

The Effect of Consumer Characteristics on the Cause-Related Marketing Campaign: The Role of Personal Life Values

Jaejin Lee¹ & Jihye Kim²

¹ School of Communication, Florida State University, Tallahassee, Florida, United States

² College of Journalism and Communications, University of Florida, Gainesville, Florida, United States

Correspondence: Jaejin Lee, School of Communication, University Center C, Suite 3119, Tallahassee, FL 32306-2664, USA. Tel: 1-850-644-3416. E-mail: jaejin.lee@cci.fsu.edu

Received: July 7, 2016

Accepted: July 27, 2016

Online Published: August 10, 2016

doi:10.5539/ijbm.v11n9p82

URL: <http://dx.doi.org/10.5539/ijbm.v11n9p82>

Abstract

Given the increased interest in cause-related marketing (CRM) in the marketing arena, this study demonstrated the importance of personal factors affecting CRM practice with the Theory of Planned Behavior (TPB) as a theoretical background. This study employed personal life values as an indicator of attitudes, social norms, and perceived consumer effectiveness in order to investigate more specific consumer characteristics in a cause-related marketing context. Findings show that consumers who value universalism and benevolence have more positive attitudes toward the CRM campaign, more strong subjective norm, and perceived consumer effectiveness. The results from this empirical study imply that consumers' personal life values have direct and indirect effects on the expended TPB model in the context of cause-related marketing. The findings from this study add to the body of knowledge about cause-related marketing in the field of advertising and marketing studies.

Keywords: theory of planned behavior, personal life value, cause-related marketing

1. Introduction

Cause-related marketing (CRM) is defined as “a commercial activity by which businesses and charities or causes form a partnership with each other to market an image, product or service for mutual benefit” (Adkins, 1999, p. 11). The use of cause-related marketing appears to be the emerging trend in today's marketplace based on the increasing recognition of its potential outcomes (Drumwright, 1996; Hoeffler & Keller, 2002; Varadarajan & Menon, 1988). This marketing strategy benefits not only companies, but also the community, customers, and nonprofit organizations while generating increased community goodwill, customer morale, and revenues for both the company and the nonprofit sector (Andreasen, 1996; Davison, 1997). In a market characterized by increasing competition among manufacturers and demanding consumers, this unique marketing strategy offers a strategic marketing promotional tool for differentiating a brand or a company with added value (Broderick, Jogi, & Garry, 2003).

Not only the marketing arena, but consumers are changing as well. Consumers now have increasing power in the market, stemming from their knowledge and expectations about the brand and product (Adkins, 1999). Consumer attitude changes toward corporate social responsibility (CSR) affect marketing strategies. The recent study from Cone (2010) reveals that fifty-five percent of respondents were more likely to choose a product from a company that supports a certain social cause, while some consumers are willing to pay more for a product with added social benefits despite the recession. Nine percent of consumers want companies to inform them about the ways they are supporting social causes (Cone, 2010). This kind of empirical study shows that there is an incentive for corporations to consider CRM activities. In this regards, many companies employ CRM strategies which link product sales to the support of social cause to create and maintain favorable brand images and enhance financial performance while creating added value.

The point of CRM is “to attract consumers wanting to make a difference in society through their purchasing” (Bronn & Vrioni, 2001). However, the current literature is unfortunately silent with respect to consumer characteristics that might strongly affect the outcome of CRM campaign. In order to enhance CRM campaigns to ensure better outcomes and a better understanding of corporate target markets, it is important to exploring a

variety of aspects of target consumers. Therefore, some important questions remain unanswered: What kind of personal factors encourage and motivate consumers to participate in CRM campaigns? How are consumers reacting to CRM based on their personal life value?

We approach this question by examining the consumer personal characteristics with Theory of Planned Behavior (TPB) and Schwartz's value theory in the context of CRM campaign. For better CRM campaigns, for better outcomes, and for better understanding of corporate target markets, it is worthwhile to have more research which investigates target consumer characteristics.

2. Theoretical Background

2.1 Cause-Related Marketing (CRM)

Cause-related marketing is a unique marketing strategy in which the company promises its consumers to donate its financial returns to charitable and deserving causes for each product or service sold (Brink, Odekerken-Schroder, & Pauwels, 2006). Unlike sponsorship and philanthropy, CRM is "post-purchase giving" (i.e., after the sale has been made) (Berglund & Nakata, 2005). The goal of CRM is to increase sales and corporate/brand image while contributing to non-profit organizations and the society. According to Varadarajan and Menon (1988), CRM is "the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specific amount to a designated cause when consumers engage in revenue-providing exchanges that satisfy organizational and individual objectives" (p. 60). CRM aims not only to increase the company's revenue with increased transaction volume, but also to contribute to societal welfare (Nan & Heo, 2007). The goal of CRM in business is "to do better by doing well" (Varadarajan & Menon, 1988). This kind of strategic marketing activity has been used to achieve both economic corporate objectives, such as increasing profit and brand loyalty, and non-economic corporate objectives, such as developing employee loyalty to the company and building its reputation or image as a good corporate citizen (Davidson, 1997; Nan & Heo, 2007).

In addition, CRM helps to raise funds and awareness for a social issue, while building awareness of the both company and nonprofit brand and increasing positive consumer attitudes (Carringer, 1994). Because of its multiple advantages, marketing practitioners started to adopt this innovative marketing communications and promotion strategy in response to higher consumer expectations of corporations (Webb & Mohr, 1998). Companies started to adopt CRM as an "added value for their charitable giving activities" (Mullen, 1997, p. 42). CRM is a transaction-based marketing activity that relies on consumers' product purchases. In other words, a proportion of the sale is donated to the associated cause (Davidson, 1997). In order to get maximum results, marketers focus on finding the right social cause that matches the corporate identity and mission, or their existing or potential target consumers' values (Osterhus, 1997).

The most important to the success of a CRM campaign is understand the target consumer groups who may engage with the campaign. Marketers should know who the target audiences are and reach and impress those (Polonsky & Woods, 2001). To achieve this goal, more efforts are needed by companies and researchers to comprehend target customers' attitudinal and behavioral characteristics including beliefs, motivations, and values. In order to understand the roles of consumer characteristics in their decision making process, the current study applies The Theory of Planned Behavior (TPB; Ajzen, 1985) and Schwartz's value theory (1992).

