



CORPORATE SOCIAL RESPONSIBILITY

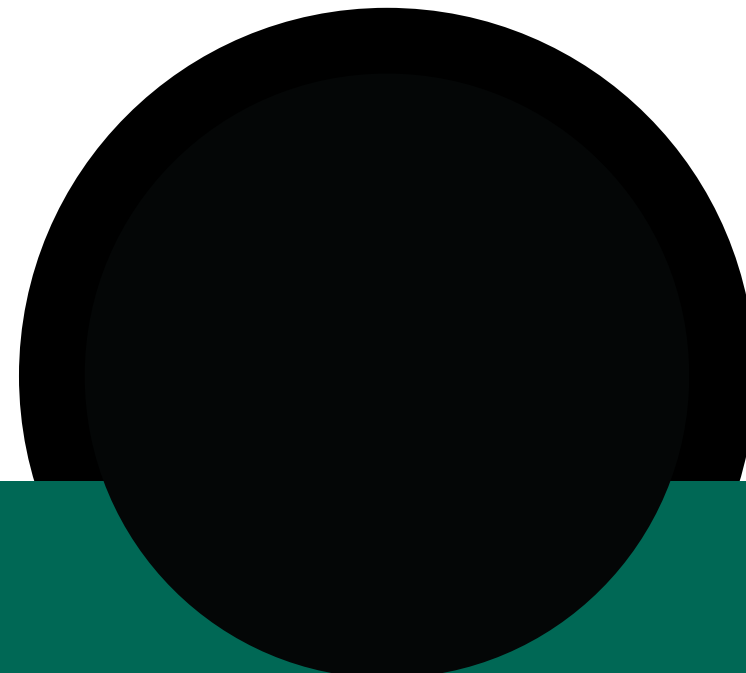
DECEMBER 1, 2022

DICK'S SPORTING GOODS TEAM



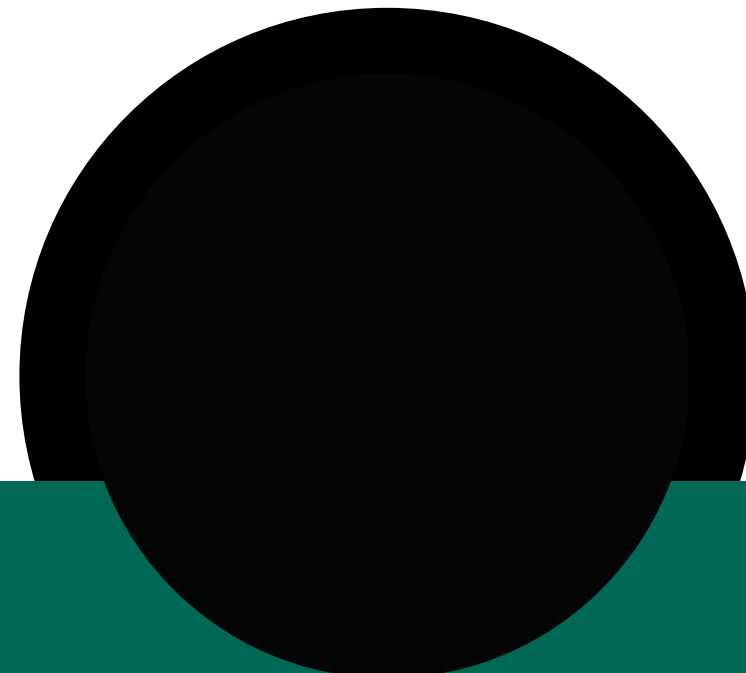
GRETCHEN HONER

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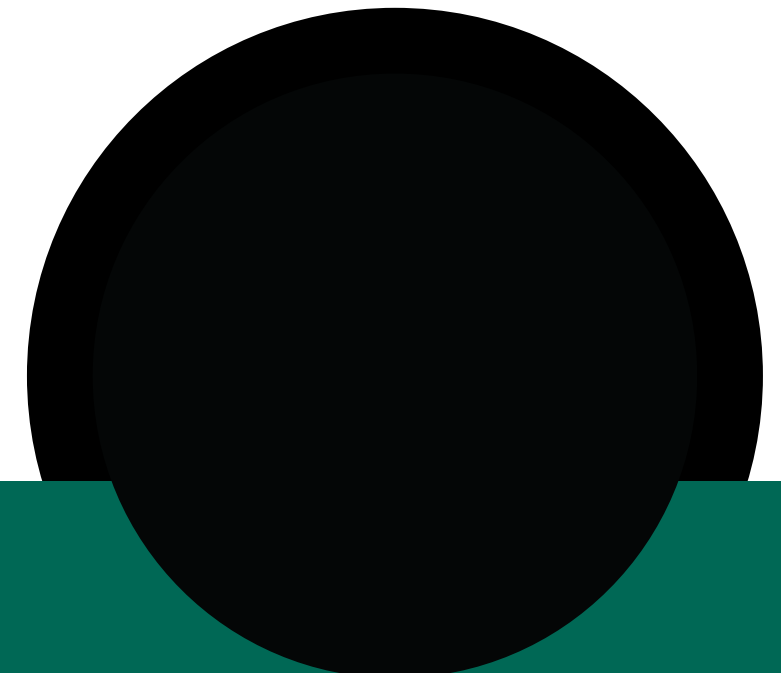
TEAM MEMBER

Research Associate



TEAM MEMBER

Research Associate



TEAM MEMBER

Research Associate

RESEARCH OBJECTIVES

RESEARCH OBJECTIVE & QUESTIONS

Objective

Build an understanding of Corporate Social Responsibility efforts to Gen Z and identify what type of messaging, issues, and campaigns resonate most strongly. Identify which corporations are excelling, underperforming, and where DICK's fits in.

4 Main Research Areas

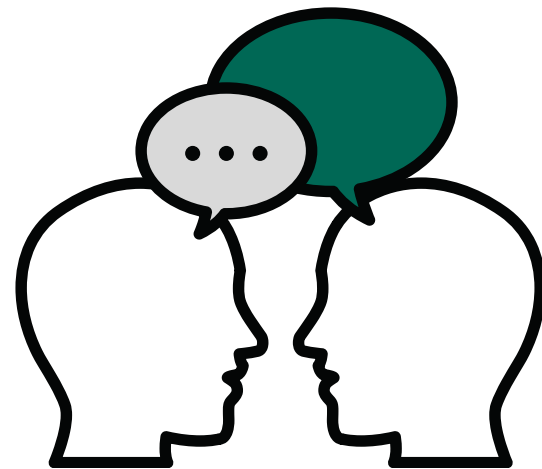
- Knowledge of CSR
- Sporting Goods & Athletic Apparel Industry CSR
- Social Media & CSR
- DICK'S Sporting Goods CSR

Questions

- Gain an understanding of Gen Z consumers' knowledge and attitudes towards CSR efforts and how CSR communications impact consumers.
- What CSR issues and causes are most relevant to Gen Z?
- What issues/areas should corporations be involved in?
- Where and how is CSR communicated effectively online?
- What corporations are leading in CSR impact?
- What brand & industries are most recognized for positive CSR efforts?
- How does CSR impact consumer purchase intent?
- How do brands and Gen Z consumers connect through social media?
 - What platforms do Gen Z use, and how is marketing communicated on each platform?
 - What perceptions do consumers have of DICK's social media presence?
- How have past DICK's CSR efforts performed with Gen Z?
 - What efforts are Gen Z aware of that DICK's has made?
 - Does Gen Z perceive DICK's efforts as authentic? How can DICK's CSR efforts be improved?

