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The effects of cause and donation size of cause-related marketing program on consumers' intention to buy



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Abstract

There were different understandings of cause-related marketing in the past. It has been described as a form of horizontal cooperative sales promotion, a tie-in between corporate philanthropy and sales promotion, synonymous with corporate sponsorship of charitable causes, the initiation and funding of deserving causes, or as marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives. Nowadays, cause-related marketing is considered a specific type of relationship between profit- and nonprofit- organizations, where both partners receive potential benefit.

This paper gives attention to cause-related marketing by analyzing to what extent consumers' intention to buy a certain brand during a cause-related marketing campaign has been influenced by their relation to the cause and donation size from that campaign. The data were collected through a questionnaire and analyzed by descriptive statistics methods and regression analyses. The results of the research prove both hypotheses, i.e. that personal relation to a cause of the campaign and donation size from a single sale positively influence consumers' purchasing intention to buy a brand that is a subject of cause-related marketing campaign. These results correspond to the results of previous research.

Key words

cause-related marketing, cause of the CRM campaign, donation size in the CRM campaign, consumers' intention to buy

JEL classification

M1, M3

1. INTRODUCTION

Although Adkins (1999, 9) state that some solitary examples of commercial cooperation between enterprises and nonprofit organizations can be found at the end of the nineteenth century, and Husted and Whitehouse (2002, 5) confirm that McDonald's organized a locally run campaign of that type in 1974, the majority of the researchers (i.e. Adkins (1999, 15), Andreasen (1996, 4), and Varadarajan and Menon (1988, 59)) agree that in 1983 American Express was the first company that managed a cause-related marketing campaign. The method of the campaign was to give a cent from each transaction and a dollar for each new card member towards the renovation of the Statue of Liberty. The results were great; the number of transaction rose 28% in relation to the same period the previous year, the number of card members rose 45% and the amount donated to the renovation of the Statue of Liberty was 1.7 million dollars.

Among the first researchers of the cause-related marketing were Varadarajan and Menon. In their seminal paper from 1988 they emphasized that firms have long attempted to enhance their corporate image, cultivate a favorable attitude in the minds of consumers, and/or realize incremental sales gains by prominently advertising their acts of philanthropy and sponsorship of worthy causes. They consequently view cause-related marketing as a manifestation of the alignment of corporate philanthropy and enlightened business interest. They point that cause-related marketing strives to achieve two objectives: improve corporate performance and help worthy causes by linking fundraising for the benefit of a cause to the purchase of the firm's products and/or services.

There were different understandings of cause-related marketing during the eighties. For instance, Varadarajan (1986) viewed cause-related marketing as a form of horizontal cooperative sales promotion, Grahn, Hannaford, and Laverty (1987) described it as a tie-in between corporate philanthropy and sales promotion, Williams (1986) thought of it as synonymous with corporate sponsorship of charitable causes, and Rapp and Collins (1987) saw it as the initiation and funding of deserving causes (all in Varadarajan and Menon, 1988, 60). In the absence of a formal definition at that time, Varadarajan and Menon first offered one, proposing that „Cause-related marketing is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives“ (1988, 60). They concluded that cause-related marketing is distinct from sales promotion, corporate philanthropy, corporate sponsorship, corporate good Samaritan acts, and public relations, though it is often an amalgam of such activities.

Contemporary understanding of cause-related marketing is that it is a specific type of partnership between profit and nonprofit organizations (Sinčić Ćorić, Kurnoga Živadinović, 2009, 71) that also serves as a strong marketing communication tactic (Adkins, 1999: 43; Subrahmanyam, 2004, 116; Adler, 2006, 5). Different social and market circumstances facilitate its development. Some of them are hypercompetitive business environment, growing distributors' power, proliferation of similar products and services, high price pressures, a general raise of social sensitivity, as well as the changes in nonprofit organizations' funding (Holmes, Kiliban, 1993, 69; Andreasen, 1996, 4; Sinčić Ćorić, Kurnoga Živadinović, 2009, 71). Smith (1994, 111), as well as Hess, Rogovsky and Dunfee (2002, 111) add that cause-related marketing stems from a new corporate philanthropy that evolved in the nineties, while Adler (2006, 4) emphasizes that companies' marketing messages need to be aligned with consumers' values, one of which being social sensitivity.

