although they gained higher profit, they also have a lower consumer satisfaction.
2019	Shetty Shivakanth, Venkataramaiah Nagendra Belavadi, Anand Kerena	To explore the perception of millennials towards brand activism.		India	Survey	286	The Millennials would be more like to buy the brand that supports a cause or purpose, and they would stop to buy if the brand behaves unethical. On the other hand, the emotion between millennials and brands are beyond the

							relationship with price changing, politic standpoint, etc..
2019	Xu, Hong; You, Xixi; Liu, Yuqing	To explore the degree of the tourism consumption willingness based on social responsibility in China.	Travelling	China	Interview/ Questionnaire	16/268	Tourists hope their consumption can be responsible to social.
2019	Ratnakaran, Sunitha T; Edward, Manoj	To examine the mediating role of consumer attributions between consumer engagement and attitude towards cause campaign. And also examine how the consumers' perception of the cause campaign motivation influence consumer attributions.		India			Consumers' attitude of the cause campaign not only be influenced by the degree of engagement but also be influenced by consumers' perception of the cause campaign's motivation.
2019	Ham, Marjia; Pap, Ana; Stimac, Helena	To explore the influence factors on students who have the intention of implementing CSR in the future.	Educational institution	Istanbul	Questionnaire	253	The students who have a higher religious belief and ethical will be more possible to implement CSR in the future business.
2019	Shahzad, Khurram; Ahmad, Ifzal; Gul,	To examine the relationship between CSR and brand equity through consumers' satisfaction.	Wear	Pakistan	Questionnaire	225	The company that implement CSR has a positive influence on brand equity and the company that has a better CSR experience will satisfy consumers.

	Asma						
2019	Boronat-Navarro, Montserrat; Pérez-Aranda, José Antonio; Ham, Sunny; Koh, Yoon; Lee, Seoki	To analyze how consumers' evaluation of CSR influence their support of CSR, and how consumers' information research of CSR influence their evaluation.	Hotel	Spain	Questionnaire	3543	The economic and ethics aspects of CSR will be more important to consumers when they face various choices.
2019	Nor Asiah Omar; Muhammad Azrin Nazri; Zuraidah Zainol; Mohd Helmi Ali; Syed Shah Alam	To examine the severity of the halal violation and the influence of CSR on companies resisting halal violations.	Food	Malaysia	Questionnaire	334	Consumers' perception of CSR has a positive relationship with the severity of the resisting halal violation.
2019	Chu, Shu-Chuan; Chen, Hsuan-Ting	The study explores how CSR related activities influence consumers' reaction to brands in social media.	Footwear	China	Questionnaire	631	The CSR related activities in social media can enhance consumers' identification of brands and have a positive influence on brand attitude thereby influence e-WOM and purchase intention.
2019	Boccia, Flavio; Malgeri Manzo, Rosa; Covino,	The study aims to study how CSR influence consumer purchase decision and	Food	Italy	Questionnaire/Interview	1083	The company that implements CSR has a positive relationship with consumers' attitude towards their products. But only

	Daniela	whether consumers would like to pay more to the products with CSR.					fewer people see CSR as a factor to determine purchase, most people follow the traditional purchase standard, especially price.
2019	Shim, KyuJin; Kim, Soojin	This study examines the role of consumers' ethical orientations and motivation of CSR and its effect on consumers' attitude of CSR and behavior in the future.		U.S./Korea	Questionnaire	461	Consumers' ethical orientations play a different role in influencing consumers' reactions. And consumers' ethical orientation will reduce their perceptions of firm reality when the motivation of the company to implement CSR is business orientation.
2019	Kuokkanen, Henri; Sun, William	To explore how a company's supply of CSR could satisfy consumer demand for ethical products through adjusting, managing consumers' perspective.		U.K.	Questionnaire	308	The research indicates that consumers would like the products with CSR.
2020	Virginia Rolling, Christin Seifert, Veena Chattaraman, Amrut Sadachar	To explore how consumers' cognition is influenced by fur brands and thereby influence their attitudes and purchase intention.	Fur	U.S.	Questionnaire	464	The consumption is based on cognition and emotional pleasure and consumers' emotion plays a significant role in purchase decision of fur.
2020	Jose Andres, Areiza-	To explore how ethnocentric influence	Coffee shop industry	Bogotá	Quantitative questionnaire	305	Although consumers in Bogotá are ethnocentric, they are

	Padilla; Cervera-Talet, Amparo; Mario Andres Manzi, Puertas	loyalty towards hedonic service and also consider patriotism, collectivism and individualism	y		aire		also loyalty to global brands.
2020	Radičević, Tatjana Dragičević; Stanojević, Ljiljana; Milanović, Vesna; Katanie, Zoran; Lazović, Snežana Todosijević.	To explore the public's consideration of CSR and its influence on the new technology of food producing.	Food technology	Serbia	Questionnaire	178	Most of the public see CSR as an ethical duty, especially to food producing companies.
2020	Teng, Weichen	To examine the influence of brand image on consumer purchase intention mainly through product quality, corporate's capability, CSR, and local customer first.		Taiwan China	Questionnaire	283	The brand image that based on product quality, corporate capability, CSR and local customer first have a influence on purchase intention, but the influence of CSR on purchase intention will be decisived by corporate capability and product quality.
2020	Beniulytė, Daiva ; Šeinauskienė, Beata ; Rūtelionė, Aušra	To explore how CSR influence consumer loyalty, and how consumer ethical ideologies influence CSR.	Mobile communication	Lithuania	Questionnaire	391	The respondents are always characterized by ethical ideologies of idealism and they understand any oriented CSR.
2020	Alniacik	To investigate	Bank	Algiers	Questionnaire	356	The personal value

