Cause Related Marketing

The determining factors behind consumers’ intention to participate in different types of Cause Related Marketing campaigns

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Abstract

**Purpose** - To extend the understanding of the determining factors behind consumers’ intention to participate in Cause Related Marketing campaigns and how they differ depending on if the campaign is monetary or nonmonetary.

**Design/methodology/approach** - Drawing on Cause Related Marketing literature, 10 hypotheses were tested through regression analysis and ANOVA. In total 211 participants took part in the study, 102 individuals answered the monetary survey and 109 individuals answered the nonmonetary survey.

**Findings** - The study found that altruistic together with self-interested motivations function as the two primary determinants of participation intention. Consumers with a tendency of being altruistically motivated are more prone to purchase cause related products and the influence of this factor represents the major determinant of intention to participate in monetary CM campaigns. Consumers that are motivated by self interests are more willing to support a company's cause related initiatives by participate on social media in a nonmonetary CM campaign. Finally, the study concludes that product type is an insignificant determinant of intention to participate in both monetary and nonmonetary CM campaigns. It was also found congruence has a slightly negative effect on intention to participate in monetary CM campaigns.

**Practical implications** - The findings of this study provides essential implications for marketing managers working with CM. The importance of understanding consumers’ motivation should not be underestimated. Essentially since consumer’s mind-set naturally segment them into different clusters. This implies that the results of CM can be improved by carefully selecting campaigns that suit the prospective target audience. Managers should bear in mind that the product and the congruence between company and cause are not of primary importance when it comes to the performance of CM campaigns. Consumers seem to consider the donation itself as the essential part.

**Originality/value** - The study is descriptive in nature and focus on the determining factors behind consumers’ intention to participate in different CM campaigns, and is therefore adding research to a previously unexplored area.

**Keywords** - Cause Related Marketing | Marketing strategy | CSR | Consumer Behaviour | Participation Intentions | Nonmonetary | Monetary | Sweden |
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1.0 Introduction
This chapter explains cause related marketing and highlights the factors that influence consumers’ intention to participate in cause related marketing campaigns as well as where there is a need for more research within the field. It also explains the purpose, research questions, delimitations and the structure of the study.

1.1 Background
The concept of Corporate Social Responsibility (CSR) has received tremendous attention, both among practitioners and academics (Nelling & Webb, 2009; Zemach-Rugar et al., 2016). The main reason being that consumers are becoming more conscious in their consumption decisions and value companies that demonstrate a responsible behaviour (He & Lai, 2014). CSR is commonly conceptualized as a four-dimensional construct including economic, legal, ethical and philanthropic responsibilities, where the first two dimensions are crucial for companies to fulfil in order to survive and the last two are voluntary (Carroll, 1991). The interest in the last dimension of this construct, philanthropy has grown steadily (Gautier & Pache, 2015). This becomes evident when looking at the Fortune 500 companies’ philanthropic spending, which exceeds 15 billion dollars annually (Smith, 2014).

Philanthropy is described as a company’s voluntary choice to donate money or other assets to benefit public purposes (Gautier & Pache, 2015). Hence, make a noticeable difference for individuals in need through improving their conditions (Lee et al., 2009; Amos et al., 2015). For instance, the global fashion company H&M currently runs a foundation where the company, together with Rädda Barnen (Save the Children), invests money to make education more accessible to underprivileged children (Rädda Barnen, 2016). In a similar fashion, Pampers together with UNICEF, works to reduce infant mortality by providing tetanus vaccine to less privileged areas (Pampers, 2016). One of the reasons behind companies increased interest in these kinds of activities is that it ultimately leads to increased brand value (Strahilevitz, 2003).

As one of the largest branches of corporate philanthropy, cause related marketing (CM) refers to a marketing strategy where a small amount of the revenue of each product sold is donated to charitable causes (Gautier & Pache, 2015). It is defined by Baron et al. (2000. pp. 148) as; “a strategy that is designed to promote the achievement of marketing objectives via company
support of social causes”. This often means that commercial companies partner with non-profit organizations and use their name and logo for selling purposes. In return, the non-profit organizations will receive a donation from the company (Kota et al., 2014). In order to gain success within CM, companies need to reflect symbolic values that consumers perceive as meaningful and can identify with, which enables for engaged relationships that are beneficial for both parties (Bigne-Alcaniz et al., 2009). Companies are prone to pursue CM since customers tend to develop positive impressions of such companies, which enhance both brand image and loyalty (Shwu-Ing & Jr-Ming, 2007). CM strategies are further attractive due to the fact that companies give customers the opportunity to sense that they are making a difference through purchasing cause related products. The influence of CM thus becomes powerful since it gives customers an opportunity to justify some of the negative effects caused by excessive consumption (Eikenberry, 2013).

There has been a large increase of CM-campaigns, which have resulted in intense competition and companies place great efforts on differentiate themselves from others (Howie et al., 2015). One way that has emerged is to require consumers to actively participate in CM campaigns so that companies make donations to social causes (Howie et al; 2015. Folse et al., 2010). This form of CM-campaigns is enabled by social media, which makes it possible for companies to connect with customers without any geographical barriers (Howie et al; 2015, Parasnis, 2011). It is referred to as nonmonetary participation, having consumers complete a specific task, which results in the company donating to a social cause (Howie et al., 2015). Rather than compelling consumers to purchase products for companies to donate, consumers instead invest their time to participate in a company’s CM campaign. An example of a CM-campaign that requires participation without a monetary exchange is the Swedish chocolate company Marabou who donates one SEK to refugee children for every uploaded picture of individuals hugging each other on social media, using the hashtag “Kramkalas” (Huggingparty) (Marabou, 2016). Another example is the Swedish Juice maker Proviva that donates 10 SEK to the Red Cross for every picture uploaded to Instagram of someone's stomach using the hashtag “varjemageräknas” (everystomachcounts) (Proviva, 2016). Other CM-campaigns that require nonmonetary participation from consumers on social media has been utilized by companies such as, Target, AXA PPP Healthcare and Paper Boat drinks (Corporate Target, 2016; Axapphealthcare, 2016; Paperboatdrinks, 2016).
The nonmonetary CM campaigns are being conducted by companies (Proviva, 2016; Marabou, 2016), but have been scarcely researched within the field of CM and they arguably differ from the campaigns where consumers are required to make a purchase. Furthermore, questions should be raised regarding the difference in who is willing to participate in the various campaigns as it has previously been found that individuals on social media tend to for example, seek more recognition from others (Schweyer, 2012).

1.2 Problem Discussion

The research within CM has been found to be rather contradictory in a number of areas and there are gaps to be filled. Such as, consumers’ intentions to participate in CM-campaigns, which has been scarcely researched, specifically in the context of altruistic and self-interested motivations. The issue concerns if consumers’ participation in CM campaigns are based on a pure motivation to help others or if they help others in an attempt to reach own benefits. However, these two motivations have been applied in other contexts related to consumers’ donation behaviour and involvement in charity (Bennett, 2003; Bekkers & Schuyt, 2008; Winterich et al., 2013; Lanying et al., 2014).

It is further discussed which product category CM campaigns are most efficient to apply, both utilitarian and hedonic products claiming to be more preferable (Van den brink et al., 2006; Chang, 2009). The reason to that the research field of CM has been so heavily focused on for what product category CM campaigns are most successful is arguably due to the considerable increase of CM campaigns (Robinson et al. 2012). Thus, consumers begin to view CM campaigns as ‘business as usual’ rather than an uncommon practice conducted by companies (Menon & Kahn, 2003; Robinson et al. 2012; Howie et al., 2015). Consequently, it has become important for companies to differentiate their CM campaigns. The differentiation and use of nonmonetary CM-campaigns has been utilized due to social media because it enables companies to connect directly with customers despite geographical barriers (Kull & Heath, 2015). It further help companies to communicate directly with their customer base, which in turn facilitates other benefits such as, increased revenue and brand value (Parasnis, 2011).

Moreover, although the entire concept of CM is ever increasing and the need to differentiate amongst other companies has come naturally (Folse et al., 2010; Howie et al., 2015), a backlash of the increase of CM-campaigns however, has been that consumers could grow
suspicious of the intentions of companies that conduct CM-campaigns. It could be seen as a way to exploit charitable organisations in order to gain profit (Strahilevitz, 2003). This has been connected to consumers perceiving a product-cause fit; more specifically if there is congruence between the company and the social cause that is being supported (Rifon et al., 2004; Becker-Olsen et al., 2006). Hence, there is a need to investigate if the importance of congruence is applicable in terms of the intention to participate in nonmonetary CM-campaigns as well as monetary. Especially due to the fact that the conducted research concerning congruence is based on monetary CM campaigns, meaning that consumers participate by making a purchase of a cause related product (Howie et al., 2015). Therefore, due to the increasing competitiveness within CM-campaigns, there is a need to conduct further research as to how congruence influence consumers to participate in these campaigns. (Folse et al., 2010; Howie et al., 2015). Specifically, if there is a difference in participation intentions in monetary compared to nonmonetary CM-campaigns.

