

An Assessment of the Factors Affecting Cause - Enjoined Marketing Offerings and its Impact on Consumer Behavior

Shruti Gupta¹

Abstract

Despite the ever-escalating adoption of cause-related marketing, making it a crucial ingredient of the marketing endeavor, many companies are seen embracing the same to gain an enduring competitive advantage among consumers today. This has, in turn, led practitioners and academicians alike to investigate the consumer reaction to it. This study aimed at assessing and investigating the impact of various demographic and psychological factors, as identified, pertaining to consumers' choice response in the context of customer relationship management (CRM) offerings in India. A literature review followed by a semi-structured interview with 20 people falling in the age bracket of 25 – 58 years on attitude and purchase intention was undertaken. This was followed by a detailed questionnaire-based quantitative study wherein 390 respondents responded to the questionnaire personally, while 170 were contacted through an online medium. Factor analysis was adopted to extract the psychographic factors affecting consumer choice. The effect of the same was assessed with respect to attitude toward the same using the multiple hierarchical regression model. The study provides valuable discernment and significant connotations for academicians and marketers alike.

Keywords : cause marketing, consumer behavior, attitude, factor analysis, India

Paper Submission Date : September 19, 2022 ; **Paper sent back for Revision :** November 7, 2022 ; **Paper Acceptance Date :** January 20, 2023 ; **Paper Published Online :** March 15, 2023

In the present context, markets are characterized by stiff competition, information overload for the consumers to make choices from, and a growing difficulty for companies to create a sustained and enduring advantage for themselves (Andrews et al., 2014). Companies are struggling to adopt anything that connects with customers on a deeper level. People, on the other hand, are looking for enduring relationships and greater meaning in their lives, which gets reflected in their buying habits or purchasing decisions that are undertaken by them (Padhi et al., 2018). Over the past couple of years, not merely in India but across the globe, cause marketing has been adopted at an increasing rate (Chaudhry & Gupta, 2015). With the growing advent of the phenomena of companies adopting cause-enjoined marketing offerings to reach organizational objectives, it provides an excellent context to dive deep into understanding the consumers' motivations and driving factors to participate in the same. In a corporate, cause-related marketing stresses on marketing and charity to gain betterment either in sales volume or company image (Gadhavi et al., 2014).

The fundamental question: What is the motivation for consumers to participate in cause-enjoined offerings is driving academicians to unearth and look for reasons that, in turn, drive consumers to respond favorably to cause-enjoined offerings (Kimeldorf et al., 2006). Therefore, a need is felt by the marketers to get into depth as to what the consumers truly feel regarding cause marketing initiatives in India (Liston-Heyes & Liu, 2013; LeCren & Ozanne, 2011). The current research is an endeavor in the same direction. In the present study, the psychographic

¹ Assistant Professor (Marketing), International Management Institute, Delhi (IMID), B - 10, Qutub Institutional Area, Block B, New Delhi - 110 016. (Email : shruti.gupta@imi.edu ; guptashruti0125@gmail.com)

variables and the demographic factors are investigated to measure their effect on consumers' attitudes when offered a cause-enjoined offering.

Literature Review

The phenomenon called "cause-related marketing" was initially brought to light by Varadarajan and Menon (1988) in their seminal work bringing forth this phenomenon to light. They defined it as:

The process of formulation 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-producing exchanges that satisfy organizational and individual objectives.

Both domestically and internationally, business houses and corporations alike are adopting "cause-based marketing" as an effective route to not merely distinguish themselves in the homogenous markets, but also with a view to create a sustainable advantage for themselves (De Los Reyes Jr et al., 2017). Cause marketing initiatives are increasingly becoming a prominent aspect of the marketing mix; many companies are increasingly seen adopting the same (Gupta et al., 2015). As per the recent report by the Information Education Commission (IEC), the estimation of the efficacy of cause marketing in the United States reached about US\$ 2.8 billion in 2022, an increase of about 2.7% over the previous financial year. In India as well, greater adoption of the same has been witnessed (Patel et al., 2017). Although the adoption of the same by companies and consumers alike seems to be proliferating, the interesting phenomenon is increasingly becoming an area of interest for both academicians and practitioners alike. Cause marketing is also found to affect trust and loyalty and create a positive attitude toward the sponsoring company (Kang & Sivadas, 2018).

It has been amply found in the literature that customer relationship management (CRM) initiatives certainly impact the way the company's offerings are perceived. It, in turn, affects how people respond to the company and its endeavors. The media attributes also are found to influence social or cause-enjoined campaigns (Mendiratta & Mehta, 2011). Regarding the attitude toward a company, mixed findings have stated that in a certain age group, the response is more favorable than the rest. As for income and gender as well, there have been studies giving mixed results. However, although it is also found that CRM has garnered a lot of interest from practitioners and academicians alike, the area calls for deeper diving to figure out what drives the people forming their favorable perceptions pertaining to cause-enjoined offerings. There have been attempts to understand psychological criteria, such as the personal orientation of charge, sense of trust and mutual belief, perception about the self, and extroversion. Although these factors are internal to every individual, they go a long way in impacting people's outward behavior.

