FACTORS AFFECTING CONSUMERS’ PURCHASE DECISION WITH REGARDS TO CAUSE-RELATED MARKETING

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I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated.

Signed __________________
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Abstract

This study looks to identify factors that affect the purchase intention of consumers with regards to Cause-Related Marketing.

The study was designed to look at the effects of warm glow, consumer-cause affinity, company-cause fit and perceived company motives on purchase intention. As well as to look at the overall purchase intention and see if this is affected at all by donation amount of the company to the cause and if using a Cause-Related Marketing campaign can affect customer loyalty and encourage brand switching. The study evaluated the current literature surrounding the subject.

The research used a quantitative data collection method in the form of a self-completed online questionnaire to collect data from a large sample population, to enable the researcher to see causal relationships and patterns in the collected data. A total of 140 participants were used in the study.

The researcher found from the study that a product having a link to a charity encourages consumers to purchase it. Consumer-cause affinity and perceived company motives were found to have the largest effect on purchase intention out of the factors investigated in the study. The researcher used graphical and statistical methods to display and analyse the data and use previous literature to support the findings.
In summary, products being linked to charities in Cause-Related Marketing campaigns does have an effect on consumer purchase decisions and is a strategy that can be used by companies in order to encourage consumer spending.

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List of Abbreviations

Cause-Related Marketing (CrM).
Corporate Social Responsibility (CSR).
Chi Squared ($X^2$)
Degrees of Freedom (df)
P-value (p)

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Chapter One

Introduction
1.0 Introduction

1.1 Introduction

This chapter aims to provide a foundation for the research, giving an overview of the whole research project, explaining the rationale for study and the significance of it. It aims to explain the background of the research area and discuss the aim and objectives of the research.

1.2 Background of Research

The use of Cause-Related Marketing (CrM) as an effective marketing tool has shown a dramatic increase in level of use since the 1980’s (Geuens, Pelsmacker & Faseur, 2011). Companies are under constant pressure by consumers to act in a corporately responsible manner and demonstrate their effort in being corporately socially responsible (CSR). CrM is seen as an effective way of achieving this. It entails the company donating a percentage of the sales of a certain product or service to a cause or charity (Van Der Brink, Odekerken-Scroder, Pauwels, 2006). It is believed that almost 50% of consumers will purchase products if they are linked to a charity that they support (Grolleau, Ibanez & Lavoie, 2016). CrM is seen as a useful tool to business’ as they can increase their sales, improve the image of the brand in the eyes of the consumer and encourage positive word-of-mouth about the brand (Thomas, Mullen & Fraedrich, 2011). It can be used as a method of meeting business objectives and satisfy consumers wants and needs as well as benefitting society as a whole.
Many academics have attempted to in the past, investigate different factors that affect CrM. They have specifically researched why consumers purchase CrM related products and what factors can influence this decision. This piece of research intends to investigate a number of factors that affect CrM campaigns and discover how they affect the purchase decisions of consumers. The research also intends to investigate the strength of each of these factors when consumers are making purchase decisions.

1.3 Rationale of Topic Choice

The motivation for this choice of topic was the researchers own particular interest in marketing and specifically the marketing of charities. The study aims to bring together a number of already existing literature involving factors that affect CrM that have previously been studied in isolation and collate them into one conceptual framework, to be able to view how purchase intention is affected by these factors.

1.4 Aims and Objectives

The research has laid out a central aim in order to complete the study as well as 3 supplementary objectives discussed below.

The main aim of the study is as follows;
To look at a variety of factors that affect consumers purchase intentions with regards to CrM products and see which factors have the greatest effect, if any, on purchase intention.
The following objectives have been set by the researcher to aid the completion of the research aim:

1. To investigate the effect of the warm glow motive, company-cause fit, customer-cause affinity and perceived company motives on purchase intention.
2. To examine if purchase intention differs between different demographics including age and gender.
3. To investigate if products being linked to CrM activities can encourage consumers to switch brands and alter the loyalty of consumers.

1.5 Dissertation Structure

The dissertation will consist of five chapters:

Chapter 1: Introduction

Chapter 2: Literature Review

This chapter will consist of a detailed discussion of the already available academic literature on the subject of CrM. It will investigate in depth the factors of; warm glow, customer-cause affinity, company-cause fit and perceived company motives using a variety of modern literature. This will then be used to develop a conceptual framework ready to be used in the research methodology.
Chapter 3: Methodology

This chapter will outline the research methods used in the study and a justification to the use of each method for this particular study. It will discuss the chosen sample and discuss any issues highlighted from the use of the chosen method.

Chapter 4: Results, Discussion and Analysis

This will look at the results gathered from the study in a logical manner and attempt to understand them in a systematic way, with reference to the already studied bodied of literature in order to support the findings of the study.

Chapter 5: Summary, Conclusions and Recommendations

Lastly this chapter will summarise and review the study as a whole to draw conclusions from the data collected. It will also include any noticed limitations to the study and will include recommendations and improvements for future research.
Chapter Two

Literature Review
2.0 Literature Review

2.1 Introduction

The purpose of this chapter is to define Cause-Related Marketing (CrM) and explain why it is a marketing tool so widely used by companies. The aim is then to look at both consumer and company factors that affect consumers purchase decisions, including company-cause fit, perceived company motives, the warm glow effect and consumer-cause affinity to see how each affects consumer purchase intention. The chapter will then finally look at the overall purchase intention of consumers. This will then be used to develop a conceptual map (figure 1) to be used in the research.

2.2 Cause-Related Marketing

A seminal definition of CrM is:

"the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives" (Varadarajan and Menon, 1988, p.80).

CrM is where the purchase of a particular product leads to some of that money being donated to a non-profit organisation for charity efforts (Ponte & Richey, 2014).
It is described as being an effective way to build brand equity by building the brands reputation for corporate social responsibility (CSR) and to show use of corporate values (Adkins, 1999). This is supported by Sheikh and Beise-Zee (2011) who believed that firms use CrM to improve how consumers view them and to show the values that the business has. The use of a CrM campaign is seen to positively impact the image of the brand. Using CrM can have a positive impact on any brand by allowing the brand to associate with a positive organisations and can improve the brand image (Moosmayer & Fuljahn, 2013). It is said to be an attempt by the company to further persuade the customer to purchase their offering (Mahmood, 2003).

There is a consensus as to what exactly CrM is and it can be described as a marketing effort used by companies to support charities and be able to demonstrate their values and show them to the public.

2.3 Company Factors

2.3.1 Company-Cause Fit

Company-cause fit is defined as “the extent to which a promoted social cause is related to the sponsoring firm’s core business” (Kim, Cheong & Soo Lim, 2015, p.475). An example of a high fit cause and company would be when female beauty product brand Avon paired with Susan G. Komen’s Breast Cancer Research Foundation (Chang & Liu, 2012). This would be described as having a high fit because both the cause and the company are similar to one another. Bigne-Alcaniz,
Curra-Perez & Sanchez-Garcia (2009) noted that the company-cause fit has an effect on consumer’s opinions of an organisations CrM activities and can affect whether a company is seen positively or negatively by a consumer. This is said to be down to a strategic alliance between two companies that have a high similarity leading to success (Samu & Wymer, 2009). Whereas a cause and a company with low similarity could lead to failure of the campaign. The application of this to CrM campaigns shows that for a CrM campaign to be successful, the degree of fit between the company and cause needs to be high. A high fit is believed to be more effective because the high fit can be “more easily integrated into the existing customers cognitive structure” (Chang & Liu, 2012, p.636) and can lead to consumers understanding the reason for the CrM effort. Gupta & Pirsch (2006) say that it is important for company-cause fit to be high as this will lead to consumers purchasing these products due to the associative learning customers experience when recognising similar companies and charities working together. The positive attitude towards a charity can lead to the positive attitude and feelings being cognitively transferred to the high fit company (Olson & Thjomoe, 2011). High company-cause fit is also believed to have a positive impact on the company because it improves the company’s reputation, and consumers attitudes towards it as well as improving consumer’s recognition of the brand (Cheron, Kohlbacher & Kusuma 2012).

Other studies have shown conflicting views (Moosmayer & Fuljahn, 2013; Koschate-Fischer, Stefan & Hoyer, 2012). These studies have shown that a high cause and company fit can lead to a customer feeling as though the company purely aligned with that cause to create higher sales of their products and can lead to consumers questioning the motive of the company. It is believed that profit related benefits are
assumed by a high-cause fit (Liston-Heyes & Liu 2010). High company-cause fit is said to bring scepticism to the consumers mind over the motives of the company (Forehand & Grier, 2003).

Alternatively, Cheron, Kohlbacher & Kasuma (2012) argue that a low company-cause fit can also lead to consumers questioning the motives of the company. A low company-cause fit is argued to confuse customers as to the company’s meaning and values (Simmons & Becker-Olson, 2006). However, some argue that there may be genuine reasons for a company to support a charity that is a low fit (Cornwell et al., 2006). This can be to change the company’s image, to continue a long established partnership with a charity and to sincerely wish to support a certain cause regardless of the fit (Simmons & Becker-Olsen, 2006). To overcome a low-cause fit issue, it can be important for companies to increase their donation amount to the charity (Chang & Liu, 2012) or to ensure that the companies sincere intentions are well demonstrated and effectively communicated (Olson & Thjomoe, 2011) to their intended consumer otherwise consumers can become sceptical about a firm’s motives for engaging in CrM.

