
ECONOMICS

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Introduction

Cause-Related Marketing (CRM) emerged in the eighties in the United States to refer to the campaigns in which a company collaborates with a nonprofit organization (NPO) making a monetary and / or in kind contribution to a specific social cause based on product sales, therefore the donation depends on consumer behavior. Normally, the campaign is conducted for a certain product, for a specific period of time, and with a particular NPO (Kotler and Lee, 2005, p. 23). Its main goal is to positively influence consumer attitudes and buying behavior.

American Express was the first company that used the term ‘cause-related marketing’. CRM quickly spread to other countries, experiencing a great level of diversification. It has evolved toward a long-term and strategic approach, focused on stakeholders, and involved the entire organization.

Although there are many informative publications about numerous CRM campaigns carried out, empirical research on this topic is still scarce, so more studies are 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.

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DOES THE PRODUCT TYPE INFLUENCE ON ATTITUDES TOWARD CAUSE-RELATED MARKETING?

ABSTRACT. Many variables can influence consumer’s purchase behavior in general, and attitudes towards Cause-Related Marketing (CRM) in particular. In this study, our aim is to analyze the possible relationship between attitudes toward CRM and purchase intention according to the product type involved in a CRM campaign. We analyzed a sample of 456 consumers and performed a correlation analysis. Results show there are significant positive relationships between attitudes toward CRM and purchase intention according to the product type, with particular relevance in utilitarian products.

According to the literature, many variables can influence consumer's purchase behavior. In this study, we address the possible influence of the product type, an aspect of the marketing strategy, in attitudes toward CRM (particularly in conduct component or purchase intention). Thus, our aim is to analyze the possible relationship between attitudes toward CRM and purchase intention according to the product type involved in a CRM campaign.

To achieve this aim, first we review the extant literature to configure the conceptual framework on which the theoretical development of this work is based. Then, we perform a correlation analysis to test the hypothesis proposed and we present the main results which are brought under discussion. Finally, we address the most relevant conclusions, as well as the theoretical contribution and managerial implications.

1. Conceptual framework

1.1. Attitudes toward CRM

Attitudes have become a key construct in the explanation of consumer behavior (Sole, 2003, p. 190) and, specifically, in the analysis of socially responsible behavior. Attitudes are a way of summarizing consumer evaluation, so they can provide important information for marketing managers because of their direct impact (Longenecker *et al.*, 2005) in the purchase decision (Assael, 1999, p. 273).

An attitude can be defined as "*a learned predisposition to respond consistently favorable or unfavorable to a particular object or class of objects*" (see, for example, Assael, 1999, p. 274; Hawkins *et al.*, 2004, p. 370; Ruiz, 2009; Santesmases, 1999, pp. 269-270; Stanton *et al.*, 2004, p. 124; Wilkie, 1994, p. 281).

Nowadays, attitudes are considered multidimensional, with three components (see, for example, Alonso and Grande, 2004, p. 383; Chiou and Droge, 2006, p. 615; Eagly and Chaiken, 2007, p. 591; Fraj and Martinez, 2002, p. 118; Fraj and Martinez, 2003, p. 61; Hawkins *et al.*, 2004, p. 371; Lamb *et al.*, 2002, pp. 136-137; Santesmases, 2007, p. 280; Sole, 2003, p. 68; Wilkie, 1994, p. 282):

- 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 our case, it would be information, beliefs and knowledge about CRM.
- The Affective Element (or emotional component, feelings). This reflects feelings and emotions regarding the object of attitude. In our case, it refers to the feelings expressed by individuals when they watch a CRM campaign.
- The Intentional Element (or active component, behavior component, 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 CRM campaigns.

This last component is the most directly related to behavior, although several non-controllable factors can influence it (Assael, 1999, p. 299), which can interfere with the ability to carry out the intention (e.g. lack of purchase feasibility, quality, consumer lifestyle, or interpersonal influence). The main existing studies on consumer attitudes toward CRM are shown in *Table 1*.

