

VILNIUS UNIVERISTY

**FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
MARKETING AND COMMUNICATION DEPARTMENT**

Master study programme

Marketing and Integrated Communication

2nd year student

Lilian Abou-Ltaif

MASTER'S THESIS PROJECT I

The impact of consumer psychographic characteristics on the intention to purchase cause-related products: the case of cause acuteness (sudden disaster vs. ongoing tragedy)

Supervisor: assoc. prof. dr. Karina Adomavičiūtė - Sakalausė

The date of the delivery:

Registration No.

Vilnius, 2023

Table of Contents

INTRODUCTION.....	6
1. THEORETICAL ASPECTS OF PSYCHOGRAPHIC CHARACTERISTICS AND THEIR IMPACT ON INTENTION TO PURCHASE CAUSE-RELATED PRODUCTS	8
1.1 The concept of CRM and cause-related products	8
1.2 Theoretical background explaining consumers' intention to purchase cause-related products.....	9
1.3 The concept of cause acuteness: sudden disaster or ongoing tragedies	13
1.4 The psychographic characteristics impacting intention to purchase cause-related products.....	14
1.4.1 Skepticism	14
1.4.2 Materialism.....	16
1.4.3 Individualism.....	17
1.4.4 Moral Identity	18
2. THE METHODOLOGY OF THE IMPACT OF CONSUMER PSYCHOGRAPHIC CHARACTERISTICS ON THE INTENTION TO PURCHASE CAUSE-RELATED PRODUCTS	20
2.1. Research aim and model.....	20
2.2. Hypotheses development.....	22
2.3. Research method and instrument.....	34
2.4. Research sample size.....	36
2.5 Data analysis methods.....	39
3. ANALYSIS OF THE EMPIRICAL DATA	40
3.1. Structure of the sample.....	40
3.2. Reliability of the constructs.....	41
3.3. Hypotheses testing.....	42
3.4. Summary of the research results.....	52
4. Conclusions and recommendations.....	54
List of References.....	59
ANNEXES.....	67

List of Tables

Table 1. Research sample size calculations.	37
Table 2. Structure of the research sample.	40
Table 3. Results of reliability analysis.	42
Table 4. Model summary for regression analysis for materialism, individualism, skepticism and moral identity towards intention to purchase.	43
Table 5. ANOVA table for materialism, individualism, skepticism and moral identity towards intention to purchase.	43
Table 6. Coefficients of multiple regression analysis predicting skepticism, materialism, individualism and moral identity towards the intention to purchase cause-related products.	43
Table 7. Summary of correlation coefficient analysis predicting skepticism, materialism, individualism, and moral identity on the intention to purchase in case of “Sudden disaster”.	45
Table 8. Summary of correlation coefficient analysis predicting skepticism, materialism, individualism, and moral identity on the intention to purchase in case of “Ongoing tragedy”.	46
Table 9. Model summary for regression analysis for materialism, skepticism towards attitude.	49
Table 10. ANOVA table for materialism and skepticism towards attitude.	49
Table 11. Coefficients of multiple regression analysis predicting skepticism and materialism towards attitude.	50
Table 12. Model summary for regression analysis for attitude towards intention to purchase.	50
Table 13. ANOVA table for attitude towards intention to purchase.	50
Table 14. Summary of linear regression analysis predicting attitude towards intention to purchase.	51
Table 15. Results of the hypotheses testing.	51
Table 16. Constructs of the research.	66

List of Figures

Figure 1. Research model.	22
--------------------------------	----

INTRODUCTION

According to a recent study, of cause-related marketing from business owners' perspectives it was stated that cause-related marketing (CRM) has been emphasized as the key connection between consumer behavior and company planned revenues (Rapert et al., 2020). Cause-related marketing campaigns are increasingly utilized as analytical tool for businesses to promote and distinguish their products versus competitors, allowing consumers to contribute to social issues through engaged companies. In essence, companies may enhance their business's brand image and profitability by proving their commitment to ethical obligations towards customers (Amawate et al., 2019). Cause-related marketing involves both individual consumers and companies since it is influenced by various factors that directly affect customers. In other words, whether customers are individuals or companies, their willingness to participate is determined by several significant variables in cause-related marketing (Shabbir et al., 2009). Companies must be conscious of numerous variables that may influence consumers' intention to purchase cause-related products. As it emphasizes the significance of product-related characteristics, primarily the utilization of cause-related marketing (CRM) techniques, in influencing consumers' purchase intentions (Shabbir et al., 2009). This concludes that companies should take into consideration both external and internal marketing techniques that can influence how consumers perceive and purchase cause-related products (Amawate et al., 2019). While numerous studies have been conducted on the factors that influence customer intentions to purchase cause-related products, fewer studies investigated how individual characteristics affect these intentions (Serban et al., 2012). Previous research shows a shift in consumer behavior, demonstrating that in previous decades, consumers made purchase decisions mostly to satisfy their demands and preferences, without taking into account fundamental factors and causes behind it (Kim et al., 2017). However, variables such as "consumer skepticism, moral identity, materialism, and individualism" have been selected for further investigation, influencing the intention of buying CRM products depending on cause acuteness, such as sudden disasters and ongoing tragedies.

Based on research, investigations, and analysis of recent marketing strategies for effectively targeting separated consumer segments of CRM products, findings varied based on individual characteristics (Rapert et al., 2020). To address the primary question, an integrated preliminary

conceptualization of the proposed relationships was developed: How do consumer psychographic characteristics (consumer skepticism, moral identity, materialism, and individualism) influence the intention to purchase cause-related products with different cause acuteness, essentially in case of sudden disaster versus ongoing tragedy?

The study aims to analyze the impact of consumer psychographic characteristics on the intention to purchase cause-related products with different cause acuteness.

The objectives of this study that help to reach the aim are as follows:

1. to identify the concept of CRM and cause-related products;
2. to determine the main theories that form the basis for consumers' intention to purchase cause-related products;
3. to discuss the concept of cause acuteness;
4. to analyze the personal (psychographic) characteristics that impact the intention to purchase cause-related products;
5. to prepare a methodology for the research on personal characteristics impacting intention to purchase cause-related products with different cause acuteness: sudden disaster vs. ongoing tragedy.
6. to analyze research results and present main conclusions as well as practical implications.

Structure of the thesis:

The thesis consists of theoretical, methodological, and data analysis parts. In the theoretical part of the definition of CRM products, cause acuteness is provided. Furthermore, the main theories explaining the intention to purchase Cause-related products are presented. Lastly, personal characteristics impacting the intention to purchase CRM products are distinguished. The methodological part provides information about the selected research method (survey), instrument, and sample size calculations. The data analysis parts help in testing the study hypotheses and providing the main results.

Research methods. Scientific literature analysis and survey method.

1. THEORETICAL ASPECTS OF PSYCHOGRAPHIC CHARACTERISTICS AND THEIR IMPACT ON INTENTION TO PURCHASE CAUSE-RELATED PRODUCTS

1.1 The concept of CRM and cause-related products

Cause-related marketing is defined in the literature as the creation of commercial initiatives that allow charities to profit from a revenue-generating exchange that achieves both customer and company goals (Guerreiro et al., 2015). Companies promote a cause associated with customers who participate in revenue-generating transactions with the company through CRM. (Duarte et al., 2018). Non-profit organizations and commercial enterprises engage with technical marketing tools to gather more resources for social causes, promote change, and generate better solutions for society through strong connections (Guerreiro et al., 2015). Resulting in, individuals' involvement in the CRM campaign that shall benefit: the company, the cause, and the customers (Duarte et al., 2018).

To ensure the success of the relationship, we need to take into account the brand and the cause needs to be aligned. We must highlight that the "socially conscious consumer" is at the foundation of the process, individuals who are increasingly aware of the impact of their purchases on the public field and intend to leverage their purchasing power to make a difference in society (Rugar et al., 2015). According to different studies, consumers intend to have a more positive impression of companies that support causes and decide to purchase products related to social products (Guerreiro et al., 2015). Furthermore, if the consumer believes that the corporations are acting altruistically, the results will be considerably better (Anuar et al., 2013). CRM aims are to enhance a company's performance and generate awareness of social causes (Anuar et al., 2013). Previous studies have shown that CRM may strengthen brand image and customer attitudes toward a brand, a cause, or a company. As a result, research has proven that it increases both revenue and profitability (Guerreiro et al., 2015). CRM promotes through growing visibility, awareness, and revenue (Duarte et al., 2018). As an example, during an American Express CRM campaign in 1983, a total of USD 1.7 million was collected for the renovation of the Statue of Liberty (Anuar et al., 2013). In this first and most successful CRM campaign, a percentage of every Amex card usage and new card application will be donated to the Statue of liberty reconstruction project.

American Express credit card use had climbed by 28% by the end of the campaign, while new card applications had increased by 17%. At the same time, USD 1.7 million in donations have been received to the cause (Anuar et al., 2013). CRM allowed both the sponsoring company and the charitable cause since it is a way of selling products or services in which a corporation seeks to support an organization such as a charity while continuing to generate a profit: Unlike previously cause-related marketing campaigns that resulted in donation to a charity or cause, the latest campaign appears to be solely focused on creating awareness (Guerreiro et al., 2015).

Cause-related products are an element of Corporate Social Responsibility (CSR), in which a company's marketing strategies aim toward increasing profits while also aiding a charitable organization (Rugar et al., 2015). Cause-related marketing, on the other hand, occurs when business earnings from nonprofit organizations operate (Duarte et al., 2018). A company strategically cultivates its corporate image, promotes its products and services, and engages in fundraising initiatives to raise revenue for a charitable cause. This method simultaneously enhances the company's image, reflects its core values, and fosters customer loyalty, resulting in greater use of its products and services (Zemack-Rugar et al., 2015).

1.2 Theoretical background explaining consumers' intention to purchase cause-related products

The Theory of planned behavior. The Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA) represent the most significant and commonly employed models of the attitude-behavior connection during the last 20 years (Terry et al., 2010). Intentions are influenced by attitudes toward certain manners (Sommer et al., 2011). They are intended to provide a brief overview of informational and motivational influences on behavior, enabling prediction and comprehension (Ajzen, 2011). TPB is a development on the original (TRA), allowing it to be applied to behaviors that are not entirely under the individual's control (Sommer et al., 2011).

The Theory of Planned Behavior (TPB) is employed as an essential framework in this study to analyze and predict customers' intentions to purchase cause-related products (Podoshen et al., 2012). TPB argues that three main variables influence individual behavioral intentions: attitude, subjective norms, and perceived behavioral control (Manstead et al., 2011). Consumer attitudes

are crucial in the context of cause-related products. The research investigates how consumers assess and analyze the purchase of cause-related products, taking into account the products' alignment with their values and their perceived impact on the related social or environmental cause. Positive feelings are projected to have a positive impact on purchasing intentions, and vice versa.

Furthermore, the perceived behavioral control aspect of TPB is examined in the context of cause-related products. To understand how these variables influence the perceived control over the behavior of purchasing socially conscious products, factors such as affordability, availability, and consumers' perceived efficacy in contributing to the cause are analyzed (Manstead et al., 2011).

When investigating consumers' intentions to actively participate in cause-related marketing, the proposed study would employ the TPB model to analyze the complex connection between attitudes, subjective norms, and perceived behavioral control (Terry et al., 2010). This theoretical framework provides a structured approach to clarifying the psychological processes underlying consumer behavior underneath the framework of ethical consumerism, providing valuable insights for both academic understanding and practical implications for marketers and businesses that participate in cause-related campaigns (Armitage et al., 2010). The immediate determinant of human behavior, according to (TPB), is behavioral intention. In theory, behavior can be predicted based on purpose if two conditions are met (Manstead et al., 2011). First, both behavioral intention and behavior must be measured with the same degree of specificity in terms of the behavior's target, action, time period, and context. Second, there seems to be little opportunity for intention to modify between the assessment of behavioral intention and the subsequent behavioral measure, which implies that the time period between the two measurements should be kept as short as possible for prediction purposes (Terry et al., 2010). All variables that influence intention are the individual's evaluations of the consequences of performing the activity, his or her perceptions of normative pressure to perform the behavior, and the degree of control the individual perceives he or she has over the effective performance of the behavior (Armitage et al., 2010). Attitude to behavior, subjective norm, and perceived behavioral control are the three determinants of behavioral intention, correspondingly (Manstead et al., 2011). In the case of attitudes, these determinants are a restricted number of significant behavioral beliefs, i.e., beliefs about the consequences of executing the behavior, weighted by an assessment of each of these outcomes

(outcome evaluations) (Sommer et al., 2011). A belief-based measure of attitude can be generated by integrating behavioral beliefs alongside outcome assessments. TPB's predictive strength is likely to be influenced by a variety of factors and circumstances (Armitage et al., 2010).

From this brief analysis, it is clear that TPB is a well-founded, founded theory describing and understanding a significant proportion of intention and behavior (Sommer et al., 2011). The significance of the essential constructs, such as **attitude, subjective norm, and perceived behavioral control**, has been demonstrated numerous times (Hardeman et al., 2010). Still, there is a investigations about specific aspects, which forms of perceived behavioral control exist (self-efficacy, perception of control, and others) and whether future conduct should be observed or self-reported (Hardeman et al., 2010).

SOR Model. Mehrabian and Russell (1974) introduced the S (stimulus)-O (organism)-R (response) paradigm, which claims that numerous environmental stimuli around individuals impact their psychological state and, ultimately, their consuming behavior (Hewei et al., 2021). The external environmental factor of the organism is stimuli (S), while the psychological transformation mechanism by which the user internalizes the stimulation into information is organism (O), and the user to the external stimulus information content of the relevant response behavior is response (R) (Chen et al., 2019). As a result, the model assumes that numerous external stimuli associated with decisions impact an individual's inner state, including stimuli relating to those from the external surroundings surrounding them (Pandita et al., 2020).

An individual's inner state, which includes feelings, emotions, and cognitive action, is referred to as an organism (Pandita et al., 2020). A response is a behavioral reaction that is triggered by stimuli in the external environment and the organism's internal processes, and it might involve psychological attitudes or behavioral behaviors (Goi et al., 2016). Internal processing includes the individual's cognitive and emotional responses, such as stimulus perception; response represents the individual's behavioral results, demonstrating that SOR is both a physical and intangible form (Hewei et al., 2021). SOR stimulates an individual's emotional and cognitive state through environmental cues, leading to certain behavioral outcomes (Chen et al., 2019). In the study of consumer behavior, the SOR model is useful in distinguishing environmental stimuli from internal and external behavior (Pandita et al., 2020). As a result, the S-O-R framework is a well-known

psychological theory in consumer behavior research. Based on the literature review, this study applies the SOR integration model to investigate the influence that forms the basis for consumers' intention to purchase cause-related products. In this research, the SOR model is applied as follows. First, stimuli (charity ads) are created which firstly are shown to respondents in the questionnaire, and only after being exposed to them respondents answer the following questions in the questionnaire which measure their different personal characteristics (organism) and then their intention to purchase cause-related products (response).

Recent studies showed mixed findings in terms of the effectiveness of using sad versus happy images of people in their ads (Chen et al., 2019). Due to a reaction to overly distressing marketing tactics, it has recently been discovered that positive target images are more effective in inducing prosocial behavior (Hossain et al., 2020). An experiment indicated that when consumers see advertising showing happy children rather than sad children, they are more eager to donate (Hossain et al., 2020). This tendency is supported by research indicating that emotional appeals can motivate and persuade consumers, suggesting that emotional victim images in prosocial advertising could be more effective than textual information alone (Chen et al., 2019).). According to previous study, donors have more empathy for victims with sad facial expressions and thus are more likely to donate more (Goi et al., 2016), with the logic being that children with sad faces represented in fundraising efforts convey a message of higher need for nongovernmental organizations (Goi et al., 2016). On the other hand, other researchers, have discovered that using sad victims in advertisements can reduce their efficacy (Pandita et al., 2020). People have an unfavorable perspective toward sad facial expressions with negatively framed items in particular. The effect is consistent across a variety of sad emotion mediums, such as text, photos, and video clips (Goi et al., 2016). Negative images produce unpleasant emotional reactions such as loneliness, and these bad sensations limit a donor's ability to empathize with others, undermining donation intentions.

As a result, a considerable amount of study has been conducted on emotional appeals in charity advertising, showed that when people saw emotional charity advertising, they were more likely to donate than when they saw factual messaging (Hewei et al., 2021).