There is slight disagreement as to the effects of company-cause fit and whether there is a need for company-cause fit to be high in CrM campaigns. The overall majority of academics agree that for a consumer to purchase a CrM product the fit between company and cause needs to be high however some argue that a low company-cause fit does not necessarily mean customers will choose not purchase the product. The balance between level of fit and demonstration of motives is one which can be difficult for managers to effectively show evidence of to consumers.
2.3.2 Perceived Company Motive

Some argue that consumers will not purchase a CrM related product if they believe the company’s motives to be selfish and profit driven (Zasuwa, 2016). The view the consumer has of the firms’ motives for the activity can either damage or improve the firms image. It is believed that sincere motives have a positive impact on the company’s image whereas insincere motives are seen to damage the image of the company (Yoon, Gurhan-Canli & Schwarz, 2006). If a customer views the motives of the company as self-serving then they can often have a negative view of the company and choose to purchase alternative products (Folse et al., 2014). It is also believed that if consumers view the brand as having negative motives this eventually can lead to a diminished brand image and ultimately destroy customer loyalty (Joo, Koo & Fink, 2016). Some consumers view the brand who are driving CrM campaigns negatively as they believe their intentions to use CrM is to sell lower quality products at higher prices (Chang & Cheng, 2015). This depends ultimately on the individual consumer and what they believe to be morally right and wrong. Nevertheless, CrM campaigns are also believed to be an effective way of improving the image of companies who are currently negatively perceived by consumers due to associative learning between the charity and the company (Vyravene & Rabbane, 2016).

However, according to Ellen, Webb & Mohr (2006) consumers appreciate that business’ use CrM as a way to firstly drive business profit and then secondly to benefit the charity or cause. Meaning that consumers are not overly affected by company’s motives for the CrM campaign as they accept it is in the company’s best interest first. This does not necessarily however mean that consumers do not
appreciate the CrM campaign and often as long as the consumer views the reasons for the campaign to be sincere in supporting the cause then consumers will purchase these items over others (Kim and Lee, 2012). Vlachos et al. (2009) says that if consumers believe a company is undertaking CrM activities for profit then their motives are impure and this can lead to bad publicity for the company. It is believed by a number of people that organisations purely use CrM campaigns to satisfy what they think consumers want to see from them and satisfy their marketing and business goals (La Ferle, Kuber & Edwards, 2011) rather than to undertake them for pure motives such as desire to help the cause.

To improve the consumers perceived motive of a company it is essential to, according to Kelleher (2009, cited in La Ferle, Kuber & Edwards, 2011), be transparent and show the public how the company is interacting with that particular charity including exactly what they are doing now and what they are going to do in the future.

The perceived motives of the company, in terms of their motivation for the use of CrM, is up for debate whether it affects a consumers purchase intention. It is agreed by a majority that the motives of the company need to be seen as pure to encourage the purchase of a CrM product. However, some argue that consumers are aware that firms primarily engage in CrM to make profit and that this does not affect their purchase intention of CrM products.
2.4 Customer Factors

2.4.1 Warm Glow

The term warm glow explains that people feel morally obliged to help those in need (Roberts, 1984, cited in Bischoff & Krauskopf, 2015) and can be used to explain reasons that individuals choose to purchase products that use CrM campaigns. It can be defined as the satisfaction that is derived from completion of an activity (Clark, Kotchen & Moore, 2003). In relation to CrM, it is the satisfaction of purchasing a product that is helping to support a cause. A number of studies have looked at the effects of warm glow with regards to CrM campaigns including Koschate-Fischer, Stefan & Hoyer (2012). Their studies have shown that the warm glow motive has a positive impact on willingness to pay for products that are attached to CrM campaigns (Koschate-Fischer, Stefan & Hoyer 2012) and that some consumers are not only willing to pay for these products but often willing to pay a higher premium for them (Haruvy & Popkowski Leszczyc, 2009). Warm glow is also believed to be associated with the feeling of knowing you have completed an activity that you know is perceived to be good and socially responsible by other people (Brekkke, Kverndokk & Nyborg, 2003). Individuals often feel a sense of satisfaction knowing that others can see them purchase CrM products and the belief that this can give them approval from others in society (Brekkem Kverndokk & Nyborg, 2003). The feeling of warm glow felt by individuals purchasing CrM products is often said to arise due to others believing it looks good to other people and improves their social status (Haruvy & Popowski Leszczyc, 2009) rather than just the act of feeling good. Those individuals who feel satisfaction from the act of giving to charity are said to respond to the warm
glow motive (Haruvy & Popkowski Leszczyc, 2009). It is believed that consumers often purchase CrM products because they believe are not only benefitting themselves from consumption of the product but benefitting society as a whole (Chang & Cheng, 2014) which gives them satisfaction in their actions.

The feeling of warm-glow felt when purchasing a CrM product is believed to have an effect on whether consumers will choose to purchase the product. Often, consumers will feel a sense of satisfaction at completing a good deed and they will seek to fill this satisfaction by purchasing CrM products as this gives them the feeling of warm glow.

2.4.2 Customer Cause Affinity

Meyers-Levy and Tybout (1989) developed the idea that if the customer has a high affinity to a charity and a positive idea about them, then that charity or cause being linked to a product can lead to the individual having a positive idea about the product and therefore also the company. This shows that the customer cause-affinity has an impact on whether customers will purchase a CrM product. The nature of the cause chosen to be used in CrM campaigns should match that with the interests of the chosen target market to increase their purchase intention (Qamar, 2013). This is because the higher affinity a customer has to a charity the more likely they are to purchase a product linked to that particular cause or charity. The customer having a high affinity for the charity can also increase the loyalty of the customer towards the company and the brand (Barkah, 2015). This is believed to be because when the company is first linked with the charity that the consumer feels strongly about they
begin to have positive thoughts about the brand which are then transferred to the other products of the brand (Fock, Chan & Yan, 2011). A survey in 1999 found that 83% of consumers said they view a company more positively if it supports a charity they personally care about (Ellen, Mohr & Webb, 2000). Consumers are more likely to purchase a product that supports a cause they are tightly linked with or a local campaign rather than international ones because they feel emotionally attached to the cause (Grau & Folse, 2007). A reason some academics believe it is essential for the affinity between customer and cause to be high is due to the need for familiarity between the cause and company (Vyravene & Rabbanee, 2016) as consumers can feel more confident in their purchase decision and more at ease psychologically when they recognise the charity as personal to them (Lafferty & Goldsmith, 2005).

Lafferty and Edmondson (2014) argue that company-cause affinity is not always relevant as the customer is purchasing the product regardless of whether it is attached to the cause and there are other factors which affect the purchase decision including; cost, brand loyalty and recommendations. Simmons & Becker-Olsen (2006) also agreed that brands should not purely choose to align with causes to ensure their consumers are familiar with the charity as there are other factors needed to be taken into account when choosing a cause to partner with.

There is a general consensus that a high affinity between customer and cause can lead to a higher purchase intention from consumers. However, other studies argue that other factors are more important to consumers when making a purchase and the affinity between them and the product is not a main factor in consideration.
2.5 Purchase Intention

As said, consumers tend to have higher purchase intentions towards brands and companies that partner with causes (La Ferle, Kuber & Edwards, 2011). Nevertheless, it is also accepted by many consumers that company CrM campaigns are firstly undertaken to benefit the company profits and image of the brand overall rather than the cause (Ellen, Webb & Mohr 2006) and because of this, customers often do not differentiate between CrM products and non-CrM products. It is argued by Lafferty and Edmondson (2014) that there are more factors that raise the purchase intention and many more aspects that are more important to the customer than whether the product supports a CrM campaign including the price of the product and brand loyalty.

According to Chang & Liu (2012) a way in which a company can increase a customer’s willingness to purchase a CrM product is to increase the donation amount. When donation amount to the cause is higher people are said to be more likely to purchase it as they believe the company’s motives to be pure. Those customers who have a high level of involvement with the charity are seen to expect a higher donation amount from the sale of the CrM product than those who are not tightly linked with the cause (Mahmood, 2003). Muller, Fries & Gedenk (2014) found that in relation to donation amount, it is dependent on the product being sold. Their research suggested that when there are multiple similar like-for-like products on sale the donation amount needs to be higher as this can be an impacting factor in brand choice, however when there are not many similar products on sale brands can afford to lower the donation amount (Muller, Fries & Gedenk, 2014). Contradicting this is the work of Human &
Terblanche (2012) who found that donation amount does not have a significant impact on purchase intention as consumers do not tend to look at the percentage being donated when making their decision.

CrM has been shown in the past to be linked to brand loyalty and how loyal customers are to particular brands. Using CrM campaigns can increase the loyalty of consumers to the particular brands (Berglind & Nakata, 2005). It can increase loyalty of the consumers as they tend to view the company who have used a CrM campaign in a more positive light. CrM is also seen to be able to promote more than just switching between brands as it can encourage customers to increase the amount they consume of products (Bougherara et al., 2005) as they feel as though by purchasing the product they are helping a cause and feel less remorse for consuming the product. Other studies have argued that with so much market competition for different products it can be hard for consumers to differentiate purely based on factors such as price and quality and therefore a company using a CrM campaign can increase the likelihood of a consumer purchasing the brands offering (Qamar, 2013).

Previous academic research has also investigated how different genders are affected by CrM campaigns and their reactions to them (Moosmayer & Fuljahn, 2010; Ross et al, 1992). Moosmayer & Fuljhan (2010) argued that empathy was the main social behaviour that affected the response of individuals to CrM campaigns and because previous studies have shown that the female population show greater empathetic feelings than males, it can be assumed that females will react more positively to CrM campaigns.
2.6 Conceptual Framework

The conceptual map (figure 1), shown below, shows the ways in which each of the factors discussed from sections 2.3 to 2.5 lead could lead to an effect on the overall customer purchase decision.

![Conceptual Map](image)

*Figure 1 Conceptual Map*

2.7 Chapter Overview

In summary, this chapter has looked at existing research involving purchase decisions related to CrM products to come to a general conclusion about what existing research has found. This has then been used to create the conceptual map (figure 1) to be used in the research of this study. This research has been used to create the research methodology in section 3.0.
Chapter 3
Methodology
3.0 Methodology

3.1 Introduction

This chapter discusses and justifies the methodology chosen for the research to guarantee that the range of data collected will be able to answer the research aims and objectives. The research uses a deductive approach to test the conceptual framework illustrated in figure 1 (section 2.6).

