

**EFFECT OF CAUSE-RELATED ADVERTISEMENT ON
CONSUMER PURCHASE INTENTION WITH DIMENSIONS
OF CONSUMER, PERCEIVED VALUE, BRAND AND CAUSE
AS MEDIATORS**

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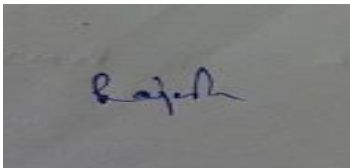
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I, hereby declared that the presented work in the thesis entitled “Effect of cause-related advertisement on consumer purchase intention with dimensions of consumer, perceived value, brand and cause as mediators” in fulfilment of degree of **Doctor of Philosophy (Ph.D.)** is outcome of research work carried out by me under the supervision of Dr. Amit Kakkar, working as Associate Professor, in the Mittal School of Business of Lovely Professional University and Dr. Mithilesh Pandey working as Assistant Professor, in the Marketing and Strategy of IBS, Hyderabad, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.



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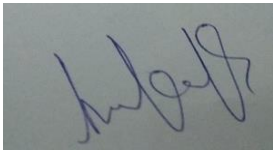
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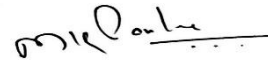
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ABSTRACT

In order to generate revenue and survive in a cutthroat market, every business gives value to its clients. Over time, this value's dimensions have altered. Consumers today consider a product's consumption impact on society and the environment in addition to its tangible benefits, such as quality, price, durability, and availability. Today's consumers seek both quick gratification and long-term advantages. They are becoming more adamant and aware of these compatible principles. They anticipate that businesses will wisely use the resources and pay back to society. Businesses must invest in and address critical social concerns. Consumers are now aware of the actions of the companies thanks to the quick and easy availability of information. They assess the effects of these acts on the environment and society. Any assistance for critical social issues or the benefit of society is greatly appreciated by society. As a result, a company's social initiatives significantly impact consumer behavior. In response to this shift in consumer behavior, the organization has moved its focus from profit to social welfare. As a result, Corporate Social Responsibility developed (CSR). Customers have criticized businesses for utilizing several natural and social resources to fuel their expansion. Businesses began supporting social issues as a way to give back to society and as an investment because they saw the potential for financial gain. Using commercials with a cause-related theme, the companies promote their social cause. Consumers frequently disregard traditional or comparable marketing in an era of constant media exposure. Advertisements that support a cause could help cut through the noise of other advertisements and provide the target company an edge over rivals. Due to a lack of knowledge regarding cause-related advertisements, the general population is more susceptible to fraud.

The existing literature about cause-related marketing broadly covers the effect of CRM campaigns on attitude towards the brand, cause, and campaign. Generally, it covers the after-effects of the campaign, but limited literature is available on the communication of the campaign to the customer, i.e., research on the Cause-related advertisements. The

current study warrants the study of different elements of Cause-related advertisements. The difference between a commercial and a social advertisement in terms of emotion and content is studied, but the same is not covered for Cause-related advertisements. The cause is an essential element in Cause-related advertisement which has been left untouched for research. Literature is available on the effect of brand-cause fit on attitude and purchase intention. However, more research is needed on the effect of types of causes and their sync with society, i.e., customer-cause fit on purchase intention. Also, no literature is available on the valence of a cause, i.e., positive, neutral, and negative causes. However, existing study helps understand the valence of the message in the advertisement, i.e., positive and negative message. Perceived value plays a vital role in the purchase intention of a customer. However, a limited study is available on the value perceived by a customer through Cause-related advertisements and its effect on purchase intention. Existing literature on CRM discusses the involvement of an NGO, which further supports a particular cause. Thus, a brand supports a cause through an NGO. Many firms may not involve an NGO but directly contribute to a cause with their in-house team. The mandatory contribution of firms to CSR in India compels the need to study CRM with its three major key components – brand, cause, and consumer. Most existing studies are conducted on fictitious brands in close settings (lab). The need of the hour is to study real brands in real-time market conditions with actual advertisements. Similarly, wherever advertisement is considered for the study, only print advertisements are considered. Video advertisements are more effective than print advertisements. Therefore, a study with a video ad is needed. Most of the existing study is limited to students. For better decision-making, a study on respondents from different walks of life, age group, and professions is required. Existing literature is available in bits and pieces for various components like brand-cause fit, customer-cause fit, customer-brand fit, and its effect on purchase intention. However, a comprehensive model is needed which covers all these aspects and the effect of cause-valence and perceived value on purchase intention through Cause-related advertisements.

This study explores the niche of cause-related advertisement and its components. Based on the previous studies, a conceptual model has been proposed. The effect of cause-related advertisements on consumer purchase intentions is studied. The mediating role

of various consumer dimensions such as attitude, motivation, awareness, and pro-social approach is explored. Similarly, the mediating role of perceived value and its components of social and altruistic values is explored. Since a brand is involved in a cause-related advertisement, the mediating role of brand dimensions, credibility, and image are also studied. An essential component of cause-related advertisement is the social cause. The mediating role of various dimensions of social cause viz scope and proximity, cause involvement and cause importance on consumer purchase intentions are studied. The study is limited to adults above the age of 18. The study is based on primary data collected online using Google Forms. Respondents from various walks of life, like students, working professionals, and self-employed males and females, are considered for the study. The study is cross-sectional, and the primary data is collected from the respondents suitable for the study. A structured questionnaire is used for data collection. The study is quantitative, and most questions are based on nominal, ordinal, and interval scales. Three Cause-related advertisements (video) are shown to the respondents to make them understand the concept of Cause-related advertisement. These advertisements are embedded in the questionnaire prepared in the Google Form. A social cause that focuses on growth, enhancement, addition, improvement, empowerment, etc., can be considered a social cause with positive valence. In contrast, the one that focuses on mitigating the loss, recovery from a disease or disaster, protecting the resources, etc., can be considered a negatively valenced social cause. The questionnaire consists of an equal number of positive and negative social causes. A sample size of 1005 is taken for the study. A simple random sampling technique is used for data collection, and SMART-PLS is used for data analysis.

The results show that cause-related advertisements also significantly effect consumer purchase intentions like commercial advertisements. Cause-related advertisement has a significant effect on consumer dimensions. The direct effect of consumer dimensions on perceived value dimensions is significant. The indirect effect of cause-related advertisement on the perceived value dimension with the consumer dimension as the intermediary is also significant. The direct effect of consumer dimensions on brand dimensions is significant. The indirect effect of cause-related advertisement on the brand dimension with the consumer dimension as the intermediary is also found

significant. The direct effect of consumer dimensions on social cause dimensions is significant. The indirect effect of cause-related advertisement on the social cause dimension with the consumer dimension as the mediator is also significant. The direct effect of perceived value dimensions on purchase is significant. It shows that both altruistic value and social value significantly effects purchase intentions. Both credibility and image significantly effect purchase intentions. The direct effect of social cause dimensions on purchase is significant. It shows that cause involvement, perceived importance, scope, and proximity significantly effect purchase intentions. The brand dimensions and social cause dimensions positively effect each other. The increased brand awareness, positive attitude towards the brand, high motivation to contribute to society, and pro-social mindset of the consumers help improve the brand's credibility and image. Therefore, cause-related advertisement helps brand managers to strengthen brand value. The moderation results shows that cause valence moderate the relationship of cause related advertisements and purchase intentions. It implies that the respondents differentiate between a positive and a negative social cause. Higher exposure to cause related advertisement with a social cause of negative valence increases the purchase intentions of a consumer as compared to social cause of positive valence. It signifies that negative valence is more effective in increasing the purchase intentions than positive valence in cause-related advertisement. The research provides multiple insights for managers such as attention should be paid to the details given in the advertisement about the intended beneficiary. An advertisement with high on emotion is more effective. These advertisements can be used for increasing brand awareness, earn goodwill, improving consumer engagement with the brand, generating positive attitude towards brand. A negative social cause can be promoted in an advertisement for high effectiveness and to provide competitive advantage to the brands.

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LIST OF ABBREVIATIONS

Sr. No.	Abbreviation	Description
1	CSR	Corporate Social Responsibility
2	CRM	Cause Related Marketing
3	CRA	Cause Related Advertisement
4	NGO	Non-Government Organization
5	NPO	Non for Profit Organization
6	PLS	Partial Least Square
7	AMA	American Marketing Association
8	AIDS	Acquired Immune Deficiency Syndrome
9	FMCG	Fast Moving Consumer Goods
10	WWF	World Wildlife Fund
11	P&G	Procter and Gamble
12	ITC	India Tobacco Company Limited
13	CSM	Corporate Social Marketing
14	Assoc. Prof.	Associate Professor
15	Prof.	Professor
16	Freq.	Frequency
17	OS	Original sample
18	SM	Sample mean
19	STDEV	Standard Deviation
20	VP	Valid Percent
21	CP	Cumulative Percent

CHAPTER 1

INTRODUCTION

This section builds up the knowledge required to understand the problem statements of the research work by knowing the basics of corporate social responsibility, its types, applications, and various issues. A study about cause-related marketing and its evolution is also explained in the section. Further, the dimension of cause-related advertisement is discussed. Based on the existing problems, multiple research objectives have been framed to carry out the research.

1.1 Introduction

Every commercial organization delivers value to its customers to drive profits and sustain itself in the competitive landscape. The dimensions of this value have changed over a while. Now consumers are focused on more than just the core product benefits such as quality, price, durability, availability, etc., and evaluating its usage impact on society and the environment (Adiwijaya & Fauzan, 2012). Consumers now look for long-term benefits and immediate satisfaction. They are getting more demanding and conscious about these aligned values. They expect commercial organizations to use the resources responsibly and give back to society. Companies must address critical social causes and invest in them. The abundant and quick availability of information has made consumers aware of the firms' activities. They evaluate the impact of such actions on society and the environment. Society appreciates any support for critical social causes or the welfare of society. Thus, a social activity by a firm has a significant effect on consumer behavior. Therefore, the organization has shifted from concentrating on profit to social welfare in response to consumer behavior changes. It has led to the evolution of Corporate Social Responsibility (CSR).

1.2 Evolution of Corporate Social Responsibility

Corporate social responsibility has evolved through various stages, which are explained below.

1.2.1 Corporate Philanthropy

Traditionally corporates responded to changes in consumer expectations through corporate philanthropy wherein profits are donated, or resources are used directly or through an NGO for the benefit of the beneficiary. These corporates donated cash or used their premises, buildings, facilities, human resources, advertising support, etc. Time is also utilized for specific social projects. These corporate activities have been voluntary. These activities have been carried out to do good for society. These philanthropic activities focused on local communities.

In the next phase, legal obligations are imposed on corporates to do good for society. It led to the involvement of various stakeholders in the process. The mandatory clause created pressure on the bottom lines. Also, increasing competition and the urge to differentiate and enjoy competitive advantage paved the way for the third stage – treating social responsibility as an investment. The social objectives and corporate objectives are aligned in this stage. Thus, corporate philanthropy is evolved into the practice of Corporate Social Responsibility. Corporations actively supported social causes beyond their legal obligations, such as setting up schools and hospitals, women empowerment, environment protection, etc. CSR is also known as corporate citizenship, wherein corporations take responsibility for all their acts affecting society and the environment. While referring to the development of CSR, Marquina (2010) has witnessed evolution through the following stages:

1. Germinal stage: Corporate philanthropy has been prevalent in this stage. Various welfare programs for the workers and community are carried out in this stage.
2. Emergent stage: Corporates provide health insurance and pension plans for their employees.

3. Development stage: Consumer awareness played a pivotal role, wherein stakeholders advocated for the firms' economic, legal, ethical, and philanthropic responsibilities.
4. Generalization and audit stage: CSR activities are managed more professionally by stakeholders such as suppliers, buyers, shareholders, employees, customers, and local communities.

1.2.2 Definitions and Elements of CSR

A commitment to enhancing the general welfare of a community through the implementation of non-obligatory business procedures and the provision of resources by a corporation is known as "corporate social responsibility" (Kotler & Lee, 2008). It is a long-term commitment in which social objectives are integrated with commercial purposes by focusing upon a specific social cause. Kellogg was the first company to participate in CSR in the 19th century. In pursuit of becoming and projecting as a good corporate citizen, firms used three dimensions of implementing CSR – (1) what is to be included in CSR? (2) what social causes are to be addressed? (3) how are these causes to be addressed? The Pyramid of Global CSR and Performance” (Carroll, 1979; 2004) was introduced to address these dimensions. The firms are expected to earn profits (economic responsibility), follow the law (legal obligation), operate in an ethical way (ethical responsibility), and need to give back to society (philanthropic commitment).

According to Carroll (1979), CSR encompasses the following:

- Economic responsibility: Businesses have a responsibility to be profitable and to generate wealth for their shareholders.
- Legal responsibility: Businesses have a responsibility to comply with the laws and regulations of the countries in which they operate.
- Ethical responsibility: Businesses have a responsibility to do what is right, just, and fair, even if it is not required by law.

- Philanthropic responsibility: Businesses have a responsibility to give back to society and improve the quality of life for people in the communities where they operate.



Figure 1.1: Pyramid of Global CSR and Performance

(Source: Carroll, 2004, 2016)

Carroll's model suggests that CSR is not just about maximizing profits or complying with laws, but also about doing what is right and contributing to society in a positive way. The model also acknowledges that CSR is not a one-size-fits-all approach and that businesses must tailor their CSR efforts to their specific contexts and stakeholders.

Corporate Social Responsibility (CSR) is defined as "a commitment to improve community well-being through discretionary business practices and contributions of corporate resources" (Kotler & Lee, 2005). In other words, CSR involves businesses going beyond their legal obligations and making voluntary efforts to contribute to social, economic, and environmental well-being. This can include actions such as charitable giving, sustainable business practices, ethical sourcing, and community engagement. CSR is an important aspect of corporate strategy, as it can help businesses

build trust and goodwill with their stakeholders, and contribute to long-term business success (Kotler & Lee, 2005).

1.2.3 Classification of CSR Activities

CSR organizations take the initiative in various forms, such as cash or in-kind donations, sponsoring charitable events, encouraging employees to participate, giving resources such as technical expertise, building premises, generating awareness, and promoting a social cause through advertisements and other marketing communication channels, etc. These social initiatives can be categorized into the following six types (Kotler & Lee, 2005) –

- 1. Cause Promotions:** A social cause is promoted with the help of various marketing channels such as advertisements, events, sponsorship, etc. The organization uses its expertise and facilities to promote a social cause. For example, ZEE Entertainment Enterprises, a leading mass media company in India, educates its viewers about sanitization, maintaining social distancing, and wearing masks during the pandemic of COVID 19. It is the social initiative taken by the company to combat the pandemic.
- 2. Cause-Related Marketing:** These are the activities wherein a social cause and a company's brand is promoted. The consumers are asked to buy the brand, and a portion of the sales would be used to support a social cause. For Example, Nihar Naturals, a hair oil brand of leading Indian FMCG player – Marico, promotes that five percent of the profit earned from the sales of this brand would be contributed to sponsoring education in India.
- 3. Corporate Social Marketing (CSM):** The organizations sponsor specific campaigns to change consumer behavior for good. For example, Hindustan Unilever Ltd. Promoted a campaign to sensitize consumers about the importance of washing their hands before meals to avoid diseases like Diarrhoea. The campaign was organized in India during the Maha Kumbh Mela, a religious festival, in 2013.

4. **Corporate Philanthropy:** Corporate philanthropy refers to organizations' voluntary, philanthropic activities to do social good. It is limited to donations in cash or kind. Example – Reliance Industries Ltd, an Indian multinational conglomerate company, diverted oxygen from its refineries to the hospitals during the pandemic of COVID 19 in India.
5. **Community Volunteering:** Various company stakeholders, like employees, suppliers, buyers, etc., support a social cause. These are professionally managed activities. For example, a leading public sector bank in India – Bank of Baroda, formed an organization called Baroda Shakti which worked for the social good, such as helping the underprivileged, physically challenged, and mentally challenged.
6. **Socially Responsible Business Practices:** Companies make necessary process improvements to reduce, reuse, and recycle natural ingredients. For example, Indian Railways encourages its customers not to print the ticket booked online and keep the digital copy instead to save trees.

1.2.4 CSR Focus

Academic literature suggests three types of CSR focus (Basu & Palazzo, 2008) –

1. Stakeholder driven: Being a corporate citizen, the organization owes its responsibility to the welfare of its employees, customers, suppliers, buyers, NGOs, government, environment, media, etc.
2. Performance driven: The objective of any socially responsible commercial organization is to make profits responsibly.
3. Motivation driven: extrinsic motives (such as improving the brand image, gaining goodwill, and avoiding any lawsuits and penalties) and intrinsic motives (such as ethics) are the triggers behind the CSR activities.

1.2.5 Principles of CSR

Any commercial firm involved in CSR may use the following principles for analysis. (Crowther & Aras, 2008).

1. **Sustainability:** Organizations use various resources for their growth and sustenance. Some of these are natural resources. The socially responsible organizations strive to reduce their dependability on natural resources, reuse the materials multiple times wherever feasible, and recycle them to reduce waste. The objective is to preserve the natural resources for future use as much as possible. The social initiatives of ‘Socially Responsible Business Practices’ mentioned in the previous section fall into this category.
2. **Accountability:** The organization must report its actions and take complete control and responsibility for whatever activity is planned and executed. The progress of an event or campaign should be measured, monitored, and improved for its maximum positive effect on society and the environment.
3. **Transparency:** The reporting should be correct and vital facts should not be disguised. Auditing can be practiced to boost confidence among various stakeholders.

1.2.6 Strategic CSR

Socially responsible firms adopted CSR to meet economic, legal, ethical, and philanthropic objectives. These objectives are integrated with an organization's vision, mission, goals, policies, and strategies. The same also reflects in the mass communication strategies firms adopt (Mintzberg, 1983). The pressure of the various stakeholders enabled the firm to design innovative solutions conducive to the environment and society (Molteni, 2006). To stand out in the highly competitive market, firms have adopted a five-step strategy as given below.

1. Identify the most critical market (geographic location) where competitive advantage can be gained over the competitors.
2. Review and evaluate the various philanthropic activities carried out by the firm.

3. Identify the best philanthropic activity suitable for this market. Firms can create value that no other competitor could create.
4. Involve various stakeholders like employees, channel partners, NGOs, media, govt. etc. to achieve social objectives through collective actions.
5. Rigorously track, monitor, measure, evaluate, and report the results and processes to improve it.

1.2.7 Benefits of CSR

CSR is a long-term activity that helps the firm build solid and personal customer relationships. Continuous customer engagement with the brand through CSR activities creates an emotional attachment to the brand. This attachment generates goodwill, a higher reputation, and a positive image of the brand involved (Carvalho, Sen, de Oliveira Mota & Carneiro de Lima, 2010). It helps in building a higher perception and positive attitude towards such brands. Delivering social value continuously with clear communication and word of mouth builds trust and corporate credibility. This trust gives confidence to customers to buy such brands. Repeat purchase leads to behavioral loyalty while spreading the good word of mouth leads to attitudinal loyalty. Behavioral loyalty enables higher footfalls, leading to higher sales, increased market share, and improved profits (Mohr, Webb & Harris, 2001; Bhattacharya & Sen, 2004; Kotler, Hessekiel & Lee, 2012). CSR acts as a powerful tool to position the brand as socially responsible. It helps in brand differentiation (Anridho & Liao, 2013) and gains sustainable competitive advantage (Anuar & Mohamad, 2012; Sen, Bhattacharya & Korschun, 2006). The favorable positioning of the brand in the competitive market helps it to thwart negative publicity, which may occur due to poor quality, customer complaints, and higher prices (Marin et al. 2009; Podnar & Golob 2007). A 'socially responsible' positioned brand insulates itself from various risks. Firms involved in CSR activities attract potential employees. It motivates existing employees who feel good about being part of such a brand (Kotler & Lee, 2005). Thus, it improves employee retention too.

1.3 From CSR to CRM

Impressed with the firms' benefits from supporting the social cause through CSR activities motivated them to move ahead and find new avenues. Firms have been taking many initiatives, such as green marketing – wherein the firm designs the process keeping sustainability in focus (Luo & Bhattacharya, 2009). The idea is to preserve natural resources and communicate the same to the targeted market. Some firms associated themselves with NGOs to ally and promote the same (Andreasen 1996). In such alliances, the firm gets the goodwill of the NGO, and the NGO gets the much-needed funds. The corporates focused on severe social issues such as illiteracy, malnutrition, HIV, etc. (Margolis & Walsh, 2003). Over the years, CSR gained momentum due to high consumer awareness about the firm's practices, which pressured corporations to adopt socially responsible practices. Legal obligation to do good for society and NGO pressure has also built momentum. The firm becomes more transparent and accountable for its actions. Many socially responsible firms adopted the concept of 'Triple bottom line' wherein the firm focuses on the three Ps of people (employees and customers), profit (the bottom line), and planet (the society and the environment). The details of such actions are reported in the firm's financial statements. Others are involved in corporate philanthropy and cause-related marketing. These firms considered CRM a marketing tool (Roy & Graeff, 2003; Webb & Mohr, 1998; Farache et al., 2008).

1.3.1 Evolution of Cause-Related Marketing

Conventional marketing tools have their shortcomings. Similar product attributes, competing with the competitors for the same segment, similar communication, and promotion strategy had minimal effect on the firm's growth in the highly competitive marketplace. As more and more firms adopted CSR as a differentiating tool, it became a commodity. Now the firms needed the following big tool to differentiate their brands and gain sustainable competitive advantage, which could improve their bottom lines. On the other hand, customers started looking for non-tangible benefits, such as values, other than mere product features in 1990. During this period, companies considered CRM an effective tool to overcome the shortcomings of conventional marketing tools

and meet the change in customer needs (Bronn & Vrioni, 2001). Firms began to communicate CSR initiatives to targeted segments and stakeholders. Firms aligned their marketing activities with the social cause. Thus, CRM slowly became a marketing activity.

In CRM, a commercial organization promotes a social cause through an advertisement, public relations, direct marketing, and sponsorships (Pringle & Thompson, 1999), wherein it asks the customers to buy their products, and a portion of the sales or profits would be donated for that social cause (Perlman & Chang, 2007; Adkins, 2003; Smith & Alcorn (1991). CRM can be planned and executed by the firm itself, or it can associate itself with an NGO that supports a social cause. Further developing the concept, Kotler & Andreasen (1996) propounded CRM as an effort of a corporation to increase its sales by contributing to the objectives of one or more non-profit organizations. Customers perceive such firms as socially responsible and support them by buying their products. It increases the sale of the company, and the NGO gets the much-needed fund. Therefore, it is a win-win-win alliance (Adkins, 1999).

American Express was the first company that termed such activity 'Cause-Related Marketing. It promoted a campaign to restore the Statue of Liberty in 1983. The promotion asked the customers to buy their cards and spend with them (Varadarajan & Menon, 1988; Endacott, 2013). It managed to generate \$1.7 million for the cause. The card sales increased by 45 percent and the card usage rate by 28%. Another description of cause-related marketing is a strategic positioning and marketing technique that associates a company or brand with an important social issue or cause in order to benefit both stakeholders (Pringle & Thompson, 1999). CRM changed after 1983. The transformation was described as taking place in four stages, from a short-term sales-focused initiative to a long-term, established corporate social responsibility strategy. These stages were Sale Phase, Customer Loyalty Phase, Branding Phase, and Social Responsibility Phase. CRM is a strategic instrument for corporate social responsibility that helps create long-term brand value and unique offerings for competitive advantage (Lafferty & Goldsmith, 2005).

1.3.2 Types of CRM

CRM can be classified into three broad types – transaction-based, promotion-based, and licensing-based (Andreasen, 1996). The organizations involved in these types of CRM activities enjoy different sets of benefits and possess different sets of challenges.

Transaction-Based

This is the most commonly adopted type of CRM. The commercial organization promotes a social cause with or without the NGO. The targeted market is communicated with messages wherein the customers are asked to buy the brand, and a portion of the sales or profit would be used to support a particular social cause. In this way, customers are engaged in the process. The monetary contribution by the customer is the main element of transactional CRM (Stole, 2006) (Kotler & Lee, 2005). For Example, P&G, a leading FMCG brand in India, promotes through its advertisement that when a customer buys any of its products, a portion of the sales would be used for building schools. It would eventually improve the education and literacy rate in India. The contribution by the firm can be in kind also. For example, Warby Parker promoted that one spectacle would be donated to the needy poor for every spectacle bought by a customer.

Promotion Based

Promotion of a social cause and the brand is the basic premise of promotion-based CRM. Promotion can be done through advertisements or events. The monetary contribution is unnecessary as the focus is on the social cause promotion and the brand (Stole, 2006). If an NGO is involved, its brand is also promoted. For example – Tata Tea, a leading tea brand in India, promoted the idea of casting votes during elections. It made the voters aware of the importance of voting in a democracy. The name of the campaign was "*Jago Re*" (Get awakened).

Licensing Based

A charity organization or NGO licenses the commercial organization to use its logo for labeling, packaging, and branding products in the license-based CRM programs. A portion of the sales of such products is shared with the NGO (Stole, 2006). The logo

may be permitted for certain products and a specific period in a given market. For example, WWF licenses various global organizations to use its logo.

Organizations also practice two more types of CRM – sponsorship and facilitated giving (Stole, 2006). In sponsorship, the commercial organization funds a particular cause, event, or NGO. The association can be a one-time activity or can be repetitive. The facilitated giving CRM allows the customers to donate to a social cause. This is a pure donation activity that a commercial organization organizes. Thus, the resources of the organization are used in such events.

1.3.3 Factors Affecting CRM Campaign

According to Sorribas (2007), many factors contribute to the CRM campaign. It can be the type of association of the commercial organization with the social cause – direct or through an NGO. It also depends upon the sphere of action – the company's involvement, a particular family brand, or a product. The other factor can be the sync between the firm's business and the social cause. Finally, it also depends upon the type of contribution – monetary or in kind. These CRM programs are explained below with the help of a model.

a. Based on Participating Organization

This classification is also supported by Kotler (1998).

Company

The commercial organization may organize the CRM program itself. The employees actively participate in identifying the relevant social cause and targeted market. Planning the activities, execution of the program, monitoring, evaluating, and improving the campaign rests in the hands of a skilled workforce. The commercial organization is solely responsible for the success of the program. A successful CRM program improves the brand image of the commercial organization only. Generally, a dedicated department is allocated with the resources in such cases.

Company and Non-Profit Organization

In such cases, the commercial organization joins hands with the NGO, and the social cause supported by the NGO is promoted through the CRM program. Brand names of the firms are promoted, and both partners enjoy the campaign's success. Sync between the firm's business and the social cause supported improves the program's chances of success. Since both organizations work together, they are interdependent in all their actions.

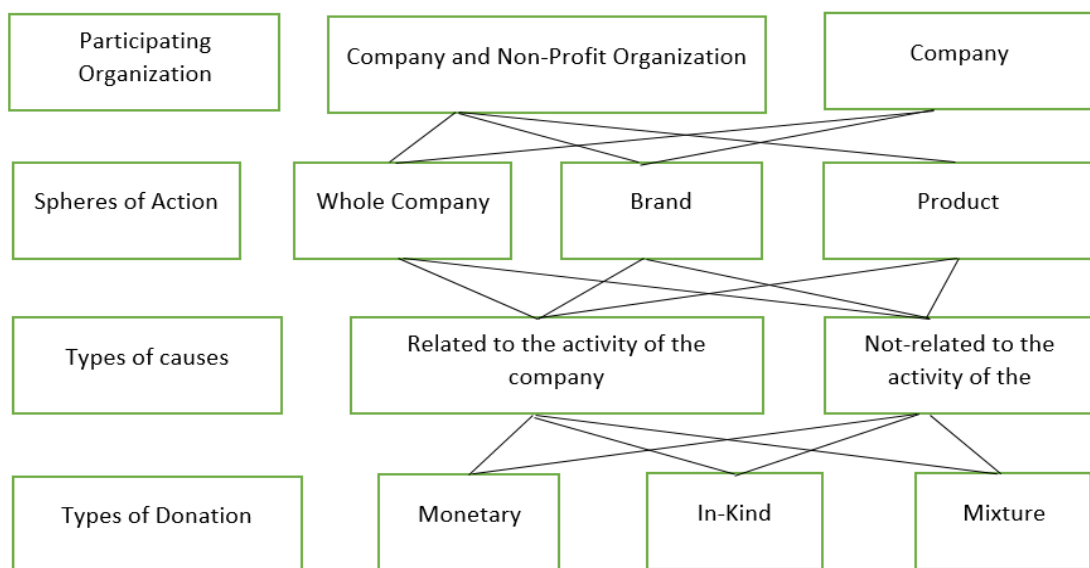


Figure 1.2: CRM Programs

Source: Based on Sorribas (2007).

b. Based on the Sphere of Action

A firm may promote the parent brand name in all the communications about CRM or may choose to promote a specific family brand or product. It depends upon the resources the firm allocated and the campaign's objectives. These are strategic decisions taken by the company. For example, P&G promotes the whole company in the “Siksha” (Education) campaign organized in India. ‘Shiksha’ has become a national consumer movement that has helped educate 150,000 children to cross 600 communities and supported 100 existing schools. ITC, on the other hand, promotes the “Aashirvad”

family brand for supporting the campaign of “Boond se Sagar” (save every droplet of water) for a water conservation campaign in India. ‘Aashirvad’ is a family brand for flour, spices, pulses, and salt. Through this initiative, 40,000 people have benefited, and 31,000 acres of life-saving irrigation systems have been set up. The organization may also promote products. For example – Tata Tea, a leading tea brand in India, promoted the idea of casting votes during elections. It made the voters aware of the importance of voting in a democracy. The name of the campaign was "*Jago Re!*" (Get awakened). The campaigns were a great success, helping Tata Tea increase its sales from over \$910 million in 2007 to over \$970 million in 2008.

c. Based on Types of Causes

The social cause the firm considers to support may be in line with its business or may not be. When the cause is in sync with the business, it is taken positively by the customers as they perceive that the firm has the capacity and resources to support the cause. On the other hand, a poor fit between the cause and the firm's business draws consumer skepticism. Consumers doubt the intentions of the firm, which may risk its reputation. For example, TATA AIG Life Insurance Ltd. promotes planting saplings for every life insurance policy sold in the policyholder's name. The fit between the business of life insurance and tree plantation needs to be in sync.

