

VILNIUS UNIVERSITY

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**THE INFLUENCE OF CONSUMER MORALITY FACTORS ON
CONSUMER DECISION TO DONATE TO CHARITY OR TO BUY CAUSE-
RELATED PRODUCT**

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INTRODUCTION

Relevance of the research. Charity support behaviour increasingly attracts more and more debates of researchers in the scientific literature. The interest in this topic is also encouraged by charity organisations which are constantly looking for ways of attracting more support for their sponsored charity types and projects. Those are not limited to solely traditional methods, when individual person is encouraged to directly donate used or new items or financial support. The search for innovation led to the emergence of a variety of indirect financial support ways for charity, which are used more commonly and thus gaining new forms. Nowadays charity organisations create and sell charity-branded products (Bennet and Gabriel, 2000), organize charity lotteries/raffles (Peloza and Hassay, 2007), together with profit-making organisations organize cause-related marketing campaigns, during which consumers can purchase cause-related products (Varadarajan and Menon, 1988).

The purchase of cause-related products, when consumer donates to charity in indirect way, is perhaps the most interest receiving form of charity support behaviour. This form of charity-support behaviour covers three main stakeholders: profit-making organisation, charity organisation and consumer. Profit-making organisation using cause-related marketing strengthens own image (Polonsky and Speed, 2001; Chaney and Dolli, 2001), enhances awareness of the brand, that is involved in cause-related marketing activities (Varadarajan and Menon, 1988), promotes positive consumer's perception of that brand (Barone et al., 2007; Nan and Heo, 2007), and encourages intention to buy (Barone et al., 2007). At the same time a charity organisation has an opportunity to receive financial donation to its supported charity types, as well as – gets recognition and more favourable view of consumer to supported charity-types (Lichtenstein et al., 2004; Becker-Olsen et al., 2006). Lastly, consumer participating in cause-related marketing activities receives better purchasing offers (Varadarajan and Menon, 1988), achieves higher satisfaction for the accomplished ethical action, has possibility to design a personal identity, associating it with socially responsible values (Luo and Bhattacharya, 2006), and just performs a moral action.

Although the financial donation to charity both in direct and indirect way attracts more interest from researchers, however one of the debatable questions remains –

consumer choice between direct financial donation to charity and purchase of cause-related product. Even though both cases propose a consumer choice to engage in a moral act, however the nature of the choice itself differs. That is why it is aimed to analyse both cases more deeply, in conjunction with the problematics of the individual morality in context of ethical, charity support behaviour (Hardy and Carlo, 2005). Since the traditional forms of charity are relatively more analysed, the purchase of cause-related product receives increasing scholars interest (Reynolds and Ceranic, 2007; Aquino et al., 2009).

Current state of research. Thorough academic literature analysis reveals that various scholars analyse different factors, which may have effect to the financial donation to charity in direct and indirect way, that is — the purchase of cause-related product. Firstly, this suggests that so far there is no established behavioural model, which could reason individual's charity support behaviour. At the same time the controversial outcomes of the research reflect vast variety of measurable factors and consumers' behaviour results.

Secondly, the most analysed factors are those having effect to one of the two types of charity support behaviour: either direct financial donation to charity, either indirect — by purchasing cause-related product. The analysis of scientific literature allows to discern these factors affecting direct financial donation to charity: altruism and egoism (Collard, 1978; Andreoni, 1989, 1990; Walker and Pharoah, 2002), desired self-image (Sargeant and Woodliffe, 2007; Dhar et al., 2007), self-efficacy (Cheung and Chan, 2000; Basil et al., 2008), empathy (Davis et al., 1987; Lindsey et al., 2007; Basil et al., 2008), moral identity (Reed II et al., 2007; Reynolds and Ceranic, 2007), inferences of manipulative intent (Hibbert et al., 2007; Basil et al., 2008; Lwin and Phau, 2014), sense of responsibility (Basil et al., 2006; Feiler et al., 2012), attitude towards the charity organization (Sargeant and Woodliffe, 2007), guilt (Basil et al., 2006; Hibbert et al., 2007; Basil et al., 2008; Ahn et al., 2014) and others.

Other researchers propose that there are many other different factors which affect the purchase of cause-related product. These are: demographic factors (Ross et al., 1992; Paul et al., 1997; Batson, 1998; Eisenberg, 2000; Skoe et al., 2002; Meijer and Schuyt, 2005), donation magnitude (Strahilevitz and Myers 1998; Strahilevitz 1999; Mohr et al., 2001; Langen, 2011; Chang 2008, 2011), product type (Strahilevitz and Myers 1998;

Subrahmanyam, 2004; Chang, 2008, 2011), cause type (Ross et al., 1992; Vanhamme et al., 2012; Ellen et al., 2000; Cui et al., 2003), brand-cause fit (Strahilevitz and Myers 1998; Ellen et al., 2000; Pracejus and Olsen, 2004), product-cause fit (Pracejus and Olsen, 2004; Rifon et al., 2004; Hamlin and Wilson, 2004; Nan and Heo, 2007), company-cause fit (Gupta and Pirsch, 2006; Robinson et al., 2012), attitude towards a business organisation (Husted and Whitehouse, 2002), social responsibility demonstration factor (Youn and Kim, 2008), guilt (Chang, 2011), empathy (Kim and Johnson, 2012), altruism (Webb and Mohr, 1998; Gupta and Pirsch, 2006; Proenca and Pereira, 2008), materialism (Bennet, 2003; Wymer and Samu, 2009), consumer scepticism (Webb and Mohr, 1998; Chang, 2008; Anuar et al., 2013) and others.

A detailed analysis of scientific literature suggests that only a part of the factors occurred in both behavioural cases. Those are: sense of responsibility, guilt, empathy, altruism, attitude to charity and business organisation, demographic factors. Whereas in both cases there were certain similar by their content moral acts performed, the relatively different reasoning might be validated presuming that there is simple lack of research, which would parallelly analyse both cases.

Thirdly, only a small part of research approaches the subject of financial donation to charity through the prism of moral behaviour as well as factors affecting such behaviour. The conducted research suggests that moral identity has significant importance in predicting individuals moral behaviour (Aquino and Reed, 2002; Aquino, Reed, Thau and Freeman, 2007; Detert et al., 2008; Reed and Aquino, 2003; Reed et al., 2007; Reynolds and Ceranic, 2007). Other scholars emphasize the importance of moral emotions as a factor affecting moral behaviour (Eisenberg, 1986; Batson, 1998; Hoffman, 2000). However, only a few of the scholars analysed the effect of moral identity to the intention of financial donation to charity directly (Reed II et al., 2007; Reynolds and Ceranic, 2007), whereas the effect of this construct to intention of purchasing cause-related product is not analysed at all. The analysis of moral emotions, anticipatory guilt and empathy effect to the intention of financial donation to charity either directly or indirectly, is fragmentary (Basil et al., 2006; Hibbert et al., 2007; Basil et al., 2008; Chang, 2011; Lwin and Phau, 2014).

And fourthly, the research conducted claims that the individual's belief in his or her capacity to execute behaviours (self-efficacy) as well as guilt and shame proneness

can be attributed to the factors related to personal (or at the same time consumer) morality. Nevertheless, in the context of the charity support behaviour these factors are only analysed fragmentary (Bandura and Locke, 2003, Andreoni and Petrie, 2004, Basil et al., 2008).

By generalising the findings of the research on the subjects of dissertation, it can be concluded that there is a scientific knowledge gap in the analysis of consumer choice between financial donation to charity and purchasing cause-related product. Most researches analyse only one of the two behavioural cases, that is: which factors determine either the financial donation to charity, or consumers' attitude, motivation, intention to buy cause-related product. What is more, there is a lack of research which analyses these issues through the prism of personal (or as alternatively used in other same content sources – consumer) morality. Meanwhile, there are non-reasoned statements that namely the factors of this category - moral identity, moral emotions (anticipatory guilt, empathy) and factors related to consumer morality (guilt and shame proneness, self-efficacy) affects both behavioural models.

The dissertation research question: how the moral identity, moral emotions (anticipatory guilt, empathy) and factors related to consumer morality (guilt and shame proneness, self-efficacy) impact consumer decision to donate financial support to charity or to buy cause-related product.

In the opinion of the author of the dissertation, answering the research question of the dissertation will not only fill the present gap of scientific research, but also will reveal which consumer morality factors determine the reason why certain consumers choose the direct financial donation form, and others - indirect, that is purchase of cause-related product.

The aim of dissertation – to determine the impact moral identity, moral emotions (anticipatory guilt, empathy) and factors related to consumer morality (guilt and shame proneness, self-efficacy) on consumer decision to donate to charity or to buy cause-related product.

The tasks in order to achieve the aim of the dissertation:

1. To describe the consumer decision-making, based on general consumer behaviour theories and theories related to the moral individual behaviour.

2. To perform detailed scientific literature analysis and on its basis to describe theoretical aspects of direct and indirect financial donation to charity forms.
3. To analyse and generalize the scientific research conducted by other authors on the topic of factors making impact on direct financial donation to charity and purchase of cause-related product and both behaviours.
4. To describe concepts of “moral identity”, “moral emotions”, “factors related to consumer morality” and their impact on consumer decision to donate to charity.
5. To construct a research model in order to measure the impact of moral identity, moral emotions (anticipatory guilt, empathy) and factors related to consumer morality (guilt and shame proneness, self-efficacy) on consumer decision to donate to charity or to buy cause-related product.
6. To develop a research methodology based on the constructed research model in order to measure the impact of moral identity, moral emotions (anticipatory guilt, empathy) and factors related to consumer morality (guilt and shame proneness, self-efficacy) on consumer decision to donate to charity or to buy cause-related product.
7. To execute an empirical research revealing the impact of moral identity, moral emotions (anticipatory guilt, empathy) and factors related to consumer morality (guilt and shame proneness, self-efficacy) on consumer decision to donate to charity or to buy cause-related product.
8. To present recommendations for the implementation of cause-related marketing campaigns, in relation to personal (or as alternatively used in other the same content sources – consumer) morality factors importance in decision making.

Methods of research and data analysis. In the theoretical part of the dissertation and literature review these methods were used: the comparative and logic analysis of scientific literature, synthesis and generalization. The empirical research of the dissertation was executed in three stages. During the first stage qualitative research was performed in order to confirm the relevance of through the performed literature analysis selected charity type (children’s charity) to the main quantitative study. During the

second stage a pilot quantitative-qualitative study was conducted. During the third stage main quantitative study was carried in Lithuania (N=643).

