

CAUSE-RELATED MARKETING: MODERATION EFFECT OF CUSTOMER VALUES ON THE INFLUENCE OF CAUSE-BRAND FIT, FIRM MOTIVES AND ATTRIBUTE ALTRUISTIC TO CUSTOMER INFERENCE AND PARTICIPATION INTENTION

**Halim R.E.
Adiwijaya K.
Fauzan R.**

University of Indonesia

E-mail: rizaledy@gmail.com; adiwijaya@gmail.com; fauzan@gmail.com
Campus UI Depok, Depok, 16424, West Java, Indonesia

ABSTRACT

This study develops a conceptual model of Cause-related Marketing (CrM) investigating the effect of cause-brand fit, firm motives and altruistic attribution to customer inference and participation intention moderated by customer values. The approach used is quantitative where data are collected through a survey using non-probability sampling techniques. The sample was formed by consumers of Bottled Drinking Water Aqua brand and data was analyzed through structural equation modeling and multi-group analysis to test the hypothesis of moderation on the model. The findings in this study show consumers may use brand attitude before they participate in behavior intention that formed through CSR perception, brand credibility and altruistic attribution using firm social motives and cause-brand fit in CrM campaign. The results confirm lower altruists consumers use mainly altruistic attribution to form their judgment on brand credibility. They also employ cause-brand fit and firm motives to shape their decision on CSR perception in CrM messages.

Key words: Cause-related Marketing, Cause-Brand Fit, Brand Credibility, Altruistic Values.

CAUSE-RELATED MARKETING: MODERASI CUSTOMER VALUE TERHADAP PENGARUH CAUSE-BRAND FIT, FIRM MOTIVE DAN ATTRIBUTE ALTRUISTIC PADA CUSTOMER INFERENCE DAN PARTICIPATION INTENTION

ABSTRAK

Penelitian ini mengembangkan model konseptual cause-related marketing (CRM) yang meneliti pengaruh cause-brand fit, firm motives and altruistic attribution pada customer inference and participation intention yang dimediasi oleh nilai-nilai pelanggan. Penelitian ini adalah pendekatan kuantitatif dengan data diperoleh dari survei dengan menggunakan teknik pengambilan sampel non - probabilitas. Sampel berasal dari konsumen air minum dalam kemasan merek Aqua dan data dianalisis dengan pemodelan persamaan struktural dan analisis multi-group untuk menguji hipotesis moderasi pada model tersebut. Ditemukan bahwa konsumen dapat menggunakan sikap merek sebelum mereka berpartisipasi untuk niat perilaku yang terbentuk melalui persepsi CSR, kredibilitas merek, dan atribusi altruistik dengan menggunakan motif sosial perusahaan dan cause-brand effect diseusaiakan dengan CRM campaign. Hasil mengkonfirmasi low altruists consumers menggunakan atribusi altruistic attribution untuk penilaian mereka pada kredibilitas merek. Mereka juga menggunakan cause-brand fit dan motif perusahaan untuk membentuk keputusan mereka pada persepsi CSR dalam pesan CRM.

Kata Kunci: Cause-related Marketing, Cause-Brand Fit, Brand Credibility, Altruistic Values.

INTRODUCTION

The increasing competition in the market has saturated the possibility of brand differentiation based on traditional attributes such as price and quality. Brand needs to be associated with symbolic values such as altruism or civic mind into an entity so that consumers are able to identify themselves with the brand and thus build a stable committed relationship that benefits both parties. In this context, linking the brand with corporate social responsibility (CSR) is a very effective positioning strategy that can be competitive differentiation attributes (Brammer and Millington 2006; Du et al. 2007). As part of corporate strategy, CSR programs have been used by companies in the world. More than 3,000 leading companies in 116 countries have joined the UN Global Compact (UNGC 2007a), 1,000 others followed the guidelines of Global Reporting Initiative (UNGC 2007b) and 90 percent of Fortune companies have CSR programs (Kotler and Lee 2005).

There are many researches in recent years about the effect of CrM campaigns on consumer behavior. It can be argued that generally people have preference to brands which are associated with social causes in CrM strategy (Webb and Mohr 1998; Lafferty and Goldsmith 2005). However, they were initially skeptical about such practices (Dean 2003; Forehand and Grier 2003). Any assessment that helps to deactivate naturally skeptical attitude toward the brand will increase consumer response to campaigns CrM (Lafferty and Goldsmith 2005; Trimble and Rifon 2006). In this case, the literature shows that the credibility of the brand in a CrM is one of the most powerful indicator to help consumers to deactivate suspicious of brand valuation (Trimble dan Rifon 2006), plays a major role in the mechanisms that create a campaign CRM is more persuasive and influential on consumer response (Bigne'-Alcaniz et al. 2009).