Similarly, Maruti Suzuki Ltd., a leading car manufacturer in India, sensitized consumers about the importance of wearing a seat belt while driving. In this case, the business and the social cause are in sync. Disaster and continuous cause are the two categories into which Cui et al. (2003) divide the cause type. Their research revealed that disasters are more likely to be supported when given the two alternatives. Ellen et al. (2000), who assert that a circumstance would be picked to support an ongoing cause, bolster this idea. According to Kotler & Lee (2005), there are many different causes supported by CRM campaigns, some of which are more visible, such as those pertaining to children's needs (such as education and hunger), serious health problems (such as AIDS and breast cancer), the environment (such as nature preserves), and basic needs (e.g., homelessness). The most popular cause to support is health, followed by

education and environmental protection, according to Anghel, Grigore, and Rosca (2011).

d. Based on Types of Support

Corporations can go for monetary support or in-kind support for the cause. Different kinds of financial support are practiced by the firms, such as a fixed amount per unit sale, a percentage of the price of the product sold, a percentage of the total sale, or a fixed amount decided by the entities for the CRM campaign. For example, P&G, a big FMCG brand in India, advertises that when a client purchase one of its products, a percentage of the proceeds will go toward the construction of schools. It would help India's education and literacy rates in the long run. The firm's contributions could be in kind also. In such cases, the company shares its resources, skills, workforce, or products for the welfare of society. For instance, Warby Parker advertised that one spectacle would be donated to a poor person in need.

Strategic CRM

The alliance of the NGO and the commercial organization can be strategic if the association lasts for a long time. A long-term commitment to a social cause can influence the consumer's perception of the participating organization. Thus, firms make long-term commitments to gain customers' mind-space, which helps build the firm's reputation. It adds to the brand value of the firm. Short-term sales are forgone in the interest of long-term commitment. This long-term commitment is strategic CRM.

Components of Strategic CRM

Varadarajan & Menon (1988) proposed three components of strategic CRM – higher senior management involvement, long-term commitment, and higher resource allotment for the CRM campaign. Drumwright & Murphy (2001) and Till & Nowak (2000) argued that tactical CRM is a short-term marketing activity focusing on short-term gains.

CRM that is tactical and strategic diverge in four ways. The degree of senior management involvement comes last, followed by the amount of resources invested (Welsh, 1999; Macleod, 2001), the length of the campaign (Till & Nowak, 2000), and the alignment between the cause and a company's core capability (Macleod, 2001; Miller, 2002). The duration of the program refers to the period in which a CRM campaign is supported. If it is supported for an extended period (strategic CRM), customers perceive the brands to be serious about their commitment and support the program (Broderick, Jogi & Garry, 2003; Lafferty, Goldsmith & Hult, 2004). On the other hand, if the duration is short (tactical CRM), customers look at that with skepticism and perceive it as only a sales booster exercise (Cui et al., 2003). The frequency of support is also an essential sub-component of duration (Kotler & Lee, 2005). The alignment of the social cause with the products and services of the firm is called congruence. The higher the congruence, the better the fit between the brand and the cause.

The customers perceive the higher brand-cause fit positively as they believe the firm has the knowledge, expertise, and resources to support the cause over time and vice-versa. Resource allocation becomes the third point of differentiation between tactical and strategic CRM. Higher resource allocation is considered higher commitments of the firms involved. This higher resource allocation for a longer duration of time needs the involvement of senior management in the CRM campaign. In tactical CRM, senior management involvement is almost negligible. Thus, strategic CRM programs consist of the firm's long-term commitment with high involvement of senior management, high brand-cause fit, and high resource allocation. CRM initiatives may have a regional, global, or local focus. Despite the fact that some CRM commercials may have a national audience, the actual group that will benefit from the aid is local, according to Cui, Trent, Sullivan, and Matiru's 2003 argument. These elements are crucial for creating an effective CRM campaign.

1.3.4 Benefits of CRM

Since there is a tripartite role of a sponsoring brand, social cause, and the customer in the success of the CRM campaign, each enjoys different benefits.

Benefits for the brand

Since cause-related marketing involves the promotion of a social cause along with the sponsoring brand, such promotions help break the clutter (Shell 1989; Oldenberg 1992). Such brands stand out in the crowd. Consumers perceive such brands as socially responsible due to their involvement in supporting the social cause. Continuous customer engagement in such campaigns develops a favorable attitude towards the brand (Ross, Stutts, & Patterson 1990-1991; Ross, Patterson, & Stutts 1992; Brown & Dacin 1997). CRM helps increase brand visibility among targeted markets (Andreasan 1986), further improving brand awareness. A favorable customer involvement improves brand trust, which further improves brand credibility (Bigné-Alcañiz, Currás-Pérez & Sánchez-García, 2009). This helps strengthen the brand, improving brand image (Lichtenstein, Drumwright & Braig, 2004; Lafferty, 2009) and brand equity (Hoeffler & Keller, 2002). The heightened brand equity improves the purchase intentions of the consumers (Andreasan 1986; Ross, Patterson, & Stutts 1992; Webb & Mohr 1998; Meyer 1999; Strahilevitz, 1999; Nan & Heo, 2007; Gupta & Pirsch, 2006; Tangari, Folse, Burton & Kees, 2010; Melero & Montaner, 2016). Consumers buy the brands involved in CRM in order to raise funds for the social cause. The repeated involvement of customers leads to repeat buying, which increases the firm's sales. Some customers switch their brands in favor of socially responsible brands (Larson, 1994; Meyer, 1999; Smith & Alcorn, 1991). It leads to brand loyalty, further improving the revenue generation for the brand. CRM also helps firms to promote their brands at low cost (Pasley 1990; Zbar 1993). Also, some customers do not mind paying a premium for such brands (Meyer 1999). The higher revenues due to high sales lead to high profits (Berglind & Nakata, 2005). The improved corporate image (Schiller 1988; Fombrun & Shanley 1990; Larson 1994; Meyer 1999; Bronn & Vrioni 2001) helps the firm enter new targeted markets.

CRM also enables the firm to thwart the negative publicity of the brand. The socially responsible tag helps differentiate the brand from its competitors (Andreasan 1986; Shell 1989; Barich & Kotler 1991; Meyer 1999; Bronn & Vrioni 2001), which gives it a sustainable competitive advantage (Bronn & Vrioni 2001). The involvement of the employees in CRM campaigns leads to high employee morale as they feel good about

their actions. This helps in higher employee retention (Meyer 1999), attracting new talent (recruitment), and developing a committed workforce that delivers higher productivity (Bronn & Vrioni, 2001).

Benefits for the cause/NGO

NGOs have traditionally depended upon donations or support from the government for funds. CRM has opened a new source of funds, enhancing its capacity to serve society at a larger scale (Adkins, 2003; Austin, 2003; Berglind & Nakata, 2005). The firm's expertise is utilized in promoting the NGO brand (Andreasen, 1996; Berglind & Nakata, 2005). It improves the effectiveness of the message delivery. The skills of the firm's employees make the campaign more effective and efficient (Berglind & Nakata, 2005). The joint campaign improves the NGO's awareness and acknowledgment (Caesar 1986; Varadarajan & Menon 1988). The NGOs help channel consumer support in favor of the social cause with the help of the media (Kaczowska, 2008).

Benefits for the Customer

The customer need not bear additional costs to support a social cause as the support includes the product's price (Gayle, 1999; Polonsky & Wood, 2001). The customers have to switch the brands from the one not supporting a social cause to the one that supports them. Thus disposable income is used to support a cause instead of discretionary income. Consumers feel good about themselves, which improves their self-perception (Ross, Stutts, & Patterson 1990-1991; Ross, Patterson, & Stutts 1992). Personal gratification gives them satisfaction which is more prevalent for luxury brands (Strahilevitz & Myers, 1998). Customers feel socially responsible, the essential trait of a good citizen who enjoys an ethical life by doing good for society (Lee, 2013).

1.3.5 Risks of CRM

There are certain risks associated with CRM. The firm supporting the CRM campaign invested funds that could have been used for other marketing activities. This reduces their budget for other marketing activities (Ross, Stutts, & Patterson 1990-1991). If the

CRM program fails, it leads to the wastage of crucial resources of the firm (Andreasen 1986; Meyer 1999). It can affect the bottom lines of the firm (Gupta & Pirsch, 2006).

The customers might view the entire CRM program skeptically (Meyer 1999). They may need to be convinced of the firm's intentions in the CRM campaign. Customers might apprehend that the sole objective of the commercial firm is to increase sales and gain profits through a heightened brand image. This may harm the firm's reputation and credibility instead of improving it (Drumwright, 1996).

The NGO depends upon the commercial organization for funds (Andreasen 1986), skills, and expertise. This makes them vulnerable, and they may lose control over critical decisions (Andreasen & Kotler, 1996; Andreasen, 1996). Any failure of the campaign or unethical practice by the firm may doom the NGO's brand name, too (Andreasen, 1996).

1.4 Advertisement

An advertisement is an essential tool used for the promotion of a brand. It helps create brand awareness and develop favorable perceptions and attitudes toward the brand, further improving its image. An improved brand image helps in increasing sales and brand loyalty. According to the American Marketing Association, advertisement is defined as “any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.” This definition highlights several key elements of advertising, including the fact that it involves a paid promotion, is non-personal (i.e., not delivered through direct interaction with a salesperson), and is aimed at promoting ideas, goods, or services. The definition also emphasizes the importance of an identified sponsor, which is the entity that pays for and is responsible for the advertisement. Since advertisement involves financial expenditure, marketers get very concerned about the outcome or success of the advertisement. Marketers have complete control over the message content of the advertisement, unlike other promotional tools like publicity. Advertisements usually target mass segments. Advertisements are used to communicate the features of the products and services the brand offers. The brands try to persuade

the customers to buy their offerings shown in the ad through effective and attractive message content. Emotions are also used in advertisements to grab consumers' attention and connect with them. The feelings developed after watching an advertisement are also transferred to the brand shown in the advertisement. The positive attitude developed towards the advertisement directly affects the attitude towards the brand and the purchase intentions. Viewers of advertisements, who are the mass, have got their outlook and their style of comprehending the message. The buyers are reliant on the advertisement only till they get the product. Consistency influences repeat purchases in the quality of the offering. Television advertising effectively communicates information to its target audience since it can blend visual and aural elements. The prevalence of television advertising in our lives can persuade and change our views and influence our core notions; it is a form of cultural conditioning. Advertising effectiveness assesses how well a given commercial or advertising campaign accomplishes the objectives set by the advertisers. The enormous success of commercial products can be traced mainly to advertising. The effective use of advertising for commercial products has prepared the way for a progressive expansion in the use of advertising for noncommercial products, services, and ideas, i.e., for social causes, or what is sometimes referred to as "Social Advertisements."

1.4.1 Social Advertisement

Social advertisement is a technique that uses advertising as an effective communication channel to communicate socially relevant messages about critical issues and causes such as AIDS, energy conservation, political integrity, deforestation, illiteracy, and poverty. The government usually funds these advertisements. These advertisements are not aimed at commercial gains. Such advertisements aim to communicate welfare schemes and change the behavior of citizens in a desired way. For example, the government of India asks the citizens to take vaccination doses in the fight against Coronavirus and take other precautions to prevent its spread. The idea has been to educate the citizens and take desired actions. Apart from the government, many national and international agencies, voluntary organizations, and autonomous bodies engage

with diverse social causes. Some commercial organizations have also started taking participation in communicating the social causes to their targeted segment. For example, during elections, Tata Tea's "Jaago Re" advertisement campaign focused on educating consumers to cast their votes.

Over time, these commercial organizations have started showcasing their products or services blended with a social cause in their advertisement. This led to an increase in goodwill, an improvement in brand image, and increased sales of the products shown in the advertisement. The firm realized this as a new opportunity to distinguish itself from its competitors and gain consumers' trust. It led to the advent of cause-related advertisements.

1.4.2 Cause-related Advertisement

Unlike pure commercial advertisement and social advertisement, cause-related advertisement has a mix of both. A product or service is shown in the advertisement along with a social cause. The consumers are urged to buy the said brand, and the sales proceeds would be used to support that social cause (Varadarajan & Menon, 1988). For example, Starbucks asks its customers to buy their coffee, and a portion of the sales would be donated to an NGO called RED. This NGO fights AIDS in various parts of the world (Wirgau et al., 2010). Thus, a condition is applied by commercial firms that a social cause can only be supported if consumers buy their brand (Lafferty & Goldsmith, 2005). The amount of support/donation is also revealed by some brands in the cause-related advertisement (Adkins, 1999). Sometimes these advertisements are entirely operated by the commercial brand itself, but sometimes, they tie up with an NGO. The NGO uses its goodwill to attract buyers and gets the much-needed funds to serve the social cause; the commercial firm utilizes its expertise and resources to improve sales and get a competitive advantage over its competitors. On the other hand, customers can serve society merely by buying a particular brand. Cause-related marketing involves a strategic partnership between a for-profit business and a non-profit organization. The goal is to mutually benefit both entities by associating the business's products or services with a social or environmental cause. While cause-related advertising, on the other hand, is a specific type of advertising campaign that

highlights a company's support for a social or environmental cause. It is a component of cause-related marketing but is more focused on promotional activities. Cause-related advertising is closely intertwined with a company's corporate social responsibility (CSR) efforts. Firms that engage in CSR activities tend to be viewed more positively by consumers and can derive greater benefits from cause-related advertising (Sen & Bhattacharya, 2001). The rise of social media has opened new avenues for cause-related advertising, allowing companies to reach broader audiences and encourage user-generated content and discussions about the cause. Research in this area explores the impact of social media on campaign success and the role of user engagement in spreading awareness (Kotler & Lee, 2008).

1.5 Organization of Thesis

Chapter two presents the review of literature which is required to know about the existing state of the art for the chosen problem statement. This chapter first highlights the existing research studies related to corporate social responsibility. Later research related to cause-related marketing, cause-related advertisement, various dimensions of consumer, perceived value, brand and social cause are also presented.

Chapter three describes the research design, hypothesis, preliminary testing, sample & survey tools, data validation, and data analysis plan.

Chapter four contains an analysis and explanation of the demographic analysis, construct validity, discriminant validity, and Structural equation modelling using Smart-PLS.

In chapter five, various dimensions of cause-related advertisement, consumer, perceived value, brand, and social cause dimensions are studied, and their effect on consumer purchase intentions are examined. The moderating role of social cause valence in the relationship between cause-related advertisement and consumer purchase intentions is also studied. Further findings have been stated based on objectives.

Chapter six concludes the research findings and suggests the managerial implications that can be drawn from the study. The various limitations of the research and its future scope are also discussed.

CHAPTER 2

LITERATURE REVIEW

This chapter covers the literature review necessary to understand the current state of the art for the selected problem statement. This chapter begins by examining the existing research on corporate social responsibility. Subsequent research about cause-related marketing, cause-related advertising, and different consumer, brand, and social cause dimensions is also provided. Literature on cause valence is also covered.

2.1 Introduction

Corporate firms use a lot of natural and social resources for their growth. The continuous extraction of these resources attracted consumer criticism of these firms. Thus, these firms started supporting society by supporting specific social causes. There are three phases, of it. In the first phase, these firms voluntarily supported the causes. In the second, they did it due to legal obligations. Slowly and steadily, they entered the third phase, wherein they considered it an opportunity for commercial gains and thus considered it an investment (Stroup & Neubert, 1987).

2.1.1 Corporate Social Responsibility and Cause-Related Marketing

The term Corporate Social Responsibility (CSR) captures the notion that an organization has to be socially responsible and produce income. Corporate Social Responsibility (CSR) is described as "the voluntary conduct of companies in achieving sustainable development" (Idowu & Pappasolomou, 2007). It has become one of the predominant initiatives of corporate philanthropy since the late 1800s (Sethi, 1975). It can also be defined as the efforts of a for-profit corporation to help its shareholders as well as society, as "good citizenship," or as a "good" business in areas ranging from managing human capital to protecting the environment (Sheik & Beise-Zee, 2011). Corporate social responsibility requires acts that advance society's interests and reach

beyond the company's (Williams & Siegel, 2001). Corporate Social Responsibility (CSR) is usually used to communicate socially that the company holds pro-social ideals and aspires to do more than raise money. The use of CSR is rising remarkably as businesses seek to appeal to customers while building an impression of social cooperation.

Traditional marketing is different from social marketing. While traditional marketing focuses on the marketing of products and services of a company, social marketing focuses on marketing a social cause. Similarly, cause-related marketing falls in between traditional marketing and social marketing. Here a commercial organization is involved in the marketing of a social cause. American Express, which launched the first CRM campaign to save the Statue of Liberty and Ellis Island in 1983, patents the word cause-related marketing (CRM) (Smith & Higgins, 2000). CRM is formulating and executing marketing activities to promote a product, service, brand, or organization (Varadarajan & Menon, 1988) by relating it to a social cause through a mutually beneficial relationship/partnership with a non-profit or social cause organization. A portion of the sales of the marketed item is donated to that cause. (Varadarajan & Menon, 1988; Berglind & Nakata, 2005).

CRM focuses on a specific cause, not the larger social good (Berglind & Nakata, 2005). Advertisements for promoting products and services are termed commercial advertisements, while those promoting the social cause are termed social advertising. With the same essence, cause-related marketing advertisements are termed 'Cause-related advertisements. Cause-related.' advertisement has gained traction in recent years in advertising wherein a social cause is promoted and supported by the business firm/NGO/government. While promoting a social cause/message by an NGO and government or a collaboration of a business firm and an NGO is traditional and has been practiced for a long time, promoting the same by a business firm alone is a new trend.

Ghari detergent powder came up with an ad that urges users to support the 'Clean India Campaign,' urging customers to clean India the same way a detergent powder cleans clothes. Similarly, Philips air purifiers supported the 'even-odd campaign' in Delhi, an initiative to curb air pollution, aligning the objectives of an air purifier and the said

campaign. In both cases, a social cause is directly linked with the product attribute of the firm. NDTV, on the other hand, promotes the 'save the tiger campaign'. In this case, the channel does not have a direct link with its core service (news broadcasting). In order to break the clutter in advertisements, trust, rapport, and source credibility is essential for effective promotional communication. Consumers are increasingly influenced by non-product attributes that have become an integral part of the CRM. Consumers' esteem needs are fulfilled by the psychic reward of contributing to a social/environmental cause through their purchase decision. Cause-related groups are the fastest-growing segment of affinity marketing. Consumers draw greater value by associating with cause-related marketing. CRM gives a higher level of buying motives (hedonic benefits) and pushes them beyond utilitarian benefits (Patel et al., 2022). A heightened environmental and social concern level enhanced CRM (Macchiette & Roy, 1992).

2.1.2 Cause Related Marketing and Social Marketing

Social marketing is a technique much older than CRM and is often conducted without corporate support. It is usually driven by a non-profit organization or government (NPO) (Berglind & Nakata, 2005), while CRM is exercised by corporates and NPO (Tanen et al., 1999; Marconi, 2002; Berglind & Nakata, 2005;). Social marketing is directed at volunteers, using marketing concepts and strategies that embrace, oppose, change, or abandon action for the good of individuals, groups, or society (Roderto & Kotler, 2002). CRM is used to improve a company's market position; the method is an implied partnership between business and purpose. Social marketing, by comparison, targets only a social cause without the promotion of a company (Berglind & Nakata, 2005). CRM helps in building the corporate reputation, credibility, brand image, goodwill, and sales, high employee morale for the corporate while increasing funding for NPOs, improves visibility and message efficacy of NPOs and offers non-financial support, like marketing talent and business acumen, required for the development and implementation of the campaign (Drumwright, 1999; Tanen et al., 1999; Berglind & Nakata, 2005). There are three types of CRM programs viz a) transactional program, where a portion of the sales of the item marketed is donated for the cause. It gives much-

needed financial support to the NPO involved in the campaign. b) message promotion program- in which an idea or message related to the social cause is promoted through lectures, seminars, books, events, etc. c) Licensing programs – the combination of a transactional program and message promotion program and an agreement between the corporate and the NPO is established (Berglind & Nakata, 2005).

CRM is not without criticism. Consumers tend to judge the firm's intention behind supporting a cause. They perceive it to be an activity to boost sales and improve brand image rather than doing good for society, i.e. commercial objectives supersede social welfare objectives. The consumer also perceives the firm's intention from their message content in an advertisement. If the focus is on the brand, commercial gains are at the forefront, while social welfare is the priority if the social message is focused upon. The amount invested for the campaign sometimes overshoots the amount raised for the cause. Conflict of interest between the objectives of a corporate (to enhance shareholder value) and the support to the social cause (enhance social welfare through expenditure) raises doubts about the intention of the corporations involved in the CRM campaign (Berglind & Nakata, 2005). However, this skepticism can be reduced by communicating the amount received through the campaign and the proportion used for the cause. The social effect of the amount raised in the past can also be communicated to boost consumer trust and confidence. Disclosure, transparency, and honesty are much needed in CRM campaigns, the absence of which raises customer skepticism. The CSR promotional messages providing precise details on the company's dedication to CSR would be more convincing, less cynical, and have higher brand evaluation than those providing less detailed information. Cause-related messaging is invaluable as a business tries to regain lost reputational resources from past reckless behaviors (Pomering & Johnson, 2009).

2.2 Conceptual Background

The role of an advertisement is to grab customer attention. In the age of heavy media exposure, customers tend to ignore traditional/similar advertisements. The growth of various communication channels and lack of novelty in the idea has led to selective

attention and retention of the message by the customer. Various emotions like humor and fear tie a chord with the viewer/reader/listener. The advertising industry constantly seeks new ideas and ways to break the clutter and grab customer attention. Cause-related advertisements may be helpful to break the ad clutter and give headway to the said firm over its competitors. Thus, studying various elements of cause-related advertisement and its effect on purchase intention becomes very important.

2.2.1 Elements of Cause-Related Advertisement

Emotions play a crucial role in cause-related advertising as they help to evoke feelings of empathy, compassion, and concern among consumers toward the social cause (Loureiro et al., 2012). A pro-social approach in literature refers to the study of behaviors and attitudes that are positively oriented toward others, particularly concerning promoting social harmony, cooperation, and altruism (Eisenberg et al., 2015). The use of emotions in cause-related advertising can help to increase the likelihood of consumers engaging in pro-social behavior (Jin & Kang, 2018). Several types of emotions can be used in cause-related advertising, including guilt, sadness, hope, and gratitude (Escalas & Stern, 2003). Guilt and sadness are commonly used to evoke empathy and concern among consumers. In contrast, hope and gratitude can inspire positive emotions and a desire to make a difference (Loureiro et al., 2012). Empathy is an essential component of emotions in cause-related advertising. Consumers who experience empathy towards a social cause are more likely to engage in pro-social behavior and support the cause (Loureiro et al., 2012). The framing of the message in cause-related advertising can impact the emotions that are evoked in consumers. Advertisements that use loss-framed messages (i.e., emphasizing the negative consequences of not supporting the social cause) are more likely to evoke negative emotions like guilt.

In contrast, ads that use gain-framed messages (i.e., emphasizing the positive outcomes of supporting the social cause) are more likely to evoke positive emotions like hope and gratitude (Jin & Kang, 2018). The emotions evoked in consumers through cause-related advertising can influence their behavior toward the social cause. Consumers who

experience positive emotions are more likely to engage in pro-social behavior, such as donating or sharing a message with others (Escalas & Stern, 2003).

The content of cause-related advertising can have a significant impact on consumer attitudes and behavior toward the social cause. The type of message, tone, and imagery used in the advertisement can influence the emotions evoked in consumers and their perceived credibility of the brand (Roy et al., 2021). Cause-related advertising often employs an emotional appeal to elicit a response from consumers. Emotional content, such as pictures or stories of people affected by the social cause, can increase consumer empathy and concern, leading to a greater likelihood of engagement and support (Sen & Bhattacharya, 2001). Cause-related advertising can also use an informational appeal to educate consumers about the social cause and the impact of their actions. Using factual information, statistics, and evidence-based arguments can increase consumer knowledge and understanding of the issue, increasing the likelihood of support and action (Lafferty & Goldsmith, 1999). The tone of cause-related advertising can also influence consumer attitudes and behavior. Ads that use a positive and hopeful tone can inspire consumers to take action and make a difference.

In contrast, ads that use a negative or guilt-inducing tone can discourage engagement and lead to a negative brand perception (Roy et al., 2021). The use of imagery in cause-related advertising can also have an impact on consumer attitudes and behavior. Ads that use images of people affected by the social cause can increase consumer empathy and concern. In contrast, ads that use images of the brand or product can detract from the authenticity and credibility of the message (Sen & Bhattacharya, 2001).

Advertisements in India are targeted at family settings and contain more messages that reflect social aspects than in the United States. The advertisements are aimed at Indian parents. Significant variations are found between India and the US in the gender stereotyping elements of ad content (Bakir, 2012). Positive beliefs towards the ad's copy point are observed in a social cause-related advertising appeal (financial donation stated). High brand-cause fit elicits positive beliefs toward the ad's copy point. Exposure to an ad with a social cause leads to higher purchase intention than an ad without a social cause (Mizerski et al., 2002).

Visual attention to a cause-related ad depends upon the consumers' cause involvement in the cause shown in the ad. An ad with a combination of content and emotion generates positive responses towards the ad. Brand credibility mediates the relationship between visual attention and attitude toward the ad. A positive attitude toward Cause-related advertisements leads to high purchase intention (Bae, 2016). Mild erotica in appeal in a Cause-related advertisement is viewed more favorably by females, provided the erotica is in congruence with the cause, e.g., AIDS. Such appeals develop a more positive attitude toward the cause (Pope et al., 2004).

2.2.2 Cause-Related Advertisement and Consumer Purchase Intention

Cause-related advertising is a form of marketing that links a product or service to a social or environmental cause. This type of advertising aims to create a positive company image by aligning it with a cause that resonates with the target audience. On the other hand, consumer purchase intention refers to the likelihood that a consumer will buy a product or service. Consumers are more likely to purchase a product that is associated with a social cause than a product that is not (Lafferty & Goldsmith, 2005). Similarly, cause-related advertising positively effects consumers' attitudes toward a product, increasing their purchase intention (Kim & Lee, 2011). The type of cause that is associated with a product can have a significant impact on consumer purchase intention. Consumers are more likely to purchase a product associated with a social cause that is congruent with their values (Sen & Bhattacharya, 2001).

Similarly, consumers are more likely to purchase a product associated with a cause related to health or the environment (Chang & Cheng, 2015). Consumers are more likely to be positively influenced by cause-related advertising when they perceive the company to be sincere in its commitment to the cause (Mohr et al., 2001). The effect of cause-related advertising on consumer purchase intention is stronger for specific products. Cause-related advertising is more effective for products that are low involvement, such as laundry detergent or toothpaste than for high-involvement products, such as a car or a house (Webb & Mohr, 1998). The effect of cause-related advertising on consumer purchase intention may be mediated by other variables, such as perceived trust in the company and perceived product quality (Kim et al., 2015)

In an advertisement of a familiar brand, the speed at which a disclaimer is given positively impacts the trust and consumer purchase intention while in the case of an unfamiliar brand, high disclaimer speed reduces brand trust and consumer purchase intention (Herbst et al., 2012). Attitude towards the advertisement and liking positively influence the purchase intention (Khairullah & Khairullah, 1999). Consumer attitude, brand image, green education, perceived effectiveness, the media, and the influence of reference groups in green advertisement influences consumer purchase intention (Khandelwal & Bajpai, 2011). Factors like information, entertainment, personalization, irritation, timing, and location of an advertisement influence the consumers' purchase intention. Attitude toward the brand has a higher impact on consumer purchase intention than the attitude toward the advertisement (Lee et al., 2017). Attitude towards the brand and the advertisement is influenced by the credibility of the celebrity endorsing the brand in an advertisement, which positively impacts purchase intention (Singh & Banerjee, 2018).

2.2.3 Cause-Related Advertisement and Consumer Dimensions Relationship

A pro-social approach in literature refers to the study of behaviors and attitudes that are positively oriented toward others, particularly concerning promoting social harmony, cooperation, and altruism. The pro-social approach has been studied across various fields of psychology and social sciences, including developmental psychology, social psychology, and education. In developmental psychology, research has explored the factors that contribute to the development of pro-social behavior in children. For instance, studies have shown that parental warmth and responsiveness, as well as early exposure to positive social experiences, can promote pro-social behavior in children (Eisenberg et al., 2015). In social psychology, research has focused on the cognitive and motivational processes underlying pro-social behavior. For instance, studies have explored the role of empathy and perspective-taking in promoting pro-social behavior (Batson et al., 1995) and the influence of social norms and group identity on pro-social behavior (Cialdini et al., 1990). The pro-social approach has been applied in education to promote positive behaviors and prevent negative behaviors among students. For instance, programs that promote social and emotional learning have been found to

improve pro-social behavior in students (Durlak et al., 2011). Overall, the pro-social approach in the literature highlights the importance of promoting positive attitudes and behaviors toward others in promoting social harmony and cooperation. Further research is needed to understand better the factors that contribute to pro-social behavior and the most effective strategies for promoting pro-social behavior in various contexts.

Consumer motivation is critical in understanding why individuals make certain purchasing decisions. Researchers have conducted numerous studies on consumer motivation to understand better the psychological and social factors that drive consumer behavior. An important theory in consumer motivation is Maslow's Hierarchy of Needs. Individuals have basic physiological, safety, social, esteem, and self-actualization needs (Maslow, 1943). According to this theory, individuals are motivated to fulfill these needs in a hierarchical order. For example, once their basic physiological and safety needs are met, individuals will only be motivated to fulfill their self-actualization needs. Research has also examined the impact of external factors, such as advertising and social influence, on consumer motivation. Advertising that emphasizes the benefits of a product or service is more effective in motivating consumers than advertising that focuses on the features of a product or service (Pelsmacker & Janssens, 2007).

Similarly, social influence, such as peer pressure, can be a powerful motivator for consumers (Cialdini & Goldstein, 2004). Overall, consumer motivation is a complex topic studied extensively by researchers. Understanding the psychological and social factors that motivate consumers can help marketers develop more effective marketing strategies and ultimately increase sales.