1.3 The concept of cause acuteness: sudden disaster or ongoing tragedies

In the CRM practices, a company donates a specific amount of its product sales or profits to support a sudden disaster (i.e., tsunami, flash floods and earthquakes) or an ongoing tragedy (i.e., poverty, children cancer, and refugees). Individuals are more willing to support CRM campaigns with sudden disasters than they are with ongoing tragedies (Zheng et al., 2017). For instance, sudden disasters are usually unanticipated and uncontrollable, making individuals less likely to lay personal responsibility on victims than those who suffer from ongoing tragedies (Salehi et al., 2019). As an example, one individual may have family members affected by cancer, while another may value healthy lifestyles and incorporate that value into their self-concept (Zheng et al., 2017). Cause acuteness is vital to CRM success because it acts as the motivator for consumer contribution (Smith et al., 2022). Furthermore, this positive evaluation of the outcome should have an impact on how the business is evaluated (Smith et al., 2022). Cause acuteness is a key factor in CRM effectiveness, both in terms of improving attitudes and increasing the likelihood of acquiring related products (Lee et al., 2018). Furthermore, altruistic motivation attributions and moral identification are two important factors in generating a state of moral elevation (Vrontis et al., 2020). Consumers identify more strongly with people who have been affected by an event that was not their fault, and they evaluate organizations that support causes related to such events higher than organizations that support ongoing causes (Wei et al., 2019). Donations often increase immediately after a disaster occurs (Zheng et al., 2017). In line with previous studies, we anticipate that when a corporation supports just one disaster rather than an ongoing tragedy in its CRM campaign, customers will feel more morally elevated (Lee et al., 2018).

The investigation of cause acuteness, which includes both sudden disasters and ongoing tragedies within the context of Cause-Related Marketing (CRM) strategies, is critical in understanding customer responses (Smith et al., 2022). CRM initiatives include businesses contributing a percentage of their sales or revenue to support either sudden disasters, such as tsunamis or earthquakes, or ongoing tragedies, such as poverty, childhood cancer, and refugee crises (Amin et al., 2021). Additionally, the public desire to participate in CRM initiatives tends to differ significantly between sudden disasters and ongoing tragedies. Previous research indicates that the unpredictability and uncontrollability of sudden disasters reduce the tendency to attribute personal responsibility to victims, distinguishing them from individuals facing ongoing challenges (Smith

et al., 2022). This difference in cause acuteness is critical in driving consumer participation in CRM efforts, impacting attitudes, and influencing how companies are viewed in the context of corporate social responsibility (Smith et al., 2022). In conclusion, the investigation of cause acuteness shows that, in terms of consumers' intention to purchase cause-related products, the distinction between sudden disasters and ongoing tragedies does not affect the impacts of materialism, skepticism, individualism, and moral identity. Despite the widely recognized role of cause acuteness in influencing consumer behavior, these psychographic characteristics appear to possess a consistent influence across both types of causes. This insight emphasizes the importance of marketers approaching consumer engagement strategies with a planned and demanding alignment to psychographic characteristics, regardless of the nature of the supported cause (Salehi et al., 2019).

1.4 The psychographic characteristics impacting intention to purchase cause-related products

1.4.1 Skepticism

Consumer skepticism is the tendency for customers to question or criticize a company's motivation for executing CRM campaigns (Anuar et al., 2013). Skepticism is a broad tendency of distrust regarding advertising claims that expresses a fundamental marketplace view that differs between people and is related to general persuasion (Anuar et al., 2013). Consumer skepticism of CRM campaigns significantly impacts how they respond to these campaigns.

Customers with a high level of skepticism are intend more to respond negatively to advertisements and CRM campaigns (Singh et al., 2009). However, it's important to recognize that the level of skepticism can vary based on how transparent a company is about the benefits it derives from CRM efforts, particularly when the company aligns with a relevant cause (Patel et al., 2016).

Skepticism often arises when customers question a company's motivations for engaging in such initiatives (Singh et al., 2009). Researchers have identified two incentives as the driving force for

cause-related alliances: public service and corporate service, with corporate service motives being viewed with greater uncertainty than public service motives (Patel et al., 2016).

Motives, for instance, are frequently evaluated greater importance when the cause is disaster-related (Amawate et al., 2019). Consumer reactions to the product, however, can vary significantly depending on the level of skepticism toward the CRM promise (Patel et al., 2016). Skepticism increases when there is a disconnect between the cause and the company as a whole, or when it is harder to verify the CRM claims. However, this skepticism can be reduced if the company openly communicates its true motivations for participating in a CRM campaign or if there is moderate alignment between the cause and the firm (Amawate et al., 2019).

Consumers may exhibit skepticism because they believe that companies undertake such efforts primarily for self-interested reasons, such as increasing sales and profits, rather than genuinely supporting social causes (Anuar et al., 2013). In Webb and Mohr's (1998) study, half of the respondents expressed that CRM had a detrimental impact on their lives (Duarte et al., 2018). These negative sentiments often stem from a lack of trust in the firm's motivations behind their CRM campaigns (Amawate et al., 2019), with consumers perceiving the company's motives as self-serving (Amawate et al., 2019). Moreover, individuals with a high level of skepticism are more likely to evaluate CRM efforts negatively, and approximately one-third of respondents noted that CRM had an impact on their purchasing decisions (Anuar et al., 2013).

Consumers who have not been exposed to the cause, on the other hand, are more willing to question the company's motivation for the cause, leading to mistrust (Duarte et al., 2018). When customers are skeptical of a company's motives, their opinion of the brand's credibility decreases resulting in impoverished evaluations (Amawate et al., 2019). While making socially aware purchases, consumers who have a negative perception of a company are less inclined to believe in its social objectives (Anuar et al., 2013).

Consequently, these skeptical consumers tend to have unfavorable perceptions of the brand, which can hinder the development of positive purchase intentions (Patel et al., 2016). Recent research identified a lack of association between advertising, their attitudes, and their buy intention. Thus, the influence of skepticism on purchase intention was recently researched and shown to be significantly negative (Amawate et al., 2019).

In conclusion, skepticism plays a critical role in shaping consumer responses to CRM campaigns, especially concerning their perceptions of a company's motives (Amawate et al., 2019). Skepticism can be influenced by factors such as the transparency of the company's intentions and the alignment between the cause and the firm. Understanding and addressing consumer skepticism are essential for marketers seeking to effectively promote cause-related products (Shabbir et al., 2009).

1.4.2 Materialism

Recent studies showed that materialism is a significant personal trait that influences a consumer's purchasing decisions (Maison et al., 2020). Materialism is a value orientation aimed at obtaining material possessions and, as a result, social recognition (Goldsmith et al, 2011). In line with Bennett's (2001) perspective, researchers argued that individuals who subscribe to materialistic values tend to constantly pursue and acquire items that hold external symbolic meaning, with the ultimate goal of boosting their social status (Goldsmith et al, 2012). Emphasis on physiological or utilitarian aspects, such as selecting products that offer pleasure or utility, may influence a materialistic consumer's involvement in a cause-related marketing campaign (Goldsmith et al, 2012). Individuals with a high level of materialism have been demonstrated to have positive attitudes toward businesses that promote good causes (Türk et al, 2017). Furthermore, when the brand is well-known, materialists are likely to be more influenced and attracted by cause-related marketing campaigns, especially when they can connect their identity to the brand image (Goldsmith et al, 2011).

They additionally believe that highly materialistic people evaluate personal achievement (and the success of others) by the number and quality of possessions they own. (Goldsmith et al, 2012). When attempting to examine variables related to materialism, some researches indicated that identifying the distinction between the two opposing conceptualizations is essential, and they describe the Richins and Dawson conceptualization of materialism as being immersed in a system of personal values (Türk et al, 2017). Through using values-based definition of materialism, we can define materialists as those who consider that success is determined by the possessions they obtain (Maison et al, 2020).

A materialistic consumer's intention to participate in a cause-related marketing campaign may be influenced by a CRM campaign's emphasis on hedonic or utilitarian features (for example,

employing products that are more hedonic or utilitarian in nature) (Adomaviciute et al, 2016). Some materialistic people, according to Strahilevitz & Myers (1998), have higher emotions of guilt, which can affect their response to the CRM campaign (Adomaviciute et al, 2016).

According to certain studies indicated that there is also a link between materialism and financial conduct (Türk et al, 2017). Materialists are more likely than nonmaterialists to engage in compulsive online shopping. Customers who are highly materialistic are more likely to indulge in status consuming and purchase in CRM products (Goldsmith et al, 2011). They like buying more and have a more favorable view toward advertising, particularly when it appeals to prestige, status, achievement, or appearance (Adomaviciute et al, 2016).

Materialists believe that these assets are essential for achieving social status and power, as well as personal satisfaction (Goldsmith et al, 2012). These findings provide a relationship to the realm of conspicuous consumption, which is a sort of behavior in which a person exhibits wealth by spending a lot of money on luxury goods and services (Türk et al., 2017). Thus, materialism is generally regarded as a negative value system since it emphasizes possessions and their acquisition, with the belief that obtaining more possessions leads to happiness (Maison et al., 2020).

1.4.3 Individualism

Individualism is defined as a key quality that affects a person's self-concept by influencing their overall attitudes toward society and state (Wang et al, 2014). Individuals with a high level of individualism are more likely to support businesses that encourage others' individual freedom; thus, individualists pursue their goals based on their own values and refuse to accept the status quo (Adomaviciute et al, 2016). Individualist customers value cause-related campaigns that encourage others to acquire distinctive personal values that makes people think (Nguyen et al, 2013). There will be a high response rate to a cause-related marketing campaign if the main purpose of the CRM campaign is apparent and if it has a strong relationship with their personal values (Chang et al, 2014). Furthermore, individuals with a high level of individualism tend to define themselves as distinct members of society with a variety of mental characteristics, including values, personalities, reasons, abilities, and the desire to be self-sufficient (Frank et al, 2015). Individualists are more willing to support cause-related marketing campaigns conducted by this organization if these

mental qualities fit the goals of the CRM campaign and/or the values of the contributing firm (Deb et al, 2019). As a result, individualists have a stronger willingness to support the CRM campaign when they are engaged in a social cause, as it enhances their feelings of individuation, according to (Frank et al, 2025).

As a result, individuals with a high level of individualism are more likely to support charities that promote others' individual freedom (Adomaviciute et al, 2016). Consumers with a high level of individualism also admire cause-related campaigns that empower others to develop different personal values and "make people think," according to the study (Chang et al, 2014). Whenever the main objective of a CRM campaign is clear, and whenever it has a strong relationship with their personal values, there will be higher response rate to the cause-related marketing campaign. If these mental attributes match the aims of the CRM campaign and/or values of the participating company, individualists are likely to support the cause-related marketing campaigns launched by this organization (Adomaviciute et al, 2016). Researchers clearly emphasize that the individualists have stronger desire to support the CRM campaign when they are involved in the social cause as it accentuates their feelings of individuation (Kim et al, 2019).

1.4.4 Moral Identity

Moral identity is a memory-based framework of knowledge composed of ethical values, goals, characteristics, and behavioral scripts (Newman et al, 2017). Moral identity importance refers to how important or essential this moral schema is to one's overall self-concept, and it varies from person to person (Yang et al, 2018). Some researchers showed that, customers may consider their morals to be important to their self-identities, whereas others may believe it to be outlying (Quaquebeke et al, 2017). Moral reasoning, moral judgment, moral commitment, and moral character are among the individual traits that have been identified as determining an individual's moral behavior in studies on the topic (Urbonavičius et al, 2015). Moral identity is thought to be a complex, multi-faceted component of morality that demands integration between the moral and self-systems in order to achieve some degree of unity between one's sense of morality and one's sense of identity (He et al, 2016). Moral identity's ability can serve the moral motivation is based on the human tendency to be encouraged to act in accordance with one's self-system (Yen et al,

2018). The behavioral regulation of moral identity centrality has recently been the subject of considerable research (Novicevic et al, 2013). For instance, social volunteering, charitable donation, provision of public goods, general ethical behavior, better moral esteem and less negative attitude toward out-groups, donation to out-groups, and out-group brand attitude are all positively related to moral identity centrality (Yang et al, 2018). Individuals who place a higher value on moral identity are also less likely to cheat or deceive, as well as to be ethically detached (Quaquebeke et al, 2017). More crucially, it implies that such a Moral identity centrality effect could be influenced by a variety of cognitive situational circumstances (Urbonavičius et al, 2015). The existing brand social responsibility image is one such conditional factor (He et al, 2016).

Researchers indicated that, while moral identity centrality has been found to influence a variety of moral and ethical behaviors, it's also likely that such conduct can boost people's sense of moral identity (Quaquebeke et al, 2017). Researchers identified that choosing a cause-related marketing promotion over a discount-based promotion improves the moral identity of individuals with independent but not interdependent self-construal (Yang et al, 2018). The positive affective response, commonly referred to as the "warm glow," that is expected to result from purchasing cause-related marketing products, can help to explain the mechanism by which such marketing initiatives may enhance consumer purchase behavior. In other words, moral identity not only drives moral action, but it can also deepen and reinforce it (Novicevic et al, 2013).

As a result, it's worth mentioning that, moral identity centrality has been proven to impact a variety of moral and ethical behaviors (Yang et al, 2018). For instance, studies observed that choosing the CRM offer over a discount-based promotion enhances the moral identity of participants with independent but not interdependent self-construal (Quaquebeke et al, 2017). The anticipated warm glow (positive sentiments) gained from acquiring CRM items explains how CRM improves consumer purchase (Quaquebeke et al, 2017). Thus, moral identity not only drives moral action, but it can also enhance and reinforce it (Novicevic et al, 2013).

2. THE METHODOLOGY OF THE IMPACT OF CONSUMER PSYCHOGRAPHIC CHARACTERISTICS ON THE INTENTION TO PURCHASE CAUSE-RELATED PRODUCTS

2.1. Research aim and model

The aim of this study is to empirically examine the impact of consumer psychographic characteristics on the intention to purchase cause-related products in relation to cause acuteness, covering both factors sudden disasters and ongoing tragedies. By employing a demanding research strategy and using appropriate statistical analysis techniques, this study seeks to justify the relationship between personal characteristics (such as individualism, materialism, skepticism, and moral identity) and consumers' intention to engage in cause-related purchasing behaviors.

The study of personal characteristics and their impact on consumer behavior is a critical component of the research within the field of marketing research. A significant amount of research has been conducted on individualism, materialism, skepticism, and moral identity, as well as their impact on customer attitudes and behavior on cause-related marketing products (Lee et al., 2018). However, there is a lack of studies on the relationship between these personal characteristics and consumer intentions to purchase cause-related products in the case of cause acuteness.

The scientific significance of this study's results compared to its ability to provide a better understanding of how personal characteristics such as individualism, materialism, skepticism, and moral identity can theoretically influence attitude, which consequently influences consumer behavior toward cause-related products (Guerreiro et al., 2020). Previous research has demonstrated that these personal characteristics have a significant impact on consumer attitudes and behaviors in a variety of marketing situations (Lee et al., 2018). Materialism, for instance, may impact individuals' desire for concrete rewards or personal benefits (Türk et al., 2017), whereas individualism could motivate individuals to prioritize self-interest over shared interests (Triandis et al., 1995).

Skepticism, on the other hand, could potentially have an impact on consumers' trust in cause-related marketing campaigns (Patel et al., 2016), and moral identity can have an impact on their ethical evaluations and decision-making processes (Yang et al., 2018).

It is also significant to consider the impact of attitude as a mediator between individualism, materialism, skepticism, moral identity, and customers' intention to purchase cause-related products (Duarte et al., 2018). Understanding how personal characteristics influence attitudes is critical for addressing the complex nature of consumer decision-making in the framework of cause-related marketing (Patel et al., 2016). An attitude, that can be considered a significant moderator, between individualism, materialism, skepticism, and moral identity, and the intention to purchase cause-related products has an important impact on customers' willingness to get involved in and purchase cause-related products (Duarte et al., 2018). This demonstrates the interdependence of personal traits and the critical role attitude plays in motivating consumers to be involved in and support cause-related products, which is the study's goal of investigating the impact of consumer psychographic characteristics on the intention to purchase cause-related products.

In the research model, the Stimulus-Organism-Response (SOR) framework is applied to clarify the psychological dynamics impacting consumer responses to cause-related products (Kim et al., 2017). The initial triggers (Stimuli) are external stimuli, particularly reflected in the cause (acute disaster vs. ongoing tragedy) (Kim et al., 2019).