Previous research further indicated that CRM could potentially affect consumers' purchase decisions. Cause marketing also lends greater visibility and positive resonance to businesses. The literature corroborates that people are willing to switch brands and support companies that endorse social causes. It not only affects the purchase intention but also shapes a positive reputation and goodwill of the company doing the same. It is also suggested to be a potent method to gain greater internal and external stakeholder satisfaction; studies have shown that there is greater employee satisfaction in companies resorting to CRM activities. In summary, although research reveals that generally, there has been a favorable attitude and perception toward cause-enjoined marketing offerings, the understanding resting on the premise of what drives these behavior calls for further research. The study attempts to fill this gap in our knowledge.

Methodology

A mixed approach is adopted for the study. At first, to scabble around into consumer experiences considering CRM offerings, a qualitative approach was chosen. Data were collected using purposive and snowball techniques, basically non-probability sampling techniques. This gave the benefit of gauging the responses of the people aware of cause-enjoined offerings.

Different population was reached out through these sites. In the local eating outlets/coffee shops, 16 interviews were conducted. The respondents were between 25 and 58 years, and it included nine women and 11 men. The top priority was to gather quality information from the respondents rather than getting an amount of information. A semi-structured interview framework was adopted so consumers could openly discuss their CRM thoughts (Appendix A). A quantitative survey instrument was formed based on the inputs from the literature review done extensively and through insights gathered in the qualitative survey. A total of 560 questionnaires were floated in 2021, out of which 434 respondents' data were usable. Missing value analysis was undertaken using Box plot analysis. Demographic variables are an integral part of the survey. A Likert scale (wherein "1" = "*definitely disagree*," "2" = "*Disagree*," "3" = "*Neutral*," "4" = "*Agree*," and "5" = "*definitely agree*") was used based on the detailed literature review undertaken before the study. Positioning of Control, Self-Perception, Public Standing/Worth, Inter-Personal Trust, Skepticism Toward Ads, Prosocial Behavior, Religiosity, Extroversion, and Charitable Disposition are found through factor analysis, which are basically nine psychographic variables. The reliability ranged between 0.68 and 0.89 for the constructs. After detailed analysis, the aggregation of the raw score of each construct was done. A relationship between perception and attitude toward CRM and psychographic attitudes and constructs is confirmed (see Table 5).

To make the study reliable, the scales of the study were subjected to reliability tests by calculating Cronbach's alpha values to measure the same. This was based on splitting the data into two in every possible way and then computing the correlation coefficient values of the splits. Cronbach's alpha values lying between 0.70 and 0.90 for the constructs, as well as the scales, signified the internal consistency among the constructs and the scales, thereby making the study reasonably reliable. The reliability of the perception and attitude scale is found to be 0.859 (see Table 5), sufficing the model. Also, the various factors extracted by the factor analysis were subjected to a reliability test, and the values are reported to be above 0.7 (see Table 2). It made the scales very much reliable for the analysis. The impact of psychographic and demographic variables was examined by conducting hierarchical multiple regressions. Fifteen independent variables were summated to the model in the stepwise block method. SPSS version 20 was adopted for performing the statistical analysis. The most conservative multiple comparisons, that is, Scheffe's test, is used to gauge the post hoc analysis of the variables. The F - ratios are found to be significant in the study.

Research Question

✎ To assess the factors affecting cause-enjoined offerings and to also examine their effect on the attitude toward CRM.

Research Objectives

- ✎ To discover and study the psychological factors affecting consumer choice with respect to CRM offerings.
- ✎ To gauge the impact of various demographic factors affecting consumer behavior pertaining to CRM.

Hypothesis Development and Formation

The following psychographic factors were derived using factor analysis from the qualitative pre-study survey and the substantial literature review. As a result, the following hypotheses have been created to further this study.

Psychographic Factors

Positioning of Control

According to the literature, individuals' conviction that their activities result in predictable outcomes greatly impacts their perceptions and attitudes. According to a previous study, people who believe they have the power to control their lives through their actions tend to respond more favorably to engaging in social welfare activities than people who believe they have little or no control over their lives (external placement of charge). Contrarily, not all the research backs up the claim, such as the research undertaken by Ellen et al. (2000). Therefore, it is suggested and hypothesized that customers with an "internal positioning of control" tend to support causes and the sponsoring company endorsing the same.

☞ **H1** : The positioning of control being internal tends to result in a positive response pertaining to cause-enjoined offerings as compared to external positioning.

Self-Perception

According to the literature, those with a favorable view of themselves tend to act more compassionately and helpfully toward others (Lafferty & Edmondson, 2014). It is asserted that the desire of people to retain or improve their good self-image somehow motivates them to help others. People with strong levels of self-assurance and a favorable self-image are said to respond favorably to CRM. Therefore, it is hypothesized that:

☞ **H2** : Positive self-perception leads to a positive attitude toward CRM-enjoined offerings.

Public Standing (Worth)

According to the literature, people are cognizant of how their actions might affect or leave an impression on other people and utilize this awareness to enhance their public perception of themselves. It is suggested that customers can be persuaded well depending on the culture they belong to and the self-value they possess (Srivastava, 2009). According to one theory, those with high levels of public consciousness are expected to act in a way that promotes prosocial behavior to improve their reputations (Graziano et al., 2007). As cause marketing is socially acceptable, it is hypothesized that consumers who are highly self-conscious in public will support it.

☞ **H3** : A greater sense of public worth results in a positive attitude toward CRM-enjoined offerings.

