

**MARKETING FOR A HIGHER PURPOSE:
THE EFFECTS OF “CAUSE RELEVANCE”,
“CAMPAIGN TYPE” AND “MESSAGE FRAMING” ON
CONSUMER RESPONSE TO
CAUSE MARKETING CAMPAIGNS**

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by

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Under the Supervision of

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Certificate

This is to certify that thesis entitled “**Marketing for a Higher Purpose: The Effects of “Cause Relevance”, “Campaign Type” and “Message Framing” on Consumer Response to Cause Marketing Campaigns**” is a record of bonafide research work done by Ms. Sunitha T. R., part-time research scholar, under my supervision and guidance. The thesis is the outcome of her original work and has not formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title and is worth submitting for the award of the degree of Doctor of Philosophy under the Faculty of Social Sciences of Cochin University of Science and Technology. All the relevant corrections and modifications suggested by the audience during the pre-synopsis seminar and recommended by the Doctoral committee have been incorporated in the thesis

Place: Kochi-22
Date: 23/10/2018

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Declaration

I hereby declare that the dissertation entitled “**Marketing for a Higher Purpose: The Effects of “Cause Relevance”, “Campaign Type” and “Message Framing” on Consumer Response to Cause Marketing Campaigns**” is a record of the bona fide research work done by me and that it has not previously formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other title of recognition.

Place: Kochi-22
Date: 23/10/2018

Sunitha T. R.

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Abstract

The success of socially and ethically responsible companies has led to the belief that profit, when pursued alongside good purpose, can build meaningful enterprises which has the power to shape the world for the better. Firms that associate their brands with purpose use their capabilities to deliver something that matters to the society at large. Organizations adopt different routes to reach the stance of higher purpose and social responsibility, cause marketing being one of them.

When firms co-brand with a cause, they begin their pursuit to purpose at the marketing level, mobilizing the society, through consumers, for action towards alleviating the issue. Because marketing has the power to drive the change required to solve societal ills and improve people's lives, cause marketing, can provide a humanizing and compelling differentiation for the brand and ultimately for the company. Success in cause marketing comes from motivating an audience and persuading them to take action. Current cause marketing practices among Indian companies shows a trend towards promoting social contribution activities from both employees as well as customers. There is a shift from product linked purchases to providing opportunities for participating in actives in support of the cause. Such non-monetary donation formats with heavy reliance on strong messages to create an emotional connection are on the rise in the Indian corporate cause marketing landscape. This study aims at finding what types of campaign and messaging strategies persuade people to act on their prosocial instincts, especially when the cause supported is of high or low personal relevance for consumers.

The study used an experimental design and three experiments were conducted to test ten hypotheses. As the proposed design consisted of three factors (independent variables), each with two discrete possible levels and the experimental subjects were expected to take on all possible combinations of these levels across all factors, a full factorial between subjects design was used.

Cause relevance, campaign type and message framing were the three independent variables and campaign attitude, brand attitude and participation intentions were the response variables. This study used the theories of personal relevance, message framing, times versus money effect, and empathy-altruism model to explain possible influences of the independent variables on consumer response to cause marketing campaigns. The main experiments employed a 2 (Cause relevance: High, Low) \times 2 (Campaign Type; monetary, non-monetary) \times 2 (Message Framing; positive, negative) design on attitudes and behavioural intention.

Overall, the findings suggest evidence towards the influence of cause relevance and message framing on the response to cause marketing. Cause relevance directly influences attitudes and intentions, while campaign type and message framing interacted with cause relevance to influence attitudes toward the ad and brand and participation intentions.

Cause-marketing, requires managers to devise campaigns that brings consumers to participate without drawing flak on the use of product sales to help support social causes. Marketers understand that personal relevance is a factor that can drive consumers to participate, however, for a chosen cause, not all consumers need to feel personally

connected. It is to convince such consumers that messaging strategies are often used. When persuading such consumers to participate by way of product purchase or by offering their time in activities towards the support of a cause, framing strategies have proved to be successful in influencing the direction of thought.

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Chapter 1

INTRODUCTION

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This chapter discusses the field of study, cause marketing, a marketing strategy that aims at building brands to serve a higher purpose, giving a worldwide as well as Indian perspective. The background of the problem, research gap, line of enquiry and what the research aims at accomplishing are also discussed.

1.1 Marketing for a Higher Purpose

The success of socially and ethically responsible companies has led to the belief that profit can be a desirable goal for business and that society can benefit when business goals are pursued alongside good purpose. When businesses create products with the aim of transforming lives of its customers for the better, while simultaneously contributing to making the world a better place, and when they are providing employees with an enriching and rewarding workplace, they are embracing the pursuit of purpose within their organizations.

Communities around the world are confronted with unprecedented challenges which cannot be addressed by government resources alone. Collaborative approaches from private as well as not -profit organizations, aimed at boosting economic and social health of individual regions is becoming a necessity. Managing relationship between business and society based on mutual dependence and benefit is called "Creating Shared Value", a concept proposed by Porter and Kramer (2011). According to the authors, shared value helps businesses find opportunities to solve social problems. Several companies are rebuilding their business models around this concept with the aim of creating meaningful social impact.

The role of business in the society has evolved from the traditional philanthropy based models, where companies merely donated money to charitable organization, to innovative business models where firms incorporate social dimensions into their business' value proposition. As business leaders realize the long term benefit of the shared value

approach, there has been a shift in management thinking from "what" they do and "how" they do it to "why" they exist. They are compelled to take a hard look at the purpose of their existence. Firms that associate their brands with purpose use their capabilities to deliver something that matters to the society at large. Through support for healthcare, education, finance, environment or art and culture, brands are willing to help communities move forward. Through innovative business models or partnering with the non-profit sector, the idea of collective thinking is changing the way business leaders foresee their role in creating a positive impact to the world. It has been found that companies with purpose often outperform their counterparts (Kotter & Heskett, 1992). In a 10 year growth study of more than 50,000 brands around the world, Stengel (2012) in partnership with Millward-Brown, found that brands that shared the goal of improving people's lives were the brands with ideals and they outperformed the market by 400%.

According to Aaker (2017), higher purpose is the emotional and social benefits for consumers that come from choosing a particular brand. Some of the main reasons why organizations have higher-purpose objectives and programs are:

- 1) Stimulate Organization growth: Unilever's Sustainable Living Plan serves as an example of how brands with purpose helped the company grow substantially well. The firm created "Sustainable Living Plan" as their business model covering its entire value chain, from raw materials procurement to end use of its products and finally their disposal. (Unilever, 2017).

- 2) Boost employee morale - When employees realize that the work they do is contributing to the betterment of the communities that they are part of, they automatically respect and admire the firm and are inspired to perform better. Garton & Mankins (2017) reports that inspired employees deliver 225% productivity than mere satisfied employees whose productivity is 100%. Millennials, who will become 51% of the workforce by 2020 (Oxford Economics, 2014), considers “purpose” more important to business outcomes than “profit” (The Deloitte Millennial Survey, 2017).
- 3) Customer Value Creation - According to study by Cone Communications (2017), global consumers prefer to buy brands that support a good cause and they are likely to switch brands to the one that is associated with a good cause if price and quality are similar. Another study led by Millward Brown (2015), reported that leading by purpose is a key driver of any brand’s customer centric growth.
- 4) Competitive Edge: Brands with purpose inspires a larger audience by connecting with people on a personal level, thus becoming a differentiating factor separating purposeful brands from those that merely fulfill a need.

1.2 Corporate Approaches in Positioning Brands as Purpose Driven

When companies link their business strategy to social outcomes, they aim at inspiring a larger audience to get involved and help create a movement that makes a difference in their communities. Companies have taken different routes to position their brands as purpose driven. Brand

purpose has often been manifested through social responsibility initiatives or corporate citizenship. According to Kotler, Hessekiel and Lee (2012) corporate social initiatives are categorized as corporate driven or marketing driven initiatives.

Corporate Driven Social Initiatives

- Corporate Philanthropy is characterized by direct contributions from a company to a cause or a non-profit. This is also the oldest and the most common corporate social initiative that companies around the world tend to exercise.
- Community Volunteering occurs when a company supports and encourages employees and partners to volunteer their time to support causes and non-profits.
- Socially Responsible Business Practices is a CSR initiative by means of which a company adopts and conducts business practices that support social causes, for instance by limiting the company's polluting impact on the environment.

Marketing Driven Social Initiatives

- Cause Promotion is one where a company provides funds, contributions or other corporate resources to raise awareness around a cause. This initiative is manifested through a company's support of fund-raising, participation or volunteer recruitment for a cause.
- Cause-related marketing, which is characterized by a partnership formed between a company and a non-profit, in which a

percentage of revenues based on the company's product sales is donated to the non-profit. This sort of partnership is different from the other CSR initiatives because the donations are dependent on the company's product sales volume.

- Corporate social marketing is defined by a company's commitment to support development or implementation of a behaviour change campaign intended to improve e.g. environment, safety, public health, etc

The two types differ in the functions that manage the initiatives. Companies practicing the marketing driven initiatives can harness the power of consumer spending in their support for worthy causes, there-by blending profits with purpose. Through marketing initiatives firms then can direct consumer decision making towards social impact and put purpose on the same platform as profit.

1.3 Social Initiatives in the Indian Corporate Landscape

Over the years, the role of the Indian business organizations in society has changed from philanthropic gestures of cash donations to strategic corporate social responsibility of doing well by doing good. According to Azim Premji *"The new world order needs three Es—economic growth, equitable society, and ecological sustainability. Government and civil society are equal stakeholders in this mission, but as a crucible of innovation, problem solving, and value creation, the business sector is uniquely positioned to make a vital difference"* (Wipro, 2012, p. 03). Large number of corporate houses and enterprises in India are doing tremendous work for the betterment of the society through their corporate

as well as marketing initiatives. HUL's Project Shakti, is a good example of inclusive growth, the project is a self-sustaining model of micro-entrepreneurs that has helped thousands of rural women and men by providing livelihood opportunities form, thereby playing an important role in alleviating poverty (Cirrus, 2012).

According to a survey (McKinsey, 2010), majority of companies are engaged in various social developmental programs in the developing markets because they believe that economic growth in these markets is important to their business success. Reliance Industries, State Bank of India, Tata Steel, National Thermal Power Corporation, Coal India and Steel Authority of India are all spending more than ₹ 100 crore each year on CSR initiatives (Jayanshankar, Paul & Bhat, 2013). CSR in India focuses on the social activities that are performed with profits after they have been made, however, the shift towards considering the social and economic impacts of conducting business, the route through which profits are made, are becoming visible in practices and policies of many Indian firms. Some successful long term marketing initiatives that aims at creating social good by established brands are Tata Tea's "Jaago Re", P&G's "Project Shiksha" ITC's "Let's Put India First" and TOI's "Teach India" campaign.

1.4 Cause Marketing – Profit with Purpose

As companies have realized that charitable donations are not enough to make meaningful change in the society, the traditional corporate philanthropic initiatives has evolved into other strategic efforts to improve the well being of both people and planet through innovative business models that take on national and international issues.

Cause marketing is one of the ways by which firms use social purpose to guide marketing efforts. Business in the Community (as cited in Adkins, 1999, p. xvii) defines cause marketing as “*a commercial activity by which businesses and charities or causes form a partnership with each other to market an image, product or service for mutual benefit*”. Companies create cause- marketing campaigns to drive awareness about important issues and raise funds to help address those issues that affect communities that they operate in. Through these campaigns, consumers are provided with opportunities to become contributors in finding solutions to social problems. Unlike corporate social responsibility which is a dyadic relationship between a for-profit organization and a charitable institute with little or no involvement from consumers, cause marketing is a triadic relationship between the corporate, charitable institute (cause) and the consumer and hence has the potential to make a bigger difference to all the three stakeholders simultaneously.

Independent research reports have reported that Indian consumers believe that they can make a positive impact in addressing issues, through their purchases (Cone Communications & Ebiquity, 2015) and are willing to pay more for goods and services from socially responsible companies (Nielsen, 2013). Academic studies in India have also shown positive consumer response towards brands that support social causes. In a study by Dhakecha (2013), it was found that cause marketing changes consumer attitude more favourably than other marketing programs like sales promotions and sponsorships. Cause marketing was said to be a paradigm shift in the approach to understanding marketing from a commercial activity to a community development activity (Nerkar, 2013), and

customers like cause marketing campaigns and show high preference for products associated with causes, making it a popular marketing strategy (Mishra et al., 2013).

When done with genuine commitment to social transformation, cause marketing can be highly effective to increase media coverage, brand exposure, improve relationships with all stakeholders, provide opportunities to the firm's employees to participate in a cause, captivate an audience to act in ways that positively impacts the communities they live in.

1.5 Line of Enquiry, Research Motivation and Gap Identification

Cause marketing messages are crafted to persuade consumers to participate in ways that benefit a social cause. Several motivational factors can influence consumer attitude and behavioural intentions and researchers have examined the impact of many of them, for example, the product type (Ross, Patterson & Stutts, 1992; Roy and Graeff, 2003), type of cause supported (Cui, Trent, Sullivan & Matiru, 2003; Ellen, Mohr & Webb, 2000), proximity of the cause with the target audience (Grau and Folse, 2007), fit between the company and the cause (Hou, Du & Li, 2008; Hoeffler and Keller, 2002), cause familiarity (Bendapudi & Bendapudi 1996; Lafferty & Goldsmith, 2005), donation formats (Pracejus, Olsen, and Brown 2003) gender (Berger, Cunningham & Kozinets (1999).

Existing academic studies can be broadly classified into two main categories, one, where researchers have examined cause marketing as a construct and analysed how the presence of an offer to support social causes within product marketing campaigns have influenced consumer

behaviour (Baghi & Gabrielli, 2013; Demetriou, Papasolomou and Vrontis, 2010; Moosmayer & Fuljahn, 2010; Bronn & Vrioni, 2001) and the other category where researchers have studied cause marketing in terms of its structural elements (e.g. cause-brand fit, donation format, donation size, cause proximity etc) and analysed through experiments as to which combination of the structural elements yielded the most favourable response from consumers.

The Indian cause marketing landscape is replete with campaigns that attempt to strike an emotional chord with its customers through persuasive communication. Some examples of campaigns that have used messaging techniques in persuading consumers in India are the Kellogg's India's "feeding dreams" initiative with the message "with one breakfast you are not just feeding your dreams, you are helping feed the aspirations of a country" uses positive message framing strategy and the company pledges to donate a breakfast meal to one school child for every pledge they receive in the form of a missed call from consumers. Brand Tata Tea's "jaago re" campaign on encouraging people to vote used the phrase "if you don't vote, you are not awake" is an example of negative framing technique used to persuade consumers to participate. Besides framing techniques, these campaigns elicit customer participation through various platforms from product purchase linked contributions to volunteerism and information sharing/pledges via social media sites. Despite innovative approaches practiced by Indian firms in implementing cause marketing campaigns, there is a major lacuna in academic literature in capturing the breadth of this landscape and consumer response towards such campaigns.

Prior research examining message framing effects of cause marketing campaigns is limited and the results of the studies that have taken place has been mixed (Grau & Folse, 2007; Bester & Jere, 2012). Message framing puts information present in any communication material into perspective, for people to make evaluation about the information and interpret it. Framing helps create mental filters by sorting and managing only the relevant information from several distracting material. These mental filters depend on an individual's personal factors, such as their age, gender, culture, values, goals and beliefs. Within the framework of these personal factors people exposed to the same information can come to different conclusions and make entirely different choices.

In the cause marketing context, consumer perception of the relevance of the cause being supported by the brand is an important factor that can influence their response towards the campaign. Fig. 1.1 summarises the line of investigation proposed in the present study. Personal relevance of the cause refers to the motivation (Poise & de-Bont, 1995), towards responding to the call for support of the cause so as to alleviate its effects. Motivation theories (Sansone & Harackiewicz, 2000; Deci & Ryan, 2000) have posited that when individuals are intrinsically motivated they are inclined to engage in an activity. The motivational intensity could also vary based on the type of call and it was proven that consumers display distinct behaviours when called to support on the basis of spending time versus money (Liu & Aaker 2008). When cause marketing campaign differs in their call for support in terms of calls for money versus spending time for the cause, will motivational intensity differ based on the degree of personal relevance of

the cause and if it does, can message framing techniques help mobilise behavioural outcomes in favour of support for social causes that need its due attention. This study is primarily aimed at finding answer to the above mentioned question.

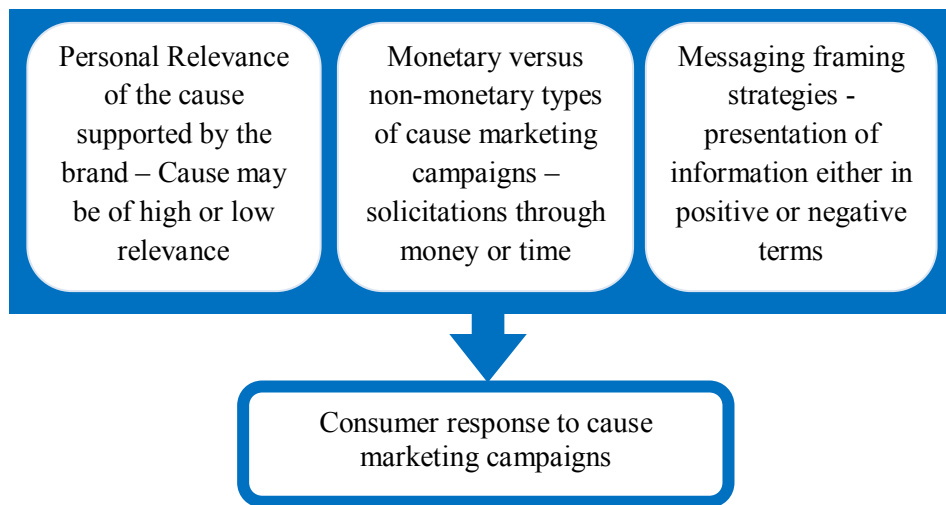


Fig. 1.1: Summarizes the above discussion on the line of investigation

This is an appropriate time to study campaigns that aims at bringing social causes in the forefront of every individual and not just the community affected by its ills. The growing number of campaigns in this space is an indication that brands have realised that ads act as are a powerful tool when used in public interest.

Practitioners working on cause marketing campaigns may not be fully aware of the persuasion differences that might be caused by different message frames. Little is known about how millennials react and respond to different cause marketing campaigns through different message frames as well as different types of solicitations elicited? This study aims at

providing guidelines for best approaches to practitioners while designing cause marketing campaigns.

1.6 Research Questions

Specifically, this study seeks to find answers to the following Research Questions:

- a) How does consumer response to cause marketing campaigns vary based on the degree of personal relevance of the cause?
- b) How does consumer response to cause marketing campaigns vary based on whether support solicited from consumers is in terms of money or time?
- c) How does consumer response to cause marketing campaigns vary when the degree of personal relevance combines with monetary versus non-monetary campaigns?
- d) How does message framing influence consumer response to cause marketing campaigns when personal relevance of the cause is varied between high and low?
- e) How does message framing influence consumer response to cause marketing campaigns when campaign type is varied between monetary and non-monetary forms
- f) How does message framing influence consumer response to cause marketing campaigns when both campaign type and personal relevance are altered.

1.7 Report Structure

Chapter-2 discusses literature on cause marketing, and the various studies that have been conducted to understand the concept. The Chapter provides an overview of the Indian academic literature & industry practices on cause marketing. It also examines literature on dependent and independent variables identified. The conceptual framework that leads to formulation of hypotheses has also been discussed.

Chapter-3 elaborates the experimental research methodology, including objectives, hypotheses, scope and significance, developing and testing experimental stimuli, selecting appropriate samples, designing questionnaires, data collection techniques.

Chapter-4 provides details of experimental procedure - pilot study as well as main study, stimulus manipulations checks and control variables, the data analysis, such as descriptive statistics and multivariate analysis used for hypotheses testing.

Chapter-5 covers the findings obtained from the experiments conducted and describes how the findings lead to implications for theory as well as practitioners. Key findings are explained in detail and discussed for consistencies or in-consistencies against research findings from similar studies.

Chapter-6 is the concluding chapter. The Chapter covers practical and managerial implications and proposes possible topics for future enquiry.

Chapter 1
Introduction
Chapter 2
Literature Review & Conceptual Focus
<ul style="list-style-type: none"> • <i>Introduction</i> • <i>Cause Marketing Literature</i> • <i>Previous Studies in the Indian Context</i> • <i>Cause Relevance , Campaign Type, Message Framing literature</i> • <i>Relationship between Cause Relevance and Campaign Type</i> • <i>Relationship between Cause Relevance and Message Framing</i> • <i>Relationship between Cause Relevance, Campaign Type and Message Framing</i>
Chapter 3
Research Methodology – Experimental Design
<ul style="list-style-type: none"> • <i>Experimental Research Design</i> • <i>Factorial Design – Structure of the current design</i> • <i>Independent Variables</i> • <i>Stimulus Development</i> • <i>Experimental Units</i> • <i>Statement Of the Problem</i> • <i>Research Objectives & Hypotheses</i> • <i>Scope & Significance of the Study</i> • <i>Population, Period, Place & Data Sources</i> • <i>Sampling Design</i> • <i>Data Analysis Techniques</i>
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Fig. 1.2: Chapter-wise structure of the report

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Chapter 2

CONCEPTUAL FRAMEWORK AND LITERATURE REVIEW

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This chapter provides an extensive look at the relevant literature available on the independent and dependent variables. The theories linking the constructs and the relationship between the constructs which leads to the formulation of the research hypotheses are also discussed. The chapter concluded with the arrival of the conceptual framework as draw from the literature.

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2.1 Introduction

This chapter discusses review of literature for the major constructs addressed in the study, describes the theoretical framework supporting the study design and introduces the proposed model and hypotheses for this study. The constructs used in this study include cause relevance, campaign type, message framing, brand attitudes, campaign attitudes and participation intention. Within each section, relevant literature is discussed and theoretical framework for the hypothesis is explained and finally the hypotheses are stated.

Marketers have started to realize that they can play a significant role in improving people's lives and addressing societal challenges, as a consequence to which they have adopted purpose driven initiatives to create meaningful platforms for consumer engagement. Marketing, as a function, has the power to bring brand purpose to life. According to LeBlanc, "*Purpose represents an aspirational reason for being, grounded in humanity, which galvanizes stakeholders to drive innovation and growth*" (E&Y, 2017, p.3). Companies with a higher purpose aims at transforming the world by aligning itself to one or more of the sustainable development goals prescribed by the UN in 2000. The extent to which sustainability is embedded within a company's operational activities reflects its ability to deliver on its purpose. Marketers can activate purpose by aligning its brands to social and environmental causes that improve the lives of their consumers. One way a brand is known to demonstrate commitment to societal and environmental well being is by inspiring social good. Brands also have the power to influence mainstream consumers to

make choices that are not only beneficial for one self, but the society as a whole. Consumers, especially young consumers, expected brands to play a role in improving the world (Millward-Brown, 2017; E&Y, 2017), Millennials believe that businesses can make a positive impact on the society (Deloitte, 2016; Oxford Economics & Success factors, 2014; Fromm, 2017). When brands align with social causes they are pursuing a strategy that establishes a brand as one that is committed to making the world a better place and when practiced honestly, it has the potential to build reputation, establish employee loyalty, increase profit, build consumer favorability towards the brand (Brown & Dacin, 1997; Du, Bhattacharya & Sen, 2007; Creyer & Ross, 1997; Fombrun, Gardberg & Barnett, 2000; Turban & Greening 1997). Findings from both marketplace polls and academic research suggest that consumers want organizations to demonstrate a higher purpose beyond making profit.

2.2 Cause Marketing

Cause Marketing is a purpose driven marketing initiative which gives consumers a platform to join a brand's efforts in making a difference for people and the planet. Extant academic research focuses on different structural elements of cause marketing campaigns and its effects on consumer attitudes and intentions towards the firm and its products. A snapshot of the types of studies that have taken place in the academic disciplines is provided in the Fig. 2.1.



Fig. 2.1: Snapshot of academic studies on cause marketing

The figure has been originally created by the researcher and explains the two broad categorization of cause marketing that has been undertaken in the academic disciplines. One, where researchers have analyzed the concept of cause marketing while treating it as a construct and evaluating consumer responses to brand/campaign attitudes and purchase intentions towards brands associated with a particular cause. A country-wise listings of studies that have measured consumer response to cause marketing as a practice has been provided. Most of these studies have used a descriptive survey design to capture consumer response and majority of Indian studies conducted fall in this category.

Hunjra, Azam & Humayoun (2012) found that consumers in Pakistan perceive cause marketing favorably and that cause marketing campaigns have positive effect on sales of a company. Du, Hou & Huang (2007) found several antecedents that play an important role in consumers' attitudes toward the advertised product which enhances their intention to participate in the cause marketing campaign. Demetriou, Pappasolomou & Vrontis (2009) established that corporate involvement in social responsibility activities like cause marketing enhances the company's brand image. Golkar & Zeynali (2013) established through their study that cause marketing had a positive impact on brand differentiation which leads to purchase intentions in Iranian consumers. Bigne Alcaniz, Chumpitaz Caceres & Curras Perez (2010), found that trustworthiness and expertise of a company and altruistic attributions of the firm impacted consumer attitudes towards firms that support social causes. Companies use cause marketing as a strategic and tactical tool to improving sales and market share (Ross, Patterson & Stutts, 1992).

Some other studies that have not been captured in the picture are that by Kim and Johnson (2012), where the authors researched the role of emotions and cultural orientation in responding to cause marketing campaigns, rationale and preferences behind alliance between a corporate and charity (Liu & Ko, 2011), benefits and downsides of cause partnership between for-profit and not-for-profit organizations (Svensson & Wood, 2010).

The second category of research have addressed cause marketing based on the different elements that constitute a cause campaign and

assessed the impact of different combination of elements on consumer attitude, preferences and behaviour. These structural elements include cause-brand fit (Becker-Olsen, Cudmore & Paul, 2006; Lafferty 2007; Chéron, Kohlbacher & Kusuma, 2012; Barone, Norman & Miyazaki, 2007; Gupta & Pirsch 2006) cause proximity (international, national, local) (Anuar & Mohamad 2011; Grau & Folse 2007), cause type (ongoing, disaster), cause familiarity, donation magnitude/ donation size, (Chang & Liu 2012; Dahl & Lavack 1995; Müller, Fries & Gedenk, 2014), donation formats (Grau, Garretson & Pirsch 2007). Studies in the western context have identified several factors positively influencing consumer response to cause marketing campaigns. Better fit between the organization's functions and the cause it supports (Chang & Liu 2012; Chéron, Kohlbacher & Kusuma 2012; Kerr & Das, 2013; Melero & Montaner, 2016) donation amount (Tangari, Anne, Folse, Burton & Kees, 2010; Boenigk and Schuchardt 2013; Koschate-fischer, Stefan & Hoyer 2012), cause campaigns when coupled with price discounts (Andrews, Luo, Fang & Aspara, 2014), personal values (Galan-ladero, Galera-Casquet & Singh 2015; Kropp, Holden & Lavack 1999).

Additionally several academic studies have also investigated mediating and moderating relationships between cause campaign elements and consumer responses. Firm's social responsibility mediated the relation between cause involvement and message framing interaction with campaign attitudes (Grau & Folse 2007), attitude towards the message mediated the relation between charitable goal attainment and intention to donate (Das et al., 2008), consumer attributions mediated the

relationship between CSR strategy and corporate outcomes (Groza, Pronschinske & Walker 2011). Price, time orientation, gender, company-cause fit are some of the factors studied for the moderating role they played in analyzing consumer responses towards cause marketing campaigns.

Consumer research pertaining to cause marketing will throw light on what constitute effective cause marketing campaign that induces consumers' to act favourably towards such campaigns, especially in the Indian context where research pertaining to this concept have been very few.

2.3 Previous Academic Studies in the Area of Cause Marketing in the Indian Context

Despite numerous programs from the government and initiatives from the non-governmental organizations, in a country like India, several social ills still prevail. The new economy has changed the role of business in calling to solve entrenched societal problems. It is an opportunity for businesses, nonprofits and multinational companies to not just compete but coordinate to solve social problems. Unlike government programs that cannot be executed beyond political borders, business collaborations can transcend boundaries and hard to reach hinterland areas.

Extant academic research on cause marketing in the Indian corporate landscape have dealt with analysing customer attitude, perception and purchase behaviour towards products associated with social causes while handling cause marketing as a construct (Dhakecha,

2013; Rajput, Tyagi & Bhaskar, 2013; Neela, Ramana & Mohan, 2012; Patel, Gadhavi & Shukla, 2017) only very few studies (Rathod, Gadhavi & Thaker, 2014) have dealt with studying the structural elements that constitute a cause marketing program, in this case, the effect of cause-brand fit on consumer attitude was studied.

In their study, Dhakecha (2013) found that compared to sales promotion and sponsorship programs, consumers perceived cause-marketing as a better strategy to enhance brand popularity. Soni (2016), in their exploratory study established that consumers perceived cause-related marketing a responsible initiative. Rajput, Tyagi and Bhaskar (2013) found brand awareness and self image as key factors that influence consumer preference towards cause marketing. Kanta and Srivalli (2013) identified social causes that were considered important to consumers and created a product list that could be a good fit when associated with the cause. In their study, Neela, Ramana and Mohan (2012) found that cause-familiarity could be increased with ad repetitions, which helps reduce skepticism towards cause-marketing claims. Ghadavi, Shukla and Patel (2014) found, in their study that companies practicing cause marketing enhanced consumers' purchase intentions of products associated with the cause.

