Abstract
Companies increasingly take advantage of cause-related marketing (CRM) in order to increase sales, improve their image and support causes at the same time. The effectiveness of cause-related marketing depends on a number of factors. Therefore, this research examines whether customer response to CRM differs according to cause type, price-donation amount, and gender. Data collected from a convenience sample of 113 academicians enrolled at Uşak University in Turkey were analyzed using Repeated Measures ANOVA. The results indicate that gender and price donation do not affect the purchase intention of the consumer, however it was found that the purchase intention of the consumer differs in the types of social causes and gender * price-donation interaction.

Keywords: Corporate Social Responsibility, Cause Related Marketing and Repeated Measures ANOVA

Introduction
Besides nonprofit organizations and public institutions, nowadays, corporations are also expected to have active roles in the solution of gradually increasing social and environmental problems (Smith & Higgins, 2000, p.318). Apart from the shareholder, who corporations have traditionally felt responsible for, corporations should also take into consideration the needs and expectations of the society to which they belong (Paetzold, 2010:3; Guler and Crowther, 2010:10). On the one hand, corporations have been held responsible for a certain part of the social issues, but on the other hand, they have huge potential to prevent and solve these problems. Therefore, social responsibility has become a necessity in terms of realizing both social legitimacy and corporate objectives (Hond, 2007, p.2).

Because of the increasing importance of social responsibility, many small and large scale corporates have been performing corporate social responsibility projects since 1980 (Maignan & Ralston, 2002). One of the forms of social responsibility that has been widely employed in recent years by businesses is cause-related marketing (CRM). CRM is not only corporate philanthropy, sales promotion, public relations and corporate sponsorship, but is also a mixture of all of these activities (Varadarajan & Menon, 1988, p. 60). On the other hand, CRM differs from the other forms of philanthropic donation. For example, even if philanthropists do not wish it, their identity may be revealed, and an extra effort is needed for them to support charities. However, by using CRM, there will not be any requirements for an extra effort and also donors’ identity can be concealed (Eroğlan, Torun & Gönülüoğlu, 2014, p.156). Through CRM, while financial benefits are provided for those who need support, also moral benefits are provided for the consumers who feel good for supporting others (Westberg & Pope, 2012, p.422).

Despite several definitions of CRM in literature, the definition by Varadarajan and Menon (1988) is one of the most commonly used:

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The Impact of Cause and Consumer Related Factors on Purchase Intention in Cause Related Marketing

"Cause-related marketing is the process of formulating and implementing marketing activities that are characterized by an offer from the corporation to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives".

As emphasized in the definition above, CRM contributes to organizational objectives. In this context, researchers in this field revealed that CRM applications increase the sales, brand image and brand recognition of the corporations (Ptacek & Salazar, 1997; Demetriou et al., 2010; Aydede, 2007; Cui et al., 2003), raise customer loyalty (Gifford, 1999; Gupta & Pirsch, 2006; Peltekoğlu & Saydam, 2008), and increase the performance and morale of employees (Smith, 1994; Roy & Jones, 2010). Also, it is stated that consumers have a positive attitude towards the corporations who carry out CRM activities (Berger, Cunningham & Kozinets, 1996; Creyer & Ross, 1997;3), and they prefer these corporations for repeat purchases (Varadarajan & Menon, 1988). Also, although they are customers of different corporations, they are highly likely to switch to the corporations with CRM activities (Smith & Alcorn, 1991, p.20).

CRM provides benefits not merely for the corporations, but also for charities and consumers. This is known as “mutual rewarding” or “mutual benefit” (Pringle & Thompson, 1999, p.11). In this context, CRM can be considered as a win-win-win scenario for charities, corporations, consumers, and even shareholders (Adkins, 1999, p.35).

As in other marketing applications, the success of CRM applications depends on how well they are planned and carried out. If there is a lack of any organic relationships between brand and cause, philanthropists or consumers may be skeptical about a CRM campaign (Gray, 2000). Since support of a cause depends on the sale of a product, it may lead consumers to have doubts about a CRM campaign and this can negatively affect the brand image (Fries, 2010). At the same time, this doubt decreases the donation amount (Dahl & Lavack, 1995) and also reduces the consumer’s desire for trading-off to be a part of this campaign (Barone, Miyazaki & Taylor, 2000). In this respect, objectives of CRM should be simple, measurable, achievable, realistic and valid for a certain period, so that CRM applications would end in success for each stockholder (Adkins, 1999).

Studies carried out have shown that variables exist which affect the productivity of CRM applications on consumers’ attitude and intention. These variables are given as gender, proximity, donation amount, product and service type (Ross, Patterson & Stutts, 1992; Dahl & Lavack, 1995), the scope of the given message (Grau & Folse, 2007), brand loyalty, characteristics of consumer (Youn & Kim, 2008), and the perceived fit between brand and cause (Gupta & Pirsch, 2006).

Most studies related to CRM have focused on the main effects of factors such as donation amount, gender, price and cause type on consumer response to CRM offers. The aim of this study is to investigate the interaction effect of these factors as well as the main effects. For this purpose, Repeated Measures ANOVA is used.

