

THE DIFFERENCES AMONG GENERATION Y CONSUMERS IN CORPORATE SOCIAL RESPONSIBILITY INNOVATION ACTIVITIES ADOPTION*

Chonnikarn Thienthaworn**

Abstract

This research article on the differences among Generation Y consumers in Corporate Social Responsibility innovation activities adoption aims to (1) measure the differences among three groups of Generation Y consumers' response in Corporate Social Responsibility (CSR) innovation activities and (2) examine a construct validity measurement by Confirmatory Factor Analysis (CFA) of measurement model identifies the fit between Corporate Social Responsibility (CSR) innovation adoption and the existing empirical literatures and principles. The quantitative research: a cross sectional survey methodology is

* This article is part of Doctor of Philosophy Degree Dissertation titled "Structural Equation Model of Corporate Social Responsibility Innovation, Corporate Image and Corporate Reputation towards Corporate Social Responsibility Innovation Adoption among Generation Y", 2018.

** Ph.D. in Communication Arts and Innovation Management, a full-time lecturer of Public Relations Department, and Assistant to the Dean, Albert Laurence School of Communication Arts, Assumption University of Thailand, Corresponding author, E-mail: chonnikarnsrt@au.edu

applied to conduct a research. Then, 340 sets of questionnaire are used to collect data from three groups of Generation Y consumers. The respondents are composed of Twixters: 18 – 22 years old (119 or 35%), The Early Nesters: 23 – 27 years old (111 or 32.6%) and The in-betweens: 28 - 34 years old (110 or 32.4%).

Results show that even the average score of Twixters is higher than The Early Nesters and The in-betweens, still there is no significant difference among three groups of Generation Y consumers in Corporate Social Responsibility Innovation Adoption. This is probably because these three groups: Twixters, The Early Nesters and The In-Betweens, are in the same category of Generation Y who are interested in information about technology, have positive attitudes toward corporates that produce innovation, and volunteer in CSR activities.

Besides, the construct validity measurement by Confirmatory Factor Analysis (CFA) of measurement model identifies the fit between variable “Corporate Social Responsibility (CSR) Innovation Adoption” and the existing empirical literatures and principles. The “behavioral intention to use”, an observed variable, reports the highest factor loading 0.93 of studied latent variable: Corporate Social Responsibility Innovation Adoption.

Then, if an organization would like to have an achievement in CSR innovation activities adoption among Generation Y consumers, the focus should be at behavioral intention to use stage. Organization is suggested to provide clear information, to receive positive attitude, and to convince consumers to accept and use innovative products and services consequently.

Keyword : Innovation Adoption, the Differences among Generation Y Consumers, Corporate Social Responsibility, Confirmatory Factor Analysis

บทคัดย่อ

ผลการวิจัยพบว่า แม้จะแน่นค่าเฉลี่ยการยอมรับนวัตกรรมของกิจกรรมชีวีเอกสาร์ในเจเนอเรชั่นวัยกลุ่ม Twixters จะสูงกว่าเจเนอเรชั่นวัยกลุ่ม The Early Nesters และกลุ่ม The In-Betweens ทว่าไม่มีความแตกต่างอย่างมีนัยสำคัญทางสถิติ สาเหตุอาจ เพราะเจเนอเรชั่นวัยทั้ง 3 กลุ่มนี้ จัดว่าเป็นผู้บริโภคในกลุ่มเจเนอเรชั่นเดียวกัน ที่มีบุคลิกักษณะซึ่งชอบการค้นหาข้อมูลเกี่ยวกับเทคโนโลยี มีทัศนคติเชิงบวกต่อองค์กรที่สร้างสรรค์นวัตกรรม และสนใจเข้าร่วมในกิจกรรมอาสาสมัครเพื่อสังคม นอกจากนี้ การตรวจสอบคุณภาพของเครื่องมือด้านความตระหง่านของโครงสร้าง โดยการวิเคราะห์องค์ประกอบเชิงยืนยันว่าการวัดตัวแปรการยอมรับนวัตกรรมของกิจกรรมชีวีเอกสาร์ มีความสอดคล้องกับข้อมูลเชิงประจักษ์หรือไม่นั้น ผลการตรวจสอบพบว่า สอดคล้อง เนื่องจากค่าดัชนีผ่านเกณฑ์ที่กำหนดมีรายละเอียดค่าดัชนีต่าง ๆ โดยพบว่า ค่าน้ำหนักองค์ประกอบของตัวแปรແए “ความตั้งใจเชือ” ของตัวแปรลังเกตได้ “การยอมรับนวัตกรรมของกิจกรรมชีวีเอกสาร์” อยู่ที่ 0.93 ซึ่งสูงกว่าตัวแปรແएตัวอื่น ๆ ดังนั้น หากองค์กรมุ่งหวังประสบความสำเร็จในการนำนวัตกรรมมาใช้ในการดำเนินกิจกรรม

ชีเอสอาร์ องค์กรควรเน้นการสื่อสารเพื่อให้เกิดความตั้งใจเชื่อในกลุ่มผู้บริโภคเป้าหมาย โดยการสื่อสารข้อมูลที่เข้าใจได้ง่าย เพื่อสร้างทัศนคติที่ดี และโน้มน้าวผู้บริโภคให้ยอมรับ และใช้นวัตกรรมสินค้าบริการนั้น ๆ ขององค์กรในที่สุด

