



UNIVERSIDADE CATÓLICA PORTUGUESA

# Online Cause-Related Marketing

## How does it influence consumers' evaluations and purchase intention?

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purpose of obtaining the degree of Master of Science in Marketing

by

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# Abstract

Online sales continue to grow fast throughout the world and companies have taken notice. They are investing to ensure that they don't lose customers and one such way that they can do that is through cause-related marketing.

Cause-related marketing uses ideas from various specialized areas such as the communication mix, corporate social responsibility, marketing for non-profit organizations and can provide benefits for all parties involved in the process, including the cause and consumers, and as such it can be a powerful tool.

The purpose of this research is to determine how cause-related marketing will influence consumers in an online environment. To study this, a quantitative and cross-sectional study was carried out with a sample of 150 respondents. The study was conducted through an experiment, aimed at determining the effects of cause-brand fit and consumer-cause identification on consumers' evaluations of online stores and online purchase intention. Structural equation modeling was used to examine the results of the experiment.

The results show that consumer-cause identification has a positive impact on perceived value, and that this relationship is moderated by brand-cause fit, while revealing that it doesn't influence online purchase intention. Brand-cause fit was shown to also have a positive influence on trust and online purchase intention, which is also impacted by perceived value. Trust on the other hand was shown to be a predictor of perceived value but not online purchase intention.

Further discussion on the results and their managerial implications was conducted.

Keywords: cause-related marketing, brand-cause fit, consumer-cause identification, trust, perceived value, online purchase intention, consumer behavior



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# Introduction

In more recent years consumers have shown to be increasingly expecting companies to operate responsibly. Cone Communications/Ebiquity's (2015) Global CSR Study found that 31% of consumers reward companies for operating responsibly, 19% punish companies for irresponsible behavior (e.g. boycotting or speaking out against the company) and that 40% were equally as likely to reward or punish a company based on its behavior.

Since consumers are more aware of companies' behaviors, these should properly communicate their efforts to be more socially responsible. One such way is through cause-related marketing, which are essentially marketing activities characterized by an offer from the sponsoring company to donate a certain amount to a chosen cause when revenue-producing transactions take place. As such the Cone Communications/Ebiquity's (2015) study found that between two brands of equal quality and price, 90% of consumers are likely to switch to a cause branded product. Since 2004, spending on cause-related marketing has more than doubled, Engage for Good (2016), formerly known as the Cause Marketing Forum, expects cause-related marketing spending to reach \$2.06 Billion in 2017, a 3.6% increase from 2016.

Another major recent development is the increase in access to, and use of, the internet, over the last decades, derived from the increased dissemination levels (Colton, Roth, & Bearden, 2010; Ha & Stoel, 2009). The Internet economy, in 2016, was predicted to be valued at \$4.2 Trillion in the G-20 countries. In 2014 it represented between 5% and 9% of the GDP in developed countries, while increasing between 15% and 25%, yearly (The Boston Consulting Group, 2014).

There have been various studies about both of these topics, cause-related marketing and internet use for the purpose of shopping, and their recent surge

in importance, but very few, if any combined the two. As such, the objective of this dissertation is to effectively evaluate the effects of a cause-related marketing campaign on online shopping, more precisely, how cause-related marketing campaigns influence online evaluations of the online store and the intention use them.

Taking into account the aforementioned objective, this investigation will evaluate the effect of two distinct cause-related marketing campaigns on the perception of the online store. Thus, this dissertation intends explain how online CRM might influence online consumers' behavior.

A quantitative study, based on an experiment with a non-probabilistic sampling. This experiment was conducted through a web survey and was designed to measure different characteristics of a cause-related marketing campaign, online stores and purchase intention in those online stores.

This dissertation has five chapters. It starts with the literature review about cause-related marketing contextualization, practices and important characteristics and the online sales environment, all in the context of consumer behavior. In chapter 2 the conceptual model and hypothesis are presented, while chapter 3 describes the methodology and sample demographics. Chapter 4 describes the results from the investigation and chapter 5 draws conclusions from said results, extending to managerial implications, limitations and directions for further research on the subject.

# Chapter 1 - Literature Review

## 1.1 Corporate Social Responsibility and Cause-Related Marketing

### 1.1.1 Corporate Social Responsibility

Corporate social responsibility (CSR), which can be defined as a company's use of practices and contributions of its resources to improve societal well-being (Kotler & Lee, 2005) or more generally as the company's activities and status in relation with its obligation towards society (Luo & Bhattacharya, 2006; Sen & Bhattacharya, 2001; Varadarajan & Menon, 1988), has been surging in popularity over the last decades, taking an increasingly bigger role in how companies manage themselves (Chernev & Blair, 2015; Lichtenstein, Drumwright, & Braig, 2004).

CSR is now so important that, generally, there is a dedicated a section in many corporations' annual reports (Servaes & Tamayo, 2013) and it now represents a sizable use of company's resources. For example during, 2015 Sonae, provided more than 8.4M in CSR related activities (Sonae, 2015b) which represents about 4.8% of the company's profits (Sonae, 2015a). Stakeholders are shown to be interested in corporate issues that may affect them and society in general, like social diversity or pollution (Devinney, 2009; Margolis & Walsh, 2003) and a big percentage of CEO's worldwide have declared CSR to be a very important factor in their organizations success, even strategically critical (Cheng, Ioannou, & Serafeim, 2008), while consumers generally care for, and prefer, companies that engage in CSR activities (Mohr, Webb, & Harris, 2001; Sen & Bhattacharya, 2001; Wigley, 2008). These factors lead to the conclusion that CSR can be looked at as

valuable way to differentiate a company, and as such provide a source of competitive advantage (Bhattacharya & Sen, 2004; Porter & Kramer, 2002).

Despite this, the literature regarding CSR's effects on a company's financial performance is not as consensual as one might think, as there are studies pointing to a positive relationship, between corporate social performance and corporate financial performance, and studies pointing to neutral or even negative relationships (Luo & Bhattacharya, 2006; Margolis & Walsh, 2003; McWilliams & Siegel, 2001; Mishra & Modi, 2016).

While research is not conclusive on the impact of CSR on a company's financial performance, researchers still believe that it impacts companies' positively in other ways: it increases the reputation and corporate image of the company behind it (Branco & Rodrigues, 2006; Du, Bhattacharya, & Sen, 2010) it is linked with increased stakeholder engagement, which limits the probability of short-term opportunistic behavior (Eccles, Ioannou, & Serafeim, 2014), it increases employee organizational commitment (Brammer, Millington, & Rayton, 2007) and even positively influences the perception of how a product performs (Chernev & Blair, 2015).

In fact, there is a positive relationship between CSR activities and consumers' attitude towards the company (Ellen, Mohr, & Webb, 2000). CSR can increase consumer purchase intention directly and indirectly (Sen & Bhattacharya, 2001), but the way CSR activities are communicated needs to be properly identified, as it can back-fire if consumers perceive insincerity (Becker-Olsen & Simmons, 2002; Yoon, Gurhan-Canli, & Schwarz, 2006). As such, proper CSR communication can influence consumers, investors and employees positively (Du et al., 2010).

CSR activities can take many forms, such as corporate philanthropy, socially responsible employment and manufacturing practices, as well as cause-related marketing (Bhattacharya & Sen, 2004; Brønn & Vrioni, 2001).

### 1.1.2 Cause-Related Marketing

Although not called cause-related marketing (from now on also referred to as CRM) at the time, efforts to commercially link a charity to a business for the benefit of both have existed in the USA since at least the 1890s, when Sunlight Soap got involved with a number of different charities (Adkins, 2003).

It seems that the term “cause-related marketing” was first coined by American Express in 1983 when they developed various marketing programs related with numerous causes, the most famous of which was its support to the Statue of Liberty, which consisted on the donation of 1 cent for each time an American Express card was used and 1 USD for each time a new card was created. This three-month program managed to raise over 1.7 million USD for the Restoration of the Statue of Liberty. During the first month of the event, compared to the previous year, American Express card use increased by 28% and applications for new cards rose by 45% (Adkins, 2003; File & Prince, 1998; Smith & Higgins, 2000; Varadarajan & Menon, 1988; Webb & Mohr, 1998). The practice of CRM has increased exponentially during the last decades, with more and more companies engaging in it (Adomaviciute, Bzikadze, Cherian, & Urbonavicius, 2016; Koschate-Fischer, Stefan, & Hoyer, 2012).

CRM has been historically used to refer to various types of activities like a type of horizontal cooperation in promoting sales (Varadarajan, 1986) or the sponsorship of causes by corporations (Williams, 1986). In one of the earliest researches on the topic of CRM, it is defined 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-producing exchanges that satisfy organizational and individual objectives” (Varadarajan & Menon, 1988, p. 60). It is also defined as “a commercial activity by which businesses and charities or good causes form a partnership with each other to market an image, product or service for mutual

benefit” (Adkins, 2003, p. 670), or as the term used by corporations for working in tandem with charity, tying the company/product to a charitable cause (Ptacek & Salazar, 1997). There are a wide variety of different definitions of CRM, but most of them have in common the fact that both the profit-driven company and the cause must benefit from the campaign (Vanhamme, Lindgreen, Reast, & Popering, 2012).

For the purpose of this dissertation we will use the definition of CRM employed by Varadarajan & Menon (1988) which shares many similarities with the definitions presented by Adkins (2003) and Ptacek & Salazar (1997), while reinforcing that the distinctive feature of CRM is the link between revenue-producing transactions by customers and the donation to the cause (Varadarajan & Menon, 1988).

#### 1.1.2.1 Cause-Related Marketing in Context

To understand the rise of CRM we need first to contextualize it. Inequality between people is increasing, further dividing people into the ones that “have” and the ones who “have-not” (World Bank Group, 2016; Massetti, Angelidis, & Murphy-Holahan, 2016), animal species are disappearing at an increasingly faster pace (Bansal, 2002), resources have been dwindling around the world (Nordhaus, 1974) and climate change is becoming more and more dangerous as time goes by (Walther et al., 2002). These events, combined with the fact that the biggest corporations are increasing in influence and wealth, contribute to a society in which businesses are expected, by customers, to help improve it (Adkins, 2003). For instance, consumer boycotts, which are a drastic way to show displeasure towards a company’s decision, have been increasing in frequency (Braunsberger & Buckler, 2011).

Not only has the perceived responsibility of companies increased, but stakeholders can now get information faster and in an easier fashion than before. In 2016 about 47% of the world’s population was online, with 45% of the offline

population concentrated in only 3 countries (Broadband Commission, 2016). The pervasiveness of internet access means that global benchmarking is increasingly easier to do, the flip-side of which is the also increased ease of boycott organization, which in turn impacts companies from a reputation, financial and logistical point-of-view (Adkins, 2003; Koku, 2012).

The growing ease of comparison between companies/brands/products means that differentiation is ever more important, and as mentioned previously CSR activities are evaluated by consumers when choosing and can be considered a source of differentiation and competitive advantage. One way of clearly communicating CSR is through CRM (Brønn, P. S., & Vrioni, 2001; File & Prince, 1998; Jahdi & Acikdilli, 2009; Kotler & Lee, 2005; Van De Ven, 2008). In fact, CRM is generally thought to fit in the promotion/communication segment of the marketing-mix (Adkins, 2003; Webb & Mohr, 1998).

Another factor influencing the increasing use of CRM is the paradigm-shift towards the creation of a relationship with stakeholders, the different groups that have an interest and influence in a company's future (as seen in Figure 1), instead of focusing on discrete interactions. This new way of interacting with stakeholders is generally named relationship marketing, defined as the marketing activities aimed at creating, developing, and preserving positive relational exchanges, and is considered to be based on commitment and trust and supported by principles of transparency, honesty and integrity (Morgan & Hunt, 1994). CRM allows companies/organizations to engage and connect with multiple stakeholders in various different levels simultaneously, it can help build and develop and maintain relationships (Adkins, 2003; Brønn, P. S., & Vrioni, 2001; Smith & Higgins, 2000).

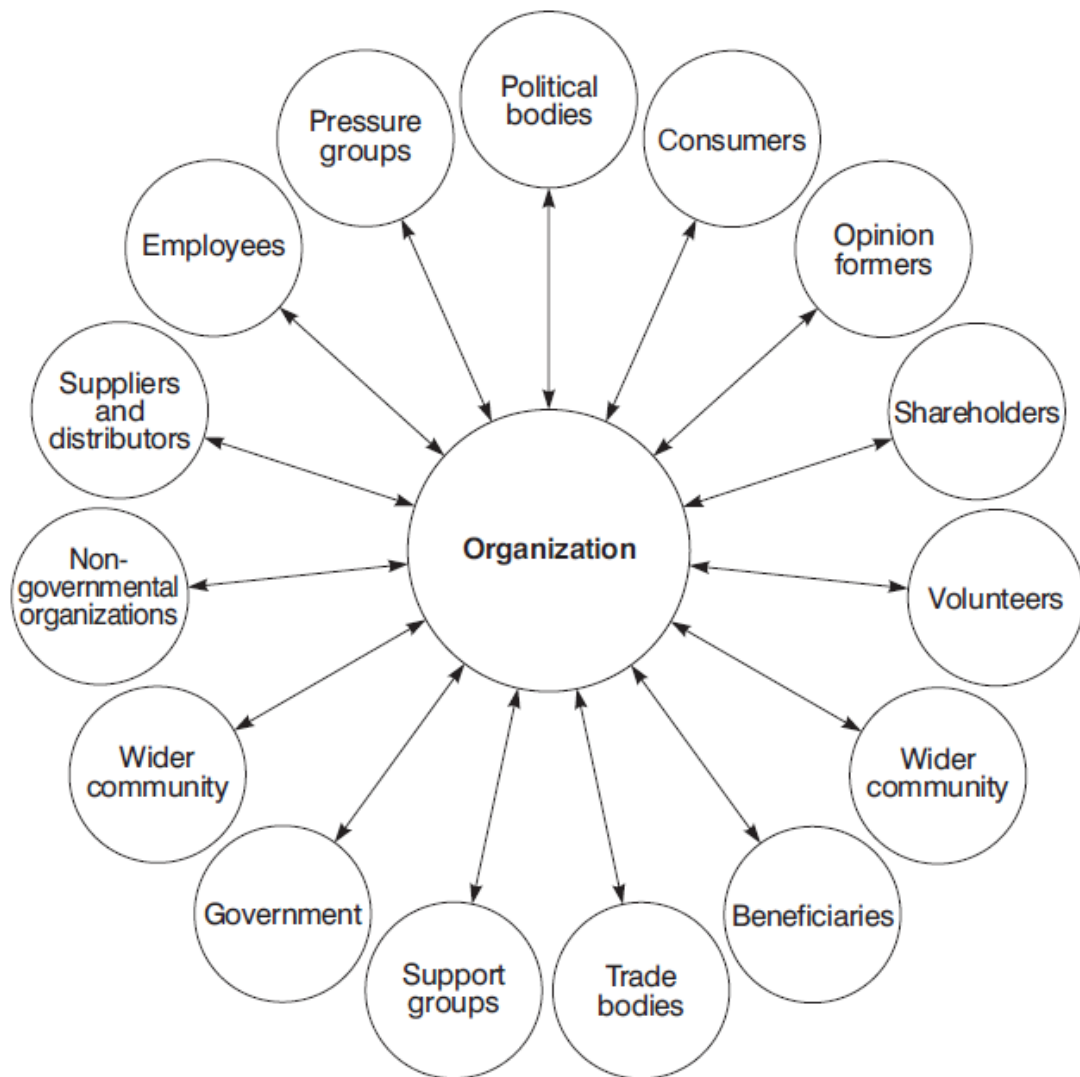


Figure 1 - An organization and its stakeholders  
(Adkins, 2003)

### 1.1.2.2 Benefits of Cause-Related Marketing

#### **For the Company**

As seen before, one of the most important features of a CRM campaign and one of its major benefits is that it's a win-win-win situation, for the company, customers and cause (Adkins, 2003).

