



UNIVERSIDADE CATÓLICA PORTUGUESA

Analysis of individuals intentions to actively contribute to causes

Determinants that impact consumer's purchase
intention in Cause-related Marketing

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Católica Porto Business School

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purpose of obtaining the degree of Master of Science in Marketing

by

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Resumo

Este estudo tem como principal objetivo compreender o que leva o consumidor a querer participar em ações de marketing das causas. Desta forma procedemos ao estudo desta estratégia de marketing através da literatura referente a este assunto para termos um conhecimento mais aprofundado do que é o marketing das causas e o que está nele envolvido.

Através da literatura disponível, chegamos a 6 condicionantes da intenção de compra de produtos relacionados com o marketing das causas. Com esta informação construímos um modelo que procura testar se as condicionantes retiradas da literatura tinham influência a intenção dos consumidores comprarem produtos em campanhas de marketing de causa. Foi construído um questionário de onde se obtiveram dados que foram objeto de tratamento com recurso a SPSS e SmartPLS.

Concluiu-se que a motivação da empresa, a congruência entre marca e causa, a identificação do consumidor com a causa, o tipo de produto e a estrutura da doação são de facto relevantes para a intenção de compra de produtos em campanhas de marketing das causas. Estes resultados cimentam a literatura existente quanto ao marketing das causas, no entanto estão mais focalizados na população portuguesa e na geração milenais.

As empresas podem usar esta informação para melhor conduzirem as suas futuras campanhas de marketing das causas pois desta forma já sabem qual a melhor maneira de chegar aos consumidores.

Palavras-chave: Marketing das causas, intenção de compra, diferenciação de marcas, fit entre marca e causa, identificação do consumidor com a causa, tipo de produto e estrutura da doação, mecânica das ações de marketing de causas.

Abstract

This study has the main objective to understand what makes a consumer participate in cause-related marketing campaigns. We proceeded to study this marketing strategy through the existent literature on the subject to have a deeper understanding of what is cause-related marketing and what it comprises.

Through the literature available, we learned that there are 6 determinants of consumer's intention to purchase products involved with CrM campaigns. With this information we constructed a model that tests if the determinants found in the literature do have an impact on the intention to buy products that are involved in CrM. A survey was conducted from where we collected data that was analyse using SPSS and SmartPLS.

It was concluded that company's perceived motivation, brand-cause fit, consumer-cause identification, type of product and frame of donation were relevant when it came to purchase intention of products under CrM campaigns. These results solidify the finding from previous literature but also provide more specific information on the Portuguese population and the millennial generation.

The companies can use this information to make better cause-related marketing campaigns since they now understand how to reach the consumer more successfully.

Keywords: Cause-related marketing, purchase intention, brand differentiation, brand-cause fit, consumer-cause identification, type of product and frame of donation, mechanism of CrM campaigns.

Table of Contents

Acknowledgements.....	V
Resumo.....	VII
Abstract.....	IX
Table of Contents.....	XI
Index of Figures.....	XIII
Index of Tables.....	XV
Chapter 1: Introduction.....	17
Chapter 2: Literature Review.....	21
2.1 CAUSE-RELATED MARKETING.....	21
2.1.1 <i>Defining cause-related marketing</i>	21
2.1.2 <i>Types of CrM campaigns</i>	22
2.1.3 <i>Incentives to participate in CrM</i>	26
2.1.4 <i>Obstacles to CrM campaigns</i>	28
2.2 PURCHASE INTENTION.....	30
Chapter 2: Conceptual Framework.....	33
Chapter 3: Methodology.....	39
3.1 DESIGN.....	39
3.2 MEASURES.....	39
3.3 SAMPLE.....	43
Chapter 4: Results.....	46
4.1 MODEL'S RELIABILITY AND VALIDITY.....	46
4.2 MODEL FIT.....	50
4.3 ANALYSIS AND HYPOTHESIS TESTING.....	52
Chapter 5: Discussion.....	56
Chapter 6: Conclusion.....	61
6.1 MANAGERIAL IMPLICATIONS.....	62
6.2 LIMITATIONS AND FURTHER RESEARCH.....	64
References.....	67
Appendixes.....	76

Index of Figures

Figure 1 - Conceptual Model	37
Figure 2 - Estimated model	54

Index of Tables

Table 1 - Research hypotheses	38
Table 2 - Constructs and their items.....	43
Table 3 - Demographic data	44
Table 4 - Model Reliability.....	48
Table 5 - Fornell-Larcker criterion.....	49
Table 6 - Model Fit Indicators	50
Table 7 - Analysis of significance.....	52
Table 8 - Type of Product path coefficients.....	53
Table 9 - Frame of donation path coefficients.....	54
Table 10 - Supported Hypotheses.....	55

Chapter 1: Introduction

According to IEG, a global consultancy in partnership strategy, that evaluates and measures leading sponsors and rightsholders, in 2017 the companies' spending on sponsoring a cause reached 62.7 billion dollars worldwide and that value is expected to increase to 65.8 billion dollars in the near future (Mendini, Peter, & Gibbert, 2018). Given the large amount involved in cause-related marketing campaigns (Robinson, Irmak, & Jayachandran, 2012), it is important to know the role the consumer has on CrM and what leads him to take part in it as well (Webb & Mohr, 1998). The success that comes from CrM campaigns has something to do with the consumer's positive response to companies supporting a cause, which adds to the need to understand their behaviour when it comes to cause-related marketing (Barone, Miyazaki, & Taylor, 2000).

The majority of the studies on cause-related marketing (CrM) focus on the perspective of the company and how it profits from CrM (Silva & Martins, 2017), as well as in the causes themselves (Nan & Heo, 2007). As such, there is not a lot of literature focused on the consumer's reasons to participate in CrM campaigns (Ross III, Patterson, & Stutts, 1992; Sen & Bhattacharya, 2001; Strahilevitz & Myers, 1998). Ross III, Patterson, & Stutts (1992) and Strahilevitz & Myers (1998) came to the conclusion that even though CrM has been discussed extensively, there is little research made on the effectiveness of cause-related marketing and on the response that it would induct in the consumer. Sen & Bhattacharya (2001) also pointed out that there is a lack of research studying the effect on the consumers when a company has a socially responsible behaviour, which backs

up the claims made by Ross III et al. (1992) and Strahilevitz & Myers (1998). Silva & Martins (2017), stated that there is a lot of focus on the companies' interest in engaging in CrM leading to a lot of studies wanting to analyse the companies' implications in the participation in CrM. Having the perception that companies benefit from CrM, and so do causes, we must now focus on what individuals gain from CrM and what makes them want to engage in this kind of campaigns.

The analysis of all three entities (company, cause and consumer) is very important for the success of a CrM campaign. This is true because in order to consider a cause-related marketing campaign successful, all three entities need to perceive them as beneficial (Baker, 2003). CrM is basically a partnership where all the parts have mutual objectives and benefits so an equal balance among them is imperial for CrM to be effective (Baker, 2003). As neither entity has greater weight or value, they all should be taken into account when talking of CrM actions and so, in this study, we will be studying the consumers' side of this marketing strategy.

In this study we intent to explore individuals' motivations to participate in CrM campaigns. This will lead to a better understanding of consumer behaviour and this way companies and causes can adapt better the way they conduct their CrM campaigns using the marketing tools available. This way, companies and causes can ensure not only that their needs are met but also the consumers' needs as well and consequently making the campaign better for every part involved. So, with this study we want to answer the question of what leads consumers to participate in cause-related marketing? What motivates them to engage in CrM campaigns? We want to know and understand what makes a consumer participate in CrM at first since if they get what they expected there are better chances of being satisfied by the end of the process. To measure if a determinant is a motivator of CrM participation we can use purchase intention. It is expected

that the purchase intention is affected by the consumers' satisfaction with the CrM campaign and how it was conducted, and so it is a good indicator of consumer behaviour (Westberg, 2004). As such, it should be contemplated in our research.

This paper is divided into 6 chapters. Following the introduction, we have the chapter of the literature review where it will be made an investigation through the theory available (major theoretical bodies) to get as much information we can on what motivates people to participate in cause-related marketing campaigns. In this same chapter, we have the conceptual framework where we will formulate hypotheses and create our conceptual model for the determinants of the consumer's intention to purchase a product involved in CRM. On the next section we mention the methodology we will use to conduct our study as well as how the data was collected. Furthermore, the results will be presented. Then, in the discussion stage, we will show the connection the results and compare them to previous research to show of our study supports or contradicts the theory. In findings section, we will summarize our main theoretical and managerial achievements and provide responses to the research question. In this section, we will also include the limitations of our work and provide advice concerning in which direction the following research should go.