Though there has been an increase in the number of academic studies pertaining to cause marketing, researchers are yet to study the extent to which key structural elements of a cause marketing campaign can differentially influence consumer perceptions and behaviour. Very few studies have been conducted to this effect. Rathod, Gadhavi &

Thaker (2014) conducted an experimental study to study the role of company-cause fit on the relationship between cause-related marketing and consumer attitude and found that company cause fit was a significant moderator in the relation. Pandukuri, Azeem & Reddy (2017) found that consumers preferred to support local or national causes compared to international causes and food security, education causes were the most preferred causes among them.

2.4 Overview of the Current Cause Marketing Practices – Inspiration for the Present Study

Most marketing campaigns are executed with the aim of striking an emotional connection a specific group or target audience. Marketers also recognize that associating brands with social causes, is a high impact emotional connector because it taps into the deep, unspoken human desire to make the world a better place. Brands are often aligned with causes that resonate well with their target customers to maximize the emotional connect. Several examples can be found in practice by Indian firms where brands have aligned with causes which share similarities in core values. For example, HUL's lifebouy is a brand that has aimed at influencing hand washing behaviour of consumers and hence the brand resonates well with health and hygiene, "saving lives of children" through the "help a child reach 5" (Unilever, 2014) campaign is the social cause that the brand has adopted to support. The Himalayan lip care brand launched "Project Muskan" (SmileTrain, 2016) to spread awareness on cleft deformities and enable cleft surgeries through its not-for-profit partner SmileTrain. The brands vision of nourished & healthy lips resonates well with the cause it supports. Both cause marketing campaigns examples of

how brands partner with causes that fits well with their brand goals and values.

Other examples of brands that support causes that resonate well with their target audience include, KFC India's "Plate for Hope" (Adage, 2014), which is a campaign to provide meals to the under privileged children in India. Turtle, the men's lifestyle brand's "the Blind Spot" for building awareness on the conservation of this endangered species (BestMediaInfo, 2016), Paperboat, a non-carbonated drinks brand launched the "Float a Boat" campaign aimed at educating needy children (Kejriwal, 2015).

However, there are several brands that support causes that may not be directly resonate with the brands target audiences and hence low on emotional connection. Such causes become causes of low relevance for that target group. For example, Reliance General, an insurance brand, supports raising awareness regarding the problem of child labour still rampant in the society, through their "DONT_EMPLOY_LITTLE_ONES" campaign (Newsvoir, 2016) and the CricHQ, a brand popular for digital cricketing, through their "I Care, I Support" campaign aimed at raising funds for drought victims in the state of Maharashtra (Vinaya, 2017), Lenovo's "Girls with Goals" campaign (Naidu, 2017) is an initiative to inform people of the country about the journey of few under-privileged girls from a remote village in eastern India to representing at an international sports tournament.

Depending on degree of relevancy of the cause to the targeted consumer group, different persuasion strategies needs to be devised for

maximum impact. Examples of recent cause marketing campaigns shows that firms have adopted innovative formats to garner attention from consumers towards the importance of supporting causes that the brands have patronized.

Drawing inspiration from the inputs of the communication-persuasion matrix (McGuire, 1999) and from the research gap identified, message framing and campaign type were identified as independent variables that can be manipulated along with the perceived relevance of the cause for the target group to test how these variables interact with each other to influence consumer response towards cause marketing campaigns.

Message framing strategies have been studied in the general marketing contexts, however in the case of cause marketing very few researchers have studied its impact. Success of cause marketing campaigns mainly relies on consumer participation, through the influence of attitudes towards the campaign and brands respectively. Campaign characteristics also influence consumer decision making. Several factors can influence consumer attitudes and behavioural intentions, however, this study aims at understanding whether different types of solicitations for consumer participation (monetary versus non-monetary) in campaigns will differently influence their attitudes and intentions and whether the degree of relevance of the cause for the consumer will impact this influence and finally if different message frames can persuade different groups of consumers. Fig. 2.2 shows the conceptual framework that links the cause relevance, campaign type and message framing on consumer

response to cause marketing campaigns that is measured in terms of campaign attitude, brand attitude and participation intentions. Each of these constructs are discussed in details below sections.

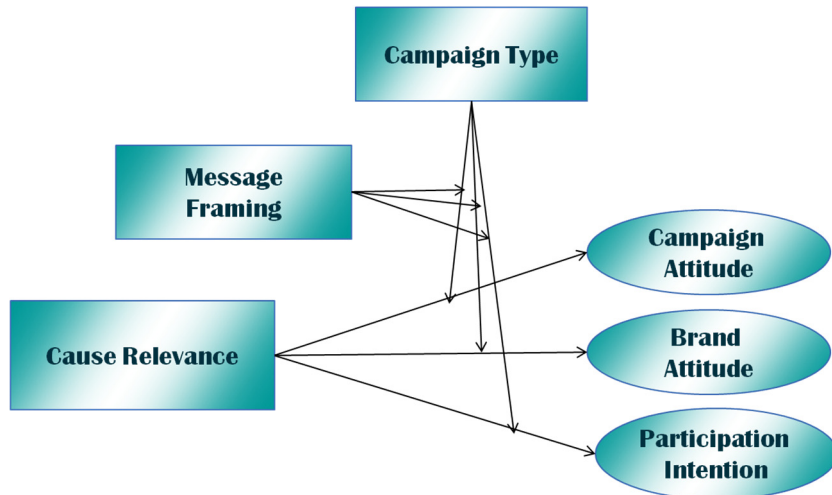


Fig. 2.2: Conceptual framework - Cause Relevance, Campaign Type & Message Framing w.r.t. the three dependant variables Campaign Attitude, Brand Attitude & Participation Intentions

2.5 Consumer Response to Cause Marketing

Cause marketing helps create a winning proposition for the company, the cause and the consumer by providing a common platform for mobilizing social responsible efforts. Cause marketing campaigns reinforce the importance of alleviating social issues prevalent in communities through consumer participation, by creating awareness and generating discussions pertaining to the existence of the issue and the need to solve it for societal advancement. Young consumers are increasingly willing to embrace brands that give back to the society. This

passion has been reported to more in the case of the millennial generation (Barton, Fromm & Egan (2012). Brands that rally behind social causes provide consumers with real-world opportunities to become part of social change story. The outcomes of participating in social cause campaigns are not merely beneficial to the community that is affected by the issue, people understand that being part of the movement helps reinforce their value system to the outside world. When consumers evaluate a cause campaign positively, they tend to attach greater meaning to the brand that is associated with the cause as well as the company.

2.5.1 Campaign Attitude

Attitude is a cognitive state of readiness to respond to a stimulus. It is the propensity of an individual to evaluate an object in a favourable or unfavourable manner (Katz, 1960). Attitude has also been defined as a *“favorable or unfavorable evaluative reaction toward something or someone, exhibited in ones beliefs, feelings, or intended behavior”* (Myers, 1987 p. 36). According to Azjen and Fishbein (1977), behaviour has two components, the action component and the target component. They posited that the action represents the behaviour and the target represents the object towards which the behaviour is performed. According to the authors, if the measures of attitude capture the same action and target components, then behaviour can be predicted more accurately.

There is substantial evidence that ad campaigns are effective in changing consumer attitudes. Attitudes can be positive or negative and they are influenced by several factors both peripheral and central to the ad

content. Positive attitudes towards an ad can lead to desirability of the product advertised, due to increased attention (Simola, Kuisma, Uusitalo & Hyona, 2014) and ad recall. Hence advertisers aim at creating a positive impact on consumer attitudes through their ads.

2.5.2 Brand Attitude

Several academic scholars have studied the relationship between attitude towards the ad and attitude towards the brand. According to the Fishbein's (1967) attitude framework, consumers develop belief about the ad that is associated with a brand. The belief is a combination of evaluation of the ad which in turn influence attitude towards the brand. Conceptually this framework assumes that consumers make conscious association of the ad and the brand. MacKenzie, Lutz and Belch (1986) propose that the evaluation of the ad impacts brand cognition directly and indirectly.

In the context of cause marketing, when ad campaigns deliver powerful and worthwhile messages by communicating the importance of consumer action in changing the lives of others for the better, they become effective tools in brand building. It is through such ads, that a brand's purpose and mission are often conveyed to its customers. Conversations about social good campaigns help build relationships and engage consumers at a deeper level with shared identity and values. Advertising strategy is the key to brand building, when firms design ads to position their brands as purposeful, they are not centered on building the customer's ego or highlighting a product's features, rather, they are becoming drivers of change for the world.

As previous research (ConeCommunications, 2017; Deloitte, 2016) have reported that millennial consumers have a collective social conscience greater than the previous generations and are willing to support brands that displays genuine interest in changing the world for the better. Understanding consumer preferences towards advancing social good, firms around the world are adopting practices to integrate social responsibility into their brand communications strategies. When firms associate their brands to social causes, it has been found to improve brand equity (Westberg & Pope, 2014; Hoeffler & Keller, 2002) elicit favourable brand attitudes (Dickinson & Barker, 2007; Lafferty & Matulich, 2002; Lafferty & Goldsmith, 1999).

2.5.3 Participation Intentions

The purpose of cause marketing campaigns is to raise funds, create awareness and encourage discussion about the social issue that is supported through the campaign thereby finding possible solutions to address the issue. Success of the campaign will depend on the extent to which target audiences have responded by participating in the campaign. Real-time campaigns can measure the response through the increase in sales of the product or the number of participation received. Social cause campaigns convey the message that people from any range of backgrounds and interests have the power to affect societal change through their actions. Ad campaigns help influence peoples thoughts and feelings. Hrubes, Ajzen and Daigle (2001) demonstrated that attitude was the most important antecedent for predicting intentions, followed by subjective norms and perceived control. According to the Theory of

Planned Behaviour (Ajzen, 1991) "*when people possess the requisite information, mental and physical skills and abilities, the availability of social support, emotions and compulsions and the absence of external barriers*" (p 445), they act on their intentions. The theory also states that intentions are guided by expected outcomes.

Studies on intentions to participate in cause marketing campaigns, Grau and Folse (2007) found that proximity of the donation location impacted intentions whereby local causes yielded favourable attitudes and greater intentions to participate than national causes. Other studies found that higher donation amounts lead to greater participation (Mishra, Sinha, Singh & Koul, 2013; Folse, Niedrich & Grau, 2010) and the recipient of the donations influenced intentions (Human & Terblanche (2012), motivational attributions i.e., consumer judgment of corporate motives played an important role in predicting participation intentions (Hammad, El-bassiouny & Paul, 2014) and participation was negatively influenced by purchase quantity but positively influenced by size of the firms donations (Anne, Folse, Niedrich & Landreth, 2010).

2.6 Cause Relevance

Personal relevance of a stimulus has been researched by examining the concept of product importance or subject or task involvement. Personal relevance is considered as an inherent characteristic of involvement (Petty & Cacioppo, 1981; Zaichowsky, 1985). Involvement in the marketing context was introduced by Krugman (1965) in advertising literature and Howard and Seth (1969) in the consumer behaviour literature. Krugman, in his study introduced a new learning

model based on low involvement, which followed a different hierarchy, the cognitive, conative and affective order, which, according to him was appropriate for consumer behavior of inexpensive, low risk products. Testing Krugman's claim, Lastovicka and Gardner (1978) demonstrated the effects of involvement on cognitive structure based on the differentiation and integration aspects of information processing and found that low involvement cognitive structures were simpler and that they were less differentiated and less integrative. When the stimulus object is of importance intrinsically (Sherif & Hovland, 1961) or has personal meaning (Sherif, Kelly, H. Lewis, Sarup & Tittler, 1973, p. 311), or is perceived to have a connection between the individual's motives, values and goals, then the stimulus object is said to be personally relevant to that individual. High relevance means high involvement and in the marketing context, consumers show great passion for activities that are highly relevant to them or in which they are enduringly involved.

However some studies have proven that higher involvement means higher resistance to persuasion (Sherif & Hovland, 1961) and this explanation was obtained from the Social Judgment Theory (Sherif, Sherif & Nebergall, 1965) which posits that persuasion occurs depending on a person's position on a particular issue. The person's position on an issue could be their anchor point, also referred to the most preferred position or could be spread across their latitudes of acceptance, rejection and non-commitment. Studies that have used the principles of the elaboration likelihood model of persuasion (Petty & Cacioppo, 1981, 1986) have posited that higher involvement with a stimulus object leads to persuasion because higher levels of involvement means the stimulus

object is perceived to be important to the individual, motivating them to process information regarding the stimulus object with greater effort and interest.

Academic researchers have given a great deal of attention to this construct as a result of the which there is an impressive amount of literature that is available which discusses the importance and implications of personal relevance in various disciplines. Consumer behaviour is one such discipline where personal relevance finds great scope. Understanding the factors that influence consumer decision making will help marketers devise appropriate communication strategies to elicit desirable response from their target audience.

Consumer decision making is largely influenced by many emotional factors based on their need satisfaction and goal achievements. The means-end approach to understanding consumer behaviour (Reynolds & Olson, 2001) assumes that consumers are not influenced by physical attributes alone rather they make choices based on the anticipated consequences associated with the different choices that is available. These consequences may be relevant to their view of themselves or personal identity and also their values and needs.

In the context of cause marketing, personal relevance or issue involvement can be referred to as cause relevance, which explains the degree to which the social cause supported by a business organization is perceived to be important to the consumer. Suter, Sen and Rao (1995) defined cause relevance as the “*level of personal connection of an individual to a cause*” (p. 36). For people who believe that societal

ailments need to be dealt with provide support for social causes more seriously than those who may not find it important in their current stage of life. Hence personal relevance becomes a matter of great interest to marketers because it fuels motivation driving people to make choices and act on it. When marketers associate their brands with social issues, the motivated people identify with the brand and make an emotional connect with it, strengthening their decision to act in ways that is favourable to what the marketer wants.

Involvement with the cause, or relevance of the cause to the target audience has been researched by few scholars. Cause marketing campaigns drives on generating sympathy to motivate helping behaviour. The relationship between sympathy and altruistic behaviour has been well established (Batson 1987; Small & Simonsohn, 2008). Similarly it was shown that when people identify with the victims, they tend to be more supportive because identifiable victims garner greater levels of sympathy (Kogut & Ritov 2005) and people become sympathetic when the cause affects them personally or someone close to them (Ratner, Zhao & Clarke, 2011) reinforcing their desire to support. Grau and Folse (2007) posits that personal relevance of a social cause can be the consequence of an individual's personal experience (for example a relative with cancer or addiction issues, will find campaigns addressing cancer or addiction to be of high relevance), or as a result of their self-concept (for example people having strong belief about environment conservation will find social causes on environment conservation highly relevant). When consumers are given an option to choose the cause they would like to support, they will tend to choose a cause that is personally relevant to them thereby

leading to favourable attitudes and purchase intention with the product associated with the cause campaign (Lucke & Heinze, 2015). Consumers who view the cause to be more relevant to their lives perceive the organization's association with the cause to be both altruistic and profit oriented (Myers, Kwon & Forsythe, 2013), explaining that consumers understand that organizations also have profit motivations while developing cause campaigns and that they are not purely altruistic in nature. Individuals who are more involved with a social cause has a sense of connection with the company supporting the cause thereby influencing consumer behavior towards brand or products associated with that company favorably (Bigné-Alcañiz, Currás-Pérez & Sánchez-García, 2009; Lichtenstein, Drumwright & Braig, 2004). In addition, consumers have been shown to feel more highly involved with local or regional causes and therefore are more likely to support these causes than national or international causes (Ross, Patterson & Stutts, 1992; Grau & Folse, 2007). Other research has examined ways that consumers' involvement with the cause influences their responses to cause – brand alliances through varying the type of cause that a brand supports (Ellen, Mohr & Webb, 2000).

When a social cause seems to have greater degrees of relevance to the lives of people, they become motivated to devote more time and effort to evaluate cause relevant communication campaigns, indicating a central route to persuasion (Petty and Cacioppo, 1986). Therefore, greater levels of cause relevance should lead to greater motivation and elaboration of the message. However, when cause relevance is low, consumers may not

be motivated enough to elaborate about the cause campaign. Hence, the following hypothesis is proposed

Hypothesis: H1

H1: Cause relevance influences consumer attitudes and behavioural intentions, such that, when cause relevance is high, (a) campaign attitude (b) brand attitude and (c) participation intentions will be greater than when cause relevance is low.

2.7 Campaign Type

There are many ways a company can solicit consumer participation in their cause marketing efforts. The most traditional form is the transaction based approach, where a firm pledges to donate certain amount of money for a chosen cause, when consumers purchase the cause linked product manufactured by the company. Though this method of raising funds is still practiced among cause marketers in India, other unique and innovative methods of soliciting consumer participation without product purchase, have gained prominence in the recent past.

If consumers are offered a spectrum of opportunities to show their support towards social issues, will the overall impact on their attitude and willingness to participate be different, is a question the researcher is trying to find answer through the use of the construct of “campaign type” in this study. Further, the study also aims to find out if consumers can be persuaded to participate in campaigns that are not necessarily purchase linked using message framing strategies.

Currently there is no research that directly addresses the effect of campaign type on consumer attitudes and their subsequent intention to participate in the campaign. This concept addresses an emerging trend in cause marketing programs and a gap in academic research. Two studies that have used a closely associated variable called participation effort, one, studied by Landreth (2002) who defined participation effort as “*the amount of effort required from the consumer to participate in the cause marketing program*” (p. 26). In her study, the author manipulated the effort required by consumers to participate in a cause marketing campaign as passive or active. Passive requiring consumers to agree to purchase a cause linked product and active requiring consumers to put extra effort in order for the company to make the donations to the cause. The study found that passive participation yielded positive intentions to participate in the campaign and active participation did not influence consumer attitudes toward the firm. Another study by Ellen, Mohr and Webb (2000) defined effort as “*the amount of energy put into a behavior*” (p. 397), studied the effect of the firm’s effort on consumers response to cause campaigns and found that donating products rather than cash, which was termed as higher level of effort, yielded favourable response from consumers.

In the present study campaign type was not defined based on the level of effort required by consumers, rather by the type of solicitation, whether consumer participation was linked to purchase of a product or to an activity that consumers had to be part of in order to show support. The two main types of customer participation as categorized in this study based on purchase or activity linked, termed as monetary and non-monetary formats are discussed below.

Monetary Formats: The earliest definition of cause marketing by Varadarajan and Menon (1988) entails customer engagement in revenue providing exchanges to meet the firm's as well as the individual's objective. Several studies have addressed cause marketing based on this definition and have studied its impact on consumer decision making, Pracejus, Olsen & Brown, 2003) identified three different kinds of quantifiers used in cause marketing campaigns, namely: calculable, estimable and abstract quantifiers. Calculable quantifiers refer to descriptions of the donation amount that allow consumers to calculate the actual amount being donated. Estimable quantifiers give only a piece of the information needed to calculate the donation amount, a common estimable quantifier is "X% of profits". Abstract quantifiers provide consumers with no information about the actual amount being donated, for example, "a portion of the proceeds will be donated". The study found that majority of firms used the abstract quantifier while describing their cause campaigns. Grau, Garretson and Pirsch (2007) introduced a fourth quantifier: the "exact" donation quantifier. The exact quantifier mentions the exact amount of the donation that will be given for every product sold. The authors, in their study, found that when firms declare the donation amount in the exact values, the level of trust among consumers increases, leading to positive evaluation of the cause marketing campaign.

In another study that differentiates the donation format is that of Vlachos, Tsamakos, Vrechopoulos & Avramidis (2009), where the authors described three types of donation quantifiers that was prevalent among companies implementing purely transaction-based cause marketing campaigns, (a) monetary specific (donating a specific amount of money

for every product sold); (b) in-kind (donating an item of use for every product sold) and (c) vague monetary (donating vague, i.e., non-explicitly stated amounts) and discovered that in-kind quantifiers generated less self-centered motives in consumer perception of firm's motives when compared to other currency specific quantifiers. Spoelstra (2010), in their study on donation size & donation quantifiers, found that a higher donation and an exact quantifier were evaluated positively by consumers.

Non-Monetary Formats: Literature pertaining to non-monetary donation in cause marketing campaigns is very few. In-kind contributions, volunteering one's time in support for the cause, run or walk for the cause, social media pledges are examples of some of the non-monetary formats that is currently practiced by firms across the world. In kind contributions are non-financial donation made by the organization towards a social cause (Liu & Ko, 2011), they can even be contributions elicited from consumers through a cause marketing campaign, like the Jhonson & Jhonson India's "Share the Language of Love" (Pande, 2012) and Pantaloon India's "Joy exchange" (Pantaloons, 2011) campaigns that encouraged customers to donate their old toys and clothes respectively towards support of social causes. In-kind donations are tedious for organizations to handle because they need to expend additional resources to transport, store and process them. So are volunteerism and event management, other non-monetary formats, because of the time and effort required to recruit volunteers and manage the cause sponsored events. Volunteering is defined as "*the act of service rendered by choice or free will for the benefit of the wider community by an individual, group or*

institution without necessarily expecting monetary gain in full knowledge and appreciation of being a volunteer” (Wu, 2011, p. 3). Volunteer programs are becoming a preferred form of support to social causes, as millennials are interested to perform smaller actions before wanting to fully commit to a cause (For-Momentum, 2015). According to the Millennial Impact Report (Achieve, 2014), 87% of millennials in America feel encouraged to volunteer or participate in their company’s cause work. Volunteering opportunities are available more to employees of firms associated with cause campaigns and less for consumers, hence this could be a future researchable idea. Marathons and Walkathons, are also becoming a trend towards building awareness and raising funds for charities. These athletic events motivate people to donate their time and energy, making the experience more profound and rewarding than what they get out of donating money. The phenomenon that motivates people to contribute more to a charitable cause, when the contribution process is painful and effortful is called “martyrdom effect” (Olivola & Shafir, 2009). Among other types of non-monetary formats, pledges are relatively easier to process, social media pledges are usually extension of an offline campaign to further raise awareness and encourage participation.

Monetary formats often bring an element of doubt among consumers, consumers are skeptical about the motives of the companies involved (Kim & Lee, 2009; Bhattacharya, Korschun & Sen 2009; Yoon, Gurhan-Canli & Schwarz 2006). When people do not know how their donations are utilized, they will tend to question fund raising efforts, especially when it is done by profit-making corporates. For consumers to

have lower levels of skepticism, they must believe that the firms are driven by altruistic motivations in their efforts to address a social cause. Combating skepticism is complicated and cause-marketers are often trying to design campaigns that are specific and transparent in terms of its intended impact of consumer participation. To help overcome skepticism, cause-fatigue and disinterest in cause marketing initiatives, several innovative methods are adopted to solicit different types of consumer participation, apart from soliciting monetary donations. Among the several innovative approaches practiced by Indian firms, run or walk for a cause is becoming a popular method of eliciting consumer participation in corporate cause marketing efforts. Organizing a marathon or walkathon requires tremendous planning and effort from the part of the firms making it a serious initiative, similar to in-kind contributions. Such initiatives will be perceived as being less exploitative leading to lower levels of skepticism from consumers. Since run/walk campaigns have never been studied in the context of cause marketing campaigns, this concept addresses an emerging trend in cause marketing programs and a gap in the academic research. From the above explanation, we propose the following hypothesis

Hypothesis: H2

H2: Campaign type positively influences consumer attitudes and behavioural intentions such that, when campaign type is non-monetary, (a) campaign attitude (b) brand attitude and (c) participation intentions will be greater than when campaign type is monetary.

2.8 Message Framing

Framing theory suggests that the manner in which information is presented to the audience influences how they process that information and ultimately their choices. Tversky and Kahneman (1981) first illustrated the framing effect in the prospect theory of psychology, which describes how people make decisions between alternatives that involve risk. These decisions can be framed as either perceived gains (gain frame) or perceived losses (loss frame) in relation to a particular reference point. According to Tversky and Kahneman's study (1981), people tend to accept risks when a message is framed in terms of its associated costs, whereas people tend to be risk-averse when the same message is framed in terms of its associated benefits. Message framing has been defined, as *"the presentation of semantically different, but objectively equivalent message information"* (Krishnamurthy, Carter & Blair, 2001). Such a presentation of an issue will have tremendous influence on how the audience will put the message into a context and interpret it. Another definition conveying the same meaning is *"Decision makers respond differently to different but objectively equivalent descriptions of the same problem"* (Levin, Schneider & Gaeth, 1998). Audience who are exposed to a message will interpret it through their own biases formed as a result of personal beliefs, cultural influences, values and goals. Since these factors are individual aspects, people make different choices and come to different conclusions even though they are exposed to the exact same information. The glass half-full vs the glass half-empty expression is a perfect example of the tendency of people to be biased by virtue of the way they see the same situation in different ways.

In persuasive communication, message framing as a tactic to influence consumer judgement, has been used extensively. The effect of message framing on consumer choice is called the framing effect. Framing effects are of three different types, the first type called risky choice framing was first introduced by Tversky and Kahneman (1981), where the levels of risk involved in the outcome is altered in the message presented, the second type called attribute framing (Levin, Schneider & Gaeth, 1998) is one where the characteristics of the object presented in the message is highlighted in a positive or negative frame and the third type is called goal framing, in which behavioural compliance to the message presented is presented in the positive or negative light.

While creating cause campaigns, marketers aim at positioning their brand as one with a higher purpose. The positioning statement, thus, becomes the central idea and theme underlying all activities related to their support for the cause. Hence tremendous care is given to developing believable and effective communication materials. Effective communication strategy not only defines what message should be conveyed, but also tells how to convey the message to capture audience attention in the most compelling manner.

Since cause marketing campaigns calls for action on part of consumers to participate in the campaign to help support a social cause, that they may not have contemplated about, its persuasiveness hugely depends on inspiring messages. The call for action is the goal that the cause marketer is aiming at achieving and so goal framing is the

appropriate framing strategy used here. In the context of goal framing, positive framing emphasizes the positive consequences of behaviour compliance and negative framing emphasizes the negative consequences of the non compliance of the advocated behaviour (Janiszewski, Silk & Cooke, 2003; Levin & Gaeth, 1988; Levin, Schneider & Gaeth, 1998; Tversky & Kahneman, 1981). For example, a positively framed cause marketing campaign on recycling will state the benefits to the environment through consumer adoption of recycling and a negatively framed message will state the serious problems that the environment will face when consumers do not adopt recycling behaviour.

It is the prospect theory (Kahneman & Tversky, 1979) that has opened avenues of research to understand the persuasive effects of positively-vs.-negatively-framed messages. However, existing studies does not offer convergent results. Academic literature on the effectiveness of positive versus negative framing indicates diverse results. Some authors prefer positive framing (Levin & Gaeth, 1988; Levin, Schneider & Gaeth, 1998; Rothman, Martino, Bedell, Detweiler & Salovey, 1999), Buda and Zhang (2000) investigated positive and negative message framing and found that positively framed messages intended to influence consumers' attitudes more while others provide evidence that negative framing has more impact on the consumer's judgment (Meyerowitz and Chaiken, 1987; Schneider, 1995; Sniezek, Paese and Switzer, 1990) and still others have shown mixed results (Woodside & Singer, 1994; Homer & Yoon, 1992; Mizerski, 1982) or no effects at all (Fagley & Miller, 1987). Maheswaran and Meyers-Levy (1990) proposed a theoretical explanation for the mixed results of previous studies. On the basis of the

Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1979, 1981, 1986), they suggest that the framing effects depends on the consumers' involvement; negative framing is more efficient under high involvement, positive framing under low involvement.

In Health communication campaigns, extensive research have shown several factors that influence consumer response to differently framed messages and the response varied depending on the type of health behaviour promoted, gain-framed messages were found to be more persuasive in promoting prevention behaviour than loss-framed messages (Gallagher & Updegraff, 2011), consumer perception of risk associated with the health message altered the effect of frames on their response (Hull, 2012), consumer's level of involvement towards an issue moderated the effect of framing on individual's attitude and behaviour (Rothman, Salovey, Antone, Keough & Martin, 1993). In both product and health promotions, framing of messages as advantages of compliance or disadvantages of non-compliance focuses on the individual self as the beneficiary and hence conclusions of which frames work under which circumstances cannot be extrapolated to marketing campaigns that promote other's as the beneficiary. For instance, in social marketing campaigns which promote sustainable behaviour (Cheng & Woon, 2010) frame and threat factors influenced consumer attitudes and behaviour, loss framed messages yielded positive response for recycling behavior (Davis, 1995).

2.9 The Relationship between Cause Relevance and Campaign Type

Cause-marketing campaigns are diverse and attempt to influence behavior of different stakeholders who are important to the firm. Monetary support through purchase linked donations help charities realize their goals, hence this format continues to be widely used, however, to incentivize consumers to engage with brands in a deeper and more meaningful manner, non-monetary activities are being experimented with. When individuals donate money to charities directly, they do so for reasons such as to receive tax-deductions, or for the mere happiness they receive from helping those who are in need. Consumers also make donations to charities to help gain social status (Andreoni & Petrie, 2004). When buying products that support social causes, consumers get a sense of giving back to the society while they are satisfying their needs simultaneously. Because of the dual benefit that comes from purchase linked donations, consumers get an extra incentive to pick up that product.

People who believe in giving something more substantial than money consider volunteering their time as a valuable contribution towards helping the less privileged. The experience that comes with interacting with people directly is considered to be rewarding because of the visible impact that comes from the act of doing good. Business organizations solicit their employees to volunteer their time in support of a social issue that the firm is partnered with. This type of employee participation in corporate social initiatives aims at achieving human resource management objectives, such as attracting, motivating and sustaining valuable

employee relationship (Li, Liston-Heyes & Ko, 2010; Pelozo & Hassay, 2006; Bhattacharya, Rao & Glynn, 1995). Consumers' willingness to donate money and time leads to favourable consumer-organization relationship (Johnson & Grimm, 2010)

Several non monetary types of campaigns are being implemented by Indian firm. The Jhonson & Johnson's "Share the language of love", Pantaloon's "Joy of Exchange", Kellogs India's "Feeding dreams", Paper Boat's "Float a boat" campaign are few examples. In non-monetary type of campaigns corporate donations to as social cause is not contingent to consumer purchase of cause related products, instead consume participation in solicited by way of any other activity. Non monetary campaigns attract less suspicion from consumers (Deborah & Mohr, 1998).