Daw (2006, 42) describes the development of cause-related marketing through four phases, which go from short-term partnerships to strategic alliances between profit and nonprofit organizations. Husted and Whitehouse (2002, 6) similarly point that it started with a short-term cooperation between profit and nonprofit organizations, evolved as products were linked to nonprofit causes, and is now regarded as a long-term cooperation between profit and nonprofit organizations and implementation in profit organizations' corporate strategy. On the other hand, Thorne McAlister and Ferrell (2002, 693) challenge this view and point out that long-term cooperation is an exception. Wetsch and Pike (2009, 1) think along similar lines and simultaneously advocate the need for a long-term partnership, which will lead to greater

performance and better business results. Sinčić Ćorić and Kurnoga Živadinović (2009, 71) conclude that by cooperating with both of the partners successfully accomplishes business goals and promotes their beliefs and ideas.

The points stated above prove that this theme entered the realm of research interest in the 1980's. The research can be grouped in one of the following four: (1) The first group, which has received the most academic attention, consists of studies about consumers' perspective. The authors explore the influences that cause-related marketing programs have on consumers' opinions, attitudes and intention to buy a certain product or brand that is related to the program. Some of the authors in that stream of research are: Webb and Mohr (1998), Hajjat (2003), Lavack and Kropp (2003), Youn and Kim (2008), and Sinčić Ćorić and Kurnoga Živadinović (2009). (2) The second group of researchers explores company perspectives in cause-related marketing programs, such as motives and benefits that companies have to cooperate with nonprofit organizations, as well as specific influences that cause a campaign to be successful. Some of the researchers in that group are: Smith (1994), Prince (1998), Brønn and Vrioni (2001), and File and Benett (2002). (3) The third stream of research deals with the perspective of nonprofit organizations. It includes research about benefits and potential risks for nonprofit organizations. Authors that explore the nonprofit organizations' perspectives are: Andreasen (1996), Nowak and Clarke (2003), and Farache, Perks, Wanderley and Filho (2008). (4) The last group of research relates to the exploration of development, forms and ways of cooperation between profit and nonprofit organizations through organizing cause-related marketing campaigns. These studies specifically analyze influences of campaigns and the formation of alliances. Some of the authors that contributed to this area of research are: Varadarajan and Menon (1988), Till and Nowak (2000), Polonsky and Wood (2001), Pracejus, Olsen and Brown (2003), and Gupta and Pirsch (2006).

Taking previous studies into account, the goal of this paper is to explore the role of a cause-related marketing campaign in consumers' intention to buy, more precisely, to determine to what extent consumers' intention to buy a certain brand during a cause-related marketing campaign is influenced by their relation to the cause and donation size from that campaign.

2. DEFINING CAUSE-RELATED MARKETING

Varadarajan and Menon (1988, 60) first offered a definition of cause-related marketing stating that it is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives. In alignment with that thinking, Varadarajan and Menon (1988, 60), Andreasen (1996, 4), Polonsky and Speed (2001, 1362), describe cause-related marketing as a specific marketing strategy, different from sales promotion, sponsorship and philanthropy. Webb and Mohr (1998, 227) view cause-related marketing as a strong marketing communication tool that can be used for different goals of a profit organization.