CRM campaigns provide a large number of benefits, some of which are advantages for marketing objectives like bolstering the reputation of a company, building its image and the image of its brand(s), enhancing/reinforcing brand awareness, recognition and PR, creating, facilitating or improving relationships

amongst consumers and stakeholders, improving the value proposition, increasing chance of customer trial, providing more differentiation, developing more emotional engagement with customers and stakeholders, increasing sales, income or volume, generating incremental sales, promoting repeat purchases, promoting multiple unit purchases, breaking through advertisement clutter, providing low-cost exposure, preventing negative publicity, convincing consumers that prefer to support the cause, pacifying customer groups, increasing customer base and reaching new market segments and geographic markets (Adkins, 2003; Broderick, Jogi, & Garry, 2003; Brønn, P. S., & Vrioni, 2001; Cone, Feldman, & DeSilva, 2003; Docherty & Hibbert, 2003; File & Prince, 1998; Kotler & Lee, 2005; Polonsky & Macdonald, 2000; Polonsky & Wood, 2001; Vanhamme et al., 2012; Varadarajan & Menon, 1988).

There are also some internal benefits for the company sponsoring the campaign, mainly in the improvement of the relationship between employees and the company, namely the increase in employee morale and loyalty (Cone et al., 2003; Polonsky & Wood, 2001).

### **For the cause**

The main benefit of a CRM campaign for causes/charities is, clearly, the influx of financial resources (Adkins, 2003; Cone et al., 2003; Docherty & Hibbert, 2003; Polonsky & Wood, 2001; Varadarajan & Menon, 1988). Charitable causes or charities also reap other benefits from the CRM campaign, some of them very similar to the benefits the company receives, like publicity, increase in the public awareness of the cause or the non-profit organization's mission (Docherty & Hibbert, 2003; Varadarajan & Menon, 1989), which, in the short-term, can lead to increases in volunteer numbers (Docherty & Hibbert, 2003; Polonsky & Wood, 2001; Varadarajan & Menon, 1989) and increase in direct contributions to the cause (Varadarajan & Menon, 1988). Furthermore, in the case of a non-profit

organization, the sponsoring firm might be willing to assist in managerial efforts (Cone et al., 2003; Docherty & Hibbert, 2003; Polonsky & Wood, 2001).

### **For the consumer**

It has been established that consumers are demanding more ethical behavior from companies, a fact which several commercial studies support (Cui, Trent, Sullivan, & Matiru, 2003), but what do consumers get out of choosing product/service bolstered by a CRM campaign? It is theorized that if positive events are bundled together, temporally, they will yield more happiness than if they are experienced apart, as long as they come from different domains (Linville & Fischer, 1991). One of the ways that two experiences might benefit from being bundled is if they complement each other on an affective level, like what happens with a CRM campaign, a product/service-charity donation bundle. This allows consumers to experience two positive results with one action, enjoying the product/service and helping a cause, which means that consumers feel more happiness buying a product/service from a CRM campaign than if they bought another product and participated in a cause campaign separately. Therefore, consumers will likely prefer products/services in a CRM campaign over those not experiencing a CRM campaign (Strahilevitz & Myers, 1998). Consumers get the satisfaction of not only buying something that satisfies a need, but also of helping society (Polonsky & Wood, 2001; Pringle & Marjorie Thompson, 2001). Reports show that consumers' well-being increases even if they do not partake on a campaign, just knowing it exists is enough, meaning that such well-being may not translate into benefits for the company (Bhattacharya & Sen, 2004).

### **1.1.2.3 Leveraging Cause-Related Marketing**

Consumers generally approve of CRM and other philanthropic activities made by companies and are shown to be receptive to them (Ross, Patterson, & Stutts, 1992; Strahilevitz & Myers, 1998). In fact, given two products of equal price and

quality, consumers will consider changing brands/retailers to one that associate with a cause (Cui et al., 2003; Ellen et al., 2000; Webb & Mohr, 1998).

Despite this, companies should be careful when developing a CRM campaign as there are several factors that influence how well it will perform. For instance, consumers might evaluate the motivations of a company as intrinsic (egoistic/self-centered) or extrinsic (altruistic/other interested) when it conducts a CRM campaign, through aspects of the offer. These inferences can then influence the consumers' assessment of the CRM offer. If it is perceived as intrinsically motivated, consumers will have a less favorable response towards it, since they see it as a strategy to benefit the company, and vice-versa (Cui et al., 2003; Ellen et al., 2000). To decrease skepticism towards the CRM campaign they need to find elements within it that give the perception that the company is doing it with bigger aspirations than mere self-interest (Ellen et al., 2000).

Additionally, CRM can be construed as strategic or tactical CRM (as seen in Figure 2). Strategic CRM is characterized by high senior management participation, an investment of a significant number of resources, a long-term duration and commitment of the company towards the cause/charity being supported and the campaign (Varadarajan & Menon, 1988). Tactical CRM, on the other hand, is considered a marketing activity of short duration and has low employee involvement (Drumwright & Murphy, 2001; Till & Nowak, 2000). Brink, Odekerken-Schröder, & Pauwels (2006) posit that there are four dimensions that differentiate strategic CRM from tactical CRM: congruency (between the company and cause's core competency), duration of the CRM campaign, how many resources were invested and how involved senior managers are, while arriving at the conclusion that a strategical use of CRM is preferable over tactical.

Therefore, CRM can be seen in a more limited scope, with the sole purpose of increasing short-term sales of a product, where the contribution will vary depending on how many units were sold, or in a wider scope as a way to relate

the company and its products to a cause, as a way to increase the proximity of the company to its stakeholders (Till & Nowak, 2000). Drumwright (1996) goes as far as to say that a company should aim to long-term strategies, independently of their objectives and should ensure that the cause benefits the company and that even the company's employees believe in the cause.

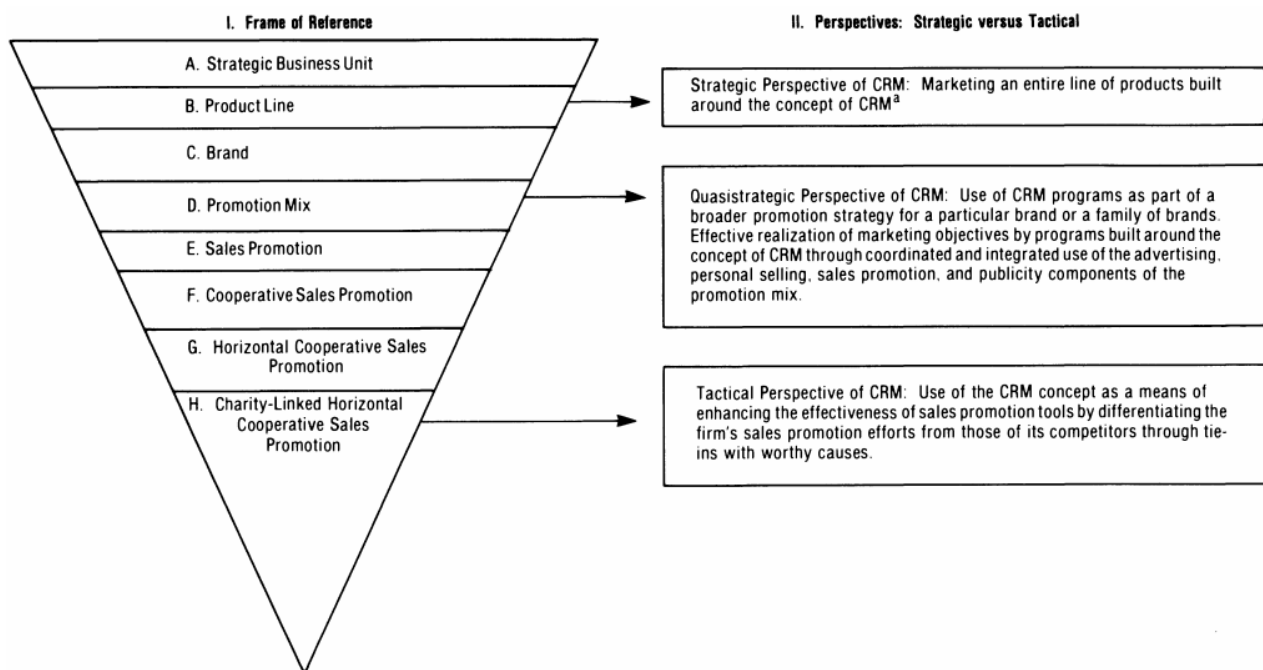


Figure 2 - Alternative perspectives of cause-related marketing (Varadarajan & Menon, 1988)

Furthermore, CRM may be a dangerous field for a company to venture into, if not properly planned (Brønn, P. S., & Vrioni, 2001). From a purely philanthropic standpoint, a company conducting a CRM campaign may not take advantage of any of the benefits attached to the campaign, as it is used essentially as a strategy for selling, not to make charitable contributions (Varadarajan & Menon, 1988). Some of the most common criticisms aimed at companies that practice CRM are the fact that often times they spend more money advertising the campaign than what ends up being donated for the cause and that their donations and expenditures are tax deductible, which some view as a way to get the government to subsidize company's marketing programs (Varadarajan & Menon,

1988). The table below (Table 1) presents some of the concerns or possible adverse effects of CRM presented by Gurin (1987), many of which are shared with Polonsky & Wood (2001).

Effect on the corporate philanthropy decisions	<ul style="list-style-type: none"> <li>• Companies may decide on philanthropic giving based only on marketing potential;</li> <li>• Companies may target only popular, risk-free, high-visibility causes, overshadowing other causes that may need more support;</li> <li>• Companies may replace traditional giving if they find that CRM has bigger returns;</li> <li>• If the nonprofit motive for giving is called into question, traditional funding might be effected negatively.</li> </ul>
Effect on the mission and conduct of nonprofit organizations	<ul style="list-style-type: none"> <li>• Nonprofit organizations might be tempted by financial gain and change their program objectives to better meet the needs of the sponsor company;</li> <li>• Nonprofit organization must exploit its patrons, as the sponsor company expects them to become customers.</li> </ul>
Effect on public's perception of and attitudes towards causes	<ul style="list-style-type: none"> <li>• CRM may further cloud the general perception of philanthropy;</li> <li>• CRM may lead to perceived commercialization of the cause, which can endanger public approval, thus eroding traditional supporters;</li> <li>• A nonprofit organization may allow its cause to be identified so strongly with the sponsor company, that ownership might be perceived and reduce chances for allying with other companies.</li> </ul>
Effects on consumers charitable giving behavior	<ul style="list-style-type: none"> <li>• Consumers may feel they fulfilled their philanthropic obligations by taking part in a CRM campaign, unaware of their relatively minor effect;</li> <li>• While CRM promotes the notion of "painless giving", consumers aren't really donating, as much as they are buying;</li> <li>• Consumers participating in CRM may pay less attention to the worthiness of a cause</li> </ul>

Table 1 - Concerns about the potential adverse effects of CRM  
Adapted from Gurin, 1987

### 1.1.3 Brand-Cause Fit

The act of associating a product or brand with an object that holds positive attributes is a long-established marketing strategy, such is the case of event sponsorship, celebrity endorsements, brand-extensions with core brand and, more importantly, CRM. In any of these cases the link between the product/brand and the object is considered one of the most important aspects (Aaker & Keller, 1990; Barone, Norman, & Miyazaki, 2007; Drumwright, 1996; Kamins & Gupta, 1994; Nan & Heo, 2007; Rifon, Choi, Trimble, & Li, 2004). This link has various names in literature, congruence, compatibility, similarity, relevance, match and fit. Despite the many names one thing is for certain: the better the link is perceived the more positive effects on consumer response (Rifon et al., 2004;

Trimble & Rifon, 2006). For the purpose of this study it will be called fit, as that seems like the most commonly used nomenclature when considering a CRM context (Barone et al., 2007; Lafferty, 2007; Nan & Heo, 2007; Pracejus & Olsen, 2004).

In CRM, perceived fit refers to how compatible consumers perceive the product/brand is with the cause/charity (Lafferty, 2007), but while some consider that companies should always aim to find a cause with a high degree of fit, other feel that companies should be more detached and aim for an “arm’s length” affiliation with the cause that reflects a lesser degree of fit (Barone et al., 2007).

Pracejus & Olsen (2004), basing their research on brand extension literature, found that a higher degree of brand-cause fit would lead to a better evaluation of CRM strategies and would have a positive impact on choice behavior. Rifon et al. (2004) explored similar grounds but took it one step further. Not only did they find that a bigger fit between a company and a cause would lead to more positive evaluations of the CRM campaign, but they also found that this fit would impact perceived company motives in a positive manner, which is reflected on increased credibility and attitudes towards the sponsor company.

Lafferty (2007) found in her research that the perceived brand-cause fit does not always influence attitude formation or purchase intentions, as a higher degree of fit didn’t have a significant effect on these factors when compared to a lower degree of fit, independently of the credibility of the sponsoring company, and posited that maybe the affective nature of the reaction towards the cause might-influence people before they consider if the fit is logical. Similarly, while Nan & Heo (2007) found that an ad with a CRM component provoked more positive reactions, especially in attitudes towards the company, than an ad without a CRM component, they also found that this effect was not dependent of the perceived fit between the brand and the cause.