The similarities in the current research field of CM is that participation in CM campaigns is limited to focusing on customers purchasing products marketed with a specific cause (Chang, 2008; Bigne-Alcaniz et al., 2009; Boenigk & Schuchardt, 2013) Although there has been an increase of consumer participation in nonmonetary CM campaigns, there is still limited research on the topic (Folse et al., 2010; Howie et al., 2015). Research made by Folse et al., (2010) and Howie et al., (2015) are to the best of our knowledge, the only pieces of research that has specifically investigated consumers’ active participation in CM campaigns. Folse et al., (2010) even argued that this type of research was in its ‘infancy’ in 2010, surprisingly, Howie et al., (2015) is the only known researchers who conducted further studies on consumers’ active participation in CM-campaigns. The research conducted by Folse et al., (2010) and Howie et al., (2015) were based on consumers first making a purchase and then actively participating, in order for the company to donate to a social cause. Therefore, there is a need for further research on the particular topic as there has been a steady increase of CM campaigns that require consumer active participation (Folse et al. 2010; Howie et al., 2015). Specifically, more research on determining the factors that influence consumers to participate in different types of CM campaigns (Bester & Jere, 2012).
1.3 Purpose
The purpose of this study is to extend the understanding of the determining factors behind consumers’ intention to participate in Cause Related Marketing campaigns and how they differ depending on if the campaign is monetary or nonmonetary.

1.4 Research Questions
1. How does altruistic motivations influence intention to participate in CM campaigns?
2. How does self-interested motivations influence intention to participate in CM campaigns?
3. How does congruence influence intention to participate in CM campaigns?
4. Is there a difference in intention to participate in CM campaigns depending on product type?

1.5 Delimitations
A delimitation in this study was that nonmonetary participation in CM-campaigns was limited to social media participation either by sharing or posting content on a social media platform. Another example of participation in CM-campaigns has been individuals filling out a survey as a way of participation (Howie et al., 2015). However, due to the rise of social media and the execution of CM-campaigns by companies on these platforms, this study limited the participation in nonmonetary CM-campaigns specifically to social media.

1.6 Thesis Structure
A Presentation of how the thesis will further be structured.

Chapter 2
The theoretical background examines the previous research on cause related marketing and functions as a framework for understanding and developing the conceptual framework.

Chapter 3
In the conceptual framework, previous research is presented and the motivations and the determining factors behind intention to participate in CM-campaigns are presented along with the hypotheses.
Chapter 4
The methodology chapter covers the methodological choices in the research along with detailed steps taken when gathering and analysing the data.

Chapter 5
The result chapter presents the gathered data along with detailed descriptions and the result of the hypotheses.

Chapter 6
The discussion chapter compares the empirical findings in the two studies combined with previous research and the selected theories.

Chapter 7
This chapter presents the contribution and conclusion of the study based on the findings and presents the contribution made into the research field.

Chapter 8
This chapter presents the theoretical and practical implications along with the weaknesses and limitations of the study. Furthermore, it gives suggestions for further research within the particular research field of CM.
2.0 Theoretical Background

This section provides the theoretical background of the field of CM and highlights the concept of congruence, motivations and product type.

2.1 Cause Related Marketing

Companies are using CM in order to capitalize the halo effect generated by being associated with different initiatives and through that borrow goodwill from a particular cause (Shwu Ing & Jr-Ming, 2007). CM is a promising tool when a company wants to build positive brand awareness (Nan & Heo, 2007; Chang & Liu, 2012), which consequently increase companies’ possibilities to reach long-term benefits, such as enhanced brand image (Gupta & Pirsch, 2006; Vanhamme et al., 2012; Eikenberry, 2013) and brand loyalty (Van den Brink, 2006). Research has also demonstrated how CM favourably influence buying behaviour by associating brands and products with different causes (e.g Moosmayer & Fuljahn, 2010; Kota et al., 2014). Consumers’ intention to purchase increases when companies use CM attached to their products (Boenigk & Schuchardt, 2013), and a positive relationship between CM and sales has been established by several researchers (e.g Novak & Clarke, 2003; Barone et al., 2006; Chang, 2008).

2.2 Different types of Cause Related Marketing campaigns and Factors influencing consumers’ participation

Consensus seems to prevail concerning the fact that the congruence between company, brand, product and cause is essential for successful CM campaigns (Van den Brink, 2006). A weak congruence has been shown to evoke consumers’ suspiciousness and they make attributions that a company is dishonest (Strahilevitz, 2003). Becker-Olsen et al., (2006 pp. 52) even argue that CM initiatives can “become a liability and diminish previously held beliefs about companies”, and research has proposed that consumers are prone to punish companies that are insincere in their willingness to help those in need (e.g Sen & Battacharya, 2001; Simmons & Becker-Olsen, 2006; Becker-Olsen et al., 2006). CM as such can be counterproductive if consumers suspect that companies utilize CM to reach own benefits. However, there are different conclusions regarding for what product category (hedonic versus utilitarian) CM campaigns are most effective, e.g Chang, (2011), Chang & Liu, (2012) and Zemack-Rugar et al., (2016) is in contrast to Subrahmanyam (2004). A majority report that consumers purchase cause related products to relieve the feeling of guilt that are commonly accompanied with
consuming hedonic products (e.g Chang, 2011; Chang & Liu, 2012; Zemack-Rugar et al., 2016).

Recent research has started to highlight that consumers’ behaviour is starting to change towards being more interested in the wellbeing of others (Small & Cryder, 2016), and studies with the context of donation behaviour have investigated consumers motivation to involve themselves in charity (e.g Bekkers & Schuyt, 2008; Bekkers & Wiepking, 2011; Lanying et al., 2014). Some claim that consumers can be genuinely motivated to donate since they are concerned for others wellbeing (Green & Webb, 1997). On the other hand, others claim that pure altruism does not exist and consumers are always, to some extent, motivated to help others since it provides personal gains, which often comes in the form of increased reputation and recognition (Batson, 1987). Most previous research has exemplified consumers’ participation through the purchase of cause related products (e.g Chang, 2008; Bester & Jere, 2012; Chang & Liu, 2012; He et al., 2016; Kull & Heath, 2016) and only a few have studied active participation in CM campaigns (Folse et al., 2010; Folse et al., 2014; Howie et al., 2015). Therefore, it is of importance to study these factors and examine their influence in the context of both monetary and nonmonetary CM campaigns.
3.0 Conceptual Framework

This chapter is based on the theoretical background and provides the foundation of our hypotheses, specifically on motivations, congruence and product type. It further functions as a framework for the conceptual model, which is presented at the end of the chapter.

3.1 Intention to participate

Expectancy theory is one framework used when studying consumers’ motivation and subsequent intention to participate in different form of activities. It suggests that consumers are prone to direct their time and effort towards activities that they perceive will generate a positive outcome (Vroom, 1964). The value of studying intention can be manifested through consumers’ direct effect on a company’s performance. Especially financial performance due to that intention, in this case, may lead to a purchase or dissemination of a company’s name, which in the long run cause a positive financial effect (Lee & Lee, 2015). A vast amount of research within a variety of areas has studied consumers’ motivation and thus intention to pursue certain actions. Within the economic and marketing literature, researchers have studied motivation and intention to donate to charitable causes (e.g Green & Webb, 1997; Benett, 2003; Sargeant et al., 2006; Lanying et al., 2014), to participate in different events promoting social causes (e.g Hendriks & Peelen, 2013; Rundio et al., 2014; Chiu et al., 2016) as well as participation in crowdsourcing contests (e.g Zheng et al., 2011; Zhao & Zhu, 2014).

3.2 The influence of altruism

Altruism represents a form of self-sacrifice that does not generate any personal reward (Lanying et al., 2014). There is an ongoing debate concerning altruism and if it is even possible for individuals to be completely driven by the wellbeing of others. Some claim that it is unrealistic to believe that individuals are entirely driven by altruism (Green & Webb, 1997), while others have concluded differently (Batson, 1987). Irrespective if there exist purely altruistic motivations or not, researchers have established a link between altruism and consumer behaviour. In their review of factors influencing donation behaviour, Bekkers and Wiepking (2011) argue that altruism positively relates to consumers’ donation behaviour. A similar conclusion is also highlighted by several other researchers who argue that individuals are motivated to donate with a pure aim to help others (e.g Bennett, 2003; Lanying et al., 2014). Research has suggested that consumers that are motivated by altruism value anonymity and prefer to avoid recognition for their contribution (Winterich et al., 2013), and it is
proposed that these individuals also give larger amounts of money (Penner & Finkelstein, 1998). One study divided consumers into different groups based on their donation behaviour and the group labelled as altruists stated that it is “especially upsetting when the charities misconstrue my motivations… or want to make a public event out of something I have done” (Winterich et al., 2013 pp. 123). Since consumers that are motivated by altruism seem to be less concerned about public recognition when contributing to charitable causes, does it appear reasonable to assume that this group are more likely to participate in monetary CM campaigns. Especially due to the fact that it does not require them to publicly demonstrate their contribution to others. Therefore, we hypothesize the following;

*H1a: Altruistic motivations positively influence consumers’ intention to participate in monetary CM campaigns.*

*H1b: Altruistic motivations positively influence consumers’ intention to participate in nonmonetary CM campaigns.*

*H1c: Altruistic motivations have a stronger positive influence on intention to participate in monetary CM campaigns compared to nonmonetary CM campaigns.*

