CONSUMER RESPONSE TO
CAUSE-RELATED BUSINESS STRATEGIES:

SPONSORSHIP, TRANSACTION-BASED, EVENT,
AND EXPERIENTIAL

A DISSERTATION
SUBMITTED TO THE FACULTY OF
UNIVERSITY OF MINNESOTA
BY

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IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF
DOCTOR OF PHILOSOPHY

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AUGUST, 2013

ACKNOWLEDGEMENTS

I would like to express my sincere appreciation to all those people who provided me with assistance during my research.

I would like to express my deepest sincere gratitude to my adviser, Dr. Kim Johnson. Her profound knowledge, intellectual support, and enthusiasm enabled me to complete my dissertation and graduate study. Without her insightful advice in both my scholarly and professional development, I could not have become who I am today. I thank her from the bottom of my heart.

I am thankful to my committee members, Dr. Hye-Young Kim, Dr. Mark Snyder, and Dr. Jean McElvain who provided insightful suggestions for my dissertation. I have been fortunately to have such a great support from my committee. Especially, I offer many thanks to Dr. Kim for her support regarding statistical issues in my research. I also would like to extend a special word of appreciation to my former advisor, Dr. Sook-Ja Lim, who encouraged me to study abroad and become a scholar.

My deep gratitude also goes to my colleagues and friends, with whom I have had many joyful times that were a welcomed distraction and a source of emotional energy while I have been living and studying in Minnesota.

I reserve distinct gratitude for my husband, parents and parents-in-law. I want to express my deep appreciation and love for my husband and life partner, Ki Ho Park. I cannot imagine that I could have completed my graduate study without his endless love, support, and encouragement. He always believed in me, shared in this journey, and gave me enormous courage.

I want to thank my parents and parents-in-law for their infinite supports, unconditional love, and prayer. They always encouraged me with many phrases from the Bible, the best source of my energy during this challenging journey. My appreciation for their love cannot be verbally expressed enough.

Lastly, I thank God for his every blessing to me.

ABSTRACT

The purposes of this study were first, to investigate the impact of four different

types of cause-related business strategies (CRBS) on consumer responses to an apparel

brand. The four strategies investigated were classified based on Pine and Gilmore's (1998)

four realms of experience. They were labeled sponsored-linked marketing, transaction-

based cause-related marketing, cause-related event marketing, and cause-related

experiential marketing. The consumer responses investigated were drawn from Curra´s-

Pe´rez, Bigne´-Alcan˜iz, and Alvarado-Herrera's (2009) conceptual model of consumer

identification with a socially responsible company that identified brand image,

distinctiveness, brand attractiveness, customer-brand identification, attitude toward the

brand, and customer loyalty as important antecedents to brand loyalty. The second

purpose was to examine the relative effectiveness of CRBS as opposed to a commonly

employed strategy (i.e., celebrity marketing) to establish whether the effects of CRBS on

consumers were significantly different. Data was collected from consumer panels ($n =$

344) and undergraduates ($n = 415$). This process resulted in responses from 759

individuals that were used for primary data analysis.

For each type of CRBS, there were significant positive relationships between

corporate social responsibility image, brand distinctiveness, credibility, and attractiveness,

customer-brand (C-B) identification, attitude toward the brand, and customer loyalty. The

relationships of the variables were significantly different between each type of CRBS.

Specifically, the effect of CSR image on brand distinctiveness, the effect of brand

distinctiveness on brand attractiveness, the impact of brand attractiveness on C-B identification and the impact of C-B identification on attitude toward the brand were strongest in the cause-related event marketing condition followed by transaction-based cause-related marketing, cause-related experiential marketing, and sponsorship-linked marketing conditions. Third, the relationships of the dependent variables were significantly different between all types of CRBS and celebrity marketing suggesting participant's response to CRBS and celebrity marketing was different. Specifically, the effect of corporate social responsibility image on brand distinctiveness, credibility, attractiveness, C-B identification, attitude toward the brand, and customer loyalty was stronger for each type of CRBS condition than for the celebrity marketing condition. Theoretical and managerial implications and suggestions for future research based on the findings were provided.

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CHAPTER ONE

INTRODUCTION

This chapter provides a general background on cause-related marketing practices and how they affect consumer decision making. The following sections cover the purpose and the significance of the current study.

Background

Corporate social responsibility includes actions that further the interests of society as a whole and extend beyond the interests of the firm (McWilliams & Siegel, 2001). Corporate social responsibility (CSR) is typically used as a means to publicly communicate that the company holds pro-social values and aspires to do more than simply generate profits. CSR can be exemplified in different ways. For example, a company may focus on internal processes and develop programs to ensure their treatment of their employees reflects social responsibility or place emphasis on external relationships with their partners or their customers or do both.

One strategy that falls under the umbrella term of CSR is cause-related marketing (CRM). CRM is a specific marketing activity in which the company promises its consumers they will donate company resources to a worthy cause for each sold product or service provided (Van den Brink, Odekerken-Schro¨der, & Pauwels, 2006). CRM has the combined objectives of supporting a social cause as well as increasing business profitability and awareness (Varadarajan & Menon, 1988). Marketers allocate a significant amount of their resources to corporate philanthropy, sponsorship of non-profit

organizations, and cause-related marketing (Cornwell & Coote, 2003). Additionally, the practice of CRM is growing. In 2010, two-thirds of all brands engaged in some form of CRM (Sniderman, 2011).

Marketers have paid attention to CRM initiatives because of their positive impacts on consumer behaviors (Sen & Bhattacharya, 2001). CRM can bring several benefits to companies including improving the image of their brands (Cornwell & Maignan, 1998; Polonsky & Speed, 2001), increasing brand awareness (Varadarajan & Menon, 1988), enhancing consumer's attitudes towards a brand (Barone, Norman, & Miyazaki, 2007), and increasing purchase intent relative to specific brands (Cornwell & Coote. 2003). CRM can also help to build consumer-brand relationships that subsequently enhance sales and brand loyalty (Cornwell & Maignan, 1998; Van den Brink et al., 2006). Further, a business's engagement in CRM initiatives can build the company's reputation and subsequently, impact consumer's perceptions of the company or brand as compared to companies and brands that are not involved with a cause (Dean, 2003). As consumers struggle to differentiate between similar brands and products within the marketplace, offering a method to meet consumer's social needs provides businesses an opportunity that allows consumers to differentiate between them (Porter & Kramer, 2011; Schaltegger & Synnestvedt, 2002).

Consumers are increasingly concerned with being socially responsible in their consumption decisions (Smith, 2008). Thus, it is not too surprising that overall consumer perception to CRM has been positive. Boone and Kurtz (2011) reported that 92% of consumers held a positive image toward companies that supported social causes. They

also shared that four out of five consumers answered that they intended to switch to brands associated with "good causes" if the price and quality of the products of the brands were equal to those of the brands they were currently using.

Consumers directly benefit from brands engaged in CRM initiatives. Consumers can experience satisfaction (Luo & Bhattacharya, 2006) as well as link their personal identity to brands that demonstrate pro-social values (Yoon, Gürhan-Canli, & Bozok, 2006). Consumers can increase their satisfaction by believing they are reinforcing their own social values as they support a brand or company that seemingly has similar values to their own.

Consumers also fulfill self-definitional needs by linking their identity with a brand that engages in a CRM strategy (Curra´s-Pe´rez, Bigne´-Alcan˜iz, & Alvarado-Herrera, 2009). This linking of identity with a brand or company is important as customer's identification with a brand ultimately motivates consumers to maintain their relationship with the brand over time (Bigné-Alcañiz, Currás-Pérez, Ruiz-Mafé, & Sanz-Blas, 2010).

As a result of ongoing consumer interest in support of social causes, marketers anticipate continued use of CRM and relevant marketing strategies (e.g., socially aligned business initiatives) (Cone Inc., 2007). Thus, CRM can be a strategic marketing approach that provides competitive advantages to a brand by building brand awareness and image, increasing brand distinctiveness and profits, allowing a brand's customers to experience satisfaction, and meet their self-definitional needs as well as their desire to consume in a socially responsible manner.

Researchers interested in CRM have focused their attention on answering questions

such as what are the effects of CRM on consumers and identifying variables that

moderate the influence of CRM on consumers. For example, researchers have

investigated the impact of CRM on consumer choice (Barone et al., 2000), consumer

purchase decisions (Cornwell & Coote, 2005), and consumer attitudes towards companies

engaged in CRM (Webb & Mohr, 1998). Researchers have identified significant

moderating variables including cause-brand "fit" (i.e., congruency between the cause and

the brand) (Pracejus & Olsen, 2004; Van den Brink,et al, 2006), the type of product that

is promoted in a CRM campaign (Strahilevitz & Myers, 1998), the size of the donation

promised by the brand (Hajjat, 2003; Van den Brink et al., 2006), consumer's

involvement with the cause (Bigné-Alcañiz et al., 2010), relevancy of the cause to the

consumer (Berger, Cunningham, & Kozinets, 1999), length of time a company commits

to supporting a cause (commitment), and whether the senior management of a business is

committed to the cause (Van den Brink, et al., 2006).

Although researchers have not addressed the influence of different CRM strategies,

organizations have recognized that different ones exist. For example the Cause Marketing

Forum, an organization that provides practical information about business/non-profit

organization alliance, recognized successful business and non-profit organization

executives using several distinct categories: Best transactional program, best health-

related program, best environmental/wildlife program, best social service/education

program, best cause marketing print creative, and best cause marketing event. In other

words, a professional organization interested in CRM differentiated between transaction-

based cause-related marketing and cause-related event marketing in their awards but

identified both as types of CRM.

A review of extant literature on CRM also supports the idea that different types of cause related business strategies (CRBS) exist as researchers have investigated different forms of CRBS and have labeled at least some of these marketing approaches. To facilitate this research the following CRBS were identified and defined: sponsorship-linked marketing, transaction-based CRM, cause-related marketing associated with events (cause-related event marketing), and cause-related experiential marketing.

Sponsorship-linked marketing was defined as "the orchestration and implementation of marketing activities for the purpose of building and communicating an association to a sponsorship" (Cornwell, 1995, p. 15). Sponsorship-linked marketing is not conditional upon corporate revenue. In general, brands engaged in sponsorship-linked marketing donate resources first to an organization or social cause and then hope for a change in consumer attitude or behavior toward the brand as a result of consumer's learning that the brand has supported the organization or the social cause (Cornwell & Coote, 2005). An instance of sponsorship-linked marketing is an act by American Apparel, a U.S. apparel brand. This business donated 5,000 pairs of socks to the victims of the Haitian earthquake in 2010 (www.americanapparel.net).

A revenue-producing transaction, transaction-based CRM was defined as the practice of a brand making a donation to a social cause as a result of consumers' purchasing the brand's products or services (Cornwell & Coote, 2005; Nan & Heo, 2007). This is a very typical form of CRM. An example of transaction-based marketing is the strategy of BCBG MAXAZRIA, a France-based apparel brand. This company sold

specially designed ear buds and scarves. They subsequently donated twenty percent of the profits from the sale of these items to the Susan G. Komen for the Cure Organization, a non-profit that works to end breast cancer in the U.S. and throughout the world through ground-breaking research, community health outreach, advocacy, and programs in more than 50 countries (www.komen.org).

Event marketing was defined as "a practice of promoting the interests of an organization and its brands by associating the organization with a specific activity." (Shimp, 1993, p. 8; Van Heerden, 2001) Cause-related event marketing creates a specific event to support a cause and provides a recreational value to event participants in exchange for their direct or indirect donation. An example of a cause-related event marketing is Clinique's Happy e-card event. Clinique donated $1 for each card sent to friends through their website (www.clinique.com).

Experiential marketing was defined as creating "memorable events or experiences that engage the consumer in a personal way such that he/she feels part of the experience while exhilarating the senses." (Chen, Ching, Luo, & Liu, 2008, p.1) Experiential event marketers link their events or campaign to socially responsible causes and initiatives. An example of cause-related experiential marketing is TOMS shoes' "One Day without Shoes" campaign. This campaign entailed asking customers to live one day without wearing shoes to experience what it is like to live like the millions of children in Africa who live without shoes (www.toms.com).

Consumers may have different responses to a brand that engages in different types of CRBS. Lii, Wu, and Ding (2011) demonstrated that consumers can develop negative

attitudes about conditional donations that a brand makes that primarily serve the brand's self-interests. On the other hand, consumers can develop positive attitudes about unconditional donations from a brand (e.g., sponsorship) as an act of corporate altruism. Subsequently, consumer's perceptions of each type of CRBS can result in different attitudes toward the brand and impact consequent purchase intentions relative to the brand. Determining if these consumer differences exist is important because if consumers recognize even a little difference between two types of business donations, marketers should attempt to focus on the one that is most beneficial to them (Dean, 2003).

Despite the growing cause-related marketing literature, there is limited empirical research investigating types of cause-related business strategies and their impact on consumer responses. Thus, assessing the effectiveness of different types of CRBS on consumers is one focus of this investigation. Further, to verify the effect of CRBS on consumer responses may be different as compared to the use of traditional marketing strategies, the effect of celebrity marketing was investigated and compared to CRBS. This study focused on the use of CRBS with apparel brands since few researchers have focused on this topic although many apparel brands employ different types of CRBS as a marketing strategy.

Statement of Research Purpose

The purposes of this study were first, to investigate the impact of four different types of cause-related business strategies on consumer responses to an apparel brand. The four strategies investigated were labeled sponsored-linked marketing, transaction-based

cause-related marketing, cause-related event marketing, and cause-related experiential marketing. The consumer responses investigated were drawn from Curra´s-Pe´rez, Bigne´-Alcan˜iz, and Alvarado-Herrera's (2009)'s conceptual model of consumer identification with a socially responsible company. These researchers identified brand image, distinctiveness, brand attractiveness, identification with the brand (customer-company identification), attitude toward the brand, and customer loyalty as important antecedents to brand loyalty.

A second purpose was to examine the relative effectiveness of CRBS as opposed to celebrity marketing to verify that the effect of CRBS is different from that of a common type of marketing.

Based on these research purposes, the following research questions were formulated:

1. What effect do different types of CRBS have on consumer perception of brand distinctiveness, brand credibility, brand attractiveness, customer-brand identification, attitudes toward a brand engaged in CRBS, and customer loyalty?

2. What effect does celebrity marketing have on consumer perception of brand distinctiveness, brand credibility, brand attractiveness, customer-brand identification, attitudes toward a brand engaged in CRBS, and customer loyalty? How is consumer response to CRBS and celebrity marketing different?

Significance of Proposed Research

From a theoretical standpoint, the contribution of this study was to extend prior work on cause-related marketing by investigating how different types of cause-related business strategies influence consumer's responses. Despite marketing practitioners' use of a variety of types of CRBS including cause-related "event" marketing and cause-related "experiential" marketing, these business strategies have not been clearly recognized by researchers or investigated for their relative effectiveness. This study was designed to recognize the scope of CRBS and to evaluate the relative effectiveness of each on consumer responses. Also, this study focused on verifying the effect of CRBS as a new marketing strategy tied to a social value compared to the effect of a traditional marketing strategy.

Results from this empirical investigation can inform marketer's selection of cause-related business strategies because results revealed the extent to which each strategy impacted consumer's perceptions, attitudes, and behaviors relative to the brand (e.g., perception of brand distinctiveness, attitude toward the brand, purchase intention). Results also revealed the relative effectiveness of each strategy by determining which strategy was most influential on consumer responses. Thus, findings can be useful for marketers to create and use CRBS that can generate the best marketing performance for their brand(s).

CHAPTER TWO

LITERATURE REVIEW

Chapter two is comprised of two parts. The first part presents the review of related research and the second part contains the conceptual framework used to develop this research. The chapter ends with a proposed conceptual framework that illustrates proposed relationships between the variables under investigation.

Review of Related Research

Cause-related Marketing

Growing concern about sustainable business practices on the part of both businesses and consumers is bringing attention to the obligations of for-profit businesses to be socially responsible and make contributions to society beyond their direct business interests (Macleod, 2001; Mohr, Webb, & Harris, 2001). The term corporate social responsibility (CSR) is used to capture the idea that a business has an obligation to be socially responsible as well as to generate profits. As a type of CSR, marketers have paid attention to cause-related marketing (CRM). Social issues that CRM efforts have been tied to covers include environmental protection, child-abuse protection, women's breast cancer, and awareness of childhood obesity.

CRM entails the use of marketing to link a company with a social cause or a non-profit organization affiliated with a social cause (Trimble & Rifon, 2006). There are three components to CRM: A corporation, a charitable cause, and a consumer who engages in a revenue-producing transaction (Dean, 2006). Through CRM, the company benefits even

before donations have occurred because CRM increases brand awareness along with sales. Because there are these types of benefits to CRM, using CRM as a strategy can be perceived by consumers as serving businesses' self-interests rather than as instances of altruism (Dean, 2006). Depending on consumer's perception of CRM activities as either serving businesses' self-interest or altruism, CRM can be a powerful tool to induce positive consumer perceptions of brand or can be viewed as an expedient means to profitability resulting in some consumer's developing negative attitudes toward a company.

When did cause-related marketing appear? One of the first marketing campaigns that is credited with giving "birth" to cause-related marketing was an American Express promotion to raise funds for the renovations of the Statue of Liberty and Ellis Island (Andreason, 1996; Dean, 2006). Through a transaction-based promotion, American Express (AE) donated one dollar for every new credit card issued and/or a penny for every use of a (AE) credit card consequently raising $ 1.7 million (Dean, 2006; Trimble & Rifon, 2006). In addition to the money raised in support of the renovation, American Express gained increases in card usage (28%) and increases in cards issued (Wall, 1984).

American Express continued to develop this marketing strategy by developing a campaign in support of the San Francisco Arts Festival (Adkins, 1999) donating two cents every time an AE card was used. Outcomes of this marketing event included relationship building between the merchants and American Express along with significant increases again in credit card usage. Since this point in time, the term cause-related

marketing has been used to describe this particular strategy (Adkins, 1999).

During the early 1990s, CRM activities continued to grow (Smith, 1994). For example, there was a 150% increase in spending on CRM between 1990 and 1994 (Strahilevitz & Myers, 1998). During the next 15 years spending increased to $1.52 billion (IEG report and Cause Marketing Forum) reflecting the gain in importance of CRM as a competitive strategy.

How cause-related marketing is promoted? Traditionally companies developed a product or service, promoted, and distributed it through traditional and unidirectional means (e.g., advertising, public relations, promotions) (Harvey & Strahilevitz, 2009). Some companies also used direct marketing methods including sending media (e.g., catalogs, telemarketing) to inform consumers about their products. Other marketers used in-store displays and other communications tools such as posters or brochures (Labonar, 2009).

However, interactive marketing has expanded the scope of traditional marketing. Interactive Marketing refers to an evolving trend in marketing whereby marketing shifts from a transaction-based effort to a conversation (Deighton,1996). Interactive marketing includes E-WOM, search behavior conducted online, personalization, E-service, recommendations, co-creation, virtual communities and worlds, and e-auctions (Malthouse & Hofacker, 2010).

There are a variety of interactive media that deliver messages between consumers such as YouTube, Second Life, Twitter, or Facebook (Malthouse & Hofacker, 2010). Marketers understand the potential of social media in particular (e.g., Facebook) to

facilitate interaction between consumers and businesses (expoweb.com). Building consumer-brand relationships with interactive communication strategies has proven to be more effective than use of traditional approaches (Whelan & Wohlfeil, 2006). As a result, marketers use company websites and social media to promote their CRM activities and to stimulate consumer's cause-event engagement.

Marketers are using interactive media to transmit cause messages or attract target consumers to their CRM. As an example, the anti-bullying campaign of Procter & Gamble's Secret deodorant, called Mean Stinks, was launched in 2011 on a Facebook page. This campaign added 50,000 Facebook "friends" to the Secret Facebook page and demonstrated how a CRM strategy can impact fan base (McNaughton, 2011). Visitors to the online campaign page were also allowed to use a "Good Graffiti" application to pass along positive messages to their friends (McNaughton, 2011). Fifty percent of the "Mean Stinks" Facebook fans engaged in the community by viewing the page and wall posts, commenting, or liking something from the page at least once per month (McNaughton, 2011). Fifty percent of the Mean Stinks community also became a member of the Secret brand community (Ukman, 2011).

Proctor & Gamble used Facebook not only to get the message out but also to motivate people to actively care about the cause. The campaign page had a page for counseling centers and a place where visitors could upload video apologies about their past acts of meanness. Further, this campaign resulted in 10,000 women donating one dollar to PACER's National Bullying Prevention Center by requesting coupons online from a Facebook page or downloading iAd wallpapers to their iPhone or iPod Touch.

Users also triggered the one dollar donation when they texted or emailed a wallpaper to their friends or family members. Thus, customers actively engaged in the anti-bullying campaign. Further, the market share of Secret increased 0.6 points after the launch of their Mean Stinks campaign.

Different Types of Cause-related Business Strategies (CRBS)

  Cause-related marketing. At its core, cause-related marketing is any marketing activity that is linked to a cause in some way or another. Thus, it is not too surprising that cause-related marketing has many different forms some of which are more familiar to consumers than others. For example, CRM can be a transaction-based donation where a portion of the sales of a specific item sold is donated to a non-profit organization. CRM can also take the form of providing consumers with a promotional event that consumers participate in through their purchase of cause-related items from the organization. A term that has been used by some practitioners to describe this type of activity is cause-related event marketing. An example includes consumers purchasing additional bags of groceries from a store and the store then delivering those bags to a local food shelf. Another form of cause-related marketing is when consumers engage in an actual experience of helping and donate their effort, time, and money to the cause. This last form is exemplified by programs such as Habitat for Humanity. In this research the term cause-related experiential marketing is used to describe activities of this type. CRM can also take on other forms including promotion of a common message, fundraising, product licensing or certification, and local partnerships (www.sponsorship.com). The focus of this research is

on the first three sub-types. What follows is a detailed discussion of each sub-type of cause-related marketing.

Differences between cause-related marketing and sponsorship-linked marketing. Cause-related marketing is different from sponsorship-linked marketing activities (Trimble & Rifon, 2006). CRM increases product sales directly because consumers often must buy a product to be able to support the cause. Sponsorship-linked marketing relates to sales indirectly because the sponsoring organization is donating products to another organization in the hope of generating future sales from those individuals who receive the products. An example of sponsorship-linked marketing is when the Whole Foods Market, an organic grocery retailer, donates food to area food banks and shelters (www.wholefoodsmarket.com).

CRM can also be seen as a connection between a corporate philanthropy and sales promotion (Grahn, Hannaford, & Laverty, 1987). According to Varadarajan and Menon (1988), CRM is an alignment of corporate philanthropy and enlightened business interests to achieve two objectives: improve corporate performance and help worthy causes. On the other hand, sponsorship-linked marketing is typically only associated with philanthropy. Philanthropy involves companies making a contribution of money or promotional items (e.g., badges, coffee cup sleeves) to be given away without an immediate expectation of consumers doing anything and is often done anonymously. The activity is engaged in because the company desires to be a good citizen (Collins, 1994; Shaw & Post, 1993). Even though philanthropic activities do not include the expectation of direct benefits, previous researchers have found that brand image, consumer's attitudes

toward the company, and social recognition in the community were improved by a brand's philanthropy (D'Astous & Bitz, 1995; Brown & Dacin, 1997; Sen & Bhattacharya, 2001).

Subtypes of CRBS.

Transaction-based cause-related marketing (CRM). In transaction-based CRM, a consumer's behavior comes first and then a company donates money to a charity (Cornwell & Coote, 2005). A transaction-based donation needs consumer's engagement in a revenue-producing transaction with the firm, thus, it increases product sales directly by consumer's purchase of a product to support the cause (Grahn et al., 1987). Examples of this form of CRM include consumer's buying coffee wherein a percentage of the price was subsequently donated to a specific social cause (e.g., Caribou coffee's Susan G. Comen for the Cure campaign). Another example is the Pink Ribbon campaign designed to increase breast cancer awareness. Several apparel brands/retailers (e.g., Michael Kors, Anne Klein, Macy's, Nordstrom, St. John Knits) partnered with a non-profit organization and developed a product (e.g., pink-ribbon T-shirts). A percentage of the sales of these products and money generated from the event were donated to a specific social cause (e.g., women battling breast cancer). Some marketers donate all profits from the sales of certain products to a cause. For example, Panera restaurants bake cranberry bagels in the shape of ribbons for a "Panera Goes Pink," campaign and donate 100% of the profits from the sale of the bagels to a breast cancer charity every year (www.panerabread. com).

Interestingly, some brands do not donate money but donate other resources. For example Origins, a cosmetic brand, launched a global re-forestation program "Origins

Earth Initiatives" that plants a tree when a specific Origins product is sold. Also, when a new Origins guide is hired or a new Origins store opens, trees are also planted in their name and in honor of the new store. As a result, Origins had planted approximately 1.25 million trees by 2009 (www.origins.com). Another example is TOMS shoes, a brand that integrates social giving directly into their business. TOMS shoes donates a pair of shoes to a child in need when any pair of their shoes is sold (www.toms.com).

In a transaction-based donation, consumer's participation in the campaign is typically generated by encountering a situation or some in-store experience. Consumers generally enter a store and come into contact with a CRM campaign message (e.g., in-store poster) or a featured product that is displayed in a high traffic area. A contemporary example is a CRM campaign done by Caribou Coffee. At any coffee shop, upon entering the store, consumers encounter a prominent display of coffee products and cup holders offered in support of the Susan G. Comen for the Cure campaign along with information about the campaign. Providing that type of store environment may influence the attention a consumer pays to the campaign and induce their engagement in the campaign by purchasing products. However, once the purchase is completed or the consumer's contact with the purchase or the campaign has ended, involvement in the cause may quickly fade away (Richins & Bloch 1986).

Customers can be partially involved in a donation under the transaction-based CRM. Some customers have an intention to buy a certain cause-related product to support a cause (e.g., RED products). Or, customers can be persuaded to pay attention to the goods supporting a cause and buy them within a certain shopping environment or situation (e.g.,

in-store display of product supporting a cause). In this type of CRM, all donation-related details are decided by a marketer and consumers make no additional effort beyond purchasing the product. Thus, consumers are 'passively' involved in making their donation.

Cause-related "event" marketing.

Event marketing. Traditionally, marketers used a push communication strategy wherein brand messages were forced on consumers (Wohlfeil & Whelan, 2006). Consumers passively experienced the "information overflow" resulting from this marketing approach. Frequently, the end result was that consumers did not actively process the intended message about the brand. In an environment saturated with brand messages, this push communication approach was largely ineffective and marketers were encouraged to develop alternative communication strategies (Wohlfeil & Whelan, 2006). If marketers use only a traditional communication strategy for their cause-related marketing (e.g., using public relations to promote the brand's cause sponsorship), some consumers may recognize the brand's engagement in CRM, however, others may especially not if the CRM communication is just another part of the promotional "noise" they encounter.

As an alternative, "pull" marketing strategies have been developed to create consumer interest and more importantly, consumer demand for a specific product or service. One example is event marketing. According to Shimp (1993) and Van Heerden (2001), event marketing refers to "the practice of promoting the interests of an organization and its brands by associating the organization with a specific activity" (p. 8).

Event marketing encourages consumers to voluntarily accept brand messages through event participation. A common example of event marketing is when a department store offers a free makeover by a professional makeup artist at a cosmetics counter for any customer of the store. The customer can participate in the event with no obligation to purchase cosmetics. The customers can also get to know the brand by participating in the event.

There are several forms of event marketing: Event sponsorships (Cunningham, Taylor, & Reeder, 1993), sales promotions (Anderson & Weslau, 2000), trade shows, meetings/gatherings, seminar/workshops, concerts, tours, activities, and online event marketing (salescrator.com). With the spread of interactive media use among consumers (e.g., online website, social media), marketers have developed online event marketing. In online event marketing, the campaign or event can be implemented in a brand's website. For example, Clinique, a cosmetic brand, offered a "Clinique Happy Day" event where they teamed up with Big Brothers Big Sisters, an organization that helps children. They asked some of the children in the organization to create personalized holiday cards that embodied happiness. The children were encouraged to express happy holiday moments in their artwork. In 2009, the cards were sold at Clinique.com for $30. As a result, Clinique donated $350,000 to Big Brothers Big Sisters. Clinique also developed a Facebook page for the Happy event where customers could also create personalized Happy e-cards, post them on their walls, and share them with their friends on Facebook. For each e-card sent, Clinique donated $1 to Big Brothers Big Sisters up to $100,000. Senders also received an email offer for a free Clinique spray. Further, Clinique created "Share Happy Get Happy"

an online video campaign that encouraged customers to create personalized Happy videos and to share them with family and friends. Clinique also offered a "Happy Personalized Photo Bottle" event. In their website, customers could create customized bottles of "Clinique Happy perfume", by uploading photos of family, friends, or pets. For each personalized photo bottle sold, Clinique again donated $1 up to $100,000.

Researchers have identified specific features of event marketing. For example, Whelan and Wohlfeil (2006) proposed four constitutive features of event marketing: Experience-orientation, self-initiation, interactivity, and dramaturgy. The experience-oriented feature refers to the idea that consumers are allowed to experience the brand through active participation in the event, rather than being offered a marketing message as a passive recipient. Returning to the previous cosmetic example, the experience oriented feature would be the customers hearing about the specific feature of a cosmetic brand. The self-initiation feature refers to the idea that event marketing provides an emotional experience to consumers. Returning to our cosmetic example, the experience of the cosmetic event can result in an emotional lift because the customer likes how they look and feel better after cosmetics have been professional applied. As contrasted with traditional marketing communication, interactivity is a feature that provides interaction between a consumer and a brand. Clearly in the cosmetic example, the customer gets to touch, feel, and perhaps even apply the cosmetics to their face. Dramaturgy is an emotional, creative, and unique feature of an experience different from a daily life experience. Again in the cosmetic event example, having your makeup done by a professional allows you an out-of-the-ordinary experience as most consumers do not have

professional makeup artists working with them and it allows the consumer to, perhaps, role play a different position in life.

   Cause-related event marketing. Event marketing includes the marketing of sporting, cultural, and charitable activities to selected target markets (Bianca, 2011). Companies can easily link a social cause to an event. As noted earlier, event marketing links a brand with a specific activity. Based on this general definition of event marketing, cause-related event marketing can be defined as the practice of promoting a company's interest or support of a social cause by associating the cause with a specific event. Cause-related event marketing may have several objectives including to promote current or prospective customer's engagement in an event, to stimulate a participant's support of a cause, and subsequently, to enhance brand awareness, brand image, and customer loyalty. Researchers (Irwin, Lachowetz, Comwell, & Clark, 2003) have found that consumers are more likely to buy an event sponsoring brand's product if the event is linked to a non-profit organization.

   Labonar (2009), in discussing cause-related event marketing, noted the cost to implement cause-related event marketing is low, cause-related event marketing increases customer loyalty, encourages customer's positive word-of-mouth, attracts new customers, and helps those in need. Labonar indicated that cause-related event marketing is a cost effective and fun method to grow a business practice. As contrasted to a company's simple donation, cause-related event marketing can be a "win-win" marketing initiative (Labonar, 2009). Cause-related event marketing often provides newsworthy copy for the local media and often results in free publicity for the sponsoring company. Cause-related

event marketing provides benefits to the charity/community and ultimately, allows marketers to achieve positive business outcomes as a result of their commitment to "good things." Events also serve as tools of public relations cause-related event marketing and awareness (Gronbjerg, 1993). When events are held in a community, consumers quickly become aware of what brands are holding the event. Further, marketers do not have to push a fundraiser to their customer because customers are offered an activity or experience through attending the event in exchange for their support (Labonar, 2009). In other words, customers not only donate their money to charities but also gain emotional benefits (e.g., hedonic value, social value) through their participation in a cause-related event marketing.

Several marketers are involved in cause-related event marketing online and offline. For example, the US-based department store Kohl's offered their Facebook fans the opportunity to decide what schools would receive a donation of $500 thousand. Customers could simply participate in the retailer's decision making concerning who would get the donations by clicking on the Kohl's Facebook page. Through this approach, Kohl's had utilized social media tactics to promote their socially responsible efforts. Similarly, Target, another US-Based retailer, allowed their Facebook fans to choose the organization that would receive a $1 million donation using an application named "Super Love Sender."

As a slight variation of cause-related event marketing, consumers may also be involved in making a purchase as they participate in these events. For example, Swiss Netgranny is a collective of 15 grannies recruited by Tarzan, a Swiss fashion brand. The

brand was interested in providing opportunities for employment for mature adults. The grannies knit socks and sell them through an online store. Customers can see a granny picture and choose their favorite granny. They can also select the color of their socks or a granny's "surprise" design. The price of socks is EUR 26. It takes a granny two weeks to knit a pair of socks. By buying a pair of socks, consumers not only support a local community by keeping adults employed but also gain a unique shopping experience. This event reflects three key features of event marketing: self-initiation, interactivity, and dramaturgy.

Another example of offline cause-related event marketing that also requires a purchase is one done by Whole Foods Market. Whole Foods Market is a US-based organic grocery retailer that supports local and global communities by offering a "goodie bag." On a certain day, local vendors join with Whole Foods Market and provide them with products for the bags. Customers can buy goodie bags by donating $10 in support of the Whole Planet Foundation. This foundation supports a poverty alleviation program for developing communities wherein Whole Foods Market sources products for their stores.

In conclusion, cause-related event marketing can work as a "win-win-win" marketing strategy for marketers, customers, as well as for charities. In cause-related event marketing consumers can engage in a socially responsible consumption process. Consumers can be involved in a cause by purchasing a cause sponsoring product even when the product is not directly related to their needs (e.g., e-card). Consumers can gain a "fun" experience from event participation (e.g., feel happy through sending a Clinique's Happy day e-card to their friends; enjoy selecting a granny's unique design of socks). On

the other hand, marketers can enhance the image of their brand and brand awareness through cause-related event marketing. For example, when event participants in Clinique's Happy event sent happy cards to family members and friends, Clinique likely benefited as awareness of Clinique as a brand increased and other consumers recognized that Clinique was engaged in supporting a social cause. Further, current customer's loyalty to a brand can be strengthened as they see their brand as socially responsible. Finally, the non-profit organization or cause directly benefited from the donation and indirectly benefited through increased visibility of the cause itself.

Comparing transaction-based CRM with cause-related event marketing. There are distinct differences between transaction-based CRM and cause-related event marketing. The first difference is the level of consumer engagement or effort. Recall that in transaction-based CRM, consumers purchase a product supporting a cause and then some donation to the cause is made by the retailer or brand without any further effort on the part of the consumer. In cause-related event marketing consumers are expected to be interested in the event linked to the cause as well as to be active participants in the event. Recall Proctor & Gamble created a specific Facebook page to promote their 'Mean Stinks' campaign. Consumers needed to make an additional effort to visit this webpage to participate in the event.

Another distinction is the financial cost to the consumer. In transaction-based CRM the only way that an individual can support the cause is through making a purchase, thus some financial commitment is required. In cause-related event marketing a customer does not always have to make a financial commitment. Recall the Happy campaign by

Clinique where individuals were encouraged to send an e-card to friends and family members and Clinique donated $1 to Big Brothers Big Sisters for every card that was sent while the consumer was not required to donate.

Although numerous marketers have employed cause-related event marketing and consumers have actively engaged in these events online and offline, the effectiveness of this particular strategy has not been documented. Since cause-related event marketing is different from other types of cause-related business strategies (e.g., transaction-based CRM) in terms of donation type and the level of consumer's engagement, it is important to investigate the effectiveness of this strategy.

Cause-related "experiential" marketing. Cause-related event marketing requires some level of engagement by consumers. As noted, consumers need to do something other than make a simple purchase. Event marketing in general also has the ability to provide an "enriching experience" and emotional benefits to participants. Building on this idea, event marketing can be a tool for experiential marketing providing consumers with a holistic experience that is tied to emotion (Schmitt, 1999).
As contrasted with a traditional view of consumers as rational decision makers, current consumers are viewed by marketers as both rational and emotional (Schmitt, 1999). Customers want to be entertained, educated, and even challenged (Schmitt, 1999). Hence, extraordinary and memorable experience retains old customers as well as attracts new customers (Sneath, Finney, & Close, 2005; Whelan & Wohlfeil, 2006).

Clearly, consumers are concerned with finding some opportunities for experiential consumption. Experiential consumption provides "enriching experiences through

emotional benefits by which consumers attempt to improve the quality of their lives right here and now" (Whelan & Wohlfeil, 2006, p. 315). In other words, experiential consumers want products, communications, and marketing initiatives that "dazzle their senses, touch their hearts, stimulate their minds" and "deliver an experience" (Schmitt, 1999, p. 57).

In response to consumer interest in having an experience as they consume, marketers have developed experiential marketing. Experiential marketing is a marketing strategy that connects consumption to emotions, logic, senses, and general thought processes (Yuan & Wu, 2008). An experience-based marketing strategy can be a superior competitive advantage to the brand (Verhoef , Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2009). Experiential marketing communicates brand values (Weinberg & Groppel, 1989) and creates emotional bonds between customers and the brand through shared experiences (Whelan & Wohlfeil, 2006). Brookins (2011) demonstrated that live-event marketing offers customers a connection with brands that they cannot experience from other media such as television or being a fan of brand's social networking site.

