

Impact of Cause Related Marketing on Consumer Purchase Intention: Mediating Role of Corporate Image, Consumers' Attitude and Brand Attractiveness

Nida Qamar

(Business Admin-HRM/MGT) Virtual University of Pakistan M.A. Jinnah Campus,
Defence Road, Off Raiwind Road, Lahore, Pakistan

Abstract: The main purpose of this paper was to find impact of Cause Related Marketing campaigns on consumer purchase intention in context of Pakistan. A vast review of literature was done to form basis for empirical findings. For the collection of primary data, self-administered questionnaires were distributed among respondents. A total of 350 respondents were initially contacted, out of which total of 278 responded back. For finding the mediating effect of three mediators; corporate image, consumers' attitude and brand attractiveness; Barron and Kenny mediation approach was used and to find the indirect effects, calculating standard errors and finding their significance with the help of Confidence Intervals; Bootstrapping technique was used. The results of this study show that Cause Related Marketing campaigns do contribute in consumers purchase intention and other mediating factors also mediate the relation of Cause Related Marketing and purchase intention. Keeping in mind the results of the study, firms will be at more advantageous side if they work on Cause Related Marketing campaigns, as it helps to enhance the corporate image, increase the brand attractiveness and also helps to bring the positive change in the attitude of consumers which eventually impacts the final consumer purchase intention.

Key words: Cause Related Marketing • Corporate image • Brand attractiveness • Positive change in consumers attitude • Consumer purchase intention • Pakistan

INTRODUCTION

Cause Related Marketing strategy is modern one and used extensively by most companies in west [1]. A lot of research work has been done in developing countries such as UK, America, new Zealand that resulted in bringing new facets regarding the Cause Related Marketing programs; the results have helped the companies to develop such campaigns in order to increase the sales and also to build positive brand image [2]. However, there is dearth of study conducted on this topic in developing countries [2]. Multinationals like Proctor and Gamble, Unilever, in hospitals category Shaukat Khanam and in telecom sector Warid has used Cause Related Marketing as a strategic tool in Pakistan; Cause Related Marketing is also used as tactical tool to attract consumers towards the cause which eventually would lead to increase of sales [2].

Keeping the above premise in mind it is essential to know that how Cause Related Marketing affects the purchase intention of consumers. The exploration of the topic would enhance its understanding; moreover it would help the firms to implement Cause Related Marketing campaigns for success. This study is conducted to show the impact of Cause Related Marketing on consumer purchase intention. The present will be helpful as a positive step as towards the benefit of the society as well as to the consumers who engage themselves in contribution towards a cause. This study will help corporations to build up better relations with NGOs and also with customers. Doing welfare tasks build up trust of customers on corporations.

The subsequent sections of paper have been organized by first providing a basis of literature on Cause Related Marketing, its antecedents and consequences. The very next sections present theoretical background,

hypotheses followed by methodology and empirical results and their analysis. For this purpose, literature has been developed with the goal of providing the answers of two following research questions:

The research objectives addressed in the study were:

- Do Cause Related Marketing campaigns have a direct positive impact on consumer purchase intention?
- Whether the relation between Cause Related Marketing and consumer purchase intention is direct or mediated by corporate image, brand attractiveness and consumers' attitude?

Literature Review: According to [3], Cause Related Marketing is a promotional tool that works when a sponsoring firm donates money by linking itself with a charity work. The money for donation is received from customers when they go for transaction generating revenue with the firm. Cause-related marketing was first defined as by [3] as:

“The process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives” (p.60).

Besides many other definitions of Cause Related Marketing, Brink *et al.* [4] defines it as marketing activity which makes company to donate a worthy amount to a cause for each old product or service. Maignan and Ralston [5] says that because of this awareness of responsibility, all the companies whether big or small have started use of Corporate Social Responsibility (CSR) programs. Cause Related Marketing as a type of CSR has received a huge corporate interest. Taking this point in consideration, Cause Related Marketing might have an effect on consumer behavior on a large level [6]. It's been observed by [7] that Cause Related Marketing was the fastest growing type of marketing during the early decade of 1990s. The trend was so increasing that it was revealed in 1994 that companies have spent greater than one billion dollars on campaigns related to Cause Related Marketing, this was a drastic increase of 150% as compared to 1990 [8]. This emerging marketing campaign became so famous that 70% of the UK companies CEOs who were interviewed made the comment that they would continue with their Cause Related Marketing campaigns [9].