3.2 Research Design

The purpose of designing any research is to discover new information and answer any unknown questions in a systematic way to increase knowledge on a subject. Academic research has traditionally fallen into two opposing views; that of positivism and interpretivism. An interpretisic view “advocates that it is necessary for the researcher to understand differences between humans in our role as social actors” (Saunders, Lewis & Thornhill, 2012, p. 137). It involves the researcher taking an empathetic stance to looking at the data collected and is important for the researcher to appreciate that there are differences between individuals (Saunders, Lewis & Thornhill, 2012). An interpretist view is more concerned with the opinions and feelings of individuals rather than collecting large sets of data. However, the study has chosen to adopt a positivist approach. It uses a positivist approach, to be able to “collect data about observable reality and search for regularities and causal relationships” (Saunders, Lewis & Thornhill, 2012, p. 134) in the data collected. The
approach generalises people in order to find patterns and relationships in large sets of data.

Figure 2, below, shows the continuum of research philosophies (Carson, Gilmore, Perry & Gronhaug, 2001). Figure 1 shows that the positivist approach adopted is underpinned with philosophies of critical theory and realism.

![Figure 2 Continuum of Research Philosophies](Source: Carson, Gilmore, Perry & Gronhaug)

For this study a positivist approach has been adopted due to the nature of positivist research. The study tests already existing theories and looks to gain a deeper understanding of what factors affect consumers purchase intention with regards to CrM.

Protocols are also traditionally split into two different approaches; quantitative and qualitative. The qualitative approach to data collection uses an interpretative research philosophy and uses people’s thoughts and feelings to develop ideas and meaning (Crowther & Lancaster, 2012). It emphasises the meanings of words rather than trying to quantify data into statistics (Bryman & Bell, 2007). It includes methods such as interviews and focus groups (O’Gorman & Macintosh, 2014). The quantitative
method, in comparison, uses collected data to be able to view relationships between variables and also to be able to measure trends in relation to specific questions and topics. Quantitative data emphasises measurements and numerical analysis gathered from large samples (Babbie, 2010). It enables the data to be collected and analysed from a much larger number of respondents than using a qualitative method. The quantitative method utilises methods such as questionnaires and surveys.

For this reason, it was more appropriate to use quantitative data collection for the study as it allowed for a much larger data set to be analysed, gives accurate statistics and means that no assumptions needed to be made based on the responses by individuals as with qualitative data. This research utilised the use of an online self-completed questionnaire (appendix A). Questionnaires utilise a large sample over a short time-frame.

Borque & Clark (1992) proposed that there are three ways in which researchers can develop questions to be used in their research:

- Adopting questions used in other questionnaires
- Adapting questions used in other questionnaires
- Developing self-created questions

The research used a variety of methods in order to produce the questionnaire used as shown in table 1, below. It adapted and used questions from other research as well as developing its own questions. It uses a deductive approach which uses existing theory and tests its’ reality (O’Gorman & Macintosh, 2014).
3.2.1 Pilot study

Initially an informal (Brace, 2013) pilot questionnaire was created as shown in Appendix B. The researcher used the pilot questionnaire on ten individuals whom she knew in order to gather then responses on the initial research method. The pilot questionnaire used a variety of scales including Likert and semantic differential and was given to ten participants to complete as this was seen to be a large enough number for a pilot study (Fink, 2009) of this nature.

The Likert-scale asks the participant to rate how he/she agrees, disagrees or feels about the statement (Saunders, Lewis & Thornhill, 2012). For the purpose of this research a five point Likert-scale was developed (Appendix A). A five-point scale was developed as it gave an opportunity to have two negative answers, a mutual answer and two positive options. The likert scale is an example of a balanced scale which includes equal numbers of positive and negative answers (Brace, 2013). The Semantic Differential scale, in comparison, asks participants to self-rate an idea using a bipolar scale (Bloomberg, Cooper & Schindler, 2014). From completion of the pilot survey it was decided that the semantic scale was difficult to understand and that all questions would be better suited to a Likert-scale for ease of use and analysis. Some questions also needed to be re worded and changed to enable to the participants to be able to understand and answer them. For example, question 9 in the pilot survey (Appendix B) was removed. Editing the questions so they were understood ensured the results were more reliable (Brace, 2013).
The age ranges used in the questionnaire were derived from the 2011 census. The questions used were close questions to be able to analyse the data quantitatively and make it easier for participants to self-complete the questionnaire.

3.3 Data Collection

The sample population used in the research was people aged over 16 who used social media. The sample strategy was a convenience and snowballing one. The research utilised a convenience sample as no further traits or characteristics were needed from participants, participants are used because they are easily available (Saunders, Lewis & Thornhill, 2012).

The questionnaire was an internet based web and mobile questionnaire, and participants were contacted using social media, primarily Facebook. It is said the internet is now the primary method for quantitative data collection due to its’ ease (Poynter, 2010). This was chosen as it targeted specifically respondents aged 16-30 who used social media regularly (LaRose & Tsai, 2014) even though responses were used from all participants. Using social media to distribute the questionnaire created a snowball effect, meaning participants passed the questionnaire onto one another which resulted in a greater level of response. However, using a convenience sample means that “it is prone to bias and influences that are beyond your control” (Saunders, Lewis & Thornhill, 2012, p.291). Sampling this way can lead to an uneven distribution of respondents as it is out of the control of the researcher. Distributing the questionnaire online gave the researcher a better opportunity to gather a large sample. The sample used in the research were 140 people. Using a large sample meant that the
research could allow for mistakes made in completion, non-respondents and invalid results that cannot be used. Using a sample of this size ensured that it was not too large which may make the data difficult to analyse (Lenth, 2001) but however allowed causal relationships and patterns to be easily seen.

3.4 Data Analysis

The quantitative data developed from the research will be analysed using descriptive and inferential statistics and methods (Saunders, Lewis & Thornhill, 2012). The data will be used to analyse possible relationships between different factors that affect consumers purchase intentions with regards to CrM.

Descriptive statistics are used to explain exactly what the data shows, using bar graphs and the inferential statistics to develop conclusions and meaning from the data using mean and comparative methods including chi squared (Saunders, Lewis & Thornhill, 2012). Chi squared, which shows the goodness of fit, and the p-value will be used to show the significance of two variables from a cross tabulation. Chi squared is used to calculate the probability of independence (p-value), which in turn tells whether or not the null hypothesis should be accepted or rejected. Anything greater than the p-value of significance (0.05) the null hypothesis should be accepted which means the results are likely to be down to chance (Black, 2005).
3.5 Validity and Reliability

It is believed that a questionnaire is reliable if every time it is distributed it provides a consistent result (Brace, 2013). The questionnaire is seen as valid if it measures what it is intended to (Brace, 2013). The research adopted and adapted questions from previous research papers to improve the reliability of it as shown in the table below (figure 3) as these questions have been previously used it results in a greater reliability. A pilot questionnaire was undertaken to be able to further make the research more reliable. Uninformed responses can reduce the reliability of the data collected (Saunders, Lewis & Thornhill, 2012), to minimise this the pilot questionnaire ensured the questions were understandable by participants. This is particularly important in ensuring the questions were understood and undertaken in the same way in which they were intended as without this could lead to anomalous results. Pilotting the questionnaire ensures greater levels of validity and reliability (Brace, 2013).

By using the p-value when comparing values, it increases the validity of the study as it tests the significance between any two variables that are compared against one another.

Using a 5-point scale increased the validity of the results rather than using a smaller scale as it gave respondents options to choose from without being overwhelming. The use of quantitative data collection techniques also helped to ensure better validity because qualitative analysis is reliant on analysing what people have said and this can often be interpreted wrong (Crowther & Lancaster, 2012).
3.6 Ethical Consideration

The research was given approval by the Cardiff Metropolitan University Ethics Committee before it was undertaken. Participants were told prior to completion of the survey of their right to withdraw and not complete the questionnaire. The relevant ethical approval forms are attached in appendix C. The research used only participants who were aged over 16 to ensure ethical standards were met.

3.7 Questionnaire Design

The questionnaire was designed using the Qualtrics software. Table 1 shows how the questions were developed using already existing CrM studies (Koschate-Fischer, Stefan & Hoyer 2012).

For the questionnaire a Likert scale was developed as discussed. A five-point scale was chosen to by the researcher as it meant that two negative options, two positive and a neutral option could be given to the respondents. A five-point scale gives “sufficient discrimination for most purposes and is easily understood by respondents” (Brace, 2013, p.59). It was decided that if a seven-point scale was used there would be too much choice for respondents and would also make analysis difficult in terms of seeing causal relationships and patterns. A three-point scale however, would not have provided respondents with enough options to choose between and not provided much information for analysis. Using an even scale eliminates the neutral mid-point response which can force respondents to make a decision who would otherwise have
chosen a neutral answer (Brace, 2013). However, the researcher decided that for this study there was need for an uneven scale as having a neutral answer available gave participants a larger choice to decide between.

A “don’t know” option however was not offered as it required analysing and also excluding the option forces respondents to make a decision, which the researcher decided would be beneficial in analysis (Brace, 2013).

The table below shows the subject matter of each question used in the final questionnaire as shown in appendix A and how each question was derived; whether adopting previously used ones, adapting previous ones or creating new ones (Borque & Clarke, 1992).

