

Cause's attributes influencing consumer's purchase intention: the intervening role of income level

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Abstract

In recent years, cause-related marketing (CRM) has made a significant impact on businesses and charitable organizations. However, the choice of cause in cause-related marketing campaign is the most critical concern for businesses. The purpose of this study is to test empirically the relationship between cause's attributes and consumer's purchase intention in the context of Pakistan. Further, this study also seeks to investigate the intervening role of income level of consumers in above relationship. Data were gathered through questionnaire from convenient sample of 164 employees working in different firms in the City of Islamabad and analyzed using regression and Pearson's correlation. The results show that cause's attributes variables namely, the degree of cause's participation for consumer, fit between the brand and the cause, cause importance, congruence between the firm's product and the cause, cause proximity play an important role in consumers' attitudes toward the product and firm and their purchase intention and participate in the CRM campaign. Further, the results also indicate that income levels play an intervening role in the relationship between cause's attributes and consumer's purchase intention. The findings suggest that cause's attributes perceived by consumers and income levels of consumers are the antecedents of participating in CRM campaign. The sample is a convenience sample and data is collected from one city that is the main limitations of this research. So, is difficult to generalize to a larger population.

Keywords Cause- related marketing, Purchase intention, Islamabad, Cause's attributes

CHAPTER NO 1

INTRODUCTION

Background:

As per Fellman (1999) today's item and administrations quality is by all account not the only fixing that assumes a critical part when clients are picking between two items. Cui et al (2003) Customers are more intrigued to find what the brand remains for and the organizations that take in thought elements like ecological and social issues which thusly influence obtaining conduct of clients. In this viewpoint, now associations are progressively worried with the societal issues in the field of showcasing to profit their clients (Marsden 2000; McAlister and Ferrell 2002; Vidaver-Cohen and Altman 2000) and social measurements have turned out to be more noticeable in their advertising effort and advancements exercises (Drumwright, 1996). Societal showcasing is a one of the developing and potential apparatus for promoting that locations social issues for the advantage of clients specifically and the general public as entire (Michael et al, 2004), alongside the accomplishment of hierarchical destinations (Kotler, 2000). One of the cases of societal advertising is cause related showcasing (CRM), a showcasing device which connects an organization or a brand to an important social cause which centered to advance organization's item or benefit and to raise cash for not-for-profit concern and for the organization itself (Landreth, 2004). CRM is perceived as a proficient and settled promoting instrument since its presentation in the United States through an American Express crusade (Webb and Mohr, 1998).By definition, cause-related advertising (CRM):Is the way toward planning and actualizing showcasing exercises that are described by an offer from the firm to contribute a predefined add up to an assigned cause when clients participate in income giving trades that fulfill authoritative and singular goals (Varadarajan and Menon, 1988, p. 60) Edge et al. (2006) characterizes cause-related advertising as a particular promoting action with which the organization guarantees its clients to make particular measure of commitment to a reason for each sold item or administrations. CRM plans to relate corporate characters with philanthropic associations and great aims. All the above definitions concentrate on the two principle goals of cause related advertising, one is to bolster a particular cause and the second is to expand deal by catching more piece of the overall industry in the market.

Organizations receive CRM techniques so as to improve their notorieties, fabricated corporate picture and to build deal and benefit (Adkins, 2000; Drumwright, 1996; File and Prince, 1998; Kotler, 2003; Pringle and Thompson, 1999). Endacott (2004) depicts the advantages of CRM as a win, win, win circumstance for enterprise, philanthropic association and clients. The clients are offered a chance to make their commitment for the charitable association. The partnership upgrades its picture and backings by being connected with a cause and builds its deals in the outcomes (Andreasen, 1996; Wood, 1998). The charitable association not just gets the money advantages of the gifts however exposure and open mindfulness likewise expands

