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Cause Related Marketing

How does a cause-related marketing strategy shape
consumer perception, attitude and behaviour?

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Abstract

American Express initiated a new marketing strategy twenty-five years ago. For every new card user the company donated one cent for the recovery of the Statue of Liberty. The success of the campaign exceeds the expectations. This strategy where a company declares to spend a defined amount of money for a special cause in order to push up its sales is called Cause-Related Marketing. Now more and more companies use the cause-related marketing strategy as a way out of saturated markets and growing consumer awareness. Billions of dollars are spent every year in cause campaigns.

Because it is a relatively new approach many researches has shown interest in this marketing communication strategy. However, there is still lack in the field of cause-related marketing and especially in the consumer part.

This is also the field of interest for this dissertation and in particular how does cause-relates marketing strategy shape consumer attitude, perception and buying behaviour? In order to find out the answer of this question we relied on different theories and in addition we conducted a questionnaire among international students.

The results, even though restricted trough the sample, showed that there is a connection between the cause-related marketing and buying behaviour and attitude. Consumers are more likely to support companies which are engaged in cause campaigns and tend to develop positive attitude toward this company and its products. The research was limited to sample of students who took part in the questionnaire. A further investigation in this field could deliver deeper information and be useful for companies and researchers in the field of marketing communication and marketing strategies.

Keywords: Cause-related Marketing, consumer attitude, perception, buying behaviour, marketing communication,

Acknowledgment

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1. Introduction

The first chapter of this dissertation begins with a description of background information, which leads into the topic of cause-related marketing. We then present the purpose, and the research question as well as practical problem. The chapter ends with an outline of the dissertation.

1.1. Background

According to Marín and Ruiz ((2007) cited in Bigné-Alcañiz, Currás-Pérez & Sánchez-García, 2009), it is difficult for companies to differentiate their brands from competitors by traditional attributes, such as price and quality, because of the increased competition in markets nowadays. To become meaningful entities for consumers to identify with, brands need to be associated with some symbolic values, such as altruism and civic mindedness. Bhattacharya and Sen, (2003, p. 32) also suggest that “building stable committed relationships is beneficial for both parties.” In this context, many corporations have discovered the importance of strategic social alliances, and developed corporate social responsibility (CSR) programs (Maignan & Ralston, 2002).

As a type of CSR, cause-related marketing (CRM) has received the interest of specific corporations. Tsai (2009, p. 650) states that “CRM has gain ever-growing popularity among brand marketers, who believe this approach helps to enhance both-brand attitude and purchase intention”. CRM has became one of the fastest growing forms of marketing communication, which is reflected in increased expenditures on this form of communication with customers. It has reached \$1.52 billion in US in 2008, a 5.5 per cent increase over the \$1.44 million spent in 2007 (IEG Sponsorship Reports, 2009). CRM is one form of the fastest growing marketing communications due to the fact that it is a win-win-win situation for

businesses, Non-profit organizations, and consumers (Endacott, 2004). With the help of CRM, businesses can increase sales, enhance the businesses reputation and build the brands. The Non-profit organizations gain funding as well as publicity. Consumers have the possibility by contributing to a cause to satisfy their altruistic needs (Polonsky & Wood, 2001).

Besides the interest of corporations, CRM has increasingly become a subject of scientific interest, and several researchers have defined CRM. The definition of CRM that was developed and adopted for the purpose in this study is from Varadarajan and Menon (1988 cited in Berglind & Nakata, 2005, p. 444).

Varadarajan and Menon state that:

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

According to Hou, *et al.* (2008) when establishing partnership with a cause, there are a number of causes to choose from, it could be everything from health, animal protection, human services, and environmental causes, and so on. Hou, *et al.* (2008, p.365) also suggest that “how a corporation chooses a cause depends on different variables that are deemed or perceived important by the consumers of this corporation.” They also state that corporation should choose causes which fit with their own corporations and consumers. Gupta and Pirsch (2006) have examined the relationship between the corporation, cause and customer and how the *fit* level between these three groups influences consumer response by generating a positive attitude toward the corporation-cause alliance and purchase intention for the sponsored product. They found that the higher *fit* level, the better the result the corporations obtain.

There are many different motives for companies to participate in CRM activities. Besides performing social responsibility, some companies are likely to have commercial motives for doing so, which include increasing sales, recruiting new employees, improving brand, and so on. A study conducted by File and Prince (1998 cited in Westberg, 2004, p. 32) state that “more than half of the companies participating in CRM were seeking to improve brand purchase intention.” To capitalize all possible advantages, it is critical for a company to communicate with its customer about the CRM work. On the other side, consumers also wish to be informed about the company’s CRM activity (Westberg, 2004).

Hence, it is important to put more effort on studying the CRM issue from a consumer perspective. Several researchers have examined the consumers’ response to CRM strategy. For example, Cone *et al.* (2004 cited in Gupta & Pirsch, 2006, p. 316) find that consumers seem to have positive attitudes toward companies who are establishing CRM. “More than 80 percent of the consumers surveyed trust firms which support a cause more than firms that do not support a specific cause. 86 percent of consumers surveyed said they would switch brands to a cause-supporting product when faced with a choice of equal product, price and quality.” However, we believe that consumers with different backgrounds respond to CRM differently. The background includes a wide spectrum of facets, such as education, nationality, gender and age. The factor of gender has been examined by Westberg (2004). He found that women have a more positive attitude to CRM strategies than men do. According to Endacott (2004), consumers from different countries have different perceptions of CRM. Many Spanish consumers regard CRM as egoistic, and clearly demonstrated that they will not tolerate the mercantilist abuse of the CRM strategy.

Despite of previous research, there is lack of findings in the area of the process of consumer response to CRM strategy. Since CRM is one form of marketing

communication, we decided to look at the process of consumer response to marketing communication. As Ace (2001, p. 4) says, “the process of a marketing communication takes consumers through three stages of response: perception, attitude and behaviour stages.”

The perception stage refers to the knowledge stage including awareness, comprehension and attention to the message. The successful promotion work needs to be noticed. “Noticing is different with seeing, which means that we actually give the message to our selective attention, selecting it from all the other stimuli around us at the time (Ace, 2001, p. 4).”

Fill (2002, p. 63) suggests that each day individuals are exposed to a tremendous number of stimuli. It is said that “each consumer is exposed to over 550 advertisements every day.” To cope with this bombardment, our sensory organs select those stimuli to which attention is given. Then we organize and interpret the selected stimuli.

The attitude stage refers to the linking stage. We are convinced that a product will do what the message says. Fill (2002, p. 80) sees the “attitude as a link between thoughts and behaviour.” “The attitude toward a brand can be established and maintained in a consistent way, so that it appears that managing attitudes (toward a brand) is important for every company (Ace, 2001, p. 4).”

The behaviour stage is that stage where the knowledge and positive feeling are likely to affect behaviour, so action will be taken. A purchase will be made and adoption of the product or service will be the result.

Thomas and James (1996, p. 243) state that “the buying behaviour contains the consumer’s intention to buy and the actual purchase behaviour.” The purchase

intention refers to the consumer's predisposition to action prior to the actual purchase decision. While actual purchase buying behaviour is a complicated issue due to the fact that many internal and external factors have an effect on it. Blackwell, *et al.* (2006, cited in Blythe, 2008, p. 261) has divided the purchase behaviour into seven stages (see fig. 3. 2).

As one form of marketing communications, we imagine that CRM also affects consumers' brand purchase intention through the following stages: perception, attitude and behaviour. That is why we decided to study how CRM affects consumer purchase intention based on these three stages. Further, we will study how consumers' background affect their response to CRM strategy, including education, gender, and nationality. It is of an interest for us to explore the topic and bring a new additional perspective in this field of research. We believe that our findings will add a practical view to the companies which strive to establish successful CRM.

1.2. Purpose

The purpose of the current study is to contribute to a developing body of research in the emerging area of cause-related marketing. As discussed in the preceding section, there is a need to understand how consumers respond to CRM. In our paper, we intend to explore consumers' perception of CRM strategy, attitude toward the CRM strategy and behaviour. Further, we will try to explore how the consumers' background affects their response to CRM, including gender, nationality, education program and consumer types.

1.3. Research question

How does CRM strategy shape consumers' perception, attitude and behaviour?

1.4. Practical Problems

To make a CRM strategy achieve the expected outcome a deep research should be made before. Since the processes of response to CRM strategy are hidden, it is difficult for researchers to define how many process stages exist. There may be more than the three response processes perception, attitude and behaviour. Further, there is lack of findings in the area of how cause-related marketing impacts consumers' behaviour, perception and attitude, so some parts may be deficient in theoretical support. Also, the questionnaire will be conducted within a small sample due to the limited resource and time. Additionally, the participants are students, they cannot represent all types of consumer, and this will affect the generalisation of the findings.

1.5. Outline of the thesis

Chapter 1: The introduction gives the reader a background and discussion of the problem that the thesis is dealing with. The purpose and research questions are presented.

Chapter 2: The second section presents the method used for this research. During our research process a deductive approach will be used.

Chapter 3: Section three contains the theory related to our topic, which will be a basis for the analysis of the empirical data. It ends with a short summary.

Chapter 4: The fourth section includes the empirical data presentation.

Chapter 5: Chapter five tackles the analysis of the questionnaire.

Chapter 6: In the sixth section, the dissertation is summarized and the conclusion is presented together with contributions, self criticism and future research perspectives.

2. Method

The second chapter of this dissertation begins with a decision about the methodology of the dissertation. We then discuss the research philosophy and the research approach and end up with the choice of theory. The chapter ends with a short summary.

2.1. Choice of methodology

The aim of this work is to explore how a cause-related marketing campaign shapes consumers' perception, attitude and behaviour. The literature supports that a cause related marketing strategy increases the sales volume of the company doing this kind of promotion. However, there is still a lack in the field of buyer's behaviour and his/her attitude toward this communication strategy. Our goal is to find the variables which play a role during the process of buying intention and after that. This kind of investigation we plan to do by creating a questionnaire and carrying it out among (potential) buyers, in this case students, with different backgrounds and social beliefs.

2.2. Research philosophy

It is important to have a clear idea of research philosophy, to obtain the objectives of our dissertation. Since research philosophy contains important assumptions about the way in which researchers view the world we will use these assumptions to underpin our research strategy (Saunders *et al.*, 2009, p. 110). Saunders *et al.* state that there are four types of research philosophies, namely positivism, realism, interpretivism and pragmatism.

Saunders *et al.* (2009, p. 114) suggest that "positivism relates to the philosophical stance of the nature scientist. This entails working with an observable social

reality and the end of product can be law-like generalisations similar to those in the physical and nature science.” By adopting this philosophy, the researcher is expected to be independent of the data and to maintain an objective stance.

The second type is realism. Saunders *et al.* (2009, p. 116) suggest that “it is based on the belief that a reality exists that is independent of human thought and belief or knowledge of their existence, but is interpreted through social conditioning.” When adopting this philosophy, the research is influenced by the researcher’s personal value, such as world views, cultural experiences and upbringing. Saunders suggests this philosophy is often used in studying human subjects as it shows understanding for people’s perception of socially constructed interpretation and meaning.

Saunders *et al.* (2009, p. 118) see interpretivism as “an epistemology, which advocates that it is necessary for the research to understand the difference between the human mind and reality”. This approach is appropriate in research in business and management field such as organisational behaviour, marketing and human resource management.

The last one of the four research types is pragmatism, which according to Saunders *et al.* (2009, p. 112) “holds the idea that the most important determinant of the epistemology, ontology and axiology adopted is the research question”. It focuses on practical applied research, integrating different perspectives to help interpret the data.

After considering all types of research philosophy, we draw a conclusion that the mixture of positivism, interpretivism and realism philosophies will be used in our dissertation. The reasons are as follows. First of all, the researchers are expected to be objective. Second, although we strive for our research to be generable, it is

impossible as it is carried out within a particular circumstance, where only students participate in the study. The last reason is that our topic is about human subjects, which is often used by realism philosophy.

2.3. Research approach

According to Saunders *et al.* (2009), there are two general ways of approaching a research problem, namely the deductive and inductive approach. The deductive approach is based on the logical way of thinking and the conclusion drawn from the theory. Thus, the deductive approach means that the research starts from already existing theories and model, from which propositions are developed and subsequently tested through empirical studies. The inductive approach means the research starts from empirical studies and these studies are subsequently related to existing theories.

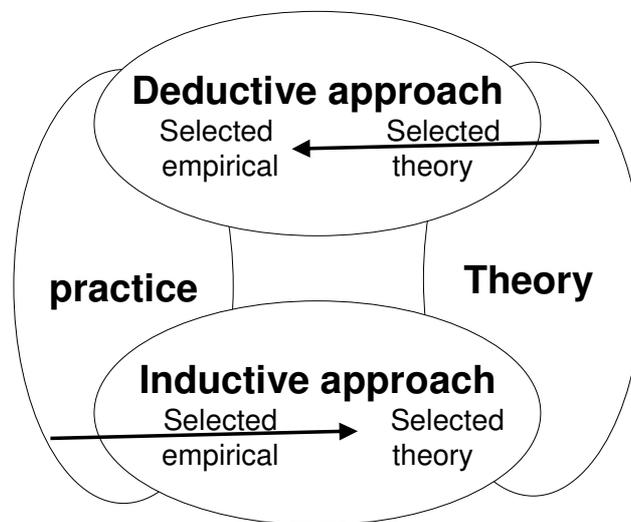


Figure 2.1 The deductive and the inductive approach (adopted from Ekelund, 2002, p. 19)

Figure 2.1 shows that the inductive approach begins with a practical approach and, thereafter, changes to a theoretical approach. It is also shown that the deductive approach begins with a theoretical approach, and changes to a practical approach.

In our dissertation, a deductive approach is utilized, since there are different theories of CRM, consumer behaviour, perception, and attitude, which provide the base for this paper.

2.4. Choice of theory

To gain a better understanding of how CRM strategies shape consumer perception, attitude, and behaviour, we started our theoretical research by searching different articles in order to gain a general notion about marketing, as well as about marketing communication theory. As one form of marketing communication, CRM theory was described in detail. The objectives of CRM vary from a simple sales promotion to integrating the CRM strategy as a part of a CSR. Meffert and Holzberg (2009, p. 48) give an overview of how in every stage in the cause-related marketing campaign different aims define every phase. Further, we research the theories about the cause-fit and main requirement. Meffert *et al.* (2009) has shown that a fit between the community and the cause (cause-fit), between company, NPO and consumer (brand-fit) and profit organization and non-profit side (partner-fit) plays a huge role. Moreover, we present the type of CRM developed by Stole (2006), as well as the benefits and risks of CRM.

We also want to present the existing theories about the psychological and psychical factors of consumer behaviour. To narrow down the research area, we choose to analyse three elements: perception, attitude, and behaviour. These three elements are connected together, and we think this is a complex and invisible black box where all decision making processes are hidden away within the human mind. By presenting these theories of perception, attitude and behaviour, we show how consumers make their buying decision.

Eventually, the theory of brand purchase intention is also an important part for this paper, since this is the aim of the corporation which do CRM. With the help of the theory about how advertising might work (Ace, 2001, p. 8), we developed our research model. This model has a central role in our dissertation.

2.5. Summary

The implementation of scientific method(s) is absolutely essential to gather a set of reliable facts. Accumulating only facts is by far not enough for a good research. There must be a theory with the capacity to guide the research as well as to summarize the results of previous observations (Christensen, 2004). Further on there should be an interaction between the theory and the empirical method (see figure 2.2).

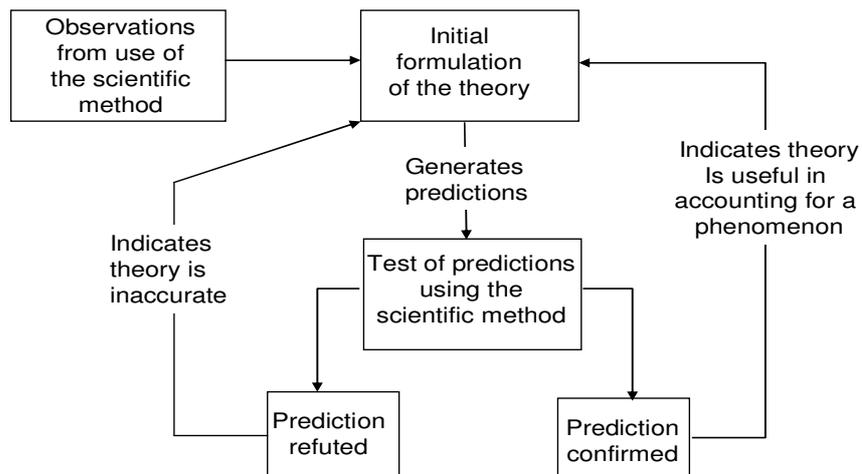


Figure 2.2 Illustration of the relationship between theory and research

(Adopted from Christensen, Experimental methodology, 2004, p. 23)

According to Christensen (2004) and following figure 2.2, theory is originally based on empirical observations gathered by using scientific methods. Once the theory has been generated it must lead to the future research. The result of the research feeds back and defines the usefulness of the theory. Prediction of the theory means that it is useful in accounting for a phenomenon. In case that the

prediction is refuted it leads to an inaccurate theory which must be revised or even thrown out for the experimental data.

The discussion above shows us that theory generation is an important part of the scientific work. It integrates and summarizes scientific facts, which allow us to find a more appropriate explanation of a given phenomenon. Last but not least the theory suggests studies that otherwise might not be considered or even be overlooked (Christensen, 2004).

3. Theoretical Framework

This chapter presents relevant theories, which are used as a framework for the thesis. The theories are later used to analyze the empirical data. The chapter will end with a short summary.

3.1. Marketing

Marketing is everywhere. It is embedded in everything we do from the clothes we wear, to the web sites we click on, to the ads we see. It profoundly affects our day-to-day lives. Marketing is also important for every company, because financial success often depends on marketing ability (Kotier & Kelier, 2009).

3.1.1. Definition of marketing

Marketing is about identifying and meeting human and social needs. Kotier & Kelier (2009, p. 44) state that “one of the shortest good definitions of marketing is meeting need profitably” and that “[t]he purpose of marketing is to sell more stuff to more people more often for more money in order to make more profit (Kotier & Kelier, 2009, p. 139).”

While Pierre and Barakat (2000, p. 3) state that marketing guides the entire organization, they further define it as “the business function that identifies customer needs and wants, determines which target markets the organization can serve best, and designs appropriate products, services, and programs to serve these markets.”

3.1.2. Marketing mix- Ps and Cs

We usually look at the marketing mix using the four Ps strategy (product, price, place, promotion), or the full seven Ps strategy with a three further factors (people, processes, physical evidence).

However, Ace (2001) states that we should view the marketing mix both from the four Ps and four Cs perspectives (see fig.3.1). Product, price, place and promotion look at the marketing from the point of view of the goods' producer. While choice, cost, convenience and communication (four Cs) deal with the same issue as its corresponding four Ps, but from the customer's point of view.

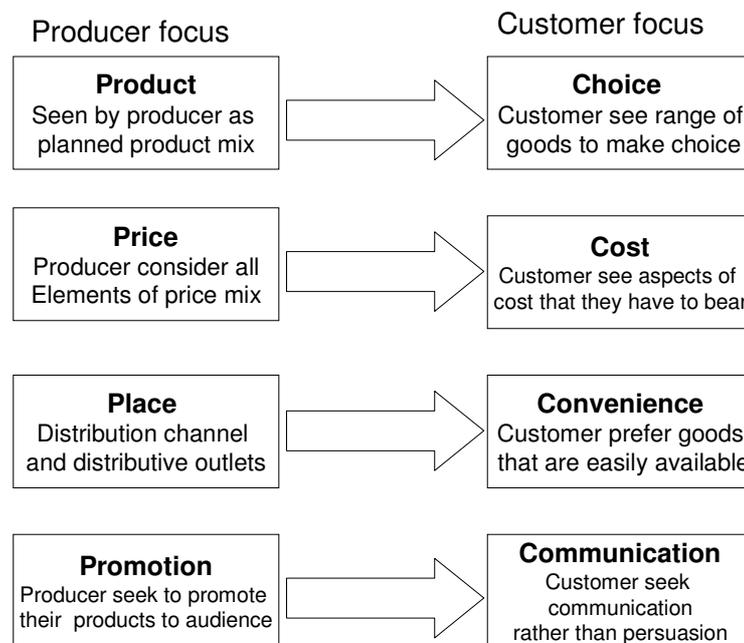


Figure 3.1 Marketing mix (source: adopted from Ace, 2001, p. 5)

From fig. 3.1, we can see that marketing deals with more than developing a good product, pricing it attractively, and make it accessible to customers. Marketer must also communicate with customers. We will explore the marketing communication in the next part.

3.2. Marketing communication

As a part of the marketing mix-communication plays an important role. Just as Shimp (2003, p. 3) says: “Marketing communication is a critical aspect of company’s overall marketing mission and a major determinant of its success.”

3.2.1. Marketing communication definition

Marketing communication refers to “the communications between a company and its customers which highlight the benefits and unique differences of a particular brand with purchase intention” (Westberg, 2004, p. 17). Schultz, *et al.* (1994) suggested that in the current environment, communication is so critical to the marketing effort that it is inseparable from marketing itself.