<table>
<thead>
<tr>
<th>Q1.</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2.</td>
<td>Gender identity</td>
</tr>
<tr>
<td>Q3.</td>
<td>Have you ever purchased a product that is linked to a charity?</td>
</tr>
<tr>
<td>Q4.</td>
<td>Self-created</td>
</tr>
<tr>
<td></td>
<td>Conceptual Framework: Purchase intention 2.4</td>
</tr>
<tr>
<td>Q5.</td>
<td>Self-created</td>
</tr>
<tr>
<td></td>
<td>Conceptual Framework: Purchase intention 2.4</td>
</tr>
<tr>
<td>Q6.</td>
<td>Self-created</td>
</tr>
<tr>
<td></td>
<td>Conceptual Framework: Purchase intention 2.4</td>
</tr>
<tr>
<td></td>
<td>Conceptual Framework: Warm Glow 2.3a</td>
</tr>
</tbody>
</table>
Table 1: Source of questions. Self-created.

<table>
<thead>
<tr>
<th>Q8.</th>
<th>Adapted from: Grau &amp; Folse (2007)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Conceptual Framework: Customer Cause Affinity 2.3b</td>
</tr>
<tr>
<td>Q9.</td>
<td>Adapted from: Grau &amp; Folse (2007)</td>
</tr>
<tr>
<td></td>
<td>Conceptual Framework: Customer Cause Affinity 2.3b</td>
</tr>
<tr>
<td>Q10.</td>
<td>Self-Created</td>
</tr>
<tr>
<td></td>
<td>Conceptual Framework: Company-Cause Fit 2.2a</td>
</tr>
<tr>
<td>Q11.</td>
<td>Self-Created</td>
</tr>
<tr>
<td></td>
<td>Conceptual Framework: Perceived Company Motives 2.2b</td>
</tr>
<tr>
<td>Q12.</td>
<td>Self-Created</td>
</tr>
<tr>
<td></td>
<td>Conceptual Framework: Perceived Company Motives 2.2b</td>
</tr>
</tbody>
</table>

3.8 Limitations

The research used only a quantitative data collection method. To further improve the research could use a multi-method approach (Saunders, Lewis & Thornhill, 2012) to be able to further gain a deeper understanding of opinions relating to CrM. Using a mixed-methods approach means that both quantitative and qualitative methods are collected and used in analysis. By using both methods you are able to make assumptions based on a large quantitative study but also able to deeply understand feelings.

A second limitation from using the above research method is derived from the questionnaire design. The researcher chose to use an odd scale to enable a neutral response as it gave a response for people who are unaffected by the question or who
do not understand the question. However, it has been found from past studies that the inclusion of a neutral answer can often mean respondents do not make a decision to either feel negative or positive about the question (Brace, 2013). Having a mid-point neutral answer, is used by respondents as it is the easy answer and requires little effort (Coelho & Esteves, 2007). If a neutral mid-point is not included it can improve both the reliability and validity of results (Saris & Gallhofer, 2007, cited in Brace, 2013). However, a neutral answer was chosen to be used for the questionnaire in this research to make the data comparable and to be able to adapt questions from previous research.

A third limitation derives from the use of online self-completed questionnaires. An issue can be that the responses may be biased, often respondents will not answer fully truthfully for personal reasons and also having little care for what the inaccurate data can mean (Brace, 2013). Results from self-completed online questionnaires can often be skewed as respondents may not understand the question and the responses cannot be monitored by the researcher leading to inaccuracies (Saunders, Lewis & Thornhill, 2012).

3.9 Chapter Overview

This chapter has developed the best research methodology to be used in the study and helped to develop the relevant questions for the questionnaire to ensure that the data collected is able to be analysed appropriately.
Chapter Four

Results, Discussion and Analysis
4.0 Results and Discussion

4.1 Introduction

The purpose of this chapter is to communicate the findings from the data collected in the research process. It is intended to discuss the findings in a thorough and coherent manner and to evaluate the findings using a wide body of literature including that used in section 2.0, the review of literature.

Cohen, Manion & Morrison (2007) stated that there are five ways of presenting and discussing the analysed data found in the research; by grouping the data into similar themes, by participant’s response, by the issue being investigated, by research question and by research instrument if completing a multi method study. For this analysis the method best adopted has been to group the research questions by topic that they involve (figure. 1, section 2.6); warm glow, consumer-cause affinity, company-cause fit, perceived company motives and purchase intention.

The raw data collected from the questionnaire can be found in Appendix D.
4.2 Demographic Analysis

Figure 3 shows the age of the sample of participants who undertook the questionnaire.

![Age Distribution Chart](image)

*Figure 3 Question 1 – How old are you?*

Figure 3 shows an uneven spread of ages of the participants of the study with the majority of participants being aged between 20 and 24 (40%) whereas only 5% of participants were in the age ranges 16-19 and 30-34.

Using an online, social media questionnaire meant that the expected age of the participants was to be younger as shown above however the uneven spread means it is difficult to make assumptions on the population as a whole. This is likely to be due to the researcher using her own social media as the distribution tool for the questionnaire meaning the respondents were likely to be of the same age as her.
Figure 4 below shows the participants responses to question 2.

![Figure 4 Question 2 - What is your Gender Identity?](image)

Figure 4 again shows an uneven spread across the range of participants with 85% being female and only 15% being male. The uneven spread across gender and age from participants can have an impact on the validity of results. The uneven sample is due to the fact that the study used a non-probability sampling method (Saunders, Lewis and Thornhill, 2012). The non-probability sampling method means that there is no control over the population that complete the questionnaire and can lead to, as shown, an uneven spread of results which can make generalisation difficult. The non-probability sampling method meant that the researcher was unable to monitor the questionnaires participants.

4.3 Warm Glow

Previous literature tends to show an overall consensus that warm glow has an effect on consumer purchase intention. Koschate-Fischer, Stefan & Hoyer (2012), found that
the warm glow motive encourages consumers to purchase products that are CrM related. Warm-glow is described as the feeling consumers feel when they have completed an act that is satisfying as they perceive it to be benefitting society (Clark, Kotchen & Moore, 2003).

Question 7 investigated the effect of warm glow on purchase intention of the research participants. The results found are shown in figure 5.

Figure 5 Question 7 - When thinking about purchasing a product which is linked to a charity - how important is it for you to 'feel good' about such a purchase?

The mean for the question was 2.96, indicating that participant’s response was neutral to the effect of warm glow. The results show that the most popular answer was 3 – matters somewhat. This would suggest that consumers of CrM products do not purchase them for the feeling of satisfaction at doing something good to benefit a cause (Clark, Kotchen & Moore, 2003) but for other reasons. The results show 32%
of participants selected a negative answer, 32% the neutral answer and 36% a positive answer. This shows a fairly even spread of results between negative, neutral and positive which indicates there can be made no consensus made from the results into the effect of warm glow on purchase intention.

The findings from this study contradict the literature by showing that the warm-glow motive does not have a strong effect on purchase intention. The participants did not show that warm glow has a strong effect on their decision whereas the literature regarding the effect of warm glow tends to show a positive correlation. A possible explanation for the contradictory finding may be that it is believed that there are more factors that affect purchase decision rather than just whether the product is linked to a charity (Lafferty & Edmondson, 2014) such as brand loyalty, price and quality. Warm glow is also linked to the satisfaction of feeling good about purchasing a CrM product as it is viewed by others in society as a good act (Haruvy & Popowski Leszczyck, 2009). The participants of the study may choose to purchase CrM products not because of the satisfaction of the act but for other reasons such as a personal affinity to the charity and not be affected by how they are perceived by others. The results further disagree with the work of Chang & Cheng (2015) who believed that consumers felt more satisfied purchasing CrM products as they benefit themselves and society. This piece of research disagrees with these findings as warm glow is not seen to have an effect on consumers purchase intentions of CrM related products.
4.4 Customer-Cause Affinity

Customer-cause affinity is seen as consumers having a strong relationship with and strong feelings for a chosen cause (Aspara et al., 2008). Consumers generally donate to causes that are not part of a cause-brand alliance if they personally care about the charity (Lafferty & Edmondson, 2014). Customers noticing that a company is supporting a cause that they specifically care about leads to them having a stronger positive feeling for the company and leads to higher levels of purchase from the brand and increased customer loyalty (Grau & Folse, 2007). This factor was investigated using question 8 and question 9.

Figure 6 below shows the results from question 8. Figure 7 shows the results from question 9.

*Figure 6 Question 8 - When thinking about purchasing a product which is linked to a charity - how important is the type of charity to you?*
The mean for question 8 was 3.53 and for question 9, 3.37. Giving an overall mean for customer-cause affinity of 3.45. Which shows that there is a slightly positive impact of high customer-cause affinity on purchase intention. Overall, both questions showed a higher percentage, over half of respondents giving positive answers rather than neutral or negative. Q8: 58% positive, 24% neutral and 18% negative. Q9: 52% positive, 24% neutral, 24% negative.

It is indicated that for consumers, having an affinity or caring about the particular charity the brand is supporting has an effect on their purchase decision. The overall result being neutral to positive rather than a strong positive result can be supported by the literature of Lafferty and Edmondson (2014), as their findings suggest that consumers do not always purchase CrM products just because they are related to a charity but because they wish to purchase that product regardless of the charity link.
Consumers also purchase charity related products not because of their personal affinity but because they see the cause as worthwhile and worthy (Lafferty & Edmondson, 2014). Sheikh & Beise-Zee (2011) found that cause-affinity has an impact on purchase intention and attitude towards the brand and company. However, they stated that customer-cause affinity does not need to be particularly high if the company’s overall CSR reputation and intentions are clear as the consumer is likely to purchase the product regardless (Sheikh & Beise-Zee, 2011). For this reason, it can be important for companies to match the cause they choose to partner with to the needs and wants of that of their target audience (Barkah, 2015; Qamar, 2013) to increase purchase intention. This can then lead to an increase in loyalty from the consumers (Fock, Chan and Yan, 2010). This supports the findings from the research that the overall purchase decision is dependent on the consumers’ affinity for the charity. The consumer having a high affinity for the supported cause can also dispel the idea of scepticism about the companies’ motives as the high affinity can lead to them having a positive image of the charity. If the affinity between consumer and cause is high, then consumers are more likely to purchase the product.