Obviously, experience is the main component of experiential marketing. According to Schmitt (1999), experiential marketers can create different types of experience: sensory experiences (e.g., sensory experiences through sound, sight, taste, smell), affective experiences (e.g., feeling), cognitive experiences (e.g., problem-solving experiences), actions (e.g., physical experience), and relationships (e.g., relation to a reference group or culture). Schmitt (1999) also noted four characteristics of experiential marketing. Experiential marketing focuses on customer experiences, views consumption

as a holistic experience, recognize customers as rational and emotional beings, and its marketing methods are diverse and multi-faceted (e.g., analytical, verbal, intuitive).

Not too surprising is the linking of experiential marketing with a social cause. In addition to providing a 'unique and memorable' experience, an experiential marketing event that is associated with a cause may offer valuable experiences to event participants. These events not only offer a live-experience to consumers but also can fulfill consumer's need to help others. By actively and directly engaging in a social cause (e.g., building a house for people in need), consumers can gain memorable and fun experiences, can fulfill their need to help others, and can create emotional bonds with the cause, the sponsoring brand, and the non-profit organization. Further, participation in special events provides opportunities for social interaction with other participants. According to Schmitt (1999), customers typically develop a perception about the products or services of a company after having gained experience from attending certain activities of the brand. Thus, experiential cause-event participations may ultimately develop positive perceptions, attitudes, and behaviors (e.g., purchase intention) to the sponsoring brand.

Several marketers have developed cause-related experiential marketing practices. For example, TOMS shoes hosted the "One Day Without Shoes" campaign every year. The brand asked their customers to live one day without wearing their shoes. This campaign attempted to make their customers aware what it is like to live without proper shoes, exposing them to injury and disease, like the millions of children that live without shoes (Lyon, 2010).

As another example, the office supply giant Staples engaged in a cause-related

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experiential marketing event and raised about $630,000 in customer contributions for their national school supply campaign, "Staples for Students," that encourages teens to collect school supplies for students in need. Staples developed a Facebook page to inspire young consumers to become aware of the need to help students and take action (Boone & Kurtz, 2011; www. staple.com). Another example of cause-related experiential marketing is the U.S. ice cream brand Ben & Jerry's a "Random Acts of Cone-ness" event. The event was designed to promote the company's new waffle cone. "Cone Samaritans" gave out 150,000 ice cream samples to urbanites in Chicago, New York, and San Francisco. Fifty thousand cones were given out to police officers, firemen, and in children's hospitals. This event was successful as it increased customer's awareness of the new product (Lyon, 2010).

Yet another example of a cause-related experiential marketing event was an event executed by The Whole Foods Market. This retailer arranged the event for young students of the circle school, a non-profit family cooperative school that encourages children's awareness and respect for their self. Students made aprons and artist smocks using damaged recycled bags from Whole Foods Market. These products were sold at the store to raise funds for the Whole Planet Foundation (www.wholefoodsmarket.com).

Cause-related experiential marketing events are not limited to large retailers or companies. A local book store in Albany, Stuyvesant Plaza, hosted a book event to support breast cancer research. The store offered the opportunity to meet a local author, Leena Luther, and to get her autograph by purchasing a copy of "Lump." The bookstore donated 50% of the book's sales to the Susan G. Foundation (TimesUnion.com, 2011).

Comparing cause-related event marketing with cause-related experiential marketing. As noted earlier, event marketing has the ability to provide an enriching experience to event participants. Cause-related experiential marketing can be viewed as a sub-type of cause-related event marketing by the fact that both strategies use an "event" as a method to support the cause. However, these marketing initiatives represent different levels of commitment and involvement in a cause. For example, returning to the previous Clinique example, consumers can simply participate in the cause by sending a "Happy e-card" using a computer at home. In contrast, consumers actively participate in the "One Day Without Shoes" campaign by living one day without their shoes. Thus, consumers' level of active participation is higher in the latter example than in the former. On the other hand, since these strategies allow consumer's active engagement in decision making process concerning a cause (e.g., voting for or choosing the donation site), the level of connection between consumers and the cause supported is higher in both events than it is for participants engaged in transaction-based CRM.

Sponsorship- linked marketing. In contrast to the first three types of cause-related marketing presented is sponsorship-linked marketing. Sponsorship-linked marketing is a term used to refer to an unconditional donation, that is, a donation to a cause that is not linked to sales. The donation by the company comes first and then consumers are expected to support the company as a result of learning that the company has made contributions to the social cause. Thus, sponsorship-linked marketing relates to sales indirectly (Grahn et al., 1987). An example of this type of marketing is Panera Bread. This company donates millions of bagels, loaves of bread, and pastries to a variety of

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local charities such as churches, schools, and hunger relief organizations (www.panerabread.com). Another example of sponsorship marketing is when employees of The Home Depot partnered with KaBoom, a national nonprofit organization whose vision is to provide children with great places to play. The Home Depot supplied financial support, materials, and volunteers who built playgrounds for kids to play in between 2005 to 2008 under the cause-campaign, "1,000 Playgrounds in 1,000 Days."

Sponsorship-linked marketing is also done by luxury brands. Marketers support charities with the goal of creating positive business outcomes because support of charities reveals to consumers that the brand is concerned with a cause and luxury marketers believe that affluent consumers tend to show positive perception to the cause-sponsorship (Lamb, 2011). For example, the UK-based luxury apparel brand Burberry in 2008 established a philanthropic organization, the Burberry Foundation, to help young people around the world realize and develop their dreams. They support several charity partners (e.g., Heart of Los Angeles Youth) by donations of money or merchandise and Burberry employees volunteer their time with charity partners.

Sponsorship-linked marketing differs from other three types of cause-related marketing in a number of ways. First, in sponsorship-linked marketing consumers are not involved in any of the decision making processes regarding the donation. They do not donate to the cause nor are they involved in any activities related to the cause. Rather, consumers are expected to change their perception or attitude towards the company only after learning that the company or brand is a supporter of the cause. In this instance, consumer engagement in the cause is low as is their financial commitment. Consumer

support of the cause is indirect because they can only support the cause through their

support of a third party (i.e., the business or brand).

Effects of CRBS on Consumers

       Consumer responses to CSR.

       Consumer's perceptions, attitudes, and behaviors tied to CSR. Generally,

consumers' perceptions of a brand influence their behavior relative to that brand

(Fitzsimons, Chartrand, & Fitzsimons, 2008). When a company engages in a corporate

social responsibility initiative, consumers tend to perceive the company as altruistic. This

positive perception may lead to favorable evaluations of the company (Nan & Heo, 2007)

as well as to trust in the company that subsequently can benefit the company (Groth,

2005). Researchers have investigated a range of consumer responses to CSR initiatives

(see Table 1).

Table 1.

Consumer Responses to Corporate Social Responsibility (CSR) Initiatives

Type of Consumer response assessed	Authors (Date of publication)
Cognitive response	
General perception of the CRM	Hyllegard, Ogle, Yan, & Attmann (2010)
Perceived brand image	Dean (2006)
Perceived brand distinctiveness	Curra´s-Pe´rez, Bigne´-Alcan˜iz, & Alvarado-Herrera, (2009)
Perceived brand credibility	Hong & Rim (2010)
Perceived brand attractiveness	Lii, Wu, & Ding (2011)
	Curra´s-Pe´rez, et al, (2009)
	Bigné-Alcañiz, Currás-Pérez, Ruiz-Mafé, & Sanz-Blas, (2010)
	Bhattacharya & Sen (2003)
Perceived brand cohesiveness	Curra´s-Pe´rez, et al, (2009)
Perceived brand prestige	Curra´s-Pe´rez, et al, (2009)
Customer-company identification	Curra´s-Pe´rez, et al, (2009)
	Cornwell & Coote (2005)
	Bigné-Alcañiz, et al, (2010)
Attitudinal responses	
Attitude toward the brand	Curra´s-Pe´rez, et al, (2009)
	Hyllegard, Ogle, Yan, & Attmann (2010)
	Lii, Wu, & Ding (2011)

Table 1. Continued

Type of Consumer response assessed	Authors (Date of publication)
Behavioral responses	
Purchase intention	Cornwell and Coote (2005)
	Curra´s-Pe´rez, et al, (2009)
	Bigné-Alcañiz, Currás-Pérez, Ruiz-Mafé, & Sanz-Blas, 2010
	Hyllegard, Ogle, Yan, and Attmann (2010)
	Lii, Wu, and Ding (2011)
Brand loyalty/ Customer loyalty/ Extra-role behavior	Van den Brink, Odekerken-Schro¨der, & Pauwels (2006)
	Bhattacharya and Sen (2003)
	Lii, Wu, and Ding (2011)

Researchers have investigated the effect of corporate social responsibility initiatives on consumer's perception of brand credibility and their subsequent attitudes and behaviors relative to a company. For example, Hong and Rim (2010) investigated the effect of corporate social responsibility on consumer's perception of the company, trust in the company, and word-of-mouth communication. Customers of Wegmans Food Markets ($n = 350$) participated in the survey research. The more consumers perceived the company as being socially responsible, the more they trusted the company. Also,

consumer's trust in the company influenced their engagement in positive word-of-mouth. In similar research Bloom, Hoeffler, Keller, and Meza (2006) examined consumer's reactions to different types of affinity marketing (e.g., social-cause and sports/entertainment affinity marketing) of well-known U.S. beers and chocolate milk brands with 135 MBA students. Affinity marketing refers to a method of selling goods or services by creating partnerships with similar or compatible companies or brands. Participants associated more trustworthiness with social-cause affinity marketing than with sports/entertainment affinity marketing. The researchers replicated their study in Mexico with 456 MBA students using a well-known Mexican beer and milk brand. Their results were identical with the first study conducted in the US.

Consumer's perception of CRM affects several aspects of consumer loyalty including whether a consumer makes recommendations to others, spreads positive word-of-mouth, or makes suggestions to improve a product or service (Anderson, Fornell, & Mazvancheryl, 2004; Bettencourt, 1997; Lii, Wu, & Ding, 2011) as well as purchase intention (Lii, Wu, & Ding, 2011). For example, Van den Brink, Odekerken-Schro¨der, and Pauwels (2006) studied the effect of CRM (e.g., strategic vs. tactical CRM) on consumer's brand loyalty (e.g., consideration of the brand for purchase, product purchase intention) with college students ($n = 240$). Participants' brand loyalty was influenced by the CRM campaign if the brand had a long-term commitment to the campaign (strategic CRM) rather than a short-term commitment (tactical CRM).

Customer-company identification. One explanation for consumer's positive response to CRM is customer-company (C-C) identification (Bigné-Alcañiz, Currás-

Pérez, Ruiz-Mafé, & Sanz-Blas, 2010; Lichtenstein, Drumwright, & Braig, 2004; Marin & Ruiz, 2007; Sen & Bhattacharya, 2001). Customer–Company (C-C) identification[1] represents the degree of cognitive connection or similarity between a consumer and a company as well as the coincidence between the identity of the organization and the consumer's identity (Bergami & Bagozzi, 2000; Bhattacharya & Sen, 2003). If consumers believe being socially responsible is part of their self-definition and they learn about a business that practices socially responsible behaviors, they may be attracted to that business and want to patronize that business because of the connection between something that is important to their selves and what they view as the identity of the business. Consumers benefit from companies participating in CRM campaigns because consumers' satisfaction can be derived from patronizing a business that they believe has values that are aligned with their own.

Bhattacharya and Sen (2003) proposed that customer-company relationships can be strengthened when customers identify with companies that satisfy their self-definitional needs (e.g., needs for self-continuity, self-distinctiveness). If consumers feel a similarity between their personal identity and a brand's identity, they may connect with a company because they can fulfill their needs for maintaining a stable sense of self over time (Kunda, 1999).

Some consumers may use their connection to companies that engage in CSR as a means to differentiate themselves from other consumers (Curra´s-Pe´rez, Bigne´-Alcan˜iz,

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[1] Some researchers used the concept of 'social distance with the brand' to reflect the idea that consumers and companies share similar values (Lii, Wu, & Ding, 2011).

& Alvarado-Herrera, 2009). One means to make a brand appear distinct from its competitors is to engage in CSR (Bloom et al.,2006). The more consumers perceive a brand's identity as distinct from that of competitors, the more they perceive the brand as attractive. The more consumers perceive the brand as attractive, the more they identify with the company (i.e., greater C-C identification) (Bergami & Bagozzi, 2000). According to Sen and Bhattacharya (2001), CSR initiatives not only reflect a company's character but are perceived as attractive by consumers and are recognized as central and distinctive traits (Albert & Whetten, 1985).

Customer-company identification influences consumers' behaviors relative to the brand. Purchasing a product is one way for consumers to show their alignment with an organization and support of it (Cornwell & Coote, 2005). When consumers identify with a company, they may purchase products as a way of expressing their identity (Belk, 1988; Yoon et al., 2006). C-C identification also can impact customer loyalty (Bhattacharya & Sen, 2003).

Effects of each type of CRBS on consumers.

In the next sections the effects of each type of CRBS on a range of consumer responses are presented. In general, researchers have found different types of cause-related business strategies have an influence on consumers.

Effects of sponsorship-linked marketing on consumers. Cornwell and Coote (2003) investigated the effect of corporate sponsorship of a cause on consumer responses to a brand. The researchers conducted their survey with two groups. One group consisted of people who attended an annual Survivor Luncheon ($n = 145$) attended by breast cancer

survivors and the other group was composed of people who picked-up a t-shirt on the day

of a race ($n = 356$). Participants completed a questionnaire designed to examine

relationships between consumer's identification with a non-profit organization (NPO)

and their willingness to purchase products from the NPO sponsoring firm. The

researchers found a positive relationship between consumer's identification with a non-

profit organization and their intention to buy the NPO sponsor's products. They also

found that consumer's identification with a NPO mediated the relationship between

several antecedents (i.e., perceived prestige of a NPO, consumer's affiliation with a NPO,

their motivation to support a cause) and purchase intention of the NPO sponsor's product.

Similarly, Bigné-Alcañiz et. al (2010) examined the impact of a brand's

sponsorship of a cause and the brand's basic image on consumer's perception of brand

attractiveness, customer-company identification, purchase intention, and consumer's

involvement with the social cause. A total of 595 college students participated in the

survey. The participants were provided printed advertising stimuli including real brands

(e.g., MapFre [insurance brand] and Dove [personal hygiene product brand]) along with a

logo of a non-profit organization that reflected a brand's sponsoring of the cause. Then,

the participants were asked to indicate their perception of the brand's CRM initiative,

brand attractiveness, customer-company identification, purchase intention, and

involvement with the social cause. The researchers found that CRM initiatives and

perceived image of the company positively influenced consumer's perception of brand

attractiveness, their identification with the company, their product purchase intentions,

and their intention to support the social cause. Further, when the participants indicated

that they were involved with the social cause, the effect of consumer identification with the company on product purchase intention was amplified.

Effects of transaction-based CRM on consumers. Within the context of the fashion industry, Hyllegard, Ogle, Yan, and Attmann (2010) examined the impact of transaction-based CRM in apparel advertising on consumer's attitudes toward an apparel brand and purchase intentions. Male and female Gen Y consumers ($n = 349$) from 18 to 28 years of age participated. The survey questionnaire contained eight factors: Participant's awareness of a certain apparel brand (Seven for all mankind's), perception of the CRM of the brand, evaluation of the advertisement stimuli manipulated by three variables (e.g., statement of monetary contribution to a social cause (portion of the profits), disclosure of past monetary contributions to a social cause (no disclosure or disclosure), message appeal (less sexual or more sexual)), involvement in the social cause (breast cancer), importance of beliefs about the apparel company's support for social causes, perceptions of others' beliefs, and purchase intention. The researchers found that perception of CRM and involvement in the breast cancer cause differed by gender. Also, there were no significant effects concerning the statement of monetary contribution, disclosure of past monetary contributions, and message appeal on the participants' evaluations of advertisements and their attitudes toward the brand. Results also showed that attitude toward the brand mediated the effects of gender and perception of CRM on purchase intention. Participants who held favorable perceptions of CRM also held positive attitudes toward a brand featuring a cause-related message in its advertising. However, involvement in the breast cancer cause by a participant had a greater influence

on purchase intention than did attitude toward the brand.

Effects of sponsorship-linked marketing and transaction-based CRM on consumers. Some researchers have compared the influence of two different types of CSR on consumer pereption. Dean (2006) examined the effects of donation type (conditional or unconditional upon revenue generation for the firm) and reputation of the firm (firms described as either scrupulous, average, or irresponsible in the discharge of their social responsibilities) on consumers' overall regard for the firm. The researcher also examined the perceived mercenary intent of the firm and whether the social performance of the company was consistent with "good" management. Data were collected from college students twice. Once after a background paragraph about how the firm discharged its social responsibility was provided and then again after a description of the type of donation was offered. Either type of donation improved the image of a firm depicted as irresponsible. The perceived image of an average firm was increased by the offer of an unconditional donation. However, the average firm did not suffer a loss to its image when offering conditional donations. The image of a scrupulous firm was not significantly changed after offering an unconditional donation but was damaged by offering a conditional donation.

In subsequent research, Lii, Wu, and Ding (2011) investigated the effect of three types of corporate social responsibility initiatives (e.g., philanthropy, sponsorship, cause-related marketing) on consumer's perceived credibility of a social cause campaign, attitudes toward the brand, subsequent extra-role behaviors (e.g., making recommendations to others, spreading positive word-of-mouth), and repurchase intention.

The researchers also examined the moderating effect of consumer's psychological distance (e.g., social distance, spatial distance) with the cause. College students ($n = 480$) participated in a 3x2x2 between-subjects experiment. Researchers found that philanthropy had the strongest effect on consumer evaluations, followed by sponsorship and cause-related marketing. Also, the relationship between all three of the CSR initiatives and perceived credibility of the campaign and attitudes toward the brand were significant when consumers perceived the brand with low social distance (e.g., high similarity with the brand) as well as the cause with low spatial distance (e.g., supporting a local community). That is, CSR initiatives (e.g., philanthropy, sponsorship, CRM) had a positive influence on consumer's attitudes toward the brand and the perceived credibility of the campaign when consumers thought that the company had values similar to their own (see Figure 1 for a diagram of these relationships).
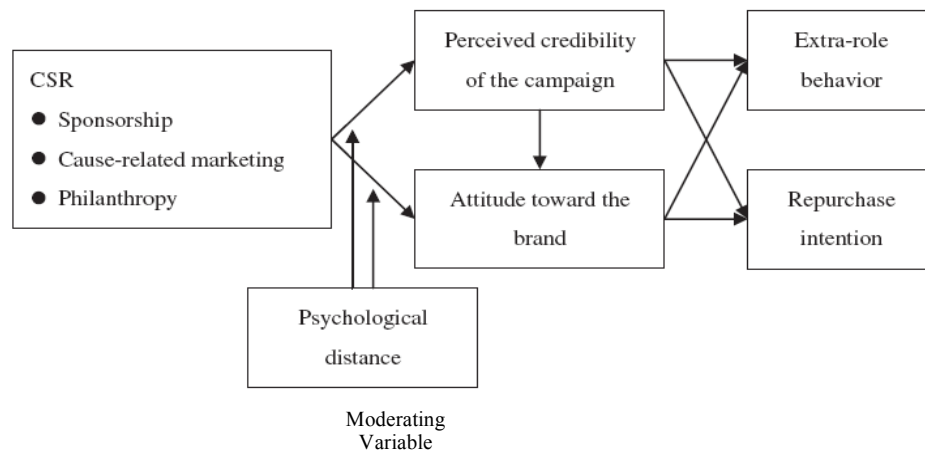
Figure 1. Model of CSR initiatives, attitudes, and behavioral intentions (Lii, Wu, & Ding, 2011)

Effect of cause-related event marketing on consumers. Researchers have investigated the effect of event marketing on consumers. Martensen, Gronholdt, Bendtsen, and Jensen (2007) developed a conceptual model based on the extant literature concerning sponsorship, advertising effectiveness, consumer's emotional responses, and neuropsychological theory. The researchers hypothesized that event involvement has a positive effect on consumer's emotions concerning the event and event attitudes. They also hypothesized that the fit between the brand and event may affect consumer's positive emotions concerning the event and their attitudes toward the event. Consequently, the event attitude was expected to have an impact on consumer's attitude toward the brand and purchase intention. The data for testing the model was collected a week before the event from 156 participants in the event and from another 162 participants after the event. All hypotheses were supported. Thus, the researchers found that consumer's involvement in the event had a positive influence on the emotions tied to the event, attitudes toward the event, and ultimately on their attitude and behavioral intention (e.g., purchase intention) to the brand.

In earlier research, Wohlfeil and Whelan (2006) investigated why young consumers were motivated to experience the hyperreality of the Adidas soccer brand. A total 250 college students participated in an experiment. Participants were first told that Adidas would launch the ADIDAS Predator Cup in Ireland to celebrate the 10th anniversary of the Adidas Predator soccer range and then a questionnaire was administered. Participants were asked to indicate their general interest in the event, their interest in the brand, their interest in the dramaturgy of the event, and their desire to belong to the brand's

community or the event's community. Participants were also asked to indicate their level of involvement in the event. Researchers found that some predispositional involvement dimensions (interest in the brand/product, interest in dramaturgy of event) were dominant predictors of consumer's situational involvement in the event. That is, the more consumers had an inherent predisposition towards the Adidas brand and were interested in soccer, the more they were involved in the event where soccer was the central theme. However, their desire to belong to the brand/event community and their general interest in the event were weak predictors of situational involvement.

Despite the fact that several marketing practitioners (e.g., Freedenfeld, 2010) have noted the importance of cause-related marketing associated with events and its impact on consumers, this relationship has not been investigated. Based on research findings concerning the effect of event marketing on consumers, it was assumed that consumer's engagement in a cause-related event may have a positive influence on their attitudes toward the sponsoring brand as well as their purchase intentions.

Effect of cause-related experiential marketing on consumers. In response to numerous cause-campaigns hosted by non-profit organizations, researchers have investigated consumer's ideas about experiential events as a means to raise funds for NPOs. Higgins and Lauzon (2002) investigated charity events that involve physical activities (e.g., fun runs, golfing, walking, biking, triathlons). They studied how the events met the needs of event participants who donated their energy and money to the NPO. Data were collected from 12 participants and 12 individuals who represented the hosting NPOs. Participants completed in-depth interviews and were observed by the

researchers. Results showed that the event worked as a means to support a cause as well as to satisfy participant's interest in physical activity, having a community experience, engaging in local social activism, and altruism.

Close, Finney, Lacey and Sneath (2006) investigated the effect of general event marketing on consumers. They examined the relationships among sponsorship, community involvement, and event attendees' purchase intentions relative to the sponsor's products. A total of 1,741 adults who had experience participating in either domestic or international events participated in a survey. The participants were asked to indicate their knowledge of the sponsor's product, their enthusiasm for the sport, their sport activeness, their attitude toward the sponsoring brand, and their purchase intentions toward the sponsor's products as a result of their experience at the event. The researchers found that event attendee's activeness, enthusiasm for the sponsored event, and their knowledge of the sponsor's products influenced their expectation that the sponsor was involved with the community (i.e., engaged in socially responsible activities). They also found that event attendees who were community-minded held positive opinions of the sponsoring brand and reported higher intention to purchase the sponsor's products as a result of their event experience.

Although researchers have found that experiential marketing initiatives in general have a positive influence on consumer's responses, they have not focused research attention on application of this marketing strategy with a cause. Investigations of consumer behavior relative to experimental marketing initiatives have also been limited to non-profit organizations.

Celebrity Marketing

While cause-related business strategies have recently emerged, other marketing strategies continue to be used by apparel brands. One popular and common strategy is the use of celebrities to advertise fashion products (Mittica, 2012). According to Carroll (2008), celebrity marketing is an effective influence on consumers' behavior because it stimulates consumer's desire to imitate the celebrity, thus ultimately motivating consumers to purchase products. A recent estimate indicates that approximately 20% of U.S advertising features celebrities (Solomon, 2009) and the number of celebrity advertising has doubled in the past ten years (Brandmatters.com, 2009).

Celebrity marketing refers to "a special type of advertisement which includes a famous person from film industry, sports, modeling…" (Narasimha & Siva, 2012, p.51) Although celebrity marketing is not new, it cannot be neglected since it is a valuable strategy affecting consumer's purchase behavior (Mittica, 2012).

Celebrity marketing provides benefits to brands. For example, the sales of Chanel's perfume rose 30% after featuring Nicole Kidman, a popular celebrity (Cresswell, 2008). Chung, Timothy, and Kannan (2012) investigated the effect of celebrity endorsement on product sales focusing on the effect of featuring Tiger Woods in advertising on the sales of Nike golf balls. They analyzed the monthly sales data of golf balls from February 1997 to April 2010. Researchers found that the brand acquired an additional 9.9 million in sales (approximately $996,000 per month) from Tiger Woods' endorsement.

Due to the fact that celebrity marketing has been used in the industry as a traditional type of marketing strategy, it is useful to compare the impact of celebrity

marketing to cause-related marketing as celebrity marketing is not related to supporting a cause and provides some indication of the relative importance of companies linking themselves to social causes rather than to famous people.

Effect of celebrity marketing on consumers. Previous researchers have documented celebrity marketing influences consumer's behavior. Goldsmith, Lafferty, and Newell (2002) studied the impact of endorser and corporate credibility on consumer reactions to brands and on their purchase intentions. A total of 152 adult consumers viewed a fictitious advertisement of an oil company and answered questions regarding perceived credibility of the endorser and brand, their attitudes toward the brand, and their purchase intentions. The credibility of the celebrity and the company positively influenced consumer's attitude toward the brand and their purchase intentions.

Regarding consumer's identification with a brand, Petty, Cacioppo, and Schumann (1983) suggested that advertising motivates consumers to associate their personality or identity with those of an advertised brand. That is, consumers may link their personality with brand personality through advertising if they think their actual or desired personality is similar to that depicted by the endorser's personality. Similarly, Gupta (2007) mentioned that consumers tend to identify with the endorser when they perceive an endorser as attractive.

With the same context, Escalas and Bettman (2009) suggested that celebrity marketing influences self-brand connections if consumers wanted to be like the featured celebrity. They also mentioned that consumers engage in buying behavior as a method to communicate their self-concept to others. These researchers examined the effect of

celebrity endorsement on consumer-brand connections. A total of 321 individuals

participating in online panels participated in their online survey and were asked to

indicate their favorite and least favorite celebrity and the product endorsed by those

celebrities. Next, they were asked to rate the degree to which they had self-brand

connections with the brand. Participants indicated strong self-brand connections for the

brand endorsed by their favorite celebrity as compared to the brand endorsed by their

least favorite celebrity.

In summary, it can be assumed from the results of previous studies that celebrity

marketing, a frequently used marketing strategy, can have an effect on consumer's

identification with a brand as well as consumer behavior. Thus, celebrity marketing was

selected as a representative non-CSR marketing strategy that was appropriate for use as a

baseline to compare its impact on consumers with that of the four types of CRBS.

Conceptual Framework

Four Realms of Experience

Pine and Gilmore (1998) suggested that experience has its own characteristics and

qualities and that marketers should design an experience for their customers. Based on

this idea, they developed four realms of experience using two bi-polar dimensions:

customer involvement (or participation) and connection (see Figure 2 for Pine and

Gilmore's realms of experience).

Pine and Gilmore's (1998) use of the term involvement refers to the level of

interactivity between the marketer and the customer. If the involvement level is high, the

marketer does not simply create and pass an experience to the customer, instead, the marketer and customer interactively create the performance/event together. If the involvement level is low participation by customers is passive as customers do not participate in or influence the performance at all. Customers at this position experience the performance or event as "observers" or "listeners." For example, someone who attends an event such as a symphony or a play is at a low level of involvement. In contrast, someone who attends an event such as a line dance festival (e.g., participants dance while they listen to music) are active participants and assist in creating the event that generates the experience.

Pine and Gilmore's (1998) second dimension of experience, connection or environmental relationship, refers to the unity of customers with the performance or event. At one end of this dimension lies 'absorption' and at the other end lies 'immersion'. For example, people viewing a marathon on a television at home can absorb the event in contrast to people who actually participate in the marathon. The second group of people actually run and is immersed in the sights, sounds, and smells of that activity.

Based on these realms of experience, Pine and Gilmore (1998) identified four experiential zones: Entertainment, Education, Escapist, and Esthetic. Entertainment (passive participation, absorption) includes activities such as watching television. This type of activity is one that consumers engage in passively rather than actively. Their connection with the performance/event is to take in the event inactively. Educational events (active participation, absorption) involve more active participation but people are still outside of the event. For example, when you attend a knitting class you are more

active than watching someone knit because you are knitting during the class. However, you do not decide what you are doing to make or what skills are going to be developed in the class. Yet by simply being there, you are in a small way contributing to the experience of the event.

Escapist experiences (active participation, immersion) involve active customer participation as well as customer immersion. Examples include playing in an orchestra where you create the music. The activity often takes your full concentration and many of your senses (e.g., hearing, seeing, touching). Another example is participating in a Habitat for Humanity program to build a house. I this instance participants are putting a house together and contributing suggestions for how the house will be built (e.g., materials, paint). In esthetic experience (passive participation, immersion), customers are immersed in the activity or event, but they have little or no effect on the event. This category is exemplified by experiences such as being a tourist who views Niagara Falls or the Black Hills. You can be taken in by the beauty of the experience but you are not creating it. These divisions are somewhat arbitrary but one can say that some events are more passive than others. Similarly you can be absorbed or immersed to a greater or lesser extent. For example watching a video of a movie in your home is a different experience from watching that same movie in a theatre. The first experience is both less involving and less connecting than the second.
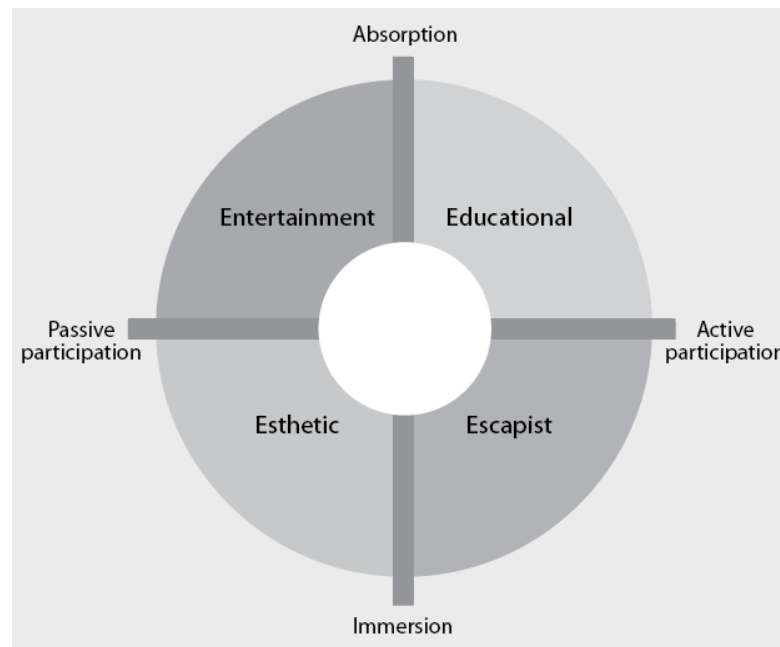
Figure 2. Pine and Gilmore's (1998) four realms of experience.

The dimensions identified by Pine and Gilmore (1998) can be applied to differentiate the four CRBS of interest to this research: Sponsorship-linked marketing, transaction-based CRM, cause-related event marketing, and cause-related experiential marketing. As noted previously, sponsorship-linked marketing involves a situation where customers are passively receiving messages about a brand's sponsorship or philanthropy from the mass media (e.g., reading a news article). In this instance involvement is low and connection is low, that is, on the absorption end of the spectrum. In sponsorship-linked marketing, marketers generally create and initiate 'one-sided' performances.

Recall that transaction-based cause-related marketing involves the consumer purchasing an item wherein some amount of the purchase price is donated to a cause. In

this marketing initiative, consumers are participating as they make their purchase (involvement is higher than sponsorship-linked marketing) and their connection level is higher than sponsorship-linked marketing although still on the absorption end of the spectrum. For example, although customers can "participate" in a donation by purchasing a bag of groceries in a store to be donated to a local food shelf, they are not part of creating the donation program and may or may not spend time thinking about and reflecting on the cause supported.

During cause-related event marketing, consumers level of involvement in the event is higher than transaction based CRM because participants are attending an event and contributing to the experience of others at that event. They can participate in the development of the event but their level of connection is lower than cause-related experiential marketing. For example, recall Clinique's Happy event where consumers were able to create happy e-cards to send to friends and family. In this instance, participants were more connected to the event than transaction-based CRM because they were engaged in thinking about the cause (e.g., anti-bullying) and exerted effort as they actively made decisions about the card they were creating to send to important others. Their willingness to exert mental effort in making decisions about their card and what it said and who it was sent to suggests they had a higher level of connection to the cause.

Cause-related experiential marketing reflects high involvement and high connection. For example, when consumers decide to walk 60 miles in three days to raise money to support a cure for breast cancer, they are actively engaged in the cause because they are willing to commit a significant amount of time and effort to complete the walk as well as

being immersed in the overall experience of walking with other women and men who support the cause, share their life stories, and physically exert themselves. Based on the foregoing discussion, a diagram of the four types of CRBS of interest in this research was developed (see Figure 3 for the four realms of experience in cause-related business strategies).
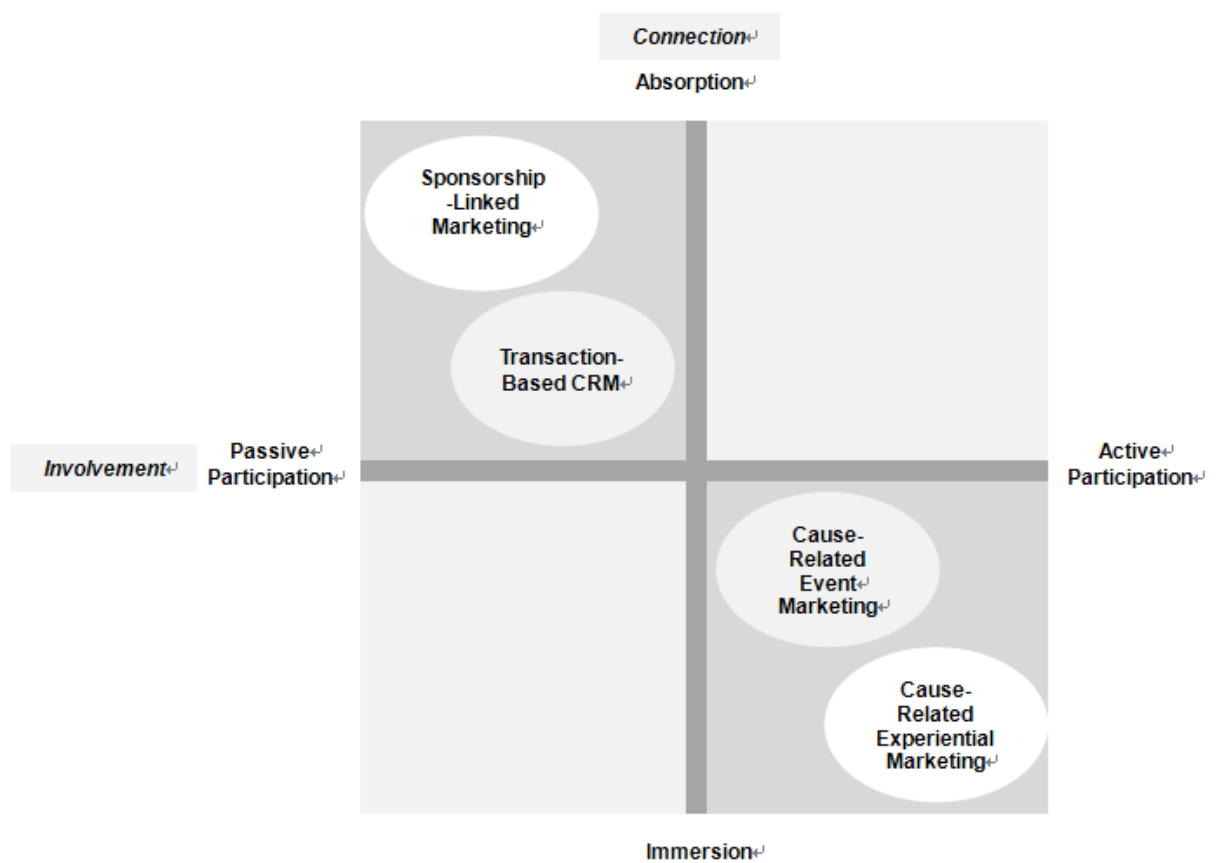
Figure 3. The four realms of experience in cause-related business strategies

Consumer Responses and Identification with a Socially Responsible Company

Curra´s-Pe´rez, et al (2009) developed a model of relationships between CSR initiatives and customer-company identification, consumer's attitude towards a brand, and their purchase intention (see figure 4 for a diagram of their model). These researchers reasoned that CSR generates C-C identification because it influences consumer's perceptions of the brand's prestige, distinctiveness, and coherence as powerful antecedents of the brand's attractiveness. According to Curra´s-Pe´rez, et al., brand prestige refers to the standing or status that a consumer believes a brand has achieved as well as what standing a consumer believes other consumers would attribute to the brand. Brand distinctiveness refers to the degree to which a consumer believes that a particular brand is different from other brands. Brand coherence refers to an individual's perception of how the traits linked to a brand relate to each other. In other words, this variable answers the question of whether the collection of traits viewed as part of a brand's identity is consistent. Brand attractiveness is the degree to which individuals like what the brand represents and embodies.