### 3.3 The influence of self-interests

Besides being motivated by altruism, research has also proved that consumers are driven by self interested motivations. Self-interest describes consumers’ willingness to donate to gain personal benefits (Lanying et al., 2014). To be seen as generous in the eyes of others provide a sense of being respected (Wiepking 2008), and consumers are often willing to demonstrate their “goodness”, both to themselves and to others (Small & Cryder, 2016). Although consumers are prone to deny that they seek acknowledgement from others (Polonsky & Rosenberger, 2001), do substantial evidence suggest that donation behaviour is affected by this factor (e.g Bekkers & Schuyt, 2008; Winterich et al., 2013). Winterich et al., (2013) studied consumers’ donation behaviour and found that consumers are more willing to engage in charitable donations when their contribution is recognized by others, especially consumers with high levels of self-interests. Andreoni and Petrie (2004) further report that when consumers are given the option, a majority report that it is preferable to donate publicly so that the donation will be recognized by others. This is apparent when looking at consumers increasing interest in accessing symbols that demonstrate their contribution and willingness to
help others (e.g. Pink Ribbon and “Fuck Cancer” bracelet). By wearing such symbols, consumers are given the opportunity to enhance their own reputation (Grace & Griffin, 2006; Lanying et al., 2014). Small and Cryder (2016) also explain that consumers are prone to wear clothes and accessories, which they post on social media sites, to show off their generosity. This implies that there exist a self serving motive when consumers participate in CM campaigns, especially when the participation is nonmonetary. Therefor we hypothesize the following:

\[ H2a: \text{Self-interested motivations positively influence consumers’ intention to participate in monetary CM campaigns.} \]

\[ H2b: \text{Self-interested motivations positively influence consumers’ intention to participate in nonmonetary CM campaigns.} \]

\[ H2c: \text{Self-interested motivations have a stronger positive influence on intention to participate in nonmonetary CM-campaigns compared to monetary CM-campaigns.} \]

### 3.4 The effect of congruence

Several researchers support the notion that consumers are more likely to participate in CM campaigns when the company and cause is seen as consistent (e.g. Rifon et al., 2004; Pracejus & Olsen, 2004; Simmons & Becker-Olsen, 2006; Mani et al., 2014; Folse et al., 2014). A similar conclusion is applicable for product and cause, referred to as product-cause-fit (Barone et al., 2007; Nan & Heo, 2007; Guerreiro et al., 2015; Chang & Liu, 2012). Previous research has used attribution theory to understand consumers’ perception of CM as well as future intentions to participate in CM campaigns (e.g. Dean, 2003; Rifon et al., 2004; Cheng & Liu, 2012). Attribution theory seeks to explain how consumers make sense of their environment by developing explanations as to why certain events have occurred and draw conclusions regarding cause and effect (Folkes, 1988). Rifon et al. (2004) explain that a lack of fit activate consumers attributional reasoning since they seek an explanation as to why a company chose to support a specific cause, which often result in suspiciousness concerning the underlying motive for engaging in CM (Rifon et al., 2004; Becker-Olsen et al., 2006). It is suggested that consumers quickly make attributions concerning why companies act as they do or why products fail, etcetera (Folkes, 1988; Small & Cryder, 2016). However, when consumers perceive that the congruence is high they process CM campaigns as clear and
honest, consequently the intention to participate increases (Rifon et al., 2004; Simmons & Becker-Olsen, 2006). Therefore, we hypothesize the following;

**H3a:** Perceived congruence has a positive influence on consumers’ intention to participate in monetary CM campaigns.

**H3b:** Perceived congruence has a positive influence on consumers’ intention to participate nonmonetary CM campaigns

### 3.5 The effect of the nature of the product

A common way to distinguish product categories is by classifying them as being either utilitarian or hedonic (Chang & Cheng, 2015). Utilitarian products are those having practical and task related functions and are often linked to necessity products, such as milk (Strahilevizt, 1999; Chang, 2011). Hedonic products, on the other hand, provide consumers with entertainment and enjoyment, and are consumed to feel a sense of fun and pleasure, for example, eating chocolate truffles (Strahilevizt, 1999; Chang & Cheng, 2015). A large branch of prior studies suggests that CM is most effective to use in conjunction with hedonic products (e.g. Strahilevizt & Myers, 1998; Strahilevizt, 1999; Stahilevizt, 2003; Chang, 2008; Chang, 2011; Chang & Liu, 2012; Zemack-Rugar et al., 2016), although contradictory results exist (e.g. Subrahmanyan, 2004). The explanation given is based on researcher’s notion that consumers feeling of guilt have a significant influence on their willingness to support charitable causes (Stahilevizt, 2003; Chang, 2011; Chang & Liu, 2012). Since hedonic products are consumed to feel a sense of pleasure do many consumers also associate this product category with a sense of guilt (Zemack-Rugar et al., 2016). Similar feelings are seldom experienced when consuming utilitarian products (Stahilevizt & Myers, 1998). Consumers thus engage in CM campaigns through purchasing cause related products since it provides an opportunity to ease conscience for consuming products for the sake of enjoyment (Zemack-Rugar et al., 2016). Therefor we hypothesize the following;

**H4a:** There is a difference in intention to participate in a monetary CM-campaign when the product has hedonic values compared to utilitarian values

**H4b:** There is a difference in intention to participate in a nonmonetary CM-campaign when the product has hedonic values compared to utilitarian values
3.6 Conceptual model

The conceptual model stem from the conceptual framework and is based on the research field of CM. The dependent variables are intention to participate in different CM campaigns (monetary and nonmonetary). The independent variables are factors that have been deemed important and needs further research within the field of CM. These variables are altruistic and self-interested motivations, congruence and product type. Due to the comparative nature of this research the hypotheses are the same differing with the dependent variables being intention to participate in different CM campaigns, namely: Monetary and nonmonetary. However, a difference between the hypotheses is H1c and H2c that have been hypothesised as H1c having a stronger positive influence on monetary CM campaigns compared to nonmonetary and H2c having a stronger positive influence on nonmonetary CM campaigns compared to monetary.
4.0 Method
This chapter contains an overview and follow each steps of how this study was utilized. The steps have been justified and based on various methodological approaches within existing business research theory. It further concludes a method summary at the end of the chapter.

4.1 Methodological choices
This research has applied a quantitative method in order to statistically provide an understanding of the determining factors behind consumers’ intention to participate in monetary and nonmonetary CM campaigns. By applying a quantitative research, the opportunity exists to statistically explain relationships between variables (Bryman & Bell, 2011), in this study, individuals' motivations behind intention to participate in CM-campaigns and how congruence and product type influence participation intentions. Furthermore, since this research is based on existing theories applied in specific contexts, a deductive approach is adopted based on hypotheses that stems from existing theory and literature (Saunders et al., 2009). A descriptive design was deemed suitable, since the aim of the research was to examine how four different independent variables influence the dependent variable, which in this case is represented by participation in two types of CM campaigns. Since the hypotheses did not predict any cause and effect relationship was a descriptive design seen as suitable (Aaker et al., 2010). This study also assumes that there are differences in consumers' intention to participate in two types of CM campaigns, and the study was thus also comparative in nature. A comparative research design consists of using more or less identical methodological methods on at least two contrasting cases or situations (Bryman & Bell, 2011), in this study, the intention to participate in monetary and nonmonetary CM campaigns.

4.2 Research Strategy and Data Source
To establish a structure of the study that as accurately as possible answer the purpose and research questions, it is essential to define a research strategy (Bryman & Bell, 2011; Yin, 2014). A survey strategy was applied since it facilitates a large amount of data gathering that can be used to draw generalizable conclusions (Saunders et al., 2009). It was further beneficial to utilize surveys since it provides data that helps to answer how-questions (Yin, 2014). As a consequence, primary data was essential for this study since it provides information that is up-to-date (Ghauri & Grønhaug, 2005). Due to the descriptive nature of the research and that the aim was to find data on a rather under-researched aspect of CM,
which was nonmonetary participation within CM, it was essential to gather primary data on the topic.

4.3 Data collection method

4.3.1 Survey design

As suggested by Saunders et al., (2009), a survey was utilized as data collection method as it is suitable for studies with a descriptive design. Since the research aims to compare the intention to participate in two different CM campaigns, and how such intention is influenced by consumers’ motivations, congruence and product type, two separate surveys was designed. Thus, the dependent variables represent intention to participate in two different contexts (Bryman & Bell, 2011) and it was therefore deemed most suitable to form two different surveys. One survey aims to measure the dependent variable; intention to participate in a monetary CM-campaign and the other measuring; intention to participate in a nonmonetary CM-campaign. The items connected to the independent variables in both surveys have been formed in a similar manner in order to generate comparable data. This gave the authors the foundation to fairly compare the results.

All items in the survey were close-ended to facilitate the analysis process (Aaker et al., 2010). The survey opened with a brief description concerning the study and its purpose. It further clarified that respondents would be anonymous throughout the survey and that the answers would be treated confidentially. Thereafter, the study continued with the items of each construct in the following order; congruence, altruistic motivations, self-interested motivations, product type and intention to participate. In this section respondents were encouraged to indicate their level of agreement on a seven-point Likert Scale, which anchored from “Strongly Disagree” to “Strongly Agree” (Malhotra et al., 2004; Hair et al., 2010). The items corresponding to demographic factors were placed at the end. Especially since some of the items were considered as sensitive (example monthly income) and it is suggested that the optimal placement of such items are in the end (Bryman & Bell, 2011). A majority of the items in the surveys originated from previous research concerning CM and consumer behaviour and were collected from; Chang and Cheng (2015), Van den Brink (2006), and Green and Webb (1997). To see what items that corresponds to what study see; Figure 2 – Operationalization. However, items related to hedonic and utilitarian products were not found and the authors therefore designed new items for these constructs. Due to the self-design of
these constructs, Cronbach alpha was calculated after a pre-test was conducted as well as after all the data had been gathered, showing a significance of 0.7 or higher, which is deemed reliable in accordance with Santos (1999).

4.3.2 Sample

When choosing a sample in a quantitative study it is essential to find a sample that is representative and generalizable for the entire population. The population consists of individuals that have similar characteristics and could for example be a group of people or a country (Bryman & Bell, 2011). When deciding the population of interest in this study, it was taken into consideration that individuals are unevenly susceptible to CM (Webb & Mohr, 1998). Hence, why different demographic factors were included in the survey. Consequently, every individual was of interest in the study.

