

**ECONOMICS AND BUSINESS ADMINISTRATION FACULTY
VILNIUS UNIVERSITY**

MARKETING AND INTEGRATED COMMUNICATION

**Greta Kairytė
MASTER THESIS**

Vartotojo moralumo veiksnių įtaka jo sprendimui skirti finansinę paramą labdarai ar pirkti su labdara siejamą prekę	Impact of moral identity on consumer choice to purchase cause-related product or to donate to charity
--	--

Master degree student _____
(signature)

Supervisor _____
(signature)

Assist. Dr. K. Adomavičiūtė

**Date of submission of Master Thesis:
Ref. No.**

2021, Vilnius

CONTENT

INTRODUCTION	4
1. THEORETICAL ANALYSIS OF DIRECT AND INDIRECT SUPPORT FORMS.....	7
1.1. Charity Support Forms	7
1.2. Direct forms of donation to charity	11
1.3. Purchase of cause – related product	14
2. FACTORS INFLUENCING CONSUMER CHOICE BETWEEN INTENTION TO PURCHASE CAUSE-RELATED PRODUCTS AND FINANCIAL DONATION.....	19
2.1. Product and charities related factors	19
2.2. Consumer related factors.....	24
2.2.1 <i>Demographic characteristics</i>	24
2.2.2 <i>Psychographic characteristics</i>	26
2.2.3 <i>Emotions</i>	30
3. MORAL IDENTITY AND ITS IMPORTANCE IN THE CONTEXT OF CHARITABLE BEHAVIOUR.....	33
4. RESEARCH METHODOLOGY	38
4.1. Research model	38
4.2. Hypotheses	41
4.3. Research method and instrument	46
4.3.1 <i>Stages of the empirical research</i>	46
4.3.2 <i>Research method and questionnaire design</i>	47
4.4. Sample size.....	49
4.5. Research data analysis methods	50
5. RESEARCH RESULTS ON IMPACT OF MORAL IDENTITY ON CONSUMER CHOICE TO PURCHASE CAUSE - RELATED PRODUCT OR DONATE TO CHARITY	51
5.1. Social – demographic characteristics of the study respondents	51
5.2. Reliability of the used measurement scales.....	53
5.3. Normality tests of used measurement scales.....	54

5.4. Hypotheses testing.....	55
5.4.1 <i>The impact of moral identity on the intention to donate and purchase cause – related product</i>	55
5.4.2 <i>Moderating effect of cause involvement</i>	57
5.4.3 <i>Moderating effect of guilt</i>	58
5.5. Impact of demographic characteristics on the measurement variables	59
5.6. Summary of tested hypotheses	62
CONCLUSIONS AND RECOMMENDATIONS	64
REFERENCES	68
SUMMARY	78

INTRODUCTION

As people's quality of life and awareness level increases, more and more people around the world are making the decision to donate money or provide financial support in one way or another. Lithuania is no exception, and according to the World Giving Index 2019, 19% of donations are made in Lithuania. According to this indicator, our country ranks 121 out of 126 (CAF world giving index, 2019). However, based on the rate of monetary donations, our country is still far behind not only in developed countries but also in the neighbouring Baltic countries. Where is seen a clear positive trend in this area (CAF world giving index, 2019).

On the other hand, along with people's willingness to contribute to charitable activities is increasing. As well as the number of charity and relief funds. According to the Lithuanian Department of Statistics, at the beginning of 2019 there were 1,693 operated charitable and support funds in Lithuania. Compared to 2009, the number of funds increased almost one third (Official Statistics Portal, 2019).

The growth of charity and support funds had increased as well as the competition between them. This is due to the fact that each of it seeks to get as much money as possible. Intensifying the competition among charities, encourage them to use more and more marketing opportunities. Go deeper into consumer behaviour issues; analyze what motivates people to donate money. The desire of the organizations to remain competitive had formed new, indirect forms of support. It is worth to mention, that modern trends show, that more and more people around the world are choosing alternative methods instead of traditional money donating methods (CAF world giving index, 2019). According to the Global Donation Index 2018, the proportion of people who donate money has been decreasing slightly since 2015. However, individuals choose different forms of donation. A survey done by Aukok.lt in 2019 of people behaviour who donates money revealed, that Lithuanians mostly donate by choosing a product, which is part of the donation (Radavičienė, 2019). The results of this study reveal that Lithuanians prefer financial support through one of the indirect forms of support - purchase products, which are related to charity.

All of these recent studies reveal that the factors, which drive consumers to financial donation or to purchase cause - related product are topical issues today. Because in order to attract more money, it makes sense to understand what motivates consumers to donate. The practical problem also received considerable attention in the academic environment. Scientists analyzed both, the causes that lead to direct donation (Smith and McSweeney, 2007; Pentecost and Andrews, 2010; Bekkers and Wiepking, 2010; Lwin and Phau, 2014; Saxton and Wang, 2014; Muller and Rau, 2019) and the factors, that encourage consumers to purchase cause-

related goods (Strahelivitz, 1999; Chang, 2011; Zemack - Rugar, Rabino, Cavanaugh, Fitzsimons, 2016; Choi, Kim, 2016; Adomavičiūtė et al., 2016; Li, 2017). There is a big focus on demographic factors, object of charity, the amount of support, the appeal to donate, personal image, empathy, a sense of responsibility, and a sense of guilt in the works of scientists.

Furthermore, there are a lot of studies analysing different personal characteristics impacting intention to donate and intention to purchase cause-related products separately. However, evidence is scarce concerning whether personal characteristics, more specifically - moral identity, influences both direct and indirect forms of financial support (Adomavičiūtė, 2016; Urbonavičius et al., 2019). This represents a gap of knowledge regarding the relation between moral identity and intentions towards two types of prosocial behaviour.

Moreover, organizations seeking to attract consumers to provide financial support to charity often encourage them to do so through advertising appeals, which contain the most commonly used advertisements that cause guilt. Therefore, it is important to understand not only personal characteristics but also corporate actions, these are the advertising appeals used to encourage people to make more donations. To this result, the author of this master thesis selected two different factors for further research (i) guilt and (ii) cause involvement, which were not previously analysed in one study as having an impact on two types of prosocial behaviours, more specifically donation and purchase of cause-related products.

The aim of the master thesis: to determine the impact of moral identity on consumer choice between intention to purchase cause-related product and financial donation to charity, when this relationship is moderated by the cause involvement and guilt.

Objectives of the master thesis:

1. To justify the specificities of direct and indirect forms of support to charities;
2. To identify factors which may influence the consumer's decision to provide direct financial support or to purchase a cause-related product;
3. To analyze the concept of moral identity and its impact on charitable consumer behaviour;
4. To develop a research model to explore the influence of consumer moral identity on the consumer choice between the intention to purchase cause – related product and donation to charity, when this relationship is moderated by the cause involvement and guilt;
5. To perform the research and identify the influence moral identity on consumer's decision to give a financial support or to purchase cause – related product, when this relationship is moderated by the cause involvement and guilt.

Research methods: comparative literature analysis, survey.

Structure: the structure of this paper is as follows. The first three parts of the master's thesis present an analysis of the literature, which consists of three chapters. The first chapter focuses on the theoretical analysis of direct and indirect support forms. The second chapter shows the factors influencing consumer choice between intention to purchase cause-related products and financial donation. The last chapter presents moral identity and its importance in the context of charitable behaviour. The fourth part of the master's presents the research methodology of the master's thesis. The fifth part provides the results of the analysis with research conclusions, proposals, and recommendations for future researches.

The practical significance of the master's thesis is:

- 1) to reveal the motives of consumer behaviour, which determine the intention to donate or purchase cause-related products;
- 2) to help the charities to discover new ways to attract more funds by showing the importance of personal characteristics on influencing a person's willingness to donate. The findings of the study will allow charities to discover new insights and improve their promotional projects in order to attract more sponsors and increase donations

1. THEORETICAL ANALYSIS OF DIRECT AND INDIRECT SUPPORT FORMS

1.1. Charity Support Forms

Donations and charities play an important role in modern society, which cannot be implemented only by governments or businesses. These organizations carry out important missions around the world. From the supply of hot soup to victims of the earthquake to the refugees who are fleeing from the war. However, they need the help of individuals to accomplish these missions. Charities act as intermediaries and transfer sources from wealthy people, who want to help to the poor (Goktas et al., 2019).

People who had a need to help to others do altruistic activities daily. These include financial support for charities, blood donation, organs donation, performance of a painful bone marrow extraction procedures, volunteering, and even risking own life for the benefit of others (Strahilevitz, 1999). Altruistic behaviour was observed in every culture - between men and women, children and adults, affluent and deprived (Strahilevitz, 1999). Although human have been eager to help throughout a human history, however only in the last 30 years the number of charities has grown tremendously around the world. According to Pacesila and Ciocoiu (2017), the support and development of the charity market is influenced by epidemic diseases, increased poverty and armed conflicts.

The statistics speaks of an annual growth of amount of funds, which are given by individuals. According to Berger, Jaussi (2018), every second adult in the United States contributes about \$ 500 billion a year to charity. So the charity sector accounts a significant part of the overall economy. The researchers point out that, in addition to financial support, people of good will also devote much of their time to benefit the poor. For example, following the refugee crisis in Europe, the German Red Cross supported 25,000 volunteers and full-time staff who provided 24-hour support.

The growing number of charities has increased competition between them. This, in turn, led them to look for a new ways to effectively attract support. According to Adomavičiūtė (2016), besides the traditional methods of support, when individuals are encouraged to donate directly used or new items, to give money emerging more and more new ways of providing a support. The researcher notes that charities developed market charity labelled products. Organizes charity events, is involved in charity marketing campaigns with profit organizations that allow consumers to purchase cause-related goods.

Faulkner and Romaniuk (2019) distinguish following types of support: purchase of a product, purchase of a lottery ticket, participation in a charity event, volunteering, donation of

money, donation of goods, wills, donation to a particular child or family, sponsorship of animals. Schram, Onderstal (2009) and Leszczyc, Rothkopf (2010) highlight an interesting way of giving support - the way of charity. On the one hand, this method can be categorized as charity events. But on the other hand, a cause-related product is purchased at an auction. It is therefore appropriate to distinguish charity auctions as a separate form of support. In subsequent scientific articles (Haruvy, Leszczyc 2018) have been analyzed a new form of charity auctions where all bidders (and winners and losers) are asked to pay their highest bid. This format is different from the winner fee format, which only requires payment from the winners.

Urbonavičius et al. (2019) agree that many different forms of support exist. However, the researchers emphasize that some of them are very specific (e.g., blood donation, volunteering). However, the general principles and objectives are the same. In other words, regardless of how different the goals are, the result is the same.

Literature analysis has revealed that new forms of support are emerging when the charity sector develops; however, there is no consensus among the scholars on the classification of forms of support.

Some authors analysed in the Master thesis offers an interesting approach to the forms of support classification (Romaniuk and Faulkner, 2019) by dividing them into three groups depending on the benefits from the giver (see Table 1). As can be seen from the table 1 below, purchase is classified as a type of material benefit. Meanwhile, providing direct financial support to a charity is a part of an expressive benefit group.

Table 1. Classification of support forms according to benefits

Material Benefits	Social Benefits	Expressive Benefit
Products related to charity, purchasing	Participation in the charity event	Direct financial support to a charity
Purchase of lottery ticket related to charity	Volunteering	Wills and legacies
	A direct donation to the family, the child	Blood donation
		Animal care, sponsorship

(Source: Faulkner, Romaniuk, 2019, p. 24)

Many researches (Lee, Chang, 2007; Zhi, Hing, 2015; Chen, Dai, Yao, Li, 2019) devote charity forms into monetary gifts, non-monetary and voluntary intentions. The size and nature of a charity of a monetary nature can be very different. To illustrate that, we could imagine a few different practical examples:

(i) a company "Starbucks RED" has invested in the Global Fund to Fight Aids, Tuberculosis and Malaria;

(ii) a company "Yoplait" donated only 10 cents for each pink cap to the centre. 2009 for every sold pink lipstick; whereas

(iii) a company "Mirabella" invested in treatment centre research (Wong, Leszczyc, 2011).

The form of all above described ways in which the charities have chosen to act are very different, however, their influence on consumers' decision to purchase for a reason can be huge.

However, not all these charities have the aim to attract the financial support. So in this case, their impact might seem to be minor, symbolic in the monetary sense, however, very important for certain group of supported people. These statements were in fact supported by some researchers (Pentecost and Andrews, 2010; Shehu et al., 2015), who indicated that some charities in addition to the monetary and non-monetary forms of support distinguish the blood or organ donation as their target of success. It might be the case that the hospital "Santariskes" has enough funds for medical devices, however, without certain type of blood they could not make the surgeries and save people lives.

For this reason, it is very important to understand the most common types of charities. Pelozza and Hassay (2007) proposed a detailed classification of support forms according to how individuals engage in charity (see Figure 1).

Figure 1 shows how different the engagement levels from high to low can be depending on each individual. Interestingly, this level does not make a great influence on the charity ways and forms, which are in both cases very similar.

For this reason, other researches (Eikenberry, 2009; Krishna, 2011; Choi and Kim, 2016; Urbonavičius, et al. 2019) have tried to offer a simpler and clearer classification of support forms, distinguishing between direct and indirect support. In their classification, a direct charity includes volunteering, financial support for charity and organ donation. Meanwhile, charity lotteries, auctions, events, products created by charities, and cause-related merchandise sold by business organizations (Adomavičiūtė, 2016).

Seemingly this separation could be further developed, so authors Choi and Kim (2016) emphasized that the main difference between the direct and indirect forms of support is that direct donations are made by citizens with a strong motivation to provide support. Meanwhile, the indirect form of support is also acceptable for less motivated users because it does not require any extra action or money. In addition to that these forms were further described:

(i) Krishna (2011) stated that direct support involves real costs, whereas indirect donation almost does not cost anything;

(ii) Eikenberry (2009) study showed that the indirect form of support facilitates virtuous actions. In other words, indirect support is superior to direct support, because no additional action is required from the supporter and the cost is hidden in the price of the product.

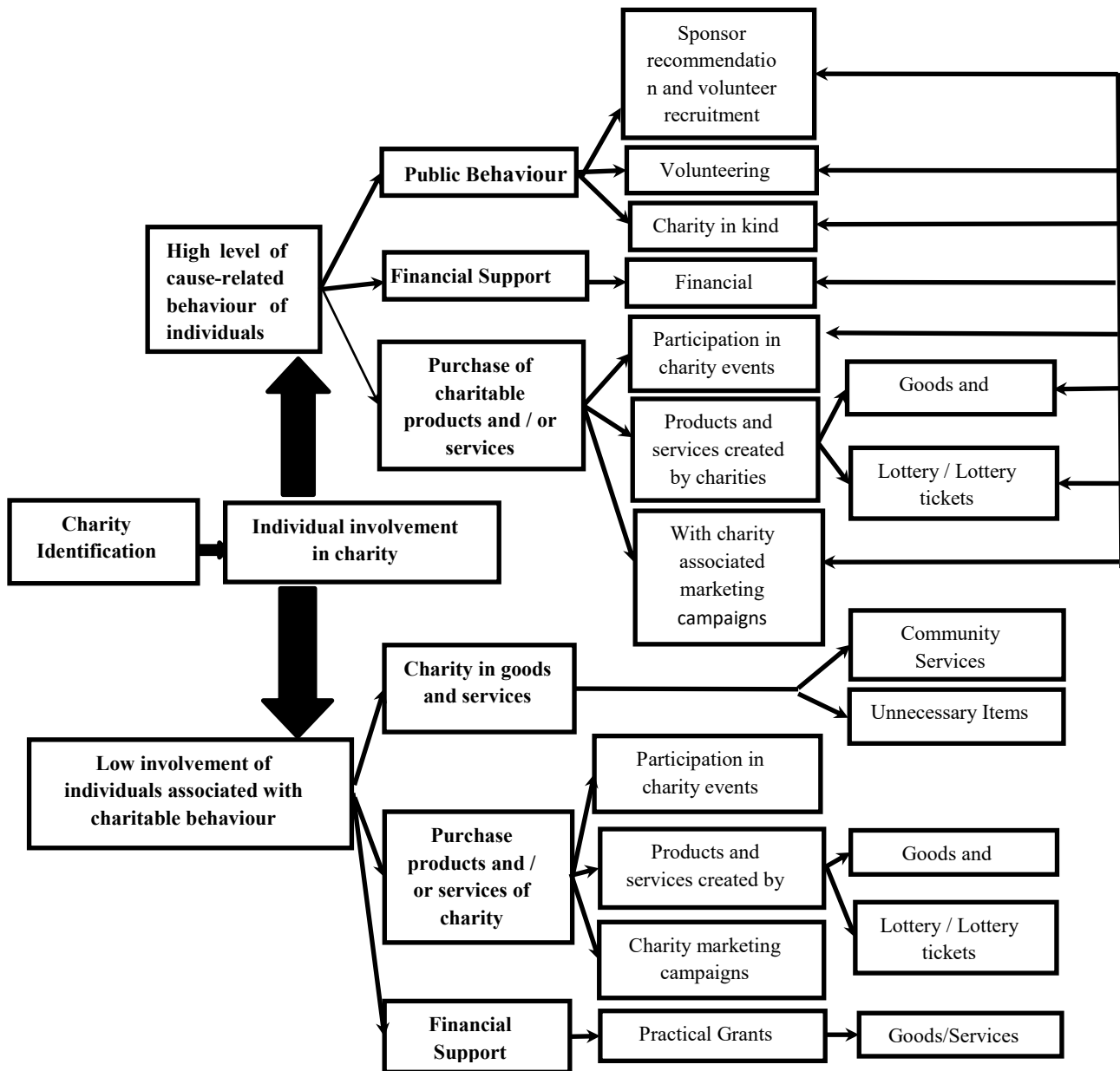


Figure 1. Ways and Forms of Charity
(Source: Pelozza and Hassay, 2007, p. 139)

To summarize the above described classifications, it can be said that the expansion of charity and relief funds around the world are creating new forms of donation. Scientists classify these forms according to various criteria depending on who is donating: (i) a material donation and (ii) volunteering. Here a material donation can be direct and indirect. Financial support to charity is classified as a direct form, whereas where the purchasing of cause-related products should be understood as an indirect form of support.