Consumer response to monetary versus non-monetary cause marketing campaigns can be similar to the time versus money effect that has been experimentally tested in the context of charitable donations. Mogilner and Aaker (2000) showed through a series of experiments that consumers show different reactions from company ads depending on whether the ads focused on time or a money theme. The reasons for the difference in consumer decision were attributed to the two main characteristic differentiators, fungibility and ambiguity, about time and money. Researchers have also established that because time is less fungible than money, losing time tends to be more painful for people and because loss of time cannot be accounted for compared with loss of money, people feel less accountable for how they spend their time

(Leclerc, Schmitt & Dube'1995; Okada 2004). Drawing merits from the dual processing theories (Petty & Cacioppo, 1981; Chaiken & Trope, 1999) the authors explains that in the time vs money situations, analytical and affective modes of processing gets activated (Epstein, 1994), the analytical mode of processing rely on logical reasoning where as the affective mode of processing is associated with feelings and emotions. Hershfield, Mogilner and Barnea (2016) found that the people who chose time were on average happier and more satisfied with life than the people who chose money, even though people believed that possessing more money made them happier. The explanation is provided based on value people place on each resource and not necessarily the amount of time or money they have. Su and Gao (2014), established that thinking about money activated the sense of rationality while thinking about time activated a more holistic evaluations of a product, in product evaluation strategies.

Reed, Aquino & Levy (2007) established that spending ones' time is reflects one's personal identity. Soliciting time increases the likelihood of donations versus soliciting money because of the differential mindset that gets activated, they further concluded that priming of the time factor lead to personal happiness (Liu & Aaker, 2008), people donate to charity when they are distant from the beneficiary but they donate to individuals when they are closer to the beneficiary (Ein-Gar & Levontin, 2013). According to Vohs, Mead & Goode (2006), giving money to charity psychologically separates the donor from the recipient. Macdonnell & White (2015) note that "*money is generally construed more concretely than time and time is generally construed more abstractly than money*" (p, 4), the authors in their experiments proved that consumer contributions to

charity is enhanced when monetary donations are solicited through messages framed concretely i.e., appeals stating how exactly the donations will help.

Additionally, in a product purchase and usage situation, it was proven by Mogilner and Aaker (2000) that directing consumers' attention to time makes them feel more personally connected to the product, resulting in more favorable attitudes, as against directing consumers attention to the money spent in purchasing the same product. The results of two experiments prove that feelings of personal connection get heightened when people are primed of time, which proves that personal connection drives consumer attitudes.

Fig. 2.3 depicts the conceptual framework linking the relationship between cause relevance and campaign type. The “Time vs Money” effect can be combined with the “Empathy Altruism” hypothesis (Batson, Duncan, Ackerman, Buckley & Birch, 1981) to further establish the relationship between cause relevance and campaign type.

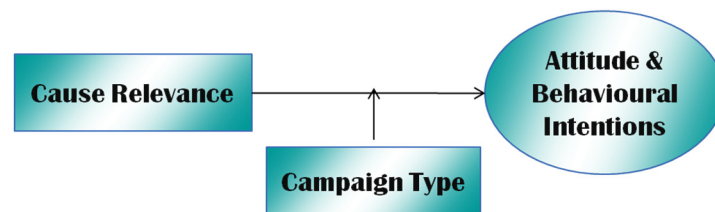


Fig. 2.3: Conceptual framework - Cause Relevance & Campaign Type

According to the authors, empathic concern is a state of mind where people intrinsically value others' welfare and the perception of the other in need. The empathy-altruism hypothesis states that empathic concern produces altruistic motivation, a motivation to help others in need. When

that other person/s in need is personally connected to the individual, the empathic feelings are heightened making the individual more willing to perform behaviors for the welfare of the other. According to Aaker (2009), personal connection is established based on personal experience with a product, which leads to favourable attitudes and purchase behaviour towards the product. When brands draws consumer attention to the time spent by them using the product rather than the money spent on buying the product, consumers experience with the brand get enhanced, which ultimately fosters feelings of connection with the brand (Mogilner, 2010). Hence by shifting attention of consumers away from money to the resource of time, cause marketers motivate their target audience to behave in ways that will be fulfilling for them. Applying the results from the above mentioned studies and combining the time versus money effect with the empathy altruism model, we propose the following hypotheses

Hypothesis: H3

H3a: Campaign type will interact with cause relevance such that, when cause relevance is high, subjects who are exposed to the non-monetary campaign type will have greater (a) campaign attitudes, (b) brand attitudes and (c) participation intentions than subjects exposed to the monetary campaign type

H3b: Campaign type will interact with cause relevance such that, when cause relevance is low, subjects who are exposed to the monetary campaign type will have greater (a) campaign attitudes (b) brand attitudes and (c) participation intentions than subjects exposed to the non-monetary campaign type

2.10 Relationship between Cause Relevance and Message Framing

Cause marketing campaigns drive on the empathetic impulses of consumers, because people are more likely to support social causes based on their feelings about the situations of others, to feel good about helping others or to eliminate the negative thoughts of the sufferings of others (Dickert, Sagara & Slovic, 2011) and less likely based on analytical or rational thoughts (Small & Verrochi, 2009). Likewise, consumers also act when they have a personal connection with the cause. People become sympathetic when the cause is related to their personal self or experience (Ratner, Zhao & Clarke, 2011) which make them supportive towards campaigns more than when the issue was not of relevance to the self.

Consumer literature on the impact of message framing has most often been studied in the context of combined or interaction effects with other variables of importance. For example, a study with issue involvement suggests that those highly involved with an issue tend to process communication messages in detail and with effort and integrate their thoughts to form an overall attitude (Chaiken 1980; Petty & Cacioppo, 1984). Under low involvement conditions, people are unlikely to process the message in detail, instead they will form attitudes on the basis of other cues which are peripheral to the message, such as the source of communication or perceived credibility of the spokesperson (Buda and Zhang, 2000). Bad events, bad feedback, bad health, was explained as more pervasive than good (Baumeister, Finkenauer & Vohs, 2001).

In the persuasion context, relevance of the issue or involvement and message framing have been studied earlier with inconsistent results. Meyers-Levy & Maheswaran (2004) studied the role that issue involvement and message framing played in health communication and found that when issue involvement was high, negatively framed messages were more persuasive, whereas when issue involvement was low, positively framed messages were more persuasive. In the context of abandoned animal adoption behaviour, (Kim 2013), similar results were found. While studying the impact of message framing and involvement on product choice with a price-quality trade off, Gamiel & Herstein (2013), found that highly involved people would perceive the monetary gain in choosing a cheaper product as higher when presented with the negative framing relative to the positive framing. In advertisement promoting oral hygiene, negative framing was found to have favourable outcomes when subjects were highly involved with the issue and positive framing was found to produce favourable outcomes when subjects showed low degree of involvement (Tsai & Tsai, 2006).

Maheswaran and Meyers-Levy (1990) proposed a theoretical explanation for the differential effect of positively and negatively framed messages on persuasion. According to the authors, when people were highly involved with an issue, they were motivated enough to process the message in detail because the perceived consequence of the decision outcome and when involvement with the issue was low, people were persuaded by positively framed messages than negatively framed messages because they were not motivated to elaborate on the message in detail, instead they used simple inferences to make decisions. In their

study, issue involvement was a manipulated variable and the issue was pertaining to heart health.

In the cause marketing context, very few researchers have studied the impact of the interaction of message framing and involvement on consumer response towards the campaign. In their study by Grau & Folse (2007) aimed at determining if campaign attitudes and participation intentions among low involved respondents depended on positively or negatively framed messages and found that campaign attitudes were favourable when messages were framed positively than when messages were framed negatively and this differential effect was not found on participation intentions. In another study conducted in, South Africa, (Bester & Jere, 2012) the authors investigated whether the consumers' level of involvement with a cause and the way in which the message is framed influence purchase intention and found that cause involvement significantly influenced purchase intention while message framing did not.

Konings (2011) conducted a study on the impact of goal framing on the persuasiveness of cause related marketing campaigns, where the moderating effect of involvement was tested. The author found that positively framed campaigns were more persuasive than negatively framed ones and the level of involvement of the message receiver did not moderate the framing effect. He cited the reason could be because the focus of the campaign beneficiary is a third person and not the individual who is solicited for participation in the campaign. Comparing the three studies which was attempted to study the impact of message framing and

issue involvement on consumer response, we find that results yielded were completely inconsistent and hence the need to probe the impact of message framing in the cause marketing context is further warranted.

The ability to generate empathy is the key in eliciting positive response from consumers in cause marketing campaigns, especially in support for causes that may not highly personally relevant to a particular target audience. According to Greason & Cashwell (2009), empathy requires “an ability to suspend judgement and bias to walk in another’s shoes” (p. 4). Empathy also helps establish the interconnectedness among people living within a community (Pavlovich & Krahnke, 2012). Marketers often use brand storytelling, visuals, message appeals and message framing techniques to stir up emotions and produce empathy-inducing effects. Maya Angelou’s quote, “*I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel,*” signifies the value of emotions (Gallo, 2014).

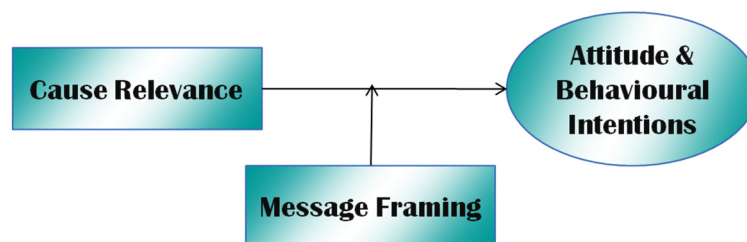


Fig. 2.4: Conceptual framework - Cause Relevance & Message Framing

Fig. 2.4 shows the conceptual framework linking the relationship between cause relevance and message framing and this relationship can

be explained with the help of the “The empathy prospect model” (Lee & Murnighan, 2001). In their attempt to answer the question of when and why people help, the authors used the premises from Kahneman and Tversky’s prospect theory and Batson’s empathy-altruism model. According to the empathy prospect model *“another’s potential losses will be more likely than comparable gains to activate a process of cognitions and emotions that will lead to the choice to help”* (p. 820). The authors conducted two experiments to prove the theory, the results from which establish that when people’s empathy is stirred when they perceive another individual experiencing loss rather than gains and thereby respond with stronger altruistic intentions. Chou & Murnighan (2013), in their study on the impact of differential framing and emotional motivators like empathy, positive affect & relational closeness of the target to helping behaviour, found that there was a greater impact on people’s willingness to donate blood when messages were negatively framed rather than positively and that the emotional motivators did not limit the effect of the negative framing.

Applying the same principle in the cause marketing context using positively vs negatively framed messages to explain which frames produce greater empathy, it can be said that since negative framing highlights the negative consequences for the victims (or losses) when consumers are not necessarily motivated to help (low relevance condition), negative framing elicits stronger empathic response and willingness to help than positive framing. For high relevance conditions, consumers are intrinsically motivated to help because of the greater degree of relevance of the cause, differently framed messages are not

required to elicit further favourability in responses. From the above discussion, we arrive at the following hypotheses

Hypothesis: H4

H4a: Message framing will interact with cause relevance such that when cause relevance is low, subjects who receive the negatively framed messages will have favourable (a) campaign attitudes, (b) brand attitudes & (c) participation intentions than subjects who receive the positively framed messages

H4b: When cause relevance is high, there will be no difference in consumer response i.e., campaign attitudes, brand attitudes and participation intentions between subjects in the positively and negatively framed conditions

2.11 Relationship between Cause Relevance, Campaign Type and Message Framing

Individual participation in social issues can motivate some of the necessary actions or changes required to alleviate the issue as well as foster the need for policy level interventions. Individual participation goes beyond simple awareness of the problem: it includes generating a dialogue about the need to address the issues and the willingness to act towards solving or helping solve the issue. Not all individuals are intrinsically motivated to support all social issues. Mobilising those who are, is not a difficult task, however engaging individuals to support issues that may not be personally relevant to them is a particularly challenging endeavour because the outcome of their efforts may not be immediately visible and impacts are often perceived to be uncertain. Fostering such

engagement partly requires effective communication of the facts about the tangible impacts of individual behaviour as well as solutions that the firm has proposed to help address the issue.

Fig. 2.5 shows the conceptual framework linking the relation between cause relevance, campaign type and message framing. The figure explains that cause relevance affects consumer attitude and behavioural intentions. However, when the degree of relevancy of the cause is varied, what type of message frames can differentially influence consumers attitude and intentions will depend on what type of campaign they are exposed to. The discussions below explain the relationships in detail.

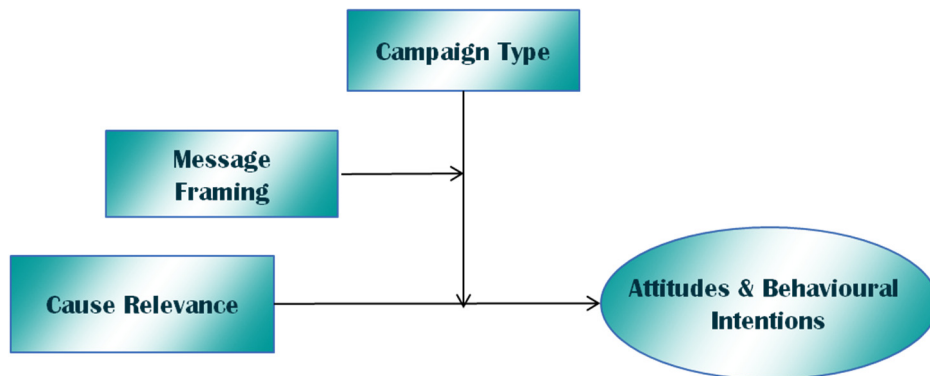


Fig. 2.5: Conceptual framework - Cause Relevance, Campaign Type & Message Framing

Consumers can show commitment to social initiatives by volunteering their time (Tanner et al., 2010) or by offering donations to charity sponsored by corporates (Strahilevitz & Meyers, 1998). Feelings of empathy are considered as an important motivator displaying helping behaviour (Schroeder, Dovidio, Sibicky, Matthews & Allen, 1988).

Empathic feelings get heightened when consumers see a personal connection or have personal interest in the cause. Psychology and social scientist have established that, people engage in supportive behaviours mainly because they are either intrinsically motivated or extrinsically motivated (Ryan & Deci, 2000). This categorization of motivation to act is explained in the self determination theory (Deci & Ryan, 1985), according to which, intrinsic motivation leads to behaviour that is driven out of interest or personal importance.

Applying the same logic in the cause marketing context, when the social cause supported by a firm is perceived as important to consumers, they are intrinsically motivated to comply with behaviour that benefits the cause. However, brands cannot always strategically choose to support causes that are closely associated with their brand values. For example, “Exide” the batteries brand ran a campaign for support of water sanitation and hygiene in selected villages across India, eliciting consumer participation through return of old batteries (Unicef, 2011), Tata Capital’s “The Journey of Doing Right – Half Stories”, which showcased stories of courage and perseverance through social media sites encouraging consumer donations to help differently-abled children and the Johnson Tiles’ “Red Ramp” project to sensitise the public towards making public places disable-friendly (Vinaya, 2014) are examples of brands that support social causes not aimed directly at the brand’s target audiences, but have chosen causes that are important for the societal well being.

Independent research reports states that consumers, globally, feel personal accountability to help address social and environmental issues.

They are willing to make personal sacrifices for the greater good (Cone Communication & Ebiquity, 2015). The report also says that the leading ways consumers engage with companies remain transactional at 63% in shopping.

Another study (Cone Communication, 2010) reported that 80% consumers are likely to switch brands when companies engage in a meaningful way with a cause that their consumers care about. From the above literature, we can conclude that when consumers are motivated and willing to participate in cause campaigns, brands need to adopt effective methods for educating consumers around their social cause initiatives, to help create a dialogue and inspire them to take action. Between monetary and non-monetary types of cause campaigns, though monetary campaigns provides individuals with the chance to help the cause through cash donations, it distances the individual from the cause, because not much effort has gone into the relationship. However when consumers are given an opportunity to engage in activities more meaningful than a mere cash transaction, they will appreciate the time spent on working towards the benefit of the cause (Liu & Aaker 2008), when the cause is highly relevant, this experience will be rather rewarding as individuals will get to see the impact of their own efforts by building stronger relationship with the beneficiaries of the cause and differential messaging strategies need not be employed on to be able to influence people. However, when soliciting cash donations, consumers need to be motivated to increase their participation. Studies have proven the persuasive advantage of negative framing over positive ones based on the negativity bias (Peeters & Czapinski, 1990) and requiring more time in processing (Graziano,

Brother & Berscheid, 1980). Another study by Chou & Murnighan (2013) established that describing an opportunity to help someone avoid a loss leads to greater willingness to help than by describing the same opportunity to help someone achieve a gain. These findings provide evidence for the relative advantage of negative frames over positive one, hence the following hypotheses.

Hypothesis: H5

H5(a) Message framing interacts with cause relevance and campaign type, such that, when cause relevance is high and campaign type is non-monetary, (a) campaign attitude, (b) brand attitude and (c) participation intentions be greater when message is positively framed than when the message is negatively framed.

H5(b) Message framing interacts with cause relevance and campaign type, such that when cause relevance is high and campaign type is monetary (a) campaign attitude, (b) brand attitude & (c) participation intentions will be greater when message is negatively framed than when the message is positively framed.

When intrinsic motivation does not prevail, extrinsic motivational tactics should be able to help persuade individuals. Cause marketers, through their campaigns and branding, are trying to connect with consumers on a fundamental level. That is one of the reasons that cause marketing campaigns have evolved from the traditional transaction (monetary) type of campaigns to other innovative approaches which aims at engaging customers at a more meaningful level. Not many

research has taken place in the context of cause marketing that studied monetary vs non monetary campaigns, to our best knowledge, just one research by Johansson, Nordin & Liljenberg (2015) which specifically addresses this construct and the authors found that non -monetary campaigns garner favourable attitudes and behavioural intentions than monetary campaigns.

Several researchers have established that time is more valuable than money in other contexts (Leclerc, Schmitt & Dube, 1995; Liu & Aaker, 2008; Mogilner 2009; Lee et al., 2015). In the case of supporting a relevant cause, spending time and effort to support people in need can make a profound difference to people's lives, both the donor and the beneficiary. When relevance of the cause is less, because of the lack of emotional significance associated with the cause, people may be willing to donate cash to help make some impact and feel good about it. When people have to make decisions with regards to time, they will rely of heuristics, as the value of time is more ambiguous than the value of money (Saini & Monga, 2008).

People also realise that charities need funds to survive and it is easier to write a cheque or buy a product, a portion of whose sales is automatically given to charity. However, to motivate people to engage in ways that they should believe is more rewarding and meaningful needs persuasion strategies that reframes the volunteering narrative. The messages should make the target audience want to participate in a campaign than evoking a feeling of being forced to participate. The value from creating a pull marketing strategy provides opportunity for

action through different avenues. Messages calling for support should give perspectives of lives of the less privileged and generate empathy. Message framing in the context of cause marketing, soliciting consumer action towards spending their time in support of social causes can shift the volunteering conversation and drive positive behaviour change.

Hypothesis: H6

H6(a): Message framing interacts with cause relevance and campaign type, such that, when cause relevance is low and campaign type is non-monetary, (a) campaign attitude, (b) brand attitude and (c) participation intentions will be greater when message is negatively framed than when the message is positively framed.

H6(b): Message framing interacts with cause relevance and campaign type, such that, when cause relevance is low and campaign type is monetary (a) campaign attitude, (b) brand attitude & (c) participation intentions will be greater when message is positively framed than when the message is negatively framed.

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RESEARCH METHODOLOGY

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	3.3	<i>Structure of the Current Design</i>
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	3.7	<i>Factorial Design Representations of the Various Treatment Conditions</i>
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This chapter discusses the research design used in the study. It explains the structure of design of experiments, stimulus development technique, pre-tests, experimental units, control measures, scope and significance, population, period, place and data sources, sampling design, data collection procedure and data analysis techniques employed

3.1 Experimental Research Design

Experimental design aims at investigating the possible cause-and-effect relationship between two or more variables. Here the researcher manipulates certain stimuli or treatments which are the independent variables to influence the response variable within the experimental group, by controlling other relevant variables that might impact the influence, and measuring the effects of the manipulation by some statistical means. By manipulating the independent variable, the researcher can see if the treatment makes a difference on the subjects.

Different types of experimental design can be used depending on the nature of subjects and the instruments used in collection of data. Experimental designs are characterized by random selection of participants and random assignment of the participants to groups in the study. The degree to which the researcher assigns treatments to subjects or groups distinguishes the type of experimental design. This research uses the between subjects full factorial design.

3.2 Factorial Designs

A full factorial experiment consists of two or more factors (independent variables), each with discrete possible levels and the experimental units take on all possible combinations of these levels across all such factors. Such an experiment allows the researcher to study the effect of each factor on the response variable, as well as the effects of interactions between factors on the response variable.

Between Subjects Design

In the design of experiments, a between-subjects design is an experiment that has two or more groups of subjects and each group being tested with one and only one condition among the different possible conditions. Subjects can be part of the treatment group or the control group, but cannot be part of both. This type of design is often called an independent measures design because every participant is only subjected to a single treatment. Because each participant is only measured once, the researcher needs to add a new group for every treatment and manipulation.

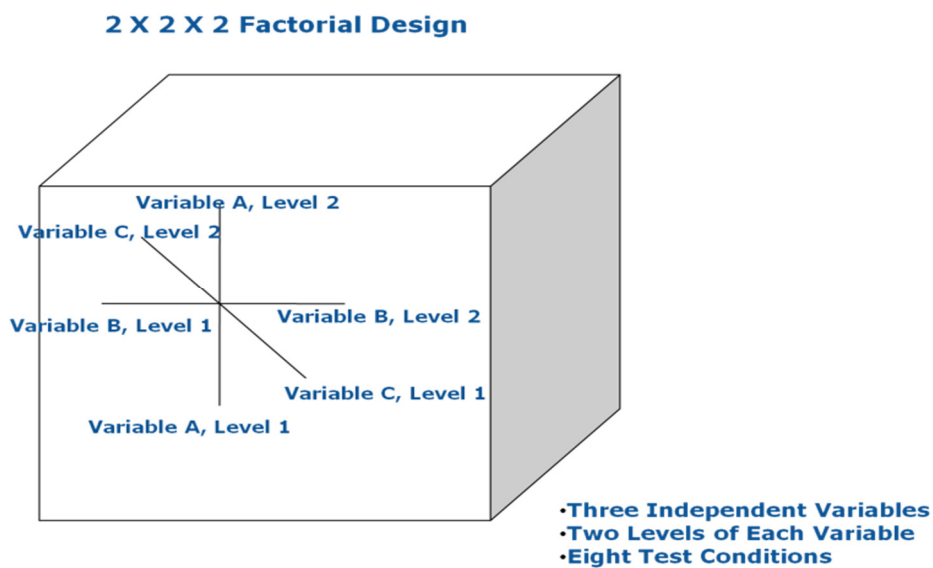


Fig. 3.1: Pictorial Representation of a 2X2X2 Factorial Experimental Design

Figure 3.1 explains that there are three variables Variable A, Variable B and Variable C and each of the three variables have two levels, level 1 and level 2 each. Hence eight conditions can be possibly

tested using this design and experimental units can take on any of these conditions. This design allows studying the effect of several factors directly as well as the effects of the interactions between them

3.2 Structure of the Current Research Design

The current research uses a 2X2X2 between-subjects full factorial design, i.e., three independent variables and each independent variable with two levels.

The three independent variables or factors studied were cause relevance, campaign type and message framing. Cause relevance was manipulated between high relevance and low relevance conditions. Campaign type was manipulated between monetary and non-monetary type conditions and message framing was manipulated between positive framing and negative framing conditions respectively.

3.4 Independent Variables/Factors

Cause Relevance

Suter, Sen and Rao (1995) defined cause relevance as the “level of personal connection of an individual to a cause”. In persuasion strategies, the degree of personal connection has been shown to play an important role in influencing consumer evaluations of communication messages. Cause marketing campaigns drives on generating sympathy to motivate helping behaviour. The relationship between sympathy and altruistic behaviour has been well established (Batson 1987; Small and Simonsohn 2008). Similarly it was shown that when people identify with the victims, they tend to be more supportive because identifiable victims garner

greater levels of sympathy (Kogut and Ritov 2005), and people become sympathetic when the cause affects them personally or someone close to them (Ratner, Zhao, & Clarke, 2011) reinforcing their desire to support. “Personal relevance of the cause” was cited as the most important factor that influences US consumers when choosing between brands from firms that support a cause (Leggatt, 2011).

In the present study Cause Relevance was manipulated between High & Low relevance conditions. To select the causes that was of high relevance and low relevance to the sample group, pretests was conducted. The procedure is explained under the "Stimulus Development" heading

Campaign Type

There are many ways a company can elicit consumer participation in their cause marketing efforts, the most traditional form being, transaction based (monetary), where the organizations claim to donate a certain amount of money to a cause, contingent on consumer purchase a product manufactured by the company. Non-Monetary types of campaign elicit consumer participation based on in-kind contributions or volunteering time in support of the cause. The campaign type factor was manipulated on these two conditions. A pretest was conducted on a small sample of subjects, who did not participate in the main study, to select the non-monetary format. This selection is explained in the Stimulus Development heading.

Message Framing

Message framing is defined as the presentation of information highlighting either the positive or negative outcomes from message

compliance (Levin, Schneider, & Gaeth, 1998). The success of cause marketing campaigns is determined by the extent of consumer participation in response to the campaign. This calls for a fair amount of persuasion tactics from the part of the organization because consumers are often skeptical about corporate motives (Webb & Mohr, 1998). Since cause campaigns has an altruistic element as one of its objectives, influencing consumer judgments of how their behavior will affect the lives of others is an important factor in communicating and promoting such campaigns.

Message framing was manipulated based on positive and negative frames. In a positively framed cause marketing campaign, viewers are presented with the benefits for the social issue that would result from compliance with the message advocacy while in a negatively framed message viewers are presented with the disadvantages of not complying with the message advocacy. Pretests were conducted to determine messages that the majority of the subjects perceived as positively and negatively framed.

Three experiments, as described below, were conducted as part of testing the various hypotheses

- 1) 2 X 2 full factorial design to test how Campaign Type interacts with Cause Relevance 2 Campaign Type (monetary vs non-monetary) X 2 Cause relevance (High vs Low)
- 2) 2 X 2 full factorial design to test how Message Framing interacts with Cause Relevance 2 Message Framing (Positive vs Negative) X 2 Cause Relevance (High vs Low)

- 3) 2 X 2 X 2 Study full factorial design to test the interaction effect of Cause Relevance, Campaign Type and Message Framing on Campaign Attitude, Brand Attitude and Participation Intention. 2 Message Framing (Positive vs Negative) X 2 Campaign Type (monetary vs non-monetary) X 2 Cause relevance (High vs Low)

3.5 Stimulus Development – Treatment Conditions

In experiments, a treatment is something that researchers administer to experimental units. Sixteen treatment conditions were designed and each design differed only on the levels of the manipulated independent variables. The stimulus or treatment conditions were print cause marketing ad campaigns. To ensure authenticity, the brochure was designed by an advertising professional. Sixteen versions of the ad campaigns were created that varied only on the below mentioned factors.

A fictitious company, brand and social causes were used to eliminate any pre-existing biases that respondents might have towards existing brand names. Pretests were conducted to identify product category and the social cause to be used in the main experiment manipulations. Each pretest was conducted on a sample of 30 participants (postgraduate students enrolled in the business administration program of a south Indian University) representing the population of the study. Specifically, the researcher aimed at 1) identifying a product category which have potentially a moderate level of desirability among the target population. 2) determining social issues which were of high and low relevance among the target population. 3) identifying non-monetary type

of campaign to be used in the main study 4) creating positively and negatively framed messages that conveys the positive or negative outcomes of behavioural compliance or non compliance.

3.6 Pretests to Campaign Elements

3.6.1 Pretest 1- Selection of the Product Category

To select the product category, participants (N=30) were given a list of 12 product categories and for each category they were asked to rate the level of desirability on a one item five point scale. The list of product categories was determined by evaluating the RAI-Knight Frank 'Think India. Think Retail.' report of India published in 2015. From the list “Food and Beverages” was chosen as the product category of moderate desirability ($M=3.3$), this was done so to avoid the confounding effect of a desirable product category when it is associated with support of a social cause to raise funds or awareness among consumers. An ANOVA was used to test for mean differences between subjects responding to each of the twelve variations of the product category. There were significant differences across all levels ($F(11,348) = 5.54, p\text{-value}=.000$) and all individual means were significantly different from each other at the .05 level.

Among the food and beverages category, to arrive at the product that can be paired with a social cause and marketed via the fictitious cause marketing campaign, further selection was done. The same 30 participants were given the list of seven products within the f&b category and were asked to rate their intention to purchase the product. The PI scale was a three item 7-point bipolar scale anchored by “very likely/very unlikely,”

“probable/improbable,” and “possible/impossible” (Yi, 1990). The Cronbach's alpha for this scale was found to be = .97. From this list the product category “Health Drinks” was the least preferred choice of purchase ($M= 1.7$) among the subjects and hence was chosen for creating the print ad. An ANOVA showed that there were significant differences across all levels ($F(6, 203) = 903.8, p\text{-value}=.000$) and all individual means were significantly different from each other at the .05 level.