A convenient sampling was applied in this study, due to the easily accessibility and that it could be easily spread via the authors social media in order to gain a larger sample size. It should be noted that this method has been questioned, mainly because of the sample being biased and not represent the entire population (Bryman & Bell, 2011). However, as it was spread via social media, the authors do not know exactly which individuals that partook in the survey other than individuals that are on the author's social media channels, decreasing the risk of the sample being biased. There were also no requirements for factors such as age and gender barriers in the sample selection, further aiding the possibility of generalizing the results. As the research on consumer participation in CM-campaigns is in its infancy (Folse et al. 2010), a convenient sample would also be beneficial as it could function as springboard for further research on an under-researched aspect of CM, as convenience sampling is commonly used on development work on new measures that can function as a springboard for further research (Bryman & Bell, 2011).

As the study did not have any specific group in focus, a non-probability sampling was also used. This is the most cost- and time efficient method (Bryman & Bell, 2011), conveniently used based on the research’s limited time frame. A non-probability sample means that some individuals are more likely to be included and participate than other individuals (Ghauri & Grønhaug, 2005), in this case individuals on the author's social media channels.
An appropriate sample size when conducting linear regression analysis, which will be utilized, should be a minimum of 50 and additionally multiplying the independent variables by eight \((50 + 8* x)\) (Green, 1991). Each survey in this study has four independent variables suggesting that both the monetary and nonmonetary survey should have a minimum of 82 respondents each \((50 + 8*4)\). The monetary survey had 102 respondents and the nonmonetary survey had 109 respondents, well in accordance with the minimum sample-size suggested by Green (1991).

4.3.3 Pre-test
The monetary survey was pre-tested by 16 respondents and the nonmonetary was pretested by 15 respondents, both pre-tests included a mix of gender. The pre-tests were performed in order to ensure that the respondents understood the items and that the items measured what was in line with the authors’ expectations (Aaker et al., 2010; Bryman & Bell, 2011). It was essential to formulate the items as clearly and simply as possible since the respondents will not have an opportunity to ask any question when completing the survey (Bryman & Bell, 2011). The result of the pre-test indicated that no changes were required to the original questions, but it was concluded that translating the survey would be beneficial. Due to the authors’ origin and that the survey would be sent to mainly Swedish speakers, it was translated, presenting the questions in both Swedish and English. After the survey was translated, it was presented to three bilingual individuals that checked for errors and misinterpretations from Swedish and English.

4.4 Data collection process
The surveys were distributed through social media channels in order to reach a large audience of our non-probability sample. Linnaeus University and library was also used as a place to randomly hand out surveys in order to contain more answers. This was conducted by presenting the surveys to random people and had them filling out the surveys on a tablet or computer. The collection of randomly presenting the survey to individuals was conducted on the third day in order to reach an appropriate sample-size. The survey was out for a total of three days, from 2 until 4 of May, and was closed when an appropriate sample size was reached (Green, 1991). 109 answers on the nonmonetary survey and 102 on the monetary survey were collected. The survey was conducted via Google forms and was accessible.
online. It was clearly stated that the respondents’ answers would be treated anonymously and that the duration of the survey would last approximately 3-5 minutes.

4.5 Operationalization

In order to connect theories, reality and real world scenarios (Bryman & Bell, 2011), as well as providing a step-by-step process of the study to make it more comprehensible, an operationalization was conducted. Items regarding the independent variable congruence was adopted by Van den Brink et al., (2006). Furthermore, the items of the independent variables of motivations was adopted from Green & Webb (1997) and the items influence of product type was self constructed. Lastly the dependent variable intention to participate was adopted from Chang & Cheng (2015). The operationalization can be seen in Figure 2 – Operationalization and the items can be found in Appendix 1 and Appendix 2.

<table>
<thead>
<tr>
<th>Concept</th>
<th>Conceptual definition</th>
<th>Operational purpose</th>
<th>Items</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congruence</td>
<td>Congruence represents the fit between the company, the products they sell and the cause they support (Kuo &amp; Rice, 2014).</td>
<td>Aims to measure how congruence influence participation in CM campaigns.</td>
<td>Survey A Q1-Q3</td>
<td>Van den Brink (2006)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Survey B Q1-Q3</td>
<td></td>
</tr>
<tr>
<td>Altruistic motivations</td>
<td>Consumers are motivated by a pure aim to help others, without expecting anything in return for doing so (Du et al., 2014).</td>
<td>Aims to measure how consumers’ altruistic motivation influences intention to participate in CM campaigns.</td>
<td>Survey A Q4-Q6</td>
<td>Green &amp; Webb (1997)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Survey B Q4-Q6</td>
<td></td>
</tr>
<tr>
<td>Self-Interested motivations</td>
<td>Consumers are motivated to help others to reach personal benefits, such as a good reputation (Du et al., 2014).</td>
<td>Aims to measure how consumers’ self-interested motivation influences intention to participate in CM campaigns.</td>
<td>Survey A Q7-Q9</td>
<td>Green &amp; Webb (1997)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Survey B Q7-Q9</td>
<td></td>
</tr>
<tr>
<td>Utilitarian Products</td>
<td>Products having practical and task related functions, which fulfil necessity needs (Chang, 2011).</td>
<td>Aims to measure how utilitarian products influence participation in CM campaigns.</td>
<td>Survey A Q10-Q12</td>
<td>Self-constructed</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Survey B Q10-Q12</td>
<td></td>
</tr>
</tbody>
</table>
### 4.6 Data analysis method

#### 4.6.1 Reliability analysis

In order to measure the reliability of the constructs, Cronbach’s alpha was calculated for all constructs included in the survey (altruism and self-interested motivations, congruence and product type). All the alpha coefficients were deemed as reliable with a value above 0.7 in accordance with Santos (1999). Hence, it was possible to continue the research without altering any constructs. The reliability analysis can be found in Table 3 – Reliability analysis.

#### 4.6.2 Correlation analysis

To receive an indication of the strength of the relationship between the variables, as well as establish construct validity, Pearson's was utilized (Ghauri & Grønhaug, 2005). In order to analyse correlations, as well as perform regression and ANOVA tests, it is necessary to transform the items used to measure each theoretical construct into variables. This is commonly done by calculate the average value of the items derived from each theoretical construct. To illustrate an example from this study, Q1, Q2 and Q3 is divided by 3 and computed into a summated variable representing the theoretical construct congruence. To determine if the correlation coefficients were significant, the significant levels were set to $p<0.05$ and $p<0.001$, which are commonly used thresholds in research (Bryman and Bell, 2011). The correlation analysis can be found in Table 4 – Correlation analysis monetary and Table 5 – Correlation analysis nonmonetary.

#### 4.6.3 Descriptive statistics

In order to provide a more detailed explanation and opinion among subgroups, five control variables were included; age, gender, monthly income, occupation and if they had participated
in a monetary or nonmonetary CM campaign. The control variables were included and aimed to receive an overview of the respondents’ characteristics (Bryman & Bell, 2011). The control variables were also included to be able to examine if respondents’ characteristics had any influence on the participation intention in different CM campaigns. The descriptive statistics along with the total number of respondents and the frequencies are presented in Table 1 – Descriptive monetary and Table 2 – Descriptive nonmonetary.

4.6.4 Regression analysis and ANOVA
To test the first eight hypotheses of the study, regression analysis was used. ANOVA was then utilized to test the last two hypotheses. Regression analysis is performed in order to test if a dependent variable is affected by one or several independent variables (Ghauri & Grønhaug, 2005; Aaker et al., 2010). The dependent variables in the study were consumers’ intention to participate in monetary and nonmonetary CM campaigns. The independent variables included in the regression analysis where altruism, self-interested motivations and congruence. The regression analysis was used to examine if altruism had a positive influence on intention to participate in both monetary and nonmonetary CM campaigns. It also examined if altruistic motivations had a stronger positive influence on intention to participate in monetary CM campaigns compared to nonmonetary CM campaigns. The regression analysis further aimed to examine if self-interested motivations positively influence consumers’ intention to participate in monetary and nonmonetary CM campaigns, and examine if the intention to participate in nonmonetary CM campaigns is stronger. Furthermore, it sought to examine if perceived congruence has a positive influence on consumers’ intention to participate in monetary as well as nonmonetary CM campaigns. To test the hypotheses, the authors viewed the unstandardized beta coefficients, standard errors along with appropriate significant levels ($p<0.05$ or $p<0.001$) when all the independent variables were included in the regression analysis. In the presented regression tables, Table 6 – Regression analysis monetary and Table 7 - Regression analysis nonmonetary, Model 1 represent how well the control variables alone function as a predictor of participation intention in monetary and nonmonetary CM campaigns. Model 2 includes the influence of altruism, Model 3 includes the influence of self-serving motivations and Model 4 includes the influence of congruence. Model 5 demonstrate all the independent variables, inserted in a stepwise manner, and its influence on the dependent variables intention to participate in monetary and nonmonetary CM campaigns. The authors observed adjusted $R^2$ to understand
the explanatory power of each model. \( R^2 \) is in accordance to Aronsson (1999) overestimated and adjusted \( R^2 \) incline to be a more correct representation and was therefore seen as the most appropriate number to contain in the study. ANOVA is further seen as beneficial when the objective is to compare if there is a statistical difference between means among two or more groups (Bryman & Bell, 2011). In this study it was used to examine if there was a statistically significant difference in participation intention depending on product type and can be found in Table 8 – ANOVA.

4.7 Quality Criteria

Research quality can be measured by reliability as well as validity. Validity concerns items and if they measure what they are intended to measure (Ghauri & Grønhaug, 2005). Reliability partly refers to the stability of the constructs and also relates to whether or not the study’s result would be consistent if it was repeated under diverse conditions but with the same measurements (Saunders et al., 2009, Bryman & Bell, 2011).