Interpersonal Trust

A significant body of research indicates that interpersonal trust and faith in one another are seen to be positively associated with philanthropic prosocial or altruistic behavior (Deshpande & Hitchon, 2002). Additionally, it has been discovered that those with a strong sense of interdependence tend to be more giving and willing to give up things for others. People who have a high level of mutual trust are said to have a greater level of trust in businesses that offer items that support causes, as reported by the literature. Therefore, the following is hypothesized:

☞ **H4** : Greater interpersonal trust leads to positive responses toward CRM offerings.

Skepticism Toward the Sponsoring Company

According to prior studies, a certain amount of mistrust against the sponsoring company is displayed by consumers who display skepticism toward the advertisements in general. Due to their tendency to question the sponsor's motivation and sincerity, these customers are less likely to respond in favor of CRM-enjoined marketing initiatives. Therefore, the following is hypothesized:

✦ **H5 :** Greater skepticism (toward the advertisement) results in a lesser favorable attitude toward CRM offerings.

Prosocial Behavior

According to the literature, a person's prosocial behavior is motivated by his/her sense of duty. It has been discovered that persons who have a strong sense of social accountability behave in a more philanthropic manner and are prone to support social causes. Therefore, it is asserted that people with such tendencies are the plausible people to display greater adoption of cause-enjoined offerings by participating in the same more actively as compared to others. Therefore, the following is hypothesized:

✦ **H6 :** Higher pro-social behavior will lead to greater support for cause-enjoined offerings.

Religiosity

It is asserted that a person's religious orientation imbues them with a sense of obligation to give back to society because they feel they have gotten enough from it. Contrary to individuals who are not oriented in the same way, it has been discovered that those with religious orientation tend to volunteer more (Angelidis & Ibrahim, 2004). This motive, it is believed, would influence how they behave and determine whether they support business involvement in social concerns. Therefore, the following is hypothesized:

✦ **H7 :** Religious disposition leads to a favorable attitude toward CRM offerings.

Extroversion

People who socialize more frequently are said to engage in volunteer work to a greater extent, and their network connections are thought to contribute to this increased involvement. It is argued that their social involvement drives them to do good for society, and the acknowledgment received when they socialize inspires them to keep participating further. In the context of cause-enjoined offerings, it has been found that extroversion impacts choice behavior with respect to CRM positively. Therefore, the following is hypothesized:

✦ **H8 :** Greater extroversion leads to a favorable attitude toward CRM.

Charitable Disposition

The study makes the case that prior civic and charitable activity on the part of consumers, such as active participation in volunteering initiatives, tends to affect the choice pertaining to cause marketing offerings. In the previous study, it was determined that one's attitude toward and impression of cause marketing were significantly influenced by how frequently they donated to various charities, and so forth. Therefore, the following is hypothesized:

✦ **H9 :** Consumers with prior charitable disposition are more likely to respond favorably toward CRM offerings.

Demographic Factors

Gender

Numerous studies have been conducted to comprehend how customer behavior in relation to cause-related marketing differs based on gender. Women and men tend to exhibit different levels of sensitivity toward social causes. In some places, it is even suggested that given the high empathy levels of women, they tend to respond in favor of cause-enjoined offerings as compared to the other gender. The following hypothesis is based on the study's goal of determining whether gender differences in cause marketing are evident in India:

↪ **H10** : Men are less likely to respond favorably toward CRM offerings than women.

Age

Numerous studies have been conducted in the literature to comprehend the connection between a person's age and its implication on their behavior toward cause-enjoined offerings. The findings of the literature have been somewhat contradictory; some studies imply that adults between the ages of 35 and 45 are more likely to support cause campaigns, but Beck et al. (2015) found that age had a lesser bearing on volunteerism initiatives. Consequently, the following is hypothesized:

↪ **H11** : The older age group is less prone to having a favorable perception toward CRM than the younger age group.

Education

According to the literature, individuals who are more educated are more likely to act civically and volunteer or support causes that benefit society. Higher levels of education may have an impact on a person's prosocial behavior (Yechiam et al., 2003). One's tendency to display a favorable or unfavorable attitude toward a cause-enjoined offering is likely to be influenced by the consumer's degree of knowledge. Therefore, the following is hypothesized:

↪ **H12** : A higher level of education leads to a more favorable attitude toward CRM.

Income

According to the research, there are inconsistent results between individual wealth and prosocial behavior participation by individuals. There is evidence indicating that there is no connection between the two, although some research indicates that people with more earnings tend to participate more when compared to those with lesser earnings. Therefore, the following is hypothesized:

↪ **H13** : Lower earnings lead to a less favorable attitude toward CRM-enjoined offerings by the consumer.

Analysis and Results

Thirty-eight items with an orthogonal rotation were subjected to a principal component analysis (PCA) (Varimax). The factor scores can be calculated using various methods, such as the regression method, Bartlett's method, and the Anderson-Rubin method. However, owing to the limitation of the regression method, where the factor scores

Table 1. "KMO and Bartlett's" Sample Adequacy (Summary)

KMO and Bartlett's Test		
Kaiser – Meyer – Olkin Measure of Sampling Adequacy.		0.778
Bartlett's Test of Sphericity	Approx. Chi-Square	4932.804
	Df	703
	Sig.	0

relate not only to the factor on which it is based but also to the different orthogonal factors, Bartlett's method is preferred where the scores relate only to their own factors (with the mean and *SD* being the same). The improvement over these two methods is the Anderson-Rubin method, which not only gives out scores that are uncorrelated but also scores that are standardized (i.e., mean of 0 and *SD* of 1). Thus, the same has been used in the present study.