The perceived urgency and immediacy of the cause impact internal cognitive and emotional responses, including individual psychographic characteristics such as values, attitudes, and personal beliefs (Organism) (Kim et al., 2017). The SOR model has been employed in this study to demonstrate the relationship between external stimuli, individual characteristics, and consumers' behavioral intentions, providing a comprehensive framework for understanding the impact of cause acuteness on consumer decision-making underneath the framework of ethical consumption (Kim et al., 2017).

This research is additionally constructed around the Theory of Planned Behavior (TPB), to investigate the complex relationship between customer psychographic characteristics and their intention to purchase cause-related products (Hardeman et al., 2010). The TPB provides a formal framework to analyze how individual values, attitudes, and beliefs influence consumers' behavioral intentions in the context of ethical consumption, including attitudes, subjective norms, and perceived behavioral control. The TPB model is implemented in this study to analyze the underlying psychological processes that enable consumers to engage with cause-related products, providing valuable insights into the dynamic field of ethical consumerism (Hardeman et al., 2010).

The presence of these variables is grounded in existing theoretical frameworks and empirical evidence that highlight their relevance in understanding consumer behavior. The study's findings will assist us in better understanding the causal relationship between individual characteristics and consumer attitudes toward cause-related products. ensuring that the study investigates meaningful and significant variables that may contribute to understanding customer behavior toward cause-related products.

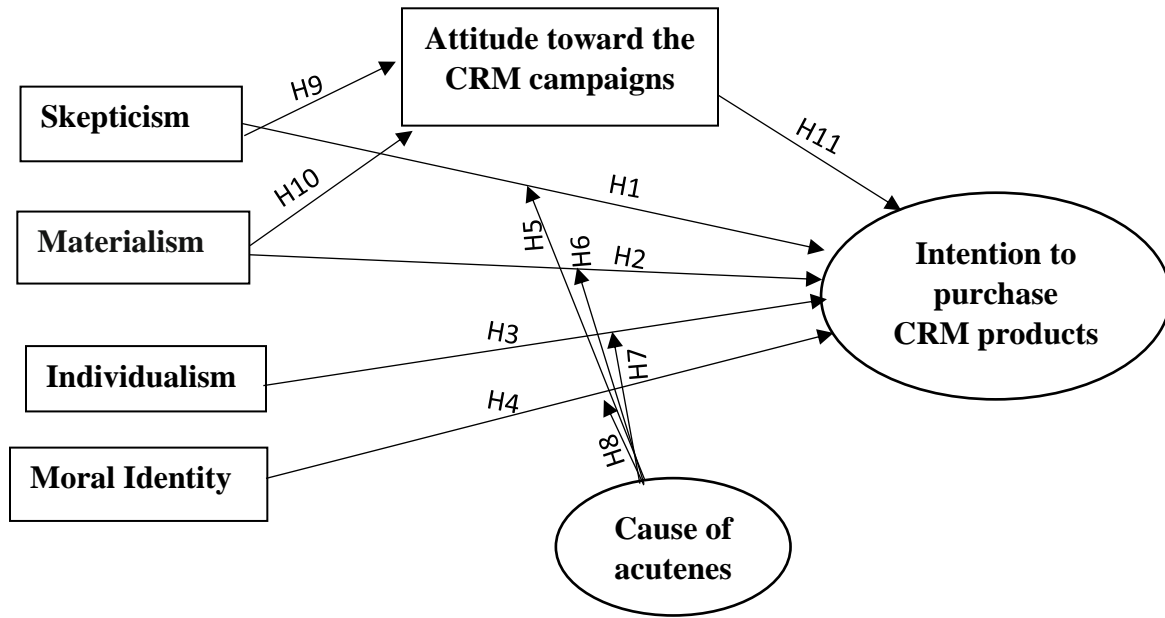


Figure 1. Research model.

2.2. Hypotheses development

H1: Skepticism has a negative impact on the intention to purchase cause-related products

Skepticism has a negative impact on the intention to purchase cause-related products since it can lead consumers to question the authenticity and sincerity of the company's social or environmental commitment (Chaabane et al., 2016). Customers who are skeptical or has a doubt about the intentions behind a cause-related marketing campaign products are less likely to trust the company and its message, making them less likely to purchase the product (Patel et al., 2016).

They may assume that the company is utilizing the cause to deceive consumers into purchasing their products rather than making an honest attempt to produce a positive effect on society (Chaabouni et al., 2020). Therefore, individuals who are skeptical regarding cause-related products may be less likely to purchase them (Singh et al., 2009). This negative impact on purchase intent has the potential to be linked to a lack of trust in the business's objectives and an assumption that its social responsibility initiatives are false (Chaabouni et al., 2020).

According to previous studies, the negative impact on intention to purchase is directly connected to a stronger issue—distrust in the company's overall intentions and a belief that its social responsibility initiatives are fraudulent or even unreal (Kim et al., 2020). When consumers are skeptical, they may question the company's commitment to moral practices and assume that cause-related marketing campaigns are only superficial attempts to improve the company's image rather than a true commitment to social or environmental concerns (Amawate et al., 2019).

Customers may be skeptical due to a lack of transparency in expressing the influence of their purchases on the cause, on the other hand, they may be disturbed if they are provided with insufficient or inaccurate information about how the proceeds will be used to achieve the desired social or environmental goal (Chaabouni et al., 2020). Customers might question the effectiveness of the company's social responsibility initiatives as a result of this lack of clarity, affecting their confidence and willingness to engage in CRM product purchases (Patel et al., 2016). The subject of this article highlights the need for transparent interaction in cause-related marketing tactics for building and retaining trust among customers.

In conclusion, skepticism affects customers' trust in companies that practice cause-related marketing, leading to a decreased willingness to purchase such products (Kim et al. 2020) The fundamental cause of the issue is the concept that these marketing activities are driven by ulterior objectives rather than an actual desire to improve society (Kim et al., 2020).

H2: Materialism has a positive impact on the intention to purchase cause-related products

Individuals with higher levels of materialism are more likely to purchase cause-related products if the products are aligned with their personal values and provide a tangible benefit, such as enhancing their social status or providing a sense of personal satisfaction (Goldsmith et al., 2011).

Materialistic consumers' psychographic characteristics positively influence their intention to purchase cause-related products, particularly in the factors of cause acuteness (Maison et al., 2020). This connection could be mediated by their increased awareness and perception of the social status associated with purchasing cause-related products (Maison et al, 2020). According to the researchers, materialistic consumers are more likely to purchase such they allow them to exhibit their social responsibility and acquire social recognition (Türk et al. 2017).

A study, conducted Maison and Adamczyk (2020), investigated the effects of materialistic values in impacting consumer behavior. This research aimed to determine if materialism, defined as an excessive interest in money and material items and an exaggeration of their importance in life, is related to consumer financial decisions and advertising perception. This could include how individuals with stronger materialistic tendencies make purchasing decisions, brand preferences, or purchasing habits. The researchers suggested that this increased loyalty was due to the fact that materialistic consumers are more likely to be influenced by brands and products that support a charitable cause (Maison et al, 2020).

Furthermore, the researchers suggested that cause-related marketing can increase brand loyalty among materialistic consumers by creating an emotional connection between the consumer and the brand (Kuanr et al, 2019). When a materialistic consumer recognizes that a brand is supporting a charitable cause, it can evoke positive emotions and feelings of goodwill toward the brand. This emotional connection can then translate into increased loyalty toward the brand (Kuanr et al, 2019).

Increased demand is also one of the reasons for a positive intention of materialistic consumers on CRM products, since costumers are often willing to pay a more or a premium for products that align with their values or that offer a unique selling propositionthat meets their high standards (Türk et al, 2017). If cause-related products are marketed effectively, materialistic consumers may be willing to pay more to attain them, which can increase the demand on CRM products (Podoshen et al., 2012). Moreover, a separate reason to proof this hypothesis is brand loyalty, since materialistic consumers are often brand loyal, which means that once they find a cause-related product which satisfies their needs, they may continue to purchase it over time (Kuanr et al., 2019). This can help to create a sustainable market for cause-related product, (Podoshen et al., 2012).

This hypothesis suggests that materialistic individuals may view cause-related products as a way to showcase their social status or to signal their alignment with a particular cause. This desire for status or identity expression could surpass their potential objection to cause-related products, encouraging them to make a purchase (Kuanr et al, 2019).

H3: Individualism has a positive impact on the intention to purchase cause-related products

Individualistic consumers, according to the theory of individualism and consumer behavior toward CRM products, are more inclined to purchase cause-related products due to personal values including a desire for personal freedom, autonomy, and self-expression (Triandis et al., 1995). Cause-related products allow them to express their beliefs and values through their purchasing choices, which can strengthen their sense of self and personal identity (Frank et al., 2015).

In the matter of cause-related utilization, individualistic consumers are motivated by social recognition and personal responsibility (Duarte et al, 2018). Additionally, Individualistic customers prioritize personal accountability and responsibility, thus cause-related products provide them with a tangible means in a way that they can actively contribute to a cause of personal significance (Frank et al, 2015). These outcomes prove that cause-related consumptions may satisfy the social and personal values of individualistic consumers while simultaneously contributing to societal values (Triandis et al., 1995).

Furthermore, as customers prioritize their own needs and preferences in the individualistic culture, seeking experiences that boost their feeling of dependence may trigger them to purchase CRM products when connecting to their principles (Wang, et al. 2013). This pursuit for personal satisfaction, in addition to the possibility of having an impact, might substantially boost the desire to purchase cause-related products.

As a result, individualism can positively impact the intention to purchase cause-related products by providing a way for consumers to express their values and beliefs, gain social recognition, take personal responsibility, and create an emotional connection with the product or brand (Triandis et al., 1995).

H4: Moral identity has a positive impact on the intention to purchase cause-related products

Moral identity implies the extent to which an individual's self-concept emphasizes the value of implementing moral principles (Newman et al., 2017). Individuals who consider themselves as moral are more willing to engage in activities that align with their moral values, such as purchasing cause-related products (Yang et al., 2018). Individuals with a higher moral identity consequently are more likely to purchase cause-related products because they perceive them as an opportunity to demonstrate their ethical values and support initiatives that promote social responsibility (Yang et al., 2018). Previous researchs has shown that moral identity has a positive impact on the intention to purchase cause-related products (Yen et al., 2018). Individuals with a strong moral identity are more likely to perceive cause-related products as being consistent with their moral values when presented with them. This perspective enhances the probability of purchasing the products (Newman et al., 2017).

This hypothesis suggests that people who percieve themselves as having a strong sense of morality may be more likely to seek out products that align with their ethical principles, and may percieve purchasing cause-related products as a way to express their commitment to these values (Yang et al., 2018). By supporting socially responsible causes through their purchasing decisions, individuals with a strong moral identity may also feel a sense of personal contentment and gratification, which may further reinforce their propensity to buy CRM products (Urbonavičius et al., 2015). Another factor that influences the intention to purchase cause-related products is the desire for moral consistency. Individuals who have a strong moral identity frequently seek consistency between their internal moral standards and their external behaviors. Purchasing cause-related products allows customers to directly express their ethical beliefs, producing a sense of balance between their moral principles and purchasing decisions (Quaquebeke et al., 2017).

As a result, the positive impact of moral identity on the intention to purchase cause-related products suggests that emphasizing the moral implications of cause-related products may be an effective marketing strategy for encouraging consumers to purchase these products (Urbonavičius et al., 2015).

H5: The relationship between skepticism and intention to purchase cause-related products is weaker in case of a sudden disaster than in ongoing tragedy

The moderating effect of acuteness on the relationship between skepticism and intention to purchase cause-related products refers to how the level of acuteness can influence the strength or direction of the relationship between these two variables (Kim et al., 2020).

The concept of "acuteness" refers to the degree to which a customer considers the need or desire in response to particular social factors, such as ongoing tragedies or sudden disasters, in the context of cause-related marketing (Lee et al., 2018).

It is hypothesized that consumers who perceive higher levels of acuteness in ongoing tragedies or sudden disasters will exhibit a greater possibility of purchasing cause-related products (Salehi et al., 2019). This hypothesis implies that the perceived importance and accessibility of these causes may overcome initial skepticism regarding the company's objectives or the effectiveness of cause-related campaigns (Chaabouni et al., 2020). Thus, the level of acuteness is associated with ongoing tragedies and sudden disasters is expected to positively influence consumers' intention to purchase cause-related products.

Being acutely aware or attentive may impact how skepticism influences the decision to purchase cause-related products (Kim et. al, 2020). In case of individuals are more aware, it might improve their willingness to purchase such products, even if they were previously doubtful or cautious. Resulting in a greater understanding which seems to make customers more eager to purchase cause-related products, even if they had doubts previously (Kim et al., 2020). Conversely, consumers who are less acute in their response to the cause may be less likely to purchase cause-related products, even if they are not skeptical about the company's motives or the effectiveness of the cause-related campaign (Smith et al., 2022).

This hypothesis suggests that the nature of the disaster placing influences the relationship between skepticism and intention to purchase cause-related products, with a stronger relationship demonstrated in the circumstances of ongoing tragedy vs sudden disaster.

H6: The relationship between materialism and intention to purchase cause-related products is stronger in case of a sudden disaster than ongoing tragedy

Research on the relationship between materialism and the intention to purchase cause-related products has made significant progress in recent years (Kuanr et al, 2019). It showed that consumer self-perception, empathy, and moral identity all possessed an impact on the relationship between materialism and intention to purchase cause-related products (Kuanr et al, 2019). Furthermore, a recent study determined that the impact of a cause's acuteness (sudden disaster vs. ongoing tragedy) on consumer responses to cause-related marketing is a significant aspect to consider (Maison et al, 2020).

Another study showed that customers with high level of materialism are more likely to purchase cause-related products when the cause is acute (such as a sudden disaster) rather than ongoing (such as an ongoing tragedy) (Kuanr et al, 2019). Acute causes may be viewed as more urgent, causing materialistic customers to feel a higher personal advantage from supporting the cause by purchasing cause-related products (Maison et al, 2020).

Furthermore, another theoretical reasoning suggests that the relationship between materialism and the intention to purchase cause-related products is stronger in the case of a sudden disaster versus an ongoing tragedy, but empirical evidence must be provided to establish and validate this association. The increased urgency and emotional effect of cause acuteness might encourage materialistic individuals to consider purchasing cause-related products as an instant and visible opportunity to contribute during a crisis (Goldsmith et al. 2011). The dominant value of this relationship, however, has to be approved by particular study initiatives examining the dynamics of materialism and consumer behavior according to different disaster cases (Sudden disaster vs. ongoing tragedy) (Maison et al., 2020).

The discussed evidences and finding supports the hypothesis that in the case of a sudden disaster, the relationship between materialism and intention to purchase cause-related products is stronger than in the case of an ongoing tragedy.

H7: The relationship between individualism and intention to purchase cause-related products is stronger in case of a sudden disaster than in ongoing tragedy

The relationship between individualism and the intention to purchase cause-related products is stronger in the case of a sudden disaster compared to an ongoing tragedy. In case of a sudden disaster, where the perceived urgency and immediate need for support are high, individualistic tendencies may lead consumers to seek personal satisfaction through cause-related purchases, as they perceive the opportunity for immediate impact and tangible outcomes (Amin et al., 2021). Conversely, In the case of an ongoing tragedy, collective concerns, and considerate intentions might exceed individualistic tendencies, resulting in a weaker relationship between individualism and the intention to purchase cause-related products (Frank et al., 2015). Therefore, it is hypothesized that the relationship between individualism and the intention to purchase cause-related products will be stronger in the context of a sudden disaster than in an ongoing tragedy.

Previous research suggests that case of a sudden disaster, characterized by its unpredictability and acute impact, individualistic are more likely to play a more important role in shaping consumer behavior towards cause-related products (Frank et al., 2015). Studies have shown that individuals with higher levels of individualism express a stronger intention to purchase cause-related products in regard to sudden disasters, driven by their desire for immediate impact and personal satisfaction (Amin et al., 2021). These consumers consider cause-related purchases as an opportunity to show their individuality, demonstrate their principles, and reduce the disaster's immediate need (Zheng et al., 2017). On the other hand, in case of an ongoing tragedy, where the need for sustained support and collective efforts is emphasized, the relationship between individualism and the intention to purchase cause-related products weakens (Amin et al., 2021).

According to research, in such cases, consumers prioritize collective concerns, community engagement, and long-term involvement over individualistic motives, resulting in a reduced role for individualism when assessing their purchasing intentions (Amin et al., 2021). Therefore, supporting the hypothesis, it is justified that the relationship between individualism and the intention to purchase cause-related products will be stronger in the case of a sudden disaster than in an ongoing tragedy.