Proceedings of 2nd International Multi-Disciplinary Conference 19-20 December 2016 Gujrat, Pakistan (Docherty and Hibbert, 2003; Polonsky and Wood, 2001). Changes in the focused, social and political situations have strained the organizations to consider the advertising openings in some kind of association with not-for-profit associations (Nope 2005). Many organizations are confronting an immersed advertise circumstances and challenges to separate their items or administrations from different contenders. Both neighborhood and universal serious rivalries have constrained the organizations to embrace new advertising techniques so as to develop a sound upper hand, while turning out to be more responsible with respect to the consumptions (Cunningham 1997; Kotler and Andreason, 1996; Polonsky and Macdonald, 2000). Enlivened with the significance of Cause related advertising, an expanding number of researchers start to concern and research this showcasing technique mode. For instance Perks et al (2008) look at on the shoppers' view of the collusion amongst enterprise and charitable associations. The exploration finds that shoppers have a superior impression of the organizations that make association with philanthropies and great aim than those that don't. Assist, the exploration additionally uncovers that organization amongst enterprise and philanthropies affects the benefit of society. This examination work endeavors to inspect the impact of cause's qualities on the client buy expectation in the point of view of Pakistan, one of the developing markets in Asia. Promote, this review breaks down the mediating part of pay level of shoppers in the relationship between Cause's traits and customer's acquiring expectation.

Problem Identification

As the paradigm of marketing approaches is changing day by day, and new ideas are evolving all over the world. As per markets and costumers, are more aware as compared to past. Now organizations would have to be more social and ethically responsible if the are looking for competitive survivals and even edges. Rapid upheavals in competitive, social and political environment have forced the businesses to engage the marketing opportunities with reference to some alliances with non-profit organizations (Nope, 2005). So organizations are emphasizing more on to be socially responsible entities. As concept of CRM became of supplementary importance, many researches across the globe started to analyze the perceived importance and effects of CRM. As an example Perks et al (2008). The concept of CRM is although new in Pakistan yet it has prevailed a lot as many companies adopted it in their strategies. But unfortunately in Pakistan there are not a number of published researches with reference to CRM. So the literature suggests the obvious gap.

Problem Statement

This study attempts to examine the influence of cause's attributes on customer purchase intention in the perspective of Pakistan, one of emerging markets in Asia. Further the study analyzes the intervening role of income level consumers in the relationship between cause's attributes and consumer's purchasing intention.

Objective of the Study

The reason for the review is to add to a creating assemblage of research in the rising range of cause related advertising. This examination work has two primary destinations:

- to looks at experimentally, the few elements of cause traits that possibly impacts a client's buy aim to take an interest in cause-related promoting program in the point of view of Pakistan.
- to observationally test the interceding part of pay level of customers in the relationship between the Cause properties and a shopper's buy expectation.

Rationale of the Study:

Albeit number of research business related to CRM is expanding however the vast majority of the chips away at CRM have been embraced in the region of western districts. With regards to Pakistan, no genuine research work has done to confirm the hypothesis and practices about CRM. This review endeavors to look at the impact of make traits on a buyer's buy aim partake in CRM program with regards to Pakistan. The real commitment of this review is to investigate the interceding part of pay level of shopper in the relationship between cause's trait and a customer's buy expectation. This review helps the enterprises to decide the best accomplices (philanthropic associations or causes) for social collusions and give much data on the best way to make them most extreme interest. As such, this paper offers fascinating proof for the advancement of CRM crusades.

Limitations of the Study

As the study is conducted in capital city Islamabad and Rawalpindi only so it would not be much rational to generalize the results as the Pakistani market. There is further need for assessment of this relation with some more demographical variables as intervening variables.

CHAPTER NO 2

LITERATURE REVIEW

Consumer response to CRM

A significant part of the ebb and flow examine researches diverse components of CRM Campaigns and its consequences for Consumer recognitions, dispositions and buy aims towards firm, occupied with a CRM battle. Past reviews give intriguing bits of knowledge that today's shoppers clients request a genuinely abnormal state of corporate social responsibility (Cui et al, 2003). CRM projects could bring about good customer demeanors towards the firm, its item and a non-benefit cause (Rose et al, 1992 and Berger et al, 1996).