Adkins (1999, 11) defines cause-related marketing as a commercial activity. She thinks that it is a partnership between profit and nonprofit organizations, designed with a goal of promoting a product's or service's image and meeting nonprofit goals. Nonprofit organization or cause (purpose) can be a humanitarian organization, general cause, or any other type of nonprofit initiatives. (Adkins, 1999, 10). Daw (2006, 24) similarly points out that cause-related marketing initiatives provide benefits for both profit and nonprofit organizations. Profit organizations invest in a cause-related marketing program, its market position and strength, marketing expertise, relationship with employees, consumers and other stakeholders, and financial help, while nonprofit organizations contribute to the program by its name, reputation, and connection to donors, volunteers and distinguished members of the community, thus linking the cause-related marketing program to a cause. In describing cause-related marketing Daw (2006, 21) emphasizes the four key characteristics that differ cause-related marketing from other forms of cooperation between profit and nonprofit organizations. These are: creation of value for stakeholders and community, mutually valuable cooperation and partnership between profit and nonprofit organizations, participation of

employees and consumers, and communication of the value of the cause-related marketing program to the general public. Sinčić Ćorić and Kurnoga Živadinović (2009, 71) in definition of cause-related marketing stress that campaigns always include a contribution of a specified amount to a designated nonprofit cause.

Hajjat (2003, 95) describes cause-related marketing as marketing activities and funding programs that enable an identification of a profit organization's identity with a nonprofit organization, good cause or important social issue.

Daw (2006, 61) depicts three different types of initiatives of cause-related marketing campaigns: initiatives connected to the product, initiatives connected to the promotion activities and initiatives connected to the program. Varadarajan and Menon (1988, 64) agree that cause-related marketing campaigns can be realized in different ways and at different levels, such as: strategic alliances of profit and nonprofit organizations, linkage of a certain product to a nonprofit cause, or linkage of a certain brand to a nonprofit cause. Andreasen (1996, 5) distinguishes three forms of cause-related marketing programs: promotions based on transactions, promotion of common issues and licensing.

It can be concluded that cause-related marketing represents a fairly new marketing initiative that ensures multiple benefits for all of the partners involved.

3. THEORETICAL BACKGROUND: THE ROLE OF CAUSE-RELATED MARKETING IN CONSUMERS' INTENTION TO BUY

Schiffman and Kanuk define attitudes as a learned predisposition to act in coherent favorable or unfavorable way toward the object (2004, 200), while Page and Luding describe it as a psychological personal drift to a coherent positive or negative response and behavior due to stimulants and as a result of an attitude toward it (2003, 149). With the aim of understanding the attitudes and the relationships between consumer attitudes and consumer behavior, and therefore the effective action on their formation and change, numerous models for attitude interpretation are created. Schiffman and Kanuk (2004, 202) emphasize the theoretical model of attitudes that provide affective, conative and cognitive components of attitude. They stress that research in consumer behavior indicate that conative aspect of attitude is often treated as an expression of consumer intention to buy.

Fishben and Ajzen developed The theory of reasoned action (Summers, Bellau, 2006, 407; Matos, Ituassu, Rossi, 2007, 37) that relates attitudes, intentions and behavior and predict consumers' buying activities. They point out that the attitude is in a high positive correlation with intention to buy, and that it can correctly predict consumer buying action. They conclude that consumers' intention to buy is a better indicator of a final decision to buy in relation only to the attitude toward the buying object. Page and Luding (2003, 149) say that The theory of reasoned action confirms that it is possible to predict consumer behavior if attitudes are known at the time the behavior occurs, although other factors, such as personal attitudes and reference groups impact, influence the intention to buy (Matos, Ituassu, Rossi, 2007, 37) Verdurme and Viaene (2003, 97) indicate that after the theory of reasoned action Ajzen developed The theory of planned behavior to which the intended behavior is determined by personal attitudes toward behavior, subjective norms and perceived behavioral control. In doing so, the personal attitudes towards the behavior are defined by certain beliefs about the behavior and their subjective evaluation. Pratkanis and Turner (1994, in Page, Luding, 2003, 149) emphasize that the strength of an attitude has a positive effect on attitudes and behavior in the way that more a positive attitude towards the brand or product leads to a more positive impact on purchase intention.

