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**BUYING FOR A CAUSE: CONSUMER ATTITUDES TOWARDS CAUSE  
MARKETING, USING THEORY OF PLANNED BEHAVIOR**

by

Katie Lynn Sloan

A Thesis submitted to the Faculty  
of the Graduate School,  
Marquette University,  
in Partial Fulfillment of the Requirements for the  
Degree of Master of Arts

Milwaukee, Wisconsin  
August 2017

## **Buying for a Cause: Consumer Attitudes Towards Cause Marketing, Using Theory of Planned Behavior**

### **Abstract**

This research was conducted to learn if consumer attitudes and purchase intentions of cause marketing products could be recognized and better understood by applying Icek Ajzen's Theory of Planned Behavior (TPB). Specifically, the researcher intended to learn more about consumer participation in cause marketing programs and to start a discussion about what consumers expect or hope to gain from their participation. This study applied purchase-triggered donation cause marketing to a post-test experimental design to investigate if purchase intentions are higher when a cause marketing appeal was present and to learn more about the application of TPB in cause marketing consumer behavior. Two random samples of 1000 students were invited to participate in this questionnaire-based, online study which yielded an average 24.6% response rate from the control group and experimental groups.

Analyses of the data showed a favorable application of TPB using a path model and multiple regression and a positive application of anticipated affect, an extension of TPB that factors in expectations of emotions after performing a behavior. Multiple regression revealed that cognitive items influenced by the stimulus scenario were diminished when affect is considered and feelings of happiness, satisfaction, guiltlessness, and responsibility were brought to the forefront. The researcher concluded that cause marketing is an effective marketing tool that plays on the emotions of consumer altruism, and TPB with the extension of anticipated affect is an effective model to study the consumer beliefs and attitudes that contribute to the purchase of cause marketing products.

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## CHAPTER ONE: INTRODUCTION

The 21st century has become the age of responsibility in America, an age that has shifted the marketplace and spurred businesses to offer products and services designed to give drive revenue growth while giving back to the community. This tactic is part of a much bigger strategy called cause marketing, described as an evolution of corporate philanthropy based on the rationale of profit-motivated giving (Varadarajan & Menon, 1988).

Cause marketing (CM) has been defined in research as “marketing activities that are characterized by an offer from the firm to contribute a specific amount to a designated cause when customers engage in revenue-producing exchanges that satisfy organizational and individual objectives” (Varadarajan & Menon, 1988, p. 60). In other words, CM is a for-profit organization’s marketing initiative that involves a revenue-producing exchange for the benefit of a cause, sometimes connected to a nonprofit organization, for the advancement of business objectives.

American Express registered the term “cause-related marketing,” now often shortened to “cause marketing,” in 1981 with the U.S. Patent Office (Barnes & Fitzgibbons, 1992) and was credited with the first cause-related marketing campaign which took place in 1983. This history-making campaign was designed to promote purchases with the American Express card and to support the preservation of the Statue of Liberty and Ellis Island. “American Express pledged a one-cent donation for each use of its charge card and a dollar donation for each new card issued during the third quarter of 1983” (Smith & Higgins, 2000). Purchases from American Express customers soared,

and the campaign was wildly successful, earning \$1.7 million for the preservation project (American Express, 2014). While this campaign was the first of its kind to be identified by the term cause-related marketing, researchers suggest that cause marketing principles grew from societal pressures predating 1954.

Stroup & Neubert (1987) proposed an evolution of corporate philanthropy that involves three phases:

Phase 1: Pre-1954 - Voluntary responses to social issue and problems.

Phase 2: 1954-1980 - Mandated corporate involvement.

Phase 3: 1980-Present - Social responsibility viewed as an investment by corporations.

In phase one, Stroup & Neubert (1987) suggest that businesses previously practiced philanthropy as a means to help the society. Aside from reputation, it does not seem like there was a direct financial gain from corporate philanthropy. During phase two, regulatory provisions were passed and businesses were pressured by societal members to shy away from supporting causes that seemed to have potential to further their corporate interests (Morris & Biederman, 1985). Then, starting in 1980, businesses found a middle ground between voluntary and mandated support and discovered ways to combine philanthropic activities with revenue-producing offers. This evolution of corporate philanthropy suggests that business leaders understand that society wants them to be philanthropic. Cause marketing is providing an outlet for businesses to fulfill philanthropic duties while benefitting from positive outcomes.

Case studies suggest that companies have enjoyed positive outcomes from CM programs, including “an ability to charge higher prices, increased market share, greater brand loyalty, and more favorable treatment from stakeholders, such as regulators and investors” (Bloom, Hoeffler, Keller, & Basurto Meza, 2006). These positive outcomes may explain the prevalence of CM programs today and the eagerness for businesses to start their own programs.

#### *A. The Problem*

Since the introduction of cause marketing tactics in 1983, researchers have worked to better understand the strategy, techniques, motives, and implications that cause marketing has for businesses and causes/nonprofit organizations. As cause marketing strategies continue to grow in popularity, research is continually needed to evaluate consumers’ willingness to participate and their response to cause marketing programs. Specifically, a gap in the research exists in the understanding of consumer attitudes that lead to their participation in cause marketing programs.

Information about attitudes as guides for human behavior accounts for the vast majority of psychological literature (Armitage & Christian, 2004). Marketing and advertising professionals apply this information to messaging and imagery to ultimately guide consumer attitudes to the purchase of products and services. CM programs are unique to the marketing landscape in that they carry a philanthropic element through the entire purchase of the product or service. They guide consumers through the completion of the purchase, tapping into appeals of altruism and compassion for a secondary

element, the cause. Nonprofit organizations have been utilizing these appeals for years to garner donations. Cause marketing programs have enabled marketers to bring common nonprofit appeals into the for-profit realm while furthering their own revenue goals.

Research has linked CM to purchase intentions and consumer liking using experiments and attitudinal surveys (Robinson, Irmak, & Jayachandran, 2012). As CM programs continue to gain popularity, it is important to know how consumer attitudes are guiding the behavior to purchase products from companies engaging in cause marketing and if these programs are beneficial to consumers. This research seeks to better understand consumers' beliefs and attitudes towards purchasing cause marketing products and if cause marketing programs are helping consumers accomplish their desired outcomes.

Gaps in existing scholarly literature led to the following research questions:

RQ1: How do consumers' behavior beliefs and attitudes towards cause marketing influence their intentions to purchase a cause marketing product?

RQ2: Do products with a cause marketing (CM) component positively influence consumer purchase intentions?

Significance of this study lies in the use and application of Theory of Planned Behavior, the framework in which this study will be presented. Specifically, the application of Theory of Planned Behavior (Ajzen, 1991) to the consumer research industry will benefit marketers and researchers alike.

In a similar way, this research exists to better understand cause marketing consumer intentions for the benefit of businesses, nonprofit organizations, and consumers. Businesses will benefit from this research by gaining a better understanding of how cause marketing programs influence consumer purchase intentions. It is the researcher's intention that after this study, provided significant results are obtained, business owners and marketers should be able to answer these questions: "Will consumers be more likely to purchase my product or service if cause marketing tactics are used? If so, how can we (the business) help consumers reach *their* goals (desired outcomes) as we strive to reach our own?" Additionally, with this research nonprofit organizations will benefit by increasing their understanding of consumer motivations and learn what they hope to gain from their cause marketing purchases. This may help nonprofits find suitable for-profit partners and initiate CM strategies or campaigns. Finally, consumers may benefit from this research by becoming aware of the outcomes they seek when purchasing CM products and by gaining knowledge of the outcome beliefs that businesses may be targeting to gain their support; therefore, leading to more informed purchase decisions.

To the researcher's knowledge, a study using Theory of Planned Behavior to relate consumer beliefs to the purchase of cause marketing products does not exist. A strongly supported framework will be proposed and a myriad of existing literature about cause marketing will be presented within the proposed framework in the following sections.

In chapter two, the researcher will introduce the topic of cause marketing (CM) and the literature written about this topic. Other topic areas that provide insight into CM will also be discussed, including corporate social responsibility and the ethics of cause marketing.

In the third chapter, the Theory of Planned Behavior will be presented in detail. Existing applications of the theory will be presented, and additional considerations related to this research will be discussed.

The method of this research will be discussed in chapter four. This includes: the overview of the research design, the justification for the use of a quantitative method, justification for an experimental design, development of the instrument, the need for a pilot study, participants, procedures, data management, and an overview of the statistical analyses performed for this study.

Chapter five presents the data and results from the study in various charts and tables for explanation.

Finally, chapter six presents the discussion and conclusions from the study. The findings are further explained, and the researcher includes recommendations for multiple professional audiences, the limitations of the study, and the implications for future research.

### *B. Reasoning*

This research serves to further the understanding of consumer attitudes and behavior towards cause marketing and to contribute to the ongoing conversation of cause

marketing strategies and implications. The researcher believes that cause marketing can be a powerful tool to further business objectives and to advance the goals of a cause or nonprofit organization; however, she also advocates for further understanding of the topic. As cause marketing further infiltrates the marketing landscape, the sincerity of the philanthropic element is becoming watered down. Whether intentions of cause marketing campaigns are purely for profit or reputation, the researcher believes that there are still for-profit companies with genuine intentions. Naysayers of cause marketing question business intentions as well as the effects of consumer participation. Research has yet to fully understand the implications of consumer “donations” made via cause marketing purchases and the effect this has on donations made directly to a cause or nonprofit. Further, with many for-profit organizations jumping on board with the same cause, such as the “pink” trend during breast cancer awareness month in October (Eikenberry, 2009), it is unclear how consumer intentions are being guided during purchases.

Evidence of cause marketing strategies are traced back to 1983 (Varadarajan & Menon, 1988). To put this in perspective, now in 2017, 18-33 year olds have never lived without cause marketing tactics present in the marketplace. Cause marketing is no longer a new concept, yet these tactics continue to be used by businesses across the globe. Why? The continued use of cause marketing suggests that overall, businesses are experiencing more positive outcomes than negative. Is this true?

This study presents an experimental design which targets the intention to purchase a particular item. Although ancillary benefits, such as positive publicity, brand reputation, and word-of-mouth marketing are difficult to measure, it is the researcher’s hope that by

targeting study participants who have witnessed and most likely participated in cause marketing programs (adults ages 18-22), the outcomes of this study will speak even more directly to the consumer attitudes and behaviors that affect the intention to participate in and purchase cause marketing items.

With this study, the researcher intends to learn more about consumer participation in cause marketing programs and to ultimately start a discussion about who is served by these programs: businesses, consumers, causes/nonprofits, the economy, the world, etc. In a marketplace where cause marketing programs can be observed in nearly every industry, it is important that we continue this discussion and fill in the gaps left by research.

### *C. Inspiration*

Purple Door Ice Cream, based out of Milwaukee, WI, served as a large inspiration for the product selection and scenario creation of this thesis. The popular shop opened in April 2011 just four blocks from the researcher's place of work (Purple Door Ice Cream, 2016a). The rotating flavor combinations span from "the classics" to "are you kidding me?" (Purple Door Ice Cream, 2016a) and have included vanilla, butter pecan, Brandy Old Fashioned, and sweet corn, just to name a few. (A Nebraska native herself, the researcher has tasted the sweet corn ice cream, and while it may not be her first choice, the flavor was surprisingly accurate.)

As the concept of cause marketing and the accompanying research piqued the researcher's interest, Purple Door's cause marketing program and dedication to use local ingredients stuck in her mind as a well-intentioned program that benefits multiple groups



of people, other businesses, and the community. Purple Door Ice Cream's cause marketing program is called "Milk for Milwaukee," and the ice cream business is committed to donating 10 cents worth of milk to area homeless shelters with every purchase of a pint of ice cream (Purple Door Ice Cream, 2016b). To date, over 6533 gallons of milk have been donated by Purple Door Ice Cream (Purple Door Ice Cream, 2016b) to area homeless shelters. "Our hope is that by providing this nutritious source of calcium, the residents will need to worry less about feeding themselves and their families and instead focus their energy into creating opportunities for housing, education and pre-employment preparation" (Purple Door Ice Cream, 2016b).

## CHAPTER TWO: LITERATURE REVIEW

### *A. Cause Marketing*

Since 1983, cause marketing has gained momentum as an acceptable marketing tool for helping worthy causes and improving corporate performance (Webb & Mohr, 1998). There are various ways to employ CM strategies, all of which have a unique impact on the consumer. To review, Varadarajan & Menon (1988) define cause marketing (CM) as “marketing activities that are characterized by an offer from the firm to contribute a specific amount to a designated cause when customers engage in revenue-producing exchanges that satisfy organizational and individual objectives” (p. 60). According to this definition, CM involves three things: an organization (for-profit), a cause (which may or may not be tied to a non-profit organization), and a customer-involved, revenue-producing exchange. Cause marketing tactics used by organizations have included, but are not limited to the following:

1. **Purchase or Action-Triggered Donations:** With this tactic, a portion of money is donated to a cause when a product is purchased or when a specific action is taken. For example, Yoplait launched Friends in the Fight in 2014 where consumers can save lids from selected yogurt containers and designate their donation, 10 cents per lid, to one of three breast cancer organizations, including Susan G. Komen (Drake, 2011; Susan G. Komen, 2016).
2. **Point-of-sale/Pinups:** This tactic involves the encouragement of donations during the purchase of other items (which in this case, is the revenue exchange). For example, grocery stores will often ask for \$1 donations for a cause in check-out lines.

Consumers are sometimes rewarded with their name written on a donation card that is later posted for public display, such as shamrock cut-outs posted for donations to the Muscular Dystrophy Association or hot-air balloons posted for Children's Hospital (Drake, 2011).

3. **Purchase or Action-Triggered Donations with a Discount:** This tactic involves offering a customer discount incentive for consumers to purchase the product that will trigger a donation. By offering a discount AND a donation promise, the customer is even further incentivized to pay attention to a CM product and to participate in purchasing that product. For example, General Mills offers coupons for its Box Tops for Education foods (Andrews et al. 2014).

Of these tactics, purchase or action-triggered donations without a discount are the most commonly studied and referenced in academic literature. Researchers of CM often analyze purchase or action-triggered donations because the data is very tangible and measurable. Most businesses with CM programs are utilizing purchase or action-triggered donations, which makes this tactic the ideal focus of this study.

#### *B. Purchase and Action-Triggered Donations*

In purchase and action-triggered CM programs, donations are typically based off the percentage of the purchase or a fixed amount set by the company, and companies like Kohl's, TOMS Shoes, and Warby Parker have placed purchase-triggered donations in the spotlight. Kohl's has been offering cause-related merchandise since 2000 (Kohl's, 2014). Kohl's describes these products as "a wonderful way to help kids!" (Kohl's, 2014), and

according to the Kohl's Cares website, "100% of the net profit from the sale of these exclusive items will be donated to kids' health and education initiatives nationwide" (Kohl's, 2014). Other companies, such as TOMS Shoes, have built their entire businesses on purchase-triggered cause marketing principles (Rama Prasad, 2011).

TOMS Shoes took cause marketing to the next level by building purchase-triggered donations into their strategic business model. TOMS' One for One model is connected to each product that TOMS offers, including shoes, eyewear, and coffee (TOMS, 2014). Although other companies were offering cause-related merchandise long before TOMS Shoes, TOMS paved the way for a new cause marketing technique that pushed the marriage of corporate marketing and social responsibility to achieve better results than ever before. Researchers are calling this technique "cause branding," defining it as "a strategy to unite a brand's core value(s) with a consumer passion and the right cause partner to raise awareness and funds to positively impact a societal need" (Rama-Prasad, 2011).

The cause branding technique of cause marketing has been accepted by other businesses that have followed suit, including Warby Parker (eyewear). For each pair of glasses sold, Warby Parker contributes a monthly donation that covers that cost of that number of glasses in addition to training, performed by their partnering nonprofit organization (Warby Parker, 2014). Research supports the use of cause marketing programs accompanied by a long-term corporate commitment (Kim, Lim, & Choi, 2009). Results suggested that stronger corporate commitment leads consumers to "ascribe more altruistic, less self-serving motives" to a company's cause marketing programs

(Kim, Lim, & Choi, 2009); however, in the case of companies using a cause branding model of business, the corporate commitment is directly related to profits. This makes research into consumer attitudes and beliefs even more important.

Researchers studying CM often focus on purchase and action-triggered donations due to tangibility (price, profit, donation amounts, demographic information, etc.). This CM tactic has become widely utilized by organizations, so naturally, researchers wanted to explore specific techniques about this tactic, including messaging styles and presentation. Because ample research exists about purchase and action-triggered donations, this CM tactic will also be studied in this research which is focused on the consumer beliefs and attitudes that lead to the purchase of CM products.

### *C. Corporate Social Responsibility*

Researchers often attribute cause marketing (CM) as an outgrowth of corporate social responsibility (CSR). Early researchers defined CSR as “the consideration which individuals and organizations give to impact of their actions upon others” (Rowe & Schlacter 1978, 7). With the emergence of CM, businesses have attempted to address social responsibility while working towards organizational goals of profitability, and consumers have responded with mixed emotions.

Researchers have found that consumer perceptions of CSR programs influence consumer acceptance of CM programs. CSR has been positively linked to brand preference (Demetriou, Papasolomou, & Vrontis, 2010), and findings from Kim and Lee (2009) support notions that the existing CSR record and reputation negatively affect

consumers' skepticism of CM programs. In other words, consumers perceive higher credibility for CM programs if they are aligned with a company that is known for being socially responsible.

Demetriou, Papasolomou, & Vrontis (2010) contend that consumers expect corporations to prove their social responsibility, which may involve CSR or CM programs. Lichtenstein (2004) asserts that companies with a poor record of CSR can improve customer perception by aligning their initiatives with a nonprofit organization. These findings support that consumers are generally aware of an organization's commitment to social responsibility, and this could largely influence their perception of CM campaigns and their intention to purchase CM products.

#### *D. Ethics of Cause Marketing*

Organizations engage in CM for a myriad of reasons, and some consumers do not perceive these reasons to be ethical. Profit maximization and growth are just two reasons that corporations engage in CM (Farmer & Hogue, 1985), and the true level of commitment to social goals varies between organizations. Just as marketers, advertisers, and public relations professionals are often criticized for the use of persuasive messaging to appeal to consumers, critics of CM specifically question the use of guilt and emotion-arousing appeals.

Chang (2011) examined how guilt appeals relate to CM, specifically considering CM tied to practical products and CM tied to hedonic products, those that relate to pleasant sensations. Higgins (2006) notes that people have natural hedonic motivation,

a principal that states that people approach pleasure and avoid pain. Findings showed that guilt appeals had a higher persuasiveness than non-guilt appeals and could be considered as an effective strategy in CM (Chang, 2011). Regarding product selection, the most effective products had both practical and hedonic (pleasant) value (Chang, 2011).