Chapter 2: Literature Review

2.1 Cause-Related Marketing

2.1.1 Defining Cause-related Marketing

Companies have been more and more pressured to be involved in social causes and be socially responsible (Mohr, Webb, & Harris, 2001). This has led to the practice many companies have been using since the 1990's of cause-related marketing (CrM) (Tsai, 2009). Cause-related Marketing can be defined as the partnership between a company and a cause, involving profit-motivated giving as well as an opportunity for the company to contribute to non-profit organizations at the same time they increase their profitability through the association of contributions to the sale of a product (Varadarajan & Menon, 1988). For Adkins (1999) "Cause Related Marketing is about using marketing money, techniques and strategies to support worthwhile causes whilst at the same time building the business"(Cause Relates Marketing: Who Cares Wins 1999, p. xvii). It can also be defined as the link between a company and a charity, where the firm contributes to a cause associated with their products and that engages to its consumers in order to attain higher revenue (Baker, 2003).

Even though cause-related marketing has in place a contribution system to help a certain cause, it is not a matter of philanthropy or altruism, it is a

marketing-driven activity (Strahilevitz, 1999). Both companies and causes enter in this strategy as a way to meet their aims and get the return on the investment they made. Also, the consumer of the product has something to gain since he/she participates voluntarily in CrM actions and seen as he/she feels that he/she is doing his/her part in helping a cause (Baker, 2003).

CrM is perceived as a very efficient strategy where everyone stands to win (Silva & Martins, 2017; Varadarajan & Menon, 1988). The consumer gets something because he not only purchases the product, but he also feels the satisfaction of helping a cause; the firm increases its sales, thus improves their financial condition; and the cause gets publicity and donation from the company (Dahl & Lavack, 1995). Seen as this strategy pleases all the entities involved, we can behold that it has become an alternative which many companies adopt. Companies' spending in CrM has increased significantly throughout the years and it is expected to continue growing (Barone et al., 2000; Polonsky & Wood, 2001).

Now that we have a better understanding of cause-related marketing, it would be interesting to know more about what kinds of CrM exist, what are the incentives the company, cause and consumer have to participate in it and what are the potential problems that can arise from it and also how to reduce them.

2.1.2 Types of CrM campaigns

When looking at the types of CrM campaigns, we are looking at how the company, cause and consumer interact in a CrM setting. We can look at it from 2 ways: how the consumer interacts with the company or how the company interacts with the cause. From the consumer-brand interaction perspective, there

are two main types of campaigns: monetary and non-monetary, i. e. whether the consumer has to incur or not in a transaction with the firm (Folse, Garretson, Grau, Moulard, & Pounders, 2014). From a perspective of how the company and the cause work together, there are 3 possible ways: transactional programs, message promotion programs and licensing programs (Berglind & Nakata, 2005). Actually, there are more than 3 programs, but they are more subtle and less used. These are issue focused programs, business activity program and target focused programs (Berglind & Nakata, 2005; Kuo & Liu, 2014).

Monetary CrM campaigns are the ones where the consumer must purchase a product for the company that supports a cause to make a donation (Varadarajan & Menon, 1988). This is the most well-known kind of CrM campaigns as well as the one that was originally used by companies since the beginning of cause-related marketing (Howie, Yang, Vitell, Bush, & Vorhies, 2015). The alternative to this is to get involved in CrM campaigns which do not involve consumers purchasing a product, known as non-monetary CrM campaigns (Folse et al., 2014; Howie et al., 2015). Basically, a company shares that they are supporting a specific cause and evoke the participation of the consumer in an activity to help the cause (Howie et al., 2015). This kind of CrM campaign invokes the consumer to participate but does not involve spending money. Participation can be spending time or energy into something required by the company (with the exception of purchase), and create a positive effect on the cause (Folse, Anne, Niedrich, & Landreth, 2010).

Polonsky & Speed (2001) bring into the discussion a CrM that involves both of monetary and non-monetary campaigns. He argues that a program could be implemented where the consumer purchases a product and then has to take on another task that involves the participation of the consumer. This is called a

multi-phase CrM program. This would be beneficial for the company seen as not all of the consumers would undertake the participation part of the program, and the company would not have to spend as much money in the donation to the cause (Polonsky & Speed, 2001).

Focusing in the way cause and company, the main programs are: transactional programs, message promotion programs and licensing programs (Berglind & Nakata, 2005). A transactional program is the typical exchange-based donation, when a product is sold the firm gives a share of the profits to the cause they are related to (Eikenberry, 2009). For example, the pink products campaign conducted by Susan G. Komen Breast Cancer Foundation allowed consumers to buy a product while supporting breast cancer research, by partnering with multinational corporations (Eikenberry, 2009).

In the message promotion programs the cause is promoted to bring awareness to the cause's message or to attract participation of the consumers and at the same time improve the image of the brand sponsoring the cause (Sundar, 2007). An illustration of this is a partnership that was made by the Anti-Defamation League and Barnes & Noble that created an initiative called "Close the Book" to provide materials and lectures to promote cultural and racial tolerance (Eikenberry, 2009; Kuo & Liu, 2014). There were 2 million books distributed in stores, promoting both the cause and the company (Kuo & Liu, 2014).

As for licensing programs, the cause licenses its name and logo to the company and in exchange gets a percentage of the revenue. This way, the company can use the brand's image for their marketing activities (Kuo & Liu, 2014). The charity of World Wildlife Fund licenses the use of their logo and name

to Visa and in return the company gives a percentage of the transactions made under campaigns that are associated with the logo of WWF (Eikenberry, 2009; Sundar, 2007). This licensing program as provided the cause with over 10 million US dollars in donations from Visa (Kuo & Liu, 2014).

Inside these types of CrM campaigns, we can get into more detail and observe other types of cause-company interaction that are more subtle: issue focused programs, business activity program and target focused programs (Berglind & Nakata, 2005; Kuo & Liu, 2014). The issue focused program is related to an association between companies and causes for one specific issue which is selected strategically to be in congruence with the image of the firm (Berglind & Nakata, 2005). The second program mentioned is business activity programs where the company combines ethical business procedures into their activities, like following the requirements set by a non-profit for example. This leads to the consumers being aware of the ethical practices of a business and does not involve donations (Kuo & Liu, 2014). Lastly, target focused programs are the ones that help a specific group, usually the firm's core market segment (Berglind & Nakata, 2005).

These are the two main focusses in our research: how the consumer participates in the cause or what approach the company has towards the cause. We will be focussing our efforts in monetary campaigns for the consumer seen as it is the easiest way to measure more efficiently the determinants that influence consumers' intent to participate in CrM, not to mentioned that it is the one that the individuals are more familiar with (Howie et al., 2015). As for the program used by the company towards the cause, we will study the transactional programs. This program is usually related with monetary donation on the side of the consumer, so it is the one that makes more sense to proceed studying in

this research. Transactional programs are also the most well-known and more used program (Eikenberry, 2009), so it makes it the more relevant to study.

2.1.3 Incentives to participate in CrM

According to the literature, to conduct a successful CrM campaign, a scenario should be created where all the participants have something to gain, also known as a win-win-win situation (Silva & Martins, 2017; Varadarajan & Menon, 1988). As previously mentioned, it is expected that the company, the cause and the consumer benefit from their involvement in cause-related marketing campaigns and it is relevant to understand what exactly each of them wins.

The companies will benefit from an improvement in their image at the eyes of the consumer (Mohr et al., 2001), as well as an improvement of their reputation and their brand value is enhanced. It can also improve the marketing relationships with customers (Ross et al., 1992), which can lead to the stimulation of the purchase behaviour of the consumers (Pirsch & Gupta, 2006) and so an increase in revenue (Berglind & Nakata, 2005). CrM is incredibly profitable for the companies invested in it. It is more profitable than other marketing activities leading to higher number of sales with little extra spending (Berglind & Nakata, 2005). CrM generates a positive mindset towards a company that has been related with unethical practices (Crbyer & Ross, 1996) and there is also the fact that it improves employee's morale, retention and their recruitment. This happens because they feel pleasure and pride in helping a cause therefore are more motivated and understand better the mission of the firm (Drumwright, 1996). Another advantage for the firm is that the supporters of the cause will now become consumers of the company and as such the company will increase their reputation and consumer loyalty (Berglind & Nakata, 2005; Pirsch & Gupta, 2006).

For the cause, cause-related marketing brings an increase in funding, seen as they have the contribute of the company (Pirsch & Gupta, 2006). It leads to more exposure to the public which can result in more sources of donations and the increase of the cause's reputation (Berglind & Nakata, 2005). There is also the creation of awareness of the cause through CrM campaigns, increase in visibility, reputation (Varadarajan & Menon, 1988) and can make individuals more receptive to the cause ending up having a better chance at recruiting volunteers (Silva & Martins, 2017). Companies also provide the causes with their marketing talent and business knowledge in order to develop and implement the CrM campaigns, being a key factor in the failure or success of the campaign (Berglind & Nakata, 2005). Furthermore, the cause has less administrative work because all the donations are coming from one source, leading to less expenses. Not to mention that the cause gains human resources to help them as the employees of the company become new volunteers and advocates for the cause (Berglind & Nakata, 2005).