Marketing communication is different from promotion. Because marketing promotion points of just highlighting the good bits. While marketing communication implies two-way process, where customers have the chance to listen to what the marker has to say and also to talk back (Ace, 2001).

3.2.2. The objective of marketing communication

Marketing communications objectives are derived from an organization's overall marketing objective. So the objectives are viewed in different ways, but tend to have similar characteristic (Westberg, 2004). Several researches have revealed that the objectives are related to creating a certain brand image and stimulate purchase intention (Shimp, 2003; Rossiter & Pency, 1998).

Kotier and Kelier (2009) have studied how marketing communication achieves these objectives. With the marketing communication, marketers can tell or show how and why a product is used, by what kind of person, and where and when. They can also link their brand to other people, place, event, brand, experience, feeling, and thing. Meanwhile, the consumer can learn about who makes the

product and what the company and brand stands for. After that the consumer establishes the brand in his memory and creates a brand image, followed by intention to buy the product.

Therefore, the role of marketing communication is to move the customer along a hierarchy of effects including awareness, knowledge, preference, conviction and ultimately the purchase of product (Belch, 1998).

3.2.3. CRM is one form of marketing communication

Kotler and Keller (2009, p. 512) state that “the marketing communication mix consists of eight major modes of communication. These are advertising, events and experiences, public relation, direct marketing, interactive marketing, and sale promotion.” Westberg (2004) states that cause-related marketing is a unique marketing communication strategy, which is differing from sale promotion. Bronn and Vrioni (2001, p. 214) suggested that this is a “practice of advocating corporate social responsibility in marketing communication activities.” So in the next parts of this chapter, cause related marketing and its relationship with consumer behaviour will be discussed.

3.3. Cause-related marketing

3.3.1. Definition of Cause Related Marketing.

According to the definition of Varadarajan and Menon (1988, p. 60 cited in Gupta & Pirsch, 2006) cause related marketing 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.

Since its development cause-related marketing strategy has had a significant impact on businesses, organizations and consumers. Multinational enterprises

agree that CRM campaigns influence their profitability (Peters, *et al.*, 2006). In the face of disappearing diversity in the product price and promotion possibilities, saturated markets and shorter product lifecycle, companies strive to revitalize their brands by attaching it to ethical causes. It helps them to differentiate among the competitors and to strengthen their brand positioning (Meffert & Holzberg, 2009).

Berglind and Nakata (2005) see the CRM project not as a general “feel-good” or consciousness raising exercises, but rather as resource generating attempts for specific concerns. Further, the authors point out that one should distinguish between cause-related marketing and social marketing. The first one is enhancing a market position of a business, while the second pulls the attention to the social ill, without any promotion or advertisement.

3.3.2. Stages of Development

CRM is one of the fastest growing marketing forms (Berglind *et al.*, 2005). CRM expenditures reach a year grow rate of 5.5% in 2008 amounting \$1.52 billion (Cause Marketing Forum, 2009). In the recent situation with volatile markets and hyper-competition cause marketing meets the requirements of the management and produces tangible benefits for the firm in a tandem with social improvement (Berglind *et al.*, 2005).

Following the development process in the USA, Meffert and Holzberg (2009) give an overview of how in every stage in the cause-related marketing campaign different aims define every phase (see table 3.1). During each phase there is a time horizon planned with the appropriate sphere of competence and fixed objects. The objectives vary from a simple sales promotion up to integrating the CRM strategy as a part of a CSR.

Table 3.1: Development stages of CRM (Meffert *et al.*, 2009, p. 48)

	Sale Phase	Customer Loyalty Phase	Branding Phase	Social Responsibility Phase
Scope	-Sales promotion - Fundraising	- Customer tie	- Cause as a part of a brand identity - Image set up toward customer and employee	- CRM as an integral part of CSR - Relationship with stakeholder groups (society, customers, employees)
Time	Short term	Middle till long term	Long term	Long term
Sphere of competence	- Sales - Marketing	- Marketing - CRM	- Strategic marketing branding	- Management in relationship with CSR

3.3.3. Main requirement and cause ties

Unlike simple promotion cause related marketing tries to ensure that the brand and the cause play in the same “territory” in a living, altruistic partnership for mutual benefit (King, 2001). That is why there should be conditions of success identified between the cooperating partners like the company and the non profit organization (see figure 3.2). In this way it is guaranteed that consumers perceive the message in the way it is wished. The win-win-win situation is a premise for reliable charity engagement from a company side as well as to stand out from the competitors. At this point a *fit* between the community and the cause (cause-fit), between company, NPO and consumer (brand- fit) and profit organization and non-profit side (partner-fit) plays a huge role (Meffert, *et al.*, 2009).

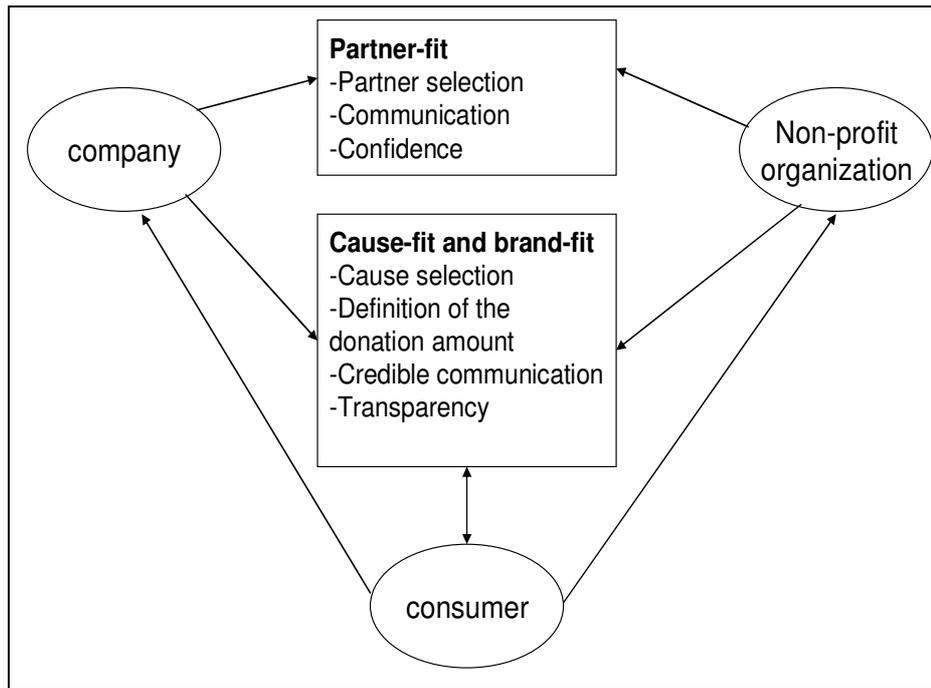


Figure 3.2 Main requirements and cause ties (Meffert *et al*, 2009, p. 51)

Jerry Welsh (cited in King 2001) expresses the concern that some cause related marketing strategies do not give consumers a good reason to remember the company or the brand at the end of the day. In the end, it is supposed to be marketing not philanthropy. So it is not enough to justify only the cause-fit; it should be accompanied by well managed brand-fit. Consumers have to be convinced in the credibility of the campaign on the base of well developed ties between the different fits.

3.3.4. Types of CRM

According to Stole (2006) cause related marketing strategies appear in six broad headings. These are *advertising* (where a business aligns itself with a particular cause and uses its advertising to communicate the cause's message), *public relations* (attracting press and public attention to a strategic partnership between a business and a non-for profit group), *sponsorship* (corporate sponsorship of a particular program or event), *licensing* (the corporation pays for the license to use a charity logo on its products or service), and *direct marketing* (both business and

non-profit raise funds and promote brand awareness) which count to the standard corporate practices. The last two forms are *facilitated giving* and *purchased triggered donations*. In a *facilitated giving* company supports customer donations to the charity. The most widely used practice is *purchase-triggered donations*; in this practice the company spends a percentage of sales to a charitable cause or organization (Stole, 2006).

3.3.5. *Benefits and risks of CRM*

Causes with a non-controversial nature are proven to have a greater success than ones with a controversial nature. A controversial nature cause may even harm the company's image. However, proponents and practitioners agree that cause-related marketing campaigns are very useful. The amount of money directed in such strategy proves this as well.

Berglund and Nakata (2005) describe reasons for engaging in CRM. They start with that it helps the bottom line, as its primary scope is the financial benefit. Further on it builds the brand and enhances the corporate reputation. Selecting the right cause and associating the company with it, help to improve the company's image and translate it into brand memorability by the customers. Other benefits from the CRM strategy are generating goodwill and improving of the employees' morale and retention. In times of crisis, goodwill may be crucial by preventing long term damages to the company, whereas employees' morale improvements are important in the human-resource building facet.

Other parties which benefit from CRM are the NPOs. CRM increases their fundraising, as their primary reason for getting into such kind of relationship with a profit organization is that it heightens their exposures and message efficacy.

All these features supporting a good CRM strategy can turn around and lead to the opposite effect. Weak links between company and a cause can be harmful. It could happen that consumer perceives the whole as a “cashing in” on other people’s misfortune. Short term promotions are not good for supporting the fit between the brand and the cause for consumers and this fails to build the brand in the desired way (King, 2001).

3.3.6. Objective of CRM-brand purchase intention

Westberg (2004) states that a company established CRM strategy with the aim of fulfilling several objectives related to corporate strategy, marketing strategy or individual product strategy. These objectives vary but tend to have the similar final objective brand purchase intention. File and Prince (1998) found that more than half of the companies participating in CRM were seeking to improve brand purchase intention.

Yoo *et al.* (2000, p. 195) define the brand purchase intention as “the tendency to purchase the brand routinely in the future and resist switching to other brand.” This tendency is the consumer’s self-instruction to purchase the brand (or take other relevant purchase-related action). It is an anticipated, conscious planning of the action step, which is the final buyer response step (Rossiter & Percy, 1998).

There are two factors contributing to the brand purchase intention to be a critical objective of CRM. The first factor is that purchase intention is the best predictor of a consumer’s purchase behaviour (Westberg, 2004). Robert, *et al.*, (2003) said that the customers are more willing to buy and very often make a subsequent purchase when they have strong purchase intention. In other word, there are some relationship between the purchase intention and actual purchase behaviour. This relationship is empirically tested in hospitality and tourism businesses (Buttle & Bok, 1996; Ajzen & Driver, 1992). The second factor is that now more and more

consumers are brands conscious all over the world (Morton, 2002; Bryck, 2003). With the diversity of the product, consumers cannot compare the entire products with other products carefully. To reduce the perceived risk of purchase, they attempt to buy well known brand. What's more, they seek additional information and repeat the purchase of the brand which has provided satisfaction (Roselius, 1971).

3.4. Consumer analysis

Ace (2001, p.4) says that “the process of a marketing communication (promotion) takes consumers through three stages of response: perception, attitude and behaviour stages.” So we choose three elements, perception, attitude and behaviour for consumer analysis. According to Blythe (2008), perception and attitude refer to psychological responses, and behaviour refers to the physical response. These three elements can be represented by three steps: Knowledge→ Attitude→ Action. We will describe the three elements more detailed below.

3.4.1. Perception

Kotler (2005) states that the process of perception formation passes through four steps: in the first step, consumer receives information from outside; in the second step, he/she selects the information; in the third step information is organized and in the last step the information is interpret. Perception is regarded as the keystone of building knowledge, not just about products but about everything else in the world. People have their own perception of products and everything else. The way people select and interpret products will be very different from the way someone else selects and interprets them.

The overall perception is complex to analyze; it involves combining many different sensory inputs. Apart from the basic five (touch, taste, smell, sight, hearing) there are senses of direction, sense of balance and a clear knowledge of

which way is down, and so forth. Each sense provides information to the brain constantly where it is collected and after that selected and cut out from the extraneous noise by the brain (Blythe, 2008).

When the individual constructs a perception, he or she assembles information to map what is happening in the outside world. This mapping will be affected by the following factors (Blythe, 2008, p.93):

- **Subjectivity:** This is the existing world view within the individual, and it is unique to that individual. For example, the information is subjective in that the consumer will base decisions on the selected information. Each of us selects differently from environment and each of us has differing views.
- **Categorization:** This is the “pigeonholing” of information, and the prejudging of events and products.
- **Selectivity:** This is the degree to which the brain is selecting from the environment. It is a function of how much is going on around the individual, and also of how selective (concentrated) the individual is on the current task. It will depend on the individual’s interest and motivation regarding the subject area.
- **Expectations:** It leads individuals to interpret information in a specific way later.
- **Past experience:** Sometimes sights, smells or sounds from our past will trigger appropriate response. If the consumer has had bad experiences of purchasing products, this might lead to a general perception that these products are of poor quality.

3.4.2. Attitude

Bohner and Wanke (2002) define an attitude as a summary evaluation of an object of thought. An attitude object can be anything a person discriminates or holds in

mind. They claim that attitudes are probably the most distinctive and indispensable concept in contemporary social psychology.

Further on the authors describe the importance of the attitude from three levels. At the individual level, attitudes influence perception, thinking, other attitudes and behaviours. At the interpersonal level, information about attitudes is routinely requested and communicated. At the societal level, attitudes toward one's own groups and other groups are at the core of intergroup cooperation and conflict. In sum, attitudes are most relevant for everybody's daily life, as they shape the social world for individuals, groups and societies at large (Bohner & Wanke, 2002).

Generally, attitude is formed by three elements: affect, cognition, and conation. The three elements are interrelated in a complex way (Blythe, 2008). In the cognition stage, consumers are learning about the product which they think might interest. In this stage consumers are trying out the product. In the affect stage, consumers are falling in love with the product. In fact, forming an attitude about a product might start with any of the three components, with the others coming into play afterwards (Blythe, 2008).

Bohner and Wanke (2002) state the consequences of attitudes affect an individual in various ways. Attitudes may influence the individual's attention to attitude objects, the use of categories for encoding information and the interpretation, judgment and recall of attitude relevant information. Attitude may guide attention and encoding automatically, even if the individual is pursuing unrelated goals. Attitude may affect the individual's perception, judgment and behaviour.

3.4.3. Consumer behaviour

Peter and Olson (2005, p. 5) define consumer behavior as something that "... involves the thoughts and feelings people experience and the actions they perform

in consumption processes. It includes comments from other consumers, advertisements, price information, packaging, product appearance”.

Since the definition of consumer is too broad, we narrowed down the extent of consumer in this article. In this article, we are interested in exploring the end consumer. The term “the end consumer” can be described as the end user, an individual who purchases products or services at marketplace for his/her own use.

3.4.3.1. Type of consumer

According to Ugala ((2001) cited in Ukpebor & Ipogah, 2008) there are two types of consumer behaviour. The first type is defined as cognitive behaviour. Here the consumers have a more logical and rational behaviour when purchasing a product. The second type is defined as experience-oriented consumer behaviour. This type of consumers has more emotional behaviour when it comes to purchase a product. Dalqvist and Linde ((2002) cited in Ukpebor & Ipogah, 2008) state that there are four types of consumer:

- ***Rational consumer:*** this kind of consumer gathers information before acquiring a product. After that he/she assesses this information and gets a perception toward the product. Further, an attitude toward the product will be established and finally a decision to buy or not the product will be made.
- ***Unconscious consumer:*** the unconscious consumer had established an attitude towards the product or company at the beginning .The attitude of the consumers is affected by their emotions, feelings or past experience. This attitude will lead the consumers to seek for more information about the product or the company and learn more about it and finally make their purchase decision.

- **Learned consumer:** this type of consumers usually makes purchase decision by their habits. The product is bought by habit and after that information about it is gathered. At the end an attitude toward the product is established.
- **Social consumer:** the social consumers will consider the social environment issues when they choose to purchase products. Issues such as status, lifestyle and believes will influence the decision of what product they buy.

3.4.3.2. Buying process

Consumer buying behaviour is a complicated process, since there are many internal and external factors affecting it. Söderlund ((2001) cited in Ukpebor & Ipogah, 2008) states that to examine consumer buying behaviour consumer's attitude, intention and preference need to be explored. According to Blackwell, *et al.* (2006 cited in Blythe, 2008, p. 261), there are seven stages of consumers buying behaviour (see fig. 3. 3).

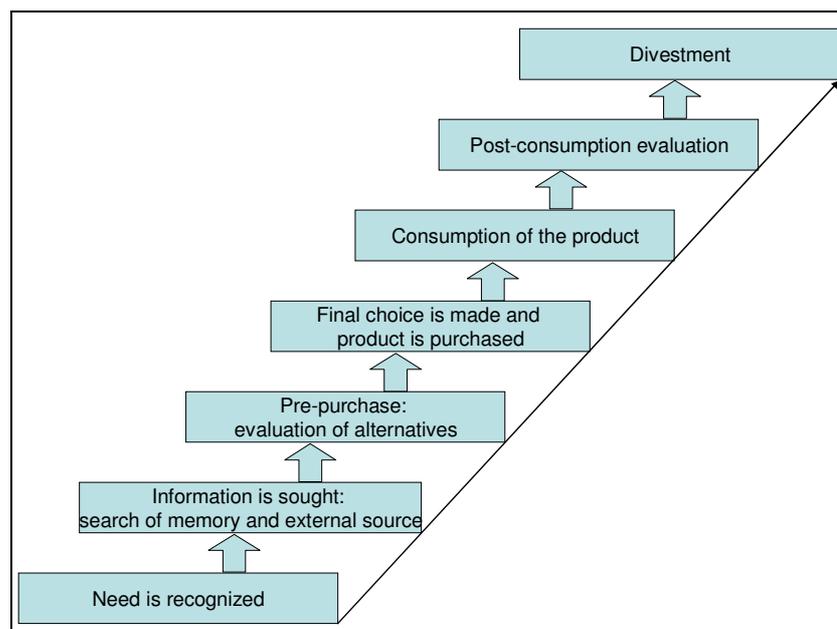


Figure 3.3 Decision- making process. (Source: Blackwell, *et al.*, 2006 cited in Blythe, 2008, p. 261)

From the figure above, it is clear that consumers pass through seven stages in their buying process. According to Blythe (2008), it's impossible for consumers pass through each stage in their daily purchase. To some extent, it depends on what type of consumer you are and what type of product you want to buy. While an acquisition of expensive products such as buy car or house one might pass through all stages.

The buying process starts with *need recognition*, where the buyer recognizes the need. Maslow (1954 cited in Blythe, 2008) has given the hierarchy needs for consumer behaviour. He shows that people are motivated to fulfil different needs in a specific order (see figure 3.3), beginning with survival needs “as the most pressing needs to satisfy” and ending with self-actualization needs (“the need to fulfil a long-held ambition, or to act independently of the pressures and opinions of other people, or to act for action’s sake”) (Blythe, 2008, p. 36).

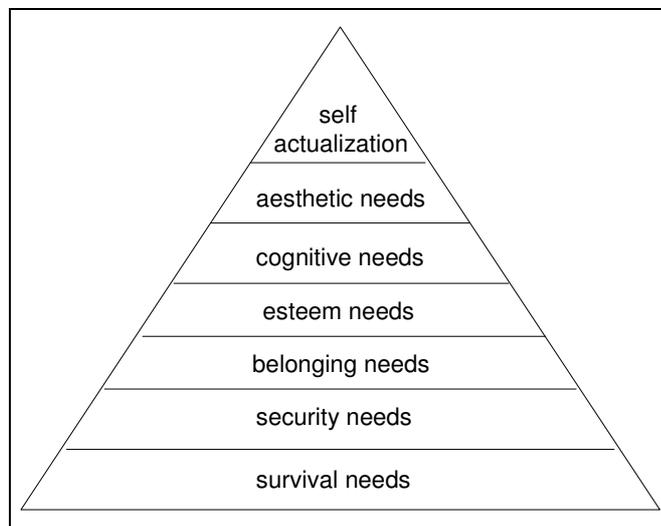


Figure 3.4: Maslow’s hierarchy of needs (source: Blythe, 2008, p. 36)

Having recognized the need, the consumer will undertake a series of *information search* before to purchase a product. The information search comes from two sources: an internal search from memory and an external search from outside sources. Sources of information might be marketer-dominated (advertising,

brochures, TV shows, websites, retail displays and so forth) or non-marketer dominated (friends, family, government, consumer organizations and so forth) (Blythe, 2008, p. 263).

In fact, the consumers will pay more attention to those alternatives connected with their needs. They usually *evaluate all the alternatives* available to them to achieve their self-actualization and which of them might be best for fulfilling the need (Blythe, 2008, p. 260).

Having gone through the procedures of collecting information, whether by a lengthy search or by simply remembering all the necessary facts; the consumer will make a *purchase decision* choice or not, based on the collected information. (Blythe, 2008, p. 270)

In the *consumption* step, the consumers use the product for purpose of fulfilling the need and compare actual benefits from use with the expected benefits in the pre-purchase.

After consuming the product, the buyer will be satisfied or dissatisfied and will be engaged in *post purchase behaviour*. The satisfaction or dissatisfaction of the purchase of a particular product depends on the relationship between the purchaser expectation and his disappointment. If the product meets the expectations, the consumer can get satisfied. And if it exceeds he/she is delighted (Gilly & Gelb, 1982).

In the last step of divestment, the consumers disposing of the product or its packaging or any residue left from consuming the product (Blythe, 2008, p. 260).

3.5. Summary

The first theory covered in this chapter was the general notion of marketing as well as marketing communication. Cause-related marketing is regarded as one unique form of marketing communication. It can be used in marketing towards consumers. The intention with these parts is, first of all, to give the reader a basic understanding of the concept CRM.