Smith and Higgins (2000), suggest that CM mediates one's moral engagement by absorbing charitable giving within a consumer purchase, a preexisting act of exchange. Further, Smith and Higgins (2000) suggest both utilitarian and Kantian ethical formulations are at play, referring to the "greater good" that can benefit from the exchange and the "sense of duty" that one has to act, respectively. One critique from CM critics is that CM programs may have reduced consumer donations directly to charitable organizations, and "there is the argument that we are expecting too much, that CM is "better than nothing" and that charities benefit financially (Smith & Higgins, 2000). Once the marketing benefits of CM are exhausted and marketers move on to new strategies, Smith and Higgins (2000) wonder if traditional giving will regenerate from consumers. The future of CM and social responsibility is unknown, but for now, consumers are still responding to CM programs.

The abundance of existing literature and the ability to clearly identify behavioral, normative, and control beliefs of CM product purchases position Theory of Planned Behavior (TPB) as an appropriate framework to answer the research questions guiding this study. In the following chapter, TPB will be discussed in detail, CM literature will be presented in a TPB framework, and hypotheses will be presented for this research.

## CHAPTER THREE: THEORY OF PLANNED BEHAVIOR

### *A. Theory of Planned Behavior*

Theory of Planned Behavior (TPB) has been used and supported by numerous researchers exploring behavior intentions and specifically, consumer purchase intentions (Lim & Dubinsky, 2005; Kang, Hang, Fortin, & Eom, 2006). TPB is an extension of the Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1975). Fishbein and Ajzen (1975) assumed that all behavior is intentional: “We don’t accidentally behave in a particular manner; we have reasons for doing so” (Dainton & Zelle, 2011, p.132). TRA says that one’s attitude towards performing a behavior and the subjective norms around that behavior lead to a behavior intention and likely lead to actual behavior (Fishbein & Ajzen, 1975). In other words, an individual’s internal beliefs (attitudes) and the outside influences that affect an individual’s behavior (subjective norms) will impact their decision to behave in a particular way.

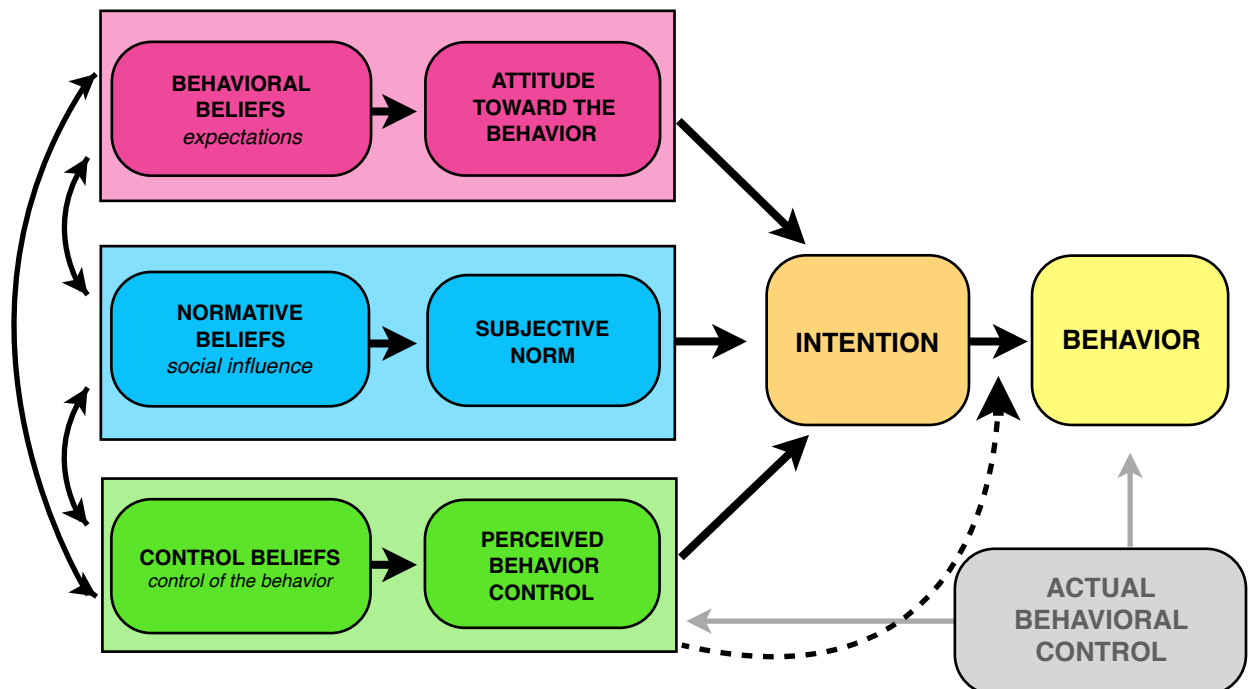
Ajzen later extended the theory to include a third component: perceived behavioral control (Dainton & Zelle, 2011). This three-pronged theory was named, Theory of Planned Behavior (TPB). “Ajzen recognized that sometimes we might intend to behave a certain way, but our plans are not carried through because we don’t have control over the situation” (Dainton & Zelle, 2011, p.133). In order for someone to intend to carry out an action, they must believe that they can accomplish the action, which plays into perceived behavioral control. Ajzen (2006) noted, “As a general rule, the more favorable the attitude and subjective norm, and the greater the perceived control, the stronger should be the person’s intention to perform the behavior in question” (p.1).



In a given situation, behavior control may include various factors, such as date, time, location, access to a vehicle, money in a bank account, or requirements for performing a task (Dainton & Zelle, 2011).

According to the TPB model developed by Icek Ajzen (2006), behavioral beliefs result in the favorable or unfavorable attitude toward performing a behavior, normative beliefs result in recognized social pressure, or the subjective norm, and control beliefs result in perceived behavior control (see Figure 1). Intent can then be predicted using these three beliefs (Ajzen, 1985).

**Figure 1: Theory of Planned Behavior (TPB) Model (Ajzen, 2006)**



TPB supports that the combination of behavioral, normative, and control beliefs positively correlate with behavior intention. In other words, the higher the combined total of beliefs, the more likely one will be to perform the behavior.

### *B. Theory of Planned Behavior and Consumer Behavior*

The first question that this research seeks to answer is: (RQ1) How do consumers' behavior beliefs and attitudes towards cause marketing influence their intentions to purchase a cause marketing product? Furthering the understanding of beliefs that contribute to the purchase of cause marketing products may be beneficial to scholars, marketing professionals, and consumers alike. For business professionals in particular, Dainton and Zelle (2011) argue that TPB may provide a template for how to persuade people to change their behavior, by targeting an individual's behavioral, normative, and control beliefs. Because this research also serves to better understand consumer willingness to participate and their response to cause marketing programs, professionals may also use this information to ensure that campaigns are executed in the consumer's best interest, rather than with a sole focus on profitability goals. TPB provides a framework to understand one's beliefs that contribute to behavior; therefore, TPB lends well to this study of consumer beliefs and attitudes.

As visually portrayed in the TPB model, the three arms of TPB contribute to behavior intention. Using TPB to further understand consumer beliefs and attitudes towards purchasing a CM product spurred another question: Can TPB also be used to predict purchase intentions of CM products compared to similar, non-cause marketing

products? In this research, TPB will also be used to answer the question: (RQ2) Do products with a cause marketing (CM) component positively influence consumer purchase intentions? To answer this question, an experimental design will be used and discussed in detail later in this paper.

Armitage and Christian (2001) reviewed 185 independent studies using TPB and found that TPB accounted for 27 percent of the variance in subsequent behavior and 39 percent of the variance in behavioral intentions. “Attitude strength is regarded as a key moderator variable: stronger attitudes are likely to be more predictive of people’s behavior than are weak attitudes” (Armitage & Christian, 2004, p.3). These supportive findings as well as the frequent use of TPB in consumer behavior research (Lim & Dubinsky, 2005; Kang, Hang, Fortin, & Eom, 2006) position TPB as an appropriate framework for this research and suggest an emphasis on consumer attitudes.

The following sections will discuss each of the three components that contribute to behavior intention in the TPB model with an emphasis on consumer attitudes. The researcher will present cause marketing literature related to each component and will present hypotheses that summarize the anticipated findings.

### *C. Behavior Beliefs*

This research primarily seeks to explore how products with a cause marketing (CM) component influence consumer behavior beliefs and attitudes that lead to purchase intentions. The first component of TPB is behavior beliefs, which consist of two components: an outcome belief and an outcome evaluation (Armitage & Christian, 2004).

Outcome beliefs are the expectancies (perceived likelihood) of performing a behavior. In other words, before an action is performed, the performer (whether consciously or unconsciously) has already considered the effects of the action and whether those effects are likely or unlikely. For example, a child learning how to ride a bike may believe it is likely they will fall, making this outcome belief positive. An advanced bike rider does not consider falling a likely effect of their behavior, making it negative.

With each outcome belief, the performer assigns an outcome evaluation (value), which shows how good-bad, positive-negative the outcome is. They say, “to me, this outcome would be X.” For example, an outcome belief of riding a bike may be falling. Both the beginner and the advanced bike rider probably view falling off a bike as a negative thing, and they could have similar outcome evaluations. It is also possible, however, that the child has a much greater fear of falling off the bike, and his or her outcome evaluation may be much more negative on the very bad to very good spectrum.

The creator of TPB suggests using multiplication to combine outcome beliefs and outcome evaluations, which leads to a total value of the performer’s attitude toward the action (AAct) (Ajzen, 2016). The AAct in TPB refers to the overall cost-benefit analysis of the one considering the behavior (Ajzen, 1985) taking into account all of the possible outcomes (outcome beliefs) and the performer’s positive or negative view of the possible outcomes (outcome evaluations). Using the previous example, the beginner bike rider may perceive a strong likelihood (+) of negative outcomes (-) like falling, scraped knees, running into objects, etc. This makes their attitude towards this action (AAct), their

overall cost-benefit, negative. The advanced rider perceives strong unlikelihood (-) of these negative outcomes (-), making their AAct positive.

#### *D. Anticipated Affect*

Critics of Theory of Planned Behavior scrutinize its ability to measure emotion that goes into the intention to perform a behavior (Sniehotta, et al, 2014). As cause marketing seeks to blend consumer purchases with altruism, emotion plays a key role into this behavior, and adding an emotional component would be appropriate.

Smith and Alcorn (1991), note that consumers may be motivated to purchase products attached to a cause as a form of altruism, a complex phenomenon in which a person believes that he or she is committing an act out of selfless concern for the well-being of others. “Altruism may be motivated by simple reactance to situations and actions of others, by the influence of individual and group models, or by internalized values” (Smith & Alcorn, 1991, p. 25). Altruism as an act of selfless concern for the well-being of others is directly tied to feelings and motivations, and the feelings that come with cause marketing purchases should be considered as anticipated affects in this study.

Similar to the expected outcomes of performing a behavior, the anticipated affect, how individuals rate they will feel after engaging in a particular behavior (or not), is one covariate used to extend TPB beyond purely rational decision making (O’Connor & Armitage, 2004). In other words, the anticipated affect is the way someone would expect to feel after performing an action, in this case, after purchasing a cause marketing product. Azjen (1991) encouraged the exploration of additional covariates to TPB

covariates if they can be shown to capture significant variance in intention. Anticipated affect closely relates to the behavior beliefs component of TPB as both covariates seek to explore the attitude towards performing an action; therefore, this study will also explore consumers' perception that purchasing CM products will likely make them feel a certain way.

Previous researchers have utilized anticipated affect with TPB and experienced positive results. The anticipated affect variable is very similar to behavior beliefs. In both variables, the person performing the behavior expects an outcome, whether physical or consequential (behavior beliefs) or emotional or mental (anticipated affects). These similarities suggest that these variables should be treated similarly from an application standpoint, meaning that the anticipated emotional outcome will be investigated as well as the performer's evaluation of that outcome. This treatment of anticipated affect is suggested and supported by Manstead & Parker (1995) in order to avoid problems in distinguishing affective attitudes from anticipated reactions.

For this study, behavior beliefs and attitudes, including anticipated affect, will play a key role in examining consumer willingness to participate in cause marketing programs and their response to these programs. To apply TPB with the anticipated effect extension to this research, previous CM literature must be used to predict consumers' expected outcomes, internal and external, of purchasing cause marketing products.

### *E. Outcome Beliefs and Affects of Buying Cause Marketing Products*

Numerous consumer studies have focused on outcome beliefs, and data from these studies will set the foundation for this research. CM-focused studies have discovered anticipated affects of CM purchases, even if they are not labeled as such. For this study, the researcher will present past findings in literature of outcome beliefs and anticipated affects of CM purchases that will guide this study to answer RQ1 and RQ2.

Over time, CM researchers have uncovered numerous consumer outcome beliefs of purchase and action-triggered CM programs. Researchers Seounmi and Kim (2008) concluded that consumer public self-consciousness and sense of responsibility in one's life appeared to be the most important psychographic factors in consumer attitudes towards CM. Non-profit organizations frequently use this strategy when they host events, like a silent auction or gala. By seeking donations in a public setting, "organizations may manipulate public self-consciousness in order to hold potential donors publicly accountable" (White & Peloza, 2009, p.109). Seounmi and Kim's (2008) research supports that consumers may anticipate a positive public evaluation (being seen in a favorable light by others) following their CM purchase, an outcome belief in terms of TPB. Seounmi and Kim (2008) also assert that a consumer's sense of responsibility in their life is a factor in their attitude toward CM; therefore, a feeling of responsibility could be an anticipated affect of purchasing CM products.

CM researchers Smith and Alcorn (1991) argue, "Commitment occurs when two basic requirements are met: the behavior must be irrevocable, and it must have cost-reward implications to the individual" (p.26). This assertion suggests that consumers

weigh the cost of a CM product with the “reward,” or all of the combined outcomes of making the purchase. If the altruism component of a CM purchase shows selfless concern for the well-being of others (Smith & Alcorn, 1991), it may be concluded that outcome beliefs and anticipated affects as a result of Smith and Alcorn’s (1991) research may include purchasing CM products to help others, to satisfy personal objectives, or to show concern for others. After purchasing a CM product, consumers who have done all of these things may also feel accomplished.

In addition to the outcome beliefs that have been presented, consumer perceptions of how they would likely feel after purchasing CM products (anticipated affect) should be considered. To understand and measure a consumer’s anticipated affect of purchasing CM products, researchers can turn to the reasons why a consumer may make a donation. Researchers have seen evidence that consumer pleasure (a warm glow feeling) increases with the amount of the CM donation (Koschate-Fisher et al. 2012; Smith & Schwarz 2012). This indicates that some consumers may purchase CM products to feel pleasure or happiness; therefore, for this study, it is appropriate to ask questions about how happy consumers expect to feel.

#### *F. Normative Beliefs and Subjective Norms*

A consumer’s normative beliefs lead to their subjective norm which, according to TPB, influences their intention to perform a behavior (Ajzen, 1985) By definition, a subjective norm is the degree to which a person feels social pressures from significant individuals, such as friends, spouses, or family (Ajzen, 1985). Consumer purchase



decisions are likely to be influenced primarily by family and non-family influencers, such as friends, and neighbors (Ryan & Bonfield, 1980). Lim & Dubinsky (2005) assert that consumers can be indirectly affected by arguments received from others and the process of internalization of recommendations. Therefore, social pressures could affect purchase intentions even when a person is shopping alone.

Subjective norms can be divided into injunctive and descriptive norms.

Descriptive norms refer to the popularity of a certain act while injunctive norms refer to social approval of the act (Cialdini, Kallgren, & Reno, 1991). In the case of cause marketing, both subjective and injunctive norms are at play.

Since its inception, cause marketing has grown in popularity and seems to have gained social approval, as evidenced by the creation and success of cause-based businesses like TOMS Shoes. Researchers Chowdhury and Khare (2011) assert that consumers consider their social image when deciding to purchase products from a cause-supporting brand. Smith and Alcorn (1991) submit that altruistic motivations, like those that may be present when considering a CM purchase, “often result from either social norms or a learned personal commitment to the specified recipient” (p. 25). Subjective norms are an important piece of the TPB model, however, because this research seeks to explore how products with a cause marketing (CM) component influence consumer behavior and attitudes that lead to purchase intentions, subjective norms are not the most important TPB covariate for this study. Azjen (1991) suggests an abbreviated amount of questions for a TPB covariate that is not the focus of a study. Following Azjen’s (2006) sample TPB questionnaire, a limited number of questions that cover both injunctive and

descriptive norms will be used in this study to account for subjective norms that influence the purchase intention of CM products.

### *G. Control Beliefs and Perceived Behavioral Control*

Control beliefs, the third covariate in Ajzen's (1985) TPB, lead to perceived behavior control. Individuals that believe they have more personal control in performing a particular behavior are more likely to intend to engage in that behavior and also to actually perform the behavior (O'Connor & Armitage, 2004). "Perceived behavioral control therefore acts as both a proxy measure of actual control and a measure of confidence in one's ability" (Armitage & Christian, 2004, 7).

Lim and Dubinsky (2005) assert that behavior control involves both internal and external factors. Internal factors involve an individual's belief that he or she can personally perform the behavior. "The degree of individual commitment is mediated by such variables as confidence in one's ability and the degree of identification between the person and the behavior" (Smith & Alcorn, 1991, p.26). For example, self-doubt may lead to a low perception of control beliefs, which in turn may lower the intention to perform a behavior. External factors refer to resource constraints, such as money, time, or technology, that are required to perform a behavior (Taylor & Todd, 1995).

Both internal and external factors could influence one's perceived ability, actual ability and one's confidence, in purchasing CM products. Because factors of perceived behavior control are related to specific factors of a situation (time, money, resources, confidence), it is important that these questions are asked, however, just like subjective

norms, they are not the main focus of this study. A limited number of questions will be used to measure perceived behavior control in this study.

#### *H. Behavior Intention*

The intention to perform a behavior, in this case, the purchase of cause marketing products, is the primary focus of TPB. The three arms of TPB, behavior beliefs, subjective norms, and control beliefs combined with the anticipated affect of the behavior combine to provide insight into one's behavior intention (Ajzen, 1985). To measure the effectiveness of TPB in this study, questions directly related to performing the behavior need to be asked.

Many studies have supported TPB as a better predictor of behavior intention than prior behavior, however, Ajzen (1991) encourages the inclusion of prior behavior in TPB research as a test of the sufficiency of TPB. Questions regarding consumers' past purchases of CM products should be asked to measure past behavior.

When considering the purchase of a CM products there are various factors that could influence one's decision, such as the choice of the cause (or non-profit organization) or a person's brand preference. For example, research supports that when perceived personal role rises through the consumers' choice of cause, their purchase intention rises (Robinson, Irmak, & Jayachandran, 2012). The following sections will present covariates that could influence each of the TPB covariates (behavior beliefs, normative beliefs, and control beliefs) as well as purchase intentions.