The researchers suggested that CSR-based C-C identification generates purchase intention directly and indirectly through positive attitudes toward the brand. Spanish consumers of toiletries and cosmetics products over the age of 18 ($n = 299$) were used to test their model. The participants were asked to indicate the degree of perceived similarity between their personal and organizational identities, perceived CSR image of the brand, perceived brand coherence, brand distinctiveness, brand prestige, brand attractiveness, their attitudes toward the brand, and purchase intention. Researchers found

that CSR initiatives increased ratings of the brand's prestige, distinctiveness, and cohesiveness. Prestige, distinctiveness, and cohesiveness increased the perceived attractiveness of the brand. Perceived brand attractiveness increased C–C identification. C–C identification then directly influenced participants' attitudes towards the brand such that the higher the C-C identification, the more positive were consumer's attitudes concerning the brand and the greater their purchase intentions. Curra´s-Pe´rez, et al.'s (2009) model of consumer identification with a socially responsible company was used to frame this research.
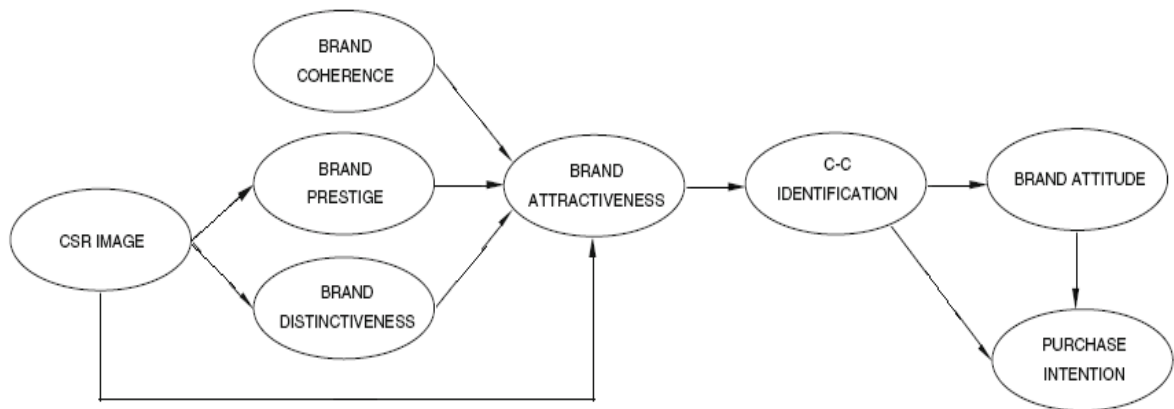
Figure 4. Curra´s-Pe´rez et.al's (2009) model of consumer identification with a socially responsible company

Based on Curra´s-Pe´rez et.al's (2009) model, this study examined the effect of corporate social responsibility (CSR) image generated by CRBS on consumer's perceptions of brand distinctiveness. Brand coherence and brand prestige were excluded from the model because in Curra´s-Pe´rez et.al's original research, they were interested in

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assessing consumers' ideas about known brands. They provided their participants with specific brands when they gathered their data. They could then measure the participants' assessment of an existing brands' coherence and prestige. However, this study provided a pretend brand name to avoid participants' applying previously held opinions about a brand to influence their ideas about the use of one of the socially responsible strategies.

Although Curra´s-Pe´rez et.al's (2009) model included the direct effect of CSR image on brand attractiveness, this researcher assumed that there would be an indirect effect of CSR image on brand attractiveness through brand distinctiveness. This assumption was based on results from Bhattacharya and Sen's (2003) study. According to their study, company identity has an indirect influence on identity attractiveness through identity distinctiveness.

Next, the effect of perceived brand attractiveness on customer-company identification was examined. Since this research focused on consumer's response toward the brand, the term of customer-brand identification was used instead of customer-company identification. The influence of customer-brand identification on consumer's attitudes toward the brand and customer loyalty was also tested. (See Figure 5 for conceptual model).

Hypotheses

Building on the foregoing discussion, the following hypotheses were formulated.

H1. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand distinctiveness.

H1a. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand distinctiveness in the *transaction-based CRM* condition.

H1b. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand distinctiveness in the *cause-related event marketing* condition.

H1c. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand distinctiveness in the *cause-related experiential marketing* condition.

H1d. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand distinctiveness in the *sponsorship-linked marketing* condition.

H1e. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand distinctiveness in the *celebrity marketing* condition.

H2. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand credibility.

H2a. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand credibility in the *transaction-based CRM* condition.

H2b. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand credibility in the *cause-related event marketing* condition.

H2c. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand credibility in the *cause-related experiential marketing* condition.

H2d. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand credibility in the *sponsorship-linked marketing* condition.

H2e. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand credibility in the *celebrity marketing* condition.

H3. Consumer's perception of brand distinctiveness has a positive influence on brand attractiveness.

H3a. Consumer's perception of brand distinctiveness has a positive influence on brand attractiveness in the *transaction-based CRM* condition.

H3b. Consumer's perception of brand distinctiveness has a positive influence on brand attractiveness in the *cause-related event marketing* condition.

H3c. Consumer's perception of brand distinctiveness has a positive influence on brand attractiveness in the *cause-related experiential marketing* condition.

H3d. Consumer's perception of brand distinctiveness has a positive influence on brand attractiveness in the *sponsorship-linked marketing* condition.

H3e. Consumer's perception of brand distinctiveness has a positive influence on brand attractiveness in the *celebrity marketing* condition.

H4. Consumer's perception of brand credibility has a positive influence on brand attractiveness.

H4a. Consumer's perception of brand credibility has a positive influence on brand attractiveness in the *transaction-based CRM* condition.

H4b. Consumer's perception of brand credibility has a positive influence on brand attractiveness in the *cause-related event marketing* condition.

H4c. Consumer's perception of brand credibility has a positive influence on brand attractiveness in the *cause-related experiential marketing* condition.

H4d. Consumer's perception of brand credibility has a positive influence on brand attractiveness in the *sponsorship-linked marketing* condition.

H4d. Consumer's perception of brand credibility has a positive influence on brand attractiveness in the *celebrity marketing* condition.

H5. Consumer's perception of brand attractiveness has a positive influence on customer-brand identification.

H5a. Consumer's perception of brand attractiveness has a positive influence on customer-brand identification in the *transaction-based CRM* condition.

H5b. Consumer's perception of brand attractiveness has a positive influence on customer-brand identification in the *cause-related event marketing* condition.

H5c. Consumer's perception of brand attractiveness has a positive influence on customer-brand identification in the *cause-related experiential marketing* condition.

H5d. Consumer's perception of brand attractiveness has a positive influence on customer-brand identification in the *sponsorship-linked marketing* condition.

H5e. Consumer's perception of brand attractiveness has a positive influence on customer-brand identification in the *celebrity marketing* condition.

H6. Customer-brand identification has a positive influence on consumer's attitude toward the brand.

H6a. Customer-brand identification has a positive influence on consumer's attitude toward the brand in the *transaction-based CRM* condition.

H6b. Customer-brand identification has a positive influence on consumer's attitude toward the brand in the *cause-related event marketing* condition.

H6c. Customer-brand identification has a positive influence on consumer's attitude toward the brand in the *cause-related experiential marketing* condition.

H6d. Customer-brand identification has a positive influence on consumer's attitude toward the brand in the *sponsorship-linked marketing* condition.

H6e. Customer-brand identification has a positive influence on consumer's attitude toward the brand in the *celebrity marketing* condition.

H7. Customer-brand identification has a positive influence on customer loyalty.

H7a. Customer-brand identification has a positive influence on customer loyalty in the *transaction-based CRM* condition.

H7b. Customer-brand identification has a positive influence on customer loyalty in the *cause-related event marketing* condition.

H7c. Customer-brand identification has a positive influence on customer loyalty in the *cause-related experiential marketing* condition.

H7d. Customer-brand identification has a positive influence on customer loyalty in the *sponsorship-linked marketing* condition.

H7e. Customer-brand identification has a positive influence on customer loyalty in the *celebrity marketing* condition.

H8. Consumer's attitude toward the brand has a positive influence on customer loyalty.

H8a. Consumer's attitude toward the brand has a positive influence on customer loyalty in the *transaction-based CRM* condition.

H8b. Consumer's attitude toward the brand has a positive influence on customer loyalty in the *cause-related event marketing* condition.

H8c. Consumer's attitude toward the brand has a positive influence on customer loyalty in the *cause-related experiential marketing* condition.

H8d. Consumer's attitude toward the brand has a positive influence on

customer loyalty in the *sponsorship-linked marketing* condition.

H8e. Consumer's attitude toward the brand has a positive influence on

customer loyalty in the *celebrity marketing* condition.

H9. Consumer perceptions are different between cause-related business strategies

conditions. (e.g., sponsorship-linked marketing, transaction-based cause-related

marketing, cause-related event marketing, cause-related experiential marketing).

H10. Consumer perceptions are different between CRBSs and celebrity marketing

conditions.

Cause-related Business Strategies

| Sponsorship-linked Marketing | Transaction-based Cause-related Marketing | Cause-related Event Marketing | Cause-related Experiential Marketing |

H9

Celebrity Marketing

H10

CSR Image

H1   H2

Brand Distinctiveness   Brand Credibility

H3   H4

Brand Attractiveness

H5

Customer-Brand Identification

H6   H7

Attitudes toward Brand   Customer Loyalty

H8

---- : **Comparison between marketing conditions**

Figure 5. Proposed model of cause-related business strategies and consumer responses.

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CHAPTER THREE

METHODOLOGY

This chapter provides a description of the research methodology. Included are definitions of the variables under study, a description of the pilot test, the primary data collection procedure, the questionnaires used to gather the data, and data analysis technique used to test the hypotheses.

Definition of Variables

Variables of major interest were corporate social responsibility (CSR) image, brand distinctiveness (or perceived brand distinctiveness), brand credibility (perceived brand credibility), brand attractiveness (perceived brand attractiveness), customer-brand (C-B) identification, attitudes toward the brand, and customer loyalty. The marketing strategies examined were transaction-based CRM, cause-related event marketing, cause-related experiential marketing, sponsorship-linked marketing, and celebrity marketing. The following definitions of these variables were used.

Attitudes toward the brand. Attitudes toward the brand is a belief or set of beliefs that predispose an individual to act in regard to a brand.

Brand attractiveness (or perceived brand attractiveness). Brand attractiveness is the degree to which individuals perceive a brand as sufficiently attractive (Curra´s-Pe´rez et al., 2009).

Brand credibility (or perceived brand credibility). Brand credibility is defined as "the believability of the information contained in a brand, which requires that

consumers perceive that the brand have the ability (i.e., expertise) and willingness (i.e., trustworthiness) to continuously deliver what has been promised." (Tülin & Swait, 2004, p. 192).

Brand distinctiveness (or perceived brand distinctiveness). Brand distinctiveness is the degree to which a consumer believes that a particular brand is different from other brands (Zhou & Nakamoto, 2007).

Cause-related event marketing. Cause-related event marketing is a marketing strategy that creates a specific event to support a cause and provides a recreational value to event participants in exchange for their direct or indirect donation.

Cause-related experiential marketing. Experiential marketing is defined as creating "memorable events or experiences that engage the consumer in a personal way, such that he/she feels part of the experience while exhilarating the senses" (Chen, Ching, Luo, & Liu, 2008, p.1). Experiential event marketers link their events to socially responsible causes and initiatives.

Celebrity marketing. Celebrity marketing refers to a special type of advertisement which includes a famous person from film industry, sports, modeling… (Narasimha & Siva, 2012, p.51).

Corporate social responsibility (CSR) image. CSR image refers to consumer's perception of the corporate social responsibility of a business organization. CSR consists of four dimensions concerning "the economic, legal, ethical, and discretional (or philanthropic) expectations which society has of organizations at a given point in time." (Carroll, 1991)

Customer-brand (C-B) identification. Customer-company identification refers to the degree of cognitive connection or similarity between a consumer and a company as well as the coincidence between the identity of the company and the consumer's identity (Bergami & Bagozzi, 2000; Bhattacharya & Sen, 2003). The term of customer-brand identification was used in place of customer-company identification.

Customer loyalty. Customer loyalty refers to an intention to perform behaviors that signal a motivation to maintain a relationship with a brand (Sirdeshmukh, Singh, & Sabol, 2002). Customer loyalty includes behaviors of allocating a higher share of wallet, spreading in positive word of mouth, and repeat purchasing.

Sponsorship-linked marketing. Sponsorship-linked marketing is defined as "the orchestration and implementation of marketing activities for the purpose of building and communicating an association to a sponsorship" (Cornwell, 1995, p. 15).

Transaction-based cause-related marketing. Transaction-based CRM refers to the practice of a brand making a donation to a social cause as a result of consumers' purchasing the brand's products or services (Cornwell & Coote, 2005; Nan & Heo, 2007).

Pilot Test

Pilot Test I: Assessment of the Conditions of the Experiment

Purposes of the test. The research design was a between subjects experiment with five conditions: Transaction-based CRM, cause-related event marketing, cause-related experiential marketing, sponsorship-linked marketing, and celebrity marketing. A pilot test was conducted to assess whether individuals would interpret each condition of the

design (i.e., each type of CRBS and celebrity marketing stimuli) as distinct. Specifically, the first two questions in the pilot test were developed to assess if participants perceived each type of CRBS as different in terms of the extent to which participants would need to actively participate in the marketing program to support a cause and the extent to which participants could connect with a cause through supporting the marketing program. Also, the pilot test assessed whether participants would locate each type of CRBS on the four realms of experience in cause-related business strategies as expected. The next pilot test question was developed to assess whether a brand that engaged in celebrity marketing was perceived socially responsible as compared to those who engaged in CRBS. The last question assessed the brand distinctiveness of each type of marketing condition.

Procedure. Data for the pilot test were collected from a convenience sample of 50 undergraduates enrolled at the University of Minnesota. Undergraduates enrolled in an online course were recruited to volunteer for a research project concerning apparel brand's marketing strategies and informed of the parameters of the research. Using a within-subject design, volunteer participants were asked to read about five hypothetical marketing strategies and to answer questions. Since the purpose of the pilot test was to assess whether participants recognized each marketing practice as distinct from the other types, a within-subject method was considered as an appropriate data collection method that enabled the evaluation of each marketing strategy relative to the others. To prevent order effects concerning stimuli presentation, the stimuli describing each marketing type was not presented in the same order for all participants. For example, for ten participants, transaction-based CRM was presented first followed by a set of questions. The process

was repeated with cause-related event marketing, cause-related experiential marketing, sponsorship-linked marketing, and celebrity marketing. For another ten participants, cause-related event marketing was presented first followed by cause-related experiential marketing, sponsorship-linked marketing, celebrity marketing, and transaction-based CRM. Students received course credit for their participation.

The pilot questionnaire contained close-ended questions about perceived degree of activeness needed to participate in a marketing program, perceived degree of connection to a cause through supporting a marketing program, perceived social responsibility of the brand that engages in the marketing program, and perceived distinctiveness of the brand that engages in the marketing program.

Development of experimental conditions. Five stimuli representing each type of CRBS (e.g., transaction-based donation, cause-related event marketing, cause-related experiential marketing, sponsorship-linked marketing) and celebrity marketing were developed for the conditions of the experiment. To develop realistic stimuli, each stimulus was developed based on either existing empirical instances of an apparel brand's marketing practices or developed specifically for this research. The stimuli were reviewed by two individuals who have professional knowledge about apparel brand's marketing strategies to establish their face validity. Both reviewers agreed that the stimuli reflected each level of CRM and celebrity marketing. What follows is a description of each condition of the experiment.

Transaction-based CRM. The stimuli for the transaction-based CRM was developed based on the "RED" campaign. The RED campaign is used by several well-

known apparel brands (e.g., Converse, Nike, GAP). Each brand develops a product or products designated as RED products. Customers buy these products and a percentage of the monies generated are donated to the *Global Fund*, an organization to help African women and children affected by AIDS. Since it is possible that a familiar brand name could influence participant's responses, an arbitrary brand name was developed. Also, the name of the campaign was changed to the "BLUE" campaign to prevent brand influence stemming from knowledge of brand's that are or have participated in this level of CRM. The stimuli describes a brand, BEAN POLE, that supports the BLUE campaign and donates a percentage of the sales of BLUE products to non-profit organizations to support AIDS prevention (see Figure 6 for stimuli description of transaction-based CRM) .

BEAN POLE, a fashion brand, designs shoes, apparel, and jewelry. BEAN POLE engages in a campaign to assist in AIDS prevention. They design shoes, t-shirts, neckties, and jewelry that they designate as BLUE products. Profits from the sale of these products are donated to The Global Fund, an organization to help African women and children affected by AIDS.

Figure 6. *Stimuli description: Transaction-based CRM*

Cause-related event marketing. A stimuli depicting cause-related event marketing was developed based on an actual case of cosmetic brand's event marketing to support a cause. The stimuli was based on Clinique's Happy Day event. The stimuli describes a situation wherein if customers participate in the Happy Day event by sending an e-card to their friends, money will be donated to a non-profit organization (see Figure 7 for stimuli description of cause-related event marketing).

MISSHA, a cosmetic brand, offers customers a "*MISSHA* Happy Day" event. For this event*, MISSHA* provides a Facebook page. On this page, customers can create personalized Happy e-cards, post them on their walls, and share them with their friends on Facebook. For each e-card sent, *MISSHA* donates $1 to *The Global Fund*, an organization to help African women and children affected by AIDS.

Figure 7. *Stimuli description: Cause-related event marketing*

Cause-related experiential marketing. The stimuli for CREM describes a situation where in a brand provides a campaign that asks their customers to live one week wearing a limited number of apparel item to have an experience that is similar to the life of millions of children in the world that live without extensive clothing items (see Figure 8 for stimuli description of cause-related experiential marketing).

SAERA, a women and men's apparel brand, organizes a "2 or less clothing items" campaign. For one week, the brand asks their customers to live with less by wearing only 2 articles of clothing. This campaign attempts to raise their customer's awareness of their reliance on their clothing and its importance by experiencing the life of millions of children in the world that have very few items of clothing.

Figure 8. *Stimuli description: Cause-related experiential marketing*

Sponsorship-linked marketing. The stimuli for sponsorship-linked marketing details that a brand donates resources to the *Global Fund* to support African women and children who are diagnosed with AIDS (see Figure 9 for stimuli description of sponsorship-linked marketing).

> *TOM KIDS,* a children's fashion brand, donates socks, baby's apparel , and shoes to *The Global Fund*, an organization that delivers the donated items to African women and children affected by AIDS.

Figure 9. *Stimuli description: Sponsorship-linked marketing*

Celebrity marketing. The last stimuli of celebrity marketing describes a brand that hired a popular Hollywood actress to advertise and promote their products. (see Figure 10 for stimuli description of celebrity marketing).

> *Katie's Wardrobe* is a fashion brands that hired a popular Hollywood actress and celebrity to model their brand. This brand offers apparel, fragrance, and jewelry. These advertisements are featured on television and in fashion magazines.

Figure 10. *Stimuli description: Celebrity marketing*

Measures. The questionnaire of pilot study included three parts. The first part of the questionnaire provided the stimuli (i.e., fictitious descriptions of a marketing strategy of a fashion brand). After reading about a marketing strategy, participants responded to one question assessing the degree of activeness needed for participation in a marketing program, (e.g., "It would take a lot of effort for me to participate in this marketing program to support a cause."), one question assessing the degree of connection to a cause through the described strategy (e.g., "This brand's marketing program can connect me to

a social cause."), two questions assessing the social responsibility of a brand that engaged in the described marketing program (e.g., "This brand supports a cause," "This brand is socially responsible."), and one question assessing the distinctiveness of a brand that engaged in the marketing program (e.g., "This brand is different from other brands."). The items were developed by the researcher (See Appendix A for the pilot study questionnaire). Participants were asked to indicate their level of agreement with each statement using 7-point Likert scales (1 = strongly disagree, 7 = strongly agree). This process was repeated for all developed stimuli for the research.

After presenting all stimuli, a graph of the four realms of experience in cause-related business strategies was provided (see Figure 11 for this graph). Participants were asked to locate each CRBS on the graph. To collect participant's positioning of each CRMS on the graph in a simple way, the researcher assigned numbers from 1 to 8 on locations of the graph, each position reflecting a different level of participation in the marketing program and a level of connection to a cause. Next, the celebrity marketing stimuli and corresponding questions were provided. The final section contained demographic questions.
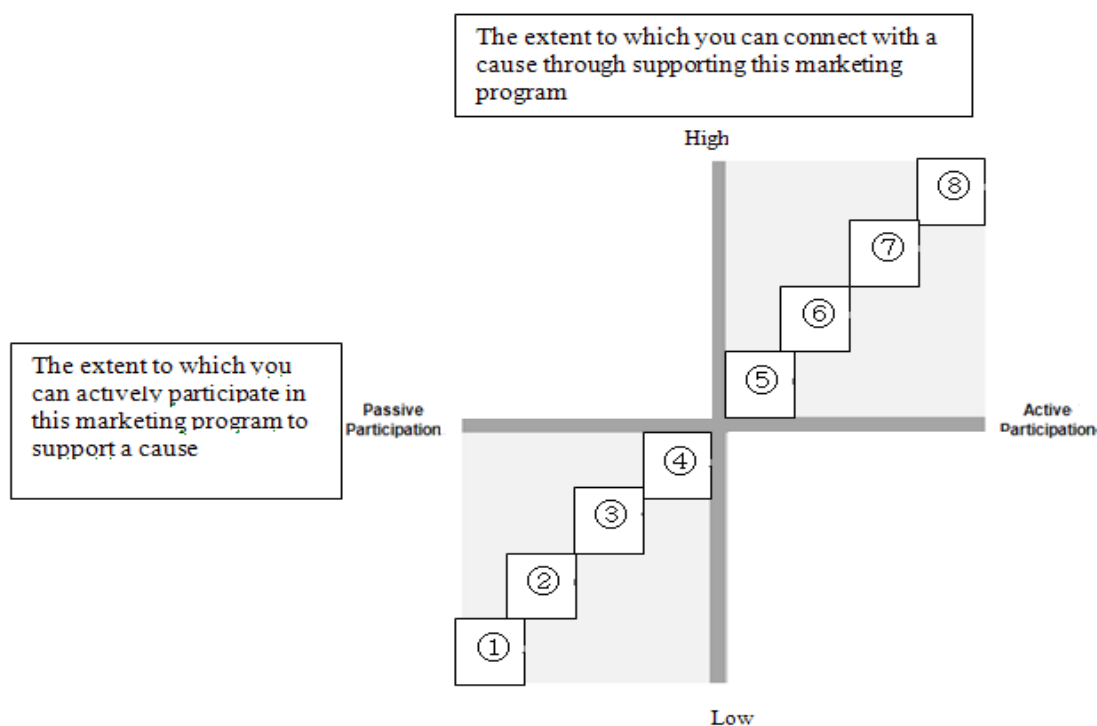
Figure 11. The four realms of experience in cause-related business strategies

Pilot Test II. Assessment of Instruments

    Purpose of the test. In addition to the first pilot test to evaluate the stimuli, the questionnaire used to collect the main data was pre-tested to ensure that participants could easily follow instructions, that questions were easy to understand, and to estimate the reliability of all measures.

    Data for the second pilot test was collected from a convenience sample of 150 undergraduate students enrolled at the Midwestern university. Participants were randomly assigned to pilot each stimuli (30 respondents x 5 stimuli).

    Procedure. To recruit participation, undergraduates enrolled in an online course

were contacted, asked to volunteer for a research project concerning apparel brand's marketing strategies, and informed of the parameters of the research. Participants were assigned to one of the five conditions. After reading about the specific marketing strategy depicted in the stimuli, they were asked to answer questions about the following: CSR image, brand distinctiveness, credibility, and attractiveness, their identification with the described brand, their attitude toward the brand, and their customer loyalty. These questions were same questions used in the main data collection (see Table 2).

Primary Data Collection

To use Structural Equation Modeling (SEM) for hypothesis testing, the sample size must be adequate for confirmatory factor analysis. Although there is no agreed upon number of respondents for the minimum sample size for confirmatory factor analysis, the sample size must be relatively large (Bartlett, Kotrlik, & Higgins, 2001). According to Bentler (1989), a 5:1 ratio of sample size to number of free parameters is appropriate. Similarly, Suhr (2006) stated that the estimates may be unstable if the ratio for the number of subjects to the number of model parameters is less than 5:1. Thus, considering the sample size that is appropriate for confirmatory factor analysis, the goal was to have responses from 150 participants for each condition of the experiment (23 parameters x 6.5 respondents per item = 150 respondents).

The study population was U.S. young male and female consumers in the fashion industry between the ages of 18 to 35. Young consumers were deemed appropriate for inclusion in this research because they tend to be more socially conscious and be

sensitive toward cause-related marketing than other age groups (Hyllegard et al., 2010).

Young consumers in this study were defined to include consumers who were 18 to 35

years old. Due to the fact that this study was concerned about the effect of a fashion

brand's marketing strategy on consumers, the study population was consumers who are

interested in fashion shopping. It was assumed that consumers who are interested in

fashion shopping respond to a fashion brand's marketing strategies.

Data was collected from adult apparel consumers as well as undergraduates

between the ages of 18 and 35 years. These two groups were selected due to the

following reasons: First, Generation Y Americans between 25 to 34 years old spend their

money most on apparel and their spending on apparel has been increased (Townsend,

2012). For example, Gen Y consumers increased spending on luxury fashion and jewelry

category with an approximate 30 percent for 2011 compared to the previous year. Also,

young consumers led spending ahead of older generations in the apparel category

(Townsend, 2012). Second, undergraduates generally represent the intended consumer

group in terms of their age. Third, to include young consumers between 25 and 35 years

old who are working in a range of occupations, adult apparel consumers between 20 to 35

years of age were recruited. This group reflects young consumers who make decisions

and have their own income.

Data from non-student adult consumers was collected through the assistance of an

online market research company in October 2012. The data collection process lasted

three weeks. Data from undergraduates was collected in March 2012 for two weeks.

Procedure

Two different procedures were employed to collect data. To recruit apparel consumers between 20 to 35 years old and interested in apparel shopping, a consumer research firm, Researchnow, was utilized. Data from undergraduates were collected from two large mid-western and southern universities. All data was collected after receiving approval from the University of Minnesota Institutional Review Board for Use of Human Subjects in Research (#1202E10783).

Data collection from adult apparel consumers. A sample was purchased through Researchnow, an online survey company that provides individuals for market research. Purchasing a sample of participants from a market research company was appropriate to this research because the company has a diverse group of consumers who agree to participate in consumer surveys. Thus, it was expected that the sample would include diverse shoppers who are exposed to a variety of fashion marketing practices and would be willing to share their opinions. Also, the research firm enables targeting of consumers by their demographic characteristics. This makes possible the recruitment of consumers with specific characteristics.

Participants are provided an incentive by Researchnow to participate in research. Participants received a reward based on the number of questions in a questionnaire. The following statement provides a description of how Researchnow recruits their panel members:

> *We have thousands of consumer panel segmentation variables. Our panels are*
>
> *recruited through a partner network of ubiquitous brands utilizing a "by-*

invitation-only" approach and through online marketing with over 300 diverse

online affiliate partners and targeted website advertising. We can control and

manage the demographic make-up of our panels and enroll individuals who

share known characteristics – guaranteeing that we speak to precisely the right

people…. We reward our panels well for working with us. Panelists receive a

"thank you" reward each time they participate — determined by survey length,

interest, complexity and the topical expertise of the respondent… (www.

Researchnow.com)

The market research firm invited individuals to participate in the research from a

pool of 3 million members in their panel. Researchnow was instructed to issue invitations

to participate in the research to panel members who ranged in age between 20 and 35

years. Researchnow consumer panels represent a wide range of demographic

characteristics (e.g., age, gender, occupation, income, education). The research firm does

not, however, make any claims to the representativeness of their panels relative to the

characteristics of the US population. Thus the sample drawn can be best described as a

purposive sample stratified by age.

As the questionnaire used to collect the data was posted online, the researcher

supplied Researchnow with five links. Each link was tied to one condition of the

experiment and a quota was set at 65 participants for each condition by the researcher.

The firm sent an invitation email to their panel members who met the stated criteria and

randomly assigned participants to one of the five conditions until the quota was met.

Prior to initiating participation in the research, participants were screened. Potential participants were asked whether their age was between 20 and 35 years. If the individual indicated yes, he or she was to respond to the next screening question. If the individual indicated he or she was younger than 20 or older than 35, he or she was exited from the research. A second screening question asked whether a participant was interested in apparel shopping. If the individual answered no, they were also exited from the research. Those who responded yes, were invited to participate in the main research.

After responding to the screening questions, participants were informed of the purpose of the study. Next, they were asked to read about the apparel brand's marketing strategy. Then, participants were asked to answer questions about the CSR image of the brand, brand distinctiveness, brand credibility, and brand attractiveness. Participants were also asked to respond to questions about their identification with the brand, attitude toward the brand, and customer loyalty.

A participant was allowed to withdraw from the research at anytime. The questionnaire was designed to be completed in about 15 to 20 minutes. The data collection process continued until at least 65 usable questionnaires were obtained for each experimental condition.

Following this process resulted in a total of 563 consumers being invited to participate in the research by Researchnow. One hundred and eighty visitors were not between 20 and 35 years of age or were not interested in apparel shopping and thus, were excluded during the screening process. At the data cleaning stage, responses from 39 individuals reflected poor data quality (e.g., 20% or more missing responses) and were

also excluded. This process resulted in responses from a total of 344 individuals to use in data analyses.

Although there was a quota set for each condition of the experiment, there was a difference between the quota set and the actual number of participants per condition. The number of individuals who supplied "complete" questionnaires was 69 for the transaction-based CRM condition; 60 for the cause-related event marketing condition; 66 for the cause-related experiential marketing condition; 65 for the sponsorship-linked marketing condition; and 84 for the celebrity marketing condition.

Data collection from undergraduates. A convenience sample of undergraduates was drawn from two schools: a large mid-western university and a Southern university. To collect data, instructors of courses within a variety of colleges were contacted for permission to approach students enrolled in their courses to volunteer to participate in the research. If an instructor agreed, a classroom of individuals was approached during the final minutes of a class period and asked to volunteer for a research project concerning cause-related marketing.

The topic and purpose of research was briefly outlined by the researcher. A consent form and the questionnaire were distributed to individuals who agreed to participate. Students were asked to read the consent forms so that they could make their final decision about whether or not to participate. Students who agreed to participate after reading the consent forms were asked to stay to participate in the research. Each participant was randomly assigned to one of the five conditions of the experiment. They were instructed to read the description of the brand's activities and then respond to the

questions. The questionnaire took about 15 minutes to complete. This process resulted in a convenience sample of 436 undergraduates that participated in the research. Ten students were not interested in apparel shopping and thus, were excluded during the screening process. Responses from 11 participants were not included due to a high proportion of missing data (i.e., 20% or more). This decision resulted in responses from 415 undergraduates.

Questionnaire (Measures)

The questionnaire consists of three sections. In the first part of the questionnaire, the condition of the experiment was represented by a description of a marketing activity. The second section included established measures of the following: CSR image, brand distinctiveness, brand credibility, brand attractiveness, customer-brand identification, attitudes toward the brand, and customer loyalty.

The majority of items in each measure were statements and participants were asked to indicate their level of agreement with each statement using a 7-point Likert type response (1=strongly disagree, 7=strongly agree). The final section contained demographic questions.

Bhattacharya and Sen's (2003) three item scale of corporate social responsibility (CSR) image was used. Sample items included "[X] fulfills its social responsibilities." And "[X] gives back to society." The reported reliability for this scale was Cronbach's alpha = .804.

To assess brand distinctiveness Bhattacharya and Sen's (2003) three item scale

were used. Example items included "[X] is different from the other brands in the sector." and "[X] stands out from its competitors." This measure has exhibited a Cronbach's alpha reliability coefficient of .841.

The three-item measure of brand credibility developed by Newell and Goldsmith (2001) were used. Sample items included "I think that this brand is credible." and "I trust this brand." This measure assessed the level of perceived credibility linked to the brand. This scale has exhibited high levels of reliability (Cronbach's alpha=.92) when it was used within the context of the apparel industry (Newell & Goldsmith, 2001).

Bhattacharya and Sen's (2003) three item scale of brand attractiveness was used. Sample items included "I like what [X] represents." and "I think that [X] is an attractive brand." The reported reliability for this scale was Cronbach's alpha = .804.

Customer-brand identification was measured using Bergami and Bagozzi's (2000) five-item scale of customer-company identification. Each participant was asked to indicate how strongly they identified with a brand that engages in each marketing practice. Sample items included "I am similar to what I think [X] represents." and "The image I have of [X] overlaps with my self-image." In addition, this scale included a diagram to examine the degree of coincidence between the participant's own personality and the described brand's identity. The reported reliability of this scales was Cronbach's alpha = .864.

Attitudes toward the brand were measured using MacKenzie and Lutz's (1989) four-item scale. Sample items included "bad–good", "negative–positive", and "unfavorable–favorable." The reported reliability was Cronbach's alpha = .883.

Customer loyalty was measured using Sirdeshmukh, Singh, and Sabol's (2002) four item scale. Participants indicated how likely it was that they would buy the products of and spread positive word-of-mouth about the brand that engaged in the specified CRBS or celebrity marketing program. Customer loyalty was assessed using seven-point scales anchored on one end with very unlikely to very likely at the other. Sample items included "How likely is it you will do most of your future shopping with this brand?" and "Will you recommend this brand to friends, neighbors, and relatives?" The reported reliability of this scale was Cronbach's alpha = .843.

The final part of instrument contained questions to gather about demographic information about participants. Participants were asked to indicate their age, gender, income, ethnicity, occupation (for consumer participants) or school year (for student participants) and their experience with supporting a cause (see Appendix B for a complete copy of the questionnaire).

Table 2.

Summary of Measures

Construct (Source)	Items
CSR Image (Bhattacharya & Sen, 2003)	o This brand fulfills its social responsibilities. o This brand acts in a socially responsible way. o This brand gives back to society.
Brand Distinctiveness [a] (Bhattacharya & Sen, 2003)	o This brand is different from the rest of its competitors. o This brand stands out from its competitors. o This brand is different from the other brands in the sector.
Brand Credibility [a] (Newell & Goldsmith, 2001)	o I think that this brand is credible. o I think that this retailer/brand has a expertise. o I trust this brand.
Brand Attractiveness [a] (Bhattacharya & Sen, 2003)	o I like what this brand represents. o I think that this brand is an attractive brand. o I like what this brand embodies.
Customer-Company Identification [a] (Bergami & Bagozzi, 2000)	o I am similar to what I think this brand represents. o The image I have of this brand overlaps with my self-image. o I am similar to how I perceive this brand. o The way I am fits in with what I perceive of this brand. The identity of this brand and mine are….. I X A ⭕ ⭕ Distant B ⭕⭕ Close but separate C ⭕⭕ Little coincidence D ⭕⭕ Moderates coincidence E ⭕ A lot of coincidence F ⭕ Almost total coincidence G ⭕ Complete coincidence

Table 2. Continued

Construct (Source)	Items
Attitudes toward the brand [a] (MacKenzie & Lutz, 1989)	*I think this retailer/brand is…* ○ Bad–good ○ Negative-positive ○ Unpleasant–pleasant ○ Unfavorable–favorable
Customer Loyalty [b] (Sirdeshmukh et al., 2002)	*How likely are you to …* ○ Do most of your future shopping at this brand? ○ Recommend this brand to friends, neighbors, and relatives? ○ Use this brand the very next time you need to shop? ○ Spend more than 50% of your budget with this brand?

[a]Anchored with 7-point Likert-type scale descriptors, from 1 = "Strongly disagree" to 7 = "Strongly agree.";
[b]Anchored with 7-point Likert-type scale descriptors, from 1 = "Not at all likely" to "7 = Very likely"

Data Analysis

The empirical study was focused on two parts. First, for each condition of the experiment the effect of CRBS on consumer responses was tested focusing on the effect of the described brand's CSR image on consumer's perception of brand distinctiveness, credibility, and attractiveness, customer-brand identification, attitude toward the brand, and customer loyalty. These relationships with all hypotheses were analyzed through Structural Equation Modeling (SEM) using the AMOS 17.0 program. Each of the following was conducted: construct validity, convergent validity and discriminant validity test, a test for metric invariance, and a test of alternative (rival) model. Second,

using multiple group analysis, the effect of CRBS on consumer responses between the conditions of CRBS (e.g., transaction-based CRM, cause-related event marketing, cause-related experiential marketing, sponsorship-linked marketing) was compared. Also, the effect of each type of CRBS on the dependent variables was compared to that of the effect of celebrity marketing on consumer responses. Third, the characteristics of demographic information were analyzed using descriptive statistics with the statistical package for social sciences (SPSS) software. The reliabilities of all measures were assessed using Cronbach's alpha coefficient. Items on a questionnaire that were missing were replaced with the mean response for that item.