คำสำคัญ : การยอมรับนวัตกรรม, ความแตกต่างของกลุ่มผู้บริโภคเจเนอเรชั่นวาย, กิจกรรมชีเอสอาร์, การวิเคราะห์องค์ประกอบเชิงยืนยัน

Introduction

Notably, technology and innovation play a significant role in terms of business operations and corporate communication. Indeed, organizations can employ technology and innovation in strategic planning of corporate communication (Hulsmann & Pfeffermann, 2011), and into the manufacturing process of products and services and communicate to consumers via remarkable Corporate Social Responsibility (CSR) innovation activities (McWilliams & Siegel, 2001, as cited in Preuss, 2011), for example, SCG's Fest, an innovation for food packaging, SCG's Idea Care Pack, a paper cup innovation for drinking, SCG's Eldercare Solution, a living innovation for the elder and SCG's Knockdown Portable Toilets for people.

Similarly, the technological advancements can enhance the ability of consumers to access, generate and share information more quickly and conveniently (Hulsmann & Pfeffermann, 2011). A survey entitled "Thailand Internet User Profile in 2017" by the Ministry of Information and Communication Technology reports an interesting information about Generation Y (born between 1981 and 2000) who were born in the era of an internet and technological advancements that Generation Y have the

highest average internet usage time of 3.42 hours/day on social media. The main activities were using social media, searching information, replying e-mail, watching online TV, listening to online music, and e-shopping (Ministry of Information and Communication Technology, 2017).

Wangkiat who is a reporter of Bangkok Post, a famous English news publication in Thailand, explains that Generation Y are becoming more important as the driver of national development every day, especially in the economic dimension, because they are becoming the majority population of Thailand and of the world. It is noteworthy that the proportion of Generation Y in developing countries is larger than in developed countries mainly because due to lower fertility rates in the latter (Bangkok Post: online, 2016). Likewise, Samutachak said that Generation Y from different parts of the world share certain similar natures due to globalization that allows them to connect via the cyber world. As a result, they share similar natures and lifestyles (Thai Health Organization, 2016).

Furthermore, Generation Y in Thailand are interested in information about technology, have positive attitudes toward corporates that produce innovation, and volunteer in CSR activities (Prachachat Turakij, 2016). In addition, Phomun (2012) found that consumers aged 23-32, who are categorized as Generation Y, have a better attitude toward CSR activities than other Generations. Tantivejakul (2012) found different age ranges have different engagement in CSR issues. Sirithorn (2015) said that Generation Y are more open and adopt innovation better than Generation X.

Tapscott (2009) described that 71 percent of Generation Y are willing to support a company that officially and sincerely apologizes and takes responsibility for a crisis and 40 percent of them tend to stop using or buying from the company that does not have social responsibility. Additionally, Tapscott (2009) pointed out that with technology in place, people can invent new things more easily. Generation Y want to try new things. For example, when a new mobile phone model is released, they want to use it. This also includes innovation at work.

Still, the age range of Generation Y is a quite wide. Then, Generation Y can be divided into three groups, according to year of birth and specific characteristic: Twixters (aged 18-22), Early Nesters (aged 23-27) and In-Betweens (aged 28-32) (Mongkolsiri, 2005; Sirithorn, 2016).

In the past decade, there were various research studies, aimed at examining response of Generation Y consumers in both general situation and in CSR activities, for example, research findings of Sirithorn (2016) show that, early and middle teenagers are different from late teenagers in that they tend to use more complicated applications to satisfy their various needs while late teenagers tend to use more simple applications. In addition, it was found that all three groups of Generation Y also expand their potential and welcome new experiences from using smart phones. To be specific, early and middle teenagers find new experiences by using smart phones to enjoy both academic and entertainment content including websites, games, music, TV series, TV dramas, and films, whereas late teenagers focus more on news and serious content.

Additionally, in CSR dimension, Wu and Wang (2014) from Taiwan collected data from a total of 624 people including both Generation X and Generation Y. The findings show that Generation Y (born between 1980 and 2000) responded to CSR activities on community more than Generation X, especially when it comes to the perception of brand image as a symbol. To be specific, brand image is key to changing brand attitude among Generation Y because they tend to pay attention to CSR activities that correspond to their unique lifestyles, thus making their attitude towards the brand a positive one. Previously, Boonpresert (2012) found that the CSR activities that focus on changing human behaviors are the variable that best predicts organizational engagement of Generation Y with a prediction efficiency at 26%.

As noticed, even if there are some studies about Generation Y response in technology and CSR activities, still there is no study that mainly focuses on examining the different response among three groups of Generation Y consumers in CSR innovation activities. Then, the research article entitled “The differences among Generation Y consumers in Corporate Social Responsibility innovation activities adoption”, is hereby conducted to fill in this gap.