2.2 The Theory of Planned Behavior (TPB) in Cause-Related Marketing

The Theory of Planned Behavior (TPB; Ajzen, 1988) is a theoretical framework often used to explore consumer characteristics with the purpose of better understanding the motivations behind human behavior. The central premise of the TPB is that attitudes, subjective norms, and perceived behavioral control influence behavioral outcomes through behavioral intentions.

According to Ajzen and Fishbein (1975; 1980), the personal attitude refers to the extent that personal beliefs of the consequences of performing a behavior. Consumers tend to have more favorable attitudes toward businesses that concern the social issues with CRM. The Cone survey (2013) revealed that about 90 percent of consumers display increasing demand for products associated with social causes to fulfill their sense of social responsibility. Also, CRM is attracting non-users of certain products and increasing repeated purchases among users because it encourages a positive attitude toward sponsorship-linked products and brands (Andreasen, 1996; Andreasen & Drumwright, 2000). Attitudes toward cause-related marketing ultimately affect to individuals' purchase intention, building stronger brand loyalty, and constituting the brand advocacy (Cone, 2013; Cornwell & Coote, 2005). Based on the literature, the combination of positive belief and evaluation about purchasing the product that support the social cause is expected to affect individual's purchase intention. Accordingly, following hypothesis

is developed:

H1a. In a CRM campaign, attitude toward cause-related marketing campaigns is positively related to purchase intention.

The subjective norm represents an individual's belief in the importance of others' approval of the certain behavior. According to Ajzen (1991), norms are "the perceived social pressure to perform or not to perform the behavior" (p. 187). This kind of personal norms influence the individual's behavior. According to previous literature, recognition on social approval has a positive effect on socially desirable consumption behaviors such as blood or monetary donation, recycling, and energy conservation (Handelman & Arnold, 1999; Smith & Alcorn, 1991; Smith & Alcorn, 1991).

H1b. In a CRM campaign, subjective norm is positively related to purchase intention.

A perceived behavioral control explains an individual's perceived capability of performing a specific behavior. Similar to perceived behavioral control in the original TPB model, perceived consumer effectiveness (PEC) have been found to be significantly related to behavioral outcomes in marketing related research such as purchase intention and purchase behavior (Straughan & Roberts, 1999). PEC refers to consumers' belief in whether they can easily acquire a certain product or not, which is individual's perceived resources or opportunities (Sparks & Shepherd, 1992). Especially for the pro-social behavior, a strong perception of consumer effectiveness motivates consumers to have positive attitudes toward sustainable products, environmentally friendly products, or charitable giving, blood donation (Straughan & Roberts, 1999).

H1c. In a CRM campaign, perceived consumer effectiveness is positively related to purchase intention.

2.3 Personal Life Values

Values convey what is important to an individual's quality of life. Each individual holds numerous values with varying degrees of importance (Bardi & Schwartz, 2003). One particular value may be more important than others, but multiple values can co-exist within an individual's belief system. Values are a motivational construct of the human decision-making process (Schwartz, 2006). For example, if power is important to a person, that person is more likely to pursue powerful roles at home, with friends, or at work. Values are relatively stable motivational constructs of a person across the human lifespan (Bardi & Schwartz, 2003; Schwartz, 2006; 2012). Therefore, asking about personal values and using them as a determinant in the process of human decision making can be useful since they give relatively accurate reports about one's self (Bardi & Schwartz, 2003).

Schwartz's value theory (1992) suggests 10 broad concepts of personal life values. These include: power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, and security. According to Schwartz (1992), each value represents a different and distinctive aspect of human nature. Power refers to social status and prestige and control or dominance over people and resources. It often manifests itself as social power, authority, and wealth. Achievement represents personal success through competence according to social standards such as responsibility, capability, ambitiousness, and influence over others. Hedonism explains an individual's motivation to seek pleasure and sensuous gratification, as well as overall enjoyment of life. Stimulation refers to the search for excitement, novelty, and challenge in life. Self-direction refers to individuals who are more likely to be creating, exploring, and action-oriented. They tend to consider themselves creative, freedom seeking, independent, and curious. Universalism indicates people who are more understanding, appreciative, tolerant, and protective of the welfare of all people and of nature. It is characterized by broadmindedness and wisdom, as well as desire for social justice, equality, a world at peace, a world of beauty, unity with nature, and protection of the environment. Benevolence is about the motivation to preserve and enhance the welfare of people through frequent personal contact and values like helpfulness, honesty, forgiveness, loyalty, and responsibility. Tradition means the motivation to be committed to and respectful of the customs and ideas that traditional culture or religion provides. Humbleness, acceptance of one's portion in life, devotion, moderation, and reverence for tradition are included in this value. Conformity expresses restraint of actions, inclinations, and impulses likely to upset or harm others or violate social expectations or norms. Politeness, obedience, self-discipline, and honoring parents and elders represent conformity. Finally, security refers to safety, harmony, and the stability of society, of relationships, and of self. It includes family and national security, social order, and reciprocation of favors.

Previous studies have shown that values reflect behavior in real-life situations. For example, values predict voting for political parties (Schwartz, 1997) and what courses college students choose to take (Feather, 1988). Sparks and Shepherd (1992) demonstrate personal values as one of the determinants of food choice. Vermeir and Verbeke (2007) examine that personal life values play an important role in the relationship between attitude and

sustainable food consumption among young adults in Belgium. Similarly, Grunert and Jurl (1995) found that the more environmentally concerned and involved an individual is, the more likely he or she is to buy sustainable foods. People behave in accordance with personal values based on a need for consistency between an individual's beliefs (i.e., values) and behavior (Bardi & Schwartz, 2003). According to Vermeir and Verbeke (2007), the causal relation between some personal life values and consumption of sustainable and organic products may affect the entire campaign promoting sustainable food. Understanding consumers' life values and applying them to the process of campaign may result in a successful outcome. Accordingly, consumers' engagement in certain cause-related marketing appears to have much in common with their personal life values. According to Westberg and Pope (2005), people with values such as sense of belonging (e.g., security and conformity), warm relationships with others (e.g., benevolence and universalism), and self-fulfillment tend to have a positive attitude toward CRM.