Further, with the aim to analyse consumers' response to CRM, some theories related to consumer behaviour were added and explained. We focused on three elements: perception, attitude, and behaviour. Perception is the keystone that builds consumer knowledge. It is the first step when consumer starts to learn related information toward the product or everything else in the world. The perception leads to the formation of consumer attitude toward the product and at the end, the attitude affects consumer's behaviour.

Based on the outcome of the literature review, we can draw a conceptual model for our research, which is presented in figure 3.5

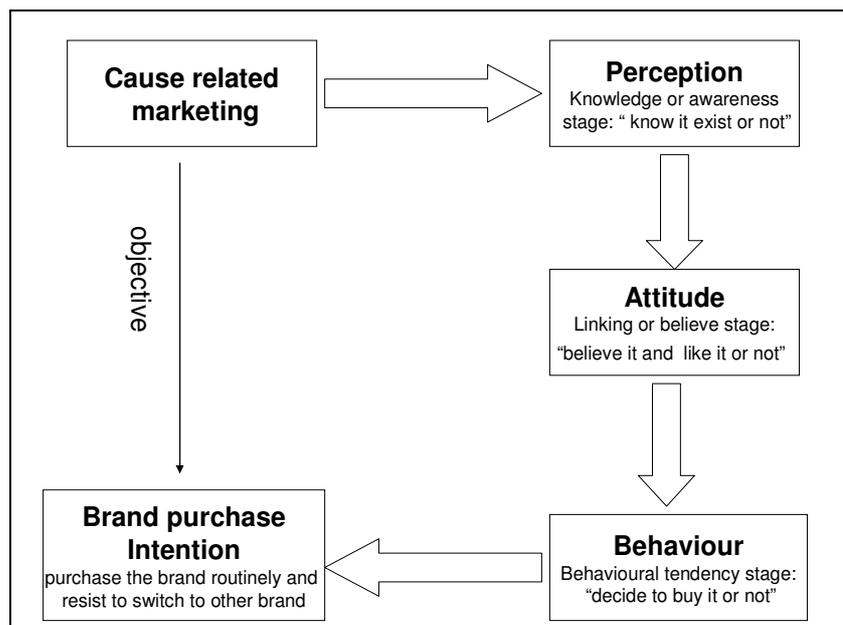


Figure 3.5 Conceptual model CRM Strategy (based on Ace, 2001, p. 8)

CRM strategy is one form of marketing communication. The process of a marketing communication takes consumers through three stages of response: perception, attitude and behaviour. We assume that CRM follows this pattern. The first stage is knowledge or awareness stage. Consumers meet with a lot of advertisements every day, but they cannot remember all of them, even though some they had met several times. The important point that marketer should do is to attract consumers, in the way that consumers know that the product exists. This is also called formation of perception. The second stage is linking or beliefs stage. Due to the positive perception established in the mind of consumers, they will believe it and like it. It is called formation of attitude. The last stage is behavioural tendency stage. We think that the relationship between attitude and behaviour is a complex one. Sometimes, some consumers have a positive attitude, but they still do not buy the product, because they are rational consumers. They acquire products which they need and not the best one. However, if consumers have a negative attitude toward the product, they will absolutely not buy it. So, we believe that the attitude will affect behaviour to some extent. After consumers have finished the buying process, they face a post purchase behaviour phase. In this phase brand purchase intention could be created and this is an objective of CRM.

4. Empirical method

In this chapter we discuss the empirical method by introducing the research strategy as well as the time horizon, data collection and population, sample selection. Operationalisation, reliability, validity, and generalisability are defined and discussed. At the end there is a short presentation of the questionnaire.

4.1. Research strategy

According to Saunders *et al.* (2009, p. 602) “a research strategy can be divided into seven different categories: experiment, survey, case study, action research, grounded theory, ethnography and archival research.” Saunders *et al.* (2009) state that the survey is usually associated with the deductive approach, which is popular as it allows the collection of amount of data from sizable population in a highly economical way. What’s more, survey is used to collect qualitative data and allows the researcher to explore relations and connections between the investigated variables, and then the researcher can set up new models and draw conclusions for a whole population.

Considering the advantages of a survey and the limits of finance and time, the empirical material for this dissertation has been collected through a survey. The survey was designed as a questionnaire with fourteen close-ended questions. Before drawing the questions, the questionnaire started with the description Case of McDonalds Children Charity, and the definition of CRM. In this way the respondents can better understand the CRM and we can obtain their real perception and attitude toward the CRM, as well as their buying behaviour.

Having considered the restraints in the empirical research, especially the limited time, we used a mixed method mail and online survey. First the questionnaire was

designed on a webpage, so the data can automatically enter and be saved to a computer file at the time of collection, which saved us a lot of time. Further, we took additional actions to collect as many answers as possible. We send the link with our questionnaire to international students and Chinese students by email. We were afraid that the Chinese students will feel bored to read the “Case of McDonalds Children Charity”, so we gave a brief introduction about “Case of McDonalds Children Charity” and the definition of CRM in Chinese language in the email. Few hours later, we received some emails to check if the web address contains Computer Viruses, so we decided to send the email again to every potential respondent and assure them that it is safe.

4.2. Time horizon

Time horizon can appear in two dimensions, cross-sectional studies and longitudinal studies. “Cross-sectional study can be recognised as a snapshot, which is the study of particular phenomenon (or phenomena) at a particular time” (Saunders *et al.*, 2009, p.155). On the other hand, “longitudinal study can be recognized as a diary, which is the study of a particular phenomenon (or phenomena) over an extended period of time (Saunders *et al.*, 2007, p.594).” The main strength of longitudinal research is the capability that it has to study change and development. The usage of the two depends on the research question.

This research fits the cross-sectional time horizon criteria as we study particular phenomena at a particular time. We conduct a survey, and seek to explore consumers’ response toward CRM strategy deeper and check how the factors such as gender, nationality and education impact their response. This is, therefore, a cross-sectional time horizon.

4.3. Data collection

Generally, there are two methods for data collection consisting of qualitative and

quantitative methods. Hollensen and Svend (2007) describe that a qualitative research provides a holistic view of a research problem by integrating a larger number of variables, but asking only a few respondents. Quantitative research data analysis is based on questionnaires from a large group of respondents. The difference between these two methods is apparent. First, the qualitative method deals with description analysis and the quantitative method deals with numbers analysis. Second, the qualitative data can be observed but not measured and the quantitative data can be measured. Third, the qualitative method needs to be analyzed in a combination with its context, so it is more complex (Richards, 2005). Since this thesis is using the method of questionnaire, the research of this thesis consists of quantitative data. In order to generalise how a group of students think about companies engaged in CRM campaigns, it is important to get a relatively large sample of responses, making quantitative methods more suitable for our thesis.

Moreover, in this thesis, with the aim to explore the research question, we will use both primary and secondary data collection. According to Hollensen and Svend (2007, p. 98), primary data can be defined as “information that is collected first-hand, generated by original research tailor-made to answer specific current research questions”. And secondary data can be defined as “information that has already been collected for other purposes and thus is readily available”. Since the thesis uses the method of questionnaire, it belongs to primary data collection. And this research will be analysed based on previous research, so it also uses secondary data collection.

4.4. Population

For the purposes of this study we decided to distribute our questionnaire among students from different nations and with different background. The respondents were between 20-25 years old and were enrolled in different school programs. The

individuals were not picked according to any special definitions or requirements. To obtain the requirements of this research it was important to have as many respondents as possible.

4.5. Sample selection

We did a quantitative study that intended to make generalisations about a population. However, to include every individual of the population in a study is close to impossible. Further, it should not be assumed that a census would necessarily provide more useful results than collecting data from a sample which represents the entire population. Thus, the sample selection is a very important step in the research process, when time is a constraint and the results from the collected data are needed quickly (Saunders *et al.*, 2009).

Normally, the sampling techniques available to the researchers can be divided into two types: probability or representative sampling, non-probability or judgmental sampling. Saunders *et al.*, (2009) state that probability sampling is also known as random sampling and is most commonly associated with survey-based research strategies. There are inferences made from the sample about a population to answer the research questions or to meet the objectives. According to Saunders *et al.*, (2009, p. 213), “for non-probability sampling, it is impossible to answer research questions or to address objectives that require statistical inferences about the characteristics of the population.” It is a type of stratified sample, sometimes referred to as “judgment or purposive sampling” or expert choice (Saunders *et al.*, 2009, p. 233).

Thus, the sampling technique in this thesis should be non-probability sampling. Due to time and resource restraints in this thesis, a convenience sample of a specific population of student in Hogskolan Kristianstad was used. In order to be able to generalize the result of this study, we decided that the sample size should

contain over 120 respondents and we collected answers from 150 respondents.

4.6. Operationalisation

Operationalisation is defined as “[t]he process of strictly defining variables into measurable factors¹.” In order to avoid fuzzy concept and be able to set down exact definitions of each variables in complex contexts operationalisation is indispensable.

In this matter we used a pilot test to investigate whether the questions are able to be administrated in a real environment by respondents. Six respondents have been asked to complete the questionnaire to identify problems with the questions and to assess respondent understanding of question meaning and the question clarity. With the expectation of high validity, respondents were interviewed regarding the ease of understanding the case, the ease of understanding the instructions to how to respond to each question, the ease of understanding of each question. In this way, some flaws in the questionnaire were discovered and corrected.

Following the pilot test, the questionnaire was sent out to examine how a cause-related marketing strategy shapes consumer perception, attitude and behaviour. A questionnaire was constructed including three dependent variables and two control variables. The *control variables* in the questionnaire are:

- *Background* of respondent: In question one to four gender, age, nationality and buying habits are asked.
- *Cause-related marketing* strategy

The *dependent variables* in the questionnaire are:

- *Perception* formation of the strategy: In question five and six respondents are asked about their previous knowledge about CRM and their

¹ Timurs Umans, Operationalisation, 26 October 2009

interpretation of it. The respondents were given five possible answers from *very egoistic* to *very altruistic*.

- *Attitude* to the strategy: Questions seven to ten are designated to see to what extent respondents show involvement in this kind of marketing communication. Here we tried to find out if duration of the campaign, price increase and social involvement of the company are developing a positive attitude toward CRM.
- *Behaviour* or purchase intention: The last four questions (Q11, Q12, Q13, and Q14) try to figure out if the respondents show an involvement in buying cause-related products, while asking them for purchasing habits and brand preference in comparison to other similar companies. Here as well as in the attitude questions a Likert-style rating scale on a five –point rating scale is used.

The control variables will be proved for influence and for connections between them and the dependent variables (fig 4.1). We hope to find out that the consumer establishes a perception of CRM caused by our present case (McDonalds Children Charity). Which then leads to a positive attitude toward the CRM and as a last step makes a buying decision and establishes brand purchase intention. As we developed our own theory in the theoretical part, we are preparing to look at our theory according to our statistic analysis.

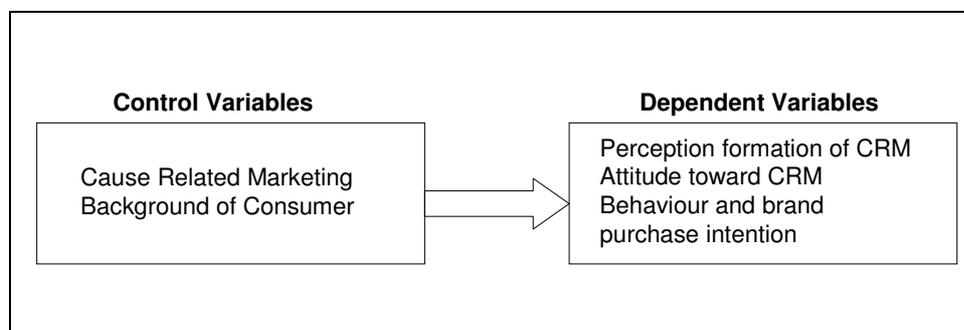


Figure 4.1 Control and dependent variables. (Source: Developed for this research)

4.7. Reliability

Saunders *et al.* (2009, p. 156) refer to reliability as “[t]he extent to which your data collection techniques or analysis procedures will yield consistent findings.”

Reliability is mostly used in quantitative research since the investigator is interested in whether the measurement is stable or not. When looking at the reliability of the research, the main problem is whether the participants would reveal the real behaviour in their answers to the questionnaire. This problem appears with questions that can be misunderstood by the participants. The participants could also change their opinions after some time and having different one from the opinions expressed in the questionnaire. Here some given answers will not reflect reality. Moreover, possible bias exists. It is possible that while conducting the questionnaire, students as respondents may create a bias with their previous purchase habit, although we tried to ask the questions in neutral way.

Due to limited time we were unable to repeat the survey on different participants. The stability of this research is estimated as rather low. It implies that some of the respondents would have changed the answers if the research would have been performed once again. So, the reliability of our tests is rather low.

4.8. Validity

Saunders *et al.* (2009, p. 157) states that “validity is concerned with whether the findings are really about what they appear to be about.” Saunders *et al.* (2009, p. 603) describe the validity of a research project as follows: “(1) the extent to which data collection method or methods accurately measure what they were intended to measure. (2) The extent to which research findings are really about what they profess to be about.”

When a quantitative research results in a measured value that corresponds with the real value, then the research is considered to be completely valid. The validity of the questionnaire could be threatened by the fact that we might have had an influence on the interpretation of respondents' observations. However, we tried to keep the validity of the questionnaire at a very high standard.

To avoid misinterpretation, the questionnaire was done in English, a familiar language for the participants. Further, we presented a case and introduced CRM. Simple words and explanations were used to facilitate the respondents. Hence, the questions are better formulated and more easily understood by the respondents.

To ensure that the validity is as high as possible, a lot of time has been spent on constructing and reviewing the questions used. We carefully designed each question, made the layout of the questionnaire clear and explained the purpose of the survey in good way to the respondents. Second, as mentioned before, a pilot test was done, where six respondents were asked to complete the questionnaire while being observed by us. In that way some uncertainties in the questionnaire were discovered and corrected.

4.9. Generalisability

Saunders *et al.* (2009) refer to generalisability as external validity. It is a concern about the design of the research and the extent to which the research results are generalisable, meaning if the findings may be equally applicable to other research settings or not.

Due to our decision to focus on students, and this group only represents a small part of the population, the results would only be generalisable, if at all, to students.

4.10. The Questionnaire

Normally, a questionnaire contains factual questions and matter of opinion questions. According to Trost and Hultåker ((2007) cited in Johnsson and Lennbro, 2008), questions are related to actual situations for the participant and matter of opinion questions are related to the attitude of the participant. The factual questions can consist of demographical questions. In our questionnaire, we had four factual questions about gender, nationality, and education program as well as consumer type.

A questionnaire can have open questions and closed questions. Open questions give the respondent the possibility for an answer in his/ her own words. On the opposite, closed questions have already existing answer-alternatives within the questionnaire. The advantage of closed questions is convenience for respondents to answer (Saunders *et al.*, 2009). In our questionnaire we only used closed questions.

Saunders *et al.*, (2003) state that regarding questionnaires, one of the important advantages is that the data obtained is standardised, which makes easy comparisons possible. A limitation is that there is a limit of how many questions that can be demanded from the respondents to answer.

According to Malhotra and Birks (2000), there are three major ways to administer a questionnaire: by telephone, in person and by mail. A mail surveys can be done through three ways: ordinary mail, electronic mail and the mail panel. We used a mail survey for our thesis, since our questionnaire has been designed on a webpage. A link to the questionnaire was obtained and we sent in electronic mails to the respondents. The main reason for us choosing internet questionnaire was the limitation of time and resources. This method enables fast replies and the

collection of the data in the computer, which is easily transferable for statistical analysis. Besides, this survey also means that we choose self-administered questionnaires instead of interviewer-administered questionnaires. The advantage of self-administered questionnaires is the limited influence. Since we don't meet face to face with the respondents, we will not affect their answers. Moreover, the use of self-administered questionnaires can provide more truthful answers because respondents can answer the question in the way they feel it, since the questions are not to be answered in the way to please the researchers.

Our questionnaire consisted of 14 questions. In Q1 to Q4 the respondents' gender, nationality, program and purchase habit were asked. These questions are types of category questions, where the respondent can only choose one response from some given alternatives (Saunders *et al.*, 2009). For example, in the first question, the alternatives are female or male.

The next questions in the questionnaire are then divided into three parts. The first section deals with perception. Q5 was designed to investigate the respondents' previous experience of CRM strategy. If the respondent's answer is *yes, I know it already*; we will think that the respondent has established a perception. If the respondent answers with *no*, a further question is desired. Q6 was designed as a five-point rating scale question. Our intention was to interpret the perception of consumer about CRM. If the respondent answers with higher than three, it will mean that the respondent has positive perception about CRM and if it is less than three there is no positive perception.

The second section deals with the attitude toward CRM strategy. Q7 was designed to reveal the consumer's attitude towards the campaign. We examined what type of consumer is sensitive to the campaign. Q8 to Q10 are also five-point rating scale questions, where Q8 measures the respondent's attitude towards the cause,

Q9 respondents' attitude to price change and Q10 respondent's attitude towards the company

The third section handles the consumer's behaviour. These also are five-point rating scale questions (Q11 to Q14). This section is divided into two parts: actual behaviour and brand purchase intention. Q11 and Q13 were designed to give direct implications on brand purchase intention, while Q12 and Q14 were designed to reveal the respondent actual behaviour.

The frame of the questionnaire used in the data collection, can be seen in appendix A. However, the design is not accurate, since the original questionnaire was published on the webpage.

5. Analysis

This chapter aims to present the analysis of our research and show the most relevant conclusions during the research process. The biggest part of the analysis is supported by the statistical SPSS program and conclusions are drawn relying on the results generated by it.

5.1. Introduction and descriptive statistics

For the purpose of our study we used an online questionnaire with 14 questions. The questionnaire was sent to 315 persons with a response rate of 48 percent. 84 of the respondents were female and 64 male. The questionnaire included 14 questions where the first four were respondents' background questions (gender, nationality, program enrolled in and buying decision process). The other questions were designed for the deeper understanding of CRM perception, attitude and buying decision. This chapter consists of a brief overview of the answers we received.

Looking at their nationality most of the respondents are of Chinese origin, followed by nationalities from Western Europe. Further the figures show that most of the respondents are enrolled in the business education programs. The second largest group of respondents study computer science.

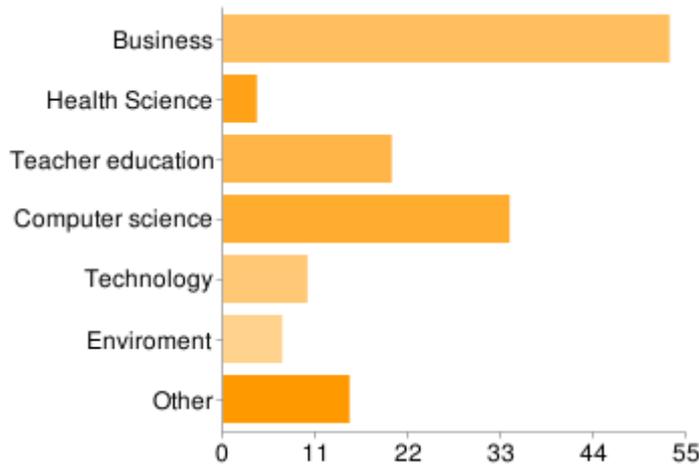


Figure 5.1 Respondents enrolled in different programs

Our respondents' consumer types are mostly dominated by the collection of information before acquiring a product. 41 of the respondents *buy a product out of habit*. A small group of respondents is where the *decision is influenced by others*.

Almost all of the respondents are familiar with CRM campaigns and have already heard about such marketing strategies. Regarding the interpretation of this marketing activity the respondents expressed the “not sure” opinion about the campaign, while considering that it is better if the company participating in such program should support the charity for longer time.

The relations of the money spent on the campaign and the price regarded for the product is considered as not so relevant to our respondents. On the other hand they think that the money spent for the charity is not enough. Almost 70 percent of the respondents agree that the companies engaged in CRM activities are socially responsible.

Most of the respondents who answered the questionnaire do not search actively for products related to a cause and will not extra buy a product because of a charity campaign. However they will develop a high regard toward the company

supporting the charity.

Below the result of survey will be analyzed in detail. To better understand the analysis, charts, plots and tables from the SPSS program will be used to visualize the respondent's answer and our result. In this research, **valid** refers to the amount of respondents that have answered the question, **missing** refers to the quantity of respondents that have *not* answered the question. The **mean (M)** refers to the average of all the collected respondents. **Std. Deviation (SD)** refers to the positive square root of the variance.

5.2. Background questions

The questionnaire starts with four questions where we want to find out how many male versus female respondents have taken part in our research, where they come from, in which education program they are enrolled and what type of consumer they are.

5.2.1. Gender

There are plenty of researches who examine the CRM effect on consumers' attitude and intentions toward the brand and the company. Ross *et al.* (1992, cited in Hou, Du & Li 2008) found that the CRM campaigns have a stronger positive impact on perception of the campaign for the women than the men. Further researchers (Kropp *et al.*, 1999, cited in Westberg, 2004) suggest that women will have a more favourable attitude toward CRM strategies than men, but this study was not approved because the findings were not statistically significant. Another study conducted by Chaney and Dolli (2001, cited in Westberg, 2004) figured out that there are no significant evidences for attitude differences based on gender, however, there have been some indications of women being less sceptical toward CRM than men. In 1999 Berger *et al.* (cited in Westberg, 2004) discovered that in print advertisements of CRM claims that women have a more positive attitude.

