



Addis Ababa University

School of Commerce

THE EFFECT OF CAUSE RELATED MARKETING
ON CUSTOMER'S ATTITUDE: THE CASE OF EDEN
SPRING WATER

by

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Statement of Certification

This is to certify that Emebet Bezabih Tegegne has carried out her research work on the topic entitled **The Effect of Cause Related Marketing on Customer's Attitude: Case of Eden Spring Water**. The work is original in nature and is suitable for submission for the reward of the MA degree in Marketing Management.

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Statement of Declaration

I, Emebet Bezabih Tegegne, have carried out independently a research work on **The Effect of Cause Related Marketing on Customer's Attitude: Case of Eden Spring Water** for partial fulfilment of the requirement for the MA program in Marketing Management with the guidance and support of the research advisor.

This study is my own work that has not been submitted in any other institution for diploma or degree program.

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The Effect of Cause Related Marketing on Customer's Attitude: Case of Eden
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Abbreviations

- CSR : Corporate Social Responsibility
- CRM : Cause Related Marketing
- SPSS : Statistical Package for Social Science
- NPO : Non-Profit Organization
- BPI : Brand Purchase Intention

Abstract

Over the past 60 years, marketing has moved from being product-centric to being consumer-centric. Today we see companies expanding their focus from products to consumers to humankind issues, and where profitability is balanced with corporate responsibility. Now more and more companies use the cause-related marketing strategy as a way out of saturated markets and growing consumer awareness. Because it is a relatively new approach many researches have shown interest in this marketing communication strategy. Eden Spring Water Company is one of the pioneer in launching this marketing strategy in Ethiopia. However, no market survey was conducted to know consumer attitude. This is also the field of interest for this thesis and in particular how does cause related marketing affect consumer attitudes case of Eden Spring Water. In order to find out the answer for this question, the researcher used different theories, models, journals and books. The research approach was mixed research approach, data collection instruments was questioner and interview. A total of 400 questioners was distributed, but only 254 was used for the data analysis. The sampling technique was non-probability sampling technique (convenience sampling). The sample population of the study were consumer/customer of both individual and business firms of Addis Ababa. Data was analyzed using descriptive statistics, regression analysis and independent t-test. As the regression analysis result reveals, both three independent variables, consumer awareness, cause-fit and brand-fit have a significant effect on customer's attitude towards brand purchase intention. The other result shows, there is no significant difference between individual and business customers of Eden Spring Water in their attitude towards brand purchase intention. Qualitative data was collected through the interview from company management. Both qualitative and quantitative data was analyzed separately. Data triangulation was done for confirm validity of the research findings.

Key words: *Cause related marketing, Corporate social responsibility, cause-fit, brand-fit, partner-fit and brand purchase intention*

CHAPTER ONE

1. INTRODUCTION

This chapter includes back ground of the study, statement of the problem, research questions, research objectives, significance of the study, scope of the study, definition of terms and organization of the research report.

1.1 Background of the study

Over the past 60 years, marketing has moved from being product-centric (Marketing 1.0) to being consumer-centric (Marketing 2.0). Today we see marketing as transforming once again in response to the new dynamics in the environment. We see companies expanding their focus from products to consumers to human kind issues. Marketing 3.0 is the stage when companies shift from consumer-centricity to human-centricity and where profitability is balanced with corporate responsibility (Kotler, et al., 2010). Now a days marketing is moving from traditional to digital marketing (4.0). Kotler, et al., (2017) states that marketers should adopt to the changing nature of customer's path in the digital economy. The role of marketers is to guide customers through their journey from awareness and ultimately to advocacy.

Marketing 4.0 is a marketing approach that combines online and offline interaction between companies and customers, blends style with substance in building brands, and ultimately complements machine-to-machine connectivity with human-to-human touch to strengthen customer engagement. It helps marketers to transition into the digital economy, which has redefined the key concepts of marketing. Digital marketing and traditional marketing are meant to coexist in Marketing 4.0 with the ultimate goal of winning customer advocacy. Digital marketing will not replace traditional marketing, instead, the two should coexist with interchanging roles across the customer path (Kotler, et al., 2017). Therefore, concept of social responsibility in the digital era is unchanged.

The perception of the negative effects of corporations on various aspects of life has changed consumer's consumption patterns in developed countries, and increasingly in developing countries. Because of the increase concern of the society, a company's performance is judged more and more on the basis of its impact on the environment and society as a whole. This in turn

means that companies have to increase their efforts to improve their corporate social responsibility (Sheikh & Beise-Zee, 2011).

As a type of corporate social responsibility (CSR), cause related marketing (CRM) has received the interest of business firms and become a subject of scientific interest, and many researchers have accepted and built upon Vardarajan and Menon definition.

“Cause related marketing is the process of formulating and implementing marketing activities that are characterized by an offer from the corporation to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives” (Varadarajan & Menon, 1988).

American Express first employed the concept of cause related marketing in 1982 in the U.S.A. Each time someone used the card, 5 cents were donated to several art organisations participating in the San Francisco Festival. It was a successful endeavour and encouraged corporations to try similar actions on a national basis. In 1983, American Express developed the program for the renovation of the Statu of Liberty, which was probably the first cause related programme to gain world wide renown. Use of the card increased 28% and US\$ 1.7 million was donated to the project (Varadarajan & Menon, 1988).

Researchers argued that the continuous growth occurring in this area is a result of the positive outcomes experienced by major corporations in their programmes. When done well, it provides a win for the charity or cause, a win for the consumer and other stakeholders and a win for the business (Adkins, 1999). Adkins (1999) highlighted, this win-win-win strategy is a win for a firm by developing a good brand image, increase sales and increase employee motivation, a win for nonprofit company by raising funds and, a win for the consumer helps to feel as good citizen and gives physiological satisfaction.

Adiwijaya & Fauzan (2012) argued that, increased competition in the market has been saturated the possibility of brand differentiation on based on traditional attributes such as price and quality. Brand needs to be associated with symbolic values such as altruism or civic mind into an entity so that consumers are able to identify themselves with the brand and thus build a stable

committed relationship that benefits both parties. In this context, linking the brand with corporate social responsibility (CSR) is very effective positioning strategy that can be competitive differentiation attributes. Adiwijaya, et al., (2011) argued that, generally people have preference to brands which are associated with social cause in strategy.

Hou, et al., (2008) states that, when establishing partnership with a cause, there are a number of causes to choose from, it could be everything from health, animal protection, human service, and environmental causes, and so on. Hou, et al., (2008) also suggests that, “How a corporation chooses a cause depends on different variables that are deemed or perceived important by the consumers of the business firm”. They additionally suggest that, corporations should choose causes which fit with their own corporations and consumers.

Gupta and Pirsch (2006) have examined the relationship between the business firm’s cause and customer and how the fit level between these three groups influence consumer response by generating a positive attitude towards the corporation-cause alliance and purchase intention for the sponsored product. They found that the higher fit level, the better the result the business firm obtains.

There is a need for firms to communicate their corporate social responsibility activities by promoting cause-brand fit and social firm motives showing firms social activities program involving society such as donations, energy conservation, save the environment or sponsorship of local events, since it can create customer trust that lead to customer commitment and loyalty beside generating positioning among competitors (Adiwijaya & Fauzan, 2012).

According to the digital era, customer path should be redefined as the five A's *aware*, *appeal*, *ask*, *act*, and *advocate* which reflect the connectivity among customers. The concept of marketing 4.0 ultimately aims to drive customers from awareness to advocacy. In doing so, marketers should leverage three main sources of influence *own*, *others'*, and *outer* influence. This is what we call the O Zone (O3), a useful tool that can help marketers optimize their marketing efforts (Kotler , et al., 2017).

As one form of marketing communication, cause related marketing also affects consumes’ brand purchase intention through the following stages: cognitive, affect and behavior.

Although there are many informative publications about numerous campaigns carried out, empirical research on this topic is still scarce, so more studies will be needed for a better understanding about the individuals' response to this specific strategy. In short, a comprehensive framework is lacking, which can provide business managers regulatory principles based on theoretical investigations (Galun-Ladero, et al., 2013).

Based on the above, different researchers and authors findings and suggestions, the area needs to be researched by different variables, therefore, the researcher interested to study the effect of cause related marketing on customer's attitude in Ethiopia, Addis Ababa.

1.2 The Cause Company Profile -Eden Business Share Company (EBSC);

Company's Vision: To see the products and services of Eden business in every house, market, work place and worldwide.

Company's Mission: Supply the National and International markets with quality products and services that are produced under strict ethical and environmental friendly production process.

Company's core values: innovation, collaboration, accountability, ethical value and excellence, customer oriented, ethically corporate social responsibility, common benefit for all and respect, environmentally friendliness.

Unique Characteristic of Eden Organic Spring Water Product; purely spring water, potable bottle, contributing two cents for planting trees from each bottle of water sold, no osmosis process to regulate mineral content of the water.

Company's motto: Serving with integrity and its Green environment motto: for each bottle of Eden, you drink; you contribute two cents for planting trees. Let us together turn Ethiopia into Garden of Eden.

About the company: Eden Business Share Company (EBSC) was established in 1998 E.C (2005) under the (1952) 1960 commercial code proclamation No.304-509 by about 35 founding business persons with a paid-up capital of Birr 99.7 Million. And obtained a business entity from Federal Contract and Document Authentication Office in 2006 and received investment license from Southern Nation Nationalities and People Regional State (SNNPRS), Trade and Industry

Development Office by Principal Registration Certificated Number 11020/98. The Company has started operation on January 20, 2014 and has penetrated the Ethiopian Packed water market by providing quality product and satisfactory service, in Addis Ababa and in other eight regional states. Because of its successful operation and promising profitability, the number of the shareholders is growing from time to time and has reached over 2,289 currently. EBSC is the only indigenous company that can be mentioned as a pioneer to choose and to implement a particular green business program among so many similar water bottling companies. And this particular impressive idea helps the company to answer the ever-increasing societal question of the environment.

1.3 Statement of the Problem

Environmental and social issues have become important strategic concerns in today's business environment. Increased competition in the market has been saturated the possibility of brand differentiation based on traditional attributes such as price and quality. Brand needs to be associated with symbolic values such as altruism or civic mind into an entity so that, consumers are able to identify themselves with the brand and thus build a stable committed relationship that benefit both parties (Adiwijaya & Fauzan, 2012). As one form of social responsibility and strategic approach cause related marketing is used by business firms and spread all over the world to influence consumer attitude.

Endacott (2004) states that cause related marketing is expanding worldwide, consumer research can help companies to identify where and how they should position their product or service in a global market. Additionally, Kotler & Nancy (2005) suggest, after the cause or charity is chosen, business practitioners should do the research to examine if target audience find it important and relevant.

On the other hand, cause-related marketing activities is not right for every brand in every situation. Additionally, marketers face an increasingly cynical public suspicious of companies exploiting associations with causes as simply another way to fatten their bottom line (Brian & Linda, 2000).

Therefore, conducting consumers survey can help business firms to identify where and how they should position their product or service in relation to increased sales, brand awareness,

corporate reputation and consumer loyalty. On the other hand some consumers may perceive the strategy developed to benefit only the organization not considering (addressing the social issues). For this particular research, Eden Spring Water company is launching cause related marketing strategy, but not yet conducting customer survey to know customers attitude. The interest of the researcher is to conduct consumer survey to know consumer's attitude.

On the other hand, unlike simple promotion cause related marketing tries to ensure that the brand and the cause plays in the same "territory" in a living, altruistic partnership for mutual benefit (King, 2001). Furthermore, for the success of cause related marketing, there should be the fit between three stakeholders; these are; the profit organization, the customer and the nonprofit organization. At this point a fit between the community and the cause (cause-fit), between company, nonprofit organization and consumer (brand-fit) and the fit between profit organization and non-profit side (partner-fit) plays a huge role (Meffert, et al., 2009). In case of this research, the nonprofit/partner organization is missed. The researcher interested to conduct a research to see how cause related marketing works in the absence of partner or nonprofit organization.

Thus, this research was conducted to fill the identified gaps by using three independent variables (consumer awareness, brand fit and caus fit) and the dependent variable (customers attitude towards brand purchase intention) and by answering the research questions.

1.4 Research question

Based on the above statement of the problem, the study attempts to address the following questions.

1.4.1 Main Research Question

How does cause related marketing of Eden Spring Water affect consumer's attitude towards brand purchase intention?

1.4.2 Sub research questions

- How does consumer awareness of Eden Spring Water affect consumer's attitude towards brand purchase intention?

- How does brand fit of Eden spring Water affect consumer's attitude towards brand purchase intention?
- How does cause fit of Eden Spring Water affect consumer's attitude towards brand purchase intention?
- How does cause related marketing of Eden Spring Water affect individual and business consumer's attitude towards brand purchase intention?

1.5 Research objective

1.5.1 General objective

The general objective of the study is to examine the effects of cause related marketing of Eden Spring Water on consumer's attitude. The specific objective of the study is: -

1.5.2 Specific Research Objectives

- ✓ To examine the effect of consumer awareness of Eden Spring Water on consumer's attitude towards brand purchase intention
- ✓ To investigate the effect of brand fit of Eden Spring Water on consumer's attitude towards brand purchase intention
- ✓ To describe the effect of cause fit of Eden Spring Water on consumer's attitude towards brand purchase intention
- ✓ To investigate if there is a significant difference between individual and business customers of Eden Spring Waters attitude towards brand purchase intention

1.6 Significance of the study

According to Marczyk, et al., (2005) engaging in research can be exciting and rewarding endeavor. Through research scientists attempts to answer age old questions, acquire new knowledge, describe how things work, and ultimately improve the way we all live. Therefore, any kind of research has something to add to the accumulated body of knowledge, also uses to solve particular problem. The purpose of current study is to contribute knowledge towards the existing emerging area of societal marketing concept called cause related marketing. Furthermore, it identifies the effect of consumer attitude towards brand purchase intention of Eden Spring Water.

As described in the problem statement, the researcher conducts the research to know the effect of cause related marketing on consumer attitude in Ethiopia, Addis Ababa. Due to lack of studies on the effect of cause-related marketing in the organization, in the country, the researcher believes that the current research findings will provide an empirical evidence. On the other hand, this research will be the foundation for other researches to conduct in-depth research using different variables.

In addition to that, as stated by Kotler, et al., (2010), being a marketer in the 3.0 era is not about single-handling, creating change, but about collaborating with other companies to find creative ways to solve problems. The researcher believes that the research findings will contribute, to other organizations to develop and launch strategy to solve social and environmental issues.

On the other hand, it helps the student researcher to get research experience and for the partial fulfillment of the masters of arts degree in marketing management.

1.7 Scope of the study

This study aims to understand the Effects of cause related marketing on consumer's attitude: case of Eden Spring Water. To achieve this aim, the scope of the study is to conduct a consumer/customer survey on the resident of Addis Ababa. The population of the study was limited to Addis Ababa, capital city of Ethiopia. This geographical limitation was not only chosen because of time, access and cost restriction, but also there are a considerable number of bottled water consumers available in Addis Ababa.

More specifically data were collected from bottled water customers, from individual and business customers, hotels, restaurants, and recreation centers which assumed to be constitute potentially large group of water consumers.

1.8 Definition of terms

Corporate Social responsibility (CSR): “A concept which refers to the corporate that is over the above legal requirements and is voluntary adopted to achieve sustainable development” (Sheikh & Beise-Zee, 2011). According to Kotler and Lee (2005), Corporate social responsibility is “a commitment to improve community well-being through discretionary business practices and

contributions of corporate resources”.

Cause Relate Marketing (CRM): A 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 engaged in revenue providing exchange that satisfy organizational and individual objectives (Varadarajan & Menon, 1988).

Attitude: It is a learned predisposition to respond consistently favorable or unfavorable to a particular object or cases of object (M.Mercedes, et al., 2013).

Buying Behavior: defines consumer buying behavior as something that “involves the thoughts and feelings experience and the action they perform. The knowledge and positive feeling are likely to affect behavior. A purchase will be made and adoption of the product or service will be the result (Peter & Olson, 2008).

Brand fit: Fit can be defined as “the degree to which the brand and cause are perceived as compatible or congruent with each other” (Varadarajan & Menon, 1988).

Cause fit: Fit is a “perceived link between the company’s image, positioning and target market and the cause’s image and constituency” (Varadarajan & Menon, 1988).

Marketing Communication: Marketing communication refers to “the communication between a company and its customers which highlight the benefits and unique differences of particular brand with purchase intention” (Westberg, 2004).

