

Perceived Brand-Cause Fit and Consumer Purchase Intentions: The Mediating Role of Consumer Trust and Brand Image

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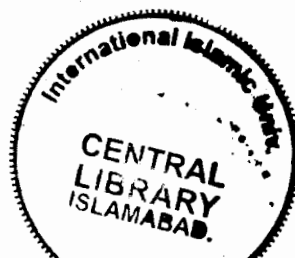
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Perceived Brand-Cause Fit and Consumer Purchase Intentions: The Mediating Role of Consumer Trust and Brand Image

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A thesis submitted in partial fulfillment of the requirements for the Degree of Master of Philosophy/Science in Management with specialization in Management at the Faculty of Management Sciences International Islamic University, Islamabad

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January, 2011

FORWARDING SHEET

The thesis entitled "Perceived Brand-Cause Fit and Consumer Purchase Intentions: The Mediating Role of Consumer Trust and Brand Image" submitted by Mr. Israr Ahmad in partial fulfillment of M.S degree in Management Sciences with specialization in Management, has been completed under my guidance and supervision. I am satisfied with the quality of student's research work and allow him to submit this thesis for further process as per IIU rules & regulations.

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Viva Voce Committee



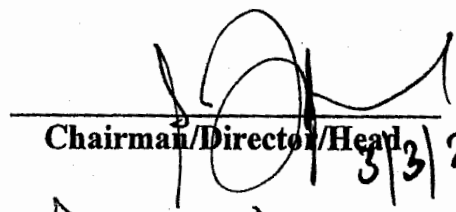
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ABSTRACT

Many organizations around the globe are facing a number of threats in terms of copy cats and changing consumer attitude due to greater access to worldwide media. The current study was carried out to explore an emerging area of cause related marketing which can be used by markers to get a competitive edge in the real word. In this study the impact of cause related marketing on consumer purchase intentions was tested. Furthermore the mediating role of consumer trust and brand image was proved empirically which was not considered in the previous researches which were carried out in cause marketing perspective. The results of the study reveals that there exist a potential for cause related marketing in developing countries as well and marketers can use it to get a competitive edge in the market place. Furthermore the results of the study indicates the significance of brand-cause fit for the success of cause related marketing is very curtail and it should be done keeping in view the cultural differences among the countries. Similarly mediating role of consumer trust and brand image was also proved which indicates that companies should take several steps to enhance the consumer trust so that organizational objectives can be achieved successfully. To prove the hypothesis of the study convenience sampling technique was used for data collection and about 400 students participated in the study. Implications of these results as well as avenues for future research are also discussed.

Keywords: Cause Related Marketing; Consumer Purchase Intentions; Consumer Trust; Brand Image

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DECLARATION

I hereby declare that this thesis, neither as a whole nor as a part thereof, has been copied out from any source. It is further declared that I have prepared this thesis entirely on the basis of my personal effort made under the sincere guidance of my supervisor.

No portion of the work, presented in this thesis, has been submitted in support of any application for any degree or qualification of this or any other university or institute of learning.

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C1

Consumer Trust

S.D

Standard Deviation

n

Sample Size

Sig.

Significance

CHAPTER - 1

INTRODUCTION

CHAPTER - 1

1.0 Background of the Study:

Organizations come into existence with hope and courage based upon the philosophy of going concern and of course, their ultimate objective is to maximize profits (Kim, Kim and Han, 2005; Smith, 2007) and stay solvent. But in the real world, when they start growing, from birth to maturity, they have to face a number of impediments in the form of copycats and competition (Lippitt and Schmidt, 1987). To overcome these obstacles, companies deploy and change a number of strategies from time to time. Simultaneously globalization and increasing access of the consumers to the national and international media is also playing a vital role in increasing competition among the companies and changing the behavior of consumers (Cleveland and LaRoche, 2007). As a result it is becoming increasingly difficult for the companies to build brand loyalty among hard to please consumers on one hand as well as to differentiate themselves in the market place by simply offering the quality products and services on the other hand (Dowling and Uncles, 1997). Now In these kinds of circumstances, how a company can obtain a competitive edge in order to attract and retain their consumers? This is one of the ultimate questions which is required to be answered for every business.

1.1.1 Cause Related Marketing and previous researches:

Previous researches and surveys conducted in western countries including USA and Canada show that in today's modern world, where rapid changes in political, social and economic conditions are taking place, nothing can do better than corporate social

responsibility because of consumers growing concern (Sen, Bhattacharya and Korschun, 2006; Smith, 2007). According to Robins (2008), CSR is some thing beyond the daily business operations of an organization through which an organization “*accepts a direct responsibility for making the world a better place*”. The most commonly used way to “operationalize” the corporate social responsibility is Cause related marketing (Lafferty and Goldsmith, 2005). Cause related marketing is a strategic alliance between the company and cause for the achievement of mutual benefits (Adkins, 1999). In this alliance a company donates a specific amount to a non profit organization on the purchase of nominated product by the consumer (Varadarajan and Menon, 1988). Many well known organizations in the world are rapidly entering in these kinds of alliances (Berglind and Nakata, 2005; Liu and Liston-Heyes, 2008) to support their business operations and to take a competitive advantage in the market place (Kim, Kim and Han, 2005; Du, Hou and Huang, 2007; Varadarajan and Menon, 1988; Fox and Kotler, 1980). In other words most of the companies are using Cause related marketing as a strategic tool (Till and Nowak, 2000) to build a positive corporate image in the minds of consumers (Chattananon et al., 2008; Liu and Liston-Heyes, 2008), which results in enhancing the sales of company products (Varadarajan and Menon, 1988) and profits as well (Adkins, 1999; Liu and Liston-Heyes, 2008). On the other hand these campaigns provide an extra assistance for non profit organizations in the form of funds, recognition in the society as well as reduce their reliance on government funds to expand their activities (Berglind and Nakata, 2005).

1.1.2 Cause Related Marketing: past, present and future

In 1983 cause related marketing campaign which was launched by American Express raised \$1.7 million for the restoration of the Statue of Liberty. The company made a one-cent donation to the Statue of Liberty every time someone used his/her charge card. It was observed by the end of the campaign that the number of new card holders have grown by 45% as well as card usage also increased by 28% (Adkins, 1999; Kotler and Keller, 2006).

Similarly the 2008 Cone Cause evolution study “constitute of 1071 adults” indicated that:

Eighty five percent of U.S. consumers are more likely to buy from corporations associated with a cause or issue. Seventy nine percent would be likely to switch from one brand to another brand, about the same in price and quality, if the other brand is associated with a good cause. Thirty Eight percent have bought a product associated with the cause in the last 12 months (Cone communications, 2008).

Likewise Charitable gifts by Americans totaled \$190 billion in 1999--equivalent to one-third of the domestic federal budget, or 2% of their national income (Time Magazine, 2000). Similarly in 2001, top 400 UK businesses contributed 0.24% of their pretax profits to charity in cash (Cone communications, 2008).

1.2 Justification of the study:

1.2.1 Cause related marketing in developed countries:

After the success of Cause marketing campaign which was launched in 1980 by the American express in the USA, many others companies started to engage in these

campaigns by identifying it an opportunity to differentiate themselves in the market place both in developed and developing countries. The results of many researches, which were carried out in many western countries such as USA, UK, Australia, China and New Zealand reveals that CRM campaigns have produce significant results for the companies in the form of increasing sales, profits and improved image.

1.2.2 Cause related marketing in developing countries:

In many developing nations (such as Pakistan) Cause related marketing is relatively at its early stage of its development (Webb and Mohr, 1998; Barone, Miyazaki and Taylor, 2000). Therefore in order to identify the factors which can contribute to make these campaigns successful and to understand the impact of CRM campaigns on consumer purchase intentions, still there is a need of research to extend the findings from other new streams (Barone, Miyazaki and Taylor, 2000; Webb and Mohr, 1998). These new streams may include the mediating and moderating role of different variables which may affect the consumer attitude from different angles (Shabbir et al., 2010). After exploring these new streams the researchers could be able to give more inclusive understanding of complicated relationship between Cause related marketing and consumer purchase intentions, and can propose new discoveries which can enhance the generalizability of results not only in developed countries but also in less developed countries.