Even though that the previous studies on gender impact on CRM are considered by some researches as not so compulsive, a survey provided by the American Marketing Association (2007) claims that women are more likely to buy products connected to cause-related marketing. Further more, 40 percent of the surveyed women versus 30 percent of the men will buy a product or service if they know that a certain amount of money will be donated to a cause or campaign.

Vilela and Nelson (2006) claim in their study that gender differences in message responses disappear when values are taken into account. They also state that “request for donations to charity and product purchase trough CRM both represent situations where values become relevant for determining behaviour” (Vilela & Nelson, 2006, p.3).

In our own study we also found that the female respondents are slightly more favourable toward a cause-related marketing campaign than men do. Considering interpretation of the charity, company and awareness toward the campaign female respondents showed a higher awareness than the male do. The figures in table 5.1 support our findings.

Table 5.1: Gender awareness

	Gender	mean	st. deviation
awareness	Male	1,67	0,473
	Female	1,77	0,425
interpretation	Male	2,81	0,990
	Female	2,99	0,964
attitude to company	Male	3,89	1,236
	Female	4,05	1,157

5.2.2. Nationality

In total, 147 respondents (77 Asian and 70 European) completed the survey; three respondents are missing in the survey since they forgot to answer where they come from. Among these respondents, there were 63 males (34 Chinese Mainland, 1 Chinese Hong Kong and 28 European), 1 male missing with missing nationality and 84 females (41 Chinese Mainland, 1 Korea and 42 European) and 2 female with missing nationality statement (see table 5.2).

Table 5.2 Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian	77	51.3	52.4	52.4
	European	70	46.7	47.6	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

Obviously, the socio-cultural and economic environments are different between Asia and Europe, so that it is worth to consider the differences and their potential influence in the perception of company social responsibility and cause-related marketing. For instance in Germany, companies are regarded as being corporate citizenships when they always comply with the law. This means that the company may donate funds for philanthropic purposes, as long as this does not breach the law (Broberg, 1996). Thus, we imagine that respondents from Germany will have a positive perception toward the companies using a CRM strategy. In Scandinavia, where the countries are well-known to have high welfare standards, social responsibility is on the list of State duties. Thus, make us assume that the people who live in these countries have a strong sense of social responsibility and are more concerned about the company participating in CRM strategy (Broberg, 1996).

5.2.3. Education program

We believe that students participating different education programs have different backgrounds, hobbies and characteristics. Business students will more easily understand the notion of CRM and may be more sensitive to the price, while health science students will consider the products as healthy or not. According to us computer science students tend to logical inference thinking about a product. Further, we presume that these students are special consumers, with high level of educational background and more sensitive to social responsibility. Thus, we are interested in exploring whether the respondents participating different programs express different perception toward the CRM strategy.

There are researches who had examined that the different program respondents show different attitude toward the CSR. Arlow (1991) found that non-business students were more cynical about corporate social responsibility effort than business students. However, there is no research which examines how students with different educational background think about CRM strategy. As we mentioned in the theoretical part, CRM is a new marketing strategy where company commits to perform social responsibility. We think that education program has a similar effect on consumer's response to CRM, and want to examine it. Our research was conducted among students in seven educational programs mainly in Kristianstad University.

For the purposes of our research we added the respondents in health science (there were only four respondents) program together with "other programs". Further, we have eight Chinese respondents and one Swedish respondent who study technology. In order to calculate conveniently, we put the technology program and computer science program together. So, we re-present new five programs to be examined (see table 5.3).

Table 5.3 Education program

	Asia	Europe
business program	23	31
teacher education program	18	4
computer science program	30	12
environment program	4	3
other programs	2	14

5.2.4. Consumer type

Dalqvist and Linde (2002) characterize consumer behaviour into four types: *rational consumer*, who collects information about the product and what it may offer, *unconscious consumer*, who prefers certain brand, *learned consumer* makes buying decision by habit and *social consumer* is influenced by others when making buying decisions.

We did not find any researcher who has examined how consumer buying behaviour influences response to CRM, but this is a field which is of interest for us and we decided to explore it. That is why we draw question 4 about the consumer types in our questionnaire. The result of the survey is illustrated in table 5.4

Table 5.4 Consumer types

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	collect information before buying it	66	44,0	44,3	44,3
	prefer certain brand	31	20,7	20,8	65,1
	do it by habit	37	24,7	24,8	89,9
	decision is influenced by others	15	10,0	10,1	100,0
	Total	149	99,3	100,0	
Missing	System	1	0,07		
Total		150	100,0		

We hope to find out that different types of consumers respond to CRM differently. And we assume that learned consumers are less favourable to change their buying habits. They do not plan their choice of product, but make the choice out of habit. It means that it is difficult to change their buying behaviour as they have strong buying habits. And the rational consumers are less willing to buy the product with a cause than other types of consumer even when they have positive attitude to the CRM. They collect information about the product and what it may offer and always compare the price and quality of product carefully.

In our research we found that there was only a slight difference between the different consumer types. Every group got similar mean scores, which is illustrated in table 5.5. Maybe it is because of the limitation of the data, as there are too many respondents (66) which chose *collect information before buying* and only a few respondents (15) where *decision is influenced by others*. Since there is no significant difference between the different consumer types, we decided not to analyze how it influences consumers' response to CRM in detail.

Table 5.5 Mean score of different consumer type

Consumer type	N	awareness	interpret	preference	Attitude		behaviour
					Attitude to cause change	Attitude price to company	
Collect information before buy	66	1,80	2,82	1,94	2,89	3,06	10.31
Prefer certain brand	31	1,74	3,16	1,74	3,03	3,06	12.87
Do it by habit	37	1,68	3,00	2,00	2,73	3,00	10.70
Decision is influenced by others	15	1,53	2,53	2,13	3,27	2,80	12.80
Total	149	1,73	2,91	1,93	2,92	3,02	11.19

5.2.5. Summary of background

The research of the background of respondents has been presented. Our initial aim was to examine the four independent variables: gender, nationality, education program, and consumer type. However, we found out that to examine the four independent variables together with the three dependent variables (perception, attitude and behaviour) will exceed our time resources. Thus, we decided to cut off two independent variables in the following analysis section. Since, the variable of gender has been examined many times in previous research, in our thesis we only presented descriptive analysis of the results we have obtained from our questionnaire. On the other hand, the variable of consumer type is hard to control and to analyse. It is hard to identify what kind of consumer type the persons are. Sometime, people see themselves as rational consumer, but actually they are an unconscious consumer. It is easy to cause deviation during the process of data analysis. Taking into account these reasons, we decided to take the other two independent variables-nationality and education program for deeper analysis in the following section.

5.3. Two-way ANOVA test for perception, attitude and behaviour

5.3.1. Test description

Two-way ANOVA between groups test with POST-HOC runs on each attribution in order to find out the effect of the background of respondents on their perception of CRM, attitude and behaviour to the company with a cause. According to Pallant (2007, p. 257) “[t]wo-way means that there are two independent variables”, in this case, the two independent variables are nationality and education program. “*Between groups* indicates that different people are in each of the group”. In this case, we have different respondents in the group of Asia and Europe and they are also in different groups of education programs (business, teacher education, environment and others).

Pallant (2007, p. 257) states that “[t]his technique allows us to look at the individual and joint effect of two independent variables on one dependent variable.” In this case, two-way ANOVA will help us to answer two questions: (1) what is the impact of nationality and education program on their response to CRM strategy? (2) Does nationality moderate the relationship between the education program and response to CRM? The mean scores of the tested variables are given as well as the significance level, indicating if there is any statistically significant difference between the groups compared. The level of statistical significance in this research is 0.05 (Pallant, 2007).

According to Pallant (2007), first we should do is to check for the possibility of an interaction effect. In case that nationality moderates the relationship between the education program and the response to CRM (nationality*education program: the value of *sig.* less than or equal to .05), we would split the file by nationality and look at the effect of education program separately for Asian and European. After that we will perform a one-way ANOVA compared means scores for the five groups separately for Asian and European. In case that there is also no significant

interaction effect, we will simply examine the main effect of nationality and education program on their response to CRM. Further, we will use *POST-HOC* to find out where these differences are and which of education programs are different.

5.3.2. Normality

Since two-way ANOVA belongs to parametric technique, it is assumed that the population from which the samples are taken are normal distributed. “Normal is used to describe a symmetrical, bell-shaped curve, which has the greatest frequencies of scores in the middle, with smaller frequencies towards the extreme (Pallant, 2007, p.57).” One-sample *Kolmogorov–Smirnov test (K–S test)* was conducted to test the normality of dependent variables. The result is shown in table 5.6.

Table 5.6 One-Sample Kolmogorov-Smirnov Test

	Awareness	Interpretation	Preference	Attitude to Cause	Attitude to Yourself	Attitude to company	Attitude to Behaviour
Asymp. Sig. (2-tailed)	,000	,000	,000	,000	,001	,000	,18

The result of table 5.6 suggests that only the behaviour is normal distributed, because of the non-significant results, (*Asymp. Sig. (2-tailed) = 0.18*). All other dependent variables are not normal distributed, which means that they are violated by the assumption of normality. However, violation of this assumption can be tolerated for large sample sizes. Pallant (2007) states that if the sample is larger than 30, the violation of this assumption should not cause any major problems. In

this case, we have 150 samples. So we will use two-way ANOVA test even though there is no normal distribution.

5.4. CRM perception

Perception includes two questions. Question 5 is about CRM awareness and question 6 about the CRM interpretation. The result of perception is based on the Cronbach's alpha test. With Cronbach's alpha "the scale's internal consistency is measured which indicates how well the variables used in the test measure the same underlying construct" (Pallant, 2007, p. 95). By measuring this, we can find out how well the different attributes in question five and six are consistent, that is, if the two different attributes are measuring the same parameter or not. To have a reliable result, where the two different attributes are measuring the same thing, Cronbach's alpha coefficient of scale should be above 0.7 (Devllis, 2003, cited in Pallant, 2007). However, the values are often sensitive to the number of items in scale. It is very common that the fewer variables used in the test, the lower values will be given (Pallant, 2007). Unfortunately the variables about the perception do not reach the preferred level (see table 5.7). Thereby, the different attributes must be tested one at the time and not as a group.

Table 5.7 Cronbach's alpha

Cronbach's Alpha ^a	N of Items
-,112	2

Every question will be analyzed in two steps. First, we will do the descriptive statistics analysis to give an overview of CRM awareness and interpretation of CRM. Second, we will conduct a *two-way ANOVA with POST-HOC* between groups to answer two questions: What is the impact of nationality and education program on their perception of CRM strategy? Does nationality moderate the relationship between the education program and perception of CRM?

5.4.1. Question 5

The fifth question is “*Have you ever heard about marketing communication strategies as the one describe before?*”

In this question, we want to investigate the respondent previous experience about CRM strategy. According to our theory, it is the initial step of perception formation.



Figure 5.2 Awareness of CRM

The result of figure 5.2 indicates that a strong majority of people have heard about marketing communication strategy like the one described in the questionnaire. Out of 150 respondents 109 (72.7%) have heard about it before. While there are only 41(27.3%) who are not familiar with it. This means that most of the consumers knew it exists and had established an impression in their minds (see appendix B). The first reason why CRM strategy is known by consumers is that the higher level of needs satisfaction and the better life standards, due to the economic development in Europe and China lead to a different interests. People are richer than before and start to be more concern about health, environment and social

issues than before. To some extent, they wish to improve the current social issues. CRM strategy provides consumer with an opportunity to contribute for the improvement of social issues, which attract consumers' attention. The second reason is that maybe the result is affected by the selected sample. This lies in the selection of our sample. We conducted our study among students, and a large number of them are enrolled in business programs. This may affect the result in the way that these respondents are familiar with this marketing strategy from their studies at the university.

Further, we examined whether the background of the consumers affects consumers' awareness of CRM strategy, including the nationality and education program. The result is presented below.

Nationality-education program correlation

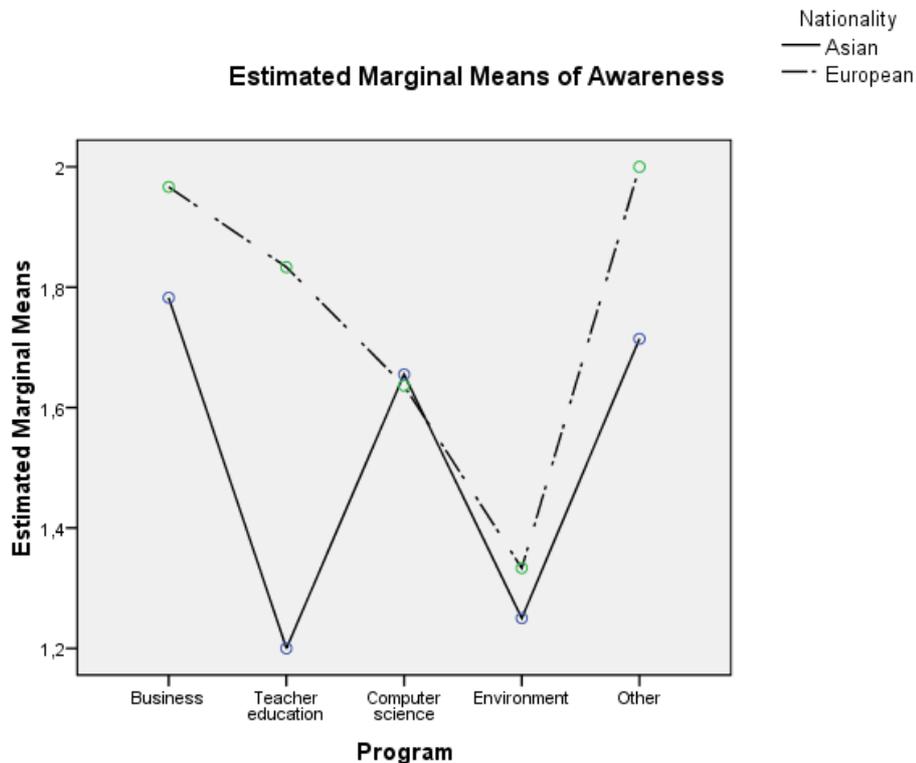


Figure 5.3 The mean awareness of nationality-education program correlation

The result in figure 5.3 shows that in Asia the program which has most previous experience of CRM is business, followed by other, computer science and

environment program. The least awareness is displayed in the teacher education program. In Europe the highest level of awareness of CRM is in business and other program, followed by teacher education program, and then computer science. The environment program displays the lowest awareness of CRM. We can also see that there is a large difference in the teacher education program group between Asia and Europe. To see how nationality and education program affect CRM awareness, a *two-way between groups ANOVA with POST-HOC* was conducted. The result is presented in table 5.8.

Table 5.8 Tests of Between-Subjects Effects for awareness

Source	df	Mean Square	F	Sig.	Partial Eta Squared
Nationality	1	1,115	7,104	,009	,053
Program	4	,969	6,174	,000	,162
Nationality- Program	4	,363	2,313	,061	,067

a. R Squared = ,258 (Adjusted R Squared = ,206)

The results of table 5.8 are as follows:

- (1) The interaction between the nationality and education program group was *not* statistically significant, $F(2, 128) = 2,31, p = .06$. This indicates that there is no significant difference in the effect of education program on “CRM awareness” for Asian and European. So we can easily and simply interpret the main effect of nationality and education program on their interpretation of CRM.
- (2) There was a statistically significant main effect for education program, $F(4, 128) = 6.17, p < .0005$, and the effect size was large (*Partial Eta Squared* = .16). Post-hoc comparisons using the Turkey HSD test indicated that the mean score for business group ($M = 1.89, SD = .320$) was significant different from teacher education ($M = 1.55, SD = .510$), computer science ($M = 1.65, SD = .483$) and environment ($M = 1.29,$

SD=.488). The mean score for environment group ($M= 1.29$, $SD=.488$) was significant different from others ($M=1.65$, $SD=.483$) (see the table in appendix B).

- (3) There was a significant main effect for nationality, $F (1,128) = 7.104$, $p=0.01$) and the effect size was small ($Partial Eta Squared=.053$). Chinese respondents ($M=1.62$, $SD=0.49$) had a significantly lower awareness of CRM score than European respondents ($M=1.86$, $SD=0.348$).

Thus, based on above statistic analysis, we get two conclusions. The first one is that the respondents in the business program have higher score on awareness than other programs respondents. It is because it is easy for business students to understand what CRM is. The second one is that the respondents from Europe have higher score on awareness than the respondents from Asia.

The reason for the difference between the European and Asian is that CRM is still a new marketing phenomenon in Asia, while it is a mainstream commercial marketing tool in the West (Chen, 2005). CRM strategy was first developed in America twenty five years ago and then achieved fast development in the European countries. Even though this strategy is also used in the Asian market during the last years, it is still in its initial phase of development and there are fewer companies that have established CRM in comparison to the western part of the world.

5.4.2. Question 6

The sixth question is “*How do you interpreter this activity?*”, and provide five answers: 1. very egoistic; 2. somewhat egoistic; 3. Indifferent; 4. somewhat altruistic; 5. very altruistic.

With this question, we want to investigate how respondents interpret the motive of a company to establish CRM. If they think it is “very egoistic”, it means that they think the company just focuses on the potential benefit for the company brand itself. And if they chose “very altruistic”, it means than they see the company as selfless and concern for the welfare of others.

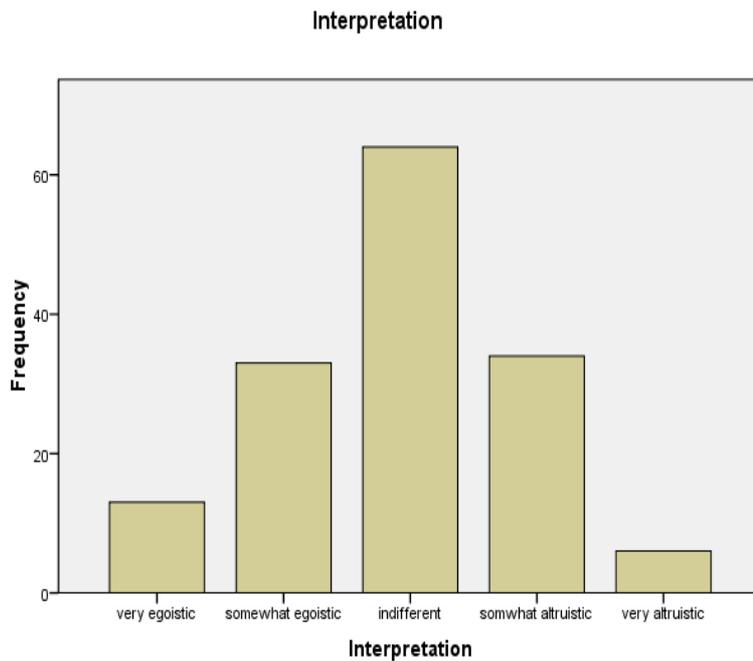


Figure 5.4 Interpretation of CRM

From figure 5.4 we can see that majority of the respondents chose “indifferent”. Out of 150 respondents 64 (42.7%) answered indifferent, 33 (22%) answered somewhat egoistic, 34 (22.7%) answered somewhat altruistic, 13 (8.7%) answered very egoistic and 6 (4.0%) answered very altruistic. The interpretation of CRM is egoistic on average ($M=2,91, SD=0.976$) (see table in appendix C). It indicates that on average consumers interpret the company engaged in CRM as egoistic.

Further, we try to use two-way between groups ANOVA *with POST-HOC* to answer two questions: what is the impact of nationality and education program on their interpretation of CRM strategy? Does nationality moderate the relationship between the education program and interpretation of CRM?

Nationality-education program correlation

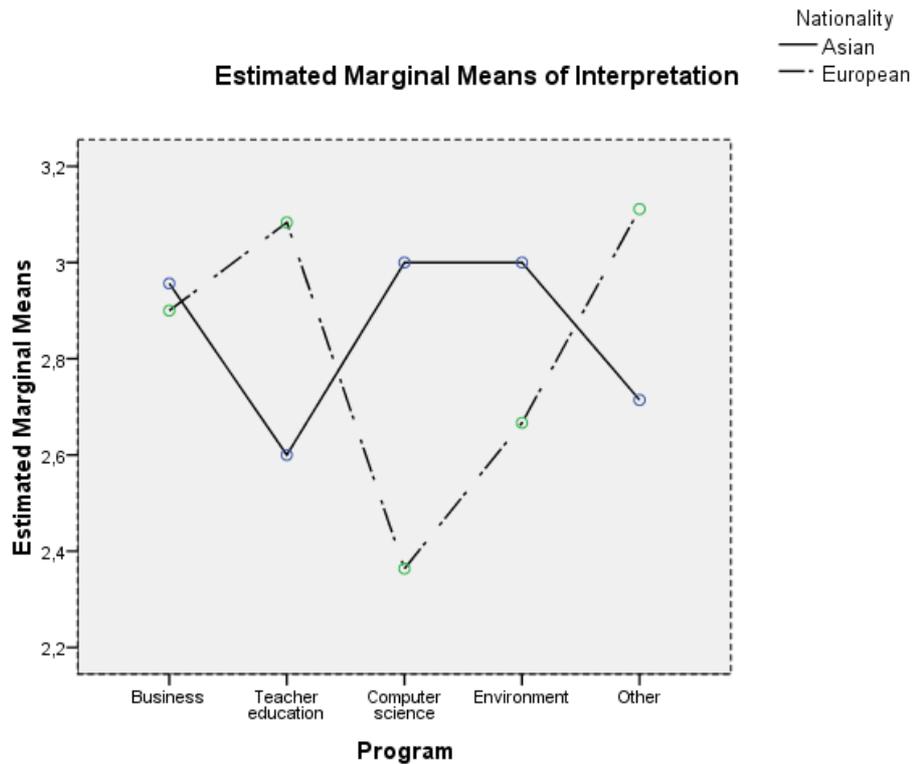


Figure 5.5 Mean interpretation of CRM for Nationality- education program correlation

From figure 5.5 we can see that Asian respondents have a higher mean score than Europeans in the three education programs: business, computer, and environment, while European achieved higher scores than Asian in two education programs: teacher education and others. However, it is difficult to find out exactly how nationality and education program influence students' interpretation of CRM exactly. We conducted a two-way between groups ANOVA *with POST-HOC*; the result is illustrated in the table 5.9.