Table 1. Studies on consumer attitudes toward CRM (authors in alphabetical order)

Authors	Results
Barnes (1992)	Most respondents considered that CRM campaigns were a good way for consumers to donate to NGOs.
Chaney & Dolli (2001)	Consumers expressed a favorable attitude toward CRM and they did not use it as a substitute for more traditional methods of fundraising (in New Zealand).
Kropp <i>et al.</i> (1999)	The most positive attitudes toward CRM appeared in those who gave more importance to certain values (such as warm relationships, self-actualized and safety) and in women.
Lavack & Kropp (2003a)	Review of the existing literature (in Australia): the majority of Australian consumers are more inclined to buy products from socially responsible companies and / or associated with a cause.
Ross <i>et al.</i> (1991)	Consumer attitudes toward organizations involved in CRM were mainly positive.
Smith & Alcorn (1991)	Nearly half of respondents said it was more likely to change brands to support companies that make donations to NPOs. About a third stated that they sometimes buy products simply because the manufacturer supports charitable causes.
Webb & Mohr (1998)	Consumers generally expressed positive attitudes toward CRM.
Youn & Kim (2008)	When perceptions of cause – brand alliances were favorable, consumer attitudes toward the cause and the brand improved.

Source: Adapted from Mohr *et al.* (2001) and cited authors.

1.2. Product type

According to Barnes (1992), consumers require more information about the product than, for example, about the cause. Webb and Mohr (1998), Strahilevitz and Myers (1998), Strahilevitz (1999), Subrahmanyam (2004), Kotler and Lee (2005), Ryu *et al.* (2006), Baghi *et al.* (2009), Chang (2008, 2011, 2012), and Chang and Liu (2012) have considered that product type has an important role in consumers' responses, but their results are not consistent, and may also influence CRM purchase intention. Product type has been considered as a CRM success factor by authors such as Strahilevitz and Myers (1998, cited in Fries *et al.*, 2009). The consumer's decision can be a conscious choice between hedonistic or practical products, or it may be unrelated.

On the one hand, *hedonic or frivolous products* are purchased and consumed to satisfy consumers' desire for sensory pleasure, fantasy and fun (Strahilevitz, 1999; Ryu *et al.*, 2006; Chang, 2011). Hedonic products provide more experiential consumption, an affective and sensory experience of the aesthetic. The evaluation process tends to be affect-driven. Examples of this type of products could be concert or movie tickets, a compact disc containing classical music, ice-cream, a box of chocolates, a cake, a perfume, a professional massage with aromatherapy and music, tour packages, a cruise, a banquet dinner, designer clothes, sports cars, luxury watches, etc. Such products can cause consumers to experience feelings of guilt before, during, and after consumption (Strahilevitz, 1999, pp. 119-120) – this "acquisition guilt" may diminish the pleasure of consumption. Therefore, the evaluation process for hedonic products tends to be highly subjective and affect driven, implying that cognitively based processes are less important. Thus, consumers are expected to utilize others' preferences or recommendations (Ryu *et al.*, 2006, p. 491) to make sense of the subjective and rather ambiguous nature of hedonic products.

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On the other hand, *practical, utilitarian, or necessary products* are purchased and used primarily to satisfy the practical or functional needs of consumers (Strahilevitz, 1999; Ryu *et al.*, 2006; Chang, 2011). They are primarily instrumental and functional. They are motivated mainly by the desire to fill a basic need or accomplish a functional or practical task. The impetus for such purchases is goal-orientated utilization or consumption. Purchase decisions are usually more rational, consumption is more cognitively driven and goal oriented. Examples of this type of products could be laundry detergent, toilet paper, shampoo, paper towels, vacuum cleaners, ball point pens, toothpaste, concentrated orange juice, a mandatory textbook, a new washing machine and dryer set, an alarm clock, and a spiral notebook, microwaves, minivans, personal computers, a cellular phone, a dental exam with a cleaning, applying floor wax, using a lawn mower, etc. No guilt is associated with purchasing these products, and relatively little pleasure is associated with their consumption (Strahilevitz, 1999, p. 222).

Utilitarian and hedonic products differ from one another since “*a hedonic product speaks to the heart, while a utilitarian product speaks to the head*” (Chang, 2012, p. 234). However, some products are both hedonic and utilitarian simultaneously (e.g. sparkling mineral water, a non-fat frozen yoghurt).