Table 3.1: Preference for Product Categories rated on the five-point desirability scale

Sl No	Product Category	Means
1	Apparel – Clothing – T Shirts, Jeans, Salwar Suits, Kurtis etc	4.7
2	Accessories – hand bags, wallets, belts, sunglasses etc	4.4
3	Personal Care – Shampoo, Lotion, Deo, etc	4.7
4	Movies & Entertainment (Tickets to movies, concerts, sports events)	4.6
5	Computer & Electronics	3.8
6	Health Drinks	3.3
7	Foot Wear	4
8	QSR (Coffee Shops & Fast Food)	4.3
9	Sportswear	4.4
10	Watches & Jewellery	3.9
11	Mobile Phones	4.7
12	Books	3.5

Table 3.2: Choice of F&B Products rated on the five-point PI scale

F&B Categories	Mean
Biscuits /Cookies	6.1
Convenience Food (frozen meals, packaged snacks, and ready-to-cook foods)	4.9
Milk & Milk Substitutes	3.3
Confectionaries	6.7
Tea & Coffee	6
Carbonated Beverages	5.7
Health Drink/Juices	1.7

3.6.2 Pretest 2 – Selection of High Relevance & Low Relevance Causes

Two causes were to be selected that rated high as well as low on relevance to the subjects. The pretest to select the causes was conducted on a sample of 30 post graduate students enrolled for the MBA program at a local university, who did not participate in the main study. A list of fifteen social causes supported by Indian corporates through cause marketing initiatives were obtained from the Give India, an online platform that links donors, NGOs and Corporates (giveindia.org) and Lighthouse Insights, an online magazine that publishes reports on social cause initiatives by Indian firms (lighthouseinsights.in). This list was provided to the subjects and they were asked to rate the relevance of these causes using a five item 7-point item (very unimportant to very important) scale. This scale was adapted from the Zaichkowsky's (1994) Personal Involvement Inventory. The scale was found to be reliable (*Cronbach's alpha* = .82). From the responses analyzed, "Education for the Under-privileged" was chosen as the High Relevant Cause ($M=6.1$)

and “Save Endangered Species” was chosen as the Low Relevant Cause ($M=2.81$). An ANOVA was used to test for mean differences between subjects responding to each of the fifteen categories of the social causes. There were significant differences across all levels ($F(14,443) = 10.86$, $p\text{-value}=.000$) and all individual means were significantly different from each other at the .05 level.

Table 3.3: Choice of Social Causes rated on a 5item 7 point relevancy scale

Sl. No	Social Causes	MEAN
1	Cleaning up the environment	4.6
2	Education for underprivileged children	6.1
3	Awareness of domestic violence	3.9
4	Conservation/restoration of public monuments	3.6
5	Against pesticide usage in food products	3.6
6	Road Safety Awareness	4.9
7	Anti Alcohol campaign	5.2
8	Anti-hunger efforts	4.9
9	Breast Cancer awareness	3.9
10	Preserving endangered species	2.8
11	Human rights causes	4.7
12	Reducing poverty	5.2
13	Preventing cruelty towards children	4.3
14	Drug Abuse campaign	4.4
15	Water conservation	4.6

3.6.3 Pretest 3 - Selection of Non Monetary Campaign Type Manipulation

This pretest was conducted to select the non-monetary type of participation required by consumers to participate in the cause related marketing campaign. Although only two levels are proposed, four levels were tested for differences. The monetary type of participation requires consumers to purchase the product for the company to contribute to the social cause. The non monetary type of participation requires consumers to perform any other activity for the company to contribute to the cause. A group of 30 post graduate students were asked to make a list of non-monetary type of participations elicited in existing campaigns in India. They listed, “Floataboat” campaign from Paperboat which requires people make a paper boat, upload a picture of their paper boat on the Paper Boat site or on their social media pages like Facebook, Twitter, Instagram and hashtag the post as #FloatABoat. “Feeding Dreams” campaign from Kellogs India which requires customers to give a missed call to a particular number to participate in the campaign for providing free breakfast to the deprived children. Times of India's Teach India Campaign, where people could volunteer their time to help teach disadvantaged communities through a network of NGOs. Awareness Walkathons, mainly for cancer or other illness, that are organized across the country to raise awareness about the implications of these social issues. Subjects were asked to choose which among the four types fitted the non-monetary campaign type as well as created a sense of involvement among the people. About (51%) choose Walkathon Campaigns, hence “Walk for a Cause” was selected as the non-monetary campaign type to be used in the campaign.

Table 3.4: Choice of Non-monetary Cause campaigns Formats

Choice of Non Monetary Type of Participation	
Type of Campaign	Choice (Percentage)
Float a Boat - Design a manual paper boat and upload the image with details on website	20%
Feeding Dreams - Give a missed call to a phone number	12%
Volunteer time to provide some beneficial service for a social cause	17%
Walkathons & Marathons for Support of social cause	51%

3.6.4 Pretest 4 - Selection of the Messages for Positive and Negative Framing Conditions

30 post-graduate students, who did not participate in the main experiment, were provided four messages each that highlighted the positive and negative outcomes of supporting or not supporting the two causes as chosen from pre-test 2, Education for the Underprivileged (The tribal community was chosen as the underprivileged community) and Save the Turtles initiatives. These students were asked to choose, based on the valence of the message, which among the statements sounded most positive and most negative that could be used for the ad campaign. Majority (52%) choose the message "You help educate a disadvantaged community and thereby enable better opportunities for them" as positively framed message that can be used in the campaign and for as the negatively framed message , majority (50%) choose the message "The tribal community will continue to live the vicious cycle of poverty, illiteracy and deprivation and never get a chance to improve their livelihood", hence these messages were used in the ad campaign depicting positively and negatively framed messages for Education of the Underprivileged cause.

Table 3.5: Choice of Positive & Negative message frames for the High Relevance Cause

Message Framing for “Education for the Under-privileged” Cause			
Positive Framing	Choice (Percentage)	Negative Framing	Choice (Percentage)
You can make a difference helping tribal children move ahead in life	16%	The tribal community holds a negative attitude towards education, without your support, they will never get a chance to improve their livelihood	13%
You are helping the next generation of tribal children have a better future	13%	The tribal community will continue to live the vicious cycle of poverty, illiteracy and deprivation and never get a chance to improve their livelihood	63%
You help educate a disadvantaged community and thereby enable better opportunities for them	60%	The tribal community will continue to believe education is a curse that leads to lose of their culture and sense of identify	16%
You are helping lift them out of poverty	11%	The tribal community will continue to be trapped in their world	10%

For the low relevance cause, Save turtles campaign, majority (53%) choose the message “We can ensure the Survival of Sea Turtles that future generations will also get to see” and 56% of the subjects choose “The alarming levels of mortality will lead to Sea Turtle Extinction and future generations will never get to see one” as the negatively framed message to be used in the campaign. Hence these messages were used in

the ad campaign depicting positively and negatively framed messages for Save the Sea Turtles cause.

Table 3.6: Choice of positive & negative message frames for Low Relevance Cause

Message Framing for "Save Sea Turtles" Cause			
Positive Framing	Choice (Percentage)	Negative Framing	Choice (Percentage)
You can ensure that Sea Turtle conservation gets the priority, effort and investment required.	16%	The alarming levels of mortality will lead to Sea Turtle Extinction and future generations will never get to see one	63%
We can ensure the Survival of Sea Turtles that future generations will also get to see.	46%	There are very few Sea Turtles remaining in our oceans today, without your support they will go extinct	10%
Through the Save Sea Turtles you help maintain species diversity and balance of the marine ecosystem	16%	Threats caused by humans will continue to drive Sea Turtles to extinction.	10%
You will be saving one of the earth's most mysterious creatures and yourselves too	30%	Sea turtles will go extinct and never again will this magnificent creature grace our world	13%

3.7 Factorial Design Representations of the Various Treatment Conditions

1. 2X2 factorial design of two factors (Cause Relevance & Campaign type) varying of high/low and monetary/non-monetary conditions

		Cause Relevance	
		High	Low
Campaign Type	Monetary	Treatment I	Treatment II
	Non-Monetary	Treatment III	Treatment IV

Fig. 3.3: 2 Campaign Type (monetary vs non-monetary) X 2 Cause relevance (High vs Low)

Figure 3.3 shows the factorial design table representing a 2 x 2 factorial design, i.e., a cause relevance (High vs Low) X 2 campaign type (monetary vs non-monetary) design. The column of the table represents the variable cause relevance and the row of the table represents the variable campaign type. The four cells of the table represent the four possible combinations or conditions: Treatment I is the combination of high cause relevance condition with monetary campaign type, treatment II is the combination of low cause relevance with monetary type of campaign, Treatment III is the combination of high cause relevance condition with non-monetary type of campaign and Treatment IV is the combination of low cause relevance condition with non-monetary type of campaign.

This factorial design is a representation of experiment 1 with four stimuli

- 1) High Relevance Cause + Monetary Campaign Type
- 2) Low Relevant Cause + Monetary Campaign Type
- 3) High Relevance Cause + Nonmonetary Campaign Type
- 4) Low Relevance Cause + Non Monetary Campaign Type

2. 2X2 factorial design of two factors (Cause Relevance & Message Framing) varying of high/low and positive/negative framing conditions

		Cause Relevance	
		High	Low
Message Framing	Positive	Treatment V	Treatment VI
	Negative	Treatment VII	Treatment VIII

Fig. 3.3: Message Framing (Positive vs Negative) X Cause Relevance (High vs Low)

Figure 3.4 shows the factorial design table representing a 2 x 2 factorial design i.e., a 2 message Framing (Positive vs Negative) X 2 Cause Relevance (High vs Low) design. The column of the table represents the variable cause relevance and the row of the table represents the variable Message Framing. The four cells of the table represent the four possible combinations or conditions: Treatment V is the combination of high cause relevance condition with positive message framing, treatment VI is the combination of low cause relevance with positive message framing, Treatment VII is the combination of high cause relevance condition with negative message framing and Treatment VIII is the combination of low cause relevance condition with negative framing condition.

This factorial design is a representation of the second experiment with four stimuli

- 1) High Relevance Cause + Positive Message Framing
- 2) High Relevance Cause + Negative Message Framing
- 3) Low Relevance Cause + Positive Message Framing
- 4) Low Relevance Cause + Negative Message Framing

3. 2X2X2 factorial design of three factors (Cause Relevance, Campaign Type & Message Framing) varying of high/low, monetary/non-monetary and positive/negative framing conditions

	High Cause Relevance		Low Cause Relevance	
	Monetary	Non Monetary	Monetary	Non Monetary
Positive Framing	I	II	III	IV
Negative Framing	V	VI	VII	VIII

Fig. 3.4: Message Framing (Positive vs Negative) X Campaign Type (monetary vs non-monetary) X Cause relevance (High vs Low)

Figure 3.5 shows the factorial design table representing a $2 \times 2 \times 2$ factorial design i.e., a 2 message Framing (Positive vs Negative) \times 2 Campaign Type (monetary vs non-monetary) \times 2 Cause Relevance (High vs Low) design. Here there are eight possible combinations. This design is the representation of the third experiment with eight stimuli

- 1) High Relevance Cause + Monetary Campaign Type + Positive Framing
- 2) High Relevance Cause + Monetary Campaign Type + Negative Framing
- 3) High Relevance Cause + Non Monetary Campaign + Positive Framing
- 4) High Relevance Cause + Non Monetary Campaign + Negative Framing
- 5) Low Relevance Cause + Monetary Campaign + Positive framing
- 6) Low Relevance Cause + Monetary Campaign + Negative framing
- 7) Low Relevance Cause + Non Monetary Campaign + Positive Framing
- 8) Low Relevance Cause + Non Monetary Campaign + Negative Framing

3.8 Experimental Units

The recipients of experimental treatments are called experimental units. A convenience sample of college students enrolled at the Post Graduate level for MBA program from four Institutes in Ernakulam District (SMS-CUSAT, Rajagiri College of Business Studies, School of Communications and Management Studies, St. Joseph, Pala) were chosen as the experimental units. To keep the subjects as similar as possible in all characteristics, which otherwise might influence the outcome of the experiment, the institutes chosen for the study belong to the same location, hence students enrolled in these institutes were expected to be more or less similar in socio-economic backgrounds.

Business graduate students are most likely to continue their career in the business field, hence appropriate as experimental units (Ahmed, Chung & Eichenseher, 2003; Borkowski & Ugras, 1998) for the present study, which is in the domain of marketing. Factors such as age, education, work-experience or previous experience with cause marketing campaigns can influence attitude and behavioural intentions, hence they can act as confounding variables. To reduce the effects of such confounds, homogeneity on the factors is suggested to enhance research validity (Sears, 1998)

Control

Control refers to steps taken to reduce the effects of extraneous variables (i.e., variables other than the independent variable and the dependent variable). Control involves making the experiment homogenous for all experimental units in each treatment condition.

Previous studies have shown that factors like age (Youn and Kim, 2008; Cui, Trent, Sullivan, and Matiru, 2003), gender (Moosmayer & Fuljahn, 2010; Ross, Patterson and Stutts, 1992), work experience (Patino, Kaltcheva, Pitta, Sriram, & Winsor, 2014), familiarity (Ringer, Oppewal, & Bednall, 2005) impacted consumer response to cause marketing campaigns.

To control for the effects of the confounding variables, the method of randomization and restriction were employed.

Randomization

In a randomized experimental design, individuals are randomly assigned (by chance) to an experimental group. To control the effect of factors like gender and cause marketing awareness, subjects were randomly assigned to treatment conditions making the groups fairly comparable with respect to these confounding variables.

Restrictions

Restriction eliminates variation in the confounder like age and work experience. Subjects chosen for the experiments belonged to the same age group with minimum or no work experience thus eliminating these confounds.

3.9 Statement of the Problem

If cause marketing campaigns are to have an effect on consumer behaviour, then the target group of the product or brand supporting the cause must be persuaded to participate in such campaigns.

The success of cause related marketing campaigns rely on this consumer group whose behaviour will be influenced by an opportunity to do social good. Cause marketers connect with their consumers by providing them with an opportunity to do good. They do this by inspiring people to act in ways that can help raise funds or awareness about social issues. People are more likely to be supportive of such campaigns when the issue affects them directly or someone close to them, i.e., when the social issue is personally relevant to them they are inherently motivated to help. However, not all social causes supported by firms are relevant to all consumers. When a brand supports a cause that may not be highly relevant to their target consumers, what strategies can inspire people to act? Can innovative campaign strategies help create brands that are likeable and trustworthy? Can consumers be swayed towards a particular brand because of the company's focus to advance social good? Can messaging strategies be employed, in a non aggressive way, to invite audiences to participate in the campaign. Can the combination of messaging and campaign strategies create enough visibility to pull audiences towards the campaign. These are the major problems addressed in the study. Although previous research has indicated strong consumer support for the concept of cause-related marketing, there has been limited research in the Indian context, to date, regarding the application of a combination of campaign and messaging strategy in influencing consumer attitude and participation intentions.

3.10 Research Objectives

To study the influence of structural elements (Campaign Type & Message Framing) of a cause marketing campaign on consumer behavioural intentions

Specific Objectives

- 1) To analyse the impact of cause relevance on consumer's attitude towards the campaign, towards the brand and participation intentions
- 2) To analyse the impact of the interaction of cause relevance and campaign type on consumer's attitude towards the campaign, towards the brand and participation intentions
- 3) To analyse the impact of the interaction of cause relevance and message framing on consumer's attitude towards the campaign, towards the brand and participation intentions
- 4) To analyse the impact of the interaction of cause relevance, campaign type and message framing on consumer's attitude towards the campaign, towards the brand and participation intentions.

3.11 Research Hypotheses

*H1: Cause relevance influences consumer attitude and behavioural intentions towards the campaign; such that **when cause relevance is high** (a) campaign attitude (b) brand attitude and (c) participation intentions **will be greater** than when cause relevance is low.*

- H2: Campaign type influences consumer attitude and behavioural intentions towards the campaign; such that, **when campaign type is non-monetary**, (a) campaign attitude (b) brand attitude and (c) participation intentions **will be greater** than when the campaign type is monetary.
- H3a: Campaign type will interact with cause relevance, such that **when cause relevance is high** (a) campaign attitude (b) brand attitude and (c) participation intention **will be greater for non-monetary type of campaign** than for monetary type of campaign.
- H3b: Campaign type will interact with cause relevance, such that when **cause relevance is low** (a) campaign attitudes, (b) brand attitudes and (c) participation intention **will be greater for monetary type of campaigns** than for non-monetary type of campaign.
- H4a: Message framing will interact with cause relevance such that when **cause relevance is low**, (a) campaign attitudes, (b) brand attitudes and (c) participation intentions will be greater for negatively framed messages than for positively framed messages.
- H4b: Message framing will interact with cause relevance such that **when cause relevance is high, there will be no difference in consumer response** i.e., campaign attitudes, brand attitudes and participation intentions between respondents in the positively and negatively framed conditions.
- H5(a) Message framing will interact with cause relevance and campaign type, such that **when cause relevance is high, and campaign type is monetary** (a) campaign attitude, (b) brand attitude & (c)

participation intentions will be greater when message is negatively framed than when the message is positively framed.

H5(b) Message framing will interact with cause relevance and campaign type, such that, when cause relevance is high and campaign type is non-monetary, (a) campaign attitude, (b) brand attitude and (c) participation intentions be greater when message is positively framed than when the message is negatively framed.

H6(a) Message framing will interact with cause relevance and campaign type, such that, when cause relevance is low, and campaign type is monetary (a) campaign attitude, (b) brand attitude & (c) participation - intentions will be greater when message is positively framed than when the message is positively framed.

H6(b) Message framing interacts with cause relevance and campaign type, such that, when cause relevance is low and campaign type is non-monetary, (a) campaign attitude, (b) brand attitude and (c) participation intentions be greater when message is negatively framed than when the message is negatively framed.

3.12 Scope of the Study

This study is designed to test how message framing, campaign type influences consumer response to cause marketing campaigns when the cause is of different relevance to the consumer. Framing effects are limited to framing of messages to propel consumers to act, other types of framing effects, like donation framing, are also mentioned in literature, which does not fall in the scope of this research. Additionally non monetary

campaign type that was selected in this study was walkathon, other formats, like volunteering time, in-kind donations etc also exist in practice. Consumers participated in the study is from India and in the age group of 20-25 years, which falls under the millennial category and their response is limited to the product category that was chosen for the study.

3.13 Significance of the Study

Cause marketing statistics worldwide demonstrate that this particular strategy has become popular and is growing rapidly with more companies investing their time and resources to support relevant causes. The IEG Sponsorship Report of 2016 say that cause sponsorship will reach \$2.06 billion in 2017, a projected increase of 3.6% over 2016 (Smith, 2017) and a Cone Communications 2014 report says that 80% of millennials were likely to donate to a cause after learning about it. Current cause marketing practices among Indian companies have also increased since it was first executed in 1999. Types of campaigns have also evolved from the mere transaction based donation formats to non transaction types with heavy reliance on strong messages that resonates with consumers. Hence it becomes relevant to study what how the interaction of campaign type and message strategy explains differences in consumer choice.

3.14 Population

The population under investigation in this study is the Indian millennial population. Millennials are the generation of people born between 1980 & 2000 (Goldman-Sachs, 2015). In India there are more than 400 million Millennials and they account for a third of India's

population and 46% of its workforce and income contributing to 70% of total household income Morgan Stanley report (2017). According to the report, Indian millennials are a group of people who are more socially & environmentally conscious, hence they pay importance to the role that brands play in championing social causes.

3.15 Period, Place and Data Sources

The research was conducted between 2014 & 2017, in the south Indian state of Kerala in Ernakulum district. Primary Data was collected through experiments that were conducted in four MBA colleges in the district. School of Management Studies (CUSAT), Rajagiri College of Business Studies (RCBS), School of Communications & Management Studies (SCMS) and St. Joseph's College of Engineering and Technology, Pala.

3.16 Tools for Data Collection

In order to investigate whether the hypotheses can be supported, experiments were conducted with direct interaction with students enrolled in the above mentioned institutions and their response was collected using questionnaires assessing their attitudes and behavioural intentions.

3.17 Sampling Design

3 experiments were conducted with 155, 150, & 265 post graduate students respectively, enrolled with the above mentioned institutions.

Participants were recruited by seeking permission with college authorities to interact with students who were willing to participate in the

experiment through exposure to print ad campaigns. A total of 570 student responses were captured. Out of the 570 responses, 19 were excluded from data analysis due to inconsistent answers, leading to a sample size of 551.

- 1) First study was an experiment with a 2 (cause relevance: high/low) x 2 (campaign type: monetary/non-monetary) between subjects design conducted on 155 students.
- 2) The second study was an experiment with a 2 (cause relevance: high/low) x 2 (message framing: positive/negative) between subjects design conducted on 150 students.
- 3) The third study was an experiment with a 2 (cause relevance: high/low) x 2 (campaign type: monetary/non-monetary) x (Message Framing: Positive framing/negative framing) between subjects design conducted on 265 students

3.18 Sample Size

Using Cohen's (1988) effect size estimates, the required sample size to detect moderate effect sizes ($f = .15$) with power ($1-\beta$) of 0.95 and $p < .05$ for the three experiments are as follows. This analysis was conducted according to the Faul, Erdfelder, Lang, and Buchner (2007) guidelines.

- 1) The first & Second experiment has two predictor variables and two response variables and four groups in each experiment. Using G*Power 3, and the above mentioned parameters; sample size was determined to be 65. ($N=65$, $\lambda = 19.5$, *Critical*

$F(4, 122) = 2.4$. The experiments were conducted with 155 & 140 student subjects respectively. Figure 3.6 represents the graph showing the output from the G*power software

- 2) The third experiment had three predictor variables and three outcome variables and in total of 8 groups. Using G*Power 3, and the above mentioned parameters; sample size was determined to be 65. ($N = 56$, $\lambda = 25.2$, Critical $F(9, 144) = 1.95$). The experiment was conducted with a student sample of 265. Figure 3.7 represents the graph showing the output from the G*power software

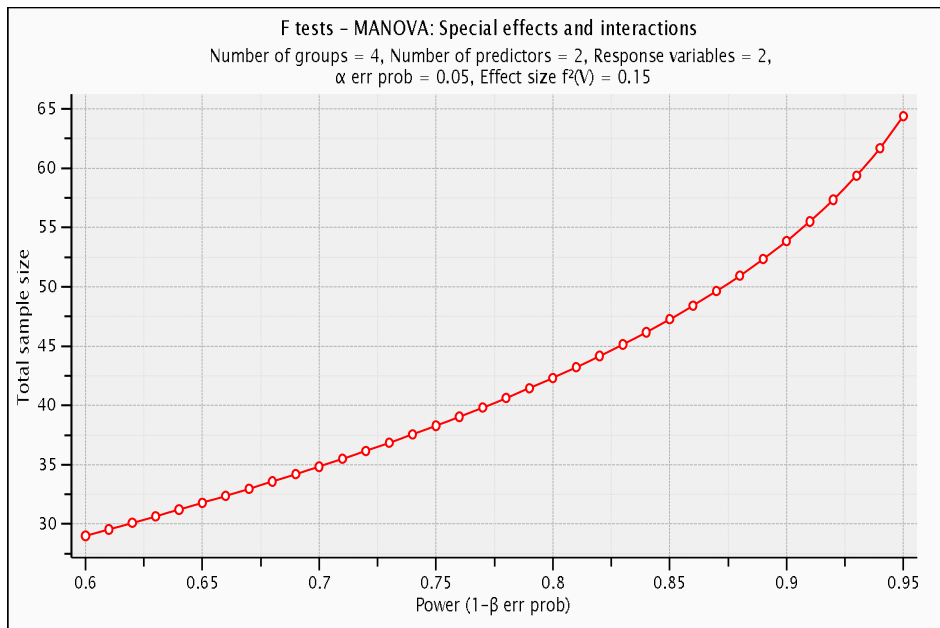


Fig. 3.5: Graph showing calculation of Sample Size for Experiment 1 & 2

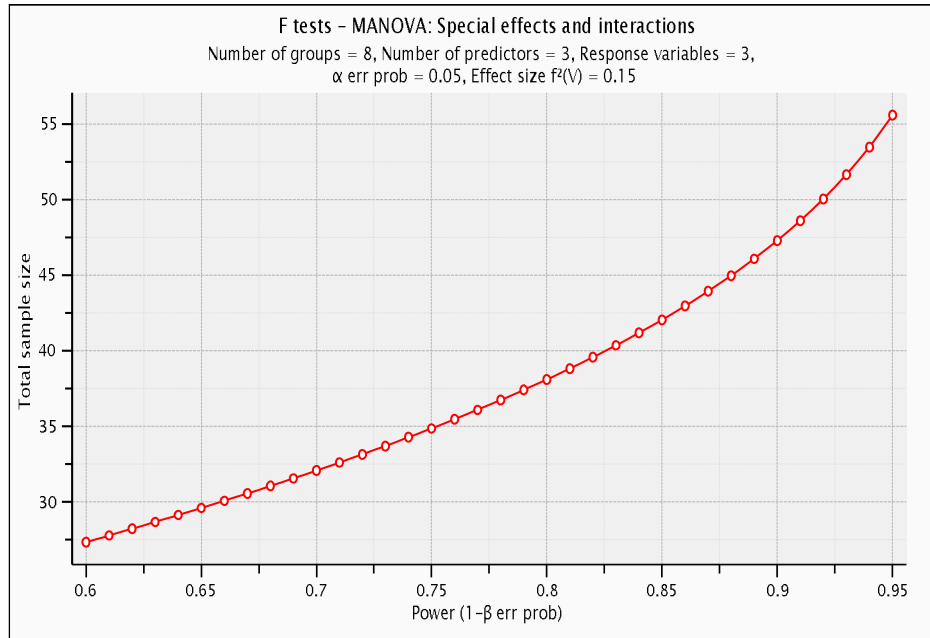


Fig. 3.6: Graph showing calculation of Sample Size for Experiment 3

3.19 Statistical Analysis and Validation

IBM SPSS version 20 was used for data analysis and statistical calculations. To test the hypotheses, MANCOVA was run with Campaign attitudes, Brand Attitudes and Participation Intentions as the dependent variables. To control for demographic variables that likely influence individuals' attitudes and behavioural intentions, gender, age, work experience, awareness about cause marketing campaigns and previous experience with cause campaigns were included as covariates. To interpret interaction, simple effect tests of one independent variable with the different levels of the other independent variables were performed.



ANALYSIS AND HYPOTHESIS TESTING

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	4.10	<i>Interaction Plots</i>

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The following chapter describes the process of testing the hypothesized relationships between cause relevance, campaign type & message framing with campaign attitude, brand attitude and participation intentions, using an experimental approach. Research design, stimulus development including the use of several pretests to create the final stimuli for the main experiment was discussed in the previous chapter, the method used for conducting the main experiment, manipulation checks, hypotheses testing and analysis of results are discussed here.

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Experiment 1, 2 & 3

4.1 Experiment 1

The aim of this study was to analyze the effect of cause relevance and campaign type on consumer response to cause marketing campaigns. Consumer response analyzed in terms of campaign attitude, brand attitude and participation intentions.

A 2 (cause relevance: high/low) x 2 (campaign type: monetary/non-monetary) factorial between-subjects experiment was designed to test the hypotheses H1, H2, H3a & H3b. In each condition, participants ($N=155$) received a folder that contained a press release, the ad campaign and questionnaire booklet capturing response for demographics, dependent variables and manipulation checks.

The press release read about a fictitious company, *Health FoodsTM*, manufacturing their own brand of a health drink called MHD+, and the company's initiatives towards a particular social cause. The company was partnered with nonprofit organizations, either, Vidya, that works towards providing education for the tribal children in the same region where the company grows its raw materials, or Samudra, the NGO working in the area of preserving endangered species. Four versions of the press release were created one each for the high relevance cause with monetary campaign, high relevance cause with non-monetary campaign, low relevance cause with monetary campaign and low relevance cause with non-monetary campaign.

The four versions of the campaign were

- 1) High Relevance Cause + Monetary Campaign Type
- 2) Low Relevant Cause + Monetary Campaign Type
- 3) High Relevance Cause + Nonmonetary Campaign Type
- 4) Low Relevance Cause + Non Monetary Campaign Type

The ad copy showed the health drink, MHD+ with its health benefits, and the message eliciting participation from consumers, to help support the campaign either through purchase of the product (monetary) or through participation in a walkathon (non-monetary) organized by the company during a specific date and time. Following consent and instructions, participants were asked to read the press release and review the advertisement. They then answered the questionnaire containing the variables of interest. Dependent variables included the two attitude measures, that of brand attitude and campaign attitude and intention to participate in the cause marketing campaign. Manipulation check variables for cause relevance and campaign type was also included in the questionnaire.

Cause Relevance was manipulated between high and low relevance conditions. The high cause relevance condition, as chosen from the pretest 2 was support towards education for the underprivileged tribal children's "Go to School" campaign and low relevance condition was support towards conservation of endangered species "Save the Sea Turtle" campaign.

For the campaign type, monetary condition was manipulated by eliciting participation through purchase of the cause related product, health drink MHD+ in this case. The non monetary condition required participants to complete a specific task, which results in the company donating to a social cause (Howie et al., 2015), “Walkathon” was chosen as the task that consumers are required to complete, this was chosen from pretest 3.

4.1.1 Confounds

The effect of confounding variables like age, gender, work experience and awareness about cause marketing campaigns was controlled through the process of randomization & restrictions. Experimental subjects had 57% female and 43% male representation and 79% of subjects were aware of cause marketing campaigns, while only 21% were not aware. To control the effect of these factors, subjects were randomly assigned to treatment conditions making the groups fairly comparable with respect to these confounding variables. Through the process of restriction, effects of confounding variables like age and prior work experience were eliminated. Subjects chosen for the experiments belonged to the age group between 20-25 years with minimum or no work prior experience thus eliminating these confounds.

Research suggested that perceived realism can influence the effects of ads (Fishbein et al., 2002). Perceived realism was measured so that its influence could be controlled to see if the ads differed along these dimensions. Four items were used to measure whether the ad was perceived

as informative, understandable, realistic and relatable. Cronbach α for this scale was found to be 0.74.