4.7.1 Validity

Establishing content validity concerns whether the constructs in the operationalization measure the whole concept, or if there are items missing (Malhotra, 2010). One professor at Linnaeus University’s marketing department evaluated the items and commented suggestions of changes in order to establish content validity. The surveys were revised in line with the feedback and pre-tested by individuals sharing the same characteristics as the study’s sample to further strengthen the content validity.

Construct validity are linked to the measurements of the operationalization and its constructs, simply, that it measures what it intends to measure (Ghauri & Gronhaug, 2005). There are alternative methods for measuring the correlation between variables and this study applied Pearson’s R (Ghauri & Gronhaug, 2005). The result from Pearson’s R correlation analysis can be found in Table 4 – Correlation analysis monetary and Table 5 – Correlation analysis nonmonetary.

External validity refers to whether the study can be generalizable to the entire population (Hair et al. 2003). The total respondents of 102 in the monetary survey and 109 in the nonmonetary, can be seen as a rather low sample-size and may not be deemed as
generalizable. Furthermore, the survey was shared on the author's social-media channels which could imply that most of the respondents were Swedish natives which might also decrease the external validity of the research. However, as the research conducted was quantitative it can be seen as somewhat generalizable compared to if the research conducted had been qualitative (Bryman & Bell, 2011).

4.7.2 Reliability
To receive an indication of the reliability of the items, Cronbach’s alpha coefficients were calculated for all constructs. The Cronbach’s alpha coefficient measure internal reliability as it implies how reliable a set of items measures a certain theoretical construct (Bryman & Bell, 2011). Calculating Cronbach’s alpha on the pre-test was seen as essential, especially since items corresponding to hedonic and utilitarian products were designed without reference to previous studies. The results demonstrated a number above 0.7, which is in accordance with Santos (1999). The final survey was then sent out to the respondents and the internal reliability was again measured with Cronbach’s alpha and showed a significance above 0.7 (Santos, 1999). The Cronbach’s alpha coefficients can be found in Table 2 – Reliability analysis.

To establish external reliability, which is referring to how the particular research can be replicated (Gray, 2009), the methodological choices have been presented throughout the study. Furthermore, in order to have the measurements of this study being replicated and assure similar results, questions from previous studies were adopted and came from Chang and Cheng (2015), Van den Brink (2006), and Green and Webb (1997). This further strengthens the external reliability as it can easily be repeated, as well as strengthening the validity as the constructs have been accepted in other research (Saunders et al, 2009), with the exception of the constructs for product type.
4.8 Methodology summary

<table>
<thead>
<tr>
<th>Research methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Research approach</strong></td>
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<tr>
<td>Quantitative</td>
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<td>Deductive</td>
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<tr>
<td><strong>Research design</strong></td>
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<td>Comparative</td>
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<td><strong>Data source</strong></td>
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<td>Primary data</td>
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<td>Pre-test</td>
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<td>Questionnaire</td>
</tr>
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<td><strong>Research strategy</strong></td>
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<td>Survey</td>
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<td><strong>Sample</strong></td>
</tr>
<tr>
<td>Convenience Sampling</td>
</tr>
<tr>
<td>Non-probability Sampling</td>
</tr>
<tr>
<td><strong>Data analysis</strong></td>
</tr>
<tr>
<td>Descriptive</td>
</tr>
<tr>
<td>Correlation</td>
</tr>
<tr>
<td>Reliability</td>
</tr>
<tr>
<td>Regression</td>
</tr>
<tr>
<td>ANOVA</td>
</tr>
<tr>
<td><strong>Quality criteria</strong></td>
</tr>
<tr>
<td>Reliability</td>
</tr>
<tr>
<td>Validity</td>
</tr>
</tbody>
</table>

*Self-designed Figure 3 – Methodology summary*
5.0 Results

This chapter presents the result from the gathered data, starting with descriptive statistics, reliability and correlation analysis, ending with hypothesis testing.

5.1 Descriptive statistics

The descriptive data of the respondents as well as the frequencies are presented in Table 1 – Descriptive Monetary and Table 2 – Descriptive Nonmonetary.

**Monetary**

<table>
<thead>
<tr>
<th>Participated</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>68</td>
<td>66.7%</td>
</tr>
<tr>
<td>No</td>
<td>17</td>
<td>16.7%</td>
</tr>
<tr>
<td>Unsure</td>
<td>17</td>
<td>16.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>27</td>
<td>26.5%</td>
</tr>
<tr>
<td>Female</td>
<td>74</td>
<td>72.5%</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>89</td>
<td>87.3%</td>
</tr>
<tr>
<td>30-39</td>
<td>7</td>
<td>6.9%</td>
</tr>
<tr>
<td>40-49</td>
<td>2</td>
<td>2.0%</td>
</tr>
<tr>
<td>50+</td>
<td>4</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Major occupation</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>74</td>
<td>72.5%</td>
</tr>
<tr>
<td>Employed</td>
<td>27</td>
<td>26.5%</td>
</tr>
<tr>
<td>Retired</td>
<td>1</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monthly Income</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-10 000</td>
<td>53</td>
<td>52%</td>
</tr>
<tr>
<td>11-20 000</td>
<td>29</td>
<td>28.4%</td>
</tr>
<tr>
<td>21-30 000</td>
<td>16</td>
<td>15.7%</td>
</tr>
<tr>
<td>31-40 000</td>
<td>3</td>
<td>2.9%</td>
</tr>
<tr>
<td>41 -50 000</td>
<td>1</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

*Table 1 – Descriptive Monetary n=102*

**Nonmonetary**

<table>
<thead>
<tr>
<th>Participated</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>16</td>
<td>14.7%</td>
</tr>
<tr>
<td>No</td>
<td>83</td>
<td>76.1%</td>
</tr>
<tr>
<td>Unsure</td>
<td>10</td>
<td>19.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>51</td>
<td>46.7%</td>
</tr>
</tbody>
</table>
Female 55  50.5%
Other 3  2.8%

Age
18-29 89  81.7%
30-39 13  11.9%
40-49 2  1.8%
50+ 5  4.6%

Major occupation
Student 72  66.1%
Employed 37  33.9%
Retired - -

Monthly Income
0-10 000 47  43.1%
11-20 000 32  29.4%
21-30 000 21  19.3%
31-40 000 8  7.3%
41 -50 000 1  0.9%

Table 2 – Descriptive nonmonetary

5.2 Reliability analysis
The internal reliability was tested with the use of Cronbach’s alpha for the different constructs. The alpha’s for both of the surveys can be seen in Table 3 – Reliability analysis. The spread of Cronbach’s alpha range from .749 to .921, well in accordance and above the limit of 0.7 (Santos, 1999). The higher the value of Cronbach’s alpha the higher is the consistency between the items. This is further and indication that the items are likely to achieve similarities if this study were to be replicated.

<table>
<thead>
<tr>
<th></th>
<th>Monetary</th>
<th>Nonmonetary</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Items</td>
<td>Cronbach’s Alpha</td>
</tr>
<tr>
<td>Congruence</td>
<td>3</td>
<td>.872</td>
</tr>
<tr>
<td>Altruism</td>
<td>3</td>
<td>.749</td>
</tr>
<tr>
<td>Egoism</td>
<td>3</td>
<td>.774</td>
</tr>
<tr>
<td>Utilitarian values</td>
<td>3</td>
<td>.807</td>
</tr>
<tr>
<td>Hedonic values</td>
<td>3</td>
<td>.884</td>
</tr>
<tr>
<td>Intention to participate</td>
<td>3</td>
<td>.790</td>
</tr>
</tbody>
</table>

Table 3 – Reliability analysis

5.3 Correlation analysis
As a majority of the relationships indicated values between 0.3 – 0.9, most of them were considered as valid (Dancey & Reidy, 2011). However, the relationships between congruence
and intention to participate were seen as weak and insignificant for participation intentions in both monetary and nonmonetary CM campaigns. Self-interested motivations were further considered as significant but weak for participation intention in monetary CM campaigns. The correlation analysis can be found in Table 4 – Correlation analysis monetary and Table 5 – Correlation analysis nonmonetary.

**Monetary**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>SD</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Altruistic motivations</td>
<td>5.68</td>
<td>1.010</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Self interested motivations</td>
<td>2.90</td>
<td>1.321</td>
<td>.014</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. The effect of congruence</td>
<td>4.88</td>
<td>1.477</td>
<td>.128</td>
<td>.304**</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Utilitarian products</td>
<td>5.02</td>
<td>1.216</td>
<td>.486**</td>
<td>.055</td>
<td>-.019</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Hedonic products</td>
<td>4.96</td>
<td>1.351</td>
<td>.526**</td>
<td>.204*</td>
<td>-.009</td>
<td>.596**</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>6. Intention to participate</td>
<td>5.13</td>
<td>1.207</td>
<td>.632**</td>
<td>.215*</td>
<td>.048</td>
<td>.626**</td>
<td>.652**</td>
<td>-</td>
</tr>
</tbody>
</table>

*Table 4 – Correlation analysis monetary*

**Nonmonetary**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>SD</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Altruistic motivations</td>
<td>5.62</td>
<td>1.052</td>
<td>-</td>
<td></td>
<td></td>
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<tr>
<td>Self interested motivations</td>
<td>3.05</td>
<td>1.421</td>
<td>.148</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The effect of congruence</td>
<td>4.65</td>
<td>1.276</td>
<td>.045</td>
<td>.201*</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utilitarian products</td>
<td>4.21</td>
<td>1.350</td>
<td>.579**</td>
<td>.387**</td>
<td>.129</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hedonic products</td>
<td>4.52</td>
<td>1.387</td>
<td>.553**</td>
<td>.362**</td>
<td>.137</td>
<td>.712**</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Intention to participate</td>
<td>3.24</td>
<td>1.577</td>
<td>.359**</td>
<td>.435**</td>
<td>.103</td>
<td>.589**</td>
<td>.643**</td>
<td>-</td>
</tr>
</tbody>
</table>

*Table 5 – Correlation analysis nonmonetary*

**Notes:** *p<0.05 **p<0.001 (two-tailed); n=102

Notes:** *p<0.05 **p<0.001 (two-tailed); n=109
5.4 Hypothesis testing

This section provides the result of the hypotheses and presents a detailed view of the regression analysis and ANOVA test.