Customer/consumer: A customer can be defined as the person purchasing a product or service without necessarily being the user thereof (WebFinance Inc, 2015). On the contrary, the consumer is frequently referred to as the end user that actually consumes a product or service. Nevertheless, especially in retail settings, a consumer can be the buyer while at the same time being the end user of a product or service (Merriam-Webster Inc, 2015). In the context of this thesis, the two terms are used almost interchangeably as it can have hypothesized that both the consumer and customer are targeted by cause related campaigns.

Customer awareness: Brand awareness is related to the ability of the consumer to identify the brand under certain conditions. The greater awareness, the better work that each of the brand identities (logo, name, characters, design, slogan or any symbols) have done (Keller, 1993).

1.9 Organization of the study

The study consists of five chapters. Back ground information, introduction of the study, statement of the problem, research questions, objective, significance, scope, definition of terms discussed in first chapter. Review of literatures in the second chapter. The third chapter holds research methodology, the fourth chapter analysis and present quantitative and qualitative data. The last and the fifth chapter address, summary, conclusion recommendation, limitation of the study and further research.

CHAPTER TWO

2. REVIEW OF LITERATURE

This chapter provides an insight to the readers about the theoretical view and models of the topics under study. In line with the objectives of the study, the chapter covers topics related to societal marketing, marketing communication, cause related marketing and consumer behavior. Furthermore, research hypothesis and the conceptual model of the study presented at the end of this chapter.

2.1 Theoretical frame work

2.1.1 Marketing

Marketing is everywhere. It is embedded in everything we do from the cloth we wore, to the web site we click on, to the ads we see. It profoundly affects our day-today lives. Marketing is also important for every company because financial success often depends on marketing ability (Kotler, et al., 2009).

What is marketing? Many people think of marketing as only selling and advertising. We are bombarded every day with TV commercials, catalogs, sales calls, and e-mail pitches. However, selling and advertising are only the tip of the marketing iceberg (Kotler & Armstrong, 2012). Today, marketing must be understood not in the old sense of making a sale “telling and selling” but in the new sense of satisfying customer needs in a socially responsible way and creating long-term relationship with our customers.

2.1.2 Definition of Marketing

Different authors defined marketing differently, Kotler & Armstrong (2012) broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. Hence, we define marketing as the process by which companies creat value for customers and build strong customer relationships in order to capture value from customers in return (Kotler & Armstrong, 2012).

2.1.3 The Marketing Management Orientation

According to Kotler & Armstrong (2012), the philosophy of marketing has shifted through five concepts over the past years; the production concept, the product concept, the selling concept, the marketing concept, and the societal marketing concept. Each concept literally represents the focus of businesses at the relevant time (e.g., production-oriented businesses focused on making their products widely available and inexpensive). The last concept to which the focus of marketing has evolved into, the societal marketing concept, emerged due to the limitations of the preceding concept; the marketing concept sidesteps the potential conflicts among consumer wants, consumer interests, and long-run societal welfare.

The societal marketing concept holds that marketing strategy should deliver value to the customers in a way that maintains or improves both the consumer's and *society* well-being. It calls for *sustainable marketing*, socially and environmentally responsible marketing that meets the present needs of consumers and business while also preserving or enhancing the ability of future generation to meet their needs (Kotler & Armstrong, 2012).

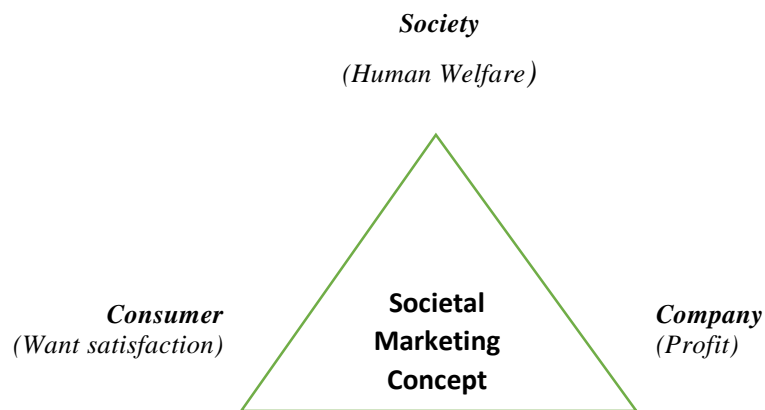


Figure 2-1 Three considerations underlying the societal marketing concept source: from (Kotler & Armstrong, 2012)

2.1.4 The Marketing Mix-Ps and Cs

We usually look the marketing mix using the four Ps strategy (product, price, place and promotion), or the full seven P's strategy with three further factors (people, process and physical evidence).

However, Ace (2001) states that we should view the marketing mix both from the four Ps and four Cs perspective (see fig. 2.2). Product, price, place and promotion look at the marketing

from the point of view of a goods' producer. While choice, cost, convenience and communication (four C's) deal with the same issue as its corresponding for Ps, but from the customer's point of view.

On the other hand, in a connected world, the concept of marketing mix has evolved to accommodate more customer participation. Marketing mix (the four P's) should be redefined as the four C's (co-creation, currency, communal activation, and conversation) (Kotler , et al., 2017).

In addition to this, Kotler, et al., (2017) estates, the concept of promotion has also evolved in recent years. Traditionally, promotion has always been a one-sided affair, with companies sending messages to customers as audiences. Today, the proliferation of social media enables customers to respond to those messages. It also allows customers to converse about the messages with other customers. The rise of customer-rating systems such as TripAdvisor and yelp provide a platform for customers to have conversations about and offer evaluations of brands they have interacted with.

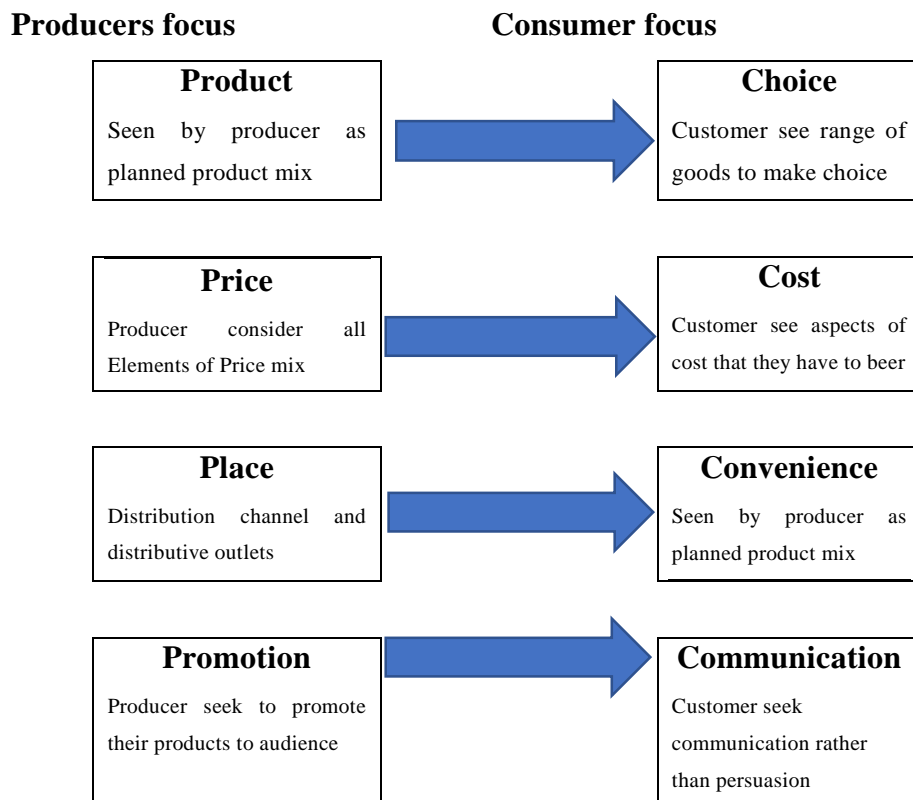


Figure 2-2: Marketing mix source: from (Ace, 2001).

The marketing mix is a classic tool to help plan what to offer and how to offer to the customers. Essentially, there are four P's: product, price, place, and promotion.

From figure 2.2, we can understand that marketing deals with more than developing a good product, pricing it attractively, and make it accessible to customers. Marketers must also communicate with customers. We will explore the marketing communication in the next part.

2.1.5 Marketing Communication

As part of the marketing mix-communication plays an important role, just as (Sheikh & Beise-Zee, (2011) says: “Marketing communication is a critical aspect of company’s overall marketing mission and a major determinant of its success”.

2.1.6 Marketing Communication Definition

Marketing communication refers to “the communications between a company and its customers which highlight the benefit and unique differences of a particular brand with purchase intention” (Westberg, 2004). Marketing communication is different from of promotion. Because marketing communication implies two-way process, where customers have the chance to listen to what the maker has to say and also to talk back (Ace, 2001).

2.1.7 The Objective of Marketing Communication

Marketing communication objectives are drives from an organization’s overall marketing objective. So the objectives are viewed in different ways, but tend to have similar characteristic (Westberg, 2004). Several researchers have revealed that the objective are related to creating a certain brand image and stimulate purchase intention (Rossister & Percy, 1998).

Kotler,et al., (2009) have studied how marketing communication achieves these objectives. With the marketing communication, marketers can tell or show how and why a product is used, by what kind of person, and where and when. They can also link their brand to other people, place, event, brand, experience, feeling, cause and thing. Meanwhile, the consumer can learn about who makes the product and what the company and brand stands for. After the consumer establishes the brand in his memory and creates a brand image, followed by intention to buy the product.

Therefore, the role of marketing communication is to move the customer along a hierarchy of effects including awareness, knowledge, preference, conviction and ultimately the purchase of product (Belch & Belch, 1999).

2.1.8 The Communication Process Models

Marketers should understand the fundamental elements of effective communication. Two models are useful: The micro and macro models (Kotler, et al., 2009).

2.1.8.1 The Macro Communication Model

As stated by Kotler, et al., (2009), the macromodel of marketing communication concentrate on customers specific responses to communication. Macro model with nine elements. Two represent the major parties in a communication *sender* and *receiver*. Two represent the major communication tools *message* and *media*. Four represent major communication functions *encoding*, *decoding*, *response* and *feedback*. The last element in the system is noise (random and competing message that may interfere with the intended communication).

The model emphasise the key factors in effective communication. Senders must know what audience they want to reach and what response they want to achieve. They must encode their message so the target audience can decode them; then transmits the message through media that reach the target audience and develop feedback channels to monitor the response. The more the sender's field of experience overlaps that of receiver, the more effective the message is likely to be (Kotler, et al., 2009).

2.1.8.2 The Micro Communication Model

As stated by Kotler, et al., (2009), micro models of marketing communications concentrate on customer's specific responses to communications (fig 2.3) summaries for classic response *hierarchy models*. All these models assume that the buyer passes through a *cognitive*, *affective* and *behavioral* stage in that order (Kotler, et al., 2009). There are different sequences according to low and high involvement products. For the purpose of this research since the research will be for low involvement product 'learn-do-feel' is relevant when the audience has low involvement and perceives little differentiation within the market offering category. By choosing the right sequence the marketer can fine tune marketing communications (Kotler, et

al., 2009).

Models

Stages	AIDA model	Hierarchy-of effects model	Innovation-adoption model	Communications model
Cognitive Stage	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response ↓
Affective Stage	Interest ↓ Desire ↓	Linking ↓ Preference ↓ Conviction ↓	Interest Evaluation ↓	Attitude ↓ Intention ↓
Behavior State	Action	Purchase	Trial Adoption	Behavior

Figure 2-3: Response hierarchy models source: from (Kotler, et al., 2009)

2.1.9 Cause Related Marketing is one form of Integrated MarketingCommunication

Kotler, et al., (2009)state that “the marketing communication mix consists of eight major modes of communication. These are advertisting, events and experiences, public relation, direct marketing, interactive marketing, and sales promotion”. Westberg (2004) states that cause related marketing is a unique marketing communication strategy, which is differing from sales promotion. Researchers suggested that this is a practice of advocating corporate social

responsibility in marketing communication activities. So in the next parts of this chapter, cause related marketing and its relationship with consumer behavior will be discussed.

2.1.10 Type of Cause Related Marketing

Stole (2006) strategies appear in six broad headings. These are *advertising* (where a business aligns itself with a particular cause and uses its advertising to communicate the cause's message), *public relations* (attracting press and public attention to a strategic partnership between a business and a non-for profit group), *sponsorship* (corporate sponsorship of a particular program or event), *licensing* (the corporation pays for the license to use a charity logo on its products or service), and *direct marketing* (both business and non-profit raise funds and promote brand awareness). The last two forms are facilitated giving and purchased triggered donation. In a facilitated giving company supports customer donation to the charity. The most widely used practice is purchase-triggered donations; in this practice, the company spends a percentage of sales to a charitable cause or organization (Stole, 2006).

2.1.11 The Concept of Cause Related Marketing and Corporate Social Responsibility

Kotler and Lee (2005) position corporate social responsibility in a marketing context, while adding that decision makers in corporations reflect an increased desire for “doing well and doing good”. Corporations utilize the corporate social responsibility concept strategically by selecting areas of focus that fit with corporate values: for instance, by selecting initiatives that support specific business goals, choosing issues related to core products and core markets, and supporting issues that provide opportunities to meet marketing objectives. Giving that communication of a firm's commitment to corporate social responsibility is a vital motivation, corporate social responsibility is often a vital part of the implementation of, supporting a cause as a marketing investment was originally termed (Sheikh & Beise-Zee, 2011).

Brian & Linda (2000) states that, business does not need “good causes” – “good causes” need business. Links with a “good cause” have become attractive to many business and especially business that engage directly with ordinary consumers. There are several forces driving such links, including:

- *A desire to mitigate the “wicked capitalism” of private business through association with a “nobler” causes*
- *Responding to concerns about the environment or problems within human society*
- *The development of a wider idea corporate ethics and corporate social responsibility*
- *Straightforward sales benefits accruing from the link with a good cause*

2.1.12 Benefit, Risk and Challenges of Cause Related Marketing

To further understanding the concept of corporate social responsibility, the benefits it brings to the society, corporations and to the nonprofits collaborating with the business sector in corporate social responsibility initiatives should be examined. The researchers, professionals and practitioners mention the bottom-line benefits for the firms that engage in such as increased sales and market share, strong brand positioning, improved corporate image and reputation, ability to attract and motivate employees, decreased operation costs, and increased appeal to investors.

Causes with a non-controversial nature are proven to have a greater success than ones with a controversial nature. A controversy nature cause may even harm the company’s image. However, proponents and practitioners agree that cause-related marketing campaigns are very useful. The amount of money directed in such strategy proves this as well.

Berglind and Nakata (2005) describe reasons for engaging in cause related marketing. They start with that it helps the bottom line, as its primary scope is the financial benefit. Further on it builds the brand and enhance the corporate reputation. Selecting the right cause and associating the company with it helps to improve the company’s image and translate it into brand memorability by customers. Other benefits from the strategy are generating good will and improving of the employees’ morale and retention. In time of crisis, goodwill may be crucial by preventing long term damages to the company. Whereas employee’s moral improvements are important in the human-resource building facet.

Other parties which benefit from are the nonprofit organizations (NPO’s) that whole as a “cashing in” on another people’s misfortune. Short term promotion is not good for supporting the fit between the brand and cause for consumers and this fails to build the brand in the desired way (King, 2001).

2.1.13 Main requirements cause ties

Unlike simple promotion cause related marketing tries to ensure that the brand and the cause plays in the same “territory” in a living, altruistic partnership for mutual benefit (King, 2001).

That is why there should be conditions of success identified between the cooperating partners like the company and the nonprofit organization (see figure 2.4). In this way, it is guaranteed that consumer perceive the message in the way it is wished. The win-win-win situation is a premise for reliable charity engagement from a company side as well a stand out from the competitors. At this point a fit between the community and the cause (cause-fit), between company, nonprofit organization and consumer (brand-fit) and profit organization and non-profit side (partner-fit) plays a huge role (Meffert, et al., 2009).