There are so many examples of Cause Related Marketing practices by multinationals. One example of it is provided by Proctor and Gamble. Proctor and Gamble

donates 10% of its profit to a cause on purchase of each of its bottle of head and shoulder/Pantene [2]. The local example of Pakistan resides with Shaukat Khanam who does Cause Related Marketing for its poor patients [2]. Besides this, TESCO and AVON have also seen in running Cause Related Marketing campaigns. Babu and Mohiuddin [10] says that Cause Related Marketing campaigns are becoming greatly popular because of its two way benefit; it's beneficial for both the profit making firm and also the Non Profit Organization. The history of Cause Related Marketing can be traced back to the early years of decade 80s, where American express bank planned to donate 5 cents to the arts in San Francisco the use American Express card and if the American Express gets a new card then 2 dollars will be donated. This was a huge success and it made up to 108,000 US dollars [10]. This pilot project was such a huge success that later on American Express bank started various Cause Related Marketing programs such as restoration of statue of liberty [11].

Due to intense competition in the market, it has become difficult for the companies to differentiate their brands from of the competitors through traditional means such as manipulation of price and quality [12]. Having this stance in mind, Corporate Social Responsibility has become very important for corporations [5]. Tsai *et al.*, [13] states that Cause Related Marketing has achieved a great popularity among the marketers as it is known to have a great contribution in increasing purchase intention among the costumers. Endacott [14] states that Cause Related Marketing is now a win-win situation for all whether it's the consumers, NPOs, or two businesses. With the help of Cause Related Marketing, the NPOs (Non-Profit Organizations) gets the funding, along with this it also gives it publicity by building reputation and consumers fulfill their altruistic need by contributing in a cause [15]. Cause Related Marketing activities are much greatly important for NPO as it needs to increase the donation for the cause along with increasing awareness for the non-profit organization [16]. As Cause Related Marketing is a risky promotional campaign for NPO [15], so there is a dire need of great knowledge to know what really influence consumers purchase intentions [16]. Vardarajan and Menon [3] argues consumer-cause fit is magnificently important and the nature of the cause should match with the lifestyle of consumers targeted. There are number of causes which a company can choose, it can be human services, the cause related to environment or related to animal protection [17].

The impact of Cause Related Marketing has been studied on various factors such as consumer attitudes towards it, consumer purchase intention, along with the companies who are involved in such marketing campaigns [18]. Marketing Since then, a substantial body of research has emerged investigating the effects of Cause Related Marketing on a variety of factors including consumer choice, consumer purchase and consumer attitudes towards Cause Related Marketing itself as well as towards companies that engage in such marketing programs [18]. According to [19], the widely researched concept of fit between Cause Related Marketing and the company has been discussed with the moderating variables such as the acquaintance of consumers with the cause being promoted, the kind of the product which is being advertised for promotion and also importantly the situation in which the donation is being gathered. Shabbir *et al.* [2] concluded that brand awareness and corporate image have the mediating roles between Cause Related Marketing and purchase intentions. The response of consumers is positive towards the Cause Related Marketing as it is surveyed that more than 80% of consumers are tilted towards the firm which support a cause than those that do not [17].

Cause Related Marketing is a marketing tool in which charitable organization and the brand works for a mutual benefit which may cater to some specific cause [20]. Varadarajan and Menon [3] argue that there is very fine line between the company's publicity as supporting a cause and the negative image emerging as the misuse/exploitation of the cause by the firm. This is a tactic to make supporting the cause as an act of good citizenship behavior [21]. A cause can cater to either primary needs or secondary need. Alleviation of hunger, disease etc comes under the primary needs whereas increasing the quality of life comes under the secondary needs [11]. It has been observed that Cause Related Marketing has made firms to increase its long term profitability and reputation [3].

