

A Study on Cause and Product Importance of Cause-Related Marketing Campaign

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ABSTRACT

This study is intended to observe the important charities and products felt by the public when they are to be participated in cause-related marketing. The study also reveals the association between the cause and product which is felt to be important by the public. These insights are more significant for the researchers in experimental research design and for marketers during the design of cause marketing programme. The study has been conducted in two stages, initially the study has found the cause and product important to the respondents and in the second stage the study has revealed the association between the cause and product felt important by the respondents. The study has been successful in finding the list of causes, products and congruence of cause and product which are been felt important.

Keyword: Cause-related Marketing, Cause Importance, Congruence

INTRODUCTION

Cause-related marketing is a strategy adopted to enhance positive attitude in the society, this strategy is win-win approach to public, customer, and company. Cause-related marketing is design of marketing activities by giving an offer to contribute a specified amount to a designated cause when customer engage is revenue generation that satisfy the organisation and individual objectives. Cause-related marketing is also seen as an exchange between a firm, consumer, and a cause (Dahl and Lavack 1995; Ross, Patterson and Stutts 1992). Because of the three way interaction, the exchange is complex, and despite the benefit to a social cause the exchange remains utilitarian. Consumers purchase the goods they need while firms make the profits they desire. While supporting issues with which consumers are concerned, corporations can meet their traditional marketing goals (Smith and Stodghill, 1994). Similarly, cause – related marketing has been described as a “viable marketing tool for improving corporate performance while helping worthy causes” (Webb and Mohr 1998, p.226). Practically speaking, cause-related marketing can be described as a link between a corporation’s identity and social issues and causes (File and Prince, 1998).

This study is intended to get insights on cause, product, and cause-product combinations, which are felt important to the customer while participating in CRM campaign. These insights are felt significant by the researcher; during an organisation initializing and design of cause-related marketing strategy. These insights are also important for future studies in the area of cause marketing. The results of the study can be utilized for experimental designs in research; these insights will help in developing contexts for creating climate to respondents for providing opinions to the study intended. The study is first of its kind in India, to find the list of cause, product, and cause-product combinations felt to be important to the respondents.

REVIEW OF LITERATURE

The intent of the cause-brand alliance is for consumers to formulate new evaluations and associations for both the cause and the brand. This in turn can affect attitudes toward the cause and the brand following the alliance. As suggested by information integration theory, as new information is received and evaluated, attitudes are modified and then this information is integrated with prior attitudes, thus potentially altering those prior attitudes. In the brand extension literature there is evidence that poor

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brand extensions present some risk by possibly diluting consumer evaluations of the core brand (Loken and Roedder-john, 1993; Sullivan, 1990). The positive cause-brand alliance and prior attitudes towards the company are essential to profit organisation to stimulate favourable purchase intention (Roedder-John, 1993). On the flip side, Loken and Roedder-john (1993) found brand enhancement can occur if the extensions are perceived positively. In addition, if a prior extension was successful, Keller and Aaker (1992) found that evaluations increased not only for the proposed extension but for the core brand itself.

In a brand alliance context, a similar potential exists for an alliance to influence the partner brands. Attitudes toward each participating brand were found to change when consumers were exposed to a brand alliance in the study by Simonin and Ruth (1998). In other words, more favourably evaluated alliances tended to produce more favourably subsequent evaluations on the two partners. This effect would seem to be similar for a cause-brand alliance. Since an alliance represents a new type of association, it is expected that post exposure attitudes will be affected.

OBJECTIVES OF STUDY

The objectives of the study are

- To find the charity programmes and product which have been felt important.
- To find the agreeableness of alliance between charity and product.

RESEARCH METHODOLOGY

The study is descriptive in research, intended to describe the opinions of the respondents about the cause, product, and cause-product importance. The study is done in three stages; in first and second stage of the study has been conducted to find the cause and product felt important by the respondents simultaneously. In the third stage using the results of the first and second stage of the study, the researchers have arrived at the important combination of cause-product felt by the respondents. So, the study has been conducted in three parts, part 1- cause importance, part 2- product importance, and part 3- cause-product importance. The respondents are different for the three studies of cause, product, and cause-product importance. The study has developed a structured questionnaire, by using 7-point likert scale. The study

has been conducted through online survey, by mailing the questionnaire to the pre-collected mail-IDs. The data collected are analyzed by using weighted average method. In the next section the study will explain the design of the study and analysis of results.