H8: The relationship between moral identity and intention to purchase cause-related products is stronger in case of a sudden disaster than in ongoing tragedy

This hypothesis suggests that the level of cause acuteness, or the degree of urgency and immediacy related to a particular cause, can influence the relationship between moral identity and the intention to purchase cause-related products. In particular, it indicates that individualistic consumers may be more disposed to support cause-related marketing campaigns related to acute causes, such as sudden disasters, due to their desire for personal relevance and recognition, whereas the relationship may be weaker for less acute causes, such as ongoing tragedies (Newman et al, 2017).

Individuals who have a high level of moral identity values might feel a greater sense of responsibility and moral obligation to contribute to the cause through their purchase decisions in the case of a sudden disaster that is unexpected and strong (Newman et al., 2017). The importance and nature of the crisis may trigger their moral values, resulting in a stronger alignment between their moral identity and their desire to acquire cause-related products (Aquino et al., 2002).

Conversely, in the case of an ongoing tragedy, where the need for prolonged support and long-term involvement is emphasized, the relationship between moral identity and the intention to purchase cause-related products may weaken, as other factors such as collective concerns and the perceived effectiveness of long-term efforts become more influential (Quaquebeke et al., 2017).

The highlighted immediacy and importance of a sudden disaster may strengthen the relationship between moral identity and the intention of purchasing cause-related products (Aquino et al., 2002). Individuals with a strong moral identity sense may experience a heightened feeling of duty and obligation to act immediately in the case of a sudden disaster, since these products provide a tangible and immediate way for individuals to connect their moral values with practical action, the urgency of the crisis could heighten the perceived effectiveness of cause-related purchases (He et al., 2016). Therefore, the impact of moral identity on the intention to purchase cause-related purchases may be less prominent in ongoing tragedy, when the sense of urgency may be less severe, compared to the more immediate and urgent nature of a sudden disaster.

As a result, after the discussed evidences and findings it is hypothesized that the relationship between moral identity and the intention to purchase cause-related products will be stronger in the context of a sudden disaster than in an ongoing tragedy.

H9: Skepticism has a negative impact on attitude toward cause-related marketing campaigns

Previous studies have investigated on the impact of skepticism on consumers' attitudes and behaviors in the framework of cause-related marketing (Patel et al., 2016). Researchers has found that skepticism can indeed lead to more negative attitudes towards cause-related products and CRM campaigns, primarily due to concerns about the sincerity and transparency of corporate efforts and being skeptic about the product. (Chaabouni et al., 2020). This aligns with the hypothesis that skepticism may have a detrimental effect on attitude.

Skepticism tends to arise from concerns about the sincerity and authenticity of a company's commitment to social causes, when individuals harbor skepticism, it can shape their attitudes by reducing trust and credibility perceptions associated with the products or campaigns (Chaabouni et al., 2020). In the case of CRM products, skeptical customers might question if the company's involvement in corporate social responsibility initiatives is motivated merely by profit-seeking goals or by true a good cause (Choi et al., 2021). This uncertainty may lead to a more critical, slightly negative attitude toward the CRM campaign. Skepticism can strongly correlate with lower assessments of a company's sincerity in its social responsibility activities, according to studies implemented by Choi (2021).

Transparency, on the other hand, is critical in resolving customer distrust. Skeptical customers are more likely to demand comprehensive upfront information on how CRM products measure up to their social impact promises (Patel et al., 2016). Consumers might perceive the company's intentions as less credible if they consider the information provided to be impoverished (Patel et al., 2016).

According to Patel (2016), Individuals may form an unfavorable opinion of the CRM product as a consequence of this matter, and individuals who underlined the importance of transparency in

moderating skepticism and developing more positive attitudes, transparency is usually emphasized as being critical to reducing skepticism and promoting positive attitudes.

Lastly, based on the evidence and outcomes provided, a formulated hypothesis which suggests that Skepticism has a negative impact on attitude toward cause-related marketing campaigns will be investigated during the study.

H10: Materialism has a negative impact on attitude toward cause-related marketing campaigns

This hypothesis suggests that materialism, a tendency to prioritize accumulating material wealth and belongings, may have a negative impact on customers' perceptions of and intention to purchase products with a social consciousness (Goldsmith et al., 2012).

Materialism can negatively influence attitudes toward cause-related marketing (CRM) campaigns by prioritizing personal material gain ahead of social or environmental concerns (Goldsmith et al., 2012). A negative attitude may be strengthened by an evident inconsistency between materialistic values and the charitable objectives of the CRM objectives (Maison et al., 2020). Furthermore, materialism's tendency to emphasize physical benefits could reduce the appeal of cause-related products, that typically emphasize intangible social or environmental benefits (Goldsmith et al., 2012).

Self-independency and financial gain are frequently prioritized by materialistic people, they may view cause-related products as secondary to their own material desires (Suriyanto et al., 2020). Since costumers view themselves as a way of spending money away from their own objectives, and individuals with this self-centered orientation may have a negative attitude toward goods linked to social or environmental concerns (Suriyanto et al., 2020).

Materialistic consumers may perceive an incongruence between their materialistic values and the altruistic or socially responsible messages promoted by cause-related products (Suriyanto et al., 2020). They can perceive these products as being in contradiction with their own preferences and values. A more negative mindset may result from this perceived incongruence. Suriyanto (2020) conducted research on how perceived value congruence affects customers' attitudes and purchasing decisions.

Individuals with a materialistic mindset, on the other hand, are frequently motivated by the pursuit of material advantages and benefits (Maison et al., 2020). Products that promise immediate satisfaction may be prioritized over those that promise intangible social or sustainability advantages (Goldsmith et al., 2012). As a result, individuals might consider cause-related products less appealing thus leading them to feel worse about themselves. Recent research has focused on how tangible rewards influence customer preferences.

Concluding that, materialism may lead to competing priorities, with personal consumption desires taking precedence over supporting social causes (Maison et al., 2020). This conflict of priorities can result in a more negative attitude towards cause-related products, as they may be perceived as barriers to fulfilling materialistic goals (Lee et al., 2018). Materialism's negative influence on attitude in the context of cause-related products can be caused by variables including self-interest, perceived incongruence, doubt in company objectives, emphasis on concrete benefits, and competing goals (Lee et al., 2018).

H11: The attitude toward the cause-related marketing campaigns has a positive impact on the intention to buy cause-related products

This hypothesis suggests a significant and positive relationship between how consumers feel about cause-related advertising campaigns and their willingness to buy cause-related products.

A further explanation of how attitudes toward cause-related marketing campaigns may have a positive impact on the intention to purchase cause-related products is that such activities generate an emotional connection and a sense of authenticity (Galan et al., 2015). Consumer perceptions of a company's real commitment to a social or environmental objective frequently affect positive opinions (Galan et al., 2015). Customers' positive attitude increases when they believe the company's activities rely on actual assumptions and demonstrate an honest commitment to the cause (Galan et al., 2015). This emotional connection, in addition to the belief that their purchase makes a significant contribution to the cause, strengthens the intention to support the campaign by purchasing cause related products.

Based on previous research, there is a significant correlation between favorable attitudes toward cause-related marketing and the probability of purchasing products related to specific

environmental or social problems. Furthermore, when a company uses CRM, consumers have more positive feelings toward the brand and company (Galan et al., 2015).

As a result, efficient CRM use can lead to positive attitudes toward the CRM ad through either the development of the company's public identity, i.e. brand, or the establishment of positive associations related to cause related products.

2.3. Research method and instrument

Data were collected using an online survey questionnaire. A survey was chosen for the research method since it offers a practical and efficient means of collecting data from a large and diverse sample, enabling a broader representation of the target population. This is crucial in studying the relationships between psychographic characteristics and the intention to purchase cause-related products, as it allows for a more comprehensive understanding of consumer behavior in the context of cause acuteness. Additionally, surveys provide systematized measurement instruments, such as Likert scales, which allow for the systematic assessment of individuals' attitudes, beliefs, and intentions (Denscombe et al., 2008). The main body of the questionnaire consisted of statements measuring constructs using a 7-point Likert scale ranging from “1 = Strongly Disagree to 7 = Strongly Agree.” Two separate questionnaires were developed: one with an advertisement for sudden disaster, and another for ongoing tragedy. After showing the ad with a specific type of social cause, both questionnaires included the same questions measuring individualism, materialism, skepticism, moral identity, attitude toward the CRM campaigns and intention to purchase cause-related products. The instrument also included demographic information like age, income level, gender and educational level.

The study will be conducted in a form of an online survey, implemented on Google Forms software in 1 version. Respondents were assigned randomly to one or another questionnaire (Annex 2). Firstly, respondents were asked to answer the control question “Do you feel comfortable answering the survey questions in English” and only those who answered “Yes” proceeded to further questions. After this control question, respondents were exposed to the ad for the ongoing tragedy or sudden disaster, depending on the questionnaire they were filling. The Sudden earthquake was the cause of the sudden disaster, however, poverty was the cause of on-going tragedy. After the ad

review, the respondent was asked to fill in the questionnaire (Annex 2), consisting of 5 question blocks evaluating researched 6 variables and 5 demographic questions.

Attitude toward the cause-related products was measured using 7-item scale from Galan et al. (2015). The respondents will be asked to express their level of agreement with statements reflecting their predominant positive or negative attitudes toward CRM products. The responses will be a helpful measure of individual points of view and attitude regarding the social cause of these products. The analysis of these responses will serve to provide a deeper understanding of how customer attitudes influence their willingness to interact with and consider purchasing CRM products. This understanding is essential to marketers and researchers seeking to develop cause-related marketing strategies that resonate with customers' assumptions and preferences.

Intention to purchase cause-related products was measured using a 3-item scale from Patel et al. (2016). The responses will be used to utilize the assessment of the individuals' level of intention to purchase cause-related products that support the social cause indicated in the advertisements. Analyzing these responses offers a comprehensive understanding of how consumer intentions are influenced by the alignment between cause-related products and social causes. It allows for the identification of the extent to which individuals are inclined to try, consider, or actively purchase these products. This analysis provides valuable insights into the factors that affect consumer decision-making processes and perceptions towards cause-related products, facilitating the development of effective marketing strategies and interventions in this context.

Skepticism was measured using a 4-item scale from Patel et al. (2016). The responses will be used to assess the degree of skepticism individuals hold towards the claims made on package labels of cause-related products or advertisements. Analyzing the responses to the skepticism scale allows for a deeper understanding of how skepticism influences consumer attitudes and behaviors toward cause-related products. It helps to identify the level of consumer trust in claims made on package labels or in advertisements, providing insights into the factors that impact consumer perceptions and decision-making processes.

Materialism was measured using an 8-item scale from Richins et al. (2015). Analyzing the responses to the materialism scale is important as it allows researchers to gain a deeper understanding of the influence of materialistic tendencies on consumer attitudes and behaviors. By

examining individuals' agreement or disagreement with specific items related to material possessions, this analysis provides insights into the importance placed on materialistic values and their impact on decision-making processes. Understanding the role of materialism in consumer behavior is valuable in understanding consumer motivations and preferences, which can inform various domains such as consumer psychology, social sciences, and market research. This analysis helps shed light on the underlying factors that drive consumer choices, allowing for the development of targeted interventions, effective communication strategies, and the design of products and services that cater to consumer needs and desires.

Individualism was measured using a 16- item scale from Triandis et al. (1995) to determine the extent to which individuals exhibit individualistic interests, the participant responses to the individualism scale will be examined. The goal of this research is to determine whether or not participants value independence, uniqueness personal accomplishment, competition, and the pursuit of personal goals over social or social problems.

By analyzing the responses to the individualism scale, the study can gain a deeper understanding of how individualistic tendencies relate to consumer behaviors, specifically regarding the intention to purchase cause-related products.

Ultimately, moral identity was measured using a ten-item scale Aquino et al. (2002). It enriches the existing scientific knowledge in fields such as psychology, sociology, and personality research, deepening our comprehension of how individuals perceive themselves, interact with others, and construct their identities. Moreover, this analysis informs targeted interventions, contributes to knowledge in relevant fields, and has practical implications for personal well-being and societal values.

The reliability of the used constructs is proved by Cronbach's Alpha coefficient which is higher than 0.7 in all the cases. This suggests that all the constructs are reliable enough to be used in the research. Detailed information about each used construct is provided in Annex 1.

2.4. Research sample size

In this section of the methodology chapter sampling method and sample size of this study are introduced. Data will be collected in Lithuania, however in the English language. First, the target

population of the study is defined. There were no specific requirements regarding the gender or age of respondents, other than that all the respondents should be 18 or more years old since from that age adults are responsible for their decision-making and purchase intention or decision independently. Respondents were selected based on the nonprobability convenience selection sampling method.

Table 1. Research sample size calculations.

Study	Aim of the study	Research method used in the study	Sample size
Adomaviciute et al. (2016)	The study aims to disclose the influence of personal characteristics (altruism, materialism, individualism) on the intention to purchase cause-related products, and especially – to analyze the variables that might have to moderate impact on the mentioned factors.	Online survey and a nonprobability (i.e., convenience) sampling	N= 393
Goldsmith et al. (2012)	The aim of this study is to show how materialism, brand engagement in self-concept (BESC), and status consumption influence clothing involvement and brand loyalty.	Data were collected from a survey of 258 using an online survey of under graduate marketing students at two US universities, one in the south east and one in the mid-west.	Total N= 258
Shabbir et al. (2009)	The main objective of the present study was to investigate the relationship between cause related marketing campaigns, brand awareness,	The conceptualization was then tested with primary quantitative survey data collected from 203 students studying in different universities of	N= 203

	corporate image of the company (involved in Cause Related Marketing) and ultimately, consumer purchase intentions.	Rawalpindi and Islamabad.	
Wang et al. (2014)	The purposes of the present study were to investigate and compare the associations between individualism, collectivism, individual charitable giving as a social norm, and attitude toward CRM in the USA and China.	By conducting surveys with Chinese and American samples, the present study found that gender, horizontal collectivism (HC), and perception of individual charitable giving as a social norm.	N= 121
Deb et al. (2019)	The primary objective of the present study is to understand the antecedents to Skepticism towards brands involved in Cause Related Marketing and its outcomes.	Participants and Procedures: To examine the proposed hypotheses, a survey was conducted in four major metropolitan cities in India (Delhi, Calcutta, Mumbai and Chennai)	Total N= 150

Based on the above table 1, the sample size of this research will be calculated as a mean of these previous studies.

$$N = 393 + 258 + 203 + 121 + 150 = 1125$$

$$\text{The sum is divided into 5: } N = 1125 / 5 = 225$$

The sample size is N= 225.

The number of respondents that will answer each questionnaire is calculated as follow:
 $225/2 = 112,5 \approx 113$.

2.5 Data analysis methods

In this chapter, the planned data analysis methods will be outlined, focusing on two key aspects: construct reliability analysis and hypothesis testing.

To ensure the reliability of the constructs measured in the study, a construct reliability analysis will be conducted. This analysis involves calculating Cronbach's alpha coefficients, which assess the internal consistency of the measurement scales used in the study. Evaluating the reliability of the measurement instruments ensures that the items within each construct are measuring the same underlying concept consistently. A higher Cronbach's alpha value indicates greater internal consistency and reliability of the measurement scales.

In order to test the developed hypotheses regression and Fisher's Z test will be employed.

By employing construct reliability analysis and employing suitable data analysis methods, this study aims to ensure the reliability of the measurement scales used and to thoroughly test the formulated hypotheses, thereby enhancing the validity and scientific scrupulously of the research findings.

3. ANALYSIS OF THE EMPIRICAL DATA

3.1. Structure of the sample

Two hundred and thirty participants were recruited for this study after merging the two questionnaires “On-going tragedy” and “Sudden disaster”. Of these participants, 49.6% (n = 114) are males, and 50.4% are females (n = 116). In terms of age, 50.9% of the participants were between 25-34 years old, 24.8% were between 35 - 44 years old, 15.2% were between 18-24 years old, 8.7% were 45-54 years old, and 0.4% were 55 years and older. The dominant education level for most respondents is 43% higher education (master), 40.5% higher education (Bachelor), and 12.2% higher education (doctor). Higher Education (non-university) was 3%, primary (basic) education 0.9%, and secondary education 0.4%. Regarding country respondents from Vilnius have 78.7%, 13.6% from Kaunas, 6% from Klaipeda, Alytus 0.4%, Monrovia 0.4% Riga 0.5% & Salcininkai 0.4%. The average monthly income after taxes is 1001-2000 Euros which is equals to 43.5%, 23% of respondents receive a monthly income of 2001-3000 Euros after taxes, 12.2%, 3001 and more Euros after taxes, 501-1000 Euros after taxes is 12.6% of respondents, and 0-500 Euros after taxes is 8.7%

Table 2. Structure of the research sample.