1.2.3 Cause related marketing in global scenario:

By focusing on broader scenario after 9/11 and current economic meltdown, the continuously changing economic conditions of the world are resulting in the form of increasing hunger and poverty (especially in developing countries) the thirst for these campaigns is increasing in the society. In these circumstances CRM campaigns can be a successful strategy for the companies to achieve a distinctive identity in the broader environment. In the same way the success of these campaigns can reduce the financial burden on government for the support of nonprofit organizations.

1.3 Purpose of the study:

Above all facts and figures, the body of research addressing CRM issues is growing and still there are many questions which need to be consider in future researches.

In an effort to shed light on the influence of cause related marketing on consumer purchase intentions and brand choice the purpose of this study is to examine the impact of perceived brand-cause fit in Cause related marketing campaigns on consumer trust and brand image, and ultimately on consumer purchase intentions. In the same line this study will also explore the factors which play a significant role in order to change the attitude and response of customers towards the strategy. This study is although similar to the previous studies like the impact of CRM on consumer attitude but it will extend the existing literature on Cause related marketing by investigating the mediating role of consumer trust and brand image which was unobserved in the previous studies.

1.4 Objectives of the study:

Following are the some key objectives of this study:

- a) To highlight the benefits of perceived Brand-Cause fit for the organizations which are interested in conducting Cause related marketing campaigns.
- b) To identify the causes that might be preferred by consumers for support in Cause related marketing campaigns.
- c) To identify the factors which can play a vital role for the success of cause related marketing campaigns.
- d) To explore the significant characteristics of perceived brand-cause fit in cause marketing campaigns, which will help the marketers while developing and executing the Cause marketing campaigns.

1.5 Research Questions:

In order to find out the impact of cause related marketing on consumer purchase intentions, this research will contribute in the body of knowledge by answering the following research questions:

1. To what extent does cause related marketing campaigns influence consumer purchase intentions?
2. Is this relation direct or mediated by certain factors such as brand image and consumer trust?

1.6 Contribution of the Study:

This research contributes in the existing literature of cause related marketing in the following ways.

1. Most of the previous researches have discussed the role of perceived brand cause fit conceptually while in current study we have taken perceived brand cause fit as an independent variable. Further the impact of perceived Brand-Cause fit on consumer trust, brand image and ultimately on consumer purchase intentions is explored empirically.
2. The current study has explored the role of brand image and consumer trust by considering them as mediating variables which was not observed in previous researches.

The remainder of the thesis is organized as follow: the very next section constitutes the literature review which provides the detailed view of existing literature related to the cause related marketing in connection with the variable of the current study. Based up on the literature review new relationships and hypothesis are developed keeping in view the objectives and research questions of the study. The next section provides the detail regarding the justification of methodology adopted to prove the relationships among the variables of study. In the same section the analysis of results is presented. In the same line the next section conclusions and discussions are presented based up on the results of study. The research ends with the description of the limitations of the study and by providing the future research opportunities.

CHAPTER - 2

REVIEW OF LITERATURE

CHAPTER - 2

2.0 Literature review:

In first chapter of the thesis I have discussed the background, objectives and justification of the study. In this chapter I will discuss about the cause related marketing from marketing communication perspective. Later on, the literature on cause related marketing will be discussed keeping in view the variables of study for the development of hypothesis in order to answer the research questions of current study.

2.1 Marketing communication:

In the modern era of globalization, nobody can deny the significant role of mass media in human life (Thompson, 1990). Especially from marketing perspective mass media is used as a primary tool for marketing communication in order to create brand awareness and attract the customers to make a transaction with company. To achieve the objectives of marketing communication different promotional tools are deployed constituting Advertising, personal selling, sales promotion, direct marketing and public relation (Kotler *et al.*, 1999). Keeping in view the scope of current study advertising, sales promotion and public relation will be discussed briefly while personal selling and direct marketing will not discussed. These two strategies are beyond the scope of research.

2.1.1 Advertising:

Advertising can be defined as “*any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor.*” (Belch and

Belch, 2007, p.17). It is most frequently used by the companies to create awareness, increase sales, brand positioning, convince the customers, remind, change consumer's attitude and increase purchase intentions. On the other hand increasing competition among the companies, media and the availability of "me too" products, the effectiveness of advertising is becoming a question mark (Kaiser and Song, 2009).

2.1.2 Sales promotion:

Sales promotion is another promotional tool which is used for marketing communication. In sales promotion "*short term incentives are offered to customers to encourage the sales of a product or service*" (Kotler *et al.*, 1999, p. 756). These incentives mostly constitute coupons, samples, premiums, point of purchase displays, contests, rebates, and sweepstakes. The ultimate objectives of sales promotion is to encourage the customers for a trial of new product, reduce the switching cost, boosting short term sales and gratifying the existing customers (Kotler *et al.*, 1999, p. 821). Sales promotions are considered more effective as compare to the advertising in terms of achieving only short term objectives. Simultaneously, negative impact on brand equity can't be ignored in result of frequent sales promotions.

2.1.3 Public Relations:

Public relation is another strong strategic tool which is used to enhance the credibility of an organization (Kotler *et al.*, 1999, p. 830). With the passage of time the changing political, social and economic conditions are exerting more pressure on organizations in order to establish the several strategies to improve the mutual

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relationships with target audience (Smith, 2005). The target audience of this communication tool is beyond the customers which may constitute general public, government, investors, suppliers, employees, special interest groups and so on (Belch and Belch, 2007). This communication tool helps the organizations in getting multifold objectives in terms of credibility, break clutter, improved corporate image, attract specific consumer groups with low cost. An ultimate objective of public relation communication is to obtain publicity in the media.

2.1.4 Integrated Marketing Communication:

In above section we have discussed the different forms of marketing communication and issues related to the use of that communication tool. With the technological advancement and increasing access of consumers to global media marketers start thinking regarding the affectivity of marketing communication (Zineldin, 2000). As a result a new concept came in to existence in 1990's. This concept was termed as integrated marketing communication which is defined by American Association of Advertising Agencies as:

“.....a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines for example, general advertising, direct response, sales promotion, and public relations and combines these disciplines to provide clarity, consistency, and maximum communications impact (cited by Eagle and Kitchen, 2000)”.

Integrated marketing communication can be considered as an advanced description of marketing communication whose objective is to enhance the effectiveness

of marketing communication by carefully “*coordinating the various promotional elements*” (Belch and Belch, 2003, p. 9). By coordinating the promotional elements, various companies are achieving the twofold objectives. It enables them to transmit their message to carefully targeted customers to achieve their objectives. On the other hand it helps the companies to get control over the promotional expenditures. In the same line, financial constraints are also exerting pressure on marketers to make communication decisions keeping in view the available budget and return on investment (Cunningham, 1997; Polonsky and Macdonald, 2000). These constraints are resulting in the form of development of new forms of marketing communication such as “Cause related marketing”.

2.2 Cause Related Marketing - Definition:

Cause related marketing is considered to be an emerging communication tool (Polonsky and Speed, 2001; Varadarajan and Menon, 1988) which is used by the companies to break the advertising clutter. In this strategy a company communicates with its customers regarding the details of its support to a cause through a communication channel. In return, companies get the results in the form of increased sales and improved corporate image. Initially Cause Related Marketing was comprehensively defined by Varadarajan and Menon (1988, p. 60) as:

“...the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives.”

In further studies Shabbir et al., (2010) proposed another definition of cause related marketing i.e.

“The process of formulating and implementing marketing activities that are characterized by a promise of the firm to donate company resources to a worthy cause for each sold product or service satisfying organizational and individual objectives”

Both definitions are although close to each other but comprehensively describe the concept of cause related marketing. The objectives of CRM are close to the objectives of marketing communication which are described in section (2.1).

2.2.1 Cause Related Marketing – Back Ground:

Varadarajan and Menon (1988) are among the pioneers who provided a comprehensive view of cause related marketing. After that, although 32 years have been passed to this study, still many researchers consider it as an emerging area because of growing relationships between business and charitable causes (Samu and Wymer, 2009). A number of researchers are still exploring the area of Cause marketing in different countries to enrich the pool of knowledge with the findings of their researches.