There can be multiple origins of perceived fit in CRM campaigns. Perceived fit might increase if a brand and a cause share a comparable consumer segment or

if the sponsoring company and the cause present similar values (Nan & Heo, 2007). Gwinner (1997) believes that there are two different kinds of sponsoring fit, a functional- based fit and an image-based fit. In a CRM context, the first reflects how much the functional characteristics of the company or its product are shared with the sponsored cause, while the second reflects how much an aspect of the company's image, like its previous CRM history or values, is congruent with the image of the cause (Trimble & Rifon, 2006). It is thought that, of the two kinds of fit, functional-based fit is more effective, or provides a greater amount of perceived fit, than image-based fit (Gwinner, 1997).

#### 1.1.4 Consumer-Cause Identification

Social identity theory might help explain how CRM campaigns affect consumers (Bigné-Alcañiz, Currás-Pérez, Ruiz-Mafé, & Sanz-Blas, 2010; Cornwell & Coote, 2005; Lee & Ferreira, 2011; Vanhamme et al., 2012). Social identity consists essentially of the self-image's fragments that are dependent on the social category or group in which a person perceives himself/herself to belong to. This theory also dictates that individuals will tend to be more participative and to hold positive opinions of the social categories with whom they identify, as this will provide and reinforce their self-concept (Tajfel & Turner, 1978).

Social identity theory provides a possible explanation for an individual's behavior in many situations. For instance, identification with a company likely leads to behavior that is aligned with that of the company (buying the company's product) as the success of the company will lead to the success of the individual (Ashforth & Mael, 1989). In sports, fans of a team often evaluate fans of the same team (in-group members) more positively than fans from other teams (out-group members) and buy more sports apparel from the team they support than from other teams (Fisher & Wakefield, 1998; Wann & Dolan, 1994). Individuals might identify with different causes, so different causes in CRM campaigns might elicit different attitudes and behaviors from them.

In a CSR and CRM context, social identity theory has mostly been studied from a company-consumer identification point-of-view. For example, Lichtenstein et al. (2004) found that a bigger identification with the corporation involved in a CSR campaign would lead not only to behavioral benefits for the corporation but also for the non-profit organization involved, through increased donations, while Bigné-Alcañiz et al. (2010) found that if a company is conducting a CRM campaign, identification between the consumer and the company generally increases and can generate positive behavioral responses, both in relation with the cause and the sponsoring company, by generating benefits beyond the scope of the CRM campaign to the non-profit organization, while improving the corporate image of the sponsor.

On the other hand, Cornwell & Coote (2005) studied the effects of the identification with non-profit organizations in an events sponsorship context and found that the emotional commitment that causes evoke to individuals is linked with a positive behavior change in sponsorship-linked purchase intentions. In another study, Vanhamme et al. (2012) identified three components of a CRM campaign, related with the cause composition (cause scope, cause type and cause acuteness), and found that those were antecedents of consumer-cause identification which then had a positive relationship with corporate image.

## 1.2 Internet and the online environment

### 1.2.1 Internet Shopping and Online Purchase Intention

For the purpose of this study, a closer look to the online sales channel will be taken, because, when opposed to traditional brick-and-mortar sales channels, it presents the most common choice problem tackled by shoppers (Cortiñas, Chocarro, & Villanueva, 2010).

Most consumer research on online shopping consumer behavior focused on the utilitarian motivations, as these were considered of more concern to shoppers (Brown, Pope, & Voges, 2003). In fact, earlier research found online consumers to be higher-up on the socio-economic ladder, to have higher education, to be younger than the average and probably male (Donthu & Garcia, 1999; Hoffman & Novak, 1996; Kau, Tang, & Ghose, 2003; Korgaonkar & Wolin, 1999; Sim & Koi, 2002). As such, this would lead researchers to believe that the online shopper was different from the traditional shopper (Dennis, Merrilees, Jayawardhena, & Tiu, 2009). This notion has since been challenged by more recent studies which found that the physical store shopper and the online shopper share several characteristics (Jayawardhena, Len Tiu Wright, & Charles Dennis, 2007). Despite this, there are a multitude of characteristics that have been found to positively impact online purchase intention, ranging from demographic variables (e.g. age, level of internet usage, gender, purchase experience, among other socio-economic reasons), to general variables related with consumers (e.g. trust, perceived risk, attitudes, subjective norms, etc.), passing by variables related with the sales-channel (e.g. service quality, after-sales service quality, online advertisement, relative advantages, etc.), website characteristics (e.g. web atmosphere, perceived ease-of-use, perceived usefulness, reliability, etc.), or the characteristics of the product (e.g. product type, price, etc.) (Akar & Nasir, 2015).

For the consumers, one of the advantages of shopping online is the fact that they have more control and bargaining power, when comparing to physical stores, since there are more avenues for interactivity, it's easier to find further information and there are more opportunities to compare with other online stores without pressure from salespeople to influence a decision. Another great advantage, for both consumers and for stores, is the fact that online selling sharply decreases transaction costs (Hoffman & Novak, 1996; Javadi, Rezaie Dolatabadi, Nourbakhsh, Poursaedi, & Asadollahi, 2012; Kim, Xu, & Gupta, 2012).

However, there are also some disadvantages to shopping online. Consumers do not have the possibility to get a physical feel for the product that is being observed, they can only see exactly what is presented to them on the webpage, they can't smell it, taste it or feel it, they can only hear and see what the seller has exposed (Javadi et al., 2012).

The lack of face-to-face communication and distance between buyer and seller, both temporal and physical (which leads to a big window between buying and receiving the product), also often leads to decreased trust and higher perceived risk (Javadi et al., 2012; Kim et al., 2012).

What remains clear is that online, much like in the offline space, consumers still have two possible motivations for buying, utilitarian or hedonic (Childers, Carr, Peck, & Carson, 2001)

### 1.2.2 Modeling Online Consumer Behaviour

Consumers can generally be described as seekers of "fun, fantasy, arousal, sensory stimulation and enjoyment" or as "problem-solvers", so essentially, they either buy for fun or out of need, for utilitarian reasons or hedonic ones (Hirschman & Holbrook, 1982). Utilitarian consumption occurs when consumers shop in a fast and efficient way, to satisfy whatever need they have, while incurring the minimum of irritation possible. On the other hand, consumers can

make the act of shopping itself, satisfy a need, as someone noted, “I enjoy looking around and imagining what, one day, I would actually have money to buy. Shopping... is an adventure” (Sherry, McGrath, & Levy, 1993). The fact that shopping can be a fun, entertaining experience, even an “adventure”, is indicative of its potential as more than what is first apparent with the utilitarian perspective, to experience shopping, might satisfy a need as much as actually buying something (Hirschman & Holbrook, 1982).

One common way to explain these motivations in an online shopping context was through the use of the Technology Acceptance Model (TAM)(Childers et al., 2001). TAM, originally created to help map how attitude towards use of new technology in the workplace changes, presents two determinants of attitude, namely: “usefulness”, how the new technology or system will positively influence the workers job performance, and “ease-of-use” which refers to the actual process of using the new technology (Davis, 1989). Later this model was extended to include social influence processes (e.g. subjective norms, image and voluntarism) and cognitive instrumental processes (e.g. result demonstrability and output quality), as researches felt TAM was not robust enough (Venkatesh & Davis, 2000).

Alternatively, there have been various models based on the expected utility theory, in which the term “utility” is used as a describer of the net satisfaction or the overall wealth that originates from different alternatives, which was grounded on the assumption of rational choices and probabilistic deliberations. This model was later iterated on, as a way to better predict consumer behavior under uncertainty conditions, which lead to the prospect theory. This theory states that people are prone to weighing more heavily positive outcomes, that are perceived as certain, than those perceived as probable, which highlights consumers’ risk-aversion (Kahneman, Tversky, Kahneman, & Tversky, 1979). Prospect theory led into the mental accounting theory, in which total utility characterizes the perceived value of a purchase, which compares the equivalent

value (measure of benefit of owning a product), objective price, reference price (what customers expect to pay), as well as the perceived worth of the product for that objective price and the reference price (Thaler, 1985).

While a lot of the previous studies considered the price only in its monetary value, some non-monetary characteristics are also very important, for instance, time and effort (Kim et al., 2012), or, more specifically in the case of the internet, risk, service and after-service quality among others (Akar & Nasir, 2015; Bianchi & Andrews, 2012; Javadi et al., 2012; Ponte, Carvajal-Trujillo, & Escobar-Rodríguez, 2015). Kim et al. (2012) then simplified mental accounting theory to better suit an online environment, by positing that consumers generally do not remember objective prices, instead they encode prices in personally meaningful ways, generally higher or lower than what their reference price is, while including trust (a non-monetary characteristic), to determine the effects on perceived value and online purchase intention. This served as the basis for Ponte et al. (2015) research, where they studied trust's antecedents.

Akar & Nasir (2015) reviewed the literature for online purchase intention and identified various constructs that influence it, which can be observed in a simplified model (see Figure 3).

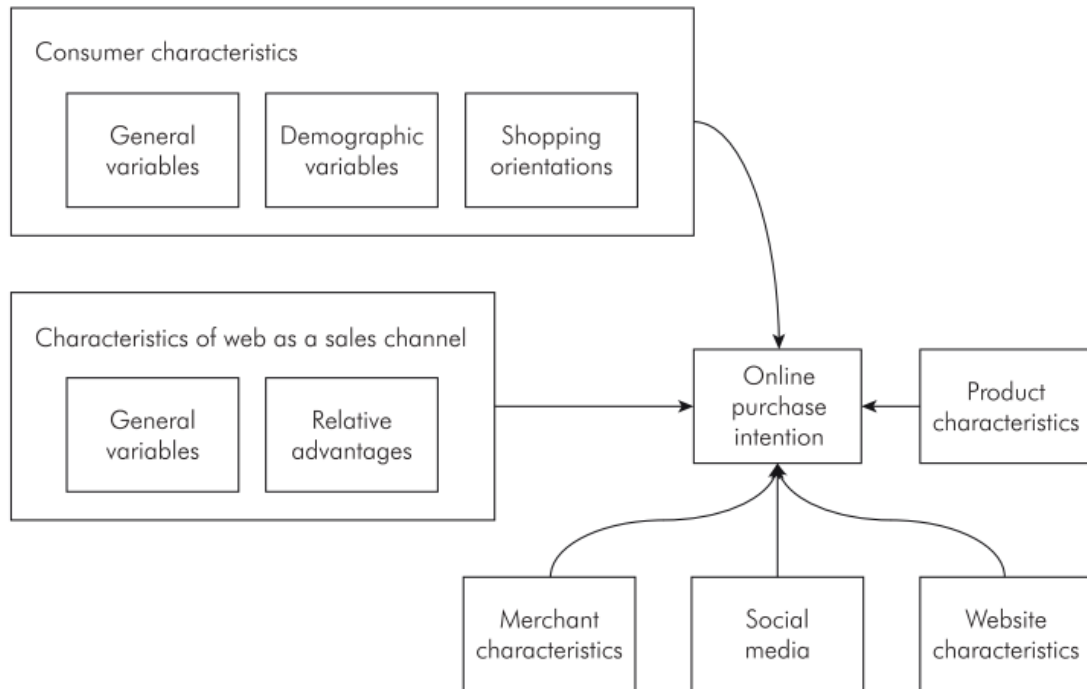


Figure 3 - Categorization of online purchase intention framework (Akar & Nasir, 2015)

### 1.2.3 Trust online

Trust is generally considered one of the biggest barriers to internet shopping (Hoffman, Novak, & Peralta, 1999). Akar & Nasir (2015) identify trust as one of the most important and studied constructs related with online purchase intention, while concluding that an overwhelming amount of research claims it has a significantly positive impact on online purchase intention. Trust is considered a social phenomenon and can generally be described as “a psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions or behavior of another” (Rousseau & Burt, 1998, p. 395), as the “willingness to rely on an exchange partner in whom one has confidence” (Christine Moorman, Gerald Zaltman, & Rohit Desphande, 1992, p.315) or as “a state of perceived vulnerability or risk that is derived from individual’s uncertainty regarding the motives, intentions and prospective actions of other on whom they depend” (Kramer, 1999, p. 571).

As can be seen in see Figure 4, McKnight, Choudhury, & Kacmar (2002) modeled trust related behaviors, regarding web vendors, by separating the concept of trusting beliefs (the perception that the web store has positive attributes like competence, benevolence and integrity) and trusting intention (the willingness by the customer to depend on the web store by providing personal information, participate in a transaction or act on information provided by the seller), which interact and lead to trust-related behavior.

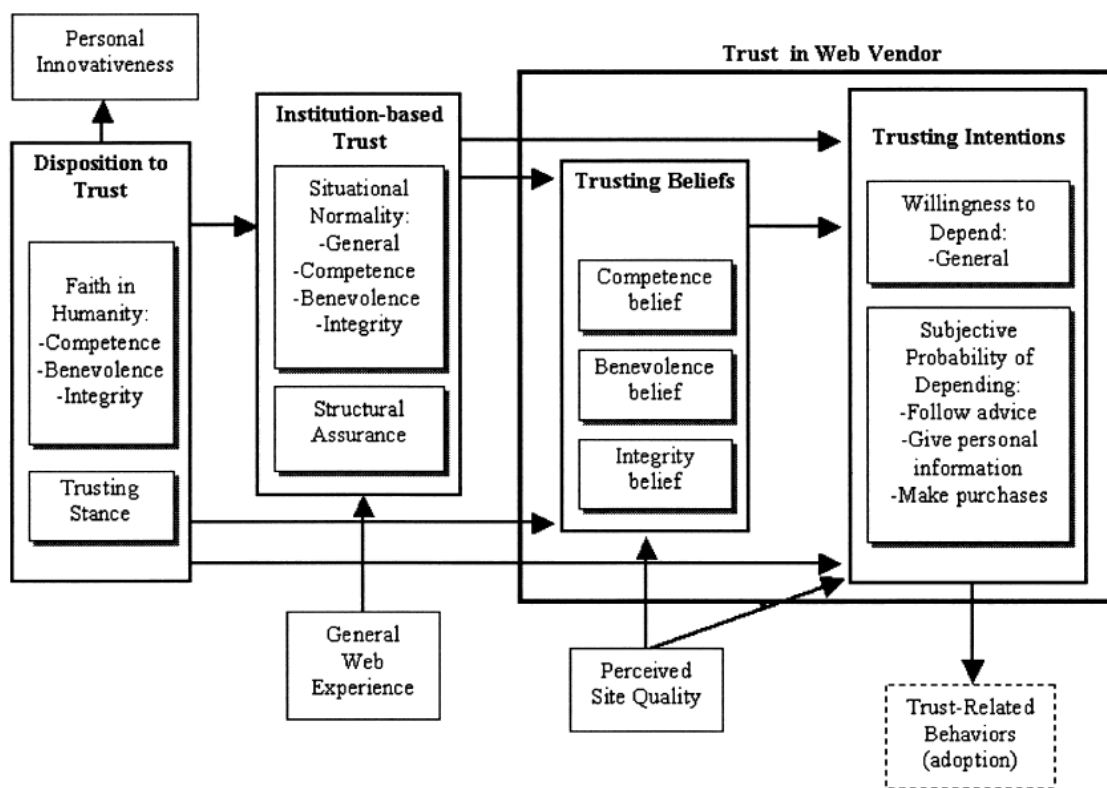


Figure 4 - Web trust model - constructs and nomological network (McKnight et al., 2002)

Disposition to trust refers to how much a person is willing to depend on other people in various situations. Depending on how predisposed to trust individuals are, the company's strategies to build trust will vary (ties to well-known corporate websites might positively influence trusting beliefs in individuals with high-disposition to trust, while having the opposite effect on individuals with low-disposition to trust, as these might be suspicious of trust-building efforts). Institution-based trust is the confidence that the probability of success on

conducting the operation will be good considering the structural conditions available on the website (McKnight et al., 2002).