4.5 Company-Cause Fit

Company-cause fit is how related the chosen cause is to the company’s core business activities and if the two strategically work together (Kim, Cheong & Soo Lim, 2015). Question 10 measured the potential effect of the company and cause having a high strategic fit. Figure 8, below, shows the results from the study;
Figure 8 Question 10 - When thinking about purchasing a product, which is linked to a charity - how important is the overall 'fit' (or perceived congruity) between the charity and the company?

The mean figure for the question worked out to be 2.72, indicating a neutral to negative response. Overall, 26% gave a positive response, 37% a neutral response and 37% a negative response. Again indicating a neutral to negative response to the question. This then suggests that having a high company-cause fit as does not have an effect on whether a consumer purchases a CrM related product or chooses not to. This however, contradicts most previous research as studies have tended to show that if a company and cause have a high strategic fit, then the consumer is more likely to purchase the product due to a positive association between cause and brand (Chang & Liu, 2012; Gupta & Pirsch, 2006; Olson & Thjomoe, 2011). They argue that due to associative learning, it is essential for the company and cause to be related (Gupta & Pirsch, 2006). This is because the positive feelings towards the cause are then transferred to the company, aiding the consumer in their purchase decision between products.
However, the results from the research reject this theory. Previously, some academics have argued that there is no need for a company and cause to have a high fit due to the fact that there may be genuine reasons for there being a low fit between the two such as a change in company’s image, or an already well established link between company and cause or the companies genuine wish to support the chosen cause (Simmons & Becker-Olsen, 2006). This is a possible explanation for the results of the study as customers may feel as though the company engaging in CrM activities as a genuine act regardless of the fit between company and cause. The company having a low fit with the cause does not necessarily lead to scepticism from the consumer. As long as the company’s intentions are demonstrated and shown to the consumer then it is believed that company-cause fit is not a large factor needed to be considered when completing CrM activities (Olson & Thjomoe, 2011).

Another argument supporting the results discovered in the study is that by having a high fit between cause and company causes scepticism in the mind of the consumer (Ellen et al, 2000). This can be because the consumers can be led to feel as though the brand only associated itself with the chosen charity because of the high fit (Forehand and Grier, 2003). The consumers feel as though the intentions of the company are purely selfish and profit driven. This can explain why the results of the study show that the consumer purchase intention is not higher when the fit between company and cause is high.
4.6 Perceived Company Motive

Previously there has been much debate into the effect of the perceived company motives on consumer purchase intention. It is widely accepted that if the intentions of the company are seen as impure than consumers will view the brand negatively (Folse et al. 2014). Whereas other academics have proven that consumers recognise that business’ first intention is always to make money and that they are using CrM campaigns as a way to further increase profits (Ellen, Mohr & Webb, 2000).

Perceived company motive was investigated by questions 11 and 12. The results for question 11 are demonstrated in figure 9 below and question 12 in figure 10.

![Figure 9 Question 11: When thinking about purchasing a product, which is linked to a charity - how important is it to you that the company feels morally obliged to help?](image-url)
Question 12: When thinking about purchasing a product which is linked to a charity, how important is it to you that the company has a long-term interest in the charity?

The mean of question 11 calculates to be 3.17 showing a neutral to positive answer is most favoured and for question 12 the mean calculated to be similar (3.25). The overall mean for perceived company motives is 3.21. This shows a neutral to positive result which indicates that the perceived company motive does have an effect, even if small, on purchase intention of CrM products.

Both figure 9 and 10 show similar graphical shapes and similar results. Q11 shows 45% of respondents gave a positive response, 27% a neutral response and 28% a negative response. The results to question 12 show similar; with 50% giving a positive response, 22% neutral and 28% negative. This agrees with the above, that the perceived motives of the company tend to have an effect on purchase intention for consumers.

There is some debate within the literature that suggests that a company whose motives seem impure can often have a negative image in the eyes of the consumer and lead to
them not purchasing products from that company (Folse et al., 2014). This is because it can lead to the consumer being sceptic about the reasons for engaging in CrM. This is supported by the study as it has been found that the perceived company motive does have some effect on the purchase decision. The results from this study however only show a slight positive result. The inconclusive results from this study may suggest that there is a consumer understanding that firm’s motives for engaging in CrM activities is firstly to generate profit for the business (Ellen, Webb & Mohr, 2006) and if the consumer wishes to purchase from that brand then they will do so regardless of what they believe the motives to be (Kim & Lee, 2012). To further reduce the effect of perceived company motives on the purchase intention, companies can look to openly engaging in CrM activities (Singh, Kristense & Villasenor, 2009).

4.7 Purchase Intention

The overall aim of this study was to look at the purchase intention of consumers of CrM products. It is believed that as well as CrM having mediating factors that affect purchase intention, CrM also affects consumers brand loyalty, willingness to switch brands and the donation amount companies must give to the charity in order for the consumer to purchase the product.

To measure the overall purchase intention of the participants in relation to CrM products questions 4, 5 and 6 were asked. The results to question 4 are shown in figure 11 below;
The results show a mean of 3.57 indicating a neutral to positive result. However, contradictory to this, the majority of participants (38%) stated that the link to the charity definitely influenced their purchase decision showing a strong positive purchase intention for CrM related products. Overall, 62% of participants gave a positive result, 23% neutral and 14% a negative result. This indicates that the link to the charity meant that they were more likely to purchase the product if there was a charity linked to it. These findings confirm those of La Ferle, Kuver & Edwards (2011) who stated that consumers have higher purchase intentions towards CrM related products.

Figure 11 Question 4 - To what extent did the link to the charity influence your purchase decision?
The results for question 5 are illustrated in figure 12 below.

The mean is 2.93. The results show that a product being related to a charity is not likely to or have any impact on whether a consumer will remain loyal to a brand or if they will brand switch to purchase from a brand that is related to a charity. 29% of those asked gave a positive response, 40% neutral and 31% negative. The results contradict the findings of Berglind & Nakata (2005) who said that customers are more likely to be loyal to a brand which does not agree with the findings that the participants said they would not necessarily be more likely to brand switch to companies that support charities. There is often more factors affecting purchase intention of consumers and if they would overall choose to brand switch such as promotional offers, price and quality (Lafferty & Edmondson, 2014). Qamar (2013) argued that often there is too much choice for consumers and they can find it difficult to choose between brands as they tend to be so similar and therefore being related to a charity can encourage consumers to brand switch. This could be a possible explanation for the number of positive results seen.
The results of question 6 are shown in figure 13 below.

![Survey Results](image_url)

**Figure 13 Question 6 - Did the amount of money donated by the company to the charity affect your purchase decision?**

The results show a mean of 2.99, showing that the amount of money donated had a neutral impact on purchase decision. The most popular answer given however was (4), it had an affect (25%) which indicates that the participants feel as though the amount of money donated did affect their purchase decision when choosing between normal products and those that are related to CrM. 39% of respondents gave a positive response compared with 25% neutral and 36% negative, which shows a fairly even spread of results. This contradicts Chang & Liu’s (2012) findings that the more money that is donated from the company to the cause leads to higher purchase intention and that to improve the image of the company in the eyes of the consumer a firm can increase their donation amount (Koschate-Fishcer, Stefan & Hoyer, 2012). Human & Terblanche (2012) also found similar results to this study, that the donation amount and size has a neutral significance on purchase intention.
The overall mean for purchase intention works out to be 3.17 showing a neutral to positive result for the overall purchase intention of CrM related products. This is supported by the findings of La Ferle, Kuber & Edwards, 2011, as they said that from a product being CrM related consumers have a higher purchase intention towards it due to the positive association with it.

4.8 Impact of Age and Gender

Figure 14, above, shows a cross tabulation between age of respondent and if the link to the charity increased purchase intention developed using Qualtrics. This can be used to illustrate how each age group is affected by products being related to CrM.

Figure 14 shows that the age group where the impact of CrM is greatest to be 16-19 year olds where almost 67% of participants said that they were definitely influenced by the product having a link to the charity. However, as there was such an uneven spread of results for people who participated in the survey this does not give an
accurate representation of opinions as only 3 people participated from this age group. The uneven spread leads to a bias in results which indicates they may not be accurate.

From the cross tabulation of these two questions a chi squared value ($X^2$) 23.75 can be calculated and a p-value of 0.25 which shows that the there is a 25% chance that the results are down to chance. Since $p > 0.05$ this shows that the observations are statistically insignificant and therefore it can be assumed that the age of participants is not related to the purchase decision of CrM related products and the age differences are not statistically significant. The degrees of freedom (df) are calculated to be 12.

![Cross-Tabulation](image)

**Figure 15 Cross-Tabulation. How gender affects purchase decision in relation to CrM products. Qualtrics (2017)**

Figure 15 shows a cross tabulation between gender identity and the influence of a product being related to a charity on purchase decision.

Shown from figure 15 the majority of females (40%) would say they were definitely influenced in their purchase decision by the product having a link to a charity whereas the majority of males (30%) said that the link to the charity only possibly influenced their purchase decision. However, a large percent (25%) of males said they would
also be definitely influenced. Due to the fact that the sample population only consisted in total of 20 male participants it is hard to make any assumptions about the population. A chi squared test of figure 16 was performed to analyse the relationship between gender of purchaser and level of influence of charity in purchase decision; $X^2 (df, N = 12) = 6.55, p = 0.89$. Since $p>0.05$, there is no statistically significant difference between the gender of purchaser and the level of influence of the product being related to a charity on purchase decision. It shows that the two variables are unlikely to be related.