Specifically, Strahilevitz and Myers (1998) and Strahilevitz (1999) showed that incentives such as CRM are more effective in promoting frivolous products than promoting practical products. Thus, they note that, with large donations, CRM is more effective when it is applied to frivolous products rather than practical products; while, with small donations, there are no differences between product types¹. Their explanation is that the donation has the ability to “calm” the feeling of guilt produced as a result of a frivolous and unnecessary product purchase².

Other authors, such as Subrahmanyam (2004), also highlight empathy to explain this result. However, Subrahmanyam (2004) obtained contrasting results, finding that it was more likely that consumers bought brands linked to causes of practical products rather than hedonic ones³.

Nevertheless, Chang, in different studies (2008, 2011 and 2012) confirms Strahilevitz and Myers’ (1998) results. Chang (2008)’s results indicate that beneficial effects of product type on CRM most often occur when donation information is framed in absolute monetary

¹ Comparing a product linked to a CRM campaign with another that is not linked, and that differ in price, the nature of a product is not relevant if the price difference is relatively small. When the magnitude of the donation and the corresponding difference in price between the two products are relatively large, however, hedonic products linked to CRM campaigns are preferred to utilitarian products (Fries *et al.*, 2009). Strahilevitz (1999) also examines the interaction between product type and donation magnitude, and suggests that consumers may be virtually unaffected by the nature of the product being promoted when the magnitude of the donation and resulting increase in cost are relatively small. On the other hand, when the donation to charity and the corresponding difference in price are relatively large, product type appears to play a significant role in determining whether a monetary or charity incentive will be more effective in stimulating brand preference (the brand offering the larger donation was more likely to be preferred over the brand offering the smaller donation if the products in question were frivolous than if they were practical).

² When it is combined with hedonic products, consumers may consider high CRM donations as an effective means to balance the feelings of guilt related to consumption (Moosmayer and Fuljahn, 2009). Strahilevitz and Myers (1998) referred to this phenomenon as “*affect-based complementarity*” because the emotions generated by hedonic products appear to complement the feelings generated from contributing to charity.

³ The explanation highlighted is the difference in values between Western culture and Eastern culture.

terms. Also the promotions bundled with frivolous products are more effective than those bundled with practical products⁴.

In another study, Chang (2011) demonstrates that guilt appeals could be influenced by the impact of product type. He also affirms that the effectiveness of guilt appeals in CRM ads may depend on the hedonic value of the product⁵; a boomerang effect of perceived hedonic value⁶ appears. This conclusion is that a guilt appeal backfires when the perceived hedonic value of a product is high. Thus, there is an interaction between guilt appeal and donation magnitude when promoting hedonic products with CRM.

In the last study, Chang (2012) establishes that the influence of execution style on consumer response is relatively complex and contingent on product type and cause framing. Findings indicate that a cause-focused ad is more effective in hedonic product promotion, and a product-orientated ad is more effective in utilitarian product promotion.

Results also reflect the importance of congruity in charity promotion contexts. Because of affective congruity among cause-focused image, other-benefit appeal and hedonic product nature, another-benefit appeal facilitates the CRM effects of a hedonic product presented in a cause-focused ad. In contrast, a self-benefit appeal will lead to more favourable reactions to a utilitarian product presented in a product-focused ad, in comparison to another-benefit appeal. Cognitive congruity among product-focused image, self-benefit appeal and utilitarian product nature boosts the CRM message's effectiveness.

Nevertheless, Chang and Liu (2012) found that consumers are more likely to choose a hedonic product offering a donation with a complementary – fit cause, while individuals tend to prefer a utilitarian product with a consistent – fit cause. Polonsky and Wood (2001) also consider that consumers may use the benefits to the cause to rationalize their purchase of frivolous products and thus overcome cognitive dissonance.

Moreover, Baghi *et al.* (2009 and 2010) proposed the hypothesis that the effect of the mental estimation or calculation⁷ should be different when comparing, among other things, hedonic and utilitarian products. A conclusion of the study was that the product type has an effect on how people perceive a CRM program. That is, the type of product could interact with the mental estimation effect and become a relevant variable capable of identifying consumer reviews.

⁴ The experimental results show that the influence of donation framing becomes insignificant when participants face a practical product with a cause.