In this study, personal life values may perform a role as antecedent variables that affect consumers' attitude, social norm, perceived consumer effectiveness, and purchase intentions in the cause-related marketing. There are no studies have been done to identify these values within a CRM context. Investigating and identifying the new factors is expected to enhance consumer participation in CRM (Vermeir & Verbeke, 2007). Given the conceptual strength of previous research, the following research question is proposed:

RQ1. In a CRM campaign, which personal life values show significant associations with (a) attitude toward cause-related marketing campaigns, (b) subjective norm, and (c) perceived consumer effectiveness, and (d) purchase intention?

Schwartz's ten personal life values are interrelated (Bardi & Schwartz, 2003; Schwartz, 2012). Each value has "psychological, practical, and social consequences that may be congruent with the pursuit of other values" (Bardi & Schwartz, 2003, p. 1208). For example, actions intended to stabilize the social order (security) are likely to promote obedience (conformity). However, these values may conflict with self-direction values, which prefer independence. Schwartz identifies the structure of dynamic relations among ten values based on conflict and congruity among them. With ten values, there are four dimensions, 'openness to change' (stimulation, self-direction, and hedonism), 'conservation' (security, conformity, and tradition), 'self-enhancement' (achievement, power, and hedonism), and 'self-transcendence' (universalism and benevolence). According to Schwartz (2012), the values emphasize honoring order, social orders, respect tradition, and resistance to change (conservation) conflicts with values pursuing independence of thought, feeling, and behavior (openness to change). Also, there is a conflict between values that emphasize one's own interests and related success (self-enhancement) and values that emphasize care for welfare of others (self-transcendence).

Especially, in pro-social and altruistic behaviors, self-transcendence values are positively related to behavioral intention. Karp (1996) finds that self-transcendence and openness to change is strong predictor of pro-environmental behavior while self-enhancement and conservation show a strong negative relationship. Also, individual with social-altruistic value orientation have stronger environmental concern that influence behavior (Stern, Dietz, & Kalof, 1993). Kropp and colleagues (1997) argue that consumers with self-transcendence value have favorable attitude toward CRM campaign. According to Verplanken and Holland (2002), values influence individual's state of mind and behavior. Accordingly,

H2. In a CRM campaign, self-transcendent values are positively related to (a) attitude toward cause-related marketing campaigns, (b) subjective norm, and (c) perceived consumer effectiveness.

H3. Attitude toward cause-related marketing campaigns, subjective norm, and perceived consumer effectiveness will mediate the relationship between self-transcendence values (Benevolence and Universalism) value and purchase intention.

3. Method

In order to achieve the study goal and obtain empirical data, an online survey using a consumer panel was employed.

3.1 Participants

An online survey with consumer panel was conducted to explore consumers' personal traits and its relationships to attitudes and purchase intention within cause-related marketing campaigns. This approach with relatively homogeneous group allows for a more generalizable result for a specific group (Babbie, 2007). Study participants were recruited using a national online survey. The study sample is limited to consumer panels, which were provided by a third-party consumer research company, uSamp (www.uSamp.com). This research company recruits their consumer panels from an online database of registered members, and through social media, Web

publishers, and global partners. In present study, gender and geographic profile were controlled to ensure the quality of data. In addition, uSamp controls the quality of data by eliminating duplicate and fraudulent respondents to online surveys (www.uSamp.com, 2012). Survey respondents received cash reward for their survey participation.

3.2 Procedure

In the present study, consumer panelists were first invited to join a market research panel via an email invitation with a link to the online survey. By clicking the link, respondents directed to the Qualtrics survey site where they first saw a welcome message and the questionnaire for the study. Participants were asked to evaluate their personal life values, attitude toward CRM campaign, subjective norm, perceived consumer effectiveness, and purchase intention.

3.3 Measures

3.3.1 Personal Life Values

The 57-item Schwartz Value Survey (1992), postulated to cover the full range of 10 different human values validated across cultures, was used to capture responses about personal life values. Respondents were asked to evaluate each item's importance as a guiding principle throughout their life on a seven-point Likert scale, ranging from 1 (not important at all) to 7 (extremely important). In keeping with the original value questionnaire by Schwartz (1992), 57 items accompanied by detailed explanations in parenthesis were utilized to frame the item in question. The specific value constructs included as part of the personal life values are listed in Appendix 1.

3.3.2 Attitude toward Cause-related Marketing

Attitude toward cause-related marketing is defined as an individual's overall evaluation of cause-related marketing campaign activities (Creyer & Ross, 1992). Fishbein and Ajzen (1975) suggest that attitude toward a target behavior should be measured using semantic differential evaluations of the behavior. Survey respondents rated their attitudes toward cause-related marketing on five 7-point semantic differential scales. Each item was measured using pairs of bipolar adjectives recommended by the Theory of Reasoned Action (Fishbein & Ajzen, 1975) and the Theory of Planned Behavior (Ajzen, 1991). Adjective pairs measured the instrumental aspect of attitude toward the cause-related marketing campaign, asking if they thought it valuable/worthless and harmful/beneficial. Other pairs of adjectives examined experiential (affective) quality, asking if the respondent thought the cause-related campaign pleasant/unpleasant and enjoyable/unenjoyable. The final item captured an overall evaluation using an adjective pair like good/bad. These adjectives were preceded by a statement asking: "For me, to buy a product associated with a cause-related marketing campaign is..." Participants' responses were summed up and averaged into a single measure of attitude ranging from 1 (negative) to 7 (positive) toward the cause-related marketing campaigns tested.

3.3.3 Purchase Intentions

According to Ajzen (2002), three statements including "I intend to..." "I will try to..." and "I plan to..." are the most appropriate to assess intentions to engage in a certain behavior. Three items were presented in the main survey to obtain a measurement of purchase intention, using a seven-point Likert scale (1= strongly disagree, 7= strongly agree).

