

A Study on Attitudinal Behavior and Purchase Intention with reference to Cause Related Marketing

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ABSTRACT

This paper is intended to understand the factors influencing the attitude towards company and purchase intention in Cause Related Marketing Context, when a firm is associated to a cause or charity programme. The researcher feels that corporate motive, level of acceptance of cause-brand alliance and corporate credibility are the antecedents of positive attitude towards company and purchase intention contributes key to the success of cause related marketing. It is assumed that attribution of corporate motive can be significantly categorized as altruistic and corporate centric. The public, assuming cause related marketing campaign initiated by the company as corporate centric motive, becomes negative to the company image rather than perceiving altruistic motive. Furthermore, attribution of corporate motive as altruistic will enhance level of acceptance of cause-brand alliance. Higher level of acceptance can enhance corporate credibility and in turn positively influence attitude and purchase intention. The study contributes to the understanding of relationship between the factors like Corporate Motive, Level of acceptance of Cause-Brand Alliance and Corporate Credibility and attitude towards companies and purchase intention.

Keywords: Cause related marketing, Corporate motive, Level of acceptance of cause-brand alliance, Corporate credibility, Attitude towards companies and purchase intention.

1. Introduction

The Public Affairs Council's 2012 consumer pulse survey showed that a strong majority of Americans not only desired, but expected companies to be involved in improving communities

That is why increasingly global corporations are rethinking their approach to corporate responsibility, evolving toward a model in which traditional donations are supplemented by innovative programs and initiatives that tap into the core strengths of the business. Marketing communication and promotion with a social dimension is a response to the consumer expectation of corporate philanthropy.

Cause Related Marketing (CRM) is an integration of philanthropy in marketing strategy. CRM is defined as a strategy developed by the organization in supporting a cause, self or through nonprofit organization, with creation of a fund when a customer participates in revenue generating activities of the firm. CRM is a partnership between a commercial enterprise and a not-for-profit organization in which the business entity uses the name and logo of the not-for-profit agency in advertising and selling its products, and pays the not-for-profit agency for the right to do that. This type of marketing has the potential to raise significant funds for not-for-profit work, and to increase bottom-line profits for businesses. CRM is becoming popular due to its success in enhancing the brand image in the public and customers.

However, the success of cause related marketing is critical to the organization. The company should ensure that association with a not-for-profit organization will have a positive impact on the company's desired customer demographics and it should bolster or at least not alienate the company's customer base. Although one may expect that consumers would respond favorably when a brand engages in an alliance to raise money and awareness for a social cause, it is often difficult to predict consumers' reactions to such marketing campaigns. In this regard, attribution of corporate motive, Level of Acceptance of Cause-Brand Alliance, and Corporate Credibility are the factors influencing the success of CRM campaign (Strahilevitz, 2003). It is understood from the literature that there are two possible ways in which a CRM association between the corporate and the not-for-profit agency may be looked at by the customers/public – corporate-centric motive (profit motive) or altruistic motive (out of interest). CRM campaigns attributed as corporate-centric may hinder the success as skepticism creeps in, whereas, attribution of altruism enhances the long term image of the organization.

Furthermore, attribution of corporate motives as altruistic will enhance level of acceptance of cause brand alliance (CBA). Higher level of acceptance increases corporate credibility and positively influences attitude towards companies and purchase intention. This study is first of its kind to understand the relationship between the above mentioned variables.

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2. Literature Review

Research on CRM in the past has identified that it does not automatically guarantee a favorable evaluation by customers in all the cases. The benefits of CRM differ depending on the nature of the product or service being promoted (Strahilevitz and Myers 1998), the fit between the specific cause and charity chosen (Lafferty 1996), the perceived quality of the product being promoted (Folkes and Kamins 1999), as well as the size of the donation (Holmes and Kilbane 1993). Bloom et al (2006) have observed that companies have been able to use cause-related marketing to help distinguish their brands from competitors in consumers' minds and get desirable effects including greater efficiency for other marketing efforts, an ability to charge higher prices, increased market share, greater brand loyalty and better manage its stakeholders. Sometimes this may also give negative result as the consumer has become extra smart to understand the logic behind. The success of CRM is found to be an outcome of consumers' perception of the corporate motive (cause-oriented vs. profit-oriented) behind the campaign (Barone et al., 2007). Sheikh and Zee (2011) have revealed in their study that, concepts like CSR and CRM do have an effect on customers' attitudes. They have also mentioned that CRM might be more cost-efficient, its positive effect is limited to customers with high cause affinity. In contrast, CRM has a negative effect on customers with low cause affinity, or who oppose the cause. According to Endacott (2004), consumers from different countries have different perceptions of CRM. Many Spanish consumers regard CRM as egoistic, and clearly demonstrated that they will not tolerate the mercantilist abuse of the CRM strategy.