Various studies have analyzed the antecedent to brand credibility in CrM (Rifon et al. 2004, Becker-Olsen et al. 2006, Lafferty 2007), focusing almost exclusively on the

effect of variable-related companies (such as cause-brand fit, altruistic attribution or brand reputation). In the context of a broader study, researchers have shown that personal values influence ethical consumption behavior; responses to CSR initiatives (Basil and Weber 2006; Bigne et al. 2005), pro-environmental attitudes and behavior (Fraj and Marti'nez 2006) and attitudes towards fair trade (De Pelsmacker et al. 2005; Doran 2009). However, in the field of CrM, the influence of individual values to consumer response has less attention of researchers.

Therefore, this study adopts a new approach in examining the credibility of the brand, the perception of CSR and brand attitude in CrM, by analyzing the role of moderator of the structure of consumer values in the buying decision making process. The study of the moderating role of consumer altruistic values in the key antecedents of brand credibility, perceptions of CSR and brand attitude in the CrM (i.e. cause-brand fit, company motives and individual attribution of altruistic brand motivation) had been done partially by Enrique B. et al. (2009). They did not consider the participation intention as the final decision in consumers buying decision-making process. Thus, the research problems that will be uncovered in this study are: (1) Do cause-brand fit and firm motives affect attribute altruistic positively; (2) Do cause-brand fit, firm motives and altruistic attribution affect brand credibility, CSR perception and brand attitude positively; (3) Do altruistic values moderated the affect of cause-brand fit, firm motives and altruistic values to brand credibility, CSR perception and brand attitude; (4) Do brand credibility and CSR perception affect brand attitude positively; and (5) Do brand credibility, CSR perception and brand attitude affect participation intention positively.

THEORETICAL FRAMEWORK AND HYPOTHESIS

Cause-Brand Fit

Fit is the degree of perceived similarity and fit between the social causes and the brand is

perceived by consumers (Lafferty 2007; Trimble and Rifon 2006). Although many studies have explored the effects of Cause-Brand Fit to the CRM campaign (Pracejus and Olsen 2004; Rifon et al. 2004; Becker-Olsen et al. 2006; Lafferty et al. 2004), there is little empirical evidence not enough to prove that better matches will encourage more positive consumer response, and in fact, several studies have shown that a moderate level of fitness can improve the effectiveness of CRM campaign (Menon and Kahn 2003; Rifon and Trimble 2006; Lafferty 2007; Barone et al. 2007).

The most likely reason for the diversity of the research on the effects of the Cause-Brand Fit to CRM is heterogeneity in the operationalization of variables (Barone et al. 2007). Review of literature shows two common ways operationalization of Cause-Brand Fit, the first based on functional attributes (functional fit) and the other based on the affinity image (image compatibility) (Lafferty et al. 2004; Trimble and Rifon 2006; Barone et al. 2007).

Functional suitability is determined by comparing the characteristics and functions of the product categories associated with the brand, and type of causes that are associated (e.g. cosmetics and environmental products). Image fit, however, is based on the existence of image and positioning the same characteristics between the two sides, thus, consumers determine the suitability of this type by comparing their brand image and the image of a specific cause-related (e.g. The Body Shop and the World Wildlife Fund) (Bigne'-Alcan~iz et al. 2009).

Most studies have focused on one or other operations, without simultaneously analyzing the effects of both dimensions of Cause-Brand Fit on consumer response (Bigne'-Alcan~iz et al. 2009). According Bigne'-Alcan~iz et al. only Trimble and Rifon (2006) and Barone et al. (2007) which uses an indicator for the functional dimension and imagery to measure the Cause-Brand Fit.

Although treated as undimensional fac-

tor because, according to Trimble and Rifon (2006) do not need to discriminate the two dimensions of compatibility because of the perception of the suitability of the causes and global brands and an integral in the minds of consumers. Researchers Bigne'-Alcan~iz et al. (2009) considers the nature of cause-brand fit double chosen to consider this variable as a second order factor formed by the two-dimensional, functional fitness (functional fit) and fit the image (image fit).

Attribution altruistic

CRM is a type of promotional strategies that enable the type of attributional mechanisms. In the context of CRM, the two types of individuals tend to attribute motives to the advertiser (Forehand and Grier 2003), motives which focuses on the potential benefits for social purposes (ie altruistic motive) and they focused on the potential benefits to the brand itself (ie self-interested motives.) Although it has been shown that consumers can simultaneously attribute both types of motives in the CRM campaign (mixed motives) (Ellen et al. 2006), most studies have shown that the dominance of one or other attribution (altruistic or selfish) will influence the next assessment in the brand (Rifon et al. 2004; Becker-Olsen et al. 2006; Du et al. 2007).

FIRM Motives

Currently, consumers are increasingly demanding transparency and corporate governance (Cone 2007; Daw 2006), and they will reward (e.g. purchase products, participate in the campaign) and punish the company (refuse to buy products, to spread negative WOM) based on company motive perceived (see Campbell and Kirmani 2008; Ellen, Rifon et al. 2004).

