

Cause Related Marketing Campaign Trust and Readiness to Donate to Non-Profit Organizations

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Abstract— Cause-related marketing (CRM) is marketing that supports a cause associated with a non-profit organisation (NPO). The current study explores the impact of consumer psychographic features on trust in CRM campaigns and subsequent intent to donate to NPOs. The results show that collectivism and hedonism increase trust in CRM campaigns, but individualism and utilitarianism decrease trust. Also, trust in the CRM campaign has a beneficial effect on donation intentions. We explored the function of cognitive process and found that creativity has a moderating effect on the relationship between trust in CRM campaigns and contribution intentions, with higher levels of creativity leading to higher donation intentions. This study helps marketers and advertisers create efficient CRM campaigns. It also helps NPO administrators understand the importance of trust and creativity in CRM efforts and how it affects contribution intentions. The academic and managerial ramifications of this research work are examined. Trust is a crucial factor of financial support for NPOs and is critical for long-term relationships, according to this study's findings. Trust in CRM campaigns and originality are important to NPO administrators since they influence contribution intention. Thus, the current empirical study helps charities get donations and helps advertising managers create CRM campaigns for their target market. This study advances the present creativity literature by establishing the effect of creativity in CRM.

Index Terms: Cause Related Marketing, Trust, Non-Profit Organizations.

INTRODUCTION

Cause-related marketing (CRM) has become a popular strategic positioning and marketing tool to fulfil firms' corporate social responsibility (CSR) initiatives in today's global market. CRM refers to a corporate social initiative in which firms donate a specified amount to a chosen cause in response to every purchase the consumers made (Pirsch et al.,

2007). With each purchase of a product/brand, a corporation pledges to a philanthropic donation to a non-profit organisation, which benefits all stakeholders (Lafferty & Edmondson, 2014). When customers engage in revenue-sharing exchanges, Gupta defines Cause Related Marketing (CRM) as "the process of formulating and implementing marketing activities that are marked by an offer from the firm to contribute a certain amount to a designated cause." Increasingly, businesses are linking philanthropic donations to their broader strategic marketing goals. CRM campaigns were planned and completed across diverse Indian enterprises throughout the last two decades (Duarte & Silva, 2020).

A lot of previous study has focused on monetary gifts. Companies now associate themselves with social/ecological causes and donate money to Non-Profit Organization (NPOs) depending on each purchase transaction. According to the (Ponte & Richey, 2014), monetary donations were the most prevalent. However, customer contribution intentions differ, and trust is regarded one of the primary contributing factors. Furthermore, consumers believe CRM campaigns are misleading due to a lack of trust in them. Although trust is widely regarded as a critical factor driving behavioural intentions and charitable giving, few research have examined its impact on the intention to donate money to non-profit organisations (Gupta & Pirsch, 2006). Consumers distrust commercials and are fundamentally distrustful, although some psychographic qualities influence consumer trust levels. Similarly, earlier study demonstrates that psychographic features influence consumer scepticism of advertising (Westberg & Pope, 2014). Psychology has paid more attention to the individualism-collectivism difference. Similarly, research show that consumers gain utilitarian and hedonic gains from purchasing.

Individualists and collectivists may differ in their judgement of CRM initiatives (Kim et al., 2019). Moreover, individuals' utilitarian motives improve trust, while hedonic motives positively affect CRM and minimise guilt. He also discovered that shopping motivations based on hedonism and utilitarianism influence CRM campaign appraisal. Individualism, collectivism, hedonism, and utilitarianism are examined as psychological antecedents of trust in CRM campaigns (Guerreiro et al., 2016). This study examines the moderating effect of creativity on trust in CRM campaigns and donation intentions. Studies have proven the impact of creative involvement on giving intentions (Liu & Ko, 2011). To our knowledge, no CRM research has looked at creativity. Due to the lack of available research, this is the first study to provide empirical evidence on the moderating effect of creativity in CRM.

OBJECTIVE OF THE STUDY

So, this study's goal is to: (a) Do consumer psychographic features affect CRM campaign trust? (b) Does trust in CRM campaign influence intention to donate to NPO?