5.4.1 Regression analysis

Since the two correlation tables indicate that there are significant relationships between variables of interest, there exist reasons to further explore these relationships. To erase any potential problems with multicollinearity, the VIFs were checked and they all ranged from 1 - 1.102. Since these numbers are far from 10 (Neter et al., 1996), it was not considered as an issue.

5.4.2 Regression analysis monetary

The first hypothesis, H1a predicts that altruistic motivations positively influence consumers’ intention to participate in monetary CM campaigns. The results support the hypothesis as there is a significant \(p < 0.001\) and strong influence of the independent variable altruistic motivations on intention to participate in monetary CM campaigns. H1c predicts that altruistic motivations have a stronger positive influence on intention to participate in monetary CM campaigns compared to non-monetary CM campaigns. The results support H1c \(p < 0.001\) since altruistic motivations has a stronger influence on participation intentions when it comes to monetary CM campaigns. Three hypotheses originate from the theoretical construct of self-interested motivations and the first is H2a, which predicts that self-serving motivations positively influence participation intentions in monetary CM campaigns. The results confirm the hypothesis at \(p < 0.001\). H3a predicts that the perceived congruence between a company and the type of cause that is supported will positively influence participation intentions in monetary CM campaigns. The hypothesis is rejected since the regression table indicates a negative, but significant influence \(p<0.05\), on participation intentions in monetary CM campaigns. The result of the regression analysis from the monetary survey can be found in Table 6 – Regression analysis monetary.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Model 1</th>
<th>Model 2</th>
<th>Model 3</th>
<th>Model 4</th>
<th>Model 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>4.420</td>
<td>.583</td>
<td>3.718</td>
<td>4.334</td>
<td>.342</td>
</tr>
<tr>
<td></td>
<td>(.229)**</td>
<td>(.523)</td>
<td>(.346)**</td>
<td>(.442)**</td>
<td>(.551)</td>
</tr>
<tr>
<td>Control</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>.869</td>
<td>.464</td>
<td>.842</td>
<td>.867</td>
<td>.440</td>
</tr>
<tr>
<td></td>
<td>(.251)**</td>
<td>(.204)</td>
<td>(.243)**</td>
<td>(.252)**</td>
<td>(.192)</td>
</tr>
<tr>
<td>Independent Variables</td>
<td>.056</td>
<td>-.159</td>
<td>.139</td>
<td>.054</td>
<td>-.059</td>
</tr>
<tr>
<td>-----------------------</td>
<td>------</td>
<td>-------</td>
<td>------</td>
<td>------</td>
<td>-------</td>
</tr>
<tr>
<td>Age</td>
<td>(.199)</td>
<td>(.159)</td>
<td>(.196)</td>
<td>(.200)</td>
<td>(.152)</td>
</tr>
<tr>
<td>Major occupation</td>
<td>.256</td>
<td>.621</td>
<td>.280</td>
<td>.247</td>
<td>.717</td>
</tr>
<tr>
<td></td>
<td>(.331)</td>
<td>(.264)</td>
<td>(.322)</td>
<td>(.335)</td>
<td>(.253)*</td>
</tr>
<tr>
<td>Income</td>
<td>-.029</td>
<td>-.163</td>
<td>.006</td>
<td>-.025</td>
<td>-.154</td>
</tr>
<tr>
<td></td>
<td>(.179)</td>
<td>(.142)</td>
<td>(.174)</td>
<td>(.181)</td>
<td>(.135)</td>
</tr>
</tbody>
</table>

The effect of congruence

Table 6 – Regression analysis monetary

Notes: *p<0.05 **p<0.001; n=102

5.4.3 Regression analysis nonmonetary

The second hypothesis derived from the theoretical construct of altruism is H1b, which assumes that altruistic motivations positively influence intention to participate in non-monetary CM campaigns and the results support this hypothesis at $p < 0.001$. H2b further predicts that self-interested motivations positively influence participation in nonmonetary CM campaigns. The results support the hypothesis at $p < 0.001$. H2c assumes that self-interested motivations have a stronger influence on intention to participate in non-monetary CM campaigns in comparison to monetary CM campaigns. The results support H2c ($p < 0.001$) since the Beta value is higher and thus indicate a stronger influence of self-interested motivations when looking at intention to participate in non-monetary CM campaigns. H3b predicts that the perceived congruence between a company and the type of cause that is supported will positively influence participation intention in nonmonetary CM campaigns. The hypothesis is rejected since the regression table indicates that congruence has an insignificant influence on participation intention in nonmonetary CM campaigns. The result can be found in Table 7 – Regression analysis nonmonetary.
H4a and H4b predict that there is a difference in intention to participate in both types of CM campaigns when products are perceived as having hedonic value ahead of utilitarian value. Both of these hypotheses are rejected since there is no statistically significant difference in participation intention that can be derived from product type. The result of the ANOVA can be found in Table 8 – ANOVA.
ANOVA

<table>
<thead>
<tr>
<th>Product type</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>Min.</th>
<th>Max.</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monetary</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utilitarian products</td>
<td>5.02</td>
<td>1.216</td>
<td>.120</td>
<td>1</td>
<td>7</td>
<td>.095</td>
<td>.758</td>
</tr>
<tr>
<td>Hedonic products</td>
<td>4.96</td>
<td>1.351</td>
<td>.134</td>
<td>1</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Nonmonetary</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2.276</td>
<td>.133</td>
</tr>
<tr>
<td>Utilitarian products</td>
<td>4.21</td>
<td>1.350</td>
<td>.129</td>
<td>1</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hedonic products</td>
<td>4.50</td>
<td>1.390</td>
<td>.134</td>
<td>1</td>
<td>7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Table 8 – ANOVA*

*Notes: n =102 and n=109*

### 5.4.5 Summary of hypothesis testing

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Supported</th>
<th>Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H1a$; Altruistic motivations positively influence consumers’ intention to participate in monetary CM campaigns.</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>$H1b$; Altruistic motivations positively influence consumers’ intention to participate in nonmonetary CM campaigns.</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>$H1c$; Altruistic motivations has a stronger positive influence on intention to participate in monetary CM campaigns compared to nonmonetary CM campaigns.</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>$H2a$; Self-interested motivations positively influence consumers’ intention to participate in monetary CM campaigns.</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>$H2b$; Self-interested motivations positively influence consumers’ intention to participate in nonmonetary CM campaigns.</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>$H2c$; Self-serving motivations has a stronger positive influence on intention to participate in nonmonetary CM-campaigns compared to monetary CM-campaigns.</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>$H3a$; Perceived congruence has a positive influence on consumers’ intention to participate in monetary CM campaigns.</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>$H3b$; Perceived congruence has a positive influence on consumers’ intention to participate nonmonetary CM campaigns.</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>$H4a$; There is a difference in intention to participate in a monetary CM-campaign when the product has hedonic values compared to utilitarian values</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>$H4b$; There is a difference in intention to participate in a nonmonetary CM-campaign when the product has hedonic values compared to utilitarian values</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

*Self designed Figure 4 – Summary of hypotheses testing*
6.0 Discussion

This chapter aims to answer the research questions based on the gathered empirical data along with the conceptual framework to further discuss the relationship between the concepts.

The idea of CM has become a well established practice for companies within a variety of industries. The present study seeks to broaden the understanding concerning consumers’ participation in CM campaigns by including participation intentions in a new, and previously unexplored campaign type, which require consumers to actively share content on social media. The independent variables considered in this study include demographic factors, two types of motivations, congruence and product type and were measured towards the dependent variable; intention to participate. Questions are raised regarding how these independent variables influence consumers’ intention to participate in these two campaign types. Several noteworthy findings are observed.

Consumers’ demographic factors do hardly predict any variation in intention to participate in monetary CM campaigns as these factors only explains nine per cent of participation intention. The same factors are further seen as irrelevant in explaining any variation in participation intention in nonmonetary CM campaigns. This implies that participation intention is relatively independent of consumers’ gender, age, occupation and income. Nevertheless, consumers that possess an altruistic mind set are positively inclined to participate in both types of CM campaigns. This finding is in line with Bekkers and Wiepking (2011) that identified altruism as one of eight mechanisms that are essential in explaining why consumers engage in charitable donations. However, the influence of altruism is greater when it comes to monetary participation. This means that consumers who are driven to help others without any expectation of return are most likely to participate in CM campaigns by purchasing cause related products. Reinforcing the notion that consumers who possess an altruistic mind-set are less prone to seek recognition for their contribution (Winterich et al., 2013). Purchasing cause related products offers the opportunity to choose the level of anonymity since it is unnecessary to publicly demonstrate the purchase to activate the donation. Besides altruistic motivations, consumers are also driven by self-interests. These consumers appreciate the feeling of being recognized as generous and value participation since it provides a personal reward. It is apparent that CM campaigns that seek consumers’ active participation via social media attract those with high levels of self-interest. As explained by Grace and Griffin (2006) and Lanying et al. (2014) do consumers value the
possibility to enhance their own reputation if they can show their contribution to others. Social media thus entail the optimal opportunity for consumers to do this.