Since this study shows that consumers can see the motive of the company in the CRM campaign with skeptical and separately that the perception of CSR impact on the intensity of behavior, we believe it is important to develop a comprehensive theoretical framework to integrate consumer inference

in this model (Folse et al. 2010). If consumers believe that the motive of the company's altruistic, then they will express the attitude that corporations have social responsibilities. However, if the company believed there are ulterior motives, then the consumer will form a negative evaluation of the CSR firm.

Brand Credibility, CSR Perception and Brand Attitude

Some authors suggested that the concept of the credibility of the most influential in the marketing literature (Erdem and Swait 2004; Trimble and Rifon 2006), in which the credibility of a source component bidimensional model of resources and expertise from a reliable source. The credibility of the brand, in the context of a CRM campaign, can be defined as the extent to which consumers feel that the brand is expressed sincerity and goodwill (trust) and have the necessary skills and experience (skill) to connect to a particular social causes (Bigne'-Alcan~iz et al. 2009).

It is well known that consumers' perceptions towards CSR directly affects participation intention (Grau and Folse 2007) and brand switching behavior (Cone 2007). There is increasing attention focused on strategies designed to display the CSR. For example, some companies focus on environmentally friendly, a commitment to diversity in hiring and promoting employees, community involvement, sponsoring cultural events, or corporate philanthropy.

Consistent with a number of theories, the attitude is usually conceptualized as a consequence of the conviction and the antecedent of the intensity of behavior (Folse et al. 2010). Attitude towards brands has been used to predict behavioral intention in psychological and social theories such as theory of planned behavior.

The Moderating Role of Altruistic Values

Various consumer psychographic characteristics such as ideology and personality have been found to influence response to CrM (Webb and Mohr 1998). Similarly, there is

the possibility that the characterization of the structure of consumer value, especially if they have altruistic values is more or less, will affect the antecedent of brand credibility in CrM.

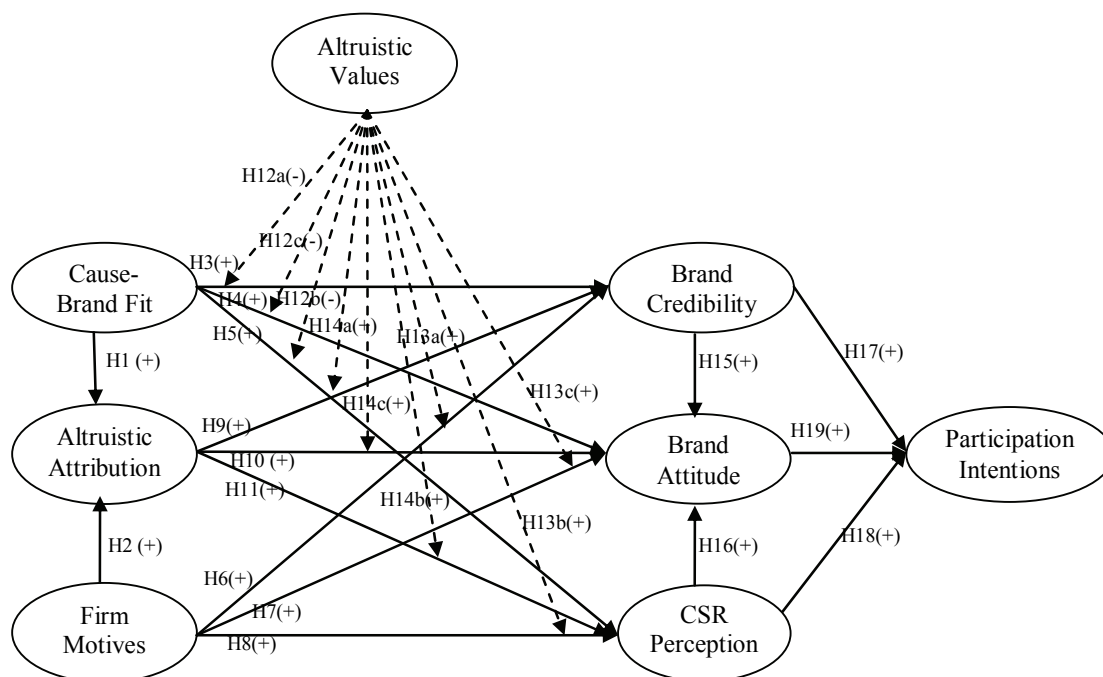
In that case, Basil and Weber 2006 hoping that the CrM will result in the context that provoked the altruistic values that are cognitively activated by the consumer, which for some people is the core values, thereby, strengthening one's altruistic self-awareness. In other words, a greater dominance of altruistic values will strengthen the CrM scenario led to the suspicion that the consumer (Dean 2003; Strahilevitz 2003), which will lead individuals to be more rigorous in their assessment of the brand, look for indicators to support, guarantee the truth of faith and legitimate brand of social responsibility (Forehand and Grier 2003; Menon and Kahn 2003).