Cause importance:

Individual significance (otherwise called association) has been examined exhaustively in both brain science and promoting settings. Krugman (1965) was the principal who characterized the idea of inclusion as an individual association or crossing over involvement for a person, which differs from circumstance to circumstance and individual to person. Since its presentation, diverse creators (Greenwald and Leavitt 1984; Houston and Rothschild 1977; Krugman 1965; Mitchell 1979) duplicated the idea of inclusion in various approach. The most generally utilized definition was introduced by Antil in 1984. Individual pertinence is the level of saw individual significance as well as intrigue evoked by a boost inside a particular circumstance (Antil 1984). A few past reviews have highlighted the significance of individual inclusion with regards to CRM. Ellen et al (2000) controlled the gift circumstance as either a progressing cause or a debacle, which misuses the origination of individual pertinence to decide purchasers' evaluations of an association's CSR. They found that calamity circumstances were seen as more imperative, as a result of the more individual contribution of individuals in such circumstance. Negligible and Cacioppo (1984) depicted that more elevated amounts of cause's significance ought to prompt to more noteworthy levels of inspiration and chance to the purchasers to take an interest in CRM battle. As purchasers have more noteworthy levels of cause significance, the cause turns out to be more indicative and buyers turn out to be more propelled to give more subjective push to take an interest in the crusade. So taking after speculation can be figured

H1A: The higher significance of a cause supported by a firm customers see, the higher will be the purchaser's expectation to buy the association's items or administrations.

On account of pay level as an interceding Variable, after theory can be produced.

H1B: income level of shopper has critical impact on the relationship between the cause significance and the purchaser's buy goal.

Cause proximity:

Landreth (2004) cause closeness manages the separation between the gift movement and the shopper consequently influencing reaction of clients. Varadarajan and Menon (1988) recognize three choices of cause nearness: national, territorial or nearby. A review by Cone Roper (2000) found that 55% of customers trust neighborhood causes are most imperative, trailed by national (30%) causes and worldwide (10%) causes. On the off chance that gifts to a cause are on nearby level, it has more effect on the purchaser than if the gifts are given on a national premise. It implies that buyers need to contribute more in particular cause that are on nearby level than at the national level. Social trade hypothesis likewise contends that that people endeavor to boost their self-intrigue. People give more significance to contribute in a cause that straightforwardly influences their lives. A similar rationale can apply to a CRM setting where shoppers ought to be additionally eager give to a cause in the event that it straightforwardly impacts their lives, which is more often than not on a nearby level. So on the premise of above writing, taking after theory can be created.

H2A. The cause nearness has emphatically connected with the buyer's obtaining goal.

On account of salary level as an interceding Variable, after theory can be produced.

H2B: Income level of purchaser has critical impact on the relationship between the cause closeness and the shopper's buy goal.

Congruence between the Corporation and the Cause

This condition contends for the significance of fit between the organization and the supported cause in a cause-related promoting collusion. Coinciding is characterized as the apparent connection between the organization's picture, situating and target advertise and the cause's picture and voting demographic (Varadarajan and Menon, 1988; Ellen et al., 2000). Congruency has been contemplated in the CRM setting incorporating congruency with the center business (Ellen et al 2000), congruency between the customer and the firm (Sen and Bhattacharya 2001). Most purchasers depend on the level of coinciding or saw fit between the firm and the cause to figure out if it is proper or not (Drumwright 1996). Healy (1996) investigated that purchasers trusted that organizations' exercises are coherently associated with the dedication (Ought to) which have made by the firm with them. At the point when the cause is very much coordinated with the firm, customers will probably be less suspicious and the battle will probably be seen as effective one (Drumwright 1996). From above dialogs we can state that congruency ought to affect purchaser's buy aims.

H2B: The purchaser's obtaining aim will be emphatically connected with states of congruency.

On account of wage level as a mediating Variable, after theory can be produced.

H3B: Income level of customer has noteworthy impact on the relationship between the congruency conditions and the shopper's buy expectation.