2.2.2 Cause Related Marketing - Usage:

Prior researches indicates that companies use cause marketing to differentiate them selves in the market place from the competitors (Sen, Bhattacharya and Korschun, 2006). Similarly some studies such as Till and Nowak (2000) revealed that consistent use of Cause-related marketing campaigns overtime can change the overall opinion of

consumers regarding the corporation and its brands. Furthermore Brink et al., (2006) argued that Cause Marketing campaigns for a longer time period can produce better results for the company in terms of brand loyalty as compare to the Tactical (short term) Cause Related Marketing campaigns. Simultaneously in a study Farache and Perks (2008) argued that consumers have better perception regarding the organizations that work with charities and good causes. These perception benefit the companies in the form of enhancement in the sales of company products (Varadarajan and Menon, 1988) and profits as well (Adkins, 1999).

2.2.3 Cause related Marketing – Success Factors:

Another stream of researches has shed light on the factors which plays a vital role in the success of Cause related marketing campaigns. Like some studies have focused on the importance of brand-cause fit to accomplish the favorable attitude by the customers (Samu and Wymer, 2009; Basil and Herr, 2006; Till and Nowak, 2000). Furthermore in a study Webb and Mohr (1998) highlighted the significance of cause to achieve the cause marketing objectives. Likewise some studies pointed out the importance of corporate image (Brown and Dacin, 1997; Smith, 2007, Shabbir et al., 2010) and awareness (Sen, Bhattacharya and Korschun, 2006) to achieve the objectives of cause marketing.

2.2.4 Cause Related Marketing – Associated Risks:

In the same line a different stream of studies revealed that engaging in these kinds of alliances can be a risky option for both profit and nonprofit organization. Basil and Herr (2006) argued in a study that an inappropriate alliance between the organizations

can result in unfavorable attitude and doubts in the mind of consumers. Likewise in a study Ellen, Webb and Mohr (2006) mentioned that inappropriate fit can result in enhancing the consumer skepticism towards Cause related marketing campaigns. Similarly consumer may perceive that the company is exploiting the nonprofit organization which can result as a barricade in the achievement of campaign goals.

Most of the prior researches indicate that consumer's attitude towards Cause related marketing is although positive but there could be certain factors which can alter their attitude. These factors may include improper fit between brand and cause, inadequate donation size, lack of consumer trust, perceived organizational motives, brand/corporate image of the company, and so on. Hence proper planning and management of these campaigns is very crucial to achieve the required objectives. The ultimate objective of current study is also to explore those factors which are crucial for the success of cause related marketing campaigns.

In the previous section we have discussed that Cause related marketing is strategic marketing communication strategy which is used to achieve organizational objectives effectively. Further we have also discussed the factors which are required to be taken in to consideration for effective management of these campaigns. In the same line the next section will discuss the significance of perceived brand-cause fit, consumer trust and brand image to achieve the company objectives effectively. Based up on the discussions in this section the hypothesis will be developed to answer the research questions stated in section (1.5) of the study.

2.3 Cause related Marketing and Consumer Purchase Intentions:

The ultimate objective of marketing communication is in fact to stimulate the consumer purchase intention. For this purpose the companies use different strategies to break advertising clutter. Most of the recent researches have proved the affectivity of cause related marketing campaigns in terms of increasing sales, improved image. In these campaigns, the support to a nonprofit organization is based up on the transactions which are ultimately made by the consumers. Keeping in view the importance of consumer participation in these campaigns the academic researchers and practitioners have highlighted several factors for consideration. Selection of proper brand and nonprofit organization or Cause is one of the prominent success factors which was found in literature.

2.4 Brand-Cause fit:

Brand cause fit can be explained as the perception of consumers that the company has selected an appropriate cause at a right time for a right brand (Lafferty, 2006). Many prior researches have highlighted the momentous role of Brand-cause fit for the success of Cause marketing campaigns (Basil and Herr, 2006; Till and Nowak, 2000; Berglind and Nakata, 2005). Basil and Herr (2006) argued in their study that a strong Brand cause fit can result in reducing the consumer skepticism which definitely benefits the company in the form of consumer purchase intentions.

Prior research indicates that it requires a lot of time, care and efforts while selecting a proper cause (Basil and Herr, 2006). The reason is that when a brand is paired with a carefully selected cause in Cause marketing campaigns it results in a significant

impact on brand image (Lafferty and Goldsmith, 2005; Brown and Dacin, 1997; Webb and Mohr, 1998; Till and Nowak, 2000). Similarly the researchers suggest that when the brand is paired with a carefully selected cause keeping in view the concern of consumers, it definitely results in greater consumer trust (Webb and Mohr, 1998; Ellen, Webb and Mohr, 2000).

2.5 Brand image and consumer purchase intentions:

Before defining the brand image and exploring the influence on purchase intention, it is important to shed light on the term Brand. According to Kotler et al. (1999, p. 582)

“ . . . brand is a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors”

In the same line brand image can be defined as *“the set of associations linked to the brand that consumer hold in memory”* (Keller, 1993). These associations are based either on the functional or non-functional attributes, benefits, values and/or personality. Today firms are investing millions of dollar to build their brands in order to get long term competitive advantage in the market place. These investments provide a confidence to customers while making a transaction with the company (Rogovsky and Dunfee, 2002) and positively influence the future cash flows (Luo and Bhattacharya, 2006) .

Many studies such as (Ellen, Mohr and Webb, 2000; Till and Nowak, 2000; Lafferty and Goldsmith, 2005) have highlighted the importance of brand image in Cause marketing campaigns to achieve the long term benefits in terms of favorable consumer

attitude and purchase intentions. Business in the community (1999) argued in a report that if the brands are similar in terms of price and quality the consumer will prefer those brands which are associated with the cause. In the same line Waymer and Samu (2009) argued in a study that advertising the well known brands in cause marketing campaigns can positively influence the consumer purchase intentions. Like wise in a study Park, Jaworski and MacInnis (1986) argued that consumer perception regarding the brand image directly influence the consumer attitude which leads to purchase intentions. Similarly the results of prior researches such as done by (Aaker and Keller, 1990) reveals that brand image improves the consumer trust as well as influences the consumer purchase intentions.

2.6 Consumer trust and Purchase Intentions:

According to the Sirdeshmukh, Singh, and SabolDue (2002) consumer trust can be defined as the *“expectations held by the consumer that the company is dependable and can be relied on to deliver on its promises”*. Consumer trust is just like a backbone for any organization to build strong relationships with their customers as well as to retain them. It also provides an edge for organizations to expand its current business operation on one hand and launching new products / services on the other hand.

In order to successfully execute the CRM campaigns it is important to keep in view the concern of customers (Webb and Mohr, 1998; Smith, 2007) because the success of these campaigns heavily depends up on the response of customers. Prior researches from marketing perspective have proved the impact of trust on consumer’s willingness to transact with business (McKnight, Choudhury and Kacmar, 2002). In a study Siegrist,

Stampfli and Kastenholz (2008) argued that consumer trust positively influence the consumer purchase intentions.

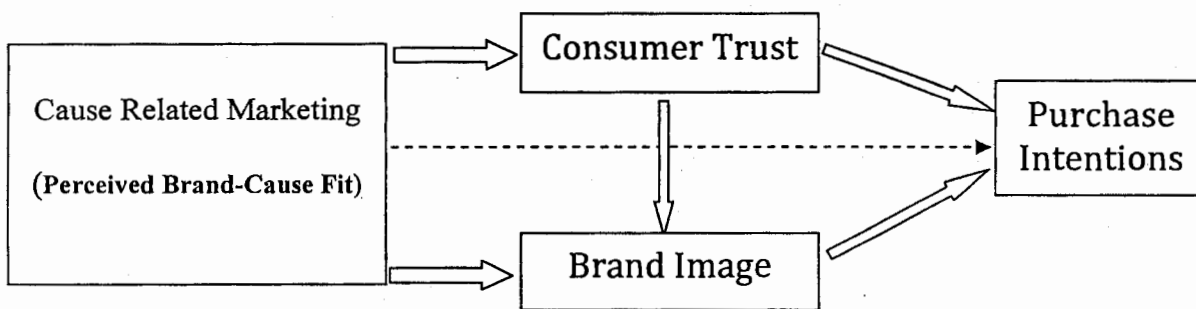
2.7 Mediating role of brand image and consumer trust:

The second question that this paper in going to investigate addresses the nature of relationship between Cause related marketing and consumer purchase intentions. The researches shows that perceived brand/cause fit in Cause marketing campaigns help the companies in the form of increase consumer trust and building positive brand image in the minds of customers (Varadarajan and Menon, 1988; Adkins, 1999). These two benefits are very much affective for the company in natural world. But on the other hand consumer purchase intentions are pre-established i.e. consumers are purchasing the existing products of the company before executing the cause related marketing campaigns. What we are investigating in this research is that consumer purchase intentions may not be increased through CRM campaigns until or unless consumers do not have a positive perception regarding the image of the brands (which are advertised in cause related marketing campaigns) among other competing brands. Since, many prior researches such as Strahilevitz and Myers (1998) have highlighted the significant role of advertised product in Cause marketing campaigns. Furthermore the results of a study which was carried out by Till and Nowak (2000) reveals that the advertised brand is much more important than the cause.