As for the consumer, even though he is consuming, he benefits by gaining a sense of added value for their purchase (Webb & Mohr, 1998) and gets the satisfaction of knowing he is helping a cause (Polonsky & Wood, 2001). When consumers participate in CrM campaigns, they are humanizing something that would otherwise be just a transaction, making it more rewarding for them (Berglind & Nakata, 2005). This also gives the consumer a way of rebelling against the system. By purchasing a product related to CrM campaigns, consumers inject social and personal meaning into the marketplace, steering away from the materialistic side of a purchase (Berglind & Nakata, 2005). As a matter of fact, there are authors (Silva & Martins, 2017) that claim that the association of products with a cause mitigate the post-purchase guilt induced by the purchase of several products, namely the more expensive ones.

2.1.4 Obstacles to CrM campaigns

Even though cause-related marketing has a lot of up sides, for the company, the cause and the consumer, there are some barriers that make it difficult to conduct a successful CrM campaign. This rests on the fact that, although it involves giving to a cause, from a philanthropic perspective, a CrM's philosophy is not that of helping others (Varadarajan & Menon, 1988). CrM is a strategy to drive sales up (Varadarajan & Menon, 1988). This creates obstacles in the eyes of the consumer and companies have to find ways to avoid these problems.

Seen as this is a sort of marketing strategy (Strahilevitz, 1999), consumers can get dubious about the destination of the donations and feel that the company is taking advantage of the cause to improve their image and get higher profits with little disregard for the cause (Berglind & Nakata, 2005). This is supported by authors like Brønn & Vrioni (1998), Mohr, Eroglu, & Ellen (1998) and Patel, Gadhavi, & Shulka (2016) that bring attention to the fact that there are sceptical consumers who are very suspicious of the intentions of the firms.

There is also the matter of fit between company and cause. A bad fit can lead consumers to think that the company is making money on people's bad situations and are perceived as exploitive (King, 2001; Dahl & Lavack, 1995) or even that the partnership does not make sense, making the consumer unwilling to buy the product (Hoek & Gendall, 2008). When individuals are bombarded by cause-related marketing campaigns, it may lead them to reduce or even stop their contributions. People get to a point where they think they have helped enough or get tired of being requested to help numerous different causes (Polonsky & Wood, 2001). This is also known as "donor fatigue" (Polonsky & Wood, 2001). Another problem that stems from this is that CrM may end up changing the pattern of giving. This happens because causes with a more attractive message

overtake the ones with a less attractive, but equally important, causes (Berglind & Nakata, 2005). CrM may, in the long-run, desensitize people to social causes due to being used in excess by the companies in marketing campaigns, increasing the consumer's resistance to giving (Berglind & Nakata, 2005). Moreover, CrM may turn out to neutralize feelings of self-sacrifice, substituting consumption by morality, changing in the mind of the consumers the concept of charity and altruism (Smith & Higgins, 2000).

There are, however, ways to minimize these problems. One way is for companies to try and be as transparent as possible. This is important because consumers disbelieve that the money they donate is going to where it is supposed to (Kim & Lee, 2009). If the consumer sees a company involved in a CrM and their very open about the process and everything involved, people will be more prone to help and contribute (Berglind & Nakata, 2005). This is also supported by (Pracejus, Olsen, & Brown, 2003) that states that CrM should use transparency and be very straightforward to not confuse the consumer. Integrity, sincerity and transparency make any CrM campaign easier for all the parts involved in it (Baker, 2003). Another factor that makes people take the actions of the firm as a good gesture, is to make their promotions be more long-term, this way the consumer is less likely to perceive the company as only profit oriented, like short term promotions do (King, 2001). Companies should also involve the top management in their social responsibilities commitment, showing how it is a part of their company's culture (Berglind & Nakata, 2005). It is also important to match the company and cause well, so the message is clear and makes sense to the consumer and it should also be created and execute a code of ethics in CrM, so nondisclosure or misrepresentation of the nature of the company and cause agreement are no longer an issue (Berglind & Nakata, 2005).

Given the large amount of upsides of conducting cause-related marketing campaigns for companies, when adopting this approach, companies need to plan very carefully how they are going to execute their campaigns so that they are successful and meet their goals. To guaranty this success, it makes sense to understand what leads the consumer to engage in CrM and adapt the campaigns to the consumer in order to get better results (Sen & Bhattacharya, 2001).

In this study we are trying to see what has an impact on consumers' willingness to participate in CrM campaigns. By understanding how CrM campaigns might go wrong, we can consider it in our research and see if it also has an impact in our sample and if it is in fact a determinant of consumer participation in cause-related marketing. This is also helpful to help prevent future CrM campaigns from poorly reaching the consumers' attention and not being able to conduct successful campaigns, seen as the consumer has a lot of power when it comes to CrM campaigns succeeding.

2.2 Purchase intention

After getting a general idea of cause-related marketing, we see that for our study we are going to need to quantify the consumer participation in CrM and to do so, we need to use the purchase intention.

Purchase intention is formed around the assumption that there is going to be a transaction and so it is considered a more relevant indicator of actual purchase behaviour (Chang & Wildt, 1994). Simply put, purchase intention is the situation where the consumer is inclined to buy a certain product in a certain condition, a consumer decision-making process that helps us understand the reason behind the purchase of a product (Parengkuan, 2017). It can also be defined as "the

willingness to buy a particular product or service" (Diaa, 2017). According to Spears & Singh (2004), another way to define purchase intention is "an individual's conscious plan to make an effort to purchase a brand in the future".

Companies try all sorts of ways to reach the consumer and get his attention to their product, but the consumer has the final say in the purchase of a product (Diaa, 2017). However, the consumers' purchase intention can be affected by changes in price or perceived value, as well as internal and external motivations (Parengkuan, 2017), making it possible for companies for companies to try and adapt their products to the consumer. Beliefs and attitudes can also influence the consumers purchase intention and for that reason companies use advertising to influence the consumer (Belic & Jonsson, 2012). So, when consumers recognize a certain attitude on an add, for example creativity, there is a higher chance that the consumer will buy the product which helps predict the buying behaviour (Diaa, 2017).

As cause-related marketing is a type of marketing campaign that has as a main objective the increase of the purchase behaviour, by portraying an positive attitude towards causes (Westberg, 2004) companies are able to reach the financial and social objectives set out for them and at the same time the consumers get the satisfaction of fulfilling their purchase intentions and at the same time their social duty (Ross et al., 1992). In line with Westberg (2004) there are two main reasons why purchase intention is a crucial objective of CrM. The first one is that purchase intention is the best indicator of the consumer's behaviour. The other one is that there are more and more brands on the market and that makes it difficult for the consumer to objectively assess the brand that better satisfies his needs. CrM is one factor that might make it easier for the consumer to choose the brand. It is suggested that people are susceptible to turn their attention, time and effort to create a positive outcome (Johansson, Nordin,

& Liljenberg, 2015), so CrM turns the consumer's attention to the brand that conducts these kinds of campaigns.

The purchase intention of the consumer is a very valuable indicator to this study. This is shown by the effect it has on the company's performance, especially in a financial perspective. Purchase intention has the potential of leading to a purchase of a product or service or even lead the consumer to spread the name of the company to the people around him, which creates a positive effect in the finances of the company (Lee & Lee, 2015). To understand the purchase intention, some researchers wanted to understand what the motivation of the consumer was in participating in CrM campaigns. The ones that stood out were intention to donate to causes in need (Bennett, 2003; Green & Webb, 1997) and the urge to participating in something different that at the same time supports a social cause (Byran Miller, 2009; Chiu, Lee, & Won, 2016; Chris Zhao & Zhu, 2014; Zheng, Li, & Hou, 2011).

Purchase intention represents the endogenous variable of our model, so it was important to get a better understanding of it. In the next section we are focusing on explaining the exogenous ones and create a set of hypotheses to test with our model.

Chapter 2: Conceptual Framework

According to Barone, Miyazaki, & Taylor (2000) the way the consumer perceives the motivation of the company when getting involved in CrM activities, has a great impact on their decision to purchase products under CrM campaigns. So, it is very important to be careful about the company's motivation in CrM in the eyes of the consumer (Barone et al., 2000; Drumwright, 1996). Consumers' who distrust of a firm's motives usually have reservations in participating in CrM (Webb & Mohr, 1998). In the study by Barone et al. (2000) it is estimated that when companies support a social cause for what consumers perceive are the right reasons, the consumers will chose their brand more often. This shows us that in their process to purchase a product under a CrM campaign, the consumers evaluates what were the possible motives that lead the firm to support a cause and they become more willing to purchase this product if they believe that the intentions of the firm were altruistic.