The data of the main quantitative study was analysed with the data analysis and statistical software IBM SPSS Statistics 22. Exploratory factor analysis, reliability analysis (Cronbach's Alpha), multiple linear regression analysis and mediation analysis were the methods for the data analysis.

The scientific novelty of dissertation and contribution to science:

1. Filled the gap in the scientific research, establishing consumer morality factors that influence consumer decision to donate to charity direct or indirect buying cause-related product.
2. Scales measuring intention to buy cause-related product, guilt and shame proneness, anticipatory guilt and self-efficacy were adapted ensuring the suitability of these scales to Lithuania.
3. The impact of moral identity on intention to buy cause-related product was determined.
4. It was found that factor related to consumer morality, namely guilt and shame proneness, does not impact consumer decision to donate to charity or to buy cause-related product.
5. The scientific research on exploring moral emotions (anticipatory guilt and empathy) impact on consumer decision to donate to charity or to buy cause-related product was expanded.
6. The scientific research on exploring the mediating impact of anticipatory guilt on the relation between empathy and consumer intention to donate financial support to charity or to buy cause-related product was expanded.

The practical significance of the research:

1. The results of the empirical research revealed that moral identity impacts consumer decision to buy cause-related product. These results can be used in practice developing charity advertisement content, emphasising in it importance of moral values.
2. The results revealed that consumer morality factors impact consumer decision to donate to charity or to buy cause-related product.

3. The results of the empirical research allowed to confirm the impact of the two most important scientific debate attracting moral emotions, namely anticipatory guilt and empathy, on consumer decision to donate to charity direct or indirect by buying cause-related product. Thus in developing charity advertisement content attention should be paid to the use of guilt and empathy motives.
4. The results reveal the direct impact of the factor related to consumer morality — one's own ability to comply with the advocated behaviour or self-efficacy — on the decision to choose either financial donation to charity or to buy cause-related product.
5. It is confirmed that anticipatory guilt partially mediates the impact of empathy to the consumer's intention to donate to charity and to buy cause-related product. Therefore, using both motives — empathy and guilt — in the charity advertisement content may stimulate the financial donations to charity as more favourable.

Limitation of the research. One of the limitations of the research is the choice of intention of financial donation to charity and intention to purchase cause-related product as resultative factors. It is, however, still an active debate in scientific literature, whether the intention to buy is enough reliable to forecast the actual purchase (Barber et al., 2012).

The other limitation is related to the issue that during empirical analysis only one type of charity – children's charity – was examined. Therefore, the empirical analysis does not conclude to any findings related to other popular types of charity, such as charity to animals, nature protection, science etc.

The other limitation of the research is related to the choice of data analysis methods - the main method, which was used to analyse the data received in quantitative research - the multiple linear regression analysis. The limitation of this method is the possibility to determine the impact of moderators to the constructs analysed, or to reveal the relations between constructs. It is likely, that structural equation modelling could have revealed wider range of relations between variables.

Another limitation of the research was related to the fact that the respondents participating in the research may have not necessarily experienced the financial donation

to charity previously. Whereas the scientific literature analysis reveals that previous personal experience in donating financial support to charity may have positive impact in future behaviour regarding donating to charity.

Structure of the dissertation. The dissertation consists of the introduction, five parts, scientific discussion, conclusions and recommendations for future research, recommendations for business, references and appendixes. The volume of the dissertation without appendixes is 156 pages (with appendixes 194 pages). 239 references have been used.

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REVIEW OF THE CONTENT OF DISSERTATION

1. INDIVIDUAL'S CHARITY SUPPORT BEHAVIOUR

Chapter “1.1 Consumer Decision Making” is divided into two sub-chapters: “1.1.1 General Theories of Consumer Behaviour” and “1.1.2 Theories Related to Individuals' Moral Behaviour”. The first sub-chapter “1.1.1 General Theories of Consumer Behaviour” presents and analyses the general theories of consumer behaviour that is related to the topic of this dissertation. First of all, the analysis of the Theory of Reasoned Action, the Theory of Planned Behaviour, and Integrated Behaviour Model is presented. In context of this dissertation, all of the three consumer behaviour theories are important as they distinguish the significance of the behavioural intention to consumer behaviour. Also, one of the behaviours analysed in the dissertation is the occurrence of moral behaviour (financial donation to charity), thus the factor of social normative perception defined by the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB) is also relevant as it recognises the influence of other individuals on the consumer behaviour (Solomon et al., 2006). This sub-chapter also analyses the Model of Goal-Directed Behaviour that is based on the Theory of Planned Behaviour. The main difference is that the Model of Goal-Directed Behaviour additionally analyses the factors of the previous behaviour, emotions (positive and negative), as well as the impact of the consumer's desires on behaviour (Perugini and Bagozzi, 2001). In context of this dissertation, the Model of Goal-Directed behaviour is relevant to the distinguished anticipated emotions (positive and negative) and to their impact on the behaviour intention, which is measured in this dissertation.

The second sub-chapter “1.1.2 Theories Related to Individuals' Moral Behaviour” focuses on the Identity Theory and the Social Cognitive Theory. The main idea behind the Identity theory is that individuals continuously evaluate their actions in different situations in relation to their internal identity standard in order to maintain their identity, which, in its turn, motivates their further behaviour (Burke, 1991). Stets and Carter (2012) adopted this theory to explain the individual's (or as in this dissertation alternatively used – consumer's) moral behaviour. By integrating the statements of this pattern in the topic of this dissertation, it can be proposed that a morality related situation

(an advertisement shown requesting financial donation to charity) will activate the personal identity cognitive and emotional processes. The moral identity will motivate the person (in consumption related situation – consumer) to behave following the standards raised to a moral person, while moral emotions will confirm whether or not the person digresses from self-identity. Meanwhile, the Social Cognitive Theory holds that an individual's behaviour is influenced by the constant interaction of cognition, behaviour and environmental influences. This theory favours one's own ability to comply with the advocated behaviour or self-efficacy, which is undoubtedly related to the individual's ambition to control self-behaviour. With the Social Cognitive Theory statements integrated into the topic of the dissertation, it can be stated that self-efficacy may directly motivate the consumer to donate to charity or to buy cause-related product. Also, self-efficacy may arouse the feeling of guilt and motivate to contribute to financial support for charity either directly or indirectly.

Chapter “1.2 Theoretical Analysis of Direct and Indirect Charity Support Behaviour” is divided into four smaller sub-chapters. **Sub-chapter “1.2.1 Direct and Indirect Charity Support Behaviour Forms”** analyses two main forms of charity: direct and indirect charity. Giles et al. (2004) consider volunteering, donation for charity, and organ donation to be direct charity. Meanwhile, indirect charity includes charity raffles, auctions, charity events, products developed by charity organisations, and cause-related products marketed by business undertakings (Bagnoli and Susan 2003). This sub-chapter also distinguished different charity types that receive financial support both directly and indirectly. The type of charity selected for further analysis in this dissertation is children's charity to satisfy their basic needs. **Chapter “1.2.2 Direct Financial Charity Support Behaviour and Its Determinants”** provides the analysis of one of the most investigated types of direct charity, i.e. donation to charity where financial support is granted by transferring some funds to the charity organisation's account.

This section defines and describes the main factors that have influence on direct donation to charity: altruism and egoism (Collard, 1978; Walker and Pharoah, 2002; Andreoni, 1989, 1990), desired self-image (Sargeant and Woodlife, 2007; Dhar et al., 2007), self-efficacy (Cheung and Chan, 2000; Bandura and Locke, 2003; Basil et al., 2008), empathy (Lindsey et al., 2007; Basil et al., 2008), moral identity (Reed II et al.,

2007; Reynolds and Ceranic, 2007, Winterich et al., 2009), inferences of manipulative intent (Hibbert et al., 2007; Basil et al., 2008; Lwin and Phau, 2014), sense of responsibility (Basil et al., 2006; Feiler et al., 2012), fear, regret, guilt (Krebs and Whitten, 1972; Pieper, 1975; Basil et al., 2006, Hibbert et al., 2007, Basil et al., 2008, Lwin and Phau, 2014), attitude towards the charity organisation (Uslaner and Brown, 2005; Sargeant and Woodliffe, 2007), demographic factors (Riecken and Yavas, 2005), and other factors.

Chapter “1.2.3 Purchase of Cause-Related Product and Its Determinants” presents and describes in detail the terms of cause-related marketing and cause-related product. Selling of cause-related product is usually promoted through cause-related marketing campaigns. For nearly two past decades a number of authors have been trying to define the term of cause-related marketing, its influence on a profit seeking organisation, products and consumer behaviour (e.g.: Varadarajan and Menon 1988; Ross et al., 1992; File and Prince, 1998; Webb and Mohr, 1998; Polonsky and Speed, 2001; Lii and Lee, 2012; Vanhamme et al., 2012). The first formal definition of cause-related marketing campaign that is most widely used by scientists was proposed by Varadajan and Menon (1988). According to them, “cause-related marketing is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when consumers engage in revenue-providing exchanges that satisfy organizational and individual objectives”. Proenca and Perreira (2008) define a cause-related product to be commodity with part of the price intended for charity. Having provided the main definitions, this sub-chapter of the dissertation further distinguishes and analyses the main factors identified by various authors that have influence on the consumers’ response and reaction to the cause-related marketing, its success and evaluation as well as on purchasing cause-related product: demographic factors (Paul et al., 1997; Meijer and Schuyt, 2005; Youn and Kim, 2008; Moosmayer and Fuljahn, 2010), donation amount, magnitude (Strahilevitz and Myers 1998; Strahilevitz, 1999; Folse et al., 2010; Chang, 2008, 2011), product type (Strahilevitz and Myers, 1998; Subrahmanyam, 2004; Chang, 2008, 2011), cause type (Ross et al., 1992; Vanhamme et al., 2012; Ellen, Mohr and Webb, 2000; Welsh, 1999; Cui et al., 2003), brand/cause fit (Strahilevitz and Meyers, 1998; Pracejus and Olsen, 2004), product-cause fit (Pracejus and Olsen, 2004;

Rifon et al., 2004; Hamlin and Wilson, 2004; Nan and Heo, 2007), company-cause fit (Gupta and Pirsch, 2006), attitude towards a business organisation (Husted and Whitehouse, 2002), social responsibility demonstration factor (Youn and Kim, 2008), guilt (Chang, 2011), empathy (Kim and Johson, 2012), altruism (Gupta and Pirsch, 2006; Proenca and Pereira, 2008), materialism (Bennet, 2003; Goldsmith and Clark, 2012), consumer scepticism (Chang, 2008; Anuar et al., 2013), charity type (Cui et al., 2003).