India has a high prevalence of CRM due to strong economic expansion driven by industrialization and an expanding middle class (Ponte & Richey, 2014). This study adds to the CRM literature by looking at how confidence in CRM campaigns affects donation intentions. It also fills a huge vacuum in the literature by exploring creativity, a hitherto studied concept in the CRM environment (Yun et al., 2019). This study helps marketers and NPO managers create effective CRM strategies by providing theoretical and practical insights.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Cause Related Marketing

Cause Related Marketing is a partnership between an organisation and a NPO to promote a cause and raise revenue for the NPO. CRM campaigns are part of an organization's promotional strategy that benefits both the sponsoring corporation and the partnering charity (Yun et al., 2019). Company, consumer, and charity/NPO alignment is critical to CRM campaign success. Retailers use CRM campaigns to

differentiate themselves and get a competitive advantage (Grewal et al., 2004). However, fraudulent CRM efforts have made it difficult for companies to build trust in CRM campaigns, making it critical to decrease scepticism over CRM methods and encourage consumer donation intent (He et al., 2019).

Trust in CRM campaign

He claims that trust is difficult to define and that there is no universally accepted term. Studies have shown the importance of trust in customer intentions to support a cause. Trust has a critical function in CRM research. (Matarazzo et al., 2020), claim that consumer trust in business motives is based on the organization's image. (Liston-Heyes & Liu, 2010) found that consumer trust in CRM campaigns affects retailer loyalty. Many recent CRM studies have emphasised the value of trust. (Molinillo et al., 2020) investigated corporate trustworthiness and CRM campaign type on purchase intent. (Bigné-Alcañiz et al., 2012) investigates online purchase intent and confidence in CRM marketing. As a result, we investigate the role of trust in CRM efforts from the perspective of contribution intention.

Psychological antecedents of trust in CRM campaign
Psychographic features may influence customer trust in advertising initiatives, according to prior research. (Bergkvist & Zhou, 2019) in their research on the psychological antecedents of trust in CRM initiatives. CRM is a comprehensive marketing tool that creates unexpected associations in the minds of consumers, making it critical to investigate the psychological components of CRM. The academic literature on psychological dimensions focuses on individualistic and collectivist mindsets, as psychologists focus on these two dimensions. Individualists are viewed as self-sufficient and self-serving (Thomas et al., 2020). A collectivist is seen as interdependent and represents the group's interests. Individualistic persons are more analytical about CRM initiatives, while collectivists are committed to social good and support CRM campaigns. Compared to an individualistic perspective, the collectivistic mindset is expected to boost trust in CRM campaigns (Santoro et al., 2020). The majority of academic research on consumer purchasing advantages has focused on two types of consumers buying orientation: hedonism and utilitarianism. Hedonism represents consumers'

emotional and entertaining values, while utilitarianism reflects shoppers' rational and practical ideals. Several research have examined hedonism and utilitarianism as psychographic variables in CRM, but few have examined trust in CRM efforts. For example, hedonic shoppers prefer CRM over utilitarian shoppers. Similarly, utilitarian shoppers were more cognitively focused and sceptical of CRM ads. Hedonic purchasing also lowered customer guilt when buying CRM(Kulshreshtha et al., 2019). Also, hedonistic shoppers are less distrustful of a CRM campaign than utilitarian shoppers.

Intention to donate money to NPO

(Grau et al., 2007)defines charity as “helping the poor”. Donations of time, blood, and money have been identified previously (Berglind& Nakata, 2005). Donation purpose has been studied extensively. A recent study revealed that monetary donations were the most popular sort of giving in India (Folse et al., 2010). (Lafferty & Goldsmith, 2005)discovered that many factors influenced consumer intention to give. Trust has an important role in developing behavioural intentions and individual giving behaviour, according to recent research. emphasised the role of trust in philanthropic donations. However, it is unknown if trust in CRM campaigns would result in monetary donations to NPOs. Previous CRM study shows that organisations partner with non-profits for many reasons (Lafferty and Goldsmith, 2005). contend that NPO commercialisation has harmed CRM initiatives. Also, research show that consumers distrust CRM techniques and dislike CRM campaigns. Finally, trust in CRM marketing may encourage consumers to pay money as a show of support. To build effective fund-raising methods, NPO management must understand the impact of trust on donation intentions. A comprehensive study in this subject is required due to the rise in consumer distrust of marketers and the lack of research on the impact of trust on NPO donation intention(Kull & Heath, 2016).