This study further aimed to examine how congruence influences participation intentions. In contrast to all previous studies that has been reviewed (e.g. Bigne-Alcaniz et al., 2009; Kuo & Rice, 2014; Folse et al., 2014; Kota et al., 2014), our findings indicate that congruence has a slightly negative influence on consumers’ participation in monetary CM campaigns. It is furthermore insignificant in influencing consumers’ participation intentions in nonmonetary CM campaigns. A logical interpretation may be that consumers value companies that donate to a charitable cause irrespective if the cause is congruent with the overall profile or not. Mainly since it is better to support something than nothing at all. A good fit between company and cause thus not always necessarily optimize the performance of CM campaigns. Several prior studies report that CM campaigns are most beneficial to promote with products perceived as having hedonic value (e.g. Chang, 2008; Chang, 2011; Chang & Liu, 2012; Zemack-Rugar et al., 2016). The main reason is that consumers see an opportunity to ease their conscience for consuming products without any decisive and necessary value. However, this study was not able to provide evidence that strengthen the view that CM campaigns is most effective to use together with hedonic products. Since there is no difference, consumers’ intention to participate is not influenced by product type. This indicate that CM campaigns, irrespective of what products that is being promoted, can be equally successful as long as a company supports a social cause.
7.0 Conclusion
This chapter answers the purpose and presents the conclusion of the study. It also presents the contributions made, suggestions for further research and limitations in the study.

The purpose of this study was to extend our understanding concerning the main determinants of consumers’ intention to participate in two different kinds of CM campaigns; namely; monetary and nonmonetary. The study demonstrates that altruistic together with self-interested motivations function as the two primary determinants of participation intention in both type of CM campaigns. Consumers with a tendency of being altruistically motivated are more prone to purchase cause related products and the influence of this factor represents the major determinant of intention to participate in monetary CM campaigns. Consumers that are motivated by self interests are more willing to support a company's cause related initiatives by participating on social media in a nonmonetary CM campaign. In this context, self-interest is also the factor that represents the largest influence on intention to participate. Finally, the study concludes that congruence is a determinant factor in influencing consumers’ intention to participate in monetary CM campaigns, but the influence is negative. On the other hand, participation intentions in nonmonetary CM campaigns are not influenced by congruence and for this campaign type it is not a determinant factor. Product type is furthermore insignificant determinants of intention to participate in both monetary and nonmonetary CM campaigns. The current findings therefore contradict the common view that congruence and product type are crucial for the success of CM.

7.1 Theoretical contributions
The concept of CM is a well researched topic within the literature (Nelling & Webb, 2009). However, a majority of the existing research has defined consumers’ participation in CM through the purchase of products marketed with a specific charitable cause. This study contributes to the existing plethora of research by examining what factors that influence consumers’ participation in CM campaigns. Especially in a new type of campaign that do not require consumers to purchase any products and instead ask them to actively participate on social media. The findings indicate that the degree of influence of altruistic and self-interested motivations is different depending on campaign type, which has previously been unknown.

Although congruence and product type have been established as crucial success factors by previous research, do this study reveal contradictory findings. However, this may reflect that
consumers are unaware of their own reasoning concerning their participation in CM. Mainly since the positive link between congruence and product type have been established through experiments (e.g Chang, 2008; Chang, 2011; Zemack-Rugar et al., 2016), which indicate that consumers act in one way and answers in an other. This is another theoretical contribution that deepens the understanding of consumers’ behaviour.

7.2 Managerial Implications
The findings of this study provide essential implications for marketing managers working with CM. Although it is impossible for marketers to be completely sure regarding consumers’ motivation to participate in CM campaigns, should the importance of understanding their motivation not be underestimated. Essentially since consumers’ mind-set naturally segment them into different clusters. This implies that the results of CM can be improved by carefully selecting campaigns that suit the prospective target audience. Especially since consumers that possess different characteristics also exhibit different habits, not least when it comes to media consumption. Utilizing social media is beneficial for companies whose main objective is to disseminate its name. Especially, since consumers who are present on social media tend to exhibit higher levels of self interest and seek recognition from others (Schweyer, 2012). Nonmonetary CM-campaigns is therefore seen as an optimal choice for companies that seek to engage those consumers in CM since they get the chance to show their goodness.

Managers should also bear in mind that the congruence between company and cause is of importance when it comes to participation in monetary CM campaigns. Especially since the influence was found to be negative. However, one reason for this finding could be that this study did not provide any extreme examples of a company and cause that clash, as for example, a tobacco company donating to cancer research (Szykman, 2004). As a consumer, such an extreme example may not be the first that comes to mind and congruence should therefore not be completely ignored. From a marketing perspective, it it is advised to maintain a logical reasoning and congruence should still be considered as a safer choice, although this study indicates somewhat different. Congruence was found to be insignificant in influencing participation in nonmonetary CM campaigns which could be an explanation that the importance for consumers’ is the donation itself rather than cause.
7.3 Limitations and further research

There are some limitations that need to be acknowledged. Although a majority of the items included in the survey were taken from previous studies, there exist issues with some of them. The main problem is that some items are formulated so that they correspond to both an effect and a cause. Hence, some items that were suppose to measure only the independent variables are now measuring the dependent variable as well. As a consequence, the dependent variable explains itself. The issue is apparent in items that urge respondents to indicate their willingness to engage in different kind of CM campaigns at the same time as they seek to measure the independent variables. To engage has a similar meaning as intention to participate, which in this study represents the dependent variable and as a consequence, the results may be somewhat skewed. For future studies, it is suggested to revise the items and remove parts that represent the dependent variable. There also exist other limitations that may have affected the generalizability of the study. Primarily, the study’s results are based on a convenience sample, which can create a skewed representation of the population (Malhotra, 2010). Not least since a majority of the sample in this study share similar demographic characteristics. Secondly, the number of respondents is relatively small and as a consequence, the study needs to be replicated to increase the generalizability. Lastly, the independent variables included in this study are based on the researcher's judgment concerning what needed to be included to fill the research gap. Nonetheless, there exist other variables that influence participation and the results of the study may have been different if everything were included. It is advised to seek a sample with a more even distribution concerning demographic factors and a larger geographical span since the findings of this study may be biased due to the overrepresentation of young students. For future studies, it could be of interest to investigate other variables since R² demonstrate that the explanatory power of the independent variables indicates that there are other variables to explore. This was found applicable for both campaign types. Examples of other variables to include could be interest in cause and donation size. A qualitative study could also add insight concerning new variables that consumers perceive influence participation in CM campaigns. It may also shed light concerning why congruence could have a negative influence on participation intentions in monetary CM campaigns. Mainly since a qualitative study provide researchers with more comprehensive responses because consumers can express themselves more freely.
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9.0 Appendix
Appendix 1 – Survey A (Monetary)

Introduction Survey A

English:
We are three Marketing students from Linnaeus University that are currently writing our master thesis concerning Cause Related Marketing. Cause Related Marketing means that a for-profit company engage in charitable causes in collaboration with its customers. When completing the survey think of campaigns that encourage you as a consumer to purchase a product so that the company donates money or other assets to a charitable cause. See the example below. Your responses are highly valuable for this study. We would appreciate your help and guarantee that your responses will be anonymous. Completing the survey takes approximately three minutes.

Thank you for your time!

Svenska:
Vi är tre marknadsföringsstudenter från Linneuniversitetet som skriver vår magisteruppsats som berör ämnet orsaksrelaterad marknadsföring (Cause related marketing). Orsaksrelaterad marknadsföring betyder att ett vinstdrivande företag engagerar sig i välgörenhet tillsammans med sina kunder. Om du väljer att delta i enkäten ber vi dig tänka på kampanjer som uppmuntrar dig som konsument att köpa en produkt så att företaget som säljer den donerar pengar eller andra tillgångar till välgörande ändamål. Se ett exempel nedan.
Dina svar är mycket värdefulla för denna studie. Vi skulle uppskatta din hjälp och garantera att dina svar kommer att vara anonyma. Slutföra enkäten tar cirka tre minuter.

Tack för er tid!

Caroline, Cajsa and Linus

English explanation: this is a skin-care brand that runs a campaign stating that they will donate 20% of their sales to SOS Children's Villages international.
Questions, independent and dependent variables Survey A. Answer ranging from 1-7

Q1: It is important for me that the type of charitable cause that is supported by a company is in line with what they are selling
*Det är viktigt för mig att det välgorande ändamålet som ett företag stödjer är i linje med vad dem säljer*

Q2: It is important for me that I can see the logic behind why a company supports a particular charitable cause
*Det är viktigt för mig att jag kan se logiken bakom varför ett företag väljer att stödja ett specifikt välgorande ändamål*

Q3: It is important for me that a company supports a charitable cause that is suitable to a company's overall profile
*Det är viktigt för mig att ett företag stödjer ett välgorande ändamål som passar företagets övergripande profil*

Q4: I feel satisfaction when helping others
*Jag känner tillfredsställelse när jag hjälper andra*

Q5: I would engage in a cause related campaign to aid those in need
*Jag skulle engagera mig i en kampanj som stödjer välgorande ändamål för att hjälpa behövande*

Q6: I would engage in a cause related campaign since it enables me to be kind to people that are suffering
*Jag skulle engagera mig i en kampanj som stödjer välgorande ändamål eftersom det gör det möjligt för mig att vara snäll mot människor som lider*

Q7: I would engage in a cause related campaign to gain social status
*Jag skulle engagera mig i en kampanj som stödjer välgorande ändamål för att nå social status*

Q8: I would engage in a cause related campaign to get recognition by others
*Jag skulle engagera mig i en kampanj som stödjer välgorande ändamål för att få bekräftelse från andra*

Q9: I would engage in a cause related campaign to feel needed
*Jag skulle engagera mig i en kampanj som stödjer välgorande ändamål för att känna mig behövd*

Descriptive text:
When answering the 3 following questions, please think of a brand selling basic products that are necessary for you to use, such as; toothpaste, toothbrush, milk etc.
*När ni svarar på de tre följande frågorna, tänk på ett varumärke som säljer vardagliga basprodukter som du använder. Exempelvis, tandkräm, tandborste, mjölk etc.*
Q10: I am eager to take part in a cause related campaign of a brand selling daily basic products
Jag är angelägen att delta i en kampanj som stödjer välgörande ändamål hos ett företag som säljer vardagliga basprodukter

Q11: Knowing that a brand from this product category contributes to a charitable cause would make me feel good
Vetskapen om att ett varumärke från den här produktkategorin donerar till välgörande ändamål får mig att må bra

Q12: I would engage in a cause related campaign by purchasing a product from a brand that sells daily basic products
Jag skulle engagera mig i en kampanj som stödjer välgörande ändamål genom att köpa produkter från ett varumärke som säljer vardagliga basprodukter

Descriptive text:
When answering the 3 following questions, think of a brand selling products that you consume to feel a sense of joy and pleasure, such as; chocolate truffles, going on vacation etc.
När ni svarar på de tre följande frågorna, tänk på ett varumärke som säljer produkter som får dig att känna tillfredsställelse och glädje. Exempelvis, choklad tryfflar, åka på semester etc.