Thus, consumer behavior is under the direct influence of attitudes towards specific products and marketing activities associated with the same product (Engel, Blackwell, Miniard, 1995, in Darling, Puetz, 2002, 171). On the other hand, the goal of marketing communications is to create brand awareness, create positive consumer attitudes towards a particular brand and stimulate purchase intention (Belch, Belch, 1998, 28). Cause-related marketing initiatives are, as noted above, a strong marketing communication instrument by

which it is possible to achieve the desired marketing objectives. Thorne McAlister and Ferrell (2002, 693) and Husted and Whitehouse (2002, 3) emphasize that the most common target of companies that conduct cause-related marketing initiatives are making a positive impact of favorable consumer attitudes and purchase intentions of the involved product and increase sales. In the context of consumer behavior it is important to note that the success of cause-related marketing campaigns relies on the existence of socially conscious consumers who are willing to help others. Supporting the cause-related marketing is a pro-social consumer behavior (Youn, Kim, 2008, 124) that Basil and Weber (2006, in Youn, Kim, 2008, 124) described as a consumer behavior that contributes to the common good as opposed to satisfying only personal interests.

Webb and Mohr (1998, 227) state that research of the consumer attitudes and the impact of cause-related marketing initiatives on their behavior began in the mid nineties of the last century, despite the earlier acceptance and support of the cause-related marketing campaigns by all involved stakeholders. Landreth Grau and Garretson Folse (2007, 20) suggest that the research interests spread from the initial focus on the elements of campaign, such as donations proximity, product type or donation size to research of other aspects, such as the impact of advertising campaigns and efficient quantification of donations, all aimed at a comprehensive understanding of the impact of cause-related marketing campaigns at the consumers' behavior (Landreth Grau, Garretson Folse, 2007, 20).

Desired impact of cause-related marketing campaigns on consumer attitude and intention to buy the product involved in the campaign has been confirmed by several authors (Hajjat, 2003, 96). Farache et al (2008, 212) describe that the studies show that consumers, when they are asked to evaluate cause-related marketing initiatives, are usually positive. Schiffman and Kanuk say that it is possible to change attitudes towards products, services or brands by highlighting their links with social groups, events or occasions (2004, 214). Ross et al (1992, in Hou, Du Li, 2008, 365) state that cause-related marketing of the common good has a positive impact on attitudes and perceptions of consumers and that this influence is stronger on women than on men.

Adkins (1999, 61), Drumwright (1996, in Farache et al., 2008, 212), Hajjat (2003, 95) and Kotler and Lee (2009, 88) point out that cause-related marketing activities positively influence corporate reputation, raise consumer loyalty and create favorable attitudes, motivate and connect employees, increase sales and market share and create positive publicity. According to research by Business in the Community 86% of surveyed consumers would buy a product associated with a nonprofit cause as opposed to one that is not, if the quality and price of a product are equal (Hajjat, 2003, 95). Effective implementation of strategic cause-related marketing initiatives has a positive influence on consumers' perception of the company and its products, state Dacin and Brown (1997, 70).

Studies further indicate that some factors like the type of nonprofit cause, suitability between cause and company, personal relationship with a cause, gender and donation size can influence and change consumer attitudes (Farache, 2008, 212). Trimble and Rifon (2006, 31) point that when compatibility does not play a key role, consumers are influenced by other elements of the campaign, such as the length of the campaign, importance of the nonprofit cause or proximity and donation size. Hou, Du and Li (2008, 364) examine the impact of cause on consumers' purchase decision and conclude that consumers prefer local causes over nation-wide ones. Landreth Grau and Garretson Folse (2007, 21) conclude that the proximity of donations and correctly formatted messages can have a positive impact on creating a favorable attitude and intention to buy for consumers which have less personal involvement with the cause. They also point out that even at high levels of involvement with the cause there is a greater positive incentive for consumers when there is a local donation opposed to a national or global donation.

