

Understanding Purchase Intention of Youth towards Cause Related Marketing

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Abstract: Originality/Research need: Transformation is the key for the success of any business today. The marketing function cannot be an exception and we see the adoption of a new trends in the integrated marketing communication space. Cause Related Marketing (CRM) is one such methodology which gives a chance to do something for society. This gives marketers a choice for connecting and engaging with consumers at their convenience since cause related marketing gives satisfaction to consumer, makes it fascinating and also enhances brand engagement. Limited research has been done in the area of cause related marketing and what factors influence the purchase intention

Objective of the study: Hence the objective of this study is to determine the factors which influence the purchase intention towards cause related marketing products.

Methodology: The researcher has used quantitative research methodology for this study. A structured questionnaire was circulated to the experimental group in order to gather their opinion and was the source of primary data for the analysis. Data analysis was done using statistical methods.

Implications of the study: The study will prove helpful to academicians, managers and for companies by providing insights into the impact of using cause related marketing for advertising or marketing communication purpose.

Key words: Brand Attractiveness, Cause Related Marketing, Consumer purchase intention

I. INTRODUCTION:

In this competitive market to position your product differently cause-related marketing has come out as a way for marketers (Marín and Ruiz, 2007). As stated by (Adkin, 2004) the strategic alliances of brand always give a prominence to the brand presence. T

The public has gradually expected large corporations and small businesses to donate to nonprofit causes (Davidson, 1994).

In the Indian sense, marketers' social responsibility has been discussed many times. To enhance the well-being of consumer and society societal marketing determines the need wants and interest of target group. (Kotler, 2011). Modern marketing strategies are represented by cause-related marketing (Taylor 2007). As observed in work by (chattananon et al. 2008) that most of the companies are doing cause-related marketing (Till and Nowak 2000) to build a positive brand image. Companies must balance their revenue, public interest and consumer satisfaction in order to have real impact. Therefore

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e, it began to further understand this advertising relevant to the cause

Studies in many parts of the world shows that causal marketing (CRM) results in the company's improved monetary profit. (Adkin 2000: Kotler & Kelly 2006)

Cause-related marketing firms also accomplish non-monetary marketing targets such as "growing corporate credibility, raising brand awareness, increasing customer loyalty, building sales, and increasing press coverage." Out of the total population of 1.25 billion in India, young consumers comprise 65% of the total population in India.

(Euromonitor, 2015) And been observed that 75% of Indian youth spends 6000 INR (p.m) towards purchases of consumer goods and services. These Young group also influences family buying decisions. The spent on Cause sponsorship is predicted to reach \$2.78 billion in 2017 in India, so this marketing effort seems to have good potential. That is the reason the present study is inclined to study the youth and the variables which affect their purchase intention — the survey by Shabbir, S., Kaufmann, H. R., Ahmad, I., & Qureshi, I. M. (2010). Shows that there are various reasons which influence the purchase intention of youth like the cause association, brand and the role of gender and profession and the present study tries to identify the correlation in the Indian context. The various research been done with the impact of gender and taking attitudinal behaviour factor or perception control variable as a construct of study but none of the surveys looked into brand reliability & its effect on purchase intention. The present study tries to look at the impact of brand reliability, gender & social cause as an independent variable affecting the dependent variable that is purchase intention towards cause-related marketing products.

II. RESEARCH CONSTRUCTS:

For this research Purchase Intention has been identified as the dependent variable and gender, social cause and brand reliability been taken as independent variable for the given study.

2.2.1 Gender :

It is argued that the consumption behaviour of consumers towards cause-related marketing is influencing gender. Women and men are different in their values, attitudes, and practices towards consumption. Women have more empathetic feelings as compared to men, and there is a link between empathetic feelings and the will to contribute to society. (Meijer and Schut, 2005). So women tend to behave more prosocially and thus likely to respond positively towards the cause-related marketing products or campaigns. This affects the

firm and the product which is asking for a share to promote the social cause.

Lot of researchers have undertaken to determine the factors and characteristics of consumers who are very likely to respond positively to cause-related marketing (Bennett, 2009; Bloom et al., 2006). Socio demographic attributes like education, gender, age, and the income generated contradictory findings. Every factor affects the purchase intention of consumers either positively or negatively. Women are more empathetic and hence are judged as an excellent contributor to cause-related marketing. (Bennett, 2009; Bloom et al., 2006). The study argues that along with gender factors like empathy, and charitable behaviour will show a positive response to cause-related marketing.