ANALYSIS

Stage 1: Cause Importance

At this stage the study identifies the causes which have been felt more important by the respondents. The purpose of the study is to use the result to conduct second stage of study. The number of respondents of the study is 141. The questionnaire consists of 28 charity programs. The study has considered four categories of charity programs like nature, health, natural disaster and society consciousness related charities. The list of charities is as follows:

Table 1: List of Charities

S. NO	Charities	S. NO	Charities
1	Adult literacy programs	15	Programs to fight adult cancer
2	Children's literacy programs	16	Programs to aid deaf
3	Programs to feed hungry children in third world countries	17	Homeless shelters
4	Programs to feed adults and children in third world countries	18	Aids prevention programs
5	Programs to feed hungry children in India	19	Programs offering activities for children
6	Programs to feed adults and children in India	20	Programs offering scholarships for college
7	Programs to aid inner city youth	21	Programs to help homeless pets
8	Programs to build homes for low income families	22	Programs to preserve wildlife
9	Nature relevancy programs	23	Programs to fight lung diseases
10	Programs to fight obesity	24	Disaster relief programs
11	Programs to educate people on the risks of high cholesterol	25	Environmental awareness programs
12	Programs to fight children's polio	26	Programs to fight children diseases
13	Programs to fight heart disease	27	Programs to aid disabled adults
14	Programs to fight children's cancer	28	Programs to aware on Road safety.

*Source: Compiled from various articles

The charities mentioned in Table 1 are asked to rate on 7-point likert scale from very unimportant to very important. In the starting of the questionnaire a message is given as follows

“The following are the list of charity programs. The respondents are requested to rate the importance of the charities to you. The respondents are requested to rate 7 if it is very important to them and 1 if it is not important to you”

The results of the study have been analyzed using SPSS 16.0 version. The data is tested for normality using skewness test the results were according to the research standards (skewness less than 1). Table 3 explains briefly the weighted mean and skewness results.

From Table 3 it has been understood “Aid to disabled adults” is the top rated cause with a weighted mean of 5.71 which is important according to the opinions of the respondents. Program to obesity is the low rated

Table 2: Demographic Profile of Respondents for Cause Importance Study

		Count	Table N %
Age	20- 30 YEARS	99	70.2%
	30 - 40 YEAR	30	21.3%
	40- 50 YEARS	12	8.5%
Gender	Women	44	31.2%
	Men	97	68.8%
Income	Below 2 Lakhs Per Annum	88	62.4%
	2- 5 Lakhs Per Annum	37	26.2%
	5-10 Lakhs Per Annum	14	9.9%
	10-15 Lakhs Per Annum	1	0.7%
	15 Lakhs Per Annum and above	1	0.7%
Occupation	Business	2	1.4%
	Employee	66	46.8%
	Others	5	3.5%
	Student	68	48.2%

*Source: SPSS output

Table 3: Descriptive Statistics of Cause Importance

	N	Mean	Skewness
	Statistic	Statistic	Statistic
Programs to aid disabled adults	141	5.71	-0.94
Programs to fight lung diseases	141	5.63	-0.92
programs to aid deaf	141	5.57	-0.76
Programs to fight heart disease	141	5.47	-0.86
Programs to preserve wildlife	141	5.41	-0.87
Aids prevention programs	141	5.38	-0.78
Children’s literacy programs	141	5.35	-0.85
Programs to feed hungry children in third world countries	141	5.33	-0.76
Disaster relief programs	141	5.32	-0.89
Homeless shelters	141	5.27	-0.88
Programs offering activities for children	141	5.26	-0.73
Programs offering scholarships for college	141	5.26	-0.75
Programs to build homes for low income families	141	5.23	-0.74
Programs to aware on Road safety.	141	5.21	-0.79
Programs to feed adults and children in India	141	5.21	-0.66
Programs to educate people on the risks of high cholesterol	141	5.18	-0.70
Programs to fight children’s polio	141	5.16	-0.78
Environmental awareness programs	141	5.11	-0.74
Programs to feed hungry children in India	141	5.10	-0.57
Programs to aid inner city youth	141	5.09	-0.70
Nature relevancy programs	141	5.08	-0.75
Programs to fight children diseases	141	5.04	-0.81

(Contd.)