METHODOLOGY & SAMPLE

QUALITATIVE RESEARCH



**2 FOCUS GROUPS
(22 PARTICIPANTS)**

QUANTITATIVE RESEARCH



**218 SURVEY
RESPONDENTS**

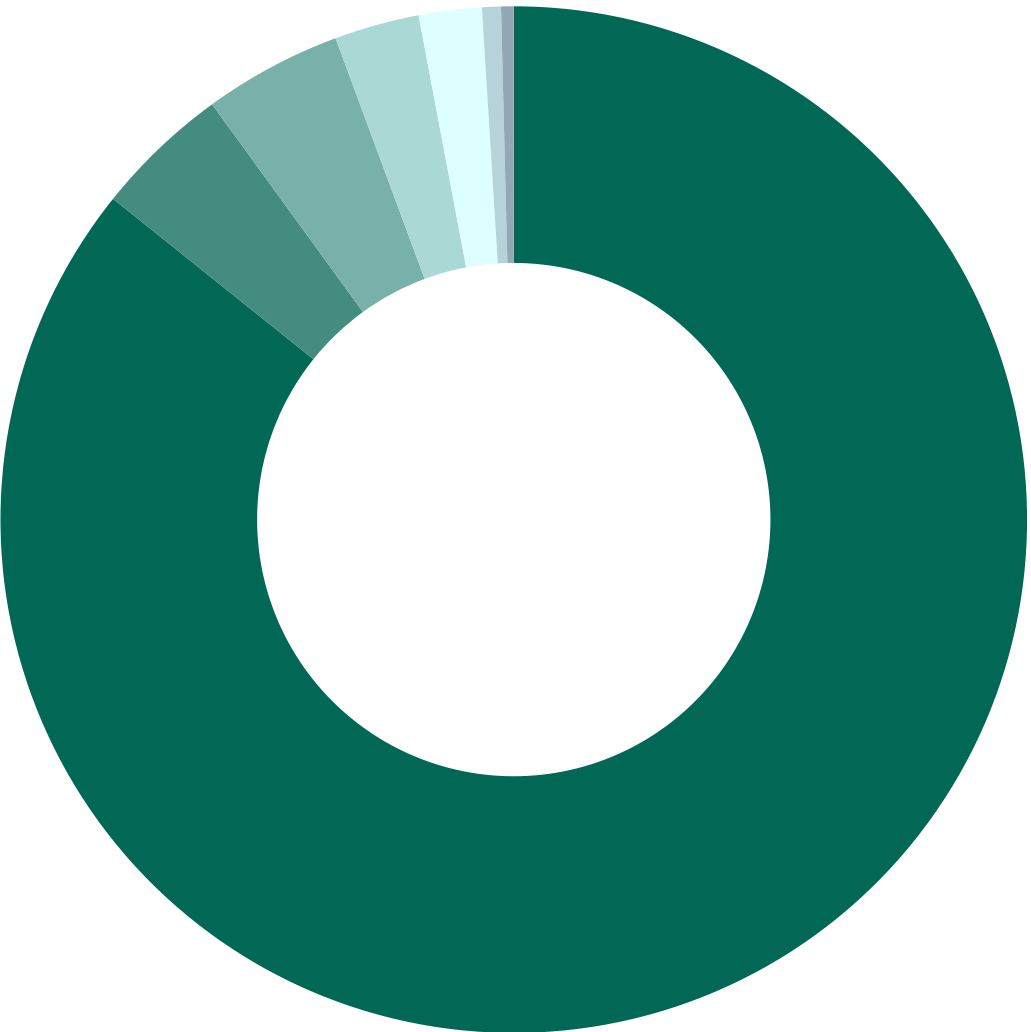


**GENERATION Z CONSUMERS
AGES 18 - 24**

SURVEY DEMOGRAPHICS

ETHNICITY

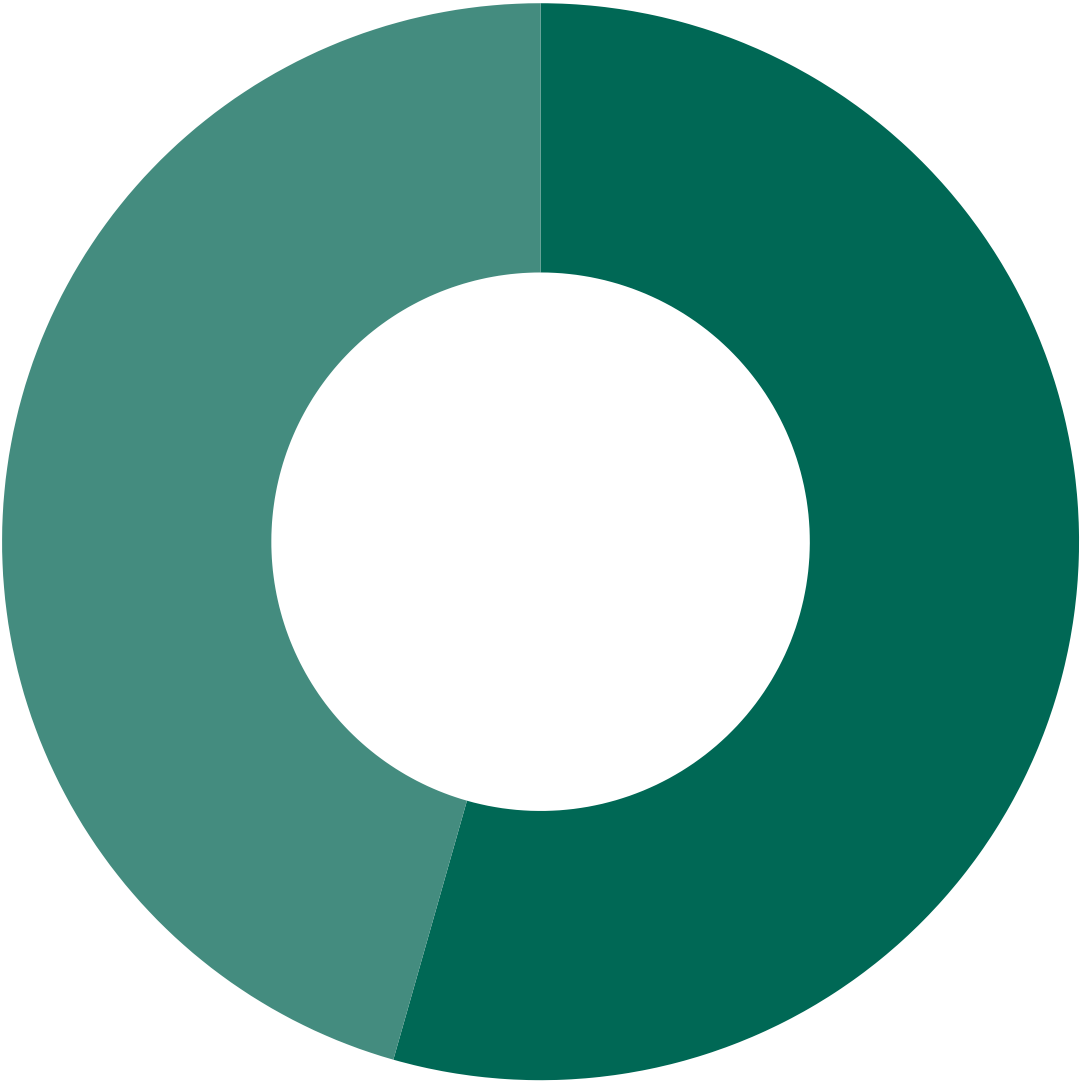
African American/ Black
4.4%



White or Caucasian
85.7%

GENDER

Female
45.6%



Male
54.4%

AGENDA

**KNOWLEDGE
OF CSR**

**SPORTING
INDUSTRY CSR**

**SOCIAL
MEDIA & CSR**

**DICK'S
SPORTING
GOODS CSR**



KNOWLEDGE OF CSR

What CSR issues are most important?

1. Ethical

2. Environmental

3. Philanthropic

4. Economic

Which attributes are most important when considering purchasing a product?