Cause Related Marketing-consumer Purchase Intention: One of the most basic aims of Cause Related Marketing campaigns is to increase the sales by firms. It's been observed that the Cause Related Marketing campaigns that are successful have led to drastic increase in sales [3]. It is a tactical tool to attract consumers towards the cause which eventually would lead to increase of sales [2].

Cause Related Marketing-corporate Image-consumer Purchase Intention: Firms have been promoting their acts of altruism and philanthropy to add to their corporate image and make a positive attitude in the mind of consumers about the firm [3]. Corporate image is defined by Tsai *et al.* [13] as a multidimensional concept which contains four dimensions; corporate product image, corporate service image, corporate citizenship image and corporate credibility image. According to previous researches, corporate image is individual's shared perception of given organization [22]. Cause Related Marketing has many advantages from impressing shareholders [7], to enhancing the corporate image and reputation [23]. According to research conducted by [24], results showed that respondents believed that Cause Related Marketing helps companies to enhance corporate image, brand equity, market share and overall competitive position. Webb and Mohr [18] states that corporate image of companies involved in consumer purchase intention influences consumer's purchase decision. So the relation between Cause Related Marketing-corporate image-consumer purchase intention has been established prior in researches.

Cause Related Marketing-Positive Attitude-Consumer Purchase Intention: Babu and Mohiuddin [10] states that according to previous researches about 92% of respondents believed that Cause Related Marketing develops positive image of companies and brands support cause. Cause Related Marketing produces positive change in attitudes of customers regarding the brands that support it [10]. Further studies elaborated the relationship between consumers more positive attitudes towards the cause and sponsoring company [25].

Cause Related Marketing campaigns have proved to be creating favorable attitude of consumers towards brands and also enhances the image of the firm [26]. The perception of consumers' towards a cause also influences their beliefs and attitudes towards the product the one who produces it [27]. Therefore Cause Related Marketing presumably produces more effective results rather than ordinary marketing [26].

Majority of the studies have proved that Cause Related Marketing is perceived as positive act by the most of the consumers and they also had positive attitude towards it along with the purchase intentions [23]. The positive attitude of consumers also depends on the importance of cause perceived by the consumers. The important cause produces more positive attitude than an unimportant perceived by the consumers [19].

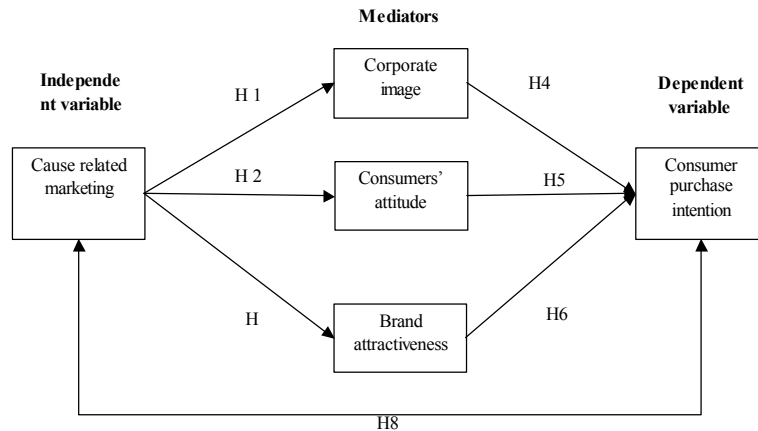


Fig. 1a: Mediating impact of Cause Related Marketing on consumer purchase intention.

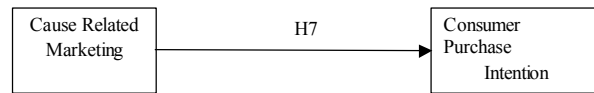


Fig. 1b: Total effect of Cause Related marketing on consumer purchase intention.

Cause Related Marketing-Brand Attractiveness-Consumer Purchase Intention: Corporate Social Responsibility associations positively influence brand attractiveness for the Consumer [16]. CSR campaigns are useful tools to influence the trust of the costumers and eventually increasing the brand attractiveness for the consumers [28]. Marin and Ruiz [12] says CSR directly impacts the attractiveness of the company, when talk about attractiveness it is more strongly linked to the awareness of the brand. Attractiveness is strongly affiliated with the awareness of a brand. Trust matters a lot in order to satisfy the needs of the individual which subsequently impacts the brand attractiveness [29]. So brand attractiveness influences the purchase decision of consumers.