Method

This empirical research examines the causality between cause type, pricedonation, gender variables and consumers’ purchasing intention. The population of the study has been determined as the academicians working at Uşak University. Webb and Mohr (1998, p.226) concluded from their study that consumers with a high education level have more information about social cause-related marketing, and they regard it more in their purchasing decisions. Therefore, academicians have been selected with the idea that they know more about social cause-related marketing and social problems. In order to constitute the study sampling, in total 113 academicians were selected by the convenience sampling method. The demographic qualities of the academicians who participated in the study are presented in Table 1.

The objective of the study is to examine the effect of the cause type, price donation and gender in social cause-related marketing on consumers’ purchase intentions. Hence, nine different purchase conditions were created by crossing three different causes and three different price donations for an imaginary product priced normally at 10 Turkish Lira in a hypothetical scenario. The price-donation variable was formed by increasing both the price and amount of donation.

The findings of Strahilevitz’s study (2003), indicate that current brand image in CRM directly affects
consumers’ evaluation of CRM offers. The reason for using an imaginary brand in this research design is to avoid any bias resulting from the consumer’s former perception about the brand. Cause types to be used in the study have been determined as the result of pre-interviews with academicians, and related literature reviews. Similar to the cause types determined in this study, Cone (2004) has indicated that health (81%), education (81%) and environment (80%) are the top three causes most valued by citizens.

Purchase options (conditions) in the survey form have been obtained by crossing cause type and price-donation factors, which can be seen in Table 2.

After creating a survey form with nine purchase options (shown in Table 2), research data were collected through the face-to-face survey method which were conducted in academicians’ rooms, after giving necessary explanations, between 9th and 13th February 2015.

This research design, called a within-subjects design, is based on data collection with the measurements on the same subjects under different conditions. However, the possibility of variation caused by individual differences of the participants to affect the results is a question for between-subjects design; it is out of the question for within-subjects designs due to the repeated measurement on the same participants (Kinnear & Gray, 2008, p.315).

The data collected through the within-subjects design have been analyzed using the Repeated Measures ANOVA. Also, in the study, a gender variable is

### Table 1. Qualities of Participants

<table>
<thead>
<tr>
<th>Quality</th>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Female</td>
<td>36</td>
<td>31.9</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>77</td>
<td>68.1</td>
</tr>
<tr>
<td>Age</td>
<td>30 and under</td>
<td>21</td>
<td>18.6</td>
</tr>
<tr>
<td></td>
<td>Between 31-45</td>
<td>73</td>
<td>64.6</td>
</tr>
<tr>
<td></td>
<td>Over 45</td>
<td>19</td>
<td>16.8</td>
</tr>
<tr>
<td>Academic Title</td>
<td>Research Assistant</td>
<td>23</td>
<td>20.4</td>
</tr>
<tr>
<td></td>
<td>Teaching Assistant</td>
<td>23</td>
<td>20.4</td>
</tr>
<tr>
<td></td>
<td>Assistant Professor</td>
<td>48</td>
<td>42.5</td>
</tr>
<tr>
<td></td>
<td>Associate Professor</td>
<td>13</td>
<td>11.5</td>
</tr>
<tr>
<td></td>
<td>Professor</td>
<td>6</td>
<td>5.3</td>
</tr>
<tr>
<td>Volunteer, Charity Membership</td>
<td>None</td>
<td>90</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>Health</td>
<td>2</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>2</td>
<td>16.8</td>
</tr>
<tr>
<td></td>
<td>Environment</td>
<td>19</td>
<td>79.6</td>
</tr>
</tbody>
</table>

### Table 2. Research Design

<table>
<thead>
<tr>
<th>PRICE IN TURKISH LIRA (TL)</th>
<th>CHARITY TYPE</th>
<th>OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product is 10TL, 1TL is donated</td>
<td>Health Charity</td>
<td>1st Option Product is 10TL, 1TL is donated to health</td>
</tr>
<tr>
<td>Product is 11TL, 2TL is donated</td>
<td>Education Charity</td>
<td>2nd Option Product is 11TL, 2TL is donated to health</td>
</tr>
<tr>
<td>Product is 12 TL, 4TL is donated</td>
<td>Environment Charity</td>
<td>3rd Option Product is 12TL, 4TL is donated to health</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4th Option Product is 10TL, 1TL is donated to education</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5th Option Product is 11TL, 2TL is donated to education</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6th Option Product is 12TL, 4TL is donated to education</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7th Option Product is 10TL, 1TL is donated to environment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8th Option Product is 11TL, 2TL is donated to environment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9th Option Product is 12TL, 4TL is donated to environment</td>
</tr>
</tbody>
</table>
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The main assumption of Repeated Measures ANOVA is an assumption of sphericity. It resembles the homogeneity assumption of the variance in one-way ANOVA. In this respect, assumption of sphericity means the equality of the variance of the difference between factor levels. If Mauchly’s test statistic produced by SPSS is significant, it indicates that the assumption of sphericity is not met. In this case, the Greenhouse-Geisser correction that is produced by SPSS should be taken into consideration (Field, 2009, p.459).