The findings are supported by Moosmayer & Fuljahn (2010) whose findings tended to show that different genders respond differently to CrM related campaigns due to the different levels of empathy stereotypically believed between male and female. It is believed that females show a greater level of empathy than the male population do and this is why they are more likely to have higher levels of purchase intentions in relation to CrM products.

![Graph: To what extent did the link to the charity influence your purchase decision?](image)

Figure 16 To what extent did the link to the charity influence your purchase decision? - For female sample population.
Figure 16 shows how the female population were affected by the link to the charity in their purchase decision. It shows that as stated above the majority of females would say they were positively influenced by the link to the charity with only 12% of the total sample choosing a negative answer compared to 76% giving a positive response. This is believed to be because females have a stronger tendency to want to donate to charitable causes (Kashdan et al, 2009).

4.9 Summary of Findings

In summary the findings have shown that warm glow has a neutral impact on whether a consumer purchases a CrM product. Customer-Cause Affinity has a positive impact on purchase decision. Company-Cause fit has a neutral to negative impact on purchase intention and perceived company motives a small positive impact on purchase intention (if the intentions are pure). It is also noted that CrM campaigns do not necessarily encourage consumers to switch brands and that the donation amount has little significance on purchase decision. It is however found that the link to the charity overall does have an impact on whether the product is purchased by the consumer.

Due to the uneven spread of participants it is hard to generalise the results based on age or gender as discussed above. However, it is believed that overall the female population responds to CrM campaigns in a more empathetic way, meaning they are more likely to engage with them.
4.10 Chapter Overview

Overall this chapter has been used to display, analyse and discuss the data found from the study. From this a number of conclusions have been made as well as some limitations noticed will be explored further in the final, concluding chapter.
Chapter 5

Summary, Conclusions and

Recommendations
5.0 Summary, Conclusions and Recommendations

5.1 Introduction

This chapter is intended to provide an overview of the key findings and results of the study. It will relate the original aims and objectives to the findings to evaluate whether they have been achieved to determine the success of the study. It is intended to address any limitations to the study and to make recommendations and directions for further research.

5.2 Aims and Objectives

The research consisted of three objectives that were intended to aid the completion of the main aim.

5.2.1 Objective One

To investigate the effect of the warm glow motive, company-cause fit, customer-cause affinity and perceived company motives on purchase intention.

The researcher achieved this objective by analysing the data collected by the self-completed questionnaire used in the research method. The results found relating to each factor have been discussed in section 5.3.
5.2.2 Objective Two

To examine if purchase intention differs between different demographics including age and gender.

The differences in age and gender in relation to willingness to purchase were investigated using cross-tabulations and statistical methods such as chi-squared and p-value to evaluate whether there is statistical significance between the variables.

5.2.3 Objective Three

To investigate if products being linked to CrM activities can encourage consumers to switch brands and alter loyalty of consumers.

The researcher investigated whether consumers would be willing to switch brands to support brands who are selling CrM related products. This was investigated through extensively throughout the review of literature (2.0) as well as through the data collection.

5.2.4 Research Aim

Overall, the above objectives helped to fulfil the requirements of the research aim; to investigate factors that affect CrM campaigns and how they affect the purchase decisions of consumers in relation to CrM products and to investigate the strength of each of these factors when consumers are making purchase decisions. The researcher
believes that this aim has been achieved over the course of this study through completion of the relevant research methods and analysis of them. She also feels that from completion of the research, there are more areas to the study of CrM that need to be investigated as discussed below.

5.3 Key Findings

In conclusion the results had a number of key findings as follows;

- The effect of ‘warm glow’ has a positive to neutral impact on consumers purchase decision with the majority of participants saying that it ‘matters somewhat’ for them to feel good about a CrM purchase.

- If customer-cause affinity is high then this has a positive impact on purchase intention.

- The company and cause fit has a neutral impact on purchase intention.

- A positive perceived company motive can have a slight effect on purchase intention.

- CrM does not encourage brand switching, neither does the amount of money donated affect purchase decision.

- Overall consumers stated that the link to the charity had a large effect on their purchase intention.

- It was found that females react very positively to CrM campaigns and are willing to pay for CrM products.
5.4 Conclusions

To conclude this research, it was found that although linking a charity with a product does encourage consumers to purchase them, the factors investigated did not have a large impact on the sample population used. The sample population, which consisted of mainly females, were found to say that if a product is linked to a charity then they are more likely to want to purchase it however the level of strategic fit between the company and cause and the warm glow effect were found to only show neutral impacts meaning that these factors do not affect their purchase decision.

Comparatively, the perceived motives of the company and the affinity the consumer has for the chosen cause were shown to affect the purchase intention of the sample population. They were said to be more likely to purchase a product that is CrM related if the company’s motivations for using the campaign were believed to be sincere and if they personally cared about the cause. This has an effect on companies and what causes they choose to partner with. A company should intend to look for causes that are related to or have significance for their chosen target market as the consumers are likely to then have a higher purchase intention. The study shows that it is more important for the consumer to have an affinity to the cause used over the company and cause having a high strategic fit and congruency. This is however regulated by the perceived motives of the company. Partnering with a company that has a high affinity with the chosen target market but does not suit the business aims and objectives could be viewed by the consumer as the company having the wrong and insincere motives for using the campaign. The consumer may feel as though the company purely linked with that charity as an attempt to drive profits rather than because they actually care for the cause. It was also noted from the research that it important to consumers that
the company shows a long term interest in the charity and makes their intentions clear as to how they plan to support that charity in the future.

In terms of brand loyalty, it was found that a consumer is not likely to switch brands and purchase a CrM related product purely because of the link that the product has to a charity. Consumers will look for more than just a CrM link in order to switch brands if they are already loyal to a particular brand. The research also showed that the donation amount that the company gives to the charity has a neutral impact on the consumers purchase intention. This would suggest that companies can can give small donations to the cause and consumers will still purchase it. However, this is again regulated by the perceived motives of the company as the consumer has stated the importance of being able to see the motives of the company as genuine.

5.5 Recommendations

The research can be used by management of firms and marketing departments when looking at ways to implement their own strategic CrM campaigns in order to encourage consumers to purchase their products. This research shows that management need to ensure that the company as a whole make their motives clear to the public. They need to demonstrate their genuine motives and show consumers how they are helping the chosen charity and also how they are planning to support the chosen cause in the future over a long time period. It can also be essential for the company to ensure the charity they are choosing to work with suit the needs of their chosen target audience as the study found that consumers have higher purchase intentions to those products that are linked to causes they personally feel attached to.
This needs to be achieved while striking a balance of having genuine and pure motives for giving to the cause.

To encourage brand switching and encourage brand loyalty the researcher recommends that although the use of CrM campaigns can attract consumers, particularly females, to a product and brand this is not enough to encourage brand switching. To encourage this the company needs to look at other factors surrounding the product as well as linking it with a brand.

5.6 Limitations and Future Research

The research methods used and data collected brought a number of limitations to the attention of the researcher. Firstly, because the research only used a quantitative method of data collection this limited the analysis of the data collected. Using a mixed-method data collection process would have enabled the data to be analysed in much greater depth. Mixed methods data collection uses both qualitative and quantitative data collection methods. The researcher feels that to gain an understanding of why participants chose the relevant responses the research could have used qualitative methods as well as the quantitative method used such as focus groups or interviews (Saunders, Lewis & Thornhill, 2012). This would have enabled the researcher to understand the factors investigated in more depth.

A second limitation recognised by the researcher was the sample population not being of equal distribution between ages and gender identity. The researcher believes the reason for this to be because of the convenience sampling method used and the
questionnaire being posted online (Brace, 2013). This meant that the respondents could not be monitored by the researcher leading to an uneven spread. To be able to analyse the data against different demographic groups a larger sample population including more males and a variety of different ages would be needed as from this study the researcher was not able to show any level of significance between gender and age and purchase intention of consumers with regards to CrM products. A larger even sample would however be able to test if there is a significance between variables.

A third and final limitation to the research, as noted by the researcher, was the scale used in the questionnaire design. The data collected all showed high percentages of respondents choosing the neutral response which the researcher included in the five-point scale. Previous research has shown that the use of a neutral answer and an odd scale can lead to the neutral answer being chosen predominantly by respondents due to ease and lack of understanding of implications. Had the neutral response been removed it would have forced respondents into making a decision.

The study only investigated a small number of factors that affect CrM campaigns. Further research could build upon the already developed conceptual framework (figure 1) and look at other factors that affect purchase intention including cause-proximity and the effect of how others in society view the person who is the purchaser of the CrM products. Further research could look into how the factors discuss work in relation to one another. For example, does the donation amount affect the likeliness of the consumer to switch between brands and what factors can encourage consumers to switch brands if CrM does not show a strong effect. Research could further look at the
implications of how companies advertise their CrM campaigns and if this has an effect on consumers purchase intent; such as the use of emotional advertising. Further research could delve into the skepticism of consumers surrounding CrM products.