Sub-chapter “1.2.4 Factors That Have Influence on the Occurrence of Both Behaviours” summarises the previous two sub-chapters by distinguishing and describing the factors that have impact on both the intention to donate to charity and on the intention to buy cause-related product: sense of responsibility, guilt, empathy, altruism, attitudes towards the charity and business organisation, and demographic factors.

2. MORAL IDENTITY AND MORAL EMOTIONS

Chapter “2.1 Moral Identity and Its Occurrence” presents and describes in detail the concept of moral identity, perception of moral identity based on different scientific perspectives. Financial donation to charity directly and indirectly, i.e. by purchasing cause-related product, is considered to be moral behaviour. The occurrence of these behaviours can therefore be based on the analysis of an individual’s (or as in this dissertation alternatively used – consumer’s) moral behaviour and the related factors. Each individual has the identity that defines the individual’s self-perception and self-characterisation (Erikson, 1964). In general terms, moral identity makes a specific part of the identity in each individual including the moral aspects of self-identity (Bergman, 2002). Moral identity serves as a cognitive process reminding the individual in a situation about the standards raised to a moral individual.

Chapter “2.2 Moral Emotions” is divided into three sub-chapters **“2.2.1. Concept and Expression of Moral Emotions”**, **“2.2.2. Concept and Expression of Guilt”** and **“2.2.3. Concept and Expression of Empathy”**.

Sub-chapter “2.2.1 Concept and Expression of Moral Emotions” describes and analyses in detail the concept of moral emotions and underlines their relevance for the expression of moral behaviour. Haidt (2003) defines moral emotions as emotions that are related to the interests or welfare of society as a whole or of its individual members. The

author classifies the moral emotions into four main classes: other-condemning emotions, self-conscious emotions, other-suffering emotions and other-praising emotions.

The relevance of moral emotions lies in their ability to demonstrate how individuals take decisions, what behaviour is considered to be “good” or “bad” based on the moral norms (Haidt, 2001, 2007; Monin et al., 2007; Shweder and Haidt, 1993). The scientific literature points out that individuals’ moral behaviour is driven by feelings that are related to moral emotions (Haidt, 2001). Tangney et al. (2007) claim that moral emotions provide the basis for an individual’s morality as they act as a mediator between the individual’s morality standards and moral behaviour.

Sub-chapters **“2.2.2 Concept and Expression of Guilt”** and **“2.2.3 Concept and Expression of Empathy”** analyse in detail the moral emotions that were chosen for further analysis in context of this dissertation and that have raised most discussions in the scientific literature, i.e. guilt and empathy, their occurrence in context of charity support behaviour.

The emotion of guilt is ascribed to the class of self-conscious emotions, while empathy belongs to the class of other-suffering emotions. In general terms, guilt is defined as a moral emotion related to the welfare of other individuals or of humankind as such (Eisenberg, 2000). The feeling of guilt arises when the individual breaches his own behavioural standards. Given that the feeling of guilt is a negative emotion which, upon occurrence, is desired to be suppressed or eliminated by performing specific actions, the scientists distinguish the relevance of guilt in situations of consumption that are doubtful in ethical sense. In context of charity support behaviour, this emotion has also raised the highest interest among the scientists (Tangney, 1995; Cotte et al., 2005). Charity organisations deliberately employ the motive of guilt to motivate moral behaviour (Huhmann and Brotherton, 1997). The volumes of studies that identify the connection between the guilt motive and financial donation to a charity organisation are growing. Hibbert et al. (2007) identified the connection between the guilt motive and the intention to donate to charity influenced by the persuasion techniques and by the seller’s knowledge of the product or service offered. According to Chang (2011), the emotion of guilt has influence on the intention to buy a cause-related product. Commonly, three types of guilt are distinguished which differ by guilt causes or factors: anticipatory guilt, existential guilt, and reactive guilt. In context of this dissertation, anticipatory guilt is

chosen for further analysis which motivates to avoid negative emotions in the future through specific individual efforts and behaviour.

Meanwhile, empathy is ascribed to moral emotions related to the capacity to feel other persons' suffering (Aaker and Williams 1998; Kitayama et al., 2006; Markus and Kitayama 1991). Empathy is particularly important in making the charity subject to be relevant to a particular individual since the situation that has a personal touch is of much higher relevance than that related to the effect on other persons and it should evoke the desire to act. Consumers can be encouraged to act by arousing the feeling of empathy through a charity advertisement: on the one hand, due to the altruistic nature, on the other hand, through the occurrence of anticipatory guilt (egoistic nature of empathy).

3. FACTORS RELATED TO CONSUMER'S MORALITY

The third part of the dissertation analyses the factors that are related to a consumer's morality, i.e. guilt and shame proneness and self-efficacy. In the analysis of the emotion of guilt and its occurrence, the scientific literature observes that some individuals (or as in this dissertation alternatively used – consumers) are naturally guilt-prone. Guilt proneness is a personal feature that shows proneness to experience negative emotions because of the person's negative behaviour even if such behaviour is personal. In this context, the guilt is frequently related to shame. The scientists appear to have no common approach on how these two moral emotions must be differentiated and measured (Smith et al., 2002; Tangney et al., 1996; Tangney and Dearing, 2002; Wolf et al., 2010). The feeling of both guilt and shame reflects an individual's disappointment as a response to inappropriate behaviour, performed action/violation (Baumeister et al., 1994; Smith et al., 2002; Tangney and Dearing, 2002; Tangney et al., 2007; Wolf et al., 2010). An individual's guilt proneness is of particular importance in context of charity support behaviour. The study carried out by Basil et al. (2008) identified a positive influence of guilt-proneness on the intention to donate to charity.

Cheung and Chan (2000), Bandura and Locke (2003) claim that self-efficacy is one of the basic factors that influence a consumer's decision to donate to charity. According to Bandura and Locke (2003), the person's confidence in their ability to accomplish a specific action motivates that person to help others, i.e. the better a person understands that the donated financial support will solve a social problem or will

contribute to the implementation of a charitable goal, the more such person will be motivated to donate. In context of charity support behaviour, self-efficacy also defines a consumer’s confidence in the organisation, whether he (or she) sees a need to support it. According to Andreoni and Petrie (2004), an individual’s understanding that the actions of other people have a positive influence on solving problems, enhances personal motivation to contribute to the problem solving and help in some way. Self-efficacy should also be related to the moral emotion of anticipatory guilt analysed in this dissertation. Following the research carried out by Basil et al. (2008), the motive of guilt used in a charity advertisement can arouse a person’s belief that in order to remove the feeling of guilt one can perform the actions recommended by the advertising message, and donating to charity can thereby be encouraged. In terms of purchasing cause-related product, this factor of the Social Cognitive Theory has not been analysed to a great extent. The analysis of the scientific literature suggests that self-efficacy may influence the decision to donate to charity both directly and through a mediating factor, i.e. anticipatory guilt.

4. RESEARCH METHODOLOGY

Chapter “4.1 Grounding of Research, Research Model and Aim” presents and justifies the dissertation’s research model (Figure 1) and states the aim of the research.

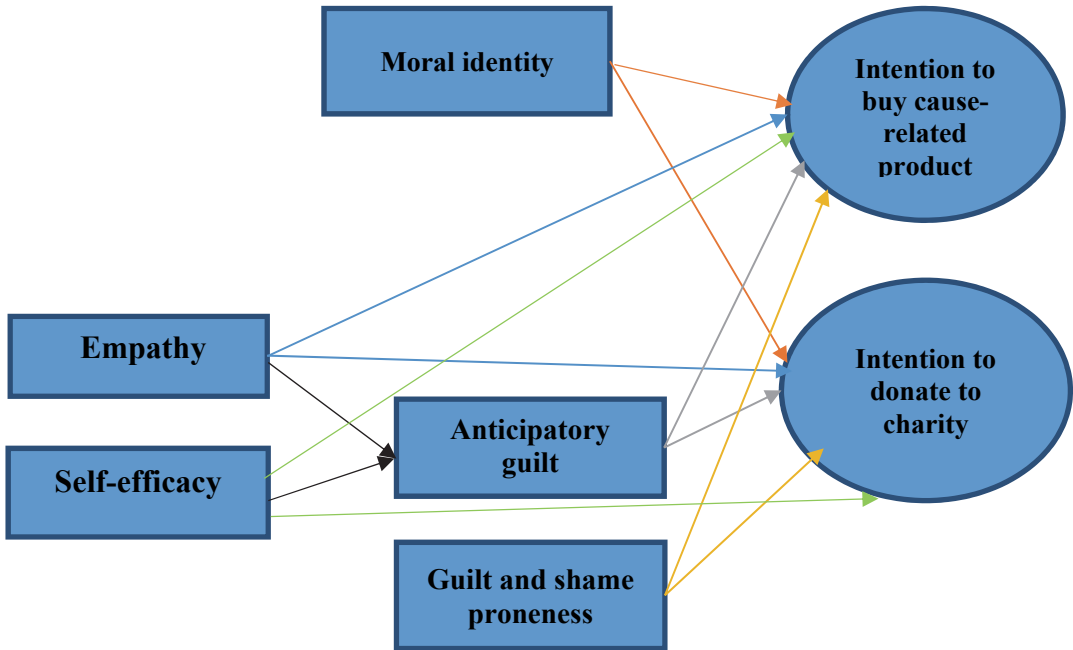


Figure 1. The research model of the dissertation (created by the author)

The research model presents the idea, how moral identity, moral emotions (anticipatory guilt, empathy) and factors related to consumer morality (guilt and shame proneness, self-efficacy) impact consumer decision to donate to charity or to buy cause-related product.

Chapter “4.2 Hypotheses of Dissertation” presents the following hypotheses that are developed from the literature review:

H1: Empathy has a positive influence on the intention to buy a cause-related product.