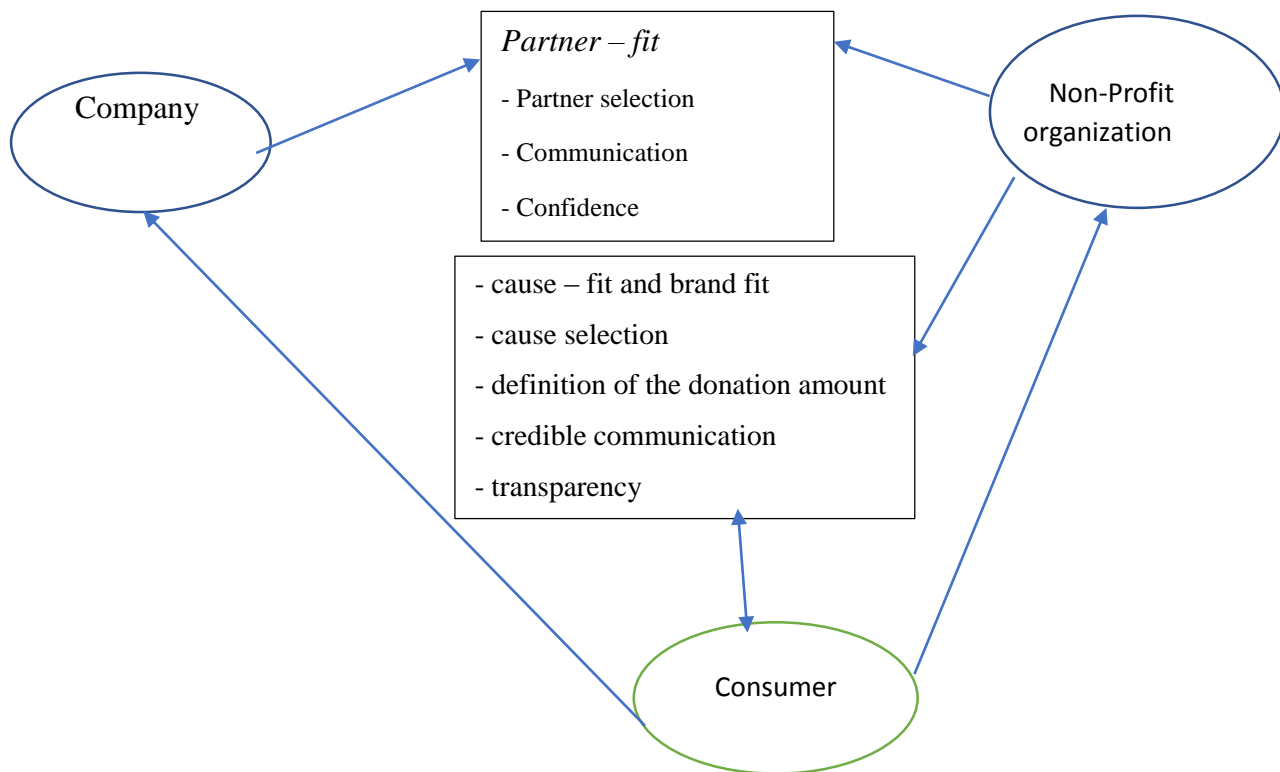


Figure 2-4 Main requirements and cause ties source: from (Meffert et al, 2009)

2.1.14 Objective of Cause Related Marketing Brand Purchase Intention

Westberg (2004) states that a company established cause related marketing strategy with the aim of fulfilling several objectives related to corporate strategy, marketing strategy or individual product strategy. These objectives vary but tend to have similar final objectives brand purchase intention. File and Prince (1998) found that more than half of the companies participating in cause related marketing were seeking to improve brand purchase intention.

Yoo, et al., (2000) define brand purchase intention as “the tendency to purchase the brand routinely in the future and resist switching to other brand.” This tendency is the consumers’s self-instruction to purchase the brand (or take other relevant purchase-related action). It is an anticipated, conscious planning of the action step, which is the final buyer response step (Rossister & Percy, 1998).

There are two factors contributing to the brand purchase intention to be a critical objective of cause related marketing. The first factor is that purchase intention is the best predictor of consumer’s purchase behavior (Westberg, 2004). Robert, et al., (2003) said that the customers are more willing to buy and very often make a subsequent purchase when they have strong purchase intention. In other word, there are some relationship between the purchase intention and actual purchase behaviour. The second factor is that more and more consumer are brand conscious all over the world. With the diversity of the product, consumers cannot compare the entire products with other products carefully. To reduce the perceived risk of purchase, they attempts to buy well known brand and they seek additional information and repeat the purchase of the brand which has provided satisfaction.

2.1.15 Consumer Analysis

For the purpose of this research, both individual and business customers are considered. Customer/consumer: A customer can be defined as the person purchasing a product or service without necessarily being the user thereof (WebFinance Inc, 2015). On the contrary, the consumer is frequently referred to as the end user that actually consumes a product or service. Nevertheless, especially in retail settings, a consumer can be the buyer while at the same time being the end user of a product or service (Merriam-Webster Inc, 2015). In the context of this thesis, the two terms are used almost interchangeably a sit can have hypothesized that both the consumer and customer

are targeted by cause related campaigns. However, consumer behavior and decision-making process for both business and individual consumers are described differently.

According to Peter Olson (2008), consumer should be analyzed by looking into three objects; “affect and cognition”, “behaviour”, “environment” and their relations between each other (fig. 2.5) every single element can affect other elements or it can be a reason to realise. So, all elements should be considered when deciding for marketing strategy (Peter & Olson, 2008).



Figure 2-5 The elements of consumer analysis source: from (Peter and Olson, 2008)

“Affect” represents persons’ emotions concerning a product like admiring or hating, while “cognition” can be explained as mental activities such as learning, interpreting and evaluating. When people are exposed to stimuli, they have the image of objects, situation, people or experiences in mind. Every individual has own way of understanding, perceiving and explaining of the surroundings in his own environment. In some degree these specialities can be common depending on common attitude and beliefs. “Affect and cognition” are connected to each other intensively however they are originated totally in different ways as feelings and (Peter & Olson, 2008).

Due to various explanations of “consumer behaviour”, Peter and Olson defined this term “overt consumer behaviour” that means consumer’s activities which can be analysed by quantitative and qualitative methods. Successes of marketing strategies pass through not only changing of this behaviour of the consumers but also affect and cognition. Although a person likes a product, it can be possible that she/he does not purchase it consumer environment is the surroundings and

out side effects. All consumers are exposed to social pressure, culture family, personal influence and situational effects (Peter & Olson, 2008).

2.1.16 Consumer behavior

The researcher considered both individual and business consumer behavior in this research paper. According to buying determinants theory described by Dwyer & Tanner (2002) in organization buying behavior there are different factors influencing organizational buyers.

Buying determinants theory, a rather general theory of why buyers buy. The theory describes behaviors due to the combine defects of four factors: environmental factors such as government regulations and technology; market factors, such as size and number of competitors; or generational factors, including company size, corporate culture, and policies; and individual factors, like age, experience, and education of any individual person involved in the decision. Another factor to consider is the individual's selective processes. The number of marketing messages that each person is exposed to. There are four such processes: selective exposure, selective attention, selective perception, and selective retention (Dwyer & Tanner, 2002).

In this regard, as an organization buyer's individuals can exposed to different marketing messages and influenced by message in this research the individual who exposed to cause related marketing message.

After all, purchahse decisions are not made by heartless, hyperrational machines. Purchase decisions are made by people. These buyers go home and become consumers, so as individual operating in organization they sometimes exhibit behavior that looks just like shoppers at wal-mart (Dwyer & Tanner, 2002).

Peter and Olson (2008) define consumer behavior as something that “involves the thoughts and feelings people experience and the action they perform in consumption process. It includes comments from other consumers, advertisements, price information, packaging, product appearance”.

According to Wayne & Deborah (2008) there are two types of consumer behavior. The first type is defined as cognitive behaviour. Here the consumers have a more logical and rational behaviour

when purchasing a product. The second type is defined as experience oriented consumer behaviour. This type of consumers has more emotional behaviour when it comes to purchase a product. There are four types of consumer:

- **Rational consumer:** this kind of consumer gathers information before acquiring a product. After he/she assesses this information and gets a perception toward the product. Further, an attitude toward the product will be established and finally a decision to buy or not the product will be made.
- **Unconscious consumer:** the unconscious consumer had established an attitude towards the product or company at the beginning. The attitude of the consumers is affected by their emotions, feelings or past experience. This attitude will lead the consumers to seek for more information about the product or the company and learn more about it and finally make their purchase decision.
- **Learned consumer:** this type of consumers usually makes purchase decision by their habits. The product is bought by habit and after that information about it is gathered. At the end an attitude toward the product is established.
- **Social consumer:** the social consumers will consider the social environment issues when they choose to purchase the products. Issues such as status, lifestyle and beliefs will influence the decision of what product they buy.

2.1.17 Buying process

Consumer buying behaviour is a complicated process, since there are many internal and external factors affecting it. Wayne & Deborah (2008), states that to examine consumer buying behavior consumer's attitudes, intention and preference need to be explored. According to Blythe (2008), there are seven stages of consumers buying behaviour (see fig.2.6)

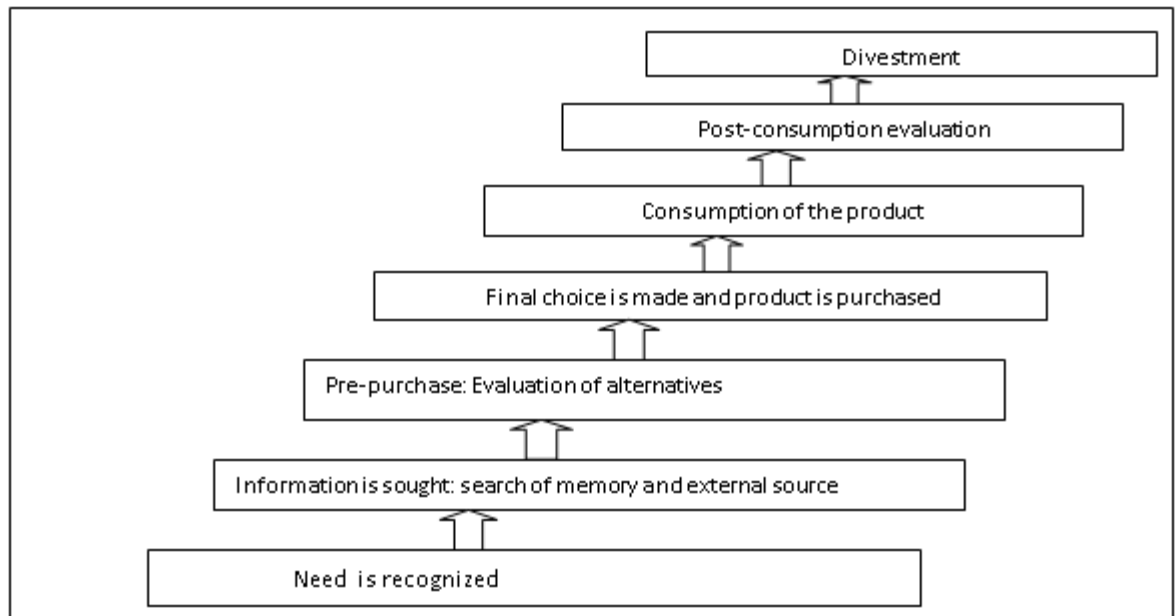


Figure 2-6 Decision-Making process. Source: from (Blythe, 2008)

From the figure above, it is clear that consumers pass through seven stages in their buying process. According to (Blyth, 2008), it is impossible for consumers pass through each stages in their daily purchase. To some extent, it depends on what type of consumer you are and what type of product you want to buy. While an acquisition of expensive products such as buy a car or house one might pass through all stages. He shows that people are motivated to fulfillment different needs in a specific order see figure 2.6, beginning with survival needs “as the most pressing needs to satisfy” and ending with self-actualization needs (“the need to fulfill a long held ambition, or to act independency of the pressures and opinions of other people, or to act for action’s”) (Blyth, 2008).

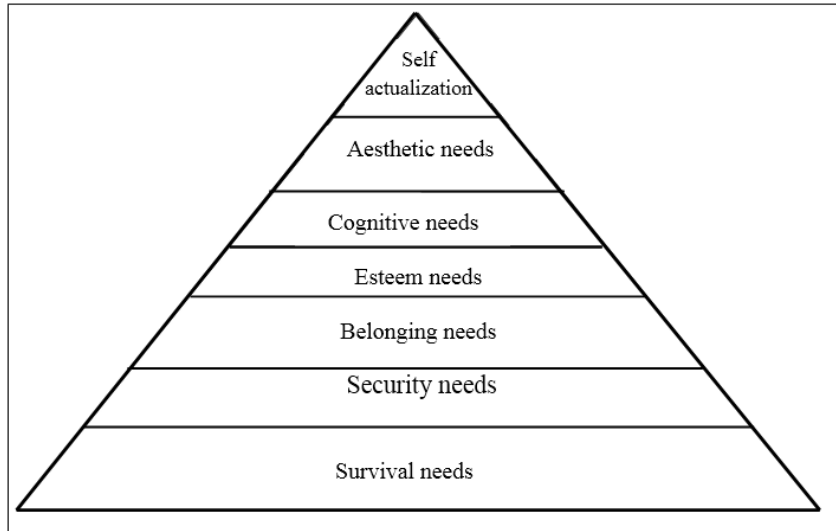


Figure 2-7 Maslow hierarchy of needs source: from (Blythe,2008)

Having recognized the need, the consumer will undertake a series of information search before to purchase a product. The information search comes from two source: an internal search from memory and an external search from outside source. Source of information might be market dominated (advertising, brochures, TV shows, websites, retail displays and so forth) or non-marketer dominated (friend, family, government, consumer organization and so forth) (Blyth, 2008).

In fact, the consumrs will pay more attention to those alternatives connected with their needs. They usually *evaluate all the alternatives* available to them to achieve their self-actualization and which of them might be best for fulfilling the need (Blyth, 2008).

Having gone through the procedure of collecting information, whether by lengthy search or by simply remembering all the necessary facts: the consumer will make a *purchase decision* choise or not, based on the collected information (Blyth, 2008).

In the *consumption* step, the consumers use the product for purpose of fulfilling the need and compare actual benfits from use with the expected benefits in the pre-purchase. After consuming the product, the buyer will be satisfied or dissatisfied and will be engaged in *post purchase behaviour*. The satisfaction or dissatisfaction of the purchase of a particular product depends on the relationship between the purchaser expectation and his disapointment. If the prduct meets the expectations, the consumer can get satisified. And if it exceeds he/she delighted (Gilly & Gelb,

1982).

In the last step of divestment, the consumers disposing of the product or its packaging or any residue left from consuming the product (Blyth, 2008).

2.1.18 Attitude towards cause related marketing

Attitude have become a key construct in the explanation of consumer behavior Galun-Ladero, et al., (2013) described that specifically, in the analysis of socially responsible behavior. Attitudes are a way of summarizaing consumer evaluation, so they can provide important information for marketing managers because of their direct impact in the purchase decision (Assael, 1999).

An attitude can be defined as “*a learned predispositoon to respond consistently favorable or unfavorable to a particular object or class of object*” (Ruiz Molina & M, 2009). Now a days, attitudes are considered multidimensional, with three components. These three components are the *cognitive*, the *affective* and the *intentional* elements.

- *The cognitive element* (or cognitive component, beliefs). This refers to knowledge, according to the object of attitude (if a thing or action is right or wrong). That is, it reflects the individual’s information, beliefs and knowledge to a particular product or object, in this case, it would be information, beliefs and knowledge about cause related marketing.
- *The affective Element* (or emotional component, feelings). This reflects feelings and emotions regarding the object of attitude. In our case, it referes to the feelings expressed by individuals when they watch cause relatedpromotion.
- *Theintentional element* (or active component, behavior components, action, tendencies to respond and act). This reflects the purpose shown by individuals to act in a certain way (e.g buying the product); fundamentally, it is purchase intention. In our case, it would be the tendency to buy (or not to buy) products linked to cause related promotion.

This last component is the most directly related to behavior, although several non-controllable factors can influence it (Assael, 1999), which can interfere with the ability to carry out the intention (eg. Lack of purchase feasibility, quality, consumer lifestyle, or interpersonal influence).

2.1.19 Cause related marketing and brand attitude

Branding has a wider concept but for the purpose of this thesis we will consider only brand which has secondary association that is brand which are attached with cause related marketing

In developing marketing strategy and researching consumers' brand attitude, companies should be aware of the importance of brand knowledge that consumers have about the brand. The two dimensions that describe the brand knowledge are brand awareness and brand image (Keller, 1993). This is where the formation of brand attitude starts from.