### *I. Purchase Intentions of Cause Marketing Consumers*

CM purchasing intentions have been studied in various ways. Webb and Mohr (1998) were early researchers of CM and used qualitative methods to explore consumer attitudes and purchase intentions. Results of this research concluded “when consumers are asked to evaluate CM programs in general, they express mostly positive attitudes and purchase intentions” (Webb & Mohr, 1998, 227). Approximately 25 percent of respondents said that CM has a lot of impact on their purchasing while 41 percent told researchers that CM has little impact on their purchase intentions (Webb & Mohr, 1998). This research laid an important foundation of CM purchase intentions and has since been expanded to include more specific factors in CM purchase intentions.

Smith and Alcorn (1991) studied consumer intentions to respond to a dual-incentive cause marketing program, in which the corporation makes contributions to the cause in amounts contingent upon purchase of product or coupon redemption. Participant intentions to participate in a cause marketing campaign were higher for manufacturers who were supporting a local cause rather than a national cause (Grau & Garretson Folse, 2007; Smith & Alcorn, 1991). This finding shows that consumers will care more about a cause that is closer in location to them than ones that are farther away when it comes to supporting a cause by purchasing CM products. Similarly, Lafferty (2009) found that purchase intentions for cause marketing products will rise with the importance and familiarity of the cause (Lafferty, 2009). This means that the more important a cause is to a consumer, the less important the name of the company supporting the cause is to them.

Lafferty (2009) has done extensive research regarding the selection of “cause partners” and the role of fit in cause-brand alliances. In one study, findings showed that the importance of the cause to the consumer had an affect on purchase intentions for unfamiliar brands but not for familiar brands (Lafferty, 2009). Results of a second study exploring cause-brand fit, the alignment of the cause to the organization, showed that perceptions of logical fit did not have an affect for familiar or unfamiliar brands (Lafferty, 2009). These findings suggest that consumer perception of the importance of the cause will influence purchase intentions of CM products, especially for unfamiliar brands.

Some businesses have explored new approaches in the selection of a cause, turning the choice over to the consumer. Robinson, Irmak, and Jayachandran (2012) explored the linkage between a consumer’s perceived personal role when they were able to select the cause and the intention to support the cause. Findings supported this linkage: when perceived personal role rises, purchase intention rises (Robinson, Irmak, & Jayachandran, 2012).

Chang (2008) looked at the way CM is framed by dollar amount and how it affects consumers’ willingness to purchase a product. In his study, he compares a dollar amount framed as a total and as a percentage. Participants were more likely to donate if the amount was framed in dollar terms rather than percentage (Chang, 2008). Also, participants indicated they were more likely to support a cause associated with a low-priced product and a low donation magnitude, or impact on the consumer’s budget. These findings show that the presentation of the cause-donation is important to consumers, with dollar amounts preferred. Also consumers consider their budgets when they consider

buying a CM product, and they are more likely to purchase the CM product when it is a low-cost item.

Researchers have also explored the variance in CM purchase intentions between consumers of differing generations. Generation Y (Gen Y), born in the early 1980s ranging to the early 2000s, have been exposed to CM campaigns nearly their entire lives, as the first official CM campaign by American Express was launched in 1983 (Smith & Higgins, 2000). This generation does not know a consumer marketplace without products that lead to donations. Results from research about this generation and cause marketing “suggest that Gen Y consumers are more likely to form positive attitudes towards an apparel brand when the amount of the charitable support is clearly communicated” (Hyllegard, Yan, Ogle, & Attmann, 2011). This finding suggests that Gen Y expects companies to have CM products, and they expect full transparency of the donation amount.

There are many factors that could influence one’s intention to purchase CM products, including cause distance (local or national), cause importance, perceived personal role in selecting the cause, the donation amount, the donation amount presentation (dollars or percentage), and the consumer’s age or generation. These factors should be taken into consideration when studying attitudes and consumer beliefs in the purchase intentions of CM products and will be used in this study.

While some factors about CM purchase intentions can be measured, others, like one’s ethical perspective about CM or their perception toward corporate social responsibility in general are more difficult. It is important to understand what research

has been conducted to understand consumers' ethical perspectives toward CM programs and how these may influence their intention to purchase CM products.

### *J. Research Questions & Hypotheses*

A gap has been revealed in the understanding of purchase intentions related to CM products. While past studies assert that CM can significantly increase consumer purchases (Andrews, Luo, Fang, & Aspara, 2014), the beliefs and attitudes of consumers considering the purchase of CM products have not been a focus of CM research. In consumer research, attitude has been considered the most important predictor of a person's behavioral intention (Chang, Burns, & Noel, 1996). Using TPB, a supported framework for the prediction of behavior intention, this research seeks to better understand consumer attitudes and the intention to purchase CM products, further explained in RQ1:

**RQ1:** How do consumers' beliefs and attitudes towards cause marketing influence their intentions to purchase a cause marketing (CM) product?

According to TPB, the more positive one's attitude towards performing a behavior (AAct), the stronger one's intention will be to perform the action (Ajzen, 1985). In this study, the intended behavior (BI) is purchasing cause marketing products; therefore, the first hypothesis of this study is:

**H1a:** The more positive one's attitude (AAct) towards purchasing a CM product, the stronger one's intention (BI) will be to purchase that product.

The other TPB covariates are expected to perform in a similar way, therefore:

**H1b:** The stronger the felt social pressure (SN) to purchase a CM product, the stronger one's intention (BI) will be to purchase that product.

**H1c:** The greater sense of control (PBC) one has over purchasing a CM product, the stronger their intention (BI) will be to purchase that product.

This study also seeks to test the use of TPB as a framework for predicting the intention of CM product purchases. Andrews, Luo, Fang, and Aspara (2014) studied over 11,000 participants during a mobile study and data suggests that the presence of a CM element positively influences consumer product purchases. TPB measures the intention to perform a behavior, and if it is found to be an appropriate framework (if results are significant), the following research question should be answered:

**RQ2:** Do products with a cause marketing (CM) component positively influence consumer purchase intentions?

Consistent with past research supporting cause marketing as positive outcome-producing strategy (Andrews, et al., 2014), the following hypothesis has been made:

**H2:** Consumers purchase intentions will rise with the presence of CM.

The following chapter will describe the method used throughout this study to answer RQ1 and RQ2.



## CHAPTER FOUR: METHOD

### *A. Overview and Justification for a Quantitative Method*

Webb and Mohr (1998) used qualitative methods, specifically semi-structured interviews to further their goal of learning how consumers think and feel and cause marketing. After this early research about CM consumers, subsequent research has often utilized quantitative methods to test the specific covariates of CM and the consumer response to these items. Theory of Planned Behavior (TPB) is used primarily in quantitative research and will serve to close the gap of consumer purchase intentions of cause marketing products.

Consistent with prior research utilizing TPB, a post-test questionnaire method will be used to assess behavioral intention. To determine values for each of the three arms of TPB, participants in this study will be presented with a stimulus followed by a questionnaire consisting of carefully crafted questions on a 7-point semantic differential scale, as suggested by the researcher who developed the TPB model, Icek Ajzen (2006). This means that the scale will present two bipolar outcomes, such as extremely unlikely to extremely likely (see Figure 2). The scale will be presented without values as not to influence the participant, however, the output of the participant answers will have assigned values from -3 to 3. The questions will relate directly to the expectancy of the behavior, and will contribute to a value for one of the three arms of TPB. This method will be insightful in answering RQ1.

**Figure 2: Sample TPB Questionnaire Bi-Polar Scale**

<b>1. Purchasing X product from X store would be:</b>								
extremely foolish	X	X	X	X	X	X	X	extremely wise

Ajzen and Fishbein (2010) describe three steps in the TPB questionnaire construction process: defining the behavior, specifying the research population, and formulating items for direct measures. These steps will be discussed in this chapter along with justification for an experimental design, participant identification, data management and procedures, and the statistical analyses that were used in this study.

#### *B. Justification for an Experimental Design*

To the researcher's knowledge, TPB has not been applied to the study of CM product purchase intentions. While TPB is a supported predictor of behavioral intention, it is important to test this theory as an appropriate measure of purchase intentions in the context of this study. These analyses will help the researcher to answer RQ1 which seeks to find out how consumers' beliefs and attitudes towards cause marketing influence their intentions to purchase a cause marketing (CM) product.

RQ2 seeks to answer a much broader question about cause marketing as a tactic: Do products with a cause marketing (CM) component positively influence consumer purchase intentions? This question points to the use of an experimental design with an experimental group that is exposed to the cause marketing tactic and a control group that is neutralized. "Experiments allow for demonstration of causal relationships" (Wrench,

Thomas-Maddox, Peck Richmond, & McCroskey, 2013). In other words, researchers use experiments to determine whether or not an independent variable causes a change in the dependent variable. In this case, is the addition of a “cause” to the sale of a product increase a consumer’s intention to purchase that product? Past research indicates that CM tactics do increase purchase intentions (Andrews, Luo, Fang, & Aspara, 2014), however, to the researcher’s knowledge, TPB has never been used support or reject these findings.

Andrews, Luo, Fang, and Aspara (2014) used an experimental design in which the control group was presented a purchase offer while the experimental group was given the offer and a cause marketing message. This study “provides empirical evidence that the mere presence of a CM donation in a promotional offer can generate significantly more sales purchase” (Andrews, et al. 2014, p.125). In this particular study, the CM condition nearly doubled the purchase incidence.

To answer RQ2 in this study, a two-group, post-test-only control-group design will be used in which the researcher uses a randomized sample, manipulates the independent variable, and then measures how people score on the dependent variable (Wrench, Thomas-Maddox, Peck Richmond, & McCroskey, 2013). The dependent variable in this research is behavioral intention (BI), or the intention to purchase the product. The independent variable is the cause marketing message.

To initiate the experimental design while maintaining the focus on behavioral beliefs to answer RQ1, participants will be randomly split into two groups, control and experimental, and will receive two slightly different stimuli. The control group will receive a scenario about purchasing a standard product with no indication of a cause

marketing donation attached to the sale. The experimental group will be presented with the same scenario with the addition of a purchase-triggered donation offer from the company, the cause marketing message. After reading the scenario, participants will be presented with an identical post-test, utilizing the TPB framework. Questions were generalized in order that the control group, not receiving the CM message, are not confused. Demographic characteristics, including gender (SEX) and age (AGE) will also be gathered and used in the analysis.

### *C. Instrument Construction*

The first step in constructing a TPB questionnaire is defining the behavior (Ajzen & Fishbein, 2010). As previously defined in Chapter 2, the behavior in this research is the purchase of a cause marketing product. According to the TPB model, the primary objective of TPB research is to predict intention; however, this does not necessarily guarantee that the behavior will be carried out. The model recognizes that perceived behavior control, factors such as self-doubt, money, time, or technology that are required to perform a behavior (Taylor & Todd, 1995), may strongly influence people from carrying out behaviors (see Figure 1: TPB Model).

To test the effectiveness of TPB's predictive qualities, it would be ideal for researchers to execute a long-term study to find out if the behavior was carried out. Unfortunately, due to time and resources constraints, the study of new behaviors, and existing biases, it is often prohibitive to conduct a secondary post-test following the initial study. Therefore, researchers often utilize a fictitious scenario containing the

behavior under review that relates to the designated group of study participants and seeks to remove biases. The creation of this stimuli is discussed in the following section.

### *CI. Stimuli Development*

Developing the stimuli for this study was one of the most important tasks the researcher completed in preparation for data collection. Fishbein and Ajzen (1975) suggested that wherever possible, measures of attitude and behavior should match one another in terms of action, time, target, and context; therefore, for this study to be success, it was critical that a detailed stimuli based on previous research was designed to directly influence participant responses.

For this study, the scenario was carefully designed to use a fictional, neutral location in order to control the context covariate. Many considerations were given, such as the choice of cause (appropriate brand-fit) (Grau & Garretson Folse, 2007; Smith & Alcorn, 1991), the amount of the donation (dollars, rather than percentage) (Chang, 2008), the choice of product (low magnitude or cost) (Chang, 2008), and choice of location (ability for participants to physically attend, with or without a car) (Fishbein & Ajzen, 1975). These considerations were taken into account based on existing CM literature to set up the scenario as favorably as possible, according to previous findings. The following scenarios were created for this study:

*Control Group (no cause marketing element)*

We need your help! The University is trying to find out if there is enough student interest to bring a local ice cream vendor to campus from April to October. If approved, a traveling Cream City Ice Cream food cart would move throughout campus during the day, offering ice cream in both classic and unique flavors. Because this would be an outside vendor coming to campus, all purchases would need to be made separately from your campus meal plans.

Please answer the following questions to help the University make its decision. There are no correct or incorrect responses; we are merely interested in your personal point of view.

*Experimental Group (with cause marketing element)*

We need your help! The University is trying to find out if there is enough student interest to bring a local ice cream vendor to campus from April to October. If approved, a traveling Cream City Ice Cream food cart would move throughout campus during the day, offering ice cream in both classic and unique flavors. Because this would be an outside vendor coming to campus, all purchases would need to be made separately from your campus meal plans.

Cream City Ice Cream is known for using all-natural ingredients and for their community support. For every scoop purchased, Cream City Ice Cream is committed to donating 50 cents to the Milk for Milwaukee program, which works with area homeless shelters to provide residents with fresh milk.

Please answer the following questions to help the University make its decision. There are no correct or incorrect responses; we are merely interested in your personal point of view.

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*\*Note:* The pilot study, discussed in a later section, used a modified version of the experimental group stimulus scenario above. The original pilot scenario committed to donating only 25 cents per scoop. Participant responses during the pilot study led the researcher to increase the donation to 50 cents per scoop. Small amounts of text were also rearranged to allow the cause marketing message to stand alone in the scenario.

Various researchers have studied the way that CM products are marketed and advertised and the way consumers respond to CM product appeals (Chang 2008, 2011; Lafferty & Edmondson 2009). Sciulli and Bebko (2005) analyzed over 500 print ads and found that social cause ads elicit more emotional appeals than profit-orientated ads. “The findings suggest that consumers perceive these messages differently based on visual elements” (Chang, 2012). To better control consumer perceptions and eliminate visual distractions in this study, the researcher chose not to include visual elements from the stimuli and present a text-based stimuli scenario to participants. This design better-contributed to the goals of the study and reduced the influence of visual intervening variables, those that influence participant responses and could change the results of the study.

One very important detail of the stimuli scenario was the product selection. Previous CM researchers have focused on product selection and worked to identify the types of CM products consumers prefer. Chowdhury and Khare (2011) found that consumers will have a preference for functional CM products (often usable household items, such as cleaners, ingredients, etc.) when the cause matches their self-schema, meaning that the cause supported by the purchase resonates with the consumer. For fun and enjoyable products (such as toys, desserts, etc.), consumer preference was not affected by self-schema. These results suggested that a fun and enjoyable product should be selected for this study so the selected cause does not deter participants if it does not match their self-schema. Past research also found that consumers are more likely to

purchase the CM product when it is a low-cost item, and people were more likely to donate if the amount was framed in dollar terms rather than percentage (Chang, 2008).

The final piece of the stimuli scenario was the selection of a cause or nonprofit organization. Findings from past research indicate that participants are more willing to participate in a cause marketing campaign for companies who were supporting a local cause rather than a national cause (Grau & Garretson Folse, 2007; Smith & Alcorn, 1991).

When considering a low-cost, enjoyable item that is accessible to the participant group, students from Marquette University, a consumable good came to mind: ice cream. Purple Door Ice Cream, located in Milwaukee, Wisconsin, has a cause marketing program of its own where it donates ten cents worth of milk to the homeless for every pint sold (Purple Door Ice Cream, 2016). This shop, local to Marquette University, inspired the researcher to select ice cream as the product for the stimulus scenario. The researcher also created a fictitious local nonprofit based off Purple Door Ice Cream's dedication to donating milk to Milwaukee's homeless population (Purple Door Ice Cream, 2016). The name of the ice cream shop was changed to Cream City Ice Cream, and the cause was deemed a nonprofit organization called Milk for Milwaukee. "Cream City" refers to a nickname of Milwaukee, Wisconsin stemming from cream or light yellow-colored bricks commonly found in the area (Pepper, 2007).

Using local references in the stimulus scenario is fitting to paint a clear picture for participants to imagine the possibility of purchasing a product. The researcher went one step further to drive participation by suggesting that the participant could aid the



University in the search for a local ice cream vendor to come to campus. All fictitious information was fully disclosed in the study debrief, which can be found in Appendix H.

**Figure 3: Sample Full Study Scale**



### *C2. Direct Measures*

The direct measures in the study instrument are the most critical elements to aid in the researcher's understanding of cause marketing consumer behavior, and it is important that these measures accurately reflect the study's TPB framework. Consistent with TPB research, a stimulus scenario will be presented followed by a questionnaire to determine values for the attitude toward purchasing CM products, subjective norm (social influence to purchase CM products), and perceived behavioral control, the perceived internal and external factors that could affect one's ability to carry out a behavior (Azjen, 2006).

Direct measures in the survey instrument should include: behavior intention (BI), behavior beliefs (BB), anticipated affects (AA), outcome evaluations (OE) attitude towards the action (AAct), subjective norms (SN), and perceived behavior control (PBC).

This section will discuss the questionnaire items used for this study based on previous research and framed by TPB. A full copy of the questionnaire may be found in

Appendix G.