Likewise consumer trust is very essential for the success of CRM campaigns. Consumer trust actually produces a willingness in the hearts of consumer to react in a positive way towards CRM campaigns. That's why many studies have highlighted the

importance of brand-cause fit, a key to produce positive feeling in the hearts of consumer. Especially when a company select a burning issue (Consumer have information through media or other resources like disaster, earthquake) as a cause it reflect a strong concern of a company towards the society. On the other hand, it builds the consumer trust on the company which obviously influences their brand choice.

Figure 1 Conceptual model of the relationships between Brand/Cause Fit, brand images, consumer trust attitude towards the CRM and consumer purchase intentions.



2.8 Hypothesis:

Following are the hypotheses which are derived based up on the literature review:

1. Perceived Brand-Cause Fit in cause related marketing campaigns positively influences Consumer Purchase Intention.
2. Perceived Brand-Cause Fit in cause related marketing campaigns positively influences Consumer Trust.
3. Perceived Brand-Cause Fit in cause related marketing campaigns positively influences Brand Image.

4. Consumer Trust positively influences Consumer Purchase Intentions in Cause Related Marketing Campaigns.
5. Perceived Brand Image positively influences Consumer Purchase Intentions in Cause Related Marketing Campaigns.
6. Consumer Trust positively influences Brand Image in Cause Related Marketing Campaigns.
7. Consumer Trust and Perceived Brand Image mediates the relationship between perceived brand-cause fit and consumer purchase intentions.

CHAPTER - 3

RESEARCH METHODOLOGY

CHAPTER – 3

The current research is an attempt to investigate the relationship between cause related marketing and consumer purchase intentions. In this study we will also try to explore the mediating role of other variables such as consumer trust and brand image which were highlighted by different authors in their researches. All these efforts are made to present a consumer's point of view for marketers regarding the cause related marketing strategies. After all, this research will enable the marketers to get a strategic control over the execution of these strategies in order to achieve the organizational objectives.

In the previous chapter we have discussed the literature related to cause related marketing and other each variables of study. Furthermore the relationship among the variables was also discussed theoretically in order to draw the hypothesis of the study. In this chapter we will discuss the methodology which is used to test the model and hypothesis which are derived from current literature. This chapter will also outline the details related to the type of research, treatment of variables, sample selection criteria, data collection technique, and types of tests which are applied to test the relationship among the variables.

3.0 Research background:

Before moving further it is worthwhile to discuss regarding the paradigm to which this study is attempting to contribute. The research books suggest that the objectives of social research fall in one of the following three categories: Exploratory research, Descriptive or causal (Wiid and Diggins, 2009, p. 33). Exploratory research is carried out when little is known about the particular phenomena and less data is available related

to particular issue. Different qualitative techniques are used to analyze the data. The purpose of the exploratory research is to explore new phenomena to create greater understanding. For example this research tends to investigate “would people be interested in our new product idea?”

In Descriptive research, the researcher is more concerned to explore an existing phenomenon in order to answer the questions starting from “how” and “Who” instead of “why”. Like this research tends to answer the question i.e. “what kind of people are buying our products?” This type of research allows the researchers to use different qualitative and quantitative techniques for data collection and analysis.

Causal research is carried out to explore the relationship between two variables. Like the impact of increased advertising on sales of a product.

The current research constitutes the characteristics of causal research. In first stage the data related to cause related marketing was extracted from previous research. Furthermore the hypotheses and research questions are drawn based up on the literature review presented in chapter two. Keeping in view the objectives of the study, research questions and hypothesis different quantitative methods are incorporated to address the results of the study. The previous researches indicate that quantitative techniques are used when data is available in numeric form. On the other hand qualitative techniques are used when data is presented in non-numeric form like in the form of pictures or words (Neuman, 2003). In quantitative research most of the researchers are tend to check the causal relationship among the variables. The direction of these relationships is clearly described mostly in the hypothesis of the study which are derived from the literature review. The quantitative data can be collected by using different techniques which

constitutes experiments, content analysis, surveys and so on. Each technique has its own potential strengths and weaknesses. Keeping in view the previous researches which are conducted from cause related marketing perspective; we will utilize the survey method for data collection. This technique can be used for both qualitative and quantitative data. On the other hand it benefits the researchers to save cost, easily access the target populations, collection of standardize data on large scale, ease of data tabulation and analysis of data.

3.1 Survey Method:

There are many survey methods which can be used for the collection of data. These methods constitute face to face interviews, telephone interviews, the internet or self administration questionnaire. Every method has its pros and cons in terms of cost or interference of researcher.

In order to collect the required information to address the overall research questions and hypothesis, self administered questionnaire was preferred as a survey instrument. The reason is that in most of the previous studies which were carried out in Cause related marketing context, the researchers have used this technique for data collection. The other benefits of this technique are less cost and minimal interference of researcher (Malhotra, 2004). The researchers' minimal interference reduces the response bias by the respondent. This technique allows the respondents to take their time to complete the questionnaire which reduces the interference of researcher.

There are several disadvantages of this survey method. These disadvantages constitutes low response rate. Respondents left blank most of the questionnaire which

might be due to less understanding of the phenomenon. This drawback can be controlled by providing an opportunity to the respondents to ask for the clarification if they are unable to understand the questions. Similarly the distribution of survey among the carefully targeted groups can reduce the low response rate.

3.2 Survey and instrument design:

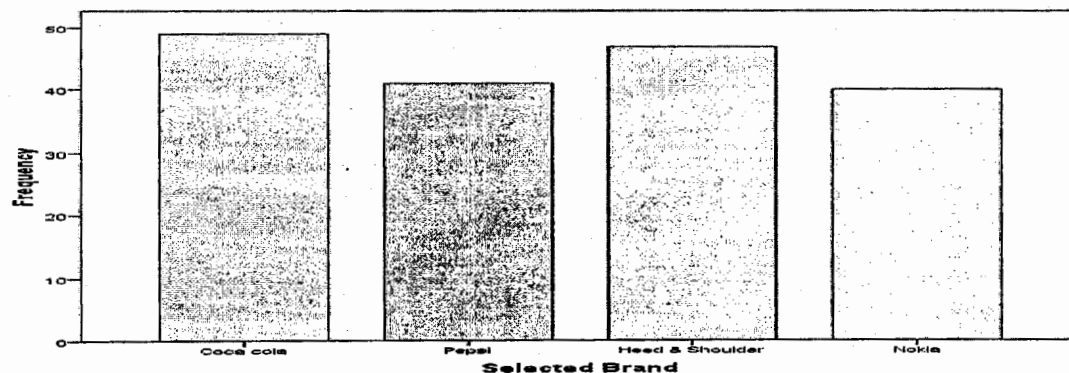
In order to collect the required data to address the research question of the study it was indeed important to design a proper survey instrument under the guidelines provided by different authors and researchers. The main purpose of these measures was to reduce the response error and enhance the involvement of respondents of the study. The first step which was considered while designing the survey instrument was the characteristics and education level of the target group. The survey instrument was design in a proper, simple and understandable language (Malhotra, 2004) i.e. in English. Keeping in view the guidance provided by different authors in their studies. Most of the researchers prefer to use those questionnaires which has already used and validated by another researcher. Similarly number of questions, sequence and length of questions, proper formatting and line spacing among the questions were also taken in to consideration while designing the survey instrument (Sekaran, 2003). Likewise demographic questions were placed at the end of the survey instrument so that the respondents do not get bored before starting the completion of survey instrument. Another reason for the placement of these questions at the end was that these questions are used to collect personal information related to the respondents. After completion of the whole survey they can easily provide the required demographic data.