H1: A positive consumer perception of the company's motivation positively impacts the participation of the consumer in CrM campaigns.

The same product suffers changes depending on what brand is selling them (Barone et al., 2000). However, this differentiation among products is attenuated when the product is under a cause-related marketing campaign (Brown & Dacin, 1997). This happens because consumers want to feel that they are helping a cause in need and so, they are willing to trade their usual products

for the ones supporting a cause (Barone et al., 2000). But the degree of the differentiation affects the decision of the consumer to participate in CrM (Pirsch & Gupta, 2006). The higher the differentiation between brands, the more difficult it is for the consumer to switch from the brand they usually use for the brand supporting the cause. When this is the case, the company conducting the CrM campaign has to make the advantage of participation in cause-related marketing more sizable (Pirsch & Gupta, 2006). As such, the more homogeneous the brands, the easier it is for the consumer to purchase CrM products (Barone et al., 2000). Knowing this, we need to measure the impact of the differentiation in consumers' participation in CrM campaigns.

H2: The differentiation among brands is attenuated by the participation of a firm in a CrM campaign.

The fit between the brand and the cause is another parameter to consider. Choosing a cause that has the same core values and the same mission and vision, has a positive impact on consumers' purchasing decision (Chéron, Kohlbacher, & Kusuma, 2012; Reast & Popering, 2012). Brand-cause fit is the perceived similarity between the brand and the cause and whether the pairing of the two is considered acceptable or not in the consumers (Nan & Heo, 2007). An high-fit leads to a positive effect on the consumer purchase behaviour (Pracejus & Olsen, 2004) as well as a higher brand recall, better credibility for the firm and increased connection between the consumers and the cause being supported (Chéron et al., 2012). On the other hand, low fit might lead to the perception that the company is abusing the cause instead of helping (Chéron et al., 2012). In the research done by Pracejus & Olsen (2004), they found that in terms of value trade-off, campaigns with a high-fit of CrM has 5 to 10 times the impact that the low-fit

campaigns had. This shows just how important it is to know the causes and evaluate to which extent they align with the company's message.

H3: A high fit between company and cause has a positive influence in the consumption intentions of the consumer in CrM campaigns.

Consumers tend to purchase products of brands associated with causes when they themselves identify with the cause (Reast & Popering, 2012). Therefore, the consumer-cause identification should not be disregarded. Companies should find which causes and charities their potential consumers are committed to, and this way get them to be more active consumers of the brand (Stets & Burke, 2008). In order to understand the connectivity between the consumer and the cause, we have to compare the consumer's self-concept and the way they perceive the cause (Lichtenstein, Drumwright, & Braig, 2004). Individuals are driven to give a positive evaluation and be more engaged in social groups that they identify with as a way to improve and strengthen their own self-concept (Bigné-Alcañiz, Currás-Pérez, Ruiz-Mafé, & Sanz-Blas, 2010). So, consumer-cause identification can be described as the level of overlap between the self-concept of the consumer and the perception he has of the firm (Lichtenstein et al., 2004). The connection between cause and consumer leads to better attitude towards the brand and increases purchase intention of their products (Bhattacharya & Sen, 2003).

H4: A high identification between consumer and cause has a positive influence in the consumption intentions of the consumer in CrM campaigns.

Another matter that seems to have an impact in the choice of the consumer to buy products that are aligned with a CrM campaign is the type of product. As

stated by Silva & Martins (2017) consumer's guilt can drive consumers to not buy or return purchased products and so, it is very important for brand to attenuate these feelings. Cause-related marketing is a way to make them feel less guilty when buying a product, they do not really need. Frivolous products, or pleasure-oriented products, tend to better invoke this feeling of guilt in the consumer before, during and after the purchase being the best products to apply a CrM campaign (Chang, 2008). This does not happen with products that are considered practical, because they were not purchased on a whim. Practical products are purchase in the base of need not desire, therefore there is no guilt attached. As a result, cause-related marketing has greater results when associated with frivolous products seen as they stimulate our emotions (Polonsky & Wood, 2001; Chang, 2008).

H5: The type of product that is involved in CrM campaigns has an impact on the purchase intention of the consumer.

The frame in which the donations are made influences the consumers' intention to purchase as well. Consumers' decisions can be influenced by how the information about the donation is displayed to them framed (Grau & Folse, 2007; Pracejus, Olsen, & Brown, 2003). There are two main ways to frame of monetary donations: absolute value and percentual value (Chang, 2008). Percentual value tends to be more confusing to the consumer than absolute value, leading him to question which way the value is going to be applied. Consumers like to know what is the exact value that is going to be donated (Pracejus et al., 2003). According to Chang (2008), when a donation is made in absolute dollar value, it has a bigger impact in the consumer purchase than a percentual donation, for products that have a lower price. However, when the products are high priced, the opposite is true (Chang, 2008).

H6: The frame that the donation is conducted has an impact on the consumer's purchase intention.

Summarizing all the information, we get the following model:

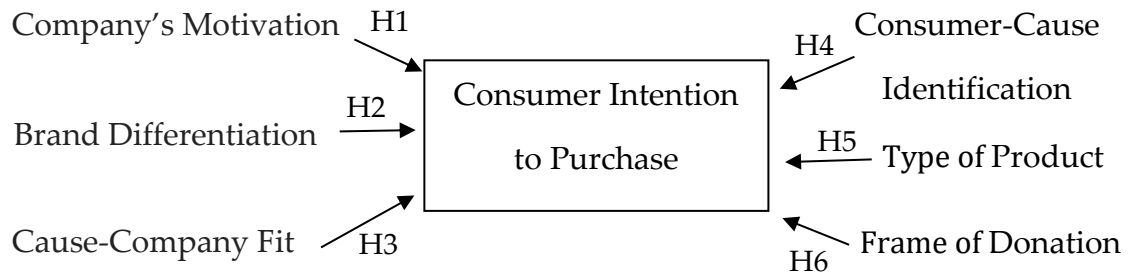


Figure 1 - Conceptual Model

As can be seen, the dependent variable is the intention to purchase of products from companies participating in CrM campaigns. As for the dependent variables, they were chosen according to authors of previous studies in the field. As a result, there are 6 determinants of consumer's intention to purchase a product under CrM campaigns, and these are company's motivation, differentiation among brands, cause-company fit, consumer-cause identity, type of product and frame of donation. In this model we will only take into consideration the monetary CrM campaigns.

Table 1 summarizes the hypotheses that are going to be tested:

Hypotheses:	
H1	A positive consumer perception of the company's motivation positively impacts the participation of the consumer in CrM campaigns.
H2	The differentiation among brands is attenuated by the participation of a firm in a CrM campaign.

H3	A high fit between company and cause has a positive influence in the consumption intentions of the consumer in CrM campaigns.
H4	A high identification between consumer and cause has a positive influence in the consumption intentions of the consumer in CrM campaigns.
H5	The type of product that is involved in CrM campaigns has an impact on the purchase intention of the consumer.
H6	The frame that the donation is conducted has an impact on the consumer's purchase intention.

Table 1 - Research hypotheses

Chapter 3: Methodology

3.1 Design

As previously mentioned, the objective of the study was the determinants of a consumer's intention to purchase a product in a CrM campaigns. To test the hypotheses in the conceptual model, a survey was developed based on the questions from other studies and, in some cases, created them for the purpose of this experiment. We made clear to the respondents what was cause-related marketing and that we were talking about contributions made through the purchase of a product (Varadarajan & Menon, 1988). The survey was distributed online, as it is more convenient and easier to spread. Since the target respondents were millennials this was the best approach and proved to be the fastest and more efficient way to get results. The link for the survey was publicised through social media and college emails to reach the highest possible number of people. This data was quantitatively analysed using PLS structural equation modelling technique.

3.2 Measures

The survey was organized in several parts being the first devoted to assessing the demographic characteristics of the respondents, including age, gender, place

of residence, professional situation, level of education, number of people in the same household and the monthly income of the household.

To measure the independent variables of the model, which are the 6 determinants of participation in CrM campaigns, we used a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The company's perceived motivation to enter in CrM was measured based on the work of Tsai (2009) and adapting it to our study. As for the brand differentiation, the studies we found did not structured their studies as needed for us, so we constructed the questions of this part of the survey, still keeping in mind the literature. The cause-brand fit was studied by Hou, Du, & Li (2008) and we adapted that study to our own resulting in 3 questions to see the importance for the individual of the congruency between cause and company. For the fit between cause and the consumer we also relied on the research made by Hou, Du, & Li (2008). Out of the 16 cause attributes that included different motives, 3 of them were related to cause-consumer fit and so we used them in our survey. As for the type of product, we based our questionnaire on the work of another unpublished thesis made on the matter, that we thought were relevant to our study (Johansson et al., 2015). In the frame of the donation we found the same problem that we had in the price/performance trade-off and so we had to self-construct the questions also, based on the literature referred in the conceptual framework.