⁵ According to Chang (2011), the advantage of product hedonic value resides in its ability to elicit more favorable consumer attitudes towards the company and towards the sponsoring firm. Under a non/guilt condition, products linked to the cause are most likely to be preferred when they are hedonic, followed by those products containing both hedonic and practical value. As perceived hedonic value is an important element in CRM, transforming a product with perceived practical value into one with clear hedonic value can be an important repositioning strategy for a company using CRM to successfully promote the product.

⁶ According to Chang (2011), this effect is found when the CRM message is framed with a guilt appeal. In that case, a practical product or a product containing both practical and hedonic value is more effective than a hedonic product for promoting CRM. Experiencing guilt from hedonic product purchases can affect an individual's willingness to make a purchase (the guilt-appeal ad could appear as a deliberate attempt to seduce consumers into buying and thus would make consumers feel manipulated). The study echoes the idea that guilt can generate negative responses and disrupt the advertiser's intended objectives as well. Therefore, when consumers encounter a hedonic product, the CRM message in the guilt appeal reduces advertising effectiveness. So marketers need to exercise caution when employing a guilt appeal due to the negative effects of the donation magnitude on consumer responses, especially when promoting hedonic products.

⁷ One way to show the donation price of a product is giving people the product price and the donation amount separately (for example, a product costs 9 Euros + 1 extra Euro that will be donated to an NGO). On the other hand, a single price could be provided people, including the amount donated to social causes (e.g. a product costs 10 Euros, being 10% donated to an NGO) – Baghi *et al.* (2009).

Finally, it should be noted that the adjustment between product category and cause was considered as a success factor for cause-related marketing⁸ (Gupta and Pirsch, 2006). *Table 2* summarizes the most relevant studies that relate the product type and the attitudes toward CRM. All this leads us to propose the following research question: *H: product type influences attitudes toward CRM.*

Table 2. Main studies linking the product type and attitudes toward CRM (authors in alphabetical order)

Authors	Results
Baghi <i>et al.</i> (2009 & 2010)	The product type has an effect on how people perceive a CRM program. Moreover, it can interact with the mental estimation effect.
Barnes (1992)	Consumers require more information about the product than about the cause.
Chang (2008)	Beneficial effects of product type on CRM most often occur when donation information is framed in absolute monetary terms. Promotions bundled with frivolous products are more effective than those bundled with practical products.
Chang (2011)	Guilt appeals could be influenced by the impact of product type. The effectiveness of guilt appeals in CRM ads may depend on the hedonic value of the product ("boomerang effect" of perceived hedonic value: a guilt appeal backfires when the perceived hedonic value of a product is high). There is an interaction between guilt appeal and donation magnitude when promoting hedonic products with CRM.
Chang (2012)	The influence of execution style on consumer response is relatively complex and contingent on product type and cause framing. Cause-focused ad is more effective in hedonic product promotion and a product-orientated ad is more effective in utilitarian product promotion. Another-benefit appeal facilitates the CRM effects of a hedonic product presented in a cause-focused ad. In contrast, a self-benefit appeal will lead to more favorable reactions to a utilitarian product presented in a product-focused ad.
Chang & Liu (2012)	Consumers are more likely to choose a hedonic product offering a donation with a complementary – fit cause. In contrast, individuals tend to prefer a utilitarian product with a consistent – fit cause.
Gupta & Pirsch (2006)	The adjustment of product category – cause was considered as a success factor for CRM.
Polonsky and Wood (2001)	Consumers may use the donation to a cause to rationalize their purchase of hedonic products and thus overcome cognitive dissonance.
Strahilevitz & Myers (1998) and Strahilevitz (1999)	Literature review: incentives as CRM are more effective for promoting frivolous products. Study: with large donations, CRM is more effective when it is applied to frivolous products; with small donations, there are no differences between product types. Possible explanation: the donation can "calm" the feeling of guilt for a frivolous and unnecessary product purchase.
Subrahmanyam (2004)	Study: consumers are likely to buy brands linked to causes of practical products (rather than hedonistic ones). Possible explanation: the influence of Confucian values (the study was conducted in Singapore).

⁸ Fries *et al.* (2009) considered that CRM success depends on a group of elements ("product or brand characteristics"), among which is the product type (hedonic versus utilitarian).

2. Research Design, Methodology, and Results

2.1. Introduction

As mentioned above, the aim of this paper is to analyze the possible relationship between attitudes toward CRM and purchase intention according to the product type involved in a CRM campaign.