The KMO value indicates a pattern of correlations to ensure that the factor analysis yields reliable results. It varies between 0 and 1. If the KMO value is found to be around 0.5, then it is just about acceptable; whereas, if it is higher by 0.2, then the result is only average; however, above 0.7 is considered to be a good measure of reliability. The KMO value of the model came out to be 0.778, making it fairly reliable and adequate. Bartlett's test being significant indicates that the correlations between the variables are different from zero significantly, an indication that it is a good model. The KMO measures for the individual construct items came out to be > 0.60 , which is above the generally recognized standard of 0.50. According to Bartlett's test of sphericity, the correlations are satisfactory for the factor analysis with a value of $\chi^2(443) = 4932.804, p < 0.001$ (Table 1).

To determine the Eigenvalues for each of the data components, the initial analysis was conducted. Psychographic factors were discovered in the study. Each component in the scale has been examined with the help of Cronbach's alpha reliability metric and determined to be sufficiently trustworthy ($\alpha > 0.70$) (Table 2). Overall, 23% of the total variance, as presented by the multiple hierarchical regression model, stands favoring the cause-enjoined market offerings.

Table 2. Summary of Factor Loadings with Alpha Values Using the PCA Method

Extracted Factors	Measurement Items	Factor Loadings	Cronbach's Alpha
Religiosity	Religion plays an important part in my life.	0.856	0.852
	Spirituality is something I value the most.	0.854	
	I trust in the almighty.	0.756	
Public Standing (Worth)	I prefer to be ready and dressed up.	0.804	0.803
	For me, good looks matter a lot.	0.791	
	I believe everyone is unique.	0.725	
	Being presentable is essential for me.	0.677	
Positioning of Control	For me, life is not an easy journey.	0.759	0.755
	It is indeed tough to keep people content and joyous around me.	0.743	
	I wish things could be a little constant around me.	0.643	
	I don't care about the future.	0.468	
Pro-Social Behavior	The issue of depleting water table concerns me.	0.805	0.738
	I am a socially conscious person.	0.801	
	Environmental pollution bothers me.	0.81	

	My priority is environmental safety over my own quality of life.	0.803	
Interpersonal Trust	People are generally good.	0.851	0.717
	I tend to trust others blindly.	0.831	
	I find it difficult to detect a dishonest person.	0.77	
Extroversion	I look out for reasons to meet people.	0.756	0.715
	Life would be very boring without social media.	0.738	
	Most of my days are spent meeting friends and family.	0.702	
Skepticism Toward Ads	I would rather step out than be at home.	0.622	
	I don't trust the commercials.	0.768	0.684
	Whatever is shown in the ads is seldom true.	0.808	
Charitable Disposition	I don't believe in advertisements.	0.549	
	I believe in doing charity.	0.674	0.678
	I wish to be a part of any volunteering/charity initiative.	0.556	
Self-Perception	I actively participate in RWA activities.	0.542	
	I seldom contribute to disaster relief funds.	0.549	
	I always need someone in my life to guide me.	0.553	0.655
	I find everyone to be more confident than me.	0.632	
	I look for validation.	0.661	

According to the study, psychographic factors are responsible for 20% of the significant variance in the model. A surprising finding is that public self-consciousness or sense of public standing/worth (“ $\beta = 0.11$,” “ $p < 0.05$ ”) is found to be a strong driver to motivate a positive response to cause marketing efforts. This stands in favor of H3, supporting the same. The plausible reason is attributed to one’s wish to be perceived as righteous, ethical, and upright in society. This motivates the person to be conforming to socially desirable actions and a plausible route of public admiration. Skepticism Towards Ads (“ $\beta = 0.07$,” “ $p < 0.05$ ”) and Pro-Social Behavior (“ $\beta = 0.21$,” “ $p < 0.05$ ”) are reported to be notable influencers affecting consumers’ choice behavior. Thus, it can be concluded that H5 and H6 stand reinforced. Nine components explain the model’s variance with a value of 62.32, each of which has Eigenvalues that exceeded Kaiser’s requirement of value 1 (Table 3).

Table 3. Variance Explained by the Factors (Summary)

Total Variance Explained									
Components	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.129	16.129	16.129	6.129	16.129	16.129	2.729	7.183	7.183
2	3.108	8.179	24.308	3.108	8.179	24.308	2.689	7.077	14.26
3	2.255	5.936	30.243	2.255	5.936	30.243	2.536	6.673	20.933
4	2.088	5.496	35.739	2.088	5.496	35.739	2.268	5.97	26.902
5	1.831	4.819	40.558	1.831	4.819	40.558	2.215	5.828	32.731
6	1.759	4.629	45.188	1.759	4.629	45.188	2.002	5.267	37.998
7	1.669	4.392	49.58	1.669	4.392	49.58	1.998	5.258	43.255