CHAPTER FOUR

RESULTS

In this chapter, the results of the pilot tests are presented. The chapter ends with a presentation of the primary data analyses and hypotheses tests.

Pilot Test

Pilot Test 1

Participant characteristics. Eliminating incomplete questionnaires resulted in a final convenience sample of 50 women and men for the first pilot study. Participants were female (80.0%) and male (20.0%) undergraduate students between the ages of 18 to 29 ($m = 21.0$). They were primarily majoring in the social sciences (48.0%) or in retail merchandising or apparel design (26.0%). The majority of the sample was Euro Americans (66.0 %). Detailed demographic characteristics of the pilot sample are presented in Table 3.

Table 3.

Demographic Information Concerning Pilot I Participants

Participants characteristics ($n = 50$)		n	%
Gender	Men	10	20.0
	Women	40	80.0
Age	18-20	20	40
	21-23	28	56
	24-26	0	0
	27-	2	4

Table 3. Continued

Participants characteristics ($n = 50$)		n	%
School Year	Freshmen	5	10.0
	Sophomore	11	22.0
	Junior	16	32.0
	Senior	18	36.0
Ethnicity	Euro American (Caucasian)	33	66.0
	Asian/Pacific Island	17	34.0
Major	Social science	24	48.0
	Design and apparel merchandising	13	26.0
	Business and marketing	8	16.0
	Engineering	2	4.0
	Natural science	2	4.0
	Education	1	2.0

Pilot test I- Results. To test for order effects concerning stimuli presentation, MANOVA was conducted with presentation order as the independent variable and all other variables as dependent variables. Results revealed no significant differences in the dependent variables between the five presentation order groups ($p>.05$).

To examine whether participants perceived four stimuli of CRBS as different in terms of perceived degree of active participation in a marketing program needed to support a cause and perceived degree of their connection to a cause through supporting a marketing program, the mean values of participants' ratings to the questions concerning four types of CRBS were analyzed. Also, the significance of difference between mean values was analyzed.

In the next question, participant's ratings to perceived social responsibility of brand engages in each type of CRBS and celebrity marketing were analyzed to examine whether participants perceived CRBS and celebrity marketing as different in terms of social responsibility. Next, participant's ratings of brand distinctiveness were analyzed to investigate the degree to which participants recognized each marketing strategy as distinct.

Pilot study question 1: Perceived degree of active participation needed in a marketing program. The participants' responses to the question concerning the extent to which participants felt that they can actively participate in each type of CRBS to support a cause were analyzed using descriptive statistics and a paired T-test. As expected, the mean value of responses was highest for the cause-related experiential marketing condition ($m = 5.50$) followed by cause-related event marketing condition ($m = 4.50$), the transaction-based CRM condition ($m = 3.57$), and the lowest for the sponsorship-linked marketing condition ($m = 2.87$) (see Table 4). Participants indicated cause-related experiential marketing would require them to take more personal effort to support a cause than the other types of CRBS. In addition, participant's ratings for each type of CRBS were statistically different from each other (see Table 5). Thus, participants indicated that it would take different levels of effort for them to participate in each type of CRBS.

Pilot study question 2: Perceived degree of connection to a cause through marketing program. Next, the responses to the ratings of degree of connection to or immersion in a cause through each type of CRBS were analyzed. The mean value of responses was highest for the cause-related experiential condition ($m = 5.70$) followed by

the cause-related event condition ($m = 4.81$), the transaction-based CRM condition ($m = 4.21$), and finally the sponsorship-linked marketing condition ($m = 3.40$) (see Table 4). There were significant differences between the responses to each type of CRBS. Participants indicated they would be most immersed in a cause through participation in cause-related experiential marketing (see Table 6).

Pilot study question 3: Perceived social responsibility of marketing program. To evaluate whether participants perceived the CRBSs and celebrity marketing differently in terms of the social responsibility of the marketing program, the responses to the question concerning a brand's social responsibility were analyzed. Participants rated brands that were described as engaged in any of the four types of CRBS as socially responsible. The ratings for the celebrity marketing condition was significantly lower compared to the four types of CRBS (see Table 7). Specifically, the means for the question "This brand is socially responsible," were as follows: $m = 5.91$ for the transaction-based CRM condition, $m = 5.56$ for cause-related event marketing condition, $m = 5.19$ for cause-related experiential marketing condition, $m = 6.01$ for the sponsorship-linked marketing condition, and $m = 2.43$ for the celebrity marketing condition (see Table 4). Thus, it was concluded that participants perceived the celebrity marketing condition as a non-socially responsible marketing program and all conditions of CRBS as socially responsible.

Pilot study question 4: Perceived distinctiveness of the marketing program.
Participants rated the cause-related experiential marketing condition as the most distinctive. This rating may have been due to the uniqueness of this type of program and perhaps because it was a program that participants had not participated in. The mean

value of ratings was highest for cause-related event marketing followed by transaction-based CRM, sponsorship-linked marketing, and celebrity marketing (see Table 4).

Overall, participants indicated that brands engaged in CRBS were more distinctive than a brand engaged in celebrity marketing. These differences in ratings were statistically significant. Among CRBS, participant's rating for cause-related experiential marketing was statistically different from ratings of the other three CRBS. However, the ratings for transaction-based CRM, cause-related event marketing, and sponsorship were not significantly different from each other (See Table 8).

Table 4.

Descriptive Statistics of Participants' Responses to Each Type of Marketing Strategy

Measures	Mean	SD
Perceived active participation in a marketing program needed to support a cause		
Condition 1 (Transaction-based CRM)	3.57	1.59
Condition 2 (Cause-related event marketing)	4.50	1.39
Condition 3 (Cause-related experiential marketing)	5.50	1.62
Condition 4 (Sponsorship-linked marketing)	2.87	1.07
Perceived immersion in a cause through supporting a marketing program		
Condition 1 (Transaction-based CRM)	4.21	1.16
Condition 2 (Cause-related event marketing)	4.81	1.14
Condition 3 (Cause-related experiential marketing)	5.70	1.37
Condition 4 (Sponsorship-linked marketing)	3.40	1.33
Perceived social responsibility of marketing program		
Condition 1 (Transaction-based CRM)	5.91	1.50
Condition 2 (Cause-related event marketing)	5.56	1.46
Condition 3 (Cause-related experiential marketing)	5.19	1.41
Condition 4 (Sponsorship-linked marketing)	6.01	1.11
Condition 5 (Celebrity marketing)	2.43	1.34

Table 4. Continued

Perceived distinctiveness of marketing program		
Condition 1 (Transaction-based CRM)	5.02	1.59
Condition 2 (Cause-related event marketing)	5.10	1.56
Condition 3 (Cause-related experiential marketing)	5.70	1.53
Condition 4 (Sponsorship-linked marketing)	4.89	1.58
Condition 5 (Celebrity marketing)	3.28	1.95

Table 5.

Difference in Means: The Degree of Active Participation in a Marketing Program Needed to Support a Cause Between CRBS

	Paired differences		
	Amount of Mean Difference	SD	t-value
Pair 1. Transaction-based CRM --Cause-related event marketing	-1.63	1.54	-7.18***
Pair 2. Transaction-based CRM -- Cause-related experiential marketing	-2.63	2.16	-8.24***
Pair 3. Transaction-based CRM -- Sponsorship-linked marketing	0.69	1.58	2.97**
Pair 4. Cause-related event marketing -- Cause-related experiential marketing	-0.98	2.02	-3.33**
Pair 5. Cause-related event marketing -- Sponsorship-linked marketing	0.98	1.86	3.61**
Pair 6. Cause-related experiential Marketing -- Sponsorship-linked marketing	1.96	2.60	5.17***

* *p<.05, ** p<.01, *** p<.001*

Table 6.

Difference in Means: Perceived Connection to a Cause Through a Marketing Program Between CRBS

	Paired differences		
	Amount of Mean Difference	SD	t-value
Pair 1. Transaction-based CRM --Cause-related event marketing	-0.60	1.01	-4.01***
Pair 2. Transaction-based CRM -- Cause-related experiential marketing	-1.49	1.94	-5.25***
Pair 3. Transaction-based CRM -- Sponsorship-linked marketing	0.81	0.85	6.52***
Pair 4. Cause-related event marketing -- Cause-related experiential marketing	-0.89	1.82	-3.37**
Pair 5. Cause-related event marketing -- Sponsorship-linked marketing	1.40	0.99	9.70***
Pair 6. Cause-related experiential Marketing -- Sponsorship-linked marketing	2.30	2.12	7.45***

* *p*<.05, ** *p*<.01, *** *p*<.001

Table 7.

Difference in Means: Perceived Social Responsibility Between CRBS and Celebrity Marketing

	Paired differences		
	Amount of Mean Difference	SD	t-value
Pair 1. Transaction-based CRM --Celebrity marketing	3.48	2.36	10.12***
Pair 2. Cause-related event marketing -- Celebrity marketing	3.13	2.07	10.38***
Pair 3. Cause-related experiential Marketing -- Celebrity marketing	2.76	2.16	8.759***
Pair 4. Sponsorship-linked marketing -- Celebrity marketing	3.57	1.82	13.46***

* *p*<.05, ** *p*<.01, *** *p*<.001

Table 8.

Difference in Means: Perceived Distinctiveness Between Each Marketing Strategy

	Paired differences		
	Amount of Mean Difference	SD	t-value
Pair 1. Transaction-based CRM --Celebrity marketing	1.74	2.73	4.381***
Pair 2. Cause-related event marketing -- Celebrity marketing	1.62	2.28	4.862***
Pair 3. Cause-related experiential Marketing -- Celebrity marketing	2.43	2.36	7.056***
Pair 4. Sponsorship-linked marketing -- Celebrity marketing	1.83	2.51	4.991***
Pair 5. Transaction-based CRM -- Cause-related experiential marketing	-.68	1.91	-2.441*
Pair 6. Cause-related event marketing -- Cause-related experiential marketing	-.60	1.94	-2.104*
Pair 7. Cause-related experiential marketing -- Sponsorship-linked marketing	.81	1.88	2.960**

* $p<.05$, ** $p<.01$, *** $p<.001$

Classification of each type of CRBS using the four realms of experience in cause-related business strategies. To assess whether participant's positioning of each type of CRBS was located on the four realms of experience in cause-related business strategies as expected, the mean value of response was calculated (see Figure 12 for Positioning of each CRBS utilizing the four realms of experience in cause-related business strategies). As expected, the sponsorship-linked marketing condition was located in between the 3 and 4 positions ($m = 3.46$). Participants recognized that sponsorship-linked marketing

was a marketing program in which they did not need to actively participate to support a cause and that this type of marketing did not immerse then in a cause. For the transaction-based CRM condition, the location participants indicated was between 4 and 5 ($m = 4.63$). On the other hand, the cause-related event marketing condition was located in between the 5 and 6 position ($m = 5.60$) and the cause-related experiential marketing condition was located very near the number 7 position ($m = 6.89$). The participants indicated they could actively participate in and connect to a cause through cause-related experiential marketing followed by cause-related event marketing and transaction-based CRM.
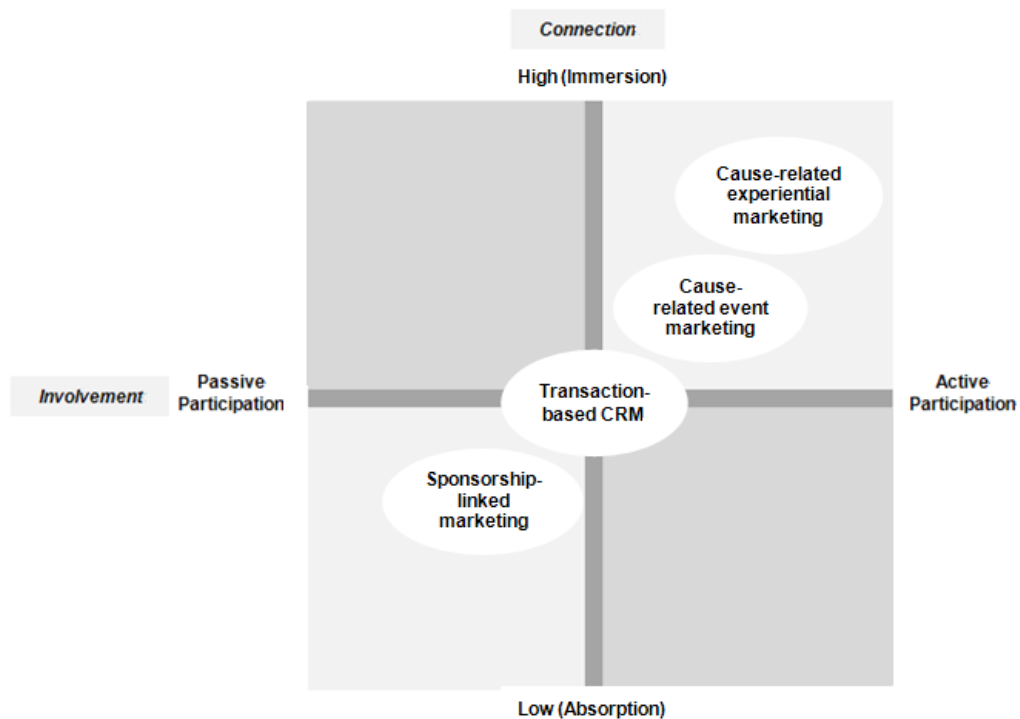
Figure 12. Positioning of each CRBS utilizing the four realms of experience in cause-related business strategies

Pilot Test II

  Participant characteristics. A convenience sample consisting of 150 women and men was used for the second pilot study. Specifically, 30 participants were assigned to each of the five experimental condition of the experiment.

  Participants were female (95.3%) and male (4.7%) undergraduate students between the ages of 18 to 29 ($m = 21.29$). They were primarily majoring in the retail merchandising or apparel design (84.7%). The majority of the sample was Euro Americans (83.3%). Detailed demographic characteristics of the pilot sample are presented in Table 9.

Table 9.

Demographic Information Concerning Pilot II Participants

Participants characteristics ($n = 150$)		n	$\%$
Gender	Men	7	4.7%
	Women	143	95.3%
Age	18-20	47	31.3%
	21-23	90	60.0%
	24-26	8	5.3%
	27-29	5	3.3%
School Year	Freshmen	5	3.3%
	Sophomore	25	16.7%
	Junior	64	42.7%
	Senior	56	37.3%

Table 9. Continued

Participants characteristics (*n* = 150)		*n*	%
Ethnicity	Euro American (Caucasian)	125	83.3%
	Asian/Pacific Island	14	9.3%
	African-American	7	4.7%
	Hispanic/Latino(a)	4	2.7%
Major	Design and apparel merchandising	127	84.7%
	Business and marketing	9	6.0%
	Social science	8	5.3%
	Engineering	5	3.3%
	Liberal arts	1	0.7%

Assessment of measurement scales. Cronbach's alpha was estimated to establish the reliability of each measurement scale for each experimental condition (see Table 10). A Cronbach's alpha of 0.6 or better is desired for any measurement scale (Robinson, Shaver, & Wrightsman, 1991). All measurement scales reported good Cronbach's alpha coefficients (greater than 0.75).

Table 10.

Reliability of Measures − Pilot Test

Variable	Item	Cronbach's Alpha				
		Condition 1. (Transaction-based CRM)	Condition 2. (Cause-related event marketing)	Condition 3. (Cause-related experiential marketing)	Condition 4. (Sponsorship-linked marketing)	Condition 5. (Celebrity marketing)
CSR image	CSR1 CSR2 CSR3	.948	.901	.782	.980	.856
Brand distinctiveness	DIS1 DIS2 DIS3	.946	.957	.894	.902	.939
Brand credibility	CRE1 CRE2 CRE3	.936	.869	.920	.933	.864
Brand attractiveness	ATTR1 ATTR2 ATTR3	.951	.969	.955	.922	.881
Customer-brand identification	CC1 CC2 CC3 CC4 CC5	.952	.970	.953	.963	.918
Attitude toward the brand	B-ATT1 B-ATT2 B-ATT3 B-ATT4	.920	.963	.937	.840	.914
Customer loyalty	CL1 CL2 CL3 CL4	.898	.890	.937	.948	.913

Primary Study

This section presents research findings of the primary study. A description of sample characteristics is presented first followed by preliminary data analyses. Preliminary analyses address validity and reliability of measures and tests for metric invariance. Confirmatory factor analyses (CFA) were conducted to assess properties of measures. Structural equation modeling was employed to test proposed hypotheses. After discussing the results of proposed hypotheses, an alternative model (rival model) was assessed.

Sample Characteristics

Consumer participants. In all conditions, the participants were primarily women except for the celebrity marketing condition. The average age of participants was 28 years for transaction-based CRM condition, 27.8 years for cause-related event marketing and sponsorship-linked marketing, 28.8 years for cause-related experiential marketing, and 29.4 years for celebrity marketing.

For all conditions, the majority of participants was Caucasian. The most frequently reported annual household income range was $40,000 - $59,999. Participant's occupation was primarily professionals (e.g., teacher, doctor), administrative support workers, and service workers (see Table 11).

Participants responses to the question addressing their previous experience with supporting a cause were analyzed. All of the responses that a participant noted were included in the data set. For example, if one individual mentioned three different ways he

or she supported a cause, all of these responses were included. Most participants

responded that they had experience supporting a cause (See Table 12). Methods of

support reported by participants included donating money (fundraising), followed by

resource (time, labor, clothing) donation, participation in a campaign that supports a

cause (e.g., participation in a walk or other event), and purchasing products wherein the

retailer donates a portion of the profits to support a cause (e.g., buying a 'Livestrong'

bracelet).

Table 11.

Demographic Information: Consumer Participants

Participants characteristics		*n* (%)				
		Condition 1 (Transaction-based CRM) (*n* = 69)	Condition 2 (Cause-related event marketing) (*n* = 60)	Condition 3 (Cause-related experiential marketing) (*n* = 66)	Condition 4 (Sponsorship-linked marketing) (*n* = 65)	Condition 5 (Celebrity marketing) (*n* = 84)
Gender	Women	43 (62.3%)	46 (76.7%)	44 (66.7%)	41 (63.1%)	28 (33.3%)
	Men	26 (33.7%)	14 (23.3%)	22 (33.3%)	24 (36.9%)	56 (66.7%)
Age	20-23	11 (15.9%)	13 (21.7%)	6 (9.1%)	11 (16.9%)	10 (11.9%)
	24-27	23 (33.3%)	16 (26.7%)	22 (33.3%)	17 (26.2%)	17 (20.2%)
	28-31	18 (26.1%)	16 (26.7%)	17 (25.8%)	27 (41.5%)	27 (32.1%)
	32-35	17 (24.6%)	15 (25.0%)	21 (31.8%)	10 (15.4%)	30 (35.7%)
Ethnicity	Euro American (Caucasian)	51 (73.9%)	44 (73.3%)	49 (74.2%)	47 (72.3%)	66 (78.6%)
	Asian/Pacific Island	10 (14.5%)	5 (8.3%)	12 (18.2%)	6 (9.2%)	10 (11.9%)
	African American	3 (4.3%)	8 (13.3%)	3 (4.5%)	8 (12.3%)	2 (2.4%)
	Hispanic/Latino (a)	5 (7.2%)	3 (5.0%)	1 (1.5%)	3 (4.6%)	5 (6.0%)
Income	Under $20,000	6 (8.7%)	4 (6.7%)	4 (6.1%)	5 (7.69%)	6 (7.1%)
	$20,000 - $39,999	15 (21.7%)	14 (23.3%)	14 (21.2%)	13 (20.0%)	17 (20.2%)
	$40,000 - $59,999	21 (30.4%)	19 (31.7%)	20 (30.3%)	23 (35.4%)	30 (35.7%)
	$60,000 - $79,999	17 (24.6%)	15 (25.1%)	17 (25.8%)	15 (23.1%)	25 (29.8%)
	$80,000 - $99,999	6 (8.7%)	5 (8.3%)	8 (12.1%)	5 (7.69%)	4 (4.8%)
	$100,000 - $119,999	3 (4.3%)	2 (3.3%)	2 (3.0%)	3 (4.6%)	2 (2.4%)
	$12,000 or up	1 (1.4%)	1 (1.7%)	1 (1.5%)	1 (1.5%)	2 (2.4%)

Table 11. Continued

Participants characteristics		Condition 1 (Transaction-based CRM) (*n* = 69)	Condition 2 (Cause-related event marketing) (*n* = 60)	Condition 3 (Cause-related experiential marketing) (*n* = 66)	Condition 4 (Sponsorship-linked marketing) (*n* = 65)	Condition 5 (Celebrity marketing) (*n* = 84)
				n (%)		
Occupat-ion	Executive/Senior level Officials or Managers	1 (1.4%)	-	-	1 (1.5%)	1 (1.2%)
	First/Mid Level Officials or Managers	6 (8.7%)	1 (1.7%)	2 (3.0%)	7 (10.8%)	9 (10.7%)
	Professionals	12 (17.4%)	10 (16.7%)	13 (19.7%)	7 (10.8%)	19 (22.6%)
	Technicians	9 (13.0%)	7 (11.7%)	5 (7.6%)	5 (7.7%)	9 (10.7%)
	Sales Workers	6 (8.7%)	7 (11.7%)	4 (6.1%)	3 (4.6%)	6 (7.1%)
	Administrative Support Workers	5 (7.2%)	7 (11.7%)	14 (21.2%)	5 (7.7%)	10 (11.9%)
	Laborers /Helpers	5 (7.2%)	2 (3.3%)	2 (3.0%)	3 (4.6%)	4 (4.8%)
	Service Workers	10 (14.5%)	4 (6.7%)	5 (7.6%)	13 (20.0%)	7 (8.3%)
	Military	-	1 (1.7%)	1 (1.5%)	1 (1.5%)	-
	Researcher/Graduate student	2 (2.9%)	2 (3.3%)	2 (3.0%)	5 (7.7%)	1 (1.2%)
	College student	8 (11.6%)	2 (3.3%)	7 (10.6%)	11 (16.9%)	10 (11.9%)
	Others (housewives, unemployed, self-employed)	5 (7.2%)	7 (11.7%)	11 (16.7%)	4 (6.2%)	8 (9.5%)

Table 12.

Experience with Supporting Causes: Consumer Participants

Participants characteristics		Condition 1 (Transaction-based CRM) (*n* = 69)	Condition 2 (Cause-related event marketing) (*n* = 60)	Condition 3 (Cause-related experiential marketing) (*n* = 66)	Condition 4 (Sponsorship-linked marketing) (*n* = 65)
				n (%)	
Experience of supporting a cause	Yes	46 (66.7%)	44 (73.3%)	54 (83.1%)	43 (65.2%)
	No	23 (33.3%)	16 (26.7%)	11 (16.9%)	23 (34.8%)
Responses		*n* = 50	*n* = 44	*n* = 30	*n* = 29

Table 12. Continued

Participants characteristics		n (%)			
		Condition 1 (Transaction-based CRM) (n = 69)	Condition 2 (Cause-related event marketing) (n = 60)	Condition 3 (Cause-related experiential marketing) (n = 66)	Condition 4 (Sponsorship-linked marketing) (n = 65)
Methods to support a cause	Money donation (fundraising)	26 (52.0%)	23 (52.3%)	18 (62.1%)	17 (43.6%)
	Purchase products to support a cause	-	2 (4.5%)	1 (3.4%)	2 (5.1%)
	Resource donation (time, labor, food, clothing)	18 (36.0%)	11 (25.0%)	7 (24.1%)	12 (30.8%)
	Campaign participation/join with the non-profit organization/word-of-mouth about cause support	6 (12.0%)	8 (18.2%)	3 (10.3%)	6 (15.4%)
	Others	-	-		2 (5.1%)

Undergraduate participants. In all conditions, the participants were primarily women. The majority of participants was Caucasian and were design/fashion merchandising-related major students. Most students were in their junior year of study. Participant's ages ranged between 18 and 31 years (see Table 13).

Similar to consumer participants, most student participants responded that they had an experience with supporting a cause (see Table 14). Student participants supported a cause through donating money (e.g., donating money to Ronald McDonald) and donating resources (time, volunteer work). Interestingly, participants were involved in a cause through participation in a variety of events to support a cause (e.g., participation in

charity event such as Leukemia walk, participating in a free show to help the grand

opening of a local store, participation in Habitat for Humanity) and purchasing products

to support a cause (e.g., buying TOMS shoes).

Table 13.

Demographic Information: Undergraduate Participants

Participants characteristics		*n* (%)				
		Condition 1 (Transaction-based CRM) (*n* = 82)	Condition 2 (Cause-related event marketing) (*n* = 92)	Condition 3 (Cause-related experiential marketing) (*n* = 87)	Condition 4 (Sponsorsh-iplinked marketing) (*n* = 85)	Condition 5 (Celebrity marketing) (*n* = 69)
Gender	Women	72 (87.8%)	75 (81.5%)	83 (95.4%)	72 (84.7%)	67 (97.1%)
	Men	10 (12.2%)	17 (18.5%)	4 (4.6%)	13 (15.3%)	2 (2.9%)
Age	18-20	29 (35.4%)	38 (41.3%)	34 (39.1%)	44 (51.8%)	36 (52.2%)
	21-23	41 (50.0%)	50 (54.3%)	47 (54.0%)	32 (37.6%)	30 (43.5%)
	24-26	7 (8.5%)	3 (3.3%)	3 (3.4%)	6 (7.1%)	2 (2.9%)
	27-29	4 (4.9%)	1 (1.1%)	3 (3.4%)	3 (3.5%)	1 (1.4%)
	30-32	1 (1.2%)	-	-	-	-
Ethnicity	Euro American (Caucasian)	62 (75.6%)	67 (72.8%)	73 (83.9%)	64 (75.3%)	56 (81.2%)
	Asian/Pacific Island	13 (15.9%)	25 (27.2%)	3 (3.4%)	12 (14.1%)	-
	African American/Black	3 (3.7%)	-	7 (8.0%)	5 (5.9%)	11 (15.9%)
	Hispanic/Latino (a)	4 (4.9%)	-	4 (4.6%)	4 (4.7%)	2 (2.9%)
School Year	Freshmen	11 (13.4%)	7 (7.6%)	3 (3.4%)	5 (5.9%)	-
	Sophomore	17 (20.7%)	27 (29.3%)	7 (8.0%)	12 (14.1%)	3 (4.3%)
	Junior	27 (32.9%)	29 (31.5%)	45 (51.7%)	47 (55.3%)	56 (81.2%)
	Senior	26 (31.7%)	29 (31.5%)	31 (35.6%)	21 (24.7%)	10 (14.5%)
	Other	1 (1.2%)	-	1 (1.1%)	-	-
Major	Social science	3 (3.7%)	28 (30.4%)	1	18 (21.2%)	1
	Art, design, and apparel merchandising	68 (82.9%)	22 (23.9%)	77	43 (50.6%)	65
	Business and marketing	2 (2.4%)	17 (18.5%)	5	13 (15.3%)	1
	Engineering	4 (4.9%)	11 (12.0%)	3	7 (8.2%)	-
	Natural science	1 (1.2%)	4 (4.3%)	-	1 (1.2%)	-

Table 13. Continued

		n (%)				
Participants characteristics		Condition 1 (Transaction-based CRM) (n = 82)	Condition 2 (Cause-related event marketing) (n = 92)	Condition 3 (Cause-related experiential marketing) (n = 87)	Condition 4 (Sponsorsh-iplinked marketing) (n = 85)	Condition 5 (Celebrity marketing) (n = 69)
Major	Education	1(1.2%)	3 (3.3%)	-	1 (1.2%)	-
	Music	-	2 (2.2%)	-	1 (1.2%)	-
	Liberal arts	2 (2.4%)	3 (3.3%)	1		-
	Health science	1 (1.2%)	-	-	-	-
	Undecided	-	2 (2.2%)	-	1(1.2%)	-

Table 14.

Experience with Supporting Causes: Undergraduate Participants

		n (%)			
Participants characteristics		Condition 1 (Transaction-based CRM) (n = 82)	Condition 2 (Cause-related event marketing) (n = 92)	Condition 3 (Cause-related experiential marketing) (n = 87)	Condition 4 (Sponsorship-linked marketing) (n = 85)
Experience of supporting a cause	Yes	48 (58.5%)	68 (73.9%)	71(81.6%)	64 (75.3%)
	No	34 (41.5%)	24 (26.1%)	16 (18.4%)	21 (24.7%)
Responses		n = 42	n = 54	n = 42	n = 51
Methods to support a cause	Donate Money (fundraising)	16 (38.1%)	22 (40.7%)	16 (38.1%)	18 (35.3%)
	Purchase products to support a cause	-	11 (20.4%)	9 (21.4%)	10 (19.6%)
	Resource donation (time, labor, food, clothing)	14 (33.3%)	12 (22.2%)	8 (19.0%)	11 (21.6%)
	Campaign participation/join with the non-profit organization/word-of-mouth about cause support	12 (28.6%)	9 (16.7%)	9 (21.4%)	12 (23.5%)

Data combination.

Homogeneity between two data sets: Consumer and undergraduates data.

First, to be able to combine undergraduate data across universities, independent T-test was conducted to test differences in responses on all measures. The result showed that there were no significant differences on any variables. Thus, responses from all participants drawn from universities were combined.

Next, since the total sample was recruited through two sources (consumer and student participants), independent T-tests were conducted to test whether the data from the two groups could be combined and whether the two groups of individuals responded to the measures in a similar way.

Each construct was assessed for differences in responses between the two groups. The results showed p-values of larger than .05 for all variables indicating responses from the two groups were not significantly different and therefore, data from the two groups could be combined (see Table 15).

Table 15.

T-test Results Examining Homogeneity between Two Data Sets

Construct	Data Sets	Condition 1: Transaction-based CRM (Consumer n = 69 Student n = 82)			Condition 2: Cause-related event marketing (Consumer n = 60 Student n = 92)			Condition 3: Cause-related experiential marketing (Consumer n = 66 Student n = 87)		
		M (SD)	t	p	M (SD)	t	p	M (SD)	t	p
CSR Image	Consumer	5.37(1.29)	-.75	.46	5.46(1.28)	.67	.51	5.52(1.11)	-.40	.69
	Student	5.51(1.05)			5.33(1.12)			5.58(.83)		
Brand distinctiveness	Consumer	5.00(1.29)	-.28	.78	5.34(1.33)	.64	.52	5.65(1.09)	-.38	.70
	Student	5.05(1.05)			5.21(1.19)			5.71(.91)		
Brand credibility	Consumer	4.60(1.15)	-1.30	.17	4.67(1.22)	-.43	.67	4.90(1.08)	-1.15	.25
	Student	4.85(1.00)			4.75(1.02)			5.10(1.05)		
Brand attractiveness	Consumer	4.95(1.20)	-1.98	.05	5.12(1.28)	.42	.67	5.38(1.08)	-1.13	.26
	Student	5.30(.92)			5.03(1.10)			5.57(.99)		
Customer-brand Identification	Consumer	4.46(1.20)	.36	.74	4.61(1.07)	-.56	.58	4.60(1.12)	-1.42	.16
	Student	4.40(1.04)			4.70(.92)			4.84(.98)		
Attitude toward the brand	Consumer	5.25(1.02)	-1.65	.10	5.25(1.17)	-.02	.98	5.49(1.16)	-1.45	.15
	Student	5.50(.91)			5.26(1.03)			5.74(1.02)		
Customer loyalty	Consumer	4.64(1.26)	-.98	.33	4.72(1.17)	.43	.67	4.85(1.21)	-.86	.39
	Student	4.84(1.20)			4.64(1.03)			5.01(1.12)		

Construct	Data Sets	Condition 4: Sponsorship-linked marketing (Consumer n = 65 Student n = 85)			Condition 5: Celebrity marketing (Consumer n = 84 Student n = 69)		
		M (SD)	t	p	M (SD)	t	p
CSR Image	Consumer	5.56(1.20)	1.77	.08	2.25(.84)	-1.68	.10
	Student	5.23(1.10)			2.46(.67)		
Brand distinctiveness	Consumer	4.72(1.04)	1.94	.05	3.23(1.01)	1.09	.27
	Student	4.42(.85)			3.05(.99)		
Brand credibility	Consumer	4.74(1.25)	.90	.37	3.60(1.06)	-1.16	.25
	Student	4.58(.98)			3.81(1.21)		
Brand attractiveness	Consumer	4.70(1.22)	1.14	.26	3.61(1.15)	-1.27	.21
	Student	4.49(1.06)			3.86(1.21)		
Customer-brand Identification	Consumer	4.35(1.10)	.10	.92	3.07(1.23)	-.81	.42
	Student	4.34(.95)			3.23(1.30)		
Attitude toward the brand	Consumer	5.37(1.07)	.28	.78	3.79(1.06)	-.94	.35
	Student	5.32(1.00)			3.95(1.14)		
Customer loyalty	Consumer	4.73(1.41)	-.75	.46	3.13(1.24)	-1.09	.28
		4.90(1.29)			3.36(1.33)		

Sample comparison. Additionally, since subjects were randomly assigned one of

the five experimental conditions, ANOVA tests were conducted to check any notable

discrepancies in demographic characteristics between the groups. No significant

differences on the basis of demographic characteristics between the groups supports the

notion that participants were randomly assigned to each condition and that individual

differences were randomly distributed across all conditions of the experiment. However,

when collecting data for the experiment condition 5 (celebrity marketing condition), the

researcher did request that Researchnow mainly recruit males because there was a gender

imbalance between men and women in all other conditions. Thus, it was expected that

there would be a significant difference for gender between celebrity marketing and the

other marketing samples. Since the recruiting for experimental condition 5 was

purposively conducted, the ANOVA test was conducted for the first four experimental

conditions only.

As shown in Table 16, there were no significant group differences in key

demographic variables across all experiment conditions.

Table 16.

Sample Comparison: ANOVA Analysis

	x^2	df	*p*-value
Gender	84.096	3	.276
Age	2.691	3	.214
Ethnicity	1.369	3	.044

Preliminary Analyses

Descriptive analysis of measurements. In this section the descriptive statistics for the seven dependent variables (i.e., CSR image, brand distinctiveness, brand credibility, brand attractiveness, customer-bra loyalty, attitude toward the brand, and customer loyalty) are presented (See Table 17).

The condition (marketing type) that was rated highest on CSR image as evidenced by the mean was cause-related experiential marketing followed by cause-related event marketing and transaction-based CRM, and sponsorship-linked marketing. The rating of the CSR image of celebrity marketing was lowest. For brand distinctiveness, cause-related experiential marketing was rated highest followed by cause-related event marketing, transaction-based CRM, sponsorship-linked marketing, and celebrity marketing. Similarly, the mean values of brand credibility and brand attractiveness were the highest for cause-related experiential marketing followed by cause-related event marketing, transaction-based CRM, sponsorship-linked marketing, and celebrity marketing.

Participants indicated they identified with and would be most loyal to a brand that engaged in cause-related experiential marketing followed by cause-related event marketing, transaction-based CRM, sponsorship-linked marketing, and celebrity marketing. Participants indicated the highest positive attitudes toward a brand engaged in cause-related experiential marketing followed by cause-related event marketing, transaction-based CRM, sponsorship-linked marketing, and celebrity marketing.

Table 17.

Descriptive Statistics for Dependent Variables

Construct (Number of items)	Condition 1 (Transaction-based CRM) ($n = 151$)	Condition 2 (Cause-related event marketing) ($n = 152$)	Condition 3 (Cause-related experiential marketing) ($n = 153$)	Condition 4 (Sponsorship-linked marketing) ($n = 150$)	Condition 5 (Celebrity marketing) ($n = 153$)
	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)
CSR Image (3)	5.4 (1.2)	5.4 (1.2)	5.6 (1.0)	5.3 (1.1)	2.3 (0.8)
Brand distinctiveness (3)	5.0 (1.2)	5.3 (1.2)	5.7 (0.9)	4.3 (0.9)	3.1 (1.0)
Brand credibility (3)	4.7 (1.1)	4.7 (1.1)	5.0 (1.1)	4.5 (1.1)	3.7 (1.1)
Brand attractiveness (3)	5.1 (1.1)	5.1 (1.2)	5.5 (1.0)	4.5 (1.0)	3.8 (1.2)
Customer-brand Identification (5)	4.4 (1.1)	4.7 (1.0)	4.8 (1.0)	4.3 (1.0)	3.3 (1.3)
Attitude toward the brand (4)	5.4 (1.0)	5.3 (1.1)	5.7 (1.0)	5.0 (1.1)	4.0 (1.1)
Customer loyalty (3)	4.7 (1.3)	4.7 (1.1)	4.9 (1.2)	4.6 (1.3)	3.4 (1.4)

Measurement model. The confirmatory factor analysis (CFA) was conducted with maximum likelihood estimation. Anderson and Gerbing's (1988) two-step modeling approach was used to respecify the measurement model. This approach entails deleting problematic indicators that contain low factor loadings (e.g., lower than .60) and that result in low squared multiple correlation values (e.g., lower than .40), as compared to other indicators from the same factor (Bagozzi & Yi, 1988). If an item's factor loading was lower than .50 and a squared multiple correlation (SMC) value was lower than .40, respecification was taken into consideration. For all conditions, one item from the

customer loyalty scale (CL 4: "I will spend a much portion of my budget on items from this type of brand.") was deleted because the indicator had a low factor loading and a low SMC value. Thus, 24 indicators were used for the final structural model. The final CFA model and factor loadings are presented in Figure 13 and Table 15.