Despite these being considered important factors, by now, internet-shopping has become rather ubiquitous, thus increasing buyers trust on online shopping and the internet in general, which means that both the influence of disposition to trust and institution-based trust, on online consumers' behavior, has been decreasing. However, trusting beliefs (also known as perceived trust) still remain relevant because they are highly dependent on characteristics that are unique to each seller (Kim et al., 2012). The more an online seller is seen as trustworthy the lower the perceived risk, for conducting a transaction with it (Jarvenpaa, Tractinsky, & Saarinen, 1999; Kim, Tao, Shin, & Kim, 2010; D. J. Kim, Ferrin, & Rao, 2008). Furthermore, perceived trust can decrease the non-monetary transaction price (time and effort to choose the right vendor, for instance) (Chiles & McMackin, 1996).

#### 1.2.4 Perceived value

Previous research shows that perceived value is an important factor in transaction events and can be defined in various ways, although almost always from a customer-driven focus (Wu, Chen, Chen, & Cheng, 2014). Perceived value is "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988, p. 14) or "a customer's perceived reference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goals and purposes in use situations" (Woodruff, 1997, p. 142), both of which setup a benefits versus costs analysis, which is common in most value definitions (Sweeney & Soutar, 2001). These definitions are also in accordance with mental accounting theory (Kim et al., 2012).

The perception of value by consumers can be considered the bedrock of all transactions and is generally associated with consumer choice and purchase

intention (Chang & Wildt, 1994; Dodds, Monroe, & Grewal, 1991; Wu et al., 2014). In fact, consumers seek the maximization of value when purchasing (Kim et al., 2012; Wang & Wang, 2010; Zeithaml, 1988).

In an online context, most marketing strategies and efforts mimic those available offline, e.g. discounts, complementary services and various ways to pay, which increase the perceived value (Kim et al., 2012). Research on online shopping also shows that perceived value might come from benefit-bringing sources, like quality of the service or a well laid out web design, as well as sacrifice-reducing sources, like lower prices and time savings, while confirming the relationship between perceived value and online purchase intention (Chang & Wang, 2011; Kim et al., 2012; Ponte et al., 2015; Wu et al., 2014).

## Chapter 2 - Research Model and hypotheses

Considering the literature review presented, a conceptual model is introduced to delineate the experiment and to help understand the relationships between the perceptions of CRM and the online store, and how these might lead to online purchase intention (see Figure 5). To this end, we adopted the model from (Ponte et al., 2015), which was based on a simplified version of mental accounting theory applied to online shopping, and included trust, perceived value and online purchase intention variables, and added two variables usually associated with cause-related marketing, namely brand-cause fit and consumer-cause identification.

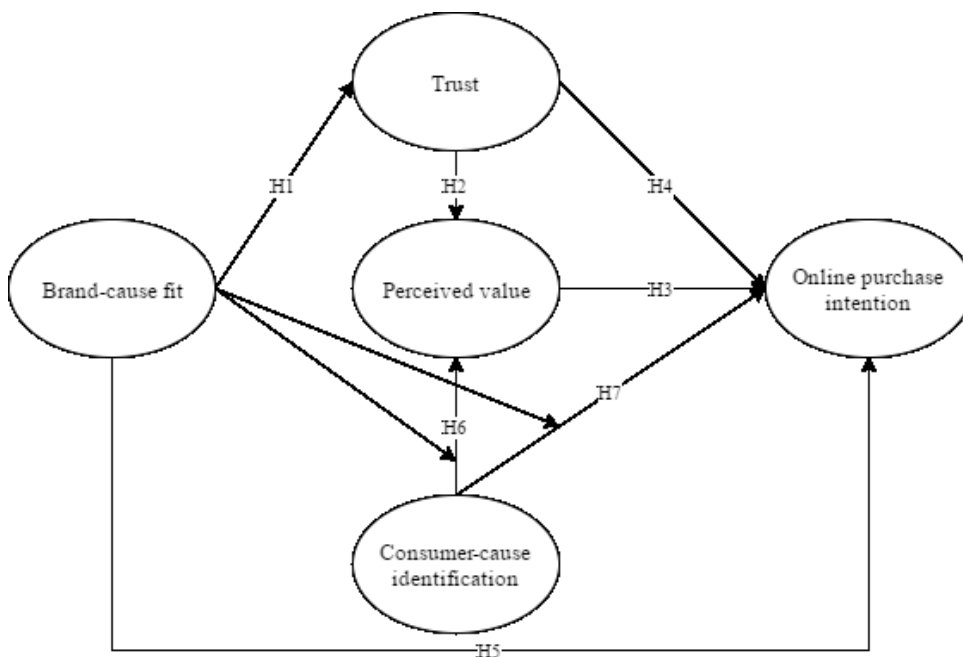


Figure 5 - Proposed conceptual model

According to previous research, consumers tend to react positively to CRM campaigns (Adkins, 2003; Cui et al., 2003; Polonsky & Wood, 2001; Pringle & Marjorie Thompson, 2001; Strahilevitz & Myers, 1998; Varadarajan & Menon, 1988), but these studies do not consider the application of CRM to an online

environment. This experiment will allow to understand how an online cause-related marketing campaign affects consumer behavior.

Considering the specificities of consumers' online shopping behavior, their concerns of safety, infrastructure, general trust on the online store (Akar & Nasir, 2015; Hoffman et al., 1999; Kim et al., 2010; McKnight et al., 2002) and perceived value for buying online (Chang & Wang, 2011; Kim et al., 2012; Ponte et al., 2015; Wu et al., 2014), and applying CRM characteristics, like brand-cause fit (Barone et al., 2007; Drumwright, 1996; Lafferty, 2007; Pracejus & Olsen, 2004; Rifon et al., 2004) and consumer-cause identification (Bigné-Alcañiz et al., 2010; Cornwell & Coote, 2005; Vanhamme et al., 2012), we can understand the impact of cause-related marketing in an online environment. A summary of the hypothesis can be observed in table 2.

The literature points to the importance of brand-cause fit in cause-related marketing, generally considering that the better the link between the cause and the brand, the better the consumer-response will be. Indeed, this link reflects company credibility, and, hence, perceptions about how trustworthy and capable a company is (Bigné-Alcañiz, Currás-Pérez, & Sánchez-García, 2009; Rifon et al., 2004; Trimble & Rifon, 2006). As such, the first hypothesis is:

**H1: Brand-cause fit will have a positive effect on trust in the online store running the CRM campaign.**

Perceived trust (which is simplified to just trust during the rest of the experiment) still has a big influence on consumers' online behavior (Kim et al., 2012) and, as Chiles & McMackin (1996) mentioned, trust decreases non-monetary transaction costs, which effectively increase the perceived value of a purchase (Kim et al., 2012; Ponte et al., 2015), as such:

**H2: Trust in the online store positively influences the perceived value of buying in the online store running the CRM campaign.**

Perceived value, as mentioned in the literature, describes consumers' perceptions of how buying something fulfills the goals and purposes that the consumer has (Woodruff, 1997; Zeithaml, 1988), and is generally strongly associated with purchase intention (Chang & Wildt, 1994; Dodds et al., 1991; Wu et al., 2014), as such:

**H3: The perceived value of buying in the online store, running the CRM campaign, positively influences the online purchase intention in that store.**

Trust has generally been accepted to influence online purchase intention (Chen & Barnes, 2007; Grazioli & Jarvenpaa, 2000; Jarvenpaa et al., 1999), and this should also be the case when the online store is running a CRM campaign. Therefore, following the study by Ponte et al., (2015) we assume that:

**H4: Trust in the online store, running the CRM campaign, positively influences the online purchase intention in that store.**

The literature points to the importance of brand-cause fit as a way to legitimize a cause-related marketing campaign, since a better fit leads to more positive consumer behavior (Pracejus & Olsen, 2004; Rifon et al., 2004; Trimble & Rifon, 2006). Brand-cause fit has been shown to have a positive relationship with purchase intention (Gupta & Pirsch, 2006; Pracejus & Olsen, 2004). As such, it is expected that this study will verify this connection, such that:

**H5: Brand-cause fit will have a positive effect on online purchase intention in the store running the CRM campaign.**

Consumer-company identification has been shown to lead to behavioral benefits towards the company and the non-profit organization involved in a CRM campaign (Lichtenstein et al., 2004). Similarly, consumer-cause identification in the context of a CRM campaign, has been linked with an increase in attitude towards the cause-related marketing campaign, attitude towards the

brand and increases in purchase intention (Barone et al., 2007; Gupta & Pirsch, 2006; Zdravkovic, Magnusson, & Stanley, 2010). Identity theory states that identification with a company will lead to behaviors that will benefit the company, since the perceived success of the company leads to the perceived success of the individual that identifies with it (Ashforth & Mael, 1989; Tajfel & Turner, 1978). Likewise, we posit that identification with the cause will lead to an increase in perceived value and online purchase intention, and that this effect will be stronger if the fit between the cause and the brand is high, as such we propose that:

**H6: Brand-cause fit will moderate the relationship between the identification of the consumer with the cause, in a CRM campaign, and the perceived value of buying in the online store running that campaign.**

**H7: Brand-cause fit will moderate the relationship between the identification of the consumer with the cause, in a CRM campaign, and the intention to purchase online in the store running that campaign.**

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#### **Single group hypothesis**

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H1: Brand-cause fit will have a positive effect on trust in the online store running the CRM campaign.

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H2: Trust in the online store positively influences the perceived value of buying in the online store running the CRM campaign.

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H3: The perceived value of buying in the online store, running the CRM campaign, positively influences the online purchase intention in that store.

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H4: Trust in the online store, running the CRM campaign, positively influences the online purchase intention in that store.

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H5: Brand-cause fit will have a positive effect on online purchase intention in the store running the CRM campaign.

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#### **Multiple group hypothesis**

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H6: Brand-cause fit will moderate the relationship between the identification of the consumer with the cause, in a CRM campaign, and the perceived value of buying in the online store running that campaign.

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H7: Brand-cause fit will moderate the relationship between the identification of the consumer with the cause, in a CRM campaign, and the intention to purchase online in the store running that campaign.

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Table 2 – Summary of hypothesis to test

## Chapter 3 - Methodology

To test the proposed model, we conducted an online survey to collect data. Quantitative research is characterized by the use of statistical, numerical or mathematical instruments, as such it provides an objective outlook on the subject being studied through the measurement of the relevant variables and their relationships (Creswell, 2013; Field, 2009). We relied on this research method to test our hypotheses and it has the benefit of being replicable, which helps to determine the reproducibility of the results (Bryman, 2007; Creswell, 2013).

To develop this research an experimental approach was used, this means that the independent variable, brand-cause fit, was manipulated in regards to two independent groups of respondents to determine how the outcome might vary, one exposed to a strong brand-cause fit scenario and the other group exposed to the opposite (Creswell, 2013).

### 3.1 Experiment Design

In order to test the previously mentioned hypothesis and theoretical model, a between-subjects experiment was designed, where the independent variable brand-cause fit was manipulated to be either high or low. Two different sets of stimuli were developed (appendix 1, appendix 2, appendix 3 and appendix 4), composed of briefing reports and screenshots of a web-store conducting a CRM campaign, and presented before the respondents answered the survey.

To measure the relationships between brand-cause fit, consumer-cause identification, trust, perceived value and online purchase intention more accurately, the experiment was designed to control for unrelated variables (e.g. consumer-brand identification, which was avoided by using the same company

with both groups). Thus, increasing the validity of the results. Other factors known to influence cause-related marketing campaigns' success were controlled, for instance, the causes chosen for each scenario of brand-cause fit should provide similar results in terms of consumer-cause identification, according to the literature. Moreover the benefits for both the cause and the company were explicit (the contribution was tied to a sale of a product) (Varadarajan & Menon, 1988).

The experiment was conducted online through two different self-administered web-based surveys (one for the high brand-cause fit and another for the low brand-cause fit), which have the advantage of being inexpensive, convenient, fast to respond to and of not having interviewer variability (Bryman, 2015). Furthermore, the collection of data through online survey providers has the potential to maximize the response rate while being similar to traditional surveys, results-wise (Deutskens, de Ruyter, & Wetzels, 2006).

These surveys were sent to two independent groups of people, one of the surveys to each group, randomly chosen from a list of personal contacts and disseminated through social media and e-mail. Each survey was closed when 75 answers were reached. Respondents were first asked to browse the chosen retailers' website, in order to get a better idea of how it works and its characteristics, then the stimuli were presented.

## 3.2 Stimuli

Two briefing reports were developed (see figure 6), one for each group, which were revealed to respondents before the actual survey. These included a brief contextualization of the charity with which the chosen retailer would partner with, while also explaining the charity's purpose and describing some of the results it has achieved. Finally, the report would describe how the campaign

works, when the campaign started and ended, the donation amount and how the chosen retailer felt about the campaign. Additionally, altered screenshots of the website, simulating that it was conducting the CRM campaign (see figure 7), were presented to respondents as a way of contextualizing the experience of purchasing at the online store.