4. Result

4.1 Sample Profile

Six hundred and fourteen participants recruited for this study. Of these participants, 53.0% (n = 326) are females, and 46.7% are males (n = 287). With respect to the ethnicity, 71.5% of the participants are White/Caucasian, 14.5% are Black/African American, 7.2% are Hispanic/Latino, 3.6% are Asian, and others (1.6%). The average age of participants is 41.3 years old, and ranges from age 15 to age 81. The average education level is with some college or with 2-year college degrees, and the average annual income is between \$40,000 and \$79,999.

4.2 Reliability

Reliability for all scales was greater than .70. In particular, the values of attitude toward cause-related marketing ($\alpha = .96$), perceived consumer effectiveness ($\alpha = .86$), and purchase intentions ($\alpha = .95$) were excellent. For the scale measuring subjective norm, two items with poor inter-item correlations ($r < .30$) were dropped from the initial measure, Cronbach's alpha for the four items of subjective norm was .92. The result shows highly consistent and reliable items to measure the same construct (Hair et al., 2006).

4.3 Hypotheses Testing

Hypothesis 1 predicted positive impacts of attitude toward cause-related marketing campaigns, subjective norm, and perceived consumer effectiveness three determinants on purchase intention. A multiple regression was used to three determinants to predict purchase intention. The assumptions of normality, linearity, independence of residuals, and homoscedasticity were met. As shown in the Table I, these variables statistically significantly predicted purchase intention, $F(3, 611) = 127.26, p < .001$, accounting for 38.5% of the variance. All three variables added statistically significantly to the prediction, $p < .001$. The regression equation was: purchase intention = $-0.162 + 0.341 \times (\text{attitude toward CRM campaigns}) + 0.271 \times (\text{subjective norm}) + 0.289 \times (\text{perceived consumer effectiveness})$.

Table 1. Summary of multiple regression analysis predicting purchase intention

Variable	B	SE _{β}	β	<i>t</i>	<i>p</i>
Intercept	-.162	.274		-.590	.555
Attitude toward CRM campaigns	.341	.038	.328	9.030	.000
Subjective norm	.271	.041	.250	6.669	.000
Perceived consumer effectiveness	.289	.046	.221	6.308	.000

Hierarchical multiple regression was performed to determine which personal life values to predict levels of attitude cause-related marketing campaigns, subjective norm, perceived consumer effectiveness, and purchase intention. As shown in Table 2, universalism was entered at Step 1, explaining 19.1% of the variance in attitude toward cause-related marketing campaigns. The addition of benevolence to the prediction of attitude toward CRM campaigns at Step 2, led to a statistically significant increase in 2.2 %, $F = 82.82, p = .000$. Only two models were evaluated as added at Model 3 did not improve the prediction. In the final model (Model 2), only two personal life values were statistically significant, with universalism recording a higher beta value (beta = .32, $p < .000$) than benevolence (beta = .19, $p < .000$).

Table 2. Hierarchical multiple regression predicting attitude toward CRM campaign

Variable	Attitude toward CRM campaign			
	Model 1	β	Model 2	β
Constant	1.757***		.717***	
Universalism	.646***	.437	.477***	.323
Benevolence			.331	.188
R ²	.437		.462	
<i>F</i>	144.619***		82.818***	
ΔR^2	.191		.022	
ΔF	144.619***		17.196***	

Note. N = 614. *** $p < .001$, ** $p < .01$, * $p < .05$.

Universalism and benevolence were entered at Step 1, explaining 16.2% of the variance in subjective norm. After entry of the achievement and self-direction at Step 2 the total variance explained by the model as a whole was 17.2 %, $F(4, 610) = 31.71, p < .000$. The two personal value explained an additional 1 % of the variance in subjective norm, R squared change = .01, F change (2, 610) = 3.66, $p < .05$ (see Table 3). Only two models were evaluated as added at Model 3 did not improve the prediction. In the final model, only three personal life values were statistically significant with universalism recording a highest beta value (beta = .30, $p < .000$) than achievement (beta = .15, $p < .05$) and benevolence (beta = .13, $p < .05$).

Table 3. Hierarchical multiple regression predicting subjective norm

Variable	Subjective Norm			
	Model 1		Model 2	
	B	β	B	β
Constant	1.159**		1.168**	
Universalism	.409***	.288	.427***	.301
Benevolence	.265**	.156	.217**	.128
Achievement			.238**	.145
Self-Direction			-.200	-.116
R ²	.162		.172	
F	53.204***		31.706***	
ΔR^2	.162		.01	
ΔF	59.204***		3.688*	

Note. N = 614. *** $p < .001$, ** $p < .01$, * $p < .05$.

The full model of all ten personal life values (universalism, benevolence, self-direction, stimulation, hedonism, achievement, power, security, tradition, and conformity) to predict perceived consumer effectiveness (Model 5) was statistically significant, $R^2 = .207$, $F(10, 604) = 15.741$, $p = .000$. In Model 1, universalism and benevolence statistically significantly predicted perceived consumer effectiveness, $F(2, 612) = 49.75$, $p = .000$. The addition of self-direction and stimulation to the prediction of perceived consumer effectiveness (Model 2) led to a statistically significant increase in R^2 of .027, $F(2, 610) = 9.84$, $p = .000$. The addition of hedonism and achievement to the prediction of perceived consumer effectiveness (Model 3) also led to a statistically significant increase in R^2 of .013, $F(2, 608) = 4.74$, $p < .01$. The addition of power and security to the prediction of perceived consumer effectiveness (Model 4) also led to a statistically significant increase in R^2 of .016, $F(2, 606) = 6.10$, $p < .01$. Finally, the addition of tradition, and conformity to the prediction of perceived consumer effectiveness (Model 5) also led to a statistically significant increase in R^2 of .011, $F(2, 604) = 4.20$, $p < .05$. In the final model, only six personal life values were statistically significant with security recording a highest beta value (beta = .22, $p < .01$) followed by tradition (beta = -.18, $p < .01$), universalism (beta = .14, $p < .05$), self-direction (beta = .14, $p < .05$), hedonism (beta = -.12, $p < .05$), and power (beta = -.11, $p < .05$). The results are reported in Table 4.