1. Quality

2. Price

3. Performance

CSR Initiatives ranked 2nd to last

HOW IMPORTANT IS CSR WHEN CONSIDERING PURCHASING FROM A BRAND.



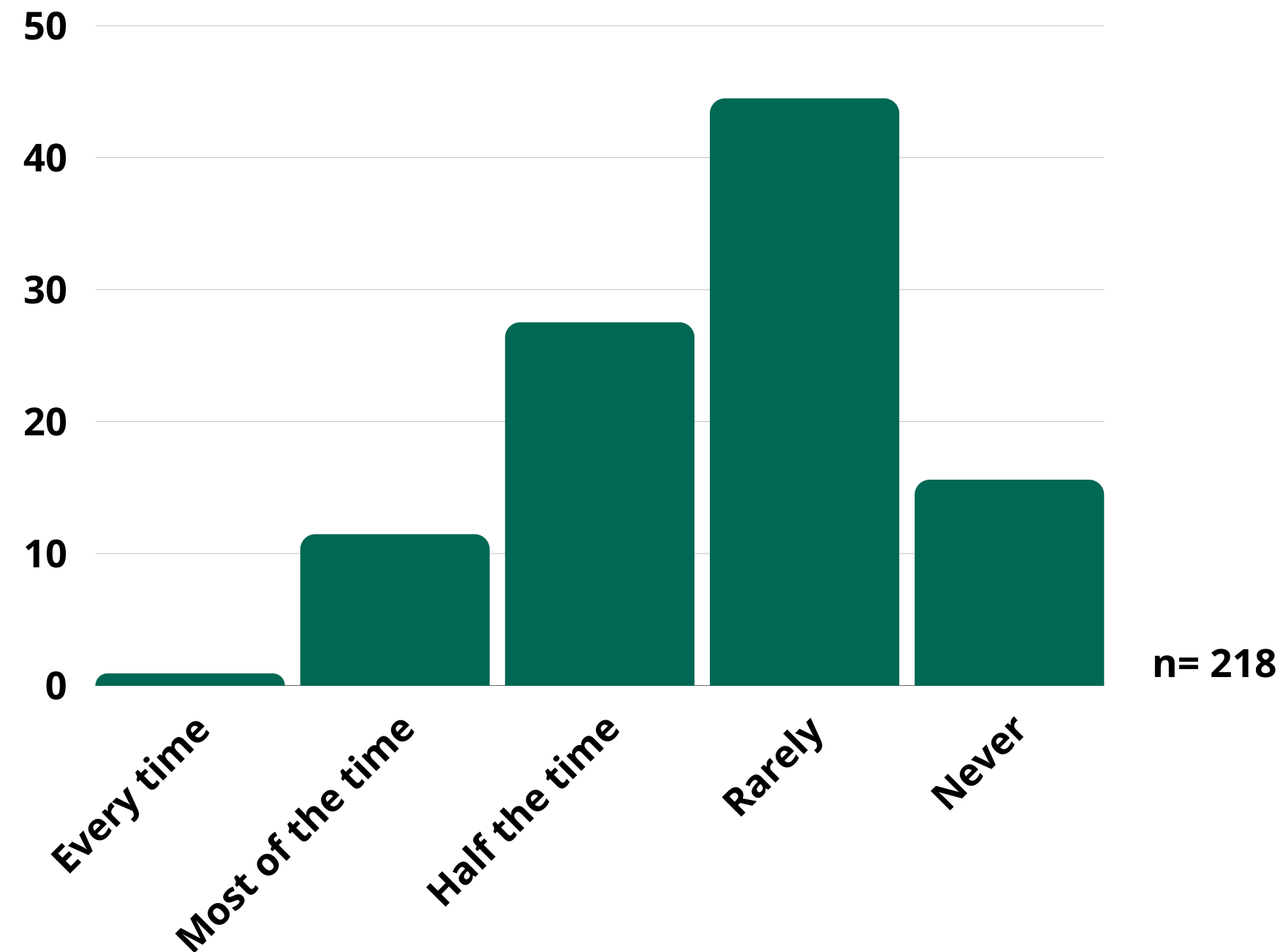
**SCALE OF 1 REPRESENTS NOT IMPORTANT AT ALL
AND 5 REPRESENTS VERY IMPORTANT**

A grayscale background image showing a person's hands holding a small plant with soil. The person's face is partially visible in the upper right, looking down at the plant. The overall theme is environmental friendliness.

"I wish brands focused more on being environmentally friendly."

- Female Focus Group Participant

How often do you research a company's CSR efforts before purchasing from them?



60%

**OF RESPONDENTS
NEVER OR RARELY
RESEARCH A COMPANY'S
CSR EFFORTS BEFORE
PURCHASING FROM THEM.**

**"They can do
their part in
society"**

**"It helps relate
to consumers"**

**"Brand perception and
customer perception of
the company will be
impacted without it"**

**"It benefits
everyone"**

**"I think it is important
for a business to be
ethical and be aware
of their actions"**

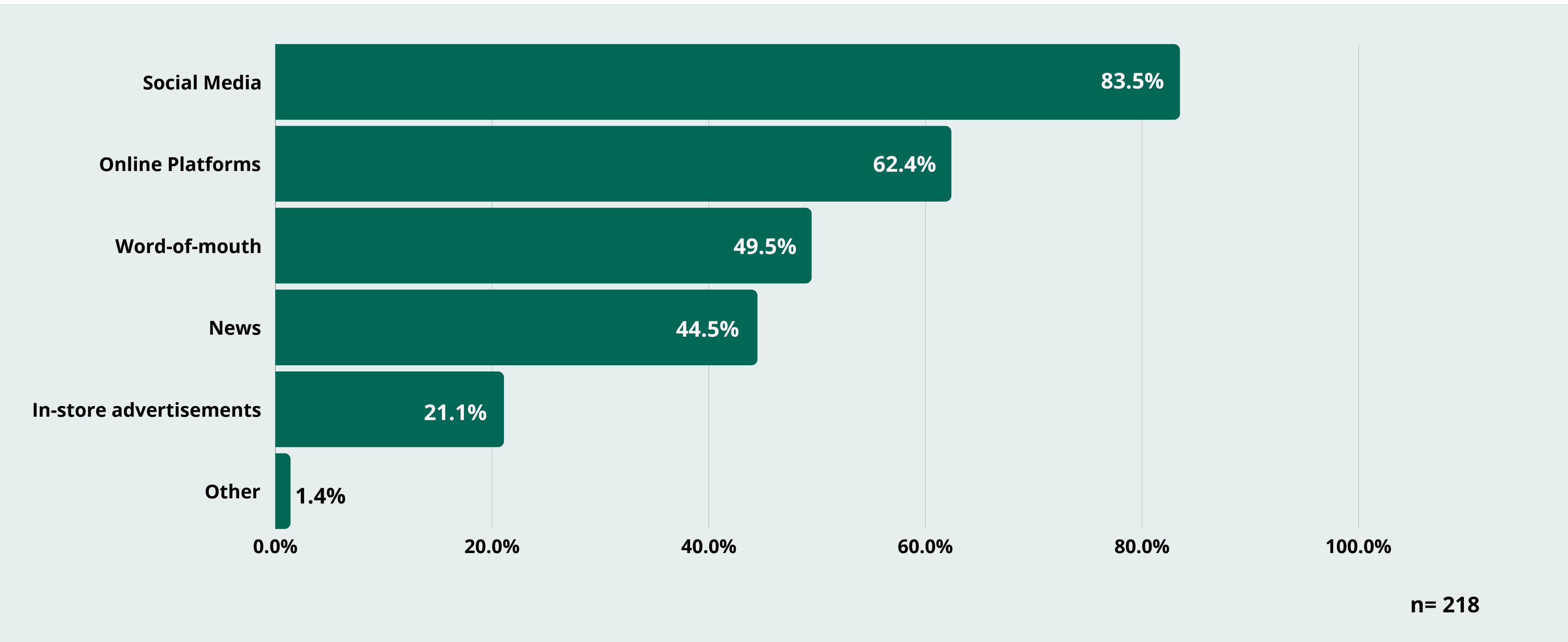
95%

**"Holds
companies
accountable"**

**OF RESPONDENTS SAID
COMPANIES SHOULD
INCORPORATE CSR
EFFORTS**

**"Helps the image of
the company in the
eyes of the
consumer"**

Where do you see/learn about companies' CSR efforts? Select all that apply.