*\*Note: answers were presented on a bipolar scale like Figure 3, and the value scale was not disclosed. All red text shown in the full questionnaire in Appendix G was also not shown but was used by the researcher for analysis and clarity for the readers of this research.*

The behavior intention (BI) defined for this study is the intention to purchase cause marketing products. According to Azjen (2006), a measure of past behavior will usually be included. Also, because this is not a longitudinal study, it is appropriate in TPB research to ask participants if they intend to carry out the behavior. For this study, four BI questions have been identified and will be used in analysis:

1. I would plan to purchase Cream City Ice Cream on campus.
  - (-3) extremely unlikely/extremely likely (+3)
2. How often do you purchase ice cream from April to October?
  - (2 or less times per month, 3-4 times per month, 5 or more times per month)
3. I will purchase Cream City Ice Cream if it is available on campus.
  - (-3) extremely unlikely/extremely likely (+3)
4. I would like to purchase Cream City Ice Cream.
  - (-3) strongly disagree/strongly agree (+3)

The subjective norm (SN) covariate of TPB includes descriptive norms, the popularity of a certain act, and injunctive norms, the social approval of the act (Cialdini, Kallgren, & Reno, 1991). Smith and Alcorn (1991) discussed how altruism is often motivated by simple reactance to situations and the actions of others. Even though the SN covariate is not the focus of this study, altruism is a primary component of many CM programs, and at least SN questions need to be asked in the questionnaire, one of each type of SN. The first SN question measures the descriptive subjective norm, and the

second question measures the injunctive subjective norm. The two questions that were created for this study include:

1. In my estimation, \_\_\_\_ percentage of Marquette Students might purchase Cream City Ice Cream at least once on campus from April to October.
  - (-3) (0-25%, 26-50%, 51-75%, 76-100%) (+3)
2. Most people who are important to me would approve of me purchasing ice cream from Cream City Ice Cream.
  - (-3) strongly disagree/strongly agree (+3)

Perceived behavior control (PBC) involves both internal and external control beliefs that influence an individual's belief that he or she can personally perform the behavior (Lim & Dubinsky, 2005). The researcher included details in the stimulus scenario to minimize external factors that could influence participation. For example, location and accessibility to the behavior could hinder participation. For this research, the audience is students who may or may not live on campus. The stimulus scenario states, "If approved, a traveling Cream City Ice Cream food cart would move throughout campus during the day, offering ice cream in both classic and unique flavors." The scenario also gives specifics about payment method, that students would not be able to use a campus meal plan. Note, the third PBC question is asked in a negative fashion, so the polarity of the responses were reversed; therefore, the weights of the questions were also reversed. The three PBC questions written for this research include the following:

1. I am confident that I could purchase ice cream from Cream City Ice Cream if they were a vendor on campus.
  - (-3) strongly disagree/strongly agree (+3)
2. Purchasing ice cream from Cream City Ice Cream would be completely up to me
  - (-3) strongly disagree/strongly agree (+3)

3. I would NOT purchase Cream City Ice Cream due to dietary restrictions, such as lactose intolerance.
  - (+3) strongly disagree/strongly agree (-3)

The final set of direct measures for this study are attitudes toward the action (AAct). The AAAct towards a particular behavior shows whether the behavior is favorable or unfavorable to an individual. Researchers have worked to better understand the cost-benefit analysis (AAAct) of performing a behavior by measuring an individual's beliefs on a set of semantic differential scales (good-bad, helpful-unhelpful, wise-foolish, responsible-irresponsible) (Ajzen, 2006). The following AAAct measures were determined for this study:

1. Purchasing ice cream from Cream City Ice Cream would be:
  - (-3) A Terrible Idea/A Great Idea (+3)
  - (-3) very irresponsible/very responsible (+3)
  - (-3) extremely unsatisfying/extremely satisfying (+3)
  - (-3) extremely foolish/extremely wise (+3)

In addition to analyzing AAAct, this study seeks to provide further insight into cause marketing consumer behavior by identifying the beliefs, affects, and attitudes that influence CM product purchases. As mentioned previously, behavior beliefs consist of two components: the belief (BB) and the outcome evaluation (OE) (Armitage & Christian, 2004). This study also includes anticipated affects (AA), how individuals thought they will feel after engaging in a particular behavior. These measures are the most important direct measures for this study, as they seek to answer RQ1 and RQ2. BB and OE as well as AA and OE will be multiplied together to form expectancy-value compounds. These compounds are then added together to form AAAct and can be compared and joined by the AAAct questions asked in the questionnaire.

Numerous beliefs and anticipated affects of cause marketing purchases were suggested and discussed in Chapter 3. To even better understand consumer beliefs and attitudes, it is appropriate to customize beliefs for this study and to expand beliefs discussed by previous researchers to be more specific. This will help the researcher better understand specific consumer beliefs that contribute to their intention to purchase or not purchase CM products. A list of possible questionnaire items is shown below along with a reference (if applicable) to the past researchers who discussed a particular belief or affect. Multiple versions of some items were included to find the best fit for this study.

### **BEHAVIORAL BELIEFS**

#### *outcome expectations*

- Help others (Smith & Alcorn, 1991)
- Help the community
- Support local economy
- Support a small business
- Improve social standing (Seounmi & Kim, 2008)
- Seen in a favorable light by others
- Satisfy charitable goals (Smith & Higgins, 2000)
- Satisfy sweet tooth (Smith & Alcorn, 1991)
- Satisfy hunger
- Try something new (Chang, 2011)

### **ANTICIPATED AFFECTS**

#### *feeling expectations*

- Feel accomplished (Smith & Alcorn, 1991)
- Feel accomplished about buying ice cream
- Feel accomplished about helping others
- Feel a warm glow (Koschate-Fisher et al., 2012; Smith & Schwarz, 2012)
- Feel a warm glow from eating ice cream
- Feel a warm glow about helping others
- Show selfless concern to others (Smith & Alcorn, 1991)
- Feel like a responsible consumer (Seounmi & Kim, 2008)

- Make me feel happy (Koschate-Fisher et al., 2012; Smith & Schwarz, 2012)
- Feel satisfied (Higgins, 2006; Chang, 2011)
- Feel satisfied about eating ice cream
- Feel guilty about spending money (Dainton & Zelle, 2011)
- Feel guilty about consuming extra calories
- Feel spoiled (Chang, 2011)
- Feel indulgent

Questions to determine an outcome evaluation (OE) also need to be asked for each BB and AA to determine a positive or negative feeling toward the belief or affect.

For example, a participant may be asked the following question:

Q: Buying Cream City Ice Cream would help the community.

A: (-3) extremely unlikely/extremely likely (+3)

A follow-up question to determine the OE could be:

Q: Helping the community is:

A: (-3) extremely bad/extremely good (+3)

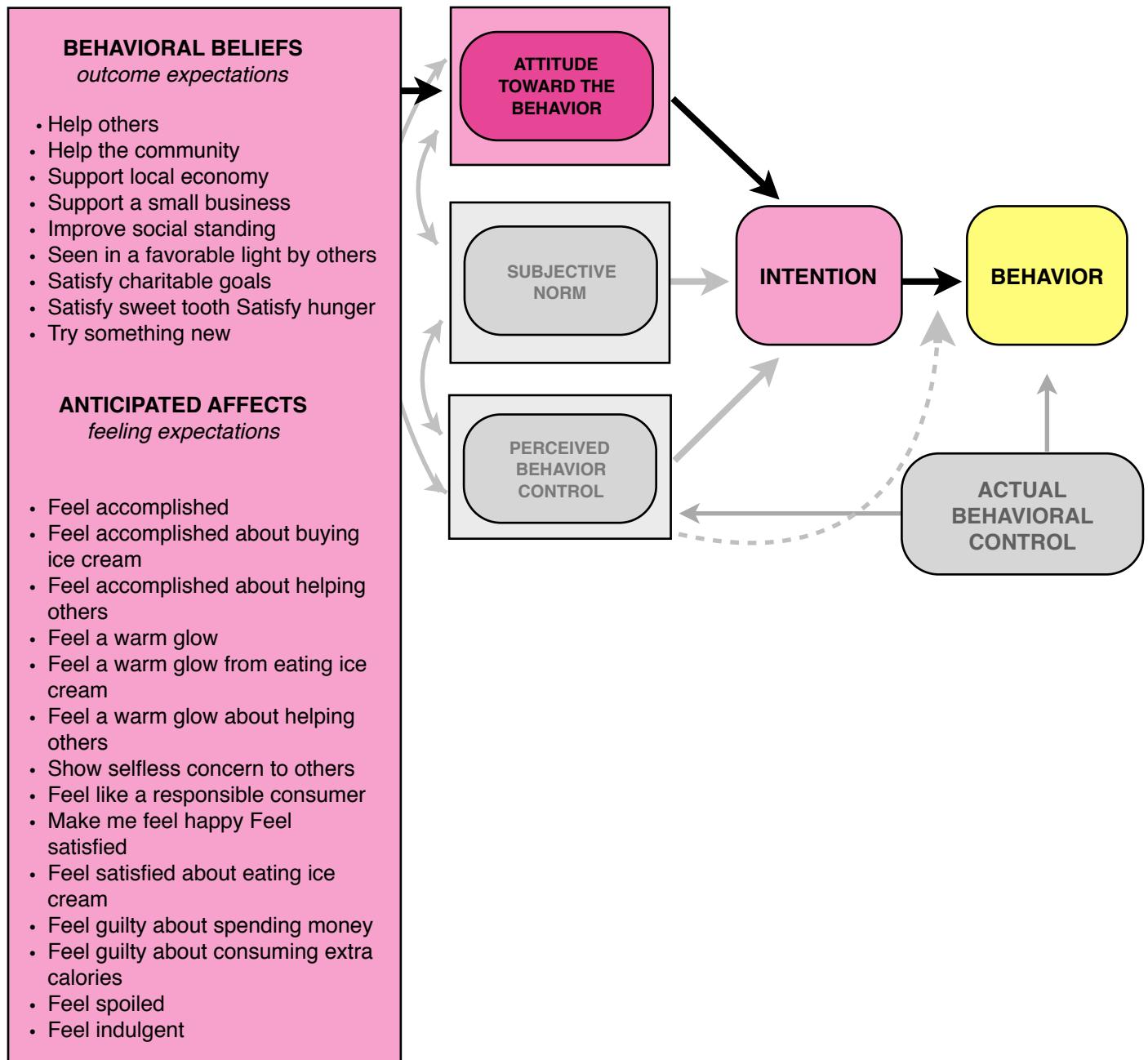
The problem with having so many BB and AA items is the length of the questionnaire. 25 BB and AA items are identified above. If each of these items are followed by one OE question each, the questionnaire would already be up to 50 questions, and this is before including questions for the direct measures of BI, SN, PBC, and AAct. To maintain participant interest throughout the study while maintaining the goal of learning more about consumer attitudes towards cause marketing, a pilot study was conducted.

#### *D. Pilot Study*

The beliefs and attitudes toward purchasing CM products are the primary focus of this study (RQ1). Using existing CM literature, various outcome beliefs and anticipated affects of purchasing CM products have been identified: helping others, satisfying personal objectives, showing concern, supporting a cause, getting enjoyment, feeling happy, receiving a positive public evaluation, feeling responsible. As these outcome beliefs were mapped into the TPB model, there were too many usable outcome beliefs (BB) and anticipated affects (AA) for this study.

To ensure that the best beliefs and affects were selected for the full study, a pilot study was conducted using the CM stimulus scenario created for this research. This study was conducted after IRB approval, and it included 20 BB and AA items and 26 outcome evaluations (OE) to test wording and significance. The behavioral evaluations (BB x OE = BE) with the greatest variance were then used in the full study. Attitude toward the behavior (AAct), behavior intention (BI), and a couple general questions were also asked to aid in analysis. Figure 4 shows how the pilot study mapped into the TPB design. Five behavior belief items and five anticipated affect items were selected for the full study, and other data findings were used to modify the stimulus scenario. Full results from the analysis can be found in Appendix F.

**Figure 4: Theory of Planned Behavior (TPB) Model, Pilot Study: Cause Marketing Product Purchasing Intentions**





### *E. Participants*

For a quality statistical analyses to be conducted, the full study aimed for at least 100 responses in each of the two conditions (200 total respondents). Based on an expected 10% response rate, a random sample of 2,000 Marquette undergraduate freshman, sophomore, and junior students were invited to participate in the study, 1,000 per condition (control and experimental). Student lists were gathered and approved by the Online Survey Group from Marquette University (MU) and sent to the researcher. Senior and graduate students were unable to participate due to previously scheduled surveys.

The participant group of freshmen, sophomore, and junior students is ideal for this study because the majority of participants should be under the age of 35, which means they have never lived without the option to purchase cause marketing products. CM was only first utilized in 1983 (Varadarajan & Menon, 1988), and with an educated estimation, one could assert that most students in the study population were born after this time. All participant interactions were facilitated through Survey Monkey, an online software. Data management and study procedures are described in the following section.

301 participants in the control group engaged in the study with 240 completing the full questionnaire (24% response rate). Of the control group participants, 141 were female, 94 were male, 4 preferred not to answer, and 1 skipped the question. Ages for the subjects ranged from 18 to 51 with an average age of 19.82.

The experimental group yielded a slightly higher response rate (25.1%) than the control group with 297 responses, 251 of which completed the questionnaire. Of these

responses, 168 were female, 80 were male, and 3 preferred not to answer. Participant ages ranged from 18 to 29 with an average age of 19.50.

#### *F. Data Management and Procedures*

This study was approved by Marquette University's Office of Research Compliance on March 23, 2015 (HR-2956). After the pilot study was conducted and the questionnaire instrument was finalized, two lists of 1000 randomly-selected freshman, sophomore, and junior Marquette student email addresses were provided to the researcher who then randomly assigned one list to be the control group and the other to be the experimental group.

Selected students received an email inviting them to participate in the study facilitated through Survey Monkey online software:

Hello! My name is Katie Sloan, and I am conducting research for my Master of Arts degree in Communication at Marquette University.

**You have been randomly selected to participate in a brief study to help the University gather student feedback about a possible new food vendor on campus, and I highly encourage you to participate!**

This study involves an online survey that requires 5-15 minutes to complete. All responses will remain confidential, and your participation would be incredibly helpful.

Thank you in advance for your time!

Katie Sloan, researcher

After a participant clicked the Begin Survey button, consent was gathered before the questionnaire was presented (see Appendices E and F). Directions were provided in the form of the stimulus scenario as well as a call to action to help the University:

Please answer the following questions to help the University make its decision. There are no correct or incorrect responses; we are merely interested in your personal point of view.

Participants then moved on to a 40-question survey followed by a debrief, where they were informed about the true purpose of the study and the fictitious nature of the product and the cause. Participants were able to discontinue the questionnaire at any time and incomplete response sets were not included in the analysis.

In total, one invitation email was sent to all participants and two reminder emails were sent those that had not completed the questionnaire. Email addresses were stored and managed in the Survey Monkey software and were separated from all responses to maintain anonymity. The next section will discuss the statistical analysis procedures that were used for this study.

### *G. Statistical Analyses*

SPSS statistical software was used to perform statistical analyses. Before statistical analyses could be performed for the pilot study or the full study, the data sets were prepared for analysis. First, data from respondents who did not finish the questionnaire was removed. These response sets were identified by missing data noted for the last six or more responses. Missing data or obvious signs of non-active participation (an extended number of questions marked with the same answer) indicated the participant

may have opted out or simply clicked the same answer to quickly finish the questionnaire. 12 response sets were removed from the pilot study data set while 61 were removed from the full study control group and 46 were removed from the full study experimental group.

Direct measures were then labeled, and remaining system missing data were located and replaced with the mean of the responses for that particular question. This allowed for the participant data to be used even though a question was skipped without affecting other data or changing results.

After two clean data sets were created, descriptive statistics were run. This gave the researcher a high-level view of the responses and helped the researcher to identify any obvious errors or idiosyncrasies in the data. This output included demographic data as well as the mean and standard deviation for each TPB-modeled question.

The steps mentioned above were performed for both the pilot study and full study data sets before TPB analyses and transformations were performed. An additional step was taken for the full study to assist with the analysis. After the compounds were created for both data sets, control and experimental, a new variable was created called GROUP. The control group was assigned the value “1” and the experimental group was assigned the value “2.” The data sets were then merged for use during analysis.

### *G1. Working with TPB*

Determining which statistical analysis tests to use in a study is largely influenced by the study’s model, Theory of Planned Behavior in this case of this study, and what the

researcher is trying to learn, the research questions. This study's research questions include:

**RQ1:** How do consumers' beliefs and attitudes towards cause marketing influence their intentions to purchase a cause marketing (CM) product?

**RQ2:** Do products with a cause marketing (CM) component positively influence consumer purchase intentions?

Beliefs and attitudes that contribute to the purchase of cause marketing products are the primary focus of this study. This research is modeled by TPB; therefore, behavior beliefs (BB) are the forefront of the statistical analysis. In this study, the researcher is also utilizing anticipated affect (AA). In TPB, behavior beliefs and anticipated affect items are compounds comprised of two components: the likelihood that the outcome will happen and the evaluation of the outcome. Responses were either positive or negative, and participants responded on semantic differential scale from (-3) unlikely to (+3) likely. The outcome belief/anticipated affect responses and the outcome evaluation were then used to create believe-evaluation (BE) and anticipated affect-evaluation (AE) pairs by multiplying the likelihood and the evaluation. For example, participants were presented with, "Buying ice cream would help the community" and a 7-point scale. The answer would fall somewhere between -3 and 3. They would then be asked to evaluate the outcome (i.e. "Helping the community would be \_\_\_\_.") which would also produce a response between -3 and 3. The product terms produce a positive number when the belief evaluation is perceived to be good (e.g.  $2 \times 3 = 6$ ) and a negative number when it is perceived to be bad (e.g.  $3 \times -3 = -9$ ). Even if the participant perceived the outcome to be really bad (-3), if they also thought there was no way that a particular outcome would

happen (-3), the belief-evaluation pair is actually positive for that individual (9) and, according to TPB, would contribute to the intention to perform that behavior (BI). After the compounds were created, they were added together ( $\sum b_i x e_i$ ) to create the behavior belief measure (see Figure 1) to be used for analysis with the TPB model.

In addition to the behavior belief/anticipated affect variables, it was also appropriate to measure the attitude towards the action (AAct). This was measured by asking participants to evaluate the outcome of the behavior using bi-polar adjective pairs. In this study, participants were presented with: "Purchasing ice cream from Cream City Ice Cream would be:" Response scales included: wise/foolish, responsible/irresponsible, satisfied/unsatisfied, terrible idea/great idea. Responses were then summed together to form the AAAct variable to be used during TPB analysis.

Normative beliefs, the social pressure of performing an action, and control beliefs, the perception that one can carry out the action, are additionally important variables in the TPB model. Even though they are not the primary focus of this study, questions were asked in the questionnaire to be able to include these variables in the analysis. Responses from two direct measures of subjective norm (SN) and three direct measures of perceived behavior control (PBC) were gathered. SN responses were then summed together to create the SN scale variable while PBC responses were summed to create the PBC scale variable.

Finally, and perhaps most importantly, behavior intention (BI) responses were gathered from participants. This variable is critical to this study because the researcher is

seeking to learn which beliefs and attitudes influence intention. Responses to four BI questions were gathered and summed together to create BI.

## *G2. Path Analysis and Multiple Regression*

Path Analysis is commonly used when a research study is designed after a statistical model, such as Theory of Planned Behavior (TPB). This analysis tests models for causal hypotheses, to find the direction of a linear relationship. For example, in TPB, behavior beliefs (BB) influence the attitude toward the action (AAct). These two items together are called the initial cause variable, or “X.” Arrows are used to show the paths that represent the relationships between X and Y, the outcome variable. In the case of this research, Y is the intention to purchase a product, and the arrows in the TPB model (see Figure 3) indicate that X causes or influences Y. The double-headed arrows, such as those between the behavior and normative items, indicate a non-causal association.

One goal of this research is to find out if this study’s model is consistent with the original TPB model by Icek Ajzen (1991). The arrows in the study’s diagram were the driving force behind hypotheses H1a-c which state:

**H1a:** The more positive one’s attitude (AAct) towards purchasing a CM product, the stronger one’s intention (BI) will be to purchase that product.

**H1b:** The stronger the felt social pressure (SN) to purchase a CM product, the stronger one’s intention (BI) will be to purchase that product.