So, for consumers altruistic, altruistic brand attributes of motivation is a very useful indicator to gain greater confidence in their assessment of the credibility of the brand, with weakness efficiently deactivate the larger of the CrM (Folse et al. 2010). However, after the reasons above, non-altruistic consumers tend to not see a CrM campaign as a special threat to their self-concept.

Such individuals do not need to legitimize the brand truth in good faith so tight, they may be able to understand the motivations that are mixed in the brand association with the social-cause (Ellen et al. 2006). Consumers will not find a basis for assessing the relevance of their brands on the attribution altruistic motivation, but will be enough to believe in more accessible indicators such as cause-brand fit to assess the credibility of the brand in an attempt to persuade through CrM (Folse et al. 2010.)

Figure 1 shows the theoretical model proposed in this study and the moderate effect that altruistic values are expected to have antecedent influence on consumer inference in the CrM campaign.

Figure 1
Antecedents of Customer Inferences and Their Influence to Participation Intention: The Moderating Role of Altruistic Values



Source: Folse, JAG et al. 2010 and Bigne-Alcaniz et al. 2009 with modification.

Hypothesis

According to Schema theory lack of fit between the brand and social causes to improve the cognitive effort of individuals' (Rifon et al. 2004; Simmons and Becker-Olsen 2006), because they feel obliged to engage in the communication process in order to assimilate new information (e.g. social causes) in an existing scheme (e.g. brand). Production of these larger cognitive make consumers more deeply examine the reasons which have led brands to associate themselves with social causes (Strahilevitz 2003; Menon and Kahn 2003; Rifon et al. 2004), thus stimulating the emergence of beliefs and judgments that have been on egoistic nature of the efforts of the brand at the time of approach. Therefore, the author proposed the hypotheses:

H1. In CrM campaign, cause-brand fit has direct positive impact on consumer attributions of altruistic motivation brand.

H2. In CrM campaign, the company motive has a direct positive impact on consumer attributions of altruistic motivation brand.

Similarly, cause-brand fit may have a direct impact on the credibility of the brand, the perception of CSR and brand attitude in the CrM campaign. When the perception of the compatibility between social causes and brand increases, consumers are more likely to see the brand has more ability and experience (having more expertise) when associated with a cause (Becker-Olsen et al. 2006).

In addition, a larger cause-brand fit would hamper the development of self-centered assessment so that these variables can be used directly as an indicator to evaluate the honesty and sincerity of its brand in a CrM (Rifon et al. 2004; Becker-Olsen et al. 2006). The authors also suspected cause-brand fit can also be used as an indicator to evaluate the perception of CSR and brand attitude. Thus, the authors hypothesize, in the CrM campaign:

H3. Cause-brand fit has a direct positive impact on the credibility of the brand.

H4. Cause-brand fit has a direct positive impact on the perception of CSR.

H5. Cause-brand fit has a direct positive impact on brand attitude.

In addition, when evaluating the credibility of the brand in a CrM campaign, consumers are trying to find out the motive which causes the brand to link to a social cause. Most studies have shown that in the context of CrM, brand relevance altruistic motivation to produce more credibility (Klein and Dawar 2004; Ellen et al. 2006; Du et al. 2007), because there is greater compatibility between what the brand transmitted (call social commitment) and motives that have led to behavior (altruistic motive).

Forehand and Grier (2003) has shown that consumers respond more poorly socially responsible practices with a brand when they attribute selfish motivations, not because they are selfish, but because they feel that they are being manipulated or deceived. Consumer attributions of altruistic motivation needed brand similarity perceptions between what brand they are trying to send and the motive is right, this will inhibit the sensation of the possibility of fraud and manipulation by the brand.

The authors also suspect that the attribution of consumers about the brand and the motives altruistic motivation company can be used as an indicator to evaluate the credibility of the brand, their perceptions of CSR and their attitude towards the brand. Therefore, the author proposes the hypothesis, in the CrM campaign:

H6. The company motive has a direct positive impact on the credibility of the brand.

H7. The company motive has a direct positive impact on the perception of CSR.

H8. The company motive has a direct positive impact on brand attitude.

H9. Altruistic attribution has a direct positive impact on the credibility of the brand.

H10. Altruistic attribution has a direct positive impact on the perception of CSR.

H11. Altruistic attribution has a direct positive impact on brand attitude.

According to Folse et al. 2010 that proposed altruistic values will positively mod-

erate the influence of altruistic attribution to brand credibility, CSR perception and negatively moderate the influence of cause-brand fit to brand attitude, therefore the hypotheses, in the CrM campaign:

H12a. Cause-brand fit impact on brand credibility will be felt weaker on higher altruists than lower altruists.