According to attribution theory (Kelley, 1973) when it is impossible to know everything about an event, people seek to find a logic, sense or explanation for what is happening in an attempt to gain better understanding (and hence, greater control) of their lives and environments. Thus, individuals make causal attributions, which are cognitive processes where a cause or underlying explanation is assigned to an observed event (Kelley, 1973). Cause related marketing is a type of promotional strategy that activates this type of attribution mechanism. In the context of cause related marketing, individuals tend to attribute two types of motives to the advertiser (Forehand & Grier, 2003), motives which focus on potential benefits for the social cause (i.e. Altruistic motives) and those focused on the potential benefit for the brand itself (i.e. egoistic motives). Although it has been demonstrated that consumers can simultaneously attribute both types of motives in a cause related campaign (mixed motives) (Ellen, et al., 2006), most research has shown that the predominance of one or other attribution (altruistic or egoistic) will influence subsequent judgments on the brand (Rifon, et al., 2004).

2.1.20 Associative Learning and cause related marketing

Associative learning has been described as the way that consumers learn about the relationships among events in the environment (Shimp, et al., 1991). That is brought about through the linkage or fusion of two concepts (Murdock, 1985). Cause marketing alliances between a corporate sponsor or brand and a cause build an associative link between the two. Aaker (1991) established that brand associations with a high number of positive associations have higher levels of brand equity. In this research perspective, the company Eden Spring Water is linking/associating the brand with an environmental cause to enhance brand awareness and altruistic brand personality association.

2.1.20.1 Associative learning principles

Long-term memory is considered as a network of nodes connected via associative links. These nodes represent our complete set of facts, information, and knowledge, including facts, information, and knowledge regarding companies, brands, and various causes (Martindale, 1991). As Rumelhart, et al., (1986) describe this associative network view of memory as consisting of processing units (nodes), a state of activity, and patterns of connectivity to be rearranged based on experience and learning.

With this perspective, companies and brands attempt to restructure the associative networks of their consumers and other constituencies by building an associative link between the company or brand and the desired cause. Through the effective use of basic associative learning principles, companies can leverage more easily and powerfully their investment in cause-related marketing efforts.

Classical conditioning is one mechanism through which associative links are developed between stimuli. Indeed, conditioning has been a very valuable theoretical framework for understanding how an association with one stimulus can benefit another stimulus (McSweeney & Bierley, 1984). A number of empirical studies have illustrated the importance of conditioning in facilitating the transfer of positive attitude to a brand e.g. (Shimp, et al., 1991) modifying consumer beliefs about brand e.g. (Kim, et al., 1996). The value of conditioning in positively influencing brand attitude and cognitions is particularly salient given evidence that such effects are persistent over time (Grossman & Till, 1998).

Much research in associative learning and classical conditioning in the marketing field has examined the general notion that attitude toward the brand can be improved based on that which is associated with the brand. Affect transfer is the basic notion that the evaluation of a particular stimulus can be positively affected by simply associating that stimulus with something positive/well-liked in the environment. Much early classical conditioning research applied to marketing context has been focused on simply investigating the extent to which pairing a pleasant image or other stimulus with a brand can affect overall brand attitude (Shimp, et al., 1991). Companies certainly look to associate with causes that generate feelings of goodwill among their target audience. From an associative learning perspective, attitude toward the company and/or the company's brands can be positively enhanced via pairing with positive causes.

Example. Donating a penny for every credit-card transaction and a dollar for each new card issue, American Express gave Birr 1.7 million to the statue of Liberty- Ellis Island foundation. During this period, transaction for American Express rose 30 percent and new cards issues increased by 15 percent. This increase was likely due, at least in part, to American Express' association with a well- liked, highly affective cause- the Statue of Liberty (Till & Nowak, 2000).

2.2 Empirical Review

2.2.1 Key Factors in Cause-related Marketing Research

To understand how consumer view and respond to cause related marketing, it needs to be considered that a myriad of actors affects how consumers perceive cause related marketing efforts (Langen, 2013). Among these stimulus factors, relating to physical characteristics of the cause related marketing labeled product or corresponding advertisement and individual factors that refer to an individual's peculiar qualities (Hanna, et al., 2013).

Previous studies in the field was undertaken to identify specific factors that influence consumers' perception of cause related marketing. Subsequently, a total of thirteen important factors was identified. In line with Hanna et al. (2013), the factors can be categorized into stimulus and individual factors. To provide further structure, stimulus factors can be ascribed to the subcategories *cause* and *donation*. For the purpose, of this research only stimuli factors were considered.

2.2.2 Stimulus Factors Related to the Cause

The literature review revealed three specific stimulus factors that link to the cause supported through the cause campaign: *company-cause fit*, *cause proximity* and *cause immediacy*.

Company-cause fit: can be understood as the ‘overall perceived’ of the brand and the cause (Nan, et al., 2007). It can be assessed by viewing whether the organizational purposes complement one another and if the partnership ‘makes sense’ to the consumers (Basil & Herr, 2006). Authors consistently found that a high *company-cause fit* results in more positive consumer responses (Gupta & Pirsch, 2006).

Cause proximity: relates to the physical distance between the supported cause and consumer. It is differentiated between local/national and international/global causes (Landreth, et al., 2007). Different authors argued that the support of a local/national cause leads to higher purchase intent, they disagree on the effect that *cause proximity* has on consumers’ attitudes towards the respective cause related marketing campaign (Landreth, et al., 2007).

Cause immediacy takes into account if a recent cause or an ongoing cause is supported (Ellen, et al., 2000). Overall, findings show that supporting recent causes are more likely to be supported and attitudes towards such campaigns are better (Ellen, et al., 2000). Therefore, supporting an immediate cause can be an effective tactic that is positively viewed by the consumer.

2.2.3 Stimulus factor related to the donation

There are three donation specific stimulus factors, which could be identified through the literature review: *donation description*, *donation size* and *campaign duration*.

Donation description refers to the message framing regarding the cause. Three are different aspects can be considered:

Donation indication: The donation can either be expressed in an absolute monetary amount or in form of a percentage that will be donated. The latter makes the donation amount less clear for the consumer since a mental accounting process needs to be triggered. A donation indication in percentage is viewed as more pleasant, but an indication in absolute monetary value was found to lead to higher purchase intention (Baghi & Tedeschi, 2010).

Donation type: There are two types of donations. It can either be of monetary value (absolute amount or a percentage) or in form of a product donation (e.g. a vaccination). Sometimes a combination of both is used in the donation description (e.g. one vaccination worth two cents). Product donations are perceived to require higher company effort and thus lead to more positive brand and cause related marketing attitude. Purchase intention for non-monetary framed cause related marketing products is generally also higher (Ellen, et al., 2000).

Preciseness of donation amount: The donation description can differ in terms of preciseness from vague to precise descriptions. A vague description example is the statement that “a portion” of the sales will be donated. In this case, consumers tend to overestimate the amount donated. (Olsen, et al., 2003). A more precise, but still vague description is to state that a specific percentage of the profit is donated. In this case the amount donated is only estimable for the consumer, since information regarding the profit of a product is often lacking (Olsen, et al., 2003). A precise description indicates either an absolute or a calculable amount (absolute monetary value or a specific percentage of the sales), allowing the consumer to assess the exact amount donated (Pracejus, et al., 2003). Absolute or calculable amounts reduce *skepticism* and lead to more positive evaluations of campaigns (Kin & Lee, 2009).

Overall, the *donation description* is clearly linked to contribution transparency vis-à-vis the consumer (Olsen, et al., 2003). Consumers, especially those that are well educated, have a high need for transparency. They request tangible information that allows them to process the exact donation that is contributed to the cause (Olsen, et al., 2003).

Donation size refers to the donation magnitude that is contributed through every cause related marketing purchase. Magnitude may vary from low to high amounts. The literature review revealed that donation size not only influences consumers’ attitudes toward cause related marketing and their purchase intention but it also mediates a consumer’s perceived motive of a company to engage in cause related marketing (Stefan & Hoyer, 2012). Research findings show that higher *donation size leads* to more positive attitudes towards a campaign (Müller, et al., 2014). Moreover, consumers generally request higher *donation sizes* for cause related marketing (Langen, et al., 2010). In conclusion, higher *donation size* can reduce consumer *skepticism* and positively impact consumers’ cause related campaign attitudes.

Campaign duration refers to the length or frequency of support triggered through cause related marketing campaigns (Cui, et al., 2003). Longer *campaign duration* or repeated cause related marketing support of the same cause over time lead to more positive attitudes and positively influence a consumer's perceived motive of the company to engage in cause related marketing. In conclusion, higher commitment of a company is perceived when *campaign duration* is longer or the activity is repeated. This leads to more positive consumer attitudes.

2.2.4 Consumer awareness positively affect consumer attitude

An important factor in cause related marketing success is customer awareness. Each day, every individual is exposed to hundreds of stimuli. Therefore, it is important in cause related marketing to create interesting/exciting stimuli that can shape consumer awareness, which ultimately should lead to the purchase of a product (King, 2001). All parts of integrated marketing communication matrix create a synergy, and each has more influence on consumer attitudes and behavior. Therefore, integrated marketing communication activities, is a successful campaign offers an effective way to increase consumers' awareness of cause related marketing.

As stated by Kotler, et al., (2009) marketing communication take consumers through a *cognitive, affective* and *behavioral* stage.

2.2.5 Cause fit has positive impact on consumer attitude

The fit between a company and cause, fit supports has been discussed in the literature to some degree. This fit is commonly defined as "perceived link between the company's image, positioning, target market, and the cause's image or constituency" (Varadarajan & Menon, 1988). Company cause fit can be based on product, function, image or target market congruence (Sana & Rehman, 2011). A high cause fit suggests that a company supports a cause not only for promotional reasons but because it is serious about the social issue (Gupta & Pirsch, 2006). Gupta and Pirsch (2006) have examined the relationship between the business firm's cause and customer and how the fit level between these three groups influence consumer response by generating a positive attitude towards the corporation-cause alliance and purchase intention for the sponsored product. They found that the higher fit level, the better the result the business firm obtains.

2.2.6 Brand fit has a positive impact on consumer attitude

According to Bigne, et al., (2009) cause brand fit has a direct impact on the perception of corporate social responsibility in cause related marketing. As the perception of the compatibility between social cause and brand increases, consumers are more likely to see the brand has more ability and experience (having more expertise) when associated with a cause.

2.2.7 The objective of cause related marketing is brand purchase intention

Westberg (2004) states that a company established cause related marketing strategy with the aim of fulfilling several objectives related to corporate strategy, marketing strategy or individual product strategy. These objectives vary but tend to have similar final objectives brand purchase intention.

2.3 Conceptual Framework

The aim of this research is to describe and explain the effect of cause related marketing on consumer attitude towards brand purchase intention by examining different cause related marketing dimensions. Based on the literature review, models and theories the conceptual frame work is developed which includes cause related marketing dimensions; consumer awareness, brand - fit and cause-fit as independent variable that influence consumer's attitude towards brand purchase intention dependent variable.

Independent variables

CRM dimensions

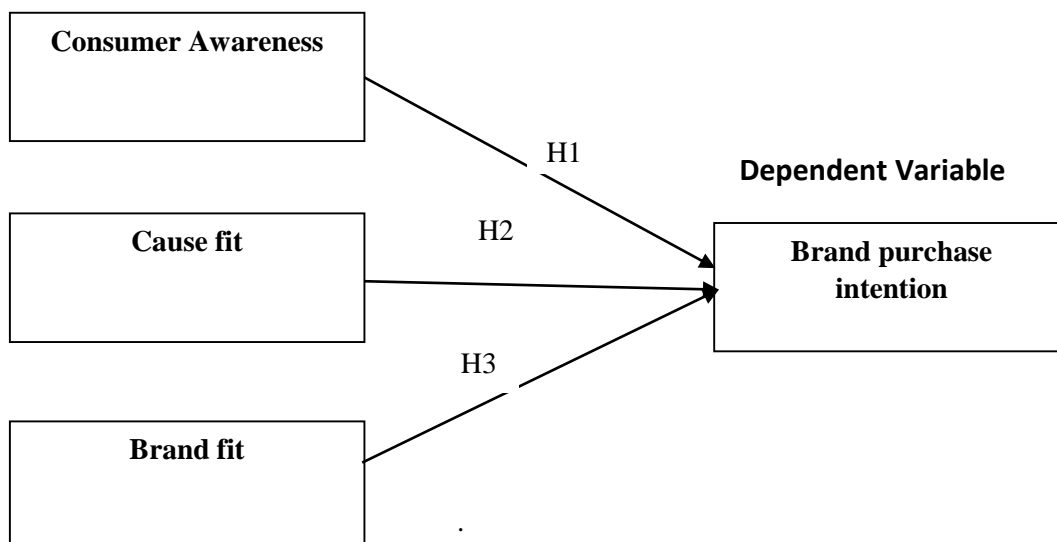


Figure 2-8 Conceptual framework source: (King, 2001), (Gupta & Pirsch, 2006), (Peter & Olson, 2008) (Keller, 1993) and (Bigne, et al., 2009).

2.3.1 Research Hypotesis

Based on the literature review and the conceptual framework the following hypotheses will be developed:

- *H1: Consumer awareness of Eden Spring Water positively affect consumer's attitude towards brand purchase intention*
- *H2: Brand fit of Eden Spring Water positively affect consumer's attitude towards brand purchase intention*
- *H3: Cause fit of Eden Spring Water positively affect consumer's attitude towards brand purchase intention*

CHAPTER THREE

3. RESEARCH METHODOLOGY

The study aims to explain the effects of cause related marketing on customer attitude: case of Eden Spring Water. The researcher used both qualitative and quantitative data, therefore, the research method was mixed research method.

3.1 Research Approach

Research approaches are plans and procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation (Creswell, 2014).

According to Mark, et al., (2009) there are two general ways of approaching a research problem, namely the deductive and inductive approaches. The deductive approach is based on the logical way of thinking and the conclusion drawn from the theory. Thus, the deductive approach means that the research starts from already existing theories and model, from which propositions are developed and subsequently tested through empirical studies. The inductive approach means the research starts from empirical studies and these studies are subsequently related to existing theories.

On another hand, as stated by Creswell (2014) there are three research approaches are advanced: (a) qualitative, (b) quantitative, and (c) mixed methods. Unquestionably, the three approaches are not as discrete as they first appear. Qualitative and quantitative approaches should not be viewed as rigid, distinct categories, polar opposites, or dichotomies. Instead, they represent different ends on a continuum. A study tends to be more qualitative than quantitative or vice versa. Mixed methods research resides in the middle of this continuum because it incorporates elements of both qualitative and quantitative approaches (Creswell, 2014).

Based on the above description, the researcher used mixed research approaches. Additionally, the researcher used deductive approach, by referring different literatures, theories and models, which helped the researcher to develop conceptual framework, research questions and hypothesis. For the analysis of the effects of the independent and dependent variables the researcher used structured questioner and analyzed the data quantitatively. Additionally, open-ended interview used to collect

qualitative data from the company management side. Therefore, the researcher used both qualitative and quantitative data (mixed) research approach.

3.2 Research Design

As Creswell (2014) states, philosophical assumptions researchers bring to the study, the types of research strategies used in the research (e.g., quantitative experiments or qualitative case studies), and the specific methods employed in conducting these strategies (e.g. collecting data quantitatively on instruments versus collecting qualitative data through observing a setting).

According to Saunders et al., (2009)“a research design can be divided into seven different categories: experiment, survey, case study, action research, ground theory, ethnography and archival research.” Saunders et al., (2009) state that the survey is usually associated with the deductive approach, which is popular as it allows the collection of amount of data from sizable population in a highly economical way. In addition, survey is used to collect qualitative data and allows the researcher to explore relations and connections between the variables to be investigated.

Additionally, Creswell (2014) states that survey research provides qualitative or numeric description of trends, attitudes or opinion of a population by studying a sample of that population. It includes cross-sectional and longitudinal studies using questionnaires or structured interviews for data collection with the intent of generalizing from a sample to a population.

As Saunders, et., al (2009) argued case study strategy will be of particular interest to you if you wish to in a rich understanding of the context of the research and the processes being enacted. The case study strategy also has considerable ability to generate answers to the question ‘why?’ as well as the ‘what?’ and ‘how?’ questions, although ‘what?’ and ‘how?’ questions tend to be more the concern of the survey strategy. For this reason, the case study strategy is most often used in explanatory and exploratory research. The data collection techniques employed may be various and are likely to be used in combination. They may include, for example, interviews, observation, documentary analysis and (as if to emphasize the dangers of constructing neat boxes in which to categories approaches, strategies and techniques) questionnaires. Consequently, if you are using a case study strategy you are likely to need to use and triangulate multiple sources of data.