Table 5.9 Tests of Between-Subjects Effects for interpretation

Source	df	Mean Square	F	Sig.	Partial Eta Squared
Nationality	1	,017	,017	,896	,000
Program	4	,321	,315	,868	,010
Nationality- Program	4	1,302	1,277	,282	,038

From table 5.9, we can draw three conclusions:

- (1) The interaction between the nationality and the education program group was *not* statistically significant, $F(2, 128) = 1.277, p = .28$. This indicates that there is no significant difference in the effect of education program on “CRM interpretation” for Asian and European. So we can easily and simply interpret the main effect of nationality and education program on their interpretation of CRM.
- (2) There was *no* statistically significant main effect for education program, $F(2, 128) = 0.315, p = 0.868$ and the effect size was small (*Partial Eta Squared* = .01). Post-hoc comparisons using the Turkey HSD test indicate that the mean score for every group is similar. The business group students ($M = 2.92, SD = .874$) was significant different from the teacher education students ($M = 2.86, SD = 1.167$), computer science ($M = 2.82, SD = 1.035$), environment ($M = 2.86, SD = .900$) and others ($M = 2.94, SD = 1.181$). The mean scores on CRM for the five education programs are all near to 2.9 (see table in appendix C).
- (3) There also was *no* significant main effect for nationality, $F(1, 128) = .017, p = .896$, Asian ($M = 2.9, SD = 1.108$) and European ($M = 2.84, SD = 0.864$). The effect size was very small (*Partial Eta Squared* < 0.005). This means that Asian respondents have a slight positive interpretation toward CRM than European respondents.

Based on these results of analysis, we draw two conclusions. First Asian have a slight positive interpretation of CRM than European, but the difference is statistically not significant. Second there is no significant difference between different education programs. All of the five education programs have interpreted the motivation of company doing CRM strategy as somewhat egoistic in average.

Chen (2005) suggests that Asian should have more positive interpretation toward CRM. Cause Related Marketing is designed to help a cause, and Asians are rated relatively high in collectivism in their social values, in other words, individuals with (Asian) Chinese culture are connected with each other through kinship networks and reciprocity (Joy, 2001). However, we found that most of the respondents from China also see the CRM as somewhat egoistic purpose. May be it is due to the fact that a company producing mineral water, NONG FU, promised to donate 1cent of every bottle of water sold, but it only donated 10% of the money which was supposed to be donated. We think that maybe these news have affected Chinese's interpretation of CRM.

5.5. Attitude

In the questionnaire attitude was measured on the base of four questions: preference of cause, attitude to the cause, attitude to price change and attitude to the company. The result of the attitude measurement is based upon the Cronbach's alpha test. By measuring it, we tried to find out how well the different attributes in question number 7, 8, 9 and 10 are consistent, that means if the four different attributes are measuring the same object or not. Unfortunately the variables about the attitude do not reach the preferred level (see table 5.10), the Cronbach's alpha coefficient of scale is lower than 0.7. Thereby, the different attributes must be tested one by one and not as a group.

Table 5.10 Cronbach's alpha

Cronbach's Alpha	N of Items
,200	4

Every question will be analyzed by two steps. First, we will do the descriptive statistics analysis to give an overview of attitude to CRM. Next, we will conduct a

two-way between groups ANOVA *with POST-HOC* to answer two questions: what is the impact of nationality and education program on their attitude to CRM strategy? Does nationality moderate the relationship between the education program and attitude to CRM?

5.5.1. Question 7

In order to find out whether respondents prefer long-term cause, we designed question number seven: “*What do you think the company should do during a cause-related marketing campaign*” With three possible answers: 1. *spend more money on the campaign, but for short period of time (1 Kr of each hamburger during the next 3 years)*. 2. *Spend less money on the campaign, but for long period of time (0.5 Kr of each hamburger for the next 10 years)*. 3. *It does not matter*

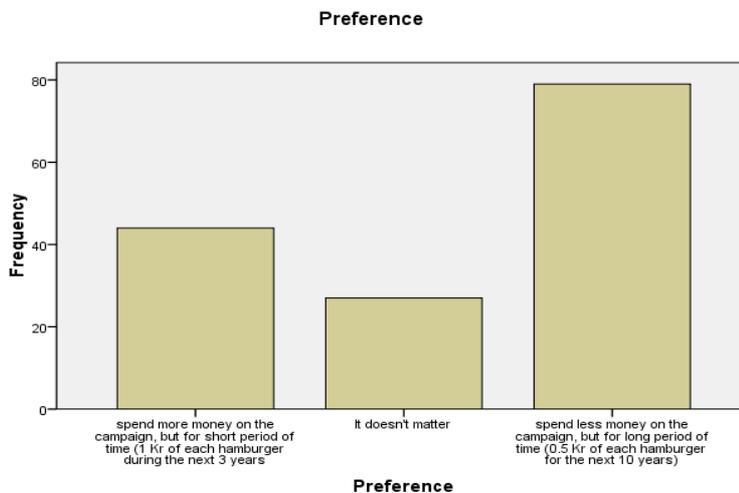


Figure 5.6: Preference of cause

The result shows that 52.7% of the respondents prefer less money for long time. Out of 150 respondents 79 (48%) choose less money for long time and 44 (29.3%) choose more money for short time. It indicates that nearly half of respondents support CRM as a long time campaign.

Nationality-education program correlation

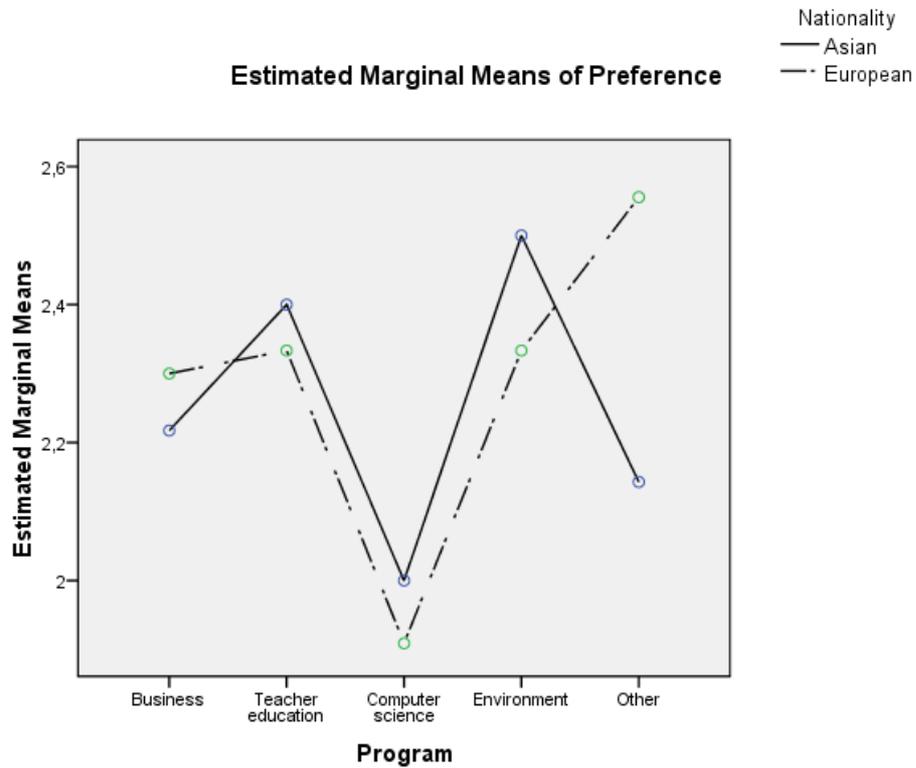


Figure 5.7 Preference of cause for Nationality-education program correlation

Figure 5.7 shows that Asian and European respondents got similar mean score in the four education programs: business, teacher education, computer, and environment. European had higher mean score in the program of others. To find out how nationality and education program influence their preference of cause exactly, we conducted a two-way between groups ANOVA with POST-HOC, the result is illustrated in table 5.11

Table 5.11 Tests of Between-Subjects Effects for Preference of cause

Source	df	Mean Square	F	Sig.	Partial Eta Squared
Nationality	1	,024	,030	,862	,000
Program	4	,831	1,054	,382	,032
Nationality- Program	4	,211	,267	,899	,008

a. R Squared = ,043 (Adjusted R Squared = -,024)

From the result in table 5.11, we draw three conclusions:

- (1) The interaction between the nationality and the education program group was *not* statistically significant, $F(2, 128) = 0.267, p=.90$. This indicates that there is no significant difference in the effect of education program on “cause preference” for Asian and European. So we can easily and simply interpret the main effect of nationality and education program.
- (2) The main effect for education program $F(2, 128) = 1,054, p=0.38$, did *not* reach statistical significance and the effect size was small (*Partial Eta Squared*=.032). Post-hoc comparisons using the Turkey HSD test indicate that the mean score for every group is similar, there is no group differing significantly from other. Business group ($M=2.26, SD = .880$), teacher education ($M= 2.36, SD=0.902$), computer science ($M=1.97, SD=0.891$), environment ($M= 2.43, SD=.789$) and others ($M= 2.37, SD=0.806$) (see table in appendix D).
- (3) There also was *no* statistically significant main effect for nationality, $F(1, 128) = .030, p=.86$ and the effect size was very small (*Partial Eta Squared*<0.005).

Thus leads us to the conclusion that on average Asian and European enrolled in different education program all prefer the company to establish long-term CRM campaign. It may be caused by the difficulty for consumer to identify whether the company is altruistic. Normally, we don't believe it is totally altruistic, since we know that CRM strategy is a marketing tool used to attract consumers. Previous traditional marketing strategies mainly operated in short-term period in order to achieve the effectiveness in short time. There are some companies aiming to increase sales in short time and commit themselves to CRM. When they reach the desired level of money they only donate a small part to the society and give up this strategy. Thus, we want to see company sincere and supporting a cause in a

long-term, which means that the company intends to establish a long-term commitment to consumers.

Meanwhile, there are some researchers that had examined the question about long-term versus short-term CRM campaigns. According to Cui (2003, p. 313), “consumers consider the commitment of the firm by the length or frequency of the support. More inputs and long-term behaviour are perceived as high commitment, and high commitment may indicate less self-interested motivations by business.” Brink *et al.* (2006, p. 22) state that “if companies intend to increase brand loyalty through CRM, they should set up long-lasting CRM campaigns linked to the product that shows the lowest level of consumer involvement.”

5.5.2. Question 8

In order to find out the consumer’s attitude to the cause, we designed the question number eight: “If the hamburger costs 20 Kr, do you think it is enough to spend 0.5 Kr for the charity?” With four answers: 1. *definitely not*; 2. *somewhat not*; 3. *i don’t care*; 4. *somewhat yes*, 5. *definitely yes*.

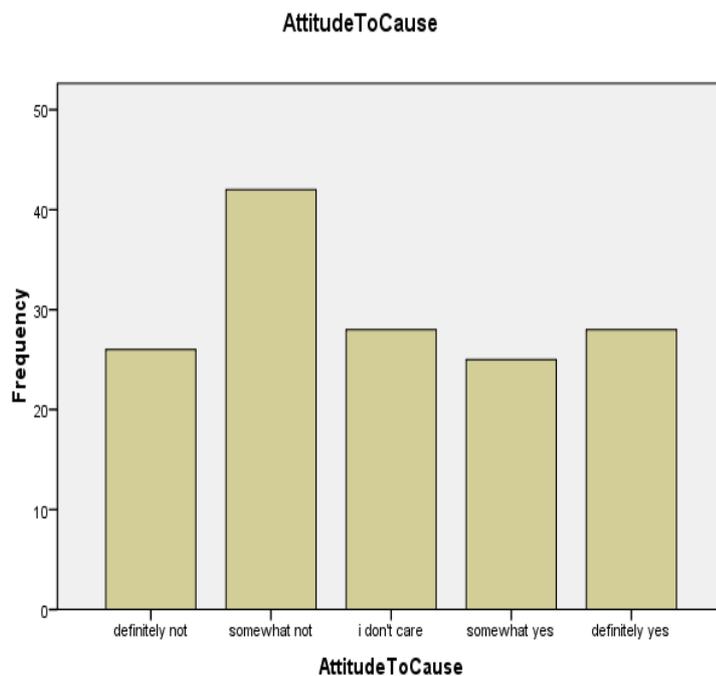


Figure 5.8 Attitude to cause

From figure 5.8 we can see that the biggest group stated that “the money is somewhat not enough”, followed by “I don’t care” and “definitely yes” with similar numbers. The smallest groups are “definitely not and somewhat yes”, which also have similar numbers. However, we can’t identify the actual mean according to the figure above. Table 5.12 indicates that consumers tend to think that it’s somewhat not enough to spend 0.5 Kr when *one* hamburger costs 20 Kr, (M= 2.91. SD=1.380). It suggests that consumers wish companies to donate more money to the charity.

Table 5.12 Mean of the attitude to cause

	N	Mean	Std. Deviation	Std. Error Mean
Attitude to Cause	149	2,91	1,380	,113

Nationality-education program correlation

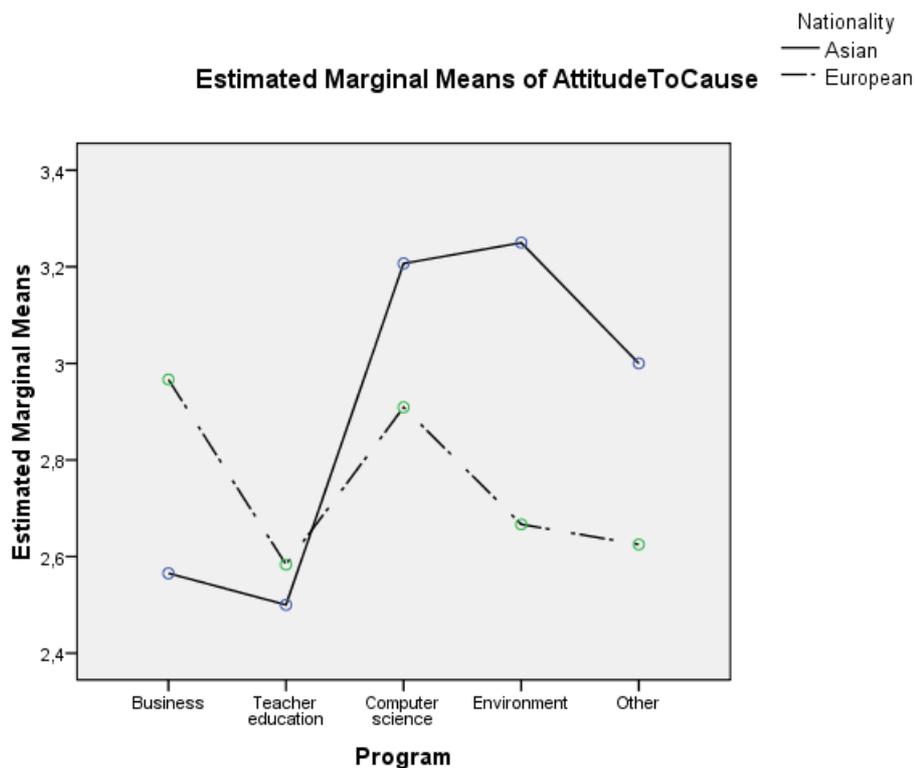


Figure 5.9 Attitude to cause for Nationality-education program correlation

Figure 5.9 shows that Asian got higher mean scores than European in three education programs: computer, environment and other, while European got higher mean scores than Asian in two education programs: business and teacher education. To find out how nationality and education program influence their attitude to CRM exactly, we decided to conduct a *two-way between groups ANOVA with POST-HOC*, the result is illustrated in table 5.13.

Table 5.13 Tests of Between-Subjects Effects for attitude to cause

Source	df	Mean Square	F	Sig.	Partial Eta Squared
Nationality	1	,481	,243	,623	,002
Program	4	,945	,478	,752	,015
Nationality- Program	4	,981	,497	,738	,015

a. R Squared = ,036 (Adjusted R Squared = -,032)

The numbers in table 5.13 indicate that:

- (1) The interaction between the nationality and education program group was *not* statistically significant, $F(2, 128) = 0,497, p=.738$. This indicates that there is no significant difference in the effect of education program on “attitude to the cause” for Asian and European, so we can easily and simply interpret the main effect of nationality and education program.
- (2) The main effect for education program. $F(2, 128) = 0,478, p=0.752$, did *not* reach statistical significance, and the effect size was small (*Partial Eta Squared*=,015). Post-hoc comparisons using the Turkey HSD test indicate that the mean score for every group is similar; there is no group that differs significantly from another [business ($M=2.79, SD =1.459$), teacher education ($M= 2.55, SD=1.224$), computer science ($M=3.12, SD=1.418$), environment ($M= 3, SD=1.414$) and others ($M=2.8, SD=1.265$) (see appendix E).

(3) There also was no statistically significant main effect for nationality: $F(1, 128) = .243, p = .862$, Asian ($M = 2.89, SD = 1.458$) and European ($M = 2.83, SD = 1.304$). The effect size was very small ($\text{Partial Eta Squared} < 0.005$) which indicates that Asian and European have similar attitude to the cause.

The figures allow us to conclude that both Asian and European respondents wish that the company donates more money to the charity. One of the respondents claims that companies have to take social responsibility, especially for listed companies. Since they collect funds publicly from consumers, they are more responsible to give money back to the society when they operate business successfully.

5.5.3. Question 9

Many researchers suggest that most of people will prefer the product with cause when price and quality are the same. We examined what will happen when the price increases by 10%: *“Will you buy the product if the price increases by 10% and the money spent for the charity also increases by the same percentage amount?”*



Figure 5.10: Willingness to buy the product when price increases by 10%.

The result in figure 5.10 shows that the biggest group of the respondents chose as an answer indifferent, followed by somewhat yes and definitely not. Even though that the price increases by 10%, the number of respondents who said somewhat yes is higher than who said somewhat not. However, the number of respondents who said definitely not is slightly higher than who said definitely yes.

Nationality-education program correlation

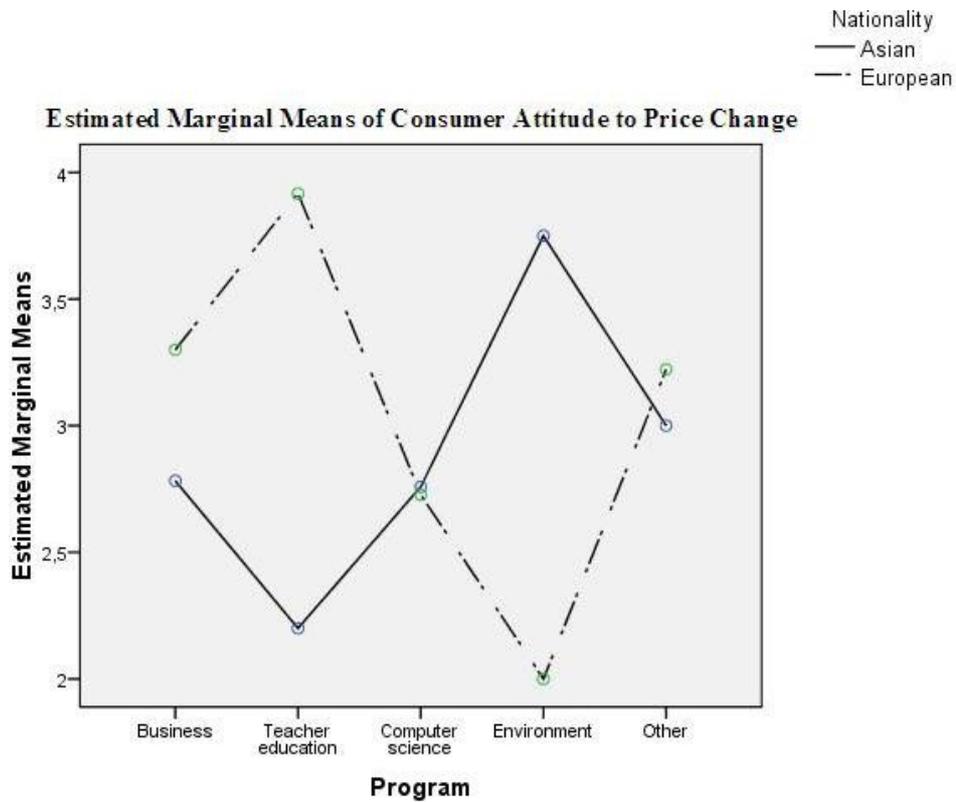


Figure 5.11 Attitude to price change for Nationality-education program correlation

Figure 5.11 points out that Asian and European got seriously different mean score in the two education programs: teacher education and environment. The European, major in teacher education got the highest mean score, but lowest mean score in environment. On the other side Asian got highest mean score in environment, but lowest score in teacher education. To find out how nationality and education program influence their “attitude to price change” exactly, we decided to conduct a two-way between groups ANOVA *with POST-HOC*, the result is illustrated in table 5.14.