H2: Empathy has a positive influence on the intention to donate to charity.

H3: Empathy has a stronger positive relationship with the intention to donate to charity than the intention to buy a cause-related product.

H4: Impact of empathy on intention to buy cause-related product is partially mediated by anticipatory guilt.

H5: Impact of empathy on intention to donate to charity is partially mediated by anticipatory guilt.

H6: Self-efficacy has a positive influence on the intention to buy a cause-related product.

H7: Self-efficacy has a positive influence on the intention to donate to charity.

H8: Impact of self-efficacy on intention to buy cause-related product is partially mediated by anticipatory guilt.

H9: Impact of self-efficacy on intention to donate to charity is partially mediated by anticipatory guilt.

H10: Moral identity has a positive influence on the intention to buy a cause-related product.

H11: Moral identity has a positive influence on the intention to donate to charity.

H12: Moral identity has a stronger positive relationship with the intention to buy cause-related product than the intention to donate to charity.

H13: Anticipatory guilt has a positive influence on the intention to buy a cause-related product.

H14: Anticipatory guilt has a positive influence on the intention to donate to charity.

H15: Anticipatory guilt has a stronger positive relationship with the intention to donate to charity than the intention to buy cause-related product.

H16: Guilt and shame proneness has a positive influence on the intention to buy a cause-related product.

H17: Guilt and shame proneness has a positive influence on the intention to donate to charity.

H18: Guilt and shame proneness has a stronger positive relationship with the intention to buy cause-related product than the intention to donate to charity.

Chapter “4.3 Research Methodology, Instruments and Methods of Analysis”.

Its sections and subsections describe in detail the phases of dissertation’s empirical research. Subsections of latter comprehensively present the research instrument of main study, the measurements of constructs and the methods of data analysis; provide characteristics and samples of both pilot and main studies; describe the preparation of main studies’ data and the process of ensuring data quality.

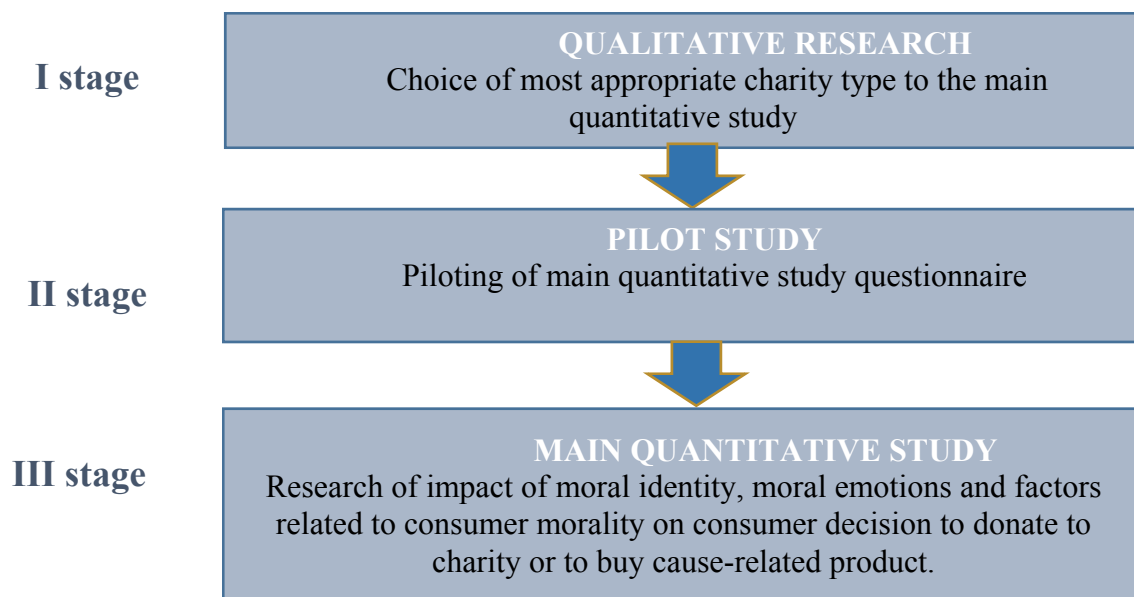


Figure 2. The stages of empirical research (created by the author)

The empirical research of the dissertation was conducted in three stages (Figure 2).

During the first stage qualitative research was performed (in-depth interviews with experts). The qualitative study had some main objectives: to confirm the relevance of charity type (children’s charity), selected through the analysis of the performed

literature, to the main quantitative study; to estimate what type of product can be offered during the cause-related marketing campaign; to estimate typical donation magnitude applicable to food products.

During the second stage a pilot study was performed in order to test questionnaire of main quantitative study. The pilot study had the main objective – to ascertain that composed charity advertisement message is properly understood by the respondents and causes feelings of guilt. Previous studies identified that the intensity of guilt motive in the charity advertisement has impact on consumer emotional response and attitude towards the advertisement, as well as the behaviour itself (Coulter and Pinto, 1995). Also the pilot study examined whether respondents easily understand the questions, as well as the clearance of instructions for the questionnaire.

During the third stage the main quantitative study – namely consumer survey, was performed. This study helped to reach the aim of the research, as well to test hypotheses.

The questionnaire for the main quantitative study consisted of 6 main parts. The average length of the questionnaire fulfilment – 12,1 min. The main parts of the questionnaire are:

1. **Recruitment question:** only those respondents who intended to donate to charity under certain circumstances a small amount in any acceptable form were participating in the survey.
2. **Introduction of charity advertisement to the respondent.** The message of the charity advertisement and its content was developed to cause the feeling of guilt. In order to achieve this goal graphical (photo) as well as text information was used. The chosen charity type – children's charity. The exact charity type was chosen because of the emphasized relevance in scientific literature (Basil et al., 2006). The charity organisation of the chosen charity type was not named, not to cause biased respondents opinion regarding the charity organisation or its projects.
3. **Question measuring intention to donate to charity or buy cause-related product.** The aim of this question was to measure the intention of respondent to donate to charity or to buy cause-related product after reviewing the charity advertisement message.

4. **Question measuring moral emotions (anticipatory guilt, empathy) and factors related to consumer morality (guilt and shame proneness, self-efficacy).** The aim of this question was to measure the guilt and shame proneness, self-efficacy, guilt and empathy after reviewing the charity advertisement message.
5. **Question measuring moral identity.** The aim of this question was to measure the importance of moral identity to personal identity.
6. **Demographic questions:** gender, age, education, income, geography.

Questionnaires of both the pilot and the main quantitative studies were composed from constructs that were used in the previous scientific research. Moral identity was measured with the scale developed by Aquino and Reed (2002). Guilt and shame proneness was measured with the adapted scale developed by Cohen et al. (2011). Anticipatory guilt and self-efficacy scales proposed by Basil et al. (2008) were adapted for the dissertation research purposes. Empathy was measured with the adapted and modified scales proposed by Basil et al. (2006 and 2008). Donation intention was studied with the adapted Ranganathan and Henley (2008) scale. Cause-related product purchase intention was studied with the scale used by Dodds et al. (1991), Sweeney et al. (1999), which was adapted for Lithuania. The adapted construct was designed in four statements (evaluated by 7 point Likert scale).

The data of the main quantitative study was analysed with the data analysis and statistical software *IBM SPSS Statistics 22*. These methods of analysis were used: exploratory factor analysis, reliability analysis (*Cronbach's Alpha*), multiple linear regression analysis and mediation analysis.

5. RESEARCH RESULTS ON CONSUMER MORALITY FACTORS AND THEIR INFLUENCE ON CONSUMER DECISION TO DONATE TO CHARITY OR TO BUY CAUSE-RELATED PRODUCT

The fifth part consisted of six main sub-chapters “5.1. Social-demographic Characteristics of Respondents in Main Study”, “5.2. Reliability of Used Scales”, “5.3. The Influence of Consumer Morality Factors on Intention to Buy Cause-Related Product”, “5.4. The Influence of Consumer Morality Factors on Intention to Donate to Charity”, “5.5. Determination of Anticipatory Guilt Mediating Effect” and “5.6. Impact

of Consumer Morality Factors on Intention to Buy Cause-Related Product and Intention to Donate to Charity: Generalization of Results”.

Sub-chapters “**5.1. Social-demographic Characteristics of Respondents in Main Study**” and “**5.2. Reliability of Used Scales**” present the social-demographic profile of respondents (Table 1) and reliability of used scales.

Table 1. The social-demographic profile of respondents

Gender	Men	33.3%
	Women	66.7%
Age	18-24	19,2%
	25-34	28,3%
	35-44	24,5%
	45-54	17,0%
	55-64	9,8%
	65 and above	1,2%
	Education	Primary
Secondary		9.6%
Higher and special secondary		11.0%
College of high education		14.2%
Bachelor degree		34.5%
Master degree and higher		29.8%
Average income for one family member	Under 150 EUR	4.8%
	151-300 EUR	20.8%
	301-450 EUR	23.3%
	451-600 EUR	23.5%
	601-750 EUR	13.4%
	751-900 EUR	4.8%
	901-1050 EUR	5.0%
	1051 and more EUR	4.5%
Residence	City	82.0%
	Village	18.0%

In all cases *Cronbach’s alpha* of constructs is more than 0.7, therefore, all constructs and the questionnaire in general should be treated as reliable. Performed explanatory factor analysis also revealed that 10 distinguished factors explain 46 propositions, used in the main questionnaire.

Sub-chapters “**5.3. The Influence of Consumer Morality Factors on Intention to Buy Cause-Related Product**” and “**5.4. The Influence of Consumer Morality Factors on Intention to Donate to Charity**” present the results of the main quantitative study. Multiple linear regression model was used in order to measure the impact of moral identity, moral emotions (anticipatory guilt, empathy) and factors related to consumer

morality – guilt and shame proneness and self-efficacy, on consumer intention to donate to charity and to buy cause-related product. The results of the research of the dissertation allow to confirm that moral identity, moral emotions (anticipatory guilt, empathy) and the factor related to consumer morality – self-efficacy, does have an impact on the intention to buy cause-related product (Table 2). However, statistically significant impact of the factor related to consumer morality – guilt and shame proneness, was not determined.

