

Effect of Customers' Attitude, Involvement on Purchase Intention: Moderating Effect of Cause Related Marketing Campaigns

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Abstract

The current study considers customers' attitude, involvement and purchase intention of hotel customers with the moderating impact of cause related marketing campaigns in the context of Bangladesh. Partial Least Square (PLS) path modeling, a variance-based technique of SEM was used in the current study as the study tool. After testing the hypothesis on 305 customers it has been found positive significant influence of both customers' attitudes and involvement on purchase intention of hotel customers. Moreover, the current study used cause related marketing campaigns as a moderating variable between customers' attitude and involvement on purchase intention where both the hypothesis found insignificant. Therefore, from the literature review and the findings of the analysis the current study recommends future research to look for the moderating effect of cause related marketing campaigns of other customer perceptions in the link between attitude and involvement on purchase intention.

Keywords: CrM campaign, cause related marketing, customers' attitudes, involvement, purchase intention, Bangladesh

1. Introduction

Just ensuring the quality of the products or services does not guarantee the success in today's highly competitive business era. To ensure the success an alliance is necessary between a company and a cause for the mutual benefits (Koschate-Fischer, Stefan, & Hoyer, 2012). CrM is the process to formulate and implement marketing practices that involves that the firm will contribute a specified portion of its revenue to a designated cause when customers are also engaged to generate revenue for the organizations (Varadarajan & Menon, 1988). Basically, CrM can be defined as "the firms' contribution to a specified cause, where the amount of contribution is somehow dependent on customers' purchasing behavior that can create a win-win situation both for organization and cause as well as customer" (Chéron, Kohlbacher, & Kusuma, 2012). CrM is an emerging concept among marketing practitioners and still in the infancy stage in the developing countries especially in India and its surrounding region (La Ferle, Kuber, & Edwards, 2013). Due to the multiplier effect of Cause-related Marketing (CrM) on sales, nowadays CrM is being used by numerous companies as a factor that works on sales augment and that ultimately can help also to build a favorable brand and establish brand image. Nowadays, CrM are being used by most of the companies as a strategic tool and can be used to establish a favorable corporate and brand image in the minds of customers' (Chattananon, Lawley, Supparerkchaisaku, & Leelayouthayothin, 2008) which can result in increased sales of a company's products and boost up the profits (Suki, 2013) and customers will have emotional attachment with those companies that make themselves involved with charities and good causes.

Notable numbers of researches are being carried out to find out the association between customers liking to CrM and purchase intention by using laboratory experiments and attitudinal surveys (Koschate-Fischer, Stefan, & Hoyer, 2012). Moreover, customers can be benefited whenever they are participating in any CrM campaign by purchasing the products or services from the companies those are involved in CrM campaigns in terms of better value proposals (Robinson et al., 2012). CrM strategy can increase brand image, greater brand awareness as well

as can result in favorable attitudes towards the brand that can ultimately result in increased purchase intention by the customers (Barone, Norman, & Miyazaki, 2007; Lafferty, 2007) and customers' satisfaction can be increased with the products or services than the normal purchasing situation without CrM campaign (Luo & Bhattacharya, 2006; Yoon, Gürhan - Canli, & Schwarz, 2006).

As for an example, eBay's, Giving Works, this CrM planning helped to raise more than \$500 million for charities (givingworks.ebay.com, 2014). Nowadays corporate spending that is related with charitable sponsorships approaches is more than \$18 billion (Vanhamme, Lindgreen, Reast, & Van Popering, 2012). Customers are interested to give reward to the corporations who are practicing good corporate behavior (Moosmayer, 2008). Many companies all around the globe have been devising many innovative ideas and programs to get the same result just like American Express in 1983. In the USA as well as in other developed countries, CrM campaigns have been using as a common marketing tool for more than 20 years (Kotler & Keller, 2006). As example these things can come to the point of discussion that in 2009, Mirabella Beauty for every lipstick sold contributed \$1 to the City of Hope disease research and treatment center. Over the past decade and a half, numerous companies especially in developed countries have accepted CrM due to its increased benefits especially on sales (Liu, 2013). The popularity of CrM in USA seems that it would be accepted by other marketer without any further delay (Liston-Heyes & Liu, 2013; Chen, Deshpande, & Z Basil, 2011). Multiple numbers of researches have been carried out to find out the impact of CrM on customers' responses in developed countries like Canada and New Zealand to understand this emerging concept from different perspectives. But a very little work has done in the context of developing countries. With this conceptualization the current study is a little effort to find out the answer of these questions:

- Does Customers attitudes toward CrM have a positive impact on purchase intentions of hotel customers?
- Does Customers involvement with CrM have a positive impact on customer purchase intentions?
- What is the moderating effect of cause related marketing campaign while attitudes and involvement influencing the purchase intention?