The measurement model provided an acceptable fit to the data for each marketing practice. For the transaction-based CRM condition, the $\chi2$ of the measurement model was 306.77 with 231 df ($\chi2/df$ = 1.33). The estimate of RMSEA was .047, indicating a close fit of the model to the data. The value of CFI was .98, NNFI was .98, and IFI was .98 (see Table 15). These overall fit statistics suggested good model fit since they are greater than .95 (Bollen, 1989).

The measurement model also had a good fit for the cause-related event marketing condition (x^2 = 435.897, df = 231, x^2/df = 1.89, CFI = .96, NNFI = .96, IFI = .96, RMSEA = .077). The fit indices for the measurement model for the cause-related experiential marketing condition also indicated a good fit (x^2 = 292.908, df = 231, x^2/df = 1.27, CFI = .98, NNFI = .98, IFI = .98, RMSEA = .042). The overall fit statistics for the sponsorship-linked marketing condition (x^2 = 416.26, df = 231, x^2/df = 1.80, $p<.001$, CFI = .96, NNFI = .95, IFI = .96, RMSEA = .73) and the celebrity marketing condition (x^2 = 351.582, df = 231, x^2/df = 1.52, CFI = .97, NNFI = .97, IFI = .97, RMSEA = .059) also indicated that the measurement model had a good fit with the data (see Table 18).
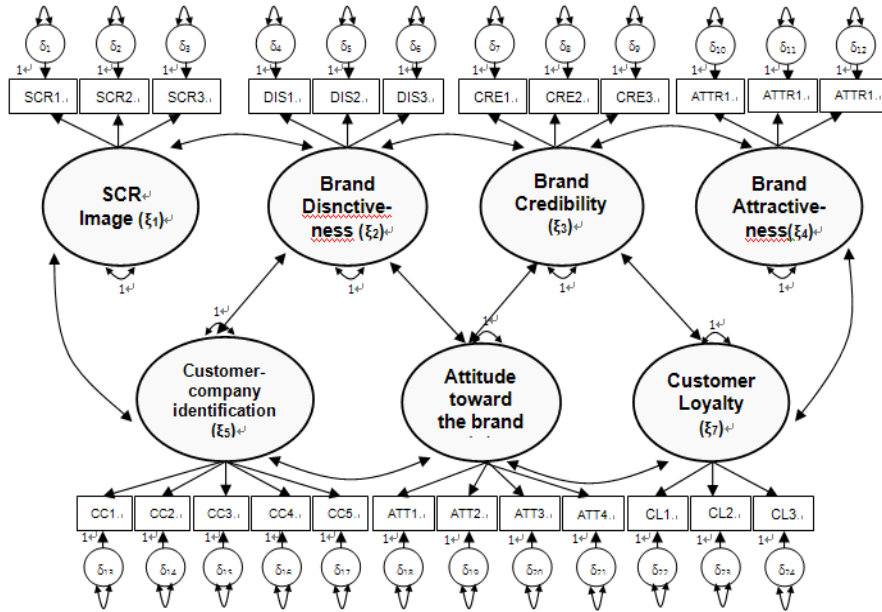
Figure 13. A CFA Model for Measurement Items

Table 18.

Measurement Model Evaluation: Goodness of Fit Statistics

Fit Statistics	Condition 1: Transaction-based CRM (*n* = 151)	Condition 2: Cause-related event marketing (*n* = 152)	Condition 3: Cause-related experiential marketing (*n* = 153)	Condition 4: Sponsorship-linked marketing (*n* = 150)	Condition 5: Celebrity marketing (*n* = 153)
x^2 (df)	306.77*** (231)	435.897*** (231)	292.908*** (231)	416.26*** (231)	351.582*** (231)
x^2/df	1.33	1.89	1.27	1.80	1.52
CFI	.98	.96	.98	.96	.97
NNFI	.98	.96	.98	.95	.97
IFI	.98	.96	.98	.96	.97
RMSEA	.047	.077	.042	.073	.059

***p<.001

Note. A model is regarded as acceptable if the CFI exceeds .95, IFI exceeds .95, NNFI exceeds .90 or over .95 (Hu & Bentler, 1999), RMSEA is less than .08 (Browne & Cudeck, 1993), and the relative chi-square (x^2/df) is less than 2 or 3 (Kline, 1998; Ullman, 2001).

Unidimensionality was assessed across the experimental conditions. Unidimensionality of a scale is the existence of a latent construct underlying a set of measures (Anderson, Gerbing, & Hunter, 1987) and is assessed by conducting an exploratory factor analysis. Each exploratory factor analysis produced one factor and Cronbach's alpha and factor loadings of indicators for each construct supported unidimensionality in all experiment conditions (see Table 19).

The Cronbach's alpha values ranged between .90 and .95 for the transaction-based CRM condition, between .93 and .97 for the cause-related event marketing condition, and between .93 and .96 for the cause-related experiential marketing condition. The Cronbach's alpha values ranged between .88 and .95 for the sponsorship-linked marketing condition and between .93 and .96 for the celebrity marketing condition. Thus, the reliabilities were acceptable for all scales in all conditions of the experiment.

Table 19.

Results from EFA of the Measurements

Variable	Item	Condition 1. (Transaction-based CRM)			Condition 2. (Cause-related event marketing)			Condition 3. (Cause-related experiential marketing)		
		Factor Load-ing	% of varia-nce expla-ined	Cron-bach's *a*	Factor Load-ing	% of varia-nce expla-ined	Cron-bach's *a*	Factor Load-ing	% of varia-nce expla-ined	Cron-bach's *a*
CSR image	CSR1	.81			.73			.90		
	CSR2	.80	47.29	.91	.72	88.89	.97	.92	47.28	.95
	CSR3	.79			.72			.91		
Brand Distinctive-ness	DIS1	.79			,71			.83		
	DIS2	.79	70.42	.93	.71	76.80	.97	.86	33.65	.96
	DIS3	.76			.69			.86		
Brand credibility	CRE1	.83			.72			.73		
	CRE2	.77	58.89	.91	.79	64.02	.94	.76	70.76	.96
	CRE3	.72			.80			.76		
Brand Attractive-ness	ATTR1	.58			.55			.71		
	ATTR2	.59	85.90	.90	.49	91.51	.97	.71	88.84	.96
	ATTR3	.50			.49			.66		
Customer-brand Identificati-on	CC1	.81			.76			.81		
	CC2	.87			.78			.88		
	CC3	.84	19.71	.95	.78	20.42	.95	.83	19.85	.95
	CC4	.84			.76			.84		
	CC5	.73			.73			.77		
Attitude toward the brand	ATT1	.81			.80			.68		
	ATT2	.82			.80			.75		
	ATT3	.81	35.00	.94	.78	37.31	.97	.83	59.86	.93
	ATT4	.76			.77			.69		
Customer loyalty	CL1	.76			.86			.75		
	CL2	.78	80.32	.94	.82	50.82	.93	.70	80.61	.95
	CL3	.72			.79			.74		

Table 19. Continued

Variable	Item	Condition 4. Sponsorship-linked marketing			Condition 5. Celebrity marketing		
		Factor Load-ing	% of varia-nce expla-ined	Cron-bach's a	Factor Load-ing	% of varia-nce expla-ined	Cron-bach's a
CSR image	CSR1	.67			.96		
	CSR2	.69	47.28	.88	.95	72.84	.95
	CSR3	.78			.92		
Brand distinctiveness	DIS1	.76			.91		
	DIS2	.88	33.65	.91	.90	48.57	.96
	DIS3	.89			.89		
Brand credibility	CRE1	.78			.87		
	CRE2	.85	70.76	.94	.83	60.96	.93
	CRE3	.82			.82		
Brand attractiveness	ATTR1	.57			.73		
	ATTR2	.77	88.84	.93	.70	81.84	.93
	ATTR3	.73			.70		
Customer-brand identification	CC1	.84			.77		
	CC2	.89			.86		
	CC3	.90	80.61	.95	.83	21.10	.96
	CC4	.87			.83		
	CC5	.76			.79		
Attitude toward the brand	ATT1	.83			.77		
	ATT2	.81	59.86	.94	.81	36.14	.95
	ATT3	.80			.83		
	ATT4	.84			.77		
Customer loyalty	CL1	.69			.70		
	CL2	.74	80.61	.94	.68	89.66	.95
	CL3	.70			.67		

Item factor loadings and squared multiple correlations (SMC) from the confirmatory factor analysis completed on the data collected in each condition are presented in Table 16. Because all item factor loadings were greater than .50, construct

validity of measures were supported (Kim, 2007).

Convergent validity is the extent that multiple measures of the same theoretical constructs are in agreement (Byrne, 1998). That is, convergent validity refers to the degree that indicators of the same construct are highly correlated (Bagozzi, 1981). Convergent validity is supported by the following: (1) all loadings should be significant ($p < .001$), (2) the composite reliability for each construct should exceed the recommended level of .70, and (3) the average variance extracted (AVE) for each construct should fulfill the recommended benchmark of .50 (Hair, Anderson, Tatham, & Black, 1988; Kim, 2007). Across all conditions all the factor loadings were significant ($p < .001$), with composite reliabilities greater than 0.90 and AVEs all greater than or close to .75 (see Table 20 and 21).

Table 20.

Measurement Model Evaluation: Standardized Factor Loadings and Squared Multiple Correlations (SMC)

Path coefficients	Condition 1 (Transaction-based CRM)		Condition 2 (Cause-related event marketing)		Condition 3 (Cause-related experiential marketing)		Condition 4 (Sponsorship-linked marketing)		Condition 5 (Celebrity marketing)	
	Factor Loading	SMC	Factor Loading	SMC	Factor Loading	SMC	Factor Loading	SMC	Factor Loading	SMC
CSR image(ξ_1)→CSR1	.91	.84	.97	.94	.90	.81	.95	.91	.98	.97
CSR image(ξ_1)→CSR2	.87	.75	.98	.96	.94	.89	.99	.99	.96	.92
CSR image(ξ_1)→CSR3	.86	.73	.91	.83	.71	.51	.85	.73	.87	.75
Brand distinctiveness(ξ_2)→DIS1	.89	.79	.96	.92	.79	.62	.93	.87	.89	.80
Brand distinctiveness(ξ_2)→DIS2	.91	.83	.95	.91	.93	.87	.96	.93	.99	.90
Brand distinctiveness(ξ_2)→DIS3	.91	.84	.96	.92	.93	.87	.95	.90	.94	.89
Brand credibility(ξ_3) →CRE1	.89	.79	.96	.92	.87	.77	.94	.88	.92	.85
Brand credibility(ξ_3) →CRE2	.91	.83	.84	.70	.93	.87	.94	.89	.87	.76
Brand credibility(ξ_3) →CRE3	.81	.68	.94	.88	.94	.87	.94	.89	.92	.85
Brand attractiveness(ξ_4)→ATTR1	.86	.73	.90	.81	.99	.61	.91	.81	.87	.75
Brand attractiveness(ξ_4)→ATTR2	.92	.86	.98	.95	.97	.94	.95	.92	.95	.91
Brand attractiveness(ξ_4)→ATTR3	.83	.70	.99	.98	.94	.88	.99	.98	.93	.87
C-B identification(ξ_5)→CB1	.91	.82	.94	.88	.88	.79	.97	.94	.88	.77
C-B identification(ξ_5)→CB2	.93	.86	.92	.85	.94	.88	.88	.78	.95	.90
C-B identification(ξ_5)→CB3	.94	.89	.95	.90	.94	.87	.92	.84	.94	.88
C-B identification(ξ_5)→CB4	.91	.82	.93	.87	.89	.80	.87	.76	.96	.92
C-B identification(ξ_5)→CB5	.72	.52	.74	.55	.77	.60	.77	.60	.84	.68
Attitude toward the brand(ξ_6) →ATT1	.89	.79	.93	.87	.93	.87	.91	.83	.84	.70
Attitude toward the brand(ξ_6) →ATT2	.87	.76	.93	.87	.89	.79	.79	.62	.86	.75
Attitude toward the brand(ξ_6) →ATT3	.91	.82	.97	.93	.85	.71	.87	.76	.92	.84
Attitude toward the brand(ξ_6) →ATT4	.88	.77	.96	.92	.89	.79	.94	.89	.97	.94
Customer loyalty(ξ_7) →CL1	.93	.87	.90	.80	.90	.80	.91	.84	.93	.86
Customer loyalty(ξ_7) →CL2	.92	.84	.92	.84	.94	.88	.93	.87	.97	.95
Customer loyalty(ξ_7) →CL3	.90	.81	.92	.84	.91	.83	.91	.84	.87	.76

Table 21.

Measurement Models

Construct	Condition 1 (Transaction-based CRM)		Condition 2 (Cause-related event marketing)		Condition 3 (Cause-related experiential marketing)		Condition 4 (Sponsorship-linked marketing)		Condition 5 (Celebrity marketing)	
	[a]Construct Reli-ability	[b]AVE	[a]Construct Reli-ability	[b]AVE	[a]Construct Reli-ability	[b]AVE	[a]Construct Reli-ability	[b]AVE	[a]Construct Reli-ability	[b]AVE
CSR Image	.91	.77	.97	.91	.92	.79	.95	.87	.96	.88
Brand distinctiveness	.93	.82	.97	.92	.94	.84	.96	.90	.96	.89
Brand credibility	.90	.75	.94	.83	.95	.86	.96	.89	.93	.82
Brand attractiveness	.90	.76	.97	.91	.99	.96	.97	.90	.94	.84
C-B identification	.95	.78	.95	.81	.96	.83	.95	.78	.96	.83
Attitude toward the brand	.94	.79	.97	.90	.95	.83	.93	.77	.94	.80
Customer loyalty	.94	.84	.93	.83	.95	.86	.95	.85	.97	.85

[a]Construct Reliability = (Σ standardized loading)2/(Σ standardized loading)2 + Σ measurement error
[b]Average Variance Extracted = Σ (standardized loading)2/ Σ (standardized loading)2 + Σ measurement error

Discriminant validity was established using the procedures outlined by Fornell and

Laker (1981) and Hair, Rolph, Ronald, and William (1998). Discriminate validity refers

to "the degree to which measures of different concepts are distinct" (Baggozi & Phillips,

1991, p. 425). As an evidence of discriminant validity, the squared correlations between

constructs must be less than the average variance extracted (AVE) of each construct

(Fornell & Laker, 1981; Hair et al., 1998). Table 21 presents the correlations between the

latent variables and the average variance extracted (AVE) of each construct that is shown

on the diagonal. The result shows that there was no case in which the square of a

correlation between constructs was greater than the average variance extracted of the

constructs, providing evidence that the constructs within each of the pairs are different

from each other (see Table 22-1, 2, 3, 4, and 5).

Table 22-1.

Correlation Matrix: Transaction-based CRM

	1	2	3	4	5	6	7
CSR image (#1)	**.77**						
Brand- distinctiveness (#2)	.50	**.82**					
Brand- credibility (#3)	.24	.36	**.75**				
Brand- attractiveness (#4)	.47	.55	.53	**.76**			
C-B identification (#5)	.15	.21	.36	.38	**.78**		
Attitude toward the brand (#6)	.37	.34	.34	.48	.23	**.79**	
Customer loyalty (#7)	.13	.18	.36	.32	.55	.35	**.84**

Note: The average variance extracted (AVE) of each construct is shown on the diagonal. The square of a correlation between constructs is less than average variance extracted of the constructs. This result supports discriminant validity across all constructs providing evidence that the constructs within each of the pairs are different from each other.

Table 22-2.

Correlation Matrix: Cause-related Event Marketing

	1	2	3	4	5	6	7
CSR image (#1)	**.91**						
Brand- distinctiveness (#2)	.70	**.92**					
Brand- credibility (#3)	.45	.54	**.83**				
Brand- attractiveness (#4)	.67	.75	.62	**.91**			
C-B identification (#5)	.59	.61	.50	.70	**.81**		
Attitude toward the brand (#6)	.48	.47	.42	.59	.47	**.90**	
Customer loyalty (#7)	.34	.27	.36	.40	.33	.52	**.83**

Table 22-3.

Correlation Matrix: Cause-related Experiential Marketing

	1	2	3	4	5	6	7
CSR image (#1)	**.79**						
Brand- distinctiveness (#2)	.50	**.84**					
Brand- credibility (#3)	.48	.39	**.86**				
Brand- attractiveness (#4)	.62	.55	.56	**.96**			
C-B identification (#5)	.35	.20	.33	.39	**.83**		
Attitude toward the brand (#6)	.53	.39	.39	.55	.33	**.83**	
Customer loyalty (#7)	.45	.30	.46	.55	.53	.51	**.86**

Table 22-4.

Correlation Matrix: Sponsorship-linked Marketing

	1	2	3	4	5	6	7
CSR image (#1)	**.87**						
Brand- distinctiveness (#2)	.29	**.90**					
Brand- credibility (#3)	.39	.47	**.89**				
Brand- attractiveness (#4)	.23	.64	.52	**.90**			
C-B identification (#5)	.21	.55	.53	.64	**.78**		
Attitude toward the brand (#6)	.21	.42	.33	.49	.52	**.77**	
Customer loyalty (#7)	.19	.29	.35	.39	.56	.57	**.85**

Table 22-5.

Correlation Matrix: Celebrity Marketing

	1	2	3	4	5	6	7
CSR image (#1)	**.88**						
Brand- distinctiveness (#2)	.07	**.89**					
Brand- credibility (#3)	.04	.21	**.82**				
Brand- attractiveness (#4)	.03	.19	.45	**.84**			
C-B identification (#5)	.06	.21	.22	.46	**.83**		
Attitude toward the brand (#6)	.06	.10	.32	.51	.46	**.80**	
Customer loyalty (#7)	.09	.16	.23	.41	.61	.40	**.85**

Test for metric invariance. The purpose of this study was to examine whether the

relationships between variables differed based on the type of marketing strategies. To

compare key parameters across each condition of the experiment, the variables must be

measured in a common metric for all groups. Thus, the test for metric invariance was

conducted. If the metric invariance (invariance of factor loading) is proved, this means

that participants in each category understood and responded to the measures in an

equivalent manner (Steenkamp & Baumgartner, 1998; Yoo, 2002). To test model

equivalency, 1) the invariance of the factor pattern and 2) the equality of factor loadings

were assessed (Childers, Carr, & Carson, 2001).

First, a CFA was conducted to test the invariance of the factor pattern. The result of

the CFA indicated a reasonably good fit for the stacked model (X^2 (1155) = 2117.44, $\chi 2/$

df = 1.83, CFI = .96, NNFI = .95, IFI = .96, RMSEA = .33). Therefore, the factor pattern

of the model was invariant across the five conditions. Next, to test the equality of factor

loadings, a chi-square difference test was conducted between the baseline model (non-

restricted model) where free parameters among factors were allowed and the full metric

invariance model that contained fixed parameters (a model with structural invariance that

assumes the same path coefficients between the groups) (see Table 23). The result

showed that the full metric invariance model was not supported as the chi-square

difference between the baseline model and the full metric invariance model was

significant (X^2d (68) = 127.525, p<.001). However, because a problem with a chi-square

different test is that the chi-square statistic tends to be sensitive to sample size (Anderson

& Gerbing, 1988), the goodness of fit values (i.e., CFI, NNFI, and RMSEA) were

considered because they are less influenced by sample size than the chi-square difference

test (Hong, 2005). Also, if the model fit for the full metric invariance model is not as

deteriorated as compared to the model fit of baseline model, we can accept the full metric

invariance model (Kim, Kim, and Hong, 2005). As shown in Table 20, although the

model fit deteriorated slightly in the full metric model, there was not a big difference of

goodness of fit between baseline and full metric models. Also, the models with the full

metric model exhibited good fit. This indicated that the structural relationships can be

assumed to be the same for each condition.

Table 23.

Test for Metric Invariance

Models	χ^2	df	χ^2/df	RMSEA	CFI	NNFI
Baseline (non-restricted) model	2117.443	1155	1.833	.033	.959	.951
Full metric (restricted) model	2244.968	1223	1.836	.033	.956	.950

Alternative model testing. When conducting SEM, alternative models should be

considered prior to accepting the original model in determining the best fitting model

(Lei & Wu, 2007). Alternative models should be considered based on competing theories

or different sides of an argument. According to Kim (2007), alternative models should

also be considered based on previous literature. Further, alternative models considered

should not be totally new or different from the original model (Kim, 2007).

Based on the previous literature concerning consumer's response to CSR, two

alternative models were considered. First, according to previous literature concerning

customer-company identification and Curra´s-Pe´rez et.al's (2009) model of consumer

identification with a socially responsible company, C-C identification has a direct

influence on customer loyalty and an indirect influence on customer loyalty through

attitude toward the brand. Based on the literature review, in the initial hypothesized

model, customer-brand identification was hypothesized to influence attitude toward the

brand and attitude toward the brand was hypothesized to influence customer loyalty.

However, according to Dickson's (2000) study concerning the relationships between

personal values, beliefs, and attitudes relating to intentions to purchase apparel from

socially responsible businesses, personal values and beliefs had an influence on purchase

intention through attitude toward the brand. Since purchase intention is a part of customer

loyalty and customer's identification with a brand reflects similarity between an

individual's values or beliefs with that of brand, an alternate hypothesized model would

be that C-B identification has an indirect influence on customer loyalty through attitude

toward the brand (see Figure 14 for original versus alternative model).

The chi-square difference between the original model and the alternative model

with the added path was compared (Gerbing & Anderson, 1988). Because there is a

nested relation between the original model and alternative model, a chi-square difference

test was used to compare the two models. If a chi-square difference is significant, the

original model is a better model then the alternative model (Kim, 2007). The result

showed a significant difference between the original and alternative model for all

marketing strategies, indicating that the original model was a better model. For example,

for the transaction-based CRM condition, the chi-square difference was significant (X^2d (1) = 56.96, $p<.001$).

Also, the path coefficient between C-C identification and customer loyalty that was included in the original model was significant (Est.= .669, $p<.001$), with the significant path coefficients in all other paths between variables. Further, the goodness of fit was better for the original model (e.g., CFI = .948, NNFI = .941) than the alternative model (e.g., CFI = .927, NNFI = .918). Based on these findings, it can be concluded that the original hypothesized model that includes the direct path between C-B identification and customer loyalty is a better model than the alternative model that does not include this path.

Next, the second alternative model was compared to the original model. In the original model, there was an indirect effect of CSR on brand attractiveness through brand distinctiveness and credibility. However, according to Curra´s-Pe´rez et.al's (2009) model of consumer identification with a socially responsible company, CSR has a direct influence on brand attractiveness in addition to its indirect influence through brand coherence, brand distinctiveness, and brand prestige. Thus, the second alternative model added the direct path between CSR and brand attractiveness. Since this model also has a nested relation with the original model, a chi-square difference test was used to compare the two models.

The result showed a significant difference between the original and alternative model for all marketing strategies, indicating that the original model was a better model. For example, for the sponsorship-linked marketing condition, the chi-square difference

was significant (X^2d (1) = 20.82, $p<.001$). Based on the findings, it can be concluded that the original hypothesized model that included the indirect influence of CSR on brand attractiveness through brand distinctiveness and credibility is a better model than the alternative model that included the direct path between CSR and brand attractiveness.
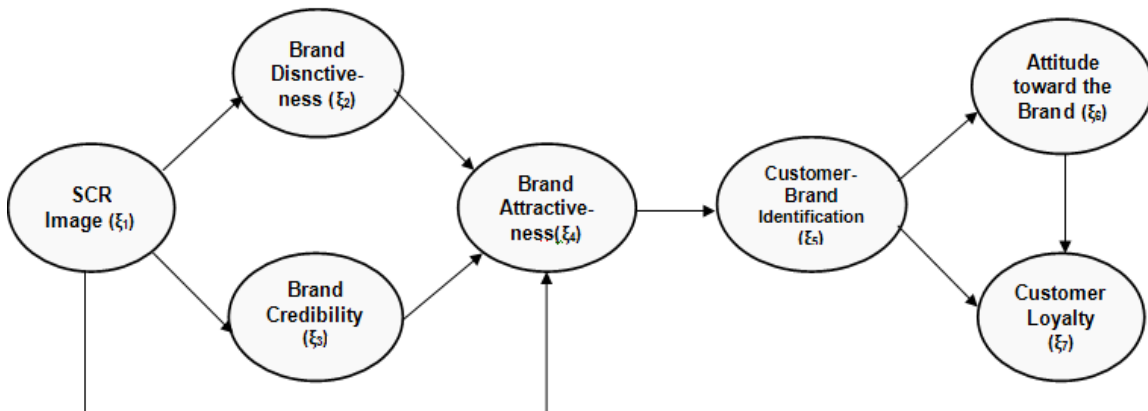
Figure 14. Original versus alternative model

Original model
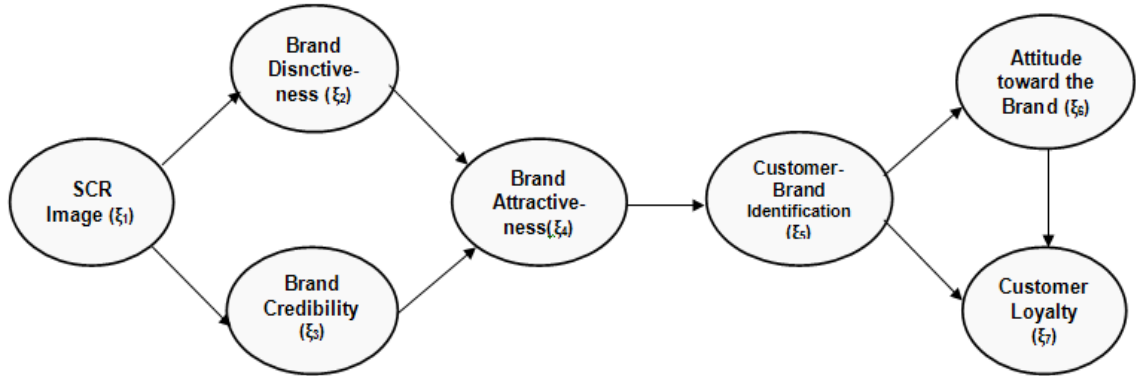
Alternative model 1
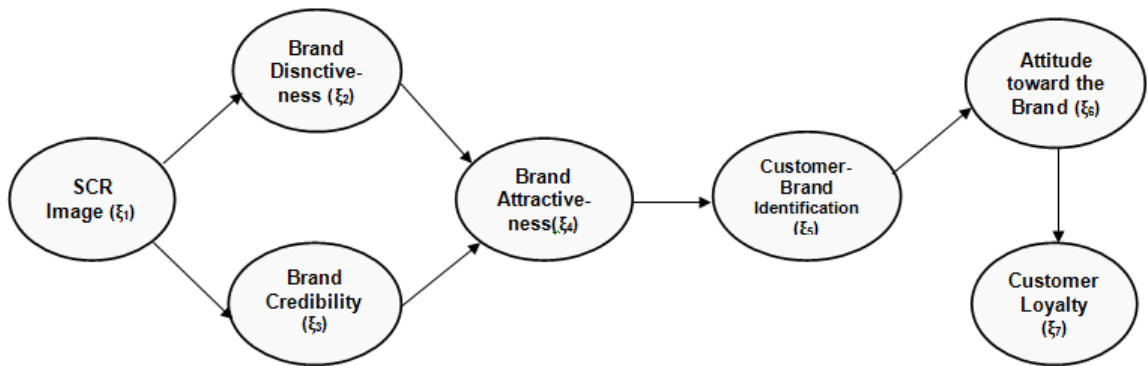
Alternative model 2

Structural Model Evaluation

In this step, the initial hypothesized model was assessed by using structural equation modeling (SEM). Maximum likelihood function was employed to estimate parameters of the structural equation model and assess the relationships between variables. Hypotheses 1 through 8 examined the effect of CSR image on consumer's perception of brand distinctiveness, credibility, attractiveness, customer-brand identification, attitude toward the brand, and customer loyalty. (See Figure 15 for SEM for testing the initial hypothesized model).

Figure 15. The SEM for testing the initial hypothesized model
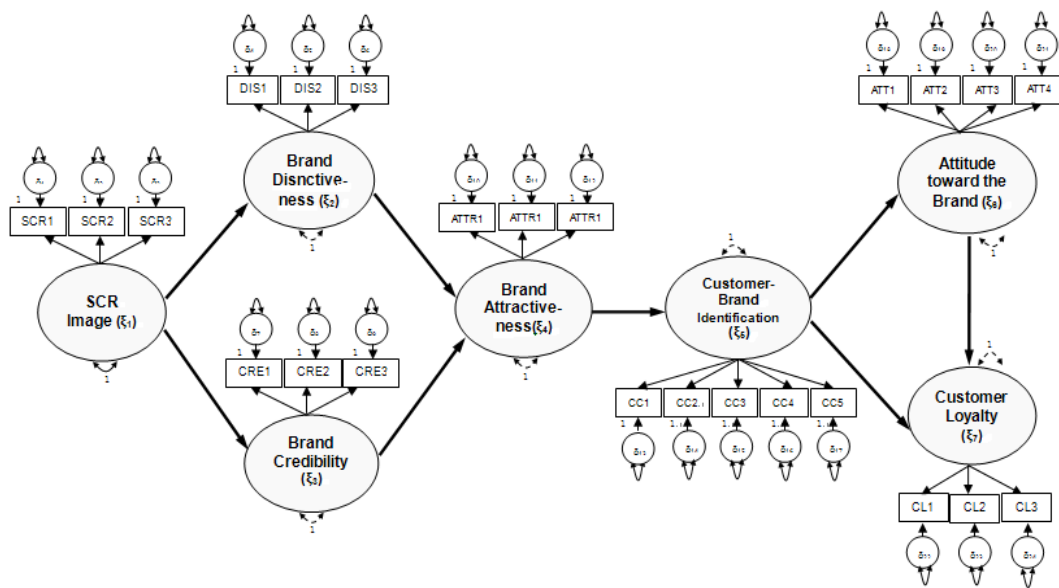
Overall model fit. Before testing the hypotheses, the overall fit of the model was assessed. All fit indices showed that the model had a good fit for each type of marketing practice (see Table 24). For the transaction-based CRM, the chi-square statistic was $\chi^2 = 347.21$ with 244 *df* and $\chi^2/df = 1.42$, indicating that the proposed model fit the data. The

fit indices also indicated a good model fit (CFI = .97, NNFI = .97, IFI = .97, RMSEA = .053).

For other types of marketing, the chi-square test statistics and fit indices showed a good overall model fit: Cause-related event marketing: χ^2 = 460.67 with 244 df, χ^2/df = 1.89, CFI = .96, NNFI = .96, IFI = .96, RMSEA = .077; Cause-related experiential marketing: χ^2 = 387.96 with 244 df, χ^2/df = 1.59, CFI = .96, NNFI = .96, IFI = .96, RMSEA = .062; Sponsorship-linked marketing: χ^2 = 443.10 with 244 df, χ^2/df = 1.82, CFI = .96, NNFI = .95, IFI = .96, RMSEA = .076; and Celebrity marketing: χ^2 = 369.66 with 244 df, χ^2/df = 1.52, CFI = .97, NNFI = .97, IFI = .97, RMSEA = .058.

Table 24.

Structural Model Evaluation: Goodness of Fit Statistics

Fit Statistics	Condition 1 (Transaction-based CRM)	Condition 2 (Cause-related event marketing)	Condition 3 (Cause-related experiential marketing)	Condition 4 (Sponsorship-linked marketing)	Condition 5 (Celebrity marketing)
$\chi^2(df)$	347.21 (244)	460.67 (244)	387.96 (244)	443.10 (244)	369.66 (244)
χ^2/df	1.42	1.89	1.59	1.82	1.52
CFI	.97	.96	.96	.96	.97
NNFI	.97	.96	.96	.95	.97
IFI	.97	.96	.96	.96	.97
RMSEA	.053	.077	.062	.076	.058

***P<.001

Hypotheses testing. The estimates of the SEM and significant levels of the estimates in each type of marketing practice are presented in Table 25. The results showed significant relationships between variables in the hypothesized direction for all marketing strategy conditions. This result supports the conceptual model.

Table 25.

Structural Models

Hypotheses	Condition 1 (Transaction-based CRM)		Condition 2 (Cause-related event marketing)		Condition 3 (Cause-related experiential marketing)		Condition 4 (Sponsorship-linked marketing)		Condition 5 (Celebrity marketing)	
	Est.	t-value	Est.	t-value	Est.	t-value	Est.	t-value	Est.	t-value
H1. CSR image →Brand distinctiveness	.80	11.03***	.87	17.76***	.66	8.03***	.49	6.36***	.21	2.63**
H2. CSR image →Brand credibility	.60	7.65***	.70	10.81***	.68	8.99***	.60	7.98***	.21	2.53*
H3. Brand distinctiveness →Brand attractiveness	.46	6.27***	.71	10.50***	.44	5.87***	.46	6.36***	.16	2.37*
H4. Brand credibility →Brand attractiveness	.53	7.16***	.27	4.75***	.45	6.08***	.48	6.75***	.64	8.09***
H5. Brand attractiveness →C-B identification	.66	8.57***	.84	15.54***	.52	6.61***	.51	6.24***	.73	9.66***
H6.C-B identification → Attitude toward the brand	.26	3.54***	.92	11.04***	.18	2.61**	.76	12.78***	1.07	8.85***
H7. C-B identification → Customer loyalty	.64	9.34***	.25	4.83*	.48	7.18***	.20	2.19*	.59	7.88***
H8. Attitude toward the brand → Customer loyalty	.30	4.55***	.66	7.58***	.47	7.18***	.70	7.18***	.33	4.65***

*p < .05, **p < .01, ***p < .001

Hypotheses related to transaction-based CRM (Hypothesis a).

H1a: Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand distinctiveness.

H2a. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand credibility.

H3a. Consumer's perception of brand distinctiveness has a positive influence on brand attractiveness.

H4a. Consumer's perception of brand credibility has a positive influence on brand attractiveness.

The results of testing H1a through H4a showed that there was a significant positive effect of CSR image on brand distinctiveness ($\beta = .80$, $t = 11.03$, p<.001) and brand credibility ($\beta = .60$, $t = 7.65$, p<.001). Also, there was a significant positive effect of brand distinctiveness on brand attractiveness ($\beta = .46$, $t = 6.27$, p<.001) and a positive effect of brand credibility on brand attractiveness ($\beta = .53$, $t = 7.16$, p<.001). Thus, H1a through H4a were supported.

H5a. Consumer's perception of brand attractiveness has a positive influence on customer-brand (C-B) identification.

H5a predicted a positive effect of brand attractiveness on customer-brand identification. Path coefficients of the SEM showed significant positive relationships

between brand attractiveness and customer-brand identification (β = .66, t = 8.57, p<.001), supporting H5a.

H6a. C-B identification has a positive influence on consumer's attitude toward the brand.

H7a. C-B identification has a positive influence on customer loyalty.

H8a. Consumer's attitude toward the brand has a positive influence on customer loyalty.

H6a and H7a proposed positive relationships between C-B identification and consumer's attitude toward the brand and customer loyalty. The results indicated a significant positive effect of C-B identification on attitude toward the brand (β = .26, t = 3.54, p<.001) and customer loyalty (β = .64, t = 9.34, p<.001). Therefore, H6a and H7a were supported.

H8a postulated a positive relationship between attitude toward the brand and customer loyalty. Results revealed a significant impact of attitude toward the brand on customer loyalty (β = .30, t = 4.55, p<.001), supporting H8a.

Hypotheses related to cause-related event marketing (Hypothesis b).

H1b: Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand distinctiveness.

*H2*b. *Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand credibility.*

*H3*b. *Consumer's perception of brand distinctiveness has a positive influence on brand attractivenes.*

*H4*b. *Consumer's perception of brand credibility has a positive influence on brand attractiveness.*

For cause-related event marketing, the results of H1b through H4b tests revealed that there was a significant positive effect of CSR image on brand distinctiveness (β = .87, t = 17.76, p<.01) and brand credibility (β = .70, t = 10.81, p<.001). Also, there was a significant positive effect of brand distinctiveness on brand attractiveness (β = .71, t = 10.50, p<.001) and the effect of brand credibility on brand attractiveness (β = .27, t = 4.75, p<.001). Thus, H1b through H4b were supported.

*H5*b. *Consumer's perception of brand attractiveness has a positive influence on customer-brand (C-B) identification.*

H5b postulated the positive effect of brand attractiveness on customer-brand identification. The result showed a significant positive relationship between brand attractiveness and customer-company identification (β = .84, t = 15.54, p<.001), supporting H5b.

*H6*b. *C-B identification has a positive influence on consumer's attitude toward the brand.*

*H7*b. *C-B identification has a positive influence on customer loyalty.*

*H8*b. *Consumer's attitude toward the brand has a positive influence on customer*

loyalty.