Attention is the central factor in assessing the efficacy of advertisements. Action-based advertisements ask individuals to 'do something' on behalf of a company, such as 'act,' 'share,' make a 'pledge,' or complete a 'challenge,' such as doing 'something positive, anywhere, for someone else.' Action/emotion-based marketing communications are more effective than rational-based communication in decision-making, liking, and high contribution in terms of donation amount (Harris et al., 2019). The advertisement choice significantly influenced females (but not males) in their attention towards the ad (Nettelhorst & Brannon, 2012). Exposure to an advertising message with a CRM component involving high brand/cause fit leads to a more favorable attitude towards

the brand than exposure to a similar ad message without a CRM component. The same is not valid for attitude towards a product and ad (Nan & Heo, 2007). For the more associated with the cause, customer attitude towards the ad would be better relative to those less associated with the cause. For a brand that practices CRM, customers would have more favorable attitudes toward advertisements than if the brand was not affiliated with a cause (Patel et al., 2017). Brands are participating in more regular Cause-related advertisement exposures to improve brand equity by optimizing marketing activities (Hou et al. 2008).

In CRM, a familiar brand generates a favorable attitude towards the brand and the brand-cause alliance. However, it does not affect the attitude toward the cause-related advertisement. A familiar cause elicits a positive attitude towards the cause rather than towards the brand and the cause-related advertisement. High personal relevance of the cause elicits positive responses to the brand, cause, and advertisement. High consumer involvement with the cause develops a positive attitude toward the advertisement. Cause importance affects the attitude towards the alliance and the brand positively. Therefore choosing the right social cause according to the target segment is critical in building substantial brand equity and connecting with the customer (Lee & Rim, 2017). An ad's specific claim or offer (size of discount) affects the attitude towards the advertisement (Burton & Lichtenstein, 1988). People assess the importance of the commercial by three factors: entertainment, information, and irritation (Ducoffe, 1996). While increases in the first two factors lead to higher advertisement value, the opposite is true for irritation. Females usually put more weight on the entertainment value of the advertisement, while males typically put more weight on the information value of the advertisement (Sun et al., 2010).

2.2.4 Consumer Dimensions and Brand Dimensions Relationship

Brand awareness refers to consumers' knowledge and recognition of a brand, including its name, logo, and other visual elements. It involves consumers' ability to recall a brand from memory and to identify it in various contexts, such as advertising, product packaging, or in-store displays (Keller, 1993). Brand awareness is critical to brand equity, as it can influence consumer perceptions, preferences, and purchasing decisions

(Thomas, 2021). Several factors can influence consumer brand awareness, including advertising, brand visibility, and consumer experience. Advertising is one of the most significant drivers of consumer brand awareness, as it can increase brand exposure and reinforce brand associations in consumers' minds (Rossiter & Percy, 1997). Brand visibility, or the extent to which a brand is present in the marketplace, can also impact consumer brand awareness. Finally, positive consumer experiences, such as high product quality or exceptional customer service, can contribute to brand awareness and loyalty. Brand awareness can significantly impact consumer behavior, including brand loyalty, purchase decisions, and willingness to pay a premium for a brand. Research has found that consumers who are more brand aware are more likely to choose familiar brands over unfamiliar ones, to be loyal to established brands, and to pay a premium for well-known brands (Keller, 1993).

Additionally, companies with strong brand awareness can benefit from increased customer loyalty and a positive brand reputation. Despite the importance of consumer brand awareness, there are several challenges to building and maintaining brand awareness among consumers. These challenges include increased competition in the marketplace, the fragmentation of media channels, and the difficulty of communicating a consistent brand message across various touchpoints (Keller, 1993). Additionally, consumer attention spans are becoming shorter, making it more challenging for brands to capture and retain consumers' attention.

Consumer attitude towards a brand is a consumer's evaluation or overall perception of a brand. It is shaped by their beliefs, feelings, and behavioral intentions toward the brand. Attitudes toward a brand can influence consumer behavior, including purchase decisions, loyalty, and advocacy. Several factors can affect consumer attitude towards a brand, including brand image, personality, experience, and social influence. Brand image refers to the overall impression that a brand creates in the minds of consumers, including its reputation, credibility, and perceived quality (Keller, 1993).

On the other hand, brand personality refers to the human characteristics consumers associate with a brand, such as being adventurous or sophisticated (Aaker, 1997). Brand

experience, which includes all touchpoints with a brand, can also shape consumer attitudes toward a brand. Finally, social influence, such as peer recommendations or celebrity endorsements, can impact consumer attitudes toward a brand. Consumer attitude towards a brand can significantly impact consumer behavior, including brand loyalty, purchase decisions, and brand advocacy. Positive attitudes toward a brand can lead to increased brand loyalty and willingness to pay a premium for a brand (Keller, 1993).

Additionally, consumers with positive attitudes towards a brand are more likely to recommend the brand to others and engage in positive word-of-mouth. Despite the importance of consumer attitude towards a brand, there are several challenges to building and maintaining positive attitudes among consumers. These challenges include increased competition in the marketplace, the fragmentation of media channels, and the difficulty of communicating a consistent brand message across various touchpoints (Keller, 1993). Additionally, consumer attitudes can be influenced by negative experiences or perceptions, such as product failures or negative media coverage.

Consumers have feelings and emotions for the brand, which leads to brand attachment. This elevated brand attachment makes the customers spend more time with it and develop a connection with it (Fedorikhin et al., 2008). High and impressive brand experience in terms of consistency in value delivery, good quality, reasonable pricing, etc. leads to satisfaction, improving brand trust and further developing brand loyalty (Ha & Perks, 2005). Loyal customers support the brand behavior as well; it goes beyond the willingness to purchase to spreading positive word of mouth and even forgiving wrongdoings (mishaps) of the brand (Fedorikhin et al., 2008). Values tend to influence individual choices and behavior. A consumer's altruistic values help develop a positive attitude and improve brand credibility towards the brand supporting a cause. The pro-social behavior of the customer and the brand develops a strong bond through CRM campaigns (Bigné-Alcañiz et al., 2009).

Altruistic values comprise an individual's attitude, beliefs, and behavior. In a CRM campaign, the fit between the brand and the cause affects consumers' attitudes toward the brand. Two types of brand-cause fit are there functional and image fit. A functional

fit occurs when the features of the product offered by the brand are in congruence with the characteristic of the cause. For example, a detergent powder brand supporting 'Swacch Bharat Abhiyaan' (Clean India Mission).

On the other hand, an Image fit occurs when there is a logical connection between brand identity and the image of a social cause. Compared to image fit, the functional fit has a more powerful effect on altruistic attributions and brand attitude (Tian & Yuan, 2013). Affinity refers to how anything will interact with consumers' affection (Hoeffler & Keller, 2002). Researchers, therefore, describe the affinity of social causes as the emotional resonance of consumers, which significantly impacts the assessment and decision of consumers (Drumwright, 1996). The high image fit can be used for consumers with low cause affinity, and the high functional fit can be used for consumers with high cause affinity (Tian & Yuan, 2013). Exposure to a commercial with a high brand / cause fit CRM component results in a more favorable attitude towards the brand than exposure to a similar ad message without a CRM component (Nan & Heo, 2007).

Specific customer psychographic characteristics, such as ideology and personality, have been found to influence CRM campaign response (Webb & Mohr, 1998). A strong consumer-brand relationship is developed when the brand identity syncs with self-identity (Bhattacharya & Sen 2003). Brand identity is influenced by the purpose of the company and the mechanism of corporate self-regulation (Wood 1991). Brand identification is positively affected by corporate citizenship. Corporate citizenship, like (a) economic citizenship, (b) legal citizenship, (c) ethical citizenship, (d) general philanthropic citizenship, and (e) strategic philanthropic citizenship, is positively related to corporate identity and brand trust (Tsai et al., 2015). Consumers see brands as essential for promoting social well-being, especially by developing customer networks to tackle societal issues (Edelman, 2012).

2.2.5 Consumer Dimensions and Perceived Value Dimensions Relationship

Altruism refers to the unselfish concern for the welfare of others. Altruistic values prioritize the well-being of others over one's self-interest. In psychology, studying

altruism has generated considerable interest, particularly in understanding the motives underlying altruistic behavior and how altruistic values are developed and reinforced. A review of the literature on altruistic values reveals several key findings. First, studies have shown that people with altruistic values are more likely to engage in pro-social behavior, such as volunteering and donating to charity (Penner et al., 2005; Grant & Dutton, 2012). It suggests that altruistic values are an essential predictor of altruistic behavior. Second, research has explored how altruistic values are developed and reinforced. For example, studies have shown that parents who model altruistic behavior and encourage their children to engage in pro-social activities are more likely to raise children who value altruism (Eisenberg & Fabes, 1998; Miller & Jansen, 2015).

Similarly, research has found that exposure to media that portrays altruistic behavior can increase altruistic values and behavior (Ferguson & Rueda, 2010). Third, the literature on altruistic values has explored the psychological and social factors that influence the development and expression of these values. For example, research has shown that individuals who have experienced adversity or trauma are more likely to hold altruistic values and engage in pro-social behavior (Schaubroeck & Merritt, 1997; Post, 2005). Additionally, studies have found that social identity can shape altruistic values and behavior, with individuals more likely to help those they perceive as part of their in-group (Jetten et al., 2012). The literature on altruistic values has examined the benefits of holding these values for individuals and society. For example, research has shown that individuals who value altruism report higher well-being and life satisfaction (Martela & Ryan, 2016).

Additionally, studies have found that societies prioritizing altruistic values tend to be more cohesive and resilient (Van de Vliert & Van Lange, 2019). The literature on altruistic values suggests that these values play an important role in shaping pro-social behavior and promoting the well-being of individuals and society. Further research is needed to understand the mechanisms underlying the development and expression of these values and to explore their potential to promote positive social change.

Social value refers to the value consumers derive from social interactions and relationships, such as social support, social identity, and social capital. Social value positively effects satisfaction and loyalty and partially mediates the relationship

between trust and satisfaction (Chen & Hsieh, 2020). Social value is a crucial factor in consumer experiences. Consumers are more likely to create social value when they perceive it as authentic and have a sense of ownership over the process (Wang et al., 2021).

Perceived value is a crucial concept in the marketing literature. Perceived value is defined as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988). In other words, perceived value is the consumer's evaluation of the benefits they receive from a product or service relative to the costs they incur to acquire or use it. It includes both objective and subjective factors, such as the quality of the product, the price, the brand reputation, and the overall satisfaction with the purchase. Perceived value is a critical factor in a consumer's decision-making process and can greatly influence their purchase behavior and loyalty towards a brand. Perceived value is the perceived benefits against the perceived sacrifices. The perceived cost is the monetary (price to be paid, donation) and non-monetary sacrifices (time, energy, stress experienced). A consumer's attitude positively effects the perceived value (Salehzadeh & Pool, 2017; Charton-Vachet et al., 2020). The perceived rewards and benefits constitute the perceived value (Yang & Peterson, 2004). Various types of perceived values are product/service value (quality), emotional value (enjoy, feel good, pleasure), value for money (price), and social value (acceptable to others) (Ruiz-Molina & Gil-Saura, 2008). Consumers perceive brands as an essential tool to promote social well-being. Consumers use the brand community to support a social cause. Community members reflect the perceived importance by expressing positive emotions and feelings towards the brand, helping create deep connections with the brand and the group members. Customer's perceived value positively influences customer satisfaction, attitude toward the brand, and loyalty (Peña et al., 2018; Ruiz-Molina & Gil-Saura, 2008). Researchers have long recognized the importance of understanding perceived value, as it directly impacts consumers' purchase intentions and loyalty. The consistency between the expected value and the experienced value is called confirmation. This confirmation improves perceived value and satisfaction (Hsu & Lin, 2015). Perceived value is a multidimensional construct that is influenced by various factors. The product attributes, service quality, price,

brand, and emotions are used to enhance consumers' perceived value. Moreover, creating a high level of perceived value can lead to positive outcomes such as increased purchase intention, customer satisfaction, and customer loyalty (Chen & Hsieh, 2020).

2.2.6 Consumer Dimensions and Cause Dimensions Relationship

Social cause awareness refers to consumers' knowledge and understanding of social issues and willingness to engage in socially responsible behaviors. Research suggests that consumers increasingly expect companies to take a stand on social issues and to support causes that align with their values (Carrigan & Attalla, 2001). Consumer social cause awareness is becoming increasingly crucial for businesses to remain competitive and build brand loyalty. Several factors influence consumer social cause awareness, including age, education, income, and personal values. Research has found that younger consumers are more likely to be socially conscious and to support socially responsible companies (Mohr & Webb, 2005). Education and income correlate positively with social cause awareness (Smith & Alcorn, 1991). Personal values, such as environmentalism or social justice, can also play a critical role in shaping consumer attitudes toward social causes. Social cause awareness can significantly impact consumer behavior, including purchase decisions, brand loyalty, and willingness to pay a premium for socially responsible products or services (Thomas, 2021). More socially conscious consumers are more likely to choose products and services that align with their values and support socially responsible companies (Sen & Bhattacharya, 2001).

Additionally, companies that engage in socially responsible practices may benefit from increased customer loyalty and a positive brand reputation (Carrigan & Attalla, 2001). Research has found that consumer social cause awareness can significantly impact a company's CSR efforts, as consumers are more likely to support companies perceived as socially responsible (Sen & Bhattacharya, 2001). Despite the growing importance of consumer social cause awareness, there are several challenges to promoting social cause awareness among consumers. These challenges include the complexity of social issues and the potential for companies to engage in "greenwashing" or other forms of deceptive marketing to capitalize on consumers' social consciousness (Mohr & Webb, 2005).

Consumer pro-social behavior refers to consumers' willingness to engage in activities that benefit society, such as charitable donations or volunteering. Social cause involvement refers to consumers' involvement with social causes, such as supporting a particular charity or participating in a social movement. Consumer pro-social approach is positively related to social cause involvement. More pro-social consumers are more likely to support social causes (Brunsø & Scholderer, 2004) and participate in social movements (Webb et al., 2008). Social cause involvement can also positively affect consumer pro-social approach. Employees involved in a corporate social responsibility program are more likely to engage in pro-social behavior (Nijhof & Jeurissen, 2002). Consumers who participate in a social cause are more likely to engage in pro-social behavior (Kim et al., 2017). The relationship between the consumer pro-social approach and social cause involvement may vary depending on the type of social cause. For example, a study found that more pro-social consumers were more likely to support social causes related to children's issues than environmental ones (Arnett et al., 2003). Similarly, another study found that more pro-social consumers were more likely to support social causes related to health and education than animal welfare (Pomirleanu et al., 2017). Social cause involvement can also influence consumer behavior beyond the social cause (Badenes-Rocha et al., 2022). Consumers involved in environmental causes were more likely to engage in environmentally friendly behavior, such as recycling (Pickett-Baker & Ozaki, 2008). Consumers involved in social causes are more likely to purchase products from socially responsible companies (Guo et al., 2015).

Consumer social cause importance refers to the degree to which consumers value and prioritize social and environmental issues in their consumption decisions. Consumers who place high importance on social causes are more likely to consider their purchases' social and environmental impact and seek out brands and products that align with their values. Several factors can influence consumer social cause importance, including individual factors, such as values, attitudes, and beliefs, and situational factors, such as social influence and marketing communications. For example, consumers with strong beliefs about social and environmental issues are more likely to prioritize those issues in their consumption decisions (Hoeffler & Keller, 2003). Consumer social cause importance can significantly impact brand perception, including brand image, loyalty,

and trust. Brands seen as socially responsible and environmentally conscious are more likely to be perceived positively by consumers who place high importance on social causes (Bhattacharya & Sen, 2003). Despite the growing importance of social and environmental issues in consumer decision-making, there are several challenges to maintaining high levels of consumer social cause importance. These challenges include limited information and transparency about brand practices, the social and environmental impact of products, and competition for attention and resources in a crowded marketplace. One key factor in maintaining and building consumer social cause importance is the importance of authenticity. Consumers are increasingly skeptical of brands that engage in "greenwashing" or other forms of insincere or superficial social responsibility efforts. Brands seen as authentic and committed to social and environmental causes are more likely to build trust and loyalty with socially conscious consumers (Luchs & Park, 2015).

Being a good citizen needs ethical behavior, responsible use, and the contribution of time/money to social causes. The cause-affiliation of a customer helps create brand relationships that positively impact charitable work, financial donations, and the ability to support the cause and the brand (Peña et al., 2018). These are the 'consumers with purpose'. This trait of a consumer is known as consumer citizenship. Such consumers make a community around a social cause and make judgments and sacrifices for the benefit of society. Such consumers also show affiliation with such communities. Several actions can show strong dedication, such as the time spent on the cause, the contributed money, and the ability to fight for the cause and protect it against negative feedback. The CRM campaign of a brand needs to align with the principles of consumers (Fazli-Salehi et al., 2019).

Consumer shows affinity to various kinds of causes viz social, environmental, health and hygiene, citizenship (anti-corruption, following law, voting during election), Abstract (They seek to strike a personal chord with the customers and develop a mutual relationship at various emotional levels-bonding with the family, fostering uniqueness, etc.), A consumer respond to any cause according to his cause consciousness and cause proximity (Agarwal et al., 2016). Females, young consumers, and consumers' femininity have more positive attitudes toward CRM. Thus, various consumer traits

like femininity, age, and gender play a role here. Also, the collectivist nature of the consumer (giving more importance to others' goals and well-being) and high cause involvement and importance (high personal relevance due to self-concept and past experience) have positive effects on CRM outcomes over individualists and consumers with low cause involvement and importance. Cause attributes like cause proximity and scope (local, national, or international), cause controllability (can be controlled by humans or not), and accessibility effects CRM outcomes (Thomas, 2021). Consumer prefers local causes over a national or international cause. Similarly, human-controlled causes are preferred over the nature-controlled cause (Fazli-Salehi et al., 2019).

2.2.7 Brand Dimensions and Cause Dimensions Relationship

Consumer social cause involvement refers to the degree to which consumers actively engage in and support social and environmental causes through their consumption behaviors. It can include various activities, such as donating to charity, participating in boycotts or protests, and purchasing products or services from socially responsible brands. Several factors can motivate consumer social cause involvement, including personal values, beliefs, and experiences, as well as external factors such as social influence and marketing communications. Consumers who are highly involved in social causes may be motivated by a desire to create positive social change, to align their consumption with their values, or to gain social recognition and approval from their peers (Grau & Folse, 2007). Consumer social cause involvement can have a significant impact on social and environmental outcomes, as well as on brand reputation and consumer behavior. Consumers who are highly involved in social causes are more likely to support socially responsible brands and engage in positive word-of-mouth about those brands, which can lead to increased sales and brand loyalty (Sen & Bhattacharya, 2001). Despite the potential benefits of consumer social cause involvement, there are several challenges to maintaining high levels of consumer engagement. These challenges include limited resources, competing demands for consumers' time and attention, and skepticism and distrust of brands that engage in superficial or insincere social responsibility efforts (Kim & Ferguson, 2018). One key factor in promoting consumer social cause involvement is the importance of brand

authenticity. Consumers are increasingly skeptical of brands that engage in superficial social responsibility efforts. Brands seen as authentic and committed to social and environmental causes are more likely to build trust and loyalty with socially conscious consumers (Luchs & Park, 2015).

The similarity between the cause's and the brand's attributes is known as brand-cause fit (Trimble & Rifon, 2006). High brand-cause fit positively effects CRM outcomes (Fazli-Salehi et al., 2019; Deng et al., 2021) and attitude toward the cause-brand alliance (Myers et al., 2012; Gupta & Pirsch, 2006). Different types of brand-cause fit are conceptual congruence (sync in the brand values, brand image, and brand identity with the type of social cause), perceptual congruence (similarity of attributes like color, size, and shape) (Kuo & Rice, 2015), functional fit and image fit (Tian & Yuan, 2013). Additionally, various brand-cause fit dimensions are - Visibility, clear relation, consistency of the slogan, project agreement, visual consistency, specific target audience, compatibility of promotional activities, geographical compatibility, local attributes, and active participation (Zdravkovic et al., 2010).

The message is considered highly credible when the functional fit is high because the brand is attributed to be more trustworthy when dealing with the business of its expertise (Schmeltz, 2012). High brand credibility leads to a positive evaluation of the CRM campaign in case of the high image fit (Perez & Bosque, 2013). Consumers trust a brand that has achieved its goals (Peña et al., 2018). The type of social cause and supporting the local cause with high brand-cause fit helps build substantial brand equity (Agarwal et al., 2016). In the case of high brand-cause fit, high intrinsic motivation (e.g., the good feeling associated with helping someone) and low extrinsic motivation (e.g., expectations of getting a reward) lead to a more favorable attitude towards the CRM campaign. A brand's motivation to engage in a CRM campaign is considered more extrinsic when the message source is the brand rather than the cause (Myers et al., 2012). High brand-and customer-cause congruence positively influence attitudes toward the brand-cause fit (Gupta & Pirsch, 2006). High-cause familiarity enables a positive attitude towards the brand and the cause.

2.2.8 Brand Dimensions and Consumer Purchase Intention Relationship

Brand credibility is the extent to which consumers perceive a brand as trustworthy, believable, and reliable. It reflects consumers' confidence in a brand's ability to deliver on its promises and meet its expectations. Brand credibility is critical in shaping consumer attitudes and behavior toward a brand. Consumers are more likely to purchase from brands that they perceive to be credible, and they are more likely to remain loyal to brands that consistently deliver on their promises (Lafferty & Goldsmith, 1999). Several factors can influence brand credibility, including the brand's reputation, the quality of its products or services, its marketing communication, and corporate social responsibility efforts (Chaudhuri & Holbrook, 2001). The brand's reputation is a crucial determinant of its credibility. Consumers are more likely to view brands with a positive reputation as credible, and they are more likely to trust the information provided by those brands (Lafferty & Goldsmith, 1999). The quality of a brand's products or services is also essential in determining brand credibility. Brands that consistently deliver high-quality products or services are more likely to be viewed as credible by consumers (Chaudhuri & Holbrook, 2001). The marketing communication used by a brand can also impact its credibility. Brands that use transparent and honest communication strategies are more likely to be viewed as credible by consumers (Erdem & Swait, 1998). A brand's corporate social responsibility efforts can also play a role in its credibility. Brands that engage in socially responsible activities and communicate their efforts transparently are more likely to be viewed as credible by consumers (Sen & Bhattacharya, 2001).

Brand image refers to consumers' perceptions and beliefs about a particular brand. It reflects the overall impression that a brand creates in the minds of its target audience. Brand image is critical in shaping consumer attitudes and behavior towards a brand. Consumers are more likely to purchase from brands that they perceive to have a positive image (Badenes-Rocha et al., 2022). They are more likely to remain loyal to brands that consistently reinforce their desired image (Keller, 1993). Several factors can influence brand image, including the brand's reputation, marketing communication, visual identity, and product design (Aaker, 1991). The brand's reputation is a crucial

determinant of its image. Consumers are more likely to view brands with a positive reputation as having a positive image, and they are more likely to trust the information provided by those brands (Keller, 1993). The marketing communication used by a brand can also impact its image. Brands that use consistent and coherent messaging across their communication channels are more likely to reinforce their desired image (Aaker, 1991). A brand's visual identity, including its logo and other design elements, can also play a role in its image. Brands with a distinctive and visually appealing identity are more likely to stand out and create a positive image in the minds of consumers (Kapferer, 2012). The design of a brand's products can also impact its image. Brands with well-designed products consistent with their desired image are more likely to create a positive impression in the minds of consumers (Norman, 2004).

A consumer has a cognitive and emotional evaluation of the brand involved in CRM. High brand–and customer-cause congruence positively influence purchase intention (Gupta & Pirsch, 2006; Wu & Lu, 2009). Confidence in a brand is built through brand familiarity, which further effects attitude toward the brand (Laroche et al., 1996). A favorable attitude towards a brand strongly affects purchase intention and willingness to pay (Fedorikhin et al., 2008). Brand identity and trust positively influence purchase intention (Tsai et al., 2015; Badenes-Rocha et al., 2022)). Brand personality traits like competence, excitement, and sincerity positively effects purchase intention (Varela et al., 2015).

Brand equity includes six components, according to Hoefler & Keller (2002): brand awareness, brand image, brand credibility, brand emotions, brand community, and brand participation. Brand equity and perceived value have a strong positive impact on the customer's purchase intention. Brand equity elements that effect purchase intention are brand loyalty, brand awareness, brand associations, and perceived quality (Huang et al., 2011; Gatti et al., 2012; Wu & Lo, 2009). Price perception, brand association, image congruency, feelings, and personality influence brand preference and purchase intention (O'Cass & Lim, 2002). Consumers have more positive purchase intention towards a brand involved in CRM over a brand not involved in it (Patel et al., 2017; Badenes-Rocha et al., 2022).

2.2.9 Perceived Value Dimensions and Consumer Purchase Intention Relationship

The perceived value has a significant positive effect on brand equity and positively influences the consumer's buying intention. The dimensions of perceived value that effects brand equity and purchase intentions are acquisition value, transaction value, in-use value, and redemption value (Huang et al., 2011). A set of consumers are prone to ecology and the environment. They incline green products. Such consumers drive green perceived value and ecological perceived value from the consumption of green products. Sustainable perceived value develops high consumer purchase intention (Wang & Hsu, 2019). Trust and perceived value positively influence online purchase intention. Trust depends upon information quality and security. Online security depends upon vendor reputation, investment by the website, third-party assurance, and security policies (Ponte et al., 2015). A perceived pleasurable experience delivers emotional value to a customer. The emotional value and perceived product quality positively influence the purchase intention. Also, a country's image's affective component directly relates to willingness to purchase globally (Asshidin et al., 2016).

A study on ride-sharing services and online paid applications shows that purchase intention determines social value, price value, and perceived risk. Females give higher importance to social value, while males give higher importance to price and functional value (Sharma, 2019). The use of ride-sharing services enhances the consumers' self-concept. Thus symbolic value is a significant determinant of buying decisions (Sweeney & Soutar, 2001). In a study about paid mobile application, value for money, satisfaction, and availability of alternatives shapes users' purchase intention. In contrast, the purchase intention of the potential customer depends upon value for money, social value, and free alternatives (Hsu & Lin, 2015).

2.2.10 Cause Dimensions and Consumer Purchase Intention Relationship

Consumer social cause scope and proximity refer to the degree to which consumers feel personally affected by social and environmental issues and how directly they perceive

these issues to impact their own lives. It can include a range of factors such as geographic location, demographic characteristics, personal experience, and media exposure. The degree of consumer social cause scope and proximity has significantly influenced consumer attitudes and behavior toward social and environmental causes (Sindhu, 2022). Consumers who feel personally affected by social and environmental issues are more likely to be highly involved in social causes and to support brands that engage in social responsibility efforts related to those issues (Bray et al., 2011). Geographic proximity to social and environmental issues is a significant factor in determining consumer social cause involvement. Consumers who live closer to areas impacted by social and environmental issues such as natural disasters, poverty, or environmental degradation are more likely to be highly involved in social causes related to those issues and to support brands that engage in social responsibility efforts related to those issues (Sen & Bhattacharya, 2001). Personal experience with social and environmental issues can also significantly influence consumer social cause involvement. Consumers with personal experience with issues such as discrimination, environmental degradation, or poverty are more likely to be highly involved in social causes related to those issues and support brands that engage in social responsibility efforts related to those issues (Carrigan & Attalla, 2001). Media exposure can also play a significant role in shaping consumer social cause scope and proximity. Consumers exposed to media coverage of social and environmental issues are more likely to be highly involved in social causes related to those issues and to support brands that engage in social responsibility efforts related to those issues (Cone & Feldman, 2004).

The positive and negative framing of the message in a Cause-related advertisement does not have any effect on purchase intention. However, cause involvement positively affects purchase intention (Bester & Jere, 2012; Patel et al., 2017; Thomas et al., 2022). CRM affects moral pleasure and brand attraction significantly. This brand attraction further affects brand consumer identification significantly. Brand consumer identification and moral pleasure effects the purchase intention significantly. Therefore brand attraction, brand-consumer identification, and moral pleasure are the mediators for purchase intention. Consumer loyalty is improved through CRM (Rashid et al., 2016). The brand sustainability factor significantly effects consumers' purchase

intentions in fashion (Kim & Na, 2016). Therefore the firms should promote recycling and upcycle in their commercials. Promotion of the donation amount in the message also positively influences the purchase intention (Patel et al., 2022). CRM positively effects purchase intention and that consumer skepticism does not moderate the relationship (Rathod et al., 2014). Consumer skepticism can be removed by adequate knowledge of the consumer. Global brands with a CRM campaign positively affect the purchase intentions of the millennial. Cause-familiarity and brand-cause fit plays a vital role in purchase intention (Baek et al., 2017).

2.2.11 Consumer Dimensions and Consumer Purchase Intention Relationship

Advertising affects the perceived quality of the store brand, and the perceived quality further influences the purchase intention (Levy & Gendel-Guterman, 2012). Perceived cause, product quality, and brand reputation positively effect purchase intention (Gatti et al., 2012). Service quality affects customer trust, further affecting purchase intention (Thin et al., 2019). A positive attitude significantly affects the purchase intention. Also, attitude moderates cause identification and purchase intention (Duarte & Silva, 2018). Willingness to pay, product availability, environmental awareness, and health consciousness effect green furniture's purchase intention (Xu & Wu, 2020). The dimensions of customer experience (i.e., emotional experience and social experience) positively effects the purchase intention (Nasermoadeli et al., 2013). Social identification (personal and community) and customer engagement (behavioral engagement and attitudinal engagement) positively effects purchase intention (Prentice et al., 2019). Brand familiarity, perceived quality, and self-congruity positively affects purchase intention (Das, 2014). The relationship between self-congruity and purchase intention is moderated by gender, as is the relationship between perceived quality and purchase intention, as well as the relationship between brand familiarity and purchase intention (Das, 2015). A study on internet users shows that consistency in the country of origin (country of brand and country of the manufacturer), self-congruity, and brand image positively impact purchase intention (Yu et al., 2013). Purchasing intentions should be higher among participants who were exposed to Cause-related advertisements than those who were not. Skepticism has no impact on the attitude

toward the company, attitude toward the ad, and intention to purchase (Patel et al., 2017).

2.2.12 Cause Valence

Message valence refers to a message focusing on the gains due to adopting promoted behavior (positive framing) or losses of not doing something (negative framing). High-risk-averse respondents are more highly influenced by a message with negative valence than a positive valence message. Similarly, Low risk-averse respondents are more highly influenced by a message with positive valence than a negative valence message (Reardon, 2006). A study on students shows that positive feedback elicited positive emotions among them, while negative feedback made them feel neutral (Bloom & Hautaluoma, 1987). Research conducted with a radio advertisement using electromyography shows that negative messages are more effective than positive messages in grabbing the consumers' attention (Bolls et al., 2001). Similarly, a study on crowdfunding shows that a negative message framing is more influential over a positive message framing (Kuo et al., 2022). A study on online reviews revealed that positive reviews are more helpful, credible, and trustworthy than negative or two-sided reviews. These factors further impact persuasiveness positively (Pentina et al., 2018). A positive word-of-mouth message by an expert or non-expert equally impacts consumer actions, but a negative word-of-mouth message from an expert is more influential than the same message by a non-expert (Radighieri & Mulder, 2014). Loss-framed messages in charity advertisements are more influential than the gain-framed message (Xu, 2019).