	, Esra; Moumen, Charefeddine; Alniacik, Umit	the difference between two groups of clients to examine how the personal value of their CSR perception influences purchase intention.			aire		can change their CSR perception to the strength and direction of purchase intention.
2020	Li, Fengshon	To explore the relationship between consumers' impulsive consumption and CSR.			Questionnaire	147	CSR has a promoting influence on impulsive consumption.
2020	Ali, Imran; Naushad, Mohammad; Sulphay, M.M	This study analyse the influence of CSR on consumer purchase intention.		India	Questionnaire	210	The study indicates that the ethical and trust factors have a significantly influence on the purchase decision making of CSR related activities.
2020	Khan, Hadi; Sukhotu, Vatcharapol	This study tries to measure the influence of media exposure and CSR on consumers' perception and analyze the mediating significance of brand reputation risk.	Manufacture industry	Pakistan	Questionnaire	315	The media exposure of the company and CSR have a positive influence on consumers' perception, and brand reputation also has a positive influence on consumers' perception.
2020	Gilal, Faheem Gul; Channa, Nisar Ahmed; Gilal, Naeem Gul;	To examine how consumers' perception of CSR influence brand trust, brand attachment, and brand passion of consumers.	Soft drink	Pakistan	Questionnaire	266	Consumers' consideration of brand CSR activities significantly enhance brand attachment and brand trust. Brand attachment and brand trust, consumers' perception of CSR

	Gilal, Rukhsan a Gul; Gong, Zhenxing; Zhang, Na						play a mediating role among brand passion, brand attachment, and brand trust.
2020	Waheed, Abdul; Zhang, Qingyu; Rashid, Yasir; Zaman Khan, Sher	The study explores how CSR influences buying behavior tendency.		China	Questionnaire	1650	CSR has a positive influence on purchase intention so the company should attend CSR activities as possible to enhance purchase intention.
2020	Nadanyi ova, Margareta; Gajanov a, Lubica; Majerov a, Jana	The mainly purpose of the study is to understand the difference between different generations and their perspectives of green marketing which is one of the parts of CSR.		Slovak	Questionnaire	384	Millennials and Gen Z are the target group of CSR brands as they would more like to buy from the brands that have social responsibility.
2021	Manuela Escobar-Sierra, Alejandra García-Cardona, Luz Dinora Vera Acevedo	To explore the influence of moral outrage on consumers' perception towards social irresponsible companies.	Napkins, toilet paper	Colombian	Quantitative questionnaire	1112	The moral outrage that caused by socially irresponsible companies, including perception of a company's behavior, negative WOM and moral anger have an influence on consumers' perceived value.
2021	Andreas Hesse, Franziska	Explain how the brands involved COVID-19 in their digital		Germany	Interview/questionnaire	11/102	Brands connect themselves with social cause like COVID-19 in various ways to

	Niederle, Laura Schön, Daniela Stautz	content marketing during the crisis and the consumers' reaction towards their behavior.					provide support and do their responsibility. The consumers always present a positive response overall.
2021	Musova, Zdenka; Musa, Hussam; Matiova, Veronika	Mainly explore consumer behavior towards environment responsibility.		Slovak	Questionnaire	434	More and more consumers willing to buy environmentally-friendly products and their environmental responsibility are gradually increasing and positively changing.
2021	Jeongwon Yang, Ploypin Chuentarawong, Krittaphat Pugdeethosapol	To explore consumers' reaction towards CSR relevant content that influencer send on social media.					The research proved that the importance of CSR is gradually increasing among young people and the altruistic brands are more identifiable and beneficial to brands and advertisers.
2021	Wang, Shu; Liao, Ying-Kai; Wu, Wann-Yih; Le, Khanh Bao Ho	To study the impact of consumers' perception of CSR on their purchase intention from brand equity, brand credibility and brand reputation.		Switzerland	Questionnaire	380	The consumers' perception of CSR will influence their purchase intention, and brand equity, brand credibility and brand reputation play a mediating role between them.
2021	Ali, Waris; Danni, Yu; Latif, Badar; Kouser, Rehana; Baquder, Ssleh	To examine the influence of consumers' perception of CSR on consumer loyalty by analysing the influence of brand reputation	Food	Pakistan	Questionnaire	322	Consumers' perception of CSR have a positive influence on consumer loyalty, brand reputation and consumer satisfaction, and brand reputation and consumer satisfaction also play a mediating role.

		and consumers' satisfaction of Pakistans' food industry.					
2021	Chatzopoulou, Elena; Kiewiet, Adrian	This study explore how millennials evaluate CSR, how to build their real perception in CSR and the factors that will influence their ethical behaviors.		Europe	Semi-structured Interview	15	The millennials have a suspected attitude towards CSR in the passing years, they seek out the authentic CSR, so the motivation of the company that implement CSR is really important to millennials and they seem to be influenced by negative CSR instead of positive CSR.
2022	Huo, Chunhui ; Hameed ; Javaria; Zhang, Mo; Bin Mohd Ali, Ahmad Fahme; Amri Nik Hashim, Nik Alif	To examine the role of CSR in improving sustainable purchase intention and also reveal the importance of CSR in the development of green innovation performance in Pakistan.	Textile	Pakistan	Questionnaire	373	CSR has a beneficial influence on consumers' purchase intention in a long term and CSR also can enhance green innovation performance.