Attribution theory addresses the processes by which individuals evaluate the motives of others and explains how these perceived motives influence subsequent attitudes and behavior. When consumers attribute marketing actions to firm-serving motivations, negative reactions to the sponsoring firms often ensue (Andreasen, 1996; Drumwright, 1996; Ellen, Gurin, 1987; Webb & Mohr, 1998). Although this effect is well documented, the process that produces these negative reactions is not completely clear. One explanation of this finding is that consumers use the existence of firm serving motives as a cue to their attitude toward the firm. Ellen et al. (2000) use attribution theory to explain how consumers evaluate companies' CRM campaigns. They state that consumers evaluate and respond to CRM campaigns by making inferences about company's underlying motives of engaging in such a campaign and argue that consumers respond more positively to CRM programs that are altruistically motivated.

The review of literature shows that consumer perception of the corporate motive is a crucial factor that determines the

success of CRM campaign. There are few studies to understand the preceding variables influencing the success of CRM Campaign. This study is the first of its kind to assume that a attitude and purchase intention are key variables of success of CRM campaign, influenced by corporate motive, level of acceptance of cause-brand alliance, and corporate credibility.

3. Factors affecting Attitude towards a Company and Purchase Intention

3.1 Corporate Motive

The family of attribution theories and the concept of elaboration can be used to predict that which Cause Brand Alliance (CBA) will elicit greater elaboration and therefore a greater tendency to judge or attribute a corporation's intent for creating a CBA. Consumer attributions can then be used to predict behavioral outcomes. When consumers make fewer or weaker profit-related judgments about the Cause-Brand Alliance, corporations can expect consumers to be resistant to a CRM persuasion attempt and more accepting of a CBA. Consumers, then, would be more likely to resist the persuasion attempt and reject an alliance if their elaboration about the alliance have been triggered, and they had the opportunity to judge or attribute the corporate motive to a desire to profit from the alliance.

In the present context, consumer perceptions about a company's motive to support a social cause may influence the degree to which CRM strategies affect consumer choice. These strategies should be more likely to generate choice of the sponsoring brand when consumers infer that the primary motive for marketers' use of CRM is positive or not risky. Consumers are likely to accept attributions of value-driven motives because they consider the firm to be acting from sincere and benevolent intentions. They believe firms design CSR actions because they care, and view CSR activities as deriving from a company's moral behavior. On the other hand, consumers are likely to view attributions of stakeholder-driven motives negatively, as they believe the company is acting to avoid retribution from stakeholders and fear that a company's worthy programs may disappear in the next business downturn (Franklin 2008). Consumers are likely to know that firms have ulterior motives, such as profit or image management, and may be more distrustful of firms that profess purely public-serving motives as a consequence.

The consumer is induced to purchase a product, when they have high degree of acceptance towards CBA. The acceptance of CBA can be originated from the perception of firm motives. In this regard the study assumes, the consumer with perception of ulterior motives of organization may not accept the association of brand with a cause programme. Following is hypothesized

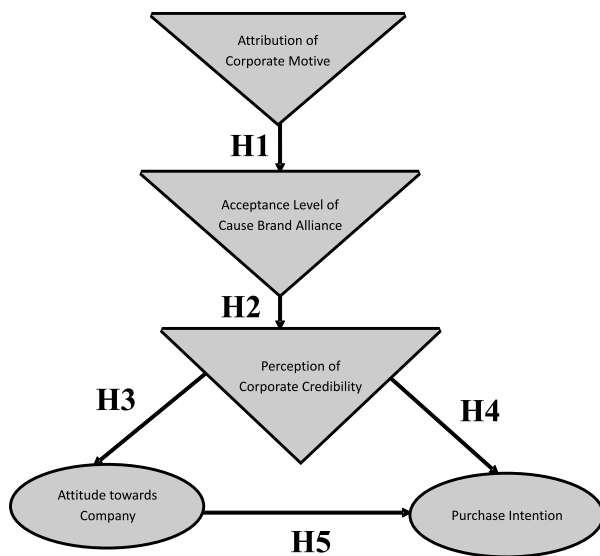
relationship:

Hypothesis 1: Corporate motive attributed corporate-centric motive (profit motive), will have less level of acceptance of Cause Brand Alliance than motive attributed altruistic.