Fit between the brand and the cause:

A few past reviews examine the level of fit between the organization's image and the picked cause. Li et al (2008) characterized fit as the level of comparability or similarity that customers see exists between the cause and the brand. Lafferty et al. (2004) found that the level of fit between the cause and the brand is vital in CRM, and the cooperation can bring about the exchange of states of mind to both the cause and the brand. Strahilevitz and Meyers (1998) had proposed that fit amongst brand and cause may affect the accomplishment of CRM. Aaker and Keller (1990) considered fit between brand augmentations and center brands could build the assessment of the expansion when the center brand is all around preferred. Facilitate, the fit between the brand and the cause additionally assume vital part in the positive support and reaction of buyers. Dwindles et al (2006) when fit amongst cause and brand seemed sensible then purchasers put positively more endeavors and react. Likewise, Till and Nowak (2000) found that cause-mark organizations have been successful in making positive affiliations when the cause and the brand are seen by customers as an inborn and plausible fit. Such discoveries highlight the significance of a painstakingly arranged cause-mark partnership. What's more, without a doubt CRM significantly affect decision conduct. Be that as it may, Pracejus and Olsen (2004) investigated the part of fit amongst brand and cause on decision when the cause is very much preferred, and discovered brand/cause fit generously can amplify the CRM's impact on decision conduct.

As from the above dialog, we can infer that fit between the cause and the brand can help the accomplishment of a CRM crusade as far as decision conduct. Intentionally, inverse with low-fit conditions, when the cause is high-fit, customers have essentially ready to buy the item connecting with this cause, and less delicate to the attributes of the item itself. Accordingly, the above examination prompts to the accompanying speculation:

H4A. A superior fit between the brand and the cause will have a more constructive outcome on buy goals than a poorer fitting condition.

On account of wage level as a mediating Variable, after speculation can be produced.

H4B: Income level of customer has noteworthy impact on the relationship between a superior fit brand and the cause with the purchaser's buy aim.

Degree of cause's participation for consumer:

The level of cause's investment has been characterized as the measure of exertion the buyer can take part in the CRM program (Strahilevitz and Meyers (1998). For any CRM Campaign, the purchasers need to put some measure of exertion keeping in mind the end goal to take an interest. For instance, Aerial-a result of Proctor and Gamble of Pakistan - couple of years back in the month of Holy Ramadan occupied with a battle that obliges buyers to return purge wrappers of Aerial. Thusly, the Proctor and Gamble of Pakistan gave budgetary backings to the Shaukat Khanam Memorial Hospital-Cancer doctor's facility in Pakistan. . This program tries for the customers. Rather than above illustration, some organization essentially makes the gifts to the cause on buy of buyers. Ellen et al. (2000) conjectured that gifts requiring more elevated amounts of exertion were seen all the more decidedly and discovered proof to bolster this, this review started to address the issue of cooperation exertion yet from the firm level. Chandon et al. (2000) perceived that customers can utilize deals advancements to improve their self-impression of being keen customers and give a chance to embrace their own qualities, which would be one reason that shoppers react to CRM crusades in any case.

Expecting that CRM is a type of offers advancement in that it allure the shopper to buy an item so as to give to a most loved cause, by what means will buyers feel about the measure of exertion that is required for them to take an interest? To answer this question, this examination looks at the measure of exertion required by the purchaser. In this way,