The research undertaken to achieve this objective utilized a quantitative study based on a survey (structured questionnaire by personal interview). The questionnaire included, besides the items specifically related to the product type and the attitudes toward CRM scale, other items and scales to measure different constructs related to consumer behavior, to be used in future research. Questions about general aspects of consumers' socio-demographic characteristics were also considered. Respondents took about 15 minutes to complete the survey.

The survey was designed after reviewing the literature on different variables, on CSR in general and CRM in particular.

2.2. Sample

The sample universe consisted of people living in Extremadura (a Spanish region), over 16 years old. The aim was to collect information directly from these consumers and get a representative sample of the population of Extremadura (our target population).

Initially, we conducted a pre-test (May-June 2009) to 20 people from different towns and villages of Extremadura, which served to reformulate some questions, to facilitate responses and to improve their "visibility" and appeal.

A first data collection was conducted between October and December 2009. Subsequently a second one was conducted to complete the sample collection and improve its representativeness (March-May 2010). The final sample size was 456 individuals (valid questionnaires). The estimated sampling error, considering simple random sampling and in the case of maximum uncertainty ($p = q = 50\%$), was 4.68%.

The sampling procedure was a non-probability sampling (convenience sample). The reason for using this specific type of sampling was because it allows a selection of elements which best suit the researcher in terms of convenience for the sample and people who are willing to answer or are more accessible to the researcher (Santesmases, 2005, p. 434). One modality of this method is the *snowball* sampling, in which initially selected individuals are used as informants to identify other people with the desired characteristics, these to others, and so on (Santesmases, 2009, p. 93). This is the method that was followed in this work.

Thus, the questionnaires were distributed initially among the students in the Faculty of Economics and Business at the University of Extremadura, who responded and, in turn, distributed them among relatives and friends living in anywhere in Extremadura. Professors from this Faculty and other Centers at the University of Extremadura have also participated in their distribution. They distributed questionnaires to students, families and acquaintances. In addition, to reach other segments of the population, they were distributed in other levels and organizations: students at the "University of the Elderly" (University of Extremadura), students of an Official Language School, health employees (in the most important hospital in the region), or employees and volunteers from a relevant NGO. There have been no incentives (financial nor otherwise) to answer the questionnaire.

The process and data analysis was carried out between June and December 2010. Specific programs were used for this analysis: Dyane (version 3.1) and SPSS 15.0.

Table 3. Sample description

UNIVERSE: CONSUMER (> 16 YEARS OLD)	
Geographic Field: regional (Extremadura, Spain)	
Sample: 456 consumers (valid surveys)	
Sample design (methodological process): survey with structured questionnaire (anonymous)	
Personal survey (convenience sample – modality: snowball)	
p = q = 50%	Period of information collection: October, 2009 –
Trust Interval = 95.5%	May, 2010
Sample Error = 4.68%	Data Processing: June – December, 2010
Analysis Software: SPSS 15.0, DYANE 3.1, EQS 6.1 & SmartPLS 2.0	

2.3. Measurement of variables

In this study, we measured two variables: attitudes toward CRM and consumer purchase intention based on the product type. Regarding the measurement of attitudes toward CRM, we only found a scale accepted in the literature and with the reliability and validity indices suitable for the variable measurement. This scale is Kropp *et al.*'s (1999), with 4 items specifically designed to measure attitudes toward CRM.

The authors applied a factor analysis on the 4 items of the attitudes toward CRM scale, obtaining a solution of a factor in the sample, indicating therefore that the 4 items are measuring the same construct. The scale appears to be a valid and reliable measure of attitudes toward cause-related marketing (Lavack and Kropp, 2003b, p. 8).

We used the original scale, with the 4 items, but measuring them as a 7-point Likert scale (and not 9-point Likert, used in the original scale) in order to facilitate the reply to the questionnaires. Values ranged from 1 (strongly disagree) to 7 (strongly agree). See *Table 4*.

Table 4. Attitudes toward CRM scale – Kropp *et al.* (1999)'s scale

ITEMS*
<i>What is your level of agreement with these four statements?</i>
<i>I like the idea to buy products which donate part of their profits to a social cause or NGO.</i>
<i>I am willing to pay more for a product if the manufacturer is donating part of the profits to charity or social cause.</i>
<i>If a company is donating part of its profits to a charity or social cause, then I am more likely to buy its products.</i>
<i>Companies that advertise that they are donating part of their profits to charity or social cause are good corporate citizens.</i>

* Each item is based on Kropp et al (1999)'s.