As for the intention to participate, the same 7-point Likert scale was used. This was based on the research of Yoo, Kim, & Doh (2018) and the same scale was also used in the research of Grau & Folse (2007). Table 2 summarizes the constructs and items in the survey.

<i>Construct:</i>	<i>Items:</i>
<p><i>M</i></p> <p><i>(Tsai, 2009)</i></p> <p><i>Cronbach alpha: 0.87</i></p> <p><i>Likert scale: 7 (strongly agree-strongly disagree)</i></p> <p><i>Other studies: (El-bassiouny, Hammad, Paul, & Mukhopadhyay, 2014)</i></p>	<ul style="list-style-type: none"> - Brands are motivated to launch CrM campaign more by philanthropic impetus than by desire of profit-generation - It is important for me that brands are motivated to launch CrM campaign more by philanthropic impetus than by desire of profit-generation - Brands brings more help to the beneficiaries than to themselves - CrM campaigns reflects the brand's emphasis on charity
<p><i>P/P</i></p> <p><i>Self-constructed</i></p> <p><i>Based on: (Barone, Miyazaki, & Taylor, 2000; Brown & Dacin, 1997)</i></p>	<ul style="list-style-type: none"> - I would buy a product with worse quality/higher price than the products I usually buy if the company contributes to a cause. - When the quality is much lower, or the price is very much higher than the products I usually buy, the fact that the company makes contributions to a cause stops influencing my purchase decision. - I would be willing to switch to a product that is related with a cause as long as there are no changes in the price or performance.
<p><i>B/C</i></p> <p><i>(Hou et al., 2008)</i></p> <p><i>Cronbach alpha: 0.9052</i></p> <p><i>Likert scale: 7 (strongly agree-strongly disagree)</i></p>	<ul style="list-style-type: none"> - I think it is valuable for the companies to participate in a cause - I think more improvements will be made, if the companies can participate in the cause which related more to their operations - I prefer to choose those products which participate in the cause relate closely to themselves

<p>C/C</p> <p><i>(Hou et al., 2008)</i></p> <p><i>Cronbach alpha: 0.9008</i></p> <p><i>Likert scale: 7 (strongly agree-strongly disagree)</i></p> <p><i>Other studies: (Landreth, 2002)</i></p>	<ul style="list-style-type: none"> - I prefer to choose those products which will donate more to the areas I concerned, more - I think, for example, relatives and patients themselves prefer to choose those products which will donate to cancer cure - I prefer to choose those products whose donations are more transparent in use
<p>PP</p> <p><i>(Johansson et al., 2015)</i></p> <p><i>(Unpublish thesis)</i></p> <p><i>Cronbach alpha: .807</i></p> <p><i>Likert scale: 7 (strongly agree-strongly disagree)</i></p>	<p>Practical products/Frivolous products:</p> <ul style="list-style-type: none"> - I am eager to take part in a cause-related campaign of a brand selling daily basic/pleasure oriented products - Knowing that a brand from this product category contributes to a charitable cause would make me feel good - I would engage in a cause-related campaign by purchasing a product from a brand that sells daily basic products
<p>VB</p> <p><i>Self-constructed</i></p> <p><i>Based on: (C. Chang, 2008; Grau & Folse, 2007; Pracejus et al., 2003)</i></p>	<p>Low price/High price products:</p> <ul style="list-style-type: none"> - Donating an absolute amount (€) is more impactful than donating a percentage (%) of the product's value - I'm more willing to buy a product if the donation is made in absolute value (€) for each purchase than if it is made in percentage (%) of the purchase.
<p>Intention purchase</p> <p><i>(Yoo et al., 2018)</i></p> <p><i>Cronbach alpha: 0.952</i></p> <p><i>Likert scale: 7 (strongly agree-strongly disagree)</i></p> <p><i>Other studies: (Grau & Folse, 2007)</i></p>	<ul style="list-style-type: none"> - I think that CrM campaigns are a good idea. - I would be willing to participate in CrM campaigns. - I would consider purchasing a product in order to provide help to a cause.

	- It is likely that I would contribute to a cause by getting involved in a CrM campaign.
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Table 2 - Constructs and their items

3.3 Sample

The final sample was composed of 229 people and was contacted through social media, such as Facebook and LinkedIn, as well as email and private messaging. Since this study is focused only in the millennial generation, we used the age variable as a control variable. In total, 254 people answered the survey, but after removing the individuals that did not belong to the millennial generation, it remained 229 usable answers. The survey was written in Portuguese since this study was conducted in Portugal. Table 3 resumes the descriptive characteristics of the sample.

Variables	Statistics		
Age	Min-Max	18 – 39	-
	Mean	23,63	-
	Std. deviation	4,62	-
	Median	22	-
Gender	Male	76	33,20%
	Female	150	65,50%
District of residence	North	218	95,10%
	Centre	11	4,90%
	South	0	0%
	Student	141	61,60%

Professional situation	Employed	39	17,00%
	Student-worker	45	19,70%
	Unemployed	4	1,70%
	Retired	0	0%
Qualifications	Elementary school	0	0%
	Middle school	3	1,30%
	High school	66	28,80%
	Bachelor's degree	111	48,50%
	Master's degree	46	20,10%
	PHD	3	1,30%
Household	Min-Max	1 – 6	-
	Mean	3,37	-
	Std. deviation	1,15	-
	Median	4	-
Income	< 500€	14	6,10%
	500€ - 1000€	62	27,10%
	1000€ - 2500€	97	42,40%
	2500€ - 5000€	41	17,90%
	5000€ - 10000€	6	2,60%
	> 10000€	1	0,40%

Table 3 - Demographic data

For the purpose of this study, we assumed that the millennial generation is composed by individuals born between 1980 and 2000. As so, the age varied between 18 and 39 years old, with a large part of the sample being 22 years old (31%). Most of our sample is female and live in the north of Portugal. The latter is due to the fact that the study is being conducted in a northern university and

there is an easier access to people from this specific area. Most of the respondents are students, that once again makes sense since this is a study conducted in a university setting, the rest of the individuals either is employed or works while still studying and a very small percentage is unemployed. As for qualifications, most people went to college and have a bachelor or master's degree, with a significant percentage of individuals that stop their studies on high school. The household situation ranges from 1 to 6 people, with an average of 3,37 people in one household and the income is mostly centred in the middle option, meaning that most households have a revenue of 1000€ to 2500€ per month. However, there are more households with incomes below those than with higher incomes.

Chapter 4: Results

Considering the designed model, we processed the data collected through IBM's SPSS 25 and Smart PLS. The first step was to check the significance of the items and the construct and afterwards conduct a path analysis to test the hypothesis. With the PLS model we minimize the variance of all dependent variables, thus the estimates are calculated based on the minimisation of the residual variances of dependent variables (Chin, 1998).

4.1 Model's Reliability and Validity

The first measurement we took into account was factor loadings. In order to consider the results reliable, all item with loadings lower than 0,4 should be removed from the model, and the loadings between 0,4 and 0,7 should be analysed and removed if necessary (Memon & Rahman, 2013). Looking at table 4, it can be seen that the majority of the item loadings are above 0,7 and the few ones that are below 0,7 are greater than 0,4. The p-value of each factor loading was very close to 0, so these factor loadings were significant. For each construct it was also analysed the Cronbach's alpha if each item was deleted. If that value is higher than the Cronbach's alpha of the original model, then that item should be removed from the model. As we can see in the table, the variables remaining in the model were relevant for the model and did not increase the reliability of

the model if removed. Nevertheless, items cm_1_3 and top_pp_2 were removed from the model since they were problematic. Moreover, the construct brand differentiation did not fulfil the requirements of quality for our model and so we had to proceed to the debugging of the model and remove it. As such we will not be able to access if trade-off impacts purchase intention and so we will not be able to confirm or deny hypothesis 2.

Another indicator we used to check reliability is the Cronbach's alpha. This is an index that shows internal consistency between items (Vinzi, Chin, Henseler, & Wang, 2010). There is also the Dillon-Goldstein's rho or composite reliability that also measure the internal consistency, like Cronbach's alpha, but it takes into consideration the factor loadings of the items (Memon & Rahman, 2013). For both Cronbach's alpha and composite reliability, the values must be higher than 0,7. The results showed that all the constructs in the model fulfil this criterion (table 4). Average variance extracted (AVE), which measures the internal consistency of the construct through the variance that the latent variable seizes from its measurements items comparing with its measurements errors, i. e. the convergence of the construct's items, assuming that the average covariance between indicators was positive was also evaluated (Memon & Rahman, 2013). This value should be above 0,5 to be considered that an adequate convergence exists, which is the case of our constructs (table 4).