Theoretical Framework: The motive of this research is to find impact of Cause Related Marketing on consumer purchase intention with the mediating effect of corporate image, positive change in attitude of consumers and brand attractiveness. The Figure 1a and a2 show the mediating impact and total impact of Cause Related Marketing on consumer purchase intention respectively.

People would like to buy products of brands which support a cause but this present study shows that it is mediated by following three variables.

- Corporate image,
- Consumers' attitude and
- Brand attractiveness.

Hypotheses: Keeping in mind the research questions of the study and based on the literature review, following hypotheses are formed. Considering the Pakistani perspective where there is a dearth of studies being conducted in the area of Cause Related Marketing and consumer purchase behavior having considering corporate image, brand attractiveness and consumers' attitude as mediating variables, the hypotheses formed are as follows:

- H1: Cause related marketing campaigns is positively associated with corporate image.
- H2: Cause Related Marketing is positively associated with consumers' attitude.
- H3: There is positive association between Cause Related Marketing and brand attractiveness.
- H4: Corporate image is positively associated with consumer purchase intention.
- H5: Consumers' attitude is positively associated with consumer purchase intention.
- H6: Brand attractiveness and consumer purchase intention have positive association.
- H7: Cause related marketing has a positive impact on consumer purchase intention
- H8: The impact of Cause Related Marketing campaigns on consumer purchase intentions is mediated by corporate image, consumer's attitude and brand awareness.

Methodology: The purpose of the study is to assess the effect of Cause Related Marketing on consumer purchase intention. As the study calls for answering the question; do Cause Related Marketing campaigns have a direct positive impact on consumer purchase intention? and; whether the relation between Cause Related Marketing and consumer purchase intention is direct or mediated by corporate image, brand attractiveness and positive change in attitude, so in order to answer these questions the research design is descriptive research. This is the descriptive research study based on the survey method which measures the relationship between Cause Related Marketing and consumer purchase intention among the customers based in Lahore, Pakistan. A mixed method of self administered questionnaire approach and mall intercept survey is used. Same questionnaire was used in both methods. The questionnaire is distributed in different colleges and universities of Lahore, Pakistan. Out of 350, 278 respondents responded back making response rate of 79%.

The questionnaire is divided into different parts according to the information necessary for getting for analysis. The first section was regarding the general information as the questions were asked about sex, age, marital status, employment, purchasing power and education.

Data Collection Instruments: As the study consists of 5 variables; Cause Related Marketing, brand attractiveness, consumers' attitude, corporate image and consumer purchase intention, all the data collection instruments are taken from previous studies keeping in mind the marketing perspective.

For the measurement of impact of Cause Related Marketing on Consumer purchase decision, a questionnaire is adapted from the study of [2]. Similarly to measure the corporate image, an instrument developed by [30] is used. Furthermore, in order to measure the consumers' attitude (positive change in perception of consumers); six items were developed from the study of [10]. Again to study brand attractiveness, instrument is adapted from the study conducted by [10]. Finally, instrument for studying Consumer purchase intention in adapted from the research conducted by [17].

All the above adapted measures are closed ended and statements were analyzed on five point Likert scale. This would help to analyze the extent of agreement and disagreement to the element being studied. In order to avoid any ambiguity, it was felt necessary to inform the respondents about the significance of the study.

Table 1: Cronbach's alpha

Construct	Items	Cronbach's alpha value
Cause related Marketing	4	0.86
Corporate Image	3	0.88
Consumers' attitude	6	0.76
Brand attractiveness	3	0.81
Consumer purchase intention	6	0.71
Overall Instrument	22	0.82

As Cause Related Marketing is thought to be a new concept, a brief understanding of the concept was given to respondents. Majority of respondents developed its understanding very easily and could relate it to the present Cause Related Marketing campaigns in Pakistan.

Reliability Analysis: To test the reliability Cronbach's alpha of each construct of questionnaire is calculated. The reliability coefficient value of 0.7 or above is considered to be adequate [31]. In Table 1, the calculate values of Cronbach's are given. However, Nunnally [32] states the alpha value between 0.50 and 0.60 are also acceptable.