Table 3: Descriptive Statistics of Cause Importance

	<i>N</i>	<i>Mean</i>	<i>Skewness</i>
	<i>Statistic</i>	<i>Statistic</i>	<i>Statistic</i>
Programs to fight adult cancer	141	4.94	-0.65
Adult literacy programs	141	4.93	-0.54
Programs to fight children's cancer	141	4.93	-0.54
Programs to feed adults and children in third world countries	141	4.91	-0.50
Programs to help homeless pets	141	4.78	-0.51
Programs to fight obesity	141	4.78	-0.45

*Source: SPSS output

charity with a weighted mean of 4.78 which is relatively important in the opinions of the respondents. Researchers

have selected eight top rated mean of charities and one low rated charity on mean as shown in Table 4.

Table 4: Descriptive Statistics of Top Charities

<i>S. NO</i>	<i>Charities</i>	<i>Mean Statistic</i>
1	Programs to aid disabled adults	5.71
2	Programs to fight lung diseases	5.63
3	programs to aid deaf	5.57
4	Programs to fight heart disease	5.47
5	Programs to preserve wildlife	5.41
6	Aids prevention programs	5.38
7	Children's literacy programs	5.35
8	Programs to feed hungry children in third world countries	5.33
9	Programs to fight obesity	4.78

*Source: SPSS output

The charities mentioned in Table 4 are taken for further study.

Stage 2: Product Importance

This study is intended to identify the products which the respondents agree to accept for participating in purchase of the product. The purpose of the study is to use the result of the study to conduct the final stage of study. The number of respondents of the study is 117. The questionnaire consists of 26 items of product categories. The study has considered high involvement and low involvement products. The list of products considered for the study is shown in Table 5.

Table 5: List of Products for Stage-2

<i>S. No</i>	<i>Type of Product</i>	<i>Product Category</i>	<i>S. No</i>	<i>Type of Product</i>	<i>Product Category</i>
1	Disposable diapers	Low Involvement	14	Chewing gum	Low Involvement
2	Computers	High Involvement	15	Bar soap	Low Involvement
3	Music system	High Involvement	16	Coffee	Low Involvement
4	Athletic shoes	High Involvement	17	Bread	Low Involvement
5	Casual wear	High Involvement	18	Note books	Low Involvement
6	Electronics	High Involvement	19	Text books	High Involvement
7	Automobiles	High Involvement	20	Television	High Involvement
8	Beer	Low Involvement	21	Children toys	Low Involvement
9	Laundry soap	Low Involvement	22	Rice	Low Involvement
10	Shampoo	Low Involvement	23	Exercise equipment	High Involvement
11	Watches	High Involvement	24	Video games	High Involvement
12	Bicycles	High Involvement	25	Soft drinks	Low Involvement
13	Candy bars	Low Involvement	26	Cosmetics	High Involvement

*Source: Compiled from various articles

The products in Table 5 are asked to rate on 7-point likert scale from very unimportant to very important. The message given in the questionnaire is as follows:

“The following is the list of products, the respondents are requested to give there priority by rating the product categories given below which you purchase the product when it is associated with a cause. The rating scale is given below”

The profile of the respondents is explained in Table 6.

Table 6: Respondents Profile of Product Importance

		<i>Count</i>	<i>Column N %</i>
Age	20-30 (in years)	85	72.0%
	30-40 (in years)	25	21.2%
	40-50 (in years)	7	5.9%
Occupation	Business	8	6.8%
	Employee	43	36.4%
	Others	4	3.4%
	Student	62	52.5%
Income	10 TO 15(Lakhs per annum)	2	1.7%
	5 TO 10 (Lakhs per annum)	26	22.0%
	2 TO 5 (Lakhs per annum)	10	8.5%
	Below 2 (Lakhs per annum)	79	66.9%
Gender	Female	40	33.9%
	Male	77	65.3%

*Source: SPSS output

The results of the study are analyzed using SPSS 16.0 version. The data are tested for normality using skewness test the results were according to the research standards (skewness less than 1). The results are as shown in Table 7.