Table 5.14 Tests of Between-Subjects Effects for “attitude to price change”

Source	df	Mean Square	F	Sig.	Partial Eta Squared
Nationality	1	,373	,218	,641	,002
Program	4	,614	,360	,837	,011
Nationality- Program	4	4,786	2,803	,029	,081

a. R Squared = ,115 (Adjusted R Squared = ,053)

From the results in table 5.14 we can draw the following conclusions.

- (1) The interaction between the nationality and the education program group was statistically significant, $F(2, 128) = 2,803, p=.029$, and the effect size was moderate ($Partial\ Eta\ Squared=.011$). This result suggests that Asian and European in the same education program respond differently. So we cannot easily and simply interpret the main effect of nationality and education program. And there is no significant difference between Asian and European, $F(2, 128) = .218, p=.641$. The main effect of education program is $F(2, 128) = 0.36, p=.837$ and the difference between the programs also do not reach significance.
- (2) Because the independent variable-education program has five levels, we have to conduct follow-up tests to explore the effect of nationality and education program further. We split the file by nationality and looked at the effect of education program separately for Asian and European, then perform a one-way ANOVA compared means scores for the five groups separately for Asian and European. The results are illustrated in table 5.15 and 5.16.

Table 5.15 One way ANOVA test for Asian

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,468	4	2,867	1,098	,053
Within Groups	115,573	68	1,700		
Total	123,041	72			

The result in table 5.15 shows that there is a significant main effect for education program in Asia, $F(2, 68) = 2.87, p=0.5$. Post-hoc comparisons using the Turkey HSD test indicated that the mean score for environment group ($M=3.75, SD =.957$) was significantly higher than teacher education ($M= 2.2, SD =1.476$) (see the table in appendix F).

Table 5.16 One way ANOVA test for European

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13,107	4	3,277	2,910	,052
Within Groups	102,954	60	1,716		
Total	116,062	64			

Table 5.16 shows that there is a significant main effect for education program in Europe, $F(2, 60) = 2.91, p=0.5$. Post-hoc comparisons using the Turkey HSD test indicated that the mean score for environment group ($M=2.00, SD =1.732$) was significant lower than teacher education ($M= 3.92, SD =1.165$) (see the table in appendix F)

Following this we draw a conclusion that the Asian respondents participating in environment program are more willing to buy the product even when the price increases by 10%. For the European, the respondents in teacher education are more willing to buy the product even when the price increases by 10%.

As we get the results from the above analysis, we were a bit surprised. Since the respondents who study teacher education are mainly female, they were more positive toward the CRM than male we examined before. The results we figured out state that our assumption is right in Europe. The respondents in teacher education program have a highest score in their attitude toward the CRM. However, the respondents in teacher education program in Asia have a lowest

score. We think that the reason for this significant difference is in the development level of CRM in the different world parts. Cultural environment and consumer values will also affect the application and effectiveness of CRM strategy. As we noticed before CRM in China is not at the level as in Europe or US. It is still a new communication strategy and the consumer awareness about it is not high enough. Moreover, the social credibility in China is poor, because of higher criminal rates and low credibility in social causes. To some extent, consumers doubt the companies and/or the non-profit organizations donation behaviour. Further, the income level of teacher education program is not so high, so that this causes higher price sensitivity. This could be a reason for not acquiring the product if the price increases by 10%.

On the other side the respondents in environment program in Asia have a highest score in their attitude toward the CRM, while the respondents in environment program in Europe have the lowest score. According to us the reasons could be that this phenomenon may be affected by the factor of nationality difference. People from different countries will be interested in different causes. Such as the European respondents in the environment program who are not sensitive to this cause, because may be they are more interested in causes related to environmental issues. Regarding the Asian respondents their attitude could be explained with the poverty in Asia. There are many poor children who need help, and people think that such issues should be solved first. Thus, they showed more interest in this cause and had positive attitude toward it.

5.5.4.Question 10

The tenth question is: *“Do you think that the company involved in CRM strategy is socially responsible?”* with five possible answers: *1. definitely not; 2. somewhat not; 3.I don’t care; 4.somewhat yes, 5.definitely yes.*

We designed this question in order to examine consumer's attitude to company. Since we think that if the consumers answered with definitely yes that a company involved in CRM is socially responsible, they will have a high regard toward this company or product and even change their purchase behaviour. There may be some relationship between the attitude and behaviour.

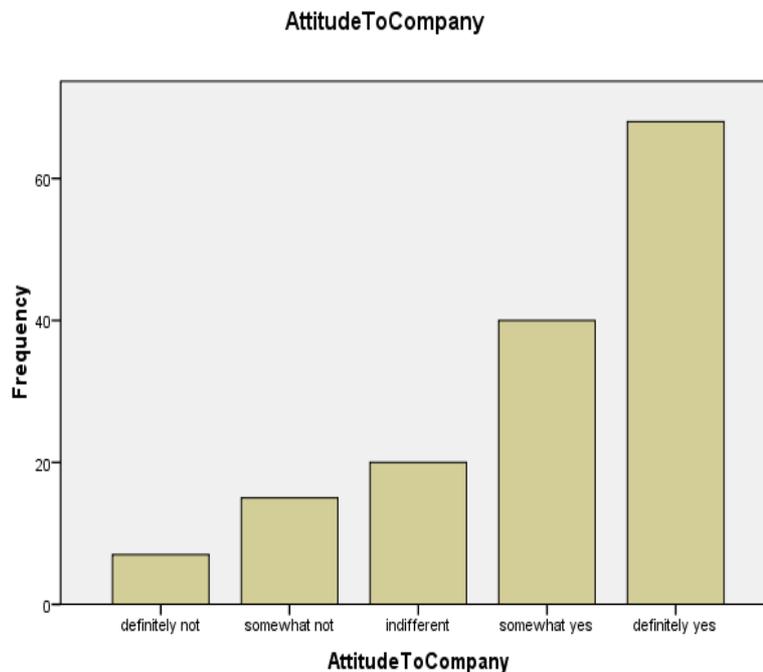


Figure 5.12 Attitude to company

As we can see from figure 5.12 it is very clear that only a few respondents think that company involved in CRM is not socially responsible. Most of them have a positive attitude toward the company and to some extent they think that company involved in CRM is taking social responsibility.

Nationality-education program correlation

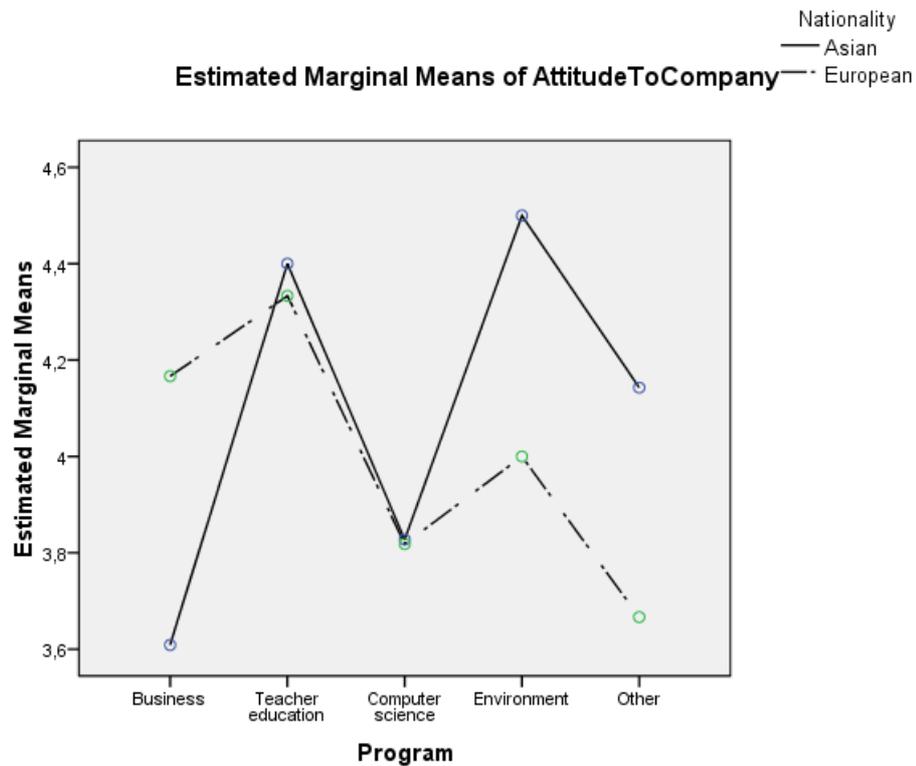


Figure 5.13 Attitude to the company for Nationality-education program correlation

The result in figure 5.13 indicates that there is only one education program- business, where European got higher mean score than Asian. Asian and European got similar mean in two programs- teacher education and computer science. To find out how nationality and education program influence their attitude to company with a cause exactly, we conducted a two-way between groups ANOVA with *POST-HOC*, the result is illustrated in table 5.17

Table 5.17 Tests of Between-Subjects Effects for attitude to company

Source	df	Mean Square	F	Sig.	Partial Eta Squared
Nationality	1	,200	,140	,709	,001
Program	4	1,270	,891	,471	,027
Nationality- Program	4	1,219	,856	,492	,026

a. R Squared = ,055 (Adjusted R Squared = -,012)

Table 5.17 indicates that:

- (1) The interaction between the nationality and the education program group was *not* statistically significant, $F(2, 128) = 0.856, p = .492$. This indicates that there is no significant difference in the effect of education program on “attitude to the company” for Asian and European.
- (2) The main effect for education program, $F(2, 128) = 0.891, p = 0.471$, did not reach statistical significance, and the effect size was small (*Partial Eta Squared* = .027). Post-hoc comparisons using the Turkey HSD test indicate that the mean score for every group is similar, there is no group differing significantly from another (business group ($M = 3.92, SD = 1.284$), teacher education ($M = 4.36, SD = 0.902$), computer science ($M = 3.82, SD = 1.279$), environment ($M = 3.88, SD = 0.957$) and others ($M = 3.98, SD = 1.187$)) (see table in appendix G).
- (3) There also was no statistically significant main effect for nationality, $F(1, 128) = .140, p = .709$, Asian ($M = 3.90, SD = 1.227$) and European ($M = 4.143, SD = 0.451$). The effect size was very small (*Partial Eta Squared* = 0.001). This indicates that Asian and European have similar attitude toward the company. Thus we draw a conclusion that both Asian and European participating in different education programs think that the companies involved in CRM are socially responsible.

This study found that most of the respondents have a positive attitude toward companies engaged in CRM strategy. They consider that the partnership between companies and charities contributes to society and the companies are socially responsible.

The respondents see the behaviour of the company involved in CRM strategy has contributed benefits to the community. They agree this is a good way for charities and community to receive financial assistance from companies, and that such partnerships increase publicity and awareness for the charity and social concern

issues. Regarding companies, even though some consumers interpret the behaviour of companies involved in CRM with somewhat egoistic purpose, they also are aware that the companies commit themselves to the society. Consumers believe that the partnership is a win-win situation. In Europe culture has an emphasis on individualism and people normally perceive the problem from personal view. When the companies display that they will perform social responsibility, such as help for poor children or to protect environment, it will attract consumer's notice and interest. On the other hand, the culture in Asia is more collectivistic. The collectivism claims that each individual has a responsibility to be involved in social issues. Thus, Asians seem to have more sensitive attitude to CRM strategy than European. They also agree that the companies involved in CRM strategy are socially responsible.

5.6. Behaviour (Question 11-14)

To examine consumers' behaviour to the product and to the company with a cause, we prepared four questions:

Q11 is about the "behaviour to the cause": *"will you actively search for products related with a cause campaign charity while shopping?"*

Q12 is about the buying habit to a product with cause: *"Will you purposely buy a hamburger so that the charity can get 0.5 KR?"*

Q13 is about the regard of company with cause: *"Will you have a high regard for McDonalds because of their donation activity?"*

Q14 is about the buying behaviour to company with a cause: *"Do you actively go to McDonalds instead of going to KFC or Burger King because of their donation activity?"*

The result of behaviour is based upon the Cronbach's alpha test. By measuring it, we tried to find out how well the different attributes are consistent, that is, if the four different attributes are measuring the same object or not. Fortunately the variables about the behaviour reached the preferred level (see table 5.18), the

Cronbach's alpha coefficient of scale is larger than 0.7. Thereby, the different attributes can be tested as a group at the time.

Table 5.18 Cronbach's alpha

Cronbach's Alpha	N of Items
,774	4

Since putting the four questions together, we got the new scores of behaviour, which started from 4 and ended with 20. The higher score means that the respondents are more willing to buy the product with a cause. We conducted descriptive analysis; the charts of frequencies are illustrated in figure 5.14.

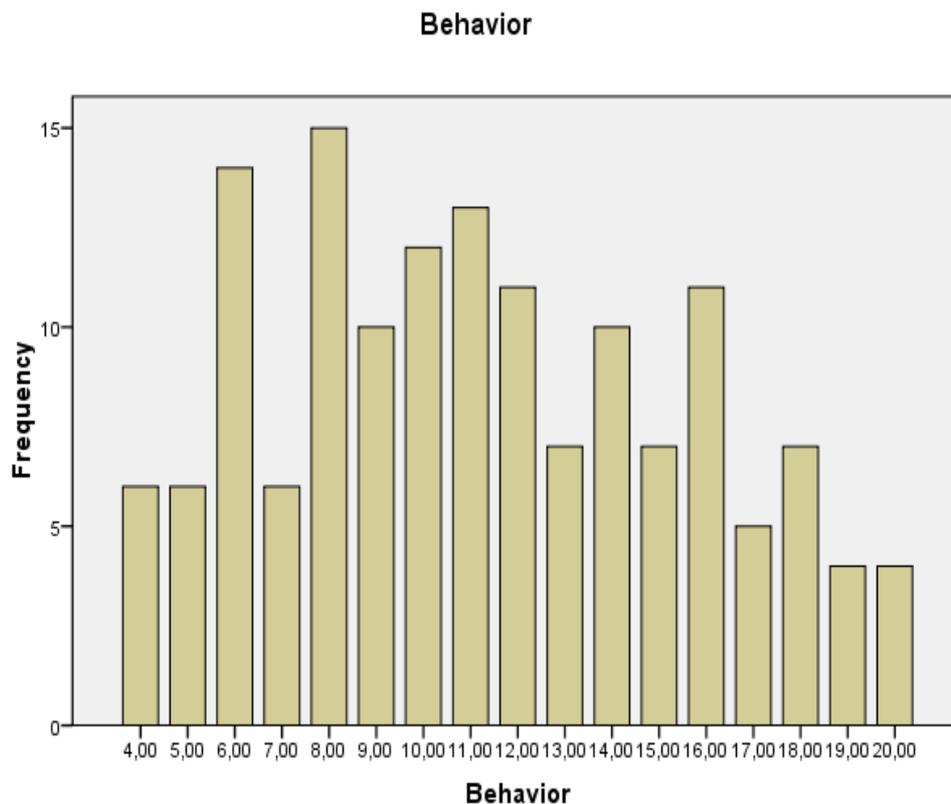


Figure 5.14 Behaviour to the company and product with cause

The results in figure 5.14 show that there is no major in this question. Out of 150 respondents 15 respondents (10%) got 8.00 scores, which is the biggest group.

Further, there are only 4 respondents (2.7%) who achieved 19.00 scores and four respondents with 20.00 scores, which is the smallest group.

Nationality- education program correlation

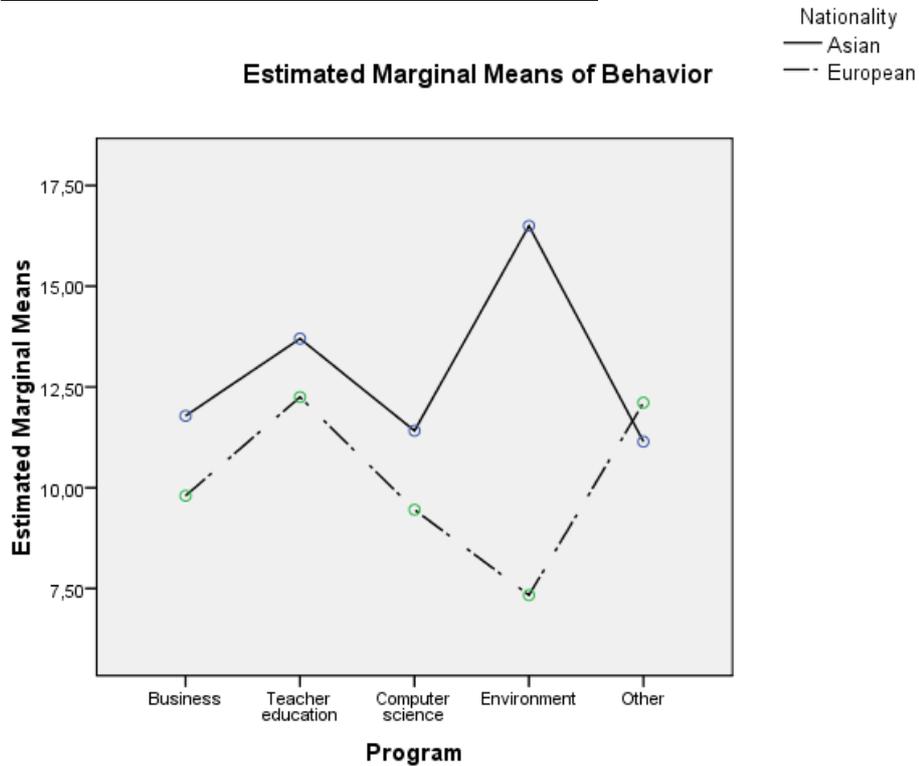


Figure 5.15 Behaviour for Nationality- education program correlation

Figure 5.15 shows that the Asian reached higher means scores than European in four education programs and similar mean score in others. To analyze if the difference have reached statistical significance, we decided to conduct *two-way between groups ANOVA with POST-HOC*. The result is presented in table 5.19

Table 5.19 Tests of Between-Subjects Effects for behaviour

Source	df	Mean Square	F	Sig.	Partial Eta Squared
Nationality	1	151,130	8,538	,004	,063
Program	4	25,576	1,445	,223	,044
Nationality - Program	4	31,048	1,754	,142	,052

a. R Squared = ,131 (Adjusted R Squared = ,070)

From the result in table 5.19 we draw three conclusions:

(1) The interaction between the nationality and education program group was *not* statistically significant, $F(2, 127) = 0.856, p=.492$. And the effect size was small (*Partial Eta Squared*=.052). This indicates that there is no significant difference in the effect of education program on “behaviour” for Asian and European. In other words, the same education program has no statistically significant different mean scores between Asia and Europe.

(2) The main effect for education program $F(2, 127) = 1.445, p=0.223$, did *not* reach statistical significance and the effect size was small (*Partial Eta Squared*=.044). Post-hoc comparisons using the Turkey HSD test indicate that the mean score for every group is similar, there is no group differing significantly from another. Business group ($M=10.66, SD =3.95$), teacher education ($M= 12.91, SD=4.31$), computer science ($M=10.90, SD=4.52359$), Environment ($M=12.5714, SD=5.26$) and others ($M=11.6875, SD=5.26$).

(3) There was statistically significant main effect for nationality, $F(1, 127) = 8.538, p=.004$, Asian ($M=12.10, SD=4.10$) and European ($M=10.41, SD=4.51$) (see table in appendix H). And the effect size was very moderate (*Partial Eta Squared*=0.063). This indicates that Asian and European have statistically significant difference behaviour to the product and company with cause.

Finally we can conclude that Asians have significantly more positive buying behaviour than Europeans. They actively search and buy the product with cause, and have a high regard for company and prefer the company with a cause.

5.7. Correlation between perception, attitude and behaviour

To see how CRM shapes consumer’s perception, attitude and behaviour, we try to find out whether CRM takes consumers through three stages of response according to our model (see fig. 4.1). The first step is formulating the perception of CRM, the second step is having a positive attitude towards the company with a cause and the third step is buying behaviour to the product with a cause. We

decide to explore the relationship between perception and attitude, as well as the relationship between attitude and behaviour.

There are many kinds of tests that can be chosen: Chi-square test, correlation test, partial correlation and multiple regression tests. A *multiple regression* is run when the researcher wants to investigate the relation between one continuous dependent variable and numerous independent variables. Pallant (2007, p. 214) states that “*Chi-square test for independence* is used to determine whether two categorical variables are related. It compares the frequency of cases found in the various categories of one variable across the different categories of another variable. Each of these variables can have two or more categories.”