Construct	Item	Factor Loading	Cronbach's α if item is deleted	Cronbach's α	Composite Reliability	Average Variance Extracted
Company's Motivation	cm_1_1	0.738	0,926	0.777	0.848	0.532
	cm_1_2	0.625	0,927			

	cm_2	0.806	0,924			
	cm_3	0.588	0,928			
	cm_4	0.855	0,924			
Brand-cause fit	ccfit_1	0.846	0,923	0,736	0.836	0.630
	ccfit_2	0.806	0,927			
	ccfit_3	0.724	0,928			
Consumer-Cause identification	ccid_1	0.846	0,926	0,802	0.881	0.713
	ccid_2	0.794	0,927			
	ccid_3	0.890	0,924			
Type of product	top_pp_1	0.746	0,925	0,863	0.901	0.646
	top_pp_3	0.837	0,923			
	top_fp_1	0.718	0,927			
	top_fp_2	0.824	0,924			
	top_fp_3	0.881	0,924			
Frame of donation	fod_lp_1	0.824	0,926	0,869	0.901	0.646
	fod_lp_2	0.873	0,926			
	fod_hp_1	0.833	0,928			
	fod_hp_2	0.857	0,927			
Purchase intention	ip_1	0.875	0,922	0,846	0.896	0.686
	ip_2	0.883	0,922			
	ip_3	0.857	0,923			
	ip_4	0.680	0,927			
Model's Cronbach's alpha		0,928				

Table 4 - Model Reliability

The convergent and discriminant validity must also be assessed (Vinzi et al., 2010). The convergent validity has been already assessed and confirmed above, through the composite reliability and average variance extracted. For the discriminant validity, we should look at the cross-loadings. These are the correlation between a construct and the other constructs in the model. The values of correlation between the same construct are the square root of the average

variance extracted and the model is valid if the value of the square root is greater than the correlation with other constructs (Vinzi et al., 2010), which can be confirmed in table 5.

	Brand Consum Fit	Company Cause Id	Company's Motivation	Frame of donation	Purchase Intention	Type of Product
Brand Consumer Fit	0.79					
Company Cause Identification	0.68	0.84				
Company's Motivation	0.65	0.60	0.73			
Frame of donation	0.33	0.27	0.38	0.85		
Purchase Intention	0.66	0.59	0.64	0.51	0.83	
Type of Product	0.56	0.45	0.58	0.41	0.73	0.80

Table 5 - Fornell-Larcker criterion

After assuring that the measures were suitable for analysis the next step consisted in testing the explanatory power of the model (Memon & Rahman, 2013; Vinzi et al., 2010). For this, the square multiple correlations of the dependent variable (R^2), which in this case is purchase intention, was calculated and analysed. The closer the R^2 is to 1, the better the model explains the dependent variable. Since for the current model the $R^2 = 0,686$, i.e., that 68,6% of the variation in the purchase intention is explained by our independent variables the results can be considered satisfactory.

4.2 Model Fit

To assess the global model fit, there are two possible ways: inference statistics or through the use of fit index (Henseler, Hubona, & Ray, 2016). Testing model fit for PLS path modelling relies on bootstrap to assess the probability of finding discrepancies between the empirical and the model implied correlation matrix (Henseler et al., 2016). When more than 5% of the bootstrap samples have discrepancy values above the ones from the actual model, it is possible that the sample data has steamed from a population that functions in line with the hypothesized model, so it cannot be rejected. There are several ways to quantify these discrepancies, such as maximum likelihood discrepancy, the geodesic discrepancy d_G , or the unweighted least squares discrepancy d_{ULS} and so there are several tests of model fit.

	<i>Saturated Model</i>	<i>Estimated Model</i>	<i>Reference Value</i>
<i>SRMR</i>	0.092	0.092	<0,08
<i>d_{ULS}</i>	2.563	2.563	<1,00
<i>d_G</i>	0.821	0.821	<0,47
<i>Chi-Square</i>	1,094.149	1,094.149	-
<i>NFI</i>	0.691	0.691	>0.90
<i>RMS Theta</i>		0,18	Close to 0

Table 6 - Model Fit Indicators

The main model fit criterion for PLS path modelling is the standardized root mean square residual (SRMR) (Henseler et al., 2016). This criterion measures the square root of the sum of the squared differences between the correlations implied by the model and the correlations of the empirical data. When SRMR is zero, the fit of the model is perfect, and any value below 0,08 is considered to have an acceptable fit. However, different literature suggests that it should be as

low as 0,05 or as high as 0,1. In our model we get a SRMR of 0,092 (table 6) which is not a perfect value for the fit, but it is still very close to 0,08 and is lower than 0,1. So, based on these results it can be stated that the model presents an adequate fit. One other criterion to test model fit on PLS is the Bentler-Bonett index also known as normed fit index. This index is still very rarely used since it is not affected by adding parameters so it should be used with caution. The NFI value that shows that the model has an acceptable fit is 0,90, however, our model only has a value of 0,691. The RMS Theta value is another criterion to have into account. It does not have a specific reference value, but it is expected that this value is as close as possible to 0. The squared Euclidean distance (d_ULS) and the geodesic distance (d_G) are also criterion for model fit. They measure the difference between the correlation matrix implied by the model and the empirical correlation matrix. The model has a good fit when the difference between the two is very small, making the difference between implied model and empirical data non-significant (Ramayah, Yeap, Ahmad, Abdul-Halim, & Rahman, 2017). Both d_ULS and d_G values were compared to the 95% interval and, for this model, they do not show good fit since their value is greater than the value of the 95% confidence interval.

For most of the indicators, our model does not have a good fit. Nonetheless, most of these criteria are not very reliable, being the SRMR the most indicative of fit and the one that our model is within the reference value (Ramayah et al., 2017). Also, the reliability and validity tests showed that our model and data are reliable and valid so we can conclude that this model has satisfactory levels of fit for our study.

4.3 Analysis and hypothesis testing

After having tested the reliability and validity of the model, as well as its fit, we can proceed to testing the hypothesis and analysing the model itself. The SEM model was created and tested on SmartPLS, which is a path modeling software for Partial Least Squares Structural Equation Modelling (PLS-SEM).

To test if the determinants studied actually impact the purchase intention, we must look at both the *p*-value and *t*-statistics. The *p*-value must be lower than 0,05 in order to be considered significant which corresponds to a *t*-statistic higher than 1,96 for a confidence level of 95%. Looking at table 7, it can be seen that all the variables have a *p*-value lower than 0,05 and the *t*-statistic value is higher than 1,96 which means that all of the variables have a significant influence on the purchase intention of the consumer in cause-related marketing campaigns.

	Original Sample	Sample Mean	sd	t-statistics	p-value
Brand-cause fit -> Purchase intention (H3)	0.19	0.19	0.07	2.92	0.006
Company's Motivation - > Purchase intention (H1)	0.12	0.11	0.05	2.18	0.049
Consumer-Cause identification -> Purchase intention (H4)	0.15	0.16	0.06	2.38	0.017
Frame of donation -> Purchase intention (H6)	0.18	0.19	0.05	3.86	0.000
Type of product -> Purchase intention (H5)	0.42	0.41	0.06	7.36	0.000

Table 7 - Analysis of significance

To test the hypotheses, we have to focus on the regression weights, which is the original sample value in the table 7. Observing the company's motivation impact on the purchase intention we see that there is a positive relationship between the two, so we can conclude that H1 is supported by the data, and company's motivation does have a positive impact on the purchase intention. As for the brand differentiation, we were not able to use the data collected to test it, since that construct was not reliable. As such, we were not able to accept or reject H2. Brand-cause fit has also has a positive relationship with purchase intention so we can accept H3 and conclude that a high brand-cause fit has a positive impact on purchase intention. The same is true for consumer-cause identification. A high identification between consumer and cause positively impacts the purchase intention and so H4 is supported. Both type of product and frame of donation have a positive regression weight and so a positive relationship with purchase intention. So, we can reach the conclusion that type of product and frame of donation have a positive impact on the consumer's purchase intention.

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Frivolous Products -> Purchase Intention	0.19	0.20	0.09	2.02	0.04
Practical Products -> Purchase Intention	0.60	0.59	0.08	7.27	0.00

Table 8 - Type of Product path coefficients

The table of type of product shows that both frivolous and practical products impact the purchase intention and makes it clear that frivolous products are more impactful than practical ones.

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
High Price -> Purchase Intention	0.21	0.22	0.08	2.67	0.01
Low Price -> Purchase Intention	0.34	0.34	0.08	4.28	0.00

Table 9 - Frame of donation path coefficients

As for the frame of donations, the respondents consider the absolute value donations more relevant than the percentage ones. It was also assessed how the consumer would respond to this frame of donation with high and low-priced products. Independently from the price of the product, frame of donation is always relevant. However, it is clear that low price products have a higher significance when it comes to absolute value donations.