Customers enjoy the participation with the CrM campaign, and it can produce better brand attitudes and can result in increased purchase intention (Liston-Heyes & Liu, 2013). Recent researches on cause-related marketing mainly have been trying to focus on basic two areas: CrM from the perspective of company's and the impact of CrM on customers' behavior specially on consumption or purchase behavior and the impact of CrM on other Stakeholders' behavior as well as customers' responses (Roy & Graeff, 2003). Larson, Flaherty, Zablah, Brown and Wiener (2008) shows that there is a link between cause-related marketing and sales forces performance. Overall, previous research has shown that cause-related marketing can positively influence customers' attitudes and purchase behavior (Arora & Henderson, 2007; Chang, 2008; Haruvy & Popkowski Leszczyc, 2009; Popkowski Leszczyc & Rothkopf, 2010). However, there are many aspects still unexplored related with CrM that can either increase the effectiveness of CrM as a marketing tool or can increase the customers purchase intention for the products (Chéron, Kohlbach, & Kusuma, 2012). Nowadays, CrM is being accepted as a valuable marketing tool (McWilliams, Siegel, & Wright, 2006), in general and specially in Asian context (Chéron, Kohlbach, & Kusuma, 2012). Customers' responses towards any organization can be influenced by the attitudes of customers' toward CrM (Galan-Ladero, Galera-Casquet, & Wymer, 2013). CrM strategy can increase marketing performance in terms of sales as well as can be proved as "manipulative gimmicks" (Chang & Cheng, 2015). Whenever any corporation involves itself with a disaster situation it can arouse more favorable responses from the customers' due to customers' perception regarding the disaster. There is some literature that found the moderating role of involvement for the effectiveness of cause related marketing (Grau & Folse, 2007). Shabbir, Kaufmann, Ahmad and Qureshi (2010) found through a study in Pakistan that cause related marketing campaigns, brand awareness and image have an impact on customers' purchase intention specially in the developing countries. Cause related marketing campaign has impact on brand loyalty specifically for telecom whereas attitude, image and belief of the customers' serve as the mediator for brand loyalty (Rashid, Hamidzade, Esfidani, & Matin, 2016).

2. Literature Review

Nowadays, CrM is a growing issue with the maximum growth than ever before. CrM has been used by more than 85% of the organizations as well as organization's corporate members found through a survey by the PMA (Promotion Marketing Association) and Gable Group (2000). Corporate social responsibility (CSR) is not a new concept among American corporations and has become increasingly popular in the developing and less developed countries (Kuo & Rice, 2015). CrM, involves the activities of a company where the company is committed to give a certain percentage of its profit as a donation to a social cause or to a non-profit organization

conditional to customers' responses (La Ferle, Kuber, & Edwards, 2013). The pioneer of cause-related marketing categorized CrM among CSR as "Do Better by Doing Good" (Varandarajan & Menon, 1988). By purchasing a product or service that is linked with social causes the customers can be assured that they are donating money for a social cause and getting mental satisfaction (Koschate-Fischer, Huber, & Hoyer, 2016). Through practicing cause related marketing companies can increase customer satisfaction as well as staff satisfaction; can develop new capabilities and can identify new resources (Christofi, Leonidou, Vrontis, Kitchen, & Papsolomou, 2015; Kim, & Johnson, 2013). CrM can help to improve corporate image and brand reputation and, more specifically improve the companies market performance (Maier, Meyer, & Steinbereithner, 2016) and give competitive advantage (Kumar, Rahman, Kazmi, & Goyal, 2012). Customers' responses toward any organization can be influenced by cause related marketing (Ladero, Casquet, Amaro, & Mendez, 2013).