From Table 1, it is can be inferred that Cronbach's alpha of overall questionnaire is 0.82. 3 out of 5 constructs have coefficient which lies between 0.81 to 0.88 which accounts for high reliability. Other 2 constructs have reliability of 0.71 and 0.76 which refers to high reliability [33].

Data Analysis Techniques: For the present study, Baron and Kenny [34] steps to conduct mediation effect are used. Barron and Kenny approaches are widely used in management studies [35]. According to Preacher and Hayes [36], the simple relation between independent and dependent variable is referred to as total effect denoted by c , whereas; the relation between X and Y mediated by M is denoted by c' ; called as direct effect. The indirect effect of X on Y is the product of coefficients of paths a and b is axb .

The above mentioned mediation model is for one mediator. When more than one mediators are involved then multiple mediator model is required. The total effect described as simple mediation of independent variable on dependent variable is same for multiple mediator model also. However, the direct effect includes more than one mediators. According to [37] the causal steps model used for single mediator also applies to multiple mediator models also.

Bootstrapping: For multiple mediation, Sobel z test use delta method standard error, it assumes that the indirect effect sampling distribution is normal. According to [38], for small samples the sampling distribution of indirect paths tends to be skewed especially when sample size is infinite. For this bootstrapping method is used that omits the problems associated with Sobel z test.

RESULTS

The biggest part of the analysis is supported by the IBM SPSS statistics 19 and conclusions are drawn relying on the results generated by it. For the purpose of this present study self administered questionnaire with 22 questions. The questionnaire was sent to 350 persons. 278 responded to it. Total response rate was 79% percent. The questionnaire also included questions to know respondents' background questions (age, gender, marital status and income).

For testing the hypotheses, correlation analysis is used. Barron and Kenny approach is used along with bootstrapping. IBM SPSS statistics 19 is used to calculate descriptive statistics and to run correlation coefficients among variables [39]. Correlation is run in order to illustrate direction and level of association between the variables: Cause Related Marketing, Corporate Image (CI), Consumers' Attitude (CA), Brand Attractiveness (BA) and Consumer Purchase Intention (CPI).

The Table 3 shows that there is positive relation among all variables with strength ranging from weak to moderate. Highest coefficient value is 0.64 between Cause Related Marketing (CRM) and Consumer Purchase Intention (CPI) and 0.268 being the weakest one between Cause Related Marketing and Brand Attractiveness (BA).

Table 2: Demographic profile of respondents

	Demographics	Frequency	Percentage
Age bracket	Below 18	38	14
	18-25	135	49.8
	26-40	77	28.4
	41-55	10	3.7
	Above 55	18	6.6
Marital status	Not married	179	66.1
	Married	99	36.5
Income bracket (Rs.)	Below 30,000	56	20.7
	30,000-60,000	78	28.8
	61,000-90,000	112	41.3
	90,000-120,000	12	4.4
	Above 120,000	20	7.4

The above table shows the correlation between the variables and their significance values. It can be inferred that all correlations are significant. Following results are observed:

Hypothesis 1: It states that *Cause Related Marketing campaigns is positively associated with corporate image*. The results from correlation coefficient show that ($r=0.601$, $p<0.01$). There is a moderate positive significant association between Cause Related Marketing and Corporate Image (CI). Hence we accept H1.

Hypothesis 2: It is stated as *Cause Related Marketing is positively associated with consumer attitude*. ($r=0.473$, $p<0.01$) shows that Cause Related Marketing is moderately positively associated with consumer attitude. Therefore, H2 is also accepted.