4.1.2 Dependent Variables

Campaign Attitude

Attitude towards this cause marketing campaigns was measured with a four, seven-point scale ranging from “Strongly Disagree” = 1 to “Strongly Agree” = 7, adapted from (Kropp, Holden, & Lavack, 1999). The items were ‘I like to buy MHD+ from HealthFoods, which donate part of their profits to "go to school"/"save sea turtle" campaign’, ‘I am willing to pay more for MHD+, If HealthFoods is donating part of the profits to Vidya/Samudra (NGO) involved with the “go to school"/"save turtles’ campaign, ‘If HealthFoods is donating part of its profits to Vidya/Samudra (NGO) then I am more, likely to buy MHD+’ and ‘HealthFoods is good corporate citizen because it advertises that it is donating part of its profits to charity (Vidya/Samudra)’. Cronbach α for this scale was found to be 0.92.

Brand Attitude

Brand Attitude was measured using 7 point four semantic differential scale adapted from MacKenzie & Lutz (1989) (Bad/Good, Dislike/Like, Un-favourable/ Favourable, Negative/ Positive) . Cronbach α for this scale was .95.

Participation Intentions

Intention to participate in the campaign was measured with a three-item, seven-point scale ranging from “Strongly Disagree” = 1 to “Strongly Agree” = 7, adapted from (Grau & Folse, 2007). The three items were “I would be willing to participate in the “Go to School/Save Turtles” campaign,” “I would consider purchasing MHD+ in order to provide help to the cause,” and “It is likely that I would contribute to this cause by getting involved in this cause marketing campaign.” Cronbach α for this scale was .93.

4.1.3 Descriptive Statistics

One hundred forty four (146) postgraduate students enrolled in the business management course participated in the study. Figure 4.1 is the graph showing percentage of men and women participants and how many of them were aware of cause marketing campaigns. Figure 4.2 is the graph showing age of the participants and their prior work experience. Participants’ age ranged from 20 to 25 years old. The average subject age was 22.4. Fifty seven (57) percent were females and forty three (43) percent were males. 77 percent of the subjects did not have any prior work experience. Seventy nine percent of the subjects were aware of cause marketing campaigns while only nineteen percent were not aware of such campaigns.

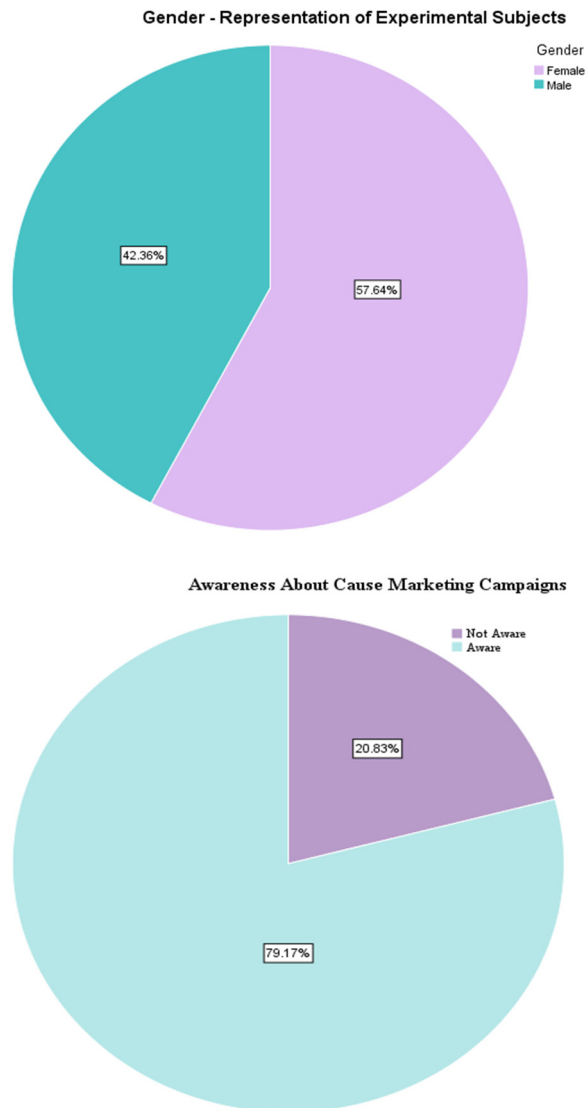


Fig. 4.1: Graphs showing Gender Representation & Prior Awareness about Cause marketing campaigns among participants

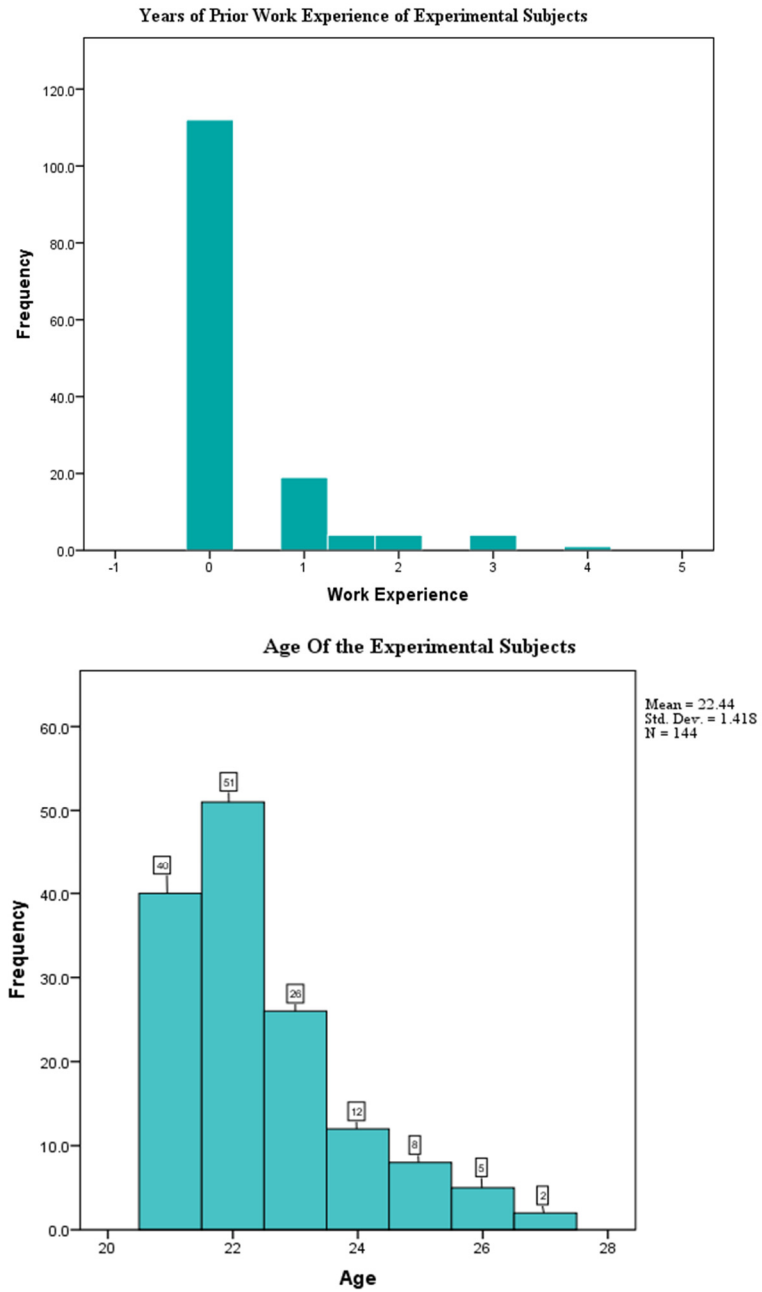


Fig. 4.2: Graphs showing Years of Work Experience & Age of the participants

4.1.4 Manipulation checks

Manipulation checks were included in the questionnaire to determine if the subjects properly interpreted both the cause relevance manipulation and the campaign type manipulation. For cause relevance, subjects were asked if the cause "education for the under-privileged/ save turtles" was relevant to them. Cause relevancy was measured using five semantic differential 7-point scale (1 = Strongly Disagree, 7 = Strongly Agree) adapted from the Personal Involvement Inventory (Zaichkowsky, 1994). The measure was: "The issue presented in the above press release is: (unimportant/important, means nothing/means a lot, irrelevant/relevant, does not matter/greatly matters, not of concern/is of concern) to me". Cronbach's α for the cause relevancy measure was found to be 0.97. It was found that there was a significant difference in the respondents' scores between the high and low relevance conditions ($M_{high\ Relevance} = 5.5$, $SD = 1.2$; $M_{Low\ Relevance} = 2.4$, $SD = 1.2$; $F(1, 142) = 250.1$, $p = .000$)

Questionnaire items used to test the effectiveness of the campaign type treatment condition was adapted from (Johansson, Nordin & Liljenberg, 2015). The effectiveness of the treatment was measured using the following items: "The method of Consumer Participation involves Purchase of the Product". An ANOVA test revealed that the manipulation was successful, $F(1, 141) = 628.04$, $p = .000$), where the subjects who received the monetary condition perceived the campaign involved consumer participation by way of purchasing the product, hence monetary type ($M = 6.29$, $SD = 1.1$).

4.1.5 Confound Checks

A t test detected no difference in perceived realism, $M_{\text{Monetary}} = 4.16$ versus $M_{\text{Non-monetary}} = 4.08$, $t(144) = .77$, $p = .54$, between the monetary and non-monetary conditions. Therefore, this variable is not treated as covariate in subsequent analyses.

Hypotheses to be tested

*H1: Cause relevance influences consumer attitude and behavioural intentions towards the campaign; such that **when cause relevance is high** (a) campaign attitude (b) brand attitude and (c) participation intentions **will be greater** than when cause relevance is low*

*H2: Campaign Type influences consumer attitude and behavioural intentions towards the campaign; such that, **when campaign type is non-monetary**, (a) campaign attitude (b) brand attitude and (c) participation intentions **will be greater** than when the campaign type is monetary.*

*H3a: Campaign Type will interact with cause relevance, such that **when cause relevance is high** (a) campaign attitudes, (b) brand attitudes and (c) participation intention **will be greater for non-monetary type of campaign** than for monetary type of campaign.*

*H3b: Campaign Type will interact with cause relevance, such that when **cause relevance is low** (a) campaign attitudes, (b) brand attitudes and (c) participation intention **will be greater for monetary type of campaigns** than for non-monetary type of campaign*

4.1.6 Hypotheses Testing

To test H1, H2, H3a and H3b, a 2 (cause relevance: high/low) × 2 (campaign type: monetary/non monetary) MANOVA was run with Campaign attitudes, Brand Attitudes and Participation Intentions as the dependent variables. Table presents the means and standard deviations.

Table 4.1: Means & Standard Deviations for Campaign Attitudes, Brand Attitudes and Participation Intention for different treatment conditions

Dependent Variables	Cause Relevance			
	<i>Mean Scores and Standard Deviations</i>			
	High Cause Relevance		Low Cause Relevance	
	Non Monetary	Monetary	Non Monetary	Monetary
Campaign Attitudes	5.14 (.99)	3.77 (.98)	3.62 (1.28)	4.30 (1.01)
Brand Attitudes	5.06 (1.36)	3.72 (.96)	3.49 (1.36)	4.22 (1.1)
Participation Intention	5.13 (1.0)	3.80 (1.1)	3.43 (1.6)	4.18 (1.4)
<i>n</i>	36	36	36	38

4.1.7 Multivariate & Univariate Results

Multivariate analysis of variance (MANOVA) was conducted first to check the statistical significance of the main treatments and interactions effects of the manipulated variables (Cause relevance & Campaign Type). The results of this analysis (summarized in Table 4.2) indicate a significant main effect of cause relevance with multivariate Wilks' lambda statistic $\lambda = .91$, $F(3,140)=4.5$, $p=.005$, $np^2=.09$ and a significant interaction between cause relevance and campaign type for campaign attitude, brand attitude and participation intentions (Wilks Lambda $\lambda = .75$, $F(3,140)=15.5$, $p=.000$, $np^2=.25$; $p<.001$ for all three dependent measures), only campaign type failed to demonstrate a significant main effect.

The univariate results indicate that cause relevance had a positive effect on campaign attitudes $M_{high\ relevance} = 4.5$, $M_{low\ relevance} = 3.9$, ($F(1,142)=7.9$, $p=.006$, $np^2=.05$), brand attitudes $M_{high\ relevance} = 4.4$, $M_{low\ relevance} = 3.9$ ($F(1,142)=7.1$, $p=.009$, $np^2=.05$) and participation intentions $M_{high\ relevance} = 4.5$, $M_{low\ relevance} = 3.8$ ($F(1,142)=9.6$, $p=.002$, $np^2=.06$). From the results we can conclude that cause relevance has an impact on attitude of the subjects towards the campaign and the brand and their intentions to participate in this cause marketing campaigns and that those exposed to high relevance cause had greater attitudes and intentions than those exposed to the low relevance cause. The campaign type did not significantly influence the outcome variables ($p>.05$), which indicates that subjects did not differ in their attitudes and

intentions when exposed to monetary or non-monetary types of campaign. Thus H1 was supported and H2 was rejected.

The analyses, however, did reveal a significant interaction. The figure 4.1 indicates that the effect of campaign type on the response variables (campaign & brand attitude and participation intentions) was much larger for the high relevance condition than for the low relevance condition. The difference was indicated in a significant interaction of cause relevance and campaign type, (Wilks Lambda $\lambda = .75$, $F(3,140)=15.5$, $p=.000$, $np^2=.25$). The univariate results (Table 4.2) for campaign type and cause relevance interaction shows that the interaction effect was attributed to all the three dependent variables, campaign attitude ($F(1, 142)=33.5$, $p=.000$, $np^2=.19$), brand attitudes ($F(1, 142)=27.1$, $p=.000$, $np^2=.16$) and participation intentions ($F(1, 142)=24.2$, $p=.000$, $np^2=.15$). From this result we can say attitudes and intentions for different campaign type conditions depend on the relevance of the cause. This means that consumer attitude and intention to participate in monetary or non-monetary type of campaign depends on the relevance of the social cause for the consumer.

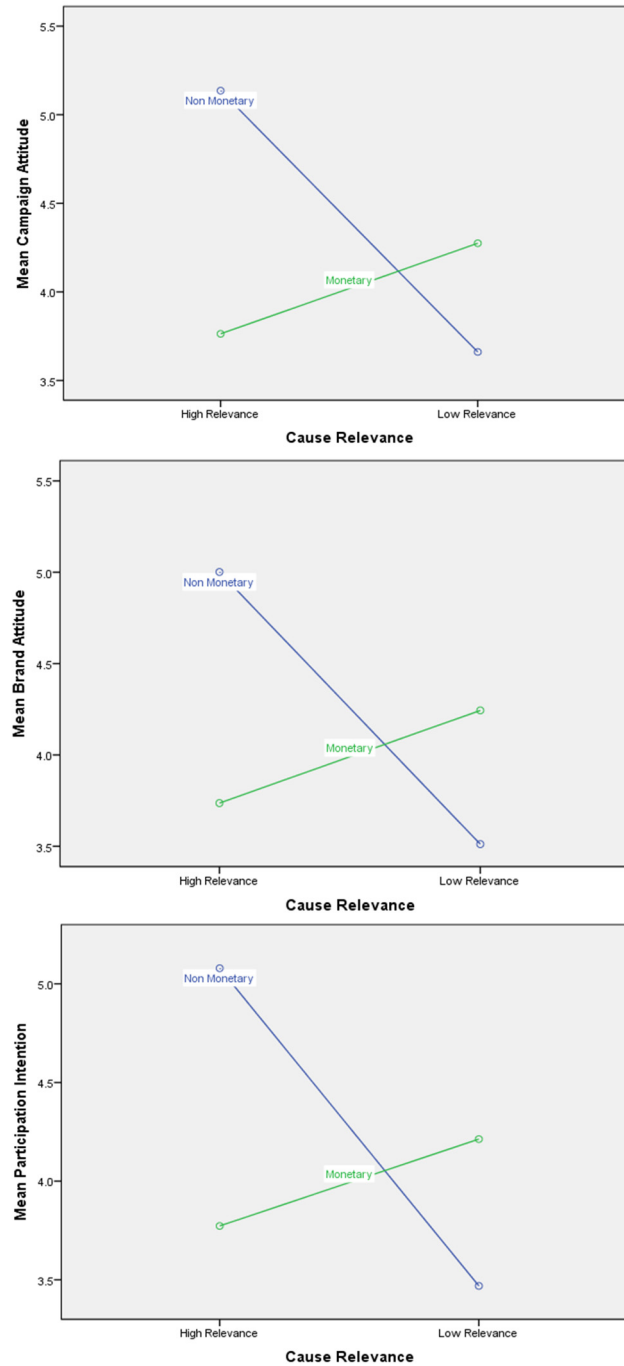


Fig. 4.3: Plots of Interaction of Cause Relevance by Campaign type on Campaign Attitudes, Brand Attitude & Participation Intention

Table 4.2: Multivariate & Univariate Results for Campaign Attitude, Brand Attitude and Participate Intentions

Independent Variables	Wilks's Lambda	F(3,140)	P	Dependent Variables	F(1,142)	P
Cause Relevance	.91	4.5*	.005	Campaign Attitude	7.9	.006
				Brand Attitude	7.10	.009
				Participation Intention	9.56	.002
Campaign type	.97	1.5	.213	Campaign Attitude	3.76	.054
				Brand Attitude	2.40	.124
				Participation Intention	1.83	.179
Cause Relevance X Campaign type	.75	15.52***	.000	Campaign Attitude	27.1	.000
				Brand Attitude	28.6	.000
				Participation Intention	41.1	.000

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

4.1.8 Simple Effects Test

To interpret the interaction and test the H3a & H3b hypotheses, we performed a simple effects test. It was predicted that campaign attitude, brand attitudes and participation intention will be greater for participants in the non-monetary condition when the relevance of the cause is high, than when the relevance of the cause is low (H3a) and that campaign attitude, brand attitudes and participation intention in will be greater for

participants in the monetary condition when the relevance of the cause is low, than when the relevance of the cause is high (H3b).

The simple effect test results suggest that there is a significant difference in campaign attitude, brand attitude and participation intentions between monetary and non-monetary conditions. Under high cause relevance condition, participants in the non-monetary campaign type had greater campaign attitudes ($M_{non-monetary}=5.14$, $SD=1.0$) as compared to those in the monetary type ($M_{monetary} =3.76$, $SD=.98$; $F(1, 142)=29.5$, $p=.000$), greater brand attitudes ($M_{non-monetary} =5.06$, $SD=1.4$) as compared to those in the monetary type ($M_{monetary} =3.72$, $SD=1.0$; $F(1,142)=22.6$, $p=.000$) participation intentions ($M_{non-monetary} = 5.13$, $SD=1.0$) as compared to those in the monetary type ($M_{monetary} =3.8$, $SD=1.1$; $F(1,142)= 19.4$, $p=.000$). These results confirm Hypotheses H3a.

Similarly under low cause relevance condition, participants in the monetary type had greater campaign attitudes ($M_{monetary} = 4.3$, $SD=1.0$) as compared to those in the non-monetary type ($M_{non-monetary} =3.62$, $SD=1.3$; $F(1,142)= 7.5$, $p=.007$), greater brand attitudes ($M_{monetary} = 4.2$, $SD=1.1$) as compared to those in the non-monetary type ($M_{non-monetary} =3.49$, $SD=1.4$; $F(1,142)= 6.8$, $p=.01$) and greater participation intentions ($M_{monetary} = 4.2$, $SD=1.4$) as compared to those in the non-monetary type ($M_{non-monetary} =3.43$, $SD=1.6$; $F(1,142)= 6.4$, $p=.012$). These results confirm Hypotheses H3b.

From these results it can be implied that when the relevance of the cause is high, consumers are willing to spend their time in support of the cause. This finding is in line with results of a study pertaining to

charitable giving by Reed, Aquino, and Levy (2007) who posits that spending time for a charitable activity encourages personal connection with the charity. When the cause is of low relevance, consumers are willing to offer monetary support the cause, the reason for this can be found in the nature or characteristics of the millennial generation in general. Research from independent agencies (Achieve, 2016; Kalpathi, 2016), have established millennials as a generation committed to social giving.

4.2 Experiment 2

This study was intended to analyze the impact of message framing on cause relevance and test the hypotheses H4a & H4b. This was a 2 (cause relevance: high/low) x 2 (message framing: positive/negative) full factorial between subjects design. Cause Relevance was manipulated between high and low relevance conditions similar to the first study. The high cause relevance condition, as chosen from the pretest 2 was support towards education for the underprivileged tribal children's "Go to School" campaign and low relevance condition was support towards conservation of endangered species "Save the Sea Turtle" campaign. Message Framing was manipulated between positive and negative framing conditions.

The four messages chosen as a result of Pretest 3 were

- 1) "You help educate a disadvantaged community and thereby enable better opportunities for them" as positively framed message for high relevance cause condition – Go to School Campaign

- 2) "The tribal community will continue to live the vicious cycle of poverty, illiteracy and deprivation and never get a chance to improve their livelihood", as the negatively framed message for the high relevance cause condition i.e, Go to School Campaign
- 3) "We can ensure the Survival of Sea Turtles that future generations will also get to see" as positively framed message for low relevance cause condition, the Save Turtles Campaign
- 4) "The alarming levels of mortality will lead to Sea Turtle Extinction and future generations will never get to see one" as the as the negatively framed message for the low relevance cause condition, Save Turtles Campaign.

One hundred forty (140) postgraduate students enrolled in the business management course of two universities participated in the study and these participants belonged to different institutes from those who participated in the first study. The student subjects read the same mock press release and viewed a print ad after which they took tests to examine measures, manipulation checks and dependent variables. Dependent variables included the two attitude measures, that of brand attitude and campaign attitude and intention to participate in the CRM program.

The press release read about the fictitious company, Health Foods' initiatives towards a particular social cause. Four versions of the ad campaign were created

- 1) High Relevance Cause + Positive Message Framing
- 2) Low Relevant Cause + Positive Message Framing
- 3) High Relevance Cause + Negative Message Framing
- 4) Low Relevance Cause + Negative Message Framing

After reading through the press release, participants viewed an ad campaign. The ad copy concerning the product, a health drink, and the message eliciting participation from consumers, framed positively and negatively, to help support the campaign was included on the top of the copy above the photo.

4.2.1 Descriptive Statistics

Figure 4.4 is the graph showing percentage of men and women participants and how many of them were aware of cause marketing campaigns. Figure 4.5 is the graph showing age of the participants and their prior work experience. Subjects' age ranged from 20 to 25 years old. The average subject age was 22.16. Fifty three (54) percent were females and forty three (46) percent were males. 82 percent of the subjects did not have any prior work experience. Eighty percent of the subjects were aware of cause marketing campaigns while only twenty percent were not aware of such campaigns.

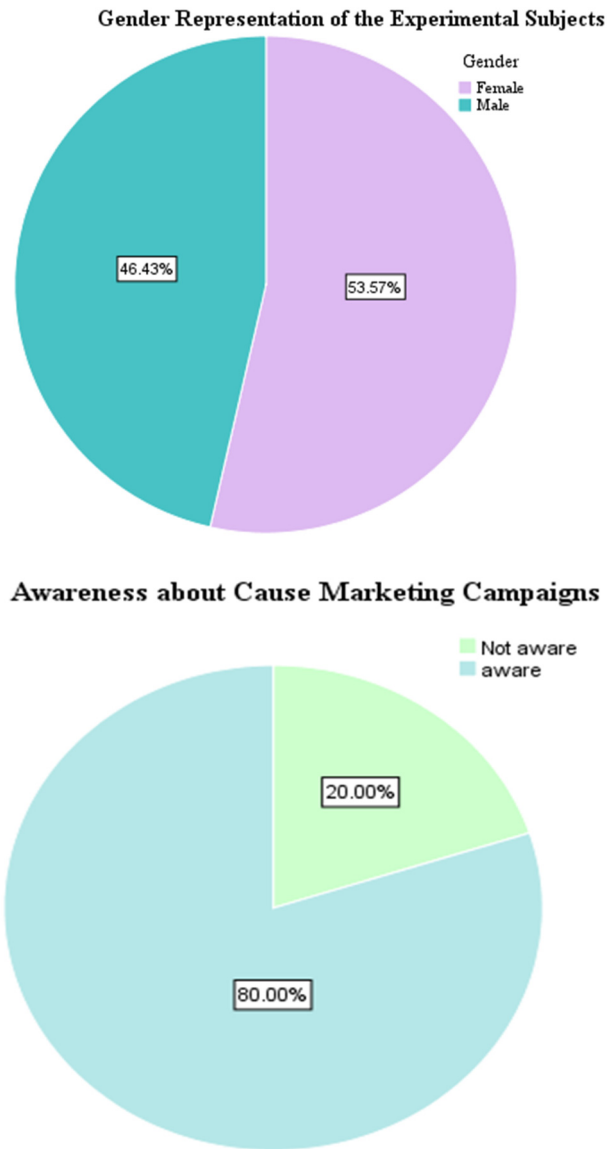


Fig. 4.4: Graph Showing Gender Representation and Awareness about Cause Marketing Campaigns among study participants

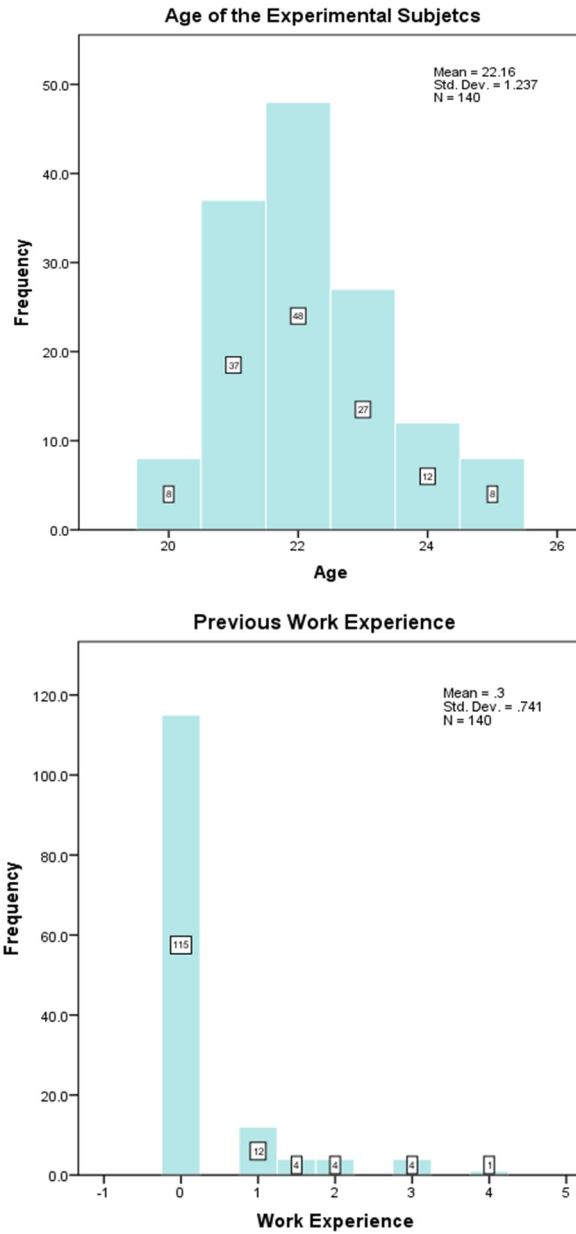


Fig. 4.5: Graph Showing Age and Previous Work Experience among study participants

4.2.2 Confounds

The effect of confounding variables like age, gender and work experience and awareness about cause marketing campaigns was controlled through the process of randomization & restrictions. Experimental subjects had 54% female and 46% male representation and 80% of subjects were aware of cause marketing campaigns and only 20% were not. To control the effect of these factors, subjects were randomly assigned to treatment conditions making the groups fairly comparable with respect to these confounding variables. Through the process of restriction, effects of confounding variables like age and prior work experience were eliminated. Subjects chosen for the experiments belonged to the age group between 20-25 years with minimum or no work prior experience thus eliminating these confounds.

According to previous research, perceived realism can influence the effects of public service ads (Fishbein et al., 2002). Perceived realism was measured to check if its influence could be controlled. Four items were used to measure whether the ad was perceived as informative, understandable, realistic and relatable. Cronbach α for this scale was found to be 0.71

4.2.3 Dependent Measures

Campaign Attitude

Attitude towards this cause marketing campaigns was measured with a four, seven-point scale ranging from “Strongly Disagree” = 1 to “Strongly Agree” = 7, adapted from (Kropp, Holden, & Lavack, 1999).

The items were 'I like to buy MHD+ from HealthFoods, which donate part of their profits to "go to school"/"save sea turtle" campaign', 'I am willing to pay more for MHD+, If HealthFoods is donating part of the profits to Vidya/Samudra (NGO) involved with the "go to school"/"save turtles' campaign, 'If a HealthFoods is donating part of its profits to Vidya/ Samudra (NGO) then I am more, likely to buy MHD+' and 'HealthFoods is good corporate citizen because it advertises that it is donating part of its profits to charity (Vidya/Samudra)'. Cronbach α for this scale was found to be 0.86.

Brand Attitude

Brand Attitude was measured using 7 point four semantic differential scale adapted from MacKenzie & Lutz (1989) (Bad/Good, Dislike/Like, Unfavourable/ Favourable, Negative/Positive). The Cronbach's α for this scale was found to be .88.

Participation Intentions

Intention to participate in the campaign was measured with a three-item, seven-point scale seven-point scale ranging from "Strongly Disagree" = 1 to "Strongly Agree" = 7, adapted from (Grau & Folse, 2007). The three items were "I would be willing to participate in the "Go to School/Save Turtles" campaign," "I would consider purchasing MHD+ in order to provide help to the cause," and "It is likely that I would contribute to this cause by getting involved in this cause marketing campaign." Cronbach's α for this scale was found to be .82.