Proposition 1: Gender significantly affects consumer purchase intention towards cause related marketing products

2.2.2 Social Cause :

An attribution to social cause as per the theory influences people's behaviour to respond towards cause-related products. The social object is defined regarding the prosocial behaviour which is carried out to benefit the other person without the anticipation of personal gain (Dahl & Lavack, 1995). This suggests that there are explanations for prosocial behaviour and the impact of it on the purchase of cause-related products. People support causes relating to disaster relief . (Ross *et al.*, 1990-1991 Individuals are easier to connect with a cause proposal with selfinterest motives. In general, the local division of a national charity addresses local issues and may benefit local people or communities (Kim & Johnson, 2013). Ross, J.K., Stutts, M.A. and Patterson, L.T. (1990-1991), According to the report, people are more likely to support regional-focused causes than national ones. Other categorization of support is whether it is transaction-based or non-transaction-based.

In marketing related to transaction-based causes, the company's donation is based on consumer sales. It may also take the form of dollar support, percentage support, or product support; consumers feel that an affinity for a social cause appears to be a moderator of cause-related activities.

Proposition 2: Social cause significantly affects consumer purchase intention towards cause related marketing products

2.2.3 Brand reliability

Refers brands promise to customer that how product will perform ,in a specific time frame. Three critical components that appear to be essential for purchase intention and brand reliability are brand image, quality of the merchandise/brands sold and price/promotions. Lafferty et al., 2004, noticed that consumer responses towards cause-related marketing, their perceptions, and attitudes towards the company/brand/product is strongly influenced by brand trust or reliability. "In the context of a CRM campaign, brand credibility could be described as the degree to which a customer perceives the brand as expressing honesty and trustworthiness and possessing the skills and experience necessary to identify with the specific social cause" (Bigné-Alcañiz, E., Currás-Pérez, R., & Sánchez-García, 2009). As discussed by (Lafferty et al., 2004; Trimble and Rifon, 2006; Barone et al., 2007) there are

two general ways of operationalizing brand reliability, one is on the basis of functional fit and the other based on image fit. The functional fit is determined by the functions of category association of the brand, and the type of cause it is associated with (e.g., cosmetics products and environmental conservation).

Image fit, Nonetheless, it is dependent on the presence of positioning characteristics between the brand and the consumer; thus, consumers ultimately determine the type of fit by contrasting their brand image with the image of the particular cause.

In their paper Forehand and Grier (2003) , Consumer feel a disconnect and avoids the brand if the brand focuses on ego and on other hand talk about social cause. Understanding what the brand it is trying to convey and its real motives is crucial, this will inhibit the brand's possible sense of deception and exploitation. Thus, the study shows that brand trust and reliability is an indicator which helps individuals to determine whether to buy a cause-related product or not. The association of a theme product gives a positive understanding of customer attitudes towards business (Boucher et al. , 1994; Kirmani and Campbell, 2000; Ellen et al., 2000). Supported a related idea, indicating that consumers prefer altruistic-motivated products to income.

Proposition 3: Brand reliability significantly affects consumer purchase intention towards cause related marketing products

III. RESEARCH METHOD:

The paper takes a quantitative approach to arrive at a conceptual model based on assessment and survey analysis. The data for this study was collected via question-pro online questionnaire domain. The data are analysed for relevance from perspective of the three factors . The present study is restricted to millennials because millennial are the largest and most influential generation of consumers in India. They are the major purchase group and they want to give back to society and they usually spend approximately \$600 billion annually. Although definitions of Millennial vary, but it is typically accepted that the term refers to a category of consumers born between 1980 and 2000, Forbes defines Millennial as consumers aged between 20 and 35.

Since the survey required the cause related marketing data hence convenience sampling was adopted and the sample population . About 156 volunteered for the same and were asked to fill in the structured questionnaire. The collected data was analyzed using factor and regression analysis to test the hypotheses.

IV. CONCEPTUAL MODEL:

Based on the literature review the following conceptual model and hypotheses have been proposed.

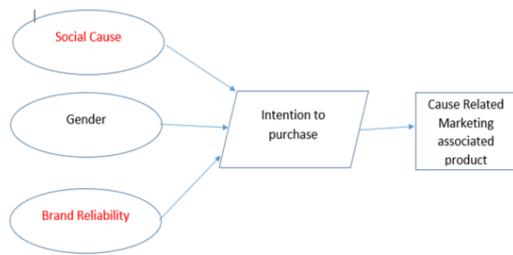


Fig 1: Conceptual model:

- H1: Gender significantly affects consumer purchase intention towards cause related marketing products
- H2: Social cause significantly affects consumer purchase intention towards cause related marketing products
- H3: Brand reliability significantly affects consumer purchase intention towards cause related marketing products

V. DATA ANALYSIS AND FINDINGS:

With the use of cause-related marketing, a Likert scale was used to obtain customer responses to the constructs influencing product purchasing intention. The Cronbach Alpha test was used to determine the reliability of the scale used. The value for Cronbach Alpha which is 0.63 portraying good internal consistency.