Q13: I am eager to take part in a cause related campaign of a brand that sells joyful products
Jag är angelägen att delta i en kampanj som stödjer välgörande ändamål hos ett företag som säljer produkter som ger mig glädje och tillfredsställelse

Q14: Knowing that a brand from this product category contributes to a charitable cause would make me feel good
Vetskapen om att ett varumärke från den här produktkategorin donerar till välgörande ändamål får mig att må bra

Q15: I would engage in a cause related campaign by purchasing a product from a brand selling joyful products
Jag skulle engagera mig i en kampanj som stödjer välgörande ändamål genom att köpa produkter från ett varumärke som säljer produkter som ger mig glädje och tillfredsställelse

Q16: I am likely to participate in a cause related campaign by purchasing the products
Det är troligt att jag kommer delta i en kampanj som stödjer välgörande ändamål genom att köpa produkter

Q17: I would be willing to persuade others to purchase products that promote a charitable cause
Jag skulle vara villig att övertala andra att köpa produkter som stödjer välgörande ändamål

Q18: I want to purchase products that support a charitable cause
Jag vill köpa produkter som stödjer välgörande ändamål
Questions Control Variables Survey A

Q19: Have you ever participated in a cause related marketing campaign by purchasing products? Yes/No/Unsure

Har du någonsin deltagit i en orsaksrelaterad marknadsföringskampanj genom att köpa produkter?

Q20: Gender (Kön).
Male/Female/Other

Q21: Age (Ålder).
18-29, 30-39, 40-49,50+

Q22: Major Occupation (Huvudsaklig Sysselsättning).
Student/Employed/Unemployed/Retired/Other

Q23: Monthly Income (Månadsinkomst) (SEK)
0-10 000/11 000-20 000/21 000-30 000/31 000-40 000/41 000-50 000/50 000+

Appendix 2 – Survey B (Nonmonetary)

Introduction Survey B

English:
We are three Marketing students from Linnaeus University that are currently writing our master thesis concerning Cause Related Marketing.
Cause Related Marketing means that a for-profit company engage in charitable causes in collaboration with its customers. When completing the survey think of campaigns that encourage you as a consumer to engage by spreading a company's message via social media (upload or share content) so that the company donates money or assets to a charitable cause. See the example below.

Your responses are highly valuable for this study. We would appreciate your help and guarantee that your responses will be anonymous. Completing the survey takes approximately three minutes.

Thank you for your time!

Svenska:
Vi är tre marknadsföringsstudenter från Linneuniversitetet som skriver vår magisteruppsats som berör ämnet orsaksrelaterad marknadsföring (Cause related marketing).

Orsaksrelaterad marknadsföring betyder att ett vinstdrivande företag engagerar sig i välgörenhet tillsammans med sina kunder. Om du väljer att delta i enkäten ber vi dig tänka på kampanjer där företag uppmuntrar dig som konsument att dela eller lägg upp innehåll på sociala medier så att företaget donerar pengar eller andra tillgångar till välgörande ändamål.

Se ett exempel nedan.

Dina svar är mycket värdefulla för denna studie. Vi skulle uppskatta din hjälp och garantera att dina svar kommer att vara anonyma. Slutföra enkäten tar cirka tre minuter.

Tack för er tid!
Caroline, Cajsa and Linus

English explanation: this is the Swedish chocolate brand Marabou and they are currently running a campaign where they will donate 1 SEK to Save the Children for each picture consumer upload on social media when they hug each other and hashtag "huggingparty".

Questions, independent and dependent variables Survey B. Answer ranging from 1-7

Q1: It is important for me that the type of charitable cause that is supported by a company is in line with what they are selling
Det är viktigt för mig att det välgörande ändamålet som ett företag stödjer är i linje med vad dem säljer

Q2: It is important for me that I can see the logic behind why a company supports a particular charitable cause
Det är viktigt för mig att jag kan se logiken bakom varför ett företag väljer att stödja ett specifikt välgörande ändamål

Q3: It is important for me that a company supports a charitable cause that is suitable to a company's overall profile
Det är viktigt för mig att ett företag stödjer ett välgörande ändamål som passar företagets övergripande profil

Q4: I feel satisfaction when helping others
Jag känner tillfredsställelse när jag hjälper andra

Q5: I would engage in a cause related campaign to aid those in need
Jag skulle engagera mig i en kampanj som stödjer välgörande ändamål för att hjälpa behövande

Q6: I would engage in a cause related campaign since it enables me to be kind to people that are suffering
Jag skulle engagera mig i en kampanj som stödjer välgörande ändamål eftersom det gör det möjligt för mig att vara snäll mot människor som lider
Q7: I would engage in a cause related campaign to gain social status
Jag skulle engagera mig i en kampanj som stödjer välgörande ändamål för att nå social status

Q8: I would engage in a cause related campaign to get recognition by others
Jag skulle engagera mig i en kampanj som stödjer välgörande ändamål för att få bekräftelse från andra

Q9: I would engage in a cause related campaign to feel needed
Jag skulle engagera mig i en kampanj som stödjer välgörande ändamål för att känna mig behövd

Descriptive text:
When answering the 3 following questions, please think of a brand selling basic products that are necessary for you to use, such as; toothpaste, toothbrush, milk etc.

När ni svarar på de tre följande frågorna, tänk på ett varumärke som säljer vardagliga basprodukter som du använder. Exempelvis, tandkräm, tandborste, mjölk etc.

Q10: I am eager to take part in a cause related campaign of a brand selling daily basic products
Jag är angelägen att delta i en kampanj som stödjer välgörande ändamål hos ett företag som säljer vardagliga basprodukter

Q11: Knowing that a brand from this product category contributes to a charitable cause would make me feel good
Vetskapen om att ett varumärke från den här produktkategorin donerar till välgörande ändamål får mig att må bra

Q12: I would engage in a cause related campaign by posting or sharing content on social media from a brand selling daily basic products
Jag skulle engagera mig i en kampanj som stödjer välgörande ändamål genom att lägga upp innehåll på sociala medier från ett varumärke som säljer vardagliga basprodukter

Descriptive text:
When answering the 3 following questions, think of a brand selling products that you consume to feel a sense of joy and pleasure, such as; chocolate truffles, going on vacation etc.

När ni svarar på de tre följande frågorna, tänk på ett varumärke som säljer produkter som får dig att känna tillfredsställelse och glädje. Exempelvis, choklad tryfflar, åka på semester etc.

Q13: I am eager to take part in a cause related campaign of a brand that sells joyful products
Jag är angelägen att delta i en kampanj som stödjer välgörande ändamål hos ett företag som säljer produkter som ger mig glädje och tillfredsställelse

Q14: Knowing that a brand from this product category contributes to a charitable cause would make me feel good
Vetskapen om att ett varumärke från den här produktkategorin donerar till välgörande ändamål får mig att må bra

Q15: I would engage in a cause related campaign by posting or sharing content on social media from a brand selling joyful products
Jag skulle engagera mig i en kampanj som stödjer välgörande ändamål genom att lägga upp innehåll på sociala medier från ett varumärke som säljer produkter som ger mig glädje och tillfredsställelse

Q16: I am likely to participate in a cause related campaign for a cause by spreading a message via social media
Det är troligt att jag kommer delta i en kampanj som stödjer välgörande ändamål genom lägga upp innehåll på sociala medier

Q17: I would be willing to persuade others to spread a charitable message via social media
Jag skulle vara villig att övertyga andra att lägga upp innehåll på sociala medier som stödjer välgörande ändamål

Q18: I want to participate in a campaign by spreading a charitable message via social media
Jag vill lägga upp innehåll på sociala medier som stödjer välgörande ändamål

Questions Control Variables Survey B
Q19: Have you ever participated in a cause related marketing campaign by posting content to social media?
Har du någonsin deltagit i en orsaksrelaterad marknadsföringskampanj genom att lägga upp innehåll på sociala medier?
Yes/No/Unsure

Q20: Gender (Kön).
Male/Female/Other

Q21: Age (Ålder).
18-29, 30-39, 40-49,50+

Q22: Major Occupation (Huvudsaklig Sysselsättning).
Student/Employed/Unemployed/Retired/Other

Q23: Monthly Income (Månadsinkomst) (SEK)
0-10 000/11 000-20 000/21 000-30 000/31 000-40 000/41 000-50 000/50 000+