**H1c:** The greater sense of control (PBC) one has over purchasing a CM product, the stronger their intention (BI) will be to purchase that product.

To test these hypotheses, first, the researcher utilized AMOS software to find the coefficients of each path of the model using a path analysis. In path analysis, a positive coefficient represents a positive relationship (X impacts Y). A negative relationship portrays a reversed outcome where Y impacts X. Next, the researcher used multiple regression, an extension of linear regression, a test utilized to predict the value of a variable based on two or more variables. This study is predicting the value of the intention to purchase CM products (BI) based on AAct, SN, and PBC. Based on the hypotheses for this study, the researcher expects all coefficients to be positive and significant ( $p \leq .05$ ).

### *G3: Independent Sample t-test*

When working with quantitative research, a very common statistic to analyze is the differences, or variances, between groups. Groups can be created in a number of ways, and demographics such as sex, income, education level, and age are used often. Groups can also be created based on preferences, such as favorite sports teams or favorite brand of cereal. By using groups, researchers can work find correlations in behavior or status, or they can test to see if two or more groups have different opinions or intentions based on some continuous variables. In this research an experimental design was utilized, creating two groups for analysis: the control group and the experimental group.

Just as groups can be defined in various ways, they can also be analyzed using various statistical tests. A t-test is designed for only two groups and uses the group as the dependent variable and the variable in question as the independent variable. For example,



a very simple research questions may be, is there a significant difference between the brand preferences of running shoes between genders? Sex would be used as the dependent variable while brand loyalty scales are used as the independent variable. Using the statistical test, the “t” value will show the amount of variance where a small number represents a low variance, and a larger number, whether negative or positive, shows a large variance. This information is only viable, however, if the finding is statistically significant (a p value of .05 or less). Results are discussed in the following chapter.

#### *G4. Descriptive Statistics*

Descriptive statistics of the questionnaire items for the experimental and control groups can be found in Table 6 in the appendix. The belief-evaluation/affect-evaluation compounds were created by multiplying the behavior belief/anticipated affect and the corresponding outcome evaluation. Descriptive statistics of these new compounds, shown in Table 1, were then run to see a high level overview of these scaled measures. The highlighted items show the greater mean value between the two groups. As expected, the experimental group rated higher in all but one item.

Variables	Control Group			Experimental Group		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
BEcommunity	240	1.16	4.40	251	2.80	4.23
BEsweettooth	240	3.35	3.85	251	3.12	3.71
BEeconomy	240	3.54	3.56	251	3.68	3.69
BEothers	240	1.01	4.64	251	2.93	4.37
BEsmallbusiness	240	4.40	3.52	251	4.58	3.50
Aehappy	240	4.07	4.21	251	4.17	4.12
Aesatisfied	240	3.31	3.91	251	3.44	3.85
AegUILTY	240	0.51	4.43	251	0.90	4.44
Aeselflessconcern	240	-1.20	4.59	251	-0.93	4.12
Aeresponsibleconsume	240	0.52	3.74	251	1.09	3.63

BE = Believe Evaluation  
AE = Affect Evaluation

#### *G5. Reliability Tests*

Cronbach's alpha (also known as the  $\alpha$  coefficient) value was computed for each of the TPB variables. This value, which will always be between 0 and 1, represents the reliability of the data, the internal consistency of questions used to create the covariate. "The higher the  $\alpha$  coefficient, the more the items have shared covariance and probably measure the same underlying concept" (Goforth, 2015). In other words, a Cronbach's alpha score closer to 1 is ideal because it shows a stronger relationship between the questions combined to create the TPB covariate.

The combined data set including the control group and the experimental group was tested for Cronbach's alpha. The behavior belief/anticipated affect (BB/AA) measure merited a Cronbach's alpha value of .88 which reflects a strong reliability. Because

anticipated affect (AA) is not an original TPB variable, the researcher also decided to also test the alpha scores of the scale items for AA and BB separately. The separate alpha scores ( $\alpha$  BB=.87,  $\alpha$  AA=.69) were not as strong as the combined BB/AA scores ( $\alpha$  BB/AA=.88), so the researcher decided to move forward as planned, using the combined BB/AA variable.

Behavior intention (BI) had a similar alpha of .88 which reflects strong reliability. The subjective norm (SN) and perceived behavior control (PBC) variables had the lowest alpha scores, and the reliabilities are poor. This means that the questions used to create the variables may not have been consistent and did not necessarily measure the same underlying concept. Factor analysis is a common data reduction analysis that can statistically determine other dimensions at play in a scaled measure; however, because only two SN questions and only three PBC questions were included in the questionnaire, the researcher was unable to utilize a factor analysis to learn more about these underlying concepts. The Cronbach's alpha results for the full study can be found in Table 2.

<b>Table 2: Reliability of TPB Variables</b>	
Variable	$\alpha$ (n=491)
Subjective Norm (SN)	0.54
Perceived Behavioral Control (PBC)	0.46
Behavior Beliefs (BB)	0.87
Anticipated Affects (AA)	0.69
Behavior Beliefs and Anticipated Affects (BB&AA)	0.88
Attitude Toward the Action (AAct)	0.91
Behavior Intention (BI)	0.88
a. $\alpha$ = Chronbach's Alpha	

Another more simplistic reliability check was included in the questionnaire to see if participants read the scenario carefully. Participants were asked: Have you purchased this product in the past? (Yes, No, Not Sure). 441 people said no, 31 answered not sure, and 18 people said yes they have purchased Cream City Ice Cream before. The researcher was pleased with these results, since about 90% of participants agreed that they had never purchased the product. This means that the study results were from a perspective of consumers considering a new product.

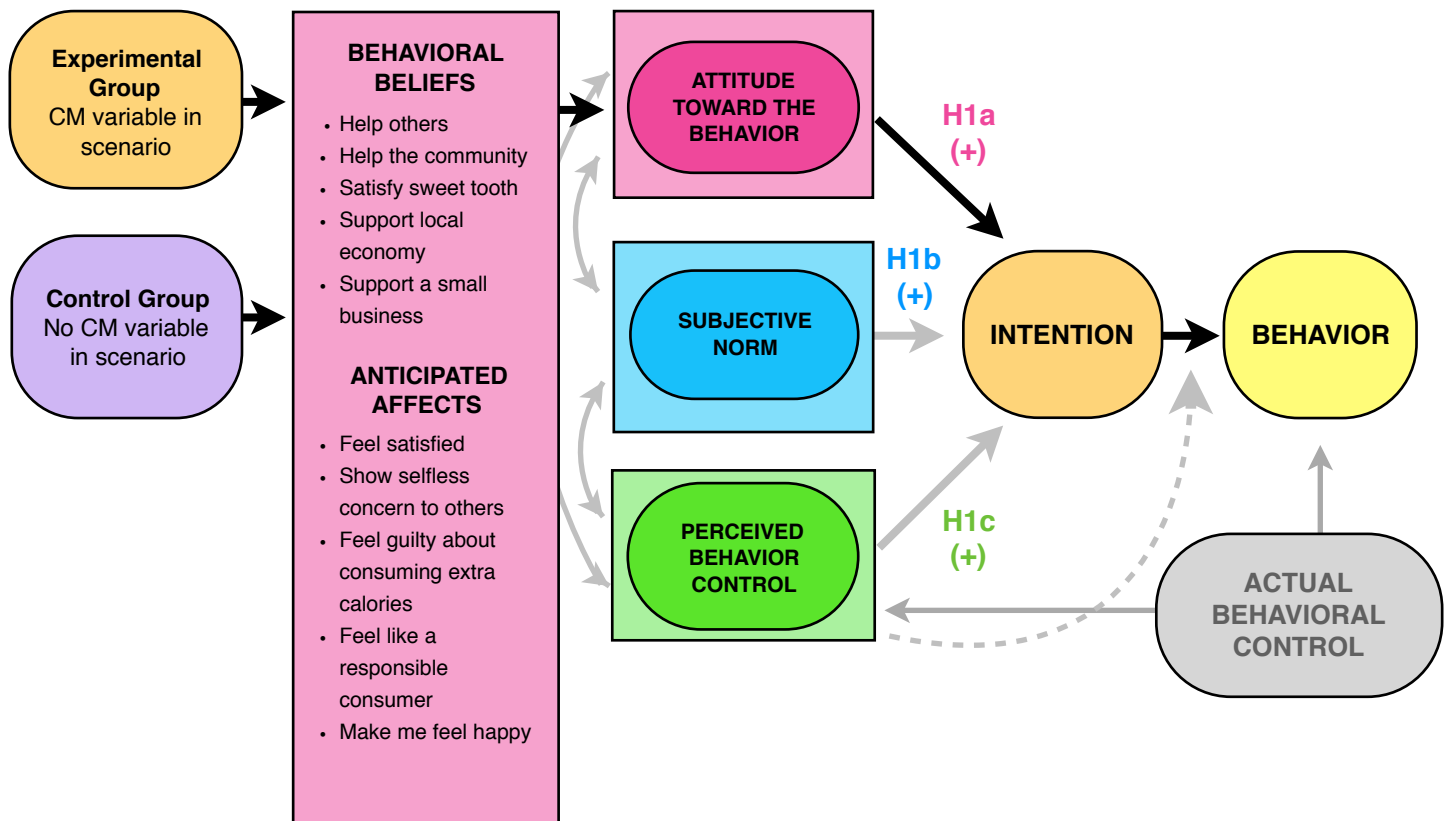
Researcher's typically ask reliability questions to gauge the effectiveness of the scenario. The results indicate that about 9 out of 10 participants approached the questions from a mindset that they did not have any previous experience with the company which means their answers are less likely to be skewed due to a past experience. On the other hand, it is possible that students are already loyal to a local ice cream shop or perhaps the ice cream available in the dining halls is more than enough to satisfy their ice cream needs. Either way, the goal of this study was to focus on the cause marketing tactic added to the experimental group and better understand its influence on purchases. Knowing that the participant group noted having no experience with this company before eliminates past experiences with a company as a factor that influenced the results, also called a Z factor.

## CHAPTER FIVE: RESULTS

### A. Full-Study Diagram

RQ1 asked, how do consumers' beliefs and attitudes towards cause marketing influence their intentions to purchase a cause marketing (CM) product? The hypotheses for this research question were based on Theory of Planned Behavior (TPB) where AAct (H1a), SN (H1b), and PBC (H1c) are expected to have a positive effect on BI. Figure 5 below shows the hypotheses mapped into TPB including the ten suitable BB/AA and OE pairs that were determined based on the results of the pilot study.

**Figure 5: Theory of Planned Behavior (TPB) Model, Full Study: Cause Marketing Product Purchasing Intentions**



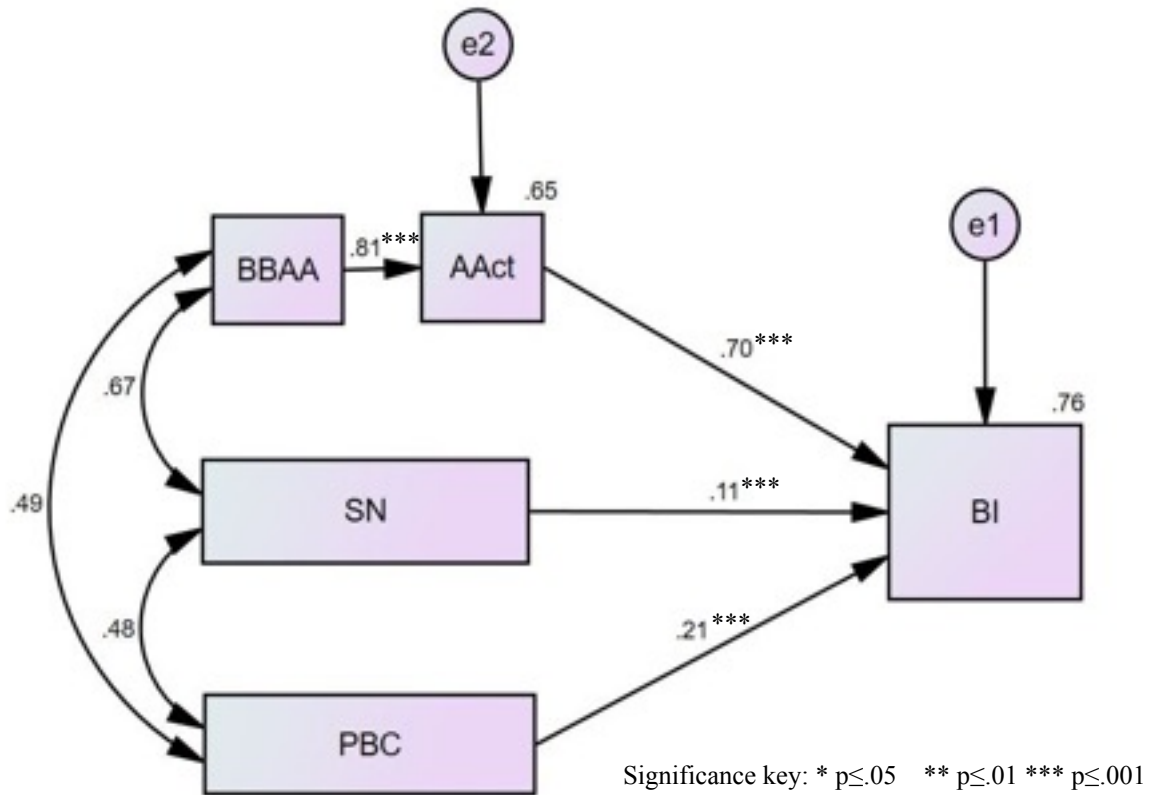
H2 says that consumers' purchase intentions will rise with the presence of CM, and it cannot be represented by the figure. The experimental nature of this research will serve to support or deny H2 and further the overall goals of the study.

### *B. Investigating RQ1 Hypotheses*

RQ1 asks, how do consumers' beliefs and attitudes towards cause marketing influence their intentions to purchase a cause marketing (CM) product? The hypotheses for this research question were based on Theory of Planned Behavior (TPB) where attitude toward the action (AACT), subjective norm (SN), and perceived behavioral control (PBC) are expected to have a positive effect on behavior intention (BI). Path analysis and Multiple Regression analyses were performed on the full participant group (N=491) to test these hypotheses.

The path diagram (Figure 6) generated based on the full data set shows the standardized betas (path coefficients) on the lines in the diagram from one variable to another, and the variance accounted for ( $R^2$ ) shows on the top of the AACT and BI boxes, representing the endogenous variables. The following sections will examine the study's hypotheses to see if they are supported and explore what insights can be learned based on the results.

Figure 6: Path Diagram (N=491)



*BI. H1a: AAct and BI*

Hypothesis 1a, the first hypothesis for research question one, stated:

**H1a:** The more positive one's attitude (AAct) towards purchasing a CM product, the stronger one's intention (BI) will be to purchase that product. The results indicate that H1a is supported because there is a positive, direct effect from AAct to BI (beta=.70,  $p \leq .001$ ).

### *B2. H1b: SN and BI*

The second hypothesis in this study looks at the subjective norm's (SN) relationship with behavior intention (BI). Hypothesis 1b asserts: **H1b:** The stronger the felt social pressure (SN) to purchase a CM product, the stronger one's intention (BI) will be to purchase that product. The results indicate that H1b is also supported because there is a positive, although weak, direct effect from SN to BI ( $\beta=.11$ ,  $p\leq.001$ ).

### *B3. H1c: PBC and BI*

The third and final hypothesis for research question one (RQ1) suggested: **H1c:** The greater sense of control (PBC) one has over purchasing a CM product, the stronger their intention (BI) will be to purchase that product. The results indicate that H1c is supported because there is a positive, direct effect from PBC to BI ( $\beta=.21$ ,  $p\leq.001$ ).

### *C. Goodness of Fit*

In addition to the path coefficients, it is important to find out how well the model fits the data, also called "goodness of fit." The Notes for Model produced by the path analysis output provides this data using multiple indices. The Chi-Square for the default model is significant ( $\chi^2_3=182.34$ ,  $p\leq.000$ ), a negative indication. This means there is a statistically significant difference between the data and the model and indicates a poor goodness of fit. Because Chi-Square is sensitive to N, the number of participants in the sample (N=491), a big sample can pose a problem, showing significance between the data and the model. Because of this reason, RMSEA, Root Mean Square Error of



Approximation, is a better use to determine “goodness of fit.” Using RMSEA, we see that for the default model, RMSEA = .35. RMSEA of .08 or less is acceptable, so this confirms a poor fit between the model and the data. RMSEA offers a “cross-check,” called the PCLOSE, another reason why this check is better to use than Chi-Square. In the default model, PCLOSE=.00. This value is not greater than .05, which confirms the RMSEA value over .05, and the poor model fit.

Another measure of model fit is the  $R^2$  value which measures how close the data fits the regression line. The  $R^2$  value will always be between 0% and 100%, and in general, the higher the percentage, the better your data fits the model. The output indicates that AAct, SN, and PBC are responsible for 76% of BI—an excellent result. The output also indicates that BBAA accounts for 65% of AAct—another strong result.

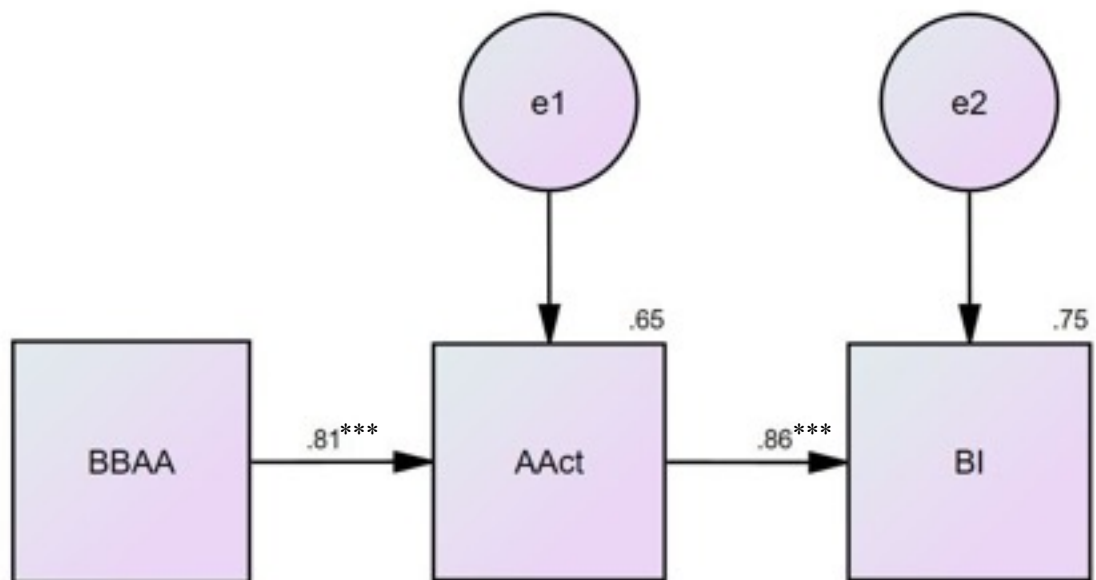
The conflicting outcomes of favorable  $R^2$  values and disadvantageous Chi-Square, RMSEA, and PCLOSE values outcomes led the researcher to further investigate the path model. RMSEA is uncharacteristically high which suggests one of the contributing variables is to blame. The researcher explored an alternate, reduced path model that excludes the subjective norm (SN) variable and the perceived behavioral control (PBC) variable, and the results are included in the next section.