In the next section we will discuss the measures which were taken in to consideration while designing stimuli for the collection of data from target population in cause related marketing context. This section will also shed light on the characteristics of the target population and will also highlight the treatment of variables.

3.3 Selection of Brand:

Keeping in view the proposed model, research questions and hypothesis it was very important to select a proper brand category in order to find out the influence of brand-cause fit in Cause marketing campaigns on consumer purchase intentions. For this purpose the brand was selected keeping in view the guidelines which were found in different studies, carried out in cause related marketing context. Ultimately a procedure was followed for the selection of proper brand. In this procedure the respondents of the study were presented four different popular brands during the pilot study. These brands were from soft drink category i.e. Pepsi, Coca Cola. One brand was selected from shampoo category i.e. Head & Shoulder. Another brand which was selected for this purpose was Nokia cell phones.

Figure 2 Results of pilot study for the selection of Brand

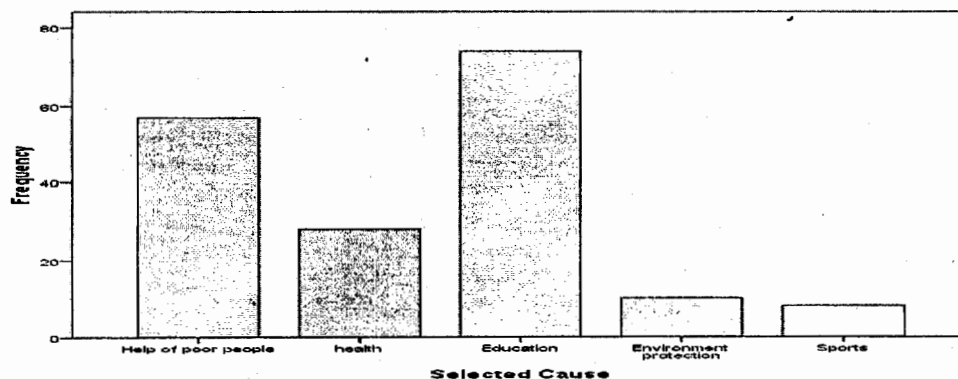


These brands were presented for selection keeping in view the familiarity of target population, the extent to which target population purchase these brands for personal use, the frequency of purchase by the consumers (Chaney and Dolli, 2000). In most of the cause related marketing campaigns fast moving consumer goods or those brands are preferred which are sold more frequently. The results of the pilot study revealed that most of the respondents prefer soft drink category. At the end of pilot study Pepsi was finally selected keeping in view the results of initial survey and discussion with the supervisor of the thesis (See Figure 2). The proper selection of brand was made to enhance the significance of the results of this research and reduce the biasness of researcher.

3.4 Selection of Cause:

Same methodology (see section 3.3) was followed for the selection of proper cause. A list of "causes" was produced keeping in view the causes which were highlighted in the previous researches in cause related marketing context. Previous researches indicate that the type of cause can be either social, environment, sport or art related. In western countries people are more concerned about the environmental issues vis-à-vis poverty or health issues in developing countries such as Pakistan.

Figure 3 Results of pilot study for the selection of Cause



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It was indeed very important to select a proper cause keeping in view the target population characteristics and their concern for that cause. The proper cause was be selected keeping in view the above mentioned constraints as well as the guidelines provided by the different researchers in their studies. For this purpose a list of causes was presented to the target population. The categories for cause selection constitute the education, health related issues, protection of environment, poverty reduction programs, promotion of sports. Based up on the results after initial data collection from the target population, education was selected as the cause (See figure 3).

3.5 Target population and data collection:

Keeping in view the nature of brand and cause the data was collected from different universities situated in Rawalpindi and Islamabad by using the convenience sampling technique. The convenience sampling technique was used because of time and cost constraints. The major part of the data was collected from the under graduate and graduate students due to common characteristics shared by the target population. Another ultimate reason was that youngsters are a major part of the population in many developing countries including Pakistan. The educated youngsters are considered to be the future of any country. Likewise the brand which is selected to address the requirement of the research belongs to the category which is mostly used by the young generation. Similarly In many previous studies which were carried out in cause marketing perspective, the researchers have selected students as a target population. Although many researchers have raised questions about the generalisability of the results which are based

up on the data collected from students. This weakness can be ignored in social sciences research. Babbie (2001) stated that:

“....Social processes and patterns of causal relationships appear to be more generalizable and more stable than specific characteristics such as individual level of prejudice” (p.221)

Before the filling of questionnaire the respondents were informed regarding the importance and purpose of the study. The respondent was also informed regarding “what is Cause Related Marketing” with the help of scenario to make them familiar with the term. Similarly before starting the further data collection the scale was reviewed by the experienced researchers and reliability of each scale was also measured by using the reliability coefficient alpha during the pilot study (See Table 1). The sample for the pilot study was consisted on approximately 30 members (Roscoe, 1975). Further data was collected from approximately 400 respondents of Rawalpindi, Islamabad and Faisalabad by using the convenience sampling technique. A questionnaire was used as a survey instrument to collect the information regarding the variable of interest in the study and to address the hypothesis. Previous researches suggest that it is easy to tabulate and analyze the data which is collected through Questionnaire. The response rate was found 79% which is acceptable (Neuman, 2003) for further analysis of data. Similarly missing values were also deleted from the data (Tabachnick and Fidell, 2001) before applying the data analysis techniques. Normality of the data was also checked to remove the outliers from the study. Based up on the value of Z-score, only 10 responses were found in the category of outliers whose values were lying out of the accepted range of Z-Score i.e. -2.76 to

+2.76. These responses were also deleted from the data to achieve the data normality and reduce their influence on results (Hair et al, 1998).

3.6 Measures (see Annex A):

To address the research question stated in the study, all measures for the constructs were taken from previous studies, which were carried out from marketing perspective due to their proved reliability and validity. In order to measure the impact of Brand/cause fit in Cause marketing campaigns on consumer purchase intentions a scenario was provided based up on the assumption described in previous sections, to make the respondents familiar with cause related marketing. Slight modifications were made in the scales in order to make them simple and easy to understandable for the respondents of the study. The reliability of each scale based up on the results of pilot study is presented in table 1. Coefficient α is used to asses the reliability of each scale (Hair et al. 1998).

Table : Reliability Analysis (Cronbach's Alpha)

	Construct	Reliability
1	Brand-Cause Fit	0.713
2	Consumer Trust	0.819
3	Brand Image	0.821
4	Purchase Intentions	0.719

n=30

3.6.1 Correlation among the items of each construct:

The correlation among the items of each construct was also measured to determine construct validity. This was done so that it can be confirmed that the scale is measuring what it is supposed to measure. Significant correlation among the items of each construct proved the validity of the scale.

3.6.1.1 Perceived Brand-Cause Fit

Three 7-point scales were adapted from the study of Lafferty (2006) used to assess perceived brand-cause fit. Based on the given scenario for cause marketing campaigns, subjects were asked: I feel the partnership between the brand and the cause is “Bad fit between Brand and Cause/ Good fit between Brand and Cause,” “makes sense/doesn't make any sense,” “and very much appropriate / not at all appropriate.” The mean and S.D of the scale was found (mean= 5.45, S.D= 1.22). The significant correlation among the items ranged from (.349 to .451).

Table 2. Correlation among the items of Perceived Brand-Cause Fit

Construct (items)	1	2	3
Brand-Cause Fit 1	1	.349*	.398*
Brand-Cause Fit 2	-	1	.451*
Brand-Cause Fit 3	-	-	1

Notes:

n = 312 * Correlation is significant at the 0.05 level (2-tailed).

3.3.1.2 Consumer Trust:

To measure the consumer trust six items were adapted from the study of (Power and Whelan, 2008). Little modification was made in order to collect the data in cause marketing context. These items include “XYZ corporation is honest; The XYZ Corporation is skilled in what they do” The mean and S.D of the scale was found (mean= 5.22, S.D= 1.37). The significant correlation among the six items ranged from (.314 to .550).