In fact, this study brings SCG Company to be a case study, because SCG Company is one of well-known corporate governances in Thailand that produces innovative products and services, holds many CSR activities and often receives awards from credible institute like The Stock Exchange of Thailand (SET), in term of CSR award. Additionally, SCG has recently received an innovation award from The Stock Exchange of Thailand, as a result of its business operation and development every year.

Research Objectives

1. To measure the differences among three groups of Generation Y consumers' response in Corporate Social Responsibility (CSR) innovation activities.
2. To examine a construct validity measurement by Confirmatory Factor Analysis (CFA) of measurement model identifies the fit between Corporate Social Responsibility (CSR) innovation adoption and the existing empirical literatures and principles.

Literature Review

1. Innovation Adoption

Tidd and Bessant (2009) said innovation refers to success in new idea exploration and is composed of “invention” and “exploitation” for the purpose of change and development. It includes not only major advances in technology but also small scale-changes in technological know-how. There are four dimensions of innovation: product, process, position, and paradigm.

Tidd and Bessant (2009) further pointed out that “innovation” is comparable to the “core business process” that requires on-going actions, starting from searching, selecting, implementing, and capturing value from the innovation.

In the context of innovation adoption, Rogers (2003) said that people adopt innovation at different speeds and for different durations. Some people adopt quickly while it takes some time for others, therefore, innovation adopters be divided into five categories.

1. Innovators are people who adopt the innovation before anyone else. They love novelty and try new things. They understand and know how to apply complicated knowledge. They can manage the risk of the failure of innovation that they try.

2. Early Adopters are people who adopt and try the innovation in order evaluate it before recommending it to other people. These people are accepted and trusted by society. The general public would follow and ask suggestions from them before adopting the innovation.

3. Early Majority are people who adopt innovation after some time, but not so late. They might contact other people in the society in order to share information. However, they are not influencers because they spend some time to consider before making a decision to adopt the innovation. They use social standards to adopt it. In other words, when most people adopt the innovation, these people will do the same.

4. Late Majority are people who adopt the innovation after a long time, probably due to their financial limitation or social pressure that forces them to follow the majority. These people would not adopt the innovation until most people in society do so. They need assurance that the new innovation is good and safe enough.

5. Laggards are those who adopt the innovation after a very long time. It could be said that they almost do not adopt it because they believe that the old things are safe and easy for their life. They tend to care little about the outside world and do not accept changes easily.

Rogers (2003) also proposed that the decision process of innovation adoption consists of five steps. (See Figure 1)

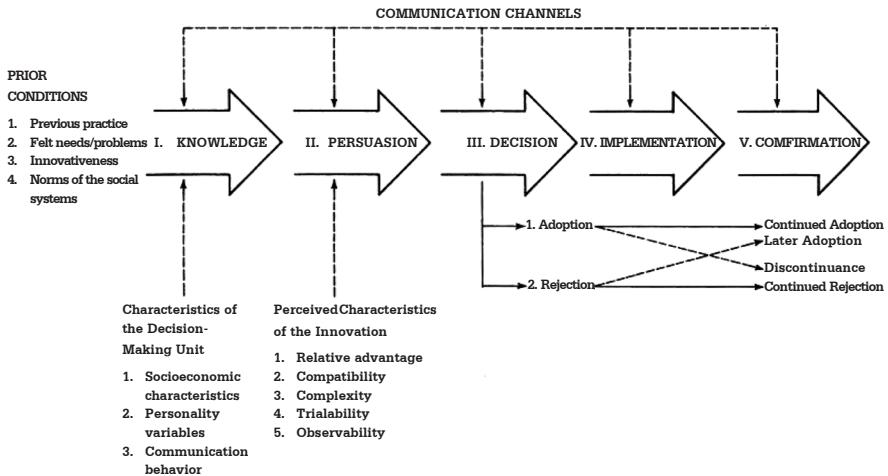


Figure 1: Innovation-Decision Process

Source: Rogers, E. M. (2003). *Diffusion of Innovations*: (5th ed.). NY: Free Press.

1. Awareness is the first step where an individual knows about the existence of the innovation. People will try to find the information and understand how the innovation works.

2. Persuasion is the step at which individuals like or dislike the innovation. That is to say, individuals will research information enthusiastically. They start to get interested in more details of the innovation, which will lead to deeper knowledge about it.

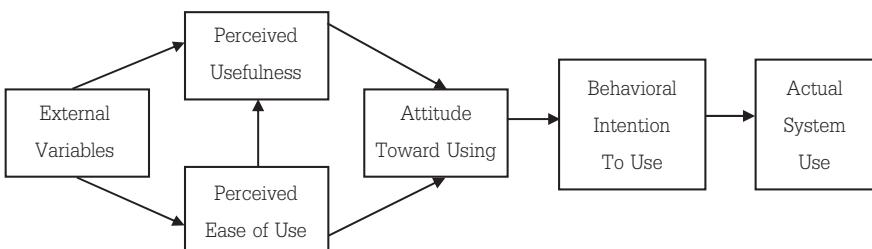
3. Decision is the step at which individuals adopt or do not adopt the innovation. They evaluate and weigh the pros and cons of the innovation, and whether the application of the innovation benefits their activities and whether the benefits are high enough to fully adopt it.