A number of questions to measure the possible influence of product type (basic / luxury) has also been considered in the investigation. To consider the product category, 3 items (measured with 7 points, ranging from "never" to "always") have been raised. See *Table 5*.

Table 5. Items used to measure type products

ITEMS
<i>PRODUCT TYPE</i>
<i>In the case of a campaign in which the company donates to an NGO or social cause a fixed amount or a percentage of the product sale, Would you be willing to buy it ...</i>
<i>... if it were a non-necessary or luxury product?</i>

... if it were a commodity or necessary product?

... regardless of the product type?

2.4. Correlation Analysis. Results.

We performed a correlation analysis to see if there is a relationship between attitudes toward CRM and product type and, in the case of relationship, measuring the strength and direction – positive or negative – of that association.

The correlation analysis between attitudes toward CRM and product type shows that all correlations are significant at 0.01 (bilateral). The results of this analysis are shown in Table 6.

Table 6. Attitudes toward CRM – product type

		PRODUCT1 (luxury product)	PRODUCT2 (basic product)	PRODUCT3 (regardless of product type)
ATTITUDE1 I like the idea to buy products that donate a part of the profits to a cause or NGO	Pearson's correlation	,141(**)	,459(**)	,244(**)
	Sig. (bilateral)	,002	,000	,000
ATTITUDE2 I am willing to pay more for a product if the producer donates a part of the profits to a cause or NGO	Pearson's correlation	,247(**)	,390(**)	,270(**)
	Sig. (bilateral)	,000	,000	,000
ATTITUDE3 If a company is donating a part of its profits to a cause or NGO, then it is likely I buy its products	Pearson's correlation	,181(**)	,443(**)	,250(**)
	Sig. (bilateral)	,000	,000	,000
ATTITUDE4 Companies that announce they are donating a part of their profits to a cause or NGO, are good corporate citizens	Pearson's correlation	,203(**)	,258(**)	,255(**)
	Sig. (bilateral)	,000	,000	,000
		(**) Correlation is significant at 0.01 level (bilateral). n=456		

The most relevant results are that there are significant positive relationships between attitudes toward CRM and purchase intention according to the product type, particularly in the case of necessary products. In this sense, these results are consistent with the studies of Webb and Mohr (1998), Strahilevitz and Myers (1998), Subrahmanyam (2004), Kotler and Lee (2005), Baghi *et al.* (2009), and Chang and Liu (2012), which consider that product type has an important role in consumers' responses.

Specifically, our results are similar to Subrahmanyam (2004), which show that people are more likely to buy CRM brands for practical rather than hedonic products; and Chang and Liu (2012), where individuals tend to prefer a utilitarian product with a consistent – fit cause.

Conclusions

Cause-related marketing is a relatively new area of study, although there are an increasing number of studies on various topics related to it. Attitudes toward CRM, as prior to consumer purchasing behavior, are one of the key areas and are also the subject of this investigation.

The main conclusion is that consumer attitudes toward CRM are related to the product type, being more favorable in the case of commodities or necessary products. Accordingly, the most important implication for companies is that the CRM campaign might be more successful if it was linked to a practical or utilitarian product. Therefore, the product type can make a difference because it can have an effect on how people perceive a CRM program.

However, we should consider some limitations in this research. First, we should be careful when transferring this result to other geographical and cultural settings because the effect on consumer responses could be different. Second, other variables could influence attitudes, so results could vary.

Finally, and from everything mentioned above, we propose the development of new studies and other research related to CRM. For example, we could broaden this study to include other possible aspects from the marketing strategy related to attitudes toward CRM (e.g. the brand type, product quality, available information, donation size, or willingness to pay more for a CRM product). Or we could conduct cross-cultural studies to observe the possible influence of culture in attitudes toward CRM and product type. The development of experimental designs (i.e. scenarios for specific products) could be also very useful to our research and we could compare actual behavior and purchase intentions.

This will allow the continued advance and expansion of this field of study on cause-related marketing.

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