Like a message valence, feedback valence, and review valence, a cause can also have valence. A cause that targets the bare minimum - like the make-up of loss, bringing things back to normal, does the recovery, prevent something, aroused due to guilt feelings, and generating sadness and negative emotions, may be known as a cause with negative valence while a cause which adds to what is already there, helps in further growth, generates positive emotions, spread happiness, may be called as a cause with a positive valence. For example, the NGOs involved in preventing AIDS, like the International AIDS Society, or cancer care NGOs, like the Grace Cancer foundation in

India, may fall under the organizations supporting the negative cause. In contrast, NGOs like UNICEF and World Vision support the positive cause of spreading child education, or Krishiyodha helping farmers to get better yields is a positive cause. Antismoking can be considered a negative cause, while a nutritious diet can be considered a positive cause.

The next chapter describes the research technique used to carry out the study; the chapter begins with a gap analysis to carry out the study. The research objectives were established, the objectives were operationalized, and hypotheses were developed based on these gaps. For the same reason, the demographic profile of the respondents is also included in the chapter. The chapter also explains why they were chosen to participate in the study. The chapter also discusses the research techniques employed, data collection methods, research instruments employed, scale evaluation, and data analysis software employed.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter contains the research technique used to conduct the research; the chapter begins with a gap analysis to conduct the study. Based on these gaps, the research objectives were established, the objectives were operationalized, and hypotheses were developed. The demographic profile of the respondents is also included in the chapter for the same reason. The chapter also discusses why they were chosen to participate in the study. The chapter also includes the research techniques used, data collection methods, research instruments used, scale evaluation, and the data analysis tool used.

3.1 Need for Study

The existing literature about cause-related marketing broadly covers the effect of CRM campaigns on attitude towards the brand, cause, and campaign. Generally, it covers the after-effects of the campaign, but limited literature is available on the communication of the campaign to the customer i.e., research on the Cause-related advertisements (Harris et al., 2019). The existing studies show that emotions and content plays an important role in eliciting consumer engagement in social advertisements (Sen & Bhattacharya, 2001). The same is yet to be studied for a cause-related advertisement. The existing study warrants the study of different elements of Cause-related advertisements. The difference between a commercial advertisement and a social advertisement in terms of emotion and content is studied, but the same is not covered for Cause-related advertisements. The cause is an essential element in Cause-related advertisement, which has been left untouched for research. The existing literature paves the way for more research on the various areas of social causes such as cause duration, cause familiarity and message format to throw light on multidimensions of broader concept of cause-related marketing (Thomas, 2021).

Literature is available on the effect of brand-cause fit on attitude and purchase intention in the broader settings of cause-related marketing campaigns but no such literature is available specific to the use of cause-related advertisement (Thomas, 2021). Also, minimal research is available on the effect of types of cause (Mizerski et al., 2002) and its sync with society, i.e. customer-cause fit on purchase intention (Sheikh et al., 2011; Bae, 2016). Also, no literature is available on the valence of a cause, i.e., positive, neutral, and negative causes. However, existing study helps understand the valence of message in advertisement, i.e., positive and negative message (Mizerski et al., 2002).

Perceived value plays a vital role in the purchase intention of a customer, but the limited study is available on the value perceived by a customer through Cause-related advertisements and its effect on purchase intention (Lee & Rim, 2017; Fazli-Salehi et al., 2019). Existing literature on CRM discusses the involvement of an NGO, which further supports a particular cause. Thus, a brand supports a cause through an NGO. Many firms may not involve an NGO but directly contribute to a cause with its in-house team. The mandatory contribution of firms to CSR in India compels the need to study CRM with its three major key components – brand, cause, and consumer. Therefore, a study on Indian context is warranted (Rego et al., 2020; Thomas, 2021).

Most existing studies are carried out on fictitious brands (Lee & Rim, 2017) and are done in close settings (lab). The need of the hour is to study real brands in real-time market conditions with real advertisements (Bae, 2016; Pope et al., 2004). Similarly, wherever advertisement is considered for the study, only print advertisements are considered (Thomas, 2021). Video advertisements are more effective than print advertisements. Therefore, a study with a video ad is needed (Badenes-Rocha et al., 2022). Most of the existing study is limited to students (Nan & Heo., 2007; Lee & Rim, 2017; Kim et al., 2019). For better decision-making, a study on respondents from different walks of life, age group, and professions is required.

Existing literature is available in bits and pieces for various components like brand-cause fit, customer-cause fit, customer-brand fit, and its effect on purchase intention (Lee & Rim, 2017). However, a comprehensive model is needed that covers all these

aspects and the effect of cause-valence and perceived value on purchase intention through Cause-related advertisements. The current studies give directions for other structural elements of cause promotion such as cause fit, and cause affinity to measure the participation intentions (Patel et al., 2022).

With all the gaps in consideration, the objective of the studies were framed to seek the response from the consumer and further, the data was subjected to statistical analysis for driving out the results.

3.2 Theoretical Framework

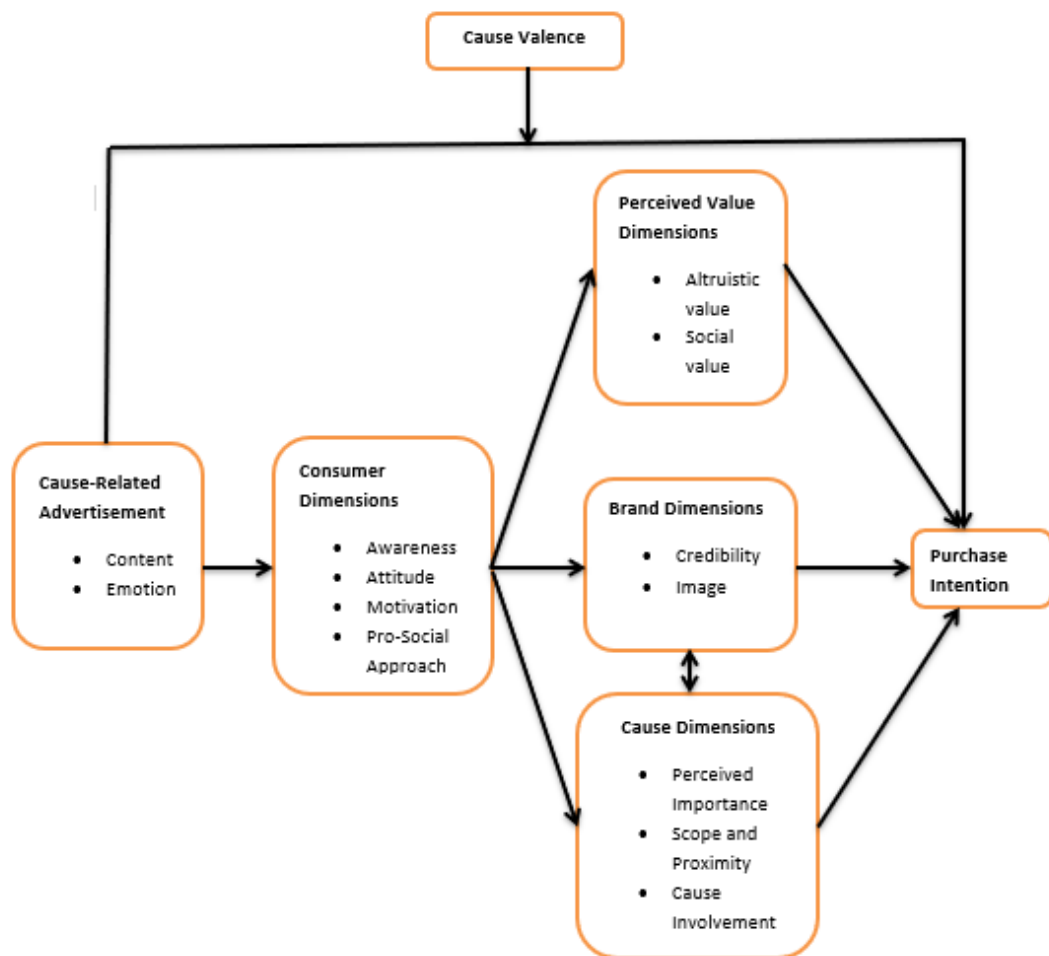


Figure 3.1: Theoretical Framework

This study resonates well with the DRIP model (Differentiate, Reinforce, Inform, and Persuade) used for communication (Rubin, 2022). The existing literature shows that cause-related advertisements, social advertisements, and commercial advertisements are different (Differentiate). Similarly, repeated use of cause-related advertisement can strengthen (Reinforce) the key messages, such as the brand-cause fit, to build a strong association between the brand and the cause in the minds of consumers. Also, cause-related advertisements provide information (Inform) about the cause, its impact, and the brand's involvement. Further, cause-related advertisements are expected to positively affect the purchase intentions (Persuade) of the consumers. The theory of planned behavior is widely used to predict consumer behavior (Ajzen, 2020). It consists of attitude, subjective norms, and perceived control. The elements of attitude, subjective norms like brand-cause fit, perceived value, cause importance, cause involvement, brand credibility and brand image, and purchase intentions (perceived control) are the building blocks of this study. Therefore, the theory of planned behavior is another base theory of this study. The AIDA advertising model is used to understand how consumers respond to advertisements (Ullal & Hawaldar, 2018). The content and emotions in the cause-related advertisement are expected to grab consumers' attention (Attention), which can affect consumers' attitude positively (Interest) and motivate (Desire) the pro-social consumers to purchase (Action) the brand shown in the advertisement.

3.3 Research Objectives

- To examine the effect of Cause-related advertisements on consumer purchase intention.
- To examine the effect of Cause-related advertisements on consumer dimensions.
- To examine the mediating role of brand, cause, consumer, and perceived value dimensions in the relationship of Cause-related advertisements and consumer purchase intention.
- To examine the moderating role of cause valence on the relationship of Cause-related advertisements and consumer purchase intention.

3.4 Hypothesis of the Study

Different hypotheses are proposed to evaluate the relationship between predictors of the outcome.

H1: Cause-related advertisement has a positive effect on consumer purchase intentions.

H2: Cause-related advertisement has a positive effect on consumer dimensions.

H3: Consumer dimensions have a positive effect on perceived value dimensions.

H4: Consumer dimensions have a positive effect on brand dimensions.

H5: Consumer dimensions have a positive effect on social cause dimensions.

H6: Perceived value dimensions have a positive effect on consumer purchase intentions.

H7: Brand dimensions have a positive effect on consumer purchase intentions.

H8: Social cause dimensions have a positive effect on consumer purchase intentions.

H9: The brand dimensions and social cause dimensions positively effect each other.

H10: Cause valence moderates the relationship of cause-related advertisement and consumer purchase intentions.

3.5 Scope of the Study

The broader area of research for this study is corporate social responsibility. Within this area, cause-related marketing is chosen for the study. In marketing one of the key elements is the promotion. Within promotion advertisement is selected for the study. The other elements of promotion like sales promotion, personal selling, publicity, and direct marketing are beyond the purview of this study. The current literature is limited to the effect of cause-related marketing campaign on consumers' attitude towards the brand, the NGO and the campaign. This study explores the niche of cause-related

advertisement and its components. Two components of cause-related advertisement, emotion and content of the advertisement are considered for the study as the previous studies also focused upon these two components. Based on the previous studies, a conceptual model has been proposed. The effect of cause-related advertisement on consumer purchase intentions is studied. The actual buying of products is beyond the scope of this research. The mediating role of various consumer dimensions such as attitude, motivation, awareness, and pro-social approach is explored. The pro-social approach element is very specifically taken looking at the context of the study. Similarly, the mediating role of perceived value and its components of social value and altruistic values is explored. The functional value derived from the use of the products is not considered for the study as this study is not product specific. Since brand is involved in the cause-related advertisement, the mediating role of brand dimensions viz a viz credibility and image are also studied. A very essential component of cause-related advertisement is the social cause. The mediating role of various dimensions of social cause viz scope and proximity, cause involvement and cause importance on consumer purchase intentions is studied. The social cause is studied with a new dimension of cause valence. Does a consumer differentiate between a positive and negative social cause? The moderating effect of cause valence in the relationship of cause-related advertisement and purchase intentions is studied in this research. These insights can be very useful for the managers to improve the brand awareness, credibility and image which helps in improving the sales. The study is limited to the adults above the age of 18. The study is based on primary data which is collected online using the Google form. The link of the Google form is shared via WhatsApp. Respondents from various walks of life like students, working professionals, self-employed males and females are considered for the study. Data is collected for 1157 respondents. Finally, the valid data of 1005 respondents are taken for the analysis. Convenience sampling technique is used for data collection and SMART-PLS is used for data analysis.

3.6 Research Design

Descriptive-causal research is used to find the effect of cause-related advertisements on consumer purchase intentions. The findings would help in deriving some descriptive

and conclusive. The study is cross-sectional, and the primary data is collected from the respondents suitable for the study. The existing literature shows that the survey method using a questionnaire is suitable for data collection (Badenes-Rocha et al., 2022; Patel et al., 2022; Thomas et al., 2022). A structured questionnaire is used for data collection. The study is quantitative and most of the questions are based on nominal, ordinal, and interval scales. Respondents from different walks of life above 18 are taken for the study. The previous studies show that in most cases undergraduate students are taken as respondents. In order to avoid any bias and generalize the study, working professionals, students, retired professionals, entrepreneurs, homemakers, and farmers are taken as respondents.

3.6.1 Research Process

Three Cause-related advertisements (video) are shown to the respondents to make them understand the concept of Cause-related advertisement. These advertisements are embedded in the questionnaire prepared in the Google Form. The questionnaire is then shared with the respondents via e-mails and WhatsApp groups. The details of the advertisements are given below.

a. Nihar Shanti Amla

In this commercial, Vidya Balan, a Bollywood star, urges the customers to buy the Nihar Shanti Amla hair oil. Nihar is a brand of Marico, a leading FMCG company in India. A message is given on the packaging of the hair oil bottle, which describes that the 5% of the profit would be used for education. The amount of contribution is clearly mentioned in this case. This falls under the 'content' part of our questionnaire within the broad variable of cause-related advertisement. This is a very important aspect of our study as the existing literature shows that clarity on the amount of donation by the brand improves its credibility. The commercial is shown on various TV channels in the Hindi language. Vidya Balan is a well-recognized face and has acceptance across age groups. Thus, this advertisement is a good fit for our study, considering its content and the demographics of our respondents.

b. P&G Shiksha

Anupam Kher, a veteran of Bollywood, urges the customers to buy any product of P&G, and a portion of the sales would be used for education. The amount of contribution is not disclosed in this case. Unlike Marico, as mentioned in the previous case, P&G pitched in all its products and offered the customers to buy any product from its portfolio. The similarity between the two advertisements is that both use well-known faces and compete in the same FMCG industry. The difference is that in the advertisement of Nihar, the contribution amount is mentioned and advertisement promoted only one product, but in the case of P&G, no contribution amount is mentioned, but the complete product portfolio is promoted. Both these aspects are important for the study.

c. Starbucks

Starbucks is an international brand. An international advertisement is taken in this case which does not contain any real character but animation. In this advertisement, Starbucks urges the customers to buy coffee from its stores, and 5 cents from every sale would be donated to RED to save lives in South Africa.

3.6.2 Sampling Technique

Convenience sampling is a popular method used in market research to select participants who are readily available and accessible to the researcher. According to Kumar (2019), "convenience sampling is a type of non-probability sampling where the sample is selected based on the convenience of the researcher, rather than by random selection" (p. 206). Similarly, Creswell (2014) defines convenience sampling as "selecting individuals who are readily available and willing to participate in the study" (p. 178). Bryman (2016) notes that convenience sampling is "commonly used in exploratory studies or pilot studies, when time and resources are limited, or when the researcher lacks the necessary contacts to recruit a sample using other methods" (p.

256). In the field of cause-related marketing, convenience sampling has been used to select participants for surveys, focus groups, and other research methods (Thomas, 2021; Thomas et al., 2022). To effectively implement a CRM campaign, it is necessary to understand the attitudes and behaviors of consumers towards the cause and the company's products or services. Convenience sampling has been used in several studies to gather data on consumer attitudes and behaviors towards cause-related marketing. For example, in a study by Wang and Chen (2019), convenience sampling was used to select participants for a survey on consumers' attitudes towards environmental sustainability in relation to food products. Similarly, in a study by Strahilevitz and Myers (1998), convenience sampling was used to select participants for a study on consumers' attitudes towards cause-related marketing. Convenience sampling is used for data collection of the study (Cheron et al., 2012). Respondents are a mix of all age groups above 18 (Rathod et al., 2014) and different professions (retired professionals, business people, students, entrepreneurs, etc.). Both males and females from different walks of life are taken. Existing literature suggested the ratio of 10 to 1 for participants to the number of variables using SEM (Mueller, 1997). Therefore, a sample of 680 can be taken for 68 items used in the study. A sample size of around 500 is sufficient for the study using SEM (Hair et al., 2010). Data is collected for 1157 respondents. Finally, after the data cleaning a response of 1005, respondents are taken for the data analysis. Convenience sampling is used in most of the studies. Therefore, the same is used for this study too.

3.6.3 Statistical Technique

The research model used in the study has both higher order and lower order construct, and various relationships are drawn in it. It has multiple independent and dependent variables. It also studies both mediation and moderation effects making it a very complex model. In complex models, SMART-PLS is preferred over AMOS, which uses Covariance-based SEM (Hair et al., 2017). SMART-PLS (Partial Least Squares Structural Equation Modeling) is a popular statistical software tool used in research to analyze and model complex relationships between variables in a dataset (Badenes-Rocha et al., 2022; Thomas et al., 2022). SMART-PLS is especially more useful than

AMOS when dealing with small sample sizes (Hair et al., 2017), or non-normal distributions (Henseler et al., 2014), making it a valuable tool in various fields such as business, social sciences, and engineering (Hair et al., 2011). One of the primary advantages of SMART-PLS is that it allows researchers to conduct a more detailed analysis of their data, allowing for a more accurate representation of relationships between variables. The model used for the study has a reflective-formative structure. SMART-PLS is highly flexible, allowing for the use of both reflective and formative measurement models and allowing researchers to test complex models with multiple endogenous and exogenous constructs (Hair et al., 2011). This research aims to predict consumer purchase intentions. Smart PLS is valuable for predictive modelling (Hair et al., 2016). Smart PLS offers cross-validation techniques to assess the predictive accuracy of models (Hair et al., 2017). Since this technique combines factor analysis and regression analysis, it is most suitable for this study.

3.7 Questionnaire Design and Development

Content validity/face validity

As the objective of the study is related to purchase intentions, the consumers are the central focus. Thus, primary data is to be collected using the structured questionnaire. Before collecting the sample data, the content validity of the questionnaire is required. In order to check the content validity of the questionnaire, it is shared with the academicians. The details of these academicians are given below.

Table 3.1: Expert Details

Sr. No.	Name	Designation
1	Dr. Rajesh Verma	Prof.
2	Dr. Lokesh Jasrai	Assoc. Prof.
3	Dr. Pawan Kumar	Assoc. Prof.

4	Dr. Harvinder Singh	Assoc. Prof.
5	Dr. Pooja Sharma	Assoc. Prof.
6	Dr. Pretty Bhalla	Assoc. Prof.
7	Dr. Rahul Sharma	Assoc. Prof.
8	Dr. Harpreet Singh Bedi	Prof.

The questionnaire presented for content validity consisted of 79 questions based on a 5-point Likert scale. The questionnaire consists of eight parts. The broad categories of variables are given below.

- I. Cause-related advertisement
- II. Consumer Dimensions
- III. Perceived Value Dimensions
- IV. Brand Dimensions
- V. Social Cause Dimensions
- VI. Cause Valence
- VII. Purchase Intentions
- VIII. Demographic Details

On the basis of the feedback received from the experts, necessary changes are made in the questionnaire. The questionnaire is developed, pretested, and administrated to the target respondents. The updated questionnaire of 64 items based on 5 point likert scale was prepared for measuring various variables. Additional 4 questions are based on 7 point likert scale for measuring the purchase intentions of the respondents.

3.8 Research Instrument

The first section covers the information about the cause-related advertisement. It consists of two sub areas of emotion and content. Both emotion and content part are measured with five items each on a five point likert scale.

Table 3.2: Questionnaire with References for Cause-related Advertisement

I	Cause-related advertisement	Adapted from
	<i>Emotion</i>	Sciulli, L. M., & Bebkco, C. (2006).
1	I feel good when I see a cause-related advertisement.	
2	I feel associated with the cause-related advertisement.	
3	I feel good about the brand shown in the cause-related advertisement.	
4	I feel motivated to support the social cause shown in the cause-related advertisement.	
	<i>Content</i>	
5	I like Cause-related advertisements that communicate the details of the social cause.	
6	I would like to know the process of contribution for the social cause shown in the Cause-related advertisement.	
7	I would like to know the amount of contribution for the social cause shown in the Cause-related advertisement.	
8	I like Cause-related advertisements that communicate about the brand supporting the social cause.	
9	I like Cause-related advertisements that communicate the details of the intended beneficiary.	

The second part consists of four sub areas of a consumer viz awareness, attitude, motivation and pro-social approach. The consumer awareness is measured with four items, Attitude is measured with five items. Motivation is measured with four items while pro-social approach is measured with five items. All the components are measured on five point likert scale.

Table 3.3: Questionnaire with References For Consumer Dimensions

II	Consumer	
	<i>Awareness</i>	You & Donthu (2001), Tian et al. (2011)
10	I am aware of the cause-related advertisement.	
11	I know about brands involved in the cause-related advertisement.	

12	I am aware of some of the initiatives taken by corporates for supporting social causes.	
13	I am aware that corporates are legally bound to support social causes.	
	<i>Attitude</i>	
14	I feel good about the brands supporting the social causes.	
15	Cause-related advertisement is the reliable source of information about the brand and the social cause.	Myers et al. (2012), Spears & Singh (2004), Holbrook & Batra (1987), Krishnamurthy & Sujan (1999), Ferle et al. (2013)
16	I feel the cause related advertisement encourages people to support a social cause.	
17	It is worthy to buy a brand associated with a social cause.	
	<i>Motivation</i>	
18	I feel excited to recommend the cause-related advertisement to my friends and relative.	Ferre et al (2013), Chang & Cheng (2015), Steele et al., (2008)
19	As a responsible citizen, I feel I should take active participation to support a social cause.	
20	I will be very happy to motivate others to support the social cause.	
	<i>Pro-social Approach</i>	
21	I am concerned about the various social issues prevalent in society such as hunger, education, environment, etc.	Schwartz, S. H. (1992), Schwartz, S.H. (2003), Alcañiz et al., (2009)
22	I feel it is my moral responsibility to support a social cause.	
23	I like to donate to a social cause.	
24	I like to motivate others to support a social cause.	

The third section consists of two sub areas of perceived value viz altruistic value and social value. Altruistic value is measured with six items while social value is measured with five items. All the components are measured on five-point Likert scale.

TABLE 3.4: Questionnaire with References For Perceived Value

III	Perceived Value	
	<i>Altruistic Value</i>	
25	The idea of supporting a social cause excites me.	Becker-Olsen et al. (2006), (Alcañiz et al, 2009), Sweeney & Soutar(2001), Strahilevitz (2003)
26	I feel satisfied with devoting time to a social cause.	
27	I feel socially responsible by supporting a social cause.	
28	Supporting a social cause gives me a sense of achievement.	
	<i>Social Value</i>	
29	I feel that supporting a social cause improves my social image.	Koller, Floh, & Zauner (2011), Chen and Chang (2012), Green & Webb (1997), Sweeney & Soutar (2001)
30	I feel that when I support a social cause, others would also follow.	
31	I feel when I support a social cause, others would praise my actions.	
32	I feel supporting a social cause publicly would make me famous.	
33	Supporting a social cause would give me a sense of authority in society.	

The fourth section consists of two sub areas of brand viz credibility and image. credibility is measured with five items while image is measured with four items. All the components are measured on five-point Likert scale.

TABLE 3.5: Questionnaire with References For Brand Dimensions

IV	Brand	
	<i>Credibility</i>	
34	I believe the brand shown in the Cause-related advertisement is honest in supporting the social cause.	Lafferty, B. A. (2007), Baek, T. H., Kim, J., & Yu, J. H. (2010), Alcañiz et al, 2009)
35	I believe the brand shown in the Cause-related advertisement would deliver its promise of supporting the social cause.	
36	The brand shown in the Cause-related advertisement can be trusted.	

IV	Brand	
37	I would prefer the brands supporting a social cause that has the capacity to support it.	
38	I prefer brands that have been promoting social causes for a longer period.	
	<i>Image</i>	
39	The brands supporting a social cause are socially responsible.	
40	The brands supporting a social cause are better than their competitors that do not support it.	
41	The brands supporting a social cause have motivation for charity rather than the desire for profit generation.	
42	The brands supporting a social cause set high ethical standards.	Aaker (1996b), Martinez & Chernatony (2004), Wang & Yang (2004)

The fifth section consists of three sub areas of social cause viz perceived importance, scope and proximity and customers' cause involvement. All these sub-areas are measured with four items each. All the components are measured on five-point Likert scale.

TABLE 3.6: Questionnaire with References For Social Cause Dimensions

V	Social Cause	
	<i>Perceived Importance</i>	
43	I like to support a social cause with which I have a personal connection.	
44	I like to support a social cause that I perceive as relevant for society.	Maheswaran & Joan (1990), vanhamme et al (2012), Grau & Folse (2007), cui et al (2003),
45	I like to support a social cause that carries significant value for me.	
46	I feel I would like to support a social cause which is concerned with my family.	
	<i>Scope and Proximity</i>	
47	I like to support a social cause in my nearby area as it directly affects me.	
48	I like to support a social cause which I can monitor myself.	hou et al (2008), penner et al (2005), ross et al (1992), landreth (2002)
49	I would like to support a social cause for which contribution can be made immediately.	
50	I would like to support a social cause for which contribution can be made easily.	

V	Social Cause	
	<i>Customers' cause involvement</i>	
51	I prefer to choose that brand that organizes the social cause campaigns in which I can participate.	hajjat (2003), lafferty & goldsmith (2005), bester & jere (2012), broderick et al (2003)
52	I am willing to pay more for the brands which organize the social cause campaigns in which I can participate.	
53	I prefer to choose those brands that are frequently involved in social cause-related activities in which I can participate.	
54	I tend to prefer a brand that has given me the opportunity to participate in a social cause activity even if the benefits are not visible.	

The sixth section consists of social cause valence which is measured with ten items. It is measured on five-point Likert scale.

TABLE 3.7: Questionnaire with References For Cause Valence

VI	Cause Valence	
55	I would like to support a campaign that focuses on planting trees for making the environment green (<i>For example, TATA AIA Life insurance launched 'Rakshakaran Heroes' campaign in which the organization promises to plant a tree for every life insurance policy sold by it to make the planet green.</i>)	Azer & Alexander (2018), landreth (2002), Polanyi & Zaenen (2006), Naumann et al. (2020)
56	I would like to support a campaign that focuses on saving trees to protect the environment (<i>For example, Amul launched a campaign against the cutting of 2700 trees in Goregaon by municipal corporation.</i>)	
57	I would like to support a campaign in which skills are provided to the needy so that they can earn for themselves. (<i>For example, ITC has trained more than 2 Lac farmers in reducing their cost of cultivation, improve productivity, restoration and replenishment of depleted natural resources in Andhra Pradesh, Telangana, Karnataka and Rajasthan.</i>)	
58	I would like to support a social cause which is focused on disaster management (<i>For example, Over the course of the past year, Reliance Industries Ltd. has assisted individuals in India in recovering from the effects of the Corona Virus by delivering meals, masks, healthcare, and medical-grade liquid oxygen to those in need.</i>)	

VI	Cause Valence	
59	I would like to support a social cause which is focused on preventing the spread of a disease (<i>For example, Lifebuoy has assisted over one billion people in developing better handwashing habits, thereby improving hygiene, protecting against illness, and contributing to the prevention of deaths among children.</i>	
60	I would like to support a social cause which is focused on helping the patients to recover from a disease (<i>For example, Garware Hi-Tech Films Ltd. has developed a COVID care centre in Aurangabad to take utmost care of the COVID's paediatric patients, the Centre is equipped with 125 Oxygen beds with all essential infrastructure & facilities.</i>	
61	I would like to support a social cause which is focused on providing the financial support for higher education to the needy (<i>For example, Rolls-Royce is dedicated to advancing STEM (science, technology, engineering, and mathematics) fields, and the 'Unnati' initiatives are aimed at empowering women who are pursuing careers in STEM fields. Students who are chosen to participate in the Unnati Scholarship Program are awarded a one-time financial support amount of 35,000 Indian Rupees (INR) as well as appropriate guidance and mentorship.</i>	
62	I would like to support a social cause which is focused on eradicating malnutrition from the deprived sections of the society (<i>For example, Poor people, children, and other disadvantaged members of society are provided assistance by Dabur India in the form of food, dietary supplements, clothing, and other necessities.</i>	
63	I would like to support a social cause which is focused on empowering women (<i>For example, In order to help women in India's smaller towns overcome key barriers to starting their own businesses, Tata Communications has taken the initiative to provide financial assistance and educational opportunities for these women.</i>	
64	I would like to support a social cause which is focused on improving the sex ratio in India (<i>For example, the Beti Bachao, Beti Padhao campaign by govt. is focused on to save the girl child from gender-based abortions).</i>	

The seventh section consists of purchase intentions which is measured with five items. It is measured on seven-point Likert scale.

TABLE 3.8: Questionnaire with References For Purchase Intention

VII	Purchase Intention	
65	I intend to buy brands that are shown in cause-related advertisements.	hou et al (2008), Chen & Chang (2012), Dehghani & Kim (2019)
66	I am planning to buy brands that are shown in cause-related advertisements.	
67	I am likely to buy brands that are shown in cause-related advertisements.	
68	I am willing to buy brands that are shown in cause-related advertisements.	