In the next part of the paperwork will be done a detailed analyzes of these two forms of charity.

1.2. Direct forms of donation to charity

Donations are analyzed in many different contexts from taxation matters to finding the best ways to support the ones in need and fight against poverty, disasters or any other situation. For this reason, there is no universal definition of a donation. However, there are some common features, which allow to define a donation as a gift for charity, humanitarian aid, or to benefit a cause. A donation may take various forms, including:

- (i) money,
- (ii) services (for example, cleaning the retirement home), or
- (iii) goods such as clothing, toys or food for organizations, such as Red-Cross, Caritas and similar, or
- (iv) vehicles for handicapped people, or
- (v) anything, which may satisfy medical needs such as blood or organs for transplant.

All above forms allow us to emphasize a common feature – there is a one-sided provision of “something”, so a donation is something material or immaterial given without return consideration. There is no doubt that the most universal „something“ in this context is money in cash or bank transfer, therefore there should be no surprise, that many scholars, such as (Webber, 2003; Pelosa and Hassay, 2007; Lee and Chang, 2007) emphasize a direct financial donation to charity as one of the most common forms of direct charity support. According to Adomavičiūtė (2016) such direct donation to charity funds occurs by transferring a certain amount of money to a charity’s account. However, this is not the only possible for as the deeper analyses of the scientific literature revealed a much wider variety of ways in which direct financial support can be provided - from direct financial donation to charities (Sargeant and Hudson, 2008) to direct debits into a corporate account (Faulkner, Romaniuk, 2019).

We could further divide direct forms of donation by: (i) recipients of donation; and (ii) providers of such direct donations.

Author Marx, Carter (2014) distinguishes between 4 main types of recipients of donations by identifying the following charities:

- (i) *international organizations*, such as United Nations Foundation, Samaritan’s Purse, Direct Relief or Red-Cross. International organizations gather support and help people around the world or promote peace around the world

- (ii) *organizations that support the poor*, such as CARE. Organizations that help the poor gather support and help those who need food, roof overhead or other basic needs;
- (iii) *youth organizations*, e.g., Covenant House, UNICEF. Youth organizations provide services for young people or families;
- (iv) *combined organizations*, for example Aid for Africa, i.e., special organizations, which are created for supporting everyone during the nature disasters (e.g., support after the earthquakes, floods in Thailand) or due to international diseases, such as corona virus spread in the world and support for its treatment.

All these recipients are attracting the providers of such donations in many ways. These providers are not only natural persons, but also any local or international companies or organizations. Author Webber (2003) has analyzed the events organized by charity organizations, during which the participants can provide a direct financial support. Such practice is very common even in Lithuania, where various Chamber of commerce or embassies are organizing black-tie Gala dinners, which collect participation fees and gives a part of it in a form of special charity. In addition to that many organized events have sponsors, which sponsor the event by providing the lottery gifts, whereas the participants pay for the lottery tickets and all raised funds are also used for donations to charities or specifically created funds. This additional possibility to raise money was also mentioned by scholar Webber (2003), who indicated that “fun, exciting, extravagant and often risky: fundraising events open up streams of income that other fundraising methods cannot, even though events are one of the least productive methods for a charity to generate income“.

Sargeant and Woodlife (2007) developed a financial support model by analyzing what motivates individuals to provide direct financial support. This model reveals the factors that influence the behaviour of individuals in relation to the provision of support (see Figure 2).

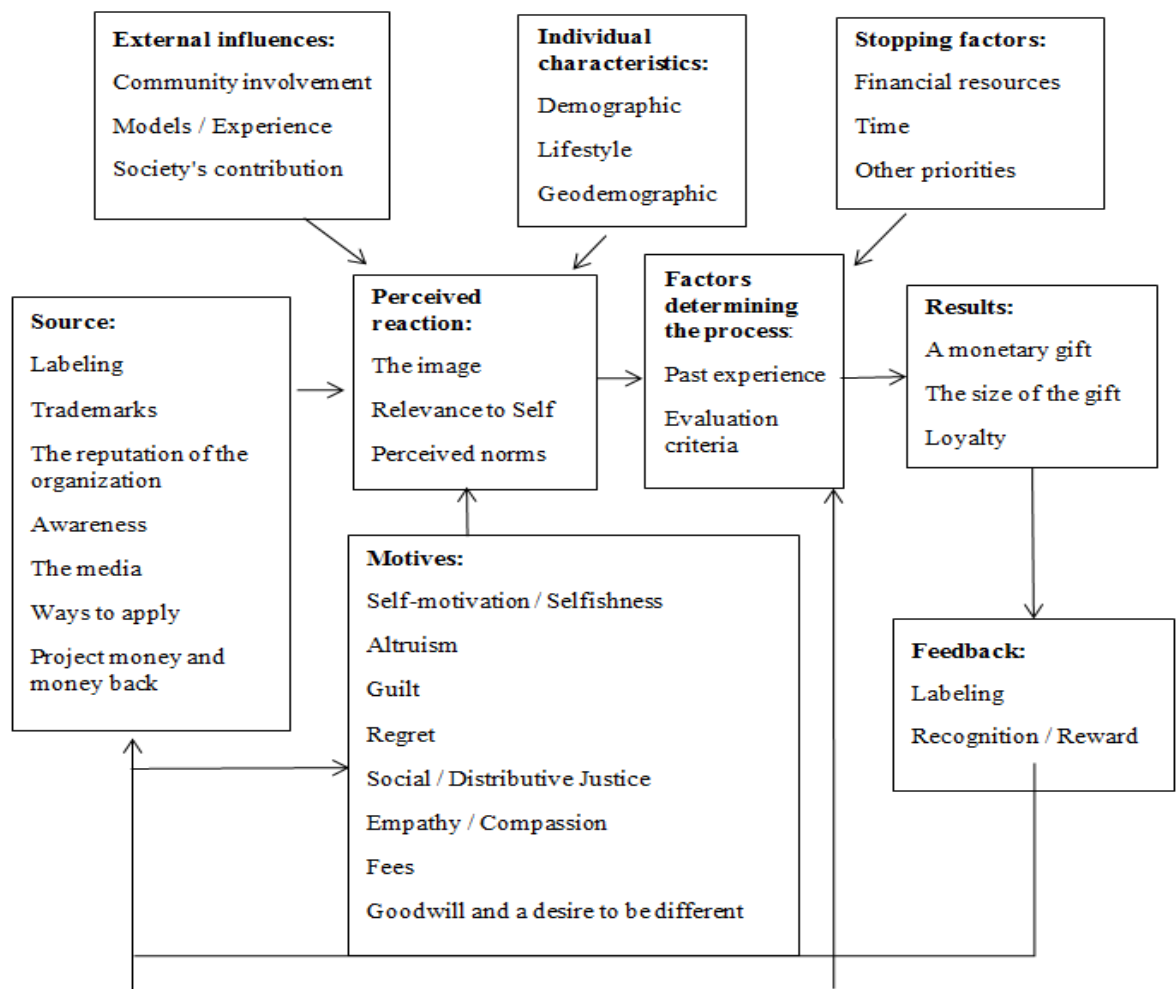


Figure 2. Ways and Forms of Charity (Source: Sargeant, Woodlife, p. 276)

The picture above shows that there are many factors that influence an individual's decision to provide direct financial support to a particular charity varying from individuals' demographics to the influence of the external environment and finishing by the internal motives of each individual. In addition, researchers point out that there are also obstacles to financial support. These include the individual's economic well-being, available time and other priorities.

In conclusion, direct financial support to charities is one of the most common forms of support in worldwide. However, according to the 2018 Global Donation Index, the proportion of people who donate money has been decreasing slightly since 2015. Meanwhile, individuals are choosing alternative forms of support. A survey of givers' behaviour in Lithuania in 2019 revealed that Lithuanians usually donate by choosing a product, which part is given as support (Empirical quantitative research report made by Aukok.lt, 2019). Therefore, in the next part of the paperwork will be analyzed the way in which a cause-related product is purchased and the factors, which influence it.

1.3. Purchase of cause – related product

The decision to buy for a reason can be described as individual and organizational exchange (Wong and Leszczyc, 2011). Over the past decade, profitability of cause-related business in the US has increased by 12 percent. This indicating the emergence of a new revenue-generating market (Wong and Leszczyc, 2011). Many companies from different industries, including emerging retail and financial services companies have implemented related campaigns with them. For example, most of them funded cancer research and treatment of children, who need help (Wong and Leszczyc, 2011). So, business combined with socially responsible marketing has become a useful tool for solving big problems.

The cause-related marketing was introduced in 1983 by American Express in partnership with the Ellis Island Foundation to restore the Statue of Liberty. The goal of this campaign was to raise \$ 1.7 million USD (Natarajan et al., 2016). This campaign achieved not only its target but also increased a card usage by 28%, and new cardholders by 45% (Deepak and Kathiravan, 2019). Since then business organizations have adopted this model as a common marketing tool and researchers have begun to look at aspects of philanthropic behaviour, extensively (Natarajan et al., 2016). Beise-Ze (2013) describes cause-related marketing as an advertising campaign that supports social or charitable causes usually in combination with products and / or services. According to the researcher, it is a means of communication showing to the general public how an organization's social responsibility becomes a concrete benefit for society.

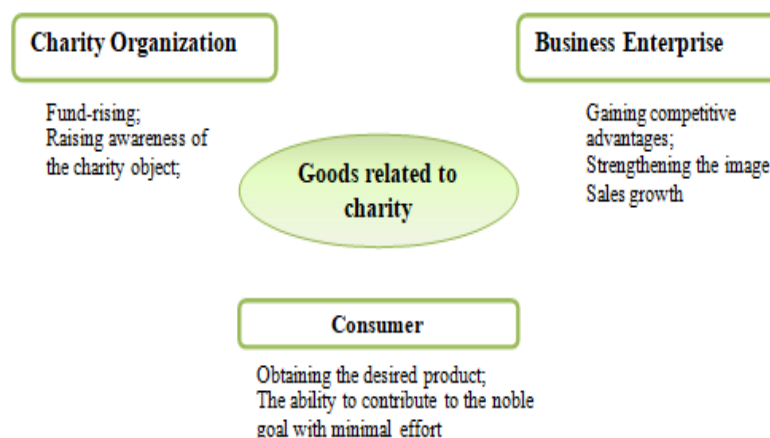
Proenca and Pereira (2008) indicate that a cause-related product can be any commercial product or service, which not only benefits the consumer but is also responsible for solving certain social problems. For example, any customer, who purchases coffee at “Circle K” gas station, could take a special coffee cup for an additional fee, which will be used as a donation for homeless children. This form was described by Adomavičiūtė (2016), who indicated that the part of such a product price is given to a charity. But in the previous example with “Circle K” coffee cup, we could also see that there is an additional aim besides only collecting the money. As Baghi and Antonetti (2017) explained a cause-related product could activate relationships between non-profit organizations, businesses, consumers and thus pursues socially important goals. Therefore, we see that by choosing a special coffee cup, the consumer creates his moral belonging to a special group, where there are such known people as previous President of the Republic of Lithuania Dalia Grybauskaite or other famous people.

Scientists point out that over the past 10 years cause-related marketing has become the fastest growing sponsorship category in the US and in European markets. Companies in different industries have implemented cause-related marketing campaigns linking them to a variety of social causes. From medical research to children, who need help or help in developing countries.

Adomavičiūtė (2016) specifies that the purpose of the cause-related product is to combine the charity and the business enterprise for a common purpose. Sumi (2017) notes that the development and successful marketing of such a product are beneficial for both organizations. The charity organization collects the necessary funds, increase awareness of the charity facility and a business increases sale of goods and strengthens its image in society. The scientific literature extensively examines the business benefits of selling cause-related goods. Barone, Norman and Miyazak (2007) note that selling cause-related goods helps companies stand out from the competition. In other words, gain competitive advantages. Many researchers (Hoek and Gendall, 2008; Sumi, 2017) find that the sale of cause-related goods enables businesses to improve their market reputation, enhance their public image, and promote the necessary brand associations.

Studies confirm that, among other positive outcomes, these techniques can enhance consumers' perceptions of the long-term image of the company (Gupta and Pirsch, 2006) and promote short-term sales (Strahilevitz, 1999). In addition, Strahilevitz (1999) found that consumers are more likely to buy a brand that supports social reason than a brand offering an equivalent product but at a lower price when the price difference is relatively small. Recent studies show that 55% consumers want to buy and pay for products from companies that are responsible of social and environmental protection (Nielsen Research Company, 2014).

By systematizing the results of different studies, it is possible to identify a number of benefits, which all cause-related purchase and sale transaction parties gain (see Figure 3).



3 Figure. Benefits to different parties from conducting sales transactions of a cause-related product

(Source: made by the authors)

Cause-related marketing is part of corporate social responsibility. But both terms are often and incorrectly used interchangeably. Cause-related marketing includes all promotional activities in which a corporation communicates with a target audience that supports a specific community, public, charitable or special interest cause that is not the company's primary commercial purpose. Cause-related marketing has marketing goals that focus on the company's main commercial interests. These goals can be short-term, such as immediate sales growth, or more long-term, such as improving the corporate image or brand awareness. Thus, the essence of cause-related marketing is not the achievement of the cause itself, but the achievement of marketing goals (Beise-Zee, 2013).

Purchasing for some reason falls under the definition of socially responsible consumption and is linked to the behaviour of the company (the marketing strategy of the responsible company is formed against other irresponsible companies). I want to help small business, in terms of the country of origin of the product, in reducing consumption (the consumer wants not to use "too much"), in environmentally friendly consumption (Juščius, Maliauskaitė, 2013). In other words, it is part of corporate social responsibility. The latest research shows that, for example, in North America, the decision to buy the product for a reason as expressed responsible consumption issues are common even among the 68 percent users. Juščius and Dargienė (2015) found that as many as 64% of Lithuanian consumers are socially responsible.

Following the characteristics of the business enterprise developing the concept of responsible business, it can be seen that the promotion of responsible consumption, which encourages the consumer to buy a product for a reason, is part of the whole marketing philosophy and structure. Such concept if properly communicated achieves the user's moral identity and attributes by sending a message that encourages the consumer to make a purchase decision.

Science research has shown that companies which convey pro-social behaviour motivate consumers to switch and use their brands, which are perceived as higher quality manufacturers (Grau and Folse, 2007). Empirical studies have found that consumers, for some reason, were more inclined to buy more products (the case of hair shampoo was investigated) than simply buy more for their own personal interest (Grau and Folse, 2007). In addition, it has been found that a consumer for goal which seems important and noble to the consumer does not spare financial resources and even enjoys costs (Grau and Folse, 2007).

There have been done researches, where was going deeper into the consumer's decision to buy for ethical reasons and what consumption circumstances or types of consumers encourage to buy a product for a reason. In this way, it has been found (for an ethical purpose) that

consumers relieve the strain of wanting to buy and not wanting to spend. In this case, they are more motivated to resolve “dissonance” (Howie, et al., 2018).

Cause - related marketing researchers Brian and Lecal (2017) also found that consumers are more likely to buy a brand that supports social causes, than a brand that simply offers lower prices. According to a recent survey, 55% consumers want to buy and even pay more for products from socially responsible or from companies that contribute to environmental goals.

Using the cause - related marketing tactics more and more attempts are being made to connect with consumers at the point of purchase (Brian and Lecal, 2017). In this way, consumers can donate to charity locally, "send" other good intentions to organizations, or simply pay a grant at the heck-out. It is true that these tactics are often used when consumers buy products, which are not essential, and often even unnecessary (Brian and Lecal, 2017). The service business is homogeneous with the company and inseparable from its image. Appealing to a consumer's use of the service for a reason, there is required that the user would book the service with an authoritative seller who is impressed with it (not automatically). It promotes loyal relationships and enhances the positive impact of charity.