Table 4. Hierarchical multiple regression predicting perceived consumer effectiveness

Variable	Perceived consumer effectiveness									
	Model 1		Model 2		Model 3		Model 4		Model 5	
	B	β	B	β	B	β	B	β	B	β
Constant	2.48***		2.02***		2.10***		2.08***		2.01***	
Universalism	.25***	.21	.19**	.16	.19**	.16	.14*	.12	.17*	.14
Benevolence	.29***	.21	.21**	.15	.17*	.12	.10	.07	.16	.12
Self-Direction			.34***	.24	.34***	.24	.24*	.17	.20*	.14
Stimulation			-.15**	-.15	-.12*	-.12	-.09	-.08	-.05	-.05
Hedonism					-.14**	-.13	-.10	-.10	-.12*	-.12
Achievement					.13	.10	.13	.10	.10	.07
Power							-.12**	-.12	-.10*	-.11
Security							.26**	.19	.24	.16
Tradition									-.27*	-.25
Conformity									.25	.18
R ²	.140		.161		.171		.185		.194	
F	49.750***		30.511***		22.169***		18.430***		15.741***	
ΔR^2	.140		.027		.013		.016		.011	
ΔF	49.750***		9.835***		4.738**		6.095**		4.204*	

Note. N = 614. *** $p < .001$, ** $p < .01$, * $p < .05$.

The full model of six personal life values (universalism, benevolence, self-direction, stimulation, power, and security) to predict purchase intention (Model 3) was statistically significant, $R^2 = .62$, $F(6, 608) = 35.96$, $p = .000$. In Model 1, Universalism and benevolence statistically significantly predicted purchase intention, $F(2, 612) = 94.98$, $p = .000$. The addition of self-direction and stimulation to the prediction of purchase intention (Model 2) led to a statistically significant increase in R^2 of .008, $F(2, 610) = 3.31$, $p < .05$. The addition of power and security to the prediction of purchase intention (Model 3) also led to a statistically significant increase in R^2 of .016, $F(2, 606) = 6.94$, $p < .01$. In the final model, only four personal life values were statistically significant with universalism recording a highest beta value (beta = .38, $p = .000$) followed by benevolence (beta = .21, $p = .000$), power (beta = .15, $p < .01$), and self-direction (beta = -.14, $p < .05$) (see Table 5 for results).

Table 5. Hierarchical multiple regression predicting purchase intention

Variable	Purchase Intention					
	Model 1		Model 2		Model 3	
	B	β	B	β	B	β
Constant	-.516		-.130		-.180	
Universalism	.530***	.344	.592***	.385	.577***	.375
Benevolence	.355***	.193	.415***	.226	.385***	.210
Self-Direction			-.260*	-.140	-.272*	-.146
Stimulation			.088	.069	-.001	-.001
Power					.159**	.148
Security					.027	.015
R^2	.237		.245		.262	
F	94.984***		49.507***		35.962***	
ΔR^2	.237		.008		.017	
ΔF	94.984***		3.312*		6.944**	

Note. N = 614. *** $p < .001$, ** $p < .01$, * $p < .05$.

Hypothesis 2 predicted positive impacts of self-transcendent values on predict attitude CRM campaigns, subjective norm, perceived consumer effectiveness. A series of linear regression was performed to assess the self-transcendent values to predict the three variables. The result showed that self-transcendent values could statistically significantly predict attitude toward CRM campaigns, $F(1, 613) = 164.35$, $p = .000$ accounted for 21.1% of the explained. The regression equation was: attitude CRM campaigns = 0.604 + 0.825 x (self-transcendent values). In addition, a linear regression was established that self-transcendent values could statistically significantly predict subjective norm, $F(1, 613) = 117.15$, $p = .000$ accounted for 16.0% of the explained. The regression equation was: subjective norm = 1.046 + 0.690 x (self-transcendent values). For perceived consumer effectiveness, the result indicated that self-transcendent values could statistically significantly perceived consumer effectiveness, $F(1, 613) = 99.51$, $p = .000$ accounted for 14.0% of the explained (see Table 6). The regression equation was: perceived consumer effectiveness = 2.51 + 0.534 x (self-transcendent values). Thus, Hypothesis 2 was supported.

Table 6. Linear regression predicting attitude toward CRM campaign, subjective norm, and perceived consumer effectiveness

Variable	Attitude toward CRM campaign		Subjective norm		Perceived consumer effectiveness	
	B	β	B	β	B	β
Constant	.604		1.046**		2.512***	
Self-transcendent values	.825***	.460	.690***	.401	.534***	.374
R^2	.211		.160		.140	
F	164.347***		117.145***		99.513***	

Note. N = 614. *** $p < .001$, ** $p < .01$, * $p < .05$.

To examine of the proposed mediational model, relationship among cause-related marketing campaigns,

subjective norm, perceived consumer effectiveness, benevolence and universalism value, and purchase intention, the model analyzed with structural equation modeling (SEM), using AMOS 22.0. Figure 1 shows the path loadings. Overall model fit was acceptable ($\chi^2(483) = 1809.479, p < .001, TLI = .904, CFI = .912, RMSEA = .067$). The results showed that all the indirect paths were significant ($p < .01$ and $p < .05$), however, the direct path between universalism and purchase intention was not significant ($p > .10$). As predicted in hypothesis 3, attitude toward CRM campaign, subjective norm, perceived consumer effectiveness fully mediated between universalism and purchase intention. Among benevolence attitude toward CRM campaigns, subjective norm, perceived consumer effectiveness, and purchase intention, all paths are significant ($p < .01$ and $p < .05$), except for the marginally significant path from benevolence to subjective norm ($p = .06$). Thus, the results suggest that the relationship between benevolence and purchased intention was the partially mediated three mediators. The results illustrated in Table 7 and Figure 1. Therefore, hypothesis 3 was supported.

Table 7. Structural equation model

Paths		Standardized path coefficients	S.E.	t
Universalism	→ Attitude	.859***	.141	6.091
Universalism	→ Subjective Norm	.743***	.140	5.304
Universalism	→ PCE	.370**	.126	2.934
Benevolence	→ Attitude	.323*	.144	2.248
Benevolence	→ Subjective Norm	.269 ⁺	.144	1.865
Benevolence	→ PCE	.589***	.135	4.355
Universalism	→ PI	.557***	.137	4.062
Benevolence	→ PI	-.081	.135	-5.99
Attitude	→ PI	.258***	.040	6.506
Subjective Norm	→ PI	.186***	.040	4.665
PCE	→ PI	.285***	.040	4.655

Goodness-of-fit	
$\chi^2(df)$	1809.479 (483) ***
RMSEA	.067
CFI	.912
TLI	.904
IFI	.912
NFI	.884

Note. *** $p < .001$, ** $p < .01$, * $p < .05$, ⁺ $p < .10$.