Lafeferty (2007, in Hou, Du, Li, 2008, 376) reveals that the perceived balance between the cause and the brand does not have a crucial influence on purchase intention and participation in the campaign, while Strahilevitz (1999, in Hou, Du, Li, 2008, 376) says that the harmony between the cause and the brand certainly contributes to a positive impact on the intention to buy. Landhert Grau and Polonsky (2006, in

Landreth Grau, Garretson Folse, 2007, 19) hint that there are causes for which it is difficult to achieve high personal involvement, such as the problem of chronic world hunger or homelessness.

Duncan (2005, in Landreth Grau, Garretson Folse, 2007, 21) states that companies recognize the importance of the nonprofit cause and the consumers' attitude towards it and that they develop partnerships through cause-related marketing bearing this in mind. Broderick, Jogi and Garry (2003, 583) and Landreth Grau and Garretson Folse (2007, 20) point out that the level of emotional involvement is a key factor in the consumer's perception and response to a cause-related marketing campaign. They conclude that personal connection to the cause encourages consumers to participate in a cause-related marketing campaign, and that the contribution depends on the awareness of the personal importance of the cause. Bhattacharya and Sen (2003, in Landreth Grau, Garretson Folse, 2007, 20) conclude that consumers are encouraged to participate because of a close identification with the company or cause that they want to support. Lafferty (1995, in Webb, Mohr, 1998, 227) similarly considers that the consumers' response and support of the cause-related marketing campaign is more positive if the cause is personally more important. Faracha et al (2008, 210) say that personal connection with the cause has a significant impact on consumers' attitude and buying behavior.

Benefits arising from campaigns depend also on the donation size (Landreth Grau, Garretson Folse, 2007, 19; Polonsky, Speed, 2001, 1363). Hajjat (2003, 97) says, for example, that a high personal involvement with the cause together with a high donation size has a higher positive impact on attitudes and intention to buy, in relation to the reverse situation. Dahl and Lavack (in Webb, Mohr, 1998, 227) suggest that consumers have a tendency to believe that the company exploits a nonprofit organization if the donation is small, compared to a larger donation. Landreth Grau, Garetson and Pirsch (2007, 75) conclude that a small donation can lead to skepticism among consumers. Sinčić Ćorić and Kurnoga Živadinović (2009, 76), in research conducted in Croatia, find that the donation size does not affect the consumers' decision to change brands for those participating in the cause-related marketing campaign.

It can be concluded that the studies confirm that cause-related marketing initiatives influence consumers' attitude and intention to buy, with a different impact of a particular element of the campaign. In this particular study two elements of a campaign are selected: the donation size and personal connection with a cause.

4. RESEARCH HYPOTHESES

Based on the previously analyzed studies, authors posed the following two hypotheses:

H1. Consumers' intention to buy a brand that supports a cause-related marketing campaign is greater for those more involved with the cause.

and

H2. Consumers' intention to buy a brand that supports a cause-related marketing campaign increases with the donation size.

5. RESEARCH METHODOLOGY

5.1. Data collection and research instrument¹

Data were collected through a highly structured questionnaire. Apart from demographic data, the questionnaire consisted of a 5-point Likert scale with 7 items associated to the consumer's personal relation

¹ Data were collected in the research done for Marija Dropuljić's master thesis, done under a mentorship of Dubravka Sinčić Ćorić.

to the cause and 9 items associated to donation size. The Likert scale was previously tested and only items with a correlation above 0,5 were included in the final scale (Table 1).