Brian and Lecal (2017) investigated that consumers want to donate to charities when they buy less practical or functional products. On this basis, two product types are highlighted - functional and hedonic. The reason for buying a functional product is the decisive reason. It is purchased for the product itself. A hedonic product is purchased when the consumer likes aspects of the company's image and business history. Examples include “Apple” and “Gap”, which have announced that they will support 50 percent of profits of the production in antiretroviral drug for AIDS patients in Africa (Rosen et. al., 2012).

We can distinguish two cause-related consumers' groups: (i) customers with charitable motives and a warm desire to help others and (ii) clients for whom it is important to participate in a social group to be identified with the corporate image (Wong and Leszczyc, 2011). Also, customer behaviour has an altruistic and egotistical dimension. In the first case, there is a benefit in the amount paid to the company. In the second case, the aim is to feel better than others or to gain a reputation (Wong and Leszczyc, 2011).

In summary, can be stated that in the past decade is seen an increasing popularity in the form of support for the purchase of cause-related goods. More and more consumers are choosing this form of support. Studies show that a greater proportion of consumers are willing to pay more for a product if it is associated with charity. In addition, consumers feel more relaxed and spend more money in such cases as motivation to purchase is not only forced by selfish incentives. Research also shows that organizations, which are linking their products or brand to the charity, associated with a better quality to the users.

After analysing the different charity support forms, the author of the master thesis will further analyze the factors, which influence consumer to donate or to purchase cause-related products.

2. FACTORS INFLUENCING CONSUMER CHOICE BETWEEN INTENTION TO PURCHASE CAUSE-RELATED PRODUCTS AND FINANCIAL DONATION

2.1. Product and charities related factors

An analysis of the scientific literature has revealed that academics distinguish between a number of factors that influence a consumer's decision to financially support or purchase a cause-related product. According to Adomavičiūtė (2016), both the consumer's choice of direct financial support and the decision to purchase a cause-related product are influenced by the following key factors: demographic factors, sense of responsibility and / a sense of guilt, empathy, altruism and attitude towards the charity. Further in the paperwork these factors are divided into organizational and consumer related factors.

Attitude towards charitable organization and a company that offers to buy a cause-related product are widely explored in academic literature as one of the key factors, which influences the consumer's decision to provide financial support or purchase a cause-related product. A study by Uslander and Brown (2005) revealed that attitude towards charitable organization is one of the key factors affecting the consumer's decision to provide financial support to a charity. The authors explain that attitudes toward an organization directly affect trust in that organization. Goktas et al. (2019), after a detailed analysis of the attitude of the charitable organization and the influence of the trust on the decision to grant financial support, also found that the attitude towards the charity and trust in it depends on the willingness to spend money on support. In addition, the researchers add that there is a relationship between attitude and trust in the charity. Depending on how the consumer sees the charity. It will also differ whether or not the charity is trusted. Sargeant and Woodliffe (2007) point out that the likelihood that an individual will make a financial support decision is not only increased when there is a positive attitude towards charitable organization in society. But when he feels some connection to an object of charity agrees with its mission and operational goals.

Taniguchi and Marshall (2014) looked more broadly at the influence of trust on the decision to donate. The researchers assessed the influence of trust in the institutional sector in general on the intention to provide financial support. Researchers have found that in Japan, institutional trust has a strong relationship with financial support from individuals. The more Japanese people rely on state institutions, the greater their willingness to provide financial support to charities. Meanwhile, the results of a study by Hageraand and Hedberg (2016) partially contradict this view. Their research shows that institutional trust does not affect charitable giving, whereas trust in charities in general affects the individual's decision to provide

financial support. This study was conducted in the US state of Arizona; therefore, different research findings may be interpreted as a cultural gap between countries.

Adomavičiūtė (2016) points out that a negative attitude towards a business organization can encourage a corresponding attitude towards charity. And thus, reduce the intent to buy a cause-related product. However, the analysis of scientific literature failed to find research, which seek or value the relationship between the image and reputation of the business organization and the consumer's decision to purchase the cause-related product. In contrast, many researchers (Hoek and Gendall, 2008; Anghel, et al., 2011; Sumi, 2017) assess how the sale of a cause-related product affects the image and reputation of a company and consumer confidence. It could be stated that consumers would be willing to donate for the charity if in their beliefs the product is well built by a trustworthy organization, who used to make the products and (or) participate in other charity projects. For example, the charity by “Dove” company would make less questions in comparison to unknown brands.

These claims could be justified by many studies (Pracey and Olsen, 2004; Nan and Heo, 2007; Lafferty, 2009; Robinson et al., 2012; Choi and Seo; 2019), which in fact showed that branding, image, or even the corporate and social cause itself coincidence can greatly enhance the impact of the campaign on the consumer and increase sales of the cause-related product. For this reason fit between a brand and social cause increases consumer’s associations and the approach to the brand and the company (Gupta and Pirsch, 2006) and enhances the customer's intention to buy a cause-related product (Pracejus and Olsen, 2004).

However, it would be not enough to build the charity campaigns on the mere knowledge of this impact, without understanding the characteristics of a social cause. These characteristics were firstly analysed by a few scholars (e.g., Vanhamme et al., 2012; Robinson et al., 2012; Touré-Tillery and Fishbach, 2017), who distinguished three characteristics of social cause classification: type of social cause, geographical coverage of the social cause, and significance of the social cause (see Figure 4).

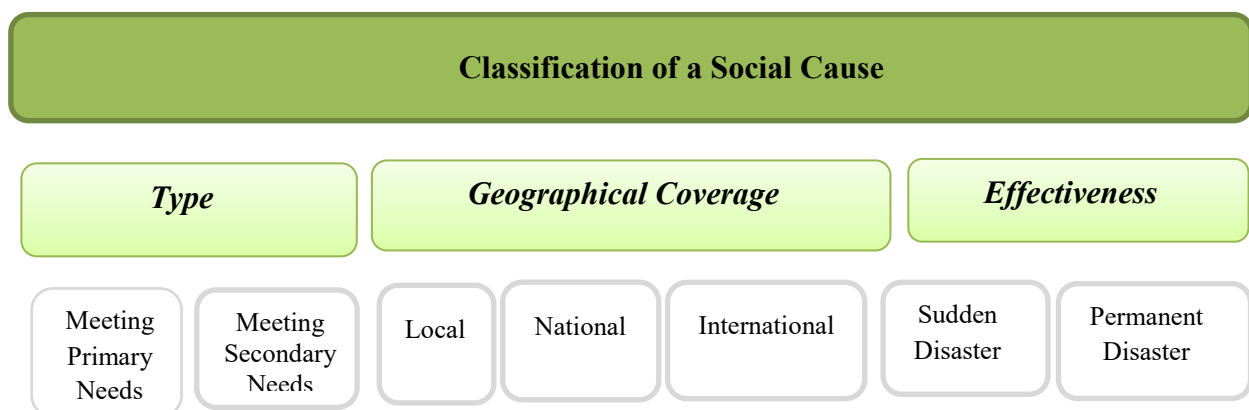


Figure 4. Social cause categorization

(Source: Compiled by a work author based on Vanhamme et al., 2012)

The figure above shows that charities are distinguished by type, which purpose is to satisfy primary or secondary needs. Scientists classify primary needs, which ensure an individual's survival: food and water, health, safety, etc. Secondary needs are needed to improve the quality of life: economic development, living environment, etc. The charities are also divided into geographical coverage, into local, national, and international. The categorization of objects by significance is equally important in order to help communities suffering from the consequences of sudden disasters (war, earthquake, and other natural disasters) and assistance to communities in constant disaster.

Vanhamme et al., (2012) found that respondents were more likely to purchase goods whose social cause is related to meeting primary needs. These are local or national in scope and address the immediate consequences of disasters. Scientists explain these findings by the fact that individuals are more sensitive to local problems than to international ones. They are more impressed by sudden disasters than permanent ones. Similar findings are available in Touré-Tillery and Fishbach (2017). The researchers assessed how the geographic location of the charity affects the population's willingness to provide financial support. The study also showed that individuals were more likely to spend money on local problems. In this way, it turns out that the geographical location of the charity affects both the decision to grant financial support and the decision to buy a cause-related product.

The results of a study by Robinson et al., (2012) show that companies are empowering consumers to choose from several social cause options. What kind of charity project will be given a portion of the proceeds from the sale of the product will have greater success. Researchers point out that the consumer feels the greater contribution when they make choice of a social cause. This, in turn, enhances buying intent. Such research results suggest that the object of charity is an important dimension in the decision to purchase a cause-related product.

Chatzidakis et al., (2014) found out how ethical identity is revealed in the purchasing process among the poor. He found that such consumers are concerned about the importance of fair trade, which they almost always uphold (quoted by Howie, et al., 2018). The basic premise explaining this behaviour is that consumers, by actualizing some of the "nobler" reason for their purchase, is that they are justifying themselves in the buying process. For example, when a consumer purchases a product or service that he or she deserves, he or she does not regret because he or she feels contributed to noble goals (Howie, et al., 2018).

The more identity individuals feel with the object of support, the greater likelihood that a decision will be made to support that object in one way or another. In other words, the more involved a person is in a product, the more he/she wants to donate or buy a cause-related product. This phenomenon is described by the concept of cause involvement.

In order to deeper analyse the causes for someone's behaviour, we firstly need to define the cause of involvement. The concept of *cause involvement* can be generally understood as consumers' involvement through the state of mind that motivated them to identify with a product or service offerings, their consumption patterns and behaviour. However, the analyses of scientific literature showed that different authors concentrate on different aspects of these causes of involvement, for example:

1) **Personal connection.** According to Grau and Folse (2007) involvement is considered a personal connection or bridging experience for an individual, and it is often conceptualized as personal relevance. These authors provided an idea that individuals who are more involved with a cause should be more compelled to like and participate in campaigns relative to those who are less involved (Grau and Folse, 2007);

2) **Intensity of involvement.** Bester and Jere (2012) investigated different levels of cause involvement. The authors found out that a cause involvement significantly influenced purchase intention; therefore this is one of the factors determining the intensity of a donation or purchase of cause-related products. The authors also raised a hypothesis that was confirmed at the end of the study, that high cause involvement influences purchase intention positively (Bester and Jere, 2012);

3) **Importance of involvement.** Similar findings were provided by authors Kim and Walker (2013) who revealed that cause involvement significantly influenced donation intentions. This research supplemented Lafferty's (1996) research statements consumers' responses were more positive when the cause was more important to them than less important;

4) **Social impact.** Other authors explored the concept of social cause and according to results of the research; it has a positive impact on consumer perception or behaviour towards donations (Strahilevitz and Meyers, 1998);

5) **Emotional impact.** Interesting findings were provided by Hajjat (2003) who examined the role of involvement and donation on consumer attitudes and purchase intentions. The author made an experiment with different images (painful) that are concerning high cause involvement and (pleasant) images that are concerning the low cause involvement. This study revealed that participants in the high involvement condition recalled more thoughts about the painful images than participants in the low involvement condition. Therefore, it can be stated that individual's level of cause involvement also can be influenced by the structure of the advertisement and the emotion depicted in it;

6) **Altruistic or egoistic benefits.** Fischer et al., (2012) studies analyzed the relationship between cause involvement and donation amount. The evaluation of this expectation should be influenced by the customers' cause involvement. Authors Fischer et al., (2012) differentiated two

benefits that customers received from donating to a cause about which individual really care. One of them is altruistic benefit, which is obtained when the customer feels the great relevance of the cause, especially if the customer's concern is high. Second benefit which customer received by donating is egoistic benefit. Also, it can be perceived as warm glow feeling (Fischer et al., 2012). As a consequence, these benefits lead to higher donation amounts.

Based on the authors' findings it can be stated that the involvement of individuals in charitable organizations influences and reinforces their intention to donate to the social cause in which the individual is involved.

In order to ensure a complex research of the causes, the author of this master thesis proposes to theoretically divide them into two following categories:

1) *internal causes*, causes driven by the personal motives. Internal factors can be understood as those caused by a person's inner emotions (guilt, shame, fear). The author Sargeant (1999) analyzed the cause involvement of the individual in a charitable organization as a factor which influences the intention to donate. The factors identified by the author, such as self-esteem, guilt, social justice, empathy, past experiences, and judgmental criteria, which influence a person's intention to donate could be attributed to internal causes. He also emphasized that the willingness to donate or buy a cause-related product is influenced by how we perceive ourselves as perceptual reaction is influenced by self-perception (Sargeant, 1999); and

2) *external causes*, i.e., causes influenced by the other people or circumstances. External causes can be understood as causes that are attributable to societal pressure. For example, colleagues bring a cake during Cake Day and you have to donate as much as you want to buy a piece, but since the other person is donating a certain amount, you are forced to donate the same or even more. According to the authors Croson et al., (2009) such a phenomenon can be described as a social norm on charitable giving and a particular level of charitable giving descriptive social norms could be one of the mechanisms that influence the level of charitable giving (Croson et al., 2009). Another example of external causes is when a social event is created on social media, called "Birthday fundraiser for Baltic sea action group". Here are some aspects: i) you want to "help" a friend because it is a gift; ii) you want others to see your charitable behaviour to reach a certain goal, in this case, to clean the ocean; iii) you want others to see that you are engaged in positive activities and your value is to protect nature.

The above analyses of all internal and external factors reveal that this separation of causes of involvement is easier in theory, whereas in practice complex internal and external factors can influence at the same time. Some factors, such a trend in the society (external factor) can even raise and influence a stronger internal factor, such as guilt, and such combination works in favour on deciding to donate more.

In conclusion, it can be said that individuals take into account a variety of factors associated with a charity or business enterprise, when deciding to give financial support or purchasing a cause-related product. In various countries, studies have shown that individuals' behaviour largely depends on the approach to charity and confidence in its activities. On the other hand, there is no research showing a relationship between attitude or confidence in a business enterprise and the consumer's decision to purchase a cause-related product. However, many scientists agree that matching a product, brand or company with a social cause is an important factor in order to enhance a consumer's willingness to buy a cause-related product. The object of support is not less important as it achieves both goals by making a financial contribution and making a decision to buy a cause-related product. Individuals take into consideration the persons who will be supported. In this way, it becomes clear that factors related to an organization or business is perceived by the consumer through his or her own personal point of view and based upon his or her judgment it will depend on an internal factor. Therefore, it is important to pay attention to the factors, which are involved in consumer analysis further.

2.2. Consumer related factors

2.2.1 Demographic characteristics

In order to examine consumer behaviour and what determines their decision to purchase a cause-related product or to donate to charity, in this master's thesis must be emphasized three different and main characteristics that influence consumer behaviour.

Adomavičiūtė, et al. (2016) discusses overseas studies that have uncovered which consumer characteristics have the greatest influence on the purchase of a cause-related product. Consumer demographics (Hyllegard, et al., 2011; Bennett, 2003; Cheron, et al. 2012), lifestyles (Bigne-Alcaniz, et al., 2010), characteristics related to value orientations (altruistic, hedonistic, utilitarian type), materialistic inclinations (Goldsmith and Clark, 2012), individualism (Cornwell and Coote, 2003; Bennett, 2003). Based on this data, the most prominent types of consumer qualities and personalities, when deciding whether to buy a product for a reason. There consumer relationships with values, materialistic aspects of personality, willingness to sacrifice, demographics and lifestyles were highlighted.

Analysis of the scientific literature has revealed that the most debatable consumer-related factors are demographic. A number of studies have examined the impact of demographic factors on individuals' financial support for charity or the purchase of a cause-related product. Research on the purchase of cause-related products (Youn and Kim, 2008; Moosmayer and Fuljahn, 2010; Ladero, et al., 2014; Witek, 2016) has shown that women are more likely to buy them. However,

Moosmayer and Fuljahn (2010) explain that this is influenced by the fact that women have greater empathy, greater understanding and benevolence. A similar conclusion comes and newer studies (Lader et al., 2015; Witek, 2016), indicating that due to sex the personal values may be different determining the consumer's decision to buy a cause-related product.

Other authors emphasized that there is a lot of research analyzing factors of direct support to charities. For e.g, Smith and McSweeney (2007) points out that many case studies assess how demographic factors, such as gender, age, marital status, education, or income levels, affect the amount of direct charitable funding. Studies also have shown that age influences consumers' decision to purchase a cause-related product. However, this is where the difference comes from individuals who provide financial support and buy cause-related products. Researchers (Barnes, 1992; Cone, 2004; Youn, Kim, 2008; Moosmayer, Fuljahn, 2010; Ladero et. al., 2014; Witek, 2016) unequivocally agree that younger people are more likely to buy cause-related products. Cone (2004) found that younger people are more likely to recognize the products of socially connected companies. Moosmayer and Fuljahn (2010) believe that age can influence values, attitudes and behaviours.