Table 2. Coefficients of the final regression model of intention to buy cause-related product

Regression model	B non-standardized coefficients	Beta standardized coefficients	t	p	VIF collinearity statistics
Constant	1.390		3.641	0.000	
Empathy	0.348	0.349	7.542	0.000	1.614
Self-efficacy	0.095	0.077	2.095	0.037	1.004
Anticipatory guilt	0.115	0.123	2.674	0.008	1.587
Moral identity	0.194	0.114	3.063	0.002	1.039

The dependent variable: intention to buy cause-related product.

The results of the empirical research also confirm that moral emotions (anticipatory guilt, empathy) and the factor related to consumer morality – self-efficacy, does have an impact on the consumer intention to donate to charity (Table 3).

Table 3. Coefficients of the final regression model of intention to donate to charity

Regression model	B non-standardized coefficients	Beta standardized coefficients	t	p	VIF collinearity statistics
Constant	1.224		4.964	0.000	
Empathy	0.134	0.137	3.185	0.002	1.585
Self-efficacy	0.141	0.116	3.385	0.001	1.003
Anticipatory guilt	0.421	0.457	10.624	0.000	1.586

The dependent variable: intention to donate to charity.

However, statistically significant impact of moral identity and another factor related to consumer morality – guilt and shame proneness, was not determined.

Sub-chapter “5.5. Determination of Anticipatory Guilt Mediating Effect” presents the results of anticipatory guilt mediating effect analysis. Results of performed mediation analysis showed that anticipatory guilt mediated impact of empathy on intention to donate to charity as well as intention to buy cause-related product. However, the results did not approve that anticipatory guilt mediated impact of self-efficacy on intention to donate to charity as well as intention to buy cause-related product.

Sub-chapter “5.6. Impact of Consumer Morality Factors on Intention to Buy Cause-Related Product and Intention to Donate to Charity: Generalization of Results” sums up the results of hypotheses’ test. From 18 hypotheses, 11 were accepted and 7 were rejected (Table 4).

Table 4. Results of hypotheses check

Hypothesis	Result of hypotheses check
<i>H1: Empathy has a positive influence on the intention to buy a cause-related product.</i>	Confirmed
<i>H2: Empathy has a positive influence on the intention to donate to charity.</i>	Confirmed
<i>H3: Empathy has a stronger positive relationship with the intention to donate to charity than the intention to buy a cause-related product.</i>	Rejected
<i>H4: Impact of empathy on intention to buy cause-related product is partially mediated by anticipatory guilt.</i>	Confirmed
<i>H5: Impact of empathy on intention to donate to charity is partially mediated by anticipatory guilt.</i>	Confirmed
<i>H6: Self-efficacy has a positive influence on the intention to buy a cause-related product.</i>	Confirmed
<i>H7: Self-efficacy has a positive influence on the intention to donate to charity.</i>	Confirmed
<i>H8: Impact of self-efficacy on intention to buy cause-related product is partially mediated by anticipatory guilt.</i>	Rejected
<i>H9: Impact of self-efficacy on intention to donate to charity is partially mediated by anticipatory guilt.</i>	Rejected
<i>H10: Moral identity has a positive influence on the intention to buy a cause-related product.</i>	Confirmed
<i>H11: Moral identity has a positive influence on the intention to donate to charity.</i>	Rejected
<i>H12: Moral identity has a stronger positive relationship with the intention to buy cause-related product than the intention to donate to charity.</i>	Confirmed
<i>H13: Anticipatory guilt has a positive influence on the intention to buy a cause-related product.</i>	Confirmed
<i>H14: Anticipatory guilt has a positive influence on the intention to donate to charity.</i>	Confirmed
<i>H15: Anticipatory guilt has a stronger positive relationship with the intention to donate to charity than the intention to buy cause-related product.</i>	Confirmed
<i>H16: Guilt and shame proneness has a positive influence on the intention to buy a cause-related product.</i>	Rejected
<i>H17: Guilt and shame proneness has a positive influence on the intention to donate to charity.</i>	Rejected

H18: Guilt and shame proneness has a stronger positive relationship with the intention to buy cause-related product than the intention to donate to charity.

Rejected

CONCLUSIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

The detailed literature review, the formulated methodology of the empirical research, the executed empirical research of the dissertation and the generalized research results allow **to make the following conclusions:**

1. The analysis of scientific research on the subject of dissertation revealed that scholars in their researches tend to analyse different factors which have impact on financial donation to charity both directly and indirectly, that is – purchasing cause-related product. Other researches on similar subject have exhibited the variety of measured factors and consumer behaviour results. **The measured factors and the results of consumer behaviour variety emerge because of:**

a. Various authors analyse different results in the context of direct and indirect financial donation to charity: the attitude towards the cause-related marketing campaign, the attitude towards the charity organization, the success cause-related marketing campaign, the actual financial donation to charity, the motivation to donate to charity or to purchase cause-related product, the intention to purchase cause-related product, the intention to donate to charity and other.

b. In the previous research there were analysed mainly the factors having impact on one of two individual charity support behaviour forms: direct financial donation to charity or indirect, when buying the cause-related product. **These researches do not allow comparing both behavioural models between themselves, as well as the factors impacting them.**

2. A small number of researches analyse the factors, which have impact on both behavioural models. The author of this dissertation identified these in scientific literature discerned factors, which have an impact on both – direct and indirect financial donation to charity: sense of responsibility, guilt, empathy, altruism, attitudes towards the charity and business organisation, and demographic factors.

3. Very few researches in scientific literature analyse the financial donation to charity through the prism of moral behaviour and factors which impact such behaviour. Meanwhile the Identity Theory emphasizes, that moral identity and moral emotions are the main factors having impact on the emergence of moral behaviour. With regard to personal nature and the aim to achieve, the financial support to charity can be regarded

as one type of the moral behaviour. **Nonetheless, the impact of moral identity, moral emotions (anticipatory guilt, empathy) and factors related to consumer morality (guilt and shame proneness, self-efficacy) is not analysed in detail in the context of financial donation to charity:**

- a. Only a few scholars determined the impact of moral identity on the intention to directly donate to charity. The impact of this construct on intention to purchase cause-related product is not identified.
- b. Only a few researches analysed the impact of anticipatory guilt and empathy on the intention to donate to charity either directly or indirectly.
- c. The construct of guilt and shame proneness is not analysed in neither of discussed behavioural cases.

3. In order to fill the the gaps of scientific literature, the research model was constructed, which emphasizes these main factors: moral identity, anticipatory guilt, empathy, guilt and shame proneness and self-efficacy, which all have the impact on the consumer choice between the intention to donate to charity and intention to buy cause-related product. The emphasis of these factors as well as their analysis in the context of intention to buy the cause-related product and intention to donate to charity, allows to fill the gap in scientific literature related to the subject matter in one empirical research.

4. According to the research model eighteen hypotheses were raised, which were related to the impact of independent variables (moral identity, anticipatory guilt, guilt and shame proneness, empathy and self-efficacy) on the consumer choice between the intention to donate to charity and intention to purchase cause-related product. 11 out of 18 hypotheses were confirmed.

5. The results of the empirical research of dissertation revealed **that moral identity has a positive impact on the consumer's intention to buy cause-related product, and on the contrary - no significant impact on intention to donate to charity was detected.** The results of the empirical research enabled to fill the scientific literature gap by proving the impact of moral identity on the intention to purchase cause-related product. Though the previous researches proposed that moral identity had the impact on the intention to donate to charity (Reed II, 2007; Reynolds and Ceranic, 2007; Winterich et al., 2009), however the research of this dissertation did not conclude such impact. Such a

difference may have occurred because during the research of dissertation two different behavioural models were compared, which was not done before.

6. The results of empirical research **did not reveal the impact of guilt and shame proneness on neither intention to donate to charity, nor intention to buy cause-related product**. The previous researches in the context of this dissertation only disclosed a positive impact of guilt proneness on the intention to donate to charity (Basil et al., 2008). It is important to note, that the construct of guilt and shame proneness was not analysed by comparing the intention to donate to charity with the intention to buy cause-related product.

7. The results of the empirical analysis allowed to determine the positive impact between moral emotion — anticipatory guilt and intention to donate to charity, as well as intention to buy cause-related product. However, it is important to notice that this impact is significantly stronger if consumer decision is related to the direct financial donation. The impact of anticipatory guilt on the intention to donate to charity was also concluded by other scholars (Basil et al., 2006; Hibbert et al., 2007; Basil et al., 2008; Ahn et al., 2014). The existence of impact of sense of guilt (non anticipatory) on the intention to buy cause-related product was confirmed by the research conducted by Kim and Johnson (2012).

8. The results of the empirical research lead to conclusion **that the impact of empathy on the consumer decision to donate to charity or buy a cause-related product is partly mediated by anticipatory guilt**: empathy affects both resultative factors excluded in dissertation directly and through the mediator — the anticipatory guilt. This conclusion also contributes to filling the gap of scientific literature, as most of the previous researches only analysed the relationship between anticipatory guilt and intention to donate to charity, without emphasizing the importance of finding the reasons, which cause the anticipatory guilt itself. Basil et al. (2008) were among the first who suggested in their research to analyse the factors causing the feeling of anticipatory guilt (that is empathy and self-efficacy), and at the same time stimulating the intention to donate to charity. The impact of empathy on the decision to buy cause-related product was only analysed before by Kim and Johnson (2012).

9. The results of the empirical analysis of the dissertation also revealed that **the impact of self-efficacy on the consumer decision to donate to charity or to buy cause-**

related product is particularly weak, but statistically significant. What is more, it was found that the influence of self-efficacy on the intention to donate to charity is stronger than on the intention to buy cause-related product.

10. According to the results of the dissertation analysis, moral identity does have a positive impact, but only on the intention to buy cause-related product. This leads the author of the dissertation to the conclusion, that **moral identity is the key factor which impacts the consumer decision to donate to charity or to buy cause-related product.** Consumers, who find moral identity important, tend to choose buying cause-related product over direct donation to charity.