#### *D. Alternate Path Diagram*

The alternate path model output (Figure 7) displayed promising results. The path from the behavior belief (BB)/anticipated affect (AA) variable to attitude toward the action (AAct) is positive and significant (beta=.81,  $p \leq .001$ ), a strong coefficient. The path

from AAct to behavior intention (BI) is also positive and significant and has an even stronger coefficient (beta=.86,  $p \leq .001$ ). Moving on to goodness of fit, the Chi-Square value is still significant ( $\chi^2_1=14.51$ ,  $p \leq .000$ ), which is not a positive outcome; however, the result is still much lower than the original model. The RMSEA was reduced by half in the alternate model to .17, which is still double the less than or equal to goal score of .08, so we move to the final model fit measure, PCLOSE, which came in at .03. While this value is still not over the goal value of .05 or more, it is still stronger than the output from the original path diagram.

**Figure 7: Alternate Path Diagram (N=491)**



Significance key: \*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

Moving on, the  $R^2$  values in in the alternate path diagram are also very favorable, and they provide valuable insights. The output in Figure 7 indicates that AAct contributes 75% of the variance of BI, a very positive result. Recall that in the original path model, AAct, SN *and* PBC variables together only contributed 76% of the variance of BI. The  $R^2$  value on the alternate path model indicates that together, SN and PBC only added an additional 1% of the variability of BI, which indicates that these variables did not perform as anticipated. Although the alternate model is still not perfect regarding model fit, the results are much more favorable than the original model and further suggest that the use of Theory of Planned Behavior (TPB) for this study was appropriate. These positive results allowed the researcher to dive deeper into the behavior belief (BB) and anticipated affect (AA) variables with a positive outlook on gaining insights about the attitudes and beliefs that contribute to a cause marketing product purchase.

#### *E. Coefficient Tests for TPB Variables*

One of the goals of this study was to better understand consumer behavior connected with the purchase of cause marketing products, including the beliefs and attitudes that contribute to this behavior. The researcher took an extensive look into the behavior belief (BB) and anticipated affect (AA) variables to gain insights into consumer behaviors.

The first step to analyze these variables was to perform a formal multiple regression analysis on the path between BBAA and AAct. This analysis tests variable fit, or more precisely, the amount of variance the items account for in the attitude toward the

action (AAct) variable the model. Using multiple regression with AAct as the dependent variable and the behavior belief and anticipated affect compounds as separate independent variable blocks, the researcher was presented with two regression models in the output. Model 1 was significant and showed that the predictors in this model, the behavior belief compounds, account for 58% of the variance in AAct. Model 2 was also significant and showed that the AA compounds contributed an additional 13% of the variance of AAct. Together, these variables account for 71% of the variance of AAct ( $F_{10, 480} = 112.89, p = .000$ ), a very positive outcome. These results suggest that the items used to gather data about BB and AA were appropriately selected and used in the study questionnaire.

The next step in exploring the BB/AA to AAct relationship was to look at the individual BB/AA items to find out which betas, or coefficients, were statistically significant. This will tell the researcher which specific items significantly contribute to attitude toward the action (AAct). This data is critical to the understanding of beliefs and attitudes that contribute to cause marketing product purchase. Table 3 shows the two models in the regression output and displays the betas and significance for each of the behavior belief evaluation (BE) and anticipated affect evaluation (AE) compounds.

In model 1, all five BE compounds are strongly significant ( $p \leq .001$ ). It is interesting that the BE variables about helping the community, helping others, and helping a small business lose significance when the affect items are added to the model. Recall, the BE items include cognitive responses while the affect items deal with emotions. In this analysis, the full participant population, both the control and

experimental groups, were analyzed. The loss of significance in the BE others, community, and small business items may suggest that participants were impacted by one or more of these items cognitively, but at some point, emotion took over. The investigation of RQ2 and H2 allowed the researcher to further examine this loss of significance by investigating the experimental manipulation.

Model	Variable	Standardized Coefficients			Collinearity Statistics	
		Beta	t	Sig.	Tolerance	VIF
1	(Constant)		2.73	0.01		
	BEcommunity	0.16***	3.60	0.00	0.45	2.22
	BEsweettooth	0.25***	6.91	0.00	0.69	1.45
	BEeconomy	0.15***	3.45	0.00	0.44	2.28
	BEothers	0.16***	3.60	0.00	0.45	2.23
	BEsmallbusiness	0.24***	5.79	0.00	0.50	2.02
2	(Constant)		2.76	0.01		
	BEcommunity	0.05 ns	1.24	0.22	0.42	2.38
	BEsweettooth	0.07*	2.06	0.04	0.58	1.71
	BEeconomy	0.12***	3.23	0.00	0.43	2.31
	BEothers	0.07 ns	1.82	0.07	0.40	2.48
	BEsmallbusiness	0.04 ns	0.99	0.32	0.41	2.42
	Aehappy	0.27***	6.06	0.00	0.32	3.08
	AEsatisfied	0.27***	5.83	0.00	0.29	3.42
	AEGuilty	0.10***	3.99	0.00	0.95	1.05
	AEselflessconcern	-0.02 ns	-0.59	0.56	0.71	1.41
	AEResponsibleconsumer	0.15***	4.41	0.00	0.58	1.74
a. Dependent Variable: Attitude Toward the Action (AAct) b. BE = Behavior Belief Evaluation Compounds c. AE = Anticipated Affect Evaluation Compounds d. Significance key: * $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$ ns=not significant						

### *F. Investigating RQ2 Hypothesis*

The second research question (RQ2) in this study led to the implementation of the experimental design and allowed the researcher to analyze the differences between the control and experimental groups. RQ2 asks: Do products with a cause marketing (CM) component positively influence consumer purchase intentions? Consistent with past findings from other cause marketing (CM) researchers, the hypothesis for this research question (H2) predicts: Consumers purchase intentions will rise with the presence of CM. To look into H2, the experimental and control group data were analyzed separately.

An independent samples t-test is an appropriate analysis to compare the experimental and control groups. This test compares the means of two groups to find out if there is statistical evidence that the means are significantly different. Table 4 shows the results of the independent samples t-test for all of the TPB variables.

<b>Table 4: Independent Samples t-test of TPB Items</b>					
Scaled Variable	Means		t-test for Equality of Means		
	Control Group (N=240)	Experimental Group (N=251)	t	df	Sig. (2-tailed)
Behavior Beliefs (BB)	13.46	17.11	-2.57	489	0.01**
Anticipated Affect (AA)	7.20	8.68	-1.20	489	0.23 NS
Behavior Beliefs & Anticipated Affect (BB/AA)	20.66	25.79	-2.06	489	0.04*
Attitude Toward the Action (AAct)	4.61	4.74	-0.30	489	0.76 NS
Subjective Norm (SN)	2.35	2.40	-0.26	489	0.79 NS
Perceived Behavioral Control (PBC)	5.90	5.94	-0.15	489	0.88 NS
Behavior Intention (BI)	5.81	6.24	-0.86	489	0.39 NS
a. Significance key: * $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$ ns=not significant b. Note: Some means are larger than -9/+9 due to the summated nature of the scaled variable.					

RQ2 is specifically focused on the behavior intention (BI) variable, so these results will be analyzed first. The F score for behavior intention (BI) is not significant which suggests that the variances are equal across the two groups, a good sign. In this case, the t-test which assumes equal variances should be used. This t value for BI was not significant ( $t(489)=-4.39, p=NS$ ), which means that there was no statistically significant difference between the means. With this result, H2 is not supported because there is not a statistically significant difference between the control and experimental groups.

### *F1. Investigating TPB Variables in Control and Experiment Groups*

Although H2 was not supported due to insignificant differences between behavior intention (BI) in the control and experimental groups, the other Theory of Planned Behavior (TPB) variables should be analyzed as well. Using the results in Table 4, we can see that none of the F values for the TPB variables were significant, so equal variance can be assumed. This is a positive outcome. Of all of the TPB variables, only the stand-alone behavior beliefs (BB) variable ( $t(489)=-2.57, p=.01$ ) and the combined behavior belief and anticipated affect (BB/AA) variable ( $t(489)=-2.06, p=.04$ ) merited significance. This is also a positive outcome since it should help the researcher identify behavior beliefs of anticipated affects that are significantly different between the control and experimental groups.

### *F2. Coefficient Tests for Belief and Attitude Measures*

To identify behavior beliefs (BB) and anticipated affects (AA) that are significantly different between the control and experimental group, independent sample t-tests were performed, and results can be found in Table 5. Two behavior belief evaluation compounds, BEcommunity and BEothers, merited significant results.



Compound Questionnaire Item	Means		t-test for Equality of Means		
	Control Group (N=240)	Experimental Group (N=251)	t	df	Sig. (2-tailed)
BEcommunity “Buying Cream City Ice Cream would help the community.”	1.16	2.80	-4.22	489	0.00***
BEsweettooth “I would satisfy my sweet tooth by purchasing Cream City Ice Cream.”	3.35	3.11	0.67	489	0.50 NS
BEeconomy “If I purchase Cream City Ice Cream, I would be supporting the local economy.”	3.54	3.68	-0.41	489	0.68 NS
BEothers “I could help others by purchasing Cream City Ice Cream.”	1.01	2.93	-4.74	489	0.00***
BEsmallbusiness “Buying Cream City Ice Cream would support a small business.”	4.40	4.58	-0.57	489	0.57 NS
AHhappy “I would be happy if I purchase Cream City Ice Cream.”	4.08	4.17	-0.27	489	0.79 NS
AEsatisfied “If I purchase Cream City Ice Cream, I would be satisfied.”	3.31	3.44	-0.39	489	0.70 NS
AEGuilty “If I buy Cream City Ice Cream, I would feel guilty about consuming extra calories.”	0.51	0.90	-0.97	489	0.33 NS
AEselflessconcern “If I purchase Cream City Ice Cream, I would be showing selfless concern to others. “	-1.21	-0.93	-0.71	489	0.48 NS

Aresponsibleconsumer “I would feel like a responsible consumer if I purchase Cream City Ice Cream.”	0.52	1.09	-1.72	489	0.09 NS
a. BB=Behavior Belief b. AA=Anticipated Affect c. Significance key: * $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$ NS=not significant					

The behavior belief evaluation compound about community, labeled BEcommunity, asked participants to respond on a 7-point scale from extremely unlikely (-3) to extremely likely (+3) for the following statement: “Buying Cream City Ice Cream would help the community.” The F score for BEcommunity is not significant, so the t-test which assumes equal variances was used. This t value showed significant results ( $t(489)=-4.22, p=.00$ ). The t value is also relatively large which indicates a large variance between the groups.

The second significant item, BEothers, presented a similar statement to participants: “I could help others by purchasing Cream City Ice Cream.” The output also showed a non-significant F score for BEothers ( $p=.00$ ), so the t-test which assumes equal variances was used ( $t(479.84)=-4.78, p \leq 0.00$ ). This significant result also shows that there is a large variance between the control and experimental group

To interpret these findings, the means of the BEcommunity and BEothers variables need to be analyzed further. We know there is significant variance between the participant groups, and the means of these variables will show which group felt more strongly that their purchase would help “others” and the community. Looking back at

Table 4, the descriptive statistics of the belief-evaluation and affect-evaluation compounds, suggests that those in the experimental group who received the cause marketing message indicated that it is likely that their purchases will help both “others” ( $M=2.80$ ) and the community ( $M=2.93$ ).

Variables	Control Group			Experimental Group		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
BEcommunity	240	1.16	4.40	251	2.80	4.23
BEothers	240	1.01	4.64	251	2.93	4.37

The significantly distinct difference of means between the groups for the BEothers and BEcommunity items suggests that the information manipulation for the experimental group positively affected the beliefs that purchasing the product would help the community and help others, which is a large part of what the stimulus scenario was intended to do. One could assert that the experimental phrase that communicated the cause marketing message was successful in manipulating the cognitive beliefs of the participant. The cause marketing message used in the experimental scenario read:

Cream City Ice Cream is known for using all-natural ingredients and for their community support. For every scoop purchased, Cream City Ice Cream is committed to donating 50 cents to the Milk for Milwaukee program, which works with area homeless shelters to provide residents with fresh milk.

This scenario included a few key information points about the cause marketing program: awareness for the program, the donation amount (in dollar amount), the cause (a local program that aligns with the donating company), and information about the cause. The significance of BEcommunity and BEothers suggests that these communication variables impact consumers when included in cause marketing messaging.

Recall, these two significant BE items were also significant in the regression model but lost significance when the affect items were added to the predictors of attitude toward the action (AAct). Table 5 indicates that there were no affect items that were statistically different between the control and experimental group. This finding is very important and led to additional insights.

First, the loss of significance in the regression model when the affect items were considered along with the BE items indicates that there was no connection between the cause marketing scenario manipulation in the study and the anticipated affects that actually related to AAct. This explains why the experimental group's scenario manipulation did not transfer down into the rest of the TPB model through the traditional path from behavioral beliefs to attitude toward the action (AAct) to behavior intention (BI), and it also most likely contributed to the insignificance of R2.

Even though the affect items did not contribute to a statistically significant experimental design to test the effectiveness of a cause marketing message, the findings related to anticipated affect suggest that messaging that triggers feelings of happiness, satisfaction, and responsibility may have performed better in the TPB model. These positive findings related to anticipated affect advocate for the inclusion of this extension

to the TPB model to include the emotions that one may expect to feel after performing a behavior.

The findings and data discussed in this chapter are valuable to professionals, nonprofits, and consumers. Further discussion and conclusions about these results are made in Chapter 6.

## CHAPTER SIX: DISCUSSION AND CONCLUSIONS

Cause marketing has been around since 1983 (Barnes & Fitzgibbons, 1992), which means 34 year olds have never lived without these products in the marketplace. Companies continue to include cause marketing items in their product and service offerings, which suggests the sale of these products must lead to positive outcomes. Although various researchers have studied cause marketing and its affects, Theory of Planned Behavior had never been utilized to the researcher's knowledge to study the beliefs and attitudes that lead to the intention to purchase a cause marketing product. With this research, the researcher sought out to learn more about consumer participation in cause marketing programs and to ultimately start a discussion about who is served by these programs: businesses, consumers, causes/nonprofits, the economy, the world, etc. This results of this study shed light onto consumer beliefs and attitudes, and this chapter will lead a discussion about various insights which led to the researcher's conclusions for the study.

### *A. Discussion of RQ1*

Research question 1 asks, "How do consumers' beliefs and attitudes towards cause marketing influence their intentions to purchase a cause marketing (CM) product?" To answer this question, the researcher analyzed data from the entire participant group population using various analyses including path analysis and multiple regression.

As indicated in Figure 5, the researcher expected to find positive directional relationships from attitude toward the action (AAct), subjective norm (SN), and perceived behavioral control (PBC) with behavior intention (BI). This led to the following hypotheses:

**H1a:** The more positive one's attitude (AAct) towards purchasing a CM product, the stronger one's intention (BI) will be to purchase that product.

**H1b:** The stronger the felt social pressure (SN) to purchase a CM product, the stronger one's intention (BI) will be to purchase that product.

**H1c:** The greater sense of control (PBC) one has over purchasing a CM product, the stronger their intention (BI) will be to purchase that product.

All three hypotheses were supported because they had a positive, direct effect on behavior intention (BI). This means that Theory of Planned Behavior was successfully used to analyze cause marketing purchase intentions. The path diagram (Figure 6) showed these positive relationships, but unfortunately, a red flag occurred when the results of how well the model fit the data were unfavorable. This led the researcher to create an alternate path model and to re-conduct the analysis using only the behavior belief/anticipated affect (BB/AA) variable, AAct, and BI (see Figure 7).

The outcomes of the alternate path diagram were much more favorable with a stronger model fit, and variance of the behavior intention variable was not lost. This indicates that subjective norm (SN) and perceived behavioral control (PBC) did not perform well in this study. This could mean that other people who are important to the consumer do not have much of an influence on consumer's purchase of cause marketing products, or it could simply mean that the SN and PBC questionnaire items in the study

were not very fitting. Similarly, with PBC the questionnaire items may not have been appropriate for this study or perhaps the participant's confidence in the ability to purchase a cause marketing product was not considered. Recall, Armitage & Christian (2004) explained that PBC acts as a measure of actual control and a measure of confidence in the ability to perform a behavior. In every action, there is some measure of control, so it is likely that the questionnaire items were not right for this study.

Looking back to the alternate path model, the results were favorable, and they provided valuable insights. The attitude toward the action (AAct) variable was found to contribute 75% of the variance of behavior intention (BI). This showed a strong relationship and indicated a minimal amount of variance coming from outside variables. The next step was looking deeper into the BB/AA scaled variable and finding out how much it contributed to AAct.

Multiple regression showed that the behavior belief and anticipated affect variables together accounted for a total of 71% of the variance of AAct, a strong result. In the first model, behavior beliefs alone accounted for 58% of the variance. Adding in the anticipated affect items added an additional 13% of variance. Looking at the believe evaluation (BE) coefficients, all 5 betas were significant in model 1 of the regression, but the BE variables about helping the community and helping others lost significance when added in with the anticipated affect items. This led to a few questions, namely, is it possible that these two items only influence one of the participant groups (control or experimental)? The investigation of research question 2 (RQ2) and RQ2's hypothesis



(H2), provided some insights into this question since it analyzed the control and experimental groups separately.

### *B. Discussion of RQ2*

Research question 2 asked, do products with a cause marketing (CM) component positively influence consumer purchase intentions? This question spurred the experimental design of this study in which only the experimental group received a cause marketing message in their stimulus scenario. According to past research, purchase intentions will rise with the presence of CM, and behavior intention (BI) is intended to perform in a similar fashion for this study. The hypothesis for this research question (H2) formally says: **H2:** Consumers purchase intentions will rise with the presence of CM.

The results of the independent samples t-test helped determine the effectiveness of the experimental design and showed differences in cause marketing purchase decisions between the control group and the experimental group. Specifically, these tests compared the means of the compounds of the two groups to see if there were significant differences and led to a response to H2.