Studies that establish causal relationships between variables may be termed explanatory research. The emphasis here is on studying a situation or a problem in order to explain the relationships between variables. In addition, the object of descriptive research is ‘to portray an accurate profile of persons, events or situations’. This may be an extension of exploratory research or, more often, a piece of explanatory research. It is necessary to have a clear picture of the phenomena on which you wish to collect data prior to the collection of the data (Saunders, et al., 2009).

For the purpose of this research both descriptive and explanatory research design were used. The research aimed to study the effects of cause related marketing on consumer attitude. Therefore, the cause and the effect of both dependent and independent variables were described. On the other hand, the study aims to know the effects of cause related marketing on consumer attitude. Attitude and opinion of consumer were explained.

Mixed methods involve combining or integration of qualitative and quantitative research and data in a research study. Qualitative data tends to be open-ended without predetermined responses while quantitative data usually includes closed-ended responses such as found on questionnaires or psychological instruments (Creswell, 2014). Early thoughts about the value of multiple methods called mixed methods resided in the idea that all methods had bias and weaknesses, and the collection of both quantitative and qualitative data neutralized the weaknesses of each form of data. Triangulating data sources a means for seeking convergence across qualitative and quantitative methods was born (Creswell, 2014).

The researcher used mixed methods of research design. As stated by Thurston & Meadows, (2008), the purpose of this form of research is that both qualitative and quantitative research, in combination, provide a better understanding of a research problem or issues than either research approach alone.

Although many designs exist in the mixed methods field, as stated by Creswell (2014) three primary models found in the social sciences today: Convergent parallel mixed method, explanatory sequential mixed methods and exploratory sequential mixed methods. The researcher used the convergent parallel mixed method for this research.

Convergent parallel mixed methods are a form of mixed methods design in which the researcher converges or merges quantitative and qualitative data in order to provide a comprehensive analysis of the research problem. In this design, the investigator typically collects both forms of data at roughly the same time and then integrates the information in the interpretation of the overall results. Contradictions or incongruent findings are explained or further probed in this design (Creswell, 2014).

3.3 Population and Sample

People, products, firms, markets that are of interest to the researcher will be called population. However, by population, many often consider to people only. Population does not necessarily mean a number of people. It can also refer to total quantity of the things or cases which are the subject of the research (Ilker, et al., 2016). For the purpose of this study the researcher took the residents of Addis Ababa as a sample population.

3.3.1 Sampling Technique

Sample is a portion of a population or universe. The researcher used a mixed approach study that intended to make a generalization about a population. However, to include every individual of the population in a study is close to impossible. Further, it should not be assumed that a census would necessarily provide more useful result than collecting data from a sample which represents the entire population. Thus, the sample selection will be a very important step in the research process, when time is a constraint and result from the collected data will be needed quickly (Saunders, et al., 2009).

There are two types of sampling techniques: probability or representative sampling and non-probability or judgmental sampling. Sanders et al., (2009) state that probability sampling is also known as random sampling and is commonly associated with survey based research.

According to Saunders, et al., (2009), probability sampling is defined as having the distinguishing characteristic that each unit in the population has a known, nonzero chance of being included in the sample". It is described more clearly as "every participant has an equal probability of being selected" from the population. In non-probability sampling, randomization is not important in selecting a sample from the population of interest. Rather, subjective methods are used to decide which elements are included in the sample. Hence, non-probability sampling is a sampling technique where the

samples are gathered in a process that does not give all the participants or units in the population equal chances of being included.

Why would researcher consider using no probability sampling? In some situations, the population may not be well defined. In other situations, there may not be great concern in drawing inferences from the sample to the population perhaps, the most common reason for using no probability sampling is that it is cheaper than probability sampling and can often be implemented more quickly. It is very crucial for a researcher to determine which non-probability sampling technique is applicable to his study. The technique to be used depends on the type, nature and purpose of the study. When subjects are choosing because of the close proximity to a researcher, that is, the ones that are easier for the researcher to access, the researcher is making a convenience sampling. But for purposive sampling, a researcher has something in mind and participants that suit the purpose of the study are included (Saunders, et al., 2009).

Thus, the sampling technique in this thesis was non-probability sampling. The researcher used mixed method research approach and convenience sampling for collecting data from 400 customers and company management. Due to time and resource constraints, a convenience sample of a specific population of residents of Addis Ababa was used.

3.3.2 Sample size determination

Saunders, et al., (2009) argued that, within business research, such as market surveys and case study research, applying statistical method for sample size determination may either not be possible as you do not have a sampling frame or appropriate to answer your research question. This means your sample must be selected some other way.

For all non-probability sampling techniques, other than for quota samples the issue of sample size is ambiguous and, unlike probability sampling, there are no rules rather by the insight, judgment, experience or financial resource of the researcher (Saunders, et al., 2009) .

The sample size for this study was 400. The appropriateness of the 400 respondents justified by the below described formula. On the other hand, for the large population >100,000 sample size will be 400 (Israel, 1992).

$$n = \frac{z^2(pq)}{e^2} = \frac{1.96^2(0.5 \times 0.5)}{(0.05)^2} = 384$$

Therefore, by considering non-responsive respondents (missing) questioners as a sample of 400 will be used from the target population of Addis Ababa.

3.4 Data Source and Types

Generally, there are two types of data, qualitative and quantitative. As discussed by Creswell (2014) mixed methods involve the collection and “mixing” or integration of both quantitative and qualitative data in a study.

Data can be gathered from both primary and secondary sources. Secondary data include both quantitative and qualitative data, and they are used principally in both descriptive and explanatory research. Secondary data are usually collected from journals, existing reports, books, statistics by government agencies and authorities (Saunders, et al., 2009). The secondary data for this particular study will be collected from marketing journals, books, research publications, and company brusher. The secondary data will help the student researcher as specific reference and explore different construct, models and theories important to this study.

On the other hand, there are several methods of collecting primary data, particularly in surveys and descriptive researches. Important ones are: observation, interview, questionnaires, depth interviews, and content analysis (Kothari, 2004).

Moreover, in this thesis, with the aim to explore the research question, the researcher will use both primary and secondary data collection. According to Hollensen (2007) primary data can be defined as “information that is collected first-hand, generated by original research tailor-made to answer specific current research questions”. And secondary data can be defined as

“information that has already been collected for other purposes and thus is readily available”.

For the purpose of this thesis the method of questionnaire, and interview was used as primary data collection.

3.5 Time horizon

Time horizon can appear in two dimensions, cross-sectional studies and longitudinal studies. “Cross-sectional studies can be recognized as a snapshot, which is the study of particular phenomenon (or phenomena) at a particular time” (Saunders, et al., 2009). On the other hand, “longitudinal study can be recognized as a diary, which is the study of a particular phenomenon (or phenomena) over an extended period of time (Sounders, et al., 2009).” The main strength of longitudinal research is the capability that is to study change and development. The usage of the two depends on the research question.

The research fits the cross-sectional time horizon criteria as the researcher has studied particular phenomena at a particular time. The researcher conducted a survey, and seek to describe and explain consumer attitude towards cause related marketing of Eden spring water deeper based on cause related marketing dimensions such as consumer awarnes, cause fit and brand fit affect their attitude. This is therefore a cross sectional time horizon.

3.6 Data collection procedure

Generally, there are various procedures of collecting data. Survey is one of primary data collection system from a large number of respondents. As stated by Bhattacharjee (2012) survey involving the use of standardized questionnaires or interviews to collect data about people and their preferences, thoughts, and behaviors in a systematic manner.

The main instruments used in the mixed method researches consist of closed ended, open -ended questionnaires, interviews and classroom observations. These different ways of gathering information can supplement each other and hence boost the validity and dependability of the data. In the main, the quantitative data are obtained through closed ended questionnaires and the qualitative data through open ended questionnaires, interviews and classroom observations. The

items of the questionnaires are mainly developed based on the research objectives and research questions (Mohamed, 2013).

As stated by Creswell (2014) the key idea with this design is to collect both forms of data using the same or parallel variables, constructs, or concepts. In other words, if the concept of self-esteem is being measured quantitatively, the same concept is asked during the qualitative data collection process, such as in an open-ended interview.

Questionnaires are doubtless one of the primary sources of obtaining data in any research endeavor. However, the critical point is that when designing a questionnaire, the researcher should ensure that it is “valid, reliable and unambiguous” (Richards & Schmidt,2002). On the whole, questionnaires can appear in three types: closed ended (or structured) open-ended (or unstructured) and a mixture of closed-ended and open-ended questionnaires.

The second main type of data to be collected in the mixed method design is the interview. Burns (1999), contends that “Interviews are a popular and widely used means of collecting qualitative data.” To this end, the researcher wants to get firsthand information directly from some knowledgeable informants. The inquirer intends “to obtain a special kind of information” Merriam (1998) investigates for himself/herself what is going on in the respondents’ mind. The point is that the researcher cannot observe the informants’ feelings and thinking, so that interviewing is a key to understand what and how people perceive and “interpret the world around them”. In this juncture, Flick (2006) adds that the purpose of interview “is to reveal existing knowledge in a way that can be expressed in the form of answers and so become accessible to interpretation.”

As a marketing perspective, it is useful to study people attitude for a better planning. Therefore, as the aim of this research, the researcher used both qualitative and quantitative data (mixed data) from both the customer and the company management, therefore, closed ended questioner and open-ended interview data collection process were used.

3.7 Data Analysis

Mixed Research, or what is referred to as mixed methods research, involves “mixing or combining quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study” (Anthony & Johnson, 2004).

The convergent mixed methods approach is probably the most familiar of the basic and advanced mixed methods strategies. Researchers new to mixed methods typically first think of this approach because they feel that mixed methods only consist of combining the quantitative and qualitative data. In this approach, a researcher collects both quantitative and qualitative data, analyzes them separately, and then compares the results to see if the findings confirm or disconfirm each other (Creswell, 2014). Creswell (2014) states that the key assumption of this approach is that both qualitative and quantitative data provide different types of information often detailed views of participants qualitatively and scores on instruments quantitatively and together they yield results that should be the same.

The relationships between dependent and independent variables were expressed in the following regression equation. Where,

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y = Attitude towards brand purchase intention
a = Y intercept
 β_1 = Beta weight for consumer awareness
X1 = Consumer awareness
 β_2 = Beta weight for cause fit
X2 = Cause fit
 β_3 = Beta weight for brand fit
X3 = Brand fit
e = Error term

3.8 Reliability

As stated by Mohamed (2013) one of the main requirements of any research process is the reliability of the data and findings. In the main, reliability deals with the consistency, dependability and replicability of “the results obtained from a piece of research”. Obtaining similar results in quantitative research is rather straightforward because our data are in numerical form. However, in qualitative approaches to research achieving the identical results are fairly demanding and difficult. It is because the data are in narrative form and subjective. To this end, Lincoln & Guba (1985) point out that instead of obtaining the same results, it is better to think about the dependability and consistency of the data. In this case, the purpose is not to attain the same results rather to agree that based on the data collection processes the findings and results are consistent and dependable.

Merriam (1998) believes that “the human instrument can become more reliable through training and practice.” In general, Lincoln and Guba (1985) and Merriam (1998) suggest that the dependability of the results can be ensured through the use of three techniques: the investigator’s position, triangulation and audit trial.

To make operationalize, the researcher was defined the variables into measurable factors, was used both qualitative and quantitative data. Pilot test was done, if the questioners were administered in a real environment by respondents. For the purpose of this, 30 respondents were asked to complete the questionnaire to identify the problem with the questions clarity.

3.9 Ethical Consideration

As stated by Creswell (2014) in addition to conceptualizing the writing process for a proposal, researchers need to anticipate the ethical issues that may arise during their studies. Research involves collecting data from people, about people.

Writing about these anticipated ethical issues is required in making an argument for a study as well as being an important topic in the format for proposals. Researchers need to protect their research participants; develop a trust with them; promote the integrity of research; guard against misconduct and impropriety that might reflect on their organizations or institutions; and cope with new, challenging problems (Mark & Iain, 2006). Ethical questions are apparent today in such issues as personal disclosure, authenticity, and credibility of the research report; the role of researchers in cross-cultural contexts; and issues of personal privacy through forms of Internet data collection (Mark & Iain, 2006).

In this research, the researcher explained to the respondents the aim of the research and area in the introductory part of the questionnaire and interview. Furthermore, the researcher was trying to avoid misleading statements in the questionnaire and interview. Lastly, the questionnaires and the interview was conducted only with voluntary respondents and was told to the respondents to not mention their name on the questionnaire. In addition, all information and data from the company was not be disclose to public.

3.10 Validity

According to Creswell (2014) validity is one of the strengths of qualitative research and is based on determining whether the findings are accurate from the standpoint of the researcher, the participant, or the readers of an account. Terms abound in the qualitative literature that address validity, such as trustworthiness, authenticity, and credibility.

There are eight primary strategies, organized from those most frequently used and easy to implement to those occasionally used and more difficult to implement: Triangulate different data sources of information by examining evidence from the sources and using it to build a coherent justification for themes is one of the methods. If themes are established based on converging several sources of data or perspectives from participants, then this process can be claimed as adding to the validity of the study (Creswell, 2014).

In the main, validity is concerned with whether our research is believable and true and whether it is evaluating what it is supposed or purports to evaluate. In this regard, Burns (1999), stresses that “validity is an essential criterion for evaluating the quality and acceptability of research.” Generally, researchers use different instruments to collect data. Therefore, the quality of these instruments is very critical because “the conclusions researchers draw is based on the information they obtain using these instruments” (Fraenkel & Wallen,2003). Thus, it is imperative that the data and the instruments to be validated.

Content validity is related to a type of validity in which different elements, skills and behaviors are adequately and effectively measured. To this end, the research instruments and the data might be reviewed by the experts in the field of research. Based on the reviewers comments the unclear and obscure questions can be revised and the complex items reworded. Also, the ineffective and nonfunctioning questions can be discarded altogether.

Therefore, for the purpose of this research the researcher used different data collection techniques for triangulation. In addition, the questioner and interview questions were derived from the literature review, and approved by university academicians to confirm validity.

CHAPTER FOUR:

4. DATA ANALYSIS AND DISCUSSIONS

This chapter presents the data analysis and discussion of the research findings. The data analysis was made with the help of Statistical Package for Social Science (SPSS) version 20. The first part of the chapter discussed about the distributed and returned questionnaires. The second part is all about the responses received, the demographic profile of the study sample, has been described using descriptive statistics.

Furthermore, descriptive statistics were used to analyze both independent and dependent variables. To test hypothesis and achieve the study objectives, multiple linear regression analysis was employed. By using independent t-test the mean difference between individual and business customers were analyzed. Pearson correlation coefficient and Cronbach 's alpha was used to test goodness and internal consistency of the measure.

4.1 Quantitative Data Analysis

4.1.1 Data Cleaning and Screening

Before the data analysis, data cleaning and screening has been done. The analysis of the data collected from the sample population was screened for missing values. In addition, extreme values were checked. The minimum and maximum values were, a five point Likert-scale questions found 1 up to 5 respectively. Only complete questionnaires were considered for the data analysis. Out of the total 400 questionnaires distributed, only 254 (63.5%) were complete and used for the data analysis. Table 4.1 summarize about the distributed, returned and usable questioners.

Table 4-1 Over all response rate

Sample	Number	Percent
Number of questionnaire distributed for both business and individual customers	400	100%
1. Individual consumers	200	100%
2. Business customers	200	100%
Returned questioners	373	93.25%
1. Individual consumers	193	51.6%
2. Business customers	180	48.48%
Unreturned questioners	27	0.06%
1. Individual consumers	7	25.95
2. Business customers	20	75.07%
Incomplete questioners	16	100%

1. Individual consumers	9	57%
2. Business customers	7	43%
Unaware consumer about CRM	103	100
1. Individual consumers	53	0.61%
2. Business customers	50	0.40%
Total usable questioners	254	100%
1. Individual consumers	131	51.57%
2. Business customers	123	48.42%

Source: Survey findings (2017)

4.1.2 Reliability Analysis

In order to test the internal consistency of variables in the research instrument Cronbach ‘s alpha coefficient was calculated. As Zikmund & Carr (2010) state scales with coefficient alpha between 0.6 and 0.7 indicates fair reliability. Thus, for this study, a Cronbach ‘s Alpha score of .60 or higher is considered adequate to determine reliability. The reliability in this study as assessed by coefficient alpha, was found to be 0.844 (table 4.2) is indication of acceptability of the scale for further analysis.