The results of the empirical research allow to propose **these recommendations for the future scientific research** on the topic of this dissertation or similar:

1. The results of the dissertation research revealed new unexpected conclusions — the absence of any impact of factor related to consumer morality, that is guilt and shame proneness, on neither intention to donate to charity, nor to buy a cause-related product. One of the recommendations for future research is to complement the research model and examine, whether the impact of guilt and shame proneness on the intention to buy cause-related product or to donate to charity is not moderated or mediated by anticipatory guilt. Basil et al. (2008) concluded in their research that the guilt proneness impact on the consumer intention to donate to charity was partially mediated by anticipatory guilt.
2. The author of this dissertation would recommend for future research to manipulate the amount of the donation. The results of such research could reveal interesting conclusions related to moral identity, moral emotions and the displays of self-efficacy, if different amount of donation was used.
3. In the opinion of the author of this dissertation, in the analysis of how moral identity, moral emotions and factors related to morality impact consumer decision to donate to charity or to buy cause-related product, it is important to examine different moderating effects between research model constructs. It is likely, that the analysis of such effects would lead to better research model explication.
4. Despite the fact, that it was not intended in this dissertation to examine the impact of demographic factors on the consumer decision to donate to charity or to buy

cause-related product, yet the author of the dissertation would recommend to examine this aspect in the future because of possible new interesting insights, which could be applied to the implementation of the findings of the dissertation analysis in the practice.

5. Further recommendation for future research is to examine how the factors distinguished in the dissertation model would impact result variables, if different types of charity were chosen (for example a financial donation to animals, nature preservation or other), also to compare these results in line with the findings of this dissertation. Such research could also reveal interesting new insights for identifying factors, which determine the financial donation for a given charity type.

RECOMMENDATIONS FOR BUSINESS

The results of the empirical research carried out for the dissertation purposes may also be relevant to specialists of business undertakings and non-profit seeking organisations in cause-related campaigns and other charity related activities. Although the specialists who work in this area cannot change the character, traits or values of the individuals who donate to charity directly or indirectly, advertising can influence the individuals' charity support behaviour.

Marketing specialists are often uncertain in choosing the right communication or advertising message of cause-related marketing campaign to motivate consumers to buy cause-related product. The results of the main empirical research carried out for the dissertation purposes showed that the feeling of anticipatory guilt positively influences the intention to buy a cause-related product. Also, anticipatory guilt mediates the influence of empathy on the intention to donate to charity and on the intention to buy a cause-related product. Therefore, in the formation of the charity advertising message, it is of particular importance for marketing and advertising specialists to choose the promotional text and photograph (or another graphic visualisation of the problem) to arouse the feeling of empathy and guilt to the advertisement recipient, i.e. by choosing not to buy the product specified in the advertisement message, the consumer would feel guilty for not contributing to the implementation of a charitable goal. It is noteworthy

that the analysis of the scientific literature and the results of the empiric research have shown that children's charity is one of the most efficient types of charity.

Another important practical recommendation to marketing and advertising specialists in the formation of communication and advertising charity message is to emphasise moral values which can activate the importance of the consumer's moral identity and the intention to buy cause-related product. The results of the empiric research revealed that moral identity has positive influence on the intention to buy cause-related product.

The recommendation for marketing specialists to select the right amount to be donated to charity is of no less importance. This can be the factor that determines whether or not the consumer will be ready to donate to charity and to buy cause-related product. A small amount of support may raise doubts to the consumer about the possibilities to solve the problem specified in the message, while the amount that is too high may raise doubts about the transparency in the use of all funds for the charitable goal.

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SANTRAUKA

Temos aktualumas. Su labdara siejama individų elgsena mokslinėje literatūroje vis dažniau sulaukia tyrėjų diskusijų. Susidomėjimą šia tema skatina tai, kad labdaros organizacijos nuolat ieško būdų, kaip sėkmingiau pritraukti paramą jų remiamiems objektams ir projektams. Nebeapsiribojama tradiciniais metodais, kai individas skatinamas labdarai tiesiogiai skirti panaudotų ar naujų daiktų arba finansinę paramą. Naujovių paieška paskatino atsirasti įvairius netiesioginės finansinės paramos labdarai skyrimo būdus, kurie naudojami vis plačiau ir įgauna vis naujų formų. Labdaros organizacijos kuria ir parduoda labdaros objektu ženklintus produktus (Bennet ir Gabriel, 2000), rengia labdaros renginius (Peloza ir Hassay, 2007), kartu su pelno organizacijomis dalyvauja su labdara siejamos rinkodaros kampanijose, kurių metu vartotojai gali įsigyti su labdara siejamų prekių (Varadarajan ir Menon, 1988).

Su labdara siejamų prekių pirkimas, kai finansinės lėšos labdarai skiriamos netiesioginiu būdu, yra bene daugiausiai susidomėjimo sulaukiantis su labdara siejamos vartotojų elgsenos pavyzdys. Tokia veikla apima tris pagrindines suinteresuotąsias šalis: pelno organizaciją, labdaros organizaciją ir vartotoją. Pelno organizacija, parduodama su labdara siejamas prekes per rinkodaros kampanijas, sustiprina savo įvaizdį (Polonsky ir Speed, 2001; Chaney ir Dolli, 2001), padidina prekės ženklo, kuris dalyvauja su labdara siejamoje rinkodaros kampanijoje, žinomumą (Varadarajan ir Menon, 1988), paskatina teigiamą vartotojo požiūrį į šį prekės ženklą (Barone ir kt., 2007; Nan ir Heo, 2007) ir skatina ketinimą pirkti (Barone ir kt., 2007). Labdaros organizacija, dalyvaudama su labdara siejamos rinkodaros kampanijoje, turi galimybę gauti finansinę paramą savo remiamam labdaros objektui, taip pat sulaukia didesnio žinomumo, palankesnio požiūrio į remiamus labdaros objektus (tipus) (Lichtenstein ir kt., 2004; Becker-Olsen ir kt., 2006). Vartotojas, dalyvaudamas su labdara siejamos rinkodaros kampanijoje, gauna palankesnių pirkimo pasiūlymų (Varadarajan ir Menon, 1988), pasiekia aukštesnį pasitenkinimą dėl atlikto veiksmo, turi galimybę projektuoti asmeninę tapatybę (savąjį „aš“), susiedamas ją su socialiai atsakingomis vertybėmis (Luo ir Bhattacharya, 2006), ir tiesiog atlieka moralų veiksmą.

Nors finansinės paramos skyrimas labdarai tiek tiesioginiu, tiek netiesioginiu būdu sulaukia vis didesnio tyrėjų susidomėjimo, vienu iš diskutuotinų klausimų lieka

virtotojo pasirinkimā tarp tiesioginės finansinės paramos skyrimo ir su labdara siejamos prekės pirkimo lemiantys veiksniai. Nors abiem atvejais kalbama apie virtotojo sprendimā atlikti moralų veiksmā, paties veiksmo pobūdis skiriasi. Todėl abu šiuos atvejus siekiama analizuoti giliau, siejant juos su individo moralumo problema etiško, su labdara siejamo elgesio kontekste (Hardy ir Carlo, 2005). Kadangi tradicinės labdaros formos yra išnagrinėtos geriau, vis didesnio tyrėjų dėmesio sulaukia su labdara siejamos prekės pirkimo atvejai (Reynolds ir Ceranic, 2007; Aquino ir kt., 2009).

Dabartinis disertacijos temos ištyrimo lygis. Atlikus išsamią mokslinės literatūros analizę, nustatyta, kad įvairūs tyrėjai analizuoja skirtingus veiksnius, turinčius įtakos finansinės paramos labdarai skyrimui tiek tiesiogiai, tiek netiesiogiai, t. y. perkant su labdara siejamą prekę. Pirma, tai rodo, kad kol kas nėra nusistovėjusio modelio, kuriuo būtų grindžiama asmens elgsena labdaros kontekste, o tyrimų metu gaunami gana prieštaringi rezultatai atspindi didelę matuojamų veiksnių bei virtotojų elgsenos rezultatų įvairovę.

Antra, daugiausia nagrinėjami veiksniai, turintys įtakos tik vienai iš dviejų su labdara siejamų individo elgsenų, t. y. arba tiesioginiam finansinės paramos labdarai skyrimui, arba netiesioginiam, perkant su labdara siejamą prekę. Atlikta mokslinės literatūros analizė leidžia išskirti šiuos veiksnius, turinčius įtakos tiesioginiam finansinės paramos labdarai skyrimui: altruizmą ir savanaudiškumą (Collard, 1978; Andreoni, 1989, 1990; Walker ir Pharoah, 2002), asmens kuriamą įvaizdį (Sargeant ir Woodlife, 2007; Dhar ir kt., 2007), saviveiksmingumą (Cheung ir Chan, 2000; Basil ir kt., 2008), empatiją (Davis ir kt., 1987; Lindsey ir kt., 2007; Basil ir kt., 2008), moralinę tapatybę (Reed ir kt., 2007; Reynolds ir Ceranic, 2007), suvokiamos manipuliacijos intenciją (Hibbert ir kt., 2007; Basil ir kt., 2008; Lwin ir Phau, 2014), atsakomybės jausmą (Basil ir kt., 2006; Feiler ir kt., 2012), požiūrį į labdaros organizaciją (Sargeant ir Woodliffe, 2007), kaltės jausmą (Basil ir kt., 2006; Hibbert ir kt., 2007; Basil ir kt. 2008; Ahn ir kt., 2014) ir kt.

Kiti tyrimų autoriai teigia, kad su labdara siejamos prekės įsigijimui turi įtakos daugelis kitokių veiksnių: tai demografiniai veiksniai (Ross ir kt., 1992; Paul ir kt., 1997; Batson, 1998; Eisenberg, 2000; Skoe ir kt., 2002; Meijer ir Schuyt, 2005), labdarai skirtos sumos dydis (Strahilevitz ir Myers 1998; Strahilevitz 1999; Mohr ir kt., 2001; Langen, 2011; Chang 2008, 2011), produkto tipas (Strahilevitz ir Myers 1998;

Subrahmanyam, 2004; Chang, 2008, 2011), labdaros objektas (Ross ir kt., 1992; Vanhamme ir kt., 2012; Ellen ir kt., 2000; Cui ir kt., 2003), prekės ženklo ir labdaros objekto sutapimas (Strahilevitz ir Myers 1998; Ellen ir kt., 2000; Pracejus ir Olsen, 2004), produkto ir labdaros objekto sutapimas (Pracejus ir Olsen, 2004; Rifon ir kt., 2004; Hamlin ir Wilson, 2004; Nan ir Heo, 2007), įmonės ir labdaros objekto sutapimas (Gupta ir Pirsch, 2006; Robinson ir kt., 2012), požiūris į verslo organizaciją (Husted ir Whitehouse, 2002), socialinės atsakomybės demonstravimo veiksnys (Youn ir Kim, 2008), kaltės jausmas (Chang, 2011), empatija (Kim ir Johnson, 2012), altruizmas (Webb ir Mohr, 1998; Gupta ir Pirsch, 2006; Proença ir Pereira, 2008), materializmas (Bennet, 2003; Wymer ir Samu, 2009), vartotojo skepticizmas (Webb ir Mohr, 1998; Chang, 2008; Anuar ir kt., 2013) ir kt.