4. Implementation is the step at which individuals try to use innovation in their situation and daily life. They will try for themselves whether it works or not and whether the benefits are high enough to fully adopt it.

5. Confirmation happens after having made the decision for a short while. It is the step at which individuals find more information or additional assurance to make further decisions about the innovation. In this stage, people around them will play a significant role.

One of the most frequently employed tools for measuring innovation adoption is the innovation adoption model (TAM) developed by Davis (1989) based on the theory of reasoned action of Ajzen and Fishbein. This model has been widely adopted in measuring or predicting an individual's behavior regarding innovation adoption (Argwal and Prasad, 1999).

Davis (1989) proposed the innovation adoption model, or TAM (Figure 2), explaining that perceived usefulness and perceived ease of use both have influence on attitude toward use, which subsequently leads to behavioral intention to use and actual system use.



Source: Davis, F. D. (1989). *Perceived usefulness, perceived ease of use and user acceptance of information technology*: MIS Quarterly.

Figure 2: Technology Acceptance Model

Source: Davis, F. D. (1989). *Perceived usefulness, perceived ease of use and user acceptance of information technology*: MIS Quarterly.

This model was widely adopted in a large number of studies investigating innovation adoption in different contexts. Lu, Yu, Lui and Yao (2003) reviewed 18 studies that were conducted between 1989 and 2001 in which this model was employed to study innovation adoption in different contexts and found further factors that contributed to innovation adoption with five of them being found across all 18 studies.

1. Perceived usefulness
2. Perceived ease of use
3. Attitude towards use
4. Behavioral intention to use
5. Actual system use

In addition, another factor that is always taken into consideration together with individual innovation adoption is “personal innovativeness” which is a measurement of individuals’ technology-seeking behavior.

Given the result, personal innovativeness was added into the innovation adoption model (TAM) employed in this study as an indicator when the framework was drawn with an objective to investigate acceptance of CSR innovation activities among generation Y. To be specific, the level of innovation adoption in this study was measured in six aspects: (1) perceived usefulness, (2) perceived ease of use, (3) attitude towards use, (4) behavioral intention to use, (5) actual system use, and (6) personal innovativeness.

2. Generation Y Consumers

It could be said that Generation Y are the children of the baby boomers and the younger brothers and sisters of Generation X. They are

raised by their parents to try to make up for what they failed to have in their childhoods (Decharin, 2008; Pisithanusorn, 2007).

Kengkarnchang (2013) said Generation Y were born in the era of a good economy and technological advancements. Communication was easy and fast. There were computers, mobile phones, digital cameras, the internet, and other gadgets that allowed easy access to information. Thus, the thoughts, feelings, and behavior of Generation Y are unique and need understanding. They tend to be curious, love challenges, and are sensitive to uncertainties. Generation Y people do not usually make long-term plans and do not think about the future. Therefore, their consumption behavior is abrupt.

For the age range of Generation Y, there are many proposes from both Thai and foreign scholars. Solomon (2015) said that Generation Y are those born between 1984 and 2002 while Miller and Washington (2008) said that Generation Y were born between 1981 and 2000. Thai scholars, Mongkolsiri (2005) and Decharin (2008) said Generation Y are people who were born between 1983 and 1997. Sirithorn (2016) said Generation Y in Thailand were born between 1984 and 1999 while Wangkiat, said Generation Y are those who were born between 1980 and 1994.

With given information, therefore, Generation Y, for this research, are those who were born 1984-2000 or aged 18-34 years old, following proposes of Solomon (2015), Miller and Washington (2008) and criteria of a survey entitled "Thailand Internet User Profile in 2017" by the Ministry of Information and Communication Technology. Then, three groups of Generation Y for this study, can be categorized (Mongkolsiri, 2005; Sirithorn, 2016) as below:

1. Twixters include those aged 18-22. They are currently in higher education. They were born when technology and the internet were fully developed. They are digital natives and able to use modern technology fluently and advise other people on how to use it.

2. The Early Nesters are 23-27 years old. They are beginning their working life. They will look for good opportunities and stability. These people were born in the early days of technology such as laptops and smart phones. They are easily adaptable to new things.

3. The in-betweens are those aged 28-34. They currently have a certain life stability. They could be in lower manager position or be business owners. Generation Y in this group are similar to Generation X in certain things. First, they were born when technology was not fully developed. They are sometimes referred to as the digital immigrants. They still open to old media such as television and radio.

3. Corporate Social Responsibility Activity and Innovation

Corporate Social Responsibility (CSR) activity has been defined by many scholars. Kotler and Lee (2005) defined it as companies improving the quality of life for people and solving environmental problems through business operations that can make use of the companies' own resources. From the marketing point of view, Hidayati (2011) reflected that CSR activity has the objective of reducing cost. In the short term, CSR does not result in a concrete effect right away. However, in the longer term, it will contribute greatly to marketing of the company both directly and indirectly. For this reason, companies should apply CSR. Implementing CSR activities will result in effective outcomes, reduce the expenditures, and reduce the costs of business.