Demographic characteristics		Frequency	%
Gender	Male	114	49.6
	Female	116	50.4
Age	18-24	35	15.2
	25 – 34	117	50.9
	35 -44	57	24.8
	45-54	20	8.7
	≥55	1	0.4
Income (after taxes)	≤ €500	20	8.7
	€ 501 -1000	29	12.6

	€1001- 2000	100	43.5
	€ 2001-3000	53	23
	≥ € 3001	28	12.2
Education level	Primary (basic)	2	0.9
	Secondary education	1	0.4
	Higher(non-university)	7	3
	Higher (bachelor)	93	40.5
	Higher (Master)	99	43
	Higher(doctor)	28	12.2
Country	Vilnius	181	78.7
	Kaunas	31	13.6
	Klaipeda	14	6
	Alytus	1	0.4
	Monrovia	1	0.4
	Riga	1	0.5
	Salcininkai	1	0.4

3.2. Reliability of the constructs

Reliability for all scales was higher than 0.7, no variables or scales were excluded from the reliability check, which indicates that the scales are reliable. Values of the Cronbach's alpha coefficients of measured constructs were as following: individualism ($\alpha=0.752$), materialism ($\alpha=0.771$), moral identity ($\alpha=0.749$), attitude towards cause-related marketing campaigns ($\alpha=0.735$), intention to purchase cause-related products ($\alpha=0.723$); meaning that all constructs are reliable to be used for further analysis. Data is obtained from a well-defined sample, and responses are properly measured. The result shows highly consistent and reliable items to measure the same construct.

Table 3. Results of reliability analysis.

Variables	Cronbach's alpha coefficients
Intention to purchase	0.723
Skepticism	0.737
Individualism	0.752
Materialism	0.771
Moral identity	0.749
Attitude	0.735

3.3. Hypotheses testing

Multiple regression was used to test H1, H2, H3 and H4 hypotheses in order to see the relationship between skepticism, materialism, individualism and moral identity towards the intention to purchase cause-related products.

H1: Skepticism has a negative impact on the intention to purchase cause-related products.

H2: Materialism has a positive impact on the intention to purchase cause-related products.

H3: Individualism has a positive impact on the intention to purchase cause-related products.

H4: Moral identity has a positive impact on the intention to purchase cause-related products.

A multiple regression was used for the four determinants to predict purchase intention. The assumptions of normality, linearity, independence of residuals, and homoscedasticity were met. The dependent variable (intention to purchase cause-related products) fits the normal distribution curve and was regressed on the predicting variables skepticism, materialism, individualism, and moral identity. As shown in Tables 4 and 5, these variables statistically significantly predicted purchase intention, referring to the results of multiple regression $F=27.340$ and $p<0.001$ for ANOVA and $R^2 = 0.327$, therefore, the model was statistically significant.

Table 4. Model summary for regression analysis for materialism, individualism, skepticism and moral identity towards intention to purchase.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.572 ^a	.327	.315	1.25550	.327	27.340	4	225	<.001	1.682

a. Predictors: (Constant), MoralIdentity, Materiliasim, Skepticism, Individualism
b. Dependent Variable: Intentiontopurchase

Table 5. ANOVA table for materialism, individualism, skepticism and moral identity towards intention to purchase.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172.383	4	43.096	27.340	<.001 ^b
	Residual	354.661	225	1.576		
	Total	527.044	229			

a. Dependent Variable: Intentiontopurchase
b. Predictors: (Constant), MoralIdentity, Materiliasim, Skepticism, Individualism

Table 6. Coefficients of multiple regression analysis predicting skepticism, materialism, individualism and moral identity towards the intention to purchase cause-related products.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.492	.421		-1.169	.244		
	Skepticism	.378	.075	.311	5.045	<.001	.787	1.270
	Individualism	.057	.117	.032	.491	.624	.691	1.448
	Materiliasim	.142	.076	.114	1.876	.062	.805	1.243
	MoralIdentity	.447	.094	.298	4.750	<.001	.758	1.320

a. Dependent Variable: Intentiontopurchase

Moreover, coefficients were further assessed to ascertain the influence of each of the factors on the dependent variable (intention to purchase CRM products) (see Table 6 above).

H1 predicted that skepticism has a negative impact on the intention to purchase cause-related products. Linear regression was performed to assess skepticism value to predict the intention to purchase CRM products. The result showed that skepticism has a positive impact toward CRM

products and this impact is statistically significant (beta standardised coefficient $b = 0.311$, $p < 0.001$). Therefore, H1 is rejected.

Next, H2 predicted that materialism has a positive impact on the intention to purchase cause-related products. Linear regression was performed to assess materialism value to predict the intention of CRM products. The result showed that materialism has a positive impact on the intention to purchase cause-related products, however this impact is insignificant (beta standardised coefficient $b = 0.114$, $p = 0.062$). Therefore, H2 is rejected.

H3 predicted that individualism has a positive impact on the intention to purchase cause-related products. Linear regression was performed to assess individualism value to predict the intention of CRM products. The result showed that individualism has a positive impact on the intention to purchase cause-related products, however this impact is insignificant (beta standardised coefficient $b = 0.032$, $p = 0.624$). Therefore, H3 is rejected.

Lastly, H4 predicted that moral identity has a positive impact on the intention to purchase cause-related products. Linear regression was performed to assess moral identity value to predict the intention of CRM products. The result showed that moral identity has a significant positive impact on the intention to purchase cause-related products (beta standardised coefficient $b = 0.298$, $p < 0.001$). Therefore, H4 is accepted.

Hypothesis 5 indicates **The relationship between skepticism and intention to purchase cause-related products is weaker in case of a sudden disaster than in ongoing tragedy**

First we conducted a Correlation test on SPSS, splitted our data into 2 SPSS files one to analyze the results for “Ongoing Tragedy” and another file for “Sudden disaster”. Skepticism on the intention to purchase in case of “**Sudden disaster**” was analyzed first, the results (see Table 5) showed that the analysis indicates a statistically significant positive correlation between skepticism and the intention to purchase cause-related products ($r = 0.357$, $p \text{ value} = < 0.001$). This suggests a moderate positive relationship, implying that as skepticism increases, the intention to purchase cause-related products increase as well in case of “sudden disaster”.

After that a separate correlation analysis in case “**On going tragedy**” was conducted (see Table 6), Skepticism was found to have a statistically significant positive correlation with the intention to purchase cause-related products ($r = 0.284$, $p \text{ value} = 0.001$), which indicates that as levels of

skepticism increase, so does the intention to purchase cause-related products. Although the correlation is moderate, it is statistically significant, demonstrating that there is a connection between skepticism and the intention to purchase cause-related products in case “ongoing tragedy”.

In addition, based on 115 respondents sample for “Sudden disaster” and 115 respondents sample for "Ongoing tragedy”, the Fisher Z test was performed to see if the correlations from the two independent samples (sudden disaster, $r=0.357$ and ongoing tragedy, $r=0.284$) are significantly different. Fisher Z value= 0.609 , $p= 0.271$ indicates that there is no significant difference between the mentioned correlation coefficients. As a result, hypothesis 5 that suggested "the relationship between skepticism and intention to purchase cause-related products is weaker in the case of a sudden disaster than in the case of an ongoing tragedy" is not supported by the data. Therefore, H5 is rejected

Table 7. Summary of correlation coefficient analysis predicting skepticism, materialism, individualism, and moral identity on the intention to purchase in case of “Sudden disaster”.

		Correlations				
Kendall's tau_b		materialism	Individ	moralidentity	intentiontopurchase	skepticism
materialism	Correlation Coefficient	1.000	.265**	.140*	.263**	.179**
	Sig. (2-tailed)	.	<.001	.032	<.001	.007
	N	115	115	115	115	115
Individ	Correlation Coefficient	.265**	1.000	.257**	.296**	.227**
	Sig. (2-tailed)	<.001	.	<.001	<.001	<.001
	N	115	115	115	115	115
moralidentity	Correlation Coefficient	.140*	.257**	1.000	.230**	.171**
	Sig. (2-tailed)	.032	<.001	.	<.001	.010
	N	115	115	115	115	115
intentiontopurchase	Correlation Coefficient	.263**	.296**	.230**	1.000	.357**
	Sig. (2-tailed)	<.001	<.001	<.001	.	<.001
	N	115	115	115	115	115
skepticism	Correlation Coefficient	.179**	.227**	.171**	.357**	1.000
	Sig. (2-tailed)	.007	<.001	.010	<.001	.
	N	115	115	115	115	115

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

* . Correlation is significant at the 0.05 level (2-tailed).

Table 8. Summary of correlation coefficient analysis predicting skepticism, materialism, individualism, and moral identity on the intention to purchase in case of “Ongoing tragedy”.

		Correlations					
			skepticism	materialism	Intetiopoturchase	moralidentity	Indivi
Kendall's tau_b	skepticism	Correlation Coefficient	1.000	.133*	.284**	.254**	.258**
		Sig. (2-tailed)	.	.043	<.001	<.001	<.001
		N	115	115	115	115	115
	materialism	Correlation Coefficient	.133*	1.000	.155*	.211**	.270**
		Sig. (2-tailed)	.043	.	.019	.001	<.001
		N	115	115	115	115	115
	Intetiopoturchase	Correlation Coefficient	.284**	.155*	1.000	.323**	.092
		Sig. (2-tailed)	<.001	.019	.	<.001	.163
		N	115	115	115	115	115
	moralidentity	Correlation Coefficient	.254**	.211**	.323**	1.000	.185**
		Sig. (2-tailed)	<.001	.001	<.001	.	.004
		N	115	115	115	115	115
	Indivi	Correlation Coefficient	.258**	.270**	.092	.185**	1.000
		Sig. (2-tailed)	<.001	<.001	.163	.004	.
		N	115	115	115	115	115

*. Correlation is significant at the 0.05 level (2-tailed).

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

H6 The relationship between materialism and intention to purchase cause-related products is stronger in case of a sudden disaster than ongoing tragedy.

First we conducted a Correlation test on SPSS, splitted our data into 2 SPSS files one to analyze the results for “Ongoing Tragedy” and another file for “Sudden disaster”. Materialism on the intention to purchase in case of “**Sudden disaster**” was analyzed first, the results (see Table 5 above), the correlation analysis between materialism and the intention to purchase cause-related products in the case of a sudden disaster with a correlation coefficient $r = 0.263$, with a statistically significant $p\text{-value} = <0.001$. This indicates a slightly positive correlation between materialism and the intention to purchase cause-related products in the context of a **sudden disaster**.

After that a separate correlation analysis in case “**On going tragedy**” was conducted (see Table 6 above), materialism was found to have a weak significant positive correlation with the intention to purchase cause-related products ($r = 0.155$, $p\text{ value} <0.05$ (0.019)). This suggests that as levels of materialism increase, so does the intention to purchase cause-related products during an ongoing tragedy.

In addition, based on 115 respondents sample for “Sudden disaster” and 115 respondents sample for “Ongoing tragedy”, the Fisher Z test was performed to see if the correlations from the two independent samples (sudden disaster, $r=0.263$ and ongoing tragedy, $r=0.155$) are significantly different. Fisher Z value= 0.846 , $p= 0.199$ indicates that there is no significant difference between the mentioned correlation coefficients. As a result, hypothesis 6 suggests that "The relationship between materialism and the intention to purchase cause-related products is stronger in the case of a sudden disaster than ongoing tragedy" is not supported by the analysis. Therefore, H6 is rejected.

H7 indicates that the relationship between individualism and intention to purchase cause-related products is stronger in case of a sudden disaster than in ongoing tragedy.

First we conducted a Correlation test on SPSS, splitted our data into 2 SPSS files one to analyze the results for “Ongoing Tragedy” and another file for “Sudden disaster”. Individualism on the intention to purchase in case of “**Sudden disaster**” was analyzed first, the results (see Table 5 above), the correlation analysis between individualism and the intention to purchase cause-related products in the case of a sudden disaster with a correlation coefficient $r= 0.296$, with a statistically significant p -value <0.001 . This indicates a slightly positive correlation between individualism and the intention to purchase cause-related products in the context of a sudden disaster.

After that a separate correlation analysis in case “**On going tragedy**” was conducted (see Table 6 above), correlation with the intention to purchase cause-related products ($r = 0.092$, p value= 0.163). The result indicates that in the case of an ongoing tragedy, there is a very weak correlation between individualism and the intention to purchase cause-related products. However, the p -value of 0.163 suggests that this correlation is not statistically significant. Therefore, there is insufficient evidence to conclude that individualism has a positive significant impact on the intention to purchase cause-related products during an **ongoing tragedy**.

As a result, hypothesis 7 suggests that " The relationship between individualism and intention to purchase cause-related products is stronger in case of a sudden disaster than in ongoing tragedy " is not supported by the analysis. Therefore, H7 is rejected.

Hypothesis 8 indicated that the relationship between moral identity and intention to purchase cause-related products is stronger in case of a sudden disaster than in ongoing tragedy.

Hypothesis 8 indicates that the relationship between moral identity and the intention to purchase cause-related products differs between a sudden disaster and an ongoing tragedy. First we conducted a Correlation test on SPSS, splitted our data into 2 SPSS files one to analyze the results for “Ongoing Tragedy” and another file for “Sudden disaster”. Moral identity on the intention to purchase in case of “Sudden disaster” was analyzed first, the results (see Table 5 above), the correlation analysis between moral identity and the intention to purchase cause-related products in the case of a sudden disaster revealed a correlation coefficient of $r=0.230$, with a average statistically significant p-value of <0.001 . This implies a weak however significant correlation between moral identity and the intention to purchase cause-related products in the case of a sudden disaster.

After that a separate correlation analysis in case “On going tragedy” was conducted (see table 6), Moral identity was found to have a statistically significant positive correlation with the intention to purchase cause-related products ($r = 0.323$, p value= <0.001). This suggests a positive correlation between moral identity and the intention to purchase cause-related products during an ongoing tragedy.

In addition, based on 115 respondents sample for “Sudden disaster” and 115 respondents sample for "Ongoing tragedy", the Fisher Z test was performed to see if the correlations from the two independent samples (sudden disaster, $r=0.230$ and ongoing tragedy, $r=0.323$) are significantly different. Fisher Z value= -0.754 , $p= 0.225$ indicating that there is no a significant difference between the mentioned correlation coefficients. As a result, 8 indicated that the relationship between moral identity and intention to purchase cause-related products is stronger in case of a sudden disaster than in ongoing tragedy, is not supported by analysis. Therefore, H8 is rejected.

Later, to test H9 and H10 multiple regression analysis was used. A multiple regression was used for the two determinants to predict attitude toward the CRM campaigns. The assumptions of normality, linearity, independence of residuals, and homoscedasticity were met. The variable

(attitude) fits the normal distribution curve and was regressed on the predicting variable skepticism & materialism. These variables statistically significantly predicted purchase intention, referring to the results of multiple regression ($F = 35.628$, p value $= <0.001$) for ANOVA, and $R^2 = 0.239$, therefore, the model was statistically significant (see Tables 9 and 10).

Moreover, coefficients were further assessed to ascertain the influence of each of the factors on the dependent variable (attitude). H9 predicted that skepticism has a negative impact on attitude toward cause-related marketing campaigns. Linear regression was performed to assess skepticism value to predict attitude toward the CRM campaigns. The result showed that skepticism has statistically significant positive impact toward attitude toward CRM campaigns (beta standardised coefficient = 0.417, p value = <0.001) (see Table 11). As a result, H9 is rejected.

Next, H10 predicted that materialism has a negative impact on attitude toward cause-related marketing campaigns. Linear regression was performed to assess materialism value to predict attitude toward CRM campaign. The result showed that materialism has a positive impact toward attitude toward CRM campaigns, however it is insignificant (beta standardised coefficient = 0.164, p value = 0.007) (see Table 11). Therefore, H10 is rejected.

Table 9. Model summary for regression analysis for materialism, skepticism towards attitude.

