

## Assessing Consumer's Attitude towards Cause Related Marketing (CRM) In Quetta

Sana Anwar Afridi<sup>1\*</sup>, Sana-ur-Rehman<sup>2</sup>

<sup>1</sup>Institute of Management Sciences, University of Balochistan, Quetta, Pakistan

<sup>2</sup>Department of Business Administration, NFC-Institute of Engineering and Technology, Multan, Pakistan

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\*Corresponding author: Sana Anwar Afridi

### Abstract

### Original Research Article

As cause-related marketing has increasingly become an essential part of corporate marketing plans this study is designed to examine the relationship between the type of cause supported by a company and its customers' evaluation. An experimental design is used to see the impact of three different firms supporting no cause, cause with fit and cause without fit conditions on customer's loyalty. Besides these conditions another factor *religiosity* is also examined to see the impact on attitude and purchase intention of consumers. Independent sample T test, ANOVA, and simple liner regression are applied on a sample of 300 students of different educational institutes of Quetta, Balochistan. The findings of the research exposed that the attitude of consumer and purchase intentions change as cause changes. However, CRM has more positive effect on customer when cause fits with the type of organization as compare to cause without fit or no cause. Highly religious people also support CRM with cause fit due to their highly religious behavior.

**Keywords:** Cause - Related Marketing, Cause fit Marketing, Experimental Design.

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## INTRODUCTION

Today's consumer has turned out to be more demanding [1] as they ask for more quality products at lesser price mounting greater pressure on companies. Ideally relating an item with a cause in a realistic manner may motivate & endorse purchaser's purchasing decision [2]. Enterprises have started supporting different causes through their CSR programs. With some differences among USA and western nations, CRM have become a common advancement strategy [3, 4]. In Asia, few investigations have considered [5-7] to grasp the customer's responses with respect to CSR.

CRM is very much characterized as "the commitment to an assigned cause in which the measured commitment is linked with 'clients' engagement with trade [8, 9]. Nowadays, Cause Related Marketing (CRM) is being developed and implemented under the umbrella of CSR and is considered as an achievement in the context of national and intentional development [10]. Because of the extensive practice of CRM, disbelief among customers is increasing. In actual, consumers inquire the authenticity of CRM that generate a consumer hesitation and sometimes they discard privileges and donate less [11]. In contrast, studies have also shown that due to the consumers

attachment with the cause they respond positively towards CRM campaigns and so have favourable attitudes and purchase intention [12-14].

Numerous analysts have shown that firms practicing CSR mindfully get positive organizational outcomes. Scrutinizing the organizational CRM Varadarajan & Menon [9] list possible advantages for organizations including: possible increase in national perceivability towards upgrading corporate picture, reducing awkward and negative reputation, pacifying client gatherings, producing incremental deals, advancing repeat buys, advancing various unit buys, advancing more shifted utilizes, expanding brand mindfulness, expanding brand thankfulness, improving brand picture, reinforcing brand picture, widening client base, achieving new market portions and geographic markets, as well as expanding level of promoting action at the retail level for the brand. The analysts at that point outlined the extensive rundown into two essential firm-related destinations: "improve corporate or market picture" and "increment deals or benefit".

Moreover, Cause-related objectives are also identified as: Generating funds for the cause by inspiring revenue-producing interchange dealings

between the firm and its customers and generate awareness to promote direct contributions by the general public to the cause.

Different studies were conducted in many countries but in Asian regions such as Balochistan are hardly any studied had been conducted yet. The Attitude of customers is studied with the perspective of CRM which influence the PI.

According to the Reasoned Action Theory [15], purchasing behavior of consumer is influenced by attitude of consumer. The theory explains that, the intentions determined the behaviour, which is furthermore, prejudiced by subjective norms and attitude. The association stuck between behavioral intentions and attitude which has been empirically supported and broadly examined [16, 17]. It is difficult to imagine a psychological world without attitudes. Our environment would make little sense to us; the world would be a cacophony of meaningless blessings and curses. Existence would be truly chaotic and probably quite short" [18]. Attitude research has been popular beginning in the 1900s. One of the main reasons for this, as described by Wicker [19], is that theorists have believed that they have perceived a real connection between attitudes and behavior. The idea is further strengthened by [20] who affirm that attitude explains consumer behavior, even better than other factors (e.g. age, income, etc)" In fact, the term 'attitude ' was introduced in social psychology as an explanatory device in an attempt to understand human behavior" [21]. In this study, I have explored that the attitude is not only affected by behavior but also affected by a cause which linked a product to the social needs which would be highlighted in term as " cause related marketing" (CRM) .