CSR IS AN EXPECTATION FOR BRANDS

While CSR doesn't have a major impact on purchase intent, consumers feel that brands should have CSR initiatives because companies have the resources and capability to give back on a larger scale.



CONSUMERS WOULD CONSIDER CSR WHEN COMPARING BRANDS/PRODUCTS TO PURCHASE

CSR does not directly affect purchase intent, but when consumers are comparing similar brands/products to purchase from they are more likely to purchase from a brand with better CSR.



ALIGNMENT: BRAND CSR & CONSUMER

Consumers are drawn to companies that support CSR initiatives that reflect their personal values and CSR they support. Establishing connections to consumers through CSR positively impact perceived brand image.



CURIOSITY: SEEK MORE INFORMATION TO UNDERSTAND CSR

Gen Z consumers want to understand the big picture surrounding CSR. They want to know more than just what the CSR initiatives are but how a brand implements them and is accountable for staying true to their CSR commitments.



SPORTING INDUSTRY CSR



KEY THEMES: COMMUNITY AND ENVIRONMENT

Within the sporting industry, Gen Z feels strongly towards CSR that supports giving back to local communities and preserving the environment.



LIMITED FINANCIAL ABILITY

Gen Z is very conservative about spending money and being asked to contribute to CSR through extra monetary donations. They are drawn to CSR that's part of a product/service they are already buying into.



MENTAL HEALTH

The importance of mental health in the sporting industry has become increasingly important in society. Professional athletes are more open to sharing their experiences with mental health and how it affects their performance and life.



ACCOUNTABILITY

CSR efforts represent to consumers that a company cares about things beyond making a profit. Consumers' knowledge of company CSR shows transparency allowing consumers to be part of the CSR journey.



"I am more likely to purchase from a more expensive brand if I know my money is going to good causes"

- Male Focus Group Participant

How important is it for **SPORTING GOODS AND ATHLETIC APPAREL BRANDS** to have CSR?

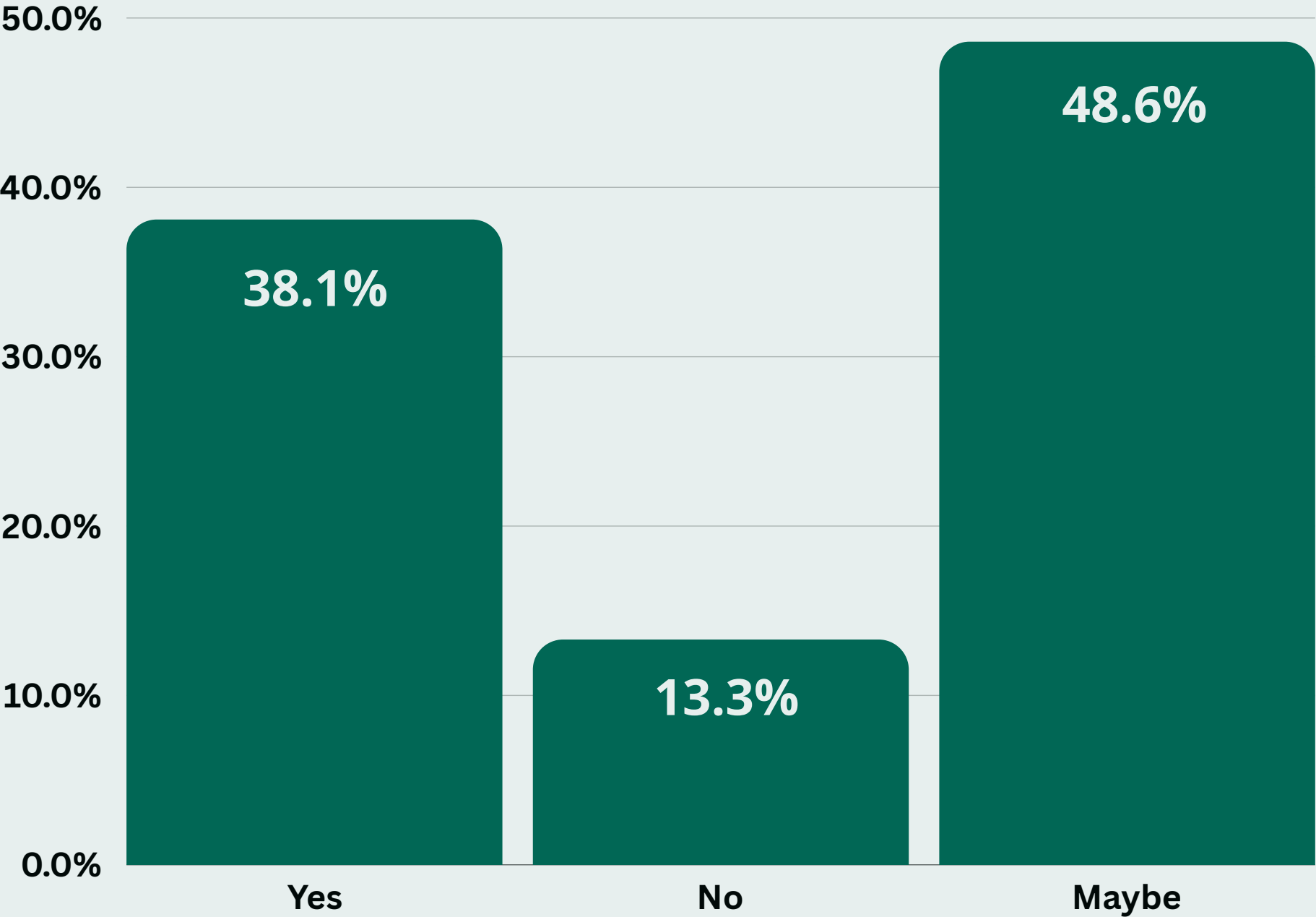


How important is CSR when considering purchasing from **SPORTING GOODS AND ATHLETIC APPAREL BRANDS**?



SCALE OF 1 REPRESENTS **NOT IMPORTANT AT ALL** AND 5 REPRESENTS **VERY IMPORTANT**

Would you purchase from **SPORTING GOODS AND ATHLETIC APPAREL BRANDS if they did not have any CSR efforts?**



n= 218

What issues should **SPORTING GOODS AND ATHLETIC APPAREL BRANDS be involved in?**

- 1. Ethical**
- 2. Environmental**
- 3. Mental Health**
- 4. Philanthropic**
- 5. Economic**

MEMORABLE BRANDS WITH CSR





"Sometimes you just have to go with what you can afford."

- Male Focus Group Participant

SOCIAL MEDIA & CSR



REPETITION

Consumers best recall a company's CSR when they are exposed to it on multiple platforms and word-of-mouth.



EMOTIONAL ADVERTISEMENTS

Emotional advertisements establish a deep personal connection with consumers that sticks with them. CSR ads can be useful as consumers may have strong feelings surrounding certain initiatives.

"I like when ads on social media are emotional because it makes me feel connected to the company's cause and they grab my attention."