Table 7: Descriptive Statistics of Product Importance

	<i>N</i>	<i>Mean</i>	<i>Skewness</i>
	<i>Statistic</i>	<i>Statistic</i>	<i>Statistic</i>
Notebooks	117	5.48	-.993
Bread	117	5.38	-.839
Electronics	117	5.34	-.700
Shampoo	117	5.32	-.971
Textbooks	117	5.28	-.787
Computers	117	5.21	-.596
Casual wear	117	5.19	-.811

(Contd.)

Table 7: (Contd.)

	<i>N</i>	<i>Mean</i>	<i>Skewness</i>
Bicycles	117	5.08	-.683
Watches	117	5.05	-.749
Rice	117	4.99	-.581
Coffee	116	4.97	-.824
Television	117	4.92	-.480
Laundry soap	117	4.87	-.554
Automobiles	117	4.82	-.505
Exercise equipment	117	4.82	-.729
Children toys	117	4.80	-.696
Disposable diapers	117	4.77	-.561
Bar soap	117	4.70	-.426
Music system	117	4.64	-.372
Candy bars	117	4.39	-.342
Soft drinks	117	4.34	-.275
Athletic shoes	117	4.26	-.324
Cosmetics	117	4.06	-.157
Chewing gum	117	3.69	.212
Videogames	117	3.56	.197
Beer	117	2.83	.723

*Source: SPSS output

From Table 7 it has been understood “Notebooks” is top rated product with a weighted mean of 5.48 which is important according to the opinions of the respondents. “Beer” is low rated product with a weighted mean of 2.83 which is less important in the opinions of the respondents. Researchers have selected eight top rated on mean and one low rated on mean product are as shown in Table 8.

Table 8: Summary of Pretest-2

<i>S. No</i>	<i>Product</i>	<i>Mean</i>
1	Notebooks	5.48
2	Bread	5.38
3	Electronics	5.34
4	Shampoo	5.32
5	Textbooks	5.28
6	Computers	5.21
7	Casual wear	5.19
8	Bicycles	5.08
9	Beer	2.83

*Source: SPSS output

The above products are considered to the next stage of study.

Pretest 3: Cause and Product Congruence

Here congruence is pertained to a product and a charity. It is understood that fit between the product and cause is important to the marketer to increase the effectiveness of the cause campaign. For an instance the fit between a product of refined oil and a charity or cause programs of creating awareness of heart diseases have great congruence than the product and cause like automobiles and feeding disabled people. So, the researchers felt that the product and cause is to have greater congruence in success of the campaign.

The test is conducted to know the opinions of the respondents about the fit between the products and the cause they agree the most. For this, a matrix is prepared with resulted products on column and list of causes on rows, the respondents must give the rating for the fit between the product (column) and charity programs (row) on 7 point likert scale 1 for “strongly disagree” and 7 “strongly agree”. The respondents are requested to put the numbers between 1 and 7 in each cell depending on agreeableness. For instance the cell corresponding to “programs to aid disabled adults” and “Notebooks”, if the fit is strongly agreeable the respondent gives 7 in the respective cell and if “strongly disagreeable” he will give 1 in the corresponding cell. So the respondent has to assess each cell and rate their opinion from 1 to 7 in the each respective cell.

The charity programme and products taken in the matrix are based on the results of cause importance and product importance as referred above. The matrix contains eight top rated (on mean) causes and products and one low rated (on mean) product and cause. The low rated cause and product is taken to analyze whether there is a significant difference between the top rated and low rated cause and product.

From the following tables we can understand the descriptive statistics of the cause–product importance study. From Table 9, it is understood that notebooks and children’s literacy programme is rated high on mean compared to other charities or cause programme (wt mean: 5.29). Similarly, for electronics, textbooks and computers the respondents has chosen the good fit as children’s literacy programme with weighted mean of 4.66, 5.09, and 5.26 respectively. The respondents opined that for the products breads, shampoo, and casual wear the good fit charity chosen is to feed hungry children in third world countries, with weighted means of 4.99, 4.00, and 4.21 respectively. The bicycle has been rated good congruent with programme to fight obesity with a weighted mean of 4.45.