Along with CRM this study also focus on religiosity, that can affect the attitude of consumer and their intention to purchase a product .This study also explores if CRM may positively impact Consumer's attitude with cause fit marketing, subsequently influence PI with an assumption that highly religious customer are in favour of cause fit CRM then low religious customers.

## LITERATURE REVIEW

### Cause-Related Marketing as Charitable Contributions

Many organizations perform CRM by linking product sales to an aid or support to the cause [22], using it is a tool for sale achievements. The retailer are using CRM for increasing their public relation by showing their charitable contribution in the society, When the organizations linking their product to CRM by advertising their main assets which contributing in the improvement of each corporate zone by utilization of CRM.

CRM highlights that a portion of customers' payment for a product or dealings will be donated for the support of some social or ethical cause [23, 24]. Related areas of studies regarding CRM include studying the link of merchandise with donations for charity [25], or donations to charitable causes [26-29]. Researchers have inspected the qualities of CRM programs that lead customer for positive assessments of such projects [2, 24, 30, 25].

### Cause-related Marketing in Pakistan

Relating the charitable causes with brands had been exercised by popular and well-reputed brands since the end of the 19th century. In Pakistan, FMCG sector companies like P&G, Unilever, Nestle, Pampers, Coca-Cola, PepsiCo, Johnson and Johnson, Macdonald, L'Oreal, Cadbury etc. have used the CRM in different ways and capacity [6]. Milk brand Olper's of Engro company is trying to help deprived females with nourishments progressing program. "Ufone" presented an advancement "*Help the Needy*" during the holy month of Ramadan. According to Angel *et al.*, [31] convincing reminder is predominant practices to get the hopeful response. Along with these lines "*Ariel*" being a popular washing powder try to comfort denied kids by contributions.

Cause Marketing is a beautiful concept. It's even more beautiful when put into action. Take a look at these examples of some of the most impactful cause marketing campaigns since the early 2000's. As a brand of Unilever, Dove has been on a mission to help women look and feel beautiful by offering care products and educational workshops that focus on the value of body image and self-worth. According to Dove's website, "In the 11 years since the Dove Self-Esteem Project was launched, more than 625,000 teachers have delivered a Dove self-esteem workshop and more than 1.5 million parents have engaged with its online content." In a campaign to help fight against AIDS.

### Theory of Planned Behavior

The 'Theory of Planned Behavior' (TPB) [32] has been used extensively across academic disciplines over the last 25 years as an important tool for understanding and predicting human behavior [33]. In its most simple form, the Theory of Planned Behavior states that people's behavior is determined by their intentions. In these intentions are influenced by three underlying constructs, namely; 'Attitude', 'Subjective Norm' and 'Perceived Behavioral Control'. According to Ajzen [32], human behavior is guided by three kinds of considerations; (1) beliefs about the likely outcomes of the behavior and the evaluations of these outcomes (behavioral beliefs), (2) beliefs about the normative expectations of others and the motivation to comply with these expectations (normative beliefs) and (3) beliefs about the presence of factors that may facilitate or impede performance of the behavior and the perceived power of these factors (control beliefs). In

their respective aggregates, behavioral beliefs produce a favourable or unfavourable attitude toward the behavior; normative beliefs reflect perceived social pressure (subjective norm) while control beliefs give rise to perceived behavioral control. In combination, these three constructs lead to the formation of 'intention', where behavioral intention is assumed to be the immediate antecedent of the actual behavior. Depending on the individual and the situation; 'Attitude', 'Subjective Norm' and 'Perceived Control' might have different effects on behavioral intention [34]. A meta-review has identified that empirically, the Theory of Planned Behavior generally explains about 40% to 60% of the variance in intention [35, 36], but the percentage of variance in actual behavior that appears to be predicted by intention is generally lower, varying between 30% and 40% [36]. This is also commonly referred to as the 'behavior-intention gap' [37].