4.2.4 Manipulation checks

Manipulation checks were included in the questionnaire to determine if the subjects properly interpreted both the cause relevance manipulation and the message framing manipulation. For cause relevance, subjects were asked if the cause "education for the underprivileged/ save turtles" was relevant to them. Cause relevancy was measured using five semantic differential 7-point scale (1 = Strongly Disagree, 7 = Strongly Agree) adapted from the Personal Involvement Inventory (Zaichkowsky, 1994). The measure is: "The issue presented in the above press release is: (unimportant/important, means nothing/means a lot, irrelevant/relevant, does not Matter/greatly matters, not of concern/is of concern) to me". Cronbach's α for the cause relevancy measure was .85. It was found that there was a significant difference in the respondents' cause relevancy scores between the high and low scenarios ($M_{high\ Relevance} = 5.1, SD = 1.0; M_{Low\ Relevance} = 3.2, SD = 1.1; t(138) = 16.7, p < .000$).

Questionnaire items used to test the effectiveness of the framing treatment were adapted from (Cho & Boster, 2008). The effectiveness of the positive frame treatment was measured using the following items: "This campaign focused on the benefits that will be derived by supporting the "Go to School Campaign/Save Tiger Campaign" and "This campaign showed the positive outcomes that will result if one helped the 'Go to School Campaign'/ 'Save Tiger Campaign'. Measures of the negative frame included "This campaign focused on the drawbacks of not supporting 'Go to School Campaign'/ 'Save Tiger Campaign' and "This

campaign showed the negative outcomes that can happen if one does not support ‘Go to Campaign’/ ‘Save Tiger Campaign’. 82% of those who got the positively framed message (namely, You help educate a disadvantaged community and thereby enable better opportunities for them & We can ensure the Survival of Sea Turtles that future generations will also get to see.) thought the ads stressed benefits while only 18% of those watched the positively framed message thought the ads stressed did not stress benefits. Similarly 84% of those who got the negatively framed message (namely, The tribal community will continue to live the vicious cycle of poverty, illiteracy and deprivation and never get a chance to improve their livelihood, & The alarming levels of mortality will lead to Sea Turtle Extinction and future generations will never get to see one.) thought the ads stressed negative outcome from failing to comply with the message while only 16% of those watched the negatively framed message thought the ads stressed did not stress negative outcome ($\chi^2(110)=306.6, p=.000$)

4.2.5 Confound Checks

A t test detected no difference in perceived realism between participants who received positive framing and negative framing conditions, $M_{Positive Framing} = 4.16$ versus $M_{Negative Framing} = 4.17$, $t(138) = .16$, $p = .98$, Therefore, this variable is not treated as covariate in subsequent analyses.

Table 4.3: Descriptive Statistics for the different treatment condition

	Campaign Attitude	Brand Attitude	Participation Intention
High Cause Relevance Positive Framing	Mean = 4.8 SD = .83	Mean = 5.2 SD = .92	Mean = 4.92 SD = .88
High Cause Relevance Negative Framing	Mean = 4.9 SD = 1.1	Mean = 5.2 SD = 1.0	Mean = 4.9 SD = .99
Low Cause Relevance Positive Framing	Mean = 3.8 SD = .81	Mean = 4.5 SD = 1.3	Mean = 3.7 SD = .92
Low Cause Relevance Negative Framing	Mean = 4.54 SD = .81	Mean = 4.99 SD = .91	Mean = 4.75 SD = .74

4.2.6 Hypotheses Testing

To test H4a and H4b, a 2 (cause relevance: high/low) x 2 (message framing: positive/negative) MANOVA was run with Campaign attitudes, Brand Attitudes and Participation Intentions as the dependent variables.

*H4a: Message framing will interact with cause relevance such that when **cause relevance is Low**, (a) Campaign Attitudes, (b) Brand Attitudes and (c) Participation Intentions **will greater for negatively framed messages** than for positively framed messages.*

H4b: When Cause Relevance is High, there will be no difference in consumer response i.e., campaign attitudes, brand attitudes and participation intentions between respondents in the positively and negatively framed conditions

The multivariate Wilks' $\lambda = .89$ was significant for message framing ($F(3, 134) = 5, p = .003$), and for cause relevance ($F(3, 134) = 8.9, p = .000$) and for the interaction between framing and relevance ($F = 4.21, p = .007$), see (Table 4.4). The univariate results for message-framing and cause relevance interaction shows that the interaction effect was mainly attributed to campaign attitudes ($F(1,136) = 4.1, p = .04, np^2 = .03$) and participation intentions ($F(1,136) = 13.2, p = .000, np^2 = .08$, see (Table 4.5)

Table 4.4: MANOVA results Cause Relevance, Message Framing and their Interaction

Independent Variable /Interaction	MANOVA	ANOVA
Cause Relevance	$F(3,134) = 10.56, p = .000, np^2 = .19$	Campaign Attitude $F(1,136) = 20.0^{***}, p = .000, np^2 = .13$
		Brand Attitude $F(1,136) = 5.5^*, p = .02, np^2 = .04$
		Participation Intention: $F(1,136) = 22.0^{***}, p = .000, np^2 = .13$
Message Framing	$F(3, 134) = 5.02, p = .003, np^2 = .10$	Campaign Attitude: $F(1,136) = 8.5^{**}, p = .004, np^2 = .06$
		Brand Attitude $F(1,136) = 1.8, p = .17, np^2 = .014$
		Participate Intention: $F(1,136) = 11.1, p = .001, np^2 = .08$
Message Framing* Cause Relevance	$F(3,134) = 4.74, p = .004, np^2 = .1$	Campaign Attitude $F(1,136) = 3.5, p = .06, np^2 = .03$
		Brand Attitude $F(1,136) = 7.01^{**}, p = .009, np^2 = .05$
		Participate Intention: $F(1,136) = 1.5, p = .009, np^2 = .01$

Table 4.5: Univariate Results for Campaign & Brand Attitude & Participate Intentions

Independent Variables	Campaign Attitude		Brand Attitude		Participation Intention	
	<i>F Value</i> (1,136)	<i>np²</i>	<i>F Value</i> (1,136)	<i>np²</i>	<i>F Value</i> (1,136)	<i>np²</i>
Cause Relevance	20.0***	.12	5.5*	.04	22.0***	.14
Message Framing	8.51*	.04	1.9	.17	11.12	.08
Cause Relevance X Message Framing	4.1***	.03	1.4	.24	13.16**	.09

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

A look at this graph (Figure 4.6) shows that the effect of cause relevance as a function of message frames. It also shows that the campaign attitude, brand attitude and participation intentions differs as a function of relevance of the cause for consumers, i.e., The lower the relevance, the greater the difference between the positive and negative frames. When the relevance of the cause is low, negatively framed messages yield greater attitudes and intentions than positively framed messages. Even though negative frames impact attitudes and intentions for high relevant causes, the difference is greater for low relevant causes. Simple effect tests was performed to explore the nature of the interaction, the results are discussed in the following sections.

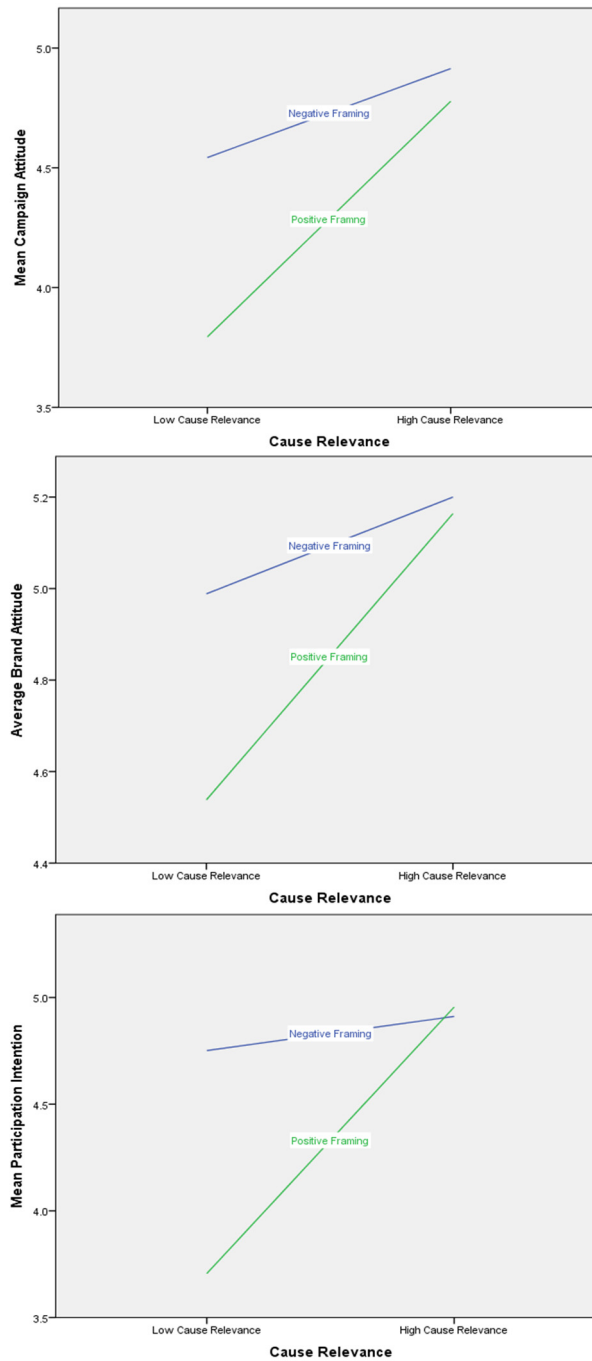


Fig.4.6: Plots of Interaction effect of Message Framing and Cause Relevance on Campaign Attitude, Brand Attitude & Participation Intentions

4.2.7 Simple Effects Tests

To interpret the interaction further and test the two hypotheses, we performed the simple effect tests of message framing within the low cause relevance and high cause relevance conditions. Participants in the low cause relevance condition exposed to negatively framed message had significantly greater campaign attitude ($M_{Negative\ framing} = 4.5, SD = .82; F(1,136) = 12.0, p = .001, np^2 = .08$), than those exposed to positively framed messages ($M_{Positive\ framing} = 3.8, SD = .81$) and greater participation intention ($M_{Negative\ framing} = 4.8, SD = .74; F(1,136) = 23.9, p = .000, np^2 = .15$), than those exposed to positively framed messages ($M_{Positive\ framing} = 3.7, SD = .92$), thereby accepting hypothesis H4a. However, message framing did not differentially influence subjects attitudes and intentions in the high cause relevance conditions ($p > .05$), thereby accepting hypothesis H4b. This interaction effect implies that message framing has a greater impact on people, for whom the cause is not of much relevance, thus influencing them to shift their direction of thought, i.e., when cause is highly relevant to consumers, they are inherently motivated to participate in the social cause campaigns, where as when the cause is not relevant, they need to be motivated through messaging strategies to help develop a sense of empathy thereby willing to contribute to the social cause.

4.3 Experiment 3

In the first experiment we found that campaign type interacts with cause relevance to affect consumer response to cause marketing campaigns. The effect of the type of campaign on consumer response depends on the relevance of the cause. If the cause is of high relevance, non monetary campaign yield favourable responses and when the cause is of low relevance, monetary campaigns have greater response than non monetary formats. Which indicates that people are willing to invest time more than money when there is greater personal connection with the cause, and vice versa, confirming and extending the findings from (Mogilner & Aaker, 2009) that money distances people from the product (in a product purchase situation). When the relevance of the cause is low subjects are willing to donate monetarily for such causes, than offer their time.

In study two, we found that message framing can play an important role in persuading subjects to support a less relevant cause. We found a significant interaction of cause relevance and message framing, which indicated that the effect of cause relevance on consumer response to cause marketing campaigns also depended on how the message is framed. When the relevance of the cause was low, negatively framed messages yielded greater response from subjects than from positively framed messages.

Study three, aims at combining the two experiments and looking at how framing can help persuade subjects when exposed to the two types of campaigns and the two relevance conditions. That is to see if the effect

of the message framing depended on the type of solicitation as well as degree of relevance of the cause. In statistical terms, to check if there is a three way interaction between cause relevance, campaign type and message framing in explaining people's response to cause marketing campaigns.

This study used a 2×2×2 factorial, a 2 (cause relevance: high/low) × 2 (campaign type: monetary/non-monetary) × (Message Framing: Positive framing/negative framing) between subjects design. This study aims to test hypotheses H5a, H5b, H6a & H6b.

4.3.1 Procedure

In this study, three independent variables were manipulated: cause relevance, campaign type, and message framing. As a result of the three pretests conducted, pretest 1, 2 & 3, cause relevance, campaign type and message framing were manipulated. The same causes chosen for study 1 & 2 were retained for study 3 as well.

The high cause relevance condition, as chosen from the pretest 1 was support towards education for the underprivileged tribal children's "Go to School" campaign and low relevance condition was support towards conservation of endangered species "Save the Sea Turtle" campaign. The product /brand that supports either of these causes through partnership with an NGO was the fictitious brand, a health drink, MHD+, created by the researcher.

Monetary campaign type required the participants to buy the health drink. Non Monetary campaign type was the walkathon, the brand invited

participants to take part in the walkathon, organized by the company at a local place mentioned in the ad.

The message framing was the same that was selected from pretest 2. Since there were two types of causes, there had to be four message frames, a positively framed message and a negatively framed message for each of the two causes. From pretest 3, these message frames were chosen. For the cause, "Education for the under-privileged", the positive frame was "You help educate a disadvantaged community and thereby enable better opportunities for them" and the negative frame was "The tribal community will continue to live the vicious cycle of poverty, illiteracy and deprivation and never get a chance to improve their livelihood". For the "Save the Turtle" campaign, the positive framed message was "We can ensure the Survival of Sea Turtles that future generations will also get to see" and the negative frame was "The alarming levels of mortality will lead to Sea Turtle Extinction and future generations will never get to see one".

Dependent variables included the two attitude measures, brand attitude and campaign attitude and behavioural intention was measured by participation intentions.

4.3.2 Stimulus Ads

A total of eight cause marketing campaigns were created corresponding to the two causes, two campaign types and the two message frames.

The eight cause marketing ad campaigns were

- 1) High Relevance Cause + Monetary Campaign Type + Positive Framing
- 2) High Relevance Cause + Monetary Campaign Type + Negative Framing
- 3) High Relevance Cause + Non Monetary Campaign + Positive Framing
- 4) High Relevance Cause + Non Monetary Campaign + Negative Framing
- 5) Low Relevance Cause + Monetary Campaign + Positive framing
- 6) Low Relevance Cause + Monetary Campaign + Negative framing
- 7) Low Relevance Cause + Non Monetary Campaign + Positive Framing
- 8) Low Relevance Cause + Non Monetary Campaign + Negative Framing

The ad campaign depicted a health drink brand MHD+'s call for support of the high/low relevant cause. The monetary type of campaign sought participants to buy the brand for the company to help the cause and the non monetary campaign type invites participants to participate in a walkathon to raise awareness towards the cause. The positively framed message in the campaign conveys the benefits attained by the cause because of complying with the campaign advocacy. The negatively

framed message in the campaign conveys the drawbacks for the cause because of not complying with the campaign advocacy. All the eight campaigns are available in Appendix.

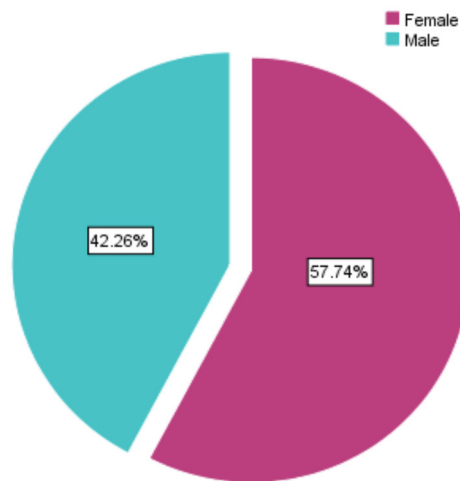
Each subject received a folder that contained a consent form, the press release, the advertisement and a questionnaire booklet. Following consent and instructions, subjects were asked to read the press release and review the advertisement. In each condition, participants (N = 265) read a news story that explains the fictitious company's partnership with charities to help raise awareness and funds for different social causes. Prior to viewing a print ad that contains the brand, reasons to buy the brand, causes supported by the brand and how customers can participate in the campaign and differently framed messages to persuade customers to make a choice. Participants then completed a post-exposure questionnaire after viewing each stimulus.

4.3.3 Descriptive Statistics

Two hundred and sixty five postgraduate students enrolled in the business management course participated in the study. Subjects' age ranged from 20 to 25 years old. The average subject age was 22.3. Fifty seven percent were females and 43 percent were males. Ninety percent of the subjects did not have any prior work experience. Eighty one percent of the subjects were aware of cause marketing campaigns while only nineteen percent were not aware of such campaigns.

Descriptive Statistics

Gender Representation of the Experimental Subjects



Awareness about Cause Marketing Campaigns

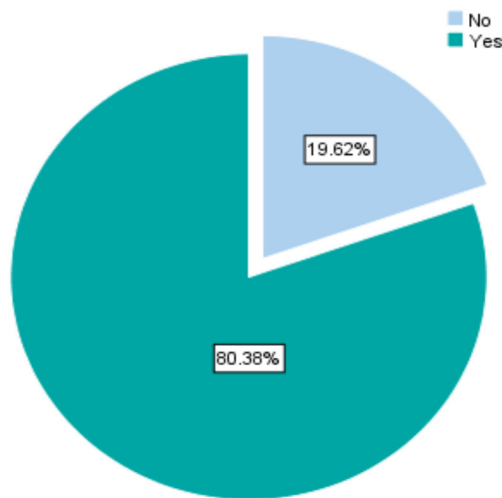
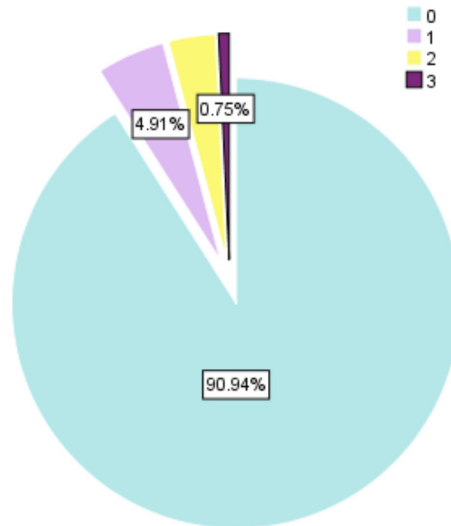


Fig. 4.7: Graph showing Gender representation and, Awareness about Cause Marketing Campaigns of the participants

Previous Work Experience of the Experimental Subjects



Age Representation of Experimental Subjects

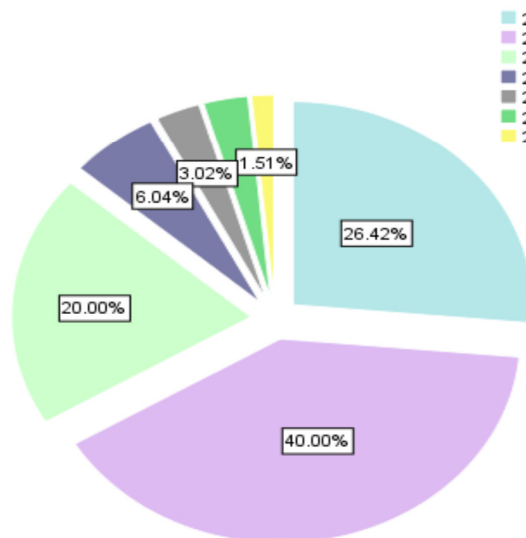


Fig. 4.7: Graph showing Previous Work Experience and Age of the participants

4.3.4 Dependent Variable Measures

Campaign Attitude

Attitude towards this cause marketing campaigns was measured with a four, seven-point scale ranging from “Strongly Disagree” = 1 to “Strongly Agree” = 7, adapted from (Kropp, Holden, & Lavack, 1999). The items were ‘I like to buy MHD+ from HealthFoods, which donate part of their profits to "go to school"/"save sea turtle" campaign’, ‘I am willing to pay more for MHD+, If HealthFoods is donating part of the profits to Vidya/Samudra (NGO) involved with the “go to school"/"save turtles’ campaign, ‘If a HealthFoods is donating part of its profits to Vidya/ Samudra (NGO) then I am more, likely to buy MHD+’ and ‘HealthFoods is good corporate citizen because it advertises that it is donating part of its profits to charity (Vidya/Samudra)’. Cronbach α for this scale was found to be 0.94.

Brand Attitude

Brand Attitude was measured using 7 point four semantic differential scale adapted from MacKenzie & Lutz (1989) (Bad/Good, Dislike/Like, Unfavourable/ Favourable, Negative/ Positive). The Cronbach’s α for this scale was found to be .95.

Participation Intentions

Intention to participate in the campaign was measured with a three-item, seven-point scale seven-point scale ranging from “Strongly Disagree” = 1 to “Strongly Agree” = 7, adapted from (Grau & Folse, 2007). The three items were “I would be willing to participate in the “Go

to School/Save Turtles” campaign,” “I would consider purchasing MHD+ in order to provide help to the cause,” and “It is likely that I would contribute to this cause by getting involved in this cause marketing campaign.” Cronbach’s α for this scale was found to be .92.

4.3.5 Confounds

The effect of confounding variables like age, gender and work experience and awareness about cause marketing campaigns was controlled through the process of randomization & restrictions. Experimental subjects had 57% female and 43% male representation and 80% of subjects were aware of cause marketing campaigns and only 20% were not. To control the effect of these factors, subjects were randomly assigned to treatment conditions making the groups fairly comparable with respect to these confounding variables. Through the process of restriction, effects of confounding variables like age and prior work experience were eliminated. Subjects chosen for the experiments belonged to the age group between 20-25 years with minimum or no work prior experience thus eliminating these confounds.

Previous research suggested that perceived realism could influence the effects of public service ads (Fishbein et al., 2002). Perceived realism was measured to see if the ads differed along these dimensions. Four items were used to measure whether the ad was perceived as informative, understandable, realistic and relatable. Cronbach α for this scale was found to be 0.72.

4.3.6 Manipulation checks

Cause Relevance

Manipulation checks were included in the questionnaire to determine if the subjects properly interpreted the cause relevance, campaign type and the message framing manipulation. For cause relevance, subjects were asked if the cause "education for the underprivileged/ save turtles" was relevant to them. Cause relevancy was measured using five semantic differential 7-point scale (1 = Strongly Disagree, 7 = Strongly Agree) adapted from the Personal Involvement Inventory (Zaichkowsky, 1994). The measure is: "The issue presented in the above press release is: (unimportant/important, means nothing/means a lot, irrelevant/relevant, does not matter/greatly matters, not of concern/is of concern) to me". Cronbach's α for the cause relevancy measure was .96. It was found that there was a significant difference in the respondents' cause relevancy scores between the high and low scenarios ($M_{High\ Relevance} = 5.4, SD = .67; M_{Low\ Relevance} = 2.5, SD = .26; t(263) = 2178.7, p = .000$).

Campaign Type

Questionnaire items used to test the effectiveness of the campaign type treatment condition was adapted from (Johansson, Nordin & Liljenberg 2015). The effectiveness of the treatment was measured using the following items: "The method of Consumer Participation involves Purchase of the Product". All the participants who received the monetary type of participation identified the campaign as that involving purchase of a product ($\chi^2 (263) = 272.0, p = .000$).

Message Framing

Questionnaire items used to test the effectiveness of the framing treatment were adapted from (Cho & Boster, 2008). The effectiveness of the positive frame treatment was measured using the following items: “This campaign focused on the benefits that will be derived by supporting the "Go to School Campaign/Save Tiger Campaign” and “This campaign showed the positive outcomes that will result if one helped the ‘Go to School Campaign’/ ‘Save Tiger Campaign’. Measures of the negative frame included “This campaign focused on the drawbacks of not supporting ‘Go to School Campaign’/ ‘Save Tiger Campaign’ and “This campaign showed the negative outcomes that can happen if one does not support ‘Go to Campaign’/ ‘Save Tiger Campaign”. 94% of those who got the positively framed message (namely, You help educate a disadvantaged community and thereby enable better opportunities for them & We can ensure the Survival of Sea Turtles that future generations will also get to see.) thought the ads stressed benefits while only 6% of those watched the positively framed message thought the ads stressed did not stress benefits . Similarly 84% of those who got the negatively framed message (namely, The tribal community will continue to live the vicious cycle of poverty, illiteracy and deprivation and never get a chance to improve their livelihood, & The alarming levels of mortality will lead to Sea Turtle Extinction and future generations will never get to see one.) thought the ads stressed negative outcome from failing to comply with the message while only 16% of those watched the negatively framed message thought the ads stressed did not stress negative outcome (χ^2 (263).

4.3.7 Hypotheses Testing - Analysis & Results

Hypotheses to be tested in this study

*H5(a) Message framing will interact with cause relevance and campaign type, such that **when cause relevance is high, and campaign type is monetary** (a) campaign attitude, (b) brand attitude & (c) participation intentions **will be greater when message is negatively framed** than when the message is positively framed.*

*H5(b) Message framing will interact with cause relevance and campaign type, such that, **when cause relevance is high and campaign type is non-monetary**, (a) campaign attitude, (b) brand attitude and (c) participation intentions **be greater when message is positively framed** than when the message is negatively framed.*

*H6(a) Message framing will interact with cause relevance and campaign type, such that, **when cause relevance is low, and campaign type is monetary** (a) campaign attitude, (b) brand attitude & (c) participation intentions will be **greater when message is positively framed** than when the message is positively framed.*

*H6(b) Message framing interacts with cause relevance and campaign type, such that **when cause relevance is low and campaign type is non-monetary**, (a) campaign attitude, (b) brand attitude and (c) participation intentions **be greater when message is negatively framed** than when the message is negatively framed.*

Table 4.6: Means and SE of Dependent Variables in different treatment conditions

Dependent Variable	Cause Relevance	Campaign Type	Message Framing	Mean	SE
Brand Attitude	Low Relevance	NonMonetary	Negative Framing	5.7	.203
			Positive Framing	2.9	.198
		Monetary	Negative Framing	3.4	.199
			Positive Framing	4.5	.199
	High Relevance	NonMonetary	Negative Framing	4.8	.197
			Positive Framing	4.5	.201
		Monetary	Negative Framing	4.5	.205
			Positive Framing	4.9	.198
Campaign Attitude	Low Relevance	NonMonetary	Negative Framing	5.2	.188
			Positive Framing	2.8	.183
		Monetary	Negative Framing	3.6	.184
			Positive Framing	5.2	.184
	High Relevance	NonMonetary	Negative Framing	4.8	.182
			Positive Framing	4.5	.185
		Monetary	Negative Framing	4.6	.190
			Positive Framing	5.0	.183
Participation Intention	Low Relevance	NonMonetary	Negative Framing	5.7	.193
			Positive Framing	2.9	.188
		Monetary	Negative Framing	3.8	.189
			Positive Framing	5.0	.189
	High Relevance	NonMonetary	Negative Framing	4.2	.187
			Positive Framing	4.2	.190
		Monetary	Negative Framing	4.4	.195
			Positive Framing	4.7	.188

4.3.8 Multivariate Analysis

A between subjects MANOVA with cause relevance, campaign type and message framing as independent variables and campaign attitude, brand attitude and participation intention as dependent variables

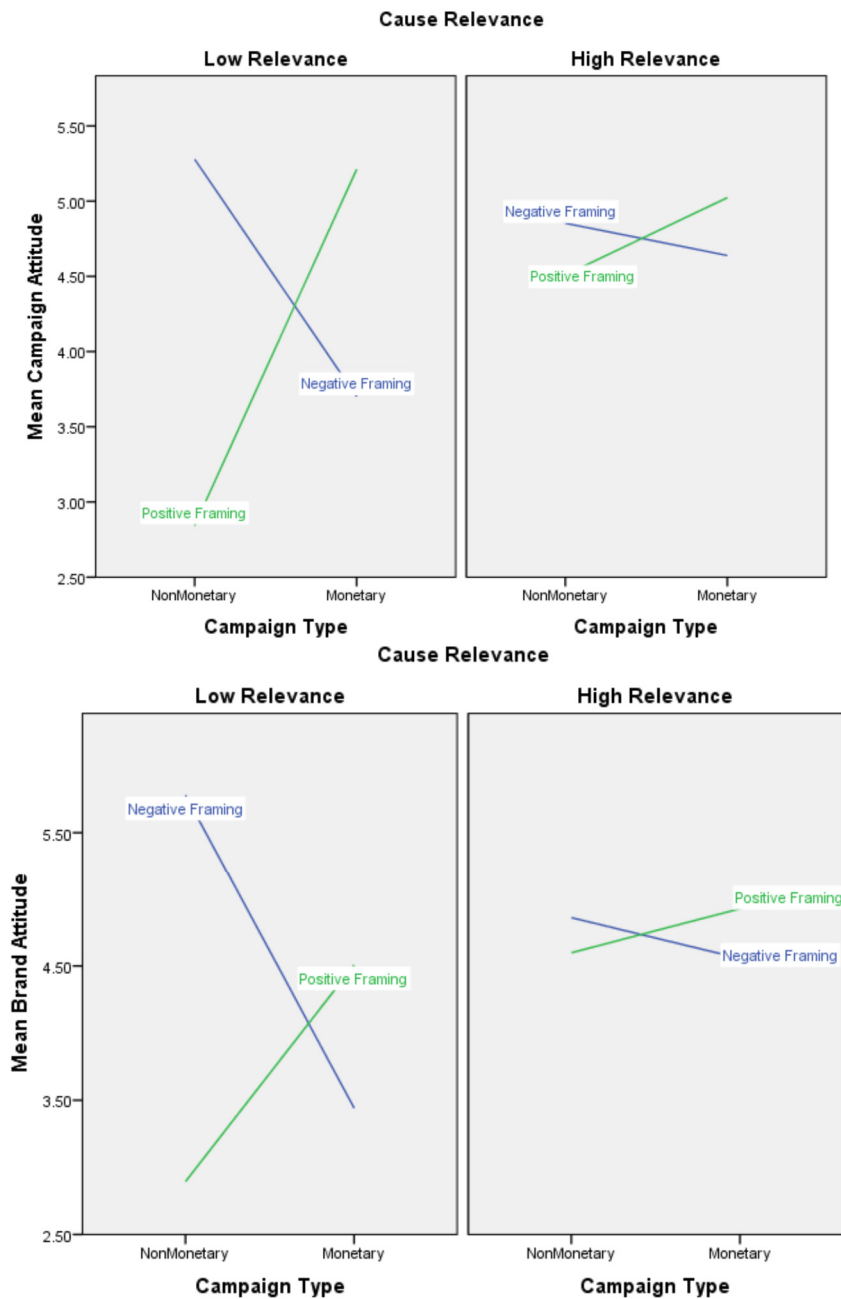
revealed a significant main effect of cause relevance ($F(2,251)=11.8$, $p=.000$, $np2=.12$), non significant main effect of campaign type ($p>.05$), a significant two way interaction between cause relevance and campaign type ($F(2,251)=57.4$, $p=.000$, $np2=.40$) and between cause relevance and message framing ($F(2,251)=7.7$, $p=.000$, $np2=.08$) and a significant three way interaction between cause relevance, campaign type and message framing ($F(2,251)=30.5$, $p=.000$, $np2=.27$). The univariate results of the three way interaction shows that the interaction effect is attributed to all three dependent variables, campaign attitude ($F(1,253)=32.9$, $p=.000$, $np2=.16$), brand attitude ($F(1,253)=37.7$, $p=.000$, $np2=.13$) and participation intentions ($F(1,253)=44.9$, $p=.000$, $np2=.15$), see Table 4.7.