This result for behavior intention (BI) was not significant which means that there was no statistically significant difference between the BI means of the control and experimental groups. With this result, H2 was not supported. Even though this was an unfavorable outcome, the other Theory of Planned Behavior (TPB) variables were tested for potential significance. The results of this additional test (see Table 4) showed that the stand-alone behavior beliefs (BB) variable and the behavior beliefs/anticipated affect

(BB/AA) scaled variable were significant. This outcome is positive for this study because one of the goals for this study was to learn more about the behavior beliefs and attitudes that contribute to a cause marketing purchase. A significant variance in means suggests that there are some BB and AA items that stand alone for the cause marketing consumers in the experimental group. To find out which ones are different, the researcher again used the independent samples t-test analysis to find out which behavior belief evaluation compounds and anticipated affect evaluation compounds were statistically different between the two participant groups (see Table 5).

Eight compounds did not merit significant differences in participant response, however, two compounds did stand out with statically significant variances: the behavior belief that cause marketing purchases help the community (BEcommunity,  $t(489) = -4.22, p \leq 0.00$ ) and the behavior belief that cause marketing purchases help “others” (BEothers,  $t(489) = -4.74, p \leq 0.00$ ). Both t values indicated a strong variance between the control and experimental groups. Recall in the discussion of research question 1 (RQ1), the BE variables about helping the community and helping others lost significance in the regression model when added in with the anticipated affect items. This led to the conclusion that the experimental stimulus scenario impacted the cognitive beliefs of participants as it was intended to do, however, the affect items took over and caused suggested that there was no connection between the cause marketing message manipulation and the anticipated affects that actually related to AAct. The following section will discuss anticipated affect and its influence on cause marketing purchases.

### *C. Anticipated Affect*

In the very early analyses of RQ1, the researcher tested the behavior belief items alone as well as together with the anticipated affect items. The reason for this analysis was to determine how well these items performed and if anticipated affect was indeed a positive addition to the study. The statistical results indicated that the behavior belief scaled variable was stronger with the addition of the anticipated affect variable. This is consistent with past cause marketing research.

Cause marketing (CM) researchers have been studying anticipated affects for years—just not in the context of Theory of Planned Behavior (TPB). A compiled list of anticipated affects that have been studied by past researchers can be found on page 46, but here are some of the notable highlights: Smith & Alcorn (1991) found out that feelings of accomplishment and showing selfless concern to others aided in CM purchases. Koschate-Fisher et al. (2012) and Smith and Schwarz (2012) explored feelings of happiness and a “warm glow” after the purchase of CM products. Seounmi and Kim (2008) investigated feelings of consumer responsibility from making CM purchases. Critics of TPB have argued that it does not account for emotion, but the results of this study say otherwise. There is absolutely a way that TPB can incorporate emotion, and that is by adding in anticipated affect.

Evidence from the investigation of H2 also support the addition of anticipated affect. Helping “others” and the community were two behavior beliefs that were significant. In terms of anticipated affect, these items could be described as being compassionate towards others. The t-test revealed that both the stand-alone behavior

beliefs compound and the combined behavior beliefs/anticipated affect compound were significantly different between the control and experimental groups, and it could be argued that the anticipated affect items were the missing link. The results also indicated that the anticipated affect items were not influenced by the cause marketing manipulation, and feelings of happiness, satisfaction, and responsibility should be targeted in future manipulations. The use of the anticipated affect extension of Theory of Planned Behavior is supported by these results, and the researcher recommends that it should be incorporated into the expectancy-value formulation for behavioral beliefs.

#### *D. Discussion of Theory of Planned Behavior*

During the exploration and analysis of RQ1, even though all of the TPB variables were found to have significance, it was determined that the data did not fit well with the original path model based on Theory of Planned Behavior. The revised alternate path model, however, was a much stronger fit and suggested that perhaps subject norms (SN) and perceived behavioral control (PBC) simply underperformed in this study.

If there was a perfect model to determine purchase intentions, businesses would have an overflowing toolkit of ways to entice consumers to purchase their products, which is most likely unethical. While the application of TPB may not have merited a perfect ten, the model itself performed exceedingly well and led to significant findings that can influence cause marketing campaigns and possibly increase sales of these products.

This research sought out to better understand consumers' beliefs and attitudes towards purchasing cause marketing products which comes directly from the first arm of TPB. Even though behavior control factors and the influence of others are important to behavior intention (according to TPB), they were not the focal point of this study. Rather, behavior beliefs and the attitude toward the action took center stage.

The results indicated that the behavior belief compounds of helping "others" and helping the community were significantly different and stronger in the experimental participant group, and these positive relationships suggest that these two beliefs and affects could be targeted in cause marketing campaigns and lead to successful outcomes. Further, the use of key information points in the stimulus scenario were effective in influencing behavior beliefs: awareness for the program, the donation amount (in dollar amount), the cause (a local program that aligns with the donating company), and information about the cause.

In summary, the TPB model performed very well for this study, and the use of the anticipated affect extension is supported and suggested for future research about cause marketing beliefs and attitudes. The significant findings that support the use of cause marketing also shed light onto beliefs and feelings that may be important to consumers.

#### *E. Key Findings*

Theory of Planned Behavior was the ideal model for this study and provided insights into beliefs and feelings that contribute to the purchase of cause marketing products. The experimental design of this study was not used effectively to measure how

cause marketing influences purchase intentions, however, the experimental nature of the study provided valuable data. The behavior beliefs of helping others and helping the community should be highlighted in cause marketing campaigns since these items had a significant impact on the cause marketing consumer participant group, and the affects of happiness, satisfaction, and responsibility should be targeted in future cause marketing messaging. This finding is a key takeaway from this research that can benefit businesses, nonprofits, and consumers.

#### *E. Cause Marketing as a Business Tool*

Businesses continue to see positive outcomes from cause marketing programs. With this research the researcher predicted that business owners and marketers should be able to answer these questions: “Will consumers be more likely to purchase my product or service if cause marketing tactics are used? If so, how can we (the business) help consumers reach *their* goals (desired outcomes) as we strive to reach our own?”

Based on the results of this study, there is no conclusive answer that cause marketing will impact sales of a product, however, there is evidence that cause marketing products elicit a strong desire to help the community and to help others. Marketers should focus on these elements of compassion. The results also supported the use of tactics suggested by past researchers such as the choice of cause (appropriate brand-fit) (Grau & Garretson Folse, 2007; Smith & Alcorn, 1991), the amount of the donation (dollars, rather than percentage) (Chang, 2008), and the choice of product (low magnitude or cost) (Chang, 2008). Finally, to positively influence purchase intentions, the researcher

recommends focusing on the feelings that influence consumers, including happiness, satisfaction, and responsibility. These considerations should help a business to be successful in their use of cause marketing programs.

#### *F. Cause Marketing as a Responsibility*

The results of this study suggest that cause marketing products may help consumers help others and help the community. In this way, cause marketing products are helping consumers reach their goals.

The literature review discussed Stroup and Neubert (1987)'s three phases of corporate philanthropy:

**Phase 1: Pre-1954** - Voluntary responses to social issue and problems.

**Phase 2: 1954-1980** - Mandated corporate involvement.

**Phase 3: 1980-Present** - Social responsibility viewed as an investment by corporations.

Cause marketing has created a way to involve the consumer in a responsible exchange, and the results of this study corroborate this statement. It is tough to say when this consumer mindset may have set in, however, a fourth phase of the corporate responsibility evolution may be merited:

**Phase 4: ?-Present** - Social responsibility offered by businesses to consumers for a shared sense of responsibility using cause marketing products.

This phase supports cause marketing as a positive tactic and suggests that consumers feel as if they are spending responsibly when purchasing cause marketing products.

### *G. Recommendations for Marketing Professionals*

Marketing professionals should include messages of compassion about helping others and the community when promoting cause marketing products, and they should find ways to help consumers elicit feelings of happiness, satisfaction, and responsibility during the application of cause marketing programs. Results from this study suggest that consumers will be more likely to purchase cause marketing products if they anticipate these outcomes.

### *H. Recommendations for Non-profit Organizations*

Non-profit organizations can benefit from this research by being confident that cause marketing programs are beneficial to both businesses and consumers. To be on the receiving end of cause marketing donations, nonprofits may benefit from identifying for-profit businesses that align with the nonprofit and suggesting a partnership with cause marketing products.

### *I. Recommendations for Consumers*

Finally, consumers should be informed about their purchases and be aware of the tactics that businesses may use to entice them to make purchases. Consumers should be aware that companies are pulling on emotions of compassion when promoting cause marketing products and are trying to make them feel emotions of happiness, satisfaction, and responsibility.



### *J. Limitations of the Study*

There are various limitations to this study that may have impacted results. First, participants were from a small, Jesuit, Midwestern university and may not have represented the entire population. This group was, however, a great demographic to study (18-22 years old) since they have not lived without CM. The sample size was also fairly small for a quantitative study, meriting only 240 and 251 participants in the control and experimental groups, respectively.

Another limitation of this study was the questionnaire items related to perceived behavioral control (PBC). Azjen (2006) recommends testing for control factors “to assess the likelihood that the factor will be present and the factor’s power to facilitate or impede performance of the behavior.” PBC was not the focus of the study, however, the Theory of Planned Behavior (TPB) model utilizes all three variable arms (behavior beliefs, subjective norms, and PBC) to determine behavior intention (BI), and better questions could have led to more in-depth findings.

A third limitation of the study appeared in the experimental stimulus scenario. Regrettably, the mention about the use of “all-natural ingredients” was not included in the control group scenario, and it could possibly be another factor that the experimental group was reacting to outside of the affect items.

The next limitation was in the study debrief, which did not give full credit to the company that inspired the stimulus scenario. The debrief said there is no nonprofit called Milk for Milwaukee that gives milk to homeless people in the city. Although there is no nonprofit with this name, a program exists with this name inside a for-profit company,

Purple Door Ice Cream. The researcher would have liked to give this company credit for the good they are doing in Milwaukee, and the researcher regrets this oversight.

Finally, researcher bias was also a limitation of this study. The researcher has a positive outlook on cause marketing, and this may have biased findings and conclusions.

#### *K. Suggestions for Future Research*

The goal for any researcher is to further the discussion of a particular subject by refining procedures that lead to key findings and documenting these findings along the way. This research contributed to the knowledge base of cause marketing tactic, and recommendations have been compiled for future researchers:

**#1: Focus on consumer beliefs and anticipated affects.** Participants in the experimental group responded to specific beliefs and feelings that positively impacted their attitude toward the purchase cause marketing products.

**#2: Expand the cause marketing narrative.** Both qualitative and quantitative data could be valuable to further understanding of consumer behavior and cause marketing products.

**#3: Apply targeted cause marketing messages and study the results.** The beliefs of helping others and helping the community were identified as those that influence purchase intentions, and the anticipated feelings of happiness, satisfaction, and responsibility overtook the belief items. It may be beneficial to test different ways to apply these affects to marketing messages and to re-analyze the outcome on behavior intention using Theory of Planned Behavior.

Cause marketing is a fascinating, complicated, emotional strategy put in motion by businesses to tap into consumers' altruistic motives while earning revenue. Both consumers, businesses, and nonprofits can benefit from these campaigns, and each entity needs to be responsible for their actions and aware of the motives of other parties in order to make informed cause-purchasing decisions now and in the future.

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## APPENDICES

### Appendix A: About the Researcher

With seven years of professional experience, the researcher provides a unique perspective to the topic of cause marketing and consumer behavior. Early on in the researcher's career, she worked at a nonprofit family foundation and gained knowledge in advocating for a cause and working with for-profit entities to advance the cause. Years later, she turned her career to a marketing agency where she worked with numerous clients on brand development, digital strategies, event planning, social media, and campaign execution. Today, the researcher works for a nonprofit organization called the College of Psychiatric and Neurological Pharmacists (CPNP), planning events and executing projects to advance the goals of the organization. In her role, she also works with the CPNP Foundation, a nonprofit supported by donations.

Experiencing cause marketing programs from multiple roles, including consumerism, has left the researcher with a wealth of knowledge and perspective about the topic, but as every researcher knows, there is more to learn. It was the goal of the researcher to remain completely objective during analysis and discussion, however, it is possible that bias may have been applied inadvertently since she is in favor of cause marketing tactics.

## **Appendix B: Pilot Study Results**

Ajzen (2016) recommends that the pilot study include a sample of 25 to 30 participants representative of the general research population. This pilot study was created using Survey Monkey, an online survey tool, and distributed via email, LinkedIn, and Facebook. It was appropriate to use a snowball sample to garner feedback.; therefore, participants were then encouraged to ask their friends to also complete the study. Recruitment language, informed consent, the full pilot study, and debrief language may be found in appendices C, D, E, and F, respectively.

The pilot study included 20 behavior belief (BB)/anticipated affect (AA) and outcome evaluation (OE) pairs as well as six additional OE questions to test wording. These questions were asked following a stimulus scenario that included a cause marketing element, mimicking the experimental group scenario. It was the researcher's goal to narrow the pairs to ten (20 total questions) to allow for the inclusion of other TPB covariate responses without overwhelming the participant with the length of the questionnaire.

To determine which BB/AA and OE questions were most suitable for the full study, the researcher sought to find variance in the responses as well as those with the most significant relationships to the Attitude toward the Action (AAct) covariate. Tables 1 and 2 show the descriptive statistics and Pearson Correlation of the evaluated responses, respectively. The highlighted items indicate those that were selected for the full study.

Predictor	Range	Minimum	Maximum	Variance
HelpothersBE	18	-9	9	20.329
HelpcommBE	18	-9	9	16.001
NewBE	18	-9	9	15.519
AccomplishedBE	18	-9	9	13.769
HelpeconomyBE	18	-9	9	12.687
SupportsmbusBE	15	-6	9	11.776
GuiltycaloriesBE	18	-9	9	11.74
AccomphelpothersBE	18	-9	9	10.462
SelflessBE	15	-9	6	10.245
SweettoothBE	15	-6	9	10.085
HappyBE	13	-4	9	9.613
SatisfiedpurchBE	13	-4	9	9.496
CharitablegoalsBE	13	-9	4	9.139
SpoiledBE	18	-9	9	8.782
SatisfiedBE	13	-4	9	8.166
GuiltymoneyBE	15	-6	9	7.847
SatisfiedeatingBE	15	-6	9	7.162
FavorableBE	18	-9	9	7.032
RespconsumerBE	18	-9	9	6.679
WarmglowBE	18	-9	9	6.526
HungerBE	15	-6	9	6.462
WarmglowhelpothersBE	13	-4	9	6.126
IndulgentBE	12	-6	6	5.303
SocialstandingBE	12	-6	6	5.136
WarmgloweatingicBE	15	-6	9	4.582
AccompbuyingicBE	15	-6	9	4.022

**Table 7: Pilot Study-Relationship of Behavioral Beliefs and Attitude toward the Action (Pearson Correlation)**

Predictor	N	r	Sig.
GuiltymoneyBE	73	0.46**	0.00
HelpcommBE	74	0.48**	0.00
HappyBE	74	0.49**	0.00
HelpeconomyBE	73	0.43**	0.00
SatisfiedBE	73	0.38**	0.00
HelpothersBE	74	0.38**	0.00
SatisfiedpurchBE	73	0.37**	0.00
SelflessBE	74	0.35**	0.00
FavorableBE	74	0.33**	0.00
RespconsumerBE	73	0.33**	0.00
WarmglowhelpothersBE	74	0.33**	0.00
SatisfiedeatingBE	73	0.31**	0.01
SupportsmbusBE	73	0.31**	0.01
SweettoothBE	74	0.29*	0.01
WarmgloweatingicBE	74	0.28*	0.02
WarmglowBE	74	0.27*	0.02
AccomphelpothersBE	73	0.19	0.11
HungerBE	73	0.17	0.14
CharitablegoalsBE	74	0.17	0.15
SpoiledBE	74	0.15	0.19
GuiltycaloriesBE	73	0.15	0.19
AccomplishedBE	73	0.14	0.23
SocialstandingBE	74	0.12	0.32
IndulgentBE	74	0.11	0.35
NewBE	74	0.07	0.57
AccompbuyingicBE	74	-0.06	0.62

**Significance: \*p ≤ .05 \*\*p ≤ .01 \*\*\*p ≤ .001**

In addition to identifying the most effective behavior belief and anticipated affect questionnaire items, the pilot study uncovered a few adjustments for the full study questionnaire. First, during the pilot study, the researcher randomized the polarity of the answers to avoid mindless or “auto” answering. Participants were recruited via social media, therefore, some of the researcher’s friends and family completed the questionnaire. Both verbal and written feedback from participants gave the researcher insight into frustration experienced by the randomized polarities and the confusion that some experienced when recording their answers. It was the hope of a researcher to gather the most accurate data possible, therefore, the polarities were made consistent on the full study questionnaire with the negative side of the scale consistently on the left and the positive on the right. Also, based on responses about the expected donation amount, the experimental stimulus scenario was changed from a \$0.25 donation pledge to a \$0.50 pledge per purchase.

### **Appendix C: Pilot Study Recruitment**

*Pilot study participants were recruited using e-mail, Facebook, and LinkedIn:*

“Hello! I am conducting a brief survey to aid in my thesis research. Participants must be 18 or older to participate. If you are 18 or older, I would appreciate your help by 1) taking the survey, and 2) passing along the survey to your 18 and older friends. Thank you in advance!”

## Appendix D: Pilot Study Informed Consent

*Survey Monkey was used to collect responses.*

“My name is Katie Sloan, and I am conducting this research study for my Master of Arts degree in Communication at Marquette University.

This study involves an online survey that requires 5-15 minutes to complete, and it is recommended that this survey is completed in one session. Participants will read a scenario and respond to corresponding questions about purchasing the described product. Each participant will be expected to complete the online survey by Friday, April 3, 2015.

Responses will remain confidential. Only group results will ever be presented or published, and you must be 18 or older to participate.

If you have any questions, the researcher will answer them to the best of her ability. If any questions should arise after the conclusion of this study, please email the researcher at [katie.sloan@marquette.edu](mailto:katie.sloan@marquette.edu).

Your time and participation of this study is greatly appreciated! Thank you!”

A blue rectangular button with the word "Next" written in white text in the center.



## Appendix E: Pilot Study Questionnaire

*Questions were presented with a 7-point bipolar scale from -3 to 3. Answer values were not displayed in the questionnaire. Red text was placed in the questionnaire by the researcher to aid in analysis and was not included in the distributed pilot-study.*

### Ice Cream Vendor Survey

**Directions:** *With cause marketing (same as Experimental Group)*

We need your help! The University is trying to find out if there is enough student interest to bring a local ice cream vendor to campus from April to October. If approved, a traveling Cream City Ice Cream food cart would move throughout campus during the day, offering ice cream in both classic and unique flavors.

Cream City Ice Cream is known for using all-natural ingredients and for their community support. With every purchase, Cream City Ice Cream will donate 25 cents to the Milk for Milwaukee program, which works with area homeless shelters to provide residents with fresh milk. Because this would be an outside vendor coming to campus, all purchases would need to be made separately from any campus meal plans.