H6b and H7b predicted positive relationships between C-B identification and

consumer's attitude toward the brand and customer loyalty. Path coefficients of the SEM

indicated a significant positive effect of C-B identification on attitude toward the brand (β

= .92, t = 11.04, p<.001) and customer loyalty (β = .25, t = 4.83, p<.05). Therefore, H6b

and H7b were supported. H8b proposed a positive relationship between attitude toward

the brand and customer loyalty. Results demonstrated a significant effect of attitude

toward the brand on customer loyalty (β = .30, t = 4.55, p<.001), supporting H8b.

Hypotheses related to cause-related experiential marketing (Hypothesis c).

*H1*c*: Consumer's perception of CSR image of a brand has a positive influence on*

consumer's perception of brand distinctiveness.

*H2*c. *Consumer's perception of CSR image of a brand has a positive influence on*

consumer's perception of brand credibility.

*H3*c. *Consumer's perception of brand distinctiveness has a positive influence on*

brand attractiveness.

*H4*c. *Consumer's perception of brand credibility has a positive influence on brand*

attractiveness.

For cause-related experiential marketing, the result of hypotheses testing showed a

significant positive effect for CSR image on brand distinctiveness (β = .66, t = 8.03,

p<.001) and brand credibility (β = .68, t = 8.99, p<.001). Also, there was a significant

positive effect for brand distinctiveness on brand attractiveness (β = .44, t = 5.87, p<.001)

and for effect of brand credibility on brand attractiveness (β = .45, t = 6.08, p<.001).

Therefore, H1c through H4c were supported.

H5c. Consumer's perception of brand attractiveness has a positive influence on

customer-brand (C-B) identification.

H5c postulated a positive relationship between brand attractiveness on customer-

brand identification. Path coefficients of the SEM showed a significant positive effect of

perceived brand attractiveness on customer-brand identification (β = .52, t = 6.61,

p<.001), supporting H5c.

H6c. C-B identification has a positive influence on consumer's attitude toward the

brand.

H7c. C-B identification has a positive influence on customer loyalty.

H8c. Consumer's attitude toward the brand has a positive influence on customer

loyalty.

H6c and H7c proposed positive relationships between C-B identification and

consumer's attitude toward the brand and customer loyalty. The result showed a

significant positive effect of C-B identification on attitude toward the brand (β = .18, t =

2.61, p<.01) and customer loyalty (β = .48, t = 7.18, p<.001). Thus, H6c and H7c were

supported.

H8c predicted the positive relationship between attitude toward the brand and

customer loyalty. Results demonstrated a significant effect for attitude toward the brand on customer loyalty ($\beta = .47$, $t = 7.18$, p<.001), supporting H8c.

Hypotheses related to sponsorship-linked marketing (Hypothesis d).

H1d: Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand distinctiveness.

H2d. Consumer's perception of CSR image of a brand has a positive influence on consumer's perception of brand credibility.

H3d. Consumer's perception of brand distinctiveness has a positive influence on brand attractivenes.

H4d. Consumer's perception of brand credibility has a positive influence on brand attractiveness.

For sponsorship-linked marketing, the results of hypotheses testing showed a significant positive effect of CSR image on brand distinctiveness ($\beta = .49$, $t = 6.36$, p<.001) and brand credibility ($\beta = .60$, $t = 7.98$, p<.001). Also, there was a significant positive effect of brand distinctiveness on brand attractiveness ($\beta = .46$, $t = 6.36$, p<.001) and the effect of brand credibility on brand attractiveness ($\beta = .48$, $t = 6.75$, p<.001). Thus, H1d through H4d were supported.

H5d. Consumer's perception of brand attractiveness has a positive influence on customer-brand (C-B) identification.

H5d predicted a positive relationship between brand attractiveness on customer-

brand identification. The results revealed a significant positive effect for perceived brand attractiveness on customer-brand identification ($\beta = .51$, $t = 6.24$, p<.001), supporting H5d.

H6d. C-B identification has a positive influence on consumer's attitude toward the brand.

H7d. C-B identification has a positive influence on customer loyalty.

H8d. Consumer's attitude toward the brand has a positive influence on customer loyalty.

H6d and H7d proposed positive relationships between C-B identification and consumer's attitude toward the brand and customer loyalty. The result showed a significant positive effect of C-B identification on attitude toward the brand ($\beta = .76$, $t = 12.78$, p<.001) and customer loyalty ($\beta = .20$, $t = 2.19$, p<.05). Therefore, H6d and H7d were supported.

H8d predicted the positive relationship between attitude toward the brand and customer loyalty. Result demonstrated a significant effect of attitude toward the brand on customer loyalty ($\beta = .70$, $t = 7.18$, p<.001), supporting H8d.

Hypotheses related to celebrity marketing (Hypothesis e).

H1e: Consumer's perception of the CSR image of a brand has a positive influence on consumer's perception of brand distinctiveness.

H2e. Consumer's perception of the CSR image of a brand has a positive influence on consumer's perception of brand credibility.

H3e. Consumer's perception of brand distinctiveness has a positive influence on brand attractiveness.

H4e. Consumer's perception of brand credibility has a positive influence on brand attractiveness.

For celebrity marketing, the results of hypotheses testing showed a significant positive relationship between CSR image and brand distinctiveness ($\beta = .21$, $t = 2.63$, p<.01) and brand credibility ($\beta = .21$, $t = 2.53$, p<.05). Also, there was a significant positive effect for brand distinctiveness on brand attractiveness ($\beta = .16$, $t = 2.37$, p<.05) and for the effect of brand credibility on brand attractiveness ($\beta = .64$, $t = 8.09$, p<.001). Therefore, H1e through H4e were supported.

H5e. Consumer's perception of brand attractiveness has a positive influence on customer-brand (C-B) identification.

H5e predicted a positive relationship between brand attractiveness and customer-brand identification. The result showed a significant positive effect for perceived brand attractiveness on customer-brand identification ($\beta = .73$, $t = 9.66$, p<.001), supporting H5e.

H6e. C-B identification has a positive influence on consumer's attitude toward the brand.

H7e. C-B identification has a positive influence on customer loyalty.

H8e. Consumer's attitude toward the brand has a positive influence on customer loyalty.

H6e and H7e proposed a positive impact of C-B identification on consumer's attitude toward the brand and customer loyalty. The result showed a significant positive effect of C-B identification on attitude toward the brand ($\beta = 1.07$, $t = 8.85$, p<.001) and customer loyalty ($\beta = .59$, $t = 7.88$, p<.001). Thus, H6d and H7e were supported. H8e predicted a positive relationship between attitude toward the brand and customer loyalty. Results revealed a significant effect of attitude toward the brand on customer loyalty ($\beta = .33$, $t = 4.65$, p<.001), supporting H8e.

Group comparison of each marketing strategy. According to the results of hypotheses testing, there were differences in path coefficients between each type of marketing strategy. To evaluate whether these differences in parameter estimates were statistically significant, a chi-square difference test between pairs of groups was conducted. Specifically, a total of 10 times of group comparisons were conducted: Condition 1 to 2; 1 to 3; 1 to 4; 1 to 5; 2 to 3; 2 to 4; 2 to 5; 3 to 4; 3 to 5 and 4 to 5. If the results revealed an insignificant p-value (p>.05), this indicates that the difference in parameter estimates are not statistically significant (Hooper, Coughlan, & Mullen, 2008).

In the restricted model, a particular path was fixed to be equal across groups. The baseline model was estimated by allowing all model parameters to be free estimates. The difference in the chi-square value was compared between the baseline and the restricted model.

Comparison between CRBSs. First, four types of CRBS was compared each other. Six comparisons were made across all CRBSs: 1) transaction-based CRM vs. cause-

related event marketing, 2) transaction-based CRM vs. cause-related experiential marketing, 3) transaction-based CRM vs. sponsorship-linked marketing, 4) cause-related event marketing vs. cause-related experiential marketing, 5) cause-related event marketing vs. sponsorship-linked marketing, and 6) cause-related experiential marketing vs. sponsorship-linked marketing. In every type of CRBS, there was a significant difference in several paths across groups. Thus, H9 was supported.

Comparison 1: Transaction-based CRM versus Cause-related event marketing. Regarding the path from CSR image and brand distinctiveness, there was a statistically significant difference between the two groups ($X^2(1) = 4.169*$ $p<.05$). The effect of CSR image on brand distinctiveness was larger in the cause-related event marketing condition ($\beta = .87$, $t = 17.76$, p<.001) than in the transaction-based CRM condition ($\beta = .80$, $t = 11.03$, p<.001).

The results also showed that the path from C-B identification to attitude toward the brand was significantly different between the two groups ($X^2(1) = 11.339***$ $p<.001$). That is, the effect of C-B identification on attitude toward the brand was larger in the cause-related event marketing condition ($\beta = .92$, $t = 11.04$, p<.001) than the transaction-based CRM condition ($\beta = .26$, $t = 3.54$, p<.001) (see Table 26 and Figure 16 and 17 for significant differences of path coefficients).

Table 26.

Chi-Square Differences Between Transaction-based CRM versus Cause-related Event Marketing Conditions

Path	X^2 (Chi-square)	df	Chi-square difference
(Unconstrained Model)	1027.164	488	
CSR image → Brand distinctiveness	1031.333	489	$X^2(1) = 4.169*$ $p<.05$
C-B identification → Attitude toward the brand	1038.504	489	$X^2(1) = 11.339***$ $p<.001$

Figure 16. Significant difference of path coefficients between transaction-based CRM versus cause-related event marketing conditions: Transaction-based CRM model
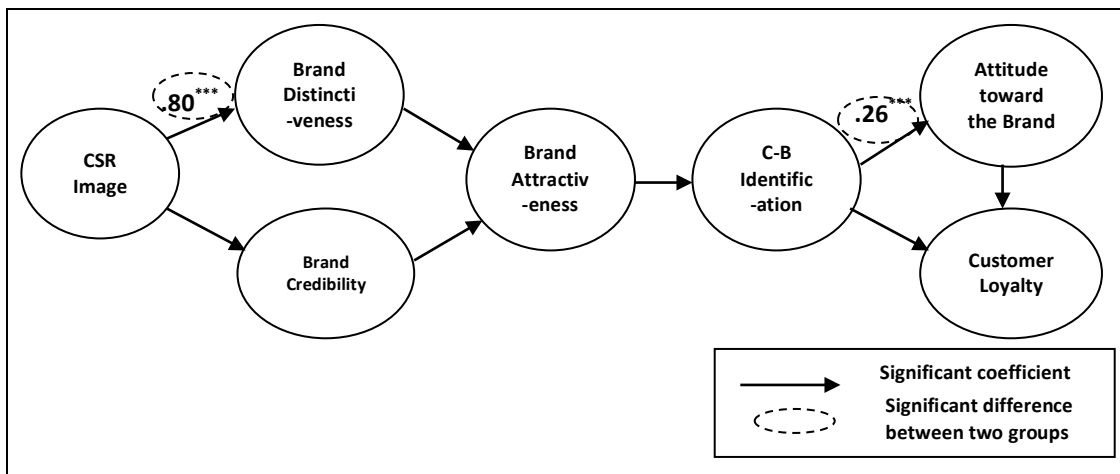
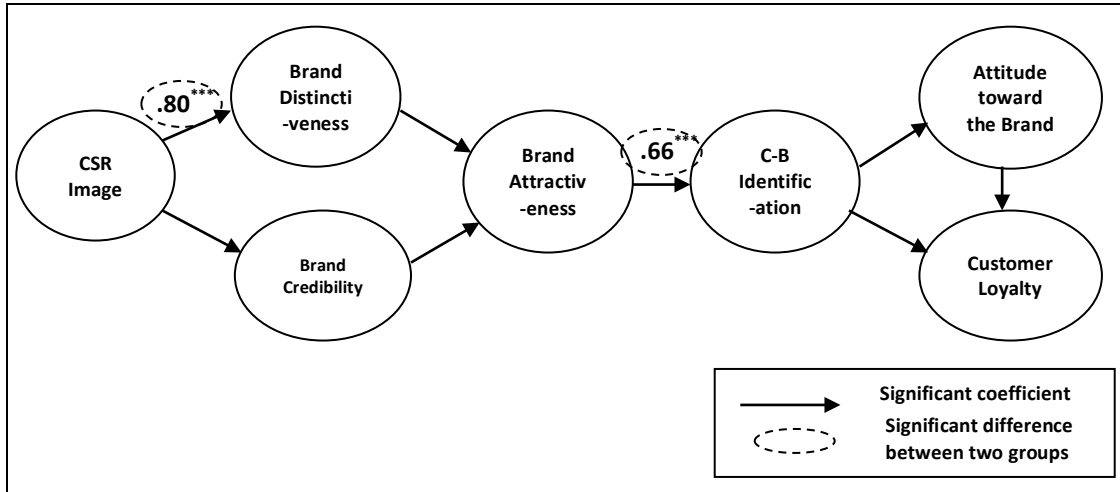*Figure 17.* Significant difference of path coefficients between transaction-based CRM versus cause-related event marketing conditions: Cause-related event marketing model
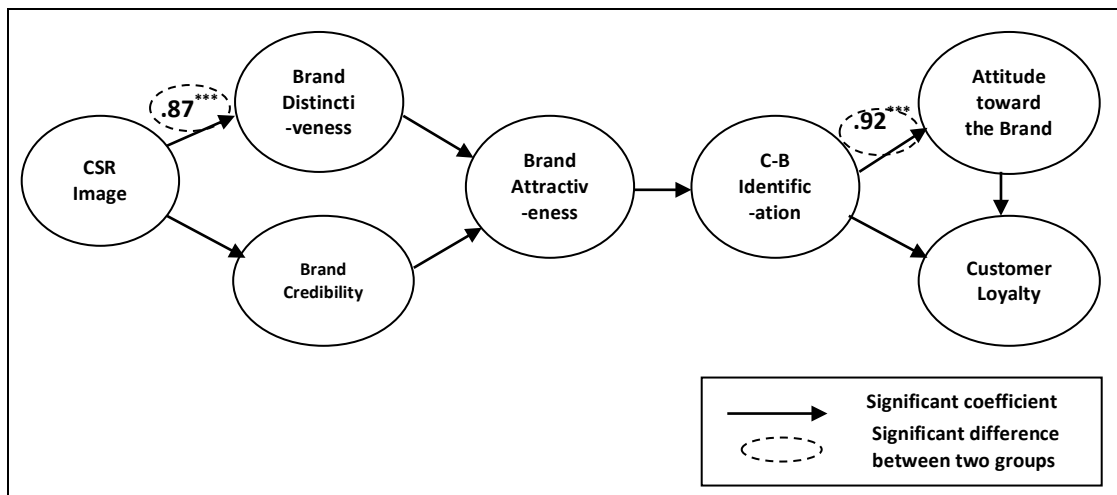
Comparison 2: Transaction-based CRM versus Cause-related experiential marketing. The result of the chi-square different test revealed that the effect of CSR image on brand distinctiveness was larger in the transaction-based CRM condition (β = .80, t = 11.03, p<.001) than cause-related experiential marketing condition (β = .66, t = 8.03, p<.001) ($X^2(1)$ = 4.526* p<.05). Also, the path from brand attractiveness to C-B identification ($X^2(1)$ = 4.189* p<.05) were statistically different between the two groups. That is, the effect of brand attractiveness on C-C identification was larger in the transaction-based CRM condition (β = .66, t = 8.57, p<.001) than cause-related experiential marketing condition (β = .52, t = 6.61, p<.001) (see Table 27, Figure 18 and 19 for significant differences of path coefficients).

Table 27.

Chi-Square Differences Between Transaction-based CRM and Cause-related Experiential Marketing Conditions

Path	X^2 (Chi-square)	df	Chi-square difference
(Unconstrained Model)	918.670	488	
CSR image → Brand distinctiveness	923.196	489	$X^2(1)$ = 4.526* p<.05
Brand attractiveness → C-B identification	922.859	489	$X^2(1)$ = 4.189* p<.05

Figure 18. Significant difference of path coefficients between transaction-based CRM and cause-related experiential marketing conditions: Transaction-based CRM condition model
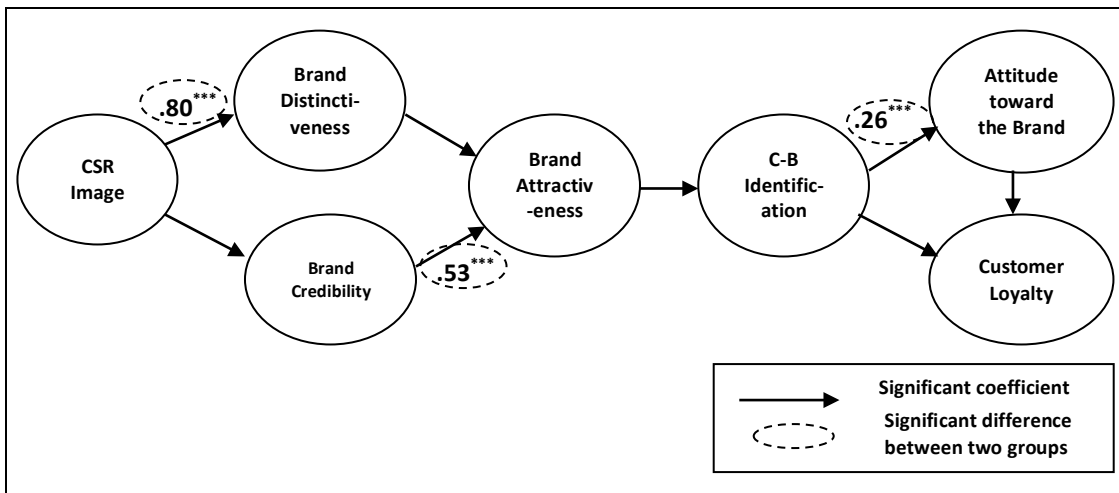

Figure 19. Significant difference of path coefficients between transaction-based CRM and cause-related experiential marketing conditions: Cause-related experiential marketing model
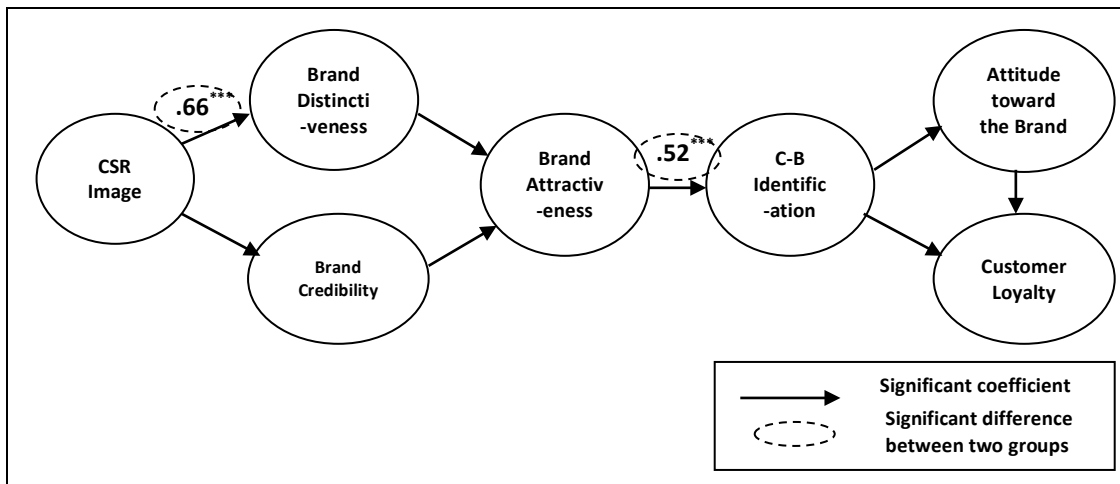
<u>*Comparison 3*</u>: *Transaction-based CRM versus Sponsorship-linked marketing.*

The result of chi-square different test revealed that the effect of CSR image on

brand distinctiveness was larger in the transaction-based CRM condition (β = .80, *t* =

11.03, p<.001) than sponsorship-linked marketing condition ($\beta = .49$, $t = 6.36$, p<.001) ($X^2(1) = 20.448$, $p<.001$).

Also, the path from brand credibility and brand attractiveness ($X^2(1) = 8.704**$ $p<.01$) were statistically different between the two groups. The impact of credibility on brand attractiveness was larger in the transaction-based CRM condition ($\beta = .53$, $t = 7.16$, p<.001) than sponsorship-linked marketing condition ($\beta = .48$ $t = 6.75$, p<.001). Regarding the path from C-B identification to attitude toward the brand ($X^2(1) = 30.953***$ $p<.001$), there was a significant difference between the two groups, indicating that the effect of C-B identification on attitude toward the brand was larger in the sponsorship-linked marketing ($\beta = .76$, $t = 12.78$, p<.001) than transaction-based CRM condition ($\beta = .26$, $t = 3.54$, p<.001) (see Table 28, Figure 20 and 21 for significant differences of path coefficients).

Table 28.

Chi-Square Differences Between Transaction-based CRM and Sponsorship-linked Marketing Conditions

Path	X^2 (Chi-square)	df	Chi-square difference
(Unconstrained Model)	1051.386	488	
CSR image → Brand distinctiveness	1071.834	489	$X^2(1) = 20.448***$ $p<.001$
Brand credibility →Brand attractiveness	1060.091	489	$X^2(1) = 8.704**$ $p<.01$
C-B identification → Attitude toward the brand	1082.340	489	$X^2(1) = 30.953***$ $p<.001$

Figure 20. Significant difference of path coefficients between transaction-based CRM and sponsorship-linked marketing conditions Transaction-based CRM model
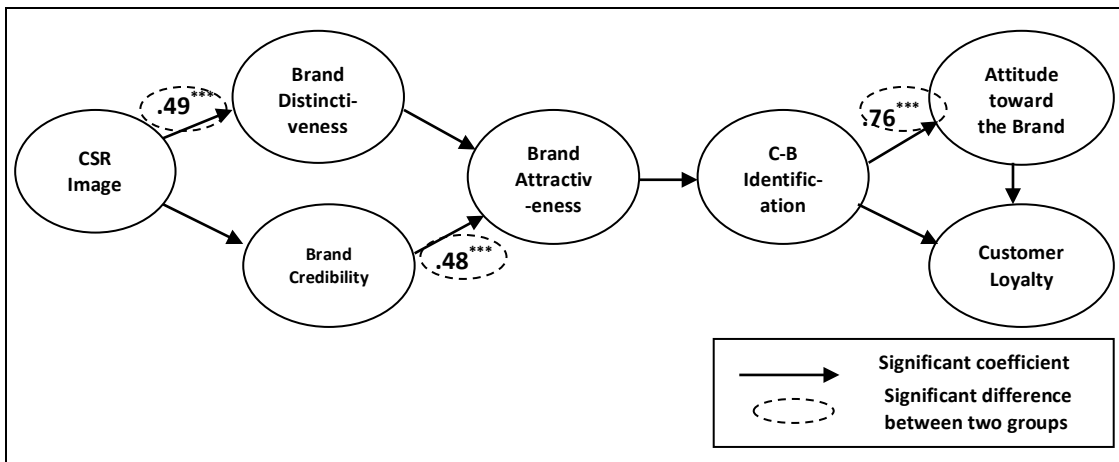

Figure 21. Significant difference of path coefficients between transaction-based CRM and sponsorship-linked marketing conditions: Sponsorship-linked marketing model

Comparison 4: Cause-related event marketing versus Cause-related experiential

marketing. According to the results of the chi-square difference tests from the multiple-

sample analysis, there were significant differences of path coefficients on the relationship

between CSR image and distinctiveness $(X^2(1) = 16.966^{***}\ p<.001)$ and the relationship

between brand attractiveness and C-C identification ($X^2(1) = 8.829**$ $p<.01$). Also, the

effect of C-B identification on attitude toward the brand was statistically different

between the two groups ($X^2(1) = 4.713*$ $p<.05$) (see Table 29, Figure 22 and 23 for

significant differences of path coefficients).

Table 29.

Chi-Square Differences Between Cause-related Event Marketing and Cause-Related Experiential Marketing Conditions

Path	X^2 (Chi-square)	df	Chi-square difference
(Unconstrained Model)	1082.316	488	
CSR image → Brand distinctiveness	1099.283	489	$X^2(1) = 16.966***$ $p<.001$
Brand attractiveness → C-B identification	1091.146	489	$X^2(1) = 8.829**$ $p<.01$
C-B identification → Attitude toward the brand	1087.030	489	$X^2(1) = 4.713*$ $p<.05$

Figure 22. Significant difference of path coefficients between cause-related event marketing and cause-related experiential marketing conditions: Cause-related event marketing model
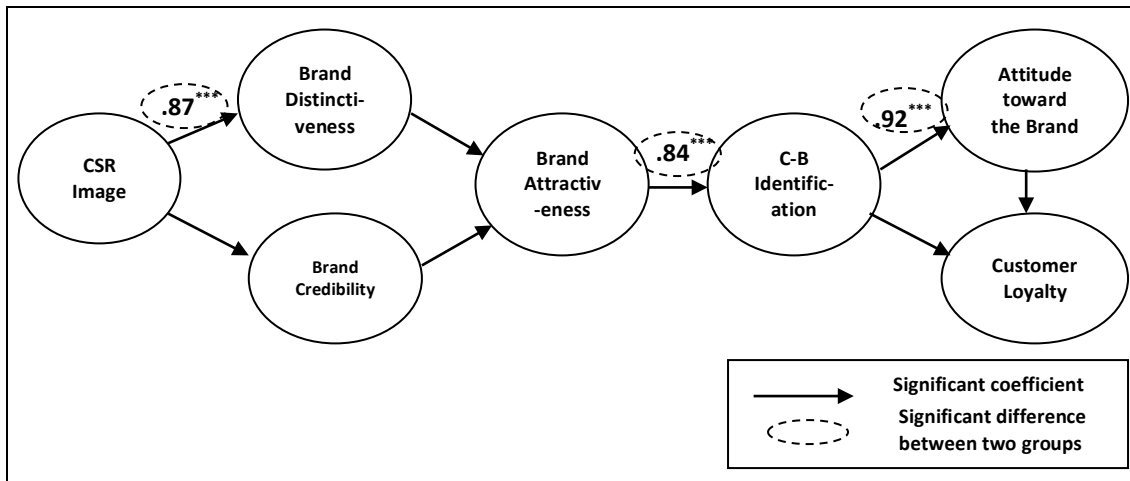
Figure 23. Significant difference of path coefficients between cause-related event marketing and cause-related experiential marketing conditions: Cause-related experiential marketing model
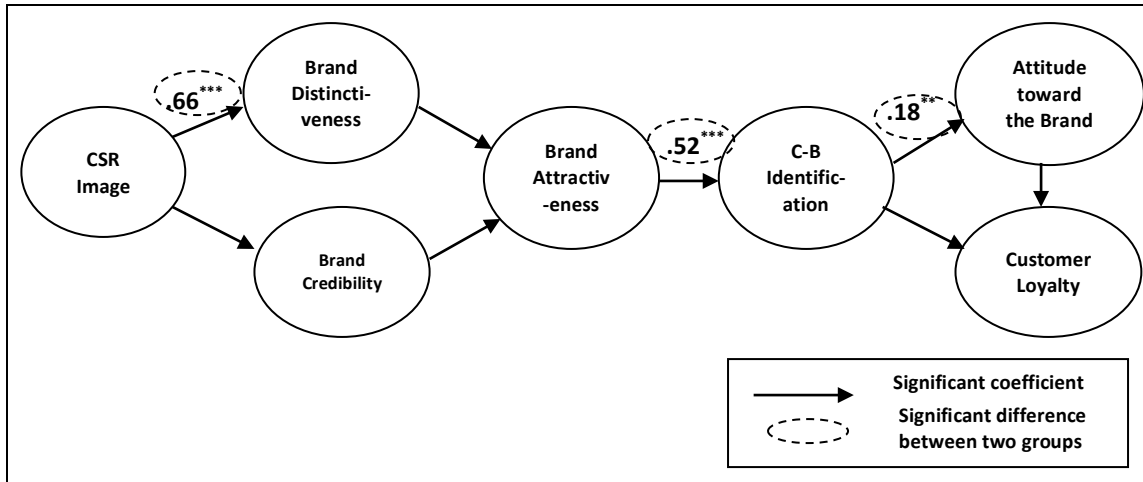
Comparison 5: Cause-related event marketing versus Sponsorship-linked marketing. The result of chi-square different test showed that the effect of CSR image on brand distinctiveness was larger in the cause-related event marketing condition ($\beta = .87$, $t = 17.76$, p<.001) than sponsorship-linked marketing condition ($\beta = .49$, $t = 6.36$, p<.001) ($X^2(1) = 49.775***$ $p<.001$). Regarding the path coefficient between brand distinctiveness and brand attractiveness, the impact of brand distinctiveness on brand attractiveness was larger in the cause-related event marketing condition ($\beta = .71$, $t = 10.50$, p<.001) than sponsorship-linked marketing condition ($\beta = .46$, $t = 6.30$, p<.001) ($X^2(1) = 3.910*$ $p<.05$). Also, the effect of C-B identification on attitude toward the brand was larger in the cause-related event marketing condition ($\beta = .92$, $t = 11.04$, p<.001) than sponsorship-linked marketing condition ($\beta = .76$, $t = 12.78$, p<.001) ($X^2(1) = 6.303*$, $p<.05$) (see Table 30, Figure 24 and 25 for significant differences of path coefficients).

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Table 30.

Chi-Square Differences Between Cause-related Event Marketing Sponsorship-linked Marketing Conditions

Path	X^2 (Chi-square)	df	Chi-square difference
(Unconstrained Model)	1215.025	488	
CSR image → Brand distinctiveness	1264.801	489	$X^2(1) = 49.775^{***}$ $p<.001$
Brand distinctiveness → Brand attractiveness	1218.936	489	$X^2(1) = 3.910^*$ $p<.05$
C-B identification → Attitude toward the brand	1221.329	489	$X^2(1) = 6.303^*$ $p<.05$

Figure 24. Significant difference of path coefficients between cause-related event marketing sponsorship-linked marketing conditions: Cause-related event marketing
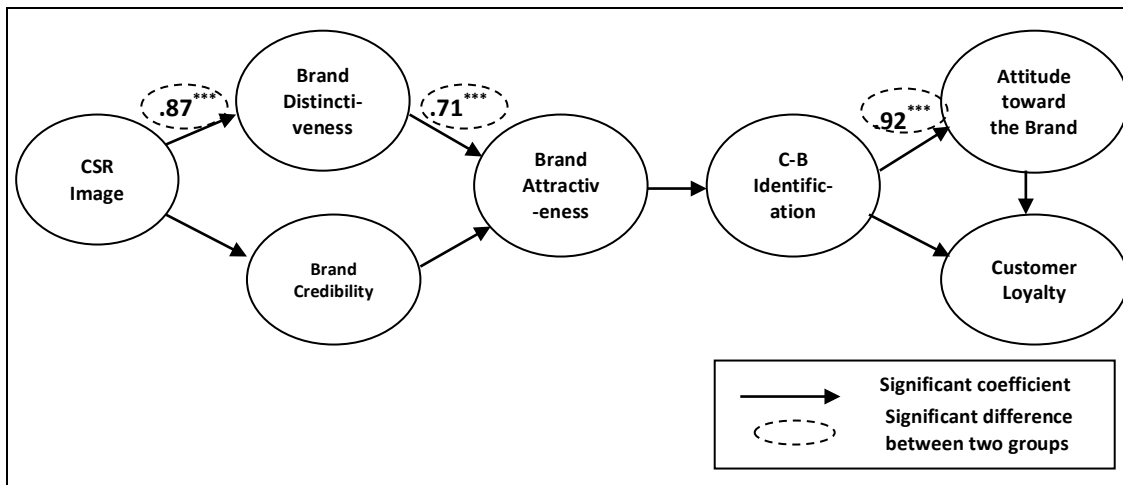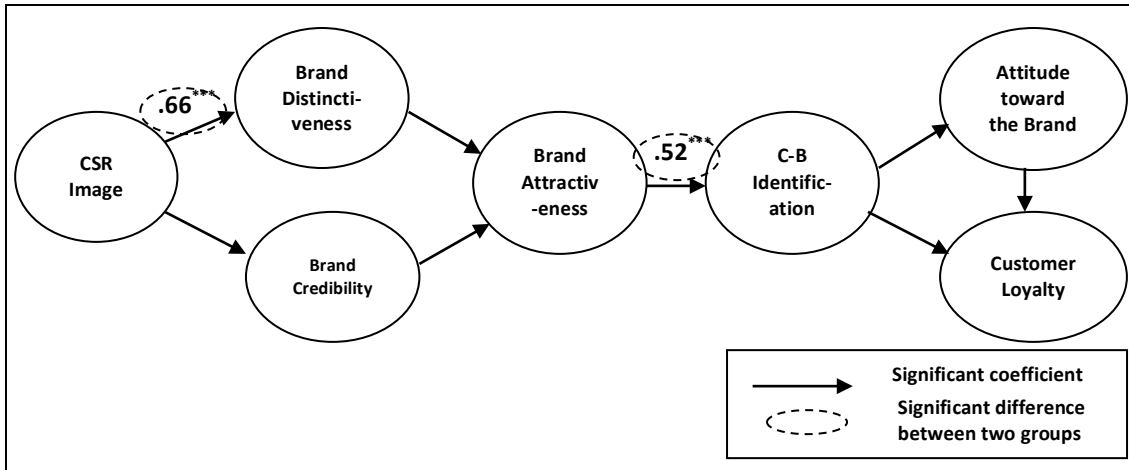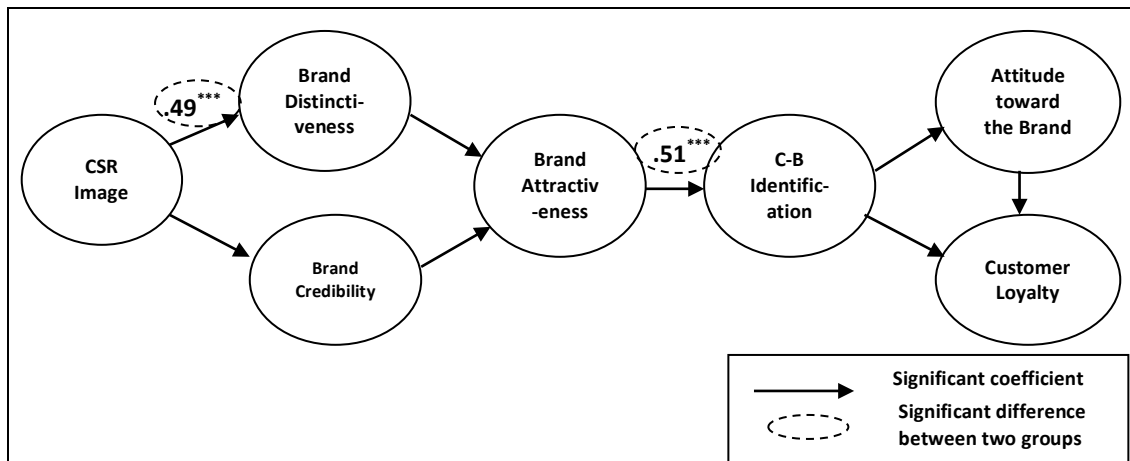
Figure 25. Significant difference of path coefficients between cause-related event marketing sponsorship-linked marketing conditions: Sponsorship-linked marketing model
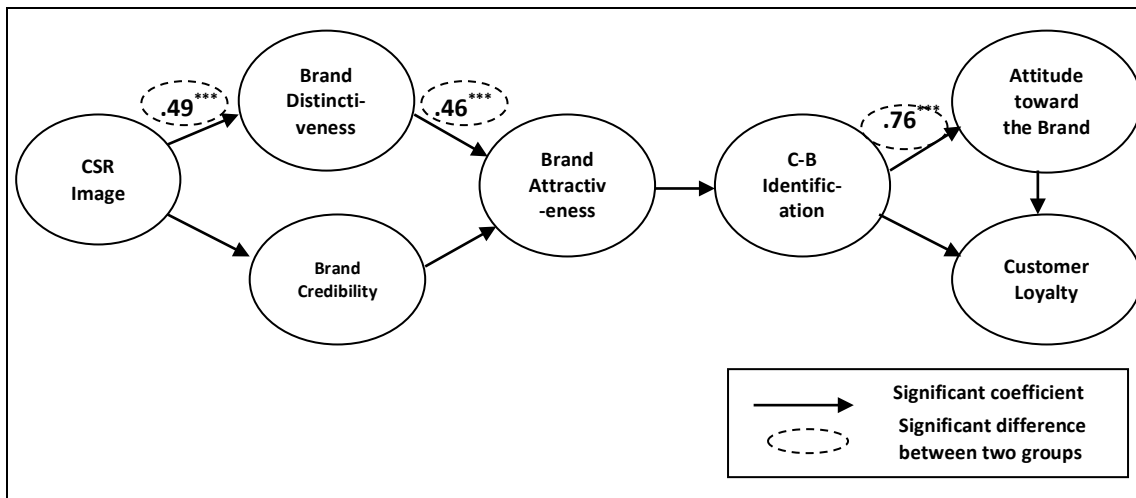
Comparison 6: Cause-related experiential marketing versus Sponsorship-linked marketing. The result of chi-square different test showed that there was a significant difference on the path between CSR image and brand distinctiveness, indicating that the effect of CSR image on brand distinctiveness was larger in the cause-related experiential marketing condition ($\beta = .66$, $t = 8.03$, p<.001) than sponsorship-linked marketing condition ($\beta = .49$, $t = 6.36$, p<.001) ($X^2(1) = 4.096*$ *p*<.05). Further, the path from brand attractiveness to C-B identification ($X^2(1) = 8.602**$ *p*<.01) was statistically different between the two groups. The effect of brand attractiveness on C-B identification was larger in the cause-related experiential marketing condition ($\beta = .52$, $t = 6.61$, p<.001) than sponsorship-linked marketing condition ($\beta = .51$, $t = 6.24$, p<.001) (see Table 31, Figure 26 and 27 for significant differences of path coefficients).