For the purpose of this study, Worten was chosen as it is a well-known brand

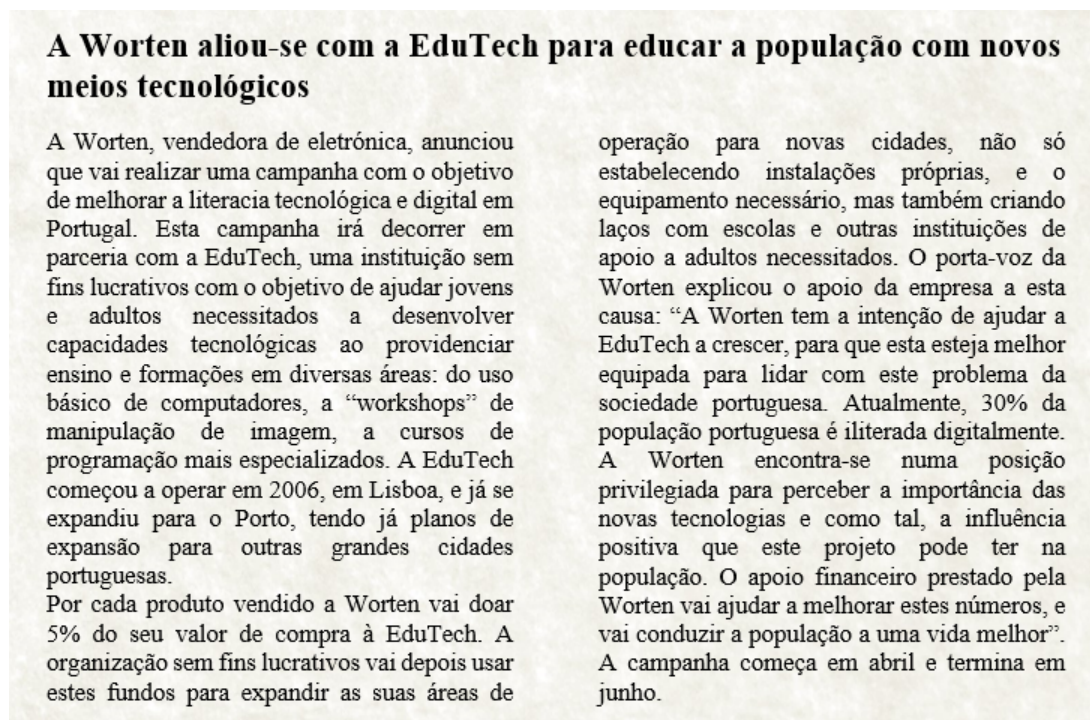


Figure 6 - Briefing report example

the of most successful brands in online shopping in Portugal, according to SIBS (2016). Moreover, probably many of the possible respondents have already used its website.

To choose the causes, several factors were taken into account. Since, to conduct the experiment, we needed to have a strong brand-cause fit and a weak brand-cause fit, two different causes had to be chosen. The causes were selected based on the literature review conducted on brand-cause fit, which, as established before, shares many similarities with other communication-mix strategies such as sponsorship or celebrity endorsement (Aaker & Keller, 1990; Barone et al.,

2007; Drumwright, 1996; Nan & Heo, 2007). One common thread in the literature is that it is generally better to choose an object that is in some way linked with the company, such as sharing a target-audience, having comparable functional characteristics or image. Since the functional-based fit is considered more effective (Gwinner, 1997), and as Worten mainly operates in the technology sector, a digital and technological illiteracy cause was chosen for a high brand-cause fit. For low brand-cause fit, a cause regarding the protection of endangered species was selected, as this did not share any visible characteristic with Worten.



Figure 7 – Website manipulation example

These causes were fictional and created to be as similar as possible in type (primary or secondary need), scope (local, national or international) and acuteness (sudden disaster or ongoing tragedy) (Vanhamme et al., 2012), so that theoretically they offer a similar degree of consumer-cause identification, while providing a different fit with the chosen retailer brand.

### 3.3 Measures

To measure the consumer-cause identification variable, a ten item semantic differential scale was used, based on the work of Vanhamme et al. (2012), which was meant to assess the perceived attractiveness of the cause which is the basis of consumers' motivation to identify with the cause. The trust variable was measured using a seven items, 9-point likert scale that aimed to determine the perceptions of trust towards the online store. This scale was adapted from Chen & Barnes (2007). In order to measure perceived value, a four item 7-point likert scale adapted from Kim et al. (2012) was used. This scale was based on a scale from Sirdeshmukh, Singh, & Sabol (2002) and adapted to an online environment. The scale for online purchase intention, a 4 item 7-point likert scale, was also adapted from Kim et al. (2012), and both of these scales were reviewed to guarantee face validity.

Finally, to ensure that brand-cause fit was properly manipulated, we used a 3 item 7-point likert scale, developed by Lafferty (2007). The last page contained questions relating to the demographic information of the respondents.

All of the items were adapted to Portuguese in order to keep a consistent language throughout the survey and the Worten website is exclusively presented in Portuguese. A summary of the constructs and the items used to measure them can be seen in table 3.

<b>Construct (Author)</b>	<b>Items</b>
<b>Consumer-cause identification</b> (Vanhamme et al., 2012)	ccid_1. Important/unimportant ccid_2. of concern/of no concern ccid_3. irrelevant/relevant ccid_4. means a lot to me/means nothing to me ccid_5. valuable/worthless ccid_6. matters/does not matter ccid_7. unexciting/exciting ccid_8. appealing/unappealing ccid_9. essential/nonessential ccid_10. significant/insignificant
<b>Trust</b> (Chen & Barnes, 2007)	trust_1. This web site is trustworthy and honest. trust_2. This web site wants to keep promises and obligations. trust_3. The information on this web site is plentiful and of sufficient quality. trust_4. The infrastructure of this web site is dependable. trust_5. The web site offers secure personal privacy. trust_6. It is thought that this web site keeps my best interests in mind. trust_7. Compared to other web sites, this web site is secure and reliable. trust_8. This web site would not behave opportunistically (e.g. gaining money illegally). trust_9. The performance of this web site meets my expectations.
<b>Perceived Value</b> (Kim et al., 2012)	pv_1. Considering the money I pay for technological goods at this store, Internet shopping here is a good deal. pv_2. Considering the effort I make in shopping at this store, Internet shopping here is worthwhile. pv_3. Considering the risk involved in shopping at this store, Internet shopping here is of value. pv_4. Overall, Internet shopping at this store delivers me good value.
<b>Online purchase intention</b> (Kim et al., 2012)	opi_1. The probability that I would consider buying a technological good from this store, during the campaign is high opi_2. If I were to buy a technological good, during the campaign, I would consider buying it from this store. opi_3. The likelihood of my purchasing a technological good from this store, during the campaign is high. opi_4. My willingness to buy a technological good from this store, during the campaign is high.
<b>Brand-cause fit</b> (Lafferty, 2007)	bcf_1. Very compatible/very incompatible bcf_2. Makes sense/doesn't make any sense bcf_3. Very believable/not believable at all

Table 3 – Constructs and measurement items

### 3.4 Participants/Sample

The sample was made up of 150 experiment participants, recruited through a process of non-probability, convenience and snowball sampling, using Facebook and e-mail as the means of propagation. A private message was sent to the respondents with the survey (appendix 5) together with an appeal to share it among their social circles. The survey was online for 8 days during the month of march.

Cumulatively, 76(50.07%) of the respondents were female and 74(49.33%) were male, the sample's age varied between 15 and 70 and the average age was 31.37 years (standard deviation of 12.99 years and median of 25). The experiment was conducted in Portuguese, as part it involved a Portuguese web store and was only shared with Portuguese respondents.

No participants had the basic level of education, while 8(4%) had the secondary level. The majority of the respondents (77 or 51.33%) reported having just a Bachelor's degree, 64(42.67%) reported having a Master's degree and 3(2%) a Doctorate degree. In terms of professional situation, 7(4.67%) participants were unemployed, the majority, 96(64%), were currently employed, 32(21.33%) were students, 8(5.33%) were student-workers and only 7(4.67%) were retired.

What follows, in table 4, is a breakdown of the demographics for each group of participants (high brand-cause fit and low brand-cause fit).

		<b>Group 1 (High fit)</b>	<b>Group 2 (Low fit)</b>
<b>Gender</b>	Female	34 (45.33%)	42 (56%)
	Male	41 (54.67%)	33 (44%)
<b>Age</b>	Min-Máx	22 - 70	15 - 69
	Mean	29.37	33.36
	Std. Deviation	11.02	14.05
	Median	25	26
<b>Occupation</b>	Unemployed	3 (4%)	4 (5.3%)
	Employed	50 (66.7%)	46 (61.3%)

	Students	14 (18.7%)	18 (24%)
	Student-workers	7 (9.3%)	1 (1.3%)
	Retired	1 (1.3%)	6 (8%)
	High-school education	0	6 (8%)
<b>Education level</b>	Bachelor's degree	43 (57.3%)	34 (45.3%)
	Master's degree	31 (41.3%)	33 (44%)
	Doctorate's degree	1 (1.3%)	2 (2.7%)

Table 4 - Demographic data by experiment group

# Chapter 4 - Results

## 4.1 Construct Reliability, Validity and Model Fit

To process the experiment data, and considering the proposed model and its structure, various tests and analysis were conducted using IBM's SPSS 21 with Amos 21, first a confirmatory factor analysis (CFA) and a path analysis, in order to test the hypothesis.

Before testing the hypothesized relationships, it was important to ensure that the groups were properly manipulated and also the reliability of the scales used. For the manipulation check, an independent samples t-test was run on the bcfit\_1, bcfit\_2 and bcfit\_3 items which showed significant differences ( $p\text{-value} < 0.001$  for the 3 items), and that the group exposed to the Edutech campaign reported a stronger brand-cause fit, than the one exposed to the Iberian Wildlife campaign, as seen on appendix 6. Furthermore, a number of different reliability and validity tests were employed, the results of which can be observed in tables 5 and 6.

For the research to be considered reliable and valid, primarily the factor loadings of each item should be higher than 0.5 (Hair, Black, Babin, & Anderson, 2014). Secondly, the Cronbach's  $\alpha$  of each construct was measured. This value determines how internally consistent each item is with another, when testing a construct, and the higher this value is, the bigger the intercorrelation between each item of the construct. It is considered adequate from 0.6 onwards and good from 0.7. Another measure of reliability, often used in structural equation models (SEM), is construct reliability, which is computed from the sum of the factor loadings( $L_i$ ) and the sum of the error variance terms of the construct( $e_i$ ) so that:

$$\text{Construct Reliability} = \frac{(\sum_{i=1}^n L_i)^2}{(\sum_{i=1}^n L_i)^2 + (\sum_{i=1}^n e_i)}$$

Construct reliability should be higher than 0.6. A higher level of construct reliability indicates that internal consistency was achieved, as such the measured variables are able to represent the latent variable in a consistent fashion (Hair et al., 2014).

Finally, to check for the convergence of the construct's items we need to calculate the average variance extracted(AVE), as such:

$$AVE = \frac{\sum_{i=1}^n L_i^2}{n}$$

The AVE, following the same logic behind the factor loading standards, since they are related, should be above 0.5 as that shows adequate convergence (Hair et al., 2014).

Construct	Item	Standardized Factor Loading	Squared Multiple Correlation	Cronbach's $\alpha$ if item is deleted	Cronbach's $\alpha$	Construct Reliability	Average Variance Extracted
<b>Brand-cause fit</b>	bcfit_1	,816	,666	,871	,898	,901	,753
	bcfit_2	,959	,919	,808			
	bcfit_3	,820	,673	,879			
<b>Consumer-cause identification</b>	ccid_1	,828	,685	,908	,920	,927	,590
	ccid_2	,577	,333	,919			
	ccid_3	,810	,657	,908			
	ccid_4	,674	,455	,914			
	ccid_5	,855	,732	,906			
	ccid_6	,864	,747	,905			
	ccid_8	,557	,310	,921			
	ccid_9	,771	,591	,915			
	ccid_10	,894	,800	,903			
	<b>Trust</b>	trust_1	,871	,758			
trust_2		,872	,761	,941			
trust_4		,872	,761	,941			

	trust_5	,860	,739	,941			
	trust_6	,727	,528	,950			
	trust_7	,868	,753	,941			
	trust_8	,822	,675	,944			
	trust_9	,838	,702	,942			
	pv_1	,769	,592	,866			
<b>Perceived value</b>	pv_2	,820	,672	,815			
	pv_3	,717	,514	,867	,874	,882	,654
	pv_4	,915	,838	,805			
	opi_1	,771	,594	,830			
<b>Online purchase intention</b>	opi_2	,719	,517	,857			
	opi_3	,830	,688	,798	,862	,866	,618
	opi_4	,820	,673	,807			

Table 5 - Reliability analysis

After some adjustments based on the factor loadings, the squared multiple correlations, the Cronbach  $\alpha$ 's and model fit two items were discarded, ccid\_7 and trust\_3. This will be explained further during the model fit exploration.

In terms of internal consistency, all constructs show a Cronbach's  $\alpha$  higher than 0.85, making the items adequately consistent with each other.

In order to measure the validity of the constructs, two types of validity need to be considered, convergent and discriminant. According to Fornell & Larcker, (1981) we can test convergent validity by ensuring that the constructs' reliability and average variance extracted have adequate values, which they do. Construct reliability is consistently higher than 0.85, which is higher than the adequate parameters, and the AVE values are above the indicated 0.5. As such we can conclude that the constructs have convergent validity.

To check for discriminant validity, according to Fornell & Larcker (1981), testing system compare the amount of variance captured by the constructs (AVE) and the shared variance of the other constructs. In other words, the square root of AVE should be higher than the correlations involving the constructs, which we can observe in table 6.

As such we can conclude that not only are the constructs reliable, they are also valid.

	Brand-cause fit	Consumer- cause identification	Trust	Perceived value	Online purchase intention
Brand-cause fit	0,868				
Consumer- cause identification	0,514	0,768			
Trust	0,517	0,298	0,843		
Perceived value	0,471	0,362	0,736	0,809	
Online purchase intention	0,624	0,422	0,656	0,698	0,786

Table 6 - Factor correlation matrix with the square root of AVE on the diagonal

To determine model validity, it is particularly relevant to establish the goodness-of-fit (GOF), which indicates how similar the observed and estimated covariance matrices are to each other, in other words, how adequate the reproduction of the observed covariance matrix is among the indicator items. There are various ways to measure GOF, due to continuous search for the best GOF index. There are absolute fit indices, which reflect how well the specified model reproduces the observed data, without explicitly comparing it with any other model, and there are incremental fit indices, which measure how well the specified model fits when compared with an alternative baseline model, generally known as the null model (Hair et al., 2014). The number of available fit indices is big, so a few were chosen based on general applicability and current relevancy and the fact that more than one fit index should be used to ensure a proper evaluation of the model.