8	1.39	3.657	53.237	1.39	3.657	53.237	1.974	5.196	48.452
9	1.066	2.806	62.321	1.066	2.806	62.361	1.655	4.356	62.321
10	0.976	2.567	64.928						
11	0.871	2.292	67.22						
12	0.829	2.181	69.4						
13	0.817	2.149	71.55						
14	0.773	2.035	73.585						
15	0.721	1.899	75.484						
16	0.68	1.788	77.272						
17	0.671	1.766	79.039						
18	0.649	1.708	80.746						
19	0.468	1.231	90.699						
20	0.445	1.172	91.871						
21	0.411	1.081	92.953						
22	0.379	0.998	93.951						
23	0.373	0.982	94.933						
24	0.336	0.885	95.818						
25	0.31	0.815	96.634						
26	0.299	0.787	97.421						
27	0.278	0.732	98.153						
28	0.264	0.696	98.849						
29	0.261	0.686	99.535						
30	0.275	0.786	99.635						
31	0.280	0.833	99.835						
32	0.177	0.465	100						

Table 4. Summary of the Hierarchical Multiple Regression Model

Model Summary ^d										
Hierarchic- al Model	R	R Square	Adjusted R Sqr	Standard Error	Change Statistics					D. Watson Value
					Change in R Square	F Change	Degree of Freedom1	Degree of Freedom2	Significance	
1	.562 ^a	0.214	0.2	0.62176	0.214	14.404	8	422	0	
2	.653 ^b	0.433	0.408	0.61864	0.019	1.712	6	416	0.117	
3	.823 ^c	0.64	0.631	0.60932	0.027	7.413	2	414	0.001	1.984

As a group, the demographic factors explain and contribute an additional 1% of the deviation (“variance”) in the model; the gender of the respondents emerges as a major driver ($\beta = 0.03, p < 0.05$), as men are discovered to have a less favorable attitude as compared to their women counterparts. Interesting insights were found after 45 scatterplots of attitude and perception scales were created (see Appendix B: gender charts). The third major chunk included in the model accounts for the respondents’ prior civic and social engagement behaviors, contributing an additional 0.3% of the variation (Table 4). The significant predictor is discovered to be civic participation

Table 5. Attitude and Perception Scale

Items of Measurement for the Scale	Mean	SD	Alpha
I tend to prefer brands that support causes.	3.65	0.75	0.859
I would like to witness companies adopting social causes more often.			
I would rather prefer a company/brand adopting a meaningful social cause over the others.			
The company supporting a cause makes me like the sponsoring company.			
I get a positive feeling toward the brand giving a cause-enjoined offering.			
I like the companies and brands that adopt social causes.			

($\beta = 0.02, p < 0.05$). While evaluating the CRM offer, it is discovered that women's average mean scores are higher than men's, as women tend to respond more favorably to cause-enjoined offerings.

H10 is therefore supported. The younger generation (ages 25–34) was discovered to be more open to cause marketing. Also, the study reveals that the level of education has a substantial impact on how the cause-enjoined offer is judged ($F [1,441] = 0.803, p < 0.05$). Therefore, the findings support H12. As per Durbin and Watson's (1951) original paper, the *R*-value should lie between 1 and 3. As per the model, in block 1, psychographic variables have been entered and explain 21% of the variance. With the second block of demographic factors entering the variance explained, the figure increases to 40%, and the final model explains the variance upto 64%. The “adjusted *R* square” value being 0.63 indicates the generalizability of the model if it is closer to the *R* square value. Here, the difference in the model value is $0.640 - 0.631 = 0.009$ (about 0.9%), suggesting that the model's shrinkage is 0.9%, thereby resulting in a good “cross validity” of the model as well.

Furthermore, the research examines the effect of demographic factors such as age, gender, marital status, income level, and educational qualification, adding them to the hierarchical multiple regression model. This added variance of a further 2% in the model. Out of the above, gender is reported to be the strongest predictor ($\beta = 0.01, p < 0.05$). Compared to men, women are reported to be more inclined toward positive receptivity of cause-enjoined offerings. The scatterplot analysis was undertaken to graphically understand the difference in the behavior of the respondents, where each of the psychographic variables was split against the demographic variables considered in the study, and interesting insights were deduced (see Appendix B).

Furthermore, as literature has suggested, prior charitable engagements also affected consumer choice decisions significantly. This was appended as the third block into the model, which resulted in a further increase of 2.1% of the total variance explained in the model. Hence, H9 is supported, as Charitable Disposition ($\beta = 0.01, p < 0.05$) results in another notable driver affecting the response of the consumers. The analysis of variance test (ANOVA) and hierarchical multiple regression methods are used to examine the impact on consumers' attitudes and perception formation with respect to the same.

In the light of the above analysis, it is observed that hypotheses H1, H4, H7, and H13 are accepted ; whereas, hypotheses H2, H8, and H11 are refuted in this study.

Conclusion and Managerial Implications

This study offers interesting insights useful for practitioners in a variety of ways. Firstly, the examination of psychographic variables, as identified, reveals which product categories would benefit from CRM adoption the most. For instance, it is found that the commodities used socially, if they are cause-enjoined, people with a high sense of public image displayed greater positive responsiveness than others. For example, those who want to help others would be more likely to participate in CRM because it boosts their self-worth or ego and favorably presents

them in society. It also includes noteworthy insights like the study's finding that consumer skepticism and advertising agnosticism may be the main obstacle to the effectiveness of cause-related campaigns.