Table 3: Correlation analysis

		CRM	CI	CA	BA	CPI
CRM	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	278				
CI	Pearson Correlation	.601**	1			
	Sig. (2-tailed)	.000				
	N	278	278			
CA	Pearson Correlation	.473**	.474**	1		
	Sig. (2-tailed)	.000	.000			
	N	278	278	278		
BA	Pearson Correlation	.286**	.303**	.586**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	278	278	278	278	
CPI	Pearson Correlation	.674**	.588**	.492**	.565**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	278	278	278	278	278

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

Table 4: Regression analysis

No.	IV	DV	Path	Unstandardized Coefficients						
				Beta	SE	t	Sig. t	F	Sig. F	Adj. R ²
1	CRM	CPI	C	0.463	0.048	9.655	0.000	93.22	0.000	0.250
2	CRM	CI	a1	0.561	0.075	7.463	0.000	55.693	0.000	0.165
3	CRM	CA	a2	0.444	0.055	8.113	0.000	65.825	0.000	0.190
4	CRM	BA	a3	0.445	0.053	8.422	0.000	70.931	0.000	0.202
5	CRM	CPI	c'	0.132	0.041	3.244	0.000	106.17	0.000	0.603
		CI	b1	0.083	0.034	2.439	0.000		0.000	
		CA	b2	0.362	0.043	8.322	0.000		0.000	
		BA	b3	0.277	0.052	5.287	0.000		0.000	

Hypothesis 3: 3rd hypothesis is there *is positive association between Cause Related Marketing and brand attractiveness*. The correlation value is $r=0.286$ with significance value $p<0.01$. It shows that there is weak positive significant association between the above mentioned two variables. H3 is accepted.

Hypothesis 4: According to the fourth hypothesis, *corporate image is positively associated with consumer purchase intention*. It can be confirmed with correlation value 0.588 and significance value $p<0.01$. The association is moderate, hence its proved that there is moderate positive association between Corporate Image (CI) and Consumer Purchase Intention (CPI).

Hypothesis 5: *Consumer attitude is positively associated with consumer purchase intention*. $r=0.492$, $p<0.01$ shows that there is moderate positive association between the above two mentioned variables. Hence H5 is accepted.

Hypothesis 6: Hypothesis 6 states that *brand attractiveness and consumer purchase intention have positive association*. r value of 0.565 depicts that there is moderate positive association between brand attractiveness and consumer purchase intention, also the association is significant. Therefore, H6 is proved.

Hypothesis 7: It is stated; *Cause Related Marketing has a positive impact on consumer purchase intention*. ($r=0.674$, $p<0.01$) shows that there is positive significant moderate association between cause related marketing and consumer purchase intention. Hence, H7 is proved.

Hypothesis 8: The mediated effect of three mediators is tested by running series of regression equations suggested by [34].

The above Table 4 shows the results of series of regression equations run to test mediation. It meets all the conditions of mediation to exist as presented by [36]. The following three conditions are necessary for any mediation to exist [36]:

- Independent variable significantly predicts dependent variable, $c \neq 0$. From the table 4 it can be inferred that $c=0.463$ is significant at 0.01.
- Independent variable significantly predicts mediator. ($a \neq 0$); table 4 shows that ($a1=0.561$, $p<0.01$), ($a2=0.444$, $p<0.01$), ($a3=0.445$, $p<0.01$); making all paths predicting independent variable the mediating variables significant.
- Mediator significantly predicts dependent variable while controlling for X i.e. ($b \neq 0$). When IV and MV are controlled while regressing them to predict DV, results show that paths are significant. The above explanation shows that all conditions of mediation are met as suggested by [36].

Complete and Partial Mediation in Case of Multiple Mediators: Complete mediation occurs when effect of independent variable on dependent variable included becomes insignificant. Here, c' also called direct effect becomes equal to zero. Partial mediation occurs when effect of independent on dependent variable including is significant but the effect is reduced with the inclusion of mediator [36]. In the present study, the total effect of IV on DV is $c=0.463$ significant at 0.01, but when mediators are included the effect is reduced to 0.132, significant at 0.01. Hence it can be concluded that evidence of partial mediation occurs.

The direct effects are defined as influence of IV on DV, not mediated by any other variable. whereas, indirect effect as defined as the influences of one variable on another mediated by at least one mediator. Total effect is

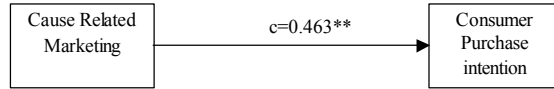


Fig. 2a: Total effect of Cause Related Marketing on consumer purchase intention.