### Conceptual framework and Hypothesis Cause-Related Marketing and Consumer Attitudes

Attitude is a degree to which a person has favourable or unfavourable evaluations [32]. Practicing and communicating corporate efforts of CRM possibly have tendency to influence consumer attitude. Many scholars [38, 39] believed that advertisement with socially appealing messages were more likely to be successful and ensure long term commitment. Previous CRM research suggests that the presence of such promotions can have a beneficial impact on consumers [1]. In fact, consumer responses and their evaluations are influenced more due to CRM stimuli. Past literature also supports that attitudes is influenced by CRM [40, 13, 41, 17]. Firms working on the exact impact of CRM on regular customer attitude comment that customer has an ideal attitude toward the stimuli having CRM note [42 -44]. It is also observed by Kim *et al.*, [16] that customers have a positive attitude toward the product and company if it performs CRM. Cause involved in CRM can promote more strong attitude towards the product and company's public identity. According to Yavas *et al.*, [45] consumer have more positive attitude toward the stimuli having cause fit CRM message than no cause and cause without fit CRM. Cause fit is when a company forms a strategic relationship with a specific social cause or causes that are mutually beneficial to all parties. Cause fit for the company is developing good will, increasing reputation, differentiating from the competition, boosting organizational morale, increasing brand awareness, increasing customers loyalty, developing good public relations. The cause fit for the society is increase in funds provided by partnering companies, increase in donation through greater exposure, greater public awareness of the cause, it supports, and the activities undertaken to advance the cause.

Another study indicates that a positive impact of CRM occurs primarily on consumers' attitudes

toward the company/ brand and secondly on attitudes toward the stimuli [46]. From the past research, it has been observed that cause fit CRM has greater impacts on consumer's attitude toward an organization therefore it is proposed that [42, 47-49].

H1: Cause fit CRM information has the greater impact on consumer's attitude than cause without fit and no cause.

### CRM and Consumer Purchase Intentions

The course of action that customers may take about to an item/product is referred as purchase intention [50]. From customers perceived value perspective, the customer makes value-based actions after evaluating an item that forms a perception which is related to the product [51]. If the chance is given to customer for purchasing an item from an organization supporting a related cause versus not supporting the cause or supporting unrelated cause, buyers have fabulous sentiments towards the business supporting the related cause [52, 53]. Furthermore, scholars Webband Mohr [54]; Hajjat [13]; Anselmsson and Johansson [55]; and Yang and Li [56] debate that CRM inspires customers' PI. Additionally, Hyllegard *et al.*, [57] point out that participant additionally engaged with social causes show more positive attitudes toward the brand and stronger PI towards the company practicing cause-related marketing. According to Gupta and Pirsch [58] purchasers demonstrate higher PI if they think that the cause is related to their lives. Galan-Ladero *et al.*, [40] also finds that consumer reactions are greatly influenced by CRM.

According to the above discussion attitude developed by cause fit CRM might influence consumer PI. Furthermore CRM campaigns gets higher confidence from customers with higher cause fit as compared to cause without fit or no cause [59]. Therefore, it is proposed that

H<sub>2</sub> Attitude developed by Cause fit CRM information has the greater impact on consumer's PI than cause with-out fit and no cause.

### Religiosity

Religiosity is defined as an altering perspective communicated through beliefs, narratives, symbols, and practices of adoration. It is an internal experience connecting individuals with each other and orient their actions [60]. Connection amongst religiosity & business conduct has been discussed through different explanations and context [61, 62]. Current research hypothesizes and measures religiosity in relation with the product related to cause fit CRM [63, 64]. Sheikh and Zee [65] while studying the impact of religiosity and consumer attitude, in an experimental setting, have observed that dispositions of the organizations totally

change when company supports a religious, non-religious or no cause.