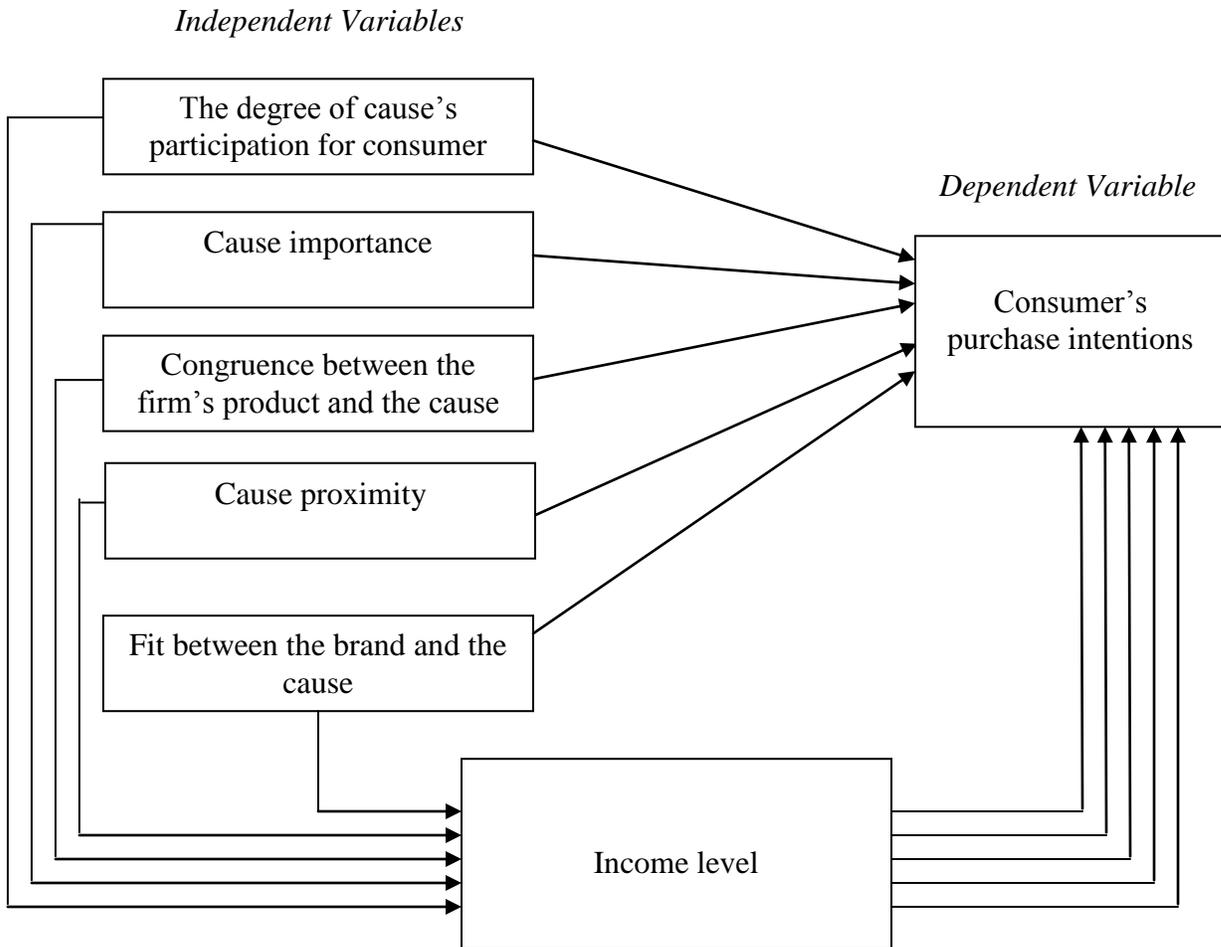
H5A.A higher level of cause's cooperation will have a more constructive outcome on buy goals than a lower fitting condition.

On account of salary level as an interceding Variable, after speculation can be produced.

H5B: Income level of purchaser has huge impact on the relationship between level of cause's cooperation and the customer's buy expectation.

Figure 2.1

Theoretical Frame work



CHAPTER NO 3

METHODOLOGY

Sample

I aim to determine a sample with as much diversity as possible. To get diversified subjects, the research will be conducted in the cities of Islamabad- the capital of Pakistan & Rawalpindi. We think that it would be more convenient to apply our questionnaire to residents of both cities for some reasons. First, being the capital they come from different regions and thus they represent different subcultures and purchase habits within the country. Second, they were easy to reach. A questionnaire will be distributed to

convenience sample of employees in different organizations located in both cities. The reason why these employees will be chosen is to get diverse income level. The sample sizes for this study will 164 in total. This sample size will be obtained with the 80% confidence interval with 20% chance of error.