However, it seems that the positive attitudes toward CRM initiatives are driven by individual responsibility and public self-awareness. Additionally, understanding the connections between people's social media usage and their purchasing habits and religious affiliations sheds light on this decision and aids practitioners. CRM is proven to be more warmly received by those who hold religious convictions, have strong interpersonal bonds, and have larger social networks. This corroborates with the attribution theory, which holds that consumers want to know why an event happened and that if a corporation is considered self-serving, adopting CRM only to boost profits may not be as rewarding.

In fact, it might make the consumer feel disgusted and might seem like a cheap trick. Therefore, designing the campaign to incorporate the elements of sincerity and commitment is crucial. By analyzing the impact of demographic characteristics on buying response as well, the study contributes to the body of information. Because women are assessed to react more positively to cause-enjoined offerings than men, it will be prudent to propose using CRM to promote women's products rather than doing the same for men. Like how higher income groups appear to respond favorably to the campaigns compared to the others, marketers can effectively target these groups using the same. It is also interesting to note that this is consistent with the cognitive dissonance theory, which contends that people typically attempt to lessen dissonances by engaging in activities that lessen them.

Limitations of the Study and Directions for Future Research

The research found that the respondents might have responded favorably to confirm the more socially accepted view, given the nature of the study. The desire to sound 'good' could sometimes overshadow their true behavior in the context of CRM studies. In light of the above, sometimes genuineness on their part cannot be ensured. Furthermore, the study was not investigated by a second researcher, thus wanting the investigator's triangulation; however, all due care was undertaken to avoid any investigator's bias. In the future, to elucidate the similarities and differences across different geographies, a cross-sectional study can be attempted.

Author's Contribution

Dr. Shruti Gupta is the sole author of this paper. The study remarkably contributes and potentially adds to the domain of knowledge by discovering significant latent factors that affect the consumer's choice behavior with respect to CRM. This prudently adds to the research body, given that it is essential to understand the drivers of consumer behavior, indicating what inherently motivates them to participate in the cause-enjoined offerings. The growing adoption of cause marketing initiatives by companies in the recent past, particularly post-COVID, where people are now more sensitive to responding to meaningful causes than before, makes the study even more relevant in the current context. Furthermore, the study also corroborates with the "attribution theory," highlighting that people look for plausible reasons for attributing and explaining companies' adoption of cause marketing. Thus, the study significantly contributes to insightful findings in the context of CRM adoption in India.

Conflict of Interest

The author certifies that she has no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgement

The author sought no financial support for this article's research, authorship, and/or publication.

References

- Andrews, M., Luo, X., Fang, Z., & Aspara, J. (2014). Cause marketing effectiveness and the moderating role of price discounts. *Journal of Marketing*, 78(6), 120–142. <https://doi.org/10.1509/jm.14.0003>
- Angelidis, J., & Ibrahim, N. (2004). An exploratory study of the impact of degree of religiousness upon an individual's corporate social responsiveness orientation. *Journal of Business Ethics*, 51, 119–128. <https://doi.org/10.1023/B:BUSI.0000033606.27489.bf>
- Beck, J. T., Chapman, K., & Palmatier, R. W. (2015). Understanding relationship marketing and loyalty program effectiveness in global markets. *Journal of International Marketing*, 23(3), 1–21. <https://doi.org/10.1509/jim.15.0010>
- Chaudhry, H., & Gupta, S. (2015). Consumers' motivation for participating in cause-related marketing: An exploratory study. *Indian Journal of Marketing*, 45(1), 36–48. <https://doi.org/10.17010/ijom/2015/v45/i1/79999>
- De Los Reyes Jr, G., Scholz, M., & Smith, N. C. (2017). Beyond the “Win-Win”: Creating shared value requires ethical frameworks. *California Management Review*, 59(2), 142–167. <https://doi.org/10.1177/0008125617695286>
- Deshpande, S., & Hitchon, J. C. (2002). Cause-related marketing ads in the light of negative news. *Journalism & Mass Communication Quarterly*, 79(4), 905–926. <https://doi.org/10.1177/107769900207900409>
- Ellen, P. S., Mohr, L. A., & Webb, D. J. (2000). Charitable programs and the retailer: Do they mix? *Journal of Retailing*, 76(3), 393–406. [https://doi.org/10.1016/S0022-4359\(00\)00032-4](https://doi.org/10.1016/S0022-4359(00)00032-4)
- Gadhavi, D. D., Shukla, Y. S., & Patel, J. D. (2014). Moderating role of cause related marketing campaign between attitude towards products and purchase intention: An experimental analysis. *Indian Journal of Marketing*, 44(3), 35–42. <https://doi.org/10.17010/ijom/2014/v44/i3/80427>
- Graziano, W. G., Habashi, M. M., Sheese, B. E., & Tobin, R. M. (2007). Agreeableness, empathy, and helping: A person × situation perspective. *Journal of Personality and Social Psychology*, 93(4), 583–599. <https://doi.org/10.1037/0022-3514.93.4.583>
- Gupta, S., Chaudhry, H., & Kamal, H. (2015). Exploring the relationship between demographic factors and consumers' buying behaviour towards cause-based marketing: An assessment study. *Indian Journal of Marketing*, 45(10), 49–61. <https://doi.org/10.17010/ijom/2015/v45/i10/79800>
- Kang, B., & Sivadas, E. (2018). Corporate social responsibility and word-of-mouth intentions. *Indian Journal of Marketing*, 48(4), 7–20. <https://doi.org/10.17010/ijom/2018/v48/i4/122622>
- Kimeldorf, H., Meyer, R., Prasad, M., & Robinson, I. (2006). Consumers with a conscience: Will they pay more? *Contexts*, 5(1), 24–29. <https://doi.org/10.1525/ctx.2006.5.1.24>