2.1 Customers' Attitude and Purchase Intention

In November 2006, a survey had been conducted by the Cone Holiday Trend Tracker in Boston by collecting data from 1022 adults, and the result was like this: 6 out of 10 shoppers are interested to purchase from the retailers that support a social cause. CONE report (2007) found how customers' perception and attitudes toward cause-related marketing can increase or decrease the purchase intention of U.S customers. Today customers' can easily get huge amount of information within a second about the company, products, and prices. As a result of their increased awareness the number of factors that can influence the customers' responses towards any organization or products are also increasing (Vanhamme, Lindgreen, Reast, & Van Popering, 2012). Just like several factors are involved in customers' responses cause-related marketing can influence customer responses. Whereas, customers' donation behavior is influenced by prosocial behavior theory (Müller, Fries, & Gedenk, 2014) that has been identified as particularly relevant while explaining the appeal of cause related marketing (Sánchez Hernández, Gallardo Vázquez, & Galán Ladero, 2013). CSR initiative in general and Cause related marketing in specific can have direct impact on purchase intention, repeat purchase intention and recommendation willingness (Vlachos, Tsamakos, Vrechopoulos, & Avramidis, 2009; Walker, Kent, & Vincent, 2010). After identifying the importance of these kinds of attributions, in terms of attitudinal response mechanism this study tried to find out that customers' attitudes towards cause related marketing initiative can have an impact on customers' purchase intention specifically travel intention of hotel customers. Based on the above rationale about attitudes and purchase intention this study develops the following hypothesis

Hypothesis1: Customers' positive attitude towards cause-related marketing is positively associated with purchase intention of hotel customers.

2.2 Customers' Involvement and Purchase Intention

In general involvement is understood as personal connection or personal relevance with a situation (Antil, 1984; Adkins, 2007) and it is highly related with customers' inherent attitudes, interest and needs (Zaichkowsky, 1985) The extent customers will be involved with the purchase situation as well as the amount of information they will process for purchasing largely depends on involvement (Bigné, Currás-Pérez, & Aldás-Manzano, 2012). The cause that is relevant to the audience and circulated through an advertisement can increase the credibility of the organization. So, cause involvement increase the interest of the customers and this increased interest can develop positive attitudes toward the company and ultimately purchase intention (Fan & Miao, 2012). According to the Elaboration Likelihood Model (ELM) involvement with the causes can have an influence how customers' process cause-related marketing messages and can determine their behavioral responses (Andrews, Luo, Fang, & Aspara, 2014) whereas social cause has an association with the responses (Jung & Yoon, 2012). A survey had been conducted by the 'Heart and Sold' researcher Worthington Di Marzio in August 2001 among 752 customers in Australia and it found that more than one third of customers are interested to buy a company's offerings due to the association of a social cause that is important for the customers to some extent (Skarmas & Leonido, 2013). Customers' involvement can be expressed through multiple ways such as involvement with products, advertisements or purchase decisions (Zaichkowsky, 1994) and social causes. Few studies carried out to find the influence of cause involvement on purchase intention. So, with this conceptualization a hypothesis for this study can be developed as;

Hypothesis2: Customers' involvement with the causes is positively related with purchase intention.

2.3 CrM Campaign as Moderator Between Involvement, Attitude and Purchase Intention

CrM campaigns can be defined as a viable strategy that is used for the organizations of messages and promotional aspects related with a specific cause. And the main objectives can be to boost up the sales, to make the customers interested to donate for a cause and to enhance the reputation or images of the corporations or the brands (Hoek & Gendall, 2008). Primarily the researchers tried to find out the customers' responses toward CrM

and the main focus was to understand what is CrM campaign, how the CrM campaign or the element of CrM campaign can affect attitudes and purchase intention (Al-Dmour, Al-Madani, Alansari, Tarhini, & Al-Dmour, 2016). The messages that are used to promote the causes and the CrM initiative have importance on customers' responses. Also, some customers respond more favorably toward the cause related marketing campaigns that is more immediate rather than future focus such as giving aid to the needy affected by natural disaster in a less developed country versus ongoing crisis such as giving aid to the victims of poverty. Several researches had been carried out to understand the impact of CrM campaign and the influence of CrM campaign on consumer responses (He, Zhu, Gouran, & Kolo, 2016), no such significant research to date has examined how the moderating role of a CrM campaign combines with a customers' positive attitudes toward CrM and customers' involvement on purchase intention whereas perceived message quality of cause related marketing campaign had been studied as a moderator (Ponte & Richey, 2014). So, two hypotheses can be developed for this study.

Hypothesis 3: Cause related marketing campaign moderates the relationship between customers' attitudes and purchase intention of hotel customers.

Hypothesis 4: Cause related marketing campaign moderates the relationship between customers' involvement and purchase intention of hotel customers.