Model Summary ^b											
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson	
						F Change	df1	df2			
1	.489 ^a	.239	.232	1.30218	.239	35.628	2	227	<.001	1.786	

a. Predictors: (Constant), Skepticism, Materialism
b. Dependent Variable: Attitude

Table 10. ANOVA table for materialism and skepticism towards attitude.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.827	2	60.413	35.628	<.001 ^b
	Residual	384.919	227	1.696		
	Total	505.746	229			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Skepticism, Materialism

Table 11. Coefficients of multiple regression analysis predicting skepticism and materialism towards attitude.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.859	.345		2.490	.014	.179	1.539		
	Skepticism	.497	.072	.417	6.931	<.001	.356	.639	.924	1.082
	Materialism	.200	.073	.164	2.723	.007	.055	.344	.924	1.082

a. Dependent Variable: Attitude

Lastly, H11 that predicted that attitude toward the cause-related marketing campaigns has a positive impact on the intention to buy cause-related products, was tested. In order to do so, simple linear regression analysis was performed. Assumptions of linear regression, including linearity and independence of residuals, were assessed through residual plots, and normality tests were met. The model is reliable and suitable to explain dependent variable as $R^2 = 0.285$, $F = 91.091$, $p = <0.001$ (see Tables 12 and 13). The results of the coefficients table (Table 14) showed that attitude toward CRM campaigns has a significant positive impact on the intention to purchase cause-related products (beta standardised coefficient $b = 0.534$, p value = <0.001). Therefore, H11 is accepted.

Table 12. Model summary for regression analysis for attitude towards intention to purchase.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.534 ^a	.285	.282	1.28519	.285	91.091	1	228	<.001	1.916

a. Predictors: (Constant), Attitude

b. Dependent Variable: Intentiontopurchase

Table 13. ANOVA table for attitude towards intention to purchase.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150.456	1	150.456	91.091	<.001 ^b
	Residual	376.588	228	1.652		
	Total	527.044	229			

a. Dependent Variable: Intentiontopurchase

b. Predictors: (Constant), Attitude

Table 14. Summary of linear regression analysis predicting attitude towards intention to purchase.

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	1.490	.217		6.852	<.001	1.062	1.919		
	Attitude	.545	.057	.534	9.544	<.001	.433	.658	1.000	1.000

a. Dependent Variable: Intentiontopurchase

3.4. Summary of the research results

Below is provided table that summarizes the results of the hypotheses testing.

Table 15. Results of the hypotheses testing.

Hypothesis	Result
H1. Skepticism has a negative impact on the intention to purchase cause-related products	Rejected
H2. Materialism has a positive impact on the intention to purchase cause-related products	Rejected
H3. Individualism has a positive impact on the intention to purchase cause-related products	Rejected
H4. Moral identity has a positive impact on the intention to purchase cause-related products	Accepted
H5. The relationship between skepticism and intention to purchase cause-related products is weaker in case of a sudden disaster than in ongoing tragedy	Rejected
H6. The relationship between materialism and intention to purchase cause-related products is	Rejected

stronger in case of a sudden disaster than ongoing tragedy	
H7. The relationship between individualism and intention to purchase cause-related products is stronger in case of a sudden disaster than in ongoing tragedy	Rejected
H8. The relationship between moral identity and intention to purchase cause-related products is stronger in case of a sudden disaster than in ongoing tragedy	Rejected
H9. Skepticism has a negative impact on attitude toward cause-related marketing campaigns	Rejected
H10. Materialism has a negative impact on attitude toward cause-related marketing campaigns	Rejected
H11. The attitude toward the cause-related marketing campaigns has a positive impact on the intention to buy cause-related products	Accepted

Comparing the results of this study with previous research, significant differences were examined. While findings of the current study support the positive impact of moral identity on the intention to purchase cause-related products, several hypotheses vary from established patterns. Despite previous studies that found skepticism to have a negative impact on attitudes toward cause-related marketing campaigns, findings of this study revealed the opposite. Similarly, findings of this study did not confirm previous research's prediction that materialism would have a positive impact on the intention toward cause-related marketing products, since our outcomes proved the opposite. Previous research has suggested that the relationship between skepticism and purchasing intention is not as significant during sudden disaster disasters as it is during ongoing tragedies, but our data contradict this finding. Similarly, the expected increased influence of materialism and

individualism on purchasing intentions after sudden disasters, as stated by other studies, does not match our findings. Furthermore, our rejection of the assumption that moral identity has a positive impact on purchasing intentions in sudden disaster cases, as compared to ongoing tragedies, brings into question previous studies in this field. These variations demonstrate the complexities of consumer responses to cause-related marketing across different cases, emphasizing the need for a more sophisticated understanding of these dynamics. It is critical to acknowledge these variations and investigate potential context-related variables that may contribute to the heterogeneity observed in in this study results when compared to previous research. More studies may be conducted to delve into the complex mechanisms driving consumer attitudes and behaviors in cause-related marketing across various situations and demographics. In conclusion, this research provides a subtle perspective on the complicated relationship between consumer characteristics and the intention to purchase cause-related products in accordance to cause acuteness (sudden disaster vs. ongoing tragedies). The findings highlight the complexities of these methods by challenging established assumptions. This study helps to understand consumer behavior in the framework of cause-related marketing by providing the necessity for focused strategies that take into account the unique characteristics of sudden disasters and ongoing tragedies.

Conclusions and recommendations

After conducting scientific literature analysis and quantitative research based on survey results, following conclusions can be made:

1. The primary purpose of the study was to analyze the impact of consumer psychographic characteristics (consumer skepticism, moral identity, materialism, and individualism) on the intention to purchase cause-related products with different cause acuteness: sudden disaster vs. ongoing tragedy.
2. Scientific literature analysis allowed to acquire important insights into the psychological processes underlying consumers' intentions to purchase cause-related products through an in-depth investigation of theoretical frameworks such as the Theory of Planned Behavior (TPB) and the SOR Model. In this study, TPB provides a solid foundation for understanding the impact of attitudes, subjective norms, and perceived behavioral control on consumers' intentions to purchase cause-related products. The structured approach of the model provides helpful information for academics and practical implications for companies engaging in cause-related campaigns, despite differences that occur on specific concerns including forms of perceived behavioral control and approach when assessing future behavior. Moreover, the application of the Stimulus-Organism-Response (S-O-R) model which is effectively utilized to examine the influence impacting customers' intentions to purchase cause-related products, focusing on the complex relationship of environmental stimuli, internal states, and behavioral outcomes.
3. In addition, psychographic characteristics such as skepticism, materialism, individualism, and moral identity have been highlighted as key variables influencing consumers' responses to cause-related marketing (CRM) campaigns. Skepticism influences the consumer's perception of a company's objectives, whereas materialism influences attitudes toward CRM campaigns, and individualism and moral identity influence willingness to support social causes corresponding with personal values.
4. Furthermore, the concept of cause acuteness has been discussed. Two types of social cause, more specifically sudden disaster and ongoing tragedy were distinguished and analysed in a more detailed way. In this regard, previous studies have revealed that customers are more willing to support CRM initiatives related to ongoing tragedies.

5. Contrary to the hypothesized negative influence of skepticism on the intention to purchase CRM products, research results did not prove a negative impact of skepticism on the CRM products purchase intention. The impact of materialism and individualism on intention to purchase CRM products was not revealed. Finally, moral identity strongly influenced CRM intention to purchase, indicating the significance of moral principles.
6. In addition, the data analysis revealed that there is no significant difference in the impact of materialism, skepticism, individualism, and moral identity on the intention to purchase cause-related products between "sudden disaster" and "ongoing tragedy" cases
7. Regardless of the nature of the case, the study's findings showed a consistent pattern across the study's psychographic characteristics. This means that, despite whether the situation consists of a sudden disaster or an ongoing tragedy, consumer responses and intentions to engage in cause-related purchase behaviors remain the same. The lack of statistically significant differences highlights the necessity for a more comprehensive investigation to find additional aspects or dynamics that may contribute to the observed consistency in customer behavior across various cases.
8. Furthermore, contrary to predictions, skepticism had a positive impact on attitudes toward cause-related marketing campaigns. The impact of materialism on the attitude towards CRM campaigns was not revealed; it was insignificant. Finally, it was revealed that attitude towards the CRM campaigns had a strong positive influence on the intention to purchase cause-related products.

In addition, following recommendations can be proposed:

1. Based on the research results, companies, particularly those engaged in cause-related marketing (CRM), ought to face and utilize consumer moral identity strategically, given its positive impact on CRM product purchase intention.
2. Based on research findings, companies engaging in cause-related marketing may benefit from maintaining a consistent approach across sudden disasters and ongoing tragedies, as no significant differences in the influence of materialistic and individualistic values were observed. An integrated strategy may enhance the effectiveness and authenticity of cause-related advertising campaigns, promoting consumer trust and engagement.

3. Ethical principles alignment should align advertising content with moral values, specifically highlighting the significant advantageous impact of moral identity on CRM purchase intentions, which can increase consumer trust and loyalty.
4. Companies should implement a consistent communication approach across various causes, based on the data demonstrating no significant variations in the influence of skepticism on the intention to purchase cause-related products between sudden disasters and ongoing tragedy cases. Implementing scalable communication strategies that consistently address skepticism may increase the effectiveness of cause-related marketing campaigns by encouraging customer trust and involvement in both sudden disasters and ongoing tragedy circumstances.

Limitations of the work: while this study helps to understand the impact of customer psychographic characteristics on the intention to purchase cause-related products, a few limitations should be addressed. Utilizing self-reported data from an online survey, for instance, may result in response biases and socially desirable outcomes. The study's focus on cause acuteness (sudden disaster vs. ongoing tragedy) could fail to fully represent the complex nature of customer responses in various circumstances. Furthermore, while SPSS is frequently employed for data analysis, it may restrict the study of advanced methods in statistical analysis. The survey participants' demographic characteristics limit the generalizability of the findings. Future research should include these limitations to further develop an understanding of customer behavior within the framework of cause-related marketing.

References

1. Adomaviciute K., Bzikadze G., Cherian J., Urbonavicius S. (2016). Cause-Related Marketing as A Commercially and Socially Oriented Activity: What Factors Influence and Moderate the Purchasing Intentions? *Inzinerine Ekonomika-Engineering Economics*, 27(5), 578–585.
2. Ajzen I. (2011). The theory of planned behavior: Reactions and reflections, *Psychology and Health* Vol. 26, No. 9, (1113)1127.
3. Amawate V. & Deb M. (2019). Antecedents and consequences of consumer skepticism toward cause-related marketing: Gender as moderator and attitude as mediator, *Journal of Marketing Communications* VOL. 27, NO. 1, 31–52
4. Amawate V., & Deb M. (2019). Cause Related Marketing and Customer Skepticism: A Study of Situational and Psychological Skepticism, *Theoretical Economics Letters*, 19(9), 834-851.
5. Amin, M., Osman, A., & Mohd Shamsudin, F. (2021). The impact of cause acuteness on the relationship between individualism and intention to purchase cause-related products. *Journal of Cleaner Production*, 297, 126554. <https://doi.org/10.1016/j.jclepro.2021.126554>.
6. Anuar M.M, Omar K. & Mohamad O. (2013). Does Skepticism Influence Consumers Intention to Purchase Cause-related Products? *International Journal of Business and Social Science* Vol. 4 No. 5.
7. Aquino, K., & Reed, A. (2002). The Self-Importance of Moral Identity. *Journal of Personality and Social Psychology*, 83(6), 1423–1440. Doi.
8. Armitage C.J, & Conner M. (2010). Efficacy of the Theory of Planned Behavior: A meta-analytic review, *British Journal of Social Psychology*, 40, (471)499.
9. Armitage C.J, Christian J. (2003). From attitudes to behavior: Basic and applied research on the theory of planned behavior, *Current Psychology: Developmental, Learning, Personality, Social*. Vol. 22, No. 3, pp. 187-195.
10. Chang C.T, & Cheng Z. H. (2014). Tugging on Heartstrings: Shopping Orientation, Mindset, and Consumer Responses to Cause-Related Marketing, *J Bus Ethics* (127) 337–350.

11. Chaabane A.M, & Parguel B. (2016). The double-edge effect of retailers' cause-related marketing when scepticism cools the warm-glow effect, Vol. 44 No. 6, 2016.
12. Chaabouni A., Jridi K., & Bakini F. (2020). Cause-related marketing: skepticism and warm glow as impacts of donation size on purchase intention, Vol. 18:129–150.
13. Chen S.C, Chung K.C, & Tsai M.Y (2019). How to Achieve Sustainable Development of Mobile Payment through Customer Satisfaction—The SOR Model, Sustainability, (11)6314.
14. Choi, H. J., & La, S. (2021). Consumer attitudes and purchase intentions of cause-related products: The moderating effect of corporate social responsibility (CSR) fit. *Journal of Business Research*, 135, 506-516.
15. Deb M., & Amawate V. (2019). Extending the knowledge on cause-related marketing (CrM) campaign with focus on skepticism, *VINE Journal of Information and Knowledge Management Systems* Vol. 50 No. (2) 329-348.
16. Denscombe, M. (2008). A Research Paradigm for the Mixed Methods Approach. *Journal of Mixed Methods Research*, 2(3), 270-283. <https://doi.org/10.1177/1558689808316807>.
17. Duarte P.A .O, & Silva S.C, (2018). The role of consumer-cause identification and attitude in the intention to purchase cause-related products, *International Marketing Review* 603(620).
18. Frank B., Enkawa T., & Schvaneveldt S.J (2015). The role of individualism vs. collectivism in the formation of repurchase intent: A cross-industry comparison of the effects of cultural and personal values, *Journal of Economic Psychology*
19. Galan Ladero, M. M., Galera Casquet, C., & Singh, J. (2015). Understanding factors influencing consumer attitudes toward cause-related marketing. *International Journal of Nonprofit and Voluntary Sector Marketing*, 20(1), 52–70. <https://doi.org/10.1002/nvsm.1517>.
21. Goi M.T, Kalidas V., & Zeeshan M. (2016). Personality as a Moderator of SOR Model, *Rev. Integr. Bus. Econ. Res.* Vol 3(2).
22. Goldsmith R.E, & Clark R.A (2011). Materialism, Status Consumption, and Consumer Independence, *The Journal of Social Psychology*, 152 (1), 43–60.