5.7 Chapter Overview

In conclusion, this chapter has discussed the key findings and conclusions of the study. It has included recommendations for firms in relation to CrM activities as well as recommendations for further research. It has evaluated whether the original aims and objectives set have been met and any limitations that face the research due to the research methods used and the data that was collected.
6.0 References


Appendix A

Final Questionnaire

Q1 How old are you?
- 15-19 (1)
- 20-24 (2)
- 25-29 (3)
- 30-34 (4)
- 35-49 (5)
- 50+ (6)

Q2 What is your gender identity?
- Male (1)
- Female (2)
- Other (3)
- Prefer not to say (4)

Q3 Have you ever purchased a product that is linked to a charity?
- Yes (1)
- No (2)

Q4 To what extent did the link to the charity influence your purchase decision?
- Definitely didn't influence (1)
- Probably didn't influence (2)
- Possibly influenced (3)
- Probably did influence (4)
- Definitely influenced (5)

Q5 How likely are you to swap brands and purchase a product which is linked to a charity?
- Not likely (1)
- Unlikely (2)
- Somewhat likely (3)
- Likely (4)
- Very Likely (5)

Q6 Did the amount of money donated by the company to the charity affect your purchase decision?
- It had no affect (1)
- It had little impact (2)
- It made some impact (3)
- It had an affect (4)
- It had a large affect (5)
Q7 When thinking about purchasing a product which is linked to a charity - how important is it for you to 'feel good' about such a purchase?
- Doesn't matter to me (1)
- It matters a little (2)
- Matters somewhat (3)
- It matters a lot (4)
- It matters a great deal to me (5)

Q8 When thinking about purchasing a product which is linked to a charity - how important is the type of charity to you?
- Doesn't matter a great deal to me (1)
- It matters a little (2)
- Matters somewhat (3)
- It matters a lot (4)
- Matters a great deal to me (5)

Q9 When thinking about a purchasing a product which is linked to a charity - how important is it that you personally care about the charity?
- Doesn't matter a great deal to me (1)
- It matters a little (2)
- Matters somewhat (3)
- It matters a lot (4)
- Matters a great deal to me (5)

Q10 When thinking about purchasing a product, which is linked to a charity - how important is the overall 'fit' (or perceived congruity) between the charity and the company?
- Not important to me (1)
- Slightly important to me (2)
- Moderately important to me (3)
- Important to me (4)
- Very important to me (5)

Q11 When thinking about purchasing a product, which is linked to a charity - how important is it to you that the company feels morally obliged to help?
- Not important to me (1)
- Slightly important to me (2)
- Moderately important to me (3)
- Important to me (4)
- Very important to me (5)
Q12 When thinking about purchasing a product which is linked to a charity - how important is it to you that the company has a long-term interest in the charity?
☐ Not important to me (1)
☐ Slightly important to me (2)
☐ Moderately important to me (3)
☐ Important to me (4)
☐ Very important to me (5)
Appendix B
Pilot Questionnaire

Purchase intentions
Have you ever purchased a product which is linked to a charity. Yes/No
To what extent did the link to the Charity influence your purchase decision:

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely didn’t influence</td>
<td>Probably didn’t influence</td>
<td>Possibly influenced</td>
<td>Probably did influence</td>
<td>Definitely influenced</td>
</tr>
</tbody>
</table>

How likely are you to swap brands and purchase a product, which is linked to a Charity:

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not likely</td>
<td>Unlikely</td>
<td>Somewhat likely</td>
<td>Likely</td>
<td>Very likely</td>
</tr>
</tbody>
</table>

Warm Glow motive (Taute and McQuitty, 2004)
When thinking about purchasing a product, which is linked to a charity – how important is it for you to ‘feel good’ about such a purchase:

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doesn’t matter a great deal to me</td>
<td>It matters a little</td>
<td>Matters somewhat</td>
<td>It matters a lot</td>
<td>A great deal to me</td>
</tr>
</tbody>
</table>

Cause Affinity/Involvement (Grau and Folse, 2007)
When thinking about purchasing a product, which is linked to a charity – how important is the type of charity to you:

| | | | | |
|---|---|---|---|
| Doesn’t matter a great deal to me | Means nothing to me | Matters a great deal to me | Means a lot to me |

CAUSE COMPANY FIT
When thinking about purchasing a product, which is linked to a charity – how important is the overall ‘fit’ (or perceived congruity) between the charity and either the company:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Doesn’t matter a great deal to me</td>
<td>Not important to me</td>
<td>Matters a great deal to me</td>
</tr>
</tbody>
</table>

NB using a 5-point semantic differential scale
**Company motivations**
When thinking about purchasing a product, which is linked to a charity – how important is it to you that the company feels morally obligated to help.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not important to me</td>
<td>Slightly important</td>
<td>Moderately important</td>
<td>Important</td>
<td>Very important to me</td>
</tr>
</tbody>
</table>

When thinking about purchasing a product, which is linked to a charity – how important is it to you that the company has a long-term interest in the Charity.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not important to me</td>
<td>Slightly important</td>
<td>Moderately important</td>
<td>Important</td>
<td>Very important to me</td>
</tr>
</tbody>
</table>

When thinking about purchasing a product, which is linked to a charity – how important is it to you that the company wants to make it easier for customers who care about the Charity it supports.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not important to me</td>
<td>Slightly important</td>
<td>Moderately important</td>
<td>Important</td>
<td>Very important to me</td>
</tr>
</tbody>
</table>
Appendix C
Ethics Forms

DEVELOPED ETHICS APPROVAL APPLICATION SUMMARY

<table>
<thead>
<tr>
<th>To be completed by student and supervisor before submission to Ethics Approval Panel</th>
<th>Student Signature;</th>
<th>Supervisor Signature;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application for ethics approval</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>Participant information sheet</td>
<td>[]</td>
<td>Y</td>
</tr>
<tr>
<td>Participant consent form</td>
<td>[]</td>
<td>Y</td>
</tr>
<tr>
<td>Pilot interview/s</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Pilot questionnaire/s</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Letter/s to participating organisation/s</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

First Submission [ ] Resubmission [ ]

Date: __________

For use by the devolved ethics approval panel:

Panel Members

Module leader: [Signature]

Supervisor: [Signature]

CSM Ethics Committee Representative: [Signature]

Date: __________

Outcome:

Project Approved [Y] Reference number: 2016 00238
Project Approved in Principle [ ]
Application not ready/ incomplete [ ] (Decision deferred)

Comments for projects not fully approved:

The original to be retained by the module leader and a copy given to the student.
CARDIFF METROPOLITAN UNIVERSITY
APPLICATION FOR ETHICS APPROVAL

When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

If the project requires ethics approval from an external agency (e.g., NHS), you will not need to seek additional ethics approval from Cardiff Met. You should however complete Part One of this form and attach a copy of your ethics letter(s) of approval in order that your School has a record of the project.

The document Ethics application guidance notes will help you complete this form. It is available from the Cardiff Met website. The School or Unit in which you are based may also have produced some guidance documents, please consult your supervisor or School Ethics Coordinator.

Once you have completed the form, sign the declaration and forward to the appropriate person(s) in your School or Unit.

PLEASE NOTE:
Participant recruitment or data collection MUST NOT commence until ethics approval has been obtained.

PART ONE

<table>
<thead>
<tr>
<th>Name of applicant:</th>
<th>Angharad Mellins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor (if student project):</td>
<td>Dr Paula Kearns</td>
</tr>
<tr>
<td>School / Unit:</td>
<td>Cardiff School of Management</td>
</tr>
<tr>
<td>Student number (if applicable):</td>
<td>ST20074070</td>
</tr>
<tr>
<td>Programme enrolled on (if applicable):</td>
<td>Business and Management Studies</td>
</tr>
<tr>
<td>Project Title:</td>
<td>Factors affecting a customer’s purchase making decision with regards to cause-related marketing campaigns.</td>
</tr>
<tr>
<td>Expected start date of data collection:</td>
<td>22/03/2017</td>
</tr>
<tr>
<td>Approximate duration of data collection:</td>
<td>Four weeks</td>
</tr>
<tr>
<td>Funding Body (if applicable):</td>
<td>N/A</td>
</tr>
<tr>
<td>Other researcher(s) working on the project:</td>
<td>N/A</td>
</tr>
<tr>
<td>Will the study involve NHS patients or staff?</td>
<td>No</td>
</tr>
<tr>
<td>Will the study involve taking samples of human origin from participants?</td>
<td>No</td>
</tr>
</tbody>
</table>

Does your project fall entirely within one of the following categories:

- Paper based, involving only documents in the public domain: No
- Laboratory based, not involving human participants or human tissue samples: No
- Practice based not involving human participants (e.g., curatorial, practice audit): No
- Compulsory projects in professional practice (e.g., Initial Teacher Education): No
- A project for which external approval has been obtained (e.g., NHS): No

If you have answered YES to any of these questions, expand on your answer in the non-technical
summary. No further information regarding your project is required.
if you have answered NO to all of these questions, you must complete Part 2 of this form

In no more than 150 words, give a non-technical summary of the project
This quantitative piece of research seeks to explore what factors relating to cause-related marketing affect customers purchase intent. It is well known that many different factors have an effect on whether customers purchase products linked to a cause related marketing effort and this research looks to develop this further. The research will use both a positivist and interpretivist approach. The data will be analysed using both immersive and inferential techniques. The research hopes to achieve a deeper understanding of some of the main factors customers take into consideration when making purchasing decisions regarding CrM products and purchasing CrM products over normal products.

DECLARATION:
I confirm that this project conforms with the Cardiff Met Research Governance Framework
I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project.

STUDENTS: I confirm that I will not disseminate any material produced as a result of this project without the prior approval of my supervisor.

<table>
<thead>
<tr>
<th>Signature of the applicant:</th>
<th>Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22nd March 2017</td>
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FOR STUDENT PROJECTS ONLY

<table>
<thead>
<tr>
<th>Name of supervisor:</th>
<th>Date:</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>22nd March 2017</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Signature of supervisor:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr Paul Kilas</td>
</tr>
</tbody>
</table>

Research Ethics Committee use only

<table>
<thead>
<tr>
<th>Decision reached:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project approved</td>
</tr>
<tr>
<td>Project approved in principle</td>
</tr>
<tr>
<td>Decision deferred</td>
</tr>
<tr>
<td>Project not approved</td>
</tr>
<tr>
<td>Project rejected</td>
</tr>
</tbody>
</table>

Project reference number: [Click here to enter text.]
PART TWO

A RESEARCH DESIGN

A1. Will you be using an approved protocol in your project? No
A2. If yes, please state the name and code of the approved protocol to be used1

No

A3. Describe the research design to be used in your project

The central aim is to see how different factors affect the consumer when making a purchasing decision with cause-related marketing products.