Table 4-2 Reliability Statistics for both independent and dependent variables

	Cronbach’s alpha coefficient	Number of Items
Consumer awareness	.808	7
Cause fit	.812	3
Brand fit	.852	3
Brand Purchase Intention	.721	4
Over all reliability	.884	17

Source: Survey findings (2017)

4.1.3 Descriptive Analysis of Demographic Profile of Respondents

Before starting the analysis of the data some background information such as demographic data, is useful in order to make the analysis more meaningful for the readers. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents, proportion of males and females in the sample, range of age, income, education level, what types of customers they are and source of information about cause related marketing communication of the company. Each frequency distribution of demographic variables is presented below.

Table 4-3 Profile of Respondents

Variables		Total Respondents	
		Frequency	Percentage
Gender	Male	143	56.3
	Female	111	43.7
	Total	254	100
Age (in years)	18-25	38	15.0
	26-35	80	31.5
	36-45	70	27.6
	46-and above	66	26%
	Total	254	100
Education	Primary School Education	15	5.9
	High school Education	31	12.2
	Diploma	68	26.8
	First Degree	96	37.8
	Masters and Above	44	17.3
	Total	254	100
Monthly Income (in ETB)	1001-2500	8	3.1
	2501-5000	62	24.4
	5001 and above	184	72.4
	Total	254	100
Source of Information about cause related marketing communication of the company	From TV/Radio Advertisement	100	39.37
	From the bottle package	9	3.5
	Sales people	54	21.3
	Friends/family	45	17.71
	Calendar	46	18.1
	Total	254	100.0
Customer type	Individual	131	51.6
	Business	123	48.4
	Total	254	100

Table 4.3 shows the demographic profile of 254 respondents. In terms of gender, respondents were roughly proportionate between male and female, even though the numbers of male respondents are a bit higher (female 43.7. %, male 56.3%). Regarding the age of respondents,

the sample population is largely dominated by the age group of 26-35 (31.5%) followed by the group within the age group of 36-45 (27.6%). This implies that most of the sample respondents are youngsters and at the middle age category. The rest of the respondents consists, (26 %) with the age of 46 and above. Additional implication of this, is the homogenous nature of the product which is used by all age group.

The largest group of the population comprises first-degree holders, which is 37.8. % of the total respondents, followed by diploma holders which comprise of 26.8% then 17.3 were master's degree holders and above. This shows that most of the respondents are educated. The majority of respondents earned ETB 5001 and above monthly household income (72.4%) followed by those respondents who earn ETB 2501-5000 who account 24.4% the rest 3.1% were earn ETB 1001-2500.

Regarding customer type 51.57% were individual and the rest 48.42% were business customers. Concerning bottled water consumption, respondents were asked how frequently they drink bottled water. The purpose of this particular question was to know whether the respondents were the real representative of bottled water users, 62.6% participants of the study regularly drinks bottled water, 19.7% once in a week 15.7% more than once in a week and the rest 0.02% occasionally.

The other demographic question was to know source of information about the marketing communication of the company. 33.9% respondents were aware of the company's marketing communication through TV/Radio advertisement. Next to advertisement 20.5% came to know from sales personnel, the others 19.3% recommended by different individuals/consumers, 18.5% of them were aware from the bottle package, 7.9% comes to know from the calendar.

4.1.4 Descriptive Analysis of Variables

One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, et al., 2005). The mean indicates to what extent the sample group averagely agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement. On the other hand, standard deviation shows the variability of an observed response from a single sample. The mean values were presented in tables, together with standard deviation of values for each items.

There are 17 questions which is designed in 5 point Likert scale for both dependent and independent variables. Question 3,4,5,6,7,8 and 9 are questions which helps to evaluate customers' awareness about cause related marketing communicated by the company, their perception and opinion. Questions 10, 11 and 12 are questions which evaluate the customers how the supported cause is relevant to the target market. Question 13, 14 and 15 are questions designed how the supported cause and the company objectives are similar and the cause and the company's product complement each other. The remaining questions 16, 17, 18 and 19 are a part of the dependent variable which shows customers attitude towards brand purchase intention.

Table 4-4 Descriptive statistics for both dependent and independent variables

Descriptive Statistics			
Items	N	Mean	Std. Deviation
Consumer Awareness			
I am aware of the fact that Eden Spring Water company donates 2 cents for planting tree through its promotion	254	3.85	.646
The promotion involves Eden Spring Water donates 2 cents for planting tree for every bottle that consumer purchase is impressive idea	254	3.77	.837
I am eager to learn more about Eden Spring Water's because of the promotional message	254	3.75	.749
Eden Spring Water's company promotional message makes me to perceive the company as socially responsible	254	3.93	.746
The promotional message of Eden Spring Water's company impressive idea helps the company to answer the ever-increasing societal questions of the environment	254	3.84	.759
I think that most people will think that this campaign is a good idea	254	3.91	.785
I learn through the promotion that; the firm Eden Spring water company is a good corporate citizen	254	3.42	.907
<i>Overall consumer awareness</i>	254	3.7823	.55607
Cause fit			
I think that most people will think that this campaign is a good idea	254	3.91	.785
The cause that Eden Spring Water supports is personally relevant to me	254	3.98	.867
Environmental cause Eden Spring Water supports is a cause which I care about	254	3.77	.763
<i>Over all cause fit</i>	254	3.8888	.69555
Brand fit			
There is a positive association between Eden Spring Water's company environmental conservation via planting tree and its reputation in the society	254	3.63	.799
I agree that Eden Spring Water donating 2 cents for each bottled water sold for planting tree/environmental conservation is similar in nature with the company's green environment motto	254	2.71	.978

I think that Eden Spring water donating money for planting tree/environmental conservation represents a good match between the product and the cause/issue	254	3.57	.867
Over all brand fit	254	3.0013	.63943
Attitude towards brand purchase intention			
Because of this donation, it's worth buying Eden's Spring Water	254	3.69	.749
I consider myself a responsible person, therefore I would buy more to support the cause	254	3.42	.907
I actively search for Eden Spring Water during shopping	254	3.38	.953
I will tell others to buy Eden Spring Water because of charitable cause	254	2.77	1.007
Over all attitude towards purchase intention	254	3.3169	.66419

Source: Survey findings (2017)

Based on the descriptive data in Table 4.4, cause fit (M=3.89) becomes the most important criteria in affecting customer's attitude towards purchase intention, followed by consumer awareness (M=3.78), brand fit (M=3.0013). Meanwhile, attitude towards brand purchase intention (M=3.3169) which is above average.

The mean score for cause fit was relatively high (3.89) and standard deviation of (.55607). This indicates that environmental cause the company support is fit with the customer and important for the homogenous market. This intern affects customer's attitude towards brand purchase intention. Cause fit is the integral in the mind of consumer in the purchasing decision because they believed that environmental cause the company supports is important to the society. This reduced public suspicious that, the company launching this marketing strategy is not only for the benefit of the company, but also the benefit of the society. Therefore, it can assure the customers built trust to the brand.

All the three items that measure cause fit contributes almost equally to the overall mean. But customer's perception how the cause is personal relevant is the most influential factor with the mean (3.98) and standard deviation. (.867).

Next to cause fit, the mean score of consumer awareness is higher (3.7823) and standard dilation (.55607). In this dimension, the researcher wants to investigate the respondent awareness level about cause related marketing message of the company, their perception, opinion and level of agreement in this regard. According to the theory, awareness is the initial step of perception formation.

As can be seen from the table, respondents have aware of the company's message and had established a positive impression in their minds towards the companies cause related communication.

From consumer awareness, the most influential variable is high level of agreement of the customers and perceive the company as socially responsible as the mean score and standard deviation shows (3.93) somehow deviate their response from the mean the standard deviation is (.746).

The third influential variable is brand fit the mean score is (3.0013) standard deviation (.63943). In this dimension, the researcher wants to investigate the respondents' opinion and level of agreement to understand how the company's product and the supported environmental cause are supported each other or how the supported cause and the company's product is supplement each other.

As we can understand from the result, this study found that most of the respondents have a positive agreement about the mentioned statement as the mean score of the respondents were above average men (3.0013) and standard deviation (0.63943) except the list influencer from the independent variable.

The overall dependent variable men score found to be (3.3169) standard deviation is (.66419). From this the most significant variable is customer's agreement about the donation association with the brand the mean score shows (3.69). The list influencer variable is customer's agreement to tale to others to buy the product as the mean score shows (2.77) and high variability in their response, there standard deviation is (1.007).

4.1.5 Correlation Analysis

This study employs the correlation analysis, which investigates the strength of relationships between the studies variables. Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficients reveal the magnitude and direction of relationships (either positive and negative) and the intensity of the relationship (-1.0 to +1.0). general guidelines of the relation of .10 to .30 are considered weak, correlations of .30 to .70 are considered moderate correlation and of .70 to .90 are considered large and correlations of .90 to 1.00 are considered strong (Marczyk, et al., 2005).

Table 4-5 Correlation between independent and dependent variables

		Correlations			
		Consumer awareness	Cause fit	Brand fit	Attitude towards Brand Purchase Intention
Consumer awareness	Pearson Correlation	1	.586**	.570**	.770**
	Sig. (2-tailed)		.000	.000	.000
	N		254	254	254
Cause fit	Pearson Correlation		1	.357**	.875**
	Sig. (2-tailed)			.000	.000
	N			254	254
Brand fit	Pearson Correlation			1	.524**
	Sig. (2-tailed)				.000
	N				254
Attitude towards Brand Purchase Intention	Pearson Correlation				1
	Sig. (2-tailed)				
	N				254

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

Source: Survey findings (2017)

As per table 4.5, the coefficients show that the three dimensions of cause related marketing were all positively related with brand purchase intention within the range of 0.524 to 0.875, all are significant at $p < 0.05$. The magnitude of the relationship is moderate and high.

4.1.6 Regression analysis

Regression is a technique used to predict the value of a dependent variable using one or more independent variables (Albaum, 1997). Regression analysis is a statistical tool for the investigation of relationships between variables. Usually, the investigator seeks to ascertain the casual effect of one variable upon another. To explore such issues, the investigator assembles data on the underlying variables of interest and employs regression to estimate the quantitative effect of the casual variables upon the variable that influences. The investigator also typically assesses the “statistical significance” of the estimated relationships, that is, the degree of confidence that the true relationship is close to the estimated relationship (Malhotra & Birks, 2007).

4.1.6.1 Assumptions Testing For Regression Analysis

Meeting the assumption of regression analysis is necessary to confirm that the obtained data truly represent the sample and that researcher has obtained the best result (Hair, et al., 1998).

Multi collinearity diagnosis

The study also tests the existence of multi collinearity that arises in multiple regression analysis. Collinearity (or multi-collinearity) is the undesirable situation when one independent variable is a linear function of other independent variables. Eigenvalues of the scaled and un centered cross-production matrix, conditions indices, and variance-decomposition proportion are displayed along with variance inflation factor (VIF) and tolerances for individual variables (Julie , 2002). Generally, as multi-collinearity rises, it would complicate the interpretation of the variables because it is more difficult to confirm the effect of any single variable, owing to their interrelationship (Hair, et al., 1998). Before regression analysis was done variation inflation factor (VIF) was checked to ensure that no interdependence exists. There are different measures of this phenomenon include tolerance, variable inflation factor (VIF), and the condition index, which each describe the “degree to which each independent variable in explained by other independent variables” stated thresholds for each of the two measures: (1) tolerance above .10, (2) VIF below 10 (Hair, et al., 1998).

As described on table 4.6, the tolerance value for the independent variables consumer awareness, cause fit, and brand fit are .668, .804 and .771 respectively which is above than .10. This is also supported by the VIF value 1.498, 1.244 and 1.407, which are below the cut-off of 10. Therefore,

all the independent variables do not have multi collinearity problem.

Table 4-6 Collinearity diagnostic

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Consumer awareness	.668	1.498
Cause fit	.804	1.244
Brand fit	.711	1.407

a. Dependent Variable: Attitude towards Brand Purchase Intention

Source: Survey findings (2017)

Homoscedasticity of the Error Terms

At each level of the predictor variable (s), the variance of the residual terms should be constant. This just means that the residuals at each level of the predictor (s) should have the same variance (homoscedasticity): when the variances are very unequal there is said to be heteroscedasticity (Hair, et al., 1998). This assumption is referred to as the description of data in which the variance of the error terms (e) appears constant over the range of values of an independent variable. The assumption of equal variance of the population ϵ (where ϵ is estimated from the sample value, e) is critical to the proper application of linear regression (Hair, et al., 1998). If the variance of the regression errors is unequal, estimation is more efficiently performed using weighted least squares, where each point is weighted inversely proportional to its variance. In most cases, however, this issue is minor (Hair, et al., 1998).

Normality of the Error Term Distribution

Normality was assumed due to the large sample size. The assumption of normality is important to select the data analysis method (Greene, et al., 1994). Thus, testing whether the sample data differ significantly from normal is important in addition to sample adequacy.

The normality probability plots were plotted to assess normality and the values of skewness and kurtosis should be zero in normal distribution; positive values of skewness indicate a pile-up scores

on the left of the distribution, whereas negative values indicate a pile-up on the right. The further the value is from zero, the more likely it is that the data are not normally distributed (Field, 2005).

A common rule-of-thumb test for normality is to run descriptive statistics to get skewness and kurtosis. Skew should be within the +2 to -2 range when the data are normally distributed. Kurtosis also should be within the +2 to -2 range when the data are normally distributed (Hair, et al., 1998).

Normality analysis for 4 variables was conducted. As a result, all 4 variables in this study are within +2 to -2 range. That means they are normally distributed.

Table 4-7 Normality test

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Consumer awareness	.328	.153	-.480	.304
Cause fit	.300	.153	-1.150	.304
Brand fit	.324	.153	.372	.304
Attitude towards Brand Purchase Intention	.383	.153	-.387	.304
Valid N (list wise)				

Source: Survey findings (2017)

Independent Errors/Lack of Independence

For any two observations, the residual terms should be uncorrelated (or independent). This eventually is sometimes described as a lack of autocorrelation. This assumption can be tested with the Durbin-Watson test, which tests for serial correlations between errors. The Durbin – Watson statistics should be between 1.5 and 2.5 for the independent observation (G.David, 2012). Additionally, as the conservation rule suggested that, values less than 1 or greater than 3 should definitely raise alarm bells (Field, 2005).

According to table 4-8 the result shows 2.078 which is between the range.

Table 4-8 Durban Watson test

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.934 ^a	.873	.871	.95248	2.078

a. Predictors: (Constant), Brand fit, Cause fit, Consumer awareness

b. Dependent Variable: BPI

Source: Survey findings (2017)

Linearity

The linearity of the relationship between the dependent and independent variables represented the degree to which the change in the dependent variables is associated with the independent variables (Hair, et al., 1998). Conventional regression analysis would underestimate the relationship when nonlinear relationships are present, i.e. R-square underestimate the importance of the variables involved in the non-linear relationship. The mean value of the outcome variable for each increment of the predictor (s) lie along a straight line. This means that it is assumed that the relationship the researcher is modelling is a linear one. If the researcher models a non-linear relationship using a linear model then this obviously limits the generalizability of the findings (Field, 2005).

4.1.7 Multiple Linear Regression Analysis

Linear regression estimates the coefficients of the linear equation, involving one or more independent variable (Field, 2005). Multiple linear regression was conducted in order to determine the explanatory power of the independent variables (consumer awareness, cause fit and brand fit) to identify the relationship.

Table 4-9 Provide the results of the linier regression analysis.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.932 ^a	.869	.867	.24195

a. Predictors: (Constant), Consumer awareness, Brand fit, cause fit

The above regression model summary presents how much of the variance in the measure of customer’s attitude towards brand purchase intention is explained by cause related marketing dimensions. The model or the predictor variables have accounted for 86.9% (adjusted R square of 86.7 %) of the variance in the dependent variable. The remaining 13.3 % are explained by other variables out of this model.