- Lafferty, B. A., & Edmondson, D. R. (2014). A note on the role of cause type in cause-related marketing. *Journal of Business Research*, 67(7), 1455–1460. <https://doi.org/10.1016/j.jbusres.2013.07.021>
- LeCren, N., & Ozanne, L. K. (2011). Consequences of corporate environmental marketing strategies in New Zealand organisations. *Marketing Intelligence & Planning*, 29(2), 156–177. <https://doi.org/10.1108/02634501111117601>
- Liston-Heyes, C., & Liu, G. (2013). A study of non-profit organisations in cause-related marketing: Stakeholder concerns and safeguarding strategies. *European Journal of Marketing*, 47(11/12), 1954–1974. <https://doi.org/10.1108/EJM-03-2012-0142>
- Mendiratta, A., & Mehta, V. (2011). Effectiveness of media in mobilizing people towards social causes and campaigns. *Indian Journal of Marketing*, 41(12), 4–10. <https://indianjournalofmarketing.com/index.php/ijom/article/view/85190>
- Padhi, P. K., Nath, S. C., & Mohanty, V. L. (2018). Religiosity, CSR attitude and CSR behaviour: An empirical study on SMEs of Ganjam District, Odisha. *International Journal of Indian Culture and Business Management*, 17(3), 359–382. <https://doi.org/10.1504/IJICBM.2018.094589>
- Patel, J. D., Gadhavi, D. D., & Shukla, Y. S. (2017). Consumers' responses to cause related marketing: Moderating influence of cause involvement and skepticism on attitude and purchase intention. *International Review on Public and Nonprofit Marketing*, 14, 1–18. <https://doi.org/10.1007/s12208-016-0151-1>
- Srivastava, R. K. (2009). Effectiveness of global advertisements on Indian Culture. *Indian Journal of Marketing*, 39(10), 34–41. <https://indianjournalofmarketing.com/index.php/ijom/article/view/37116>
- Varadarajan, P. R., & Menon, A. (1988). Cause-related marketing: A coalignment of marketing strategy and corporate philanthropy. *Journal of Marketing*, 52(3), 58–74. <https://doi.org/10.1177/002224298805200306>
- Yechiam, E., Barron, G., Erev, I., & Erez, M. (2003). On the robustness and the direction of the effect of cause-related marketing. *Journal of Consumer Behaviour*, 2(4), 320–332. <https://doi.org/10.1002/cb.111>

Appendix

A : Interview Docket (Questions Asked to the Respondents)

(1) Have you encountered a company using cause advertising by linking itself with a socially relevant cause or purpose?

↳ If the respondent sounds plausible with the answer, then move on to the next question.

↳ If still, the respondent can't answer, then frame an example elucidating the concept and ask how he/she would respond to such a situation.

(2) Ask the respondent to share about a recent CRM-enjoined offering that he/she undertook.

↳ Share your initial response toward it. What was your motivation to participate in the same?

↳ Do you see any benefit in participating in the same?

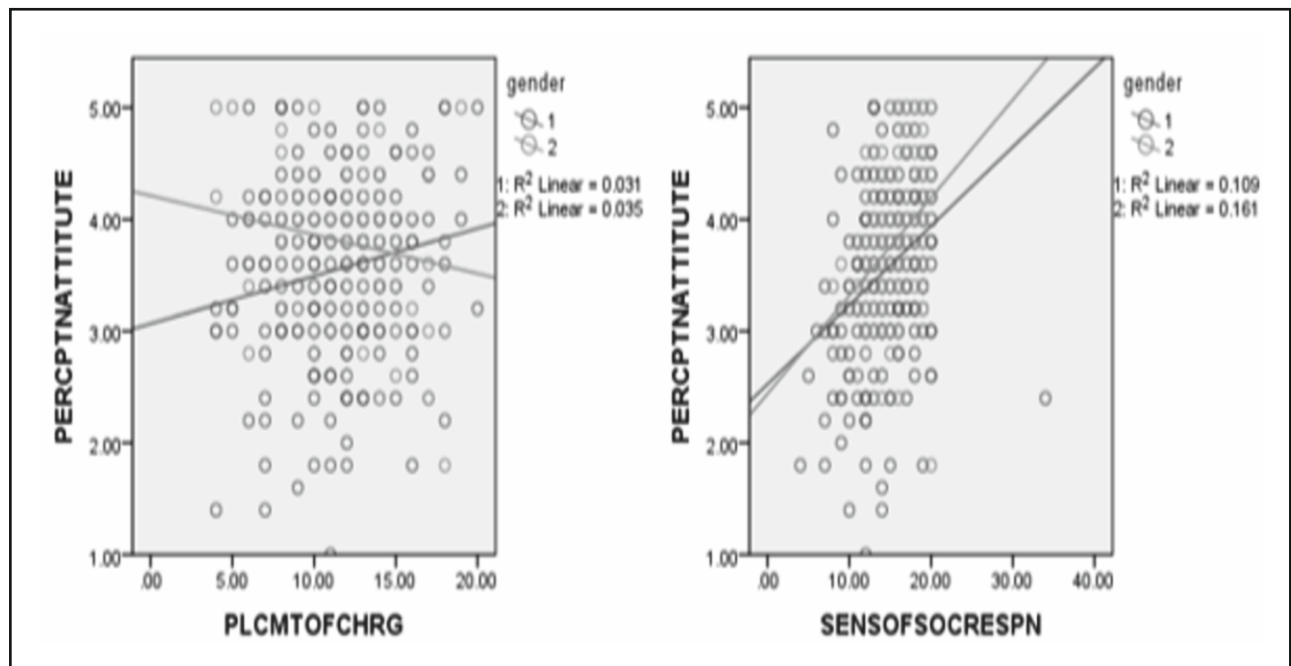
(3) What is your opinion pertaining to the company undertaking and offering cause-enjoined offering?