Table 31.

Chi-Square Differences Between Cause-related Experiential Marketing and Sponsorship-linked Marketing Conditions

Path	X^2 (Chi-square)	df	Chi-square difference
(Unconstrained Model)	1106.538	488	
CSR image → Brand distinctiveness	1110.635	489	$X^2(1) = 4.096*$ $p<.05$
Brand attractiveness → C-B identification	1115.140	489	$X^2(1) = 8.602**$ $p<.01$

Figure 26. Significant difference of path coefficients between cause-related experiential marketing and sponsorship-linked marketing conditions: Cause-related experiential marketing model

Figure 27. Significant difference of path coefficients between cause-related experiential marketing and sponsorship-linked marketing conditions: Sponsorship-linked marketing model

Comparison between CRBS and celebrity marketing. In order to examine whether

there is a significant difference on the path coefficients between each type of CRBS and

celebrity marketing, chi-square difference test was conducted. The comparison was

conducted for between 1) transaction-based CRM and celebrity marketing, 2) cause-

related event marketing and celebrity marketing, 3) cause-related experiential marketing

and celebrity marketing, and 4) sponsorship-linked marketing and celebrity marketing.

The result revealed that there was a significant difference in several paths between each

CRBS and celebrity marketing. Thus, H10 was supported.

Comparison 7: Transaction-based CRM vs. Celebrity marketing. The result of chi-

square different test revealed that the effect of CSR image on brand distinctiveness was

larger in the transaction-based CRM condition ($\beta = .80$, $t = 11.03$, p<.001) than celebrity

marketing condition ($\beta = .21$, $t = 2.63$, p<.01) ($X^2(1) = 15.655***$ *p*<.001) (see Table 32,

and Figures 28 and 29 for significant differences of path coefficients).

Table 32.

*Chi-Square Differences Between Transaction-based CRM and Celebrity Marketing
Conditions*

Path	X^2 (Chi-square)	df	Chi-square difference
(Unconstrained Model)	933.738	488	
CSR image → Brand distinctiveness	949.394	489	$X^2(1) = 15.655***$ *p*<.001

Figure 28. Significant difference of path coefficients between transaction-based CRM and celebrity marketing conditions: Transaction-based CRM model
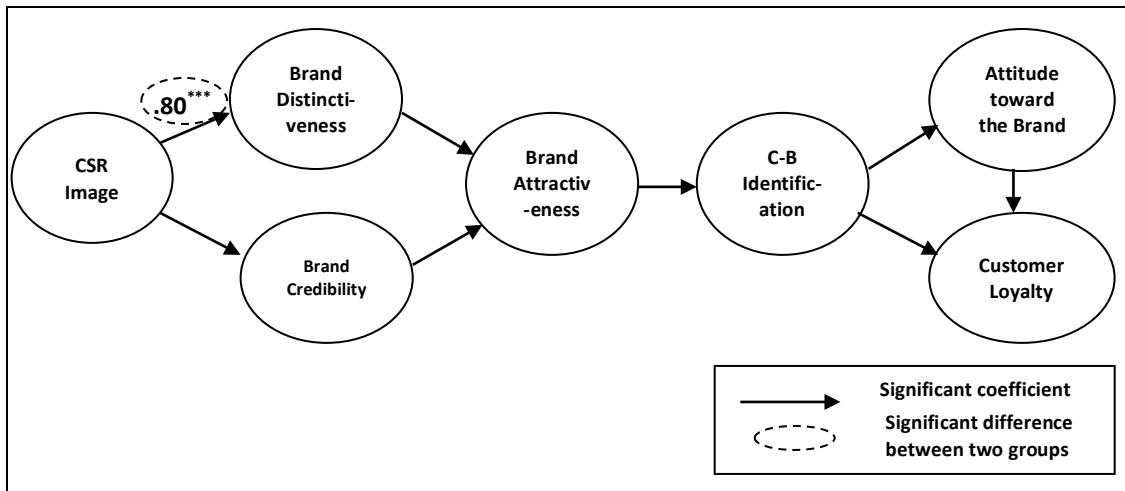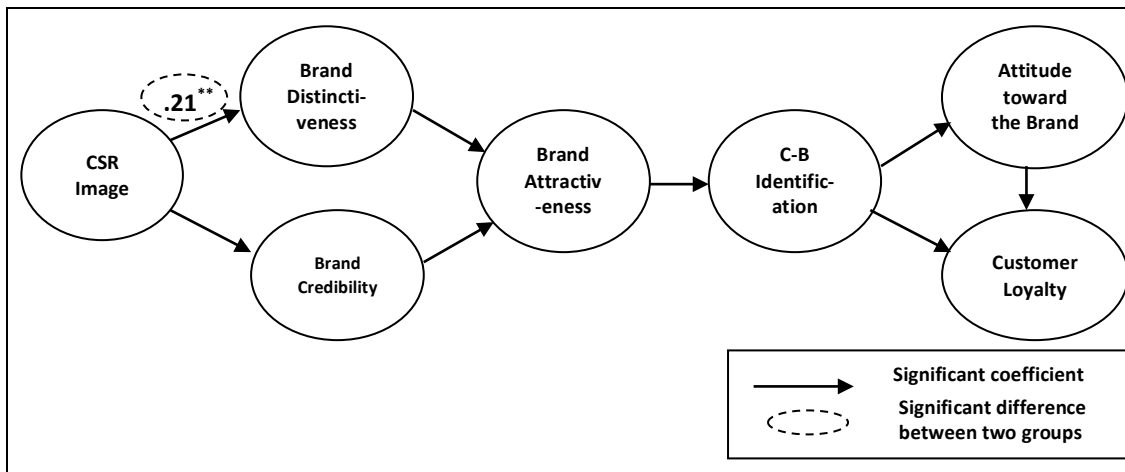

Figure 29. Significant difference of path coefficients between transaction-based CRM and celebrity marketing conditions: Celebrity marketing model

Comparison 8: Cause-related event marketing vs. Celebrity marketing. As a result of group comparison, the path from CSR image to brand distinctiveness ($X^2(1) = 30.789^{***}$ $p<.001$) and to brand credibility ($X^2(1) = 10.711^{**}$ $p<.01$) were statistically different between the two groups. The effect of CSR image on brand distinctiveness was

larger in cause-related event marketing condition (β = .87, t = 17.76, p<.001) than

celebrity marketing condition (β = .21, t = 2.63, p<.01). The impact of CSR image on

brand credibility was larger in the cause-related event marketing condition (β = .70, t =

10.81, p<.001) than celebrity marketing condition (β = .21 t = 2.53, p<.05).

Also, the effect of brand distinctiveness on brand credibility was significantly

larger in the cause-related event marketing condition than celebrity marketing condition

(X^2(1) = 7.045** p<.01). However, the impact of brand credibility on brand

attractiveness was larger in the celebrity marketing condition than cause-related event

marketing (X^2(1) = 16.655*** p<.001).

Regarding the path from C-B identification to attitude toward the brand (X^2(1) =

17.352*** p<.001) and the path from attitude toward the brand to customer loyalty (X^2(1)

= 13.606*** p<.001), there was significant difference between the two groups (see Table

33, Figure 30 and 31 for significant differences of path coefficients).

Table 33.

*Chi-Square Differences Between Cause-related Event Marketing and Celebrity
Marketing Conditions*

Path	X^2 (Chi-square)	df	Chi-square difference
(Unconstrained Model)	1097.385	488	
CSR image → Brand distinctiveness	1128.175	489	X^2(1) = 30.789*** p<.001
CSR image → Brand credibility	1108.097	489	X^2(1) = 10.711** p<.01
Brand distinctiveness → Brand attractiveness	1104.430	489	X^2(1) = 7.045** p<.01
Brand credibility → Brand attractiveness	1114.041	489	X^2(1) = 16.655*** p<.001
C-B identification → Customer loyalty	1114.737	489	X^2(1) = 17.352*** p<.001
Attitude toward the brand → Customer loyalty	1110.992	489	X^2(1) = 13.606*** p<.001

Figure 30. Significant difference of path coefficients between cause-related event marketing and celebrity marketing conditions: Cause-related event marketing model
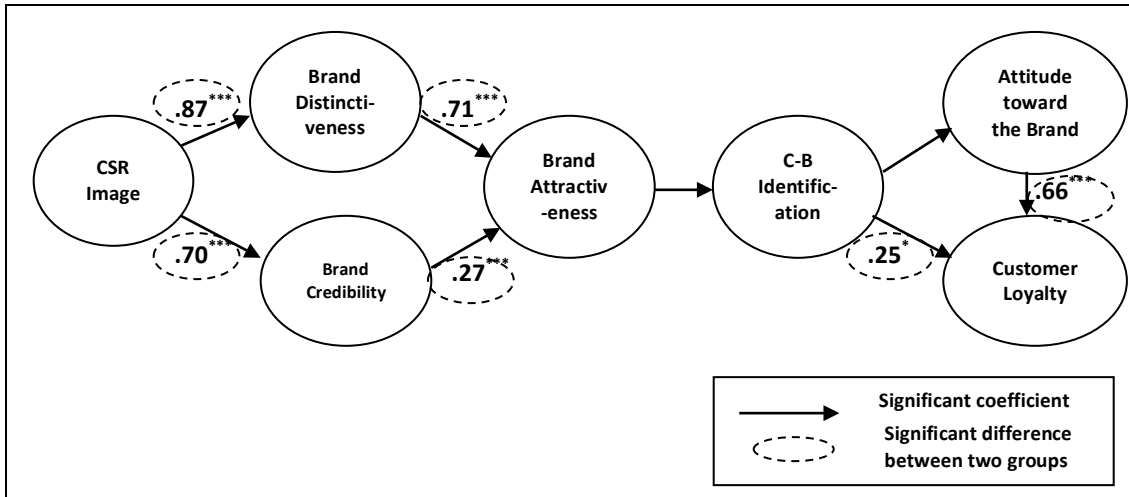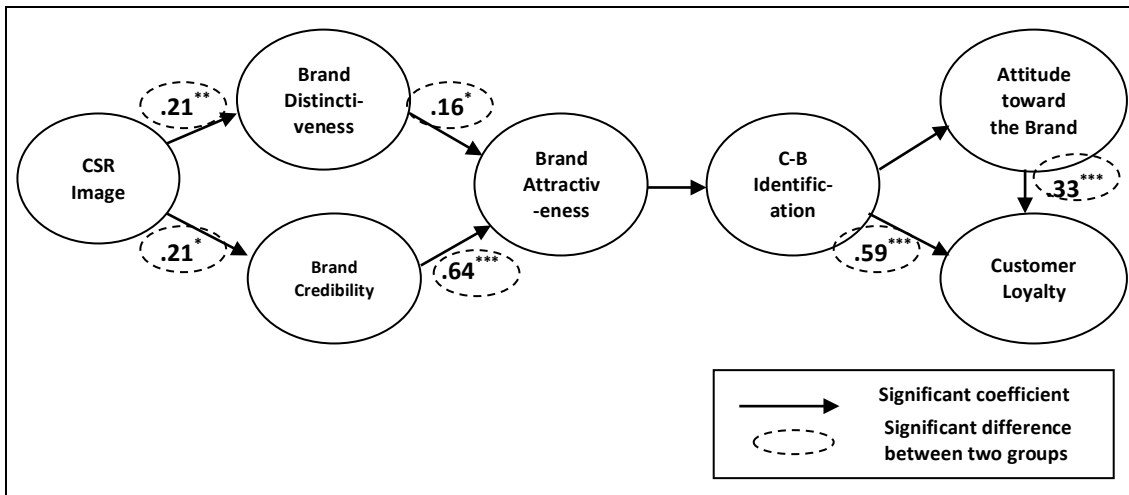

Figure 31. Significant difference of path coefficients between cause-related event marketing and celebrity marketing conditions: Celebrity marketing model

Comparison 9: Cause-related Experiential Marketing vs. Celebrity Marketing. The result of chi-square different test presented that there was significant difference on the path between CSR image and brand distinctiveness, indicating that the effect of CSR image on brand distinctiveness was larger in the cause-related experiential marketing

condition (β = .66, t = 8.03, p<.001) than celebrity marketing condition (β = .21, t = 2.63, p<.01) ($X^2(1)$ = 5.028* p<.05).

Further, the path from brand credibility to brand attractiveness ($X^2(1)$ = 5.262* p<.05) was statistically different between the two groups. However, the effect of brand credibility on brand attractiveness was larger in the celebrity marketing condition (β = .64, t = 8.09, p<.001) than cause-related experiential marketing condition (β = .45, t = 6.08, p<.001) (see Table 34, Figure 32 and 33 for significant differences of path coefficients).

Table 34.

Chi-Square Differences Between Cause-related Experiential Marketing and Celebrity Marketing Conditions

Path	X^2 (Chi-square)	df	Chi-square difference
(Unconstrained Model)	988.888	488	
CSR image → Brand distinctiveness	993.917	489	$X^2(1)$ = 5.028* p<.05
Brand credibility → Brand attractiveness	994.151	489	$X^2(1)$ = 5.262* p<.05

Figure 32. Significant difference of path coefficients between cause-related experiential marketing and celebrity marketing conditions: Cause-related experiential marketing model
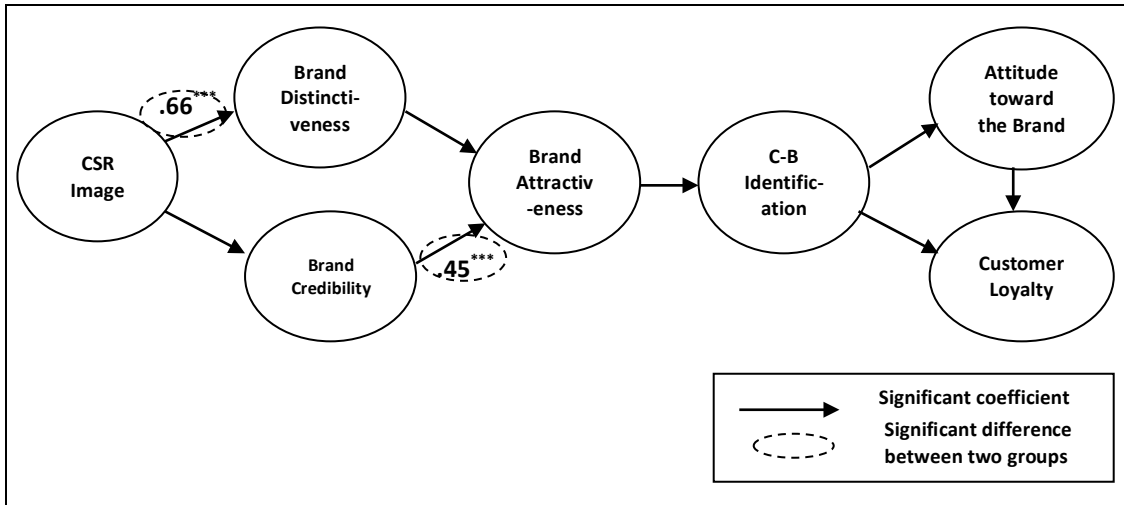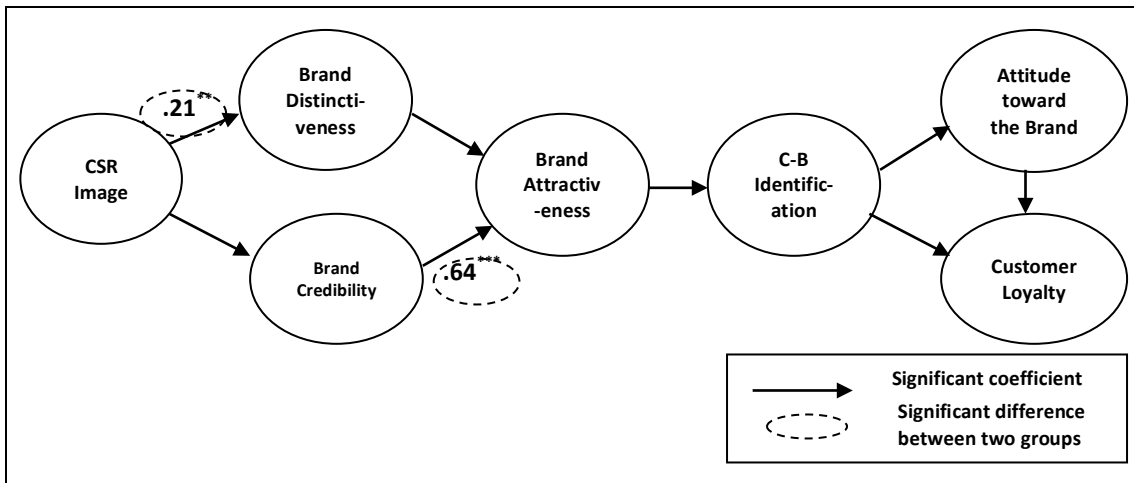

Figure 33. Significant difference of path coefficients between cause-related experiential marketing and celebrity marketing conditions: Celebrity marketing model

Comparison 10: Sponsorship-linked marketing vs. Celebrity marketing. Lastly,

consumer's responses to sponsorship-linked marketing and celebrity marketing were

compared. The result represented that the effect of CSR image on brand credibility ($X^2(1)$

= 4.362* $p<.05$) and the effect of brand distinctiveness on brand attractiveness ($X^2(1) =$

14.589*** $p<.001$) were larger in the sponsorship-linked marketing condition. However,

the impact of brand credibility on brand attractiveness was significantly higher in the

celebrity marketing condition ($X^2(1) = 17.819***$ $p<.001$) (see Table 35, Figure 34 and

35 for significant differences of path coefficients).

Table 35.

Chi-Square Differences Between Sponsorship-linked Marketing and Celebrity marketing Conditions

Path	X^2 (Chi-square)	df	Chi-square difference
(Unconstrained Model)	1121.606	488	
CSR image → Brand credibility	1125.968	489	$X^2(1) = 4.362*$ $p<.05$
Brand distinctiveness → Brand attractiveness	1136.196	489	$X^2(1) = 14.589***$ $p<.001$
Brand credibility → Brand attractiveness	1139.426	489	$X^2(1) = 17.819***$ $p<.001$

Figure 34. Significant difference of path coefficients between sponsorship-linked marketing and celebrity marketing conditions: Sponsorship-linked marketing model
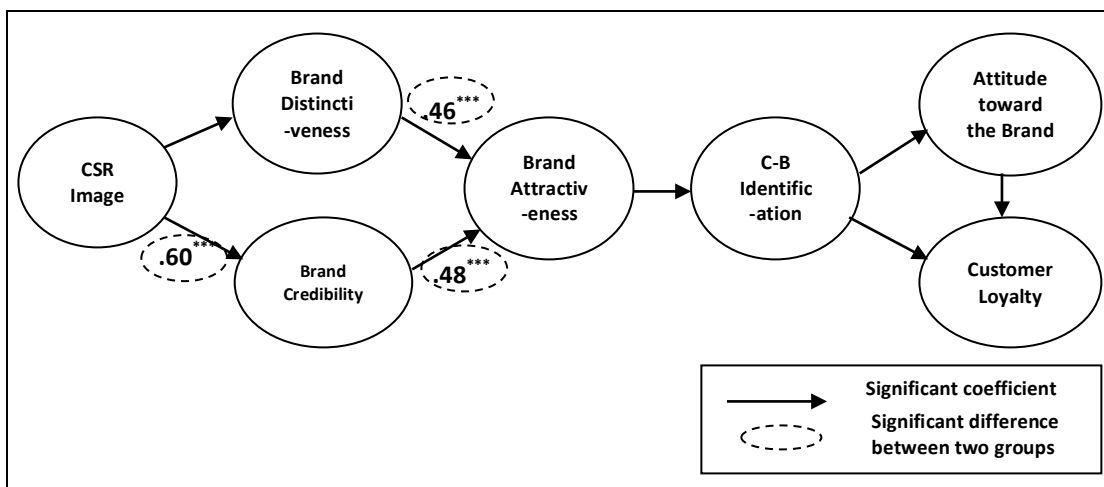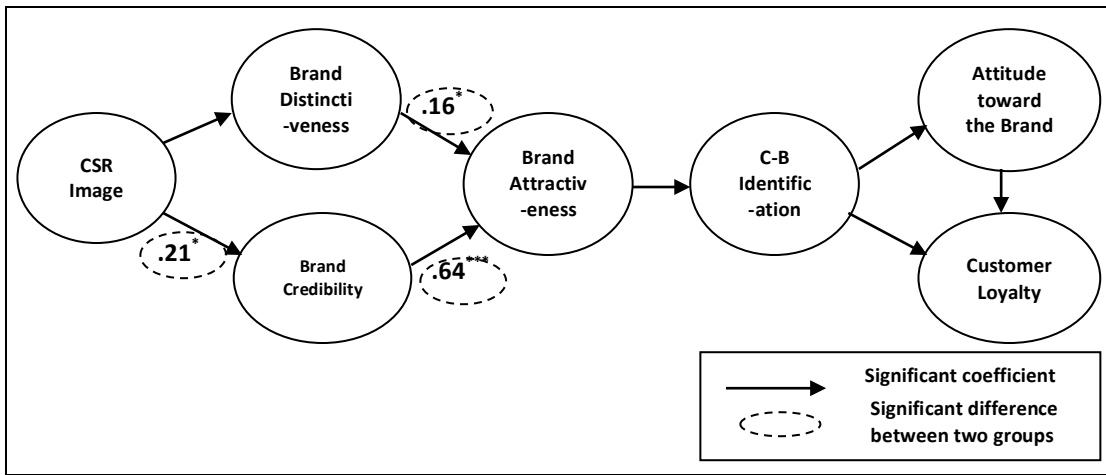
Figure 35. Significant difference of path coefficients between sponsorship-linked marketing and celebrity marketing conditions: Celebrity marketing model

CHAPTER FIVE

DISCUSSION

This chapter contains a discussion and an interpretation of results. First, a discussion of research findings from the hypotheses tests is presented. Second, findings from the group comparison between each type of marketing strategy are discussed.

Discussion of Hypotheses Testing

For all types of CRBS, all hypotheses were supported. This means that for the types of cause-related marketing strategy included in this research (i.e., transaction-based CRM, cause-related event marketing, cause-related experiential marketing, sponsorship-linked marketing), if participants rated the brand as having a socially responsible image, they also rated the brand as different from other brands and as credible. When participants perceived the brand as distinct and credible, they rated the brand as attractive. Also, the more participants rated the brand as attractive, the more they indicated they identified with the brand. Further, the more participants identified with the brand, the more they indicated a positive attitude toward the brand and indicated their intention to engage in loyalty behaviors such as intention to purchase products from the brand and to spread positive word-of-mouth about the brand. Customer's identification with the brand influenced customer loyalty both directly or indirectly through attitude toward the brand.

Overall, these results were congruent with Curra´s-Pe´rez, et al.'s (2009) model of consumer identification with a socially responsible company, which was the basic model used for this study. Specifically, the results supported causal relationships between CSR

image on brand distinctiveness, brand attractiveness, C-B identification, attitude toward the brand, and purchase intention.

The significant relationships found between the variables included in this study were consistent with the results of previous researchers. Across all types of CRBS, the effect of CSR image on brand credibility and customer loyalty was significant. Participants might believe a brand that engages in CRBS is credible because the brand is concerned about social responsibility, not just focusing on earning their profits. Consistent with Hong and Rim's (2010) and Bloom et al.'s (2006) findings, the more consumers rated a brand as socially responsible, the more they trusted the brand and intended to engage in positive word-of-mouth behaviors consistent with customer loyalty. These results also support Hoeffler's (2006) finding that consumers associated more trustworthiness with cause-related marketing than general marketing.

The effect of C-B identification on customer's attitude toward the brand and customer loyalty was also consistent with Bhattacharya and Sen's (2003) finding that when customers identified with a brand, they demonstrated customer loyalty behaviors such as purchasing products. Participants in this research also rated their identity was similar to that of a brand's identity that engaged in one type of CRBS, they also indicated holding a positive attitude toward the brand and indicated intentions to be loyal to the brand. These results were congruent with those of previous researchers' (e.g., Anderson et al., 2004, Lii, Wu, & Ding, 2011) findings that consumer's experience of CRM affects several aspects of consumer loyalty including whether a consumer makes recommendations to others, spreads positive word-of-mouth, or has an intention to

purchase products.

The effect of CSR image on C-B identification and customer loyalty found in this study could be also explained by Yoon et al.'s (2006) idea that consumer's favoritism toward socially responsible brands allows them to fulfill two objectives: to project their personal identity thanks to an association with the brand and to reward the socially responsible brand by supporting the social cause through behavioral commitments (e.g., purchase intention). It is also similar to several researchers' (e.g., Berglind & Nakata, 2005; Garcia, 2007; Lavack & Kropp, 2003) contentions that successful CRM initiatives can enhance corporate image, generate consumers' positive attitudes toward a company, and provide consumers a sense of fulfillment through supporting a charitable cause.

In the following section, the research findings from the hypotheses tests for each type of CRBS are discussed.

Condition 1. Transaction-based CRM

The results of hypotheses testing for the transaction-based CRM showed that all variables had positive significant relationships. Especially, all path coefficients showed a high level of significance ($p<.001$). When participants rated a brand that engaged in transaction-based CRM (e.g., donation of sales profits from "Pink" product to support a cure of breast cancer) as having a socially responsible image, they more perceived the brand as distinct, credible, and attractive. Subsequently, participants indicated they identified with a brand, had a positive attitude, and reported intention to engage in loyalty behaviors to the brand.

This result was similar to Lii et al.'s (2011) finding that cause-related marketing had a positive effect on brand credibility and on consumer's positive attitudes toward the brand when consumers identified with the brand.

Condition 2. Cause-related Event Marketing

For cause-related event marketing, the results also showed positive significant relationships among variables, supporting all hypotheses. When participants rated a brand that engages in cause-related event marketing as having a socially responsible image, they rated the brand as credible and attractive. Also, participants indicated they identified with the brand when they rated the brand as attractive. Then, participant's identification with a brand influenced their positive attitude toward the brand and intention to engage in loyalty behaviors. This result was similar to Martensen et al.'s (2007) finding that consumer's involvement in a CRM event had a positive influence on their attitudes toward the event and the brand as well as on their purchase intentions relative to the brand.

The effect of cause-related event marketing on consumer responses had not been investigated previously. Therefore, this research provides evidence that if consumers participate in an event to support a cause (e.g., sending an e-card to friends to support a cause), they may develop or maintain positive impressions relative to brand distinctiveness, attractiveness, and credibility as well as attitudes toward the brand and behavioral intentions relative to the brand.

Condition 3. Cause-related Experiential Marketing

The result of hypotheses testing in the cause-related experiential marketing condition also showed significant relationships between all variables supporting the proposed model. When participants rated a brand that provided a unique and fun cause-related campaign as having a socially responsible image, they indicated that the brand stood out from its competitors and rated it as credible. When participants rated the brand as distinctive and credible, they rated the brand as attractive. Subsequently, participants indicated they identified with the brand, had a positive attitude toward it, and intended to engage in loyalty behaviors relative to the brand.

This result was similar to Close et al.'s (2006) finding that event attendee's activeness and enthusiasm for a sponsored event influenced their expectation that the sponsor was involved with the community and that event attendees had positive opinions of the sponsoring brand and a strong intention to purchase the sponsor's products. Although there was no previous research examining consumer's reactions to an experiential event supporting a cause, this study provided evidence of a significant potential positive effect of cause-related experiential marketing on consumer's responses to the brand.

Condition 4. Sponsorship-linked Marketing

Like the other types of CRBS, the findings from the hypothesized model supported the effect of CSR image of sponsorship-linked marketing on customer's ratings of brand distinctiveness, credibility, attractiveness, identification with a brand, attitude toward the brand, and customer loyalty. That is, when participants rated a brand that sponsored a

cause (e.g., donation of money or resources to non-profit organizations) as having a socially responsible image, they rated the brand as distinctive, credible, and attractive. Then, participants ultimately indicated they identified with the brand, held a favorable attitude to the brand, and indicated the intended to engage in loyalty behaviors. This result was consistent with Bigné-Alcañiz et. al's (2010) findings that the brand's sponsorship of a cause positively influenced consumer's ratings of brand attractiveness, identification with the brand, and product purchase intentions.

Condition 5. Celebrity Marketing

The result of hypotheses testing indicated that the effect of CSR image on brand distinctiveness, credibility, attractiveness, identification with a brand, attitude toward the brand, and customer loyalty was significant in the celebrity marketing condition. When participants rated a brand that engaged in celebrity marketing as not having a socially responsible image, they rated the brand as little distinct, credible, or attractive. They indicated a low level of identification with the brand, a positive attitude as well as intention to engage in customer loyalty to the brand. As compared to CRBS, consumers may have less positive responses to a brand if the brand is rated as not having a socially responsible image.

Discussion of Group Comparisons

Comparison between CRBS

Between each type of CRBS, there were significant differences in the relationships between the tested variables. Overall, the effect of CSR image on brand distinctiveness and the effect of brand distinctiveness on brand attractiveness were strongest in the cause-related event marketing condition followed by the transaction-based CRM, the cause-related experiential marketing, and the sponsorship-linked marketing. The impact of brand attractiveness on C-B identification and the effect of C-B identification on attitude toward the brand were also strongest in the cause-related event marketing followed by the transaction-based CRM, the cause-related experiential marketing, and the sponsorship-linked marketing. These results indicate that consumer's response (perception of the brand, attitude toward the brand) is different based on the type of cause-related business strategies that a brand uses.

    <u>Comparison 1</u>: **Transaction-based CRM versus Cause-related event marketing.** The effect of CSR image on brand distinctiveness was greater in the cause-related event marketing than in the transaction-based CRM condition. If consumers rated the brand that engaged in cause-related event marketing as having a socially responsible image, they indicated the brand was more distinctive as compared to the transaction-based CRM. Perhaps this is due to participants recognizing that being socially responsible can entail a range of activities such that two businesses can both be socially responsible but one type of marketing activity can be viewed as more distinct than another.

The effect of C-B identification on attitude toward the brand was also stronger in the cause-related event marketing than for the transaction-based CRM. Since the cause-related event marketing requires participants to actively participate in the marketing program and to exert effort as compared to the transaction-based CRM, participants may believe that identification with the brand must be stronger due to the activity exerted and this additional effort subsequently results in stronger positive attitudes toward the brand.

Comparison 2: Transaction-based CRM versus Cause-related experiential marketing. When participants rated the brand as having a socially responsible image, they rated the brand higher on distinctiveness in the transaction-based CRM condition than in the cause-related experiential marketing condition. Although the result of descriptive statistics showed that the mean values of CSR image and brand distinctiveness were larger in the cause-related experiential marketing condition than transaction-based CRM condition, the effect of CSR image on brand distinctiveness was greater in the transaction-based CRM. Similarly, although the mean values of brand attractiveness and C-B identification were larger in the cause-related experiential marketing condition than transaction-based CRM condition, the effect of brand attractiveness on C-B identification was greater in the transaction-based CRM condition.

This result indicates that in the transaction-based CRM condition, participants might have rated the brand's level of distinctiveness based on their rating of CSR image of a brand. Also, participants might have rated their identification with a brand based on their perception of brand attractiveness in the transaction-based CRM condition. That is, the effect of antecedent variable (e.g., CSR image) on outcome variable (e.g., brand

distinctiveness) was strong in the transaction-based CRM condition.

However, the causal relationships of variables were not strong in the cause-related experiential marketing condition as compared to transaction-based CRM condition. For example, regardless of the degree of perceived CSR image, participants might have rated the brand high in distinctiveness in the cause-related experiential marketing condition because cause-related experiential marketing provides a unique and fun experience to support a cause and requires people to actively participate in the event or campaign. Similarly, participants might identify with the brand regardless of the degree of perceived brand attractiveness in the context of cause-related experiential marketing since they are connected to the cause directly through their individual activity and identify with the brand through their active participation.

Comparison 3: Transaction-based CRM versus Sponsorship-linked marketing. First, the result of the group comparisons revealed that the effect of CSR image on brand distinctiveness was larger in the transaction-based CRM condition than sponsorship-linked marketing condition. Participants might interpret a brand that makes the effort to develop a product wherein profits from the sales are donated (e.g., "Pink" product for Pink Ribbon campaign) in support of a social cause as more distinctive than a brand that donates products they already make in support of social causes as the former requires some additional effort as well as planning as compared to the latter. In addition, because there are many brands that are involved in sponsorship-linked marketing today, this type of marketing may simply be rated as less distinct or unique.

Next, participants who rated the transaction-based CRM as distinctive subsequently

rated the brand as more attractive than sponsorship-linked marketing. Participants who rated the transaction-based CRM as distinctive may also have rated the brand as attractive because the brand offers the decision to consumers whether or not to support the cause through their purchase rather than making that decision for their customers.

On the other hand, for the relationship between C-B identification and attitude toward the brand, participant's identification with a brand had a greater influence on attitude toward the brand in the sponsorship-linked marketing condition than in transaction-based CRM. According to findings of Lii, Wu, and Ding (2011), philanthropy had the strongest effect on consumer evaluations of brand, followed by sponsorship and cause-related marketing. Participants in this research may have indicated more positive attitudes toward a brand if they believed that their value or identity is similar to that of a brand that donates money and resources to support a cause regardless of the company's sales or profits.

Comparison 4: Cause-related event marketing versus Cause-related experiential marketing. The effect of CSR image on brand distinctiveness, the effect of brand attractiveness on C-B identification, and the effect of C-B identification on attitude toward the brand were stronger for the cause-related event marketing condition than the cause-related experiential marketing. Although the mean values of CSR image, brand distinctiveness, brand attractiveness, C-B identification, and attitude toward the brand were higher in the cause-related experiential marketing condition, the effects of one variable on the other variable were larger in the cause-related event marketing condition.

The causal relationships of variables were not strong in the context of cause-related

experiential marketing as compared to cause-related event marketing. For example, regardless of the degree of CSR image, participants might think a brand that engages in a cause-related experiential marketing is distinctive. Also, regardless of their degree of perceived brand attractiveness, consumers may be able to feel that their own values are similar to that of a brand that actively participates and promotes cause-related experiential events or campaigns, thus identify with and have a positive attitude toward the brand.

Comparison 5: Cause-related event marketing versus Sponsorship-linked marketing. The comparison between cause-related event marketing and sponsorship-linked marketing revealed a significant difference in the effect of CSR image on brand distinctiveness and the effect of brand distinctiveness on brand attractiveness. It appears that sponsorship-linked marketing is generally recognized as a common and traditional type of marketing strategy thus, participants might rate the brand that engages in sponsorship-linked marketing as less distinctive and attractive even if they rated this type of brand as having a socially responsible image.

Further, the effect of C-B identification on attitude toward the brand was stronger in the cause-related event marketing condition than the sponsorship-lined marketing condition. It can be assumed that consumers would have more positive attitude toward the brand when they identify with the brand by participating in the brand's event to support a cause rather than by simply recognizing the brand donates to a cause because the former is more active than the latter.

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Comparison 6: Cause-related experiential marketing versus Sponsorship-linked marketing. Participants rated a brand as more distinctive in the cause-related experiential marketing condition than in the sponsorship-linked marketing condition when they perceived the brand as being socially responsible. Since cause-related experiential marketing provides a fun and unique experience to their event participants in contrast to sponsorship-linked marketing, participants may have thought the experiential marketing was more distinct as compared to other socially responsible marketing strategies.

Also, the effect of brand attractiveness on C-B identification was stronger in the cause-related experiential marketing condition than in the sponsorship-linked marketing condition. If participants participate in experiential events or campaigns to support a cause, they may believe their activity will result in having a meaningful or unique experience and this experience increases brand attractiveness. Also, event participants could be more connected to a cause as a result of spending time and resources to participate in the event and this experience influences their identification with the brand. That is, the relationship between brand attractiveness and C-B identification may be strengthened by the participants active participation in the cause-related experiential events.

Comparison between CRBS types and Celebrity Marketing

First, the effect of CSR image on brand distinctiveness was larger in the transaction-based CRM, cause-related event, and cause-related experiential marketing

conditions as compared to the celebrity marketing condition. That is, the higher participants rated the brand as having a socially responsible image, the higher rated the distinctiveness of the brand in these three CRBS. Thus, at this point in time, at least for some of the CRM strategies, being socially responsible contributed to the perception that the brand was distinct.

Overall, for all types of CRBS conditions, the relationship between CSR image, brand distinctiveness, brand credibility, brand attractiveness, C-B identification, attitude toward the brand, and customer loyalty were significantly larger than for celebrity marketing. These results indicate the significance of the social responsibility component in the marketing program.