Furthermore, the financial well-being as a factor is affecting the purchase of a cause-related product and this is ambiguously assessed by researchers. A study by Barnes (1992) has shown that high incomes can influence more favorable treatment of goods related to charity. In contrast, Chaney and Dolli (2001) found no relationship between income and attitudes toward such goods. Last year research (Ladero et. el., 2014; Witek, 2016), finds a link between income levels and the purchase of goods related to charity. But researchers acknowledge that the impact of income levels is less than that of gender. Witek (2016) also establishes a link between an individual's education and readiness to buy a cause-related product. The researcher points out, that the higher education indicates that a consumer is more likely to buy a cause-related product.

Moreover, by comparing a research conducted by scientists on the influence of demographic factors for deciding to grant a financial support and purchase a cause-related product, it can be said that demographic factors are equally important for both decision making. In addition, almost all studies indicate that women with higher education and higher incomes have a greater tendency for both to provide a financial support and to purchase a cause-related product (see Table 2).

Table 2. The influence of demographic factors on the decision to give financial support or purchase a cause-related product

Granting of financial support	Demographic Factor	Purchase of a cause-related product
Woman	Sex	Woman

Older age	Age	Younger Age
Higher Education	Education	Higher Education
Higher Income	Earning revenue	Higher Income

(Source: Compiled by the author)

The influence of age is ambiguous. Studies have shown that older people are more likely to give financial support, whereas younger people are more likely to buy goods for charity purposes. Research suggests that younger people can more easily distinguish between cause-related products. In this way, it can be concluded that while researchers note the influence of demographic factors on both the desire to make a financial product and the decision to purchase a cause-related product. A study by Pentecost and Andrews (2010) found that there is a strong relationship between students and non-student's motivation to provide financial support to charities. According to researchers, age and education are important factors in attitudes towards support. It is proven that the older person is, the greater amount he or she gives to charity. In addition, individuals with a bachelor's degree also tend to spend more on charity.

Rajan et al. (2009) agrees that the amount donated to charity depends on age and education. He adds that income and religious beliefs are also important factors in the amount of support given to charities. Shehu et al. (2015), based on 27 studies, find that older women with higher incomes and higher education are more likely to give direct support to charities.

Summarizing the results of the research, it can be stated that individuals who donate money to charity are mostly older working women with higher education, higher income and owning a home (Banks and Tanner, 1999; Bekkers, 2010; Einolf, 2011). In addition, research (Banks and Tanner, 1999; Rajan, 2009; Wiepking and Bekkers, 2010) shows that the amount of money donated increases with age, educational level, income and religious behaviour.

2.2.2 Psychographic characteristics

No less important than demographic factors are psychographic factors, which also influence consumer behaviour when purchasing a cause-related product or donating to charity. The psychographic characteristics of consumers have been analyzed by many authors who have discovered and provided interesting and important insights that have revealed the most important characteristics of consumer behaviour.

In addition to demographic factors, the scientific literature explores other factors that may influence the willingness to donate money or the size of the donation. Bekkers and Wiepking (2011), in their analysis of 500 scientific articles, highlighted 8 forces that drive the provision of direct support to charities: awareness of need, encouragement, altruism, reputation, values and

effectiveness. According to scientists the supporters of charities say that are more satisfied with their lives, have better short-term moods, and are interested in politics (Shehu et al., 2015).

Müller and Rau (2019) explain that smaller donations to charity during the Christmas period are driven by greater stress and higher consumption costs. According to the researchers, higher stress negatively affects the level of empathy, which in turn reduces the amount of direct support.

Other authors Winterich et al. (2013) argue that consumers' desire to be connected to some dimension of identity is a motivation to make a purchase decision. And some of these users are characterized by high moral identity, internationalization, social reinforcement and recognition, and sense of inner satisfaction. In addition, Witek (2016) notes that those with higher incomes tend to buy a cause-related product more impulsively. This is due to the fact that they earn a higher income and spend money easier. Therefore, their buying behaviour is generally more impulsive. A woman's greater involvement in financial support and the purchase of cause-related goods is explained by their greater empathy.

On the other hand they recognize that demographic characteristics influence the individual's decision indirectly, and that people of different genders and ages often have different values and attitudes to the world. Person's strong self wish to donate for the charity without any cause is an idealistic scenario, which could be well accepted by society, especially in religious countries, where generosity and a wish to support for the poorest is seen almost as a dogma or perfect pattern. However, the world is far from perfect and the phenomenon of donation to charities can be caused by many different factors – from internal human motivators to the outside factors, created by the family members, school, small societies or even trends on social media (for example, someone's friend sends invitation to donate for cleaning the oceans).

People can buy cause-related products or provide financial support, not only with a strong moral identity. The involvement of society members to social cause, such as volunteering for disadvantaged children, can also influence the individual to donate for charitable organization in which the individual is actively involved. Volunteering in various Lithuanian charity organizations was analyzed by author Januškevičienė (2011), which stated that the conscious desire of society to help people and their country is considered a value of democratic society.

It is important to emphasize that authors Hladká and Hyánek (2015) differentiate factors that influence sacrifice into external and internal ones. According to researchers, internal factors arise within individuals and create their nature and personality. External factors do not dependent on individuals, although they may affect them. Internal factors are identified by scientist as motives for sacrifice and external factors as determinants. Hladká and Hyánek (2015)

extensively analyze only the internal motives of sacrifice. Distinguishing between three main groups: altruism, egoism, investment (see Table 3).

Table 3. Classification of Sacrifice Motives

Altruism	Egoism	Investments
Empathy Attachment Solidarity Mercy Respect Social rules Belief in justice Beliefs Social responsibility Moral duty Religious commitment	Salary opportunity The desire for power Egocentricity Recognition Political Impact A sense of irreplaceability Fear Heat Reciprocity Conscience Willingness to sacrifice oneself Reputation A Need to help The need for belonging	Personal contacts Skills Status in society Job opportunities

(Source: Hladká and Hyánek, 2015, p. 366)

According to the authors consumer altruism is also important factor because such consumers feel a stronger need to buy cause-related products. Altruistic users are the main type of consumer motivated to support social causes. In this way, altruists feel an inner feeling of glow and satisfaction (Adomavičiūtė, et al., 2016).

In order to understand why this factor is so important and affect the individual's psychology and motivation to donate, we need to perceive the concept of altruism. Altruism has been analyzed in the literature by many authors (Wall, 2007; Simon, 1993; Proenca and Pereira, 2008) and here we can find different findings. Altruism can be understood as disinterested and selfless concern for the well-being of others. Author Waal (2007) in his research stated that empathy-induced altruism derives its strength from the emotional stake it offers the self in the other's welfare. The author also discovered a connection with empathy when researching the concept of altruism. Based on the author Wall (2007) findings empathy is an ideal candidate mechanism to underlie so-called directed altruism, i.e., altruism in response to another's pain, need, or distress.

In literature, altruism was not only considered as a factor driven by unselfish intentions. Some authors have also uncovered another perception of altruism where the individual seeks positive feedback and benefit. Based on the author's research, altruism also occurs when an

individual helps other people without selfish intentions, and it is important for the individual to feel good and this is achieved through the help of people whose financial, economic position is worse than theirs.

According to the author Simon (1993), altruism-based charity donations are also determined by the individual's desire to receive positive feedback. Author revealed that evolutionary theory postulates that altruistic behaviour evolved for the return-benefits it bears the performer (Simon, 1993). Based on the ideas expressed by the author, we can presume that individuals with altruism also expect their behaviour to be rewarded, i.e. feel good, generous. Feelings of individual's satisfaction have also been analyzed by authors Proenca and Pereira (2008), who point out that altruism provides users with a sense of psychological satisfaction.

However, most authors agree that altruism is very important factor that influences individuals' intention to donate or purchase a cause – related products. According to the authors DellaVigna et al., (2012) if individuals give because they enjoy giving, for example because they care about a specific worthy cause, or they like the warm glow of giving, then altruism is the motivation. In other words, the individual enjoys the charitable donation process when they are concerned about a particular social cause; children or animals or retirement homes.

Self-confidence is another important personality trait. However, it should be noted that self-confident consumers value the image of the company. And, if it is negative, may not buy the cause-related product from the company (Grau and Folse, 2007). Individualism motivates consumers seek out what sets them apart from others (Adomavičiūtė, et al., 2016).

Another important factor determining the intention to donate or buy a cause-related product is materialism, which has been extensively researched by many authors. Materialism is one of the most significant variables in the process of consumption. It encourages satisfaction with the process of consumption itself, which is why consumers with a pronounced aspect of materialism are receiving greater attention in the scientific literature. The concept of materialism was studied by the author Belk, (1985) who revealed that the concept of the materialistic approach is associated with personal propensity to property as the main source of happiness. According to the author Bakar et al. (2013) materialism can contribute to the self-identity of individuals as people identify themselves through consumption. Based on the author's research materialism can be identified as an important factor that determines an individual's intention to purchase a cause-related product. While exploring the relationship between personality types and a consumer's decision to buy a product, K. Adomavičiūtė, et al. (2016) argue that hedonistic consumers are mostly pleasure-oriented, also have intentions to buy for a reason and distinguish a stronger social responsibility.

In summary, although many authors refer to altruism as one of the most important factor that determine a person's motivation, intention to donate to a charity, or purchase cause-related products, there are many other psychographic factors that have been examined as influencing consumer behaviour. All other factors, such as; strong moral identity and self-confidence are also very important and determines the intention of consumer's to donate or buy a cause-related product.

2.2.3 Emotions

Previous research revealed that emotions play an important role on the intention to donate to charity or to purchase cause-related product (Basil et al., 2008; Lwin and Phau, 2014; Choi et al., 2016; Perrine and Heather, 2000; Das et al., 2008; Erlandsson et al., 2018; Urbonavičius, et al., 2019; Adomavičiūtė, 2016). One of the most common emotions people experience when they see others' concerns is guilt. Guilt is defined as an unpleasant emotional state associated with the negative effects of one's actions, omissions, circumstances, or intentions. Guilt usually occurs when an individual feels responsible for harming another person. Feelings of guilt can be experienced even when there is minimal contact with another person person (Ahn et al., 2014).

A very accurate definition of guilt is provided by Roberts et al. (2014), stating that guilt is a reaction to certain circumstances or behaviours, which includes personal involvement and control. This definition points out that the feeling of guilt arises when the individual feels, that the situation is under control. And at the same time is responsible for its consequences. Fewer researchers are trying to gauge how guilt affects the decision to buy a cause-related product. Kim and Johnson (2012) found a positive influence on the consumer's decision to buy a product associated with charity. Meanwhile, Adomavičiūtė (2016) found that the influence of empathy on a consumer's choice to provide financial support to a charity or to purchase a cause-related product is partially mediated by a sense of guilt.

Hibbert et al. (2007) distinguished three types of guilt: reactive guilt - that occurs when a person's standards and belief are violated (e.g., using public transport without a ticket). Implied guilt arises, when a person violates his or her standards of acceptable behaviour (for example, lying or misrepresenting facts). Existential guilt is caused by empathy and occurs, when an individual feels better than others (for example, he feels guilty of living peacefully and generously when the majority of the planet lives in poverty). It is the existential fault that can be a factor in encouraging financial support or the purchase of a cause-related product.

Researchers found a link between a feeling of existential guilt and financial support. Scientists' studies have shown that the existential guilt felt by an individual affects not only the

intention to provide financial support, but also the amount of provided support (Basil et al., 2008; Lwin and Phau, 2014).

Marketers quickly realized the impact of guilt on an individual's decision to financially support a charity. And they started using images and words that evoke a sense of guilt in promotional messages. However, according to research impact of guilt-appealed advertising is mixed. Bagozzi and Moore (1994) during their study, showed short films made by an organization that fights against child abuse to their respondents. A movie was rated as highly negative emotional film by the half of participants. And the other half rated it as a neutral film. They felt more negative emotions, when they saw the negative appeal causing more emotions and stronger intentions of help than those who have seen as a neutral movie. In another study (Choi et al., 2016), there was showed the negative consequences of malnutrition or the positive effects of good nutrition for participants. The results of the study showed that a negative appeal triggered a desire to give a financial support for a much larger number of participants. On the other hand, there are studies which results contradict those previously discussed. Perrine and Heather (2000), Das et al., (2008) prove that a positive advertising message is better valued and allows money to be raised.

Erlandsson et al., (2018) believe that one of the reasons leading to contradictory research results is that the effects of guilty and non-guilty advertising can be viewed as behavioural effects or as an attitude toward a particular charity. Studies conducted by these researchers have shown that individuals have a much more favourable attitude towards positive advertising than negative. However, negative appeals call for more financial support actions. Such research results show that, when it comes to choosing a promotional message, it is important not only to have a good sense of the purpose of a particular campaign, but also consider the long-term goals of the charity.

Urbonavičius, et al., (2019) investigated the impact of existential guilt. Both the decision to grant financial support and the goods are associated with the purchase of charity. The researchers concluded that guilt has an effect on the behaviour of both types of individual behaviour. However, the magnitude of strength varies. In the case of goods related to charity, the effect of guilt is weaker than in the case of financial support. In this way, it turns out that feelings of guilt are an important factor in providing financial support and purchasing goods for charity.

Analysis of the scientific literature shows that some researchers try to assess the influence of empathy on the decision to grant financial support or to purchase a cause-related product. Unconventionally, Lindsey et al., (2007) and Basil et al., (2008) looked at the impact of empathy on financial support. Scientists saw empathy as a factor, which causes a feeling of guilt. The essence of empathy can be defined by different definitions. However, this usually refers to the

individual's ability to recognize the emotions of others (O'Loughlin Banks and Raciti, 2018). Andreoni and Koessler Serra-Garcia (2018), based on the results of their research, empathy is called as a key factor in the decision to give a financial support to charity. Andreoni and Koessler Serra-Garcia (2018) identified empathy as a significant factor, which inducing individuals to provide small, medium, and large amounts of financial support. In addition, the results of this study showed that empathy is more influential when allocating larger amounts of support.

In summary, these two emotions (empathy and guilt) interrelated and determine an individual's intention to donate or purchase cause-related products. Scientists saw empathy as a factor, which causes a feeling of guilt (Lindsey et al. 2007). In addition, research by Basil et al., (2008) has shown that empathy partially increases the feeling of guilt, therefore it strengthens the willingness to provide financial support to charity.

3. MORAL IDENTITY AND ITS IMPORTANCE IN THE CONTEXT OF CHARITABLE BEHAVIOUR

In order to define a *moral identity* there is a need to firstly reveal a general concept of morality. According to Hardy and Carlo (2011) “moral identity is the degree to which being a moral person is important to a person’s identity”, whereas other studies associated moral identity with moral actions (Aquino and Reed, 2002) such as donations to charity organizations. The concept of moral identity is discussed by Xu and Ma (2014) as self-control, i.e., the control of self life, which is the essence of humanity. Any action that requires control, as taught by Xu and Ma (2014), suppresses natural, spontaneous, automatic behaviour.

Moral identity can also be defined as the mental representation of a person, which takes place within the person and is radiated to others (Aquino and Reed, 2002). Socio-cognitive theories of behaviour portray a moral identity as a schema - a network of associations of moral traits (for example, honesty, respect, sincerity, and etc.), in which traits are related to one another and are characterized by their respective behavioural scenarios. Moral identity is the concept of self. If a person will define his or her moral identity, his or her language would be skewed towards certain perceptions, feelings, behaviours, and choices in daily dealings with others (Viteli et al., 2016). Moral identity, according to Aquino and Reed (2002), is a “self-regulatory mechanism” that motivates moral attitudes, ethical decisions, intentions and actions.

According to Winterich et al. (2013) moral identity is divided into two different dimensions (subscales):

- 1) The first dimension is private and is conceptualized as an *internalization* dimension.
- 2) The second dimension is known as the public dimension as a concept of *symbolization*.

Winterich et al. (2013) found out that those individuals with a high moral identity have the purpose of conveying personal moral goals or ideas so that others know about them. If a person has a low moral identity, their purpose of demonstrating their ideas is small. Other authors, like Yang and Yen, (2018) discussed these two types of dimensions and raised the hypothesis, which was approved at the end of the research as positive moderation effects. The hypothesis was based on the question whether moral identity symbolization and internalization strengthens the impact of consumers’ self-construal on their purchase intentions toward cause related marketing products. In addition, studies revealed that moral identity internalization and symbolization resulted in positive moderation effects on the direct on purchase intention toward cause-related marketing products (Yang and Yen, 2018).

Meanwhile, Aquino and Reed (2002), Reed et al. (2007), Reed, and Aquino (2003) analyzed the relationship between a person's pro-social behaviour and the effects of symbolization and internalization of moral identity. According to Xu and Ma (2016) research, internalization influences individual ethical predispositions when making moral decisions.

Other studies have analyzed the relationship between individuals' moral identities and their charitable behaviour (Aquino et al., 2009). Based on a research, the individuals who attributed themselves to the group with high internalized moral identity were also dedicated to moral actions which include intentions to donate (Aquino et al., 2009). According to Xu and Ma (2015), moral identity reflects an individual's significance and exclusivity.