Finally, the Chi-square test was conducted in this research, since the questions of independent variables have different linking scales and *multiple regression test* could not be used. Some of the questions have five-point rating scale, while others only two or three points rating scales.

5.7.1. Relationship between perception and attitude

Before doing the Chi-square test to analyze the relationship between the perception and attitude, we have to choose one question from the two as the perception of CRM. Because the two questions about the perception did not measure the same thing, the reason has been discussed in the beginning of chapter 5.3. After discussing, we think that Q6 is more suitable to be regarded as perception of CRM than Q5 (see appendix A), because Q6 is about the interpretation of the CRM activity, which is regarded as the final perception of CRM. We also have to choose one from the four questions regarding the attitude to the company with a cause, because the four questions about the attitude also did not measure the same variable, which has been analyzed in chapter 5.4. Finally we chose Q10: “*Do you think the company involve in CRM is socially responsible?*”

as the attitude, because we think that it is more suitable for representing the attitude toward company with a cause.

Having decided the questions as CRM perception and attitude to the company, Chi-square test for independence (attitude) was conducted to analyze the relationship between the perception and attitude. In this case, we use a 5 by 5 design, because the two categorical variables have five categories in each. The result of this analysis is illustrated in table 5.20.

Table 5.20 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18,951 ^a	16	,271
N of Valid Cases	150		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .28.

First we checked whether we have violated the assumptions of Chi-square concerning the “minimum expected cell frequency”. From the information given in the footnote below the Chi-square test table, “16 cells (64.0%) have expected count less than 5. The minimum expected count is .28”. It means that we have violated the assumption, as there are too many cells with too small expected frequencies, so we have to collapse the table.

We decided to divide one categorical variables- attitude into two categories, the first category includes “definitely not”, “somewhat not”, “indifferent” and “somewhat yes” and the other category includes “yes”. Then conduct Chi-square test using a 5 by 2 design. The result of this analysis is illustrated in table 5.21

Table 5.21 Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9,401 ^a	4	,052
N of Valid Cases	150		

a. 3 cells (30,0%) have expected count less than 5. The minimum expected count is 1,68.

We checked again whether we have violated the assumptions of Chi-square concerning the “minimum expected cell frequency”. From the information given in the footnote below the Chi-square test table 5.21, “3 cells (30.0%) have expected count less than 5.” It means that we have violated the assumption, as there are too many cells with too small expected frequencies. But we think it is more correct than before, so we decide to neglect it.

Then we looked at the person Chi-Square value in table 5.21 and found out that the association between the CRM perception and company attitude with cause is statistically significant, $X^2(1, 150) = 0.250, p = 0.05$, this means that when the CRM perception is different, the attitude toward the company with a cause is significantly different. In other words, people that think the CRM is altruistic are more likely to have more positive attitude toward the company with a cause, and vice versa. So we draw a conclusion that there is statistically significant association between CRM perception and attitude to the company with a cause.

5.7.2. Relationship between attitude and behaviour

According to the result of reliability test for the four questions about the behaviour, we found that the four questions about behaviour measure the same thing, so we put the four questions together as the behaviour, and got new mean score for behaviour. The new mean score started from 4 and ended with 20. When analyzing the association of perception and attitude, we chose the question 10 as

the attitude toward the company with a cause. Now we also choose it to analyze the association of the attitude and behaviour to the product and company with a cause.

Chi-square test for independence (attitude) was conducted to analyze the relationship between the perception and attitude. In this case, we use a 2 by 17 design, as the categorical variables-attitude has two categories, and the other categorical variables-behaviour has 17 categories (from 4 to 20). The result of this analysis is illustrated in table 5.22

Table 5.22 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25,380 ^a	16	,063
N of Valid Cases	150		

a. 22 cells (64,7%) have expected count less than 5. The minimum expected count is 1.12.

As done with the other variables we checked whether we have violated the assumptions of Chi-square concerning the “minimum expected cell frequency”. From the information given in the footnote below the Chi-square test table, “22 cells (64.7%) count less than 5. The minimum expected count is 1.12.” It means that we have violated the assumption, as there are too many cells with too small expected frequencies, so we have to collapse the table again.

We divided behaviour into four new categories, (category 1: 4-7; category 2: 8-12; category 3: 13-16; category 4: 17-20). Then conduct Chi-square test using a 2 by 4 design. The result of this analysis is illustrated in table 5.23.

Table 5.23 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.486 ^a	3	.023
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5,60.

Before looking at the value of *Pearson Chi-Square*, we have to check whether we have violated the assumptions of Chi-square concerning the “minimum expected cell frequency”. From the information given in the footnote below the Chi-square test table 5.23, “.0 cells (.0%) have expected count less than 5. The minimum expected count is 5.60.”. Fortunately, it means that we have not violated the assumption, as there is no cell with too small expected frequencies. Then we looked at the person Chi-Square value and found that the association between the CRM perception and company attitude with cause is statistically significant, $X^2(1, 150) = 9,486, p = 0.02$, which is smaller than the alpha values of 0.05. This means that when the CRM attitude is different, the behaviour toward the company with a cause is significantly different. In other words, the people who think that the company involved in CRM is socially responsible are more likely to prefer the company and buy the product with a cause, and vice versa. So we draw a conclusion that there is statistically significant association between the attitude towards the company and behaviour to the company with a cause.

5.7.3. Summary of correlation between perception, attitude and behaviour

Based on the results from analysis of the relationship between perception and attitude, and the relationship of attitude and behaviour, we believe that the positive CRM perception will lead to a more positive attitude to the company and then lead to a type of purchase behaviour. So we draw a conclusion: as one of the marketing communication, CRM takes consumers through three stages of

response: perception, attitude and behaviour stages.

5.8. Conclusion of analysis

In our conclusion, we claim that each independent and dependent variable has been evaluated with statistical support from SPSS. The results are showed below:

- **Perception toward CRM**

The education program has significant effects on consumer's awareness of CRM; business students have a higher score on awareness than other programs. Nationality also has a significant effect on consumer's awareness of CRM; Europeans have higher score on awareness than the Asian respondents. Education program and nationality have no significant different effect on consumer's interpretation of CRM; all of them interpret the motivation of company doing CRM strategy as somewhat egoistic in average.

- **Attitude toward CRM**

Education program and nationality have no significant effect on consumer's attitude toward the cause preference: Both Asian and European in different education programs prefer that the company establishes long-term CRM in average.

Education program and nationality have *no* significant effect on consumer's attitude toward the cause support. Both Asian and European all wish that the company donates more money to the charity.

When the price increases by 10%, education program has different effect in Asia and Europe. For Asian, the respondents in environment studies are more willing to buy the product than the respondents major in teacher education. However,

European respondent major in teacher education are more willing to buy than the respondents participating environment program.

Education program and nationality have no significant different effect on consumer's attitude toward the company. Both of Asian and European in different education program agree that the companies involved in CRM are performing social responsibility.

- **Behaviour toward CRM**

Education program has no significant different effect on consumer's behaviour of CRM. However, nationality has significant effects on consumer's behaviour of CRM. Asians are significantly more positive than Europeans and actively search for the product with a cause.

- **The relationship between perception and attitude toward CRM**

The finding suggests that there is a statistically significant association between CRM perception and attitude to the company with a cause.

- **The relationship between attitude and behaviour to CRM**

The finding suggests that there is statistically significant association between the attitude towards the company and behaviour to the company with a cause.

6. Conclusion

This chapter contains a summary of the dissertation and the most relevant conclusions gathered during the research process. Further there are critical reflections presented, as well as suggestions for future research and practical implications.

6.1. Summary of dissertation

Increased competition and saturated markets have driven companies to search for untraditional attributes to prevent brand and image from disappearing. In this context an increasing number of corporations have decided to establish corporate social responsibility.

As a part of corporate social responsibility billions of dollars have been invested in cause-related marketing. The number of companies engaged in this marketing communication strategy has been steadily growing, due to the fact that this is a win-win-win situation for business, Non-profit organisations and consumers (Endacott, 2004). The numbers of causes where partnerships are established are enormous, for example health, animal protections and even human services.

In order to obtain the best result from the cause-related marketing campaign there are factors to be considered. One important point is the *fit* level between the partners. The higher the fit level, the better the result corporations achieve. Another factor is the proper communication of the cause campaign from the company to its customers. It is crucial for obtaining all possible advantages.

This field of marketing communication is of interest for a lot of researchers, in particular the consumer perspective part. Studies prove that most of consumers

have a positive approach toward cause-related marketing campaigns. However, consumers from different parts of the world have different perceptions of CRM.

Despite all previous findings in the field of marketing communication there is still a lack in the area of consumer response to CRM strategy. This lack has led us to the decision to do a research in this area and in particular to find out how a cause-related marketing strategy shape consumer behaviour, attitude and perception. A theoretical model was used as a guideline for the work, where the process of marketing communication was presented as a process of three stages: perception, attitude and behaviour. We measured our data following the patterns of the model (see fig. 3.5). The data needed for our study were gathered by a questionnaire and then statistically evaluated. The findings were then critically analysed and conclusions drawn.

6.2. Conclusions

The purpose of this dissertation was to explore how a cause-related marketing strategy shapes consumer behaviour, perception and attitude. The research process was supported by different theories and by data collected through a questionnaire distributed to students mainly at University of Kristianstad.

The following conceptual model (fig. 6.1) was the framework in the study process and in the analysis of the data. We followed the stages of communication that consumer passes through and tried to find out if there are any connections between them and if so how it is affected by CRM strategy.

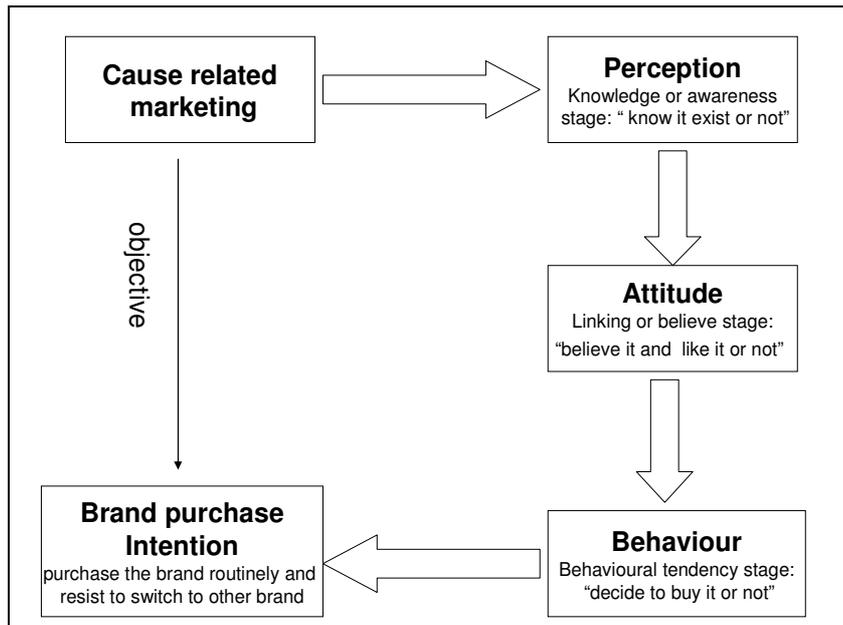


Figure 6.1 Conceptual model CRM strategy

To find out whether there is correlation between the phases and how it affects the consumers we measured control and dependent variables like background of consumer, attitude and perception (see fig. 4.1).

We found that educational background and nationality have a significant effect on CRM awareness. Respondents enrolled in the business program were more familiar with CRM strategy than the rest of the programs. Asian respondents were not as familiar with this marketing communication strategy as the European were. Education program and nationality have no significant different effect on consumer's interpretation of CRM: all of them interpret the motivation of company doing CRM strategy as somewhat egoistic on average.

Looking at the attitude toward CRM, education program and nationality have no significant effect on consumer's attitude toward the cause preference; on average both Asian and European in different education programs prefer that the company establishes long-term CRM strategy.

Education program and nationality also have no significant effect on consumer's attitude toward the cause supported. Both Asian and European wish that the company donates more money to the charity.

The figures about the price sensitivity of the respondents showed that when the price increases by 10%, the education program has a different effect on Asian students and Europeans. For Asian, the respondents in environment studies are more willing to buy the product than the respondents in teacher education. However, European respondents in teacher education are more willing to buy than the European respondents from the environment program. In addition, education program and nationality have no significant different effect on consumer's attitude toward the company. Both Asian and European in different education programs agree that the companies involved in CRM are showing social responsibility.

In regard of buying behaviour toward CRM, education program has no significant different effect on consumer's behaviour toward CRM. However, nationality has significant effects on consumer's behaviour of CRM. Asians are significantly more positive than Europeans and actively search for the product with a cause. Further the findings suggest that there is statistically significant association between CRM perception and attitude to the company with a cause. Moreover, we found that there is statistically significant association between the attitude towards the company and behaviour to the company with a cause.

To conclude we have to mention that our study data was basically provided by students between 20-25 years, so we cannot conclude for sure that the finding we gathered are applicable to the rest of the world. Further, we relied on secondary data sources in regard of gender and consumer type researches toward CRM strategies and excluded these factors from a deeper analysis in our research. Another reason for doing so was the fact that the analysis of two more factors

would have exceeded the frames for this work. However, our figures deliver a primary source for the ones who are interested in further and deeper research in this field of marketing communication. There are many more possibilities for study in this topic and we agree that the findings of future research could supply more precise results that may be generalizable.

6.3. Self criticism

This study suffers from several limitations. First, since the processes of response to CRM strategy are hidden, it is difficult for us to define how many process stages exist. There may be more than the three response processes perception, attitude and behaviour. There is also a lack of findings in the area of how cause-related marketing impacts consumers' behaviour, perception and attitude, so some parts may be deficient in theoretical support.

Second, due to the lack of resources and time, the questionnaire was conducted with a small sample. There were only 150 respondents, who all study in Kristianstad University, Sweden. Since all of them are student, they cannot represent all types of consumer. What is more, it is not very correct to divide the respondents into Asian and European, because the sample of Asian students recruited for this study consisted mainly of Chinese students and only three Korean students.

6.4. Theoretical and practical contribution

As we mentioned in our research, the existing theories usually focus on the outcomes of establishing CRM for company. However, there are quite few theories looking into the process of consumer response to CRM. The findings of this research show that CRM takes consumers through three stages of response: perception, attitude and consumer buying behaviour. Further, the existing theories show how education level affects consumer's response to CRM. However, there is

lack of how the education program affects the consumer response to CRM. This paper decided to take the first step into this filed.

A practical contribution of this study is the insight of how CRM shapes consumers' behaviour, attitude and perception, and how the nationality and education program affect their response to CRM.

According to the finding of this research, we draw the conclusion that companies should put more effort into making consumer have a positive perception of CRM and believe the real intention of involving in CRM. Further, we found that the same education programs have different effect when the price increases by 10%. So, when a company makes price decisions background factors of the consumer should be considered. What is more, the finding of this research suggests that Asia is a favourable region for the establishment of CRM strategy.

6.5. Further study

As described in the part with practical problems, because of limited resources and time the questionnaire was distributed to a small sample of respondents. It would have been more interesting to perform a similar research with a larger sample. Moreover, all the respondents were students, a kind of particular consumer group. Since most of them do not use their own finances, but are supported by their family, buying decisions are influence also by this factor. Thus, the practical implication would be more significant if the respondents came from different groups of consumer types. Further, there are also many other factors such as personal value, age and so on that could impact consumer's response to CRM. Deep research can be conducted on these issues.

Finally, the findings of our research examined the impact of CRM toward the consumer's perception and attitude. These two factors are critical steps that lead to

consumer's purchase behaviour and brand purchase intention. Therefore, we think it would be interesting to explore these two factors in more detail. In the first step, we can explore consumer's perception of fit between cause and brand. In the second step, we can explore consumers' attitude toward the cause and motivation for participating in this activities.

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APPENDIX

Appendix A: Questionnaire

Case McDonalds Children Charity

McDonalds is among the biggest donator for children charity. Because of the different approaches used in every country and for the purpose of our study let us imagine that: McDonalds donates 0.5 Swedish kronor for each hamburger sold over one year to UNICEF, an international children's charity.

This kind of campaign, where a profit organization offers to contribute a specified amount of money to a designated cause is called cause-related marketing. This means that customers engage in revenue-providing exchanges that satisfy organizational and individual objectives.

We want to study how a cause related marketing strategy shapes customer attitude, perception and behaviour. By answering the questions bellow, you help us in our research.

Q1. Gender

₁ Male

₂ Female

Q2. Nationality

Q3 In what program are you enrolled?

- ₁ Business
- ₂ Health Science
- ₃ Teacher education
- ₄ Computer science
- ₅ Technology
- ₆ Environment
- ₇ Others

Q4 How do you make a decision to buy a product usually?

- ₁ Collect much information
- ₂ Prefer certain brand
- ₃ Do it by habit
- ₄ Decision is influenced by others

Q5. Have you ever heard about marketing communication strategies as the one described above?

- ₁ Yes
- ₂ No

Q6. How do you interpret this activity?

- ₁ Very altruistic (selfless concern for the welfare of others)
- ₂ Somewhat altruistic

- ₃ Neutral
- ₄ Somewhat egoistic
- ₅ Very egoistic (focus on the potential benefit for the company brand itself)

Q7. What do you think the company should do during a cause-related marketing campaign?

- ₁ Spend more money on the campaign, but for short period of time (1 Kr of each hamburger during the next 3 years)
- ₂ It doesn't matter
- ₃ Spend less money on the campaign, but for long period of time (0.5 Kr of each Hamburger for the next 10 years)

Q8. If the hamburger costs 2€, do you think it is enough to spend one cent for the charity?

- ₁ No, definitely not
- ₂ No
- ₃ Neutral
- ₄ Yes
- ₅ Yes, definitely yes

Q9. Will you buy the product if the price increases by 10% and the money spent for the charity also increases by the same percentage amount?

₁ No, definitely not

₂ No

₃ Neutral

₄ Yes

₅ Yes, definitely yes

Q10. Do you think that the company involved in CRM strategy is socially responsible?

₁ No, definitely not

₂ No

₃ Neutral

₄ Yes

₅ Yes, definitely yes

Q11. Will you actively search for products related with a cause campaign charity while shopping?

₁ No, definitely not

₂ No

₃ Neutral

₄ Yes

₅ Yes, definitely yes

Q12. Will you purposely buy a hamburger so that the charity can get 0.5 KR?

- ₁ No, definitely not
- ₂ No
- ₃ Neutral
- ₄ Yes
- ₅ Yes, definitely yes

Q13. Will you have a high regard for McDonalds because of their donation activity?

- ₁ No, definitely not
- ₂ No
- ₃ Neutral
- ₄ Yes
- ₅ Yes, definitely yes

Q14. Do you actively go to McDonalds instead of going to KFC or Burger King because of their donation activity?

- ₁ No, definitely not
- ₂ No
- ₃ Neutral
- ₄ Yes
- ₅ Yes, definitely yes

Appendix B: Statistical data – two-way ANOVA for Q5

Table1 Frequencies of awareness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid have not heard it before	41	27,3	27,3	27,3
have heard it before	109	72,7	72,7	100,0
Total	150	100,0	100,0	

Table 2 Descriptive Statistics for Awareness

Nationality	Program	Mean	Std. Deviation	N
Asian	Business	1,78	,422	23
	Teacher education	1,20	,422	10
	Computer science	1,66	,484	29
	Environment	1,25	,500	4
	Other	1,71	,488	7
	Total	1,62	,490	73
European	Business	1,97	,183	30
	Teacher education	1,83	,389	12
	Computer science	1,64	,505	11
	Environment	1,33	,577	3
	Other	2,00	,000	9
	Total	1,86	,348	65
Total	Business	1,89	,320	53
	Teacher education	1,55	,510	22
	Computer science	1,65	,483	40
	Environment	1,29	,488	7
	Other	1,87	,342	16
	Total	1,73	,445	138

Table 3 Levene's Test of Equality of Error Variances^a for awareness

F	df1	df2	Sig.
10,886	9	128	,000

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Nationality + Program + Nationality * Program

Table 4 Multiple Comparisons for awareness

Turkey HSD

(I) Program	(J) Program	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Business	Teacher education	,34*	,100	,008	,06	,62
	Computer science	,24*	,083	,040	,01	,47
	Environment	,60*	,159	,002	,16	1,04
	Other	,01	,113	1,000	-,30	,32
Teacher education	Business	-,34*	,100	,008	-,62	-,06
	Computer science	-,10	,105	,858	-,40	,19
	Environment	,26	,172	,557	-,22	,74
	Other	-,33	,130	,090	-,69	,03
Computer science	Business	-,24*	,083	,040	-,47	,00
	Teacher education	,10	,105	,858	-,19	,40
	Environment	,36	,162	,170	-,08	,81
	Other	-,22	,117	,312	-,55	,10
Environment	Business	-,60*	,159	,002	-1,04	-,16
	Teacher education	-,26	,172	,557	-,74	,22
	Computer science	-,36	,162	,170	-,81	,08
	Other	-,59*	,180	,011	-1,09	-,09
Other	Business	-,01	,113	1,000	-,32	,30
	Teacher education	,33	,130	,090	-,03	,69
	Computer science	,22	,117	,312	-,10	,55
	Environment	,59*	,180	,011	,09	1,09

Based on observed means.