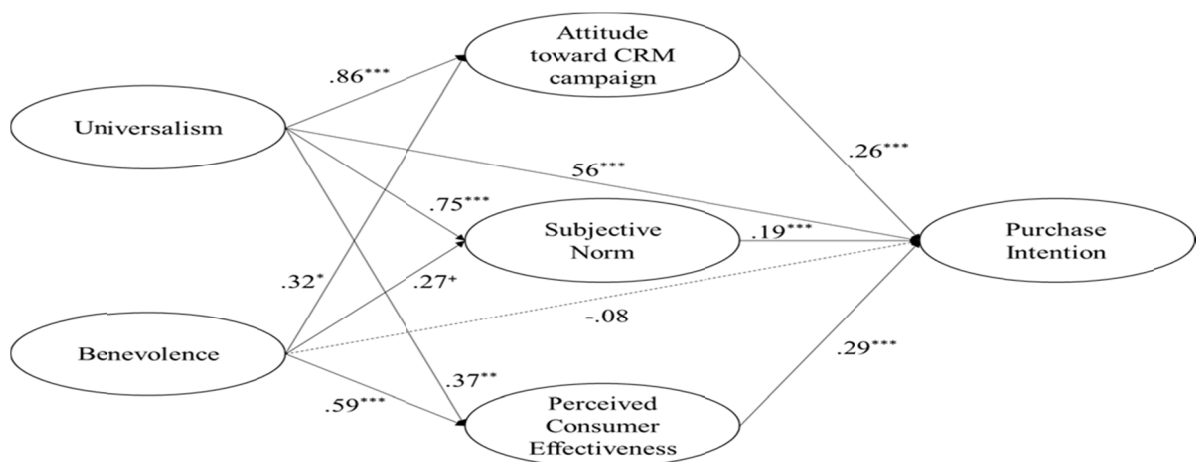


Figure 1. Structural equation model

5. Discussion and Conclusion

The primary purpose of this study was to explore the effects of personal characteristics on behavioral intentions to purchase products that support a social cause in a cause-related marketing context. Drawing upon Ajzen's Theory of Planned Behavior model (1992) and Schwartz's value theory, this research contributes theoretically to understand the role of consumers' personal characteristics in cause-related marketing campaign. Also, our research attempted to expand the TPB model by proposing additionally considering factors of personal life values. By doing so, the current investigation extends the existing literature on TPB as well as value and cause-related marketing.

Recognizing the growing interest and popularity of cause-related marketing, this study highlights the effect of personal characteristics such as attitude, subjective norm, and perceived consumer effectiveness on consumers' purchasing behavioral intention. The findings support our suggestion that consumer characteristics play an important role in the cause-related marketing campaign. Within the TPB model, consumers' personal beliefs about the consequences of buying a product that supports a social cause can be used as a determinant of a consumer's overall evaluation of the cause-related marketing campaign as well as their intentions to involve in this particular marketing campaign. Also, the result shows that purchase intentions could be significantly affected by perceived social pressure (subjective norm). Consumers are more likely to perform a behavior after considering social approval. Finally, the result demonstrated the positive effect of consumers' beliefs that their actions will help solve a problem in society on purchase intentions for a product that support a certain social cause. Socially conscious consumers have strong beliefs that they can affect social issues through intentional purchases. Previous research shows that consumers with an internal locus of control—who perceive greater consumer effectiveness—exhibit more socially responsible behaviors (Berger & Corbin, 1992; Nilsson, 2008). As a result, perceived consumer effectiveness is an explanatory factor of consumer purchase intentions as it applies to cause-related marketing. This result confirmed previous studies arguing that attitudes and perceived consumer effectiveness toward cause-related marketing ultimately affect an individual's purchase intentions (Cornwell & Coote, 2005).

Values are a motivational construct of the human decision-making process. As personal life values, the result found that self-transcendent values including benevolence and universalism has a positive effect on attitudes, social norms, and perceived consumer effectiveness. The findings from this study are consistent with previous literature, which states that socially conscious consumers have strong beliefs that they can affect social issues through intentional purchases (Karp, 1996; Stern, Dietz, & Kalof, 1993; Schuitema & Groot, 2015). Interestingly, various values (i.e., security, tradition, universalism, self-direction, hedonism, and power) affect to perceived consumer effectiveness. It shows that individual who tend to concern more about stability of society, respect others life and security, pursue their own life goals perceive their capability of purchasing a product in CRM more strongly than others.

This study employed personal life values as an indicator of attitudes, social norms, and perceived consumer effectiveness in order to investigate more specific consumer characteristics in a cause-related marketing context. The results from this empirical study imply that consumers' personal life values have direct and indirect effects on the expended TPB model in the context of cause-related marketing. This study contributes to consumer behavior studies while examining the important role that personal life values play in the relationship between attitude and purchase intentions. Overall, this study suggests more antecedents of behavioral outcomes in the TPB model.

The outcomes of this study have implications for marketing practice. If company tries to define their target consumers for the CRM campaign, marketing managers need more in-depth analysis on target consumers. Based on the result, attitude toward the CRM campaign is the most significant predictor for purchase intention, and transcendent value affect to this relationship as an antecedent. This support the existing literature on CRM that suggest having more messages or image in CRM campaign that touch consumers' altruistic value is effective. On the other hand, in the TPB model, perceived consumer effectiveness is the second strongest predictor in CRM. However, in this case, not only altruistic value but other values that pursue societal benefits (conservation), one's own interest and relative success over others (self-enhancement), as well as independence of thought and feeling (openness to change). Therefore, if marketers only emphasize an altruistic value in their marketing communication, it may cause a failure outcome at the end. This research highlights that marketers shouldn't overlook other aspect of consumers in order to succeed in CRM campaign. To resonate with their target market, it is recommended that marketers identify the logical fit between the brand and their consumers.