Atlikta išsami mokslinės literatūros analizė leidžia teigti, kad tik dalis veiksnių pasireiškė abiejų elgsenų atveju: tai atsakomybės jausmas, kaltės jausmas, empatija, altruizmas, požiūris į labdaros ir verslo organizaciją, demografiniai veiksniai. Kadangi abiem atvejais atliekami savo turiniu panašūs moralūs poelgiai, skirtingas jų pagrindimas gali būti aiškinamas prielaida, jog tiesiog stokojama tyrimų, kurie lygiagrečiai nagrinėtų abu minėtus atvejus.

Trečia, tik nedidelė dalis tyrimų į finansinės paramos labdarai skyrimą žvelgia per moralaus elgesio ir jį lemiančių veiksnių prizmę. Atlikti moksliniai tyrimai leidžia teigti, kad moralinė tapatybė turi didelę svarbą numatant moralų individo (kartu ir vartotojo) elgesį (Aquino ir Reed, 2002; Aquino ir kt., 2007; Detert ir kt., 2008; Reed ir Aquino, 2003; Reed ir kt., 2007; Reynolds ir Ceranic, 2007). Kiti tyrėjai iškelia moralių emocijų svarbą moraliam elgesiui atlikti (Eisenberg, 1986; Batson, 1998; Hoffman, 2000). Vis dėlto tik nedaugelis mokslininkų analizavo moralinės tapatybės įtaką ketinimui skirti finansinę paramą labdarai tiesiogiai (Reed ir kt., 2007; Reynolds ir Ceranic, 2007), o šio konstrukto įtaka ketinimui pirkti su labdara siejamą prekę iš viso nėra tyrinėta. Moralių emocijų – numanomos kaltės jausmo ir empatijos – įtaka ketinimui skirti finansinę paramą labdarai tiesiogiai ir netiesiogiai tyrinėta tik fragmentiškai (Basil ir kt., 2006; Hibbert ir kt., 2007; Basil ir kt., 2008; Chang, 2011; Lwin ir Phau, 2014).

Ketvirta, atlikti tyrimai leidžia teigti, kad asmens suvokiamas gebėjimas atlikti tam tikrą veiksmą (saviveiksmingumas) bei polinkis į kaltės ir gėdos jausmą, gali būti priskiriami prie veiksnių, sietinų su asmens (taip pat ir vartotojo) moralumu. Vis dėlto

šie veiksniai tik fragmentiškai nagrinėti su labdara siejamos individo elgsenos kontekste (Bandura ir Locke, 2003; Andreoni ir Petrie, 2004, Basil ir kt., 2008).

Apibendrinant disertacijos tema atliktus tyrimus, galima teigti, kad egzistuoja mokslinio pažinimo spraga, nagrinėjant vartotojo pasirinkimą tarp finansinės paramos labdarai skyrimo ir ketinimo pirkti su labdara siejamą prekę. Dauguma tyrimų nagrinėja tik vieną iš šių atvejų, t. y. kokie veiksniai lemia arba finansinės paramos labdarai skyrimą, arba vartotojų požiūrį, motyvaciją, ketinimą pirkti su labdara siejamą prekę. Be to, pasigendama tyrimų, kurie nagrinėtų šiuos klausimus per asmens (arba vartotojo – kaip sinonimiškai nurodoma kituose to paties turinio šaltiniuose) moralumo veiksmų prizmę. Esama pagrindo teigti, jog kaip tik šios grupės veiksniai – moralinė tapatybė, moralios emocijos (numanomos kaltės jausmas, empatija), bei su vartotojo moralumu siejami veiksniai (polinkis į kaltės ir gėdos jausmą, saviveiksmingumas) daro įtaką abiem elgsenos atvejams.

Disertacijos tyrimo klausimas: kaip moralinė tapatybė, moralios emocijos (numanomos kaltės jausmas, empatija) bei su vartotojo moralumu susiję veiksniai (polinkis į kaltės ir gėdos jausmą, saviveiksmingumas) veikia vartotojo ketinimą skirti finansinę paramą labdarai tiesiogiai ir pirkti su labdara siejamą prekę?

Disertacijos autorės nuomone, atsakant į iškeltą tyrimo klausimą, būtų ne tik užpildytos šiuo metu mokslinėje literatūroje atsivėrusios spragos, bet ir atskleista, kokie vartotojo moralumo veiksniai lemia, kodėl vieni pasirenka tiesioginės finansinės paramos skyrimo formą, o kiti – netiesioginę formą, t. y. su labdara siejamos prekės pirkimą.

Disertacijos tikslas – nustatyti moralinės tapatybės, moralių emocijų (numanomos kaltės jausmo, empatijos) bei su vartotojo moralumu siejamų veiksmų (polinkio į kaltės ir gėdos jausmą, saviveiksmingumo) įtaką vartotojo pasirinkimui tarp ketinimo skirti finansinę paramą labdarai tiesiogiai ir ketinimo pirkti su labdara siejamą prekę.

Disertacijos tikslui pasiekti keliami šie uždaviniai:

1. Atskleisti vartotojų sprendimų priėmimą, remiantis bendrosiomis vartotojų elgsenos ir su moralia individų elgsena siejamomis teorijomis.
2. Atlikti išsamią mokslinės literatūros analizę ir jos pagrindu apibūdinti tiesioginės ir netiesioginės paramos labdarai teorinius aspektus.

3. Išnagrinėti ir apibendrinti kitų autorių atliktus mokslinius tyrimus tiesioginės finansinės paramos labdarai ir su labdara siejamos prekės pirkimo bei abi elgsenas lemiančių veiksnių tema.
4. Apibrėžti moralinės tapatybės, moralių emocijų bei su vartotojo moralumu siejamų veiksnių konstruktus ir jų įtaką vartotojų sprendimams skirti finansinę paramą labdarai.
5. Sudaryti disertacijos tyrimo modelį moralinės tapatybės, moralių emocijų (numanomos kaltės jausmo, empatijos) bei su vartotojo moralumu siejamų veiksnių (polinkio į kaltės ir gėdos jausmą, saviveiksmingumo) įtakai vartotojo pasirinkimui skirti finansinę paramą labdarai ar pirkti su labdara siejamą prekę matuoti.
6. Remiantis sudarytu tyrimo modeliu parengti tyrimo metodiką moralinės tapatybės, moralių emocijų (numanomos kaltės jausmo, empatijos) bei su vartotojo moralumu siejamų veiksnių (polinkis į kaltės ir gėdos jausmą, saviveiksmingumas) įtakai vartotojo pasirinkimui skirti finansinę paramą labdarai ar pirkti su labdara siejamą prekę matuoti.
7. Atlikti empirinį tyrimą nustatant moralinės tapatybės, moralių emocijų (numanomos kaltės jausmo, empatijos) bei su vartotojo moralumu siejamų veiksnių (polinkio į kaltės ir gėdos jausmą, saviveiksmingumo) įtaką vartotojo pasirinkimui skirti finansinę paramą labdarai ar pirkti su labdara siejamą prekę.
8. Pateikti su labdara siejamų prekių rinkodaros kampanijų įgyvendinimo rekomendacijas, siejant jas su asmens (arba kaip kituose to paties turinio šaltiniuose sinonimiškai nurodoma – vartotojo) moralumo veiksnių svarba priimant sprendimus.

Tyrimo ir duomenų analizės metodai. Teoriniuose disertacijos skyriuose bei analizuojant mokslinius straipsnius buvo taikomi šie metodai: lyginamoji ir loginė mokslinės literatūros analizė, sintezė ir apibendrinimas.

Disertacijos empiriniai tyrimai buvo atliekami trimis etapais. Pirmuoju etapu buvo atliekamas kokybinis tyrimas, kurio pagrindiniai tikslai buvo šie: remiantis mokslinės literatūros analize, patvirtinti atrinkto labdaros objekto (labdara vaikams) tinkamumą pagrindiniam kiekybiniam tyrimui; įvertinti, koks produktas gali būti siūlomas su labdara siejamai rinkodaros kampanijai; kokia yra tipiška paramos suma.

Antruoju etapu buvo atliekamas bandomasis kiekybinis ir kokybinis tyrimas, kurio pagrindinis tikslas – įsitikinti, kad pasirinktas labdaros reklaminis pranešimas yra tinkamai respondentų suvokiamas (sukelia kaltės jausmą), o pats klausimynas yra aiškiai ir teisingai suprantamas. Atsižvelgiant į bandomojo tyrimo dalyvių pastabas, buvo adaptuotos ketinimo pirkti su labdara siejamą prekę, polinkio į kaltės ir gėdos jausmą, numanomos kaltės, empatijos bei saviveiksmingumo skalės.

Trečiuoju etapu buvo atliekamas pagrindinis kiekybinis tyrimas – apklausa internetu. Šio tyrimo metu buvo apklausti 643 respondentai. Pagrindinis tikslas – nustatyti moralinės tapatybės, moralių emocijų (numanomos kaltės jausmo, empatijos) bei su vartotojo moralumu siejamų veiksnių (polinkio į kaltės ir gėdos jausmą, saviveiksmingumo) įtaką vartotojo pasirinkimui tarp ketinimo skirti finansinę paramą labdarai ir ketinimo pirkti su labdara siejamą prekę.

Pagrindinio kiekybinio tyrimo duomenys buvo apdoroti duomenų analizės ir statistikos kompiuterine įranga IBM SPSS Statistics 22. Analizuojant tyrimų duomenis buvo naudojami šie analizės metodai: tiriamoji faktorinė analizė, patikimumo analizė (Kronbacho alfa), daugianarė tiesinė regresinė analizė, mediatoriaus poveikio analizė.