Table 1. Items in Likert scale (correlation above 0.5)

Item no	Items
1	The cause of the cause-related marketing campaigns is important to me.
2	It is important to me that the cause of the cause-related marketing campaign is associated with the characteristics and nature of the product itself.
3	The donation size in cause-related marketing campaign is important.
4	Higher involvement in a way of higher connection with the cause strongly influences the intention to buy a product that participates in the cause-related marketing campaign.
5	It is important to know the donation size allocated by a single purchase of the product that supports a specific charitable cause.
6	The nonprofit goal in a cause-related marketing campaign is important.
7	There are causes which I personally prefer and which I would support more as a consumer if they are involved in the cause-related marketing campaigns.
8	I think that the donation size from each single purchase of the product through cause-related marketing campaign is important to me.
9	The allocated donation size affects my intention to buy.
10	It is very important to me which cause supports the cause-related marketing campaign.
11	I think that customers will respond in the form of higher purchase intentions when the donation size is significant.
12	The important thing to me is what amount will be donated to a specific cause if I buy a product that is involved in the cause-related marketing campaign.
13	Donation size is extremely important in cause-related marketing campaigns.
14	The donation size is playing an important role in the intention to buy the product that is involved in cause-related marketing campaign.
15	The higher the personal connection with the cause the higher the consumer's willingness to choose a product that supports the cause.
16	The donation size for a nonprofit goal is in a highly positive correlation with the intention to buy a product involved in a cause-related marketing campaign.

5.2. Sample

Sample consisted of 162 respondents who had a previous experience with cause-related marketing campaigns. 72% of them were females, ranging from 26 to 45 years. 47% of the respondents were highly educated.

6. RESEARCH RESULTS AND DISCUSSION

Data were analyzed using E-Views, and descriptive statistical analysis and two simple regression analyses were conducted.

Table 2 reveals descriptive statistics for the items related to the "cause".

Table 2. Descriptive statistics for the items related to the “cause”

Item no	Frequency of “I agree” and “I totally agree” (4 and 5 in 5-point Likert scale) – number and (%) of respondents	Mean	Variance	Standard deviation	Variation coefficient
1.	139 (86%)	4.18	0.71	1.27	30.47
2.	69 (43%)	3.05	1.62	1.27	41.81
4.	97 (60%)	3.68	0.89	0.94	25.65
6.	143 (88%)	4.16	0.67	0.82	19.74
7.	141 (87%)	4.17	0.59	0.77	18.36
10.	113 (70%)	3.80	1.18	1.08	28.53
15.	137 (85%)	4.23	0.68	0.82	19.43

As can be seen from the table, the majority of the respondents agreed with different items related to the cause. 86% of the respondents find the cause of a cause-related marketing campaign to be important, as well as 88% of them find the nonprofit goal to be important. 85% of the respondents think that the greater their personal involvement with the cause, the greater is their willingness to buy the brand that supports a cause-related marketing campaign. 87% of the respondents find some causes more preferred than the other. Only 43% of the respondents state that the cause involved in a cause-related marketing campaign needs to be related to the characteristics of the product. Finally, 60% of the respondents find that their personal involvement with the cause influences their intention to buy a brand that supports a cause-related marketing campaign.

Table 3 reveals descriptive statistics for the items related to the “donation size”.

Table 3. Descriptive statistics for the items related to the “donation size”

Item no	Frequency of “I agree” and “I totally agree” (4 and 5 in 5-point Likert scale – number and (%) of respondents	Mean	Variance	Standard deviation	Variation coefficient
3.	86 (53%)	3.39	1.32	1.15	33.92
5.	133 (82%)	4.11	0.88	0.94	22.80
8.	98 (61%)	3.58	1.11	1.05	29.48
9.	74 (46%)	3.09	1.21	1.10	35.55
11.	76 (47%)	3.42	0.95	0.97	28.44
12.	101 (62%)	3.55	1.05	1.02	28.86
13.	92 (57%)	3.56	0.98	0.99	27.86
14.	86 (53%)	3.48	0.88	0.94	26.94
16.	92 (57%)	3.54	0.78	0.88	24.96

The results in the table 3 reveal that for most of the items respondents did not have the same opinion. The exception is the item number 5, where 82% of the respondents agreed that it is important to know the donation size.