The Kaiser-Meyer-Olkin (KMO) Test was conducted in order to measure how suitable the data was for conducting factor analysis. This test tells us the adequacy of the sample for the different variables and the model as a whole. Table 1 below showcases the results for the KMO test as 0.492 which falls between the standard ranges. (See table 1)

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.492
Bartlett's Test of Sphericity	Approx. Chi-Square
	1910.692
	df
	351
	Sig.
	.000

5.1 Factor analysis:

The objective of the study was to identify the constructs important for purchase intention of millennials towards cause related marketing. Hence exploratory factor analysis was used to classify parameters affecting purchase intention. The principal component analysis with varimax rotation was used for exploratory factor analysis. 78% of the overall variance in the variables could be explained by the three factors which resulted after the factor analysis. The three factors were labelled as gender, social cause and brand reliability. (Ref Table 2)

Table 2: Factor analysis for identified factors:

		Rotated component Matrix	
		Component	
		1	2
		3	
Gen1	0.898		

Gen2	0.854		
Gen3	0.818		
Gen4	0.592		
SC1		0.849	
Sc2		0.791	
Sc3		0.754	
BRR1			0.546
BRR2			0.883
BRR3			0.773
BRR4			0.809

5.2 Regression Analysis:

To identify the relationship between independent and dependent variable regression analysis was conducted. Here we took purchase intention as dependent unit and gender, social cause, brand reliability were taken as independent variables. The R value is 0.791 (See table 3) which tells us there's a strong relationship between purchase intention and the three factors. The R square value here is .626 ((See table 3) which lies between 0 and 1 indicating that 62 per cent of the variation in purchase intention is accounted for through the combined linear effects of the three factors.

Table 3: Model Summary

Model Summary ^a									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.791 ^a	.626	.593	63786828	.626	18.910	7	79	.000

a. Predictors: (Constant), REGR factor score 5 for analysis 1, REGR factor score 6 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1, entertaining
b. Dependent Variable: REGR factor score 7 for analysis 1

Model	Coefficients ^a				
	unstandardised coefficient	Std. Error	Beta	t	sig.
	B	Std. Error	Beta		
1(Constant)	-4.512	0.398		-11.334	0.000
	1.1.04	0.096	1.193	11.505	0.000
REGR factor score 1 for analysis1	0.685	0.096	0.685	7.528	0.000
REGR factor score 2 for analysis1	-0.244	0.072	-0.244	-3.39	0.001
REGR factor score 3 for analysis2	0.116	0.07	0.116	1.668	0.003
a. Dependent variable : REGR factor score 3 for analysis1					

Table 4: Coefficients



In this research, as independent variables, gender, (GEN) Social cause (SC) and Brand reliability (BRR) have been examined with purchase intention towards cause related marketing . As the Table 4 indicates the p values for all the three factor is significant. The P value for factor 1 (gen), is .000 indicating 99 % confidence in the value of the estimated coefficient. (See table 4)For factor 2 (social cause) the significance value is .001 and for factor 3 (brand reliability) the value is .003 which is less than.05 indicating 95 percent confidence in the value of the estimated coefficient (see table 4). From this it is clear that all the factors are significantly affecting the independent variable.

VI. MANAGERIAL IMPLICATION:

This can be valuable information for marketers towards planning the marketing programs for youth. They can also decide on the social cause based on the different demographic outlook. A marketer can get insight about CSR for a respective group of students by this study. It creates a platform for marketers to connect with youth in different ways. Marketer or HR firms can be more active on corporate philanthropy and focus on ethical issues

VII. CONCLUSION:

This study was undertaken with the aim of determining the impact of cause related marketing on consumer purchase intention . Based on literature review 11 variable were identified which were further clubbed into 3 factors based on factor analysis. The three identified factors viz gender, social cause and brand reliability were significant and effect purchase intention towards cause related marketing products

Regression analysis was further done to test the hypotheses and results showed that all 3 factors were significant hence all 3 hypotheses stand accepted. (See table 5)

Table 5: Results of the Hypotheses Testing using regression analysis

	Hypotheses	Sig. P value	Result
H1	Gender significantly affects consumer purchase intention towards cause related marketing products	0.000	Accepted
H2	Social cause affects consumer purchase intention towards cause related marketing products	0.001	Accepted
H3	Brand Reliability affects consumer purchase intention towards cause related marketing products	0.003	Accepted

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