Instrument

The questionnaire is two pages long and it will take approximately 15 minutes to complete. The questionnaire will be self administered in the respondents' offices. The survey instrument includes a list of 22 questions from which respondents will be asked to answer on five-point Likert scale, where 1 means "Strongly disagree" and 5 means "Strongly agree". The list of questions presented are based on Due et al (2008) which in turn is based on past studies (Bower and Landreth (2002), Mohr and webb (2000), and Landreth (2002)). The questions relating to the demographics are also included in the questionnaire. The completed questionnaires will be processed using SPSS.

CHAPTER NO 4

RESULTS & DISCUSSION

Although not as high as one might prefer, the Cronbach alpha reliabilities for the Cause's attributes and consumer's purchase intention scales were satisfactory for this sample: cause importance ($\alpha=0.65$); cause proximity ($\alpha=0.64$); the degree of cause's participation for consumer ($\alpha=0.66$); congruence between the brand and the cause ($\alpha=0.61$); fit between the firm's product and the cause ($\alpha=0.64$) and Consumer's purchase intention ($\alpha=0.67$).

Demographic data in terms of gender, age and income level were as follows: 46 Males (28%) and 118 Females (72%). A total of 67 respondents (40.9%) were between the ages of 21 to 29, 62 (37.8%) were ages of 30 to 39 , 26 (15.9%) were ages of 40 to 49 and only 9 respondents (5.5%) were ages of 50 and over. Out of total respondents (n= 164), 3% respondents had income level of less then 10,000 Rs/month, 18.9% had income between 10,000 to 21,000 , 39.9% had income between 21,000 to 30,000 , 22% had income between 31,000 to 40,000, 11.6% had income between 41,000 to 50,000 and only 5.5% had income above 51,000.

Table4.1: Fact replacing and naming (from appendix 1)

<i>Factors</i>	<i>Variables</i>	<i>name</i>
<i>F1</i>	<i>X1 X2 X3</i>	<i>cause importance;</i>
<i>F2</i>	<i>X4 X5 X6</i>	<i>cause proximity</i>

F3	X7 X8 X9 X10	<i>the degree of cause participation for consumer;</i>
F4	X11 X12 X13	<i>congruence between the firm's product and the cause; F5</i>
	X14 X15 X16	<i>fit between the brand and the cause;</i>
F6	Y1 Y2 Y3 Y4 Y5 Y6	<i>consumer's purchasing intention.</i>

Table 4.2: Demographical characteristics of respondents in Percentage

<i>Variables</i>	<i>Per cent</i>	<i>C. Per cent</i>
<i>Gender</i>		
<i>Male</i>	28%	28%
<i>Female</i>	72%	100%
<i>Age</i>		
21-29	40.9%	40.9%
30-39	37.8%	78.7%
40-49	15.9%	94.5%
Above 50	5.5%	100%
<i>Income</i>		
<i>Up to 10,000 Rs/month</i>	3%	3%
<i>11,000-20,000</i>	18.9%	22%
<i>21,000-30,000</i>	39%	61%
<i>31,000-40,000</i>	22%	82.9%
<i>41,000-50,000</i>	11.6%	94.5%
<i>Above 51,000</i>	5.5%	100%

Table 4.2 shows the mean values for each study variables, the standard deviation and the Pearson's correlation coefficients. The findings reveal that six variables correlates are significant at the 0.01 level. The correlation between the cause proximity and the degree of cause's participation for consumer is greater than that of other variables. Further, in case of dependent and independent correlation, cause importance is highly correlated to the consumer's purchase intention than that of other independent variables.