It can be concluded that Croatian consumers find a cause to be more important than a donation size. In order to explore the influence that those elements have on their intention to buy, two simple regression analyses were conducted.

In the first model respondents' answers about socially responsible behavior were used as the constant variable, while their answers related to item number 10 were used as the independent variable (Table 4).

Table 4. Results for the first simple regression analysis – “cause”

	Estimated parameter	Standard error	<i>t</i> value	<i>p</i> - value
Constant	2.142883	0.252424	8.489210	0.0000
Cause	0.463795	0.067737	6.847004	0.0000

According to the data from Table 4, estimated regression equation is:

$$\text{Intention to buy} = 2.142883 + 0.463795 \text{ cause} \\ (0.252424) (0.067737)$$

The results show that a *p*-value is statistically significant (0.000); therefore the first hypothesis can be accepted. So, *consumers' intention to buy a brand that supports a cause-related marketing campaign is greater for those more involved with the cause.*

In the second model, respondents' answers about socially responsible behavior were used as the constant variable again, while their answers related to item number 13 were used as the independent variable (Table 5).

Table 5. Results for the second simple regression analysis – “donation size”

	Estimated parameter	Standard error	<i>t</i> value	<i>p</i> - value
Constant	2.830632	0.282670	10.01389	0.0000
Donation size	0.283363	0.079407	3.568508	0.0005

According to the data from Table 5, estimated regression equation is:

$$\text{Intention to buy} = 2.830632 + 0.283363 \text{ donation size} \\ (0.282670) (0.079407)$$

The results show that a *p*-value is statistically significant (0.005); therefore the second hypothesis can be accepted. So, *consumers' intention to buy a brand that supports a cause-related marketing campaign increases with the donation size.*

There are two limitations to these results. Firstly, the structure of a convenient sample consisted of majority of the female respondents (72%). Although this is so, women primarily make purchasing decisions, therefore their answers can be considered indicative. The second limitation is connected to the selected elements that can influence consumers' intention to buy, i.e. cause and donation size. There are other elements that were not included in the analysis. Bearing the aforementioned in mind, the results cannot be generalized to the whole population and cannot exclude the influence of other elements on consumers' intention to buy the brand that supports a cause relation marketing campaign.

7. CONCLUSION

Cause-related marketing programs connect profit and nonprofit organizations, simultaneously responding to the changing marketing conditions and fulfilling business goals. It is a great opportunity for companies to demonstrate their social responsibility, as well as to help the realization of a worthy cause. Cause-related marketing activities also serve as a marketing communication tool, thus influencing consumers' attitude and intention to buy a certain product or a brand. They rely on socially conscious consumers that strive to contribute to a common good.

The research presented in this paper analyzes the attitude of Croatian consumers towards the importance of cause and donation size in cause-related marketing programs, and the influence of those elements in their intentions to buy.

The research results reveal that the majority of the respondents find the cause of a cause-related marketing campaign to be important, that their personal involvement with the cause influences their intention to buy a brand that supports a cause-related marketing campaign, and that the greater their personal involvement with the cause, the greater is their willingness to buy the brand that supports a cause-related marketing campaign. The majority of the respondents agree that it is important to know the donation size, but the questions about the importance of the donation size in their buying intentions did not yield analogous answers. Furthermore, the research results prove both hypotheses. The first hypothesis, which emphasizes that consumers' intention to buy a brand that supports a cause-related marketing campaign is greater for those more involved with the cause, as well as the second hypothesis, which emphasizes that consumers' intention to buy a brand that supports a cause-related marketing campaign increases with the donation size are align with previous researches.

Taking all of the above in mind, it can be concluded that cause-related marketing campaigns represent good initiatives for cooperation between profit and nonprofit organizations, and that consumers acknowledge their efforts. The personal relation to the cause and donation size, among other elements of a certain campaign, positively influence consumers' intention to buy, so partners in the cause-related marketing programs should take this into account when deciding on what cause to support and the donation size to promote.

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