The error term is Mean Square(Error) = ,157.

*. The mean difference is significant at the ,05 level.

Appendix C: Statistical data – two-way ANOVA for Q6

Table1 Frequencies of Interpretation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very egoistic	13	8,7	8,7	8,7
	somewhat egoistic	33	22,0	22,0	30,7
	indifferent	64	42,7	42,7	73,3
	somewhat altruistic	34	22,7	22,7	96,0
	very altruistic	6	4,0	4,0	100,0
	Total	150	100,0	100,0	

Table 2 Descriptive Statistics for interpretation

Nationality	Program	Mean	Std. Deviation	N
Asian	Business	2,96	1,147	23
	Teacher education	2,60	1,075	10
	Computer science	3,00	1,035	29
	Environment	3,00	1,155	4
	Other	2,71	1,496	7
	Total		2,90	1,108
European	Business	2,90	,607	30
	Teacher education	3,08	1,240	12
	Computer science	2,36	,924	11
	Environment	2,67	,577	3
	Other	3,11	,928	9
	Total		2,86	,864
Total	Business	2,92	,874	53
	Teacher education	2,86	1,167	22
	Computer science	2,82	1,035	40
	Environment	2,86	,900	7
	Other	2,94	1,181	16
	Total		2,88	,997

Table 3 Levene's Test of Equality of Error Variances^a for interpretation

Dependent Variable: Interpretation

F	df1	df2	Sig.
1,758	9	128	,083

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Nationality + Program + Nationality * Program

Table 4 Multiple Comparisons for Interpretation

Tukey HSD

(I) Program	(J) Program	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Business	Teacher education	,06	,256	,999	-,65	,77
	Computer science	,10	,211	,990	-,49	,68
	Environment	,07	,406	1,000	-1,06	1,19
	Other	-,01	,288	1,000	-,81	,78
Teacher education	Business	-,06	,256	,999	-,77	,65
	Computer science	,04	,268	1,000	-,70	,78
	Environment	,01	,438	1,000	-1,21	1,22
	Other	-,07	,332	,999	-,99	,84
Computer science	Business	-,10	,211	,990	-,68	,49
	Teacher education	-,04	,268	1,000	-,78	,70
	Environment	-,03	,414	1,000	-1,18	1,11
	Other	-,11	,299	,996	-,94	,71
Environment	Business	-,07	,406	1,000	-1,19	1,06
	Teacher education	,00	,438	1,000	-1,22	1,21
	Computer science	,03	,414	1,000	-1,11	1,18
	Other	-,08	,458	1,000	-1,35	1,19
Other	Business	,01	,288	1,000	-,78	,81
	Teacher education	,07	,332	,999	-,84	,99
	Computer science	,11	,299	,996	-,71	,94
	Environment	,08	,458	1,000	-1,19	1,35

Based on observed means.

The error term is Mean Square(Error) = 1,020.

Appendix D: Statistical data – two-way ANOVA for Q7

Table1 Frequencies of Preference of Cause

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid spend more money on the campaign, but for short period of time (1 Kr of each hamburger during the next 3 years)	44	29,3	29,3	29,3
spend less money on the campaign, but for long period of time (0.5 Kr of each hamburger for the next 10 years)	71	47,3	47,3	76,7
It does not matter	35	23,3	23,3	100,0
Total	150	100,0	100,0	

Table 2: Descriptive Statistics for Preference of Cause

Nationality	Program	Mean	Std. Deviation	N
<i>Asian</i>	<i>Business</i>	2,22	,850	23
	Teacher education	2,40	,966	10
	Computer science	2,00	,964	29
	Environment	2,50	,577	4
	Other	2,14	,900	7
	Total	2,16	,898	73
European	Business	2,30	,915	30
	Teacher education	2,33	,888	12
	Computer science	1,91	,701	11
	Environment	2,33	1,155	3
	Other	2,56	,726	9
	Total	2,28	,857	65
Total	Business	2,26	,880	53
	Teacher education	2,36	,902	22
	Computer science	1,97	,891	40
	Environment	2,43	,787	7
	Other	2,37	,806	16
	Total	2,22	,877	138

Table 3 Levene's Test of Equality of Error Variances^a for preference of Cause

F	df1	df2	Sig.
1,859	9	128	,064

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Nationality + Program + Nationality * Program

Table 4 Multiple Comparisons for preference of cause

Tukey HSD

(I) Program	(J) Program	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Business	Teacher education	-,10	,225	,992	-,72	,52
	Computer science	,29	,186	,529	-,23	,80
	Environment	-,16	,357	,991	-1,15	,82
	Other	-,11	,253	,992	-,81	,59
Teacher education	Business	,10	,225	,992	-,52	,72
	Computer science	,39	,236	,469	-,26	1,04
	Environment	-,06	,385	1,000	-1,13	1,00
	Other	-,01	,292	1,000	-,82	,80
Computer science	Business	-,29	,186	,529	-,80	,23
	Teacher education	-,39	,236	,469	-1,04	,26
	Environment	-,45	,364	,724	-1,46	,55
	Other	-,40	,263	,550	-1,13	,33
Environment	Business	,16	,357	,991	-,82	1,15
	Teacher education	,06	,385	1,000	-1,00	1,13
	Computer science	,45	,364	,724	-,55	1,46
	Other	,05	,402	1,000	-1,06	1,17
Other	Business	,11	,253	,992	-,59	,81
	Teacher education	,01	,292	1,000	-,80	,82
	Computer science	,40	,263	,550	-,33	1,13
	Environment	-,05	,402	1,000	-1,17	1,06

Based on observed means.

The error term is Mean Square(Error) = ,789.

Appendix E: Statistical data – two-way ANOVA for Q8

Table1 Frequencies of attitude to cause

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely not	26	17,3	17,4	17,4
	somewhat not	42	28,0	28,2	45,6
	have no idea	28	18,7	18,8	64,4
	somewhat yes	25	16,7	16,8	81,2
	definitely yes	28	18,7	18,8	100,0
	Total	149	99,3	100,0	
Missing	System	1	,7		
Total		150	100,0		

Table 2 Descriptive Statistics for attitude to cause

Nationality	Program	Mean	Std. Deviation	N
Asian	Business	2,57	1,532	23
	Teacher education	2,50	1,434	10
	Computer science	3,21	1,449	29
	Environment	3,25	1,708	4
	Other	3,00	1,155	7
	Total		2,89	1,458
European	Business	2,97	1,402	30
	Teacher education	2,58	1,084	12
	Computer science	2,91	1,375	11
	Environment	2,67	1,155	3
	Other	2,62	1,408	8
	Total		2,83	1,304
Total	Business	2,79	1,459	53
	Teacher education	2,55	1,224	22
	Computer science	3,12	1,418	40
	Environment	3,00	1,414	7
	Other	2,80	1,265	15
	Total		2,86	1,384

Table 3 Levene's Test of Equality of Error Variances^a for attitude to cause

F	df1	df2	Sig.
,588	9	127	,805

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Nationality + Program + Nationality * Program

Table 4 Multiple Comparisons for attitude to cause

Tukey HSD

(I) Program	(J) Program	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Business	Teacher education	,25	,357	,958	-,74	1,23
	Computer science	-,33	,294	,791	-1,15	,48
	Environment	-,21	,565	,996	-1,77	1,36
	Other	,00	,411	1,000	-1,15	1,13
Teacher education	Business	-,25	,357	,958	-1,23	,74
	Computer science	-,58	,373	,530	-1,61	,45
	Environment	-,45	,610	,945	-2,14	1,23
	Other	-,25	,471	,983	-1,56	1,05
Computer science	Business	,33	,294	,791	-,48	1,15
	Teacher education	,58	,373	,530	-,45	1,61
	Environment	,12	,576	1,000	-1,47	1,72
	Other	,33	,426	,941	-,85	1,50
Environment	Business	,21	,565	,996	-1,36	1,77
	Teacher education	,45	,610	,945	-1,23	2,14
	Computer science	-,12	,576	1,000	-1,72	1,47
	Other	,20	,643	,998	-1,58	1,98
Other	Business	,01	,411	1,000	-1,13	1,15
	Teacher education	,25	,471	,983	-1,05	1,56
	Computer science	-,33	,426	,941	-1,50	,85
	Environment	-,20	,643	,998	-1,98	1,58

Based on observed means.

The error term is Mean Square (Error) = 1,976.

Appendix F: Statistical data – two-way ANOVA for attitude to Q9

Table1 Frequencies of attitude to price change

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely not	27	18,0	18,0	18,0
	somewhat not	25	16,7	16,7	34,7
	indifferent	39	26,0	26,0	60,7
	somewhat yes	36	24,0	24,0	84,7
	definitely yes	23	15,3	15,3	100,0
	Total	150	100,0	100,0	

Table 2 Descriptive Statistics for attitude to price change

Nationality	Program	Mean	Std. Deviation	N
Asian	Business	2,78	1,313	23
	Teacher education	2,20	1,476	10
	Computer science	2,76	1,354	29
	Environment	3,75	,957	4
	Other	3,00	,816	7
	Total		2,77	1,307
European	Business	3,30	1,317	30
	Teacher education	3,92	1,165	12
	Computer science	2,73	1,348	11
	Environment	2,00	1,732	3
	Other	3,22	1,302	9
	Total		3,29	1,347
Total	Business	3,08	1,328	53
	Teacher education	3,14	1,552	22
	Computer science	2,75	1,335	40
	Environment	3,00	1,528	7
	Other	3,12	1,088	16
	Total		2,99	1,343

Table 3 Levene's Test of Equality of Error Variances^a for attitude to price change

F	df1	df2	Sig.
,941	9	128	,493

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Nationality + Program + Nationality * Program

Table 4 Multiple Comparisons for attitude to price change

Tukey HSD

(I) Program	(J) Program	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Business	Teacher education	-,06	,331	1,000	-,98	,86
	Computer science	,33	,274	,758	-,43	1,08
	Environment	,08	,525	1,000	-1,38	1,53
	Other	-,05	,373	1,000	-1,08	,98
Teacher education	Business	,06	,331	1,000	-,86	,98
	Computer science	,39	,347	,799	-,57	1,35
	Environment	,14	,567	,999	-1,43	1,71
	Other	,01	,429	1,000	-1,18	1,20
Computer science	Business	-,33	,274	,758	-1,08	,43
	Teacher education	-,39	,347	,799	-1,35	,57
	Environment	-,25	,535	,990	-1,73	1,23
	Other	-,37	,387	,868	-1,44	,69
Environment	Business	-,08	,525	1,000	-1,53	1,38
	Teacher education	-,14	,567	,999	-1,71	1,43
	Computer science	,25	,535	,990	-1,23	1,73
	Other	-,12	,592	1,000	-1,76	1,51
Other	Business	,05	,373	1,000	-,98	1,08
	Teacher education	-,01	,429	1,000	-1,20	1,18
	Computer science	,37	,387	,868	-,69	1,44
	Environment	,12	,592	1,000	-1,51	1,76

Based on observed means.

The error term is Mean Square(Error) = 1,707.

One way ANOVA test for Asian and European

Table 5 Descriptives^a Statistics for attitude to price change in Asia

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Business	23	2,78	1,313	,274	2,21	3,35	1	5
Teacher education	10	2,20	1,476	,467	1,14	3,26	1	5
Computer science	29	2,76	1,354	,251	2,24	3,27	1	5
Environment	4	3,75	,957	,479	2,23	5,27	3	5
Other	7	3,00	,816	,309	2,24	3,76	2	4
Total	73	2,77	1,307	,153	2,46	3,07	1	5

a. Nationality = Asian

Tale 6 one-way ANOVA test of for attitude to price change in Asia

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,468	4	2,867	1,098	,053
Within Groups	115,573	68	1,700		
Total	123,041	72			

a. Nationality = Asian

Table 7 Multiple Comparisons for attitude to price change in Asia

Tukey HSD

(I) Program	(J) Program	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Business	Teacher education	,583	,494	,763	-,80	1,97
	Computer science	,024	,364	1,000	-1,00	1,04
	Environment	-,967	,706	,649	-2,95	1,01
	Other	-,217	,563	,995	-1,79	1,36
Teacher education	Business	-,583	,494	,763	-1,97	,80
	Computer science	-,559	,478	,769	-1,90	,78
	Environment	-1,550	,771	,053	-3,71	,61
	Other	-,800	,642	,725	-2,60	1,00
Computer science	Business	-,024	,364	1,000	-1,04	1,00
	Teacher education	,559	,478	,769	-,78	1,90
	Environment	-,991	,695	,613	-2,94	,96
	Other	-,241	,549	,992	-1,78	1,30
Environment	Business	,967	,706	,649	-1,01	2,95
	Teacher education	1,550	,771	,053	-,61	3,71
	Computer science	,991	,695	,613	-,96	2,94
	Other	,750	,817	,889	-1,54	3,04
Other	Business	,217	,563	,995	-1,36	1,79
	Teacher education	,800	,642	,725	-1,00	2,60
	Computer science	,241	,549	,992	-1,30	1,78
	Environment	-,750	,817	,889	-3,04	1,54

a. Nationality = Asian

Table 8 Descriptives^a Statistics for attitude to price change in Europe

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Business	30	3,30	1,317	,240	2,81	3,79	1	5
Teacher education	12	3,92	1,165	,336	3,18	4,66	1	5
Computer science	11	2,73	1,348	,407	1,82	3,63	1	5
Environment	3	2,00	1,732	1,000	-2,30	6,30	1	4
Other	9	3,22	1,302	,434	2,22	4,22	1	5
Total	65	3,25	1,347	,167	2,91	3,58	1	5

a. Nationality = European

Tale 9 one-way ANOVA Test for attitude to price change in Europe

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13,107	4	3,277	2,910	,052
Within Groups	102,954	60	1,716		
Total	116,062	64			

a. Nationality = European

Table 10 Multiple Comparisons for attitude to price change in Europe

Tukey HSD

(I) Program	(J) Program	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Business	Teacher education	-,617	,447	,644	-1,88	,64
	Computer science	,573	,462	,728	-,73	1,87
	Environment	1,300	,793	,479	-,93	3,53
	Other	,078	,498	1,000	-1,32	1,48
Teacher education	Business	,617	,447	,644	-,64	1,88
	Computer science	1,189	,547	,203	-,35	2,73
	Environment	1,917	,846	,051	-,46	4,29
	Other	,694	,578	,750	-,93	2,32
Computer science	Business	-,573	,462	,728	-1,87	,73
	Teacher education	-1,189	,547	,203	-2,73	,35
	Environment	,727	,853	,913	-1,67	3,13
	Other	-,495	,589	,917	-2,15	1,16
Environment	Business	-1,300	,793	,479	-3,53	,93
	Teacher education	-1,917	,846	,051	-4,29	,46
	Computer science	-,727	,853	,913	-3,13	1,67
	Other	-1,222	,873	,630	-3,68	1,23
Other	Business	-,078	,498	1,000	-1,48	1,32
	Teacher education	-,694	,578	,750	-2,32	,93
	Computer science	,495	,589	,917	-1,16	2,15
	Environment	1,222	,873	,630	-1,23	3,68

a. Nationality = European

Appendix G: Statistical data – two-way ANOVA for Q10

Table1 Frequencies of attitude to company with cause

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely not	7	4,7	4,7	4,7
	somewhat not	15	10,0	10,0	14,7
	indifferent	20	13,3	13,3	28,0
	somewhat yes	40	26,7	26,7	54,7
	definitely yes	68	45,3	45,3	100,0
	Total	150	100,0	100,0	

Table 2 Descriptive Statistics for attitude to company with cause

Nationality	Program	Mean	Std. Deviation	N
Asian	Business	3,61	1,340	23
	Teacher education	4,40	1,075	10
	Computer science	3,83	1,284	29
	Environment	4,50	,577	4
	Other	4,14	,900	7
	Total		3,90	1,227
European	Business	4,17	1,206	30
	Teacher education	4,33	,778	12
	Computer science	3,82	1,328	11
	Environment	4,00	1,732	3
	Other	3,67	1,000	9
	Total		4,06	1,144
Total	Business	3,92	1,284	53
	Teacher education	4,36	,902	22
	Computer science	3,82	1,279	40
	Environment	4,29	1,113	7
	Other	3,88	,957	16
	Total		3,98	1,187

Table 3 Levene's Test of Equality of Error Variances^a for attitude to company with a cause

F	df1	df2	Sig.
1,115	9	128	,357

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Nationality + Program + Nationality * Program

Table 4 Multiple Comparisons for attitude to company with a cause

Tukey HSD

(I) Program	(J) Program	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Business	Teacher education	-,44	,303	,596	-1,28	,40
	Computer science	,10	,250	,995	-,59	,79
	Environment	-,36	,480	,943	-1,69	,97
	Other	,05	,340	1,000	-,89	,99
Teacher education	Business	,44	,303	,596	-,40	1,28
	Computer science	,54	,317	,437	-,34	1,42
	Environment	,08	,518	1,000	-1,36	1,51
	Other	,49	,392	,724	-,60	1,57
Computer science	Business	-,10	,250	,995	-,79	,59
	Teacher education	-,54	,317	,437	-1,42	,34
	Environment	-,46	,489	,880	-1,81	,89
	Other	-,05	,353	1,000	-1,03	,93
Environment	Business	,36	,480	,943	-,97	1,69
	Teacher education	-,08	,518	1,000	-1,51	1,36
	Computer science	,46	,489	,880	-,89	1,81
	Other	,41	,541	,942	-1,09	1,91
Other	Business	-,05	,340	1,000	-,99	,89
	Teacher education	-,49	,392	,724	-1,57	,60
	Computer science	,05	,353	1,000	-,93	1,03
	Environment	-,41	,541	,942	-1,91	1,09

Based on observed means.

The error term is Mean Square(Error) = 1,425.

Appendix H: Statistical data – two-way ANOVA for Q11-14

Table1 Frequencies of behaviour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	6	4,0	4,1	4,1
	5,00	6	4,0	4,1	8,1
	6,00	14	9,3	9,5	17,6
	7,00	6	4,0	4,1	21,6
	8,00	15	10,0	10,1	31,8
	9,00	10	6,7	6,8	38,5
	10,00	12	8,0	8,1	46,6
	11,00	13	8,7	8,8	55,4
	12,00	11	7,3	7,4	62,8
	13,00	7	4,7	4,7	67,6
	14,00	10	6,7	6,8	74,3
	15,00	7	4,7	4,7	79,1
	16,00	11	7,3	7,4	86,5
	17,00	5	3,3	3,4	89,9
	18,00	7	4,7	4,7	94,6
	19,00	4	2,7	2,7	97,3
	20,00	4	2,7	2,7	100,0
	Total	148	98,7	100,0	
Missing	System	2	1,3		
Total		150	100,0		

Table 2 Descriptive Statistics behaviour

Nationality	Program	Mean	Std. Deviation	N
Asian	Business	11,7826	3,35690	23
	Teacher education	13,7000	3,97352	10
	Computer science	11,4138	4,56319	29
	Environment	16,5000	2,51661	4
	Other	11,1429	3,89138	7
	Total		12,0959	4,09663
European	Business	9,8000	4,19688	30
	Teacher education	12,2500	4,63436	12
	Computer science	9,4000	4,27395	10
	Environment	7,3333	1,15470	3
	Other	12,1111	5,60010	9
	Total		10,4063	4,51002
Total	Business	10,6604	3,94649	53
	Teacher education	12,9091	4,30845	22
	Computer science	10,8974	4,52359	39
	Environment	12,5714	5,25538	7
	Other	11,6875	4,79887	16
	Total		11,3066	4,36153

Table 3 Levene's Test of Equality of Error Variances^a for behaviour

F	df1	df2	Sig.
1,536	9	127	,142

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Nationality + Program + Nationality * Program

Table 4 Multiple Comparisons for behaviour

Tukey HSD

(I) Program	(J) Program	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Business	Teacher education	-2,2487	1,06701	,223	-5,2015	,7041
	Computer science	-,2371	,88759	,999	-2,6933	2,2192
	Environment	-1,9111	1,69191	,791	-6,5932	2,7711
	Other	-1,0271	1,20009	,912	-4,3482	2,2940
Teacher education	Business	2,2487	1,06701	,223	-,7041	5,2015
	Computer science	2,0117	1,12178	,382	-1,0927	5,1160
	Environment	,3377	1,82569	1,000	-4,7147	5,3900
	Other	1,2216	1,38232	,902	-2,6038	5,0470
Computer science	Business	,2371	,88759	,999	-2,2192	2,6933
	Teacher education	-2,0117	1,12178	,382	-5,1160	1,0927
	Environment	-1,6740	1,72697	,868	-6,4531	3,1052
	Other	-,7901	1,24904	,970	-4,2466	2,6665
Environment	Business	1,9111	1,69191	,791	-2,7711	6,5932
	Teacher education	-,3377	1,82569	1,000	-5,3900	4,7147
	Computer science	1,6740	1,72697	,868	-3,1052	6,4531
	Other	,8839	1,90653	,990	-4,3921	6,1600
Other	Business	1,0271	1,20009	,912	-2,2940	4,3482
	Teacher education	-1,2216	1,38232	,902	-5,0470	2,6038
	Computer science	,7901	1,24904	,970	-2,6665	4,2466
	Environment	-,8839	1,90653	,990	-6,1600	4,3921

Based on observed means.

The error term is Mean Square(Error) = 17,700.