Moderating role of Creativity

Creative issue solving is defined as ‘divine intervention’. "To the extent that it is innovative and appropriate, right or worthwhile response to the task at hand," he says. He found a link between creativity and open-mindedness. Creativity is a mental process that results in new ideas or products(Kipp& Hawkins,

2019). Management requires imagination, and academics have used creativity as a key concept in marketing research. Individual creativity is a purposeful choice and goal-oriented. Similarly, he asserts that regular people can be creative. However, research shows that creativity can have a negative impact on social behaviour. Only one article has examined the impact of creativity on individual giving behaviour(Kureshi & Thomas, 2020). There is less empirical research on the effect of creativity on trust and contribution intentions in CRM. CRM has been extensively studied; however, CRM creativity has been rarely addressed.

RESEARCH METHODOLOGY

Data collection

A survey was undertaken in Bhubaneswar, a city in eastern India, to address the given hypotheses and research design. The target population's consenting respondents were contacted electronically via tablet devices. We choose respondents based on their willingness to respond to our survey in the summer of 2019. Due of the grocery store's unique shopper profile, data collecting took place between 4 and 7 p.m. Due of the extreme heat, few customers came during the day. The questionnaire was completed in 15–20 minutes and the survey took nearly four months to complete. The study's goal and the idea of CRM were explained to interested participants. Participants were also asked to read and reply to a CRM campaign. ‘Shape a Child's Future supports education of children through ABC Grocery store's CRM campaign - Kaamyabi Kay Chote Kadam by contributing 5% of price on every transaction'. As part of the purchase of an FMCG product, the merchant (ABC Grocery store) pledged a donation to the NPO (Shape a Child's Future) for child education. The CRM advertising employed fake grocery store and NPO names to remove pre-existing bias effects from a specific grocery store or NPO. The grocery store and NPO names were made up to avoid any potential bias induced by using familiar grocery stores and NPOs, and to ensure that the respondents would overcome any pre-determined associations. It is also safer to use a fake brand name to avoid consumer judgements based on prior knowledge. The cause for the CRM advertisement was researched in previous studies. In India, child education was the

most popular CRM cause. Thus, the CRM campaign's cause was chosen as child education.

SURVEY INSTRUMENT

Table 1: Demographic Profile of Respondents

Gender	Percentage
Male	54.07
Female	45.93
Age	
18-30	30.28
31-45	34.48
46-60	24.81
>60	10.43
Education	
Up to School	13.87
Graduate	30.15
Post Graduate	41.86
Professional	14.12
Income	
<200000	21.25
200001 - 500000	23.28
500001 - 800000	31.93
800001 - 1000000	13.1
>1000000	10.43

The structured questionnaire used in this study used forward-backward to keep the English versions of the measuring items consistent. The structured questionnaire was revised after the pilot test with 38 respondents for conceptual equivalence. Convenience sampling was used to select the respondents. The data were collected by two trained research assistants who understood the study's objectives and methodologies. The responses for this study were acquired by contacting grocery shoppers who exited the grocery retail outlet and asking about grocery shopping in a fictional grocery store that resembled their typical grocery store. The goal was to collect at least 600 usable surveys from 900 shoppers. The Nsurvey has 832 respondents. This study used a final sample of 786 questionnaires. 46 surveys were omitted due to missing or incomplete data.

Table 2: Measurement Instrument Items factor loadings, convergent validity, Discriminant validity and reliability.

Construct	Variables	Cronbach's Alpha	Composite Reliability	AVE	Std. Factor Loadings
Individualism		0.921	0.927	0.719	
	I see myself as distinct from others in many ways.				0.909
	I want to compete.				0.925
	I normally work alone.				0.867
	I rely on my own judgement rather than others'				0.803
Collectivism	I make decisions based on my own judgement.				0.719
		0.863	0.871	0.628	
	I usually work hard for a group's goals even if it doesn't benefit me personally.				0.868
	I want to be a team player in group activities.				0.73
	It is vital for me to readily assist others in need.				0.781
Hedonism	I could do what is best for the group, even if it means less for me.				0.786
		0.925	0.929	0.723	
	We had so much fun shopping!				0.882
	This shopping expedition was a true retreat.				0.778
	Innovating new items was fun.				0.923
Utilitarianism	I enjoyed the shopping excursion itself, not just the products I bought.				0.902
	I kept shopping because I wanted to, not because I had to.				0.753
		0.953	0.954	0.808	
	On this shopping expedition, I achieved my objectives.				0.917
	I could get what I needed.				0.94
Trust in CRM campaign	My shopping expedition was a success.				0.89
	This shopping excursion is a genius				0.898
	This was a fast store visit.				0.846
		0.779	0.781	0.543	
	I trust the 'Kaamyabi Kay Chote Kadam' campaign.				0.723
Intention to Donate	I think ABC Grocery's "Kaamyabi Kay Chote Kadam" advertising is good.				0.716
	I trust the 'Kaamyabi Kay Chote Kadam (Small Steps Toward Success)' promotion of Store.				0.77
		0.945	0.946	0.854	
	I want to support the NPO (Shape a Child's Future).				0.861
	I intend to donate to the NPO (Shape a Child's Future)				0.953
	I will donate money to NPO (Shape a Child's Future)				0.954