Social Cause Valence

English literature shows that any statement is considered positive or negative with its choice of words and context. Verbs like boost and encourage are considered positive valence, while discourage and conspire considered negative valence (Polanyi & Zaenen, 2006). With the same logic, it is argued that a social cause can also have positive and negative valence depending on its context. A social cause that focuses on growth, enhancement, addition, improvement, empowerment, etc., can be considered a social cause with positive valence. In contrast, the one that focuses on mitigating the loss, recovery from a disease or disaster, protecting the resources, etc. can be considered a negatively valenced social cause. The risk appetite of the respondents is a determining factor in their responses toward a negative or positive message (Reardon, 2006). Thus, the questionnaire consists of an equal number of positive and negative social causes.

A total of 10 statements are designed to measure the social cause valence. These statements are divided into five pairs of two statements each. Each pair has one statement that depicts positive cause valence while the other depicts negative cause valence.

TABLE 3.9: Positive and Negative Social Cause Valence

Sr. No	Cause Valence	Key word/context	Valence
1	I would like to support a campaign that focuses on planting trees for making the environment green (<i>For example, TATA AIA Life insurance launched 'Rakshakaran Heroes' campaign in which the organization promises to plant a tree for every life insurance policy sold by it to make the planet green.</i>).	Planting trees, green environment	Positive
2	I would like to support a campaign that focuses on saving trees to protect the environment (<i>For example, Amul launched a campaign against the cutting of 2700 trees in Goregaon by municipal corporation.</i>).	Cutting trees	Negative
3	I would like to support a campaign in which skills are provided to the needy so that they can earn for themselves. (<i>For example, ITC has trained more than 2 Lac farmers in reducing their cost of cultivation, improve productivity, restoration and replenishment of depleted natural resources in Andhra Pradesh, Telangana, Karnataka and Rajasthan.</i>).	Skills enhancement, cost reduction, improve earning	Positive
4	I would like to support a social cause which is focused on disaster management (<i>For example, Over the course of the past year, Reliance Industries Ltd. has assisted individuals in India in recovering from the effects of the Corona Virus by delivering meals, masks, healthcare, and medical-grade liquid oxygen to those in need.</i>).	Recovery from/of the aftermath/loss	Negative
5	I would like to support a social cause which is focused on preventing the spread of a disease (<i>For example, Lifebuoy has assisted over one billion people in developing better handwashing habits, thereby improving hygiene, protecting against illness, and contributing to the prevention of deaths among children.</i>).	Precautionary measures	Positive
6	I would like to support a social cause which is focused on helping the patients to recover from a disease (<i>For example, Garware Hi-Tech Films Ltd. has developed a COVID care centre in Aurangabad to take utmost care of the COVID's paediatric patients, the Centre is equipped with 125 Oxygen beds with all essential infrastructure & facilities.</i>).	Recovery from/of the aftermath/loss	Negative
7			Positive

Sr. No	Cause Valence	Key word/context	Valence
.	I would like to support a social cause which is focused on providing the financial support for higher education to the needy (<i>For example, Rolls-Royce is dedicated to advancing STEM (science, technology, engineering, and mathematics) fields, and the 'Unnati' initiatives are aimed at empowering women who are pursuing careers in STEM fields. Students who are chosen to participate in the Unnati Scholarship Program are awarded a one-time financial support amount of 35,000 Indian Rupees (INR) as well as appropriate guidance and mentorship.</i>)	Improving education	
8	I would like to support a social cause which is focused on eradicating malnutrition from the deprived sections of the society (<i>For example, Poor people, children, and other disadvantaged members of society are provided assistance by Dabur India in the form of food, dietary supplements, clothing, and other necessities.</i>)	Mitigating the loss	Negative
9	I would like to support a social cause which is focused on empowering women (<i>For example, In order to help women in India's smaller towns overcome key barriers to starting their own businesses, Tata Communications has taken the initiative to provide financial assistance and educational opportunities for these women.</i>)	Women empowerment	Positive
10	I would like to support a social cause which is focused on improving the sex ratio in India (<i>For example, the Beti Bachao, Beti Padhao campaign by govt. is focused on to save the girl child from gender-based abortions).</i>)	To prevent female foeticide	Negative

The first statement in the table above focuses on the planting of trees. The words 'planting of trees and their essence and context is positive as it talks about adding natural resources to the environment to make it greener. The more the number of trees, the healthier the environment will be. Thus this social cause is considered a positive social cause. The second statement focuses on 'saving trees from cutting'. It is about protecting the environment and maintaining the status quo. It does not add anything but asks for

saving it for what we have for the next generation. It focuses on protecting deforestation and not on adding trees. Thus, the social cause is considered with negative valence.

The third statement focuses on skills enhancement for reducing costs and improving earnings. It focuses on growth. Therefore, it is a cause with positive valence. The positive message elicits positive emotions among respondents (Bloom & Hautaluoma, 1987). The fourth statement focuses on the efforts put in by the company for recovery from a disaster. It is a case of mere recovery to the same stage which was already there before the disaster. Thus, this cause is considered with negative valence. A negative word-of-mouth message from an expert is more influential than the same message from a non-expert (Radighieri & Mulder, 2014).

In the fifth case, precautionary measures are proposed to prevent the spread of disease. Preventing the disease from spreading is much more beneficial than putting effort into its treatment. Thus this social cause is considered to have positive valence. The sixth case/statement focuses on the treatment of the patient. It requires enormous resources, like medical equipment and doctors, for the activity, which also drains the economy's financial resources. Therefore, it is considered a negatively valenced social cause. The negative message elicits neutral emotions among respondents (Bloom & Hautaluoma, 1987).

Any focus on improving education in the country brings literacy, further improving employment generation. Thus, the seventh case focuses on improving education can be considered a social cause with positive valence. A positive review is more credible and trustworthy and further positively impacts persuasiveness (Pentina et al., 2018). The eighth case, on the other hand, is about fighting against the problem of malnutrition. It is about mitigating the loss. Therefore, recovery, in this case, qualifies it for a negatively valenced social cause. Loss-framed messages in charity advertisements are more influential than the gain-framed message (Xu, 2019).

Women's empowerment can bring substantial positive changes in society. Thus, any activity that empowers women can be considered a positive valenced activity, as considered in the ninth case. Female feticide, on the other hand, is a crime. Preventing crime only mitigates a potential problem. It does not add value to society as is done in

the case of women's empowerment. Thus, the tenth social cause is considered a cause with negative valence. Negative messages are more effective than positive messages in grabbing the consumers' attention (Bolls et al., 2001)

The next chapter contains an analysis and explanation of the demographic analysis, construct validity, discriminant validity, and Structural equation modelling using Smart-PLS.

CHAPTER 4

DATA ANALYSIS

This chapter contains an analysis and explanation of the demographic analysis, construct validity, discriminant validity, and Structural equation modelling using Smart-PLS.

4.1 Introduction

The results of the data analysis are presented in full in the chapter on data analysis. PLS-SEM analysis with measurement and structural model evaluation. The construct's validity and reliability are established by the measuring model. A relationship's significance is determined by the structural model. To assess the relationship between outcome predictors, many hypotheses are put forth.

H1: Cause-related advertisement has a positive effect on consumer purchase intentions.

H2: Cause-related advertisement has a positive effect on consumer dimensions.

H3: Consumer dimensions have a positive effect on perceived value dimensions.

H4: Consumer dimensions have a positive effect on brand dimensions.

H5: Consumer dimensions have a positive effect on social cause dimensions.

H6: Perceived value dimensions have a positive effect on consumer purchase intentions.

H7: Brand dimensions have a positive effect on consumer purchase intentions.

H8: Social cause dimensions have a positive effect on consumer purchase intentions.

H9: The brand dimensions and social cause dimensions positively effect each other.

H10: Cause valence moderates the relationship of cause-related advertisement and consumer purchase intentions.

4.2 Demographic Assessment

The data collected for the study was analysed based on demographic details based on gender, age, education, occupation, monthly family expenditure and location.

1. Gender

A total of 1005 respondents took the survey which consisted of 673 male respondents and 332 female respondents.

Table 4.1 - Gender

	Freq.	%	VP	CP
Valid Male	673	67.0	67.0	67.0
Female	332	33.0	33.0	100.0
Total	1005	100.0	100.0	

The details given in table 4.1 shows that 67% of the respondents are male while 33% are female.

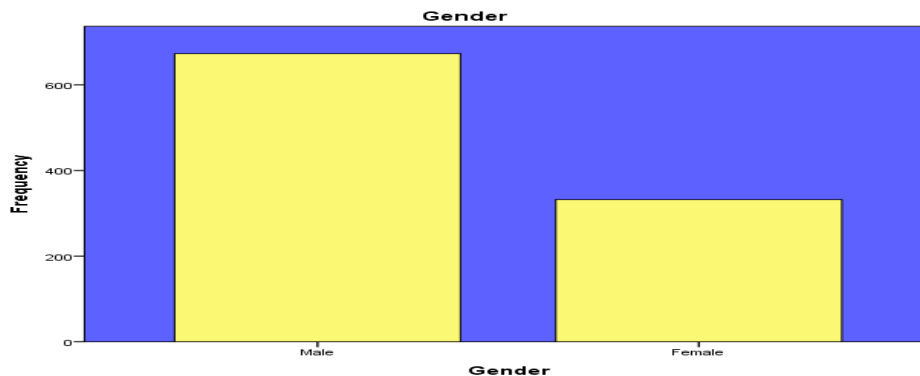


Figure 4.1: Gender

2. Age

A total of 1005 respondents took the survey and respondents from different age groups are taken. In less than 20 years age bracket 134 respondents participated, respondents with age 20-35 are 611, respondents with age 35-50 are 194, respondents with age 50-60 are 52, and respondents with age above 60 are 14.

Table 4.2 - Age

	Freq.	%	VP	CP
Valid Below 20	134	13.3	13.3	13.3
20-35	611	60.8	60.8	74.1
35-50	194	19.3	19.3	93.4
50-60	52	5.2	5.2	98.6
60 and Above	14	1.4	1.4	100.0
Total	1005	100.0	100.0	

The details given in table 4.2 shows that in less than 20 years age bracket 13.3% respondents participated, respondents with age 20-35 are 60.8%, respondents with age 35-50 are 19.3%, respondents with age 50-60 are 5.2%, and respondents with age above 60 are 1.4%.

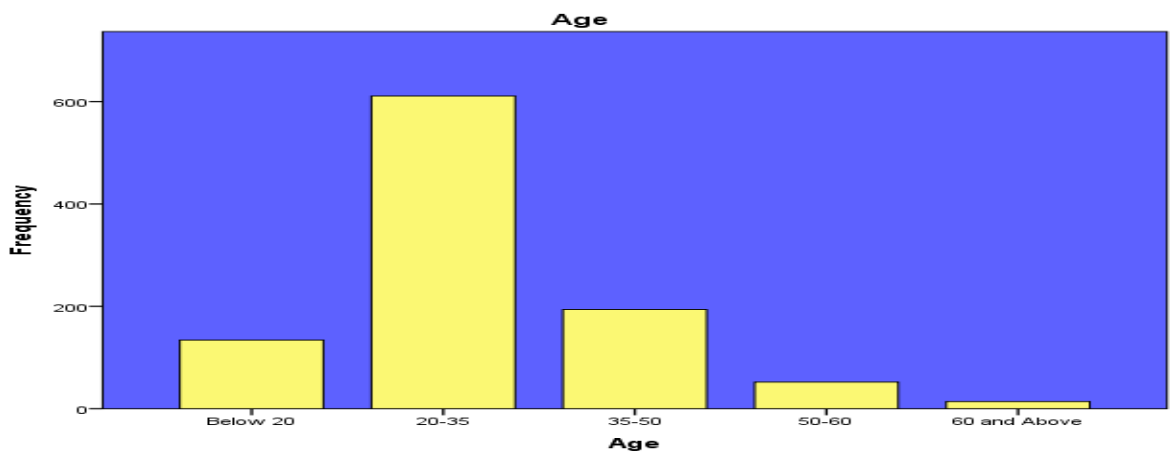


Figure 4.2: Age

3. Education

Respondents with different educational qualification are taken for the study. The data given in table 4.3 shows that 10 respondents are 10th pass, 133 respondents are 12th pass, 545 respondents are graduate and 317 are post graduate and above as their highest qualification.

Table 4.3 - Education

	Freq.	%	VP	CP
Valid 10th	10	1.0	1.0	1.0
12th	133	13.2	13.2	14.2
Graduation	545	54.2	54.2	68.5
Post Graduate & above	317	31.5	31.5	100.0
Total	1005	100.0	100.0	

The data further shows that 1% respondents are 10th pass, 13.2% respondents are 12th pass, 54.2% respondents are graduate and 31.5% are post graduate and above as their highest qualification.

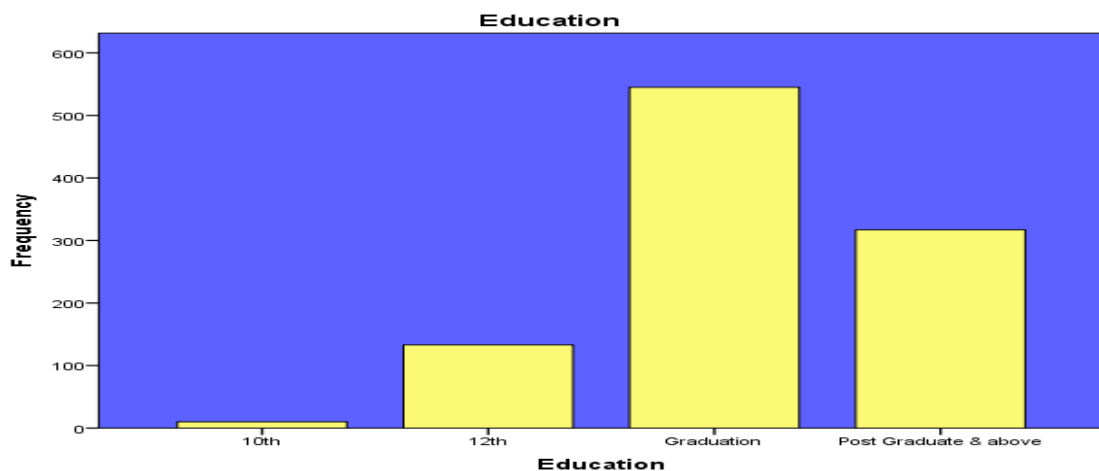


Figure 4.3: Education

4. Occupation

Respondents from different walks of life are taken for the study. 403 students, 282 employees, 229 self-employed, 40 house wife, 40 retired and 11 other respondents took the survey. The complete details of the respondents are given in table 4.4.

Table 4.4 - Occupation

	Freq.	%	VP	CP
Valid Student	403	40.1	40.1	40.1
Employed	282	28.1	28.1	68.2
Self Employed	229	22.8	22.8	90.9
House Wife / Homemaker	40	4.0	4.0	94.9
Retired	40	4.0	4.0	98.9
Any other	11	1.1	1.1	100.0
Total	1005	100.0	100.0	

Thus, 40.1% students, 28.1% employees, 22.8% self-employed, 4% house wife, 4% retired and 1.1% other respondents took the survey.



Figure 4.4: Occupation

5. Monthly Family Expenditure

The data collected consists of different starts of family expenditure. 81 respondents have a monthly family expenditure of Rs. 10K and below, 307 has 10-25K, 383 has 25-50K, 145 has 50-80K while 89 has above 80K. The details are given in table 4.5.

Table 4.5 - Monthly Family Expenditure

	Freq.	%	VP	CP
Valid Below 10K	81	8.1	8.1	8.1
10-25K	307	30.5	30.5	38.6
25-50K	383	38.1	38.1	76.7
50-80K	145	14.4	14.4	91.1
Above 80K	89	8.9	8.9	100.0
Total	1005	100.0	100.0	

This implies that 8.1% respondents have a monthly family expenditure of Rs. 10K and below, 30.5% has 10-25K, 38.1% has 25-50K, 14.4% has 50-80K while 8.9% has above 80K.

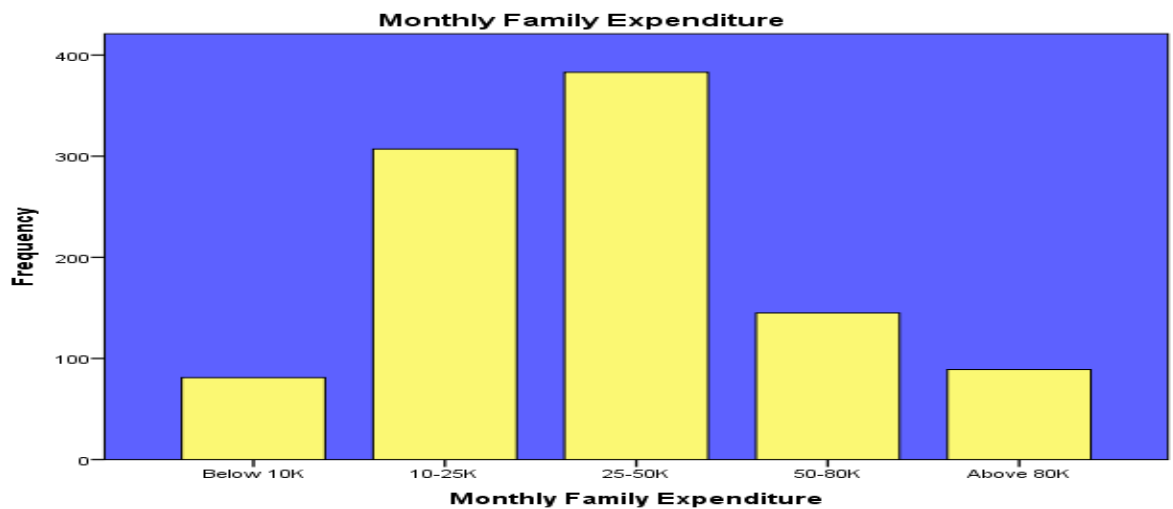


Figure 4.5: Monthly Family Expenditure

6. Area

Of the 1005 respondents who participated in the survey, 630 belongs to urban area while 375 belongs to rural area. The details are given in table 6.1.

Table 4.6 - Area

	Freq.	%	VP	CP
Valid Urban	630	62.7	62.7	62.7
Rural	375	37.3	37.3	100.0
Total	1005	100.0	100.0	

Thus, respondents from different locations are taken for the study in which 62.7% belongs to urban area while and 37.3% belongs to rural area.

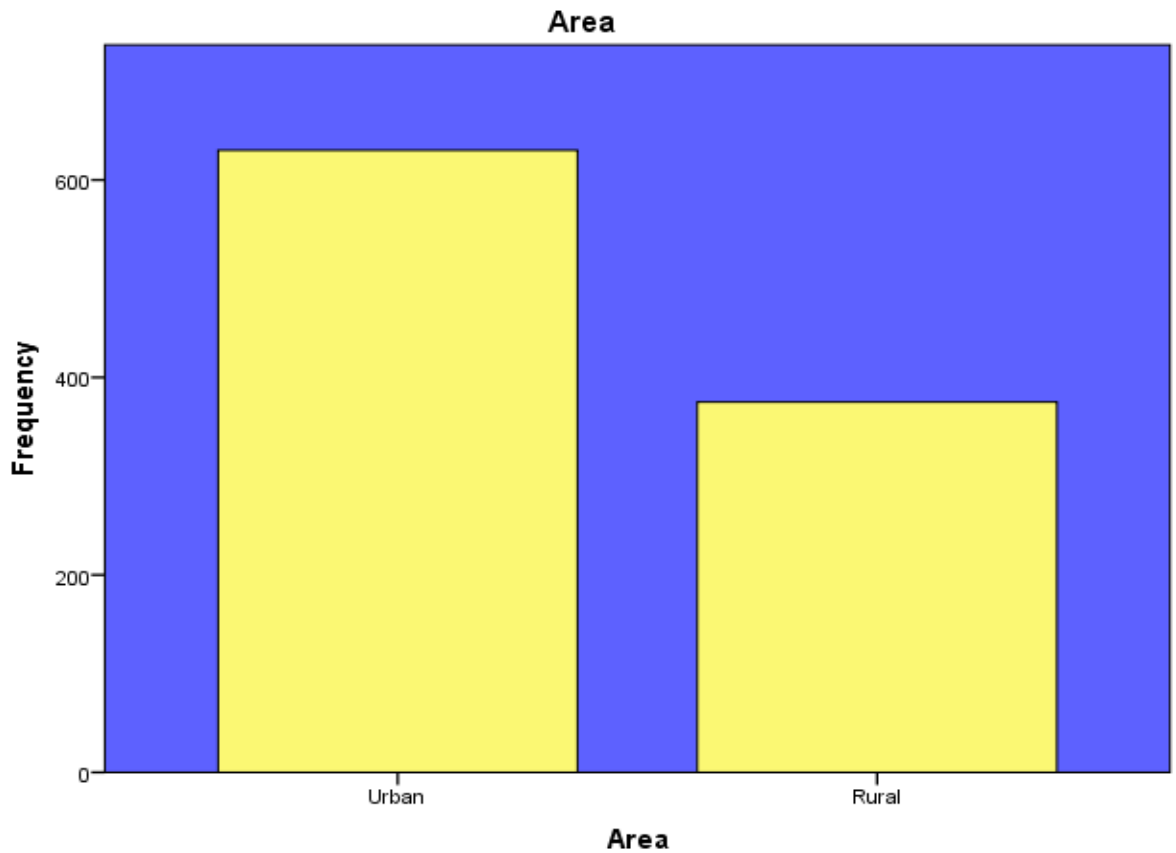


Figure 4.6: Area

4.3 Pilot Testing

After validating the face validity of the questionnaire, pilot testing is done in which reliability test is conducted and the values of Cronbach alpha is evaluated. Mark (1996) defined reliability as the degree of a measuring instrument's stability and consistency. Repetition is the cornerstone of reliability. Will an instrument produce the same findings if it is used repeatedly? Cronbach alpha is one of the techniques for determining reliability that is most commonly applied. The results of Cronbach alpha are presented in Table below. The Cronbach's alpha ranged from .771 to .946. The Cronbach's value of 0.70 or above is considered good. Hence construct reliability is established.

Table 4.7 - Cronbach Alpha Values

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
1	I feel good when I see a cause-related advertisement.	CRAE1	Cause Related Advertisement	Emotion	0.9
2	I feel associated with the cause-related advertisement.	CRAE2		Emotion	
3	I feel good about the brand shown in the cause-related advertisement.	CRAE3		Emotion	
4	I feel motivated to support the social cause shown in the cause-related advertisement.	CRAE4		Emotion	

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
5	I like Cause-related advertisements that communicate the details of the social cause.	CRAC1		Content	0.86
6	I would like to know the process of contribution for the social cause shown in the Cause-related advertisement.	CRAC2		Content	
7	I would like to know the amount of contribution for the social cause shown in the Cause-related advertisement.	CRAC3		Content	
8	I like Cause-related advertisements that communicate about the brand supporting the social cause.	CRAC4		Content	
9	I like Cause-related advertisements that communicate the details of the intended beneficiary.	CRAC5		Content	
10	I am aware of the cause-related advertisement.	CNSAW1	Consumer Dimensions	Awareness	0.787

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha	
11	I know about brands involved in the cause-related advertisement.	CNSAW2		Awareness		
12	I am aware of some of the initiatives taken by corporates for supporting social causes.	CNSAW3		Awareness		
13	I am aware that corporates are legally bound to support social causes.	CNSAW4		Awareness		
14	I feel good about the brands supporting the social causes.	CNSAT1		Attitude	0.85	
15	Cause-related advertisement is the reliable source of information about the brand and the social cause.	CNSAT2		Attitude		
16	I feel the cause related advertisement encourages people to support a social cause.	CNSAT3		Attitude		
17	It is worthy to buy a brand associated with a social cause.	CNSAT4		Attitude		
18	I feel excited to recommend the cause-related advertisement to	CNSM1			Motivation	0.85

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
	my friends and relative.				
19	As a responsible citizen, I feel I should take active participation to support a social cause.	CNSM2		Motivation	
20	I will be very happy to motivate others to support the social cause.	CNSM3		Motivation	
21	I am concerned about the various social issues prevalent in society such as hunger, education, environment, etc.	CNSPA1		Pro-social approach	0.882
22	I feel it is my moral responsibility to support a social cause.	CNSPA2		Pro-social approach	
23	I like to donate to a social cause.	CNSPA3		Pro-social approach	
24	I like to motivate others to support a social cause.	CNSPA4		Pro-social approach	
25	The idea of supporting a social cause excites me.	PVAV1	Perceived Value	Altruistic Value	0.897

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha		
26	I feel satisfied with devoting time to a social cause.	PVAV2		Altruistic Value	0.893		
27	I feel socially responsible by supporting a social cause.	PVAV3		Altruistic Value			
28	Supporting a social cause gives me a sense of achievement.	PVAV4		Altruistic Value			
29	I feel that supporting a social cause improves my social image.	PVSV1		Social value			
30	I feel that when I support a social cause, others would also follow.	PVSV2		Social value			
31	I feel when I support a social cause, others would praise my actions.	PVSV3		Social value			
32	I feel supporting a social cause publicly would make me famous.	PVSV4		Social value			
33	Supporting a social cause would give me a sense of authority in society.	PVSV5		Social value			
34	I believe the brand shown in the Cause-related advertisement is	BRC1		Brand Dimensions		Brand Credibility	0.882

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
	honest in supporting the social cause.				0.828
35	I believe the brand shown in the Cause-related advertisement would deliver its promise of supporting the social cause.	BRC2		Brand Credibility	
36	The brand shown in the Cause-related advertisement can be trusted.	BRC3		Brand Credibility	
37	I would prefer the brands supporting a social cause that has the capacity to support it.	BRC4		Brand Credibility	
38	I prefer brands that have been promoting social causes for a longer period.	BRC5		Brand Credibility	
39	The brands supporting a social cause are socially responsible.	BRI1		Brand Image	
40	The brands supporting a social cause are better than their competitors that do not support it.	BRI2		Brand Image	

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
41	The brands supporting a social cause have motivation for charity rather than the desire for profit generation.	BRI3		Brand Image	
42	The brands supporting a social cause sets high ethical standards.	BRI4		Brand Image	
43	I like to support a social cause with which I have a personal connection.	SCPI1	Social Cause Dimensions	Perceived Importance	0.771
44	I like to support a social cause that I perceive as relevant for society.	SCPI2		Perceived Importance	
45	I like to support a social cause that carries significant value for me.	SCPI3		Perceived Importance	
46	I feel I would like to support a social cause which is concerned with my family.	SCPI4		Perceived Importance	
47	I like to support a social cause in my nearby area as it directly affects me.	SCSP1		Scope and Proximity	0.884
48	I like to support a social cause which I can monitor myself.	SCSP2		Scope and Proximity	

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
49	I would like to support a social cause for which contribution can be made immediately.	SCSP3		Scope and Proximity	0.846
50	I would like to support a social cause for which contribution can be made easily.	SCSP4		Scope and Proximity	
51	I prefer to choose that brand that organizes the social cause campaigns in which I can participate.	SCCI1		Cause Involvement	
52	I am willing to pay more for the brands which organize the social cause campaigns in which I can participate.	SCCI2		Cause Involvement	
53	I prefer to choose those brands that are frequently involved in social cause-related activities in which I can participate.	SCCI3		Cause Involvement	
54	I tend to prefer a brand that has given me the opportunity to participate in a social cause activity even if	SCCI4		Cause Involvement	

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
	the benefits are not visible.				
55	I would like to support a campaign that focuses on planting trees for making the environment green (For example, TATA AIA Life insurance launched 'Rakshakaran Heroes' campaign in which the organization promises to plant a tree for every life insurance policy sold by it to make the planet green).	CV1	Cause Valence	Cause Valence	0.946
56	I would like to support a campaign that focuses on saving trees to protect the environment (For example, Amul launched a campaign against the cutting of 2700 trees in Goregaon by municipal corporation).	CV2		Cause Valence	

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
57	I would like to support a campaign in which skills are provided to the needy so that they can earn for themselves. (For example, ITC has trained more than 2 Lac farmers in reducing their cost of cultivation, improve productivity, restoration and replenishment of depleted natural resources in Andhra Pradesh, Telangana, Karnataka and Rajasthan).	CV3		Cause Valence	
58	I would like to support a social cause which is focused on disaster management (For example, Over the course of the past year, Reliance Industries Ltd. has assisted individuals in India in recovering from the effects of the Corona Virus by delivering	CV4		Cause Valence	

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
	<i>meals, masks, healthcare, and medical-grade liquid oxygen to those in need.</i>				
59	I would like to support a social cause which is focused on preventing the spread of a disease (<i>For example, Lifebuoy has assisted over one billion people in developing better handwashing habits, thereby improving hygiene, protecting against illness, and contributing to the prevention of deaths among children.</i>)	CV5		Cause Valence	
60	I would like to support a social cause which is focused on helping the patients to recover from a disease (<i>For example, Garware Hi-Tech Films Ltd. has developed a COVID care centre in</i>	CV6		Cause Valence	

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
	Aurangabad to take utmost care of the COVID's paediatric patients, the Centre is equipped with 125 Oxygen beds with all essential infrastructure & facilities).				
61	I would like to support a social cause which is focused on providing the financial support for higher education to the needy (<i>For example, Rolls-Royce is dedicated to advancing STEM (science, technology, engineering, and mathematics) fields, and the 'Unnati' initiatives are aimed at empowering women who are pursuing careers in STEM fields. Students who are chosen to participate in the Unnati Scholarship Program are awarded a one-</i>	CV7		Cause Valence	

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
	<i>time financial support amount of 35,000 Indian Rupees (INR) as well as appropriate guidance and mentorship.</i>				
62	<i>I would like to support a social cause which is focused on eradicating malnutrition from the deprived sections of the society (For example, Poor people, children, and other disadvantaged members of society are provided assistance by Dabur India in the form of food, dietary supplements, clothing, and other necessities.</i>	CV8		Cause Valence	

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
63	I would like to support a social cause which is focused on empowering women (<i>For example, In order to help women in India's smaller towns overcome key barriers to starting their own businesses, Tata Communications has taken the initiative to provide financial assistance and educational opportunities for these women.</i>)	CV9		Cause Valence	
64	I would like to support a social cause which is focused on improving the sex ratio in India (For example, the Beti Bachao, Beti Padhao campaign by govt. is focused on to save the girl child from gender-based abortions).	CV10		Cause Valence	
65	I intend to buy brands that are shown in cause-	PI1	Purchase Intentions	Purchase Intentions	0.925

Sr. No.	Items	Code	Higher Order Construct	Lower Order Construct	Cronbach Alpha
	related advertisements.				
66	I am planning to buy brands that are shown in cause-related advertisements.	PI2		Purchase Intentions	
67	I am likely to buy brands that are shown in cause-related advertisements.	PI3		Purchase Intentions	
68	I am willing to buy brands that are shown in cause-related advertisements.	PI4		Purchase Intentions	

4.4 Model Assessment

The proposed model consists of five independent higher order variables viz cause related advertisement, consumer dimensions, perceived value dimensions, brand dimensions and social cause dimensions and thirteen lower order constructs viz content, emotion, awareness, attitude, motivation, pro-social approach, altruistic value, social value, credibility, image, perceived importance, scope and proximity and cause involvement. It also consists of cause valence as the moderator and purchase intentions as the dependent variable. Except the cause related advertisement, all other higher order variables act as moderators too. The model is reflective-formative. Looking at the complexity of the model, disjoint two-stage approach is used for model assessment. In the first stage the measurement model is assessed while in the second stage structural model is assessed.