### High/Low Religiosity and Consumer Behaviour

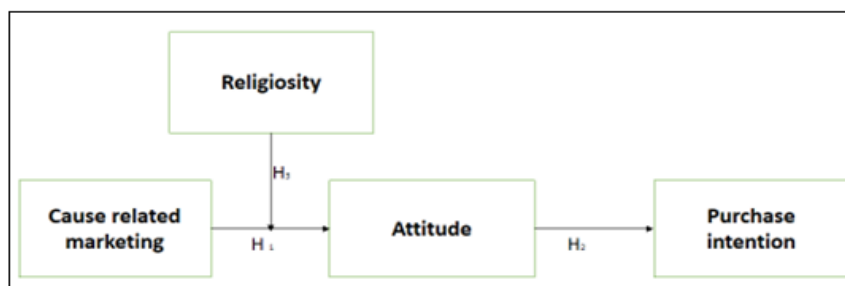
Religiosity is an extent to which an individual is committed to a religion he or she confesses. Its lessons, are reflected in an individual's attitudes and behavior [66]. Consumers' likes and dislikes could be linked by their level of religious commitment. Consumers may consider buying products from organizations if these products/organizations do not violate or contradict their holy ideas [67]. The possibility is that a highly religious person will assess the world through religious schemas and assimilate his/her religion into his/her life [68]. Such religious commitments and beliefs may influence the feelings and attitude of people towards consumption [69].

Religion typically provides its devotees with a set of norms, traditions and moral values that they are able to comply with and hold their identity in social life [70]. Religion, as a result, outlines guiding ideas for

individuals whereby they are able to merge and interact with everyone in society [71, 72]. Because consumers' PI might be influenced by personal and social attitude towards causes supported by the companies, therefore, highly religious and less-religious humans might hold different styles of weighing causes. In general, those who are more committed to religion that is highly religious people tend to value and accept the traditional ideas during maintaining social order and structure [73, 74]. Highly religious people are, therefore, more likely to create a psychologically safe and predictable environment than their less religious or nonreligious counterparts [75].

Considering such discussion it comes out that peoples' level of religiosity has impact on their specific attitude towards certain products or companies. Therefore it is proposed that

**H<sub>3</sub>:** Highly religious customers have a positive attitude towards cause fit CRM than a low religious customer.



**Fig-1: Conceptual Frame work**

## METHODOLOGY

An experimental design is used to test the hypotheses with the help of convenience sampling.

As, ethnically diverse population of Quetta city houses 18.4% of the total population of Balochistan province [76], three hundred undergraduate students from Quetta city were selected. Students of two educational institutions of Balochistan, Quetta, Pakistan namely University of Balochistan, Quetta and Govt. Girls degree college Quetta were presented a booklet including scenarios of three hypothetical companies followed by questions. All three companies were similar except the supported cause.

Participants were asked to give responses about different stimulus presented in CRM's conditions of hypothetical firms A, B, and C. Firm A is a company working with no CRM. Firm B is keenly doing promotion of a cause having a strong fit (safe free drinking water) with its core business, while firm C supports a cause having no relation with its core business (supporting driver's safety training program)

hence considered as no fit cause. The print ad declares that on each merchandise purchase by customers firm Band C contributes to the cause which helps people living healthy lives.

Scale about consumers' Attitude, PI is adopted from Ross *et al.*, [1] and Dahl & Lavack [77], Rajput *et al.*, [78], Qamer [79] and Religiosity from Stefano Pace [80]. Responses were solicited on a five-point Likert scale with the extreme points labeled as "strongly disagree to strongly agree". All factors used for further analysis were reliable with Cronbach's alpha value above 0.7

## ANALYSIS AND DISCUSSION

ANOVA test is applied to check the level of significant difference between group means. It demonstrates that the mean consumer's Attitudes for no cause, cause with fit, and cause without fit 2.8419, 4.0808, and 3.7698 respectively are significantly ( $p = .000$ ) different from each other at 110.11 value of F as depicted in Table-1.

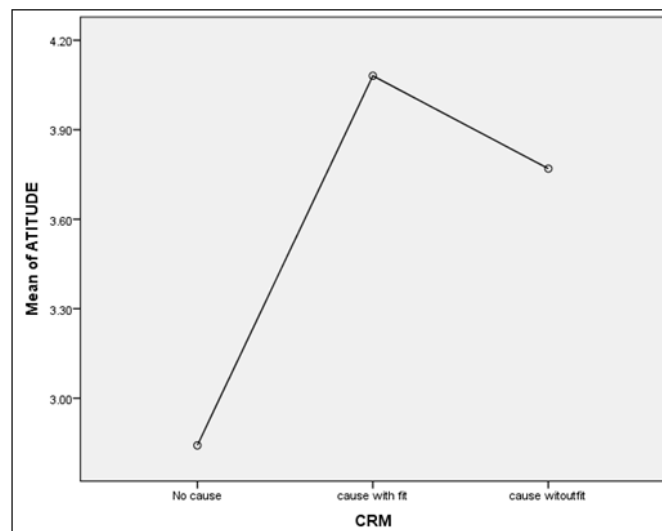
**Table-1: Mean comparison of CRM on Attitude and Purchase Intention**