As shown in Table 2, the constructs and various measuring items used in this investigation were derived from prior research. Individualism was measured through five items. Collectivism was measured using five McCarty and Shrum items (Woodroof et al., 2019). 13 utilitarian and 7 hedonistic items were adapted. Individualism, collectivism, utilitarianism, and hedonism were rated on a 7-point Likert scale. Our trust in retailers CRM campaign included three items (evaluated on a seven-point scale). They were rated on a seven-point scale from strongly disagree to strongly agree. The 10 items were rated on a seven-point scale from not at all to very characteristic (Van Quaquebeke et al., 2019). All of the measurement scales used in this study have been tested for reliability. The questions were also tested on 38 customers to ensure their validity and applicability. The final component of the survey asked about respondents' demographics.

RESULTS

This study's goal is to expand existing research on CRM and donation intentions by exploring the concept of trust and its antecedents. The sample included 786 Indian grocery customers picked at random. The sample size was 54.07% male and 45.93% female. The age group of 31–45 years (34.48%) was followed by 18–30 years (30.28%). Postgraduates (41.86%) and graduates (30.15%) made up the rest of the sample. Table 1 shows the demographic characteristics of the respondents. The data were analysed using Anderson and Gerbing's suggestions (1988). Path analysis was performed after confirmatory factor analysis (CFA). To assess the measurement model's quality, the model's reliability and validity were assessed. IBM AMOS 22 was used to assess the measurement and structural models. An MGA was used to test whether creativity may act as moderator for the influence of trust in CRM campaign on intention to contribute.

DISCUSSION AND CONCLUSION

This study examines the impact of creative thinking and cultural insights on businesses, directly responding to the need for a new world vision. In April 2014, the Indian government mandated that firms invest their revenues in CSR activities that benefit society. In 2018, Indian corporations spent \$1

billion on CSR, 47% more than in 2014–15 (India Briefing, 2020). CRM is one of the key kinds of corporate giving embraced by numerous firms across India (Kulshreshtha et al., 2019). The latest changes in financing policies have significantly curtailed the activities of India's 3 million registered non-profits. This study is significant since obtaining funds for non-profit organisations is difficult and non-profit organisations rely on individual donations to survive. Similarly, (Vaidyanathan & Aggarwal, 2005) assert that while CRM has grown in popularity, its campaign claims have been less accepted. Our study's overall purpose was to analyse the impact of trust on NPO contribution intention from a CRM perspective. It has been shown that creativity enhances trust in CRM initiatives. Trust is a crucial factor of financial support for NPOs and is critical for long-term relationships, according to this study's findings. Trust in CRM campaigns and originality are important to NPO administrators since they influence contribution intention. Thus, the current empirical study helps charities get donations and helps advertising managers create CRM campaigns for their target market. This study advances the present creativity literature by establishing the effect of creativity in CRM.

LIMITATIONS AND FUTURE RESEARCH

This study has added to our understanding of contribution behaviour in CRM, however it has certain flaws. The study was conducted in India and the subjects are from one culture, making conclusions difficult to generalise. Different cultural values such as individualism and collectivism would lead to fascinating outcomes and significant insights. Future study could confirm this phenomenon. Moreover, the findings only evaluate donation intention with one parameter, namely trust in CRM campaign. Other aspects that could be included in future research include message framing, contribution proximity, guilt appeals, loyalty, and involvement. Another constraint is the chosen purpose (education) and product category (FMCG) for the CRM campaign, which provides future study options. Other product categories like as fashion or beauty could also be investigated to see how they effect the chosen constructions. Future research may examine the influence of demographic characteristics including

gender, income, and age in predicting trust in CRM campaigns. However, the influence of CRM ads on elder generations is definitely worth more study in context, thereby extending the current creativity literature.

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