In recent years, innovation has been discussed by CSR scholars. Porter and Kramer opined that CSR should be more than just spending on corporate or charitable donations but also a source of opportunity, innovation, and competitive advantage. Zwersloot highlighted that innovation and non-stop development should be part of business operations and CSR. CSR activities can incorporate innovation by welcoming creative ideas from external sources such as NGOs and local communities. This method is referred to as open innovation (Preuss, 2011).

In summary, innovative CSR refers to the discovery of new methods to handle social and environmental and establish good relationships with stakeholders (Preuss, 2011). Innovation can be linked to the 4Ps innovation model developed by Tidd and Bessant (2009), which consists of product, process, position, and paradigm, as explained below.

CSR project content: this usually deals with environmental issues, for example, a company may choose to avoid using metals, solvents, or ingredients that contain toxic substance in the production process of product or service. *CSR processes:* the innovation mostly concerns products that minimize negative social and environmental impacts. Companies may invent renewable packaging material and decomposable products. *CSR positioning:* innovation in CSR can be used for business positioning, for example, illyCaffe repositioned its business when a new generation succeeded the former management. The new management team changed its organizational culture by focusing on social and environmental issues and developing good relationships with stakeholders such as coffee bean producers. *CSR paradigm:* innovation can be used with business operations for social responsibility. The focus is on the core business model.

A good example in Thailand of innovation in CSR is SCG Company who, during the 2011 Flood, SCG used product innovation in CSR activities following the 4-strength model: The Disaster Relief Project, The Flood Protective Equipment Project, The Flood Rehabilitation Project “House Repairs: Happiness Returns” and The Flood Prevention Project: (Marketeer, 2011)

Pipat Yodprudtikan, Director of Thaipat Institute, said social media will play a more important role in CSR activities, whether for sales promotion, corporate image promotion, or customer relations development. In addition, social media can be used as pro-active tools for strategic communication. It can be used in marketing activities aimed at social issues and changing the behavior of people in the society (Thaipat Institute, 2015).

Research Methodology

The research article entitled “The differences among Generation Y consumers in Corporate Social Responsibility innovation activities adoption” uses a quantitative research: a cross sectional survey methodology. Then, 340 sets of questionnaire are used to collect data from three groups of Generation Y consumers, who are 18 to 22 (Twixters), 23 to 27 (The Early Nesters), and 28 to 34 (The in-betweens) in age, living, studying or working in Bangkok and Vicinity.

Independent variable (X): Groups of Generation Y Consumers (GENY)

Generation Y consumers are divided into three groups:

1. 18 to 22 years old (Twixters: GENY1)
2. 23 to 27 years old (The Early Nesters: GENY2)
3. 28 to 34 years old (The in-betweens: GENY3)

Dependent variable (Y): Corporate Social Responsibility Innovation Adoption (ACCEPT)

The CSR innovation adoption variable is measured in six dimensions:

1. Perceived usefulness (ACCEPT1)
2. Perceived ease of use (ACCEPT2)
3. Attitude toward using (ACCEPT3)
4. Behavioral intention to use (ACCEPT4)
5. Actual system use (ACCEPT5)
6. Personal innovativeness (ACCEPT6)

Research hypotheses:

1. Each group of Generation Y consumers shows the different responses in Corporate Social Responsibility (CSR) innovation activities adoption.
2. The construct validity measurement by Confirmatory Factor Analysis (CFA) of measurement model identifies the fit between Corporate Social Responsibility (CSR) innovation adoption and the existing empirical literatures and principles.

To test hypothesis No.1, one-way ANOVA or f-test statistic was applied using SPSS for Window program. Then, hypothesis No. 2 requires further analysis using AMOS program to examine the construct validity measurement by Confirmatory Factor Analysis (CFA). The reason for selecting the CFA analysis because it could explain factor loading value

of observed variable: Generation Y consumers' response in CSR innovation activities adoption, testing the hypothesis with the statistical significance level set at .05 and the reliability value set at 95%.

To check the congruence of the model, the researcher cited the congruence index according to the concept by Kraiwan (2013) who indicated acceptable congruence indices as following table;

(1) Chi-square/df index below 3.00	(2) GFI index exceeding 0.95
(3) AGFI index exceeding 0.90	(4) CFI index exceeding 0.97
(5) IFI index exceeding 0.95	(6) NFI index exceeding 0.95
(7) RMSEA index below 0.05	(8) RMR index below 0.05

Research Results

1. Demographic data

There are 340 respondents in total; Twixters: 18 – 22 years old (119 or 35%), The Early Nesters: 23 – 27 years old (111 or 32.6%) and The in-betweens: 28 – 34 years old (110 or 32.4%).

2. The mean score of Corporate Social Responsibility Innovation Adoption variable

The Corporate Social Responsibility Innovation Adoption variable reports an average score of each sub-variables as follows: perceived usefulness ($\bar{x} = 3.80$), perceived ease of use ($\bar{x} = 3.65$), attitude toward using ($\bar{x} = 3.73$), behavioral intention ($\bar{x} = 3.49$), actual system use ($\bar{x} = 3.36$), and personal innovativeness ($\bar{x} = 3.27$). To be specific, the “**perceived usefulness**” shows the highest average score 3.80.