3. Methodology

The current study was a correlational and cross-sectional study which employed the survey method to collect data at one point of time. Data were collected from the hotel customers of Dhaka and Chittogram division where more than 53% hotels of Bangladesh are located (Bangladesh Tourism Board, 2017). Therefore, Dhaka and Chittogram were considered as sampling frame for the current study. The current research used a purposive judgmental sampling technique. The purposive sampling is confined to specific types of people who can specify the desired information, either because they are the only ones who have it or conform to some criteria set by researchers (Sekaran & Bougie, 2010). For collecting the data smoothly, the current study distributed the questionnaire through drop-off and pick-up (DOPU) technique to the selected hotels. Owing to the absence of the supervisors, purposive judgmental sampling was employed whereas information center and customer care department of hotels conducted the survey.

A total of 700 questionnaires were distributed among the customers. Among these 700 questionnaires 325 questionnaires were returned where 305 (43.5%) questionnaire were found usable for data analysis. Whereas, 20 questionnaires were found either blank or incomplete and consider unusable. In the context of Bangladesh, Rubel and Kee (2015) only had a 29 per cent response rate and found suitable results. Hence, the present response rate (40.6 per cent) was considered acceptable.

In the current study, four demographic characteristics, namely, gender, age, marital status, monthly income and were employed to group the respondents. Near about two-third of the respondents (65 per cent) were female. More than one-third of the respondents (45.5) were found age between 23 to 27 years. Over half of the respondents (54.75 per cent) were single. Near about one-third of the respondents' (42.2 per cent) monthly income were between Tk. 50000-Tk. 79000.

Table 1. Demographic profile of the respondents

Demographic Profile	Number of Respondents (N = 305)	Valid Percentage (%)
Gender		
Male	197	35
Female	108	65
Age		
18–22 years	104	34
23–27 years	139	45.5
28–32 years	36	12
32 years and above	26	8.5
Marital Status		
Single	167	54.75
Married	138	45.25
Income		
Less than 50000	101	33.3
Tk. 50000–Tk. 79999	129	42.2
Tk. 80000–Tk. 99999	37	12.0
More than 110000	38	12.5

3.1 Measurement Instrument

The constructs in this study were measured using 5-point Likert scales drawn and modified from previous literature. Customers' attitude toward CrM with four items resulted from the original items used by Ross, Patterson and Stutts (1992) and Kropp, Holden and Lavack (1999). Involvement with the cause was measured on a ten-item with semantic differential scale with alpha 0.91 adopted from the study of Zaichkowski (1994). CrM campaign was measured by using four items adapted from the study of (Shabbir, Kaufmann, Ahmad, & Qureshi, 2010) with alpha value of .753. To measure the customer purchase intentions five items were adapted from the study of Hou, Du and Li (2008). To examine the proposed cause and effect relationship, partial least squares approach has been used that is a similar technique of multiple regression analysis (Hair, Ringle, & Sarstedt, 2013).

4. Analysis and Result

4.1 Measurement Model

The measurement model has been examined through the convergent and discriminant validity. The extent to which the construct is with same or similar meaning has been examined through convergent validity that includes item/factor loading, average variance extracted (AVE), and composite reliability (CR) per Hair, Ringle and Sarstedt (2013). In accordance with the recommendation from established literature, the cut-off values of AVEs and CRs were 0.5 and 0.7, respectively. According to (Igarria, Guimaraes, & Davis, 1995), 0.5 was used as the cut-off value of factor loading that resulted in two items deletion from the customers' involvement with ten items (INVOL9 = 0.478) and (INVOL10 = 0.483). Table 1 shows the final individual item loadings, CRs, and AVEs of all the constructs.

Table 2. Result of measurement model

Construct	Items	Loading	AVE	CR
Attitude	ATTITU 1	0.731	0.623	0.868
	ATTITU 2	0.834		
	ATTITU 3	0.818		
	ATTITU 4	0.771		
CrM Campaign	CRM 1	0.743	0.507	0.803
	CRM 2	0.694		
	CRM 3	0.769		
	CRM 4	0.634		
Involvement	INVOL 1	0.683	0.509	0.891
	INVOL 2	0.825		
	INVOL 3	0.622		
	INVOL 4	0.559		
	INVOL 5	0.753		
	INVOL 6	0.683		
	INVOL 7	0.753		
	INVOL 8	0.788		
Purchase Intension	PI 1	0.843	0.561	0.864
	PI 2	0.769		
	PI 3	0.717		
	PI 4	0.695		
	PI 5	0.713		

Next discriminant validity has been measured to find out to what extent items are able to differentiate between constructs or to measure distinct concepts and it was evaluated with the comparison of the correlations between a construct and the square root of the AVEs for that construct (Fornell & Larcker, 1981). For this study, the discriminant validity was found to be acceptable.