Female Focus Group Respondent



**OF RESPONDENTS VIEW
MARKETING ON SOCIAL
MEDIA/ONLINE
AS AUTHENTIC.**

**CSR EFFORTS FROM
COMPANIES ON
SOCIAL MEDIA ARE
AUTHENTIC.**

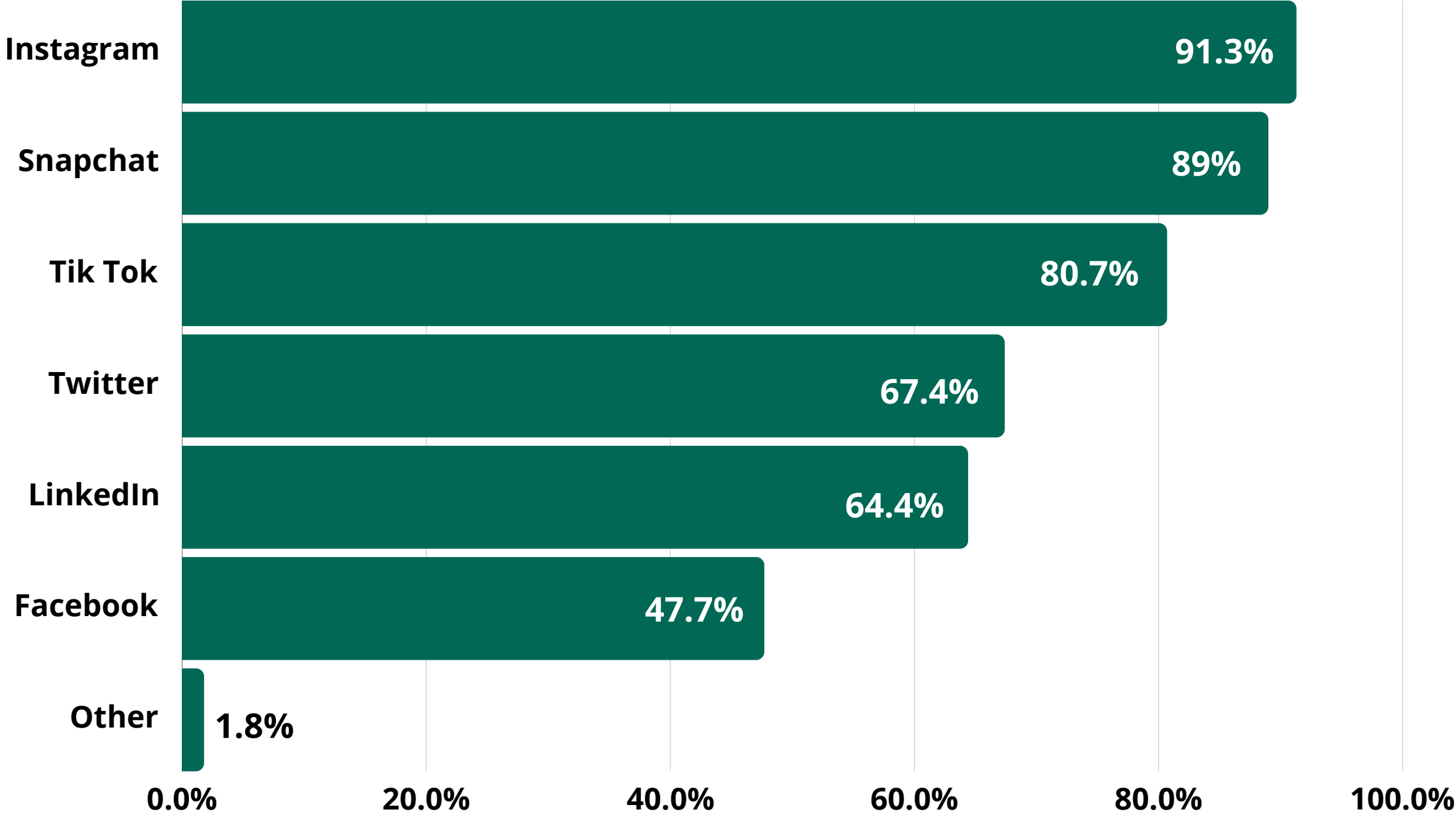


**MESSAGING OR POSTING
FROM COMPANIES ON
SOCIAL MEDIA IS
AUTHENTIC.**



**A VALUE OF 1 REPRESENTS
STRONGLY DISAGREE AND 5
REPRESENTS STRONGLY AGREE**

What social media platform(s) do you use? Select all that apply.

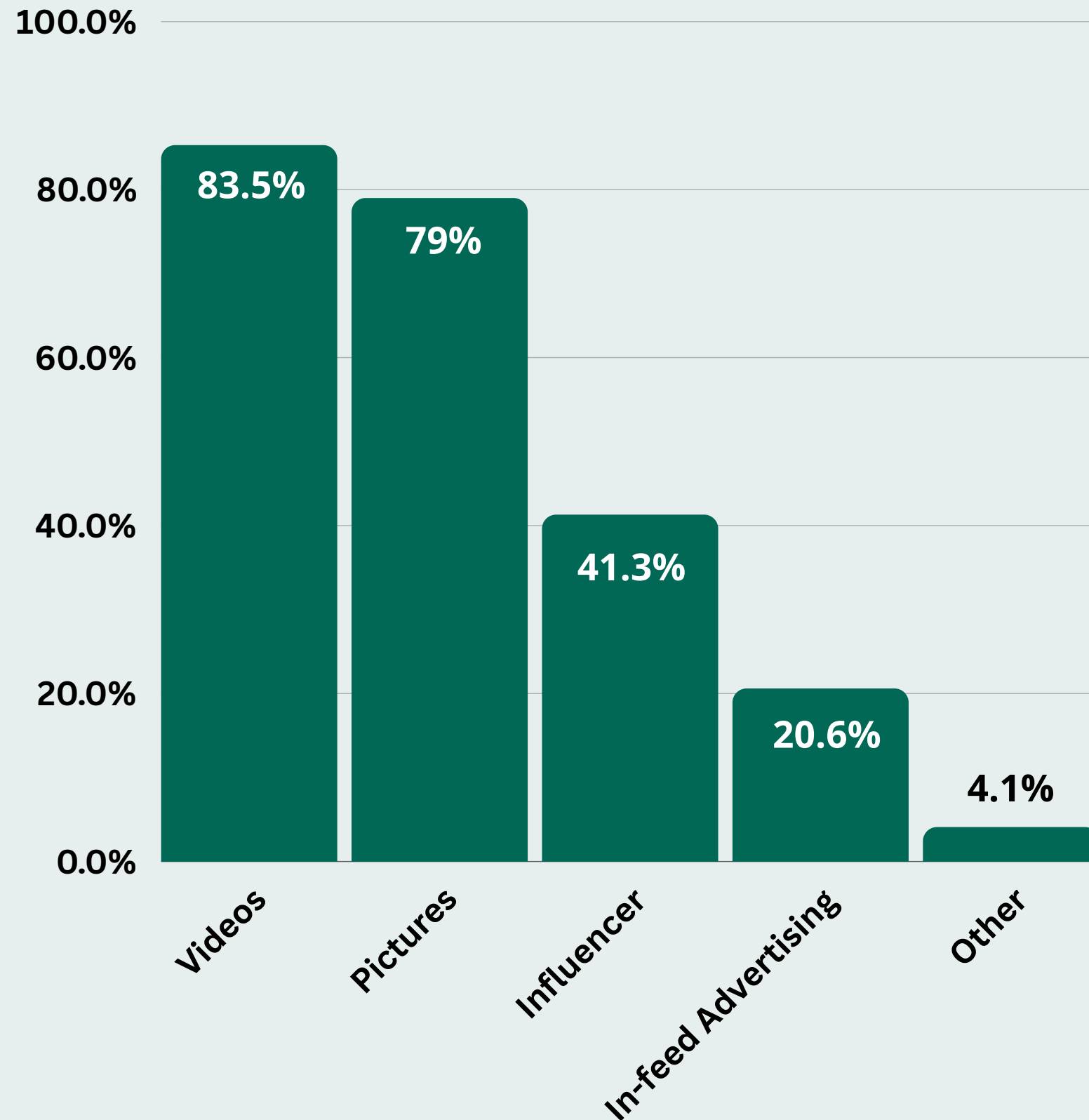


n= 216



TikTok is the trending social media platform for Gen Z. Gen Z uses it to discover news, information, reviews, and trends. The in-feed ads blend well with regular content types posted, making them enjoyable to watch.