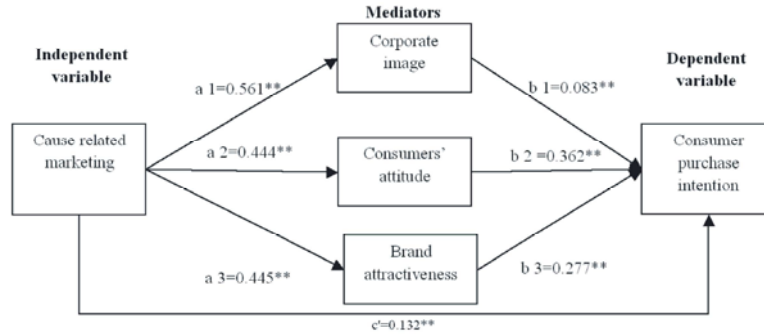


Fig. 2b: Mediated effect of Cause related marketing on consumer purchase intention.

Table 5: Bootstrapping

	Data	Boot	Bias	SE
TOTAL	0.3303	0.3317	0.0014	0.0412
M2	0.1607	0.1607	-0.0001	0.0307
M1	0.0465	0.047	0.0005	0.0217
M3	0.1231	0.124	0.0009	0.0276

Table 6: Bias Corrected Confidence Intervals

	Bias Corrected Confidence Intervals	
	Lower	Upper
TOTAL	0.2548	0.4152
M2	0.1097	0.2322
M1	0.0102	0.0985
M3	0.074	0.1815

the sum of direct and indirect effects. In multiple mediation model, the difference between the total effect and direct effects gives total indirect effect. In order to find the indirect effects, calculating standard errors and finding their significance with the help of Confidence Intervals; Bootstrapping technique is used. 1000 bootstrap resamples are used to estimate bootstrap estimates. The Table 5 shows the indirect paths, standard errors and confidence intervals. Total indirect path is 0.3303 with a 95% bootstrap confidence interval of {0.2548, 0.4152}. The total indirect effect is statistically significant as the 95% confidence interval does not consist of zero [40].

While examining the specific indirect paths, it can be concluded that corporate image, consumers' attitude and brand attractiveness, all these three variables act as mediators as a linkage between IV and DV. While examining each mediator, the indirect path with first mediator, M1; corporate image is 0.0465 with CI {0.0120, 0.0985} is statistically significant as it does not contain 0.

The indirect path for the second mediator, M2 is also significant containing no zero in CI; with point estimate 0.167 and CI {0.1097, 0.2322}. Similarly the third mediator, M3; brand attractiveness; is also significant because there is no 0 in the CI {0.0740, 0.1815} with indirect path 0.1231.

DISCUSSION

The results of the study verify the impact of Cause related Marketing on consumer purchase intention and confirms the studies of existing literature that corporate image, consumers' attitude and brand attractiveness are mediators. This study is a new contribution in Pakistani context.

Impact of Cause Related Marketing on Consumer Purchase Intention: The results of the study show that by running correlation analysis it can be inferred that there is significant positive association between Cause Related Marketing and consumer purchase intention; and regression analysis show that Cause Related Marketing also significantly predicts the consumer purchase intention [41, 42].

Table 7: Proved hypothesized paths

Proved hypothesized paths		
Cause related marketing	→	Consumer purchase intention
Cause related marketing	→	Corporate image
Cause related marketing	→	Consumers' attitude
Cause related marketing	→	Brand attractiveness
Corporate image	→	Consumer purchase intention
Consumers' attitude	→	Consumer purchase intention
Brand attractiveness	→	Consumer purchase intention

Mediating Role of Corporate Image Between Cause Related Marketing and Consumer Purchase Intention:

From the results it can be inferred that corporate image proves to be a mediating variable. Correlation values show that there is association between; Cause Related Marketing and corporate image and corporate image and consumer purchase intention. From Barron and Kenny regression equations it is verified that corporate image is a mediator. This result confirms the studies of existing literature also. Varadarajan and Menon [3] says that Cause Related Marketing helps firms to add to their corporate image. Webb and Mohr [18] states that corporate image of companies involved in consumer purchase intention influences consumer's purchase decision. So the relation between Cause Related Marketing-corporate image-consumer purchase intention has been established prior in researches.