5.1 Limitation and Future Studies

By employing the TPB model in the context of CRM, this study has suggested some unexpected and potentially valuable findings; however, some limitations have appeared.

The role of subjective norms in the TPB has been examined by many researchers who question the power of the predictive effect of subjective norms on the relationship between attitude and behavior (Ajzen, 1991; Armitage & Conner, 2001; Smith & McSweeney, 2007). To clarify the role of norms in the TPB, a number of studies have proposed revised normative components as determinants of the attitude-behavior relationship by adding additional social norms to the model such as descriptive norms and moral norms. A subjective norm needs to be conceptualized in a broadened manner to represent the concept of behavioral norms. Also, Some scholars examined the moderating role of consumer-specific factors such as values in TPB model. Therefore, additional efforts are needed to strengthen the model.

Lee and Green (1991) found that the subjective norm is a most effective predictor for purchase-related behavior in some countries of Southeast Asia (i.e., Japan, South Korea, etc.), while attitude was found to be the most powerful predictor in the United States. This shows that the strength of social influence may differ by cultural environments. Because of these differences, it is important to explore the effects of social norms in a comparative international study.

This study was conducted using an online survey tool, with self-administered questionnaires. The use of new technology in collecting data provides several advantages compared to traditional data collecting methods while new surveys are substantially cheaper and easier to implement and require less time to develop, utilize, and collect data (Babbie, 2007; Spizziri, 2000). However, online platforms may limit the respondent pool to people who have the ability to operate a computer and access the Internet. There are other external variable which may affect to the study result. Third, this study does not employ demographic variables in the model. For future studies, it would be interesting to examine the effects of gender (female vs. male), age (i.e., Millennials vs. baby boomers), or geography (i.e., cultural differences by country or state, etc.).

References

- Adkins, S. (1999). *Cause Related Marketing: Who Cares Wins*. Oxford: Butterworth-Heinemann.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Andreasen, A. R. (1995). Profits for Nonprofits: Find a Corporate Partner. *Harvard Business Review*, 74(6), 47-50.
- Armitage, C. J., & Mark, C. (2001). Efficacy of the Theory of Planned Behaviour: A Meta-analytic Review. *British Journal of Social Psychology*, 40(4), 471-499.
- Babbie, E. (2007). *The Practice of Social Research*. Belmont, CA: Thomson Higher Education.
- Bardi, A., & Shalom, H. S. (2003). Values and Behavior: Strength and Structure of Relations. *Personality and Social Psychology Bulletin*, 29(10), 1207-1220.
- Berger, I. E., & Ruth, M. C. (1992). Perceived Consumer Effectiveness and Faith in Others as Moderators of Environmentally Responsible Behaviors. *Journal of Public Policy & Marketing*, 11(2), 79-89.
- Berglind, M., & Cheryl, N. (2005). Cause-Related Marketing: More Buck than Bang? *Business Horizons*, 48(5), 443-53.
- Broderick, A., Amandeep, J., & Tony, G. (2003). Tickled Pink: The Personal Meaning of Cause Related Marketing for Customers. *Journal of Marketing Management*, 19(5-6), 583-610.
- Brønn, P. S., & Albana, B. V. (2001). Corporate Social Responsibility and Cause-Related Marketing: An Overview. *International Journal of Advertising*, 20(2), 207-222.
- Carringer, P. T. (1994). Not Just a Worthy Cause: Cause Related Marketing Delivers the Goods and the Good. *American Advertising*, 10(1), 16-19.
- Cone Inc. (2010). *Cause Evolution Study*. Retrieved from <http://www.conecomm.com>
- Creyer, E. H., & William, T. R. Jr. (1996). The Impact of Corporate Behavior on Perceived Product Value. *Marketing Letters*, 7(2), 173-185.
- Davidson, J. (1997). Cancer Sells: It Sounds Like Marketing Suicide-Linking a Corporate Image to a Killer Disease. *Working Woman*, 36-39.