These studies make very important insights by confirming that there is a link between moral identity and moral behaviour, which might help to either confirm or reject the hypothesis raised in the Master thesis. The direct financial support to charity is more motivated by the personal desire arising from a person's internal attitudes, and the purchase of cause-related product is more related to the expression of an individual's moral factors. Therefore, moral identity should affect the intentions of direct support and the purchase of cause-related product differently.

Previous studies analyzed the relationship between the moral identity and intention to donate (Winterich, 2009; Reed and Aquino, 2003; Adomavičiūtė, 2016; Reynolds and Ceranic, 2007) and made similar conclusions on the importance of the impact, just in a different way. For example, Reed and Aquino (2003) revealed that moral identity has a great impact on donation intentions to charities, Reynolds and Ceranic (2007) showed that moral identity has a positive effect on charitable support, whereas according to Winterich (2009) there is a significant effect of moral identity on donation intentions.

Winterich (2009) discussed the influence of moral identity on donations and then proposed how gender identity moderates the effect of moral identity on social categorization processes. Therefore, it can be said that demographic factors such as gender also play an important role in the connection between moral identity and donation intentions. Although the results showed that those with feminine gender identity donated more than with masculine gender identity, however, the moral identity has an impact on donation intentions exists.

An analysis of the scientific literature showed that not many researches on this relationship between moral identity and the purchase cause-related products were conducted. However, some previous studies analyzed this relationship and found out positive insights (Adomavičiūtė, 2016; Kim and Johnson, 2012; Yang and Yen, 2018; Quaquebeke et al., 2019).

The research made by the author Adomavičiūtė (2016) revealed that moral identity has a positive effect on the intention to purchase cause-related product. The relationship between

moral emotions and the purchase of cause-related marketing products were examined by Kim and Johnson (2012). Their study showed that moral emotions influence purchase intention toward cause-related marketing products (Kim and Johnson, 2012). Although the relationship has been studied with marketing products, however, the author of Master thesis is of the opinion that similarly moral emotions could also influence the individual's purchasing behaviour with cause-related products.

We could separate a few common moral values, which were mentioned as having the influence on purchasing intentions:

1) **Self-conception.** According Aquino and Reed (2002) the relative centrality of moral values within an individual's self-conception is captured by moral identity;

2) **Empathy.** One of the most recent studies has been performed by Yang and Yen (2018) who examined empathy as a moral emotion and provided conclusions that moral identity internalization strengthens the mediating effect of empathy, thereby affecting purchase intention;

3) **Self-consistency.** Another factor for this intention to purchase was mentioned by Quaquebeke et al. (2019), who showed in their marketing research that the general notion of self-consistency influences the formation of purchasing intentions. These authors proposed an idea and tested in their study, whether self-consistency considerations related to a person's moral identity actually drive purchasing intentions in the presence of ethical leadership cues. Study results showed that moral identity moderates the influence of ethical leadership and this positively influences purchasing intention through self-congruence.

The above described factors are not the only ones for this examination. He et al. (2016) investigated the moral identity through the marketing angle. Authors analysed the consumer's moral identity and the relation with cause-related marketing, which "is a popular hybrid marketing tool that incorporates charitable initiatives" (He et al. 2016). Based on the study results, there is a positive relationship between moral identity and intention to purchase. A study that examined the brand's social responsibility image revealed that when the image was perceived as high, moral identity had a significant positive relationship to intention to purchase, and when brand's social responsibility image was low the relationship was not significant He et al. (2016).

Various studies showed that more clearly expressed moral identity determines a person's behaviour, which in society is understood as moral - volunteering, donation, desire to minimize the harm done to the surrounding people, resisting cheating (Aquino and Reed, 2002; Aquino, et. al., 2009; Gino, et. al., 2011; Reed and Aquino, 2003, Shao, 2008 et. al., cit. by Xu and Ma, 2015). Moral identity can be discussed in terms of some interpretation of social events and perceived as an attempt to solve a particular problem in the face of dilemmas.

According to Choi and Karen (2013) the moral identity of a consumer should influence the development of a brand. They say that consumers with higher moral identities tend to be more involved in society, to engage in the activities of various social groups and to have a wider range of offerings. Moral identity is determined by the user, whether he or she looks positively or negatively to a particular brand (Choi and Karen, 2013). In addition, greater efficiency in consumption, in terms of emphasizing moral identity is seen when the moral aspects of a brand are focused not on individual senses but on a specific social group (Choi and Karen, 2013). This is explained by the fact that the group's shared moral identity acts as a "channel" reducing the individual's psychological distance from the brand. This makes consumption more effective (Choi and Karen, 2013). From this point of view, even businesses that have no relation to specific moral dimensions (through imagery or associations) can be affected by consumers. Choi and Karen (2013) further explains how brand identity, brand-based associations affect the consumer. Appropriate moral attitudes (for example, to be kind), feelings (for example, concern for others), behaviour (for example, helping others) are awakened.

The moral identity of the user can also be awakened through ethical business choices - charity, donation, altruistic assistance (Herzentein et al. 2011). The role of moral identity also stands out speaking in groups to whom the person does not belong, but with whom they have moral connections (willing to help, accept their beliefs, etc.). In other words, the boundaries of the group that chose the appropriate moral identity are broadened. In the scientific literature, there is a gap of research that would analyze the relationship between moral identity and cause involvement. However, according to Choi and Karen (2013) consumers with higher moral identities tend to belong in some social group, in other words – to be involved, therefore it could be a visible link among moral identity, cause involvement and charitable behaviour.

Winterich et al. (2013) examine how the consumer's moral identity relates to his purchase decision for a reason (see Figure 7).

Moral Identity Symbolization	Moral Identity Internalization	
	High	Low
High	<p><i>Cell A</i> No recognition needed; Self-consistency motives prompt charitable behavior</p>	<p><i>Cell B</i> Recognition needed; Provides social reinforcement of charitable behavior</p>
Low	<p><i>Cell C</i> No recognition needed; Self-consistency motives prompt charitable behavior</p>	<p><i>Cell D</i> No motivation for charitable behavior</p>

Figure 7. Moral user identity in connection with the decision to buy due to reason

(Source: Winterich et al., 2013, p. 33)

Figure 7 indicates that consumers with high moral identities are more in need of recognition, motivating charitable behaviour, consistent moral actions and „reinforcement" through social recognition.

Like a human being in general, the moral identity of a user is related to his or her values, attitudes, feelings and behaviours. It is not necessarily a conscious and recognizable process. Moral identity has broad boundaries, which means that moral identity extends beyond a social group that professes certain beliefs and develops corresponding attitudes. A person, even without living within the moral identity of a particular social group, may have the beliefs specific to that group. Moral identity is usually about dealing with ethical dilemmas and specific ethical attitudes. It can awaken the moral identity of the user by signs, symbols, associations, the revival of the user's memory, the awakening of unconscious cognitive reactions. It is always good for business to focus on specific social groups rather than individuals and therefore we mostly hear about project with a specific purpose to support children, elderly people, animals, environment protection and others.

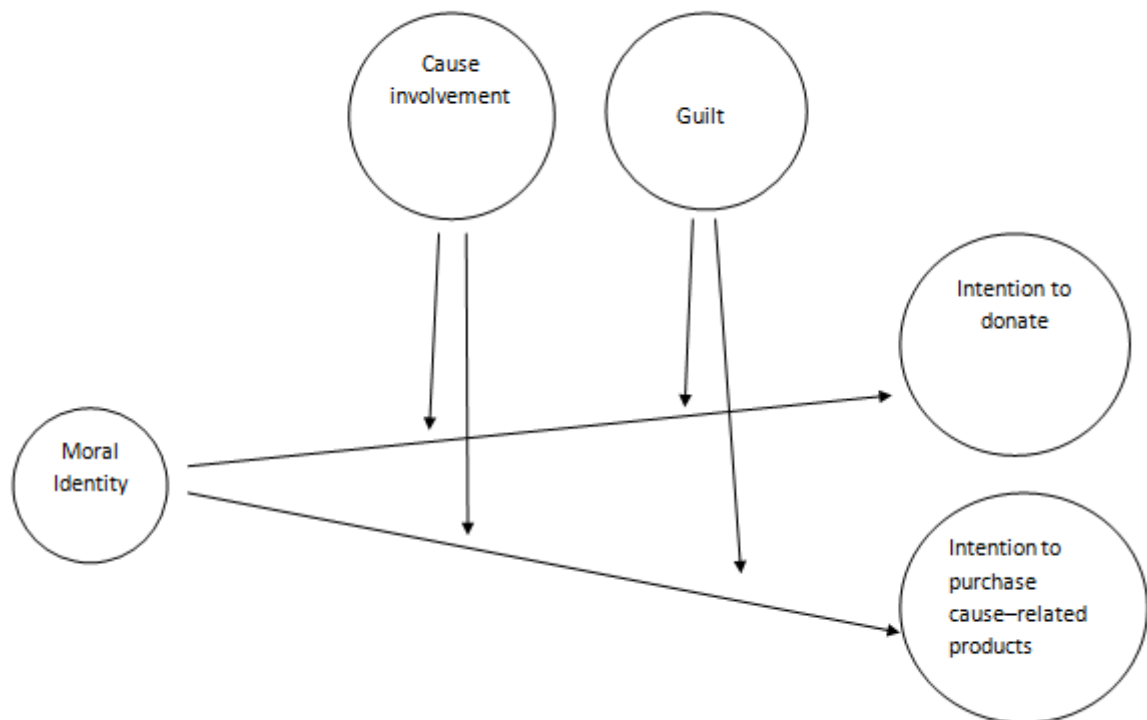
In general, an in-depth analysis of the concept of moral identity reveals that there is a strong connection with the factors examined in the scientific work; cause involvement and guilt which influence the individual's moral identity. There is a lack of research, which would explain the relationship between moral identity and the intention to donate and to purchase cause-related products. For this reason, the main purpose of the research is to examine how these two factors: cause involvement and guilt affects the connection to the purchase of cause-related goods or donation to charity.

4. RESEARCH METHODOLOGY

4.1. Research model

The aim of this research - to determine the impact of moral identity on consumer choice between intention to purchase cause-related product and financial donation to charity, when the relationship is moderated by a cause involvement and guilt.

The research model is presented below (see Figure 8).



8 Figure. Research model

Cause involvement. It is an important factor in analyzing the consumer's choice to donate or purchase a cause - related product. The concept was examined by scientists who provided interesting findings that are useful for further research (Pelozo and Hassay, 2007; Kim and Walker, 2013; Adomavičiūtė, 2016; Hajjat, 2003; Lafferty, 1996; Jayesh et al., 2017; Bester and Jere 2012).

According to researchers Pelozo and Hassay (2007), cause involvement is associated with human behaviour and is classified into two different levels of involvement - high or low. Authors revealed that the motivation of individuals with low and high involvement in charitable activities is different. Also this idea of cause involvement and its relationship to purchase intention was analyzed by authors Bester and Jere (2012), and after research, the authors came to the conclusion that cause involvement significantly influenced purchase intention. Similar

conclusions were presented by Lichtenstein et al. (2004), who found that the customer's cause involvement has a positive impact on cause-related product choice.

In addition, the authors Jayesh et al. (2017) also found links between cause involvement and purchasing intention when examining customer responses to marketing. According to their research, cause involvement increases the level of personal relevance and also increases the elaboration about the customer relationship management offer that eventually affects the attitude and consumer behavioural intentions (Jayesh et al., 2017). Furthermore, this idea of cause involvement and the existing connection with the intention to purchase was further developed by many authors (Lafferty, 1996; Grau and Folse, 2007; Hajjat, 2003), who studies revealed that customers who are involved with the cause will react favourable towards cause related marketing campaigns and as a result, customers would be willing to purchase the product.

On the basis of scientific research, it can be stated that cause involvement influences consumer choice, however no in-depth analysis has been performed in the literature on how this factor moderates the relationship between moral identity and the intention to purchase a cause-related product or donate to charity.

Guilt. Another very important factor that determines a customer's intention to donate or purchase a cause-related product is guilt. This emotion was studied in the literature by many authors (Basil et al., 2008; Lwin and Phau, 2014; Erlandsson et al., 2018; Urbonavičius et al., 2019; Hibbert et al., 2007) and has been attributed as one of the important factors influencing the consumer's choice to donate or to purchase cause-related product. Urbonavičius et al. (2019) researched the influence of guilt on consumer choice to purchase cause related product or donate to charity and concluded that guilt had a positive effect on the intention to purchase cause-related product, although this emotion was stronger in case of direct financial support. The idea of guilt was also developed by scientists (Basil et al., 2008; Lwin and Phau, 2014) who studies have shown that the existential guilt felt by an individual affects the intention to provide financial support. Although many authors have analyzed guilt, which influences consumer behaviour, however it has not been examined as a moderating connection between moral identity and the intention to purchase cause-related product or donate to charity.

Moral identity. The previous research has confirmed that moral identity influences consumer choice to purchase cause-related product or donate to charity (Aquino and Reed, 2002; Viteli et al., 2016; Xu and Ma 2014; Greenwald and Banaji, 1995; Choi and Karen, 2013; Herzentein et al., 2011). According to the study by Adomavičiūtė (2016), moral identity has a stronger positive relationship with the intention to purchase cause-related product than the intention to donate to charity. However, there are no conducted research, which analysed the

relationship between moral identity and the intention to donate or to purchase cause-related product when this relationship is moderated by guilt and cause involvement.

Intention to purchase cause-related products. Many authors have conducted research to find out what influences the consumer to purchase a cause-related product (Sargeant and Woodliffe, 2007; Pracejus and Olsen, 2004; Vanhamme et al., 2012; Bester and Jere, 2012; Youn and Kim, 2008; Moosmayer and Fuljahn, 2010; Ladero, et al., 2014; Witek, 2016; Bakar et al., 2013).

Some authors have suggested that an individuals' choice to purchase cause-related product is strongly influenced by demographic factors (Youn and Kim, 2008; Moosmayer and Fuljahn, 2010; Ladero, et al., 2014; Witek, 2016). These authors concluded that older women are more likely to purchase cause-related products. Whereas, on the contrary, other authors (Barnes, 1992; Cone, 2004; Youn, Kim, 2008; Moosmayer, Fuljahn, 2010; Ladero et. al., 2014; Witek, 2016) reached a totally different conclusion by indicating in their studies that younger people are more likely to purchase cause-related products than older.

Other authors analysed how personal characteristics are related to intention to purchase a cause-related product. For instance, Bakar et al. (2013) examined the consumer's intention to purchase cause-related product and found out that the materialism itself is a very important factor that influences the consumer's choice to purchase. In addition, the concept of materialism was analyzed by author Bakar et al. (2013) who revealed that materialism is a part of the self-identity of individuals; therefore people identify themselves as consumers.

There are also more personal characteristics that influence the intention to purchase cause-related products, such as: altruism, guilt and empathy. These emotions were analyzed by Kim and Johnson (2012), Basil et al., (2006), Proenca and Pereira (2008) and lead to the conclusions that there is positive connection between these characteristics and intention to purchase cause-related products.

For example, Basil et al. (2006) research analyzed the effectiveness of guilt in advertising, and the results showed that when advertising is based on guilt motives, it influences the individual to donate, in contrast, when this emotion is not expressed.

The results of a study by Kim and Johnson (2012) showed that a sense of empathy influences the intention to purchase cause-related products. Other authors Webb and Mohr (1988) analyzed the altruistic benefits that consumers received when purchasing cause-related products and as a result, they feel they have contributed to solving a social problem.

The previous research shows that the purchase cause related product is a complex process many factors such as person's emotions (guilt, empathy), demographics (age, income) and psychographics (materialism, altruism) can be analysed as having the impact on it.

Intention to donate. Many previous studies (Uslaner and Brown, 2005; Goktas et al., 2019; Taniguchi and Marshall, 2014; Kim and Walker, 2013; Tillery and Fishbach, 2017; Sargeant, 1999) tried to distinguish the factors influencing the consumer's decision to provide financial support to charity.

According to Uslaner and Brown (2005) attitude towards charitable organization is one of the key factors affecting the consumer's decision to provide financial support to charity. Kim and Walker (2013), after detailed analysis found that cause involvement significantly influences the intensity of donation. These studies were further explored by Goktas et al. (2019), whose study has shown that willingness to spend money on the support depends on the attitude towards the charity.

In addition it was found that not only the attitude but also the demographic factors are very important for the intention to donate similar to the influence, which it makes on one's intention to purchase cause-related product. The connection between intention to donate and demographic factors were examined by (Pentecost and Andrews, 2010). Based on the results of this study, age and education are important factors in attitudes towards support. The provided theory of the author again confirms the great importance of demographics factors on donation intentions. Especially individuals' age makes a significant impact on financial donation. For example, according to the authors, the older person is the greater amount he or she donates to charity (Pentecost and Andrews, 2010). Also this idea of demographic factors and their impact on donation was examined by the researches Rajan (2009), Wiepking and Bekkers (2010) and Banks and Tanner (1999), who revealed that the amount of money donated increases not only with age, but also with educational level, income and religious behaviour.