	CRM with cause fit mean value	CRM with no cause fit mean value	No CRM mean value
Attitude	4.0808	3.7698	2.8419
F value= 110.110		$p<000$	
PI	4.2829	3.7933	2.7913
F value = 128.256		$p<000$	

Note: For each case n=300, Attitude is independent variable for PI

ANOVA results also give a clear demonstration of significant difference of purchase intention in three different CRM condition i.e. 2.7913, 4.2829, 3.7933 ( $p=000$ ) at 128.256 value of F. Findings demonstrate that purchasers have a positive attitude towards the brand practicing CRM with high cause fit. This could be credited to the way that consumer remarkably support to a cause with the fit and feel more positive about the company. As a matter of fact, it could be interpreted that purchasers and companies more involved in the cause with fit have an ideal mindset towards a cause as evident from their purchase intention. This may lead to conclude that firms should encourage communicating and supporting such causes which might support to cultivate consumer's influence.

For focusing on buyers having the highest supportive feelings towards the cause, firms should try to concentrate on the similar message appearing in promotions. If customers are less involved with a cause, they may pay little attention towards the brand and cause fit. Results of this study demonstrate that buyers have an ideal attitude toward the promotion containing cause fit CRM message. The reason is that if purchasers observe organizations demonstrating support to a fitted cause it yields positive assessment from them. Mean plot diagram, as shown in Figure-2, also demonstrate the same i.e. for no cause mean attitude is very low and for cause without fit mean attitude is relatively low as compared to cause fit CRM.

**Fig-2: Means Plot amongst Attitude and CRM type**

A regression was conducted to anticipate the PI of customers depending on Attitude create by cause fit CRM as compared to attitude created by cause without fit CRM and no cause. Significant variation ( $\beta = 0.462$ ) in PI is found ( $F(1,297)=80.753, p<000$ ) at  $R^2=0.214$ , for company B, i.e. cause fit CRM, as compare to the no cause marketing the  $\beta = 0.047$  ( $F(4.105)=0.666, p<0.415$  with  $R^2$  is 0.002, and cause without fit CRM ( $F(3.314)=15.397, p<000$ ) with  $\beta$  is 0.222 at  $R^2$  is 0.49, From this result, it is anticipated that purchase intention changes with Attitude created by the type of cause involve in CRM.

As proposed by Strahilevitz and Myers [25]; Goldsmith and Clark [81]; Bennett [82]; Proença and

Pereira [83] that cause association have an impact on purchase intention, our second hypothesis augment the discussion by saying that CRM with cause fit has the more prominent effect on consumer's Attitude than cause without fit and no cause. This is a fairly a new understanding on the purchaser conduct in the CRM setting.

We measured religiosity as independent variable and divided into two categories i.e high/low religious by five point Likert scale in which point 5 and 4 are for highly religious people and 1 and 2 are low religious people but 3 is for not highly religious or no low religious people Independent sample t-testis applied on three CRM condition for investigating the impact of

consumer's religiosity. We found that highly religious consumers have more noteworthy and positive disposition for cause fit CRM than the low religious customer. The test reveals that mean attitude score of low religious (M= 4.5767, S.D= .32355) and highly

religious customer (M=4.9972, S.D = .06382) with cause fit CRM are significantly ( $p = .000$ ) different at  $t=11.197$ , as compared to the other CRM conditions as shown in Table-2.

**Table-2: Mean comparison of Attitude of highly religious and low religious consumers**

	CRM with Cause fit		CRM with no Cause fit		No CRM	
	Highly Religious (n=150)	Low Religious (n=150)	Highly Religious (n=150)	Low Religious (n=150)	Highly Religious (n=150)	Low Religious (n=150)
Attitude	4.9927	4.5767	3.5796	3.6669	2.8052	2.8110
	t-value=11.197 $p<.000$		t-value=-0.57 $p<0.326$		t-value= -0.938 $p<0.997$	

The outcomes propose that when religiosity is an apparatus to increase social ties and individual advantages, individuals use items for their prior sensitive needs and are pulled in by social-adjustive promotions. So according to my results the third hypothesis shows that highly religious customers have a positive attitude towards cause fit CRM than a low religious customer. By this discussion the third hypothesis is accepted.