Among all types of CRBS, cause-related event marketing was the most different from celebrity marketing on the path coefficients. Specifically, the effect of CSR image on brand distinctiveness and brand credibility, the effect of brand distinctiveness and credibility on brand attractiveness, and the effect of C-B identification and attitude toward the brand on customer loyalty were greater in the cause-related event marketing condition than the celebrity marketing condition. On the other hand, the results indicated that the effect of brand credibility on brand attractiveness was larger in the celebrity marketing condition than both cause-related experiential marketing and sponsorship-linked marketing conditions. These differences may be due to participant's trust in the celebrity. Thus, the more participants rated the celebrity as trustworthy, the more they trusted the brand, and consequently, the higher the rating of brand attractiveness.

CHAPTER SIX
IMPLICATIONS AND LIMITATIONS

This chapter presents implications, limitations, and directions for future research.

Implications

From a theoretical standpoint, the contribution of this study is to extend prior work on cause-related marketing by investigating how different types of cause-related business strategies (transaction-based CRM, cause-related event marketing, cause-related experiential marketing, sponsorship-linked marketing) impact consumer responses. Although apparel brands and organizations have recognized that different CRM types exist and are used, researchers had not addressed different CRM types and whether some might be more or less effective than others. Given that participants responses to each type of CRBS were different, this study can suggest that the CRBSs are not interchangeable and that each type of CRBS could be investigated independently.

Further, the four realms of experience in CRBS was developed based on Pine and Gilmore's (1998) involvement and connection continuum. Each type of CRBS was positioned in different places of the graph of the four realms of experience in CRBS based on the degree of active participation in a marketing program needed to support a cause (i.e., active-passive participation) and the degree of immersion in a cause through supporting a marketing program (i.e., high-low immersion). Thus, the four realms of experience in CRBS developed in this study may be used as a conceptual framework for the future study concerning the different types of CRBS.

By addressing the research questions, this study provided empirical evidence that CRBS contributes to consumer's positive responses toward the brand. A comparison of consumer responses under the context of CRBS and celebrity marketing revealed that connection to a socially responsible cause may provide benefits to apparel businesses with respect to building positive brand image and customer loyalty.

Results from the empirical investigation also inform marketer's selection of cause-related business practice because results revealed the extent to which each strategy impacted consumer's responses to the brand (e.g., perception of brand distinctiveness, attitude toward the brand). Thus, retailers can select and develop a certain type of CRBS based on their desired outcome. For example, the result of this study provides marketers an important idea that they should consider utilizing cause-related experiential marketing that provides customers experiential and unique cause-related events or campaigns since this marketing strategy can improve consumer's perception of a brand such as brand distinctiveness and brand attractiveness. Regarding initiating sponsorship-linked marketing, retailers should consider publicizing their actual donation efforts so that consumers can easily see that what the company is promising is actually being carried out and subsequently trust the company. These efforts could be publicized through company websites for example.

Limitations and Directions for Future Study

In this study young adult consumers were recruited because this age group tends to be more sensitive to corporate marketing issues than mature consumers. However, other

age groups are also exposed and respond to cause-related business practices. Mature consumers may be more conscious of corporate social responsibility and results may be different. Thus, future researchers can investigate the effect of CRBS on older consumers to determine if there are similar effects. Further, future researchers can also test for differences in consumer response to CRBS based on demographic variables such as ethnicity, gender, and income. There could also be differences based on individuals own levels of giving and other socially responsible behaviors. For example, do people who routinely volunteer respond even more favorably to these marketing efforts than those who do not?

Second, this study used several fashion product categories in the scenarios of the questionnaire including apparel, kid's wear, and cosmetic brands. Since the scenarios were developed based on the empirical marketing/campaign examples (e.g., "RED" campaign of apparel brands), the product category was not limited to only one product category. However, the results of the study would be more valid than they are if the product category used had been controlled (e.g., apparel brand only).

Third, even though this study was concerned with consumer's response to fashion brand's cause-related business strategies, left unanswered is whether responses would be similar if the product categories were different (e.g., pharmaceutical industry, skin care company). Future researchers could investigate whether there are special features in consumer responses to CRM in the fashion industry from those of other industries. For example, future researchers can compare consumer responses toward the transaction-based CRM (e.g., 'Pink ribbon campaign') in the context of fashion brand (e.g., Estee

Lauder) as well as food brand (e.g., Yoplait). Since sponsorship-linked marketing is also popularly used by a variety of industry (e.g., bakery brand's bread donation), the effect of different types of CRBS on consumers could be assessed in another categories of business.

With regard to other possible lines of future research, it would be interesting to broaden the CSR category concerning the influence of different types of corporate social responsibility on consumer responses using the proposed model of this study. Nowadays, many fashion brands engage in a variety of social responsibilities. For example, American Apparel stores, a U.S.-based retailer, promote the company's anti-sweatshop policy by using their clothing labels to share some of the company's corporate social responsibility policies (e.g., ''All of our 1500 employees, sewing and administrative alike, are paid fairly and have access to basic benefits like healthcare.'') (Kuczynski, 2005). Similarly, Adidas, a German-based sports brand, focuses on the issue of global warming and uses an eco-hang. Thus, the conceptual framework of this study can be applied to other types of CSR initiatives.

Finally, future researchers can examine the effect of moderating variables on the relationship between CRBS and consumer behavior. For example, as noted earlier, consumer's volunteer efforts, involvement with a cause, or tendency to support causes in general could moderate consumer's response to the brand that engages in CRBS. Consumer's trust in business practices or sensitivity to their marketing practices could also be studied as a moderating variable between the effect of CRBS and consumer response to brand attributes including indicators of loyalty.

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Pilot Study Questionnaire

Thank you for your interest in participating in this survey. I am interested in your opinions about retailer's support of a social cause (i.e., curing breast cancer) through several types of business practices. If you agree to participate you will be asked to share your opinions on these types of marketing practices.

This research is being conducted by Ji Young Lee, a doctoral candidate in the College of Design, under the guidance of Dr. Kim Johnson a faculty member in the Retail Merchandising program at the University of Minnesota. Your participation in this survey is voluntary and greatly appreciated. A decision to not participate will not jeopardize your current or future relationships with the University of Minnesota.

In the sections to follow, you will be asked to complete a series of questions about cause-related business practice. Do not discuss the questionnaire while you are completing it. Please try to answer each question as honestly and accurately as you can.

Should you have any questions or need to get in touch with us, I can be reached at leex4819@umn.edu.

<div align="center">**CONSENT FORM**

Cause-Related Marketing Practices and its Impact on Consumers</div>

Background Information:
The purpose of this study is to investigate whether different types of cause-related business practices exert an influence on consumer decision making. You were asked to participate because you are a consumer.

Procedures:
If you agree to participate, you will be asked to complete a questionnaire. Your responses will be recorded using 7-Likert scales. You will be asked to answer questions about whether you think the brand ties to social causes. You will also be asked to answer some demographic questions (e.g., age, year in school, income). It will take about 15 minutes to complete the questionnaire.

Risks and Benefits of Being in the Study:
There are no risks or benefits to you for your participation in this research. If any question makes you be uncomfortable, you do not have to answer that question. You may also stop your participation in the research if you are not comfortable answering any question. If you become uncomfortable you are encouraged to contact the University of Minnesota Counseling and Consulting Services located at 192 Pillsbury Dr., 109 Eddy Hall, Minneapolis, MN, (telephone-612-624-3323) (website-www. ucs.umn.edu) or the Boyton Health Clinic Mental Health Services located at 410 Church Street SE, Minneapolis, MN, (telephone-612-624-1444) (website-www. bhs.umn.edu). Both agencies provide free services to students if registered for six credits.

Confidentiality:
The records of this study will be kept confidential. In any sort of report that may be published no information that will make it possible to identify you as an individual participant in the research will be included. Research records will be kept in a secure, safe location by locked files and only the researcher will have access to the records. All records will be destroyed after 18 months.

Voluntary Nature of the Study:
Your decision to participate is completely voluntary. The decision of whether or not you participate will not affect your current or future relations with the University of Minnesota. If you decide to participate in the study, you are welcome to withdraw your participation at any time without affecting the aforementioned relationships.

Contacts and Questions:
The lead researcher conducting this study is Ji Young Lee(leex4819@umn.edu) under the direction of Dr. Kim Johnson (kjohnson@umn.edu). If you have questions you may contact them using email or the following telephone number: 612-306-2410. If you have any questions or concerns regarding the study and would like to talk to someone other than the researcher(s), contact Research Subjects' Advocate line, D528 Mayo, 420 Delaware Street S.E., Minneapolis, Minnesota 55455; telephone (612) 625-1650. You can print out and keep this copy of the consent form for your records.

1. Do you agree to participate in this research? (Please check one)
      Yes_____   No_____
2. Are you interested in apparel shopping?
      Yes_____   No_____

Case 1.

Please read the following example of a brand's marketing program.

BEAN POLE, a fashion brand, engaged in the BLUE Campaign to assist in AIDS prevention. This fashion brand designed shoes, t-shirts, neckties, and jewelry to be designated as BLUE products. Profits from the sale of these products will be donated to *The Global Fund*, an organization to help African women and children affected by AIDS.

Please indicate your degree of agreement with each of the following statements by clicking the appropriate number (1 = strongly disagree to 7 = strongly agree).

	1= Strongly Disagree	2	3	4	5	6	7= Strongly Agree
This brand is socially responsible.	○	○	○	○	○	○	○
This brand supports a cause.	○	○	○	○	○	○	○
This brand is different from other brands.	○	○	○	○	○	○	○
This brand's marketing program can connect me to a social cause.	○	○	○	○	○	○	○
It would take a lot of effort for me to support a cause by supporting this brand.	○	○	○	○	○	○	○

Case 2.

Please read the following example of another marketing program.

MISSHA, a cosmetic brand, offers a "*MISSHA* Happy Day" event. *MISSHA* developed a Facebook page for the Happy event. On this page, customers could create personalized Happy e-cards, post them on their walls, and share them with their friends on Facebook. For each e-card sent, *MISSHA* donates $1 to *The Global Fund*, an organization to help African women and children affected by AIDS.

Please indicate your degree of agreement with each of he following statements by clicking the appropriate number (1 = strongly disagree to 7 = strongly agree).

	1= Strongly Disagree	2	3	4	5	6	7= Strongly Agree
This brand is socially responsible.	○	○	○	○	○	○	○
This brand supports a cause.	○	○	○	○	○	○	○
This brand is different from other brands.	○	○	○	○	○	○	○
This brand's marketing program can connect me to a social cause.	○	○	○	○	○	○	○
It would take a lot of effort for me to support a cause by supporting this brand.	○	○	○	○	○	○	○

Case 3.

Please read the following example of another marketing program.

SAERA, a women and men's apparel brand, organizes a "2 or less clothing item" campaign. For one week, the brand asks their customers to live with less by wearing 2 articles of clothing. This campaign attempts to raise their customer's awareness of their own reliance on their clothing and its importance by experiencing the life of millions of children in the world that have very few items of clothing (like the millions of children that live without shoes and expose to injury and disease).

Please indicate your degree of agreement with each of the following statements by clicking the appropriate number (1 = strongly disagree to 7 = strongly agree).

	1= Strongly Disagree	2	3	4	5	6	7= Strongly Agree
This brand is socially responsible.	○	○	○	○	○	○	○
This brand supports a cause.	○	○	○	○	○	○	○
This brand is different from other brands.	○	○	○	○	○	○	○
This brand's marketing program can connect me to a social cause.	○	○	○	○	○	○	○
It would take a lot of effort for me to support a cause by supporting this brand.	○	○	○	○	○	○	○

Case 4.

Please read the following example of another marketing program.

TOM KIDS, a children's wear brand, donates baby's wear, toys, and shoes to The Global Fund, an organization to deliver them to African women and children affected by AIDS. This brand donates their resources to a worthy cause regardless of profits from the sales of a product. Consumers can know the brand's participation in a donation through newspapers or magazines.

Please indicate your degree of agreement with each of the following statements by clicking the appropriate number (1 = strongly disagree to 7 = strongly agree).

	1= Strongly Disagree	2	3	4	5	6	7= Strongly Agree
This brand is socially responsible.	○	○	○	○	○	○	○
This brand supports a cause.	○	○	○	○	○	○	○
This brand is different from other brands.	○	○	○	○	○	○	○
This brand's marketing program can connect me to a social cause.	○	○	○	○	○	○	○
It would take a lot of effort for me to support a cause by supporting this brand.	○	○	○	○	○	○	○

Place this marketing program on the graph below. Your placement of a marketing program should reflect your assessment of (a) the level of consumer's participation (range active to passive) in the marketing program to support a social cause and (b) the level of consumer's connection or closeness to the social cause (range high to low). For exmaple, if you think a marketing program would require consumer's active participation and allow you to be close (connected) to a cause, you can place this program on ⑧ in the graph.

6-1. The marketing program in Case 1 (BEAN POLE) should be placed on…….
① ② ③ ④ ⑤ ⑥ ⑦ ⑧

6-2. The marketing program in Case 2 (MISSHA) should be placed on…….
① ② ③ ④ ⑤ ⑥ ⑦ ⑧

6-3. The marketing program in Case 3 (SAERA) should be placed on…….
① ② ③ ④ ⑤ ⑥ ⑦ ⑧

6-4. The marketing program in Case 4 (TOM KIDS) should be placed on…….
① ② ③ ④ ⑤ ⑥ ⑦ ⑧

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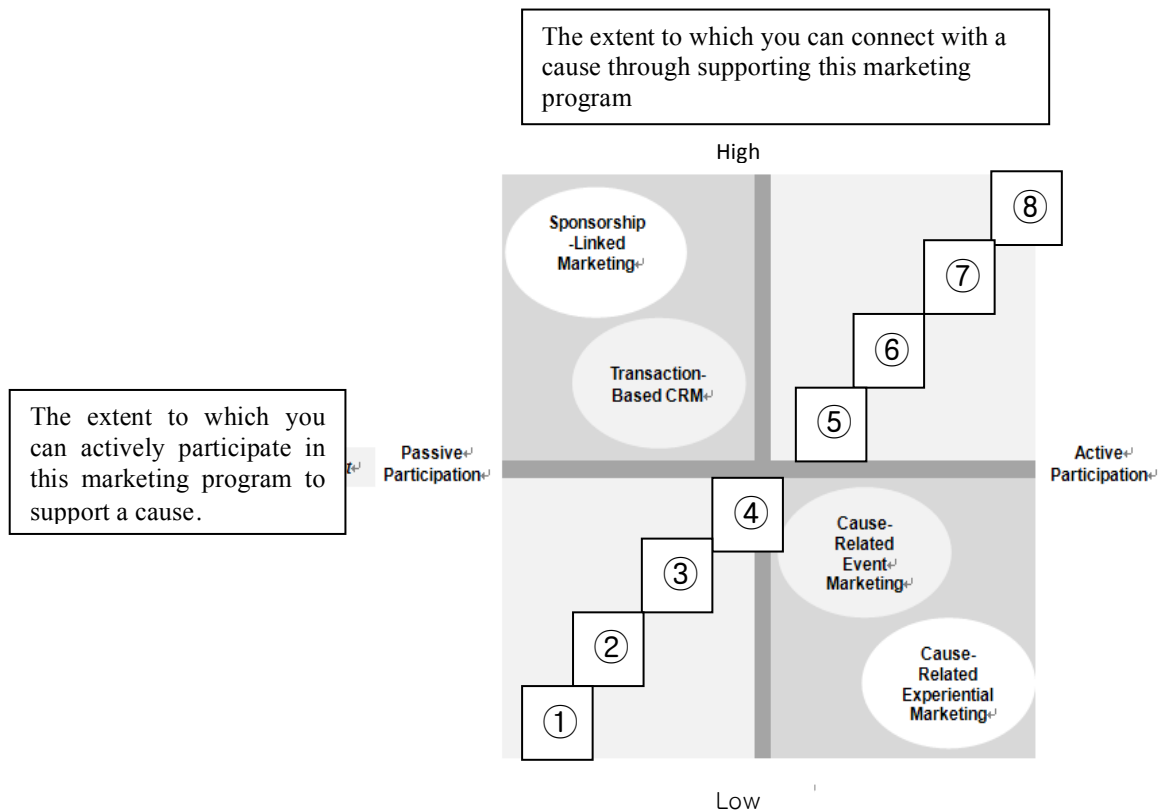
Case 5.

Please read the following example of another marketing program.

Katie's Wardrobe is a fashion brands that hired a popular Hollywood actress and celebrity to model their brand. This brand offers apparel, fragrance, and jewelry. These advertisements are featured on television and in fashion magazines.

Please indicate your degree of agreement with each of the following statements by clicking the appropriate number (1 = strongly disagree to 7 = strongly agree).

	1= Strongly Disagree	2	3	4	5	6	7= Strongly Agree
This brand is socially responsible.	○	○	○	○	○	○	○
This brand supports a cause.	○	○	○	○	○	○	○
This brand is different from other brands.	○	○	○	○	○	○	○
This brand's marketing program can connect me to a social cause.	○	○	○	○	○	○	○
It would take a lot of effort for me to support a cause by supporting this brand.	○	○	○	○	○	○	○

The last set of questions is about you. The following questions will be used to deCSRibe the characteristics of the participants in this research. Please indicate your:

1. Age: _____ years old

2. Gender: Male _____   Female _____

3. Major: _____

4. Year in School:
_____ Freshmen   _____Sophomore   _____Junior   _____Senior

5. Ethnicity: (check all that apply)
_____ White/Caucasian   _____ African-American
_____ Hispanic/Latino(a)   _____ Asian or Pacific Islander
_____ Other

Thank you very much for your participation!

Appendix B. Questionnaire for Main Data Collection

SURVEY ON CAUSE-RELATED MARKETING PRACTICES

Thank you for your interest in participating in this research study. I am interested in your opinions about retailer's support of social causes through several types of business practices. If you agree to participate you will be asked to share your opinions on these types of marketing practices.

This research is being conducted by Ji Young Lee, a doctoral candidate in the College of Design, under the guidance of Dr. Kim Johnson a faculty member in the Retail Merchandising program at the University of Minnesota. Your participation in this survey is voluntary and greatly appreciated. Whether or not you decide to participate in this research will not impact your current or future relationships with the University of Minnesota.

In the sections to follow, you will be asked to complete a series of questions about a cause –related business practice. Do not discuss the questionnaire with others while you are completing it. Please try to answer each question as honestly and accurately as you can.

Should you have any questions or need to get in touch with us, we can be reached at leex4819@umn.edu.

<div align="center">

CONSENT FORM

Cause-Related Marketing Practices and its Impact on Consumers

</div>

Background Information:
The purpose of this study is to investigate whether different types of cause-related marketing practices exert an influence on consumer decision making. And second, to identify the rationale for consumer's perceptions of brands that engage in each type of cause-related business practice. You were asked to participate because you are a consumer.

Procedures:
If you agree to participate, you will be asked to complete a questionnaire. Your responses will be recorded using 7-Likert scales. You will be asked questions about whether you like brands that are tied to social causes, whether you trust these brands, and whether you feel connected and loyal to these types of businesses. You will also be asked to answer some demographic questions (e.g., age, year in school, income). It will take about 10 minutes to complete the questionnaire.

Risks and Benefits of Being in the Study:
There are no risks or benefits to you for your participation in this research. If any question makes you uncomfortable, you do not have to answer that question. You may also stop your participation in the research if you are not comfortable answering any question. If you become uncomfortable you are encouraged to contact the University of Minnesota Counseling and Consulting Services located at 192 Pillsbury Dr., 109 Eddy Hall, Minneapolis, MN, (telephone-612-624-3323) (website-www. ucs.umn.edu) or the Boyton Health Clinic Mental Health Services located at 410 Church Street SE, Minneapolis, MN, (telephone-612-624-1444) (website-www. bhs.umn.edu). Both agencies provide free services to students if registered for six credits.

Confidentiality:
The records of this study will be kept confidential. In any sort of report that may be published no information that will make it possible to identify you as an individual participant in the research will be included. Research records will be kept in a secure, safe location by locked files and only the researcher will have access to the records. All records will be destroyed after 18 months.

Voluntary Nature of the Study:
Your decision to participate is completely voluntary. The decision of whether or not you participate will not affect your current or future relations with the University of Minnesota. If you decide to participate, you are welcome to withdraw your participation at any time without affecting the aforementioned relationships.

Contacts and Questions:
The lead researcher conducting this study is Ji Young Lee(leex4819@umn.edu) under the direction of Dr. Kim Johnson (kjohnson@umn.edu). If you have questions you may contact them using email or the following telephone number: 612-306-2410. If you have any questions or concerns regarding the study and would like to talk to someone other than the researcher(s), contact Research Subjects' Advocate line, D528 Mayo, 420 Delaware Street S.E., Minneapolis, Minnesota 55455; telephone (612) 625-1650. You can print out and keep this copy of the consent form for your records.

1. Do you agree to participate in this research? (Please check one)
      Yes____   No____
2. Are you interested in apparel shopping?
      Yes____   No____

Please read the following example of a brand's marketing program.

BEAN POLE, a fashion brand, engaged in the BLUE Campaign to assist in AIDS prevention. This fashion brand designed shoes, t-shirts, neckties, and jewelry to be designated as BLUE products. Profits from the sale of these products will be donated to *The Global Fund*, an organization to help African women and children affected by AIDS.

Now, close your eyes and imagine that you read messages similar to the BEAN POLE brand when you purchase a fashion item. Indicate your degree of agreement with each of the following statements concerning this type of brand. (1= strongly disagree, 7= strongly agree)

		Strongly Disagree						Strongly Agree
1	This brand fulfills its social responsibilities.	1	2	3	4	5	6	7
2	This brand acts in a socially responsible way.	1	2	3	4	5	6	7
3	This brand gives back to society.	1	2	3	4	5	6	7

		Strongly Disagree						Strongly Agree
4	This brand stands out from its competitors.	1	2	3	4	5	6	7
5	This brand is different from the other fashion brands.	1	2	3	4	5	6	7
6	This brand is different from the rest of its competitors.	1	2	3	4	5	6	7

		Strongly Disagree						Strongly Agree
7	This brand is credible.	1	2	3	4	5	6	7
8	I think that this brand has expertise.	1	2	3	4	5	6	7
9	I can trust this brand.	1	2	3	4	5	6	7

		Strongly Disagree						Strongly Agree
10	I think that this brand is attractive.	1	2	3	4	5	6	7
11	I like what this brand embodies.	1	2	3	4	5	6	7
12	I like what this brand represents.	1	2	3	4	5	6	7

Brands have and project their own personality. The following questions deal with similarities between your identity and the identity of the type of brand that I have asked you to think about. Please indicate your degree of agreement with each of the following statements. (1= strongly disagree, 7= strongly agree)

		Strongly Disagree						Strongly Agree
13	I am similar to what I think this brand represents.	1	2	3	4	5	6	7
14	The image I have of this brand overlaps with my self-image.	1	2	3	4	5	6	7
15	I am similar to how I perceive this brand.	1	2	3	4	5	6	7
16	The way I am fits in with what I think about this brand.	1	2	3	4	5	6	7

Imagine for a moment that the circle on the left in each row is you and represents your own personality and the circle on the right represents the personality of brand that is like the one described to you earlier. Please indicate the degree of coincidence between what you are like and what this brand is like using the following scale. For example if you think that this type of brand is not at all like you, you would check a 1 for A because A indicates the most dissimilarity.

17		1	2	3	4	5	6	7

		The identity of this brand and my identity is …..
	I X	
1	○ ○	Distant
2	○○	Close but separate
3	◐○	Little coincidence
4	◐○	Moderate coincidence
5	◐	A lot of coincidence
6	◐	Almost total coincidence
7	○	Complete coincidence

The next set of questions is concerned with how you might behave towards this type of brand (1= strongly disagree, 7= strongly agree).

	I think this brand is…..	Strongly Disagree						Strongly Agree
18	Bad (1) – Good (7)	1	2	3	4	5	6	7
19	Negative (1) – Positive (7)	1	2	3	4	5	6	7
20	Unpleasant (1) – Pleasant (7)	1	2	3	4	5	6	7
21	Unfavorable (1) – Favorable (7)	1	2	3	4	5	6	7
22	I will definitely buy a product from this type of brand.	1	2	3	4	5	6	7
23	It is very likely I will buy from this type of brand n the future.	1	2	3	4	5	6	7
24	I will recommend this type of brand to friends, neighbors, and relatives.	1	2	3	4	5	6	7
25	I will spend a significant portion of my budget on items from this type of brand.	1	2	3	4	5	6	7

The last set of questions is about you. The following questions will be used to describe the characteristics of the participants in this research. Please indicate your:

1. Age: _____ years old

2. Gender: Male _____   Female _____(check one)

3. Occupation (or Major): _____

4. Grade (included to student version questionnaire only):
_____ Freshmen   _____Sophomore   _____Junior   _____Senior

5. Ethnicity: (check all that apply)
_____ White/Caucasian   _____ African-American
_____ Hispanic/Latino(a)   _____ Asian or Pacific Islander
_____ Other

6. Annual Income:
_____ Under $20,000   _____ $20,000 - $39,999
_____$40,000 - $59,999   _____ $60,000 - $79,999
_____$80,000 - $99,999   _____ $100,000 - $119,999
_____$12,000 or up

6. Have you ever supported a social cause? _____ yes _____ no
     If yes, how did you support that social cause? _____

Thank you very much for your participation!

VERSION II

Please read the following example of a brand's marketing program.

MISSHA, a cosmetic brand, offers a "*MISSHA* Happy Day" event. *MISSHA* developed a Facebook page for the Happy event. On this page, customers could create personalized Happy e-cards, post them on their walls, and share them with their friends on Facebook. For each e-card sent, *MISSHA* donates $1 to *The Global Fund*, an organization to help African women and children affected by AIDS.

Now, close your eyes and imagine that you read messages similar to the BEAN POLE brand when you purchase a fashion item. Indicate your degree of agreement with each of the following statements concerning this type of brand. (1= strongly disagree, 7= strongly agree)

	Strongly Disagree						Strongly Agree
1 This brand fulfills its social responsibilities.	1	2	3	4	5	6	7
2 This brand acts in a socially responsible way.	1	2	3	4	5	6	7
3 This brand gives back to society.	1	2	3	4	5	6	7

	Strongly Disagree						Strongly Agree
4 This brand stands out from its competitors.	1	2	3	4	5	6	7
5 This brand is different from the other fashion brands.	1	2	3	4	5	6	7
6 This brand is different from the rest of its competitors.	1	2	3	4	5	6	7

	Strongly Disagree						Strongly Agree
7 This brand is credible.	1	2	3	4	5	6	7
8 I think that this brand has expertise.	1	2	3	4	5	6	7
9 I can trust this brand.	1	2	3	4	5	6	7

		Strongly Disagree						Strongly Agree
10	I think that this brand is attractive.	1	2	3	4	5	6	7
11	I like what this brand embodies.	1	2	3	4	5	6	7
12	I like what this brand represents.	1	2	3	4	5	6	7

Brands have and project their own personality. The following questions deal with similarities between your identity and the identity of the type of brand that I have asked you to think about. Please indicate your degree of agreement with each of the following statements. (1= strongly disagree, 7= strongly agree)

		Strongly Disagree						Strongly Agree
13	I am similar to what I think this brand represents.	1	2	3	4	5	6	7
14	The image I have of this brand overlaps with my self-image.	1	2	3	4	5	6	7
15	I am similar to how I perceive this brand.	1	2	3	4	5	6	7
16	The way I am fits in with what I think about this brand.	1	2	3	4	5	6	7

Imagine for a moment that the circle on the left in each row is you and represents your own personality and the circle on the right represents the personality of brand that is like the one described to you earlier. Please indicate the degree of coincidence between what you are like and what this brand is like using the following scale. For example if you think that this type of brand is not at all like you, you would check a 1 for A because A indicates the most dissimilarity.

| 17 | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

The identity of this brand and my identity is …..

1 Distant
2 Close but separate
3 Little coincidence
4 Moderate coincidence
5 A lot of coincidence
6 Almost total coincidence
7 Complete coincidence

The next set of questions is concerned with how you might behave towards this type of brand (1= strongly disagree, 7= strongly agree).

		Strongly Disagree						Strongly Agree
	I think this brand is…..							
18	Bad (1) – Good (7)	1	2	3	4	5	6	7
19	Negative (1) – Positive (7)	1	2	3	4	5	6	7
20	Unpleasant (1) – Pleasant (7)	1	2	3	4	5	6	7
21	Unfavorable (1) – Favorable (7)	1	2	3	4	5	6	7
22	I will definitely buy a product from this type of brand.	1	2	3	4	5	6	7
23	It is very likely I will buy from this type of brand n the future.	1	2	3	4	5	6	7
24	I will recommend this type of brand to friends, neighbors, and relatives.	1	2	3	4	5	6	7
25	I will spend a significant portion of my budget on items from this type of brand.	1	2	3	4	5	6	7

The last set of questions is about you. The following questions will be used to describe the characteristics of the participants in this research. Please indicate your:

1. Age: _____ years old

2. Gender: Male _____   Female _____(check one)

3. Occupation (or Major): _____

4. Grade (included to student version questionnaire only):
_____ Freshmen   _____Sophomore   _____Junior   _____Senior

5. Ethnicity: (check all that apply)
_____ White/Caucasian   _____ African-American
_____ Hispanic/Latino(a)   _____ Asian or Pacific Islander
_____ Other

6. Annual Income:
_____ Under $20,000   _____ $20,000 - $39,999
_____$40,000 - $59,999   _____$60,000 - $79,999
_____$80,000 - $99,999   _____$100,000 - $119,999
_____$12,000 or up

6. Have you ever supported a social cause? _____ yes _____ no
    If yes, how did you support that social cause? _____

Thank you very much for your participation!

VERSION III

Please read the following example of a brand's marketing program.

SAERA, a women and men's apparel brand, organizes a "2 or less clothing item" campaign. For one week, the brand asks their customers to live with less by wearing 2 articles of clothing. This campaign attempts to raise their customer's awareness of their own reliance on their clothing and its importance by experiencing the life of millions of children in the world that have very few items of clothing (like the millions of children that live without shoes and expose to injury and disease).

Now, close your eyes and imagine that you read messages similar to the BEAN POLE brand when you purchase a fashion item. Indicate your degree of agreement with each of the following statements concerning this type of brand. (1= strongly disagree, 7= strongly agree)

		Strongly Disagree						Strongly Agree
1	This brand fulfills its social responsibilities.	1	2	3	4	5	6	7
2	This brand acts in a socially responsible way.	1	2	3	4	5	6	7
3	This brand gives back to society.	1	2	3	4	5	6	7

		Strongly Disagree						Strongly Agree
4	This brand stands out from its competitors.	1	2	3	4	5	6	7
5	This brand is different from the other fashion brands.	1	2	3	4	5	6	7
6	This brand is different from the rest of its competitors.	1	2	3	4	5	6	7

		Strongly Disagree						Strongly Agree
7	This brand is credible.	1	2	3	4	5	6	7
8	I think that this brand has expertise.	1	2	3	4	5	6	7
9	I can trust this brand.	1	2	3	4	5	6	7

		Strongly Disagree						Strongly Agree
10	I think that this brand is attractive.	1	2	3	4	5	6	7
11	I like what this brand embodies.	1	2	3	4	5	6	7
12	I like what this brand represents.	1	2	3	4	5	6	7

Brands have and project their own personality. The following questions deal with similarities between your identity and the identity of the type of brand that I have asked you to think about. Please indicate your degree of agreement with each of the following statements. (1= strongly disagree, 7= strongly agree)

		Strongly Disagree						Strongly Agree
13	I am similar to what I think this brand represents.	1	2	3	4	5	6	7
14	The image I have of this brand overlaps with my self-image.	1	2	3	4	5	6	7
15	I am similar to how I perceive this brand.	1	2	3	4	5	6	7
16	The way I am fits in with what I think about this brand.	1	2	3	4	5	6	7

Imagine for a moment that the circle on the left in each row is you and represents your own personality and the circle on the right represents the personality of brand that is like the one described to you earlier. Please indicate the degree of coincidence between what you are like and what this brand is like using the following scale. For example if you think that this type of brand is not at all like you, you would check a 1 for A because A indicates the most dissimilarity.

| 17 | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

The identity of this brand and my identity is …..

1 — Distant
2 — Close but separate
3 — Little coincidence
4 — Moderate coincidence
5 — A lot of coincidence
6 — Almost total coincidence
7 — Complete coincidence

The next set of questions is concerned with how you might behave towards this type of brand (1= strongly disagree, 7= strongly agree).

	I think this brand is…..	Strongly Disagree						Strongly Agree
18	Bad (1) – Good (7)	1	2	3	4	5	6	7
19	Negative (1) – Positive (7)	1	2	3	4	5	6	7
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21	Unfavorable (1) – Favorable (7)	1	2	3	4	5	6	7
22	I will definitely buy a product from this type of brand.	1	2	3	4	5	6	7
23	It is very likely I will buy from this type of brand n the future.	1	2	3	4	5	6	7
24	I will recommend this type of brand to friends, neighbors, and relatives.	1	2	3	4	5	6	7
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The last set of questions is about you. The following questions will be used to describe the characteristics of the participants in this research. Please indicate your:

1. Age: _____ years old

2. Gender: Male _____   Female _____(check one)

3. Occupation (or Major): _____

4. Grade (included to student version questionnaire only):
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_____$80,000 - $99,999   _____$100,000 - $119,999
_____$12,000 or up

6. Have you ever supported a social cause? _____ yes _____ no
    If yes, how did you support that social cause? _____

Thank you very much for your participation!

Please read the following example of a brand's marketing program.

TOM KIDS, a children's wear brand, donates baby's wear, toys, and shoes to The Global Fund, an organization to deliver them to African women and children affected by AIDS. This brand donates their resources to a worthy cause regardless of profits from the sales of a product. Consumers can know the brand's participation in a donation through newspapers or magazines.

Now, close your eyes and imagine that you read messages similar to the BEAN POLE brand when you purchase a fashion item. Indicate your degree of agreement with each of the following statements concerning this type of brand. (1= strongly disagree, 7= strongly agree)

		Strongly Disagree						Strongly Agree
1	This brand fulfills its social responsibilities.	1	2	3	4	5	6	7
2	This brand acts in a socially responsible way.	1	2	3	4	5	6	7
3	This brand gives back to society.	1	2	3	4	5	6	7

		Strongly Disagree						Strongly Agree
4	This brand stands out from its competitors.	1	2	3	4	5	6	7
5	This brand is different from the other fashion brands.	1	2	3	4	5	6	7
6	This brand is different from the rest of its competitors.	1	2	3	4	5	6	7

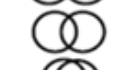|		Strongly Disagree						Strongly Agree
7	This brand is credible.	1	2	3	4	5	6	7
8	I think that this brand has expertise.	1	2	3	4	5	6	7
9	I can trust this brand.	1	2	3	4	5	6	7

		Strongly Disagree						Strongly Agree
10	I think that this brand is attractive.	1	2	3	4	5	6	7
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17		1	2	3	4	5	6	7

The identity of this brand and my identity is …..

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The next set of questions is concerned with how you might behave towards this type of brand (1= strongly disagree, 7= strongly agree).

	I think this brand is…..	Strongly Disagree						Strongly Agree
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6. Annual Income:
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_____$80,000 - $99,999   _____$100,000 - $119,999
_____$12,000 or up

6. Have you ever supported a social cause? _____ yes _____ no
    If yes, how did you support that social cause? _____

Thank you very much for your participation!

VERSION V

Please read the following example of a brand's marketing program.

> **Katie's Wardrobe is a fashion brands that hired a popular Hollywood actress and celebrity to model their brand. This brand offers apparel, fragrance, and jewelry. These advertisements are featured on television and in fashion magazines.**
>
>

Now, close your eyes and imagine that you read messages similar to the BEAN POLE brand when you purchase a fashion item. Indicate your degree of agreement with each of the following statements concerning this type of brand. (1= strongly disagree, 7= strongly agree)

		Strongly Disagree						Strongly Agree
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		Strongly Disagree						Strongly Agree
4	This brand stands out from its competitors.	1	2	3	4	5	6	7
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		Strongly Disagree						Strongly Agree
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17	1 2 3 4 5 6 7

The identity of this brand and my identity is …..

I   X

1	Distant
2	Close but separate
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The next set of questions is concerned with how you might behave towards this type of brand (1= strongly disagree, 7= strongly agree).

	I think this brand is…..	Strongly Disagree						Strongly Agree
18	Bad (1) – Good (7)	1	2	3	4	5	6	7
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The last set of questions is about you. The following questions will be used to describe the characteristics of the participants in this research. Please indicate your:

1. Age: _____ years old

2. Gender: Male _____   Female _____(check one)

3. Occupation (or Major): _____

4. Grade (included to student version questionnaire only):
_____ Freshmen   _____Sophomore   _____Junior   _____Senior

5. Ethnicity: (check all that apply)
_____ White/Caucasian   _____ African-American
_____ Hispanic/Latino(a)   _____ Asian or Pacific Islander
_____ Other

6. Annual Income:
_____ Under $20,000   _____ $20,000 - $39,999
_____$40,000 - $59,999   _____$60,000 - $79,999
_____$80,000 - $99,999   _____$100,000 - $119,999
_____$12,000 or up

6. Have you ever supported a social cause? _____ yes _____ no
   If yes, how did you support that social cause? _____

Thank you very much for your participation!