What content on social media attracts you? Select all that apply.



Memorable Social Media Campaigns

"Nike's signature athletes post about their CSR efforts like pushing for equality."

"Lululemon makes posts about mental health."

"Patagonia donating their profits toward saving the environment."

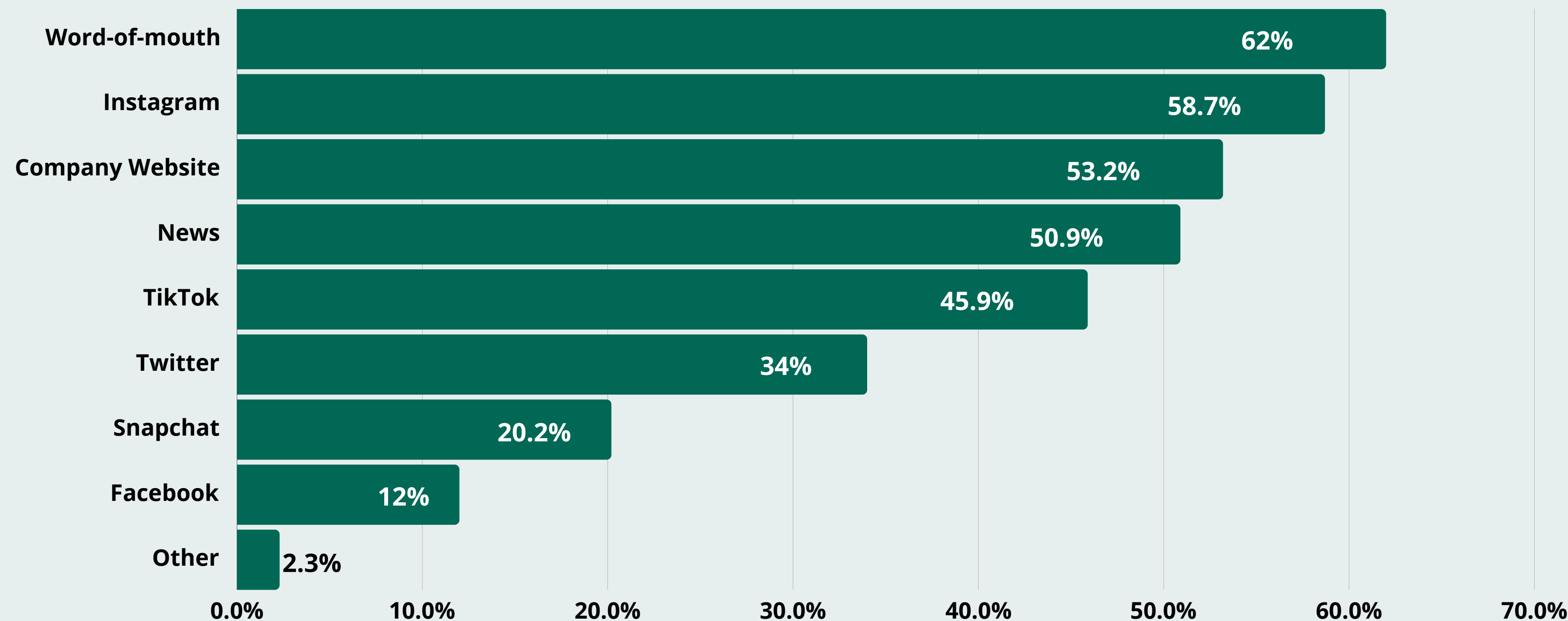
"Adidas 'Run for the Oceans' campaign, to end plastic waste"



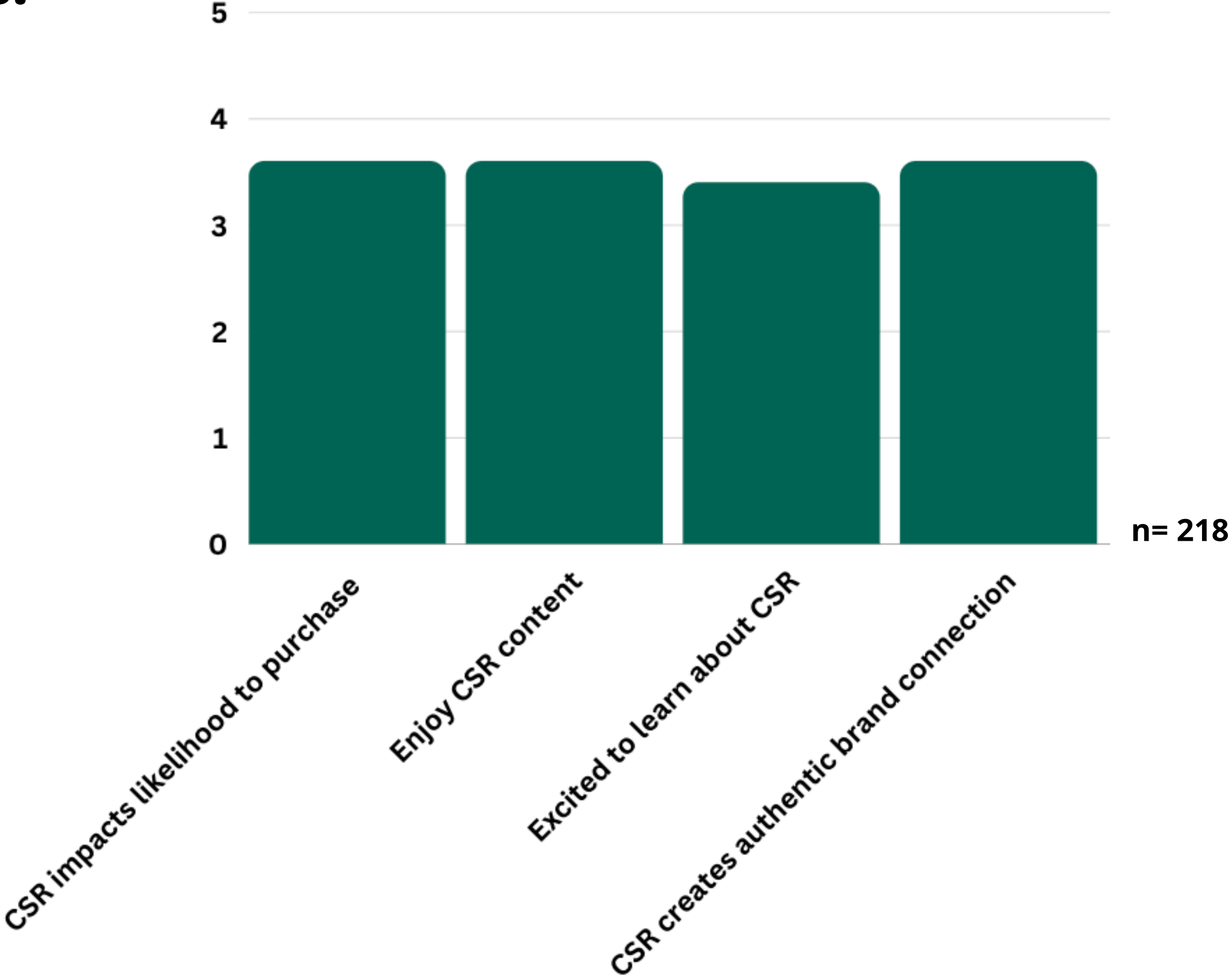
"When a company participates in CSR efforts and these efforts are shared, it provides a positive brand image to customers."