Figure 2, summarizes the models results, and table 8 the hypotheses evaluation.

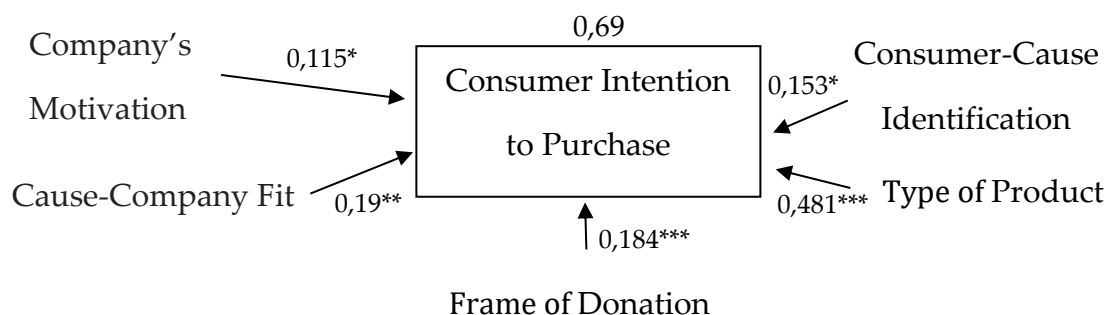


Figure 2 - Estimated model

*: p-value<0.05, **: p-value<0.01, ***: p-value<0.001

Hypotheses:		Supported
H1	A positive consumer perception of the company's motivation positively impacts the participation of the consumer in CrM campaigns.	Yes
H2	The differentiation among brands is attenuated by the participation of a firm in a CrM campaign.	No
H3	A high fit between company and cause has a positive influence in the consumption intentions of the consumer in CrM campaigns.	Yes

H4	A high identification between consumer and cause has a positive influence in the consumption intentions of the consumer in CrM campaigns.	Yes
H5	The type of product that is involved in CrM campaigns has an impact on the purchase intention of the consumer.	Yes
H6	The frame that the donation is conducted has an impact on the consumer's purchase intention.	Yes

Table 10 - Supported Hypotheses

Chapter 5: Discussion

For the company's perceived motivation, it was expected to see that the company's motivation was an impactful determinant in the purchase intention of the consumer (Barone et al., 2000; Drumwright, 1996), and this is supported by our data and research. Looking at the results, it seem clear that companies think that it is important for them to be motivated to engage in CrM, however they believe that most of the companies use this marketing strategy to improve their image and that the part that gets the most benefit is the company and not the cause. So, we have to agree with Barone et al. (2000) that it is very important for the company to make sure that the consumers believe that they genuinely want to help the cause and are not as interested in making money out of it.

As previously mentioned, we were not able to test the trade-off of the differentiation impact on the purchase intention, so we will not be able to verify if the need to incur in trade-offs in the quality of the product or its price has an impact on the purchase intention. This may have happened due to the deficiencies on the development the questionnaire or could have been caused by the relatively small number of responses or even the small range of respondents. Anyways, it was not possible to keep this construct in the model. As such, in future studies, it is needed to conduct further research to assess if CrM campaigns actually lead to better tolerance in differences of the products and if that tolerance disappears when the differences are too large.

Brand and cause fit is an issue highly discussed by different researchers and has been established previously (Chéron et al., 2012; Nan & Heo, 2007; Pracejus & Olsen, 2004; Reast & Popering, 2012). The conclusion reached by these researchers was that a high fit between brands and companies leads to a higher purchase intention, since this also influences the perceived motivation of the firm. This means that if the brand and the cause have nothing in common, then the consumers assume that the CrM campaign is just a way for the company to make money by appearing to be more socially responsible, and so they are only using the cause to achieve a better image and therefore more profits. So, higher fit between brand and cause leads to better perception of the company's intentions and consequently higher purchase intention. Looking at our results, we see that high brand-cause fit has a positive impact on the purchase intention of the consumers, which means that our research is in accordance with the literature. Nonetheless, even though the sample shows that consumers believe that it is more beneficial if the cause and the brand have similar ideals, they do not show a clear preference for CrM campaigns with high brand-cause fit.

There is also the influence that the type of cause has on the consumer. Our research shows that a high identification between consumer and cause has a positive effect on the consumers purchase intention. It is made clear in our results that identifying with the cause is very important to the consumers and that if the cause is related to a problem that a family member or friend has, then the purchase intention increases. This is in accordance with the literature studied, namely with Reast & Popering (2012) and Stets & Burke (2008) who highlight the importance of a consumer identifying with a cause and wanting to actively help the cause. The literature also shows that consumers' perception of themselves and who they want to be, affects their intention to participate in CrM campaigns that support a certain cause. However, this was not studied in the current

investigation, so we cannot support or deny if this applies. As for the way the cause handles its donations, it is shown by the results that if the cause is very open and clear about the way they use their donations, consumers are more prone to participate in cause-related marketing campaigns and so have a higher purchase intention (Bhattacharya & Sen, 2003; Bigné-Alcañiz et al., 2010; Lichtenstein et al., 2004).

Purchase intention in CrM seem to be influenced also by the type of product in question (Chang, 2008). Mainly, this study supports the findings of the literature, since the type of product is in fact of significance for the consumer purchase intention. However, in the literature it was found that frivolous products where the ones that CrM campaigns should be attached to seen as these kinds of products invoked feelings of guilt and made the consumers more prone to want to donate to a cause, even if indirectly (Silva & Martins, 2017). Contrary to this, our results showed that people where more inclined to participate in CrM if it was associated with practical products. The impact of the practical products in purchase intention is greater than the frivolous products. The difference between the literature and our study can be explained by the fact that we did not specify the size of the donation. Strahilevitz (1999) and Strahilevitz & Myers (1998) came to the conclusion that with high size donations, frivolous products were more effective but with small sized donations, there was no difference between the two. Either way, this might mean that consumers prefer to spend their money in practical things, instead of wasting money in things that they do not need, and so prefer to have marketing campaigns associated with practical products. Actually, in the research of Subrahmanyam (2004) it was found that the respondents of that study also preferred cause-related marketing to be associated with practical products seen as they would buy practical products in a regular

basis and that would be more helpful than just when we buy hedonic products. This might also be the case of our sample.

As for the frame of donation, the literature on the matter shows that it impacts the purchase intention framed (Grau & Folse, 2007; Pracejus, Olsen, & Brown, 2003) and once again our research shows the same results. Yet, this construct was built the same way as the type of product, but instead of frivolous and practical products, we divided the frame of donation by percentual donations or absolute value donations, low-price products and high price products. In our questionnaire, the absolute value donations were considered better than the percentual values. This was chosen because the literature suggested that percentual value tends to be more confusing to the consumer than absolute values, leading the consumer to question what the actual final value is. Consumers like to know what is the exact value that is going to be donated (Pracejus et al., 2003). As such, looking at the table below, we see that, absolute value donation should be applied to low price products and percentual donations should be applied to high price donations.

From what we have seen in the literature (Chang, 2008), this is exactly what was expected from the frame of donation. When a donation is made in absolute dollar value, it has a bigger impact in the consumer purchase than a percentual donation, for products that have a lower price and when the products are high priced, the opposite is true. However, we are not able to confirm that in fact absolute values are more indicated to use in cause-related marketing than percentual values.

In general, looking at the model it can be seen that most of our hypothesis went according to what was expected for the exception of the trade-off of price or performance, that we were not able to compute and the type of product, that even though the hypothesis was correct, we expected the frivolous products to

be more apt to be a target of CrM campaigns and the reality is that, for our sample, consumers prefer the CrM campaigns to be associated with practical products. We also see that the type of product is the construct with a higher power on the purchase intention, followed by frame of donation and brand-cause fit, leaving consumer-cause identification and company's perceived motivation for last.

Chapter 6: Conclusion

There is an increasing interest in understanding how to better use cause-related marketing, taking into account the consumers perspective and how to use this as a way to make these campaigns more successful. As such, this kind of consumer centred research helps to understand what are the determinants that influence CrM and what are the ones that are more relevant.