23. Goldsmith R.E, Flynn L.R, & Clark R.A (2012). Materialistic, brand engaged and status consuming consumers and clothing behaviors, *Journal of Fashion Marketing and Management* Vol. 16 No. (1) 102-119
24. Goldsmith R.E, Flynn L.R., & Clark R.A (2012). Motivators of market mavenism in the retail environment, *Journal of Retailing and Consumer Services* (19) 390–397.
25. Guerreiro J., Loureiro S. (2020). Cause-Related Marketing in the Digital Era: How Enterprises Can Deal with International Campaigns in Individualist Versus Collectivist Countries, *Voluntas* (31) 1330–1342.
26. Guerreiro J., Rita P.& Trigueiros D. (2015). Attention, emotions and cause related marketing effectiveness, *European Journal of Marketing* Vol. 49 No. 11(12).
27. Hardeman W., Johnston M., Johnston D., Bonetti D., Wareham N.J, & Kinmonth A.L (2010). Application of the Theory of Planned Behavior in Behavior Change Interventions: A Systematic Review, *Psychology and Health*, Vol. 17, No. 2, pp. (123)158.
28. He H., Zhu W., Gouran D. & Kolo O. (2016). Moral identity centrality and cause-related marketing, the moderating effects of brand social responsibility image and emotional brand attachment, *European Journal of Marketing* Vol. 50 No. (1)2,236-259.
29. Hwei T., & Youngsook L. (2021) Factors Affecting Continuous Purchase Intention of Fashion Products on Social E-commerce: SOR Model and the Mediating Effect, *Entertainment Computing*, doi:<https://doi.org/10.1016/j.entcom.2021.100474>.
30. Hossain, M. S., Rahman, M. F., Zhou, X. (2020). Impact of customers' interpersonal interactions in social commerce on customer relationship management performance. *Journal of Communication Management*, DOI: 10.1108/JCMARS-12-2020-0050.
31. Kim J. Johnson K.P. (2017). The Impact of Moral Emotions on Cause-Related Marketing Campaigns: A Cross-Cultural Examination, *J Bus Ethics* (112)79–90.
32. Kim J.H, & Park J.W (2019). The Effect of Airport Self-Service Characteristics on Passengers' Perceived Value, Satisfaction, and Behavioral Intention: Based on the SOR Model, *Sustainability* (11) 5352.
33. Kim, J., Lee, S., & Park, J. (2020). The impact of cause acuteness on the relationship between skepticism and intention to purchase cause-related products. *Sustainability*, 12(22), 9426. <https://doi.org/10.3390/su12229426>

34. Kuanr, A., Pradhan, D., & Roy Chaudhuri, H. (2019). "I (do not) consume; therefore, I am: Investigating materialism and voluntary simplicity through a moderated mediation model." *Marketing Letters*, Volume 37, Issue 2, DOI: 10.1002/mar.21305.
35. Lee, M. J., & Han, H. (2018). The effects of personal characteristics on consumer attitudes and purchase intentions for cause-related products: The moderating role of cause acuteness and self-relevance. *Sustainability*, 10(10), 3517.
36. Maison D., & Adamczyk D. (2020). The relations between materialism, consumer decisions and advertising perception, *Procedia Computer Science* (176) 2526–2535.
37. Manstead A.S.R, & Parker D. (2011). Evaluating and Extending the Theory of Planned Behavior, *European Review of Social Psychology*, Volume 6.
38. Newman K.P, & Trump R.K (2017). When are Consumers Motivated to Connect with Ethical Brands? The Roles of Guilt and Moral Identity Importance, *Psychology & Marketing*, Vol. 34 (6) 597–609.
39. Nguyen B., Chang K., & Simkin L. (2013). Customer engagement planning emerging from the “individualist- collectivist”-framework an empirical examination in China and UK, *Marketing Intelligence & Planning* Vol. 32 No. (1) 41-65.
40. Novicevic M.N, Zikic J., Humphreys J.H, & Roberts F. (2013). Responsible executive leadership A moral-identity analysis based on Barnard’s conceptualization, *Journal of Management History* Vol. 19 No. (4) 474-491.
41. Pandita S., Mishra H.G, & Chib S. (2020). Psychological impact of covid-19 crises on students through the lens of Stimulus-Organism-Response (SOR) model, *Children and Youth Review* (120) 105783.
42. Patel J.D. Gadhavi D.D, & Shukla Y.S (2016). Consumers’ responses to cause related marketing: moderating influence of cause involvement and skepticism on attitude and purchase intention, *Int Rev Public Nonprofit Mark* (14)1–18
43. Podoshen J.S, & Andrzejewski S.A (2012). An Examination of The Relationships Between Materialism, Conspicuous Consumption, Impulse Buying, And Brand Loyalty, *Journal of Marketing Theory and Practice*, Vol. 20, No. (3) 319-333.
44. Quaquebeke N.V, Becker J.U, Goretzki N. & Barrot C. (2017). Perceived Ethical Leadership Affects Customer Purchasing Intentions Beyond Ethical Marketing in

- Advertising Due to Moral Identity Self-Congruence Concerns, *J Bus Ethics* (156) 357–376.
45. Rapert M, Thyroff A, & Grace S.C. (2020). The generous consumer: Interpersonal generosity and pro-social dispositions as antecedents to cause-related purchase intentions, *Journal of Business Research* (132) 838–847.
 46. Richins, M. L. (1992). A Consumer Values Orientation for Materialism and Its Measurement. *Journal of Consumer Research*. <https://doi.org/10.1086/209304>
 47. Salehi R.F, Torres I.M, & Zúñiga M.A. (2019). Customer, Corporation, and Cause: A Comprehensive Model of Cause Selection in Cause-Related Marketing, *Journal of Relationship Marketing* 2019, VOL. 18, NO. 3, 173–195.
 48. Serban C, & Stancu A. (2012). Exploring the importance of cause-related marketing campaigns: Empirical evidence on Romanian society, *Actual Problems of Economics* 132(6) 442-450.
 49. Shabbir S., Kaufmann H.R, Ahmad I. & Qureshi I.M (2009). Cause related marketing campaigns and consumer purchase intentions: The mediating role of brand awareness and corporate image, *African Journal of Business Management* Vol. 4(6) 1229-1235.
 50. Singh S., Kristensen L., & Villasenor E. (2009). Overcoming skepticism towards cause related claims: the case of Norway, *International Marketing Review* Vol. 26 pp. 312-326
 51. Smith, J., & Lee, M. J. (2022). The impact of consumer psychographic characteristics on the intention to purchase cause-related products: The case of cause acuteness. *Journal of Marketing Research*, 39(2), 71-84.
 52. Sommer L. (2011). The Theory of Planned Behavior and The Impact of Past Behavior, *International Business & Economics Research Journal - Volume 10, Number 1*.
 53. Surianto, M. A., Setiawan, M., Sumiati, & Sudjatno. (2020). Cause-related marketing campaigns and repurchase intentions: The mediating role of brand awareness, consumer attitude, and corporate image. *Management Science Letters*, 10, 3235–3242. doi: 10.5267/j.msl.2020.6.015.
 54. Terry D.J, Hogg M.A, & White K.M (2010). The theory of planned behavior: Self-identity, social identity and group norms, *British Journal of Social Psychology*, (38) 225-244.

55. Triandis, H., Gelfand, M., & Bhawuk, D. (1995). Horizontal and vertical dimensions of individualism and collectivism: A theoretical and measurement refinement. *Cross-Cultural Research*, 29(3), 240-275.
56. Türk B., & Erciş A. (2017). Materialism and its Associated Concepts, *International Journal of Organizational Leadership* (6) 444-455.
57. 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*, (213)622 – 627.
58. Vanhamme J., Lindgreen A., Reast J., & Popering N.V. (2011). To Do Well by Doing Good: Improving Corporate Image Through Cause-Related Marketing, *J Bus Ethics* (109) 259–274.
59. Vrontis D., Christofi M., & Katsikeas C.S. (2020). An assessment of the literature on cause-related marketing: implications for international competitiveness and marketing research, *International Marketing Review* Vol. 37 No. (5) 977-1012.
60. Wang Y. (2014). Individualism/collectivism, charitable giving, and cause-related marketing: a comparison of Chinese and Americans, *International Journal of Nonprofit and Voluntary Sector Marketing* Int. J. Nonprofit Volunt. Sect. Mark. (19)40–51.
61. Wei S., Ang T., & Liou R.S. (2019). Does the global vs. local scope matter? Contingencies of cause-related marketing in a developed market, *Journal of Business Research* (108) 201–212202.
62. Yang H.T, & Yen G.F (2018). Consumer responses to corporate cause-related marketing A serial multiple mediator model of self-construal, empathy and moral identity, *European Journal of Marketing* Vol. 52 No. (9)10, 2105-2127.
63. Yen G.F, & Yang H.T (2018). Does Consumer Empathy Influence Consumer Responses to Strategic Corporate Social Responsibility? The Dual Mediation of Moral Identity, *Sustainability*, (10) 1812; doi:10.3390/su10061812.
64. Zadeh, Z., & Pandelaere, M. (2016). The role of acute versus chronic perceived relevance in consumer responses to corporate social responsibility initiatives. *Journal of Business Research*, 69(9), 3793-3801. <https://doi.org/10.1016/j.jbusres.2016.03.052>.

65. Zemack-Rugar, Y., Rabino, R., & Pizlo, Z. (2015). The impact of cause-related marketing on brand perceptions: A mediating role of cause involvement and donation attitude. *Journal of Advertising*, 44(2), 187-198.
66. Zheng L., Zhu Y., & Jiang R. (2017). The Mediating Role of Moral Elevation in Cause-Related Marketing: A Moral Psychological Perspective, *J Bus Ethics* (156) 439–454.

Master's thesis summary

The impact of consumer psychographic characteristics on the intention to purchase cause-related products: the case of cause acuteness (sudden disaster vs. ongoing tragedy)

SUMMARY

84 pages (including annexes), 16 tables, 1 figure, 66 references.

The aim of this study is to empirically examine the impact of consumer psychographic characteristics on the intention to purchase cause-related products in relation to cause acuteness, covering both factors sudden disasters and ongoing tragedies. By employing a demanding research strategy and using appropriate statistical analysis techniques, this study seeks to justify the relationship between personal characteristics (such as individualism, materialism, skepticism, and moral identity) and consumers' intention to engage in cause-related purchasing behaviors (Guerreiro et al., 2020).

The work consists of four main parts: analysis of literature, development of the research methodology, analysis of the empirical findings and conclusions and recommendations. The essence of the thesis paper is presented in the introduction; thesis paper ends with conclusions and recommendations, references and annexes.

Literature analysis presents the theoretical aspects of psychographic characteristics and their impact on intention to purchase cause-related products, which examines Cause-Related Marketing (CRM) and cause-related products, including a concentration on cooperation between corporations and charities for mutual benefit, with a focus on socially conscious consumers. The theoretical framework relies on the Theory of Planned Behavior (TPB), which identifies attitudes, personal norms, and perceived behavioral control as significant elements influencing customer intentions to buy cause-related products. The SOR Model (Stimulus-Organism-Response) is proposed to examine consumer responses, particularly to emotional appeals in advertising, implying that unhappy versus positive images have variable effectiveness. To summarize, the analysis emphasizes the significance of connecting the brand with a cause, appealing to socially conscious

consumers, and strategically leveraging emotional appeals to effectively promote cause-related products.

The methodology of the study intends to analyze the impact of consumer psychographic characteristics on the intention to purchase cause-related products while considering cause acuteness (sudden disasters and ongoing tragedies). To address the relationship between personal characteristics (individualism, materialism, skepticism, and moral identity) and the willingness of customers to engage in cause-related purchasing behaviors, the study utilizes an in-depth investigation strategy and statistical analytic methods. The research methodology combines well-established theories and frameworks, resulting in an in-depth investigation of the complexity of ethical purchasing.

In this empirical analysis involving 230 participants from merged "ongoing tragedy" and "sudden disaster" questionnaires, key demographic trends emerged, including a majority aged 25–34 (50.9%), highly educated (95.7%), primarily from Vilnius (78.7%), with an income of 100–12,000 euros (43.5%). The reliability analysis demonstrated strong consistency in measuring psychological factors and attitudes towards cause-related products (overall reliability =.779), forming a solid foundation for conclusions aligned with the study's objectives. Particularly, the study determined that skepticism had a significant impact on supporting cause-related campaigns, although predictions regarding materialism were not supported. Individualism has no significant connection with purchase intentions, highlighting the complexities of consumer behavior. On the positive side, moral identity emerged as an important factor positively impacting purchasing intentions, demonstrating the critical importance of moral principles in shaping purchasing choices.

Consumer attitudes have been observed to have a significant impact on the intention to purchase cause-related products. The combination of the Theory of Planned Behavior with the SOR Model strengthened theoretical value by motivating more research to understand psychological processes and moderating factors. Overall, the study contributes to an improved understanding of consumer behavior in cause-related marketing, delivering useful data for marketers in addition to future research studies.

Annex 1.

Table 16. Constructs of the research.

Construct	Original Statements	Cronbach Alfa coefficient	Likert scale	Statements used in the research questionnaire	References
Intention to Purchase CRM Products	<ol style="list-style-type: none"> 1. I will try the brand. 2. I will consider purchasing the brand next time. 3. It is very likely that I will buy the brands. 	0.780	7-point Likert scale were used	<ol style="list-style-type: none"> 1. I will try the cause-related product supporting the social cause indicated in the ad. 2. I will consider purchasing the cause-related product supporting the social cause indicated in the ad next time. 3. It is very likely that I will buy the cause-related products supporting the social cause indicated in the ad. 	Patel et al. (2016)
Skeptisim	<ol style="list-style-type: none"> 1. Most claims made on package labels or in ad are true. 2. Because claims are exaggerated, consumers would be better off if such claims on package labels or in ad were eliminated. 3. Most claims on package labels or in ads are intended to mislead rather than to inform consumers. 4. I do not believe most claims made on package labels or in ad. 	0.768	7-points Likert scale were used	<ol style="list-style-type: none"> 1. Most claims made on package labels of cause-related products or in the ad are true. 2. Because claims are exaggerated, consumers would be better off if such claims on cause-related product package labels or in the ad were eliminated. 3. Most claims on cause-related product package labels or ads are intended to mislead rather than to inform consumers. 	Patel et al. (2016)

				4. I do not believe most claims made on cause-related product package labels or in ads.	
Materialism	<p>1. I admire people who own expensive homes, cars and clothes</p> <p>2. Some of the most important achievements in life include acquiring material things</p> <p>3. I like to own things that impress people</p> <p>4. Buying things gives me a lot of pleasure</p> <p>5. I like a lot of luxury in my life</p> <p>6. My life would be better if I owned certain things I don't have</p> <p>7. I'd be happier if I could afford to buy more things</p> <p>8. It sometimes bothers me quite a bit that I can't afford to buy all things I'd like.</p>	0.816	5 points Likert scale were used	<p>1. I admire people who own expensive homes, cars and clothes</p> <p>2. Some of the most important achievements in life include acquiring material things</p> <p>3. I like to own things that impress people</p> <p>4. Buying things gives me a lot of pleasure</p> <p>5. I like a lot of luxury in my life</p> <p>6. My life would be better if I owned certain things I don't have</p> <p>7. I'd be happier if I could afford to buy more things</p> <p>8. It sometimes bothers me quite a bit that I can't afford to buy all things I'd like.</p>	Richins et al. (2015)
Individualism	<p>1. I often do "my own thing"</p> <p>2. One should live one's life independently of others</p> <p>3. I like my privacy</p> <p>4. I prefer to be direct and forthright when</p>	<p>Horizontal Individualism 0.60</p> <p>Vertical Individualism 0.72</p>	5 point Likert scale were used	<p>1. I often do "my own thing"</p> <p>2. One should live one's life independently of others</p> <p>3. I like my privacy</p> <p>4. I prefer to be direct and</p>	Triandis et al. (1995)

	<p>discussing with people</p> <p>5. I am a unique individual</p> <p>6. What happens to me is my own doing</p> <p>7. When I succeed, it is usually because of my abilities</p> <p>8. I enjoy being unique and different from others in many ways</p> <p>9. It annoys me when other people perform better than I do</p> <p>10. Competition is the law of nature</p> <p>11. When another person does better than I do, I get tense and aroused</p> <p>12. Without competition, it is not possible to have a good society</p> <p>13. Winning is everything</p> <p>14. It is important that I do my job better than others</p> <p>15. I enjoy working in situations involving competition with others</p>			<p>forthright when discussing with people</p> <p>5. I am a unique individual</p> <p>6. What happens to me is my own doing</p> <p>7. When I succeed, it is usually because of my abilities</p> <p>8. I enjoy being unique and different from others in many ways</p> <p>9. It annoys me when other people perform better than I do</p> <p>10. Competition is the law of nature</p> <p>11. When another person does better than I do, I get tense and aroused</p> <p>12. Without competition, it is not possible to have a good society</p> <p>13. Winning is everything</p> <p>14. It is important that I do my job better than others</p> <p>15. I enjoy working in situations</p>	
--	--	--	--	--	--

	16. Some people emphasize winning; I'm not one of them			involving competition with others 16. Some people emphasize winning; I'm not one of them	
Moral Identity	<p>1. It would make me feel good to be a person who has these characteristics.</p> <p>2. Being someone who has these characteristics is an important part of who I am.</p> <p>3. I often wear clothes that identify me as having these characteristics.</p> <p>4. I would be ashamed to be a person who had these characteristics. (R)</p> <p>5. The types of things I do in my spare time (e.g., hobbies) clearly identify me as having these characteristics.</p> <p>6. The kinds of books and</p>		5 points Likert scale were used	<p>1. It would make me feel good to be a person who has these characteristics.</p> <p>2. Being someone who has these characteristics is an important part of who I am.</p> <p>3. I often wear clothes that identify me as having these characteristics.</p> <p>4. I would be ashamed to be a person who had these characteristics. (R)</p> <p>5. The types of things I do in my spare time (e.g., hobbies) clearly identify me as having these characteristics.</p>	Aquino et al. (2002)

	<p>magazines that I read identify me as having these characteristics.</p> <p>7. Having these characteristics is not really important to me. (R)</p> <p>8. The fact that I have these characteristics is communicated to others by my membership in certain organizations.</p> <p>9. I am actively involved in activities that communicate to others that I have these characteristics.</p> <p>10. I strongly desire to have these characteristics.</p>			<p>6. The kinds of books and magazines that I read identify me as having these characteristics.</p> <p>7. Having these characteristics is not really important to me. (R)</p> <p>8. The fact that I have these characteristics is communicated to others by my membership in certain organizations.</p> <p>9. I am actively involved in activities that communicate to others that I have these characteristics.</p> <p>10. I strongly desire to have these characteristics.</p>	
Attitude toward CRM campaigns	<p>1. I like the idea to buy products which donate part of their profits to a social cause or NPO.</p>	0.82	7 points Likert scale were used	<p>1. I like the idea to buy products which donate part of their profits to a social cause or NPO.</p>	M.Mercedes et al., 2015

	<p>2. I am willing to pay more for a product if the manufacturer is donating part of the profits to charity or social cause.</p> <p>3.If a company is donating part of its profits to a charity or social cause, then I am more likely to buy its products.</p> <p>4.Companies that advertise that they are donating part of their profits to charity or social cause are good corporate citizens.</p>			<p>2. I am willing to pay more for a product if the manufacturer is donating part of the profits to charity or social cause.</p> <p>3.If a company is donating part of its profits to a charity or social cause, then I am more likely to buy its products.</p> <p>4.Companies that advertise that they are donating part of their profits to charity or social cause are good corporate citizens.</p>	
--	--	--	--	--	--

ANNEX 2. QUESTIONNAIRES OF THE RESEARCH

QUESTIONNAIRE DEVELOPMENT “ON-GOING TRAGEDY”

Dear Respondent,

This research aims to analyze the impact of consumer psychographic characteristics on the intention to purchase cause-related products. The questionnaire contains 5 question blocks and will take approximately 7-10 minutes to complete. It is anonymous, and the answers will be analyzed solely for research purposes.