- Drumwright, M. E. (1996). Company Advertising with a Social Dimension: The Role of Noneconomic Criteria. *The Journal of Marketing*, 60(4), 71-87.
- Feather, N. T. (1988). Values, Valences, and Course Enrollment: Testing the Role of Personal Values within an Expectancy-Valence Framework. *Journal of Educational Psychology*, 80(3), 381-391.
- Fishbein, M., & Icek, A. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley Publishing Co.
- Grunert, S. C., & Hans, J. J. (1995). Values, Environmental Attitudes, and Buying of Organic Foods. *Journal of Economic Psychology*, 16(1), 39-62.
- Hair, J. F., Bill, B., Barry, B., Rolph, E. A., & Ronald, L. T. (2006). *Multivariate Data Analysis*. Upper Saddle River, NJ: Pearson Prentice Hall.
- Handelman, J. M., & Stephen, J. A. (1999). The Role of Marketing Actions with a Social Dimension: Appeals to the Institutional Environment. *The Journal of Marketing*, 63(3), 33-48.
- Hoeffler, S., & Kevin, L. K. (2002). Building Brand Equity through Corporate Societal Marketing. *Journal of Public Policy & Marketing*, 21(1), 78-89.
- Karp, D. G. (1996). Values and Their Effect on Pro-Environmental Behavior. *Environment and Behavior*, 28(1), 111-133.
- Kropp, F., Stephen, J. S. H., & Anne, M. L. (1999). Cause-Related Marketing and Values in Australia. *International Journal of Nonprofit and Voluntary Sector Marketing*, 4(1), 69-80.
- Lee, C., & Robert, T. G. (1991). Cross-Cultural Examination of the Fishbein Behavioral Intentions Model. *Journal of International Business Studies*, 22(2), 289-305.
- Mullen, J. (1997). Performance-Based Corporate Philanthropy: How Giving Smart Can Further Corporate Goals. *Public Relations Quarterly*, 42(2), 42-48.
- Nan, X. L., & Kwangjun, H. (2006). Consumer Responses to Corporate Social Responsibility (CSR) Initiatives: Examining the Role of Brand-Cause Fit in Cause-Related Marketing. *Journal of Advertising*, 36(2), 63-74.
- Nilsson, J. (2008). Investment with a Conscience: Examining the Impact of Pro-Social Attitudes and Perceived Financial Performance on Socially Responsible Investment Behavior. *Journal of Business Ethics*, 83(2), 307-325.
- Osterhus, T. L. (1997). Pro-Social Consumer Influence Strategies: When and How Do They Work? *The Journal of Marketing*, 61(4), 16-29.
- Polonsky, M. J., & Greg, W. (2001). Can the Overcommercialization of Cause-Related Marketing Harm Society? *Journal of Macromarketing*, 21(1), 8-22.
- Schuitema, G., & Judith, I. M. G. (2015). Green Consumerism: The Influence of Product Attributes and Values on Purchasing Intentions. *Journal of Consumer Behaviour*, 14(1), 57-69.
- Schwartz, S. H. (1992). Universals in the Content and Structure of Values: Theoretical Advances and Empirical Tests in 20 Countries. *Advances in Experimental Social Psychology*, 25(1), 1-65.
- Sheikh, S. R., & Rian, B. Z. (2011). Corporate Social Responsibility or Cause-Related Marketing? The Role of Cause Specificity of CSR. *Journal of Consumer Marketing*, 28(1), 27-39.
- Smith, J. R., & Andree, M. (2007). Charitable Giving: The Effectiveness of a Revised Theory of Planned Behaviour Model in Predicting Donating Intentions and Behaviour. *Journal of Community & Applied Social Psychology*, 17(5), 363-386.
- Smith, S. M., & David, S. A. (1991). Cause Marketing: A New Direction in the Marketing of Corporate Responsibility. *Journal of Consumer Marketing*, 8(3), 19-35.
- Sparks, P., & Richard, S. (1992). Self-Identity and the Theory of Planned Behavior: Assessing the Role of Identification with "Green Consumerism". *Social Psychology Quarterly*, 55(4), 388-399.
- Stern, P. C., Thomas, D., & Linda, K. (1993). Value Orientations, Gender, and Environmental Concern. *Environment and Behavior*, 25(5), 322-348.
- Straughan, R. D., & James, A. R. (1999). Environmental Segmentation Alternatives: A Look at Green Consumer Behavior in the New Millennium. *Journal of Consumer Marketing*, 16(6), 558-575.
- Van den, B., Douwe, G. O. S., & Pieter, P. (2006). The Effect of Strategic and Tactical Cause-Related Marketing on

- Consumers' Brand Loyalty. *Journal of Consumer Marketing*, 23(1), 15-25.
- Varadarajan, P. R., & Anil, M. (1988). Cause-Related Marketing: A Coalignment of Marketing Strategy and Corporate Philanthropy. *The Journal of Marketing*, 52(3), 58-74.
- Vermeir, I., & Wim, V. (2008). Sustainable Food Consumption among Young Adults in Belgium: Theory of Planned Behaviour and the Role of Confidence and Values. *Ecological Economics*, 64(3), 542-553.
- Verplanken, B., & Rob, W. H. (2002). Motivated Decision Making: Effects of Activation and Self-Centrality of Values on Choices and Behavior. *Journal of Personality and Social Psychology*, 82(3), 434-447.
- Webb, Deborah, J., & Lois, A. M. (1998). A Typology of Consumer Responses to Cause-Related Marketing: From Sceptics to Socially Concerned. *Journal of Public Policy & Marketing*, 17(2), 226-238.
- Westberg, K., & Nigel, P. (2005). An Examination of Cause-Related Marketing in the Context of Brand Attitude, Purchase Intention, Perceived Fit and Personal Values. *Proceedings of the ANZMAC 2005 Conference: Social, Not-for-Profit and Political Marketing*, 222-230.

Appendix A

Schwartz's personal life value (1992) and operational definitions

Values	Sub-values	Explanations
Achievement	Self Respect	belief in one's own worth
	Ambitious	hardworking, aspiring
	Influential	having an impact on people and events
	Capable	competent, effective, efficient
	Intelligent	logical, thinking
	Successful	achieving goals
	A Spiritual Life	emphasis on spiritual not material matters
Benevolence	Meaningful Life	a purpose in life
	Mature Love	deep emotional & spiritual intimacy
	True Friendship	close, supportive friends
	Loyal	faithful to my friends, group
	Honest	genuine, sincere
	Helpful	working for the welfare of others
	Responsible	dependable, reliable
Conformity	Forgiving	willing to pardon others
	Politeness	courtesy, good manners
	Self-Discipline	self-restraint, resistance to temptation
	Honoring of Parents and Elders	showing respect
Hedonism	Obedient	dutiful, meeting obligations
	Pleasure	gratification of desires
	Enjoying Life	enjoying food, sex, leisure, etc.
	Self-Indulgent	doing pleasant things
Power	Social Power	control over others, dominance
	Wealth	material possessions, money
	Social Recognition	respect, approval by others
	Authority	the right to lead or command
	Preserving My Public Image	protecting my "face"
Security	Inner Harmony	at peace with myself
	Sense of Belonging	feeling that others care about me
	Social Order	stability of society
	National Security	protection of my nation from enemies
	Reciprocation of Favors	avoidance of indebtedness
	Family Security	safety for loved ones
Self-direction	Healthy	not being sick physically or mentally
	Clean	neat, tidy
	Freedom	freedom of action and thought

	Creativity	uniqueness, imagination
	Privacy	the right to have a private sphere
	Independent	self-reliant, self-sufficient
	Choosing Own Goals	selecting own purposes
	Curious	interested in everything, exploring
	An Exciting Life	stimulating experiences
Stimulation	A Varied Life	filled with challenge, novelty and change
	Daring	seeking adventure, risk
	Respect for Tradition	preservation of time-honored customs
	Moderate	avoiding extremes of feeling & action
Tradition	Humble	modest, self-effacing
	Accepting My Portion in Life	submitting to life's circumstances
	Devout	holding to religious faith & belief
	Equality	equal opportunity for all
	A World at Peace	free of war and conflict
	Unity with Nature	fitting into nature
Universalism	Wisdom	a mature understanding of life
	A World of Beauty	beauty of nature and the arts
	Social Justice	correcting injustice, care for the weak
	Broadminded	tolerant of different ideas and beliefs
	Protecting the Environment	preserving nature

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).