Compared to coefficient of determination or R-square, Adjusted R-square is more reliable in measuring a regression model’s goodness of fit. The main disadvantage of using coefficient of determination or R-square is more to do with bias of number of independent variables included into the model, which implies that the more independent variable added into the model, the more R-square increasing. Worst of all, this condition does not take into consideration whether independent variable included is significant or insignificant influencing dependent variable (Pallant, 2013).

Table 4-10 Regressions for brand purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-1.348	.414		-3.255	.001
	Cause fit	.838	.036	.641	23.029	.000
	Brand fit	.123	.033	.104	3.794	.000
	Consumer awareness	1.599	.151	.335	10.573	.000

a. Dependent Variable: Attitude towards Brand Purchase Intention

Source: Survey findings (2017)

The larger value of Beta coefficient that an independent variable has, the more support to the independent variable as the more important determinant in predicting the dependent variable.

According to Table 4.10, the regression standardized coefficients for the three independent variables, i.e. consumer awareness, cause fit, and brand fit are .335, .641, and .104 respectively. Their significance levels for three independent variables are 000, both independent variables are significantly affect the dependent variable attitude towards brand purchase intention as their p value is less than 0.05.

$$Y = -1.348 + 0.335X_1 + 0.641X_2 + 0.104X_3 + e$$

Where X1 = consumer awareness

X2 = cause fit

X3 = brand fit

E = sampling error

The other analysis was T-test. It was used to test the mean differences between two groups. In general, independent sample t-test require a single dichotomous independent variable and a single continuous dependent variable (Marczyk, et al., 2005). Thus, independent t-test were used to compare mean difference between individual and business customers to compare if there is a significance deference in their attitude towards brand purchase intention.

Table 4-11 Group statistics for Individual and business customers

Group Statistics					
	Type of customer	N	Mean	Std. Deviation	Std. Error Mean
Brand Purchase Intention	individual	131	3.3683	.63875	.05581
	business	123	3.2622	.68865	.06209

Source: Survey findings (2017)

Table 4-12 Independent sample t-test for individual and business customers

Independent Samples Test									
	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.059	.808	1.274	252	.204	.10613	.08329	-.05791	.27016
BPI Equal variances not assumed			1.271	247.282	.205	.10613	.08349	-.05831	.27056

Source: Survey findings (2017)

From the above a value greater than 0.05 means that the variability in your two conditions is about the same, that the scores in one condition do not vary too much more than the scores in your second condition. Put scientifically, it means that the variability in the two conditions is not significantly different. From the above table, we can recognize that the sig. value is 0.808 which is > 0.05 thus, there is no significant difference between business customers and individual consumers in their attitude towards branch purchase intention. Therefore, we can conclude that there is no statistically significant difference between business and individual customers the differences between the two means are likely due to chance.

Table 4-13 Summary of the overall outcome of the research hypotheses

Hypothesis	Result	Reason
H1: Consumer awareness of Eden Spring Water positively affect Consumer's attitude towards brand purchase intention	Supported	Sig.= .000 P < 0.05
H2: Brand fit of Eden Spring Water positively affect consumer's attitude towards brand purchase intention	Supported	Sig.= 0.000 p<0.05
H3: Cause fit of Eden Spring Water positively affect consumer's attitude towards brand purchase intention	Supported	Sig.= 0.000 P<0.05

Source: Survey findings (2017)

In general, as table 4.13 clearly shows that, among the three independent variables, multiple linear regression (Beta coefficients) analysis revealed that, cause fit is the first most significant variable to affect consumer attitude towards brand purchase intention, its β value is .641 and significant level is 0.00 which is <0.05 . Consumer awareness is the second significant variable to affect consumer's attitude towards brand purchase intention its β value is .335 and p value is 0.000 which is <0.05 . The third significant variable is brand fit its β value is 0.104 and significant level is 0.000.

In addition to the above-mentioned variables, which have been confirmed significant through regressions analysis, there are other variables that affect consumer's attitude towards brand purchase intention.

4.1.8 Discussion of quantitative analysis results

This section presents the findings of the study in line with the objectives of the study. With respect to the first objective, to examine the effect of consumer awareness of Eden Spring Water on consumer's attitude towards brand purchase intention. The result of the survey indicates that

average customers 261 (65.25%) have heard about it before. The remaining customers around 103 who were not familiar with it.

As the descriptive statistics, reveals that, respondents aware, have knowledge and a positive perception with the cause related marketing message as their score shows that, Mean = 3.7823 and SD = 0.55607.

Additionally, the regression analysis confirmed that, consumer awareness of Eden Spring Water has a significant effect on consumer attitude towards brand purchase intention.

Previous studies regarding consumer awareness supports that, significant of it on attitude towards brand purchase intention. This finding is similar to the works of Narteh, et al., (2012) and Jiang (2004) who agree that brand awareness is an element that plays a vital role in consumer brand choice. Moreover, Keller (2009) posits that since consumers spend little time or effort on the consumption decision of low involvement products, brand awareness alone is sufficient to decide consumer brand choice and determine purchase as consumers are willing to base their choices merely on familiar brands.

The second objectives of the study were to describe the effect of cause fit of Eden Spring Water on consumer's attitude towards brand purchase intention. One hypothesis was formulated to test this relationship. The multiple linear regression conducted reveals that cause fit has a positive significant effect on the consumers' attitude towards brand purchase intention. This is supported by previous researches that, *consumer-cause fit* refers to the level of a consumer's personal identification with or perceived relevancy of the cause supported by the cause related marketing campaign (Gupta & Pirsch, 2006; Landreth Grau & Garretson Folse, 2007).

Therefore it 'implies that a consumer feels a psychological connection to a cause (Vanhamme, et al., 2012). It was found that high *consumer-cause fit* leads to more positive attitudes towards a cause related marketing campaign and higher purchase intentions (Gupta & Pirsch, 2006; Landreth Grau & Garretson Folse, 2007).

The third objectives of the study were to describe the effect of brand fit of Eden Spring Water on consumer's attitude towards brand purchase intention. One hypothesis was formulated to test this relationship. The multiple linear regression conducted reveals that cause fit has a positive effect

on consumer attitude towards brand purchase intention it's significant level is <0.05 which is 0.000.

Several researchers support the notion that consumers are more likely to participate in cause related campaigns when the company and cause is seen as consistent (e.g. Rifon et al., 2004; Pracejus & Olsen, 2004; Simmons & Becker-Olsen, 2006; Mani et al., 2014; Folse et al., 2014). A similar conclusion is applicable for product and cause, referred to as product- cause- fit or brand fit (Guerreiro et al., 2015; Chang & Liu, 2012).

The other specific objective of the research was to investigate if there is a significant difference between individual and business customers of Eden Spring Waters attitude towards brand purchase intention. t- significance test also confirms the significance of both coefficients. Thus, there is no significant different between individual and business customers of Eden Spring Water attitude towards brand purchase intention. This is also supported by the model of buyer's determinants theory. After all, purchase decisions are not made by heartless, hyperrational machines. Purchase decisions are made by people. These buyers go home and become consumers, so as individual operating in organization they sometimes exhibit behavior that looks just like shoppers at wal-mart (Dwyer & Tanner, 2002).

The other finding of this research is, as stated in the statements of the problem one of the objective of this study is to know how cause related marketing to be effective in the absence of the charity organization. Research by Landreth Grau and Garretson Folse (2007) supports the assumption that charity involvement has a positive effect on customers' purchase intentions. As King (2001) express the concern that some cause related marketing strategies do not give consumers a good reason to remember the company or the brand at the end of the day. In the end, it is supposed to be marketing not philanthropy. So, it is not enough to justify only the cause-fit: it should be accompanied by well managed brand-fit. Consumers have to be convinced in the credibility of the campaign on the base of well-developed ties between the different fits. In case of Eden Spring Water, the charity, organization is missed.

4.2 Qualitative Data Analysis

Open ended with nine questions were used for interview. The interview was conducted with three official's members recommended by Marketing Department of the company because the experts were one of the members during the marketing strategy development.

Table 4-14 Company experts interviewed for data triangulation

Officials	Interviewed
Business Development Main Division Manager	1
Marketing and Sales Manager	1
Senior Marketing Officer	1
Total	3

Source: Survey findings (2017)

Consumer Awareness related issues

According to the interview result from the management, the company was using Integrated Marketing Communication like; TV/Radio, message written on the bottle package, calendar, sales people and billboard. Currently the billboard is excluded to minimize advertisement expense.

As the experts suggestion, the company is not emphasizing to creating awareness as expected because the company is on the expansion, and the existing demand is exceeding the production/supply.

Cause Fit related issues

The second interview question was designed to know the target market and how the environmental cause the company support is important and relevant to the target market. As the expert's explanation, the company product is homogeneous product, which is for homogeneous market. Therefore, the company is being supporting environmental issue is a concern and important for everyone/for the society intern which affects the customer's attitude to choose the brand.

Brand Fit related issues

The other issue raised on the interview was, why the company was designing to support/address environmental cause other than addressing other social issues. The interview reply was the company was designing this issue, to address the company's green environment motto. On the other hand, the company needs to be social responsible. Additionally, the company needs to give back to the nature what it takes from nature. Therefore, we can understand from this statement that there is a positive association or a fit between a company's product and the environmental cause which is supported by the company.

Brand purchase intention related issues

This interview question designed to know the issue related, if the company was conducting a market survey to know consumer attitude towards brand purchase intention issues; if the consumers choose the brand because of cause related marketing, or if the strategy has a positive effect on market share, sales volume and employee morale.

According to the answer from the experts, no market survey was conducted to know the mentioned issues. But the company has an interest to conduct a market survey on the behavioral response of the strategy not the consumer attitude part.

Charity organization related issues

Another interview question was raised, if the company is working with a charity organization. The response from the experts was, the company is working by itself, the reason for that is to manage the donation money properly. At this point, the researcher recognized that, the company Eden spring water didn't distinguish the difference between corporate social responsibility (CSR) and cause related marketing (CRM).

CHAPTER FIVE:

5. Summary Conclusion and recommendations

5.1 Summary of major findings

This chapter presented major findings of the study. The study was made to examine the effect of cause related marketing on customer's attitude: case of Eden Spring Water. According to the literature review cause related dimensions; consumer awareness, cause fit and brand fit positively affect consumer's attitude towards brand purchase intention. The study included three independent variables to measure attitude of customers of Eden Spring Water towards brand purchase intention. The independent variables are consumer awareness, cause fit and brand fit. A 5 point Likert Scale was designed to measure attitude of customers. Both qualitative and quantitative data was used for the analysis. Quantitative data was gathered from both business and individual customers. Qualitative data was collected through interview from 3 company management and experts.

Descriptive statistics, multiple linear regression analysis and t-test were used to analyze the data. The major findings from both qualitative and quantitative data presented as described below.

Quantitative Result

According to the regression output both independent variables (consumer awareness, cause fit and brand fit) has a significant effect on customer's attitude towards brand purchase intention from the regression coefficient result, both were significant with p-value 0.000.

The adjusted R square (0.867) which is the outcome of the regression analysis indicates the independent variables in this study i.e. consumer awareness, cause fit and brand fit jointly explain about 86.7 % of customer's attitude towards brand purchase intention. The rest 13.4 % is explained by other variables that are not mentioned in this study.

The T-square output shows that there is no significant difference between business and individual customer of Eden Spring Water in their attitude towards brand purchase intention

Qualitative result

The interview result from company management is presented as follows: -

According to the interview from the company, the company is somehow promoting cause related marketing issue using TV/radio, written on bottle package, calendar, and billboard to create consumer cause awareness. The company has not been given due consideration to create awareness, because the production capacity is less than the demand. Even the integrated marketing communication is seasonal (not frequent), the billboard excluded from the promotion because the company decided to minimize advertisement expense.

- ◆ The company was designing this special marketing communication (cause related marketing strategy), to differentiate the brand from the existing brands. The environmental cause is selected because the company's motto is green environment motto. Additionally, the company product and green environment is complement each other and supported each other. (It confirms the product cause fit).
- ◆ The company product is homogeneous product the market also homogenous. This confirm the product is appropriate for all customers. (It confirms cause customer fit/cause fit).
- ◆ The other concern of the company is to be socially responsible. According to the interview, the researcher identifies, the company is not differentiating between cause related marketing and corporate social responsibility. Based on this the company is not working with charity organization. According to the literature, to be cause related marketing effective, there should be a fit or an alliance between the three parties (The profit organization, the nonprofit organization and the customer).

5.2 Conclusion

The findings of this study confirmed, both three independent variables (consumer awareness, cause fit and brand fit has a significant effect on customer's attitude towards brand purchase intention.

The other issue in customer awareness is customers who aware about the cause related marketing message created a perception and opinion in their mind. However, most consumer have un aware about the cause related marketing message of Eden Spring Water. The other finding is the company

Eden Spring Water is not giving due consideration to create awareness because of the production capacity is not exceeding the market demand. Additionally, the company is not working with the charity (nonprofit organization). This may arise a skepticism from the consumer side. The research process was supported by theories, models and previous research findings. Data collected through questioner and interview. Both descriptive statistics, regression analysis, t-independent test and qualitative data analysis were conducted. The research was conducted in Addis Ababa.

5.3 Recommendation

Depending on the findings of the study and conclusions made, the researcher came up with some important recommendations that can be used to influence consumer's attitude towards brand purchase intention. The recommendations are the following:

- According to the research findings consumer awareness of Eden Spring Water has significant effect on consumer attitude towards brand purchase intention. On the other hand, based on the information from the distributed questioners' average consumers were un aware about the cause related marketing communication of the company. Therefore, Eden Spring Water company have to put more effort to create awareness.
- In order to create a better awareness, advertising medias, Radio/TV advertisement is good to reach a large number of customers. Additionally, public relation through attracting press, publicity and sponsoring of particular program is a creatable source. Furthermore, in a digital marketing era social media is a good means to create awareness.
- As research suggestions in order to obtain the best result from the cause-related marketing campaign there are factors to be considered. The company should differentiate between corporate social responsibility and cause related marketing and needs to work with a charity, because skepticism may arise as consumer's perception is that the companies have other interests, beyond the philanthropic intent. They may also believe that the amount of money collected is not so substantially as to have a real impact and to make a difference or the cause. In addition, customers man strongly believe that the sole purpose of the company is to maximize profits and improve corporate image.

- Finally, the company should conduct market survey to know customer's attitude for a better planning and repositioning.

5.4 Limitation of the study

The research is a cross sectional study; data is collected at one point of time. In order to understand consumer, attitude a longitudinal study will have required. Customers attitude can be changed overtime because of external factors (economic, social, promotional etc.) this study may not be working after some times. The result may not be generalized to the industry level as this research is particularly done for case of Eden Spring Water. On the other hand, the research was conducted in Addis Ababa. Additionally, the sampling technique is non-probability sampling this may arise non generalizability. The other limitation of the study is lack of previous research in the area in Ethiopian context to make comparison on customer's attitude.

5.5 Further area of study

- The researcher was using only three independent and one dependent variable. Further research should be done by using another variable such as demographic variables such as demographic variables
- The research was limited only a specific geographical area (Addis Ababa). Further research should be done in another geographical area.

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Appendix A: Questionnaire (English Version)

A survey on the Effect of Cause Related Marketing on consumer's attitude: Case of Eden Spring water in Addis Ababa.

Dear respondents,

My name is Emebet Bezabih, I wish to seek your assistance, as a participant, with this research project, which is being conducted as a partial fulfillment for my master's degree in marketing management at Addis Ababa university, school of commerce. This research project is undertaken as an attempt to identify the Effect of Cause Related Marketing on consumer attitude: case of Eden Spring Water in Addis Ababa. The result of the study will assist marketers in developing a better marketing strategy.

Your participation in this survey is voluntary. The information you provide will be used only for the purpose of the study and will be kept strictly confidential. Please don't mention your name.

Thank you in advance for your time and help with my research.

Sincerely yours,

Part 2:

Cause related marketing dimensions' questions

1. Awareness Questions

AWQ1. Have you ever heard that Eden Spring Water's promotion which is describing "for each bottle of Eden water you drink, you will contribute 2 cents for planting tree? Let us together turn Ethiopia into Garden of Eden".