4.4.1 Measurement Model

The measurement model is assessed in two stages. In the first stage the values are calculated for the lower order constructs and in the second stage these are calculated for the higher order constructs. Based on the assessment of the measurement approach, the study's construct quality is determined. The evaluation of the factor loading is the first step in the assessment of the quality criteria. Then, the construct validity and reliability for the lower order constructs are established.

4.4.1.1 Outer Loading

All the thirteen lower order constructs are reflective models. We require the estimates for the relationships between the reflective latent variables and their indicators for the reflective measurement models (i.e., outer loadings). Outer loading refers to the extent to which each of the items in the correlation matrix correlates with the given principal component. Outer loading can range from -1.0 to + 1.0, with higher absolute values indicating a higher correlation of the item with the underlying factor (Pett et al., 2003).

The outer loading of all items of credibility is above the threshold limit of 0.70 (Memon et al., 2014) except for item BRC5. Similarly for brand image, awareness, motivation, pro-social approach, altruistic value, cause involvement and scope and proximity, all the outer loading are within the threshold limit. For attitude construct, except CNSAT5, all other item's loadings are within the acceptance zone. For content construct, except CRAC3, all other item's loadings are within the acceptance zone. For emotion construct, except CRE3 all other item's loadings are within the acceptance zone. For purchase intentions construct all item's loadings are within the acceptance zone. For social value construct, except PVS2 all other item's loadings are within the acceptance zone. For perceived importance construct, except SCP14 all other item's loadings are within the acceptance zone. The items of CNSAT5, CRAC3, CRE3 and PVS2 are retained as their outer loadings are above the acceptance value of 0.60 (Hair et al., 2006).

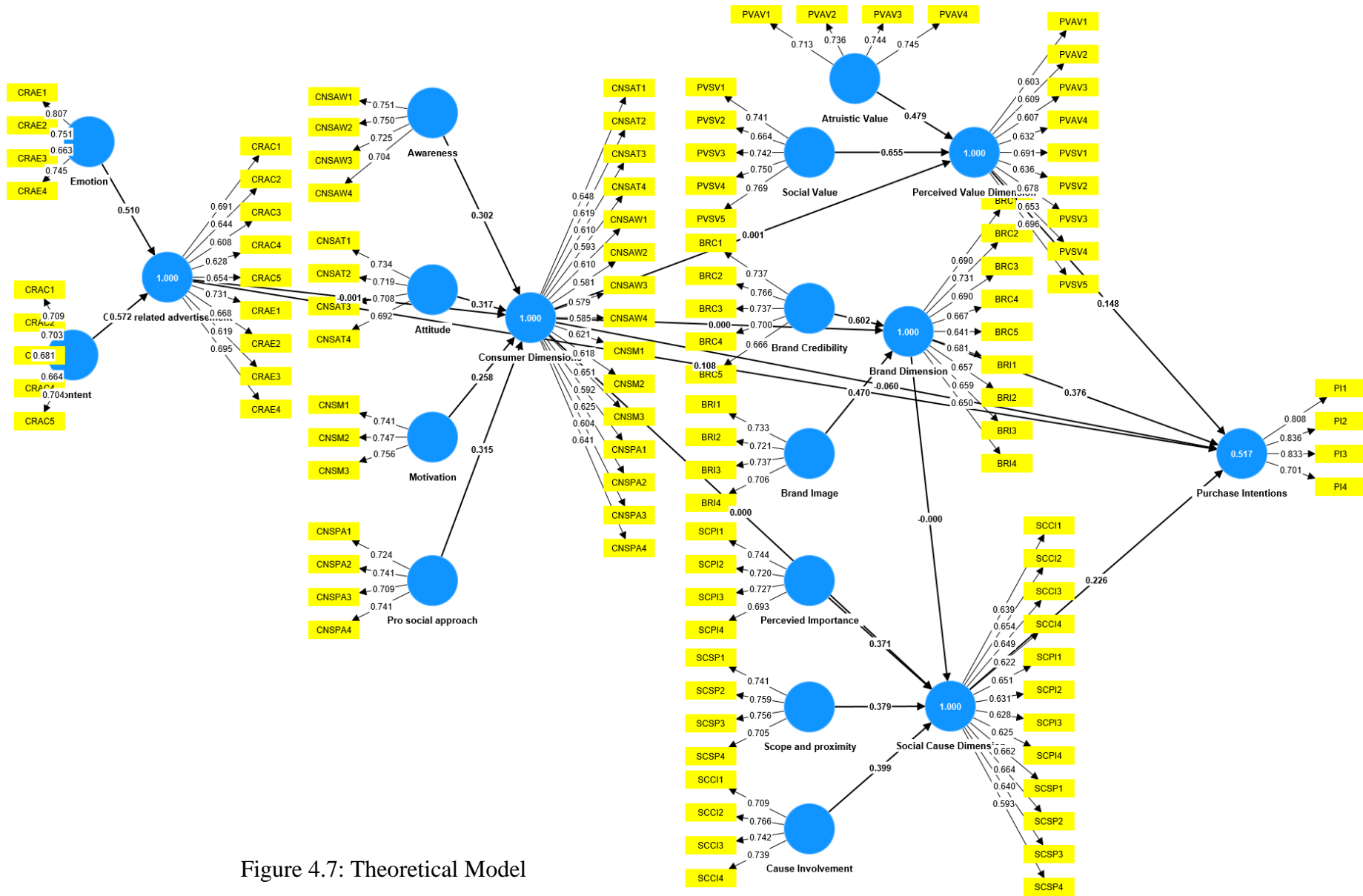


Figure 4.7: Theoretical Model

Table 4.8: Outer Loading

Item	Credibility	Image	Attitude	Awareness	Motivation
BRC1	0.737				
BRC2	0.766				
BRC3	0.737				
BRC4	0.700				
BRC5	0.666				
BRI1		0.733			
BRI2		0.721			
BRI3		0.737			
BRI4		0.706			
CNSAT1			0.734		
CNSAT2			0.719		
CNSAT3			0.708		
CNSAT4			0.692		
CNSAW1				0.751	
CNSAW2				0.750	
CNSAW3				0.725	
CNSAW4				0.704	
CNSM1					0.741
CNSM2					0.747
CNSM3					0.756

Item	Pro-Social Approach	Content	Emotion	Purchase Intentions	Altruistic Value
CNSPA1	0.724				
CNSPA2	0.741				
CNSPA3	0.709				
CNSPA4	0.741				
CRAC1		0.709			
CRAC2		0.703			
CRAC3		0.681			
CRAC4		0.664			
CRAC5		0.704			
CRAE1			0.807		
CRAE2			0.751		
CRAE3			0.663		
CRAE4			0.745		
PI1				0.808	
PI2				0.836	
PI3				0.833	

Item	Pro-Social Approach	Content	Emotion	Purchase Intentions	Altruistic Value
PI4				0.701	
PVAV1					0.713
PVAV2					0.736
PVAV3					0.743
PVAV4					0.745

Item	Social Value	Cause Involvement	Perceived Importance	Scope and Proximity
PVSV1	0.741			
PVSV2	0.664			
PVSV3	0.742			
PVSV4	0.750			
PVSV5	0.769			
SCCI1		0.709		
SCCI2		0.766		
SCCI3		0.742		
SCCI4		0.739		
SCPI1			0.746	
SCPI2			0.72	
SCPI3			0.727	
SCPI4			0.693	
SCSP1				0.741
SCSP2				0.759
SCSP3				0.756
SCSP4				0.705

4.4.1.2 Indicator Multicollinearity

The Variance Inflation Factor (VIF) statistic is used to evaluate the indicators' multicollinearity (Fornell & Bookstein, 1982). Multicollinearity is not a significant problem if the value of VIF is less than 5 (Hair et al., 2016). The VIF readings for the study's indicators are presented in Table 4.9, which demonstrates that each indicator's VIF is below the suggested level.

Table 4.9: Multicollinearity Statistics (VIF) for indicators

Items	VIF
BRC1	1.543
BRC2	1.613
BRC3	1.473
BRC4	1.415
BRC5	1.343
BRI1	1.311
BRI2	1.304
BRI3	1.341
BRI4	1.275
CNSAT1	1.295
CNSAT2	1.284
CNSAT3	1.265
CNSAT4	1.246
CNSAW1	1.394
CNSAW2	1.405
CNSAW3	1.323
CNSAW4	1.274
CNSM1	1.203
CNSM2	1.216
CNSM3	1.204
CNSPA1	1.330
CNSPA2	1.538
CNSPA3	1.282
CNSPA4	1.333
CRAC1	1.339
CRAC2	1.323
CRAC3	1.280
CRAC4	1.427
CRAC5	1.423
CRAE1	1.590
CRAE2	1.432
CRAE3	1.227
CRAE4	1.379
PI1	1.741
PI2	1.930
PI3	1.870
PI4	1.377
PVAV1	1.299
PVAV2	1.359
PVAV3	1.375
PVAV4	1.354

PVSV1	1.476
PVSV2	1.310
PVSV3	1.502
PVSV4	1.609
PVSV5	1.623
SCCI1	1.280
SCCI2	1.433
SCCI3	1.357
SCCI4	1.385
SCPI1	1.347
SCPI2	1.309
SCPI3	1.314
SCPI4	1.247
SCSP1	1.360
SCSP2	1.545
SCSP3	1.422
SCSP4	1.329

4.4.1.3 Reliability Analysis

Dependability is defined as the degree of a measuring instrument's stability and consistency (Mark, 1996). Repetition is the cornerstone of reliability. Will an instrument produce the same findings if it is used repeatedly? Cronbach alpha and composite reliability are the two techniques that are most frequently used to determine dependability. Table 4.10 displays the results for both Cronbach's alpha and composite reliability. There's been a 0.606 to 0.881 range in the Cronbach's alpha. While the Cronbach's value of 0.70 or above is considered good, that of above 0.60 is considered moderate and is acceptable (Griethuijzen et al., 2014). The composite reliability statistics ranged from point 0.792 to 0.900. The composite reliability has reliability statistic over the required threshold of 0.70 (Hair et al., 2011). Hence construct reliability is established. Thus, both the indicators satisfy the reliability of the constructs.

Table 4.10: Construct reliability Analysis (Cronbach Alpha and Composite Reliability)

Factors	Cronbach's Alpha	Composite Reliability
Consumer Dimension	0.881	0.900
Cause	0.857	0.885
Perceived value	0.825	0.865

Factors	Cronbach's Alpha	Composite Reliability
Cause related advertisement	0.845	0.879
Brand	0.850	0.882
Attitude	0.679	0.806
Perceived Importance	0.693	0.813
Credibility	0.770	0.845
Content	0.694	0.813
Image	0.698	0.815
Pro-Social Approach	0.706	0.819
Awareness	0.712	0.822
Social Value	0.785	0.853
Altruistic value	0.715	0.824
Cause Involvement	0.723	0.828
Scope and Proximity	0.725	0.829
Emotion	0.727	0.831
Motivation	0.606	0.792
Purchase Intentions	0.806	0.873

4.4.1.4 Construct Validity

Construct validity is established statistically using PLS-SEM when there is convergent validity and discriminant validity.

I. Convergent Validity

Convergent validity is a term used in research methodology to describe the extent to which two different measures of the same concept or construct produce similar results (Bagozzi et al., 1991). In other words, it is a measure of whether two or more measures that should be related are actually related. Convergent validity is important in research because it helps to ensure that the measures being used are reliable and valid. If two measures of the same construct produce different results, it can be difficult to determine which measure is accurate, and this can lead to flawed conclusions. To establish convergent validity, researchers typically use statistical analyses to compare the results of two or more measures. For example, they may calculate the correlation between the scores on two different tests that measure the same construct. If the

correlation is high, it suggests that the two measures are converging on the same construct and are therefore reliable and valid. Convergent validity can also be established through other methods, such as expert judgments or factor analysis. Expert judgments involve having knowledgeable individuals evaluate the measures and provide their opinion on whether they are measuring the same construct. Factor analysis involves examining the underlying structure of the measures and determining whether they are measuring the same factors. Convergent validity is an important aspect of research methodology that helps to ensure that the measures being used are reliable and valid. Results of convergent validity are based on AVE statistics. Items converge to assess the underlying construct when the AVE value is greater than or equal to the recommended value of .50, and convergent validity is established (Fornell & Larcker, 1981). By establishing convergent validity, researchers can have confidence in their findings and draw accurate conclusions from their data.

The current study shows that all the constructs have acceptable AVE values. Table 4.11 shows the AVE value for each of the constructs. It ranges from 0.520 for perceived importance to 0.877 for brand. Hence, construct validity is established.

Table 4.11: Construct Validity

Factors	Average Variance Extracted (AVE)
Consumer Dimension	0.704
Cause	0.750
Perceived value	0.770
Cause related advertisement	0.827
Brand	0.877
Attitude	0.509
Perceived Importance	0.520
Credibility	0.521
Content	0.522
Image	0.525
Pro-Social Approach	0.531
Awareness	0.537
Social Value	0.539
Altruistic value	0.540

Factors	Average Variance Extracted (AVE)
Cause Involvement	0.546
Scope and Proximity	0.548
Emotion	0.552
Motivation	0.559
Purchase Intentions	0.634

II. Discriminant Validity

Discriminant validity is a statistical concept that refers to the extent to which a measure is distinct from other measures that it should not be related to. Specifically, it is the degree to which a measure does not correlate strongly with other measures that are theoretically different constructs (Bagozzi et al., 1991). Discriminant validity is important because it helps establish the distinctiveness of a measure and its ability to capture a unique construct that is not captured by other measures.

II.(a) *Fornell and Larcker Criterion*

The Fornell and Larcker criterion is a widely used method for assessing the validity and reliability of measurement scales in business research. The Fornell and Larcker criterion is based on the concept of convergent and discriminant validity (Fornell & Larcker, 1981). Convergent validity refers to the degree to which different measures of the same construct are positively related, while discriminant validity refers to the degree to which measures of different constructs are not related to each other. The criterion involves calculating the average variance extracted (AVE) and the square root of the AVE for each construct in a measurement model. The AVE represents the amount of variance in a construct that is captured by its measures, while the square root of the AVE represents the correlation between a construct and its measures. Several studies have examined the use of the Fornell and Larcker criterion in various contexts. For example, research conducted a review of 286 articles published in the *Journal of Business Research* from 2004 to 2014 and found that the criterion was widely used to assess the validity and reliability of measurement scales in business research (Hair et al., 2017). Similarly, another research conducted a review of 364 articles published in the *Journal of Business Research* from 2013 to 2015 found that the criterion was one of the most frequently

used methods for assessing measurement validity (Sarstedt et al., 2017). Yet another study compared the Fornell and Larcker criterion with other criteria for assessing convergent and discriminant validity and found that the criterion performed well in identifying problematic measurement scales (Kock & Lynn, 2012).

II.(b) *Heterotrait- Monotrait ratio (HTMT)*

Heterotrait-Monotrait Ratio (HTMT) is a widely used method in the field of structural equation modeling (SEM) to assess discriminant validity between constructs. The HTMT ratio measures the extent to which the correlation between two constructs is smaller than the average correlation between the two constructs and their respective indicators. The discriminant validity was also assessed using Heterotrait- Monotrait ratio (HTMT) criteria (Sharma et al., 2021) and the entire HTMT ratio values are below the threshold value of 1.00 (Henseler et al., 2015; Gaskin et al., 2018) as shown in table 4.13 and all the values of AVEs have exceeded the squared correlation between the constructs indicating discriminant validity.

Table 4.12: Discriminant Validity - (Fornell and Larcker Criterion)

Factors	Altruistic value	Attitude	Awareness	Cause Involvement	Image	Motivation	Perceived Importance	Pro-Social Approach	Purchase Intentions	Scope and Proximity	Social Value	content	credibility	Emotion
Altruistic value	0.735													
Attitude	0.588	0.714												
Awareness	0.516	0.610	0.733											
Cause Involvement	0.549	0.527	0.505	0.739										
Image	0.549	0.581	0.532	0.634	0.724									
Motivation	0.581	0.652	0.553	0.539	0.539	0.748								
Perceived Importance	0.599	0.541	0.499	0.646	0.606	0.548	0.721							
Pro-Social Approach	0.677	0.624	0.528	0.501	0.525	0.671	0.564	0.729						
Purchase Intentions	0.514	0.514	0.420	0.634	0.633	0.523	0.568	0.450	0.755					
Scope and Proximity	0.593	0.545	0.511	0.606	0.557	0.546	0.661	0.564	0.525	0.740				
Social Value	0.542	0.500	0.464	0.608	0.591	0.504	0.589	0.471	0.579	0.560	0.734			
content	0.558	0.643	0.526	0.498	0.518	0.607	0.539	0.616	0.469	0.552	0.421	0.722		
credibility	0.591	0.610	0.560	0.656	0.520	0.592	0.616	0.561	0.660	0.550	0.613	0.541	0.722	
emotion	0.549	0.626	0.560	0.491	0.548	0.580	0.499	0.555	0.508	0.493	0.436	0.680	0.588	0.743

Table 4.13: HTMT

	Altruistic Value	Attitude	Awareness	Brand Credibility	Brand Image	Cause Involvement	Content	Emotion	Motivation	Perceived Importance	Pro social approach	Purchase Intentions	Scope and proximity
Altruistic Value	0.842												
Attitude		0.877											
Awareness	0.723		0.877										
Brand Credibility	0.798	0.848	0.757										
Brand Image	0.776	0.845	0.755	0.876									
Cause Involvement	0.763	0.754	0.705	0.879	0.893								
Content	0.797	0.899	0.761	0.76	0.785	0.728							
Emotion	0.761	0.892	0.779	0.788	0.772	0.679	0.869						
Motivation	0.882	0.855	0.841	0.87	0.828	0.815	0.934	0.874					
Perceived Importance	0.851	0.791	0.711	0.846	0.872	0.892	0.797	0.703	0.845				
Pro social approach	0.953	0.898	0.744	0.763	0.746	0.701	0.883	0.773	0.818	0.806			

Purchase Intentions	0.676	0.697	0.545	0.815	0.826	0.803	0.657	0.658	0.737	0.736	0.602		
Scope and proximity	0.824	0.779	0.713	0.737	0.781	0.835	0.777	0.679	0.826	0.829	0.791	0.675	
Social Value	0.723	0.689	0.623	0.789	0.799	0.807	0.592	0.582	0.733	0.799	0.632	0.702	0.741

4.5 Validating Higher Order Constructs

Outer weights, outer loadings, and VIF are calculated to determine the validity of higher order constructs. In reflective measurement models, outer loadings are the estimated relationships (i.e., arrows from the latent variable to its indicators). They figure out how much an item contributes to its assigned construct as a whole. Loadings are the most important thing to look at when evaluating reflective measurement models, but they are also interpreted when formative measures are involved. These are the results of running a multiple regression on a set of indicators and a construct. In formative measurement models, the main way to figure out how important each indicator is is to look at its outer weight. To check for collinearity, the VIF values were looked at. In the context of evaluating a structural model, the P value is the chance of making a mistake if you assume that a path coefficient is significantly different from 0. In applications, researchers compare the p value of a coefficient to a significance level chosen before the analysis to decide if the path coefficient is statistically significant.

Table 4.14: Higher Order Constructs Validity

Higher Order Construct	Lower Order Construct	Outer Weights	T Statistics	P Values	Outer Loadings	T Statistics	P Values	VIF
Cause Related Advertisement	Content	0.611	15.963	0.000	0.927	82.636	0.000	2.001
	Emotion	0.470	11.503	0.000	0.920	63.384	0.000	2.001
Consumer Dimensions	Awareness	0.245	7.337	0.000	0.793	33.940	0.000	1.742
	Attitude	0.350	9.901	0.000	0.863	62.097	0.000	2.212
	Motivation	0.288	8.395	0.000	0.858	58.345	0.000	2.239
	Pro-Social Approach	0.304	7.848	0.000	0.843	47.853	0.000	2.087
Perceived Value Dimensions	Altruistic Value	0.648	16.505	0.000	0.888	52.498	0.000	1.415
	Social Value	0.488	11.358	0.000	0.867	36.217	0.000	1.415
Brand Dimensions	Credibility	0.629	17.676	0.000	0.935	113.799	0.000	2.195
	Image	0.441	11.815	0.000	0.929	68.584	0.000	2.195
Social Cause Dimensions	Perceived Importance	0.345	8.065	0.000	0.883	50.287	0.000	2.134
	Scope and Proximity	0.340	8.806	0.000	0.859	46.980	0.000	1.963

Higher Order Construct	Lower Order Construct	Outer Weights	T Statistics	P Values	Outer Loadings	T Statistics	P Values	VIF
	Cause Involvement	0.463	10.768	0.000	0.870	58.112	0.000	1.903

The higher order construct of cause related advertisement consists of two lower orders of content and emotion. The content has the outer loading of 0.927 (>0.70), t statistics of 82.636 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 2.001 (<5) shows that multicollinearity is not an issue for this construct. Similarly, the emotion has the outer loading of 0.920 (>0.70), t statistics of 63.384 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 2.001 (<5) shows that multicollinearity is not an issue for this construct. Thus, construct validity is established for cause-related advertisement.

The higher order construct of consumer dimension consists of four lower orders of awareness, attitude, motivation and pro-social approach. The awareness has the outer loading of 0.793 (>0.70), t statistics of 33.940 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 1.742 (<5) shows that multicollinearity is not an issue for this construct. Attitude has the outer loading of 0.863 (>0.70), t statistics of 62.97 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 2.212 (<5) shows that multicollinearity is not an issue for this construct. Motivation has the outer loading of 0.858 (>0.70), t statistics of 58.345 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 2.239 (<5) shows that multicollinearity is not an issue for this construct. Pro-social approach has the outer loading of 0.843 (>0.70), t statistics of 47.853 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 2.087 (<5) shows that multicollinearity is not an issue for this construct. Thus, construct validity is established for consumer dimension.

The higher order construct of perceived value dimensions consists of two lower orders of altruistic value and social value. The altruistic value has the outer loading of 0.888 (>0.70), t statistics of 52.498 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 1.415 (<5) shows that multicollinearity is not an issue for this construct. The social value has the outer loading of 0.867 (>0.70), t statistics of 36.217 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 1.415 (<5) shows that multicollinearity is not an issue for this construct. Thus, construct validity is established for perceived value dimensions.

The higher order construct of brand dimensions consists of two lower orders of credibility and image. The credibility has the outer loading of 0.935 (>0.70), t statistics of 113.799 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 2.195 (<5)

shows that multicollinearity is not an issue for this construct. The image has the outer loading of 0.929 (>0.70), t statistics of 68.584 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 2.195 (<5) shows that multicollinearity is not an issue for this construct. Thus, construct validity is established for brand dimensions.

The higher order construct of social cause dimensions consists of three lower orders of perceived importance, scope and proximity and cause involvement. The perceived importance has the outer loading of 0.883 (>0.70), t statistics of 50.287 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 2.134 (<5) shows that multicollinearity is not an issue for this construct. Scope and proximity has the outer loading of 0.859 (>0.70), t statistics of 46.980 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 1.963 (<5) shows that multicollinearity is not an issue for this construct. Cause involvement has the outer loading of 0.870 (>0.70), t statistics of 58.112 (>1.96) and p value of 0.00 (<0.5) that establishes the construct validity. The VIF value of 1.903 (<5) shows that multicollinearity is not an issue for this construct. Thus, construct validity is established for social cause dimensions. Significant outer weights were found (Hair et al., 2016). In addition, outer loadings greater than 0.50 were identified for each of the lower order constructs (Sarstedt et al., 2019). All values are below the suggested threshold of five (Hair et al., 2016). Since all requirements are met, the validity of the higher-order construct has been established.

4.6 Structured Model

The Evaluation of the hypothesized relationship is the next step in this structural equation modelling in order to validate the proposed hypothesis.

Hypothesis Testing

H1: Cause-related advertisement has a positive effect on consumer purchase intentions.

H1 evaluated whether cause related advertisement has a significant effect on consumer purchase intentions. The content has the outer loading of 0.927 (>0.70), t statistics of 82.636 (>1.96) and p value of 0.00 (<0.5) while emotion has the outer loading of 0.920 (>0.70), t statistics of 63.384 (>1.96) and p value of 0.00 (<0.5). It signifies that content has more effect on cause related advertisement as compared to emotion which further has higher effect on purchase intentions. The results revealed that cause related advertisement has a significant effect on purchase intentions ($\beta = .100$, $t = 2.329$, $p < 0.05$). It can be said that cause related

advertisements has significant effect on consumer purchase intentions. However, the indirect effect of cause related advertisement on purchase intentions is not supported ($\beta = .0038$, $t = .890$, $p < 0.05$). Consumer dimension is the intermediary in this relationship of cause related advertisement and purchase intentions and it does not have significant effect on purchase intentions ($\beta = .051$, $t = 0.922$, $p > 0.05$).

H2: Cause-related advertisement has a positive effect on consumer dimensions.

Since content has the higher weightage than emotion in the construct of cause related advertisement, it has more significant effect on consumer dimension construct than emotion. Pro-social approach is the component of consumer dimensions and it has higher weightage (outer loading of 0.843 (>0.70), t statistics of 47.853 (>1.96) and p value of 0.00 (<0.5)) than awareness (outer loading of 0.793 (>0.70), t statistics of 33.940 (>1.96)) but lower than motivation (outer loading of 0.858 (>0.70), t statistics of 58.345 (>1.96)) and attitude (outer loading of 0.863 (>0.70), t statistics of 62.97 (>1.96)). The results show that cause related advertisement has significant effect on consumer dimensions ($\beta = .777$, $t = 41.882$, $p > 0.05$).

H3: Consumer dimensions have a positive effect on perceived value dimensions.

The higher order construct of perceived value dimensions consists of two lower orders of altruistic value and social value. The altruistic value has the outer loading of 0.888 (>0.70), t statistics of 52.498 (>1.96) and p value of 0.00 (<0.5). The social value has the outer loading of 0.867 (>0.70), t statistics of 36.217 (>1.96) and p value of 0.00 (<0.5), the altruistic value has more weightage on the perceived value dimension over social value. Since attitude has the highest effect on consumer dimension followed by motivation, pro-social approach and awareness in the decreasing order, it shows that attitude and altruistic value play a significant role in strengthening this relationship. The direct effect of consumer dimensions on perceived value dimensions is significant ($\beta = .738$, $t = 38.332$, $p > 0.05$). The indirect effect of cause related advertisement on perceived value dimension with consumer dimension as the intermediary is also found significant ($\beta = .573$, $t = 25.477$, $p > 0.05$). This shows that the content, emotion of a cause related advertisement affects the awareness, attitude, motivation and pro-social approach of a consumer which further affects the altruistic and social value of a consumer significantly.

H4: Consumer dimensions have a positive effect on brand dimensions.

The higher order construct of brand dimensions consists of two lower orders of credibility and image. The credibility has the outer loading of 0.935 (>0.70), t statistics of 113.799 (>1.96) and p value of 0.00 (<0.5). The image has the outer loading of 0.929 (>0.70), t statistics of 68.584 (>1.96) and p value of 0.00 (<0.5). This shows that credibility has higher weightage in the brand dimensions construct as compared to image. As discussed earlier, attitude has the highest effect on consumer dimension followed by motivation, pro-social approach and awareness in the decreasing order, it shows that attitude and credibility plays a significant role in strengthening this relationship. The direct effect of consumer dimensions on brand dimensions is significant ($\beta = .721$, $t = 38.465$, $p > 0.05$). The indirect effect of cause related advertisement on brand dimension with consumer dimension as the intermediary is also found significant ($\beta = .560$, $t = 24.416$, $p > 0.05$). This shows that the content, emotion of a cause related advertisement effects the awareness, attitude, motivation and pro-social approach of a consumer which further effects the credibility and image of a brand significantly.