3. The result of One-way ANOVA or f-test for studying the differences among three groups of Generation Y consumers' response in Corporate Social Responsibility Innovation Adoption

The statistic shows that even the average score of GENY1 is higher than GENY2 and GENY3, still there is no significant difference among three groups of Generation Y consumers in Corporate Social Responsibility Innovation Adoption. To be specific, Twixters: 18 - 22 years old, The Early Nesters: 23 - 27 years old and The in-betweens: 28 - 34 years old have no different response and adoption in Corporate Social Responsibility innovation activities of SCG Company, as can be seen in figure 3 below:

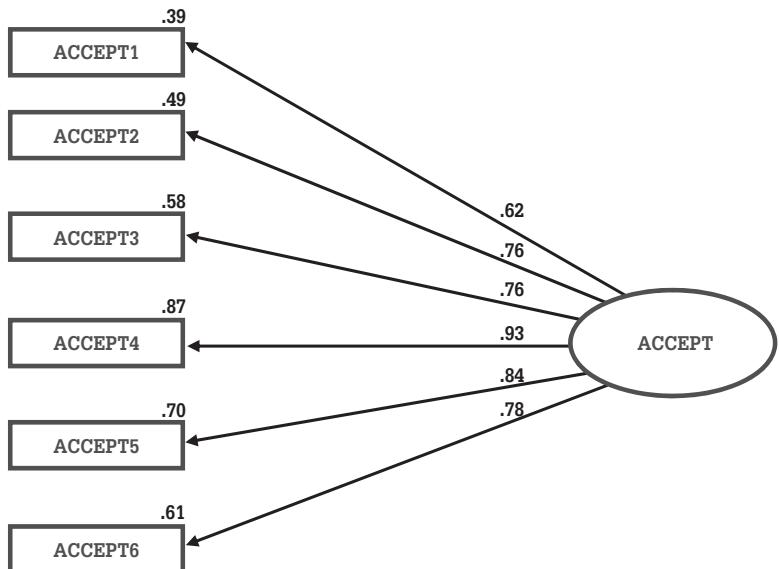
Figure 3: A Comparison Table of Three Groups of Generation Y Consumers' Response in Corporate Social Responsibility Innovation Adoption

	Sum of Squares	df	Mean Square	f	Sig
Between Groups	1.886	2	.943	1.806	.166
Within Groups	176.029				
TOTAL	177.916	339			

*Significant at 0.05 level (Sig. < = 0.05)

4. The construct validity measurement by Confirmatory Factor Analysis of measurement model

The construct validity measurement by Confirmatory Factor Analysis (CFA) of measurement model identifies the fit between variable named “Corporate Social Responsibility (CSR) Innovation Adoption” and the existing empirical literatures and principles. In fact, more than three indices of model meet the standard criteria (Kraiwan, 2013). The details are presented in figure 4 as follows:



*Significant at 0.05 level (Sig. ≤ 0.05)

Chi-square = 2.436, df = 4, p = 0.656,

Chi-square/df = 0.609, GFI = 0.998, AGFI = 0.987,

CFI = 1.000, IFI = 1.001, NFI = 0.998, RMSEA = 0.000, RMR = 0.005

Figure 4: Factor Loading of Observed Variables of Latent Variable: “Corporate Social Responsibility (CSR) Innovation Adoption”

The following are eight indices of the model that meet the standard criteria.

- (1) Index: Chi-square/df = 0.609 (less than 3.00)
- (2) Index: GFI = 0.998 (more than 0.95)
- (3) Index: AGFI = 0.987 (more than 0.90)
- (4) Index: CFI = 1.000 (more than 0.97)
- (5) Index: IFI = 1.001 (more than 0.95)
- (6) Index: NFI = 0.998 (more than 0.95)

(7) Index: RMSEA = 0.000 (less than 0.05)

(8) Index: RMR = 0.005 (less than 0.05)

The findings show the factor loading of these observed variables at significance level 0.05. Indeed, the observed variables of Corporate Social Responsibility (CSR) Innovation Adoption of SCG Company are composed of six variables, including perceived usefulness (ACCEPT1), perceived ease of use (ACCEPT2), attitude toward using (ACCEPT3), behavioral intention (ACCEPT4), actual system use (ACCEPT5), and personal innovativeness (ACCEPT6).

Each observed variable reports its factor loading as follows: 0.62 for perceived usefulness (ACCEPT1), 0.70 for perceived ease of use (ACCEPT2), 0.76 for attitude toward using (ACCEPT3), 0.93 for behavioral intention to use (ACCEPT4), 0.84 for actual system use (ACCEPT5), and 0.78 for personal innovativeness (ACCEPT6). To be specific, the observed variable “**behavioral intention to use**” reports the highest factor loading 0.93 of studied latent variable: Corporate Social Responsibility (CSR) Innovation Adoption.

Conclusion, Comments And Suggestions

The result of One-way ANOVA or f-test analysis **rejects hypothesis No.1**. It reports no significant difference among three groups of Generation Y consumers' adoption in Corporate Social Responsibility innovation activities of SCG Company. This finding points out that even Generation Y consumers are categorized into three groups by some scholars, as a result of age range and characteristic of each group (Mongkolsiri, 2005; Sirithorn, 2016), still these three groups: Twixters,

The Early Nesters and The In-Betweens, are in the same category of Generation Y who are interested in information about technology, have positive attitudes toward corporates that produce innovation, and volunteer in CSR activities. (Prachachat Turakij: online, 2016).