For absolute fit indices, the  $\chi^2$  statistic was chosen because it is considered the most fundamental and common absolute fit index, despite having the issue of being related with the sample size and, as such, taking into account measures that do not impact the actual validity of the model. The value of  $\chi^2$  relative to the degrees-of-freedom(DF) should be low, below 3.0, and indicate non-significance,

since this means there is no considerable difference between the actual and predicted matrices (Hair et al., 2014; Hoe, 2008).

The goodness-of-fit index(GFI) was an early attempt at making a fit index less sensitive to sample size, and while the sample size is not included in the computations, it still indirectly affects the index because of its effect on sampling distributions. It also does not take into account differing degrees of model complexity, which is why the adjusted goodness-of-fit index(AGFI) was created. It is generally considered that the values for both should be higher than 0.9. While these fit indexes have some problems they are still widely used (Hair et al., 2014; Hoe, 2008).

Another way to measure fit was developed based on the overall residual value of the covariance terms. The standardized root mean residual (SRMR) should be lower than 0.1, which leads it to being known as a badness-of-fit index. The root mean error of approximation(RMSEA) fits on the same category. It is one of the most widely used fit measures and attempts to correct the  $\chi^2$  statistic's problem of rejecting models with bigger sample sizes. The value of RMSEA should be lower than 1 and a reasonably good fit is expected below 0.08 (Hair et al., 2014; Hoe, 2008).

In terms of incremental or relative fit indices, the Tucker-Lewis index(TLI) compares the values from  $\chi^2$  from the specified and null model, taking into account model complexity. The comparative fit index(CFI) is an improved version of the TLI and is one of the most widely reported indices. Its values, as well as the TLI's, should be higher than 0.9 (Hair et al., 2014; Hoe, 2008).

The preliminary model yielded a  $\chi^2$  value of 852.115, 395 degrees-of-freedom and it was statistically significant, this may indicate a poor fit, since it shows that there are differences between the observed sample and the SEM estimated covariance matrices. The rest of the fit indices' values can be found below on table 7, which shows the reference values for each index, the preliminary model's results and the, improved, definitive model's results.

	Reference Value	Preliminary Model	Definitive Model
<b>Absolute fit indices</b>			
$\chi^2/DF$	<3	2.157	1.828
GFI	>0.9	0.716	0.768
AGFI	>0.9	0.666	0.723
Standardised RMR	<0.08	0.0687	0.0599
RMSEA	<0.08	0.088	0.075
<b>Incremental fit indices</b>			
TLI	>0.9	0.861	0.907
CFI	>0.9	0.874	0.916

Table 7 - Model fit before and after item elimination

As we can see, four out of the seven chosen indices indicated poor fit in the preliminary model, GFI, AGFI, TLI and CFI. After analyzing the covariances of the modification indices of two estimated errors, one associated with trust\_3 and the other associated with ccid\_7, these were found to be problematic. Both these items were also found to have relatively low standardized factor loadings (0.631 and 0.457, respectively), relatively low squared multiple correlations (0.398 and 0.209 respectively) and they were also shown to produce a bigger Cronbach's  $\alpha$  if removed from the model (increasing from 0.918 to 0.920 in the case of trust\_3 and increasing from 0.945 to 0.950 in the case of ccid\_7), increasing the reliability of the construct's measurements. Since each of these two items were part of a set of various items that measured a latent variable (trust, measured by 9 items and consumer-cause identification, measured by 10 items) they were not deemed essential in maintaining the integrity of the variable measurement, as such these items were discarded.

The new model provided a  $\chi^2$  value of 621,380, 340 degrees-of-freedom and it was statistically significant. These results are not positive, but a lower value of  $\chi^2$  is an indicator of better fit. The rest of the indices present in table 6 also showed improvement, with the TLI and the CFI improving into good fit. Unfortunately,

the GFI and the AGFI didn't improve enough to be considered good, but since they were not far off and their validity has been put into question several times (Hair et al., 2014), we considered that the definitive model shows satisfactory levels of fit.

## 4.2 Path Analysis and Hypotheses Testing

After assuring the construct reliability and validity, the structural nature of the model and the hypothesis can be tested. As such the model was ran in SPSS and AMOS, a structural equation modeling software which allows all hypothesis to be tested simultaneously, using the maximum likelihood discrepancy function. The definitive model was composed of 5 constructs, 28 observed variables and 28 estimated errors associated with the observed variables. The standardized regression weights and critical-ratios are reported and interpreted using the p-values (significance if  $p\text{-value} < 0.05$ ) in tables 8 and 9, with the fit indices for the path analysis model available in table 10.

Concerning the single group hypothesis, the ones that were tested regardless of experiment grouping, we can observe, in table 8, that there is a positive relationship between brand-cause fit and trust (regression weight of 0.521 and  $p\text{-value} < 0.001$ ), which leads to the acceptance of H1. H2 was also confirmed, as trust in the online store, running a cause-related marketing campaign, positively influenced the perceived value of shopping at that online store (regression weight of 0.692 and  $p\text{-value} < 0.001$ ).

Regarding the effects of the perceived value of purchasing in the online store running a cause-related marketing campaign, results demonstrate that it positively influences online purchase intention at that store (regression weight of 0.390 and  $p\text{-value} < 0.001$ ). Hence, H3 is confirmed.

The positive influence of trust in the online store, running a cause-related marketing campaign, on online purchase intention at that store, was surprisingly not confirmed ( $p\text{-value}>0.05$ ). Therefore, H4 could not be supported.

H5 was supported by the data, since there is a positive relationship between brand-cause fit and online purchase intention in the store running the CRM campaign (regression weight of 0.314 and  $p\text{-value}<0.001$ ).

<b>Total sample</b>			
	Standardized	C.R.	p-value
Regression Weights			
<b>BCFit-&gt;Trust</b>	,521	6,110	***
<b>Trust-&gt;PV</b>	,692	7,815	***
<b>PV-&gt;OPI</b>	,390	3,505	***
<b>Trust-&gt;OPI</b>	,189	1,745	,081
<b>BCFit-&gt;OPI</b>	,314	3,490	***

Table 8 - Total sample analysis

Regarding the multigroup hypothesis, we can observe in table 9 that the relationship between consumer-cause identification and perceived value was significant ( $p\text{-value}$  of 0.18 and regression weight of 0.160). Furthermore, for the high brand-cause fit experiment group, we observe a significant and positive relationship between the identification with the sponsored cause and the perceived value of buying in the online store running the campaign, while for the low brand-cause experiment group, we did not observe this significant positive relationship (regression weight of 0.211,  $p\text{-value}=0.027$  for high brand-cause fit and  $p\text{-value}>0.05$  for low brand-cause fit). Thus, we confirm that brand-cause fit moderates this relationship, supporting H6.

Table 9 also presents the values for the relationship between the identification with the sponsored cause and online purchase intention, in the store running the campaign, and shows that this relationship is not significant ( $p\text{-value}>0.05$ ). Moreover, it points out that, for the high brand-cause fit group the relationship between those two variables is not significant ( $p\text{-value}>0.05$ ). For the low brand-

cause fit group we obtained the same results regarding the relationship between these variables (p-value>0.05). Hence, we could not confirm that exposure to a better fitting cause-related marketing campaign positively influences the relationship between consumer identification with the cause and his/her intention to purchase online in the store running the CRM campaign. As such we could not confirm H7.

	Total sample			High Brand-cause fit group			Low Brand-cause fit group		
	Standardized Regression Weights	C.R.	p-value	Standardized Regression Weights	C.R.	p-value	Standardized Regression Weights	C.R.	p-value
CCID->PV	,160	2,373	,018	,211	2,218	,027	,145	1,402	,161
CCID->OPI	,064	0,830	,407	,147	1,468	,142	,110	,731	,465

Table 9 - Multigroup moderation analysis

In the tables below we can see the fit indices of the path analysis model (table 10) and a summary of the hypothesis testing and its results (table 11). The fit indices are similar to the previously shown fit indices of the unconstrained model, used for the confirmatory factor analysis, and show acceptable levels of fit in the same categories, with the incremental fit indices being very close, but just below the 0.9 value.

GOF Indices	
Absolute fit indices	
$\chi^2/DF$	1,672
GFI	0,720
AGFI	0,667
Standardised	
RMR	0,0608
RMSEA	0,048
Incremental fit indices	
TLI	0,888
CFI	0,899

Table 10 - Constrained model fit indices

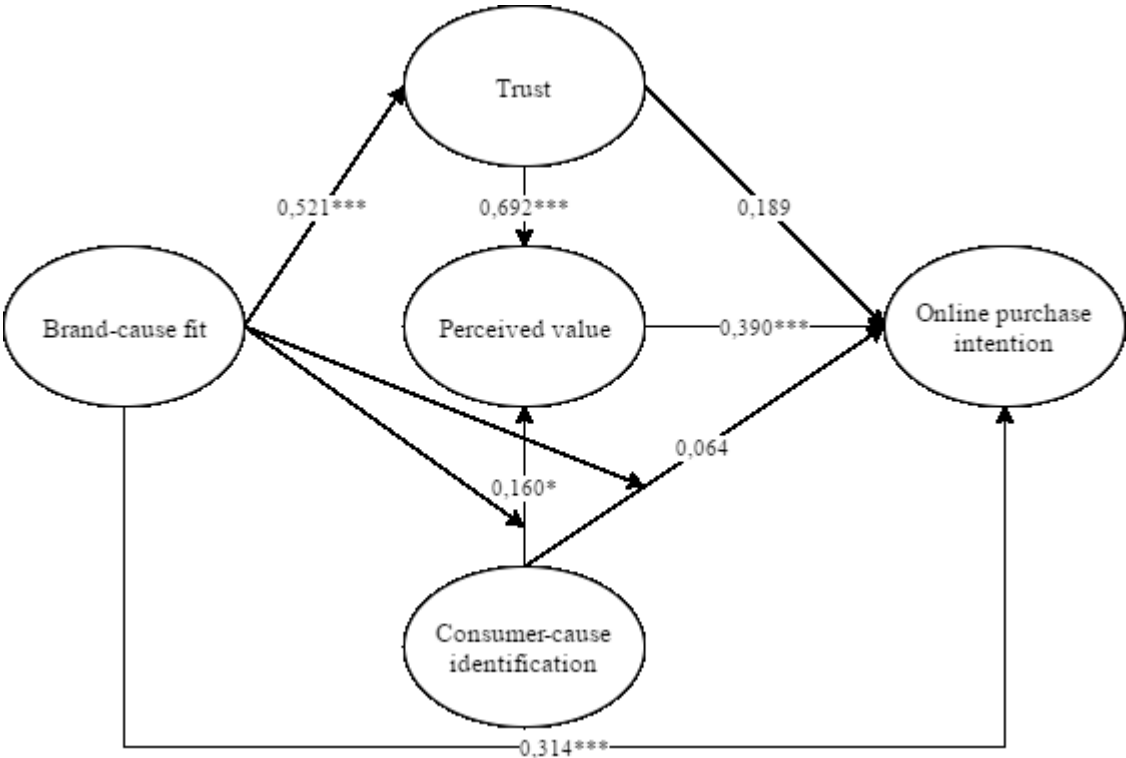


Figure 8 - Integrative model results  
\*: p-value<0.05, \*\*: p-value<0.01, \*\*\*: p-value<0.001

<b>Hypothesis</b>	<b>Supports hypothesis</b>
<b>Single group hypothesis</b>	
H1: A better fitting cause will have a positive effect on trust in the online store running the CRM campaign	Yes
H2: Trust in the online store positively influences the perceived value of buying in the online store running the CRM campaign.	Yes
H3: The perceived value of buying in the online store, running a CRM campaign, positively influences the online purchase intention in that store	Yes
H4: Trust in the online store, running a CRM campaign, positively influences the online purchase intention in that store	No
H5: A better fitting cause will have a positive effect on online purchase intention in the store running the CRM campaign	Yes
<b>Multiple group hypothesis</b>	
H6: Brand-cause fit will moderate the relationship between the identification of the consumer with the cause, in a CRM campaign, and the perceived value of buying in the online store running that campaign.	Yes
H7: Brand-cause fit will moderate the relationship between the identification of the consumer with the cause, in a CRM campaign, and the intention to purchase online in the store running that campaign.	No

Table 11 - Hypothesis testing

## Chapter 5 – Discussion

The main contribution of this research is the introduction of an integrative model of online cause-related marketing, which hasn't been researched previously. This research revealed that the brand-cause fit, of a CRM campaign, is a strong predictor of consumers' trust on the online store and a moderate predictor of online purchase intention. The investigation also showed that trust on the online store and the consumer-cause identification are predictors of perceived value of shopping at an online store and finally, that online purchase intention is impacted by the perceived value of shopping at that online store.

Stakeholders are increasingly more interested in corporate issues that affect society (Devinney, 2009; Margolis & Walsh, 2003) and cause-related marketing is a tool that can be used by companies to satisfy these stakeholders (Adkins, 2003; Brønn & Vrioni, 2001; Van De Ven, 2008) and, in accordance, our research shows that consumers evaluate online stores that are conducting cause-related marketing campaigns more favorably, in terms of trust and the perception of value of shopping there.

The link between brand-cause fit with company credibility had been established previously (Adkins, 2003; Varadarajan & Menon, 1988). Rifon et al. (2004) used a sponsorship setting to test the relation between brand-cause fit with brand credibility, reporting that there was a positive connection and suggesting that CRM would share the same results. Our results show the same relationship between brand-cause fit and trustworthiness of an online store, a concept which shares many similarities with credibility. We believe that, like Gupta & Pirsch (2006) suggested, the perception of a stronger brand-cause fit reduces the skepticism of consumers, therefore increasing trust, but further research is required to prove this. Another possible reason for this might be that a proper

brand-cause fit might influence the attitude towards the brand, a hypothesis was rejected by Nan & Heo (2007) but should be investigated further.

It was also expected that a more congruent brand-cause alliance would have a positive effect on online purchase intention. This relationship is debated in the literature, some studies pointing to a positive link (Gupta & Pirsch, 2006), while others report no connection between the two (Lafferty, 2007). Since it is often considered one of the most important facets of CRM (Adkins, 2003; Barone et al., 2007; Drumwright, 1996; Varadarajan & Menon, 1988) it was important to test its influence, which was shown to be a moderately positive one. If a consumer perceives bigger compatibility between the online retailer and the sponsored charitable cause, he will be more inclined to purchase at the online retailers' website. This strengthens the idea that brand-cause fit is essential for a successful CRM campaign and that its effect is important in an online context.