In conclusion the above described research model reveals that previously conducted researches were concentrated on many different aspects, however, the relationship involving two important moderators - guilt and cause involvement – have never been investigated before. So, the author of the master thesis is researching the direct moral identity impact on intention to donate or to purchase cause-related product and indirect impact through the moderation of guilt and cause involvement.

4.2. Hypotheses

An analysis of the scientific literature showed that not many researches on this relationship between moral identity and the purchase cause-related products were conducted. However, some previous studies analyzed this relationship and found out that there is a positive effect between moral identity and the intention to purchase cause-related products (Adomavičiūtė, 2016; Kim and Johnson, 2012; Yang and Yen, 2018).

The relationship between moral identity and the purchase of cause-related products were examined by Kim and Johnson (2012). Their study showed that moral emotions influence purchase intention toward cause related marketing products (Kim and Johnson, 2012).

In addition, Adomavičiūtė (2016) analyzed the moral identity effect on the intention to purchase cause-related products and this theory was confirmed.

Yang and Yen, (2018) examined empathy as a moral emotion and provided conclusions that moral identity internalization strengthens the mediating effect of empathy, thereby affecting purchase intention.

In summary, there is a lack of research, which would investigate more broadly this relationship between moral identity and the intention to purchase cause-related products. Therefore, it is worth to analyze this object of research in more detail in order to find out and draw new conclusions.

Based on this, following hypothesis was developed:

H1: Moral identity has a positive influence on the intention to purchase cause-related products.

Some previous studies analysed the relationship between the moral identity and intention to donate (Winterich, 2009; Reed and Aquino, 2003; Adomavičiūtė, 2016; Reed et al., 2007; Reynolds and Ceranic, 2007). The interesting findings were provided by the author Winterich (2009) found out that there is a significant effect of moral identity on donation intentions. This conclusion continued the research, which was initiated by the authors Reed and Aquino (2003), who stated that moral identity positively influences donation intentions.

However, other results were obtained by Adomavičiūtė (2016), who found no statistically significant effect of moral identity on the intention to provide financial support to charity.

These contradictories create the importance of an in-depth analysis of this hypothesis in this master's thesis.

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

As was already mention by presenting H1 and H2 above, there are not so much conducted research that would analyze the relationship between moral identity and the intention to donate or purchase cause-related products. Therefore, the author of this master thesis in addition to the H1 and H2 has developed hypothesis H3 which would compare whether moral

identity has a stronger influence on the intention to donate or to purchase the cause-related product.

Based on the research of Adomavičiūtė (2016), it was found that moral identity has a positive effect on the intention to purchase cause-related products and has no effect on the granting of financial support. Therefore, this study will examine and provide interesting conclusions as to whether the forms and purposes of donation have changed during this time. It is also taken into account that this is another group of respondents, the period has changed, and perhaps the charity campaigns organized over the past few years have changed people's attitudes and choices about how to provide support. So, the following hypothesis was developed:

H3: Moral identity has a stronger influence on the intention to donate than intention to purchase cause-related products.

According to Bester and Jere (2012), one of the factors that influence individuals to purchase cause-related products is cause involvement. Based on their researches, cause involvement significantly influenced purchase intention (Bester and Jere, 2012). In other words, the more involved person in a product, the more he has an intention to purchase cause-related products.

This connection between cause involvement and intention to purchase cause-related products was also analyzed by Hyllegard et al. (2011). The authors proved that these consumers, who were more involved in social causes, had a more positive attitude towards the brand and stronger purchase intentions. This idea of positive relation between purchase cause-related products and cause involvement were further analyzed by other authors Kim and Walker (2013) who concluded, that cause involvement significantly influences donation intentions.

Although it is proved that cause involvement has an impact on intention to purchase cause-related products, the analyses of scientific literature showed that no studies have been performed which would examine the cause involvement as moderator between moral identity and intention to purchase a cause-related product.

Based on this discussion, following hypothesis was developed:

H4: Cause involvement is moderating the relationship between the moral identity and intention to purchase cause-related products.

The connection between cause involvement and intention to donate to charity was deeply analyzed in previous studies (Sargeant, 1999; Kim and Walker, 2013; Mahmood and Hajjat, 2003).

According to the author's Sargeant (1999) research, cause involvement influences the intention to donate. Other studies showed that different levels (low and high) of cause involvement exist and donation amount depends on them (Mahmood and Hajjat, 2003). However, the greatest part of conducted research on cause involvement were performed in the context of the relationship between product purchasing and customer responses to marketing (Grau and Folse, 2007; Alcañiz et al., 2010; Jayesh et al., 2017). Therefore, it can be stated that there are no studies performed which would analyze cause involvement as a moderating factor between moral identity and intention to donate, the hypothesis was raised:

H5: Cause involvement is moderating the relationship between the moral identity and intention to donate to charity.

Previous studies (Kim and Johnson, 2012; Urbonavičius et al., 2019; Huhmann and Brotherton, 1997) found out that there is a positive influence of guilt on the consumer's decision to purchase cause-related product. Although the influence was confirmed, but in the case of goods related to charity the effect of guilt is weaker, than in the case of financial support (Urbonavičius et al., 2019)

Among much different scientific research, there are studies that revealed the links between guilt and moral identity. For example, authors (Huhmann and Brotherton, 1997) stated that some organizations purposefully use the motive of guilt to motivate the moral behaviour of the individual. Furthermore, author Urbonavičius et al. (2019) attributed guilt as one of the moral emotions that is related with a charity.

Therefore, it can be assumed that in one form or another, guilt moderates the connection between moral identity and the intention to purchase cause-related product. However, different finding was provided by Chang (2011), whose research revealed that using a motive of guilt in a promotional charity message had a negative effect on the consumer's attitude and intention to purchase cause-related products.

Although the existing connection between guilt and the intention to purchase cause-related products is confirmed, it was never widely examined in the context of moral identity. Based on this, following hypothesis was developed:

H6: Guilt is moderating the relationship between the moral identity and intention to purchase cause-related products.

According to the authors' conducted research, a link between guilt and financial support to charity exists (Hibbert et al., 2007; Basil et al., 2008; Lwin and Phau, 2014; Chang, 2011). More specifically, Basil et al. (2008) studied the effect of guilt as one of mediators influencing the intention to donate. After conducted research, author confirmed that individual's intention to donate is partially mediated by a sense of guilt (Basil et al., 2008).

This idea that guilt influences the intention to donate has also been analyzed and confirmed by Hibbert et al., (2007) stating that arousing a sense of guilt for an individual is positively related to the intention to provide financial support to charity.

In addition, based on the research done by Lwin and Phau (2014) and Basil et al. (2008), guilt felt by an individual influence not only the intention to donate, but also the amount of provided support. However, the impact of moral identity on intention to donate, when the relationship is moderated by the guilt, has not been studied. Therefore, the following hypothesis was raised:

H7: Guilt is moderating the relationship between the moral identity and intention to donate to charity.

The research model and hypotheses are presented below (see Figure 9):

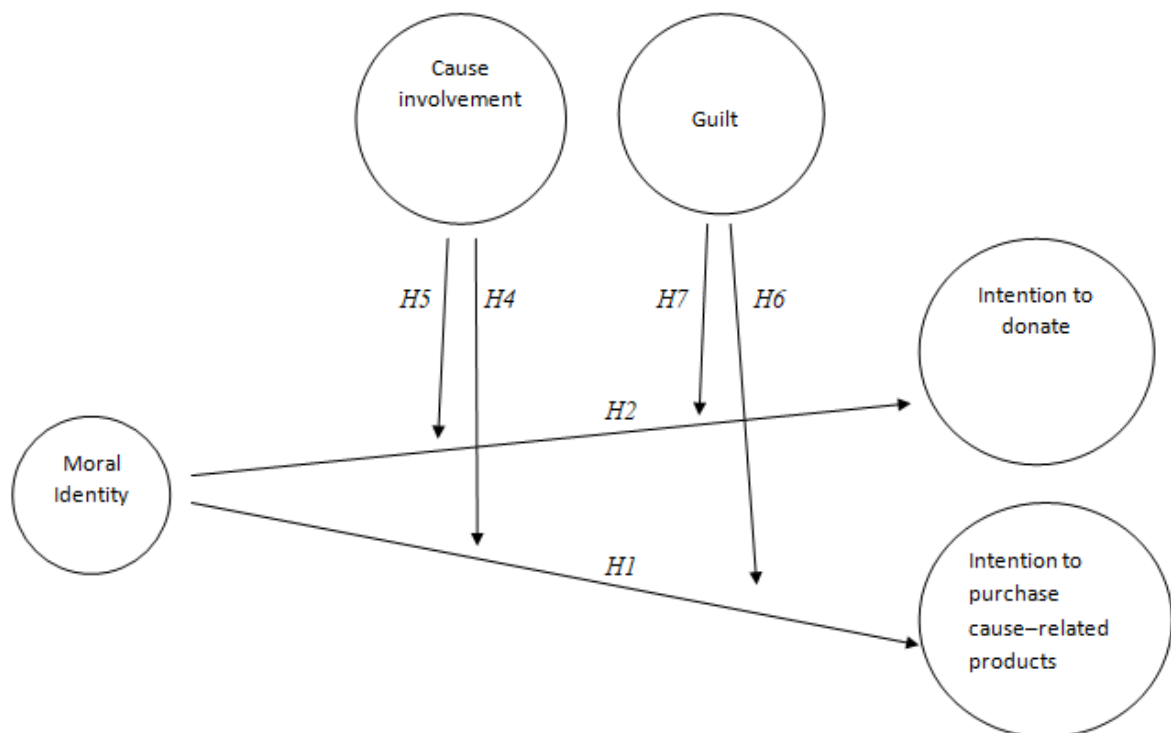


Figure 9. The research hypotheses.

4.3. Research method and instrument

4.3.1 Stages of the empirical research

In order to achieve the aim of the research and to approve or to reject the raised hypotheses, the author of the master thesis conducted the research in two stages (see Table 4):

Table 4. The stages of empirical research

I STAGE	PILOT STUDY	The aim of the pilot study was to test which one of the proposed pictures to respondents causes the greatest sense of guilt. The selected image was used to create the questionnaire.
II STAGE	QUANTITATIVE STUDY	The aim of the quantitative study was to analyse: (i) the direct moral identity impact on intention to donate or to purchase cause-related product and (ii) indirect impact through the moderation of guilt and cause involvement.

During the first stage a pilot study was performed in order to test the chosen pictures (questions are attached in Appendix I to the master thesis). The pilot study included 20 respondents who were randomly selected on the social media. The main aim of the pilot study was to select which picture causes the greatest sense of guilt. It was important to select which advertising message is properly perceived by the respondents and causes the guilt in them.

Previous studies showed that there is a link between guilt and financial support (Basil et al., 2006; Hibbert et al., 2007; Lwin and Phau, 2014; Pelozo and Hassay, 2007) and the intention to purchase cause-related products (Chang, 2011; Urbonavičius et al., 2019; Adomavičiūtė, 2016).

Therefore, for the pilot study 5 pictures were selected representing old people who seem to be sick and who would need financial support. Also, according to World Health Organization and author Kluge (2020) the COVID-19 pandemic is impacting the global population in drastic ways and in many countries older people are facing the most threats and challenges at this time. Due to the fact that older people are facing significant risk during this time, they need special help and support. Therefore, it was expected that older people, who were selected for the pilot study would cause for the respondents the greatest sense of guilt. The result of a pilot study is presented below (see Table 5):

Table 5. Pilot study results

Picture number	Number of respondents (answers)
1	10 respondents
2	0 respondents
3	6 respondents
4	1 respondent
5	3 respondents

The pilot study results showed that the largest number of respondents indicated picture No. 1 as causing the greatest feeling of guilt. Therefore, this picture was used in the quantitative research questionnaire. The pilot study was conducted on April 25, 2020.

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

4.3.2 Research method and questionnaire design

According to Kloss (2010), quantitative methods are mostly standardized procedures, trying to measure social phenomena by numbers and testing hypotheses through fixed variables. The most popular and widely used method of quantitative research is survey. For this research the online survey was selected. This method has the advantage of reducing errors, because participants enter their responses directly into the system. Also, the anonymity of online surveys allows people to feel more open with their responses. Therefore, it would be expected to get accurate data, because it is important that participants could be as honest as possible with their answers. The survey questionnaire consisted of 7 parts:

- **Question filtering respondents.** Only those respondents who intended to donate to charity - provide financial support or purchase cause-related products were participating in the survey. Those who answered that they would not donate in any acceptable form had no opportunity to participate in a further research. This will help to avoid errors and inconsistencies in the survey data.

- **Introduction of charity advertisement to the respondent.** The message of the charity advertisement and its content was developed in order to cause the feeling of guilt to the respondents. The chosen social cause is elderly people with the risk of being infected with corona virus. According to Gardner et al. (2020) the sick and elderly in long term care facilities are particularly vulnerable to COVID-19. Elderly in long-term care are at elevated risk from

COVID-19. Based on this fact, it can be stated that this social group needs special attention and care. In order to select the appropriate donation amount for the questionnaire, five different charity organizations were selected which indicated 3 Eur as a minimal charitable amount, which could be donated. This qualitative research was conducted on April 20, 2020.

- **Question measuring intention to donate to charity or buy cause-related product.**

The aim of this question is to measure the respondents' reaction to the proposed charity advertisement message and to evaluate his/her intention to provide financial support to a charity or to purchase cause-related product.

- **Question measuring guilt.** The aim of this question is to measure the respondents' reaction to the proposed charity advertisement message and to evaluate his/her guilt.

- **Question measuring cause involvement.** The aim of this question was to measure the level of cause involvement of the respondent after reviewing the charity advertisement message.

- **Question measuring moral identity.** The aim of this question was to measure the importance of moral identity to the respondent's self-identity.

- **Demographic questions:** gender, age, education and income.

Questionnaire was composed from constructs (measurement scales) which were used in the previous scientific research (questions are attached in Appendix II to the master thesis). Also, it is important to mention that some of the measurement scales, specifically importance of moral identity, intention to donate, intention to purchase cause-related product, used in this master thesis were taken from Adomavičiūtė (2016), who adapted these scales herself and used them for her doctoral dissertation (see Table 6):

Table 6. Measurement scales used in the questionnaire

Measurement scale	Measuring scale	Author
Importance of moral identity	A 7-point Likert scale, where 1 is "strongly disagree" and 7 is "strongly agree".	Aquino and Reed (2002)
Intention to donate	A 7-point Likert scale, where 1 is "strongly disagree" and 7 is "strongly agree".	Ranganathan and Henley (2008)
Intention to purchase cause-related product	A 7-point Likert scale, where 1 is "strongly disagree" and 7 is "strongly agree".	Dodds et al., (1991), Sweeney et al., (1999)
Guilt	A 7-point Likert scale, where 1 is "strongly disagree" and	Basil et al., (2008)

	7 is "strongly agree".	
Cause involvement	Five-item, seven-point semantic differential scale	Maheswaran and Joan (1990), Grau and Folse (2007)

4.4. Sample size

The sample size of the quantitative research is 222 participants. This number of respondents was calculated based on the previous studies (Table 7). All respondents are adults, over the age of 18 who earn money for themselves and live an independent life. The decision to select these participants is based on the fact that they could adequately distribute their income and choose to provide financial support to charity or purchase of cause-related products. In order to determine the sample size, the previous studies with similar research objects have been selected:

Table 7. Sample size in previous studies

Author	Object of research	Sample size
Smith and Mcsweeney (2007)	To understand the intention to make monetary donations to charitable organizations and actual donating behaviour	227 respondents (members of the general community in Queensland, Australia (60 male, 167 females).
Winterich et al. (2009)	To investigate how two important social identities—gender identity and moral identity—result in differential donations to in-groups and out-groups.	258 respondents (undergraduates at Texas A&M University)
Reed et al. (2007)	To investigate the influence of the self-importance of consumer's moral identity on their perceptions of equivalent charitable behaviours.	242 respondents (undergraduate students)
Kashif et al. (2015)	To investigate the money donation intentions and behaviour	221 respondents (living in a collectivist culture of Malaysia and who have donated money in the last one month)
Zhu et al. (2016)	The aim to examine how consumer moral identity influences consumer behavioural response to cause related marketing (CRM).	160 respondents (adult consumers)

According to the table above, the average number of respondents involved into the mentioned research is 222. For this reason, the same number of respondents was also chosen for the author's master thesis in order to achieve the aim of the research.

4.5. Research data analysis methods

The data of the main quantitative study will be analysed with the data analysis and statistical software IBM SPSS Statistics. These methods of data analysis will be used:

- **Cronbach's alpha (scale reliability analysis).** Measuring the reliability of the scales used in the main quantitative study.
- **Regression analysis.** Measuring the influence of respondents' moral identity on intention to donate and to purchase cause-related products.
- **Moderator effect analysis.** Determination of guilt and cause involvement moderating effect.