3.2 Level of Acceptance of CBA

Corporate Credibility is one aspect of corporate reputation which refers to the degree to which consumers, investors and other constituents believe in the company's trustworthiness and expertise. Moreover, when evaluating corporate credibility in a CRM campaign, the consumer seeks to know the motives that associate the brand to the social cause. Most research has shown that in the CRM context, the attribution of brand altruistic motivations can generate more credibility (Klein and Dawar, 2004; Ellen et al., 2006; Du et al., 2007), because there is greater congruence between what the brand is transmitting, social commitment vocation and the motives that have led to this behavior (altruistic motives). Consumer attribution of brand altruistic motivations requires perception of a similarity between what the brand it is trying to transmit and its true motives; this will inhibit a possible sensation of deceit and manipulation by the brand.

Figure 1 : Antecedents of Attitude and Purchase Intention



One study examined relationship between consumer attribution and their outcomes and compared different types of sponsorship linked marketing (Rifon et al 2004), Researchers found that when consumers credited corporations with altruistic motives for sponsorship behaviors, perception of corporate credibility were stronger. The attribution of altruistic motive was more likely to happen when the sponsorship partnership was congruent. As a result of this, it is hypothesized as follows:

Hypothesis 2: Higher the level of acceptance of Cause Brand Alliance, the stronger will be the perception of corporate credibility

3.3 Corporate Credibility

Corporate credibility is one important stimulus that marketers use to build and enhance consumer's attitude toward an advertisement, their attitude toward brand, and their purchase intention (PI). Consumer attitudes regarding the brand and the company are predicted to be more favorable in a high corporate credibility context than in a low one. CRM programs could result in favorable consumer attitudes toward the firm, its products and the NPO involved with a corporate credibility. Keller and Aaker (1992) define corporate credibility as the extent to which consumers believe that a firm can design and deliver products and services that satisfy customer needs and wants. They also identify three dimensions of company credibility: company expertise, company trustworthiness, and company attractiveness. Participants in a high corporate credibility level show a more favorable attitude toward the brand than those in a low corporate credibility level. Attitude toward the brand is more favorable for firms with high credibility than for those with low credibility except for when the firm is supporting a cause related to the risk of a product. When firms support a cause consumers perceive as cause being related to the product's direct risk, not only can attitude toward the brand become less favorable compared to when a non-risk related cause or unrelated cause is supported, but the positive effect of CRM actually backfires. In the background of the forgone discussion the following hypothesis is formulated:

Hypothesis 3: Corporate credibility has positive influence on attitude towards company.

Purchase intentions of subjects would be influenced equally by perceptions of endorser credibility and corporate credibility. Positive corporate credibility is one of the important stimuli marketers use to build and enhance consumers' attitudes toward an advertisement, brand, and purchase intention (PI). The corporate credibility influences purchase intention (PI) because consumer perceptions of the trustworthiness and expertise of a company are part of the information they use to judge the quality of the company's products. In other words, corporate credibility is said to have a direct relationship with purchase intention. Lafferty and Goldsmith (1999) verified that positive corporate credibility leads consumers form positive attitudes and purchase intentions. Their study examined the joint effects of endorser and corporate credibility on attitude towards the ad, the brand, and the purchase intentions. Hence, it is hypothesized as follows:

Hypothesis 4: Corporate credibility has positive influence on purchase intention

According to Assael (2004) a positive attitude towards a brand leads to a higher purchase intention of the brand. Consumers having prior experience with CRM, and already made a CRM purchase before are likely to have favorable attitudes towards CRM products as well; otherwise, they would not have bought a CRM product in the first place. As a result, consumers with prior CRM experience may still have elevated attitudes towards CRM and higher purchase intentions of CRM endorsed products. A positive relationship between assigned public serving motives and consumers' attitudes towards companies actively engaged in CRM and purchase intentions of CRM products is also expected in this study. The effect of attitude toward the company-cause fit on customer intent to purchase the sponsored product will be moderated by company-customer congruence. The positive influence of high attitude toward the company-cause fit on consumer purchase intent will be stronger when company-customer congruence is high than when it is low. It is important to note that what consumers say when asked for a reaction to a hypothetical situation may not be an accurate reflection of their consequent ultimate market behavior. However, it can be presumed that the success of CRM campaigns reflects, at least in part, the favorability of consumer responses to a company's support of a cause, culminating in the choices of that company's products or services (Barone et al., 2000). Hence, the following hypothesis is framed:

Hypothesis 5: Attitude towards company has positive influence on purchase intention

4. Research Methodology

Experimental design of after only without control group is adopted with five experimental groups. The experimental groups were named as "V-ray Corp", "Indian Electronics", "db drive", "Bread India", and "Horse Breweries". These names are given after the names of the hypothetical CRM campaigns involving these companies and some hypothetical non-profit organizations. Advertisements were designed for each CRM campaign. These advertisements give enough details of the corporate as well as the non-profit organization (NPO) associated. The experimental groups were presented with the brief outline of company profile, performance in the industry and the cause attributes supported by the company along with the advertisement depicting the CRM campaign.

A structured questionnaire is designed to elicit the responses from the 846 sample respondents belonging to different parts of India. The respondents were reached through research enumerators (research scholars, faculty members, students) in different parts of India. Questionnaires were sent to these members and after collecting the opinions of the respondents, the questionnaires were sent back to the researcher for further analysis.

Figure 2: An advertisement of V-ray Corp shown to a group of respondents



The questionnaire was designed to capture the perceptions of the respondents towards the variables –Corporate Motive, Level of Acceptance of Cause-Brand Alliance, Corporate Credibility, Attitude Towards Company and Purchase Intention.

Corporate motive in supporting a charity or cause can be categorized as, either corporate centric or altruistic. If the individual assumes cause campaign as corporate-centric motive, it means he perceives company is supporting a charity for increasing its profits; otherwise an individual assumes motive as altruistic, i.e. he assumes company is supporting a cause voluntarily and without expectations in return from society. This variable is treated as both dependent and independent variable, influencing acceptance of cause-brand alliance. This variable is measured with items adopted from the work of Szykman, Bloom & Blazing (2004), which are as follows: "Impure"/ "Pure", "Unselfish"/ "Selfish", "Caring"/ "Uncaring", "Self servicing"/ "Society serving", "Uninvolved"/ "Involved", and "reactive"/ "proactive. These items are rated on 7- point Likert scale

Cause-brand alliance pertains to the relationship between the company and the cause which can be through company own foundation or external organization like NPO. Here the variable is about the acceptance of the relationship by the respondents. The acceptance from the public on alliance is important for positive credibility; higher the acceptance, higher will be the credibility. This variable is measured by the items as follows: "I agree with the alliance between the cause and the v-ray corp."; "I feel alliance between the cause and "v-ray corp." is a bad idea", "I don't have any problem with the alliance between the cause & v-ray corp.", "More companies should do something like the alliance between the cause & v-ray corp.", "I reject the alliance between the cause and v-ray corp.". "I approve of the alliance between the cause & v-ray corp." For avoiding the bias the manipulative questions have also been added in the questionnaire. The questions are rated from "strongly agree" to "strongly disagree" on 7-point Likert scale.

Corporate credibility measures perception on trustworthiness and expertise of a company. It is significant to the marketer to have consumers positive perception on credibility toward the company. Corporate credibility has two sub scales, expertise and trustworthiness. The expertise subscale consists of the following four items adopted from the work of Newell, Guld & smith (2001) which are as follows: "The Company has a great amount of experience"; "The Company is skilled in what they do", "The Company has great expertise"; "The Company doesn't have much experience". Trustworthiness scale consists of four statements, "I trust the Corporation"; "The Company makes truthful claims"; "The Corporation is honest"; "I don't believe what the Corporation tells me". All items are rated on 7-point Likert scale "strongly agree" to "strongly disagree".

Attitude toward the company is the degree of favorableness or unfavorableness toward the company/product. Attitudes once formed are relatively stable and enduring (Fishbein and Ajzen 1975). To measure the attitude four items were adopted from the work of Mitchell and Olson (1981). The items are: "Bad"/"Good", "Dislike"/"Like", "Unfavorable"/"Favorable" and "Negative"/"Positive", on a seven point Likert scale.

Customer's willingness to purchase a product of a company is purchase intention, which is significant factor in customer's purchase decision process. It is important to understand the antecedents of successful CRM campaign.