H12b. Cause-brand fit impact CSR perception will be felt weaker on higher altruists than lower altruists.

H12c. Cause-brand fit impact brand attitude will be felt weaker on higher altruists than lower altruists.

H13a. Firm motives impact on brand credibility will be felt stronger on higher altruists than lower altruists.

H13b. Firm motives impact on CSR perception will be felt stronger on higher altruists than lower altruists.

H13c. Firm motives impact on brand attitude will be felt stronger on higher altruists than lower altruists.

H14a. Altruistic attribution impact on brand credibility will be felt stronger on higher altruists than lower altruists.

H14b. Altruistic attribution impact on CSR perceptions will be felt stronger on higher altruists than lower altruists.

H14c. Altruistic attribution impact on brand attitude will be felt stronger on higher altruists than lower altruists.

Furthermore, given that the level of corporate attitudes affect the level of brand attitude (Niedrich and Swain 2003), the authors predict the perception of CSR will have a positive impact on brand attitude, and the authors also suspected the credibility of the brand positively affects brand attitude, with the hypothesis as follows:

H15 Brand credibility has a positive influence on brand attitude

H16 Perception of CSR has a positive influence on brand attitude

Consistent with theory in addition, a positive attitude toward the brand must also affect the intensity of behavior (Folse et al. 2010), then attitudes formed as a result of social identification process are more ac-

cessible in memory of individuals (Terry et al. 2000), and this increases the possibility of broader access individual attitudes influence behavior (Fazio et al. 1989), the authors hope that the credibility of the brand, brand perceptions and attitudes affecting CSR positively to the intensity of direct participation, with the hypothesis as follows:

H17 Brand credibility has a positive influence on the intensity of participation

H18 Perception of CSR has a positive influence on the intensity of participation

H19 Brand attitude has a positive influence on the intensity of participation

RESEARCH METHOD

Data Collection and Sample

This study includes descriptive and causal research with single cross-sectional method. The unit of analysis that will be considered in this case is the consumer of bottled drinking water Aqua brand that had seen or heard of Aqua's CrM campaign. The population in this study is the population of Indonesia especially in Java and Sumatera who become consumers of bottled drinking water Aqua that had seen or heard of Aqua's CrM campaign.

The number of samples to be taken in this study is 500 respondents that are taken in five big cities in Java and Sumatera including Jakarta, Bandung, Solo, Medan and Surabaya where the sampling method used is non probability sampling especially known as combination of judgmental and convenience sampling. From each of the cities the author took 100 respondents whereas data are collected by self-administered technique. Selection of respondents is conducted by combination of purposive and convenience sampling method in which respondents who selected only those who had seen and or heard about the program campaigns CrM Aqua and they fill in the questionnaire by their own without help of guides.

According to the research objective, data is analyzed by descriptive analysis and analysis of relationships between variables. The author used Structural Equation Modeling

(SEM) using the LISREL software version 8.80 to assess the measurement instruments and to test the structural relationships of the conceptual framework proposed in the research model simultaneously

Measurement

The variables measured in this study using a Likert scale with six scale with the number of respondents requesting approval of a proposed statement starting from the statement represented strongly disagree with the numbers one to strongly agree with the statement, represented by six numbers. Brand credibility is measured with bipolar adjectives of the scale. After Lafferty et al. (2004), functional fitness and suitability of the image measured on the three-item seven-point scale with a pair of bipolar adjectives proposed by Rifon et al. (2004).

Attribution altruistic measured on a scale of three-item seven-point bipolar based on the Becker-Olsen et al. (2006) and Strahilevitz (2003). Finally, individual values measured at short scale Value Survey (SSVS) Schwartz (2003). This is a shortened version of the Schwartz Value Survey (SVS) consists of 21 items that reflect the ten types of values proposed by Schwartz (1992) (hedonism, achievement, power, security, conformity, tradition, benevolence, universalism, self-direction and stimulation). Type values are classified in extreme double axis is four higher value-orders in which human values can be classified as: openness to change, conservation and self-transcendence of self-improvement.

In the dimension of self-transcendence, Schwartz (2003) including the values of kindness and universalism, the purpose of motivation is the preservation and improvement of welfare of the people with whom one in frequent personal contact (benevolence) and appreciation, tolerance, and protection for the welfare of all people and for nature (universalism). According to Schwartz (2003) the second type is the value of social values or pro altruistic.