Please answer the following questions to help the University make its decision. There are no correct or incorrect responses; we are merely interested in your personal point of view.

#### **[Behavioral beliefs and Anticipated Affects]**

1. If I purchase Cream City Ice Cream, I would feel indulgent.
  - (+3) extremely likely/extremely unlikely (-3)
2. If I purchase Cream City Ice Cream, I would be satisfied.
  - (-3) extremely unlikely/extremely likely (+3)
3. I would feel guilty after spending money on Cream City Ice Cream.
  - (+3) extremely likely/extremely unlikely (-3)
4. I would be trying something new by purchasing Cream City Ice Cream.
  - (-3) extremely unlikely/extremely likely (+3)
5. I could help others by purchasing Cream City Ice Cream.

- (+3) extremely likely/extremely unlikely (-3)
6. If I buy Cream City Ice Cream, I would be seen in a favorable light by others.
    - (+3) extremely likely/extremely unlikely (-3)
  7. Buying Cream City Ice Cream would help the community.
    - (-3) extremely unlikely/extremely likely (+3)
  8. If I purchase Cream City Ice Cream, I would be supporting the local economy.
    - (-3) extremely unlikely/extremely likely (+3)
  9. Buying Cream City Ice Cream would support a small business.
    - (-3) extremely unlikely/extremely likely (+3)
  10. If I purchase Cream City Ice Cream, I would get a warm-glow feeling.
    - (-3) extremely unlikely/extremely likely (+3)
  11. I would satisfy my sweet tooth by purchasing Cream City Ice Cream.
    - (+3) extremely likely/extremely unlikely (-3)
  12. If I purchase Cream City Ice Cream, I would feel spoiled.
    - (+3) extremely likely/extremely unlikely (-3)
  13. If I buy Cream City Ice Cream, I would feel guilty about consuming extra calories.
    - (+3) extremely likely/extremely unlikely (-3)
  14. I would feel accomplished if I purchase Cream City Ice Cream.
    - (+3) extremely unlikely/extremely unlikely (-3)
  15. I would satisfy my hunger by purchasing Cream City Ice Cream.
    - (-3) extremely unlikely/extremely likely (+3)
  16. If I purchase Cream City Ice Cream, I would be showing selfless concern to others.
    - (+3) extremely likely/extremely unlikely (-3)
  17. If I buy Cream City Ice Cream, I would improve my social standing.
    - (-3) extremely unlikely/extremely likely (+3)
  18. I would feel like a responsible consumer if I purchase Cream City Ice Cream.
    - (-3) extremely unlikely/extremely likely (+3)
  19. If I purchase Cream City Ice Cream, I would satisfy my charitable goals.
    - (-3) extremely unlikely/extremely likely (+3)

20. I would be happy if I purchase Cream City Ice Cream.
- (-3) extremely unlikely/extremely likely (+3)

[Outcome Evaluations]

21. For me, feeling indulgent is:
- (-3) extremely bad/extremely good (+3)
22. For me to feel satisfied is:
- (-3) extremely bad/extremely good (+3)
23. Feeling guilty about spending money is:
- (+3) extremely good/extremely bad (-3)
24. For me to feel satisfied about a purchase is:
- (+3) extremely good/extremely bad (-3)
25. For me to try something new is:
- (-3) extremely bad extremely/good (+3)
26. For me to help others is:
- (+3) extremely good/extremely bad (-3)
27. For me to help the community is:
- (-3) extremely bad/extremely good (+3)
28. For me to be seen in a favorable light by others is:
- (+3) extremely good/extremely bad (-3)
29. For me to support the local economy is:
- (-3) extremely bad/extremely good (+3)
30. For me to feel satisfied about eating ice cream is:
- (+3) extremely good/extremely bad (-3)
31. For me to support a small business is:
- (-3) extremely bad/extremely good (+3)
32. For me to get a warm-glow feeling is:
- (+3) extremely good/extremely bad (-3)

33. For me, feeling accomplished is:
- (-3) extremely bad/extremely good (+3)
34. For me, satisfying my sweet tooth is:
- (+3) extremely good/extremely bad (-3)
35. For me, feeling spoiled is:
- (-3) extremely bad/extremely good (+3)
36. Feeling guilty about consuming extra calories is:
- (+3) extremely good/extremely bad (-3)
37. For me, feeling accomplished about helping others is:
- (-3) extremely bad/extremely good (+3)
38. For me to get a warm-glow feeling about helping others is:
- (+3) extremely good/extremely bad (-3)
39. Satisfying my hunger is:
- (+3) extremely good/extremely bad (-3)
40. For me to show selfless concern to others is:
- (-3) extremely bad/extremely good (+3)
41. Improving my social standing is:
- (+3) extremely good/extremely bad (-3)
42. For me, feeling accomplished about buying ice cream is:
- (-3) extremely bad/extremely good (+3)
43. For me, feeling like a responsible consumer is:
- (-3) extremely bad/extremely good (+3)
44. Satisfying my charitable goals is:
- (+3) extremely good/extremely bad (-3)
45. For me to be happy is:
- (-3) extremely bad/extremely good (+3)
46. For me to get a warm-glow feeling about eating ice cream:
- (+3) extremely good/extremely bad (-3)

[Direct measures of Attitude (AAct) and Intention (BI)]

47. I would plan to purchase Cream City Ice Cream on campus  
• (-3) extremely unlikely/extremely likely (+3) (BI)
48. Purchasing ice cream from Cream City Ice Cream would be:  
• (-3) extremely foolish/extremely wise (+3) (AAct)
49. Purchasing ice cream from Cream City Ice Cream would be:  
• (+3) extremely good/extremely bad (-3) (AAct)
50. Purchasing ice cream from Cream City Ice Cream would be:  
• (-3) extremely irresponsible/extremely responsible (+3) (AAct)
51. I will make an effort to purchase Cream City Ice Cream  
• (+3) I definitely will/I definitely will not (-3) (BI)
52. Purchasing ice cream from Cream City Ice Cream would be:  
• (-3) extremely unsatisfying/extremely satisfying (+3) (AAct)
53. I will purchase Cream City Ice Cream if it is available on campus  
• (-3) extremely unlikely/extremely likely (+3). (BI)

[Additional Questions]

54. How much would you expect to pay for one scoop of Cream City Ice Cream? \_\_\_\_\_
55. How much is enough of a donation to Milk for Milwaukee to make you consider this purchase? \_\_\_\_\_

## Appendix F: Pilot Study Debrief

Thank you for completing this survey. Your time and participation are greatly appreciated!

At the beginning of this survey, the researcher, Katie Sloan, suggested that the purpose of the study is to gather student feedback about bringing a local ice cream vendor to campus from April to October. In reality, Cream City Ice Cream does not exist, and the University does not intend to bring this vendor to campus. The true purpose of this study is to gain insight into consumer preferences and behaviors for cause marketing products.

This survey used an experimental design, and you may have received the experimental scenario that alluded to a donation of money to the Milk for Milwaukee program. This program is also fictitious and does not exist in Milwaukee.

I regret this deception but hope that you understand the reason for it. It was not intended to harm participants in any way. Although the purpose of this study has changed slightly from the originally stated purpose, the remaining intentions for this study have not changed. Please do not disclose research procedures to anyone who might participate in this study, as it could affect the results of the study.

Results of this study will be presented in the form of a thesis defense in the College of Communication. The public is invited to attend this presentation. If interested, please watch for announcements from the College of Communication.

If you have any questions, concerns, or feedback regarding this study, please contact me via email at [katie.sloan@marquette.edu](mailto:katie.sloan@marquette.edu). You may also contact my supervisor, Dr. Robert Griffin, at [robert.griffin@marquette.edu](mailto:robert.griffin@marquette.edu).

Thank you, again!

Sincerely,

Katie Sloan

## Appendix G: Full Study Recruitment E-Mails

*Lists of 2000 Marquette students, 1000 per group, were provided by Marquette's Online Survey Group. Recruitment emails were sent through Survey Monkey. Responses were completely confidential. Survey Monkey tracked complete and partial responses, and reminder emails were only sent to those that had not responded.*

FROM: [katie.sloan@marquette.edu](mailto:katie.sloan@marquette.edu) via [surveymonkey.com](https://www.surveymonkey.com)

DATE: Monday, April 04, 2016 12:00 PM

SENT TO: 1,001 recipients (control), 1,002 (experimental)

SUBJECT: You're invited!

MESSAGE:

# Marquette Student Opinion Survey

Hello! My name is Katie Sloan, and I am conducting research for my Master of Arts degree in Communication at Marquette University.

**You have been randomly selected to participate in a brief study to help the University gather student feedback about a possible new food vendor on campus, and I highly encourage you to participate!**

This study involves an online survey that requires 5-15 minutes to complete. All responses will remain confidential, and your participation would be incredibly helpful.

Thank you in advance for your time!

[Begin Survey](#)

Please do not forward this email as its survey link is unique to you.  
[Opt out](#) of receiving surveys from this sender

Katie Sloan, researcher

FROM: [katie.sloan@marquette.edu](mailto:katie.sloan@marquette.edu) via [surveymonkey.com](https://www.surveymonkey.com)

DATE: Monday, April 12, 2016 12:00 PM

SENT TO: 772 recipients (control), 773 (experimental)

SUBJECT: We need your help!

MESSAGE:

## Marquette Student Opinion Survey

Many students have helped me so far by filling out this quick survey, but **your opinion is valuable**, and I want to know what you think!

Please consider participating today. This survey requires just 5-15 minutes to complete, and your help would be appreciated.

Thank you!

Katie Sloan, researcher

[Begin Survey](#)

Please do not forward this email as its survey link is unique to you.  
[Opt out](#) of receiving surveys from this sender

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FROM: [katie.sloan@marquette.edu](mailto:katie.sloan@marquette.edu) via [surveymonkey.com](https://www.surveymonkey.com)

DATE: Friday, April 15, 2016 12:00 PM

SENT TO: 721 recipients (control), 733 (experimental)

SUBJECT: Don't miss out!

MESSAGE:

## Marquette Student Opinion Survey

Your opinion is valuable!

Many students have participated in this study about a possible new food vendor on campus, **but I still need your opinion to get the full picture.**

Please consider taking this quick survey right now, and make sure your voice is heard!

**The survey closes TONIGHT at 11:59pm.**

Thank you!

Katie Sloan, researcher

[Begin Survey](#)

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## Appendix H: Full Study Informed Consent

This research is being conducted by Katie Sloan towards the fulfillment of a Master of Arts degree in Communication at Marquette University.

This study involves an online survey that requires 5-15 minutes to complete, and it is recommended that this survey is completed in one session. Participants will read a scenario and respond to corresponding questions about a food vendor. Each participant will be expected to complete the online survey by Friday, April 15, 2016.

Responses will remain confidential. Only group results will ever be presented or published, and you must be 18 or older to participate. If you are not 18 today, please exit the survey.

If you have any questions, the researcher will answer them to the best of her ability. Please email her at [katie.sloan@marquette.edu](mailto:katie.sloan@marquette.edu), and she will answer your questions as soon as possible.

Your time and participation of this study is greatly appreciated! Thank you!

By clicking the "Next" button below, you are agreeing to participate in this study.

A blue rectangular button with the word "Next" written in white text in the center.

## Appendix I: Full Study Questionnaire

*Questions were presented with a 7-point bipolar scale from -3 to 3. Answer values were not displayed in the questionnaire. Red text was placed in the questionnaire by the researcher to aid in analysis and was not included in the distributed pilot-study.*

### Ice Cream Vendor Survey

#### **Directions: 1) Without cause marketing (Control Group)**

Please read:

We need your help! The University is trying to find out if there is enough student interest to bring a local ice cream vendor to campus from April to October. If approved, a traveling Cream City Ice Cream food cart would move throughout campus during the day, offering ice cream in both classic and unique flavors. Because this would be an outside vendor coming to campus, all purchases would need to be made separately from your campus meal plans.

Please answer the following questions to help the University make its decision. There are no correct or incorrect responses; we are merely interested in your personal point of view.

#### **Directions: 2) With cause marketing (Experimental Group)**

Please read:

We need your help! The University is trying to find out if there is enough student interest to bring a local ice cream vendor to campus from April to October. If approved, a traveling Cream City Ice Cream food cart would move throughout campus during the day, offering ice cream in both classic and unique flavors. Because this would be an outside vendor coming to campus, all purchases would need to be made separately from your campus meal plans.

Cream City Ice Cream is known for using all-natural ingredients and for their community support. For every scoop purchased, Cream City Ice Cream is committed to donating 50 cents to the Milk for Milwaukee program, which works with area homeless shelters to provide residents with fresh milk.

Please answer the following questions to help the University make its decision. There are no correct or incorrect responses; we are merely interested in your personal point of view.

1. I would plan to purchase Cream City Ice Cream on campus
  - (-3) extremely unlikely/extremely likely (+3) (BI)
2. In my estimation, \_\_\_\_ percentage of Marquette Students might purchase Cream City Ice Cream at least once on campus from April to October.
  - (-3) (0-25%, 26-50%, 51-75%, 76-100%) (+3) (SN - descriptive)
3. Buying Cream City Ice Cream would help the community.
  - (-3) extremely unlikely/extremely likely (+3) (BB)
4. I would satisfy my sweet tooth by purchasing Cream City Ice Cream.
  - (-3) extremely unlikely/extremely likely (+3) (BB)
5. I would be happy if I purchase Cream City Ice Cream.
  - (-3) extremely unlikely/extremely likely (+3) (AA)
6. If I purchase Cream City Ice Cream, I would be supporting the local economy.
  - (-3) extremely unlikely/extremely likely (+3) (BB)
7. I could help others by purchasing Cream City Ice Cream.
  - (-3) extremely unlikely/extremely likely (+3) (BB)
8. If I purchase Cream City Ice Cream, I would be satisfied.
  - (-3) extremely unlikely/extremely likely (+3) (AA)
9. Buying Cream City Ice Cream would support a small business.
  - (-3) extremely unlikely/extremely likely (+3) (BB)
10. If I buy Cream City Ice Cream, I would feel guilty about consuming extra calories.
  - (-3) extremely unlikely/extremely likely (+3) (AA)
11. If I purchase Cream City Ice Cream, I would be showing selfless concern to others.
  - (-3) extremely unlikely/extremely likely (+3) (AA)
12. I would feel like a responsible consumer if I purchase Cream City Ice Cream.
  - (-3) extremely unlikely/extremely likely (+3) (AA)
13. Have you purchased this product in the past? (Yes, No, Not Sure) (reliability check)

14. How often do you purchase ice cream from April to October?
  - (2 or less times per month, 3-4 times per month, 5 or more times per month) (BI)
15. Purchasing ice cream from Cream City Ice Cream would be:
  - (-3) A Terrible Idea/A Great Idea (+3) (AAct)
16. Helping others is:
  - (-3) extremely bad/extremely good (+3) (OE)
17. To me, supporting the local economy is:
  - (-3) extremely bad/extremely good (+3) (OE)
18. Most people who are important to me would approve of me purchasing ice cream from Cream City Ice Cream
  - (-3) strongly disagree/strongly agree (+3) (SN - injuntive)
19. Satisfying my sweet tooth is:
  - (-3) extremely bad/extremely good (+3) (OE)
20. Helping the community is:
  - (-3) extremely bad/extremely good (+3) (OE)
21. I am confident that I could purchase ice cream from Cream City Ice Cream if they were a vendor on campus.
  - (-3) strongly disagree/strongly agree (+3) (PBC)
22. Feeling satisfied about a purchase is:
  - (-3) extremely bad/extremely good (+3) (OE)
23. Purchasing ice cream from Cream City Ice Cream would be:
  - (-3) very irresponsible/very responsible (+3) (AAct)
24. I will purchase Cream City Ice Cream if it is available on campus
  - (-3) extremely unlikely/extremely likely (+3) (BI)
25. Supporting a small business is:
  - (-3) extremely bad/extremely good (+3) (OE)
26. Feeling guilty is:
  - (-3) extremely bad/extremely good (+3) (OE)
27. Showing selfless concern to others is:

- (-3) extremely bad/extremely good (+3) (OE)
28. Purchasing ice cream from Cream City Ice Cream would be:
- (-3) extremely unsatisfying/extremely satisfying (+3) (AAct)
29. Feeling like a responsible consumer is:
- (-3) extremely bad/extremely good (+3) (OE)
30. For me, being happy is:
- (-3) extremely bad/extremely good (+3) (OE)
31. I would like to purchase Cream City Ice Cream
- (+3) strongly disagree/strongly agree (-3) (BI)
32. Purchasing ice cream from Cream City Ice Cream would be:
- (-3) extremely foolish/extremely wise (+3) (AAct)
33. I will make an effort to purchase Cream City Ice Cream.
- (-3) I definitely will not/I definitely will (+3) (BI)
34. I would NOT purchase Cream City Ice Cream due to dietary restrictions, such as lactose intolerance.
- (-3) strongly agree/strongly disagree (+3) (PBC)
35. Purchasing ice cream from Cream City Ice Cream would be completely up to me
- (-3) disagree/agree (+3) (PBC)
36. If I were to donate money to a charity, I would prefer to give money directly to the organization rather than donating through a purchase.
- (-3) strongly disagree/strongly agree (+3)
37. Helping the homeless is important to me
- (-3) strongly disagree/strongly agree (+3)
38. How much would you expect to pay for one scoop of Cream City Ice Cream?  
\_\_\_\_\_
39. How old are you? \_\_\_\_\_
40. What is your gender? (male, female, prefer not to answer)

## Appendix J: Full Study Debrief

Thank you for completing this survey. Your time and participation are greatly appreciated!

At the beginning of this survey, the researcher, Katie Sloan, suggested that the purpose of the study is to gather student feedback about bringing a local ice cream vendor to campus from April to October. In reality, Cream City Ice Cream does not exist, and the University does not intend to bring this vendor to campus. The true purpose of this study is to gain insight into consumer preferences and behaviors for cause marketing products.

This survey used an experimental design, and you may have received the experimental scenario that alluded to a donation of money to the Milk for Milwaukee program. This program is also fictitious and does not exist in Milwaukee.

The researcher regrets this deception but hopes that you understand the reason for it. It was not intended to harm participants in any way. Although the purpose of this study has changed slightly from the originally stated purpose, the remaining intentions for this study have not changed. Please do not disclose research procedures to anyone who might participate in this study, as it could affect the results of the study.

Results of this study will be presented in the form of a thesis defense in the College of Communication. The public is invited to attend this presentation. If interested, please watch for announcements from the College of Communication.

If you have any questions, concerns, or feedback regarding this study, please contact the researcher via email at [katie.sloan@marquette.edu](mailto:katie.sloan@marquette.edu). You may also contact her supervisor, Dr. Robert Griffin, at [robert.griffin@marquette.edu](mailto:robert.griffin@marquette.edu).

Thank you, again, for your participation!