1. Yes 2. No

If your answer for question No.1 is no thank you for your time

AWQ2. If the answer for question No.1 is "yes", how do you come to know about the companies' message? (you can put a "X" mark on more than one alternative)

TV/Radio Advertisement From the bottle package Sales people Friends/family Calendar

Please indicate your agreement or disagreement with the following statements.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

AWQ3. I am aware of the fact that Eden Spring Water company donates 2 cents for planting tree through its promotion

1 2 3 4 5

AWQ4. The promotion involves Eden Spring Water donates 2 cents for planting tree for every bottle that consumer purchase is impressive idea

1 2 3 4 5

AWQ5. I am eager to learn more about Eden Spring Water's because of the promotional message

1 2 3 4 5

AWQ6. Eden Spring Water's company promotional message makes me to perceive the company as socially responsible

1 2 3 4 5

AWQ7. The promotional message of Eden Spring Water's company impressive idea helps the company to answer the ever-increasing societal questions of the environment

1 2 3 4 5

AWQ8. I think that most people will think that this campaign is a good idea

1 2 3 4 5

AWQ9. I learn through the promotion that; the firm Eden Spring water company is a good corporate citizen

1 2 3 4 5

Source: Adapted from (Srdan, et al., 2010)

2. Cause Fit questions

Please indicate your agreement or disagreement with the following statements.

1 2 3 4 5

CFQ10. I think that the cause Eden spring water supports most people will think that this cause/issue is a good idea

1 2 3 4 5

CFQ11. The cause that Eden Spring Water supports is personally relevant to me

1 2 3 4 5

CFQ12. Environmental cause Eden Spring Water supports is a cause which I care about

1 2 3 4 5

3. Brand Fit questions

Please indicate your agreement or disagreement with the following statements.

1 2 3 4 5

BFQ13. There is a positive association between Eden Spring Water's company environmental conservation via planting tree and its reputation in the society

1 2 3 4 5

BFQ14. I think that Eden Spring water donating money for planting tree/environmental conservation represents a good match between the product and the cause/issue

1 2 3 4 5

BFQ15. I agree that Eden Spring Water donating 2 cents for each bottled water sold for planting tree/environmental conservation is similar in nature with the company's green environment motto

1 2 3 4 5

Adapted from (Galun-Ladero, et al., 2013, p.67) and (Srdan et al., 2010, p. 154)

4. *Brand Purchase Intention questions*

Please indicate your agreement or disagreement with the following statements.

	Strongly disagree	disagree	neutral	agree	Strongly agree
	1	2	3	4	5
BPIQ16. Because of this donation, it's worth buying Eden's Spring Water	1	2	3	4	5
BPIQ17. I consider myself a responsible person, therefore I would buy more to support the cause	1	2	3	4	5
BPIQ18. I actively search for Eden Spring Water during shopping	1	2	3	4	5
BPIQ19. I will tell others to buy Eden Spring Water because of charitable cause	1	2	3	4	5

Adapted from Source: (Laurentiu, et al., 2013)

Appendix B: Questionnaire (Amharic Version)

መጠይቅ ሀ: በአማርኛ ቋንቋ የቀረበ

ይህ ጥናት ከውጤት ጋር ተያያዥ የገበያ ሁኔታ ላይ በኤደን ስፕሪንግ ውሃ ደንበኞች ያላቸውን ዝንባሌ ላይ አተኩሮ በአዲስ አበባ የተደረገ ጥናት ነው።

ለውድ መላሾች

ስሜ እመቤት በዛብህ ይባላል። በዚህ የጥናት ፕሮጀክት ላይ ተሳታፊ እንድትሆኑ ፍላጎቱንም ይህን ጥናት ያካሄድኩት በአዲስ አበባ ዩኒቨርሲቲ ስኩል ኦፍ ኮሚርስ በማርኬቲንግ ማኔጅመንት የማስትሬት ዲግሪ ማሟያ ጥናት ለማቅረብ ነው።

ይህ ጥናት ከውጤት ጋር ተያያዥ የገበያ ሁኔታ ላይ በኤደን ስፕሪንግ ውሃ ደንበኞች ያላቸውን ዝንባሌ ላይ አተኩሮ በአዲስ አበባ የተደረገ ጥናት ነው። ለዚህ ጥናት ውጤት ገበያተኞች የተሻለ የገበያ ስልት እንዲነድፉ የሚያስችል ነው።

በዚህ ጥናት ላይ የሚያደርጉት ተሳትፎ ሙሉ በሙሉ በመልካም ፈቃድ ላይ የተመሰረተ ነው። የሚሰጡን መረጃዎች ለጥናቱ አላማ ብቻ የሚውል እና በጥብቅ ሚስጥርነት የሚቆይ ነው። እባክዎ መልስዎን ስጡ ስምዎን እንዳይጠቅሱ።

በጥናቱ ላይ ስለሚሰጡኝ ጊዜና እገዛ በቅድሚያ ምስጋናዬን አቀርባለሁ።

ከሰላምታ ጋር

ኤደን ስፕሪንግ ውሃ በኢትዮጵያ ውስጥ የታሸገ ውሃ ከሚያመርቱ ድርጅቶች መካከል አንዱ ነው። ኤደን ስፕሪንግ ውሃ አምራች ድርጅት ከእያንዳንዱ የታሸገ ውሃ ሽያጭ 2 ሳንቲም የዛፍ ችግኞችን ለመትከል እና ለአካባቢ ጥበቃ ይሰጣል።

ይህን ዓይነት ቅስቀሳ ማለትም ትርፋማ የሆነ ድርጅት የተወሰነ የገንዘብ መጠን ለታቀደ አላማ በመዋጮ መልክ ሲደጉም አሰራሩ ኮዝ ሪሌትድ ማርኬቲንግ/ከውጤት ጋር ተያያዥነት ያለው ገበያ በመባል ይጠራል።

ይህ ማለት ደንበኞች የግብር አቅርቦት ልውውጥ ውስጥ ድርጅቱን በሚያረካ እና በተናጠል የተቀመጡ አላማዎችን በሚያሳካ መልኩ ተሳታፊ እንዲሆኑ የሚያደርግ ነው።

የጥናት አከናዎኝ ከመንስኤ ጋር ተጓዳኝነት ያለውን ገበያ ላይ የደንበኞች ዝንባሌ ጋር ተያይዞ በአዲስ አበባ ውስጥ ጥናት ለማከናወን ይፈልጋል። ከዚህ በታች ያሉትን ጥያቄዎች በመመለስ ለጥናቱ አከናዎኝ ተማሪ እገዛዎትን ሊሰጡ ይችላሉ።

ክፍል 1: የመላሽ መረጃ (እባክዎ በተቀመጠው ሳጥን ክፍት ቦታ ላይ ለምላሽዎ የ “X” ምልክት ያኑሩ።

- 1. እድሜ 18-25 26-35 36-44 45 እና ከዚያ በላይ
- 2. የታ ሴት ወንድ
- 3. የትምህርት ደረጃ የመጀመሪያ ሁለተኛ ዲፕሎማ የመጀመሪያ ማስተርስና ደረጃ ደረጃ ዲግሪ ከዚያ በላይ
- 4. ወርሃዊ ገቢ በኢት. ብር 1001 2501 5001 +
2500 5000
- 5. በምን ያህል ጊዜ የታሽገ ውሃ ይጠጣሉ? በየቀኑ በሳምንት በሳምንት ከአንድ አንድ ጊዜ ጊዜ በላይ
- 6. ምን ዓይነት ደንበኛ ነዎት? ግለሰብ ንግድ

ክፍል 2: ዋና ጥያቄዎች

1. የኤደን ስፕሪንግ ውሃ በሚተዋወቅበት ወቅት አንድ የታሽገ የኤደን ውሃ ሲጠጡ 2 ሳንቲም ለዛፍ ተክላ ያበረክታሉ፤ እርሶ ኤደን እውነተኛ የምንጭ ውሃን መርጠው ይጠጡ እኛ በስምዎ ዛፎችን ተክለን እንንከባከባለን ኑ በጋራ ኢትዮጵያን ወደ ኤደን ገነት እንቀይራት የሚለውን የድርጅቱን ማስታወቂያ ሰምተው ያውቃሉን?

- 1. አዎ
- 2. አላውቅም

ለጥያቄ ቁ. 1 ምላሽዎ አላውቅም ከሆነ ስለሰጡን ግዜ እና መሰግናለን

2. ለጥያቄ ቁ. 1 ምላሽዎ አዎ ከሆነ ይህንን የቅስቀሳ መልዕክት እንዴት ሊያውቁት ቻሉ (ከአንድ በላይ አማራጭ ምላሽ ካልዎት የ “X” ምልክት ሁሉም ላይ ያኑሩ።

- ከተሽ/ራዲዮ ማስተዋወቅ
- ከጠርመሱ ሽፋን ላይ
- ከሽያጭ ባለሙያዎች
- ጓደኛ/ቤተሰብ
- ካላንደር
- ከማንኛውም ሌሎች (እባክዎ ይግለጹ) ...

መስማማት ወይም አለመስማማትዎን ለሚከተሉት ጥያቄዎች እባክዎ ምልክት ያኑሩቅ

አጥብቄ እቃወማለሁ	እቃወማለሁ	አቋም አልያዘኩም	እስማማለሁ	በጥብቅ እስማማለሁ
1	2	3	4	5

3. ኤደን ስፕሪንግ ውሃ ድርጅት በማስተዋወቂያው ከታሽገ ውሃ ሽያጩ 2 ሳንቲም ለችግኝ ተክላ እንደሚሰጥ ጠንቅቄ አውቃለሁ።

- 1
- 2
- 3
- 4
- 5

4. ማስታወቂያው ኤደን ስፕሪንግ ውሃ 2 ሳንቲም ከአያንዳንዱ ለደንበኞች ከሚሸጥ የታሽገ ውሃ ሽያጭ በእርዳታ መስጠቱ አስደናቂ ሆኖብኑ ነው።

- 1
- 2
- 3
- 4
- 5

5. በማስታወቂያ መልዕክቱ ምክንያት ስለኤደን ስፕሪንግ ውሃ የበለጠ ለማወቅ ጉጉት አለኝ፤

- 1
- 2
- 3
- 4
- 5

6. የኤደን ስፕሪንግ ውሃ ድርጅት ማስታወቂያ መልዕክት ድርጅቱ ማህበራዊ ኃላፊነቱን እየተወጣ ያለ ድርጅት መሆኑን እንድረዳ አድርጎኛል፤

1 2 3 4 5

7. ኤደን ስፕሪንግ ውሃ ድርጅት የማስታወቂያ መልዕክት አስደናቂ ሀሳብ እየጨመረ የመጣውን የማህበረሰቡን የአካባቢ ጥያቄ ድርጅቱ እንዲመልስ የሚረዳ ነው።

1 2 3 4 5

8. በርካታ ሰዎች ቅስቀሳው መልካም ሀሳብ እንደሆነ ይስማማሉ ብዬ አስባለሁ።

1 2 3 4 5

9. ከማስታወቂያው ለመረዳት እንደቻልኩት የኤደን ስፕሪንግ ውሃ ድርጅት መልካም የሆነ የዜጎች አጋር ነው።

1 2 3 4 5

10. የኤደን ስፕሪንግ ውሃ በርካታ ሰዎችን መደገፍ ተግባር/ሁኔታ መልካም ሀሳብ እንደሆነ ይሰማኛል።

1 2 3 4 5

11. የኤደን ስፕሪንግ ውሃ የድጋፍ ተግባር በግሌ አግባብነት ያለው ነው ብዬ አምናለሁ።

1 2 3 4 5

12. የኤደን ስፕሪንግ ውሃ እያደረገ ያለው አስተዋጽኦ ሁሌም የማስብለት የአካባቢ ጉዳይ ተግባር ነው።

1 2 3 4 5

13. በኤደን ስፕሪንግ ውሃ ድርጅት ችግኝ የመትከል አካባቢያዊ ተሳትፎ በማህበረሰቡ ዘንድ መልካም ስምና ቀናነት ያለው ተግባር ነው።

1 2 3 4 5

14. የኤደን ስፕሪንግ ውሃ ለችግኝ ተከላ/አካባቢ ጥበቃ ይውል ዘንድ የሚለግለሰው የገንዘብ እርዳታ በምርቱና በልግስና ተግባሩ መካከል ጥሩ መስተጋብር አለ ብዬ አስባለሁ

1 2 3 4 5

15. የኤደን ስፕሪንግ ውሃ ከአያንዳንዱ የታሸገ ውሃ ሽያጭ ላይ ለችግኝ ተከላ/አካባቢ ጥበቃ የሚለግለሰው 2 ሳንቲም ድርጅቱ ካለው የአረንጓዴ አካባቢ መፈክር ጋር ተመሳሳይ ነው።

16. በድርጅቱ መልካም ልገሳ ምክንያት ኤደን ስፕሪንግ ውሃ ሊገዛ የሚገባው ምርት ነው።

1 2 3 4 5

17. ራሴን ኃላፊነት የሚሰማው ሰው አድርጌ እቆጥራለሁ። ስለዚህም የድርጅቱን አላማ ለመደገፍ ምርቱን በብዛት እገዛለሁ።

1 2 3 4 5

18. በግብይት ጊዜ የኤደን ስፕሪንግ ውሃን ፈልጎ ለመግዛት እጥራለሁ።

1 2 3 4 5

19. ድርጅቱ በሚያደርገው የተራድኦ ተግባር ምክንያት ሌሎች የኤደን ስፕሪንግ ውሃን እንዲገዙ አበክሬ እመክራለሁ።

1 2 3 4 5

Appendix C: Interview questions for Eden Spring Water Management

Introduction and Purpose of Interview

My name is Emebet Bezabih, I am a Master's student at Addis Ababa University School of Commerce, department of Marketing Management. I am conducting a research study which is a part of my Master's thesis and on the process of collecting data for this research study purpose.

This research project is undertaken as an attempt to identify the Effect of Cause Related Marketing on consumer attitude: case of Eden Spring Water in Addis Ababa. The result of the study will assist marketers in developing a better marketing strategy.

I am looking your kind participation in interview which will take 30 minutes. Your participation in this interview is voluntary. The information you provide will be used only for the purpose of the study and will be kept strictly confidential.

Thank you in advance for your time and help with my research.

Sincerely yours,

1. Why did the company introduce cause related marketing strategy?

2. What method of promotion the company is utilizing to create awareness?

What contents of cause related marketing message the promotion consists of? (donation size, donation duration, cause type, charity organization etc.)

3. How does the company evaluate cause related marketing promotion effectiveness?

4. Why the companies choose to address environmental causes other than other social issues?

5. Do you think the cause the company is choosing relevant to the target customers?

6. What is the relationship between the cause and the company's objective?

7. How do you evaluate the effect of cause related marketing on consumer's attitude?
(Awareness, their feeling, brand preference, buying behavior and intention?)

8. How do you evaluate the success of cause related marketing? (in terms of sales volume?
market share? companies image? Employees motivation?)

Source: (Varadarajan & Menon, 1988) and (Saunders, et al., 2009)

Appendix D: Descriptive statistics for minimum and maximum range of answer for 5 point Likert scale questions

Descriptive Statistics			
	N	Minimum	Maximum
I am aware of the fact that Eden Spring Water company donates 2 cents for planting tree through its promotion	254	2	5
The promotion involves Eden Spring Water donates 2 cents for planting tree for every bottle that consumer purchase is impressive idea	254	2	5
I am eager to learn more about Eden Spring Water's because of the promotional message	254	2	5
Eden Spring Water's company promotional message makes me to perceive the company as socially responsible	254	2	5
The promotional message of Eden Spring Water's company impressive idea helps the company to answer the ever-increasing societal questions of the environment	254	1	5
I think that most people will think that this campaign is a good idea	254	1	5
I learn through the promotion that; the firm Eden Spring water company is a good corporate citizen	254	1	5
I think that the cause Eden spring water supports most people will think that this cause/issue is a good idea	254	1	5
The cause that Eden Spring Water supports is personally relevant to me	254	1	5
Environmental cause Eden Spring Water supports is a cause which I care about	254	1	4
There is a positive association between Eden Spring Water's company environmental conservation via planting tree and its reputation in the society	254	1	5
I think that Eden Spring water donating money for planting tree/environmental conservation represents a good match between the product and the cause/issue	254	1	5
I agree that Eden Spring Water donating 2 cents for each bottled water sold for planting tree/environmental conservation is similar in nature with the company's green environment motto	254	1	5
Because of this donation, it's worth buying Eden's Spring Water	254	1	5
I consider myself a responsible person, therefore I would buy more to support the cause	254	1	5
I actively search for Eden Spring Water during shopping	254	1	5
I will tell others to buy Eden Spring Water because of charitable cause	254	1	5
Valid N (list wise)	254		