Cause Related Marketing-positive Attitude-consumer Purchase Intention:

Cause related marketing produces positive change in attitudes of customers regarding the brands that support it [10]. Majority of the studies have proved that Cause Related Marketing is perceived as positive act by the most of the consumers and they also had positive attitude towards it along with the purchase intentions [23]. The results of the present study also confirms the existing literature. All the conditions of [34] regarding the variable to be mediator are met. As positive attitude of the consumers is a mediating variable; this suggests that Cause Related Marketing first helps in developing the positive attitude in the minds of the consumers, when the frame of mind of consumers gets change then this leads to purchase by the consumer.

Cause Related Marketing-brand Attractiveness-consumer Purchase Intention:

Marin and Ruiz [12] says CSR directly impacts the attractiveness of the company, when talk about attractiveness it is more strongly linked to the awareness of the brand [27].

The present study conducted in Pakistani context also confirms the literature. It's good news for all the marketers that Cause related marketing helps to develop attractiveness of the brand; and when brand attractiveness increases then consumers make the decision to make the buying decision.

Hence, people would like to buy products of brands which support a cause but this present study shows that it is mediated by following three variables.

- Corporate image
- Consumers' attitude
- Brand attractiveness

Marketers need to work on above mentioned mediators to fulfill their primary motive to increase the sales thorough consumer purchases.

Limitations: Keeping in the mind the constraint of time, the pilot study was not conducted. It is one of the limitations of the study. If that study would have been conducted then the loopholes in the study could be identified before and according to the need the research question could be molded. Moreover, both of the variables of the current study are nominal i.e. they can't be quantified with numbers. So qualitative methods for data collection would be more appropriate. But due to constraint of time and cost various qualitative methods are not used. The study is conducted only in Lahore only and in Pakistani perspective, so it may not be globally implemented. Further, there are also many other factors such as demographic profile of consumers which can also be considered in future researches. This is a cross sectional study and data is collected at one point of time. In order to access the whole process of cause related marketing and its impact on consumer behavior, longitudinal study is required.

CONCLUSION

In conclusion, marketers need to look critically to the various elements of emerging marketing discipline i.e. Cause Related Marketing. The results of this study hold very important implications not only for the academicians but also with the professionals. The present study successfully provides a conceptual framework that can lead Cause Related Marketing campaigns to generate positive response of consumers.

Furthermore, this study has empirically demonstrated the impact of Cause Related Marketing on consumer purchase intention with the inclusion of three mediators; corporate image, consumers' attitude and brand attractiveness. The purpose of this research was to investigate how a Cause-Related Marketing Campaigns leads to consumer purchase intention. The research findings are supported by different theories from literature and by data collected through a questionnaire distributed to respondents in major colleges of Lahore and few mall intercepts.

The impact of Cause Related Marketing on consumer purchase intention is studied in the context of Pakistan. Cause Related Marketing campaigns have proved to be huge success in the west; but whether marketers in this part of the world are also able to come up with the causes that fit their organization can be known from the findings of this present research. This study augments the other studies in a way that three mediation role of three variables; Corporate image, Consumers' attitude, Brand attractiveness is also studied. So marketers can work on Cause Related Marketing campaigns which help them to increase corporate image, change consumers' attitude; and enhance brand attractiveness which eventually would lead to consumer purchase intention; the ultimate aim of any firm.

The findings of the research suggest that firms now require working on strong efforts to improve the corporate image as it mediates the impact of Cause Related Marketing campaigns on consumer purchase intention. Similarly, Cause Related Marketing campaigns help to develop positive change in attitude of consumers which eventually help consumers to purchase the product. Brand attractiveness also proves to be the mediator between Cause Related Marketing and consumer purchase intention. Such campaigns increases the attractiveness of brand among the consumers and then consumers are inclined to buy that brand.

Cause related marketing is not practiced at large in Pakistan, but the findings of the study suggest that it sure to be. It is suggested for the practitioners that while developing Cause Related Marketing campaigns they should focus on building a positive feeling towards their brand, choose a cause that is more appealing to the consumers [39]. So it is concluded in the end that if marketers work on the above mentioned findings and suggestions then firms are more likely to achieve success with the help of increasing purchases by working on Cause Related Marketing campaigns.

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