Table 4. Correlation among the items of Consumer Trust

Construct (items)	1	2	3	4	5	6
Trust 1	1	.465*	.403*	.426*	.412*	.386*
Trust 2	-	1	.508*	.452*	.440*	.314*
Trust 3	-	-	1	.400*	.470*	.283*
Trust 4	-	-	-	1	.550*	.405*
Trust 5	-	-	-	-	1	.544*
Trust 6	-	-	-	-	-	1

Notes: n = 312 * Correlation is significant at the 0.05 level (2-tailed).

3.3.1.3 Consumer Purchase Intentions:

To measure the consumer purchase intentions three items were adapted from the study of (Hou et al, 2008). The mean and S.D of the scale was found (mean= 5.87, S.D=.98). The significant correlation among the three items ranged from (.407 to .538).

Table 3. Correlation among the items of Purchase Intentions

Construct (items)	1	2	3
Purchase 1	1	.407*	.433*
Purchase 2	-	1	.538*
Purchase 3	-	-	1

Notes: n = 312 *Correlation is significant at the 0.05 level (2-tailed).

3.3.1.4 Perceived Brand Image:

To measure the brand image (Functional and reputation) in the minds of customers' seven items were adapted from the study of (Salinas and Pérez, 2008). The mean and S.D of the scale was found (mean= 5.69, S.D= 1.09). The correlation among the four items ranged from (.329 to .544).

Table 5. Correlation among the items of Perceived Brand Image

Construct (items)	1	2	3	4	5	6	7
Image 1	1	.544*	.435*	.353*	.406*	.397*	.369*
Image 2	-	1	.512*	.431*	.342*	.345*	.336*
Image 3	-	-	1	.396*	.408*	.381*	.329*
Image 4	-	-	-	1	.351*	.377*	.333*
Image 5	-	-	-	-	1	.506*	.296*
Image 6	-	-	-	-	-	1	.460*
Image 7	-	-	-	-	-	-	1

Notes:

n = 312 * Correlation is significant at the 0.05 level (2-tailed).

CHAPTER - 4

RESULTS and DISCUSSION

CHAPTER – 4

4.0 Data Analysis and Results:

In the previous section we have discussed the methodology which was deployed for data collection in order to answer the research questions of the study. This section was intended to analysis of data collected from the respondents of the study. Through data analysis we will try to answer the following two main research questions:

1. To what extent Does cause related marketing campaigns influence the consumer purchase intentions?
2. Is this relation is direct or mediated by certain factors such as brand image and consumer trust?

To address the above mentioned research question certain hypothesis are developed. We will analyze each hypothesis under the context of literature review of the study.

4.1 Characteristics of Sample:

Table 6 indicates the demographics of final sample after treatment of missing values and outliers of the study.

Table 6: Demographics of Final Sample

	Frequency	Percent
Gender		
Male	228	72
Female	88	28
Age		
18-20	26	8.5
21-23	212	68.4
24-26	72	23.2
Education		
Bachelor	145	46.7
Masters	153	49.2
Post Graduates	14	4.1
Total Sample Size (n) = 316		

Table 6 indicates that data is collected from 228 male (72%) and 88 female (28%) students. Results in table II also reveal that 8.5%(26) of the total sample size belongs to age group 18-20, 68.4% (212) belongs to the age group of 21-23, while 23.2% (72) belongs to the age group of 24-26. Furthermore 46.7% (145) students out the total sample

There exist a positive and significant relationship between the perceived brand-cause fit and brand image ($r=.389$, $p<.05$).

There exist a positive and significant relationship between the Consumer trust and consumer purchase intentions ($r=.363$, $p<.05$).

There exist a positive and significant relationship between the Consumer trust and Perceived Brand Image ($r=.498$, $p<.05$).

There exist a positive and significant relationship between the Brand Image and Consumer Purchase Intentions ($r=.449$, $p<.05$).

4.3 Regression Analysis:

In order to measure the variation in dependent variable with respect to independent variable, regression analysis is used. The result of regression analysis is illustrated with respect to each hypothesis. Based up on the literature review seven hypothesis were developed. The results of regression analysis for hypothesis number 1 to 6 are found in the following table.

Table 8. Results of Regression Analysis

Hypothesis	Description	Path		
		Coefficient (β)	t- value	p- value
H: 1	Brand-Cause Fit \longrightarrow Purchase Intention	0.31	4.77	0.01
H: 2	Brand-Cause Fit \longrightarrow Consumer Trust	0.33	5.25	0.00
H: 3	Brand-Cause Fit \longrightarrow Brand Image	0.38	4.84	0.03
H: 4	Consumer Trust \longrightarrow Purchase Intention	0.36	4.15	0.02
H: 5	Brand Image \longrightarrow Purchase Intention	0.41	5.63	0.00
H: 6	Consumer Trust \longrightarrow Brand Image	0.58	7.61	0.00

Notes:

n = 312, Arrow indicates the direction of impact

4.3.1 Hypothesis 01:

It was stated in at the end of section 02 that:

Perceived Brand-Cause Fit in cause related marketing campaigns positively influences Consumer Purchase Intention.

The results in table 8 indicates that 31% variation in dependent variable (Purchase intention) is caused by the independent variable i.e. Perceived Brand-Cause Fit. P value (i.e. $< .05$, $t= 4.77$) indicates that results are significant and hence H1 is accepted.

4.3.2 Hypothesis 02:

It was stated in at the end of section 02 that:

Perceived Brand-Cause Fit in cause related marketing campaigns positively influences Consumer Trust.

The results in table 8 indicates that 33% variation in dependent variable (Consumer Trust) is caused by the independent variable i.e. Perceived Brand-Cause Fit. P value (i.e. $< .05$, $t= 5.25$) indicates that results are significant and hence H2 is accepted.

4.3.3 Hypothesis 03:

It was stated in at the end of section 02 that:

Perceived Brand-Cause Fit in cause related marketing campaigns positively influences Brand Image.

The results in table 8 indicates that 38% variation in dependent variable (Brand Image) is caused by the independent variable i.e. Perceived Brand-Cause Fit. P value (i.e. $< .05$, $t= 4.84$) indicates that results are significant and hence H3 is accepted.

4.3.4 Hypothesis 04:

It was stated in at the end of section 02 that:

Consumer Trust positively influences Consumer Purchase Intentions in Cause Related Marketing Campaigns.

The results in table 8 indicates that 36% variation in dependent variable (Consumer Purchase Intentions) is caused by the independent variable i.e. Consumer trust. P value (i.e. $< .05$, $t= 4.15$) indicates that results are significant and hence H4 is accepted.

4.3.5 Hypothesis 05:

It was stated in at the end of section 02 that:

Perceived Brand Image positively influences Consumer Purchase Intentions in Cause Related Marketing Campaigns.

The results in table 8 indicates that 41% variation in dependent variable (Consumer Purchase Intentions) is caused by the independent variable i.e. Perceived Brand Image. P value (i.e. $< .05$, $t= 5.63$) indicates that results are significant and hence H4 is accepted.

4.3.6 Hypothesis 06:

It was stated in at the end of section 02 that:

Consumer Trust positively influences Brand Image in Cause Related Marketing Campaigns.

The results in table 8 indicates that 58% variation in dependent variable (Brand Image) is caused by the independent variable i.e. Consumer Trust. P value (i.e. $< .05$, $t = 7.61$) indicates that results are significant and hence H4 is accepted.

4.3.7 Hypothesis 07:

It is stated in at the end of section 02 that:

Consumer Trust and Perceived Brand Image mediates the relationship between perceived brand-cause fit and consumer purchase intentions.

In order to prove the mediation, three step procedure recommended by the Baron and Kenny (1986) will be followed. In first step we required a significance test of the relationship between the independent variable (Perceived brand-cause fit) and the mediators (Brand image and Consumer trust). The second step requires a test of relationship between the independent variable (Perceived brand-cause fit) and the dependent variable (Consumer purchase intentions). In third step the dependent variable will be again regressed on both the independent variable and the mediator. To found mediation, the third step must find the mediator to be significantly related to the dependent variable, and the effect of the independent variable on the dependent variable must be less than it was in the second step. Further, if the relationship between the independent variable and the dependent variable becomes insignificant in step three, full mediation will be supported. There should exist a positive relationship between mediating variable and dependent variable as well.