Despite the fact that for this study only

Table 1
Confirmatory Factor Analysis: Measurement Psychometric Properties

Factor	Item	Convergent Validity		Reliability		
		Factor Loading (t-value)	Loading Average	Cron bach's α	CR	VE
Cause Brand Fit (CBF)	CBF4	0.89 (24.53)*	0.76	0.89	0.9	0.75
	CBF5	0.88 (24.31)*				
	CBF6	0.82 (21.75)*				
Altruistic Attr. (AL)	AL1	0.73 (17.08)*	0.69	0.72	0.75	0.6
	AL2	0.79 (18.72)*				
Firm Motives	MP2	0.76 (19.35)*	0.73	0.86	0.8	0.5
	MP3	0.90 (24.73)*				
	MP4	0.75 (18.96)*				
	MP5	0.71 (17.71)*				
Brand Credibility	KM1	0.81 (20.49)*	0.7	0.83	0.79	0.56
	KM2	0.72 (15.89)*				
	KM3	0.79 (19.67)*				
Brand Attitude	SM1	0.78 (19.60)*	0.77	0.85	0.86	0.6
	SM2	0.76 (19.00)*				
	SM3	0.76 (19.15)*				
	SM4	0.79 (20.18)*				
Corporate Social Responsibility	CSR2	0.69 (16.28)*	0.66	0.86	0.77	0.52
	CSR3	0.73 (17.67)*				
	CSR6	0.73 (17.69)*				
Participation Intentions	IP2	0.69 (16.30)*	0.74	0.8	0.78	0.55
	IP3	0.73 (17.48)*				
	IP4	0.84 (21.09)*				

Notes: CR = Construct Reliability; VE = Variance Extracted; * $p < 0.05$; Goodness of fit index: NFI = 0.92, NNFI = 0.94, CFI = 0.95, IFI = 0.95, RMSEA = 0.062

type of self-transcendence values are interesting because they are used to classify altruists and non-altruists, decided to implement full-scale SVSS to get realism and objectivity in measuring customer value structure (Schwartz 2003). As shown on Table 1, the CR and VE fulfilled of the good minimum requirement ($CR \geq 0.70$, $VE \geq 0.50$). To raise goodness of fit index of the model measurement, several indicators that have lower factor loading (<0.6) are eliminated.

DATA ANALYSIS AND DISCUSSION

Tests of Hypotheses

Firstly and as shown in Table 2 (the result of the analysis) suggest that cause brand fit has a positive influence on altruistic attribution ($\beta = 0.35$; $p < 0.05$) thereby confirming that better cause-brand fit would cause low cognitive production which would favor the

generation of altruistic attribution to the brand (Becker-Olsen et al. 2006; Simmons and Becker-Olsen 2006 in Bigne'-Alcan~iz et al. 2009).

According to Rifon et al. 2004; Simmons and Becker-Olsen 2006, because the firms feel obliged to engage in the communication process in order to assimilate new information (e.g. social causes) in an existing scheme (e.g. brand), the author tried to propose that in CrM campaign, firm motives has direct positive impact on consumer attributions of altruistic motivation brand and the result of the analysis was significant ($\beta = 0.5$; $p < 0.05$).

Contrary to the previous research (Becker-Olsen et al. 2006 and Bigne'-Alcan~iz et al. 2009), in this study cause-brand fit has not the ability to become an indicator of the two components of brand credibility (trust

Table 2
Structural Equation Modeling: Causal Relation Analysis

H	Structural Relation	Standardized coefficient (β)	Robust t value	Hypotheses
H1	Cause Brand Fit \rightarrow Altruistic attribution	0.35	5.07*	Supported
H2	Firm Motives \rightarrow Altruistic attribution	0.50	6.61*	Supported
H3	Cause Brand Fit \rightarrow Brand Credibility	- 0.03	- 0.39	Not Supported
H4	Cause Brand Fit \rightarrow Brand Attitude	- 0.13	- 1.09	Not Supported
H5	Cause Brand Fit \rightarrow CSR Perception	0.34	4.47*	Supported
H6	Firm Motives \rightarrow Brand Credibility	0.24	3.18*	Supported
H7	Firm Motives \rightarrow Brand Attitude	- 0.21	-1.02	Not Supported
H8	Firm Motives \rightarrow CSR Perception	0.67	5.77*	Supported
H9	Altruistic Attribution \rightarrow Brand Credibility	0.51	5.62*	Supported
H10	Altruistic Attribution \rightarrow Brand Attitude	-0.23	-1.55	Not Supported
H11	Altruistic Attribution \rightarrow CSR Perception	-0.05	-0.63	Not Supported
H15	Brand Credibility \rightarrow Brand Attitude	0.23	2.08*	Supported
H16	CSR Perception \rightarrow Brand Attitude	1.05	3.86*	Supported
H17	Brand Credibility \rightarrow Participation Intentions	0.06	0.98	Not Supported
H18	CSR Perception \rightarrow Participation Intentions	0.63	5.08*	Supported
H19	Brand Attitude \rightarrow Participation Intentions	0.19	2.21*	Supported

Notes: * $p < 0.05$; Goodness of fit index: NFI = 0.92, NNFI = 0.94, CFI = 0.95, IFI = 0.95 RMSEA = 0.062

worthiness and expertise). It means it is not able to directly improve perception of brand sincerity and brand expertise in its association with the social cause but it needs to be explored further. As Becker-Olsen et al (2006) argued that when the perception of the compatibility between social causes and brand increases, consumers are more likely to see the brand has more ability and experience (having more expertise) when associated with a cause, the author also suspect it would directly positive impact on CSR perception and the result of the analysis was significant ($\beta = 0.34$; $p < 0.05$).