Disertacijos mokslinis naujumas:

1. Užpildyta mokslinių tyrimų spraga nustatant vartotojo moralumo veiksnius, kurie turi įtakos vartotojo sprendimui skirti finansinę paramą labdarai tiesiogiai arba netiesiogiai, t. y. perkant su labdara siejamą prekę.
2. Adaptuotos ketinimo pirkti su labdara siejamą prekę, polinkio į kaltės ir gėdos jausmą, numanomos kaltės, empatijos bei saviveiksmingumo skalės, užtikrinant jų tinkamumą Lietuvai.
3. Nustatyta moralinės tapatybės įtaka ketinimui pirkti su labdara siejamą prekę.
4. Įrodyta, kad su vartotojo moralumu siejamas veiksnys – polinkis į kaltės ir gėdos jausmą, neturi įtakos vartotojo pasirinkimui skirti finansinę paramą labdarai ar pirkti su labdara siejamą prekę.
5. Išplėsta tyrimų bazė nustatant moralių emocijų – numanomos kaltės jausmo ir empatijos – įtaką vartotojo sprendimui skirti finansinę paramą labdarai ar pirkti su labdara siejamą prekę.

6. Išplėsta tyrimų bazė nustatant numanomos kaltės jausmo įtaką medijuojant ryšį tarp empatijos ir ketinimo skirti finansinę paramą labdarai ar pirkti su labdara siejamą prekę.

Disertacijos praktinė reikšmė:

1. Empirinio tyrimo rezultatai leido nustatyti, kad moralinė tapatybė daro įtaką vartotojo pasirinkimui pirkti su labdara siejamą prekę. Šie rezultatai gali būti praktiškai panaudojami formuojant labdaros reklaminių pranešimų turinį, pabrėžiant moralių vertybių svarbą.
2. Empirinio tyrimo rezultatai patvirtino, kad vartotojo moralumo veiksniai turi įtakos vartotojo sprendimui skirti finansinę paramą labdarai ar pirkti su labdara siejamą prekę.
3. Gauti rezultatai leido patvirtinti dviejų bene daugiausiai mokslinių diskusijų sulaukusių moralių emocijų – numanomos kaltės ir empatijos – įtaką tiek tiesioginės, tiek netiesioginės paramos skyrimui: ketinimui skirti finansinę paramą labdarai ir ketinimui pirkti su labdara siejamą prekę. Taigi formuojant labdaros reklaminių pranešimų turinį, daug dėmesio turėtų būti skiriamas kaltės ir empatijos motyvams.
4. Rezultatai atskleidžia su vartotojo moralumu siejamo veiksnio – asmens suvokiamo gebėjimo atlikti tam tikrą veiksmą, arba saviveiksmingumo, tiesioginį poveikį vartotojui pasirenkant skirti finansinę paramą labdarai ar pirkti su labdara siejamą prekę.
5. Patvirtinta, kad numanomos kaltės jausmas iš dalies medijuoja empatijos įtaką vartotojo pasirinkimui skirti finansinę paramą labdarai ir pirkti su labdara siejamą prekę. Taigi, labdaros reklaminiuose pranešimuose pasitelkiant abu motyvus: empatiją ir kaltės jausmą, galima paskatinti finansinės paramos labdarai skyrimo patrauklumą.

Tyrimo apribojimai. Vienas iš disertacijos tyrimo apribojimų yra tas, kad rezultatiniais veiksniais pasirinkti ketinimas skirti finansinę paramą labdarai ir ketinimas pirkti su labdara siejamą prekę. Vis dėlto mokslinėje literatūroje iki šiol diskutuojama, ar ketinimas pirkti pakankamai patikimai nuspėja tikrąjį pirkimą (Barber ir kt., 2012).

Kitas apribojimas yra susijęs su tuo, kad empiriniame tyrime nagrinėtas tik vienas labdaros objektas – parama vaikams. Taigi šis tyrimas neleidžia daryti jokių išvadų apie

kitus populiarius labdaros objektus, pavyzdžiui, finansinę paramą gyvūnams, gamtos apsaugai, mokslui ir pan.

Vienas iš tyrimo apribojimų yra susijęs su pasirinktais duomenų analizės metodais – pagrindinis metodas, kuriuo buvo analizuojami kiekybinio tyrimo metu gauti duomenys, – tai tiesinė daugianarė regresinė analizė. Vienas iš šio pasirinkto analizės metodo apribojimų – galimybė nustatyti moderatorių įtaką analizuojamiems konstruktsams ar ryšiams tarp konstrukto atskleisti. Struktūrinių lygčių modeliavimas, tikėtina, galėjo atskleisti įvairesnių ryšių tarp kintamųjų.

Dar vienas tyrimo apribojimas yra tas, kad disertacijos tyrime dalyvavo respondentai, kurie nebūtinai turėjo ankstesnės paramos skyrimo labdarai patirties. Tačiau, atlikus mokslinės literatūros analizę, nustatyta, kad ankstesnė asmens patirtis skiriant paramą labdarai gali turėti teigiamą įtaką ir ateities veiksams, susijusiems su paramos skyrimu.

Disertacijos struktūra. Disertaciją sudaro įvadas, iš trijų pagrindinių poskyrių sudarytas teorinės analizės skyrius, tyrimo metodikos skyrius, empirinių duomenų analizės skyrius, mokslinės diskusijos skyrius bei išvadų ir rekomendacijų skyriai.

Pirmajame teorinės analizės poskyryje pristatomas vartotojų sprendimo priėmimas, remiantis bendrosiomis vartotojų elgsenos ir su moralia individų elgsena siejamomis teorijomis. Šiame poskyryje išsamiai aptariamos ir nagrinėjamos dvi pagrindinės su labdara siejamos individų elgsenos formos: tiesioginis finansinės paramos labdarai skyrimas bei netiesioginis, t. y. perkant su labdara siejamą prekę. Antrajame poskyryje pristatomos moralinės tapatybės ir moralių emocijų sąvokos, jų pasireiškimas. Taip pat šiame skyriuje analizuojami kitų autorių disertacijos tema atlikti tyrimai bei identifikuojamos mokslinių tyrimų spragos. Trečiajame poskyryje aptariami su vartotojo moralumu siejami polinkio į kaltės ir gėdos jausmą bei saviveiksmingumo veiksniai, jų svarba su labdara siejamam elgesiui.

Tyrimo metodikos skyriuje pateikiama atliktų empirinių tyrimų metodika. Šiame skyriuje pristatomas disertacijos tyrimo modelis, disertacijoje keliamos hipotezės, empirinių tyrimų atlikimo etapai, kokybinio, bandomojo ir pagrindinio kiekybinio tyrimų metodika, nuodugniai aptariamas pagrindinio kiekybinio tyrimo instrumentas – klausimynas ir pagrindžiami į jį įtraukti konstruktai bei jų matavimas.

Empirinių duomenų analizės skyriuje supažindinama su pagrindinio kiekybinio tyrimo rezultatais. Šiame skyriuje pateikiamos respondentų socialinės demografinės charakteristikos, naudotų skalių patikimumas, nagrinėjama nepriklausomų kintamųjų (moralinės tapatybės, numanomos kaltės jausmo, polinkio į kaltės ir gėdos jausmą, empatijos bei saviveiksingumo) įtaka vartotojo sprendimui skirti finansinę paramą labdarai ar pirkti su labdara siejamą prekę, atliekama mediatoriaus (numanomos kaltės jausmo) poveikio analizė. Po empirinių duomenų analizės aptarimo pateikiamos mokslinės diskusijos bei išvados ir rekomendacijos.

Disertacijoje panaudoti 239 literatūros šaltiniai, pateikta 11 lentelių ir 19 paveikslų.

APROBATION AND DISSEMINATION OF THE RESEARCH RESULTS

Publications in reviewed scientific journals from the list of international databases recognized by the Science Council of Lithuania:

1. Urbonavičius S., Adomavičiūtė K. (2015). Effect of Moral Identity on Consumer Choice of buying Cause-related Products Versus Donating for Charity. *Procedia - Social and Behavioral Sciences* (20th International Scientific Conference; Economics and Management 2015, ICEM 2015), Vol. 213, 1 December 2015, p. 622–627, doi: 10.1016/j.sbspro.2015.11.460
2. Kavaliauskė M., Adomavičiūtė K. (2013). Development of Marketing Concept in the Context of Environment Protection and Social Responsibility. *ECONOMICS*, Vol. 92(3) Supplement A, p. 233-244. ISSN 1392-1258.
3. Adomavičiūtė K. (2013). Relationship between utilitarian and hedonic consumer behavior and socially responsible consumption. *ECONOMICS AND MANAGEMENT: 2013*, Vol. 18, No. 4, p. 754-760. ISSN 2029:9338 (ONLINE).

The results disseminated during international scientific conferences:

1. Urbonavičius S., Adomavičiūtė K. (2015). Effect of moral identity on consumer choice of buying cause related products versus donating for charity. International Scientific Conference *ECONOMICS AND MANAGEMENT: 2015*, 6-8 May, Kaunas, Lithuania.
2. Kavaliauskė M., Adomavičiūtė K. (2013). Development of Marketing Concept in the Context of Environment Protection and Social Responsibility. International Conference *Economic Transformations and Business Prospects 2013*, 26-27 September, Vilnius, Lithuania.
3. Adomavičiūtė K. (2013). Relationship between utilitarian and hedonic consumer behavior and socially responsible consumption. International Scientific Conference *ECONOMICS AND MANAGEMENT: 2013*, 24-26 April, Kaunas, Lithuania.

INFORMATION ABOUT THE AUTHOR

Education:

Date	Institution	Degree acquired
2008 10—2009 02	European University Viadrina Frankfurt (Oder)	Socrates/Erasmus Exchange Program of International Business Administration
2005— 2009	Vilnius University Faculty of Economics	Bachelor of Management and Business Administration
2009— 2011	Vilnius University Faculty of Economics	Master of Management and Business Administration
2012— 2016	Vilnius University Faculty of Economics Marketing Department	PhD Studies, Social Sciences, Management

Professional experience:

Year	Employer	Position
2008	JSC “Saules spektras”	Assistant of Project Manager
2009—2010	JSC “Rivona”	Category manager (garments, textile, footwear)
2011—2012	Budgetary institution National Paying Agency under the Ministry of Agriculture	Project Manager
2012—till now	JSC “ProBaltic Consulting”	Business Consultant
2014—2015	Regional Innovation Management Center	Project Consultant
2014— till now	Vilnius University Faculty of Economics Marketing Department	Lecturer, Retail Management and Marketing

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