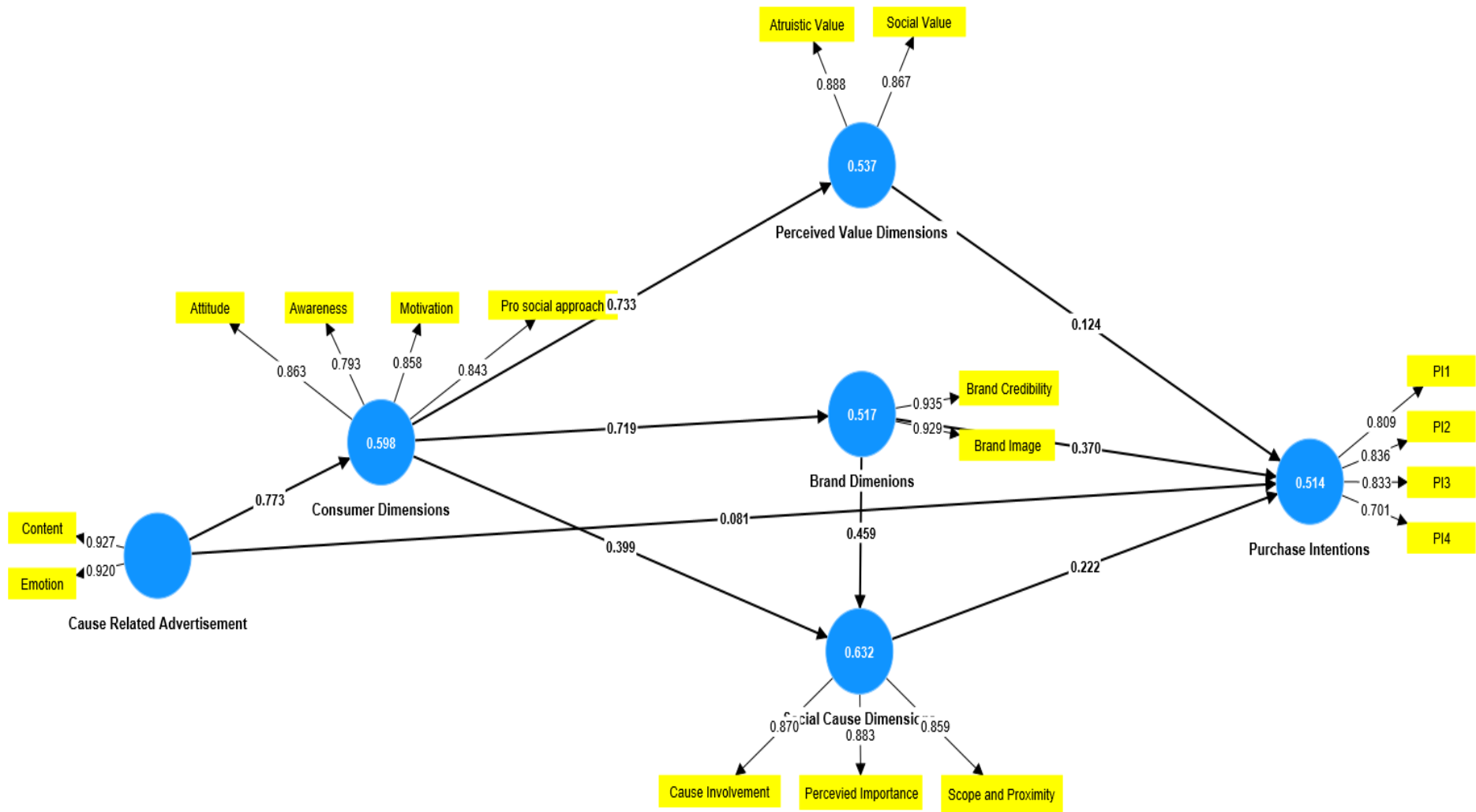


Figure 4.8 (a) : Higher Order Construct

Table 4.15: Direct Effects (Brand-Cause Straight Relationship)

Relationship	OS	SM	STDEV	T statistics	P values	Decision
Brand Dimensions -> Purchase Intentions	0.378	0.376	0.049	7.677	000	Supported
Cause Related Advertisement -> Consumer Dimensions	0.777	0.777	0.019	41.882	000	Supported
Cause Related Advertisement -> Purchase Intentions	0.100	0.100	0.043	2.329	0.02	Supported
Consumer Dimensions -> Brand Dimensions	0.721	0.722	0.019	38.465	000	Supported
Consumer Dimensions -> Perceived Value Dimensions	0.738	0.739	0.019	38.332	000	Supported
Consumer Dimensions -> Social Cause Dimensions	0.372	0.373	0.038	9.757	000	Supported
Perceived Value Dimensions -> Purchase Intentions	0.124	0.127	0.054	2.314	0.021	Supported
Social Cause Dimensions -> Purchase Intentions	0.245	0.245	0.05	4.927	000	Supported
Brand Dimensions -> Social Cause Dimensions	0.483	0.482	0.037	13.062	000	Supported

Table 4.16. Specific Indirect Effects

Relationship	OS	SM	STDEV	T statistics	P values	Decision
Cause Related Advertisement -> Consumer Dimensions -> Social Cause Dimensions	0.289	0.29	0.031	9.438	0	Supported
Cause Related Advertisement -> Consumer Dimensions -> Brand Dimensions -> Social Cause Dimensions -> Purchase Intentions	0.068	0.068	0.015	4.68	0	Supported
Consumer Dimensions -> Perceived Value Dimensions -> Purchase Intentions	0.091	0.093	0.04	2.279	0.023	Supported
Cause Related Advertisement -> Consumer Dimensions -> Brand Dimensions -> Social Cause Dimensions	0.27	0.271	0.023	11.653	0	Supported
Cause Related Advertisement -> Consumer Dimensions -> Brand Dimensions -> Purchase Intentions	0.208	0.207	0.028	7.485	0	Supported
Consumer Dimensions -> Brand Dimensions -> Social Cause Dimensions	0.348	0.348	0.028	12.645	0	Supported

Relationship	OS	SM	STDEV	T statistics	P values	Decision
Consumer Dimensions -> Brand Dimensions -> Purchase Intentions	0.267	0.266	0.035	7.554	0	Supported
Cause Related Advertisement -> Consumer Dimensions -> Perceived Value Dimensions -> Purchase Intentions	0.071	0.073	0.031	2.267	0.023	Supported
Consumer Dimensions -> Brand Dimensions -> Social Cause Dimensions -> Purchase Intentions	0.088	0.088	0.019	4.735	0	Supported
Cause Related Advertisement -> Consumer Dimensions -> Perceived Value Dimensions	0.573	0.574	0.022	25.477	0	Supported
Brand Dimensions -> Social Cause Dimensions -> Purchase Intentions	0.122	0.122	0.025	4.796	0	Supported
Consumer Dimensions -> Social Cause Dimensions -> Purchase Intentions	0.094	0.094	0.02	4.609	0	Supported
Cause Related Advertisement -> Consumer Dimensions -> Social Cause Dimensions -> Purchase Intentions	0.073	0.073	0.016	4.581	0	Supported

Relationship	OS	SM	STDEV	T statistics	P values	Decision
Cause Related Advertisement -> Consumer Dimensions -> Brand Dimensions	0.56	0.561	0.023	24.416	0	Supported

H5: Consumer dimensions have a positive effect on social cause dimensions.

The higher order construct of social cause dimensions consists of three lower orders of perceived importance, scope and proximity and cause involvement. The perceived importance has the outer loading of 0.883 (>0.70), t statistics of 50.287 (>1.96) and p value of 0.00 (<0.5). Scope and proximity has the outer loading of 0.859 (>0.70), t statistics of 46.980 (>1.96) and p value of 0.00 (<0.5). Cause involvement has the outer loading of 0.870 (>0.70), t statistics of 58.112 (>1.96) and p value of 0.00 (<0.5). This shows that cause involvement has higher weightage in the social cause dimensions construct as compared to perceived importance and scope and proximity. As discussed earlier, attitude has the highest effect on consumer dimension followed by motivation, pro-social approach and awareness in the decreasing order, it shows that attitude and cause involvement plays a significant role in strengthening this relationship. The direct effect of consumer dimensions on social cause dimensions is significant ($\beta = .372$, $t = 9.757.249$, $p > 0.05$). The indirect effect of cause related advertisement on social cause dimension with consumer dimension as the intermediary is also found significant ($\beta = .563$, $t = 24.625$, $p > 0.05$). This shows that the content, emotion of a cause related advertisement effects the awareness, attitude, motivation and pro-social approach of a consumer which further effects the perceived importance, scope and proximity and cause involvement of a social cause significantly.

H6: Perceived value dimensions have a positive effect on consumer purchase intentions.

As shown in H4, the altruistic value has higher effect on perceived value dimensions as compared to social value dimension. The direct effect of perceived value dimensions on purchase is significant ($\beta = .124$, $t = 2.314$, $p > 0.05$). This shows that both altruistic value and social value significantly effects the purchase intentions. The indirect effect of cause related advertisement on purchase intentions with consumer dimensions and perceived value dimensions as the intermediary is also found significant ($\beta = .071$, $t = 2.267$, $p > 0.05$). This shows that the content, emotion of a cause related advertisement effects the awareness, attitude, motivation and pro-social approach of a consumer which further effects the altruistic and social value of a consumer that finally effects the consumer purchase intentions significantly.

H7: Brand dimensions have a positive effect on consumer purchase intentions.

As discussed in H5, credibility has higher weightage in the brand dimensions construct as compared to image. The direct effect of brand dimensions on purchase is significant ($\beta = .378$,

$t = 7.677, p > 0.05$). This shows that both credibility and image significantly effect the purchase intentions. The indirect effect of cause related advertisement on purchase intentions with consumer dimensions and brand dimensions as the intermediary is also found significant ($\beta = .208, t = 7.485, p > 0.05$). Similarly, the indirect effect of cause related advertisement on purchase intentions with consumer dimensions and brand dimensions and social cause dimensions as the intermediary is also found significant ($\beta = .068, t = 4.680, p > 0.05$). Also, the indirect effect of brand dimensions on purchase intentions with social cause dimensions as the intermediary is also found significant ($\beta = .122, t = 4.796, p > 0.05$) This shows that the content, emotion of a cause related advertisement effects the awareness, attitude, motivation and pro-social approach of a consumer which further effects the credibility and image of a brand that finally effects the consumer purchase intentions significantly.

H8: Social cause dimensions have a positive effect on consumer purchase intentions.

As evident from H6, cause involvement has higher weightage in the social cause dimensions construct as compared to perceived importance and scope and proximity. The direct effect of social cause dimensions on purchase is significant ($\beta = .245, t = 4.927, p > 0.05$). This shows that cause involvement, perceived importance and scope and proximity significantly effects the purchase intentions. The indirect effect of cause related advertisement on purchase intentions with consumer dimensions and social cause as the intermediary is also found significant ($\beta = .073, t = 4.581, p > 0.05$). This shows that the content, emotion of a cause related advertisement effects the awareness, attitude, motivation and pro-social approach of a consumer which further effects the cause involvement, perceived importance and scope and proximity of a social cause dimensions that finally effects the consumer purchase intentions significantly. This study examines the fit between the brand and the social cause. The hypothesis for the same is discussed in the next section.

H9: The brand dimensions and social cause dimensions positively effect each other.

This requires to examine the effect of brand dimension on social cause dimension and vice versa. The effect of brand dimension on social cause dimension is found significant ($\beta = .483, t = 13.062, p > 0.05$). Similarly, the effect of social cause dimension on brand is also found significant ($\beta = .471, t = 13.169, p > 0.05$). The results are almost similar.

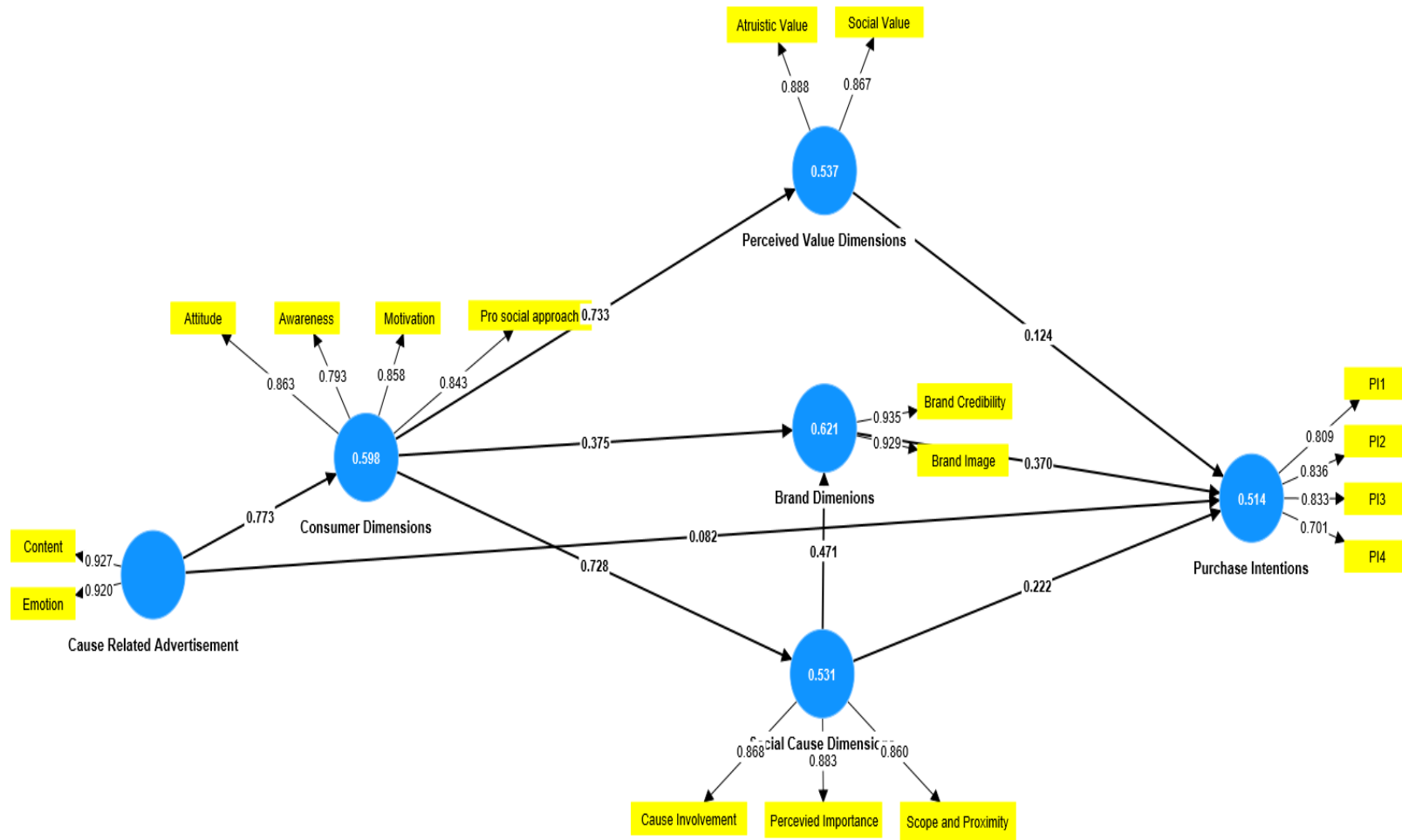


Figure 4.8 (b): Higher Order Construct (Brand-Cause Reverse Relationship)

In the same way the effect of consumer dimension on brand dimension is significant ($\beta = .721, t = 38.421, p > 0.05$) while evaluating the effect of brand dimension on consumer dimension but on reversing the relationship this effect still remains significant ($\beta = .375, t = 10.55, p > 0.05$).

Also, the effect of consumer dimension on social cause dimension is significant ($\beta = .372, t = 9.757, p > 0.05$) while evaluating the effect of brand dimension on consumer dimension but on reversing the relationship this effect still remains significant ($\beta = .728, t = 35.98, p > 0.05$). The results shows that irrespective of the path taken from consumer dimensions to brand dimension through social cause dimension or from consumer dimension to social cause dimension through brand the effect is significant with reversal in the significance values. The indirect effects has similar values in both the cases. This implies that in the study brand-cause fit is significant.

The impact of many aspects of cause-related advertising on consumer purchase intentions is explored in the next chapter. These aspects include consumer, perceived value, brand, and social cause dimensions. Additionally, the relationship between cause-related advertisement and consumer purchase intentions is examined, as well as the moderating effect of social cause valence. On the basis of the objectives, more findings have been given.

Table 4.17: Direct Effects (Brand-Cause Reverse Relationship)

Relationship	OS	SM	STDEV	T statistics	P values	Decision
Brand Dimensions - > Purchase Intentions	0.378	0.377	0.050	7.587	0.000	Supported
Cause Related Advertisement ->	0.774	0.774	0.019	40.264	0.000	Supported

Relationship	OS	SM	STDEV	T statistics	P values	Decision
Consumer Dimensions Cause Related						
Advertisement -> Purchase Intentions	0.105	0.105	0.043	2.430	0.015	Supported
Consumer Dimensions Brand Dimensions						
Consumer Dimensions -> Perceived Value	0.375	0.376	0.036	10.550	0.000	Supported
Consumer Dimensions Perceived Value						
Consumer Dimensions -> Social Cause	0.733	0.733	0.019	39.223	0.000	Supported
Consumer Dimensions Perceived Value						
Consumer Dimensions -> Social Cause	0.728	0.729	0.020	35.980	0.000	Supported
Consumer Dimensions Perceived Value						
Consumer Dimensions -> Purchase Intentions	0.137	0.139	0.053	2.572	0.010	Supported
Consumer Dimensions Social Cause						
Consumer Dimensions -> Brand Dimensions	0.471	0.471	0.036	13.169	0.000	Supported
Consumer Dimensions Social Cause						
Consumer Dimensions -> Purchase Intentions	0.230	0.230	0.050	4.607	0.000	Supported

Table 4.18: Indirect Effects (Brand-Cause Reverse Relationship)

Relationships	OS	SM	STDEV	T statistics	P values	Decision
Consumer Dimensions - > Brand Dimensions -> Social Cause Dimensions -> Purchase Intentions Cause Related Advertisement -> Consumer Dimensions - > Social Cause Dimensions Consumer Dimensions - > Perceived Value Dimensions -> Purchase Intentions Cause Related Advertisement -> Consumer Dimensions - > Brand Dimensions -> Social Cause Dimensions -> Purchase Intentions Consumer Dimensions - > Brand Dimensions -> Social Cause Dimensions Cause Related Advertisement -> Consumer Dimensions - > Perceived Value	0.076	0.076	0.018	4.307	0.000	Supported
0.308	0.310	0.029	10.594	0.000	Supported	
0.100	0.102	0.039	2.542	0.011	Supported	
0.059	0.059	0.014	4.245	0.000	Supported	
0.330	0.329	0.027	12.057	0.000	Supported	
0.078	0.079	0.031	2.524	0.012	Supported	

Relationships	OS	SM	STDEV	T statistics	P values	Decision
Dimensions -> Purchase Intentions						
Cause Related Advertisement ->						
Consumer Dimensions -> Perceived Value Dimensions	0.567	0.567	0.022	25.278	0.000	Supported
Cause Related Advertisement ->						
Consumer Dimensions -> Brand Dimensions ->	0.210	0.209	0.028	7.632	0.000	Supported
Purchase Intentions Cause Related Advertisement ->						
Consumer Dimensions -> Brand Dimensions ->	0.255	0.255	0.023	10.949	0.000	Supported
Social Cause Dimensions Consumer Dimensions -> Social Cause						
Dimensions -> Purchase Intentions	0.092	0.092	0.022	4.249	0.000	Supported
Brand Dimensions ->						
Social Cause Dimensions -> Purchase Intentions	0.106	0.105	0.024	4.390	0.000	Supported
Consumer Dimensions -> Brand Dimensions ->						
Purchase Intentions	0.272	0.271	0.035	7.663	0.000	Supported

Relationships	OS	SM	STDEV	T statistics	P values	Decision
Cause Related						
Advertisement ->						
Consumer Dimensions -> Social Cause Dimensions -> Purchase Intentions	0.071	0.071	0.017	4.237	0.000	Supported
Cause Related						
Advertisement ->						
Consumer Dimensions -> Brand Dimensions	0.556	0.557	0.023	23.720	0.000	Supported

H10: Cause valence moderates the relationship of cause-related advertisement and consumer purchase intentions.

Moderation Analysis

Moderation analysis in Smart PLS is a statistical technique that allows researchers to test for differences in the structural relationships between latent variables in different groups or sub-samples of data. This is achieved by dividing the data into groups based on some pre-determined criterion, such as gender, age, location, etc., and then comparing the path coefficients and other relevant parameters across these groups (Wright et al., 2007). Moderation analysis is particularly useful in situations where the researcher wants to compare the strength and direction of relationships between constructs across different groups (Preacher et al., 2007), or to investigate potential moderating effects of certain variables on the relationships of interest (Baron & Kenny, 1986). Smart PLS provides the option for conducting moderation analysis.

Moderation Effect of Cause Valence

A total of five pairs of statements are designed for data collection. Each pair has two questions. Each pair has one positive and one negative cause valence statement. Therefore, CV1, CV3, CV5, CV7 and CV9 represents the positive cause valence while CV2, CV4, CV6, CV8 and CV10 represents the negative cause valence.

Table 4.19. Groups Details

Sr. No.	Group	Count
1	Negative	327
2	Neutral	364
3	Positive	314
	Total	1005

The ratings of each statement is given by each respondent while filling the questionnaire. During the data analysis phase, the ratings of all positive cause valences statements are added. Similarly, the ratings of all negative cause valence statements are also added. The total of negative score is subtracted from the total of the positive score and the difference is calculated. If the net score is positive, the positive cause valence is considered for that respondent. Similarly, if the net score is negative, negative cause valence is considered for that respondent. The net cause valence is considered neutral if the net score is zero. A total of 314 positive cause valence, 327 negative cause valence and 364 neutral cause valence responses are found in the data.

Thereafter moderation analysis is run in the smart PLS using bootstrapping analysis with 5000 sub samples. The results are shown in the table below. The results shows that cause valence moderate the relationship of cause related advertisements and purchase intentions. It implies that the respondents differentiate between a positive and a negative social cause. Higher exposure to cause related advertisement with a social cause of

negative valence increases the purchase intentions of a consumer as compared to social cause of positive valence. It signifies that negative valence is more effective in increasing the purchase intentions than positive valence in cause-related advertisement.

Table 4.20. Moderation Table

Relationship	OS	SM	STDEV	T statistics	P values	Decision
Cause valence x Cause related advertisement -> Purchase Intentions	-0.1	-0.1	0.032	2.714	0.007	Supported

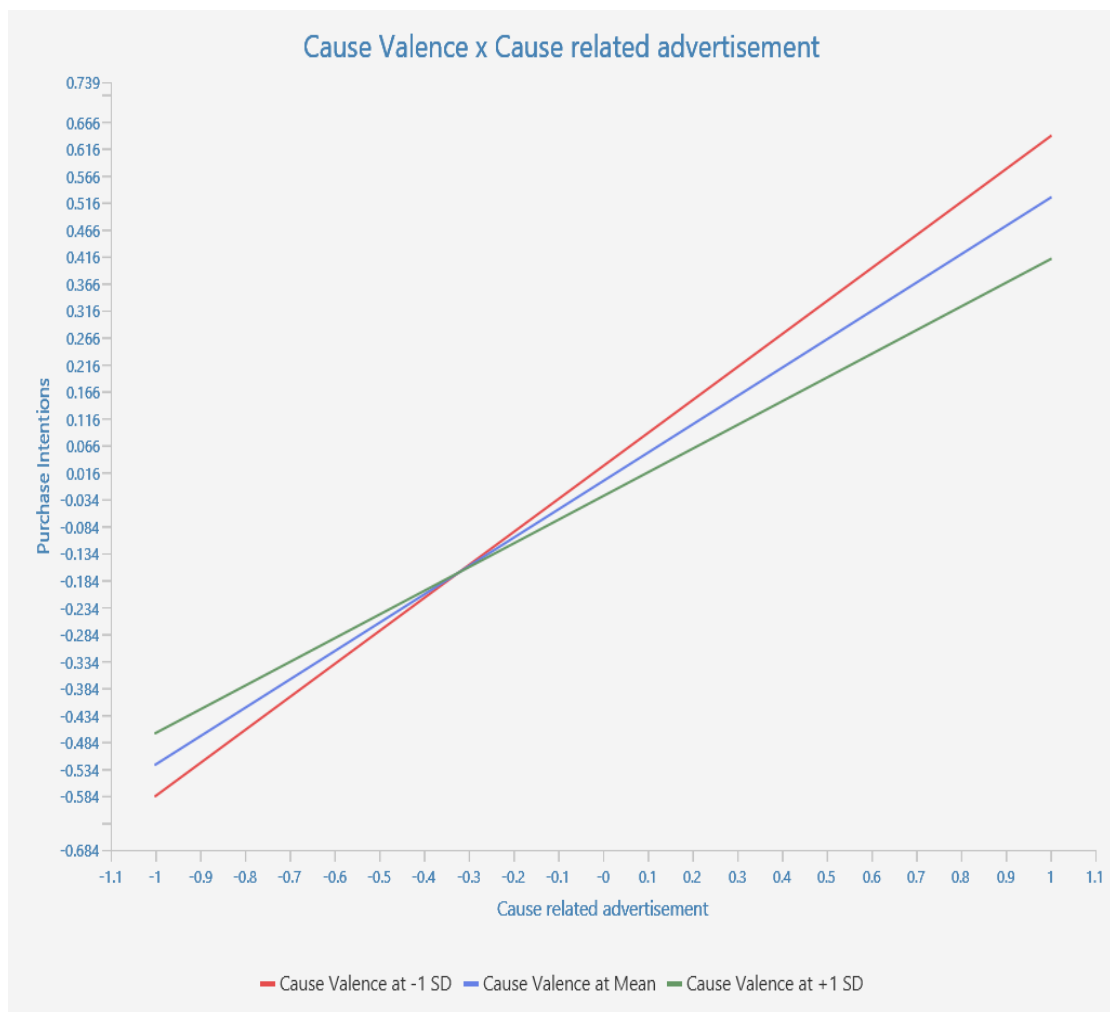


Figure 4.9 (a): Moderation of Cause Valence

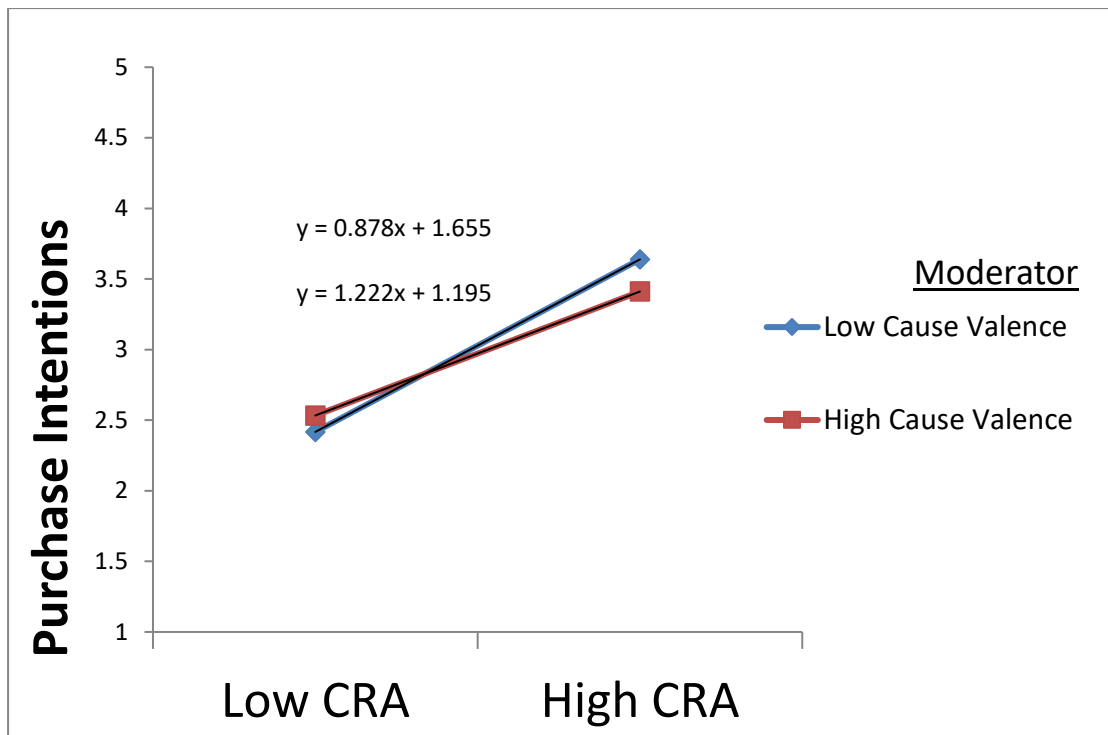


Figure 4.9 (b): Moderation of Cause Valence

4.7 R Square

The change in the dependent variable depends upon the change in the independent variable. R square statistics is used to explain this variance. Table 4.17 shows the R square values of dependent variables.

Table 4.21: R Square

Construct	R - square	R - square adjusted
Brand Dimensions	0.519	0.519
Consumer Dimensions	0.603	0.603
Perceived Value Dimensions	0.545	0.544
Purchase Intentions	0.516	0.513
Social Cause Dimensions	0.632	0.631

As evident from the model, consumer dimension is the dependent variable for cause related advertisement. Thus, the R square value of .603 shows that 60.3% of variance in consumer dimension and its components of awareness, attitude, motivation and pro-social approach is explained by construct of cause related advertisement and its components of content and emotion. The R square values of 0.75, 0.50 and 0.25 can be described as substantial, moderate and weak, respectively (Hair et al., 2011; Hair et al., 2013). Therefore, cause-related advertisement moderately explains the changes in consumer dimensions.

The perceived value dimension is the dependent variable for consumer dimension construct. Thus, the R square value of .545 shows that 54.5% of variance in perceived value dimensions and its components of altruistic value and social value is explained by construct of consumer dimension and its components of awareness, attitude, motivation and pro-social approach. Therefore, consumer dimensions moderately explain the changes in the perceived value dimensions.

The brand dimensions is the dependent variable for consumer dimensions construct. Thus, the R square value of .519 shows that 51.9% of variance in brand dimensions and its components of credibility and image is explained by construct of consumer dimension and its components of awareness, attitude, motivation and pro-social approach. Therefore, consumer dimensions moderately explain the changes in the brand dimensions.

The social cause dimensions is the dependent variable for consumer dimensions construct. Thus, the R square value of .632 shows that 63.2% of variance in social cause dimensions and its components of perceived importance, scope and proximity and cause involvement is explained by construct of consumer dimension and its components of awareness, attitude, motivation and pro-social approach. Therefore, consumer dimensions moderately explain the changes in the social cause dimensions.

The purchase intentions is the dependent variable for cause related advertisement construct, consumer dimensions construct, perceived value dimension construct, brand construct and social cause dimensions construct. Thus, the R square value of .516 shows that 51.6% of variance in purchase intentions is explained by construct of cause related

advertisement, consumer dimensions, perceived value dimension, brand and social cause dimensions which moderately explain the changes in the purchase intentions.

4.8 F Square

F-square, also known as the effect size for ANOVA (Analysis of Variance), is a measure of the proportion of variance in the dependent variable explained by the independent variable(s) in a statistical model. F-square is calculated by taking the ratio of the sum of squares explained by the independent variable(s) to the total sum of squares. The F-square value can range from 0 to 1, with higher values indicating a larger effect size. F-square is useful in interpreting the results of ANOVA, as it allows researchers to determine the magnitude of the effect of the independent variable(s) on the dependent variable. Typically, an F-square value of 0.02 is considered a small effect size, 0.15 is considered a medium effect size, and 0.35 is considered a large effect size (Cohen, 1988).