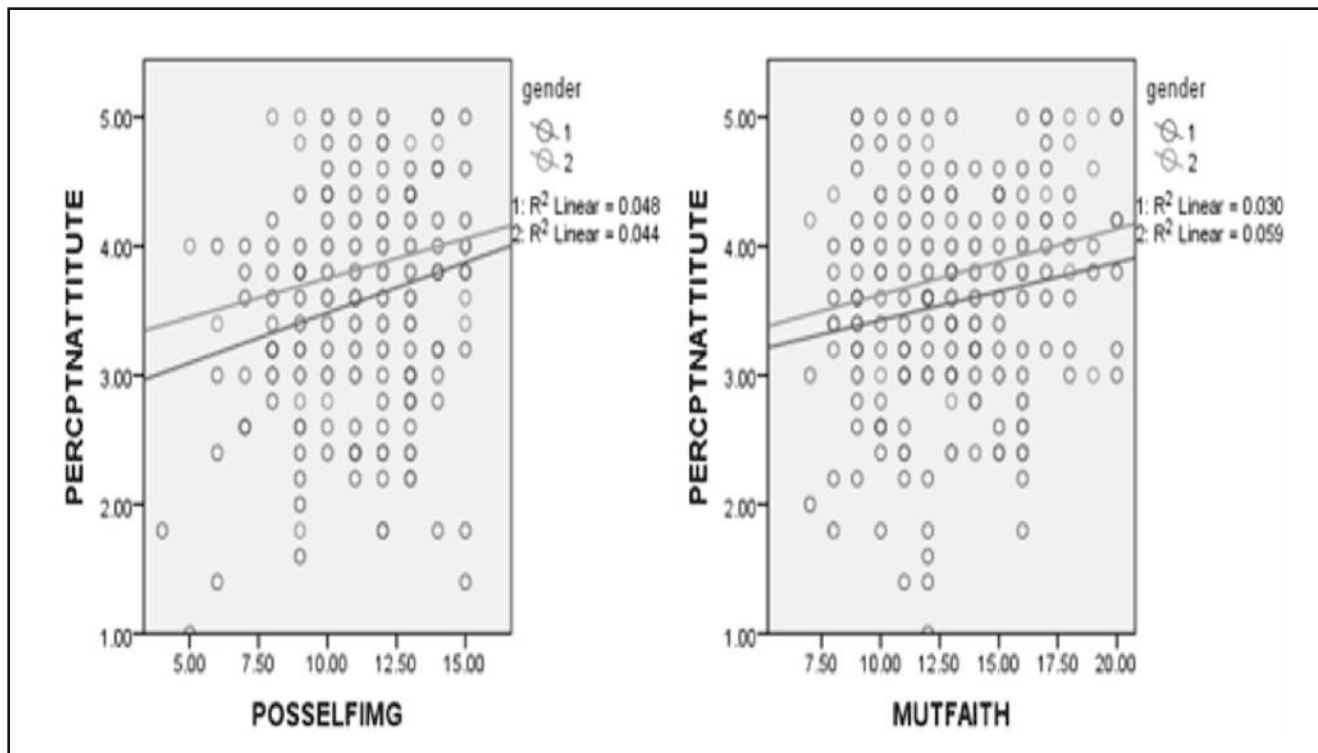
(4) In your opinion, what is the prompt or driver for the not-for-profit organization to participate in such endeavors?

(5) Regarding the perception of the company, did you notice any change post the campaign?

(6) Going forward, would you be interested in seeing and participating in such campaigns? Give reasons, if possible.

B : Scatterplots Split by Gender





About the Author

Dr. Shruti Gupta is a PhD from the Indian Institute of Technology, Delhi (IIT Delhi). She did her B.Com. (Hons.) from Delhi University with first division and holds a PGDM degree from International Management Institute (IMI) New Delhi. She attended the first batch of the International Summer School at the Indian Institute of Management, Ahmedabad (IIMA), and was appreciated for her research design with an award of “Exemplary Experiment with Social Promise.” She is currently working as an Assistant Professor (Marketing) at International Management Institute, Delhi.