Findings
Repeated measures ANOVA is performed after identifying cause type and price-donation variables as within-subjects factors and gender as a between-subjects factor. Mauchly’s test results show that assumption of sphericity is met for cause-type variable (Χ²(2) = 1.509, P= 0.47), but it is not met for the main effects of price variable (Χ²(2) = 95.841, P= 0.00) or interaction between cause type and pricedonation (Χ²(2) = 87.415, P= 0.00). Therefore, the Greenhouse-Geisser corrected value is reported for these two effects.

In order to assess main and interaction effects of the variables on purchasing intention, the values on the table of tests of within-subjects effects produced by SPSS were taken into consideration. There exists a significant difference in consumers’ purchasing intention by cause type (F (2.222) =10.931; P<0.05). Pairwise, comparisons for the three cause types revealed that there is a significant difference between health and education charities (P<0,05) and health and environment charities (P<0,05), whereas there is no significant difference between education and environment charities (P>0,05). These results indicate that consumers are more sensitive to health than education and environment issues.

The results indicate that there is not a significant difference between three price categories in term of consumers’ purchasing intention (F (1.265, 140.366) =0.018; P>0.05). This result indicates that consumers are not sensitive to price changes in CRM due to the increased donation amount. It might be indicated that the increased donation amount neutralizes the negativity of increased prices.

When it comes to the results about the effect of interaction between variables apart from the main effects, it is found that the interaction effect of gender-price variables is significant (F (2) =4.392; P<0.05). When we look to the comparison values between different levels of price according to gender, it is seen that there exists a significant difference (P<0.05) only between 3rd level and other levels, and that no significant difference has been found between 1st and 2nd levels. Average values for these levels are presented in Table 3.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Price in Turkish Lira (TL)</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>Product price is 10TL, 1TL is donated</td>
<td>72.824</td>
</tr>
<tr>
<td>Female</td>
<td>Product price is 11TL, 2TL is donated</td>
<td>75.204</td>
</tr>
<tr>
<td>Female</td>
<td>Product price is 12TL, 4TL is donated</td>
<td>80.231</td>
</tr>
<tr>
<td>Male</td>
<td>Product price is 10TL, 1TL is donated</td>
<td>78.139</td>
</tr>
<tr>
<td>Male</td>
<td>Product price is 11TL, 2TL is donated</td>
<td>75.909</td>
</tr>
<tr>
<td>Male</td>
<td>Product price is 12TL, 4TL is donated</td>
<td>71.580</td>
</tr>
</tbody>
</table>
As is seen in Table 3, increasing the price-donation amount has a positive effect on females’ purchase intention. In contrast, it delivers a negative effect for males, which can be viewed in Figure 1.

Finally, interaction between cause and price-donation (F (4.444) =0.371; P>0.05), and interaction of gender and cause type is not significant (F (2) =0.232; P>0.05).

**Conclusion**

There are many factors affecting the success of CRM. Hence, these elements need to be searched carefully for successful CRM. In this paper, main and interactive effects of cause type, price donation and gender variables on consumers’ purchasing intentions in CRM have been investigated. Findings obtained in the study indicate that there exists a significant effect on cause type on purchasing intention. It is seen that there exists a significant difference between health and education and environment in terms of consumers’ purchasing intention among cause types. In other words, consumers show a higher purchasing request to the health-related CRM offers compared to those related to education and environment for the product they will buy. Thus, a cooperation of the corporations with health charities in CRM may increase the success of their marketing efforts. Nevertheless, cause-brand fit should also be taken into account when choosing a cause to support. Therefore, these kinds of problems can be overcome by giving the consumers a chance to choose the cause they would like to support. Robinson et al. (2012) in their studies state that by giving consumers a chance to choose, consumers can be given a more active role which will enable them to show more positive attitudes in the process.

On the other hand, it has been determined that the price-donation variable has no significant effect on purchasing intention. Consumers’ purchase intention is normally expected to reduce when the price increases. But, due to increased donation amount, higher prices do not affect consumers’ purchase intention negatively. These results comply with Koschate-Fischer et al.’s (2012) findings in their study that there is a positive relationship between the donation amount and the consumer’s willingness to pay. Likewise, Andrews (2014) concluded that low product price in CRM reduces consumers’ warm-glow feelings and purchasing intentions.

In the study, it is seen that purchasing intention does not differ according to gender. This result does not comply with Vilela’s (2006) findings that females are more willing than males to support social causes. This
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Conflict is believed to be deduced from the difference between research populations. Nevertheless, the results of gender x price-donation interaction are significant. According to this, while females show higher purchase intention as the price-donation amount increases, males show higher purchase intention in lower-pricedonation rates. This result indicates that males do not react positively to the increases in price or even to the increases in donation.

This study has some limitations. One of these limitations was the use of academicians as the population. Future research can use a different population instead of academicians. This research examined the main and interactive effects of cause type, price-donation amount and gender on purchasing intention. Future researches can also examine the effect of other factors such as income and culture on purchasing intention.

References