According to Folse et al (2010) that proposed if consumers believe the motives of the firms are altruistic, their attitude should be that the firm is socially responsible, the author also expect it would positively direct impact on the credibility of the brand, and the result of the analysis was significant ($\beta = 0.24$; $p < 0.05$). On the other hand, it is not able to generate positive brand attitude that might be need to be further explored. This

research supported the previous study Folse et al (2010) that stated if consumers believe the motives of the firm are altruistic, their attitude should be that the firm is socially responsible ($\beta = 0.67$; $p < 0.05$).

Like Bigne'-Alcan~iz et al. 2009 stated that altruistic attributions are the most powerful antecedent to brand credibility in CrM, the model estimation provided the evidence ($\beta = 0.51$; $p < 0.05$). Thus, with the CrM message consumers perceive that the brand is making a persuasion attempt by projecting itself as a socially responsible entity.

The attribution of altruistic motivations legitimates that persuasion attempt as there is greater congruence between what the brands is trying to transmit (social commitment vocation) and the reasons underlying such behaviour. In this context, brand credibility as part of the CrM alliance is enhanced, reducing the likelihood of consumers feeling deceived or manipulated (Bigne'-Alcan~iz et al. 2009). From the fact, the au-

Table 3
Multi-Group Analysis: Moderating Effect of Altruistic Values

H	Structural Relation	G1 : Higher Altruists Loading (t- value)	G2 : Lower Altruists Loading (t- value)	Hypotheses
H12a	Cause Brand Fit → Brand Credibility	0.04 (0.48)	-0.08 (-0.82)	Not Supported
H12b	Cause Brand Fit → CSR Perception (G2 > G1)	0.30 (3.47*)	0.38 (2.79*)	Supported
H12c	Cause Brand Fit → Brand Attitude	-0.04 (-0.71)	-0.20 (-0.71)	Not Supported
H13a	Firm Motives → Brand Credibility (G2 > G1)	0.29 (3.13*)	0.24 (1.75)	Not Supported
H13b	Firm Motives → CSR Perception (G2 > G1)	0.51 (6.33*)	0.76 (4.90*)	Supported
H13c	Firm Motives → Brand Attitude	-0.12 (-0.75)	-0.38 (-0.69)	Not Supported
H14a	Altruistic Attribution → Brand Credibility (G2 > G1)	0.56 (4.31*)	0.72 (3.44*)	Supported
H14b	Altruistic Attribution → CSR Perception	-0.06 (-0.64)	-0.02 (-0.13)	Not Supported
H14c	Altruistic Attribution → Brand Attitude	-0.08 (-0.52)	-0.38 (-1.18)	Not Supported

thor proposed that altruistic attributions would also positively impact on brand attitude and CSR perception however the result of the study did not provide the statement and it needs to be further explored. From the evidence, neither firm motives nor altruistic attribution directly impact on brand attitude; however both of them have positive effect on brand credibility.

Then it just significantly predicted brand attitude ($\beta = 0.23$; $p < 0.05$). It means to build customers' brand attitude, firstly the firm should erect brand credibility by raising firm's motives and altruistic attribution. More over, if the company wants to construct customers' brand attitude through CSR perception that supported in the evidence ($\beta = 1.05$; $p < 0.05$), firstly it should create firm motives and cause-brand fit.

The evidence in this study supported the result of Grau and Folse's research (2007) stated the consumers' perceptions towards CSR directly affects participation intention ($\beta = 0.63$; $p < 0.05$) and consistent with a number of theories such as theory of planned behavior and Folse, et al, (2010) hypothesis

proposed in their study, the attitude is usually conceptualized as a consequence of the conviction and the antecedent of the intensity of behavior ($\beta = 0.19$; $p < 0.05$). However, in this study brand credibility does not significantly affect on behavioral intention and it needs to be explored further.

As shown in Table 3 (multi-group analysis), contrary to Bigne'-Alcan'iz, et al, (2009) findings, cause-brand fit does not support the difference between higher altruists and lower altruists to predict either brand credibility or brand attitude and those facts need to be explored further in future research. On the other hand, cause-brand fit influence CSR perception more intensely in lower altruists ($\beta = 0.38$; $p < 0.05$) than in higher altruists ($\beta = 0.30$; $p < 0.05$). As well as cause-brand fit, firm motives manipulate CSR perception stronger in lower altruists ($\beta = 0.76$; $p < 0.05$) than in higher altruists ($\beta = 0.51$; $p < 0.05$).