Table 4.3 : Mean, Standard deviation and Intercorrelations Between study Variables

<i>Mean</i>	<i>SD</i>	<i>F1</i>	<i>F2</i>	<i>F3</i>	<i>F4</i>	<i>F5</i>	<i>F6</i>
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F1	4.01	.61	1					
F2	4.05	.67	.352**	1				
F3	3.98	.57	.341**	.619**	1			
F4	4.04	.68	.281**	.333**	.364**	1		
F5	4.03	.62	.229**	.400**	.413**	.504**	1	
F6	3.99	.51	.473**	.405**	.421**	.414**	.408**	1

Notes: **Correlation is significant at the 0.01 level (2-tailed); F1, cause importance; F2, cause proximity; F3, the degree of cause participation for consumer; F4, congruence between the firm's product and the cause; F5, fit between the brand and the cause; F6, consumer's purchasing intention.

The hypothesized positive impact of cause's attributes on purchase intention was tested by analyzing the impact of cause's attributes on consumer's purchase intention through regression analysis. The results in Table 3 indicates that the hypothesized positive impact of all constructs were statistically significant as t-values ≥ 2.0 . so it can be concluded that the cause's attributes have positive impact on the consumer's purchase intention which supports all our early hypothesis H1_A, H2_A, ..., H5_A.

Table 4.4: Effects of Cause's Attributes: Regression Analysis

	B	Standard Error	t-values	Sig (2- tailed)
F1→F6	.388	(.057)	[6.826]	.000
F2→F6	.307	(.055)	[5.636]	.000
F3→F6	.372	(.063)	[5.916]	.000
F4→F6	.310	(.054)	[5.795]	.000
F5→F6	.332	(.058)	[5.681]	.000

Note: B; Regression coefficients.

One of the objectives of this research is to analysis the intervening role of income level in the relationship between the cause's attributes and consumer's purchase intention. The results in Table 4 indicate that income level of consumer intervene the relationship between cause's attributes and consumer's purchase

intention as the t -values ≥ 2 . So, the results support our hypothesis and we accept the hypothesis $H1_B$, $H2_B$... $H5_B$.

Table 4.5: Intervening role of Income level

	<i>B</i>	<i>Standard Error</i>	<i>t-values</i>	<i>Sig (2- tailed)</i>
<i>F1→Income→F6</i>				
<i>F1</i>	.333	(.058)	[5.709]	.000
<i>Income</i>	.095	(.031)	[3.095]	.002
<i>F2→Income→F6</i>				
<i>F2</i>	.256	(.055)	[4.687]	.000
<i>Income</i>	.111	(.031)	[3.544]	.001
<i>F3→Income→F6</i>				
<i>F3</i>	.320	(.062)	[5.134]	.000
<i>Income</i>	.114	(.031)	[3.716]	.000
<i>F4→Income→F6</i>				
<i>F4</i>	.259	(.054)	[4.807]	.000
<i>Income</i>	.108	(.031)	[3.467]	.001
<i>F5→Income→F6</i>				
<i>F5</i>	.265	(.061)	[4.326]	.000
<i>Income</i>	.098	(.033)	[3.005]	.003

Note: *B*; Regression coefficients.

CHAPTER NO 5

Conclusion

Keeping in mind the end goal to make a showcasing system effective, it is hypothetically and authoritatively critical to comprehend the limit states of the diverse factors and existing relationship between these factors.

Additionally, to amplify the viability of CRM it is basic to comprehend the relationship between cause's properties and customers buy expectation.

The essential target of this paper was to give new knowledge to the improvement CRM battle and investigated the relationship between the cause's characteristics and purchasers buy aim. To this end, five variables of cause's qualities are recognized and named as the level of cause's support for purchaser, fit between the brand and the cause, cause significance, coinciding between the association's item and the cause, and cause closeness.

The consequences of present review bolster that these five basic factors have solid effect on the buyer's buy goal. One of the goals of this review was to show the interceding part of pay level of shoppers in the relationship between the cause's traits and the purchaser's buy expectation. The outcomes uncover that salary levels have noteworthy effect on the relationship between the hidden cause's quality factors and the buy goals of shopper. Cause-related showcasing may give the chance to make item separation, increment piece of the overall industry and reinforce mark steadfastness. The decision of cause is generally basic. In such manner show think about infers that the firm should consider the traits of cause while making association with a cause and the pay level of target group of onlookers to make the battle fruitful.

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