- Female Focus Group Participant

Where do you gather information about companies' CSR efforts? Select all that apply.



Indicate the extent to which you agree or disagree with the following statements.



A VALUE OF 1 REPRESENTS STRONGLY DISAGREE AND 5 REPRESENTS STRONGLY AGREE

DICK'S SPORTING GOODS CSR



99%

**WERE AWARE OF
DICK'S SPORTING
GOODS.**

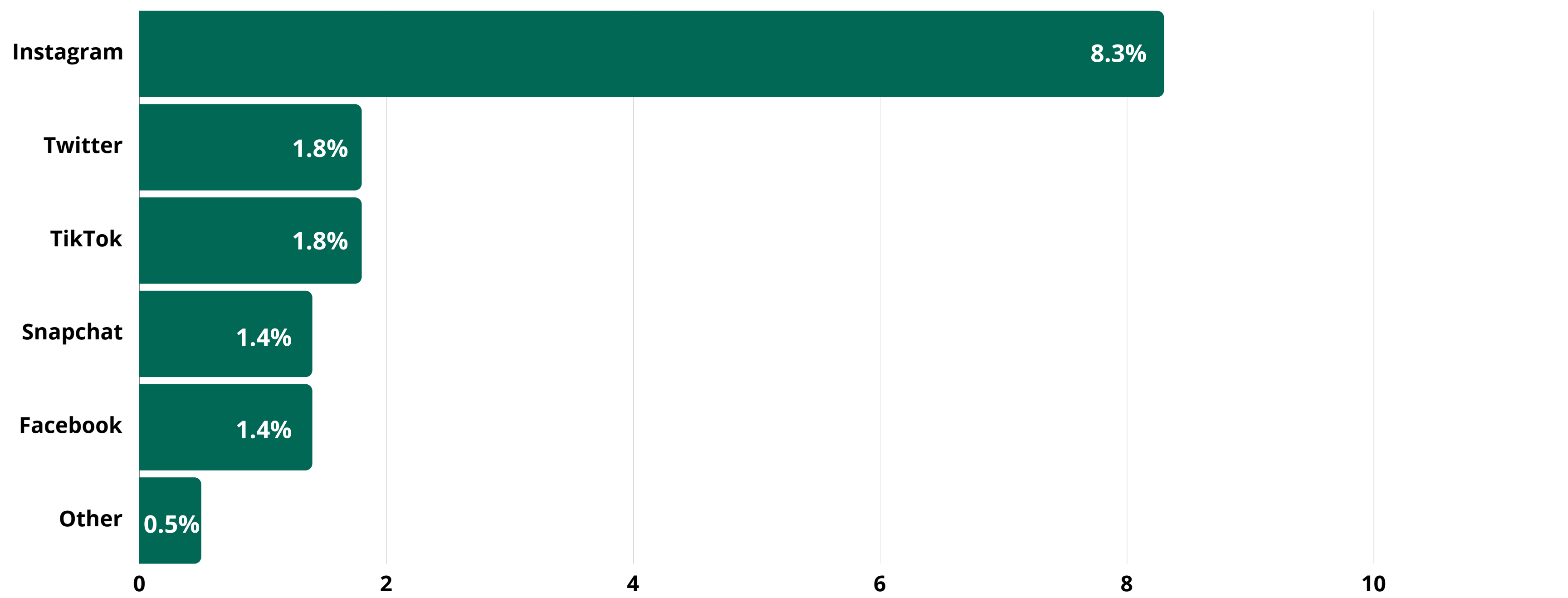
96%

**HAVE PURCHASED
FROM DICK'S
SPORTING GOODS.**

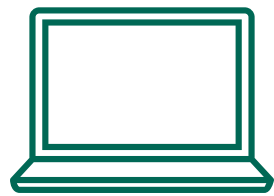
11%

**FOLLOW DICK'S
SPORTING GOODS ON
SOCIAL MEDIA.**

**On what social media platform(s) do you follow DICK'S Sporting Goods?
Select all that apply.**



EMERGING THEMES



NEED CSR INFORMATION ON COMPANY WEBSITE

Need a place on DSG website to seek more information about all CSR efforts when consumers are online shopping. Need to be easily accessible.



IN-STORE CSR MARKETING

Many consumers enjoy in-store shopping because of DSG wide variety of products. Marketing about CSR should be displayed in highly trafficked areas of the store (checkout lanes, escalators, employee uniforms, product tags).



LACK OF AWARENESS

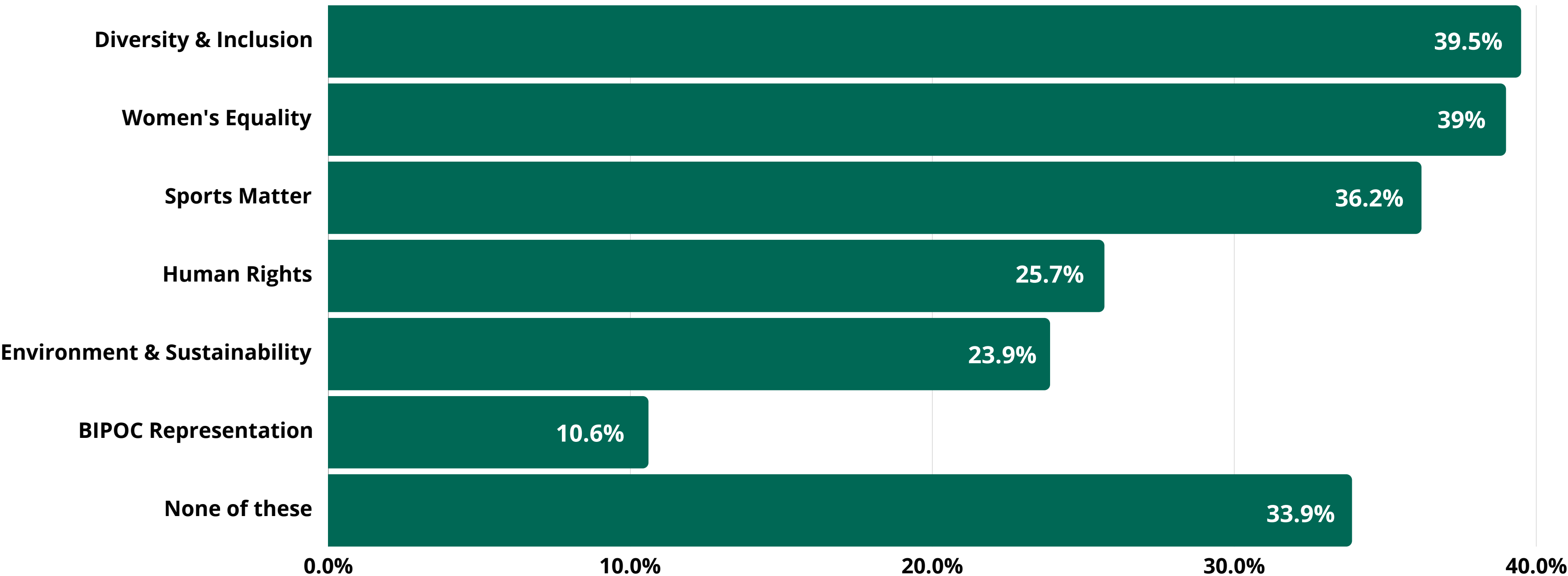
While consumers are aware DSG has CSR efforts they lack awareness of what the specific initiatives are. Consumers cannot appreciate DSG's efforts if they do not know about them.