Table 4.22: F Square

Construct	Brand Dimens ions	Cause Related Advertis ment	Consu mer Dimens ions	Perceiv ed Value Dimens ions	Purch ase Intenti ons	Social Cause Dimens ions
Brand Dimensions					0.103	
Cause Related Advertisement			1.515		0.008	
Consumer Dimensions	1.081			1.196	0.001	1.109
Perceived Value Dimensions					0.011	
Purchase Intentions						

Social Cause Dimensions	0.039
----------------------------	-------

Effect size values of less than 0.02 indicate that there is no effect. All independent variables are shown in the rows while dependent variables are shown in columns in the table 4.18. Brand dimensions has medium effect size of 0.103 on purchase intentions. Similarly social cause dimensions also has medium effect size of .039 on purchase intentions. On the other hand, cause related advertisement, consumer dimensions, and perceived value dimensions has small effect sizes of 0.008, 0.001 and 0.011 respectively on purchase intentions. Further, cause related advertisement have large effect size of 1.515 on consumer dimensions and consumer dimensions has large effect size of 1.081, 1.196 and 1.109 on brand dimensions, perceived value dimensions and social cause dimensions respectively.

4.9 Q Square

Q-Square is a popular and widely-used statistical method for exploring the relationship between two variables. It is used to determine the degree to which changes in one variable are associated with changes in another variable (Akter et al., 2011). The method is often used in business research, economics, and other fields where analyzing data is important. The Q-Square method involves calculating the coefficient of determination, which is a measure of how well the data points fit the regression line (Chin, 1998). The coefficient of determination is a value between 0 and 1, with a value of 1 indicating a perfect fit between the data points and the regression line. To calculate the Q-Square, the sum of squared errors (SSE) is divided by the total sum of squares (SST). The SSE measures the difference between the actual data points and the predicted values on the regression line, while the SST measures the total variability in the data.

Table 4.23: Q Square

Construct	Q²predict	RMSE	MAE
Brand Dimensions	0.421	0.763	0.590
Consumer Dimensions	0.596	0.637	0.485
Perceived Value Dimensions	0.382	0.788	0.596
Purchase Intentions	0.292	0.844	0.658
Social Cause Dimensions	0.415	0.767	0.585

The resulting value is the proportion of the total variability that is accounted for by the regression line. Q-Square can be used to determine whether a relationship exists between two variables, and if so, how strong the relationship is. It can also be used to determine whether the regression line provides a good fit to the data, and whether the relationship between the variables is statistically significant. One of the benefits of the Q-Square method is that it is relatively easy to calculate and interpret. When the Q-square is greater than zero, the model is predictively relevant and values have been accurately reconstructed (Hair et al., 2013). The model has predictive relevance when the Q-Square is greater than 0. The above zero value of all the constructs of brand dimensions, consumer dimensions, perceived value dimensions, social cause dimensions and consumer purchase intentions shoes that predictive relevance is established for all these constructs.

CHAPTER 5

FINDINGS

Various dimensions of cause-related advertisement, consumer dimensions, perceived value dimensions, brand dimensions, and social cause dimensions are studied, and their effect on consumer purchase intentions is examined. The moderating role of social cause valence in the relationship between cause-related advertisement and consumer purchase intentions is also studied. Further findings have been stated based on objectives.

5.1 Findings based on objective 1

H1: Cause-related advertisement has a positive effect on consumer purchase intentions.

- Content has more effect on cause-related advertisement than emotion. Cause-related advertisement has a higher effect on purchase intentions.
- Cause-related advertisement has a significant effect on purchase intentions. Thus, objective one is supported.
- The results echo previous studies on the positive effect of commercial advertisements on purchase intentions (MacKenzie et al., 1986, Lee et al., 2017).
- Cause-related advertisements significantly effect consumer purchase intentions.

5.2 Findings based on objective 2

H2: Cause-related advertisement has a positive effect on consumer dimensions.

- Content has a more significant effect on consumer dimension construct than emotion.

- The pro-social approach is the component of consumer dimensions and has a higher weightage than awareness but lower than motivation and attitude.
- Cause-related advertisement has a significant effect on consumer dimensions.
- The results are in sync with the previous studies of the significant effects of commercial advertisements on consumer awareness (Nettelhorst and Brannon, 2012), attitude (MacKenzie et al., 1986; Harris et al., 2019; Lee et al., 2017), and motivation.

5.3 Findings based on objective 3

H3: Consumer dimensions have a positive effect on perceived value dimensions.

- The higher-order construct of perceived value dimensions consists of two lower orders of altruistic value and social value. The altruistic value has more weightage on the perceived value dimension over social value.
- Attitude has the highest effect on the consumer dimension, followed by motivation, pro-social approach, and awareness in decreasing order; it shows that attitude and altruistic value play a significant role in strengthening this relationship.
- The direct effect of consumer dimensions on perceived value dimensions is significant.
- The results are in sync with the previous studies wherein effects of awareness, attitude, motivation, and pro-social approach are found significant on altruistic value (Yang & Peterson, 2004) and social value (Ruiz-Molina & Gil-Saura, 2008; Hsu & Lin, 2015. Peña et al., 2018).
- The indirect effect of cause-related advertisement on the perceived value dimension with the consumer dimension as the mediator is also significant. It shows that the content and emotion of a cause-related advertisement effects the awareness, attitude, motivation, and pro-social approach of a consumer, which further effects the altruistic and social value of a consumer significantly.

H4: Consumer dimensions have a positive effect on brand dimensions.

- The higher-order construct of brand dimensions consists of two lower orders of credibility and image.
- Credibility has a higher weightage in the brand dimensions construct than the image.
- As discussed earlier, the attitude has the highest effect on the consumer dimension, followed by motivation, pro-social approach, and awareness in decreasing order; it shows that attitude and credibility play a significant role in strengthening this relationship.
- The direct effect of consumer dimensions on brand dimensions is significant.
- The results are in sync with the previous studies wherein effects of awareness, attitude, motivation, and pro-social approach are found to be significant on credibility (Nan & Heo, 2007; Hou et al., 2008; (Patel et al., 2017) and image (Bigné-Alcañiz et al., 2009; (Lee & Rim, 2017).
- The indirect effect of cause-related advertisement on the brand dimension with the consumer dimension as the mediator is also found significant. It shows that the content and emotion of a cause-related advertisement effects the awareness, attitude, motivation, and pro-social approach of a consumer, which further effects the credibility and image of a brand significantly.

H5: Consumer dimensions have a positive effect on social cause dimensions.

- The higher-order construct of social cause dimensions consists of three lower orders of perceived importance, scope and proximity, and cause involvement. Cause involvement has higher weightage in the social cause dimensions construct as compared to perceived importance and scope and proximity.
- As discussed earlier, the attitude has the highest effect on the consumer dimension, followed by motivation, pro-social approach, and awareness in decreasing order; it shows that attitude and cause involvement plays a significant role in strengthening this relationship.

- The direct effect of consumer dimensions on social cause dimensions is significant.
- The results are in sync with the previous studies wherein effects of awareness, attitude, motivation, and pro-social approach are found significant on perceived importance (Peña et al., 2018), scope & proximity (Agarwal et al., 2016) and cause involvement (Fazli-Salehi et al., 2019).
- The indirect effect of cause-related advertisement on the social cause dimension with the consumer dimension as the mediator is also significant. It shows that the content and emotion of a cause-related advertisement effects the awareness, attitude, motivation, and pro-social approach of a consumer, which further effects the perceived importance, scope and proximity, and cause involvement of a social cause significantly.

H6: Perceived value dimensions have a positive effect on consumer purchase intentions.

- The altruistic value has a higher effect on perceived value dimensions than social value. The direct effect of perceived value dimensions on purchase is significant. It shows that both altruistic value and social value significantly effects purchase intentions.
- The results are in sync with the previous studies wherein the effect of altruistic value (Khandelwal & Bajpai, 2011) and social value (Huang et al., 2011; Wang & Hsu, 2019) on purchase intentions are found significant.
- The indirect effect of cause-related advertisement on purchase intentions with consumer dimensions and perceived value dimensions as the mediator is also found significant. It shows that the content and emotion of a cause-related advertisement effects the awareness, attitude, motivation, and pro-social approach of a consumer, which further effects the altruistic and social value of a consumer that, finally, effects the consumer purchase intentions significantly.

H7: Brand dimensions have a positive effect on consumer purchase intentions.

- Credibility has a higher weightage in the brand dimensions construct than the image. The direct effect of brand dimensions on purchase is significant. It shows that both credibility and image significantly effect purchase intentions.
- The results are in sync with the previous studies wherein the effect of credibility (Khandelwal & Bajpai, 2011; Singh & Banerjee, 2018) and image (Gupta & Pirsch, 2006; Wu & L0, 2009); Varela et al., 2015) on purchase intentions are found significant.
- The indirect effect of cause-related advertisement on purchase intentions with consumer dimensions and brand dimensions as the intermediary is also found significant.
- Similarly, the indirect effect of cause-related advertisement on purchase intentions with consumer dimensions and brand dimensions and social cause dimensions as the intermediary is also found.
- The indirect effect of brand dimensions on purchase intentions with social cause dimensions as the intermediary is also significant.
- It shows that the content and emotion of a cause-related advertisement effects a consumer's awareness, attitude, motivation and pro-social approach, which further effects the credibility and image of a brand that, finally, effects the consumer purchase intentions significantly.

H8: Social cause dimensions have a positive effect on consumer purchase intentions.

- Cause involvement has higher weightage in the social cause dimensions construct as compared to perceived importance and scope and proximity.
- The direct effect of social cause dimensions on purchase is significant. It shows that cause involvement, perceived importance, scope and proximity significantly effect purchase intentions.

- The results are in sync with previous studies that show that cause involvement (Bester & Jere, 2012; Patel et al., 2017), perceived importance, and scope and proximity significantly effect purchase intentions.
- The indirect effect of cause-related advertisement on purchase intentions with consumer dimensions and social cause as the intermediary is also significant. It shows that the content emotion of a cause-related advertisement effects the awareness, attitude, motivation, and pro-social approach of a consumer, which further effects the cause involvement, perceived importance and scope and proximity of a social cause dimensions that finally effects the consumer purchase intentions significantly.

H9: The brand dimensions and social cause dimensions positively effect each other.

- The effect of brand dimension on the social cause dimension is significant.
- Similarly, the effect of the social cause dimension on the brand is also significant. The results are almost similar.
- In the same way, the effect of the consumer dimension on the brand dimension is significant while evaluating the effect of the brand dimension on the consumer dimension. However, on reversing the relationship, this effect remains significant.
- Also, the effect of the consumer dimension on the social cause dimension is significant while evaluating the effect of the brand dimension on the consumer dimension. However, on reversing the relationship, this effect remains significant.
- The results show that irrespective of the path taken from the consumer dimension to the brand dimension through the social cause dimension or from the consumer dimension to the social cause dimension through the brand, the effect is significant with the reversal in the significance values. The indirect effects have similar values in both cases. It implies that in the study, brand-cause fit is significant.
- The brand dimensions and social cause dimensions positively effect each other.

- The results are in sync with previous studies showing that brand and social causes positively effect each other (Drumwright, 1996; Nan & Heo, 2007; Tian & Yuan, 2013). (brand-cause fit).

5.4 Findings based on objective 4

H10: Cause valence moderates the relationship of cause-related advertisement and consumer purchase intentions.

- The results shows that cause valence moderate the relationship of cause related advertisements and purchase intentions. It implies that the respondents differentiate between a positive and a negative social cause.
- Higher exposure to cause related advertisement with a social cause of negative valence increases the purchase intentions of a consumer as compared to social cause of positive valence. It signifies that negative valence is more effective in increasing the purchase intentions than positive valence in cause-related advertisement.

The next chapter concludes the research findings and suggests the managerial implications that can be drawn from the study. The various limitations of the study and its future scope are also discussed

CHAPTER 6

CONCLUSION, MANAGERIAL IMPLICATIONS, LIMITATIONS & RECOMMENDATIONS

This chapter concludes the research findings and suggests the managerial implications that can be drawn from the study. The various limitations of the research and its future scope are also discussed.

6.1 Conclusion

Various dimensions of cause-related advertisement, consumer, perceived value, brand, and social cause dimensions are studied, and their effect on consumer purchase intentions. The moderating role of social cause valence in the relationship between cause-related advertisement and consumer purchase intentions is also studied. A further conclusion has been stated based on objectives.

Conclusion based on objective 1

Cause-related advertisement has a positive effect on consumer purchase intentions. It implies that emotions and content of the cause-related advertisement are critical for influencing the purchase intentions of the consumer. A favorable emotion and adequate information in the advertisement are very important element of cause-related advertisement.

Conclusion based on objective 2

Cause-related advertisement has a positive effect on consumer dimensions. It implies that a favorable emotion and adequate information in the advertisement influences the brand knowledge, develops a positive attitude towards the brand, motivates the consumer to participate in the pro-social activities and spread positive word of mouth.

Conclusion based on objective 3

- Consumer dimensions have a positive effect on perceived value dimensions. It implies that a well aware consumer who has a positive attitude and who is motivated to participate in pro-social activities is likely to draw high (intrinsic) altruistic and social (extrinsic) values as. such consumers would be having high self-satisfaction and would be liked by others in the society.
- Consumer dimensions have a positive effect on brand dimensions. It implies that a well aware consumer who has a positive attitude and who is motivated to participate in pro-social activities is likely to perceive the brand shown in the cause related advertisement as socially responsible and trustworthy.
- Consumer dimensions have a positive effect on social cause dimensions. It implies that a well aware consumer who has a positive attitude and who is motivated to participate in pro-social activities is more likely to participate in pro-social activities and is likely to prefer some social cause over other.
- Perceived value dimensions have a positive effect on consumer purchase intentions. It implies that a consumer with high altruistic and social values are more likely to support the participating brand by purchasing its products.
- Brand dimensions have a positive effect on consumer purchase intentions. It implies that consumers are likely to buy the products of trustworthy and socially responsible brands.
- Social cause dimensions have a positive effect on consumer purchase intentions. It implies that a consumer who participate in social activities of his choice are likely to buy the products of the brands shown in the cause-related advertisement.
- The brand dimensions and social cause dimensions positively effect each other. It implies that brand credibility, brand image improves the cause involvement, scope and proximity of social cause and importance of the social cause. Similarly, cause involvement, scope and proximity of social cause and importance of the social cause improves the brand credibility and brand image. Therefore brand-cause fit is an important element in cause-related advertisement.

Conclusion based on objective 4

Cause valence moderates the relationship of cause-related advertisement and consumer purchase intentions. It implies that the consumers differentiate between a positive and negative social cause. The results shows that negative valence is more effective in increasing the purchase intentions than positive valence in cause-related advertisement.

6.2.1 Managerial Implications

This study throws light on a new dimension of advertisement, i.e., cause-related advertisement. Managers continuously strive to increase product sales. They use advertisement to attract the consumers' attention, develop an interest in the product, and create a desire for the product that finally leads to consumers' action of product purchase. The findings of this study show that cause-related advertisement helps positively influence consumers' purchase intentions. The benefits of this study for the managers are given below.

- Cause-related advertisements can increase the consumers' purchase intentions, which can further help increase sales. The managers need to pay attention to the content of the cause-related advertisement in its communication. For example the details of the intended beneficiary, donation amount, and period of the promotion should be mentioned as the content of the advertisement.
- The cause-related advertisement's emotions help bond the consumers' feelings with the advertisement and the brand. Therefore, an emotional appeal in such an advertisement can effect purchase intentions positively. For example. A cause related advertisement that shows the smiling face of a deprived child (an interpretation that the consumers' contribution can bring smile on his face) can be very impactful.
- Cause-related advertisement positively effects consumer awareness about the social cause and the brand. Therefore, it is an effective tool for increasing brand awareness. For example, the managers can use cause-related advertisement for a lesser-known brand or a newly launched brand to improve its awareness and recognition.

- Cause-related advertisement positively effects the consumer attitude about the social cause and the brand. Therefore, it is an effective tool for improving the attitude toward the brand. For example, the cause-related advertisement can be effective in cases where the brand has earned a bad reputation. Such advertisements can be effective in negating the lost reputation.
- Cause-related advertisement positively effects the consumer motivation to contribute to the social cause. Therefore, it is an effective tool for improving the consumers' involvement with the brand. This can be very helpful in increasing the consumers' wallet share through upselling and cross selling.
- The cause-related advertisement is very effective with people with a pro-social approach. Thus, the brands can create their niche of consumers with a pro-social approach. Therefore, cause related advertisement can be effective in building loyal customer base.
- Consumers draw altruistic value by contributing to a social cause. The cause-related advertisement allows such consumers to contribute to a social cause. Therefore, through cause related advertisement, the managers are able to provide hedonic and utilitarian benefits. It can be a differentiating factor for brands as the consumers get altruistic value along with the functional value of the brand.
- The cause-related advertisement provides consumers with a pro-social approach to socially align together and make groups (brand community) or affiliations around the social cause. The social cause can act as the glue between the brand and the consumers. Thus, brand affiliations can be created with the help of cause-related advertisements.
- The brand affiliations created and the social groups formed give social recognition and respect to such consumers. Thus, these consumers draw social value through cause-related advertisement and functional value. It can provide mileage for the brand involved in cause-related advertisement over its competitors.
- The increased brand awareness, positive attitude towards the brand, high motivation to contribute to society, and pro-social mindset of the consumers

help improve the brand's credibility and image. Therefore, cause-related advertisement helps brand managers to strengthen brand value.

- The managers may choose a local, national, or international social cause for the cause-related advertisement depending upon its objectives and the region it wishes to influence. For example, a local, national, or international brand can use a local, national or international social cause respectively in the cause-related advertisement. It may be used by a new brand too.
- The study shows that social causes with which consumers have a personal connection or they think are relevant to them are very effective. Thus, the general or prevalent social cause like promoting education, environment protection, contribution to healthcare etc. can be considered for promotion.
- The contribution to the social cause should be made very easy, i.e., the brand should be readily available in the market as consumers give importance to easiness in contribution. A dedicated website, social media, mobile application etc. can be used by the managers wherein the consumers are provided with all the relevant information and the option to buy the products immediately and seamlessly.
- Once the promotion is over for a social cause through cause-related advertisement, further communication can be done to inform the consumers about their contribution and the social change it brought. It is crucial for building trust with the consumer.
- Consumers differentiate between a positive social cause and a negative social cause. However, the selected social cause should be aligned with the brand's business. For example, a stationary brand can promote education for all.
- The managers can use the cause-related advertisement that focus on mitigating the loss, recovery from a disease or disaster, protecting the resources etc, as these are more effective in increasing the consumers' purchase intentions as compared to an advertisement that focuses on growth, enhancement, addition, improvement, empowerment etc.

6.2.2 Policy Suggestions

Based on the comprehensive research findings, the government can formulate a multifaceted policy framework to leverage the impact of cause-related advertising on consumer purchase intentions while considering the moderating effect of social cause valence. It can promote brand responsibility through initiatives incentivizing companies to exhibit trustworthiness and social responsibility in their advertisements. It can encourage businesses to align their brand values with pro-social activities to gain the trust and preference of conscious consumers. The government can develop programs and incentives that motivate consumers to engage in pro-social activities and spread positive word-of-mouth (Lee & Gretzel, 2012; Berger & Iyengar, 2013). Also, it can empower consumers to be ambassadors for brands that support social causes, enhancing the connection between consumer dimensions and brand dimensions (Roy et al., 2015; Marbach et al., 2016). It can encourage businesses to establish a strong brand-cause fit by building credibility and a positive brand image. It helps in recognizing that this fit positively influences the cause involvement, scope, and importance of social causes. Implement guidelines to help companies integrate their brands seamlessly with the causes they support (Arli et al., 2013; (Adkins & Radic, 2017). Acknowledging the research findings that negative valence causes have a stronger impact on consumer purchase intentions, Government agencies may create emotionally resonant and informative social advertisements for various social schemes offered by the government, as these elements are crucial for influencing consumers (Sen & Bhattacharya, 2001). It can allocate resources for further research and development in the field of cause-related advertising, focusing on identifying best practices for optimizing the relationships between various dimensions and the moderating effect of social cause valence (Smith & Drumwright, 2014; Prado & Hsiao, 2018). Further, government agencies such as the Advertising Standard Council of India (ASCI) may enforce regulations to ensure transparency and accuracy in cause-related advertising (Preston & Shiu, 2009). A mechanism is to be established for monitoring and penalizing deceptive practices, safeguarding consumers against misleading information.

6.3 Limitations

No study is free of limitations, as the investigation goes through a series of processes and actions. The study has identified the following limitations: -

1. Respondent Biases: As the data has been gathered from the respondents from various backgrounds and demographics, the respondents' biasedness cannot be ruled out while responding to the survey. A large sample size of 1005 is used for the study which limits this limitation.

2. Convenience Sampling: The study used convenience sampling to collect data from respondents as no specific details available of the respondents for the study. It may have created certain biases in the responses.

3. Time constraint: The present study has been carried out under time restraints to obtain data from a large sample in a limited time. This is because this study is the part of Ph.D. thesis work that has to be completed in a limited time.

4. Literature: The area of cause-related advertisement still needs to be explored fully. Hence limitations can be there in finding relevant literature for the study. However, the latest literature review of 2023 is also included in the study.

6.4 Recommendations for future studies

The current study results can have a reference for future studies. As in India, cause-related advertisement is still in the nascent stage, it creates a lot of scope for future studies. Future studies could focus on the following aspects:

- A study on a more broad and diversified audience can be done. The respondents' personalities differ from place to place and culture to culture. Future studies could focus on the demographics and cultural aspects of respondents and Influencers.

- Qualitative studies can be applied to future studies to further explore cause-related advertisements and relatable variables in the area.
- A longitudinal study can be planned over a period of time to understand and analyze the behavior of consumers toward the cause-related advertisement.
- The effect of brand ambassadors on consumers' purchase intentions concerning cause-related advertisement can also be explored.
- This study is very generic and can be applied to different brands. A similar study on only new brands can be carried out.
- Relying on the questionnaire for data collection on a topic that aims to measure consumer response on visual advertisement is very limiting in nature, and the use of Group Discussion and Observation Methods would further enrich future studies.
- A similar study on service-specific brands can be made.
- A similar study on sector/industry-specific brands can be made.
- Future Studies can use Artificial Intelligence for data collection and also research design.

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Appendices

Appendix – 1

QUESTIONNAIRE

Dear Sir/Madam, I am researching to explore the effect of CRA (Cause Related Advertisement) ads on consumer purchase intention. Your responses shall be kept confidential and will be used only for this research. The activity requires around thirty minutes. In Cause-Related advertisement a brand is promoted along with a social cause wherein the firm urges the customers to buy the brand and a portion of the proceeds is donated for that social cause. Three cause-related advertisements are shown below for your reference.

(Strongly agree = 5, Agree = 4, Neutral = 3, Disagree = 2, Strongly Disagree = 1)

Sr. No.	Question	SD	D	N	A	SA
1	Cause-related advertisement					
	<i>Emotion</i>					
1	I feel good when I see a cause-related advertisement.					
2	I feel associated with the cause-related advertisement.					
3	I feel good about the brand shown in the cause-related advertisement.					
4	I feel motivated to support the social cause shown in the cause-related advertisement.					
	<i>Content</i>					
5	I like Cause-related advertisements that communicate the details of the social cause.					
6	I would like to know the process of contribution for the social cause shown in the Cause-related advertisement.					

7	I would like to know the amount of contribution for the social cause shown in the Cause-related advertisement.					
8	I like Cause-related advertisements that communicate about the brand supporting the social cause.					
9	I like Cause-related advertisements that communicate the details of the intended beneficiary.					
II	Consumer					
	<i>Awareness</i>					
10	I am aware of the cause-related advertisement.					
11	I know about brands involved in the cause-related advertisement.					
12	I am aware of some of the initiatives taken by corporates for supporting social causes.					
13	I am aware that corporates are legally bound to support social causes.					
	<i>Attitude</i>					
14	I feel good about the brands supporting the social causes.					
15	Cause-related advertisement is the reliable source of information about the brand and the social cause.					
16	I feel the cause related advertisement encourages people to support a social cause.					
17	It is worthy to buy a brand associated with a social cause.					
	<i>Motivation</i>					
18	I feel excited to recommend the cause-related advertisement to my friends and relative.					
19	As a responsible citizen, I feel I should take active participation to support a social cause.					

20	I will be very happy to motivate others to support the social cause.						
	<i>Pro-social Approach</i>						
21	I am concerned about the various social issues prevalent in society such as hunger, education, environment, etc.						
22	I feel it is my moral responsibility to support a social cause.						
23	I like to donate to a social cause.						
24	I like to motivate others to support a social cause.						
III	Perceived Value						
	<i>Altruistic Value</i>						
25	The idea of supporting a social cause excites me.						
26	I feel satisfied with devoting time to a social cause.						
27	I feel socially responsible by supporting a social cause.						
28	Supporting a social cause gives me a sense of achievement.						
	<i>Social Value</i>						
29	I feel that supporting a social cause improves my social image.						
30	I feel that when I support a social cause, others would also follow.						
31	I feel when I support a social cause, others would praise my actions.						
32	I feel supporting a social cause publicly would make me famous.						
33	Supporting a social cause would give me a sense of authority in society.						
IV	Brand						
	<i>Credibility</i>						
34	I believe the brand shown in the Cause-related advertisement is honest in supporting the social cause.						

35	I believe the brand shown in the Cause-related advertisement would deliver its promise of supporting the social cause.						
36	The brand shown in the Cause-related advertisement can be trusted.						
37	I would prefer the brands supporting a social cause that has the capacity to support it.						
38	I prefer brands that have been promoting social causes for a longer period.						
	<i>Image</i>						
39	The brands supporting a social cause are socially responsible.						
40	The brands supporting a social cause are better than their competitors that do not support it.						
41	The brands supporting a social cause have motivation for charity rather than the desire for profit generation.						
42	The brands supporting a social cause sets high ethical standards.						
V	Social Cause						
	<i>Perceived Importance</i>						
43	I like to support a social cause with which I have a personal connection.						
44	I like to support a social cause that I perceive as relevant for society.						
45	I like to support a social cause that carries significant value for me.						
46	I feel I would like to support a social cause which is concerned with my family.						
	<i>Scope and Proximity</i>						
47	I like to support a social cause in my nearby area as it directly affects me.						
48	I like to support a social cause which I can monitor myself.						

49	I would like to support a social cause for which contribution can be made immediately.					
50	I would like to support a social cause for which contribution can be made easily.					
	<i>Customers' cause involvement</i>					
51	I prefer to choose that brand that organizes the social cause campaigns in which I can participate.					
52	I am willing to pay more for the brands which organize the social cause campaigns in which I can participate.					
53	I prefer to choose those brands that are frequently involved in social cause-related activities in which I can participate.					
54	I tend to prefer a brand that has given me the opportunity to participate in a social cause activity even if the benefits are not visible.					
VI	Cause Valence					
55	I would like to support a campaign that focuses on planting trees for making the environment green (<i>For example, TATA AIA Life insurance launched 'Rakshakaran Heroes' campaign in which the organization promises to plant a tree for every life insurance policy sold by it to make the planet green.</i>)					
56	I would like to support a campaign that focuses on saving trees to protect the environment (<i>For example, Amul launched a campaign against the cutting of 2700 trees in Goregaon by municipal corporation.</i>)					
57	I would like to support a campaign in which skills are provided to the needy so that they can earn for themselves. (<i>For example, ITC has trained more than 2 Lac farmers in reducing their cost of cultivation, improve productivity, restoration and replenishment of depleted natural resources in</i>					

	<i>Andhra Pradesh, Telangana, Karnataka and Rajasthan).</i>					
58	<i>I would like to support a social cause which is focused on disaster management (For example, Over the course of the past year, Reliance Industries Ltd. has assisted individuals in India in recovering from the effects of the Corona Virus by delivering meals, masks, healthcare, and medical-grade liquid oxygen to those in need.</i>					
59	<i>I would like to support a social cause which is focused on preventing the spread of a disease (For example, Lifebuoy has assisted over one billion people in developing better handwashing habits, thereby improving hygiene, protecting against illness, and contributing to the prevention of deaths among children.</i>					
60	<i>I would like to support a social cause which is focused on helping the patients to recover from a disease (For example, Garware Hi-Tech Films Ltd. has developed a COVID care centre in Aurangabad to take utmost care of the COVID's paediatric patients, the Centre is equipped with 125 Oxygen beds with all essential infrastructure & facilities).</i>					
61	<i>I would like to support a social cause which is focused on providing the financial support for higher education to the needy (For example, Rolls-Royce is dedicated to advancing STEM (science, technology, engineering, and mathematics) fields, and the 'Unnati' initiatives are aimed at empowering women who are pursuing careers in STEM fields. Students who are chosen to participate in the Unnati Scholarship Program are awarded a one-time financial support amount of 35,000 Indian Rupees (INR) as well as appropriate guidance and mentorship.</i>					
62	<i>I would like to support a social cause which is focused on eradicating malnutrition from the deprived sections of the society (For example, Poor people, children, and other disadvantaged members of society are provided assistance by Dabur India in the form of food, dietary supplements, clothing, and other necessities.</i>					

63	I would like to support a social cause which is focused on empowering women (<i>For example, In order to help women in India's smaller towns overcome key barriers to starting their own businesses, Tata Communications has taken the initiative to provide financial assistance and educational opportunities for these women.</i>)						
64	I would like to support a social cause which is focused on improving the sex ratio in India (<i>For example, the Beti Bachao, Beti Padhao campaign by govt. is focused on to save the girl child from gender-based abortions.</i>)						

Please refer the following scale while filling the form.

- 1 = Completely Disagree
- 2 = Mostly Disagree
- 3 = Somewhat Disagree
- 4 = Neither Agree nor Disagree
- 5 = Somewhat Agree
- 6 = Mostly Agree
- 7 = Completely Agree

VII	Purchase Intention	CD	MD	SD	N	SA	MA	CA
65	I intend to buy brands that are shown in cause-related advertisements.							
66	I am planning to buy brands that are shown in cause-related advertisements.							
67	I am likely to buy brands that are shown in cause-related advertisements.							
68	I am willing to buy brands that are shown in cause-related advertisements.							

Gender	Male	Female				
Age	Below 20 Yrs.	20-35 Yrs	35-50 Yrs	50-60 Yrs	60 Yrs and Above	

Education	Below 10 th	10th	12th	Graduation	Post Graduate & above	
Occupation	Student	Self Employed	Employed	Retired	Homemaker	Any other
Monthly Family Expenditure	Below 10K	10-25K	25-50K	50-80K	Above 1 Lakh	

Appendix – 2

Cause-related Advertisement: stills from the advertisements used in the study

1. P&G Shiksha





2. Starbucks partnership with RED



WE
HELP
OURSELVES?

WHEN **WE SAVE**
SOMEONE ELSE'S LIFE,

**WE SAVE
OUR OWN?**



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3. Shanti Nihar Oil





दिखो खूबसूरत. क्यो खूबसूरत.