4.3.8 Mediation Results of Consumer trust:

Results in table 9 indicates that perceived brand-cause fit (independent variable) positively impact the consumer trust.(mediator) at $\beta = 0.38$ ($t = 4.84$, $p < .05$). β value indicates that 38% variation in consumer trust is cause by the perceived brand-cause fit. In step 02 purchase intention (dependent variable) was regressed by the consumer trust (mediator). Results in table 9 indicate that 41% variation in purchase intentions in caused by the consumer trust ($t = 5.63$, $p < .05$).

Table 9. Mediating role of Consumer Trust

	Description	B	t-value	p-value
Step 01	Brand-Cause Fit \longrightarrow Consumer Trust	.38	4.84	.00
Step 02	Consumer trust \longrightarrow Purchase Intention	.41	5.63	.00
Step 03	Brand-Cause Fit \longrightarrow Purchase Intention	.31	4.77	0.01
Step 04	Brand-Cause Fit } \implies Purchase Intentions	.19	1.87	0.12
	Consumer Trust	.23	3.03	0.03

Notes:

$n = 312$, Change in R^2 (at step 04) = .10, $F = 30.731$ ($P < .05$), $D.Watson = 1.776$

In step 03 purchase intention (dependent variable) was regressed by perceived brand-cause fit (independent variable). Results in table 9 indicate that 31% variation in purchase intentions in caused by the perceived brand-cause fit ($t = 4.77$, $p < .05$). Results in table 9 indicate that full mediation took place when dependent variable (consumer purchase intentions) was regressed by both independent variable and mediator. In step 04 the impact of perceived brand cause fit became insignificant ($t = 1.87$, $p > .05$) while

consumer trust significantly impact the dependent variable ($t= 3.03, p < .05$). the value of Durbin Watson indicates that there is no issue of Multicollinearity for further data analysis..

4.3.9 Mediation Results of Brand Image:

Results in table 10 indicates that perceived brand-cause fit (independent variable) positively impact the Brand-Image (mediator) at $\beta= 0.33$ ($t= 5.25, p < .05$). β value indicates that 33% variation in Brand Image is cause by the perceived brand-cause fit. In step 02 purchase intention (dependent variable) was regressed by the Brand Image (mediator). Results in table 10 indicate that 36% variation in purchase intentions is caused by the Brand Image ($t= 4.15, p < .05$).

Table 10. Mediating role of Brand Image

	Description	β	t-value	p-value
Step 01	Brand-Cause Fit \longrightarrow Brand Image	0.33	5.25	0.00
Step 02	Brand Image \longrightarrow Purchase Intention	0.36	4.15	0.00
Step 03	Brand-Cause Fit \longrightarrow Purchase Intention	0.31	4.77	0.01
Step 04	Brand-Cause Fit } \implies Purchase Intentions	0.21	2.17	0.02
	Brand Image	0.25	3.21	0.01

Notes:

n = 312, Change in R^2 (at step 04) = .04, F = 22.02 (P<.05), D.Watson= 1.776

In step 03 purchase intention (dependent variable) was regressed by perceived brand-cause fit (independent variable). Results in table 10 indicate that 31% variation in

purchase intentions in caused by the perceived brand-cause fit ($t= 4.77, p < .05$). Results in table 10 indicate that partial mediation took place when dependent variable (consumer purchase intentions) was regressed by both independent variable and mediator. In step 04 the impact of perceived brand cause fit became significant ($t= 2.17, p < .05$) but less than it was in step 03 while Brand Image also significantly impact the dependent variable ($t= 3.21, p < .05$).

4.4 Result Discussion and implications:

The current research is carried out to enrich the pool of knowledge in the field of cause related marketing. Cause related marketing is considered to be an emerging area for research due to worldwide changing attitude of consumers. Many prior researches and surveys by different organizations have proved favorable attitude of consumers towards cause related marketing. The finding of current study has also proved the willingness of consumers to participate in these campaigns. To identify the potential of cause related marketing in developing countries such as Pakistan certain objective and research questions were set forth. In this section we will explore the findings of current study in line with previous researches which were carried out in the field of cause relate marketing.

4.4.1 Consumer attitude towards Cause Related Marketing:

The results of current study reveal the favorable attitude of consumers towards Cause related marketing campaigns. These finding are in line with the empirical and theoretical findings of prior researches such as (Singh, Kristensen and Villaseñor, 2009;

Nan and Heo, 2007; Basil and Herr, 2006; Brink, Schroder and Pauwels, 2006; Kim, Kim, and Han, 2005). Prior researches also indicate that participation in these campaigns is based up on the perception held by the consumers regarding the participating organizations (Gupta and Pirsch, 2006; Bhattacharya and Sen, 2003). These perceptions are developed based up on different factors. These factors may constitute the quality and range existing products in the markets, consumer's knowledge about the company and cause, nature of cause, advertising campaigns and motives of the company to participate in cause related marketing campaigns. To avoid the associated risk with the cause related marketing campaigns, company need to be very careful in the planning phase especially when selecting a cause. The cause might be selected keeping in view the nature of cause, available budgets and characteristics of target population.

Based up on the results of pilot study sport for education in the form of scholarships was selected as a cause. The education was preferred as a cause because the data was collected mostly from under graduate and graduate students. The nature of cause may be different keeping in view the range of target population. In western world consumers might be more concerned about the environment vis-à-vis health and education in developing world such as Pakistan. Involving these types of causes might attract the wide range of population including students.

4.4.2 Significance of Brand-Cause Fit:

The results of current study also indicate the significance of Brand-Cause fit in cause related marketing campaigns. These results are aligned with the empirical and theoretical findings of prior researches such as (Pracejus and Olsen, 2004; Strahilevitz

and Meyers, 1998; Lafferty, 2007; Rifon et al., 2004). To prove the worth of brand-cause fit in these campaigns certain methodology was followed. Both brand and cause were selected by the target audience in the pilot study. Many prior researches have used the perceived brand-cause fit as a moderator but in this research we have used brand cause fit as an independent variable. The reason is that perception about the brand and cause stimulate the consumers whether to participate in these campaigns or not. Although consumers might have good perception regarding those organizations which are participating in these campaigns but to involve them practically in these campaigns selection of significant cause is worthwhile. Prior researches also indicate that certain causes provide an opportunity for a specific period due to their nature (Web and Mohr, 1998). These causes require an emergency treatment by the organization to create good will among the customers. These causes might be related to a disaster, flood or any other emergency situation. Immediate response to these situations can attract the customers even consumers can pay more to participate in cause related marketing campaigns.

4.4.3 Brand Image and Consumer Trust:

The results of current research reveal that brand image and consumer trust both mediate the relationship between perceived brand-cause fit and consumer purchase intentions. The results suggest that selection of brand also play a vital role to involve the customers in cause related marketing campaigns. Many prior researches reveal that most of the companies use fast moving consumer goods such as Coca Cola, PEPSI, which are mostly purchased for personal use, in cause related marketing campaigns. The reason is

that these type of products are sold on large scale and consumer has strong associations with them due to higher level of experience and awareness.

The results of this study indicate that perceived brand-cause fit helps the organization in improving their brand image. Many prior researches also reveal that the consumer may prefer the brands of those organization which are involved in cause related marketing campaigns. It requires a lot of carefulness and innovative approach while deciding a brand for these campaigns (Lafferty and Goldsmith, 2005; Polonsky and Macdonald, 2005). The organization must be aware about the perception of end users regarding the brand. The brand must be having good quality feature and reasonable price which can attract the wide range of population even new customers for a trial. Later on these customers can become the regular user of brand and a source to create word of mouth. On the other hand selection of a proper brand can enhance the trust of existing users as well. The trust can play a role of firewall for existing users and also encourage them to try the other brands available in the market.

4.4.4 Demographics and consumer purchase intentions

To identify the control variables for the study independent sample T-Test and ANOVA was used to identify the differences among the groups based up on the Gender, Age and Education. The values in further tables indicate either there exist any difference in the opinion of respondents of the study or not?