5. RESEARCH RESULTS ON IMPACT OF MORAL IDENTITY ON CONSUMER CHOICE TO PURCHASE CAUSE - RELATED PRODUCT OR DONATE TO CHARITY

5.1. Social – demographic characteristics of the study respondents

Research answers were collected in the period between the 7th of May and 15th of August 2020. A total of 227 respondents participated in the survey. 3 of them answered in the first question that they would not donate in any form (neither by direct financial support nor by buying a cause – related product). Therefore, the answers of 224 online respondents were used for the further research analysis. Respondents’ characteristics, including age, gender, education, monthly income will be presented in this part of analysis.

Table 8. Respondents’ distribution by age

Age:			
		Frequency	Valid Percent
Option	≤19 m.	9	4.0
	20-29 m.	121	54.0
	30-39 m.	56	25.0
	40-49 m.	22	9.8
	50-59 m.	14	6.3
	≥60m.	2	0.9
	Total	224	100.0

Table 8 reveals that the largest part of the respondents consisted of representatives of the 20-29 age group. Age group 20-29 years old represented 54% of the total sample respectively. In the second place falls a group of 30-39 years old, representing respectively 25% of the sample.

Table 9. Respondents’ distribution by gender

Gender:			
		Frequency	Valid Percent
Option	Male	45	20.1
	Female	179	79.9
	Total	224	100.0

According to Table 9, we can see that more women than men participated in the research. Women make up of 79.9% of the total sample (179 respondents) and men 20.1% (45 respondents).

Table 10. Respondents’ distribution by education

Education:			
		Frequency	Valid Percent
Option	Basic Education	4	1.8
	Secondary Education	44	19.6
	Higher and Special Secondary Education	9	4.0
	High non-University Education	22	9.8
	Higher Education	67	29.9
	Higher university master's degree and beyond it	78	34.8
	Total	224	100.0

According to the table indicated above, we can see that the biggest part of respondents has a higher university master's degree and beyond it (34.8%). In the second place are the respondents with higher education (29.9%). Respondents with basic education represent the lowest part of the sample size, (1.8%)

Table 11. Respondents' distribution by income per month

Your average income per family member per month. (Add the after-tax income of all family members. This is the income received "in the hands" and divide by the number of family members):			
		Frequency	Valid Percent
Option	Up to 150 Eur	5	2.2
	151-300 Eur	15	6.7
	301-450 Eur	29	12.9
	451-600 Eur	22	9.8
	601-750 Eur	31	13.8
	751-900 Eur	25	11.2
	901-1050 Eur	19	8.5
	1051 Eur and more	78	34.8
	Total	224	100.0

The research revealed that the biggest part of the respondents is those with the highest incomes per month, 1051 Eur, and more (34.8%). Further, there are a big part of respondents (13.8%) whose monthly income is 601-750 Eur. But, as we can see, there is a big difference between respondents, from the highest income to the lowest. The smallest group of respondents (2.2%) receives up to 150 Eur per month.

5.2. Reliability of the used measurement scales

In order to justify the reliability of the used measurement scales, Cronbach's alpha was calculated. Cronbach's alpha indicators for the scales "Intention to donate", "Intention to purchase cause – related product", "Guilt", "Cause involvement", "Importance of moral identity" were higher than 0.7 (Table 12). This shows a very good consistency of the statements with the corresponding scale and a high reliability of the scales themselves (Hair et al., 2010). It can be stated that the data of the scale "Intention to Provide Financial Support to Charity" was consisted of four statements. Having a higher score means a greater intention to provide financial support to charity.

The scale "Intention to purchase cause-related product" consisted of four statements, of which having a higher score, means a greater intention to purchase cause-related product.

The scale "Guilt" consisted of three statements. A higher score of all means a greater guilt when not purchasing cause-related products.

The "Cause Involvement" scale consisted of five statements. Higher scores from four of them indicate greater involvement in seniors' health issues. And the statement of number 6 ("Seniors' protection and treatment from coronavirus of those who are living in care homes is irrelevant to me") had the opposite meaning. As a result, it was recoded in reverse before performing the calculations.

The Scale of the, "Importance of Moral Identity" consisted of ten statements. The higher scores of eight of them indicate the greater importance of moral identity for the subject. And statements of no. 4 and no. 7 ("I would be ashamed to be a person with these qualities", "Having these qualities is not very important to me") had the opposite meaning. As a result, these two statements were re-coded in reverse before making the calculations.

Table 12. Values of Cronbach's alpha for used measurement scales.

	Cronbach's Alpha	N of Items
Intention to donate	0,775	4
Intention to purchase cause – related product	0,850	4
Guilt	0,922	3
Cause involvement	0,828	5
The importance of moral identity	0,772	10

Expression of intention to donate and intention to purchase a cause-related product, guilt, cause involvement in seniors' problems, estimates of the importance of moral identity for each subject to obtain averages from individual scores of statements.

5.3. Normality tests of used measurement scales

The study data was analyzed using IBM SPSS, version 24. Before carrying out a statistical analysis of the data there was verified scales normality of used data. (Table 13). Based on Shapiro-Wilk and Kolmogorov-Smirnov tests, the scale data were not distributed according to the normal curve ($p < 0.05$). As a result, we chose to use non-parametric tests for statistical data analysis. The Mann-Whitney test was used to compare the results of the two study groups and to evaluate the relationships between the two factors. We have calculated Spearman's rank correlation coefficients. Prognostic models as intention to donate and the intention to purchase cause - related product, are made by linear regression analysis.

The results of the statistical analysis are statistically significant if the calculated value of the criterion p is lower than the selected significance level $\alpha = 0.05$.

Table 13. Tests of normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Intention to donate	0,087	226	<0,001	0,980	226	0,003
Intention to purchase cause – related product	0,106	226	<0,001	0,950	226	<0,001
Guilty	0,097	226	<0,001	0,956	226	<0,001
Cause involvement	0,076	226	0,003	0,976	226	0,001
The importance of moral identity	0,072	226	0,006	0,987	226	0,038

5.4. Hypotheses testing

5.4.1 The impact of moral identity on the intention to donate and purchase cause – related product

The main aim of this empirical quantitative research was to find out whether the moral identity has a direct impact on intention to donate or to purchase a cause-related product or indirect impact through the moderation of guilt and cause involvement.

A regression model of the intention to purchase cause-related product was developed. The model and the independent variable “Importance of Moral Identity” are statistically significant ($p < 0.001$). Thus, the model can be considered appropriate. Based on the R2 coefficient of determination ($R^2 = 0,061$) this regression model explains about 6.1% of the data scatter. As a consequence, the model is not very suitable for explaining the dependent variable, because the coefficient R2 is less than 0.2. The aim of this study limited to the analysis of the influence of the importance of moral identity, which led to such a number of R2. Although there are many other factors which can explain the independent variable and can be analysed in future studies.

H1: Moral identity has a positive influence on the intention to purchase cause-related products.

Table 13. Results of a study of the prognostic model of intent to purchase cause – related product

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,976	0,496		6,000	<0,001
	Importance of moral identity	0,388	0,102	0,246	3,800	<0,001

a. Dependent Variable: Intention to purchase cause-related product

A prognostic equation was developed: Intention to purchase cause-related product = $2,976 + (\text{Importance of moral identity} * 0.388)$.

H1 is accepted because the importance of moral identity has a statistically significant significant ($p < 0.005$) (beta standardized coefficient is equal to 0.246) (Table 13).

In the second part, a regression model of intention to donate has been developed. The model and the independent variable “Importance of Moral Identity” are statistically significant ($p < 0.001$).

Thus, the model can be considered appropriate. Based on the R2 coefficient ($R^2=0,119$) of determination, this regression model explains 11.9% of the data scatter. Thus, the model is not very suitable for explaining the depended variable, because the coefficient R2 is less than 0,2. The aim of this study limited to the analysis of the influence of the importance of moral identity, which led to such a number of R2. Although there are many other factors which can explain the independent variable and can be analysed in future studies.

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

Table 14. Results of a study of the prognostic model of intention to donate to charity

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,172	0,517		2,266	0,024
	Importance of moral identity	0,586	0,107	0,345	5,496	<0,001

a. Dependent Variable: Intention to donate

A prognostic equation was developed: Intention to donate = 1,172 + (Importance of moral identity * 0.586).

H2 is accepted because the importance of moral identity has a statistically significant ($p < 0.005$) positive effect (beta standardized coefficient is equal to 0.345) (Table 14).

In order to check the H3 it was no need to perform any additional analysis because the results can be concluded from the performed analysis of H1 and H2.

H3: Moral identity has stronger influence on the intention to donate than intention to purchase cause-related products.

From Tables 13 and 14, we can see that the coefficient B is different. In Hypothesis H1, which relates to moral identity and the intention to purchase cause-related products, the coefficient B is equal to 0,388, and coefficient B of moral identity and intention to donate is equal to 0,586. As a result, since the B value is higher with the importance of moral identity and intention to donate (0,586), the H3 is accepted.

5.4.2 Moderating effect of cause involvement

To test hypotheses H4 and H5 and check the moderation impact of cause involvement on the intention to donate to charity or purchase cause-related products, the PROCESS regression plug-in was used (Hayes & Preacher, 2014).

H4: Cause involvement is moderating the relationship between the moral identity and intention to purchase cause-related products.

H5: Cause involvement is moderating the relationship between the moral identity and intention to donate to charity.

The moderation of cause involvement on the relationship between importance of moral identity and the intention to purchase cause-related products showed that the interaction between cause involvement and existential guilt ($b = 0.0993$, 95% CI [-0.0597, 0.2584], $t = 1.2306$, $p = 0.2198$), is statistically insignificant. This means that the relationship between importance of moral identity and the intention to purchase cause-related products is not moderated by cause involvement. Therefore, H4 is rejected.

Table 15. Results of a study of the prognostic model of intention to purchase cause-related product, including the moderator of the cause involvement

Model	coeff	se	t	p	LLCI	ULCI
constant	4,9088	1,8466	2,6583	0,0084	1,2697	8,5478
Importance of moral identity	-0,1246	0,3945	-0,3158	0,7524	-0,9020	0,6528
Cause involvement	-0,3719	0,3886	-0,9572	0,3395	-1,1377	0,3938
Relationship: The Importance of Moral Identity * Cause involvement	0,0993	0,0807	1,2306	0,2198	-0,0597	0,2584

The moderation of cause involvement on the relationship between importance of moral identity and the intention to donate showed that the interaction between cause involvement and existential guilt ($b = 0,0130$, 95% CI [-0,1486, 0,1747], $t = 0,1587$, $p = 0,8741$), is statistically insignificant. This means that the relationship between importance of moral identity and the intention to donate is not moderated by cause involvement. Therefore, H5 is rejected.

Table 16. Results of a study of the prognostic model of intention to donate, including the moderator of the cause involvement

Model						
	coeff	se	t	p	LLCI	ULCI
constant	0,7367	1,8766	0,3926	0,6950	-2,9615	4,4349
Importance of moral identity	0,3902	0,4009	0,9733	0,3314	-0,3998	1,1803
Cause involvement	0,2258	0,3949	0,5719	0,5680	-0,5524	1,0040
Relationship: The Importance of Moral Identity * Cause involvement	0,0130	0,0820	0,1587	0,8741	-0,1486	0,1747

5.4.3 Moderating effect of guilt

To test hypotheses H6 and H7 and check the moderation impact of guilt on the intention to donate to charity or purchase cause-related products, the PROCESS regression plug-in was used (Hayes & Preacher, 2014).

H6: guilt is moderating the relationship between the moral identity and intention to purchase cause-related products.

H7: guilt is moderating the relationship between the moral identity and intention to donate to charity.

The moderation of guilt on the relationship between importance of moral identity and the intention to purchase cause-related products showed that the interaction between guilt and importance of moral identity ($b = 0,0808$, 95% CI [-0,0258, 0,1874], $t = 1,4942$, $p = 0,1365$), is statistically insignificant. This means that the relationship between importance of moral identity and the intention to purchase cause-related products is not moderated by guilt. Therefore, H6 is rejected.

Table 17. Results of a study of the prognostic model of intention to purchase cause-related product, including the moderator of the guilt

Model						
	coeff	se	t	p	LLCI	ULCI
constant	4,1249	0,9579	4,3062	0,0000	2,2372	6,0127
Importance of moral	0,0124	0,2047	0,0606	0,9517	-0,3909	0,4157

identity						
Guilt	-0,2197	0,2664	-0,8248	0,4104	-0,7446	0,3052
Relationship: The Importance of Moral Identity * Guilt	0,0808	0,0541	1,4942	0,1365	-0,0258	0,1874

The moderation of guilt on the relationship between importance of moral identity and the intention to donate showed that the interaction between guilt and importance of moral identity ($b = 0,0377$, 95% CI [-0,0617, 0,1370], $t = 0,7472$, $p = 0,4557$), is statistically insignificant. This means that the relationship between importance of moral identity and the intention to donate is not moderated by guilt. Therefore, H7 is rejected.

Table 18. Results of a study of the prognostic model of intention to donate, including the moderator of the guilt

Model						
	coeff	se	t	p	LLCI	ULCI
constant	1,5463	0,8930	1,7316	0,0847	-0,2135	3,3061
Importance of moral identity	0,1983	0,1908	1,0393	0,2998	-0,1777	0,5743
Guilt	0,2177	0,2483	0,8767	0,3816	-0,2717	0,7070
Relationship: The Importance of Moral Identity * Guilt	0,0377	0,0504	0,7472	0,4557	-0,0617	0,1370

5.5. Impact of demographic characteristics on the measurement variables

In this part of research analysis was performed in order to investigate how demographic characteristics influence the intention to donate or to purchase cause-related product.

Firstly, comparing the Mann-Whitney test, the estimates of men's and women's intention to provide financial support to charity and the intention to purchase cause – related product was found that there were no statistically significant differences between them ($p > 0.05$). Men and women have quite similar opinions regarding this.

After calculating the correlation coefficients between the studied social - demographic indicators (age, education and income) and estimates of their intention to donate and their intention to purchase cause – related product, only one statistically significant relationship was

found: the more educated a person is, the lower his / her intention to purchase cause - related product is ($r = -0.144$, $p < 0.05$).

In the second place, male and female guilt scale estimates were compared. There was not found statistically significant differences between them ($p > 0.05$).

In addition, based on the results of the correlation analysis, no statistically significant relationships were found between the subjects' age, education, the amount of received income and their sense of guilt without purchasing cause – related product ($p > 0.05$).

Thirdly, male and female cause involvement estimates of scale were compared. The research revealed that there was not found statistically significant differences between them ($p > 0.05$). Therefore, men and women do not differ in their assessments of how much they care about the seniors' problems.

Moreover, the correlation analysis was conducted, and based on the results, there were not found statistically significant correlations between the subjects' age, education, income level and their cause involvement in the problems of seniors ($p > 0.05$).

Furthermore, men's and women's moral identity of the ranking estimates differed significantly ($p < 0.05$). Higher evaluation ranks (mean rank) in the group of women (compared to men) indicates that women rated the importance of moral identity higher in this case.

According to the results of the performed correlation analysis, it did not reveal statistically significant relationships between the subjects' assessments of age, education, income and the importance of their moral identity ($p > 0.05$).

Overall, all analyzed social- demographic characteristics (age, gender, education, and income) did not significantly affect different forms of donation; (i) intention to donate or (ii) intention to purchase the cause-related product. Except for one significant relationship between different educations was found. The more educated a person is, the lower his / her intention to purchase cause - related product. Besides, men's and women's moral identity of the ranking estimates differed significantly. The performed analysis showed that women rated the importance of moral identity higher in this case than man.

The analysis could be very beneficial for charity organizations when creating the projects or marketing campaigns, for example:

1) **Result that women have higher moral identity.** This could be used for the purposes of organizations to attract as many potential donators as possible. In this case, the focus should be on women's groups. Companies should start creating advertisements that provide information about what is most relevant to women and where they would most like to get involved. For example, “touching” women through breast cancer ads and asking to donate money specifically to sick women with cancer. Deliver a strong message in which women could

see themselves. An example in Lithuania is the project "Pink Ribbon Month". An action campaign in October is calling on women to worry about their health and donate money to the sick. Charity organizations could also draw attention to the fact that premature child abuse, violence against women, social inequality and harassment are particularly relevant for women. The result provides an opportunity to target this group and seek donations from women in particular through this type of messages.

2) **The result is that age does not make an impact on direct and indirect donations.**

This is a very good point for the charity organizations and for business that there is no difference what age are people if it comes to donations. There is an advantage for the organizations that for e.g., when creating campaigns for women, as it was mentioned in the first place, they can apply their campaigns to the different age categories of potential donors. As for example, there was a campaign and social ad in 2014 presented by company "Always" which clearly showed how sometimes younger girls are more conscious than adult women. Because these little girls during filming behaved more confidently and portrayed the fact that women are strong. In contrast, adult women saw themselves as very weak. Therefore, it approved this result that age does not make any difference in terms of donations. The same organized campaign can be understood by different ages of women.