Table 3. Result of measurement model

Particulars	Attitude	CrM Campaign	Involvement	P Intention
Attitude	0.789			
CrM Campaign	0.297	0.712		
Involvement	0.295	0.044	0.713	
P Intention	0.456	0.274	0.450	0.749
Mean	3.52	3.54	4.51	3.681
S. D	0.757	0.742	0.897	0.892

4.2 Structural Model

The structural model clarifies the associations of the constructs developed for the research model (Santhanamery & Ramayah, 2015). The goodness of the theoretical model is established by the variance explicated (R^2) of the endogenous constructs and the significance of all path estimates (Chin, 2010). Both the R^2 and the path coefficients imply how well the data support the proposed model (Chin, 2010). In this study, the path coefficients of the structural model had been assessed and bootstrapping analysis was used to evaluate the statistical significance of the path coefficients. Bootstrap is a re-sampling technique, which entails repeated random sampling with replacement of the original sample to generate a bootstrap sample to get a standard error for hypotheses testing. Each path coefficient's significance can be retrieved through the bootstrapping techniques in which a significant path displaying the hypothesized direction empirically supports the proposed causal relationship and vice-versa (Hair et al., 2013).

This study explained 31.2% variance of purchase intention of customer by two dimensions such as attitude and involvement. Table 3 below shows the outcome of the structural model. Both dimensions found significant positive effect on purchase intention of personal care product such as, attitude ($\beta = 0.301$, $p < 0.01$), involvement, ($\beta = 0.354$, $p < 0.01$) Furthermore, the current study considered CrM campaign as moderator between attitude, involvement and purchase intention. CrM campaign found insignificant influence on attitude and purchase intention (-0.105) and involvement and purchase intention (-0.199). Thus, from the analysis of the result the moderating hypothesis showed not supported.

5. Discussion

Through this study, the researcher tried to build a conceptual framework that clarifies the relationship between customers' attitudes toward CrM, customers' involvement with the cause, CrM campaign and purchase intention. The researcher examined these effects from the perspective of hotel customers. This study found that customer's attitudes toward CrM has a significant influence on purchase intention of hotel customers just like the study findings of (Mohammed & Rashid, 2012) that CrM as a part of CSR can influence the customers' purchase intention and behavior whenever customers will have favorable attitudes toward CrM. Moreover, customers' involvement impacts on purchase intention which resulted in that both attitude and involvement toward CrM can lead to purchase intention of hotel customers. CrM initiative can be benefited from involvement of the customers. Higher levels of involvement make the customers more interested to form attitudes that last long and behave according to the lasting attitudes (Rahman, Park, & Chi, 2015). Beyond providing the rich description of the relationship among attitudes, involvement and purchase intention, this study tried to find out the moderating effect of cause related marketing campaign, but it was not significant in this study whereas as predictor the cause related marketing campaign has been found significant (Kuo & Rice, 2015).

Table 4. Output of structural model

Hypothesis for Direct Path	Std. Beta	Std. Error	t-Value	Decision
Customer Attitude > Purchase Intention	0.301	0.046	6.609**	Supported
Customer Involvement > Purchase Intention	0.354	0.037	9.534**	Supported

Note. * $p < .05$, ** $p < .01$ (analyzed the direct relationship based on one-tailed).

Moderator Path				
Hypothesis for Moderator	Std. Beta	Std. Error	t-Value	Decision
CrM Campaign * Attitude > Purchase Intention	-0.105	0.133	0.789	Not Supported
CrM Campaign * Involvement > Purchase Intention	-0.199	0.048	4.120	Not Supported

Note. * $p < .05$, ** $p < .01$ (analyzed the direct relationship based on one-tailed).

First this study tried to find that customers attitude toward CrM and customers' involvement have direct and positive effects on purchase intention. When any hotel business wants to increase their sale in this highly competitive and growing market of hospitality and tourism services, the participants in this industry should work on the customers' attitude toward CrM and should focus on that kinds of causes with which customers are highly involved. The current study has some similarities of some previous studies whereas customers' value, involvement and attitudes toward cause-related marketing has an influence on purchase intention (Sarwar, Abbasi, & Pervaiz, 2012). Values and attitudes can provide the motives that have an influence on shape customers' purchase intention and purchase behavior (Chen, Lobo, & Rajendran, 2014).