Gender and Purchase Intentions:

The results in table 11 indicate that there don't exist any difference in the purchase intentions of both male and female ($F=.842$, $P= .360$). It indicates that both male and female are equally willing to participate in Cause related marketing campaigns.

Table11. Gender and Purchase Intentions

Gender	F	Sig.
B/W Groups	.842	.360

Notes: n = 312, Test Variable: Purchase Intentions

Age and Purchase Intentions:

The results in table 12 indicate that there don't exist any difference in the purchase intentions of the respondents of the study with respect to their Age difference.

Table12. Age and Purchase Intentions

Age	F	Sig.
B/W Groups	1.595	.206

Notes: n = 312, Test Variable: Purchase Intentions

Education and Consumer Purchase Intentions:

The results in table 13 indicate that there exists a minor difference in the response of target population based up on the education level. This result indicates that with the passage of time education creates awareness among them and they become more conscious about what is happening around them. The education also enhance the decision making power of a person with the passage of time. An educated person can take better decisions to fulfill his needs keeping in view the societal concerns.

Table13. Age and Purchase Intentions

Education	F	Sig.
B/W Groups	3.143	.046

Notes: n = 312, Test Variable: Purchase Intentions

CHAPTER - 5

CONCLUSION

CHAPTER – 5

5.0 Conclusion:

Many organizations around the globe are continuously involving in cause related marketing campaigns due to growing concerns of consumers towards social issues in the surroundings. This changing behavior of consumers convinced the academic researchers to explore an emerging area of cause related marketing to enrich the pool of existing knowledge by providing the valuable implications for practitioners. The current research was also an effort to extend the existing literature on cause related marketing. For this purpose a conceptual model indicating the impact of perceived-brand cause fit on consumer purchase intentions with the mediating role of consumer trust and brand image was developed.

The overall objective and contribution of this study was:

To investigate the potential of cause related marketing campaigns in developing countries such as Pakistan.

To extend the existing literature on cause related marketing by investigating the mediating role of consumer trust and brand image between the relationship of cause related marketing campaigns and consumer purchase intentions.

The results of current study reveal that there exist a potential for cause related marketing campaigns in developing countries such as Pakistan. Careful execution of these campaigns can support the companies in achieving multifold objectives. These objectives may include:

Improvement of corporate and brand image, attracting new customers, lock-in existing customers (prevent their switching to alternative brands), decline in advertising expenditure, creating a firewall against the bad news in the market place.

The empirical results of the study have also proved the mediating role of brand image and consumer trust between the perceived brand-cause fit and consumer purchase intentions. These results indicate that the marketing managers need to be very careful while selecting a brand and cause before involving in cause related marketing campaigns. Considerable efforts are necessary to get know-how regarding the perception of target customers towards the company, cause and brand which is being selected for cause related marketing campaigns. Prior researches also indicate that proper selection of brand and cause could help the companies in achieving the corporate goals successfully.

5.1 Limitations:

Like other studies, there were several limitations which were taken in to consideration while addressing the conceptual model of the study empirically. These limitations constitute the following:

The data was collected from under graduate and graduate student which are studying in the universities of Rawalpindi and Islamabad by using convince sampling technique. The ultimate reasons were the budget and language issues. The questionnaire was developed in English. It was not possible to collect data from common people due to low literacy rate. Simultaneously the people of most of the developing nations are not aware regarding the worth of research. Even literate people behave awkwardly when they are asked to participate in the research.

Second, a limited number of brands were presented to the consumers for selection. There was no proper criterion for the selection of brands from different brand categories. Simultaneously service sector was also ignored while selecting a brand for current study.

Third, the support for education was selected as a proper cause from the target population while ignoring other social issues. The reason was that respondents of the pilot study were also students. They felt comfortable while selecting education as a cause. This might be due to their limited experience of practical life.

Fourth, due to certain cultural barriers, limited participation of female can observe in the study.

5.2 Future research directions:

Following are the certain future research direction which can enhance the generalizability of the results in the area of cause related marketing.

First, it will be worthwhile if the questionnaire should be translated in to Urdu for better understanding of target population. During the data collection it was observed that most of the respondents don't feel comfortable while attempting the questionnaire in English. It might help the researcher in getting the better and accurate response from the target population.

Second, it will be worthwhile if the respondents of the study should be exposed with the advertisement of cause related marketing campaigns. After that their attitude towards these campaigns and company (before and after the involvement in CRM

campaigns) must be measured. It will provide better understanding regarding the change in the behavior of respondents and their willingness to participate in these campaigns.

Third, most of studies have proved the significance of perceived brand-cause fit in cause related marketing campaigns. It will be worthwhile if certain guidelines should be provided to marketers regarding the selection of brand and cause keeping in view cultural differences and social issues.

Fourth, it will be worthwhile if future researches should consider the service sector also for cause related marketing campaigns. Most of the researches are carried out in FMCG sector only while ignoring the importance of CRM campaigns for service sector.

Fifth, in future researches, it will be worthwhile if the role of advertisement in cause related marketing campaigns should be explored. It will be worthwhile if certain guidelines should be provided to marketers regarding the selection of celebrity and cause elaboration in cause related marketing advertisement.

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APPENDIX A



INTERNATIONAL ISLAMIC UNIVERSITY
Faculty of Management Sciences
Islamabad



P.O. Box: 1243, Telegram: ALJAMIA, Telex: 54068 IIU PK, Fax: 9257944, Tel: 9258020

Dear Respondent!

I am a student of International Islamic University Islamabad and conducting research on the 'Impact of Cause Marketing Campaigns on consumer purchase intentions'.

Please read the given statement on next page and express your feelings towards these types of campaigns. After reading the statement you are requested to take 10 minutes out of your busy schedule to fill the attached questionnaire that comprises of two parts. Please fill both parts completely. Your cooperation will be highly appreciated.

If you need findings of this research please send a request to:

ISRAR AHMAD

email: Israr.msmkt13@iiu.edu.pk)

“PEPSI is participating in a marketing campaign. On the sale of each 1.5 liter bottle PEPSI will donate certain amount to provide scholarships for those students who belong to backward areas and are unable to bear their education expenses”

Part A

1. Perceived Brand-Cause Fit (Lafferty (2006))

I feel the partnership between the brand and Cause is:

Bad fit between Brand and Cause	1	2	3	4	5	6	7	Good fit between Brand and Cause
Very much appropriate	1	2	3	4	5	6	7	not at all appropriate
Makes a sense	1	2	3	4	5	6	7	doesn't make any sense

2. Consumer Purchase Intentions (Hou et al, 2008)

How many chances are there that you will purchase PEPSI to participate in the campaigns?

Very unlikely	1	2	3	4	5	6	7	Very likely
Would not consider it	1	2	3	4	5	6	7	Definitely would consider it
Very low chances	1	2	3	4	5	6	7	Very high chances

3. Perceived Brand Image (Salinas and Pérez, 2008)

What are your feelings towards the selected brand?

The products have a high quality	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
The products have better characteristics than its competitors	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
The brand is nice	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
The brand has a different personality from competitors	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
It's a brand that doesn't disappoint its customers	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
It's one of the best brands in the sector	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
The brand has very strong position in the market	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

4. Consumer Trust (Power and Whelan, 2008)

I think, The Company which I have selected

. . . Has a name you can trust	Strongly Disagree	1	2	3	4	5	6	7 Strongly Agree
. . . . Product claims are believable	Strongly Disagree	1	2	3	4	5	6	7 Strongly Agree
. . . . Can be trusted completely	Strongly Disagree	1	2	3	4	5	6	7 Strongly Agree
. . . . Understands my specific needs	Strongly Disagree	1	2	3	4	5	6	7 Strongly Agree
. . . . Has the ability to deliver what it promises	Strongly Disagree	1	2	3	4	5	6	7 Strongly Agree
. . . . Is someone that I have great confidence in	Strongly Disagree	1	2	3	4	5	6	7 Strongly Agree

Part B

Please provide the following information.

Gender - (Male) <input type="checkbox"/> (Female)- <input type="checkbox"/>	Education: <input type="checkbox"/> Intermediate <input type="checkbox"/> Bachelors
Age ----- () years	<input type="checkbox"/> Masters <input type="checkbox"/> Post Graduate <input type="checkbox"/> Other