The research will consist of a questionnaire. From this an overall sample size of maximum 100 people will be generated. Anybody is able to be a participant. The research will utilise a convenience sample as the participants used will be based on a first available basis as no traits are required.

Participants will be contacted using social media, Facebook and face to face. The questionnaire should take no more than 5-10 minutes to complete. All participants in the research will be informed of the ethics process and also told that answers will be recorded but however the information they provide will remain anonymous and any answers they give will not be traceable to them. The participants will be provided with an information sheet and consent form. The types of questions asked will include:

- How likely are you to swap brands and purchase a product if it is related to a charity or cause?
- When thinking about purchasing a product that uses cause-related marketing, it is important to you to feel good when doing so?
- How important is it to you that the company feels obliged to help a charity or cause?

The quantitative data collected will be analysed and used in the analysis. The information will be used to create graphs and tables that means trends and patterns can be noticed.

1 An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here

Application for ethics approval v4 March 2015
**CARDIFF METROPOLITAN UNIVERSITY**  
**APPLICATION FOR ETHICS APPROVAL**

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4 Will the project involve deceptive or covert research?</td>
<td>No</td>
</tr>
<tr>
<td>A5 If yes, give a rationale for the use of deceptive or covert research</td>
<td>N/A</td>
</tr>
<tr>
<td>A6 Will the project have security sensitive implications?</td>
<td>No</td>
</tr>
<tr>
<td>A7 If yes, please explain what they are and the measures that are proposed to address them</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**B PREVIOUS EXPERIENCE**

B1 What previous experience of research involving human participants relevant to this project do you have?

During my 2nd year on the BA (Hons) Business & Management degree I studied Research Methods for Business. As a result of this module I understand the importance of ethical issues and the need for informed consent in the research context. Specifically, have experience of creating questionnaires, preparing interview questions, consent form and participant information sheets.

B2 Student project only  
What previous experience of research involving human participants relevant to this project does your supervisor have?

My research supervisor is Dr Paula Kearns. Dr Kearns has been a research active academic for the past 5-years. Her research portfolio focuses on Consumer Value and the consumption values that underpinned consumer behaviours. Her research has adopted a mixed-methods approach and is therefore experienced in both quantitative (SPSS, CFA and Structural Equations) and qualitative (thematic analysis and hermeneutics) data collection and analysis approaches. Dr Kearns research has been accepted an numerous marketing and social policy conferences.

**C POTENTIAL RISKS**

C1 What potential risks do you foresee?  
No risks

C2 How will you deal with the potential risks?  
N/A

When submitting your application you **MUST** attach a copy of the following:

- All information sheets
- Consent/assent form(s)

An exemplar information sheet and participant consent form are available from the Research section of the Cardiff Met website.
## Appendix D

### Collected Data

<table>
<thead>
<tr>
<th>Q1 - How old are you?</th>
<th>#, Answer, %, Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 16-19</td>
<td>2, 14%, 3</td>
</tr>
<tr>
<td>2, 20-24</td>
<td>3, 29%, 55</td>
</tr>
<tr>
<td>3, 25-29</td>
<td>4, 17%, 24</td>
</tr>
<tr>
<td>4, 30-34</td>
<td>5, 57%, 5</td>
</tr>
<tr>
<td>5, 35-49</td>
<td>6, 43%, 16</td>
</tr>
<tr>
<td>6, 50+</td>
<td>7, 26%, 37</td>
</tr>
<tr>
<td>Total</td>
<td>100%, 140</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q2 - What is your gender identity?</th>
<th>#, Answer, %, Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Male</td>
<td>15%, 21</td>
</tr>
<tr>
<td>2, Female</td>
<td>85%, 119</td>
</tr>
<tr>
<td>3, Other</td>
<td>0%, 0</td>
</tr>
<tr>
<td>4, Prefer not to say</td>
<td>0%, 0</td>
</tr>
<tr>
<td>Total</td>
<td>100%, 140</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 - Have you ever purchased a product that is linked to a charity?</th>
<th>#, Answer, %, Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Yes</td>
<td>95%, 133</td>
</tr>
<tr>
<td>2, No</td>
<td>5%, 7</td>
</tr>
<tr>
<td>Total</td>
<td>100%, 140</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q4 - To what extent did the link to the charity influence your purchase decision?</th>
<th>#, Answer, %, Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Definitely didn't influence</td>
<td>5.84%, 8</td>
</tr>
<tr>
<td>2, Probably didn't influence</td>
<td>8.76%, 12</td>
</tr>
<tr>
<td>3, Possibly influenced</td>
<td>23.36%, 32</td>
</tr>
<tr>
<td>4, Probably did influence</td>
<td>24.09%, 33</td>
</tr>
<tr>
<td>5, Definitely influenced</td>
<td>37.96%, 52</td>
</tr>
<tr>
<td>Total</td>
<td>100%, 137</td>
</tr>
</tbody>
</table>
Q5 - How likely are you to swap brands and purchase a product which is linked to a charity?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Not likely</td>
<td>62%</td>
<td>12</td>
</tr>
<tr>
<td>2. Unlikely</td>
<td>23%</td>
<td>4</td>
</tr>
<tr>
<td>3. Somewhat likely</td>
<td>9%</td>
<td>2</td>
</tr>
<tr>
<td>4. Likely</td>
<td>2%</td>
<td>0</td>
</tr>
<tr>
<td>5. Very likely</td>
<td>2%</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>139</td>
</tr>
</tbody>
</table>

Q6 - Did the amount of money donated by the company to the charity affect your purchase decision?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. It had no affect</td>
<td>18%</td>
<td>13</td>
</tr>
<tr>
<td>2. It had little impact</td>
<td>12%</td>
<td>9</td>
</tr>
<tr>
<td>3. It made some impact</td>
<td>24%</td>
<td>18</td>
</tr>
<tr>
<td>4. It had an affect</td>
<td>26%</td>
<td>19</td>
</tr>
<tr>
<td>5. It had a large affect</td>
<td>13%</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>139</td>
</tr>
</tbody>
</table>

Q7 - When thinking about purchasing a product which is linked to a charity - how important is it for you to 'feel good' about such a purchase?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Doesn't matter to me</td>
<td>14%</td>
<td>9</td>
</tr>
<tr>
<td>2. It matters a little</td>
<td>17%</td>
<td>14</td>
</tr>
<tr>
<td>3. Matters somewhat</td>
<td>22%</td>
<td>16</td>
</tr>
<tr>
<td>4. It matters a lot</td>
<td>20%</td>
<td>13</td>
</tr>
<tr>
<td>5. It matters a great deal to me</td>
<td>24%</td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>139</td>
</tr>
</tbody>
</table>

Q8 - When thinking about purchasing a product which is linked to a charity - how important is the type of charity to you?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Doesn't matter a great deal to me</td>
<td>19%</td>
<td>13</td>
</tr>
<tr>
<td>2. Matters a little</td>
<td>12%</td>
<td>9</td>
</tr>
<tr>
<td>3. Matters somewhat</td>
<td>24%</td>
<td>18</td>
</tr>
<tr>
<td>4. It matters a lot</td>
<td>24%</td>
<td>19</td>
</tr>
<tr>
<td>5. Matters a great deal to me</td>
<td>24%</td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>139</td>
</tr>
</tbody>
</table>

Q9 - When thinking about purchasing a product which is linked to a charity - how important is it that you personally care about the charity?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Doesn't matter a great deal to me</td>
<td>10%</td>
<td>7</td>
</tr>
<tr>
<td>2. Matters a little</td>
<td>14%</td>
<td>10</td>
</tr>
<tr>
<td>3. Matters somewhat</td>
<td>23%</td>
<td>18</td>
</tr>
<tr>
<td>4. It matters a lot</td>
<td>23%</td>
<td>17</td>
</tr>
<tr>
<td>5. Matters a great deal to me</td>
<td>21%</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>139</td>
</tr>
</tbody>
</table>

Q10 - When thinking about purchasing a product, which is linked to a charity - how important is the overall 'fit' (or perceived congruity) between the charity and the company?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Not important to me</td>
<td>22%</td>
<td>16</td>
</tr>
<tr>
<td>2. Slightly important to me</td>
<td>14%</td>
<td>10</td>
</tr>
<tr>
<td>3. Moderately important to me</td>
<td>36%</td>
<td>27</td>
</tr>
<tr>
<td>4. Important to me</td>
<td>19%</td>
<td>14</td>
</tr>
<tr>
<td>5. Very important to me</td>
<td>8%</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>139</td>
</tr>
</tbody>
</table>
(Q11) When thinking about purchasing a product, which is linked to a charity - how important is it to you that the company feels morally obliged to help?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Not important to me</td>
<td>13.47%</td>
<td>10</td>
</tr>
<tr>
<td>2. Slightly important to me</td>
<td>14.95%</td>
<td>10</td>
</tr>
<tr>
<td>3. Moderately important to me</td>
<td>27.34%</td>
<td>20</td>
</tr>
<tr>
<td>4. Important to me</td>
<td>29.59%</td>
<td>21</td>
</tr>
<tr>
<td>5. Very important to me</td>
<td>15.51%</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100</td>
</tr>
</tbody>
</table>

(Q12) When thinking about purchasing a product which is linked to a charity - how important is it to you that the company has a long-term interest in the charity?

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Not important to me</td>
<td>15.22%</td>
<td>21</td>
</tr>
<tr>
<td>2. Slightly important to me</td>
<td>13.04%</td>
<td>18</td>
</tr>
<tr>
<td>3. Moderately important to me</td>
<td>28.34%</td>
<td>30</td>
</tr>
<tr>
<td>4. Important to me</td>
<td>16.48%</td>
<td>22</td>
</tr>
<tr>
<td>5. Very important to me</td>
<td>28.84%</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>138</td>
</tr>
</tbody>
</table>