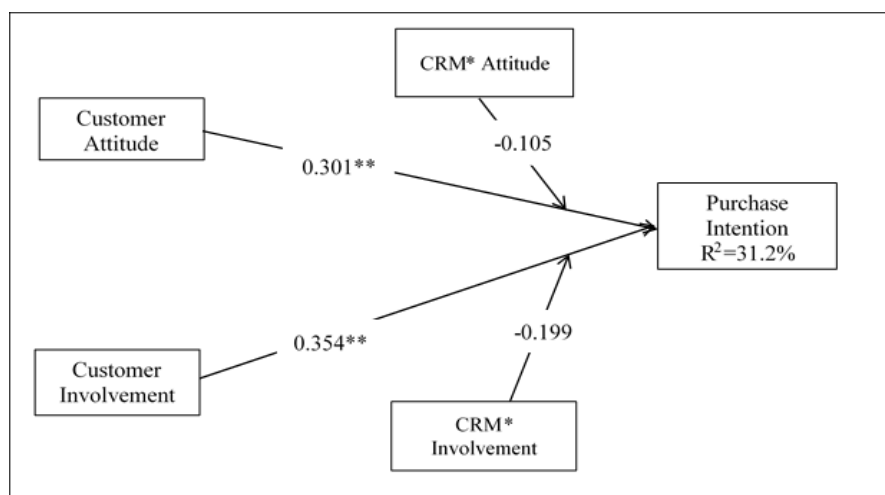


Figure 1. Structural model

It is not surprising that individuals who have positive attitudes towards the cause's related marketing are with the habits of giving at least 1 percent of their income to social causes or far any charity work. The customers with more predispositions for charitable giving are willing to be more supportive for the organizations practicing CrM though part of the prices go to the social causes (Andrews, Luo, Fang, & Aspara, 2014). Marketers should select the causes for CrM that is related with the target customers' personality, lifestyle and values (Westberg & Pope, 2014). Several studies have been carried out to prove that customers' involvement with the social cause can improve the brand's persuasive capacity in the CrM, and can positively moderate the cause related marketing's influence on customers' attitudes and behaviors (Elving, 2013). Cause related marketing campaigns can result in customers' attitude that can be favorable for the company. Cause related marketing campaign to help the customers to think more positively about the organization and can form favorable purchase intention. Proper organization of cause related marketing campaigns are closely associated with the favorable responses towards the sponsoring firm and the social causes (Myers, Kwon, & Forsythe, 2012). CrM campaigns can give a medium for the customers to think about the organization and customers can support with small amount of money to charity that can also motivate the customers to think about to donate. So, it can be said that customers are more receptive to cause related marketing campaign when they are with favorable attitudes and involvement with the causes. Marketers can wisely use CrM campaign to boost up their performance because CrM campaign can increase their brand equity (Ashley & Tuten, 2015). CrM campaign can favorably impact on customers' responses compared with a similar ad without a CrM component and CrM campaign is one of the easiest ways for any company to inform the customers about its philanthropic activities. So, it urges the necessity that CrM campaign will be studied further. Moreover, this study has the implications for specially NPO managers when they are interested to make partnership for a CrM campaign whenever customers have favorable attitudes toward the CrM campaign and customers are somehow involved with cause of the campaign. Studying CrM in the context of developing and less developed countries is comparatively new phenomena (Shamir, 2017). Though CrM strategy in its honeymoon stage in emerging nation so it can have a lower familiarity with the customers of this nation and as a result it may result into low acquaintances with CrM campaign. Just like the other studies CrM campaign can be a good predictor for customers purchase intention of hotel customers but as a moderator it is not significant whereas attitudes toward CrM and involvement with cause can have influence for purchase intention of hotel customers.

6. Limitations

With remarkable contributions, the current study has some limitations also. First, this study concentrates on the purchase intention of hotel customers. Future research can focus on other industry that is using cause related marketing to attract the customers. Second this study studied the responses from the customers of Dhaka and Chottogram only. Future researcher can focus on other cities as well as other countries. Third this study verifies the hypotheses through cross sectional data. As a result, the current study cannot find the dynamic changes in the response of hotel customers. So, this study opens the door of future research to validate the results of this study with overcoming the limitation of the current study. This study can hope that the findings of this research will help managers, researchers, practitioners and policy makers, and will be used as reference for future research.

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