The main conclusion from the current study is that in fact there are determinants that have an impact on the consumer's purchase intention of a CrM campaign product. From our research we can conclude that the perceived motivation of the company in fact impacts the purchase intention and when this motivation comes across as good, the purchase intention increases, which should lead companies to work on the image that they project when involved with CrM. Related to this, the brand-cause fit is an element that helps to build a positive perspective of the company's motivation. When the brand and the cause have similar fields of activity, or similar values or objectives, or even if they complement each other on their views, it becomes easier for the consumer to believe that the company is actually invested in helping the cause, and this leads to higher purchase intention according to our research. It is one of the determinants with higher influence on the purchase intention in our model and that is also supported by the literature referred throughout the study. Another conclusion we reached is that identification between cause and consumer is a

significant determinant but not as much as the brand-cause fit. Consumers are more willing to help causes they know and that they have more in common, especially when it comes to a cause that supports a problem that some family member or friend has. Surprisingly, the type of product is the construct with a higher impact on purchase intention and contrary to most of the literature on the subject. The findings showed that consumers prefer CrM campaigns to be conducted in practical products. The reason is not clear but for the current sample it makes more sense to help a cause through practical products than frivolous ones and disproves of the factor of guilt to be an incentive to purchase a CrM sponsored product. One suggested explanation might be that we more often buy these kinds of products and so we help more the cause by buying practical products. Finally, as predicted, the frame of donation has also a great impact on purchase intention, showing that frame of donation is more adequate to low price products and percentual donation is better for high priced products. This goes in line with the literature and also makes sense since when the product is low price, a percentage of the value does not really look like much help and the opposite is true for high price products.

All of these factors show that there are aspects of the product or the campaign that might help or damage the participation of the consumer and consequently, decrease the purchase intention, which can have negative consequences for the cause and the company. So, the way we use these determinants can make the difference between a successful or unsuccessful campaign.

6.1 Managerial Implications

As repeated throughout the study, CrM brings benefits for the company, the cause and even the consumer. Focussing on the business aspect of CrM, this research can help the companies to better understand what makes the consumer more susceptible to participate in CrM campaigns, increasing purchase intention and rise the revenue of the firm. Given that the focus was placed in the millennial generation that already by itself likes to be involved with causes and likes to be socially responsible, CrM might even be better applied to them. This study helps companies understand how important it is to plan very well CrM marketing campaigns before executing them since the way it is conducted has a huge impact on its success or failure.

This research makes it very clear for companies that before taking a product and associate it with a cause, they must choose very carefully the cause that the brand wants to support, since this not only affects the perception that the consumer has of the motivations of the firm but also, when the consumer identifies with the cause, can make the consumer more willing to buy the brand and indirectly have a better perception of the firm. This also shows companies to be careful with the kind of product they use for CrM campaigns. The current study makes it clear that millennials prefer to have the CrM campaigns associated with practical product other than frivolous ones, which was not what it was expected at all. And another point for companies is to be aware that the way the donation is done has an impact on the way the consumer feels about taking part in CrM. Generally, absolute value donations are easier for the consumer to understand and, subsequently, they are more reliable. But it is good to keep in mind that when we are selling low price products, a percentage value will make it seem as if the donation is not very significant, so it is better to use an absolute value. For luxury products, the percentual donation will seem much

more relevant than an absolute value, given the high price of these products, so, in this case, it should be used a percentual donation.

With this information, companies can be more aware of how to conduct their CrM campaigns and in return increase their profits and revenue, while at the same time bettering their image, managing to collect some money for a cause that needs it and making the consumer happy for feeling that he made a good deed.

6.2 Limitations and Further Research

There were several limitations found in this study. The first one being the sample size and diversity. We were only able to collect 219 valuable answers to our survey, but in order for the study to have more trustworthy results, the number of responses should have been higher. We tried to collect as much data as possible however, seen that this survey was spread through Facebook and students' emails, there is a significant part of the Portuguese population that is not contemplated in this study. Millennials without easy internet access or that were not in the social media network of the people conducting this study had no way to answer the survey and provide their data to the study. We also have a sample in where the majority of the responses are from 22 year old people, which shows that our sample is not very diverse when it comes to age and the same can be seen for region of residence, where almost all of the respondents live in the north of Portugal, some in the central area and we had not any responses from the south. Regarding this matter, we suggest that in further research, the study is conducted both online and offline, with a better diversity in age and living area so the results can better reflect the Portuguese population when it comes to cause-related marketing.

In this study, we were not able to determine if the consumer is able to endure trade-offs on products in order to participate in CrM. For the future, we suggest that it should be found a better way to measure this trade-off and either confirm or deny its impact on the purchase intention of CrM campaigned products. Another matter to be studied in the future would be the relationship between the variables of the model, instead of only focussing on the purchase intention.

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Appendixes

Appendix 1 – Survey

Secção 1: Apresentação do formulário

Secção 2: Motivação para compra de produtos em campanhas CRM

Responder de 1 (discordo completamente) a 7 (concordo completamente):

1. As empresas sentem-se motivadas a fazer campanhas de marketing relacionado com causas para:
 - a. Ajudarem a causa
 - b. Melhorarem a sua imagem
 - c. Gerarem mais lucros

Secção 3: Motivação para compra de produtos em campanhas CRM

Responder de 1 (discordo completamente) a 7 (concordo completamente):

2. É importante para mim que as empresas se sintam motivadas a fazer campanhas de marketing relacionado com as causas mais para ajudarem a causa do que para gerarem lucros.
3. O apoio das empresas às causas gera mais benefícios para a causa do que para as empresas.
4. O apoio das empresas a causas é um sinal da sua orientação para a responsabilidade social
5. Não me importo de comprar um produto de inferior qualidade a um preço mais elevado que os que normalmente compro se a empresa contribuir para uma causa.

6. Quando a qualidade é muito inferior ou o preço é muito mais elevado que a marca que eu compro, a contribuição da empresa para uma causa deixa de ter impacto na minha decisão de compra.
7. Apenas escolho uma marca que contribua para causas se tal não implicar alterações de preço ou qualidade.
8. Eu acho que é importante as empresas colaborarem com causas.
9. Eu acho que é mais benéfico se as empresas colaborarem com causas que estão mais relacionadas com a sua atividade e produtos.
10. Eu prefiro escolher produtos de empresas que colaborem com uma causa que se está bastante relacionada com a atividade da empresa.
11. Eu prefiro escolher produtos que vão dar mais dinheiro para causa com as quais mais me identifico.
12. Penso que na generalidade as pessoas preferem contribuir para causas que tratem problemas que as afetem a si próprias ou a familiares.
13. Prefiro escolher produtos associados a causas em que os uso das doações é mais claro.

Secção 4: Motivação para compra de produtos em campanhas CRM

Responder de 1 (discordo completamente) a 7 (concordo completamente):

Ao responder às questões seguintes, pense marcas que vendem produtos que são considerados necessários para a nossa vida como produtos de limpeza, pasta dos dentes, entre outros.

14. Desejo participar em campanhas de marketing relacionado com causas de uma marca que vende produtos do dia-a-dia.
15. Saber que a empresa que vendem o produto contribui para causas faz-me sentir bem.
16. Saber que a empresa que vendem o produto contribui para causas aumenta a vontade de comprar.

Ao responder às questões seguintes, pense marcas que vendem produtos que são considerados supérfluos para a nossa vida como produtos de viagens, doces, entre outros.

17. Desejo participar em campanhas de marketing relacionado com causas de uma marca que vende produtos supérfluos.
18. Saber que a empresa que vendem o produto contribui para causas faz-me sentir bem.
19. Saber que a empresa que vendem o produto contribui para causas aumenta a vontade de comprar.

Secção 5: Motivação para compra de produtos em campanhas CRM

Responder de 1 (discordo completamente) a 7 (concordo completamente):

Ao responder às questões seguintes, pense marcas que vendem produtos que são considerados de baixo preço.

20. Uma empresa doar um valor absoluto (€) é melhor do que doar uma percentagem (%) do preço do produto.
21. Mais facilmente compro o produto se a empresa doar um valor absoluto por cada compra do que uma percentagem da compra.

Ao responder às questões seguintes, pense marcas que vendem produtos que são considerados de alto preço.

22. Uma empresa doar um valor absoluto (€) é melhor do que doar uma percentagem (%) do preço do produto.
23. Mais facilmente compro o produto se a empresa doar um valor absoluto por cada compra do que uma percentagem da compra.

Secção 6: Intenção de Participar em CRM

Responder de 1 (discordo completamente) a 7 (concordo completamente):

1. Acho que campanhas em que empresas ou marcas colaborem com causas é uma boa ideia.

2. Estaria disposto a contribuir para campanhas em que empresas ou marcas colaborem com causas.
3. Considero mais provável comprar um produto se assim estiver a ajudar uma causa.
4. É mais provável que eu contribua para uma causa se estiver associada a um produto de uma empresa ou marca.

Secção 7: Dados demográficos

1. Idade (resposta curta)
2. Género
 - a. Feminino
 - b. masculino
3. Distrito de residência (resposta curta)
4. Situação profissional
 - a. estudante
 - b. trabalhador
 - c. desempregado
 - d. reformado
5. Habilitações literárias:
 - a. ensino médio ou inferior
 - b. ensino secundário
 - c. licenciatura
 - d. mestrado
 - e. doutoramento ou superior
6. Nº pessoas do agregado familiar (resposta curta)
7. Rendimento mensal líquido do agregado (€)
 - a. <500
 - b. 500-1000

- c. 1000-2500
- d. 2500-5000
- e. >5000