Research into the topic of consumer identification in a CRM context has been conducted both in relation to the identification with the company and identification with the cause. Bigné-Alcañiz et al. (2010) and Lichtenstein et al. (2004) found that a stronger identification with the company led to positive behavior by consumers. These results were echoed in Cornwell & Coote, (2005) and Vanhamme et al. (2012) for consumer-cause identification, but our research shows more ambiguous results, revealing that consumer-cause identification didn't influence online purchase intention. A possible explanation for consumer-cause identification's lack of impact on online purchase intention is that the logical concerns about the process of buying online, e.g. the perception of risk, may influence consumers before they consider their affection towards the cause.

On the other hand, the perceived value of shopping at an online store that is conducting a CRM campaign, benefited slightly from consumer-cause identification. Hence, consumers who identify with the cause consider that while the online store provides increased value, it does not affect the purchase intention in that channel, based on the specific cause. This contradiction implies that

consumer-cause identification might not follow established social-identity theory, as according to social-identity theory, identification with the cause should translate into actions that benefit the cause (Ashforth & Mael, 1989; Bigné-Alcañiz et al., 2010; Cornwell & Coote, 2005; Fisher & Wakefield, 1998; Lichtenstein et al., 2004; Wann & Dolan, 1994).

Furthermore, while the research of Barone et al. (2007) indicated that the impact of brand-cause fit on consumers' evaluations and intentions was negligible if identification with the cause was stronger (cause-brand fit's impact was negatively moderated by consumer-cause identification), our research presents an alternative theory of how brand-cause fit and consumer-cause identification interact, namely, that cause-brand fit enhances the effect of consumer-cause identification on the perception of value (consumer-identification's impact was positively moderated by cause-brand fit) at an online store conducting a CRM campaign.

Kim et al. (2012) and Ponte et al. (2015) found that trust in an online store would lead consumers to perceive more value in shopping at that store, which our research confirms. The presence of the relationship between perceived value and trust in the online store occurs, possibly, because trust decreases the non-monetary costs of the transaction. For instance, if a consumer trusts an online store he might expend less time searching for more information or for alternative stores. Trust was found to not influence online purchase intention, which was surprising considering that trust is often considered one of the most important predictors of online consumer behavior (Akar & Nasir, 2015; Hoffman et al., 1999; H. W. Kim et al., 2012; McKnight et al., 2002; Ponte et al., 2015). The fact that consumers have been shopping online for longer might suggest that they are more comfortable with the online channel and don't perceive trust as being such an important factor. The lack of trust's influence on online purchase intention might also be linked with the CRM campaign, which might override their need to trust in the online store conducting it. Given our results, it is likely that an

indirect effect can be traced from brand-cause fit to perceived value, through trusts influence, but further studies would be required to ensure the validity of this theory.

Lastly, our research indicates that in an online store conducting a CRM campaign, perceived value will positively influence online purchase intention, but given the only slight influence of consumer-cause identification on perceived value, an indirect effect on online purchase intention, by perceived value, is unlikely. Previous literature (Ponte et al., 2015) about the online environment had shown the same results, while Kim et al., (2012) studied this relationship in online travel websites. Our research provides confirmation on the more specific case of online CRM.

## 5.1 Managerial implications

It is clear that CRM can bring many benefits to businesses and, considering the rate at which online sales are growing, it seems increasingly relevant to leverage every opportunity to be part of that growth. As such, this research provided some insights into how CRM affects consumers' behavior in an online environment that can and should be taken advantage of by brands and companies.

The research demonstrates that, when an online retailer considers a cause-related marketing campaign, it is very important that they partner with a charitable cause that shares similar characteristics with the store's brand, as this will have a positive impact on the trust that consumers have on the online store and their intention to purchase there.

This compatibility can come from image based characteristics, like a shared history or values, or more functional ones, for instance a shared target audience or area of expertise. A good example of a good fit based on both shared values and a similar target audience was the Women's Aid and The Body Shop CRM

campaign that ran from 2004 to 2008, raising more than £600 000 and shining a spotlight on the issue of women abuse in the UK. While a good fit might lead to benefits for the company and the charity, a bad fit can lead to very serious public relation's problems, as was the case with KFC after launching a campaign to raise awareness and fight diabetes in children by selling 1.9L of soda. This is an extreme case of detachment between the charity and the brand and should be avoided when conducting an online CRM campaign. A good partnership will almost certainly provide more beneficial perceptions of the online store, by the consumers, and also increase the chances of desirable consumer behavior, in this case increasing shopping intention at the retailer's online store.

It is also important to consider the general target segment of the store, or the specific CRM campaign, and determine a cause that resonates with that target segment, for instance, the aforementioned The Body Shop campaign was aimed at women shoppers (as they are the victims that Women's Aid tries to assist), which is the main target of The Body Shop, while the KFC campaign was aimed at people sensible to the problem of diabetes in children, but required the shopper to buy a drink that had sizeable amounts of sugar in it. Consumer-cause identification may not produce a direct effect on the intention to shop at the sponsor's online store, but it does provide an increased perception of value in buying at that store. Furthermore, a cause, with which consumers identify, that is congruent with the brand enhances this effect, which lends credibility to the belief that these two elements should be taken under heavy-consideration, before engaging in an online CRM campaign.

Additionally, in the presence of a cause-related marketing campaign, with an adequately chosen charitable cause, the perception of value of shopping at the sponsor's online store also highly benefits from that online store being perceived as trustworthy, so it is in the interest of businesses to enhance their image. This can be achieved by having good customer support, proper information quality about the products, a streamlined buying process, explicit advertising of the

campaign on the website, the usual payment methods and certified security. For instance, companies should protect their customers' personal information to avoid a scandal like Sony's PSN data breach of 2011, which led to growing distrust and an increase in skepticism towards its practices, both of which are problematic if a company intends to run an online CRM campaign.

Finally, these results show that CRM might give a company more versatility in its practices, for instance, if the campaign is adequate, companies could simply carry an online cause-related marketing campaign to increase sales or charge a premium price, because the perceived value, trust and online purchase intention will all be favorably affected. Even a more unorthodox approach to pricing might show success, as is the case with Humble Bundle, a company that sells digital copies of videogames and the customer can choose how much to pay and how much of that goes to a sponsored charity, the store, and the developers of the games, which makes the online store totally reliant on the goodwill of its customers.

## 5.2 Limitations and further research

Several limitations were identified in this research. First and foremost, the sample size of 150 respondents was small. This research used a non-probabilistic method convenience sampling, as such these results are not generalizable to the Portuguese population. This research also suffers from non-response bias as the online nature of the survey might also skew the results, since the sample was composed of, exclusively, internet users. As such it is recommended that further studies should properly determine their targeted population, use a probabilistic sampling method to ensure the representativeness of the sample and practice various survey approaches, both online and offline.

Future research could also examine actual purchases made by customers using a longitudinal study. This should provide more accurate results and possibly more insights that can't be assessed in a cross-sectional study.

Moreover, this avenue of research can be greatly expanded by including other relevant variables that were not explored but were found to be relevant while reviewing the literature, e.g. attitude towards the brand and attitude towards online purchasing, website design, brand/corporate image, brand loyalty, guilt, skepticism etc. These variables and their relationships with the proposed integrated model should be explored in further research.

This study should also be replicated to ensure that its results are standard, particularly the relationship between online purchase intention and trust. The lack of influence of trust on online purchase intention might be due to the experiment design, as it focused too much on a known and trustworthy Portuguese online store which might have led respondents to not consider other stores that may not be quite as trustworthy.

Further research should be made in its applicability to different and more specific types of online stores (stores that belong to different industries) to ensure the generalizability of the results in terms of the intended market.

Further attempts at replicating this study should also take its analysis farther, by providing a more thorough multigroup analysis regarding the moderating effect of brand-cause fit.

Lastly, further research could be made in different groups of customers, e.g. first-time customers and repeat customers, which might provide some interesting insights into how to better produce a more targeted CRM campaign.



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# Appendixes

## Appendix 1 - Strong brand-cause fit briefing report

### **A Worten aliou-se com a EduTech para educar a população com novos meios tecnológicos**

A Worten, vendedora de eletrónica, anunciou que vai realizar uma campanha com o objetivo de melhorar a literacia tecnológica e digital em Portugal. Esta campanha irá decorrer em parceria com a EduTech, uma instituição sem fins lucrativos com o objetivo de ajudar jovens e adultos necessitados a desenvolver capacidades tecnológicas ao providenciar ensino e formações em diversas áreas: do uso básico de computadores, a “workshops” de manipulação de imagem, a cursos de programação mais especializados. A EduTech começou a operar em 2006, em Lisboa, e já se expandiu para o Porto, tendo já planos de expansão para outras grandes cidades portuguesas.

Por cada produto vendido a Worten vai doar 5% do seu valor de compra à EduTech. A organização sem fins lucrativos vai depois usar estes fundos para expandir as suas áreas de

operação para novas cidades, não só estabelecendo instalações próprias, e o equipamento necessário, mas também criando laços com escolas e outras instituições de apoio a adultos necessitados. O porta-voz da Worten explicou o apoio da empresa a esta causa: “A Worten tem a intenção de ajudar a EduTech a crescer, para que esta esteja melhor equipada para lidar com este problema da sociedade portuguesa. Atualmente, 30% da população portuguesa é iliterada digitalmente. A Worten encontra-se numa posição privilegiada para perceber a importância das novas tecnologias e como tal, a influência positiva que este projeto pode ter na população. O apoio financeiro prestado pela Worten vai ajudar a melhorar estes números, e vai conduzir a população a uma vida melhor”. A campanha começa em abril e termina em junho.

## Appendix 2 - Weak brand-cause fit briefing report

### **A Worten aliou-se com a Iberian Wildlife para proteger a vida selvagem em Portugal**

A Worten, vendedora de eletrónica, anunciou que vai realizar uma campanha com o objectivo de ajudar a proteger as espécies em vias de extinção em Portugal. Esta campanha irá decorrer em parceria com a Iberian Wildlife, uma instituição sem fins lucrativos com o objetivo de assegurar a continuação das espécies em situação de perigo, na Península Ibérica, como a Águia-Imperial-Ibérica ou o Lince Ibérico. A Iberian Wildlife começou a operar em 2006, no sul do país, sendo que neste momento tem projectos espalhados um pouco por todo o território português continental.

Por cada produto vendido a Worten vai doar 5% do seu valor de compra à Iberian Wildlife. A organização sem fins lucrativos vai depois usar este dinheiro para aumentar o número de parcerias com outras instituições, tanto governamentais como privadas, de maneira a

proteger maiores áreas do país e também para criar melhores condições de tratamento nas áreas protegidas já existentes. O porta-voz da Worten explicou o apoio da Worten a esta causa: “A Worten tem a intenção de ajudar a Iberian Wildlife a crescer para que esta esteja melhor equipada para lidar com o problema de sustentabilidade que o mundo natural enfrenta. Globalmente, estima-se que 40% das espécies existentes, de plantas a moluscos, estão em risco de extinção, como tal, é nossa obrigação fazer o que podemos pelas espécies que nos são mais próximas, cerca de 280 das quais estão na lista vermelha. O apoio financeiro prestado pela Worten vai ajudar a melhorar estes números, mantendo a biodiversidade do nosso país e garantindo o futuro de várias espécies ameaçadas”. A campanha começa em abril e termina em junho.

## Appendix 3 - Strong brand-cause manipulated website screenshots

The screenshot shows the homepage of the Worten website. At the top, there is a red header with the Worten logo, a search bar containing "o que está à procura?", and a shopping cart icon with "1". Below the header is a navigation menu with categories: PRODUTOS, PROMOÇÕES, SERVIÇOS, TENDÊNCIAS, and LOJAS. On the left, a vertical menu lists various product categories like "Grandes Eletrodomésticos", "Pequenos Eletrodomésticos", etc. The main content area features a large banner with an image of people studying and a text overlay: "5% doados por cada compra", "A Worten aliou-se à EduTech para melhorar a literacia digital", and "Campanha de 01/04 a 31/06". Below the banner, there are four promotional cards with discounts: "30% DESCONTO DIRETO", "20% DESCONTO DIRETO", "23% DESCONTO DIRETO", and "25% DESCONTO DIRETO".

The screenshot shows a product page on the Worten website. The top navigation is identical to the homepage. The breadcrumb trail reads "Informática > Computadores > Portáteis". The main banner is the same as on the homepage, but with a "SABER MAIS" button instead of "VER CAMPANHA". Below the banner, there are filters on the left and a grid of product listings. The filters include "Preço" with ranges from €100-€200 to €500-€750, and "1 amínia do Processador" with options like Intel Core i7, i5, i3, and Celeron. The product listings show three laptops: "Portátil 15.6\" ASUS A540LJ-35A92PB1" for €499,99, "Portátil 15.6\" ASUS K556UR-77A93AB1" for €899,99, and "Portátil Gaming 15.6\" LENOVO Ideapad 700-15ISK" for €1499,00. Each listing includes a "Favoritos" and "Comparar" button.