The results provide support for the theoretical argument proposed in this study to justify the moderator effect of altruistic values on antecedents to CSR perception in a

CrM campaign for lower altruists. Thus, this communication strategy generates a strong suspicion scenario around a CSR perception that is reduced mainly through the judgment on the altruistic attribution leading the CSR perception to link to the judgment on compatibility between social cause and the brand (i.e. brand-cause fit) and firm motives.

Contrary to the Bigne'-Alcan~iz, et al, (2009) findings, lower altruists make more use of the altruistic attribution ($\beta = 0.72$; $p < 0.05$) as an indicator to evaluate brand credibility than lower altruists ($\beta = 0.56$; $p < 0.05$). It means in its CrM campaign, to enforce brand credibility the firm should use altruistic attribution for lower altruists. On the other hand, firm motives do not support the distinction between higher altruists and lower altruists to foresee brand credibility and this fact needs to be investigated more.

Finally, as well as cause-brand fit, the altruistic attribution does not support the difference between higher altruists and lower altruists to envisage consumers' attitude toward the brand and it needs to be explored further.

CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

The results reported in this paper contribute to the literature on the influence of CrM on consumer behavior by making explicit the moderating role of altruistic values on the antecedents of brand credibility, CSR perception and brand attitude (cause-brand fit, altruistic attributions and firm motives) in a CrM campaign, and the antecedents of participation intention. Thus, three general conclusions can be extracted from this work.

Firstly, there are two ways to encourage consumers' participation intention, firstly creating positive brand attitude through raising brand credibility by endorsing altruistic attribution in CrM campaign. The activities could be done by promoting firm social motives and brand fit with social cause. The evidence shows altruistic attribution can not directly shape brand attitude except brand credibility initially. So we suggest marketers

to raise their brand credibility using altruistic attribution through campaigning of social cause (i.e. firms motives and cause-brand fit). On the other side, brand attitude will be also possible formed through CSR perception building communication strategy by promoting cause-brand fit and firm social motives in CrM campaign.

Secondly, this research shows that values structure (specifically, the predominance of altruistic values) has a moderating effect on the antecedents to brand credibility and CSR perception in a CrM. Lower altruists differ from higher altruists in the way they use various indicators (cause-brand fit, firm motives and altruistic attribution) to form a perception of brand honesty and expertise (i.e. brand credibility) and CSR perception when the brand and the firm are projected as socially responsible in CrM campaigns. While lower altruists mainly use cause-brand fit and firm motives to form a judgment on CSR perception and use the altruistic attribution to make that assessment of brand credibility in CrM.

Such a moderating effect has implications for CrM campaign managers. If a brand's target involves consumers who tend to have less altruistic values, particular care must be taken over the elements which can shape CSR perception in community development, environmental conservation, and donation in charity, (e.g. giving scholarship, restoring basic infrastructure, and other more prioritized social causes needed to develop social welfare).

In CrM campaign the managers should related those social-cause activities with the brand and firm motives, as these indicators are more significant as antecedents of CSR perception. Moreover, they should concern to the elements which can affect the attribution of brand motivations (e.g. the amount donated to the social cause, or the time horizon for the sponsorship), as this indicator is more significant as an antecedent of credibility.

Finally, estimation of the second order model underlines the one of the two nature

of cause-brand fit, image fit. This result highlights the fact that consumers use this cognitive base to determine cause-brand fit. Therefore, brand managers should pay attention to image fit when selecting a social cause to associate with in a CrM campaign. The type of similarity with the social cause contribute to a global perception of fit which influences brand credibility in a CrM campaign (and therefore in subsequent consumer responses), and hence should be proposed as decision criteria when choosing the social cause. The managers should give more consideration on social motives of the firm in CrM campaign (e.g. proactive in pure charity or public service).

A possible limitation of this study relates to the use of real brand in the study. Even though a real brand adds realism to the perceptions of the CrM campaign, it also generates a condition in which prior knowledge may bias evaluations of brand credibility (Strahilevitz 2003). Consequently, further research should replicate this study with fictional brands, controlling for the effect of consumer information (Bigne'-Alcan~iz et al. 2009).

With regard to other possible lines of research, it is reasonable to suppose that altruistic values do not only moderate the formation of brand credibility but also subsequent consumer attitudes and behaviors in the CrM. Therefore, it would be advisable to extend this study to examine the possible moderating effect of altruistic values on the impact of brand credibility on other consumer responses such as the projected CSR image and other identification with the brand (Bigne'-Alcan~iz et al. 2009).

It would also be interesting to research the possible moderating influence of the other higher-order values such as conservation and openness to change, on the antecedents to brand credibility. In this regard, it is expected that in comparison to people who are open to change, more conservative individuals will tend not to attribute companies with a need for social commitment (Doran 2009 in Bigne'-Alcan~iz et al. 2009).), and observe

CrM campaigns with more suspicion, thereby perceiving the brand as less credible (Bigne'-Alcan~iz et al. 2009).

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