Thank you for your participation and input in the research!

- Do You feel Comfortable answering the survey questions in English?
 - Yes
 - No

- If yes proceed to Survey
- If no, End the survey

Please answer the below-provided statements from 1 to 7, where 1 – strongly disagree and 7 strongly agree about your individualism:

- I often do "my own thing"
- One should live one's life independently of others
- I like my privacy
- I prefer to be direct and forthright when discussing with people
- I am a unique individual
- What happens to me is my own doing
- When I succeed, it is usually because of my abilities

- I enjoy being unique and different from others in many ways
- It annoys me when other people perform better than I do
- Competition is the law of nature
- When another person does better than I do, I get tense and aroused
- Without competition, it is not possible to have a good society
- Winning is everything
- It is important that I do my job better than others
- I enjoy working in situations involving competition with others
- Some people emphasize winning; I'm not one of them

Please answer the below-provided statements from 1 to 7, where 1 – strongly disagree and 7 strongly agree about your materialism:

- I admire people who own expensive homes, cars and clothes
- Some of the most important achievements in life include acquiring material things
- I like to own things that impress people
- Buying things gives me a lot of pleasure
- I like a lot of luxury in my life
- My life would be better if I owned certain things I don't have
- I'd be happier if I could afford to buy more things
- It sometimes bothers me quite a bit that I can't afford to buy all things I'd like

Listed below are some characteristics that might describe a person: Caring, Compassionate, Fair, Friendly, Generous, Helpful, Hardworking, Honest, and Kind.

The person with these characteristics could be you or it could be someone else. For a moment, visualize in your mind the kind of person who has these characteristics. Imagine how that person would think, feel, and act. When you have a clear image of what this person would be like, answer the following questions.

- It would make me feel good to be a person who has these characteristics.
- Being someone who has these characteristics is an important part of who I am.
- I often wear clothes that identify me as having these characteristics.
- I would be ashamed to be a person who had these characteristics. (R)

- The types of things I do in my spare time (e.g., hobbies) clearly identify me as having these characteristics.
- The kinds of books and magazines that I read identify me as having these characteristics.
- Having these characteristics is not really important to me. (R)
- The fact that I have these characteristics is communicated to others by my membership in certain organizations.
- I am actively involved in activities that communicate to others that I have these characteristics.
- I strongly desire to have these characteristics.

Your euro, their hope.

Empower change and help children suffering from persistent poverty through your donation



- After reviewing the above-provided charity ad please answer the below-provided statements from 1 to 7, where 1 – strongly disagree and 7 strongly agree about your attitude towards the cause-related marketing campaigns:
 - I like the idea of buying products that donate part of their profits to a social cause or NPO.
 - I am willing to pay more for a product if the manufacturer is donating part of the profits to charity or social cause.

- If a company is donating part of its profits to a charity or social cause, then I am more likely to buy its products.
- Companies that advertise that they are donating part of their profits to charity or social cause are good corporate citizens.
- After reviewing the above provided charity ad please answer the below provided statements from 1 to 7, where 1 – strongly disagree and 7 strongly agree:
 - I will try the cause-related product supporting the social cause indicated in the ad.
 - I will consider purchasing the cause-related product supporting the social cause indicated in the ad next time.
 - It is very likely that I will buy the cause-related products supporting the social cause indicated in the ad.
- Please answer the below-provided statements from 1 to 7, where 1 – strongly disagree and 7 strongly agree about your skepticism towards the cause-related products:
 - Most claims made on package labels of cause-related products or in the ad are true.
 - Because claims are exaggerated, consumers would be better off if such claims on cause-related product package labels or in the ad were eliminated.
 - Most claims on cause-related product package labels or ads are intended to mislead rather than to inform consumers.
 - I do not believe most claims made on cause-related product package labels or in ads.
- Please choose your gender:
 - Female
 - Male
 - Other
- Please indicate your age:
 - 18-24 years old
 - 25-34 years old
 - 35-44 years old
 - 45-54 years old

- 55 years old and above

- Geographic location:
 - Vilnius
 - Kaunas
 - Kleipada
 - Others

- What is your education level:
 - Primary (basic) education
 - Secondary education
 - Higher Education (non-university)
 - Higher Education (bachelor)
 - Higher Education (master)
 - Higher Education (doctor)

5. Which one of the following ranges includes your average monthly income after taxes?

- 0-500 Euro
- 501-1000 Euro
- 1001-2000 Euro
- 2001-3000 Euro
- 3001 Euro and more

Thank you for your participation and input in the research!

QUESTIONNAIRE DEVELOPMENT “SUDDEN-DISASTER”

Dear Respondent,

This research aims to analyze the impact of consumer psychographic characteristics on the intention to purchase cause-related products. The questionnaire contains 5 question blocks and will take approximately 7-10 minutes to complete. It is anonymous, and the answers will be analyzed solely for research purposes.

Thank you for your participation and input in the research!

Do you feel comfortable answering the survey questions in English?

- Yes
 - No
-
- If yes, proceed to Survey
 - If no, End the survey

Please answer the below-provided statements from 1 to 7, where 1 – strongly disagree and 7 strongly agree about your individualism:

- I often do "my own thing"
- One should live one's life independently of others
- I like my privacy
- I prefer to be direct and forthright when discussing with people
- I am a unique individual
- What happens to me is my own doing
- When I succeed, it is usually because of my abilities
- I enjoy being unique and different from others in many ways
- It annoys me when other people perform better than I do
- Competition is the law of nature

- When another person does better than I do, I get tense and aroused
- Without competition, it is not possible to have a good society
- Winning is everything
- It is important that I do my job better than others
- I enjoy working in situations involving competition with others
- Some people emphasize winning; I'm not one of them

Please answer the below-provided statements from 1 to 7, where 1 – strongly disagree and 7 strongly agree about your materialism:

- I admire people who own expensive homes, cars and clothes
- Some of the most important achievements in life include acquiring material things
- I like to own things that impress people
- Buying things gives me a lot of pleasure
- I like a lot of luxury in my life
- My life would be better if I owned certain things I don't have
- I'd be happier if I could afford to buy more things
- It sometimes bothers me quite a bit that I can't afford to buy all things I'd like

Listed below are some characteristics that might describe a person: Caring, Compassionate, Fair, Friendly, Generous, Helpful, Hardworking, Honest, and Kind.

The person with these characteristics could be you or it could be someone else. For a moment, visualize in your mind the kind of person who has these characteristics. Imagine how that person would think, feel, and act. When you have a clear image of what this person would be like, answer the following questions.

- It would make me feel good to be a person who has these characteristics.
- Being someone who has these characteristics is an important part of who I am.
- I often wear clothes that identify me as having these characteristics.
- I would be ashamed to be a person who had these characteristics. (R)

- The types of things I do in my spare time (e.g., hobbies) clearly identify me as having these characteristics.
 - The kinds of books and magazines that I read identify me as having these characteristics.
 - Having these characteristics is not really important to me. (R)
 - The fact that I have these characteristics is communicated to others by my membership in certain organizations.
 - I am actively involved in activities that communicate to others that I have these characteristics.
- I strongly desire to have these characteristics.

Your euro, their hope.

Empower change and help children suffering from sudden earthquake through your donation



After reviewing the above-provided charity ad please answer the below-provided statements from 1 to 7, where 1 – strongly disagree and 7 strongly agree about your attitude towards the cause-related marketing campaigns:

- I like the idea of buying products that donate part of their profits to a social cause or NPO.
- I am willing to pay more for a product if the manufacturer is donating part of the profits to charity or social cause.

- If a company is donating part of its profits to a charity or social cause, then I am more likely to buy its products.
- Companies that advertise that they are donating part of their profits to charity or social cause are good corporate citizens.

After reviewing the above provided charity ad please answer the below provided statements from 1 to 7, where 1 – strongly disagree and 7 strongly agree:

- I will try the cause-related product supporting the social cause indicated in the ad.
- I will consider purchasing the cause-related product supporting the social cause indicated in the ad next time.
- It is very likely that I will buy the cause-related products supporting the social cause indicated in the ad

Please answer the below-provided statements from 1 to 5, where 1 – strongly disagree and 5 strongly agree about your skepticism towards the cause-related products:

- Most claims made on package labels of cause-related products or in the ad are true.
- Because claims are exaggerated, consumers would be better off if such claims on cause-related product package labels or in the ad were eliminated.
- Most claims on cause-related product package labels or ads are intended to mislead rather than to inform consumers.
- I do not believe most claims made on cause-related product package labels or in ads.

Please choose your gender:

- Female
- Male
- Other

Please indicate your age:

- 18-24 years old
- 25-34 years old
- 35-44 years old

- 45-54 years old
- 55 years old and above

Geographic location:

- Vilnius
- Kaunas
- Kleipada
- Others

What is your education level:

- Primary (basic) education
- Secondary education
- Higher Education (non-university)
- Higher Education (bachelor)
- Higher Education (master)
- Higher Education (doctor)

Which one of the following ranges includes your average monthly income after taxes?

- 0-500 Euro
- 501-1000 Euro
- 1001-2000 Euro
- 2001-3000 Euro
- 3001 Euro and more

Thank you for your participation and input in the research!

ANNEX 5. TABLES FROM SPSS.

Table 3. Results of reliability analysis.

Inter-Item Correlation Matrix

	Intentiontopurchase	Skepticisim	Individualism	Materiliasim	MoralIdentity	Attitude
Intentiontopurchase	1.000	.462	.331	.309	.460	.534
Skepticisim	.462	1.000	.404	.275	.357	.463
Individualism	.331	.404	1.000	.400	.428	.373
Materiliasim	.309	.275	.400	1.000	.321	.279
MoralIdentity	.460	.357	.428	.321	1.000	.325
Attitude	.534	.463	.373	.279	.325	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Intentiontopurchase	18.5673	16.647	.612	.413	.723
Skepticisim	18.2133	18.898	.560	.329	.737
Individualism	18.3910	21.539	.535	.325	.752
Materiliasim	18.0785	20.419	.419	.210	.771
MoralIdentity	18.1292	20.663	.524	.311	.749
Attitude	18.4644	17.254	.572	.366	.735

Table 17. Model summary for regression analysis for materialism, individualism, skepticism and moral identity towards intention to purchase.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Durbin-Watson	
						F Change	df1	df2		
1	.572 ^a	.327	.315	1.25550	.327	27.340	4	225	<.001	1.682

a. Predictors: (Constant), MoralIdentity, Materiliasim, Skepticisim, Individualism

b. Dependent Variable: Intentiontopurchase

Table 18. ANOVA table for materialism, individualism, skepticism and moral identity towards intention to purchase.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172.383	4	43.096	27.340	<.001 ^b
	Residual	354.661	225	1.576		
	Total	527.044	229			

a. Dependent Variable: Intentiontopurchase

b. Predictors: (Constant), MoralIdentity, Materiliasim, Skepticism, Individualism

Table 19. Coefficients of multiple regression analysis predicting skepticism, materialism, individualism and moral identity towards the intention to purchase cause-related products.

Table 7. Summary of Correlation Coefficient analysis predicting Skepticism on the intention to purchase in case of “Sudden disaster”.

Correlations							
			skepticism	intentiontopur hase	materialism	moralidentity	Individ
Kendall's tau_b	skepticism	Correlation Coefficient	1.000	.350**	.169*	.171*	.217**
		Sig. (2-tailed)	.	<.001	.011	.010	.001
		N	114	114	114	114	114
	intentiontopurchase	Correlation Coefficient	.350**	1.000	.251**	.231**	.284**
		Sig. (2-tailed)	<.001	.	<.001	<.001	<.001
		N	114	114	114	114	114
	materialism	Correlation Coefficient	.169*	.251**	1.000	.140*	.253**
		Sig. (2-tailed)	.011	<.001	.	.033	<.001
		N	114	114	114	114	114
	moralidentity	Correlation Coefficient	.171*	.231**	.140*	1.000	.258**
		Sig. (2-tailed)	.010	<.001	.033	.	<.001
		N	114	114	114	114	114
	Individ	Correlation Coefficient	.217**	.284**	.253**	.258**	1.000
		Sig. (2-tailed)	.001	<.001	<.001	<.001	.
		N	114	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Table 8. Summary of Correlation Coefficient analysis predicting Skepticism on the intention to purchase in case of “On going tragedy”.

		Correlations					
			skepticism	materialism	Intetiopoturchase	moralidentity	Indivi
Kendall's tau_b	skepticism	Correlation Coefficient	1.000	.133*	.284**	.254**	.258**
		Sig. (2-tailed)	.	.043	<.001	<.001	<.001
		N	115	115	115	115	115
	materialism	Correlation Coefficient	.133*	1.000	.155*	.211**	.270**
		Sig. (2-tailed)	.043	.	.019	.001	<.001
		N	115	115	115	115	115
	Intetiopoturchase	Correlation Coefficient	.284**	.155*	1.000	.323**	.092
		Sig. (2-tailed)	<.001	.019	.	<.001	.163
		N	115	115	115	115	115
	moralidentity	Correlation Coefficient	.254**	.211**	.323**	1.000	.185**
		Sig. (2-tailed)	<.001	.001	<.001	.	.004
		N	115	115	115	115	115
	Indivi	Correlation Coefficient	.258**	.270**	.092	.185**	1.000
		Sig. (2-tailed)	<.001	<.001	.163	.004	.
		N	115	115	115	115	115

*. Correlation is significant at the 0.05 level (2-tailed).

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

Table 20. Model summary for regression analysis for materialism, skepticism towards attitude.

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Durbin-Watson
						F Change	df1	df2	Sig. F Change	
1	.489 ^a	.239	.232	1.30218	.239	35.628	2	227	<.001	1.786

a. Predictors: (Constant), Skepticism, Materiliasim
b. Dependent Variable: Attitude

Table 21. ANOVA table for materialism and skepticism towards attitude.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.827	2	60.413	35.628	<.001 ^b
	Residual	384.919	227	1.696		
	Total	505.746	229			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Skepticism, Materiliasim

Table 22. Coefficients of multiple regression analysis predicting skepticism and materialism towards attitude.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.859	.345		2.490	.014	.179	1.539		
	Skepticism	.497	.072	.417	6.931	<.001	.356	.639	.924	1.082
	Materialism	.200	.073	.164	2.723	.007	.055	.344	.924	1.082

a. Dependent Variable: Attitude

Table 23. Model summary for regression analysis for attitude towards intention to purchase.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				
						F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.534 ^a	.285	.282	1.28519	.285	91.091	1	228	<.001	1.916

a. Predictors: (Constant), Attitude

b. Dependent Variable: Intentiontopurchase

Table 24. ANOVA table for attitude towards intention to purchase.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150.456	1	150.456	91.091	<.001 ^b
	Residual	376.588	228	1.652		
	Total	527.044	229			

a. Dependent Variable: Intentiontopurchase

b. Predictors: (Constant), Attitude

Table 25. Summary of linear regression analysis predicting attitude towards intention to purchase.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	1.490	.217		6.852	<.001	1.062	1.919		
	Attitude	.545	.057	.534	9.544	<.001	.433	.658	1.000	1.000

a. Dependent Variable: Intentiontopurchase