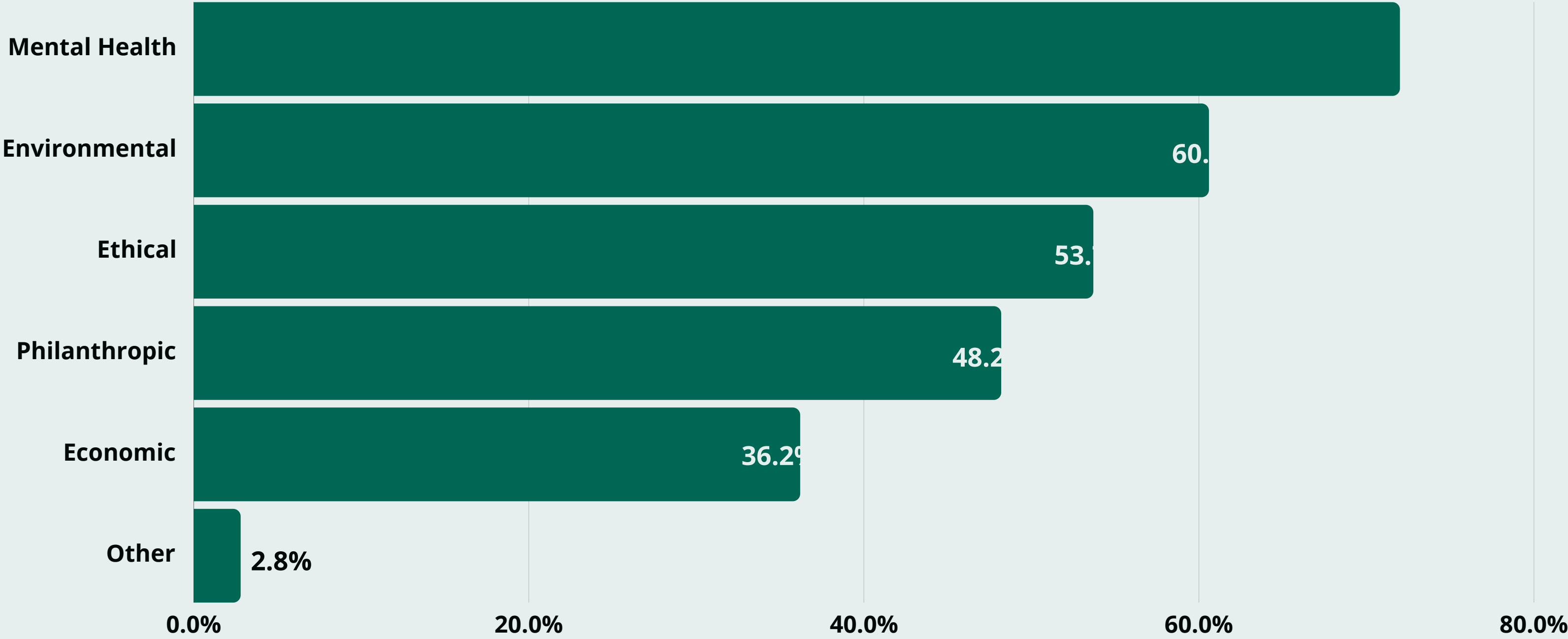
"I worked there and was surprised how many goals they have and I haven't heard about."

- Male Focus Group Participant
(DSG Retail Employee)

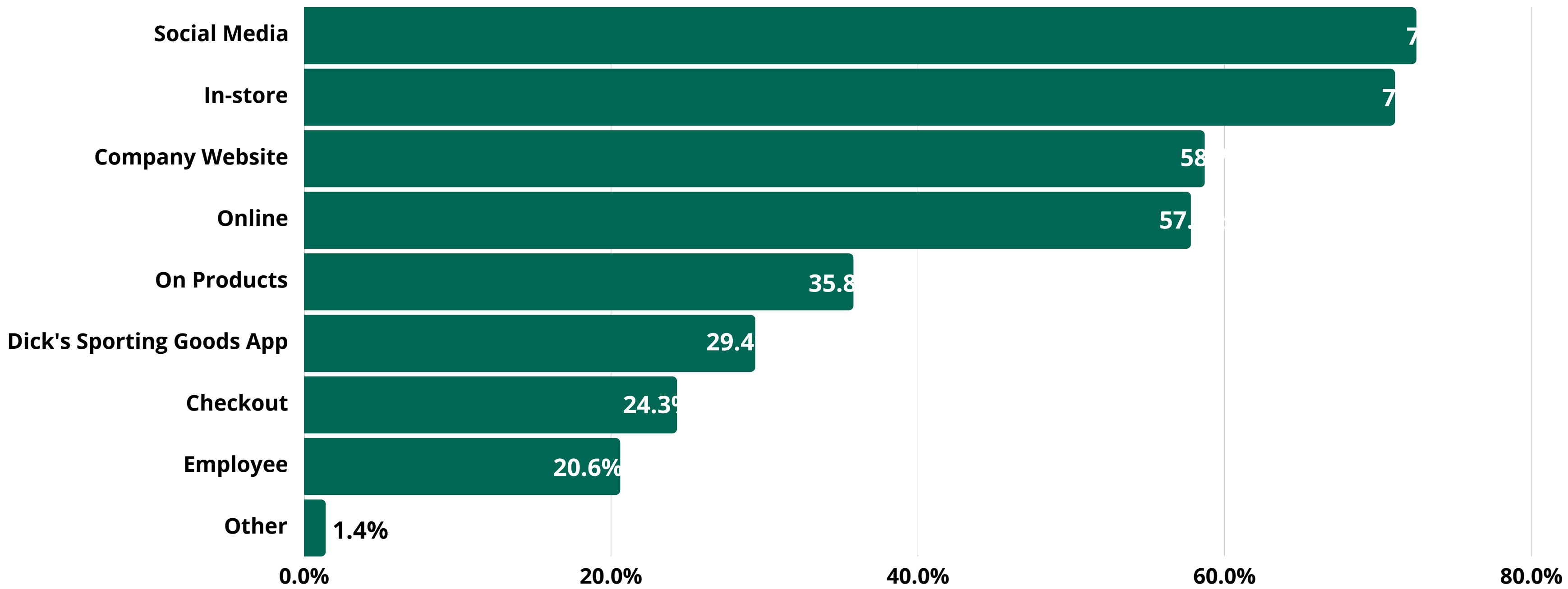
Which of DICK'S Sporting Goods CSR efforts are you familiar with?



What CSR efforts would you like to see DICK'S Sporting Goods be a part of?



Where would you like to see communications about DICK'S Sporting Goods CSR efforts?



n= 218



"I like that they give us the opportunity to see their long term goals, and show they still have goals in progress"

- Female Focus Group Participant

HOW CAN DICK'S SPORTING GOODS IMPROVE THEIR CSR EFFORTS?

"Ask what consumers are looking for within economic, ethical, and philanthropic sectors, then try and implement them"

"Make CSR more well known in their advertising or displays within their stores"

"Provide more knowledge through advertisements on social media outlets"

"I am unaware of any of DICK'S CSR efforts, so making them more accessible is important"

RECOMMENDATIONS

RECOMMENDATIONS NOT SHARED FOR CONFIDENTIALITY WITH CLIENT

THANK YOU!

QUESTIONS?

APPENDIX

DEFINITION OF CSR

Corporate Social Responsibility, or CSR, is defined as a company's responsibility and accountability to their commitment to doing good. They aim to positively impact communities through social, environmental, ethical, philanthropic, and economic causes, beyond making a profit.

Philanthropic: giving back to society through supporting community projects; donations to charities, nonprofits, and worthy causes; funding programs)

Environmental: (sustainability; reduce pollution, gas emissions, and waste; regulate energy consumption and use of natural resources)

Economic: (Improving a company's business operations by implementing sustainable practices and processes; ensure business practices are positively impacting people, environment, and society)

Ethical: (Protect human rights through fair treatment, labor practices, and compensation of a company's employees, suppliers, investors, stakeholders, and customers)