Table 4.7: Multivariate results for Main Effects and Interaction Effects

Multivariate analysis of variance of consumer responses to cause marketing				
Source of Variance	Wilk's Lambda	df	F	p Value
Cause Relevance	0.88	(2, 251)	11.18	.000
Campaign Type	0.98	(2, 251)	2.03	.110
Message Framing	0.95	(2, 251)	4.5	.004
Cause Relevance * Campaign Type	0.59	(2, 251)	57.4	.000
Cause Relevance * Message Framing	0.92	(2, 251)	7.7	.000
Cause Relevance * Campaign Type * Message Framing	0.73	(2, 251)	30.48	.000

Since we are testing the three way interaction, from the above Table 4.7, we can interpret that the two-way interaction, i.e., the effect of message framing and campaign type on consumer attitude and participation intentions depends on the relevance of the cause for the consumer. The graph

(fig 4.8) shows that there is a significant interaction between message framing and campaign type for both high as well as low relevance causes.



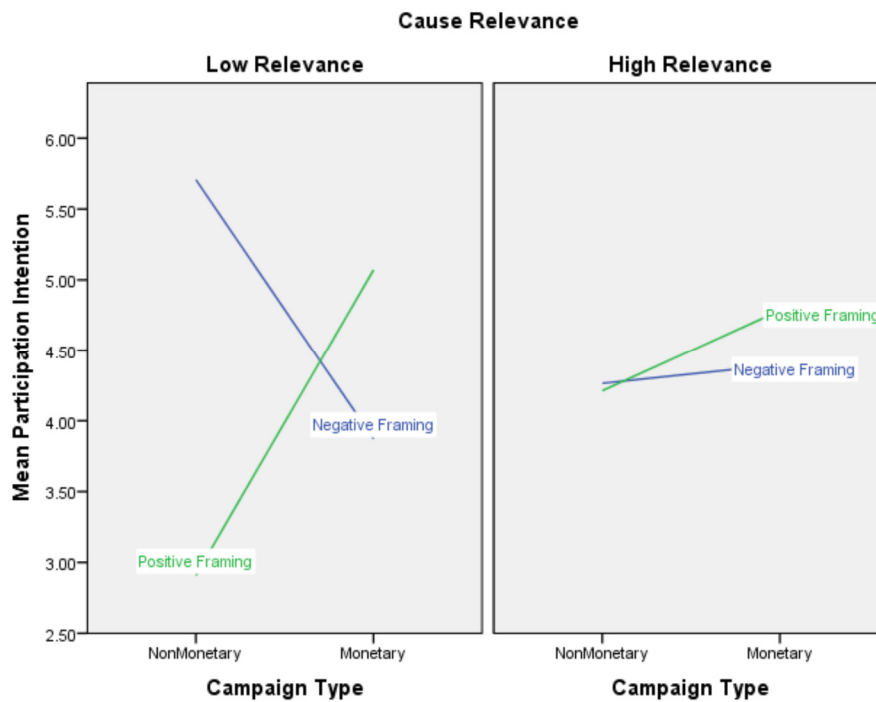


Fig. 4.8: Three-way interaction graph on Attitudes & Intentions

The effect of campaign type and message framing across the low and high relevant cause is further studied using the simple effect tests. Looking at the graph (Fig. 4.8), it is evident that there is a strong two-way interaction between campaign type and message framing on low relevant causes than for high relevant causes.

Table 4.8: Univariate results for Campaign Attitude, Brand Attitude and Participation Intentions

Independent Variables	Campaign Attitude			Brand Attitude			Participation Intention		
	F Value (1, 253)	p value	n^2	F Value (1, 253)	P value	n^2	F Value (1, 253)	P value	n^2
Cause Relevance	15.4***	0.000	0.1	17.9***	0.000	0.06	14.6***	0.000	0
Campaign Type	3.4	0.328	0.1	0	0.063	0.00	3.6	0.079	0
Message Framing	2.7*	0.007	0	7.4*	0.103	0.03	5.9*	0.015	0
Cause Relevance * Campaign Type	82.5***	0.007	0.2	65.8***	0.003	0.21	67.5***	0.002	0.2
Cause Relevance * Message Framing	3.6**	0.001	0	10.6*	0.000	0.04	13.2***	0.000	0.1
Cause Relevance * Campaign Type * Message Framing	37.7***	0.000	0.1	32.9***	0.000	0.12	44.9	0.000	0.2

4.3.9 Simple Effects Test

To further interpret the three-way interaction, to test the hypotheses, we performed the simple effects tests. The results reveal that under the low relevance condition, when subjects were exposed to non-monetary campaign type, negatively framed message yielded greater campaign attitudes ($M=5.3$), brand attitudes ($M=5.7$) and participation intentions ($M=5.7$) than positively framed message (campaign attitude ($M=2.8$), brand attitude ($M=2.9$) and participation intentions ($M=2.9$) ($F(3,251)=77.8$, $p=.000$, $np2=.48$). The results of the simple effect tests have been reported in the table 4.6.

The results also reveal that under low relevance conditions, when subjects were exposed to the monetary type of campaign, positively framed messages yielded greater campaign attitudes ($M=5.2$), brand attitude ($M=4.5$) and participation intentions ($M=5.1$) than negatively framed messages campaign attitudes ($M=3.7$), brand attitudes ($M=3.4$) and participation intentions ($M=3.9$) ($F(3,251)=18.7$, $p=.000$, $np2=.18$).

Table 4.9: Results of Simple Effect Tests

SIMPLE EFFECT RESULTS						
Univariate Tests						
Dependent Variable	Cause Relevance	Campaign Type	F	df	P Value	np ²
Campaign Attitude	Low Relevance	Non-Monetary	87.7	(1, 253)	.000	0.25
		Monetary	35.2	(1, 253)	.000	0.12
	High Relevance	Non-Monetary	1.9	(1, 253)	.175	0.007
		Monetary	2.3	(1, 253)	.135	0.009
Brand Attitude	Low Relevance	Non-Monetary	96.8	(1, 253)	.000	0.28
		Monetary	15.8	(1, 253)	.000	0.06
	High Relevance	Non-Monetary	0.8	(1, 253)	.371	0.003
		Monetary	1.9	(1, 253)	.161	0.008
Participation Intention	Low Relevance	Non-Monetary	108.6	(1, 253)	.000	0.3
		Monetary	19.9	(1, 253)	.000	0.07
	High Relevance	Non-Monetary	0.02	(1, 253)	.894	0.001
		Monetary	1.7	(1, 253)	.197	0.007

This result reiterates the impact of negatively framed messages in persuading subjects to actually offer to spend their time in support of a cause that is of low relevance to them and when sought with monetary contributions they are willing to offer support when provided with information as to how their contribution will help benefit the cause, thereby supporting hypotheses H6a and H6b.

However, in the high relevance conditions, neither campaign type nor message framing differentially influenced the responses of the subjects ($P > .05$) thus rejecting H5a and H5b. But the significant main effect indicates that since the cause is highly relevant to the subjects they are motivated to offer support for the cause, and this motivation may be a result of the personal connection they experience with the identification of the cause, as a result of their beliefs, values and goals. A non significant main effect of campaign type ($p = .110$) further proves that consumer attitudes and intentions did not differ differently for monetary and non-monetary campaigns.

The three-way interaction plots (Fig. 4.8, 4.9 & 4.10) implies that message framing interacts with campaign type in both high and low cause relevance conditions, however from the simple effects tests and by looking at the plots we can say that the difference between campaign attitude, brand attitude and participation intentions between positively framed message and negatively framed message is greater for non-monetary campaigns as well as monetary in the low relevance conditions than in high relevance condition. The simple effect tests also show that campaign attitude, brand attitude and participation intentions are non-significant for high relevance cause and for both monetary as well as non-monetary type of campaigns ($p > .05$)

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Chapter 5

DISCUSSION, IMPLICATIONS AND CONCLUSION

Contents

- 5.1 Findings & Discussions
- 5.2 Theoretical Implications
- 5.3 Managerial Implications
- 5.4 Limitations of the Study
- 5.5 Scope for Future Research
- 5.6 Conclusion

This chapter provides a summary of the findings from the study and discusses the findings in light of existing research regarding the influence of the independent variables on the dependent variables in the context on the present study. Implications for practitioner and suggestions for future research are also discussed in this chapter.

5.1 Findings & Discussions

It has been suggested by researchers that differently framed messages in persuasive communication could influence people's behaviour (Cornacchione, 2010; Loroz, 2007; Cohen, 2007; Zhang & Buda (1999), but thus far, there has been little empirical evidence on which type of frame influenced consumer behaviour in a cause marketing campaign and the two studies that have been published (Grau & Folse, 2007; Bester & Jere, 2012) have reported inconsistent results. The main purpose of this research was to determine how manipulations of cause relevance, campaign characteristics and message frames in cause marketing print campaigns affect consumer attitudes and behavioural outcomes. In doing so, this research study used the empathy-prospect, empathy-altruism models and the time-versus-money theories to explain the possible influences of message frames and campaign characteristics on consumer responses.

Overall, the findings from this research suggest some evidence that when relevance of the cause is high, consumers are willing to spend time as well as money to support brands that are associated with social causes. That is, campaign type (monetary versus non-monetary) did not differentially influence attitudes and intentions. Findings also reveal that differential message framing was not required to motivate consumers to support brands that are associated with high relevance causes.

However, when relevance of the cause is low, negatively framed messages help influence favourable attitudes and behavioural intentions

and also help motivate people to spend their time in activities for the support of such causes.

Study 1 illustrated how cause relevance and campaign type influenced consumer attitudes and behavioural intentions towards cause marketing campaigns. The results from the study found that there was a direct effect of cause relevance on attitudes and intentions, which implies cause relevance played an important role in persuasion of cause marketing campaigns. This is consistent with findings from previous studies (Lucke & Heinze, 2015; Myers, Kwon & Forsythe, 2013; Bester & Jere, 2012). These studies have used the concept of involvement with the cause, however, which is similar to the cause relevance construct.

In their study, Lucke & Heinze (2015), posited that when consumers were given the discretion to choose of the cause that they would like to support in a cause marketing campaign, because of the personal role in choosing the cause, they are likely to perceive the cause as more personally relevant to them, leading to positive attitudes towards the product linked to the cause. Their study did not manipulate cause relevance, rather assumed that giving consumers the autonomy to choose the cause increased the personal relevance of the cause.

In another study by Patel, Gadhavi, & Shukla (2017), the authors studied the moderating effect of cause involvement on attitude-intention relationship and found a strong moderating effect, that is, when involvement with the cause was high, the attitude-intention relationship was stronger. This finding is consistent with the results of the present study.

Suter, Sen & Rao (1995), found that people's knowledge about the cause and relevance of the cause act as motivators for consumer support of cause marketing campaigns. They explained that, higher level of personal connection with the cause enhances consumer attitudes towards the firm that supports the cause as well as attitude towards the brand. Findings from the present study are also consistent with this result.

High cause relevance means that the cause is highly personally relevant for a group of consumers. Personal relevance towards an issue, gives motivation for people to engage in activities or change behaviour so as to experience personal satisfaction from the activity or behaviour. This kind of motivation is said to be intrinsic in nature because of its perceived level of personal importance (Antil, 1984) and hence need not be forced upon by external forces to bring about the desired behaviour. In the present study, cause relevance is defined as the level of personal connection to the cause. According to the self determination theory (Deci & Ryan 2000), the point where a person adopts a behaviour because of personal satisfaction, is called the point of intrinsic or internal motivation and people have to experience satisfaction of three psychological needs- of competence, autonomy and relatedness, for them to be more self-determinedly motivated, that is, to behave in effective ways. Competence is the feeling of being effective, autonomy is the sense of volition and relatedness is the personal connectedness to the behavioral context. Along the continuum, the quality of motivation that is most sought after is the one that is likely to result in long lasting and positive outcomes. Personal connectedness to a cause, because of its level of perceived personal importance, leads people to behave in ways that is beneficial to the cause,

making them personally satisfied. Personal satisfaction is a substantive basis for the energization and direction of action, according to the Self Determination theory.

The Elaboration Likelihood Model (Petty and Cacioppo, 1986) also explained the importance of personal relevance in motivating people to act in particular ways. According to the theory, when personal relevance increases, people are motivated to elaborate on the issue specific message more intensely. Thus the explanations to why subjects exposed to high relevance cause had favourable attitudes and participation intentions than subjects who were exposed to low relevance cause, could be drawn from the self determination theory and elaboration likelihood model.

In promoting prosocial behaviour among consumers, influencing consumer's judgment of how their behaviour will affect the lives of others is an important factor in communicating and promoting cause marketing campaigns. When supporting causes that firms know are of high relevance for their consumer group, they can be assured to receive maximum participation because of the nature of the cause chosen. However, not all causes may be highly relevant to a firm's target audience. When firms decide upon choosing to support a cause that may not be of high relevance to its target consumer group, they might have to adopt persuasion strategies to generate interest in such consumers.

In the present study, the main effect of campaign type was found to be insignificant, i.e, participants response did not differ significantly in the monetary & non monetary conditions, which is in contradiction to the only other study comparing monetary versus non-monetary campaign

types which found that non-monetary campaigns had favourable response than monetary ones (Johansson, Nordin & Liljenberg, 2015).

Monetary versus non-monetary solicitations for response to cause marketing campaigns can be equated to the time versus money solicitations in charitable behaviour of people. Consumer behaviour towards cause-related products, have been associated with prosocial behaviour of charitable donations (Zemack-Rugar, Rabino, Cavanaugh, & Fitzsimons, 2016; Lee & Yi, 2017). The findings from studies on the time versus money effect on charitable donations have found that people donate more often and at greater levels when they are working for a charity than when they are asked to donate money (Liu and Aaker, 2008)

Finding from the present study may be attributed to the demographic characteristics of the participants. Participants, being millennials (born between the years 1991-2000) have been reported to be more receptive to cause marketing than their previous generations (Cone-Communications, 2017; Barton, Fromm & Egan, 2012), they have been influenced by digital revolution and hence have access to the several modes of offering donations available through online platforms. Monetary or non-monetary forms of social activism help provide an identity to this generation which they often seek to share with their community and friends. This might have been the reason for the insignificant results between time versus money contributions to causes.

Type of participation from consumers in a cause marketing campaign, has been studied in terms of the effort required to be expended by consumers beyond the purchase of the product associated with the

cause. This construct, named “participation effort”, was found to negatively impact purchase quantity (Anne, Folse, Niedrich, & Landreth, 2010) and the authors argue that when consumers have to put more effort in order to help the brand support a social cause, they become suspicious of the motive behind the firm’s association with the cause. In their study, Landreth (2002), differentiated the participation effort between active and passive participation. Passive participation is linked purchase and active participation requiring higher levels of effort on the part of the consumer. The author found that there was no difference between passive and active participation conditions for attitudes and purchase intentions of consumers.

The present study also found a significant interaction between cause relevance and campaign type, i.e., when cause relevance was high, subjects attitude and behavioral intentions was greater for non monetary campaigns and when cause relevance was low, attitude and intentions were greater for monetary campaigns. When cause is relevant to people, it means something to them and hence elaborate more on messages pertaining to the cause. When the cause means something to them, they are willing to spend time on activities to help support the cause. Offering time gives them experience that provides a sense of connectedness with the cause. The millennial generation, born into a digital era, has more access to luxuries and comforts than their previous generations. These groups of consumers are more privileged than any of their earlier generations and several research reports have stated that they have an innate desire to help the less fortunate. The Millennial impact report (Achieve, 2016) & Nielsen (2015) reports have found in their survey

every year that millennials are willing to contribute to worthy causes and are committed to the notion of making the world a better place.

As this generation is keen on supporting brands with prosocial messages and corporation that adopt sustainable business practices, when brands support social causes that are personally close to the millennials, they are willing to spend time in support for the cause. In this study, the social cause of high relevance chosen was education for the underprivileged children. The millennial impact report also found that millennials prefer supporting charities that work on children's issues more than any other cause.

Study 2 hypothesized that message framing and relevance of the cause has an impact on consumer decision making which was found to be true. Findings reveal that negative framing provides favourable response towards cause marketing campaigns and the degree of relevancy that consumers find the social issues supported by firms also impacted their choice about participation in the campaigns.

According to framing theory (Chong and Druckman, 2007) people develop a particular perspective about an issue or reorient their opinion about an issue based on how information about the issue is presented to them. In this study we speculated that negative framing will yield favourable response from consumers as against positive framing. Earlier researches have shown that consumers are driven by emotions in their decision making (Gensler, 2016) and they are likely to show heightened sensitivity to negative information (Cacioppo, Gardner, & Berntson, 1997). This proved to be true in our research when respondents displayed

greater support for cause when they were told about the negative consequences of not supporting a cause as against positive outcomes. Cone Communication's (2017) global CSR survey results show that Indian consumers are more enthusiastic in supporting brands that are associated with social and environmental causes. Several Indian companies have taken up social causes that are relevant to their target consumers, for example Johnson Baby's support for children from underprivileged backgrounds and Himalayan Lip care brand's support for awareness and treatment of cleft deformities in children. When brands elicit consumer support for causes relevant to them, through the sense of obligation to help someone they care about, consumers become inclined to offer support. This proved to be true in our findings when respondents for whom the cause was highly relevant displayed enhanced attitude than those exposed to the low relevance cause. The findings of H3 provide information regarding messaging strategy that can be employed when firms choose causes that may not be, oftentimes, highly relevant to their customers. Negative framing was found to be more effective than positive framing to elicit favourable response, which supports the notion that persuasive strategies with selective presentation of information are effective in inducing behavioural compliance (Zaltman & Duncan, 1977) especially when people consider an issue to be of low relevance. Persuasion through negative framing confirms the role of negativity bias in arousing empathy (Chang & Lee, 2010) thereby rendering greater effectiveness. The outcome, however, contradicts the findings of Grau and Folse (2007) where positive framing provided favourable campaign attitudes for the less involved consumers. The differential outcomes could

be an opportunity for future studies to explore factors that moderate framing effects in more or less involved consumers.

Consumer response to differently framed messages has also been studied by researchers in various other contexts. In their study on consumer response to ad messages, Zhang and Buda (1999), considered message frame as a peripheral cue while studying its impact on individuals with high versus low need for cognition. Need for cognition was explained as the desire of the individuals to engage in effortful thinking about the issue. The authors found that impact of message framing on individual's response to ad messages depended on this desire for effortful or effortless thinking. They found that message framing had more impact for effortless thinkers, or the low need for cognition individuals than for high need for cognition individuals. The attention grabbing ability of negative information was cited as the reason for such an asymmetry between the response to the two conditions.

In another similar study on consumer response to ad claims, authors Shiv, Edell, & Payne (1997) hypothesized that under low elaboration conditions, people exposed to negatively framed messages will be more likely to choose the advertised brand than those who were exposed to positively framed messages. The study found significant results to support the hypothesis. The authors used the characterization-correction model to explain the reason for the negativity effect. The authors used two-stage process to explain peoples judgment of information provided to them. When information is processed with less effort, claims related cognitions dominate, i.e., only the message claims were accessible to individuals,

and when information is processed with more effort, tactics-related cognitions dominate, i.e., the individuals perception of the fairness of the tactics used by the firm influenced their choice.

These two studies, though not related to cause marketing, have proven the dominance of negative framing in consumer ad and brand preference under conditions of effortful and effortless processing. The similarities in the findings of these two studies and the present study can be found in the explanation that cause marketing campaigns are also ad campaigns, and when the cause supported by the brand is of low relevance, consumers are not engaged in elaborate processing of the message, hence negatively framed messages have a greater impact in influencing consumer decision making than positively framed messages.

Study 3 hypothesized that message framing and campaign type interacts with cause relevance. The aim of the third study was to analyse what type of framing was effective when monetary campaigns interacted with high and low relevance causes and similarly when non-monetary campaigns interacted with high and low relevance causes. Cause marketing practices seek consumer participation in terms of money, through purchase of a product linked to a cause or in terms of an being part of an activity in support for the cause. When cause is of high relevance to the target consumers, they are intrinsically motivated to offer support, however, when cause is of low relevance, can differently framed messages create differential impact in eliciting consumer participation in terms of money and time.

In the context of charitable donations, a study by Reed, Aquino & Levy (2007) showed that activating the construct of time (vs. money) led to the creation of personal connection in donors with the beneficiaries. Individuals prefer donating their time rather than their money to charity because time fosters beliefs of personal happiness (Liu & Aaker 2008). Extending the same analogy to the context of cause marketing, when the cause is of high relevance, people were willing to spend time in activities for the support of the cause and they did not have to be persuaded using messaging strategies to convince them to spend time or money. For high relevance conditions, message framing did not interact with campaign type on attitudes and intentions. We did not find a significant interaction here.

However, for low relevance conditions, subjects were willing to spend money in support of the cause. This study was conducted among millennials, hence the assumption that millennials differed in their response w.r.t time versus money to support cause marketing campaigns proved insignificant, the reason being the findings from several independent research reports that millennials have been more receptive of cause marketing campaigns than their previous generations. However, the significant interaction between relevance and campaign type from the 1st study was indicative of the fact that, the influence of campaign type also depended on the relevance of the cause. Here it was found that when relevance of the cause was high, people were willing to spend their time in support for the cause and when the relevance of the cause was low, people were willing to give monetary support through purchase of the cause linked product.

In a country like India, with its vast and diverse population, the society is afflicted with innumerable social problems. Since the last decade, there has been a rise in brands seeking support or donations from consumers for different causes. This rise is also indicative of the growing consumer interest being part of providing solutions for social and environmental problems within their communities. To capitalize on this consumer motivation, brands can look for supporting social causes that may not necessarily be a direct fit with the brand ideology. For example, brand P&G supports education for the under-privileged, through revenue from sales of products ranging from toiletries to personal care products or Exide batteries' supporting education from the exchange of their consumer's old batteries. When brands choose such causes that are of low relevance for their target consumers, can messaging framing persuade them to spend time in activities in support of the cause, is what the third experiment was seeking to find answers for. A significant three-way interaction between message framing, campaign type and cause relevance and the subsequent simple effect tests proved that when cause relevance was low, negatively framed messages could persuade individuals to spend their time rather than money, in activities in support of the cause.

With regards to volunteering time for charitable work, it was found that when people volunteered their time, they experienced prestige because of their interaction with others (Schiff, 1990). It was also found that people experiences "warm glow" (Andreoni, 1990), which is a feeling of goodness about themselves. People derive a sense of personal satisfaction when they are individually involved in activities that are of help to some others. Despite these positive emotions and feelings that can

come out of spending time, people do not actively engage in volunteering their time for social causes. The reason could be because time is considered a scarce resource and hence more valuable than money. Time is more precious because it cannot be regained once it is spend or lost (Leclerc, Schmitt & Dube, 1995). Because time is valuable and precious, people would think before they decide how they want to spend it. When given the choice to support a low relevant cause, consumers need to be persuaded to spark action and behaviour. Words of negative valence were found to attract greater attention among advertising viewers (Ferreira et al., 2011). Through negative framing, which stresses upon the problems that could arise when the cause does not gets it funding and required attention, people will tend to notice and give thought to such negatively framed information.

5.2 Theoretical Implication

The findings from the present research provide insights into consumer responses to brands associated with social causes. First and foremost it contributes to the literature on cause marketing. Academic research pertaining to cause marketing practices in India is still in a nascent stage, though there has been a steep rise in the number of firms committed to social projects. Studies on cause marketing can be broadly divided into two categories. One, where researchers have used cause marketing as a single construct and studied consumer response towards such campaigns by measuring their attitude, preferences and purchase behaviour. Majority of the results from these study find customer favorability towards brands associated with social causes (Lee & Yi,

2017; Soni, 2016; Lee & Kim, 2016; Bina & Priya, 2015; Dumitrescu, Stanciu, Tichindelean, & Vinerean, 2011; Smith & Alcorn, 1991; Strahilevitz & Myers, 1998; File & Prince, 1998), only very few studies have highlighted the negative outcomes from cause marketing. Krishna (2011), in her study found that cause marketing decreased happiness as well as donations from people. It was also found that supporting charitable causes through cause campaigns decreased individuals' direct donations to charities (Lichtenstein, Drumwright & Braig, 2004; Flaherty & Diamond, 1999; Eikenberry, 2009).

Since cause marketing as a practice continues to grow, both in India as well as in western countries, the present study adds to the existing literature by giving a compelling perspective to how individuals respond to cause marketing campaigns when they are presented with different types of campaigns with differently framed messages. In doing so, the present research focused on analyzing the impact of campaign and messaging strategies on consumer attitude and behavioural intentions and how they interplayed with consumer characteristics of the perception of relevance of the cause. Our findings reiterated the fact that consumers are willing to support brands associated with social causes, which is consistent with research on prosocial behaviour of millennials. The millennial impact report (Achieve, 2016), Nielsen (2014, 2015) and Edelman (2010) have reported that millennials are not only passionate about supporting causes that they care about, they are also willing to help causes that is of importance to their generational cohorts.

Apart from contributions to cause marketing literature, the findings from the present study also contributes to the relevance theory, framing theory and the time versus money concept.

The assumptions of relevance theory (Allot, 2013) relating to cognition states relevance as a trade-off between effort and effects. According to this assumption, human beings look for an easy way to process information from the inputs they receive. If the inputs are valuable, the processing becomes easy. If the input is difficult to process, then people attend to it only if the payoff is big enough. The findings from the present study add to this assumption of relevance theory, in the context of consumer behaviour in response to cause marketing campaigns. The fact that when relevance of the cause is high, processing of information pertaining to the support of the cause becomes easy and cognitively benefiting as it was valuable to that group of individuals and hence the greater attitudes and intentions found.

Other research findings have also cited that high involvement/relevance with a cause meant greater identification of cause with one's own experiences, values, goals and beliefs (Harben, 2009; Bigné-Alcañiz, Currás-Pérez, Ruiz-Mafé, & Sanz-Blas, 2010; Myers, Kwon, & Forsythe, 2013) as well as a feeling of personal connection with the cause (Ratner, Zhao, & Clarke, 2011) and higher the involvement/relevance greater was the favorability towards the brand associated with the cause. Hence we can corroborate the claim that when relevance of the cause for a group of consumers is high, the empathetic feelings get heightened, increasing the individuals desire to support the cause.

However, when causes are of less relevance to individuals or to their generational cohort, what type of persuasion strategies can help motivate them, are the major findings from our research which contributes to the time- money literature as well as framing theories that can be applied to the cause marketing contexts.

Study one primed subjects on the time and money factors. Time versus money effect has been researched in the context of product preferences (Lee, Lee, Bertini, Zauberan, & Ariely, 2015; Mogilner, 2009; Okada & Hoch, 2004) and charitable giving (Liu & Aaker, 2008; Duncan 1999; Bauer, Bredtmann, & Schmidt, 2012) but has not been researched, to the best of our knowledge, in the cause marketing context. The trend in cause marketing practices, especially in India, has seen a shift from a 'purchase linked support to causes' format to a 'participate and support causes' or the 'non-monetary' formats. This shift may be because of corporate realization of the long term benefits of aligning their brands with social causes and the pitfalls of associating with social causes as a one time, short-lived, sales promotion activity.

The monetary versus non-monetary formats can be compared with the “time versus money” effect that has been studied in general marketing and economic scenarios. In cause marketing campaigns that solicit consumer participation in terms of offering their time in activities towards the support of a cause, it was found that participants were willing to spend their time when the cause was of high relevance. However, when soliciting money (through product purchase), participants were willing to offer monetary support towards causes that were of low relevance, this

finding is consistent with the millennials impact report (2015) which established that millennials are a generation that wants to make a difference through individualistic and personally gratifying actions in support of worthy causes. Both time and money are important factors for millennials when it comes to supporting worthy causes. However, when the cause is of varying degrees of relevance, the application of time and money varied.