The study is successful in getting the right combinations agreed by the respondents. The results have also shown a greater congruence between the product and the charity as discussed earlier, like i) notebooks, textbooks with

Table 9: Summary of Descriptive Statistic of the Cause-Product Importance

<i>Product Charity Programme</i>	<i>Notebooks</i>	<i>Bread</i>	<i>Electronics</i>	<i>Shampoo</i>	<i>Textbooks</i>	<i>Computers</i>	<i>Casual wear</i>	<i>Bicycles</i>	<i>Beer</i>
Programs to aid disabled adults	3.72	4.12	4.42	3.41	4.05	4.47	3.49	3.98	2.93
Programs to fight lung diseases	3.86	3.91	4.21	3.33	3.92	4.30	3.67	3.67	3.15
programs to aid deaf	3.80	3.77	4.24	3.46	4.17	4.27	3.60	3.58	2.97
Programs to fight heart disease	4.13	4.07	4.49	3.65	4.17	4.44	3.81	4.07	3.30
Programs to preserve wildlife	4.31	4.03	4.20	3.87	4.25	4.59	3.91	4.11	3.14
Aids prevention programs	4.49	3.77	4.38	3.79	4.45	4.80	3.82	4.04	3.22
Children’s literacy programs	5.29	4.38	4.66	3.94	5.09	5.20	4.10	4.26	3.37
Programs to feed hungry children in third world countries	4.20	4.99	4.28	4.00	4.40	4.55	4.21	4.10	3.38
Programs to fight obesity	3.50	4.19	4.06	3.36	4.15	4.05	3.98	4.45	3.42

*Source: SPSS output

Table 10: Respondents Profile of Cause-Product Importance Study

		Count	Column N %
Age Group	20-30	64	69.57%
	30-40	24	26.09%
	40-50	4	4.35%
	50-60	0	0.00%
	60 and above	0	0.00%
Income Group	0-5 Lakhs	80	88.89%
	5-10 Lakhs	8	8.89%
	10-15 Lakhs	0	0.00%
	15 Lakhs and Above	2	2.22%
Occupation	Pensioner	0	0.00%
	Employee	39	41.1%
	Others	1	1.1%
	Self Employed	4	4.2%
	Student	46	48.4%
Location	East India	4	4.40%
	North India	8	8.79%
	south India	78	85.71%
	West India	1	1.10%
Gender	Female	25	27.47%
	Male	66	72.53%

*Source: SPSS output

Table 11: Product and Charities Considered for the Main Study

S.NO	Product	Charity	Mean
1	Notebook	Children literacy programme	5.29
2	Bread	Programme to feed hungry children for third world countries	4.99
3	Computers	Aids prevention programme	4.80
4	Electronics	Programme to fight heart disease	4.49
5	Bicycles	Programme to fight obesity	4.45
6	Text books	Programs to preserve wildlife	
7	Shampoo	Programs to aid deaf	
8	Beer (low on mean)	Programme to aid disabled adults	2.93

children literacy programme ii) computers majority used by the educated youth choosing the children literacy programme iii) Bicycle congruent with fighting obesity. It can also be understood from Table 11 that the beer is been rated low on mean on all the categories of charities (row wise). The study proved stigmatized products are least accepted by the public for supporting the good cause.

The study takes overall top combinations on mean and one low on mean. The combinations of highest mean on product and cause combination are selected and the either the same product or cause are not allowed to repeat in the selected combinations. The procedure selected for the study facilitates five different products and five different causes. The following are the final combinations which are been felt important by the respondents.

CONCLUSION

The study has finally concluded in finding top rated combinations and one low rated combination for designing the context in designing experimental study of cause marketing. The results arrived can give some significant insights to the marketers in designing the CRM campaigns, that there should be congruence between charity and the product while associating. The marketer can get the list of products and charities which are been felt important, the marketer can get a brief idea in deciding the right cause to be associated for the successful of CRM campaign.

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