In fact, consumers, who are categorized as Generation Y, have a better attitude toward CSR activities than other Generations (Phomun, 2012). This is probably a reason that many scholars proposed similar age range and year of birth of Generation Y and didn't categorize them into sub-group. (Solomon, 2015; Miller and Washington, 2008; Mongkolsiri, 2005 and Decharin, 2008). In addition, it can be noticed from a sampling group of Generation Y (born between 1981 and 2000) from a survey entitled "Thailand Internet User Profile in 2017" by the Ministry of Information and Communication Technology that also haven't categorize Generation Y into sub-group at all.

Furthermore, the finding of no significant difference, is probably resulting from another variable like "image", because SCG Company is one of a well-known organization that has produced many useful innovative products and services that could improve community well-being and position itself as an environmental friendly items. This explanation is supported by a research result of Wu and Wang (2014) who found that Generation Y (born between 1980 and 2000) responded to CSR activities on community, especially when it comes to the perception of brand image as a symbol. To be specific, brand image is key to changing brand attitude among Generation Y because they tend to pay attention to CSR activities that correspond to their unique lifestyles, thus making their attitude towards the brand a positive one.

Similarly, a research of Boonprasert (2012) also found that the CSR activities that focus on changing human behaviors, are the variable that best predicts organizational engagement of Generation Y. Likewise, Hidayati (2011) pointed out that in the short term, CSR does not result in a concrete effect right away. However, in the longer term, it will contribute greatly to marketing of the company both directly and indirectly. This is similar to what Kotler and Lee (2005) said about benefits of doing CSR that it can enhance an image of an organization.

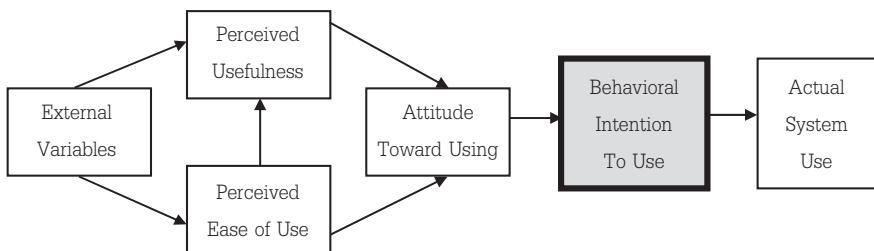
With these given supportive principles, it is probably concluded that the organization that has continuously run CSR activities bringing technology and innovation in producing products and service that could serve needs of society and environment, and has often received an award from external institute like SCG Company, receives a similar response from all three groups of Generation Y consumers no matter what the age range is.

Apart from this, the result of construct validity measurement by Confirmatory Factor Analysis (CFA) of measurement model also reports the fit between variable named “Corporate Social Responsibility (CSR) Innovation Adoption” and the existing empirical literatures and principles. This finding **accepts hypothesis No.2**.

Regarding observed variables of latent variable Corporate Social Responsibility Innovation Adoption which is a dependent variable with the most factor loading, it was found that SCG Company is “**behavioral intention to use**”.

This can be explained by the Technology Acceptance Model (TAM) proposed by Davis (1989) where “behavioral intention to use”

is a variable affected by the previous variable in the model, which is “attitude towards using” then affecting “actual system use” in the end. The reason that “behavioral intention to use” of Corporate Social Responsibility (CSR) Innovation Adoption variable of SCG Company has the most factor loading is probably because of the conative component in attitudes, which is a tendency for consumers’ behavior to be based on their previous knowledge, understanding, and emotions.



Source: Davis, F. D. (1989). *Perceived usefulness, perceived ease of use and user acceptance of information technology*: MIS Quarterly.

Figure 5: Technology Acceptance Model

Source: Davis, F. D. (1989). *Perceived usefulness, perceived ease of use and user acceptance of information technology*: MIS Quarterly.

This also means decision to purchase, acceptance, or participation. The nature of the business of SCG Company involves products and services that consumers are highly related with. Therefore, consumers need the drive from behavioral intention to use, which is a further step after attitude towards using, to accept Corporate Social Responsibility (CSR) Innovation. As the products may be expensive and/or complicated,

consumers need time to search for information to help them make a decision to accept such innovation. Therefore, the factor loading of the observed variable “behavioral intention to use” is the highest.

Limitation And Suggestion For Future Research

This research only examined one group of stakeholders, which is Generation Y consumers and one company as a case study, which is a SCG Company. Therefore, the results may only be applied to this specific group of stakeholders and specific business area of organization. Since, CSR in corporate communication involves several groups of stakeholders, both internal like employees and external such as media, government etc. Therefore, this study can be used as a guideline for further studies to produce broader and clearer results.