A second theoretical implication of the findings concerns the interaction effect of cause relevance and campaign type. In explaining the psychology of time and money, authors Mogilner & Aaker (2009) argued that though both time and money are important resources, people respond to each of them in different ways. The authors used the characteristics of fungibility and ambiguity to explain this difference in the context of product purchase. They claim that activating time heightens the feelings of personal connection and hence people like to possess products that are more connected to the self than products that are not. These feelings will therefore foster favorable attitudes toward that product and increased the likelihood of product purchase. Applying the same logic to the present study, the result from the interaction effect of cause relevance and campaign type imply that when consumers are solicited for spending their time in activities to support a highly relevant cause, the feelings of personal connections increases thus fostering favourable attitudes and intentions. Similarly when consumers are solicited for their spending their money to buy a product to support a low relevant cause, the greater attitudes and intentions are driven by the prosocial nature of consumer group.

The third contribution from the findings of this study is made to the framing theory especially in its application to communication. Message framing has been studied in several contexts, especially where the outcome behaviour is expected to benefit one's own self, to change smoking behaviour (Cornacchione, 2010), health screening (Nan, 2005; Maheswaran & Meyers-Levy, 1990), prescription drugs (Kim & Park, 2010), gambling (Bester, 2011), functional food (Soliha, Dharmmesta S, Purwanto & Syahlani, 2014) and some studies where the outcome is beneficial to others like conservation behaviour (White, MacDonnell, & Dahl, 2011), organ donation (Chou & Murnighan, 2013), support for cause (Grau & Folse, 2007; Bester & Jere, 2012). Studies two and three emphasizes the importance of message framing in persuading consumers to support cause marketing campaigns. Together, the results not only extend the theoretical implications of message framing, reiterating the significance of negative framing in motivating an audience to act but also finds implications in communications research providing evidence that subtle changes in the way information is presented to consumers, without changing the objectivity of the message, can influence behaviors in a desirable way.

Framing theory, Chong & Druckman (2007), states that changes in the presentation of an issue can produce changes of opinion among people. According to the theory, individuals make an opinion based on a given consideration that is accessible and available to them in their immediate memory, either through a passive or unconscious process. If the consideration is not easily available or accessible, individuals will form opinion based on its relevancy. A consideration is relevant, when

individual are personally motivated towards that particular consideration or is exposed to opposing considerations. Over a period of time, people form opinions based on the considerations availability and accessibility and these become their beliefs. Framing works when they evoke these beliefs, when new beliefs are created or when existing beliefs are made stronger.

Considering the findings from the interaction effect of cause relevance and message framing, it was found that when relevance was high, framing did not differentially influence people's attitude and participation intentions. Here the predominance of the relevance applies. However, in the case of low relevant causes, negatively framed message helped increase attitude and intentions. The low relevant cause studied in the present research is saving of endangered species, to save the sea turtles specifically. Such a cause may not be of immediate relevance to the millennial generation as it does not impact their lives on a daily basis and hence the importance of the existence of these species may not be available or accessible to their memory and not making it part of their belief system. To evoke such a consideration on the belief system, negative frames can be more impactful as it has been shown to be more compelling (Chang & Lee, 2010) and helps draw greater attention from people.

In studies pertaining to pro-environmental behaviours, previous studies have found that negatively framed messages was more effective in inducing positive responses and greater intention to participate in environmentally-responsible behaviors (Davis 1995). Another study by

Obermiller (1995) in environmental advertising also found that negatively framed appeals were effective in eliciting positive response from people, they explained that such appeals help induce fear in people even when the issue highlighted is not of importance to them. The findings from these studies also converge on the notion that negative framing helps elicit greater response from people when evaluating ad communications.

The role of personal relevance of the cause has been consistent throughout the three studies. Personal relevance of the cause was manipulated in the present study. High and low relevance cause was identified after a pretest. The concept of personal relevance has been equated with personal involvement, and some studies in the cause marketing context have used this construct as cause involvement. In the present study, however, cause relevance has been conceptualised as the motivational dimension of involvement. According to Poiesz & de Bont (1995), for personal relevance to mobilize behaviour there has to be ability and opportunity to drive that behaviour. The authors explain this concept using the example of environmental pollution, they argue that even if an unpolluted environment is of high relevance, if people do not have the ability and opportunity to contribute to a clean environment, high relevance alone would not lead them to take action. In the present study, cause marketing can be considered a platform that provides opportunity for consumers to take action in support of a social cause and the category of product, being affordable also provides them with the ability to purchase the product and support the cause. Hence, the ability and opportunity is favourable in this study to drive behaviour when

motivation is present, can be the explanation to the consistent findings of favorability in high relevance conditions in all the three studies.

5.3 Managerial Implications

Coalescing cause marketing efforts towards a particular cause allows for a more powerful contribution and, presumably, impact. But cause marketers often struggle with the question of how and where to best direct their resources. The challenge for corporates then is to make their cause marketing efforts a winning proposition for the cause, the consumer and their business. In this digital era, consumer behaviour is driven by availability and abundance of information. When brands are genuinely associated with causes consumers care about, they are able to build personal connections with their target audience. Cause marketing's capacity to attract the attention of consumers renders it a powerful vehicle for promoting a non-profit organization's initiatives of creating awareness about the cause as well as to raise funds.

Cause marketers are constantly on the quest for identifying ways to meaningfully engage their customers. Marketers are trying to expand customer relationship beyond the value of their products. Engaging customers through initiatives on social issues helps change the conversations from product benefits to societal benefits and the role that customers can play in driving the change. Findings from the present study provide many implications for practitioners.

Firstly, it offers recommendations on the choice of social causes in their cause marketing efforts. Most studies have recommended that firms

should choose to align with a cause that has a good fit with the value of the brand (Becker-Olsen, Cudmore & Hill, 2006; Hoeffler and Keller 2002; Polonsky and Speed 2001; Hou, Du & Li, 2008; Pracejus and Olsen, 2004). In practice in the Indian cause marketing landscape, several brands are aligned to causes that are of high relevance to its target group. Some examples include, HUL's lifebuoy supports the initiative of building awareness on the benefits of hand-washing through its "Help a child reach five" campaign, ITC's classmate notebooks supports the education for the under-privileged cause, Johnson and Johnson's "share the language of love" campaign support the cause of helping deprived kids with little essentials to make them happy. Such an alignment makes the cause marketing campaign less susceptible to suspicion it makes better sense as there is a natural association between the values of the brand and that of its target customers. However, it is not always possible for marketers to find a cause that exactly matches with the values of their brand. Besides there are many issues that not only need funding, but need awareness and discussions to drive any change that may be required to help alleviate it. While choosing such causes, persuasion tactics might have to be employed to help pull consumer interest towards the campaign. The findings from the current research provide insights on the type of persuasion strategies that can be successfully used to influence consumer choices

The current cause marketing trends also show a shift from the traditional purchase-linked (monetary) consumer participation to non-monetary formats like in-kind contributions, pledges, marathons, walkathons, volunteerism, social media shares and likes. When

consumers are provided with opportunities to be involved in activities in support of social issues, they are experiencing the journey towards fighting social ills, which is an important factor for the millennial generation. The digital media helps spread the word and bring in more like-minded people to participate in such events. Even though social media is making cause marketing campaigns easier to execute, brands still shy away from aligning with causes that may be of low relevance to its target group. Donations to charitable organizations are coming under pressure, and they seldom have the necessary resources and capabilities to create high impact, hence they are on the look out to get enough visibility, awareness and funds for their causes. Cause marketing provides one of the ways through which to generate additional resources for funding charitable organizations. There are millions of charities around the world, however, not all causes get the limelight or gain prominence because of media coverage.

The findings from the present study offer valuable insights to cause marketers to seek out causes that require attention and funds. Through unique formats of consumer participation and with the right messaging strategy, consumer interest could be generated. The non-monetary format used in the present study is walkathon, a sporting event, to support a high relevant cause (education) or a low relevant cause (Saving the endangered turtle). For a high relevant cause, the type of format was immaterial in eliciting participation. However, for low relevant causes, to get consumers to participate in a sporting activity like walkathon, messaging strategies, in that negatively framed message helped shift attitudes and intentions. Sporting events can provide opportunities to uniquely engage consumers

in an inspiring way, to impact the communities they live in. It is a platform that can draw large crowds and hence have the potential to create more word of mouth providing for greater reach in terms of awareness and fund raising for social causes that are not highly personally relevant for the brands target group.

The use of messaging in influencing consumer decision making is another implication for practitioners that can be drawn from this study. Message framing is a messaging strategy for engaging and influencing target groups. Message frames puts information communicated into a perspective that can help people assimilate and interpret it by using mental filters. These mental filters are often developed over long periods of time, based on people's values, beliefs and cultures that they are associated with. This is the reason why different people interpret the same message in different ways. Research findings on consumer susceptibility to message frames have unraveled the benefits of using either type of frames in different contexts to maximize persuasion. In the context of cause marketing, a positively framed message depicts the positive outcomes that come from consumer participation and a negatively framed message implies the negative outcomes that come from non-compliance of behavioural outcome. For high relevant causes, a positive frame is suitable enough to elicit participation, however for low relevant causes, people don't proactively come forward to participate, when the severity of the social issue is highlighted, consumers feel the need to step in to help. This certainty is more likely to inspire action, leading to increased participation through favourable attitudes.

Finally, this research sheds light on a construct that cause marketers are eagerly trying to capture - consumer engagement. By championing worthy causes, companies can deepen their engagement with consumers. Both academic and industrial research has proven that consumers are willing to support causes, if they feel that their efforts are authentic and truly benefiting the cause. The onus of the marketer is then to transcend their brand ideology to reflect a higher purpose, which in turn will enhance consumers feel good factor and maximize participation. When funds that are raised through cause-marketing initiatives support development of worthy causes, it becomes a win-win-win situation for the cause, the corporate and the consumer.

5.4 Limitations of the Study

Even as this study makes a contribution to the body of the cause marketing literature, it also has several limitations that needs to be acknowledged.

The first relates to the sample. This study was conducted using a student sample in the age group of 20-26 years, to get a homogenous group among all the treatment conditions and control for confounds. This is a limitation that could challenge the ability to generalize the findings.

Participants were asked to read through a press release that sets the context of the study. In processing the story given in the press release, there is a possibility of getting involved with the subject more than they might have been in real-world settings. Future studies could examine effects of message involvement while processing ad messages in consumers.

The product category, though chosen after a pre test, belonged to an affordable price range and participants might not have been compelled to contemplate hard on spending to purchase the product to support a cause rather than for a product which may not be easily affordable. Results for such product category could have been different, future researchers could consider this aspect.

This study also used two social causes, chosen after a per-test, as high and low relevant causes. High relevant cause was education for the under-privileged and the experiment participants were university post graduate students, hence it is natural for them to view need for education among the under-privileged as a highly relevant cause, whether it was the natural bias to have chosen this cause as highly relevant can be tested in future studies that uses the concept of personal relevance.

Media consumption among millennials showed that though they watched more online and mobile ads, they trusted print ads and would take action based on the information provided in print ads (Nielsen, 2015). Though print ads were a trusted medium, other format could have influenced the likelihood of the participants, had it been tested? This provides another opportunity for future researchers to pursue.

Fictitious brands and causes were used to eliminate pre existing biases. Experiments with actual brands, while controlling for biases, could also be tried in future studies to check for consistencies with theory.

5.5 Scope for Future Research

This research poses several questions that merit future work. A deeper understanding of the similarities and differences between the concept of relevance and involvement needs to be thoroughly investigated. Krugman (1965) described involvement as personal connections between an individual and a product. Andrews, Craig, Durvasula & Akhter (1990) referred to involvement as an internal state of interest, or arousal invoked by a stimulus. Other researchers have defined involvement as perceived personal relevance (Petty & Cacioppo, 1981; Zaichkowsky, 1985; Celsi & Olson, 1988). While a general consensus exists about the relation between involvement and relevance, whether they can be treated as conceptually equivalent, warrants further research.

The monetary versus non-monetary campaigns were compared using the time versus money concept. Research in the context of charitable giving have shown that thinking about spending time resulted in greater giving than thinking about money (Liu & Aaker, 2008; Mogilner, 2009). While the non significant results of the main effect of monetary versus non-monetary campaigns, in the current study, have been attributed to consumer characteristics, further research needs to be conducted to test the effect of priming temporal and monetary mindsets in consumers.

Another area that requires more research in the context of cause marketing is the use of message framing techniques in influencing consumer attitude and intention. Thus far only two studies have been conducted to study this effect, one study by Grau & Folse (2009) found

that positive frames are more persuasive in influencing consumer attitudes, another study by (Bester & Jere, 2012) found that framing did not differentially impact consumer attitude and intentions. The present study, however found that negative was more impactful in persuading consumers to participate in support of cause marketing campaigns. These conflicting results are a reason that the effect of message framing warrants further research in the context of cause marketing.

5.6 Conclusion

This study found indications that message framing plays an important role in changing consumer decision making in response to cause marketing campaigns, and can potentially directly and indirectly influence attitudes and behavioral intentions. The present study also attempted to compare two different formats of cause marketing execution, monetary versus non-monetary formats and found that their impact depended on consumer perception of relevance of the cause.

The importance of the role of personal relevance of the cause to consumers was reflected in the findings of the three experiments conducted in the present study. This reiterated the fact that personal relevance is critical to inspiring consumers to engage with brands and their association with social causes.

When executed honestly and true to its intent, cause marketing can change the world by helping alleviate societal issues that needs required and urgent attention, whether it is health-related, environmental, humanitarian, or social in nature.

Regardless of the route taken by business organizations in incorporating relevant incentives into their cause marketing campaigns, consumers are willing to take action on behalf of the cause. To truly have the impact they seek in the world, corporates need to partner with charities to tangibly address real issues facing the society today by integrating purpose into their business models.

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Appendices

Appendix 1

Campaign “Education for the Under-privileged”

Press Release

*Health Foods™ supports “Go To School” Campaign.
Joseph James - Vice President, Corporate Affairs*

Kochi, January 2nd 2017: Health Foods™ is a company specializing in producing the most fantastic variety of fruit juices. The company grows their own fruits across several farmlands located in the state.

While working closely with the local tribal villagers the company realized the many livelihood issues the community faced. Lack of education was identified as a major problem among the tribal community all over the state. Though the government has initiated special educational schemes with flexible development projects, the number of school dropouts among the tribal community in the state was found to be increasing at an alarming rate. At Health Foods™, the management believes that education has the power to transform the lives of individuals and communities.

Recognizing the need for investment in creating a system that will assimilate tribal children into the formal education system, the Company through its signature brand MHD+ plans to raise awareness and funds through their “Go To School” campaign.

"Go To School" Campaign is an awareness and fundraising campaign launched by Health Foods™ in partnership with the NGO named “VIDYA”, who are committed towards providing education to the underprivileged communities across the country.

Appendix 2

***Campaign “Save Endangered Species”
Press Release
Health Foods™ supports “Save Turtles” Campaign.
Joseph James - Vice President, Corporate Affairs***

Kochi, January 2nd 2017: Health Foods™ is a company specializing in producing the most fantastic variety of fruit juices. The company grows their own fruits across several farmlands located in the state.

While working closely with nature the company realized the importance of conservation and protection of the many species that live and occupy these spaces. Protecting Sea Turtles was identified as the cause the company wanted to support, as nearly all species of sea turtles are classified as Endangered.

Sea turtles are a fundamental link in marine ecosystems. They help maintain the health of sea grass beds and coral reefs providing key habitat for other marine life. Our oceans have become unhealthy and under significant threat from overfishing, pollution and climate change. Pollution of the waters via trash, chemicals, and discarded fishing nets, lines, and hooks are frequently ingested by sea turtles causing internal health issues. Overdeveloped coastal areas have reduced natural nesting habitats and caused increased lighting which disorients hatchlings and nesting mothers. These are some of the human-caused threats pushing sea turtles towards extinction.

The decline of sea turtles can result in a loss of productivity in the food web, decreasing the amount of protein-rich food available for people.

"Save the Turtles" Campaign is an awareness and fundraising campaign launched by Health Foods™ in partnership with “Samudra”, an NGO working on raising awareness of the plight of our Oceans and Sea Turtles and taking action to protect them.

Appendix 3

Questionnaire

Section I

1. Age: _____
2. Gender: _____
3. Education (Previous): _____
4. Prior Work Experience (in Years, If Any): _____
5. Are you aware of a type of marketing campaign in which a company pledges to give a portion of sales of a product to a social cause.
Yes No

If No – Proceed to Section II

If Yes, Can you name the Company/Brand/Product associated with the campaign _____

Section II

You just viewed an ad regarding the health drink brand MHD⁺; Please indicate your opinion about the ad in general by ticking the appropriate box for the below four statements

Rate the following statements on a scale of 1 (strongly disagree) to 7 (strongly agree) (Tick only one box against each statement)

1. This ad was informative
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree
2. I understand the message of this ad.
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree

3. This ad was realistic.
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree

4. I can relate to this ad.
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree

Please indicate your attitude toward the brand MHD+. (Tick only one box against each statement)

1. Bad 1 2 3 4 5 6 7 Good

2. Dislike 1 2 3 4 5 6 7 Like

3. Un Favourable 1 2 3 4 5 6 7
Favourable

4. Negative 1 2 3 4 5 6 7
Positive

What is your level of agreement with the below four statements?

5. I like to buy MHD+ from Health Foods, which donate part of their profits to "go to school"/"save sea turtle" campaign.
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree

6. I am willing to pay more for MHD+, If Health Foods is donating part of the profits to Vidya/Samudra (NGO) involved with the "go to school"/"save turtles' campaign.
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree

7. If a Health Foods is donating part of its profits to Vidya/ Samudra (NGO) then I am more, likely to buy MHD+.
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree

8. Health Foods is good corporate citizen because it advertises that it is donating part of its profits to charity (Vidya/Samudra).
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree
9. I think this “Go to School” / “Save Turtles” cause marketing campaign is a good idea.
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree
10. I would be willing to participate in this campaign
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree
11. I would consider purchasing MHD+ in order to provide help for the social cause
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree
12. It is likely that I would contribute to this cause by getting involved in the campaign.
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree

Appendix 4

Manipulation Checks – “Low Relevance Cause” Message Framing & Campaign Type

This ad campaign supports a Social Issue “Save the Turtles”. Please indicate your response on what you felt about this Social Issue.

- The Social Issue “Save the Turtles” is
Unimportant To Me Important To Me
Means nothing to Me Means a lot to Me
Is irrelevant to Me Is relevant to Me
Does not matter to Me Greatly matters to Me
Is Not of Concern to Me Is of Concern to Me

In the Ad you just viewed, there is a message regarding “Save the Turtles”. Please indicate your response on what you felt about this message.

- The message focused on the benefits of Conserving Sea Turtles
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree
- The message on Conserving Sea Turtles is positive
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree
- The message on Conserving Sea Turtles is optimistic
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree
- The message on Conserving Sea Turtles is hopeful
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree

In this Ad there is a message regarding the method by which you can help. Please indicate your response on what you felt about this message.

- The method of Consumer Participation involves Purchase of the Product
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree

Appendix 5

Manipulation Checks – “High Relevance Cause” Message Framing & Campaign Type

This ad campaign supports a Social Issue “Support for Education of Tribal Children”. Please indicate your response on what you felt about this Social Issue.

- The Social Issue “Support for Education of Tribal Children” is

Important To Me Un Important To Me

Means a lot to Me Means nothing to Me

Is relevant to Me Is irrelevant to Me

Greatly matters to Me Does not matter to Me

Is of great Concern to Me Not of Concern to Me

In the Ad you just viewed, there is a message regarding “Support for Education of Tribal Children”. Please indicate your response on what you felt about this message.

- The message focused on the benefits of helping educate the tribal children

Strongly Disagree 1 2 3 4 5 6 7

Strongly Agree
- The message on helping educate the tribal children is positive

Strongly Disagree 1 2 3 4 5 6 7

Strongly Agree
- The message on helping educate the tribal children is optimistic

Strongly Disagree 1 2 3 4 5 6 7

Strongly Agree
- The message on helping educate the tribal children is hopeful

Strongly Disagree 1 2 3 4 5 6 7

Strongly Agree

In this Ad there is a message regarding the method by which you can help. Please indicate your response on what you felt about this message.

6. The method of Consumer Participation involves Purchase of the Product
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree

7. The method of Consumer Participation does not involve Purchase of the Product
Strongly Disagree 1 2 3 4 5 6 7
Strongly Agree

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Appendix 6 Print ad

High Relevance Cause + Monetary Campaign Type

Stay Fit
Help Build a
Future

500ml = Rs. 60/-

MHD+
MANGO HEALTH DRINK

Buy for a Cause

For Every 500ml of MHD Purchased, ₹ 2 will be donated to the "Go to School" Campaign

go to SCHOOL

The advertisement features a central image of a 500ml MHD+ Mango Health Drink bottle lying on its side, surrounded by fresh mango chunks. The bottle's label is clearly visible, showing the 'MHD+' logo and 'MANGO HEALTH DRINK'. To the right, a glass is shown pouring the drink, with the 'MHD+' logo and 'MANGO HEALTH DRINK' text prominently displayed. The background is a warm, light orange color. Text elements include the slogan 'Stay Fit Help Build a Future' and the price '500ml = Rs. 60/-'. A call to action 'Buy for a Cause' is placed above a 'Go to School' logo, which includes the text 'For Every 500ml of MHD Purchased, ₹ 2 will be donated to the "Go to School" Campaign'.

Low Relevant Cause + Monetary Campaign Type



Buy for a Cause

For Every 500ml of MHD Purchased, ₹ 2 will be donated to the "Save The Turtles" Campaign

**Stay Fit
Help Save the
Vulnerable**

500ml = Rs. 60/-

MHD+
MANGO HEALTH DRINK

The advertisement features a vibrant background of mango slices. In the foreground, a 500ml carton of MHD+ Mango Health Drink is shown with a glass of the beverage being poured. The text is arranged to highlight the social responsibility aspect of the purchase, linking the act of buying the drink to supporting a conservation effort. The MHD+ logo is prominently displayed in a stylized font.

High Relevance Cause + Nonmonetary Campaign Type



Low Relevance Cause + Non Monetary Campaign Type

Walk for a Cause

Join the 5km Walkathon to raise awareness about Sea Turtle Conservation on May 23rd 2017 at Marine Drive



Stay Fit
Help Save the
Vulnerable

500ml = Rs. 60/-



High Relevance Cause + Monetary Campaign Type + Positive Framing

**Stay Fit
Help Build a
Future**

MHD
MANGO HEALTH DRINK

500ml = Rs. 60/-

If You Help !

You help educate a disadvantaged community and thereby enable better opportunities for them

go to SCHOOL

How You Can help: For Every 50ml of MHD Purchased, ₹ 2 will be donated to the "Go To School" Campaign

High Relevance Cause + Monetary Campaign Type + Negative Framing



If You Did Not Help!

The tribal community will continue to live the vicious cycle of poverty, illiteracy and deprivation and never get a chance to improve their livelihood

go to SCHOOL

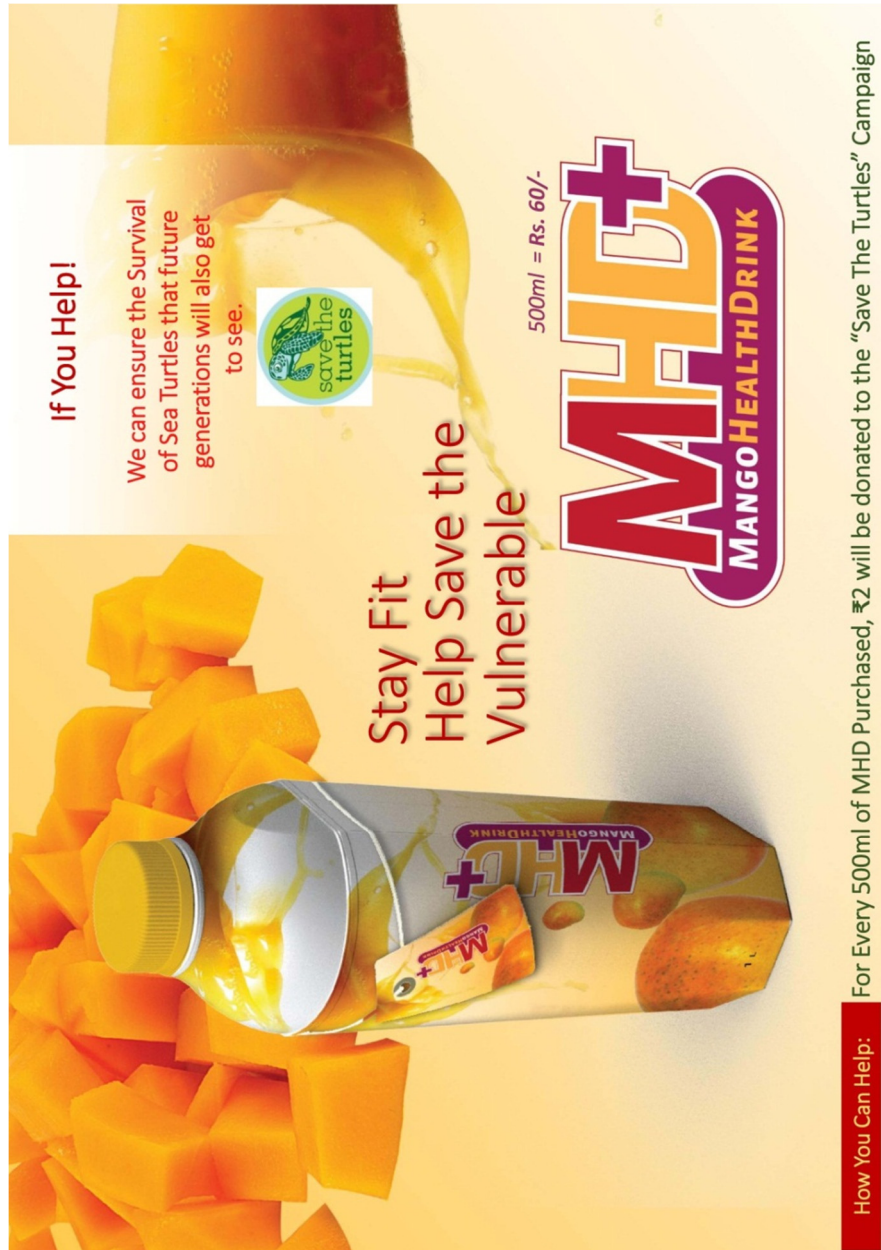
Stay Fit
Help Build a
Future

500ml = Rs. 60/-

MHD
MANGO HEALTH DRINK

How You Can Help: For Every 500ml of MHD Purchased, ₹ 2 will be donated to the "Go To School" Campaign

High Relevance Cause + Non-Monetary Campaign Type + Positive Framing




**Stay Fit
Help Save the
Vulnerable**

MHD
MANGO HEALTH DRINK

500ml = Rs. 60/-

If You Help!

We can ensure the Survival of Sea Turtles that future generations will also get to see.



How You Can Help: For Every 500ml of MHD Purchased, ₹2 will be donated to the "Save The Turtles" Campaign

High Relevance Cause + Non-Monetary Campaign Type + Negative Framing



**Stay Fit
Help Save the
Vulnerable**

MHD+
MANGO HEALTH DRINK

500ml = Rs. 60/-

If You Did Not Help

The alarming levels of mortality will lead to Sea Turtle Extinction and future generations will never get to see one

save the turtles

How You Can Help: For Every 500ml of MHD Purchased, ₹2 will be donated to the "Save The Turtles" Campaign

Low Relevance Cause + Monetary Campaign + Positive framing



**Stay Fit
Help Build a
Future**

MHD+
MANGO HEALTH DRINK

500ml = Rs. 60/-

If You Help

You help educate a disadvantaged community and thereby enable better opportunities for them

go to SCHOOL

How You Can Help:

Join the 5km Walkathon to raise funds for the Education of the Tribal Children
May 23rd, 2017 at Marine Drive

Low Relevant Cause + Monetary Campaign + Negative framing



**Stay Fit
Help Build a
Future**

MHC+
MANGO HEALTH DRINK

500ml = Rs. 60/-

If You Did Not Help!

The tribal community will continue to live the vicious cycle of poverty, illiteracy and deprivation and never get a chance to improve their livelihood

go to SCHOOL

How You Can Help

Join the 5km Walkathon to raise funds for the education of the Tribal Children
May 23rd, 2017 at Marine Drive

Low Relevance Cause + Non-Monetary Campaign + Positive framing

**Stay Fit
Help Save the
Vulnerable**

MHC+
MANGO HEALTH DRINK

500ml = Rs. 60/-

If You Help!

We can ensure the Survival of Turtles that future generations will also get to see.

Join the 5km Walkathon to raise awareness about Sea Turtle Conservation
May 23rd, 2017 at Marine Drive

How You Can Help:

Low Relevance Cause + Non-Monetary Campaign + Negative framing

If You Did Not Help

The alarming levels of mortality will lead to Turtle Extinction and future generations will never get to see one

save the turtles

**Stay Fit
Help Save the
Vulnerable**

MHC+
MANGO HEALTH DRINK

500ml = Rs. 60/-

How You Can Help:

Join the 5km Walkathon to raise awareness about Sea Turtle Conservation
May 23rd, 2017 at Marine Drive

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||| List of Publications |||

Sunitha T.R., & Edward, M. (2015). "Cause Marketing – The Corporate, Consumer and Cause partnership for mutual benefit: An India perspective", The IUP Journal of Marketing Management, IUP Publications. ISBN: 9788131427958 (February 2015)

Sunitha T.R., & Edward, M. (2017). An Experimental Examination of Framing Effects on Consumer Response to Cause Marketing Campaigns. IIM-K Society & Management Review, 7(1), 23-32.

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