In this study purchase intention is dependent variable. The variable is measured by following items: "I think this Campaign is a good idea"; "I would be willing to participate in this campaign by purchasing a product of the company"; "I would consider purchasing "db Drive Solutions Ltd" in order to provide help to the cause"; "It is likely that I would contribute to this cause by getting involved in this campaign". All the items are rated on 7 point Likert scale from "strongly agree" to "strongly disagree".

5. Data Analysis

846 respondents participated in the study from different regions of India, among the respondents 294(34.8%) are between 20-30 years, 368(43.5%) are between 31-40 years, 109(13.0%) are between 51-60 years, and 36(4.3%) are between 61 and above. 476 respondents are male and 370 respondents are female. The data is qualified and internal consistency among the items of different variables is found to be good (Cronbach's alpha above 0.8).

H1 is: Corporate motive attributed as corporate-centric or profit motive, will have low level of acceptance of Cause Brand Alliance than the one attributed as altruistic motive. To test the hypothesis independent sample test is run to test for significant difference between group mean scores of level of acceptance of CBA. The dependent variable level of acceptance, is categorized based on individual mean scores of altruistic motive (Mean = 4.96) and corporate-centric motive (Mean = 2.11) of the subjects.

Table 1: Effect of Corporate Motive on Level of Acceptance

	Corporate Motive(Grouping variable)	N	Mean	Std. Deviation	Std. Error Mean
Level of Acceptance	Altruistic Motive	475	5.3500	.89005	.04084
	Corporate centric Motive	371	4.3012	1.97982	.10279

Table 2: Independent Samples Test of Level of Acceptance

		Levene's Test		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Level of Acceptance	Equal variances assumed	541.094	.000	10.2	844	.000	1.04879	.10191
	Equal variances not assumed			9.4	486.5	.000	1.04879	.11060

Results incorporated in Tables 1 & 2 indicate the effect of corporate motive on level of acceptance of CBA is significant ($F = 541.094$; $p\text{-value} = .000$) thus supporting H1. The mean scores of level of acceptance of CBA is high in the altruistic motive subjects (Mean = 5.3), and low in the corporate centric motive (Mean = 4.3) subjects; the difference between the mean scores being significant ($t = 9.48$, $p\text{-value} = 0.000$). It is proven in the study that the respondents with attribution of altruistic motive have high degree of acceptance of cause-brand alliance than those with corporate-centric motive.

H2 is: Higher the level of acceptance of cause-brand alliance, the stronger will be the perception of corporate credibility. To test the hypothesis, Independent sample t-test is run, considering perception of corporate credibility as dependent variable and level of acceptance of CBA as the grouping variable. The subject's individual mean scores of acceptance are grouped into high (above the mean = 5.66) and low (below the mean = 2.69), as well as the respective individual mean scores of credibility are measured. The mean scores and the significance of difference in mean scores of credibility of the two groups are tested through independent sample t – test.

Table 3: Effect of Level of Acceptance on Perception of Corporate Credibility

	Level of Acceptance (Grouping variable)	N	Mean	Std. Deviation	Std. Error Mean
Perception of Corporate Credibility	High	626	4.8836	1.26911	.05072
	Low	220	3.3790	1.39723	.09420

Table 4: Independent Samples Test: Effect of Level of Acceptance on Perception of Corporate Credibility

		Levene's Test		t -test for Equality of Means				
		F	Sig.	t	df	Sig. (2 -tailed)	Mean Difference	Std. Error Difference
Perception of Corporate Credibility	Equal variances assumed	24.867	.000	14.7	844	.000	1.50	.10217
	Equal variances not assumed			14.0	353.9	.024	1.50	.10699

Tables 3 & 4 indicate that the effect of level of acceptance of CBA on corporate credibility is significant ($F = 24.867$; $p\text{-value} = .000$), thus supporting H2. The mean score of corporate credibility is higher (Mean = 4.88), when level of acceptance is high, and lower (Mean = 3.37) when acceptance is low and the difference in mean scores of credibility being significant ($t = 14.064$, $p\text{-value} = 0.024$). It can be concluded that, the respondents having high degree of acceptance of cause-brand alliance have perceived greater corporate credibility, than

those with low degree of acceptance of CBA.

H3 is: Corporate credibility has positive influence on attitude towards company. To test the hypothesis, correlation technique is used to know the extent of colinearity between corporate credibility, and attitude towards company. To estimate, the magnitude of variance in the dependent variable 'attitude towards company/product' as explained by the independent variable 'corporate credibility' a regression equation is run.