Besides, this research only examined one Generation and one dependent variable, a Corporate Social Responsibility (CSR) Innovation Adoption. Therefore, in further studies, researchers may challenge to take into consideration other latent variables such as corporate image, to see if whether links with the empirical data or not, utilizing this research as a guideline, to provide a knowledge body that covers all related latent variables. Indeed, researcher may study about “behavioral intention to use” an observed variable, which reports the highest score of factor loading of latent variable in the study of Corporate Social Responsibility (CSR) Innovation Adoption, to see an insight of Generation Y consumers using another research methodology like qualitative research.

References

Bangkok Post. (2016). **Generation Y Thailand : A new Me generation?** Retrieved from <http://www.bangkokpost.com/learning/advanced/1038478/generation-y-thailand-a-new-me-generation>

Boonprasert, C. (2012). Corporate social responsibility to engage generation y staff. **Journal of Management Walailak University**, 1(2), 24-36.

Davis, F. D. (1989). **Perceived usefulness, perceived ease of use and user acceptance of information technology** : MIS Quarterly.

Decharin, P. (2008). **The gap in working between generation x and generation y**. Retrieved from <http://library.acc.chula.ac.th/page-fragment/FindInformation/ArticleACC/2551/Pasu/Manager/M1910082.pdf>

Hidayati, N. D. (2011). Pattern of corporate social responsibility programs: A case study. **Journal of Social Responsibility**, 7(1), 104-117.

Hulsmann, M., & Pfeffermann, N. (2011). **Strategies and communications : an integrated management view for companies and networks.** NY : Springer.

Kengkarnchang, K. (2013). Generation y and a new challenge in a human resources administration. **Journal of Social Sciences and Liberal Arts**, 2(1), 15-27.

Kotler, P., & Lee, N. (2005). **Corporate Social Responsibility : Doing the most good for your company and your cause**: Hoboken, NJ : John Wiley & Sons.

Kraiwan, Y. (2013). **Structural equation model analysis using AMOS**. Bangkok : V Print.

Lu, J., Yu, C., Liu, C., & Yao, J. E. (2003). Technology acceptance model for wireless internet. **Internet Research**, 13(3), 206-222.

Marketeer. (2011). SCG outside class model : new innovation from SCG for solving flood situation in 2011. **Marketeer**, 12(142), 60-64.

Miller, R. K., & Washington, K. (2008). Generational focus. In **The 2009 Entertainment, media & advertising market research handbook** (pp. 157-166).

Ministry of Information and Communication Technology. (2017). **Thailand internet user profile 2017**. Bangkok (In Thai).

Mongkolsiri, S. (2005). **Power gens branding**. Bangkok : Pickanes Printing Center.

Phomun, T. (2012). Responsible consumption behavior and attitude that influence overall corporate image : employee's and consumer's perspective. **RMUTT Global Business and Economics Review**, 7(2), 76-96.

Pisithanusorn, S. (2007). **Generation y to enter world business**. Retrieved from <http://positioningmag.com/9948>

Prachachat Turakij. (2016). **Gen Y analysis**. Retrieved from http://www.prachachat.net/news_detail.php?newsid=1455602919

Preuss, L. (2011). Innovative CSR, A Framework for anchoring corporate social responsibility in the innovation literature. **Journal of Corporate Citizenship**, 42, 17-33.

Rogers, E. M. (2003). **Diffusion of Innovations**: (5th ed.). NY : Free Press.

Sirithorn, C. (2015). The study of consumption behavior of teenager smartphone users with critical theory. **Journal of Communication and Management NIDA**, 1(3), 144-171.

Sirithorn, C. (2016). Consumption behavior of generation y smartphone users. **Journal of Communication and Management NIDA**, 3(1), 55-104.

Solomon, M. R. (2015). **Consumer behavior : Buying, having, and being**: Upper Saddle River, NJ : Pearson Prentice Hall.

Tantivejakul, N. (2012). Issue involvement in relation to consumer's response towards the company's corporate social responsibility initiatives and corporate image. **Journal of Public Relations and Advertising**, 6(2), 1-23.

Tapscott, D. (2009). Net generation: new world, new opportunity. **MBA magazine**, 125, 44-54.

Thai Health Organization. (2016). **Understanding generation y teenager**. Retrieved from <http://www.thaihealth.or.th/Content/26996-%20%E0%B8%97%E0%B8%B3%E0%B8%84%E0%B8%A7%E0%B8%B2%E0%B8%A1%E0%B9%80%E0%B8%82%E0%B9%89%E0%B8%B2%E0%B9%83%E0%B8%88%E0%B8%A7%E0%B8%B1%E0%B8%A2%E0%B8%A3%E0%B8%B8%E0%B9%88%E0%B8%99%20%22%E0%B9%80%E0%B8%88%E0%B8%99%E0%B8%A7%E0%B8%B2%E0%B8%A2%22.html>

Thaipat Institute. (2015). **New media CSR is in the trend, said Thaipat**. Retrieved from http://www.thaicsr.com/2011/02/blog-post_483.html

Tidd, J., & Bessant, J. (2009). **Managing innovation: integrating technological, market and organizational change**: (4th ed.). UK : John Wiley & Sons.

Wu, S., & Wang, W. (2014). Impact of CSR perception on brand image, brand attitude and buying willingness : A study of a global café. **International Journal of Marketing Studies**, 6(6), 43-56.