**worten** o que está à procura?  Pesquisar  1

PRODUTOS | PROMOÇÕES | SERVIÇOS | TENDÊNCIAS | LOJAS INICIAR SESSÃO CRIAR CONTA

Informática > Computadores > Portáteis > Portátil 15.6" ASUS A540LJ-35A92PB1



**Portátil 15.6" ASUS A540LJ-35A92PB1**

**€499,99**  **ADICIONAR AO CARRINHO**

5% = 25€ doados à **EduTech**

 Disponível Entrega estimada em 2 a 4 dias

SERVIÇOS


- Extensão garantia 3 anos €79,99
- Extensão garantia 1 ano €29,99
- Instalação e Configuração Wireless no Domicílio €39,99
- Help Desk Informático 6 meses com Acesso Assistência Remota €19,99

Mais opções ▶

♥ favoritos  comparar < partilhar


Artigo abrangido pela lei da cópia privada



FREQUENTEMENTE COMPRADOS EM CONJUNTO

**worten** o que está à procura?  Pesquisar  1

PRODUTOS | PROMOÇÕES | SERVIÇOS | TENDÊNCIAS | LOJAS INICIAR SESSÃO CRIAR CONTA


**CARRINHO DE COMPRAS**

 **PROSSEGUIR COM A COMPRA**







Produtos	Preço un.	Quantidade	Valor
 <b>Portátil 15.6" ASUS A540LJ-35A92PB1</b> <small>Artigo abrangido pela lei da cópia privada</small>	€499,99	- 1 +	€499,99 
<b>SUBTOTAL</b>			€499,99
<b>TOTAL DE COMPRA</b>			€499,99

O cálculo das taxas de expedição é realizado no processo de finalização da compra

Caso tenha algum cupão de desconto para utilizar, deverá introduzi-lo no passo 4 (modos de pagamento)

**CONTINUAR A COMPRAR** **AO COMPRAR ESTE PRODUTO A WORTEN EFECTUARÁ UMA DOAÇÃO À EDUTECH DE €25**  **PROSSEGUIR COM A COMPRA**


FREQUENTEMENTE COMPRADO EM CONJUNTO

 HUAWEI Smartphone HUAWEI P9 Lite Preto €299,99 **€279,99** 
 SANDISK Cartão de Memória MicroSD SANDISK 64GB Extreme Action €59,99 
 HUAWEI Smartphone Huawei P9 Lite Dual 16GB Gold €299,99 **€279,99** 


**worten**

1 DADOS DE FATURAÇÃO 2 DADOS DE ENTREGA 3 MODO DE ENTREGA 4 MODO DE PAGAMENTO 5 REVISÃO DA ENCOMENDA


**FINALIZAR**

Nome do Produto	Ref	Qtd	Preço	Subtotal
 <b>Portátil 15.6" ASUS A540LJ-35A92PB1</b> <small>A SUA COMPRA VAI AJUDAR JOVENS E ADULTOS A DESENVOLVER CAPACIDADES NUM MUNDO DIGITAL. MUITO OBRIGADO!</small>	5889819	1	€499,99	€499,99
<b>Valor dos artigos</b>				€499,99
<b>VALOR DOADO PELA WORTEN</b>				€25
<b>Envio e entrega</b>				€3,00
<b>Total</b>				<b>€502,99</b>

**INFORMAÇÃO DE ENVIO**








**MÉTODO DE ENVIO**  
 Envio por transportador €3,00

**INFORMAÇÃO DE FATURAÇÃO**

**MODO DE PAGAMENTO**  
 Referência Multibanco

**FINALIZAR**

**worten**

# Appendix 4 - Weak brand-cause fit manipulated website screenshots

The screenshot shows the Worten website homepage. At the top, there is a red header with the Worten logo, a search bar containing "o que está à procura?", and a shopping cart icon with "1". Below the header, there are navigation tabs: PRODUTOS, PROMOÇÕES, SERVIÇOS, TENDÊNCIAS, and LOJAS. On the left, a vertical menu lists various product categories like "Grandes Eletrodomésticos", "Pequenos Eletrodomésticos", "Beleza, Saúde e Fitness", etc. The main content area features a large banner with a photograph of a lynx and a cub. The banner text reads: "5% doados por cada compra. A Worten aliou-se à Iberian Wildlife para proteger a vida selvagem em Portugal. Campanha de 01/04 a 30/06". Below the banner, there are three small promotional cards with discounts: "30% DESCONTO DIRETO", "20% DESCONTO DIRETO", and "25% DESCONTO DIRETO".

This screenshot shows a product page on the Worten website. The top navigation is identical to the homepage. The breadcrumb trail reads "Informática > Computadores > Portáteis". The main banner is the same as in the first screenshot, but with a "SABER MAIS" button instead of "VER CAMPANHA". Below the banner, there are filters on the left: "Preço" (ranging from €100-€200 to €500-€750) and "Família do Processador" (Intel Core i7, i5, i3, Celeron, AMD A8). The main product area displays three laptops: "Portátil 15.6\" ASUS A540LJ-35A92PB1" for €499,99, "Portátil 15.6\" ASUS K556UR-77A93AB1" for €899,99, and "Portátil Gaming 15.6\" LENOVO Ideapad 700-15ISK" for €1499,00. Each product image has a red "no" symbol overlaid. The URL at the bottom is "https://www.worten.pt/informatica/computadores/portateis/portatil-15-6-asus-a540j-35a92pb1-5889819".

**worten** o que está à procura?  Pesquisar  1

PRODUTOS | PROMOÇÕES | SERVIÇOS | TENDÊNCIAS | LOJAS INICIAR SESSÃO CRIAR CONTA

Informática > Computadores > Portáteis > Portátil 15.6" ASUS A540LJ-35A92PB1



**Portátil 15.6" ASUS A540LJ-35A92PB1**

**€499,99**  **ADICIONAR AO CARRINHO**

5% - €25 doados à Iberian Wildlife  Disponível Entrega estimada em 2 a 4 dias

SERVIÇOS


- Extensão garantia 3 anos €79,99
- Extensão garantia 1 ano €29,99
- Instalação e Configuração Wireless no Domicílio €39,99
- Help Desk Informático 6 meses com Acesso Assistência Remota €19,99

Mais opções ▾

♥ favoritos  comparar  partilhar

Artigo abrangido pela lei da cópia privada




FREQUENTEMENTE COMPRADOS EM CONJUNTO

**worten** o que está à procura?  Pesquisar  1

PRODUTOS | PROMOÇÕES | SERVIÇOS | TENDÊNCIAS | LOJAS INICIAR SESSÃO CRIAR CONTA

**CARRINHO DE COMPRAS**


**PROSSEGUIR COM A COMPRA**


Produtos	Preço un.	Quantidade	Valor
 Portátil 15.6" ASUS A540LJ-35A92PB1 	€499,99	- 1 +	€499,99 
Artigo abrangido pela lei da cópia privada			SUBTOTAL €499,99
O cálculo das taxas de expedição é realizado no processo de finalização da compra			<b>TOTAL DE COMPRA €499,99</b>


Caso tenha algum cupão de desconto para utilizar, deverá introduzi-lo no passo 4 (modos de pagamento)


**CONTINUAR A COMPRAR** **AO COMPRAR ESTE PRODUTO A WORTEN EFECTUARÁ UMA DOAÇÃO À IBERIAN WILDLIFE DE €25** **PROSSEGUIR COM A COMPRA**


FREQUENTEMENTE COMPRADO EM CONJUNTO




HUAWEI Smartphone HUAWEI P9 Lite Preto  
€299,99 **€279,99** 



SANDISK Cartão de Memória MicroSD SANDISK 64GB Extreme Action  
**€59,99** 





HUAWEI Smartphone Huawei P9 Lite Dual 16GB Gold  
€299,99 **€279,99** 


**worten**

1 DADOS DE FATURAÇÃO 2 DADOS DE ENTREGA 3 MODO DE ENTREGA 4 MODO DE PAGAMENTO 5 REVISÃO DA ENCOMENDA


**FINALIZAR**

Nome do Produto	Ref	Qtd	Preço	Subtotal
 Portátil 15.6" ASUS A540LJ-35A92PB1 	5889819	1	€499,99	€499,99
A SUA COMPRA VAI AJUDAR A PROTEGER AS ESPÉCIES EM RISCO DE EXTINÇÃO EM PORTUGAL. MUITO OBRIGADO!				Valor dos artigos €499,99
				VALOR DOADO PELA WORTEN €25
				Envio e entrega €3,00
				<b>Total €502,99</b>

**INFORMAÇÃO DE ENVIO**

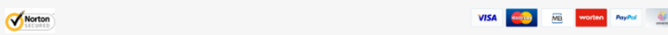
MÉTODO DE ENVIO  Envio por transportador €3,00

**INFORMAÇÃO DE FATURAÇÃO**

MODO DE PAGAMENTO  Referência Multibanco

**FINALIZAR**

**worten**



## Appendix 5 - Survey

### Marketing de causas sociais online

O questionário seguinte faz parte de uma investigação que tem como objectivo entender as relações entre o marketing de causas sociais e a avaliação de vendedores online. Não há respostas certas ou erradas e todas as respostas são anónimas, sendo que o questionário dura cerca de 8 minutos. A sua colaboração é essencial para o desenvolvimento deste trabalho. Muito obrigado pelo tempo e atenção dispensada na realização do questionário.

\*Required

### Worten

Antes de começar, abra por favor o website da Worten, caso não esteja familiarizado com a sua loja online. Use-o durante uns momentos, preferencialmente a simular uma compra.

<https://www.worten.pt/>

### EduTech

Por favor, clique no link seguinte e leia com atenção a notícia relacionada com uma campanha de marketing de causas sociais realizada pela Worten. Considere a informação desta notícia enquanto responde ao questionário.

<https://i.imgur.com/0406335cc3.png>

#### **A Worten aliou-se com a EduTech para educar a população com novos meios tecnológicos**

A Worten, vendedora de eletrónica, anunciou que vai realizar uma campanha com o objetivo de melhorar a literacia tecnológica e digital em Portugal. Esta campanha irá decorrer em parceria com a EduTech, uma instituição sem fins lucrativos com o objetivo de ajudar jovens e adultos necessitados a desenvolver capacidades tecnológicas ao providenciar ensino e formações em diversas áreas: do uso básico de computadores, a “workshops” de manipulação de imagem, a cursos de programação mais especializados. A EduTech começou a operar em 2006, em Lisboa, e já se expandiu para o Porto, tendo já planos de expansão para outras grandes cidades portuguesas.

Por cada produto vendido a Worten vai doar 5% do seu valor de compra à EduTech. A organização sem fins lucrativos vai depois usar estes fundos para expandir as suas áreas de

operação para novas cidades, não só estabelecendo instalações próprias, e o equipamento necessário, mas também criando laços com escolas e outras instituições de apoio a adultos necessitados. O porta-voz da Worten explicou o apoio da empresa a esta causa: “A Worten tem a intenção de ajudar a EduTech a crescer, para que esta esteja melhor equipada para lidar com este problema da sociedade portuguesa. Atualmente, 30% da população portuguesa é iliterada digitalmente. A Worten encontra-se numa posição privilegiada para perceber a importância das novas tecnologias e como tal, a influência positiva que este projeto pode ter na população. O apoio financeiro prestado pela Worten vai ajudar a melhorar estes números, e vai conduzir a população a uma vida melhor”. A campanha começa em abril e termina em junho.

### Website da Worten ao longo da campanha

---

De seguida, clique nos links para observar imagens do website da Worten enquanto decorre a campanha.

Primeira página: <https://i.imgur.com/8237dca9fe.png>

Página de procura de produtos: <https://i.imgur.com/8237e5f799.png>

Página de produto: <https://i.imgur.com/8237e864cf.png>

Página de carrinho de compras: <https://i.imgsafe.org/8237ea019d.png>  
Página de finalização de encomenda: <https://i.imgsafe.org/8237f8ff38.png>

## Avaliação da causa

Considere as informações apresentadas anteriormente. Por favor avalie EduTech e a sua causa, apresentada na notícia e presente nas imagens, em relação aos seguintes itens.

1. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Não importante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Importante

2. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Não preocupante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Preocupante

3. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Irrelevante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relevante

4. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Não tem significado para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Tem muito significado para mim

5. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Inútil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Útil

6. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Não interessa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessa

7. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Não emocionante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Emocionante

8. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Não apelativo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Apelativo

9. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Não essencial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Essencial

10. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Insignificante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Significante

### **Avaliação do website**

Tendo em conta a sua experiência no website, e mantendo presente a notícia e as imagens da campanha da Worten e EduTech, responda às seguintes questões.

11. **Em relação ao website da Worten, enquanto decorre a campanha, considere as seguintes afirmações e avalie-as de 1(Discordo completamente) a 7(Concordo completamente). \***

*Mark only one oval per row.*

	1	2	3	4	5	6	7
O website é digno de confiança e honesto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este website quer manter as promessas e obrigações	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A informação neste website é abundante e de qualidade suficiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A infraestrutura deste website é de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O website fornece segurança para a informação privada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pensa-se que este website tem os meus interesses em mente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comparando com outros websites, este website é seguro e fiável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este website não ia agir de maneira oportunística (por exemplo, ganhar dinheiro ilegalmente)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O desempenho deste website vai de encontro às minhas expectativas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. **Em relação à oferta de valor proporcionada por este website, enquanto decorre a campanha, considere as seguintes afirmações e avalie-as de 1(Discordo completamente) a 7(Concordo completamente). \***

*Mark only one oval per row.*

	1	2	3	4	5	6	7
Tendo em conta o que pago para comprar produtos tecnológicos neste website, comprar aqui é um bom negócio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tendo em conta o esforço que faço ao comprar nesta loja, comprar online aqui vale a pena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Considerando o risco envolvido em comprar nesta loja, comprar online aqui tem valor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Em geral, comprar online nesta loja oferece-me bom valor pelo serviço	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. **Em relação às suas intenções de compra neste website, enquanto decorre a campanha, considere as seguintes afirmações e avalie-as de 1(Discordo completamente) a 7(Concordo completamente).** \*

Mark only one oval per row.

	1	2	3	4	5	6	7
A probabilidade de eu considerar comprar produtos tecnológicos enquanto decorre a campanha nesta loja online é alta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se eu fosse comprar um produto tecnológico, enquanto decorre esta campanha, comprá-lo-ia nesta loja online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A probabilidade de eu comprar um produto tecnológico nesta loja online, enquanto decorre a campanha, é alta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha vontade de comprar um produto nesta loja online, enquanto decorre a campanha, é alta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Ajuste da marca e da causa

Responda às questões seguintes tendo em conta a campanha e a forma como a Worten se ajusta, ou não, à EduTech.

14. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Muito incompatíveis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito compatíveis

15. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Não faz sentido nenhum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Faz sentido

16. \*

Mark only one oval.

	1	2	3	4	5	6	7	
Nada fácil de acreditar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muito fácil de acreditar

Skip to question 17.

## Demografia

17. **Sexo** \*

Mark only one oval.

- Masculino  
 Feminino

18. **Idade** \*

---

19. **Ocupação** \*

*Mark only one oval.*

- Empregado
- Trabalhador-estudante
- Estudante
- Desempregado
- Reformado

20. **Nível de escolaridade** \*

*Mark only one oval.*

- Ensino básico
- Ensino secundário
- Licenciatura
- Mestrado
- Doutoramento

Appendix 6 - Independent samples t-test

Group Statistics					
	Group	N	Mean	Std. Deviation	Std. Error Mean
bcfit_1	1	75	5,813	1,2269	,1417
	2	75	4,200	1,2628	,1458
bcfit_2	1	75	5,853	1,1820	,1365
	2	75	4,440	1,4448	,1668
bcfit_3	1	75	5,613	1,1137	,1286
	2	75	4,573	1,2211	,1410

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
bcfit_1	Equal variances assumed	,009	,924	7,936	148	,000	1,6133	,2033	1,2116	2,0151
	Equal variances not assumed			7,936	147,877	,000	1,6133	,2033	1,2116	2,0151
bcfit_2	Equal variances assumed	3,784	,054	6,557	148	,000	1,4133	,2156	,9874	1,8393
	Equal variances not assumed			6,557	142,409	,000	1,4133	,2156	,9872	1,8394
bcfit_3	Equal variances assumed	,169	,681	5,450	148	,000	1,0400	,1908	,6629	1,4171
	Equal variances not assumed			5,450	146,763	,000	1,0400	,1908	,6628	1,4172