Table 5: Correlation between Attitude towards Company and Perception of Corporate Credibility

		Perception of Corporate Credibility
Attitude towards Company	Pearson Correlation	.583 **
	Sig. (2-tailed)	.023
	N	846

** . Correlation is significant at the 0.01 level (2-tailed).

Table 6: Regression of Perception of Corporate Credibility on Attitude Towards Company

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.583 ^a	.340	.339	1.38279	.340	434.065	1	844	.000

Note: Predictors (Constant): Perception of Corporate Credibility

As can be observed from the Tables 5 & 6, the credibility has a positive relationship with the attitude towards company/product (.583, p-value = 0.23) and explains significant variance (34%, p-value = 0.00) in attitude towards company, thus supporting H3. Relationship between credibility and attitude towards company/product is moderate. The study has proven that perception of higher corporate credibility leads to favorable attitude toward the company.

H4 is: Corporate credibility has positive influence on purchase intention. To test the hypothesis, correlation is employed to find degree of colinearity between corporate credibility, and purchase intention. To estimate the magnitude of variance in the dependent variable as explained by the independent variable, regression is run.

The results as shown in tables: 7 & 8 substantiate that the credibility has positive relationship (.364, p-value = 0.00)

and could explain significant variance (13.1 %, p-value =0.00) in purchase intention, thus supporting H4. The relationship between corporate credibility and purchase intention is found moderate. The respondents who perceive high degree of corporate credibility of an organization have favorable intention to purchase.

H5 is: Attitude towards company has a positive influence on purchase intention. To test the hypothesis, correlation is calculated between attitude, and purchase intention. To understand the magnitude of variance in purchase intention dependent variable as caused by attitude towards company, the independent variable, regression is run.

The results as shown in Tables 9 & 10 demonstrate attitude has positive relationship with purchase intention (.303, p-value = 0.24) and could explain moderate variance (9.2%, p-value =0.00) in purchase intention, thus

Table 7: Correlation between Perception of Corporate Credibility and Purchase Intention

		Perception of corporate credibility
Purchase intention	Pearson Correlation	.364 **
	Sig. (1-tailed)	.000
	N	846

Table 8: Regression Analysis of Perception of Corporate Credibility on Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.364 ^a	.133	.131	1.34614	.133	128.916	1	844	.000

Note: Predictors (Constant): Perception of Corporate Credibility

Table 9: Correlations between Attitude towards Company and Purchase Intention

	Attitude towards company	
Purchase Intention	Pearson Correlation	.303 ^{**}
	Sig. (2 -tailed)	.024
	N	846

** . Correlation is significant at the 0.01 level (2-tailed).

Table 10: Regression of Attitude towards Company on Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.303 ^a	.092	.091	1.62136	.092	85.621	1	844	.000

Note: Predictors (Constant): Attitude towards Company

supporting H5. The correlation between attitudes toward company and purchase intention is moderate and could relatively explain low variance in purchase intention.

6. Conclusions

It is postulated that more the cognitive elaboration of consumers about the alliance, less likely the attribution of corporate profit as the reason for creating the cause-brand alliance. When consumers perceive fewer or weaker profit-related judgments about the cause-brand alliance, they are less resistant to CRM and more inclined to accept cause-brand alliance.

Consumers perceiving participation of corporate in CRM campaigns as corporate centric motive will resist accepting the cause-brand alliance. In contrast, consumers perceiving corporate motive as altruistic motive will be inclined more to accept the alliance. A few studies have reported that consumer acceptance of cause-brand alliance leads to more positive attitudes toward the

corporation and stronger perceptions of corporate credibility (Trimble and Rifon, 2006). Attitude towards a company is a function of perception of corporate credibility. Therefore, the positive response cause-brand alliance generates must be measured as perception of corporate credibility. Corporate credibility in turn influences attitude toward the corporation.

Weaving all the preceding postulates together this study concludes that consumers with perception of altruistic motives of corporations would have higher acceptance of cause-brand alliance.

The respondents with higher level of acceptance of cause-brand alliance are found to have higher perception of credibility.

The respondents with perception of corporate credibility have favourable attitude towards company. Favourable attitude towards company leads to favourable purchase intention.

Marketers and academicians can draw in knowledge from the perceiving process of customers leading to success of CRM campaign. The marketer while designing and communicating CRM campaign, should factor in altruistic motives which can make consumers accept the alliance. The acceptance of cause-brand alliance can enhance the corporate credibility and customers perceiving higher level of corporate credibility develop positive attitudes toward company leading to favourable purchase intention.

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