## CONCLUSION

The domain of Cause-related marketing is expanding day by day, despite the fact that there are number of concentrates on different themes identified with in it. As customer's Attitude toward CRM activities is examined in this study, the primary assumption was that consumer's attitude toward CRM could be identified with the cause most. Thus CRM of the company, having cause in line with the nature of organization, can promote stronger attitude towards the product and company's public identity. According to Yavas *et al.*, [45], an ideal attitude toward the stimuli having cause fit CRM message is more positive and strong than no cause and cause without fit CRM. Same results have been found in this study in which attitude towards the stimuli with cause fit CRM having positive and strong then the other conditions.

Considering the attitude developed by cause fit CRM change consumer's PI. With comparatively small amount of money and without the further transactional costs, CRM campaigns provide resources to customers for supporting a charity with cause fit as compared to cause without fit or no cause [59]. The results of presents study supports the hypothesis i.e consumer's attitude has greater impact on consumer's PI with cause fit CRM as compared to cause without fit CRM and no cause. CRM is also examined for two levels of religiosity i.e high/low religiosity. According to the results, highly religious customer supports more to cause fit CRM as compared to cause without fit or no cause. Highly religious customer wants to expose their lives as supportive to social issues.

This research has contributed an innovative investigation in the field of CRM. This examination

may be augmented by incorporating other conceivable viewpoints attributed towards CRM.

## Appendices

### Profile Description of Company A

Company A is a beverage company selling bottled mineral drinking water in Pakistan since last 20 years. Drinking water of company A is well known among Pakistani consumers. Company's bedrock values of respect, trust, integrity and teamwork have helped to increase the company's sales. Most of the company's plants are modern using latest technology and processes. Recently, company A has earned an important certification related to the water quality and standards.

As compared to the other companies in the industry, company A is not involved in any kind of social giving activities.

### Profile Description of Company B

Company B is a beverage company selling bottled mineral drinking water in Pakistan since last 20 years. Drinking water of company B is well known among Pakistani consumers. Company's bedrock values of respect, trust, integrity and teamwork have helped to increase the company's sales. Most of the company's plants are modern using latest technology and processes. Recently, company B has earned an important certification related to the water quality and standards.

In recent years kidney related diseases are at risk in some parts of the city. Considering this company B is supporting a social cause. It has installed purified drinking water plants at five different locations of the city for the provision of safe free drinking water to the common people.

### Profile Description of Company C

Company C is a beverage company selling bottled mineral drinking water in Pakistan since last 20 years. Drinking water of company C is well known among Pakistani consumers. Company's bedrock values of respect, trust, integrity and teamwork have helped to increase the company's sales. Most of the company's plants are modern using latest technology and

processes. Recently, company C has earned an important certification related to the water quality and standards.

In recent years traffic related road accidents are on rising in the city. Considering this company C is supporting a social cause by providing free driving training to the drivers of the city in its own established Drivers Training School.

1	Company C is fulfilling its social responsibility.
2	Company C is highly concerned about social issues.
3	Company C is doing business in socially responsible manners.
4	The Company C's profile is appealing for me.
5	I have favorable attitude towards Company C as it is helping the society.
6	Social cause supported by the Company C is very important for society.
7	Social cause supported by company C is relevant to its business
8	When I see a company doing social work, it makes me more likely to try their product.
9	I will definitely purchase from Company C if needed.
10	I am willing to pay more money for the product of Company C because of its social campaign.
11	I will recommend my friends to purchase from Company C.
12	I am excited to purchase the product of Company C because of its responsible activities.

### Some Additional Questions

13. What is your gender?

1. Male
2. Female

15	It is important for me to spend time in private thought and prayer
16	I enjoy reading about religion
17	My whole approach to life is based on my religion
18	What religion offers me the most is comfort in times of trouble and sorrow.
19	I try hard to live all my life according to my religious beliefs.
20	I go to religious services because it helps me to make friends.
21	I pray mainly to gain relief and protection.
22	Prayer is for peace and happiness.
23	I think a person should not purchase life insurance policy.

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