3) **Result that the more educated a person is, the lower his / her intention to purchase cause - related product.** Higher education is usually associated with people who have higher incomes and are wealthier. Therefore, organizations have the opportunity to focus on how richer and more educated people can be reached through the advertisements and social messages they organize. It might be that less educated people participated in charity projects in which they understood others and looked at the problem and recognized themselves in it. Such as a social campaign that encourages donations to the homeless or people who live in poverty so that they can buy a home. This message may be difficult to understand for people with higher education who has their own homes, and it may be easily accessible for them. In this case, they do not have much empathy for this ad. Meanwhile, people with lower education understand those people and they try to help them, which is why they provide support. Usually more educated people want to realize themselves through more global and larger projects and support with larger amounts. For example, as a billionaire, Bill Gates supports organizations that protect the environment and the world's nature. Such educated people are oriented to reduce poverty in the world and make higher donations, not to the problems of the elderly, but value everything on a global scale and do not focus on small problems.

5.6. Summary of tested hypotheses

A total of 7 hypotheses were raised in the master's thesis related to the independent variables presented in the model of research (moral identity, guilt, cause involvement) and their influence on the intention to purchase cause-related products and the intention to donate. Table 19 presents all 7 hypotheses raised in the master's and whether they have been accepted after the main quantitative research or rejected. Of all the hypotheses raised, 3 were accepted and 4 were rejected.

Table 19. Results of tested hypotheses

Description of the hypotheses	Accepted/ Rejected
H1: Moral identity has a positive influence on the intention to purchase cause-related products.	Accepted
H2: Moral identity has a positive influence on the intention to donate to charity.	Accepted
H3: Moral identity has stronger influence on the intention to donate than intention to purchase cause-related products.	Accepted
H4: Cause involvement is moderating the relationship between the moral identity and intention to purchase cause-related products.	Rejected
H5: Cause involvement is moderating the relationship between the moral identity and intention to donate to charity.	Rejected
H6: Guilt is moderating the relationship between the moral identity and intention to purchase cause-related products.	Rejected
H7: Guilt is moderating the relationship between the moral identity and intention to donate to charity.	Rejected

Table 19 above is presented in order to summarize all the tested hypotheses. In the first place, the performed regression analysis with H1 and H2 showed moral identity has a positive influence on the intention to purchase cause-related products and the intention to donate. Therefore, H1 and H2 are accepted because the importance of moral identity has a statistically significant impact ($p < 0.005$) on both cases. After the evaluation of different B coefficient values, it was concluded that the B value is higher (0,586) with the importance of moral identity and intention to donate, than the importance of moral identity and purchasing cause-related products (0,388). Therefore, H3 is accepted.

Differently for H1, H2 and H3, all the rest hypotheses were rejected. H4 was rejected due to the fact that the variable was not statistically significant ($p > 0.05$), for this reason, cause involvement has not been confirmed as a variable that affects the relationship between moral identity and the intention to purchase a cause-related product. The values obtained are as follows: ($b = 0.0993$, 95% CI $[-0.0597, 0.2584]$, $t = 1.2306$, $p = 0.2198$). These values are statistically insignificant. As a result, H4 is rejected.

The same studies results were obtained for hypothesis H5. The included variable, cause involvement” into the relationship of the importance of moral identity and intention to donate was not statistically significant ($p > 0.05$). The values obtained are as follows: ($b = 0,0130$, 95% CI $[-0,1486, 0,1747]$, $t = 0,1587$, $p = 0,8741$). These values are statistically insignificant. Therefore, H5 is rejected.

In the end, the H6 and H7 hypotheses were analyzed in order to investigate whether the guilt influences the relationship between the importance of moral identity and intention to purchase a cause-related product or intention to donate. The results showed that in both (i) intention to purchase a cause-related product and (ii) intention to donate, the values obtained were statistically insignificant: H6- ($b = 0,0808$, 95% CI $[-0,0258, 0,1874]$, $t = 1,4942$, $p = 0,1365$), and H6- ($b = 0,0377$, 95% CI $[-0,0617, 0,1370]$, $t = 0,7472$, $p = 0,4557$), thus, the H6 and H7 were rejected.

CONCLUSIONS AND RECOMMENDATIONS

A detailed analysis of the scientific literature and empirical research allows drawing the following conclusions:

1. Reviewed studies in scientific literature did not indicate specific individual factors which can influence both types of prosocial behaviour: direct financial support or purchase of a cause-related product. These studies only episodically analysed some factors influencing or person's intention to provide financial support or to purchase cause-related products: *demographic factors* (Paul et al., 1997; Youn and Kim, 2008), *guilt* (Basil et al., 2006; Hibbert et al., 2007), *empathy* (Lindsey et al., 2007; Basil et al., 2008), *attitude* to charity and business organization (Pracey and Olsen, 2004; Sumi, 2017), *materialism* (Goldsmith and Clark, 2012; Bennet, 2003) and *altruism* (Wall, 2007; Simon, 1993; Proenca and Pereira, 2008). **There is still a lack of research, which would analyse and reveal the main factors which influence the individuals' intentions toward two types of prosocial behaviour, more specifically donation to charity and purchase of cause-related products.** Therefore, **author of this master thesis conducted a new research model** which included two different factors (i) guilt and (ii) cause involvement as moderators into the relationship of the importance of moral identity and intention to donate or to purchase the cause-related products.
2. There were a few studies, where scholars tried to reveal a sense of guilt as a factor determining an individual's intention to provide financial support in both ways: directly and indirectly, i.e., by purchasing the cause-related products (Basil et al., 2006; Hibbert et al., 2007; Lwin and Phau, 2014; Pelozo and Hassay, 2007; Chang, 2011; Urbonavičius et al., 2019; Adomavičiūtė, 2016) or explore the idea of cause involvement as a factor that influences the individuals' intention to donate or purchase cause-related products positively (Bester and Jere, 2012; Kim and Walker, 2013; Lafferty's, 1996). The author of this master thesis made a complex research, which was never made before, by deeply analysing both factors: guilt and cause involvement in the same research as moderators.
3. Based on the proposed new research model, a total of 7 hypotheses were raised which included three different independent variables (moral identity, guilt, cause involvement) and their relationship on consumer choice between intention to donate and intention to purchase a cause-related product. In order to accept or reject the hypotheses, an online

questionnaire was conducted which included questions related to all the presented variables. The responses of 224 respondents were analyzed. The performed data analysis allowed confirming **3 out of 7 raised hypotheses**.

4. The confirmed hypotheses allow to state following conclusions:
 - (a) moral identity has a **positive influence** on both types of prosocial behaviours: the intention to purchase cause-related products and the intention to donate. The results of this master study correspond to the previous research results which have found out positive relationship between moral identity and the intention to donate (Reed et al., 2007; Reynolds & Ceranic, 2007; Winterich et al., 2009) or to purchase cause-related products (Adomavičiūtė, 2016; Kim and Johnson, 2012; Yang and Yen, 2018). This **allows the author to come to the conclusion that although moral identity is unique** (i.e., depends on human beliefs, belonging to certain political, religion or other group, one's family, environment and other individual factors) **and might be different for each person (Bergman, 2002), it is impacting both types of prosocial behaviour**.
 - (b) moral identity has a **stronger impact on consumer intention to donate** (provide direct financial support), **than intention to purchase** cause-related products. The author believes that these research findings could be based on the fact that people become more and more conscious about their quality of life and health. Usually, the products, which are purchased by consumers and the part of such products' value are being transferred to the particular organization are of lower quality (e.g., non-natural oils, fatty butter, low-quality groats, etc.). Therefore, people who do not want to buy and consume low quality products prefer to donate money directly. The charity organizations should: (i) consider possibility to organize ads and projects to get people to donate money directly and (ii) focus less on receiving the donations through the products, but rather to encourage the society to donate directly.
 - (c) **both variables (guilt and cause involvement) have no effect**, neither strengthening, nor weakening, **on the relationship between moral identity and the intention to donate and the intention to purchase cause-related product**. These research findings could be based on the fact that individuals' intention to provide financial support to charity in a direct and indirect way is determined by long-term characteristics such as moral identity rather than involvement in the object of charity

or short-term emotions as guilt. These results correspond to similar research findings: (i) Adomaviciute et al. (2016) also revealed that guilt is not moderating the relationship between materialism and intention to purchase cause-related products; (ii) Ndasi and Ackay (2020) research results confirmed that cause involvement weakens the positive relationship between perceived ad authenticity and intention to purchase.

5. In addition to the tested hypotheses, author of this master this has identified two important insights coming from the demographic characteristics: (i) women have a higher moral identity than men (*gender* differences), and (ii) better educated respondents have lower intention to purchase cause – related products. These results allow to propose following practical recommendations:

- a) **Short-term impact.** The organizations could focus their advertisements and donation campaigns on these two groups – *women*, who might be more sensitive and emphatic for the problems (e.g., breast cancer, premature child abuse, violence against women, social inequality, harassment and others), and *people with lower education*, who better understand everyday’s problems (e.g., homelessness, inability to pay the rent, buy food, etc.);
- b) **Long-term impact** would be to draw the attention at *men* and *people with higher education* in the specific donation campaigns, which focuses on non-daily problems, such as pollution of the oceans, poverty in the world, peace and others. The author of the Master thesis believe that these categories of recipients were not so active in the study as they tend to focus on much broader problems, but not on saving a small portion of people. Inclusion of these donators would allow collecting more donations in the future.

Future research directions

After finding that moral identity influences the intention to donate and purchase cause-related products, there would be a need to conduct another research in the future, which would include more different variables than guilt and cause involvement and create different model of research, for example, the empathy, self-identification to social group and others.

In addition, it would be of a huge importance to consider other charity objects, which were not analyzed in this master's thesis. Analysis of charity objects like improvement of education, animal charities, community amateur sports, conservation of the environment and etc. would provide new and insights for the businesses how to encourage the society to donate or to purchase cause-related products.

Research limitations

The empirical study in this master thesis was focused only one charitable object – a support for the elderly, therefore the results would not allow drawing any conclusions about other popular charity objects, such as financial support for children, animals, medicine, science, etc.

Another limitation of this master study can be related to the fact that previous respondents experience of donating or purchasing of cause-related products was not analysed, which also could have an influence on respondents' future donations.

REFERENCES

1. Adomavičiūtė, K. (2016). Cause-Related Marketing A Commercially and Socially Oriented Activity: What Factors Influence and Moderate the Purchasing Intentions? *Engineering Economics*, Vol. 27, Issue 5, p. 578-585.
2. Adomavičiūtė, K. (2016). Vartotojo moralumo veiksnių įtaka jo sprendimui skirti finansinę paramą labdarai ar pirkti su labdara siejamą prekę, daktaro disertacija, *Vilniaus universitetas*.
3. Ahn, H. K., Kim, H. J., & Aggarwal, P. (2014). Helping fellow beings: Anthropomorphized social causes and the role of anticipatory guilt. *Psychological Science*, 25(1), 224-229.
4. Andreoni, J., Koessler, A. K., & Serra-Garcia, M. (2018). Who gives? The Roles of Empathy and Impulsiveness.
5. Anghel, L. D., Grigore, G. F., & Roșca, M. (2011). Cause-related marketing, part of corporate social responsibility and its influence upon consumers' attitude. *Amphitheatre Economic Journal*, 13(29), 72-85.
6. Aquino, K., F. and Reed, A. I. I., 2002, „The self-importance of moral identity“, *Journal of Personality and Social Psychology*, 83, p. 1423-144.
7. Baghi, I., & Antonetti, P. (2017). High-fit charitable initiatives increase hedonic consumption through guilt reduction. *European Journal of Marketing*, 51(11/12), 2030-2053.
8. Banks, J., & Tanner, S. (1999). Patterns in household giving: Evidence from UK data. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 10(2), 167-178.
9. Barnes, N. G. (1992). Determinants of consumer participation in cause-related marketing campaigns. *American Business Review*, 10(2), 21-24.
10. Barone, M. J., Norman, A. T., & Miyazaki, A. D. (2007). Consumer response to retailer use of cause-related marketing: Is more fit better? *Journal of Retailing*, 83(4), 437-445.
11. Basil, D. Z., Ridgway, N. M., & Basil, M. D. (2008). Guilt and giving: A process model of empathy and efficacy. *Psychology & Marketing*, 25(1), 1-23.
12. Bekkers, R. (2010). Who gives what and when? A scenario study of intentions to give time and money. *Social Science Research*, 39(3), 369-381.
13. Berger, S. and Jaussi, S. (2018). Norm Uncertainty and Pro-Social Behavior in Charitable Giving. Electronic copy available at: <https://ssrn.com/abstract=3179729>.
14. Brian, K. and Lacal, P. M. (2017). Cause-Related Marketing: The Effect of Checkout Charity Requests on Consumer Donation Behaviour. *Atlantic Marketing Journal*, Vol. 6, Issue 2, p. 77-91.

15. CAF world giving index 2018. A global view of giving trends. Prieiga per internetą: https://www.cafonline.org/docs/default-source/about-us-publications/caf_wgi2018_report_webnopw_2379a_261018.pdf?sfvrsn=c28e9140_4.
16. Chatzidakis, A., Kastanakis, M. and Stathopoulou, A. (2014). Sociocognitive determinants of consumers' support for the fair trade movement. *Journal of Business Ethics*, 123(4), p. 1–1.
17. Chen, Y., Dai, R., Yao, J., & Li, Y. (2019). Donate Time or Money? The Determinants of Donation Intention in Online Crowdfunding. *Sustainability*, 11(16), 4269.
18. Choi, W. J., and Winterich, K. (2013). Can Brands Move In from the Outside? How Moral Identity Enhances Out-Group Brand Attitudes. *Journal of Business*, Vol. 127, Issue 2, p. 371-384.
19. Choi, B., Kim, M. (2016). Donation via Mobile Applications: A Study of the Factors Affecting Mobile Donation Application Use. *International Journal of Human-Computer Interaction*, 32(12), 967-974.
20. Choi, Jh., & Seo, S. (2019). When a stigmatized brand is doing good : The role of complementary fit and brand equity in cause-related marketing. *International Journal of Contemporary Hospitality Management*, (9), 3447.
21. Cone, C. (2004). *Cone Corporate Citizenship Study: Building Brand Trust*. Executive Summary.
22. Eikenberry, A. M. (2009). The hidden costs of cause marketing. *Stanford Social Innovation Review*, 7(3), 51.
23. Einolf, C. J. (2011). Gender differences in the correlates of volunteering and charitable giving. *Nonprofit and Voluntary Sector Quarterly*, 40(6), 1092-1112.
24. Erlandsson, A., Nilsson, A., & Västfjäll, D. (2018). Attitudes and Donation Behaviour When Reading Positive and Negative Charity Appeals. *Journal of Nonprofit & Public Sector Marketing*, 30(4), 444–474.
25. Faulkner, M., and Romaniuk, J. (2019). Supporters' Perceptions of Benefits Delivered by Different Charity Activities. *Journal of Nonprofit & Public Sector Marketing*, 31(1), 20-41.
26. Ladero, M. M. G., Casquet, G. C., & Singh, J. (2014). Understanding factors influencing consumer attitudes toward cause-related marketing. *International Journal of Nonprofit & Voluntary Sector Marketing*, 20(1), 52–70.
27. Goktas, V., Erol, E., Altunisik, R., Ardic, K. (2019). Social Marketing in Charitable Giving Intentions: a Serial Mediation Model.

28. Grau, S. L and Folse, J. A. G. (2007). Cause-related marketing (CRM): The influence of donation proximity and message framing cues on the less-involved consumer. *Journal of Advertising*, 36 (4), p. 19–33.
29. Greenwald, B. (1995). Implicit social cognition: Attitudes, self-esteem and stereotypes. *Psychological Review*, 102, p. 4-27.
30. Hager, M. A., & Hedberg, E. C. (2016). Institutional Trust, Sector Confidence, and Charitable Giving. *Journal of Nonprofit & Public Sector Marketing*, 28(2), 164–184.
31. Haruvy, E., & Leszczyc, P. T. (2018). A study of bidding behaviour in voluntary-pay philanthropic auctions. *Journal of Marketing*, 82(3), 124-141.
32. Herzentein M., Sonnenschein S. and Dholakia U. M. (2011). Tell Me a Good Story and I May Lend You My Money: the Role of Narratives in Peer-to-Peer Lending Decisions. *Journal of Marketing Research*, 48, p. 138-49.
33. Howie, K., M., Lifeng Y., Vitell, S., Bush, V. and Vorhies, D. (2018). Consumer Participation in Cause-Related Marketing: An Examination of Effort Demands and Defensive Denial. *Journal of Business Ethics.*, Vol. 147, Issue 3, p. 679-692.
34. Youn, S., & Kim, H. (2008). Antecedents of consumer attitudes toward cause-related marketing. *Journal of Advertising Research*, 48(1), 123-137.
35. Juščius, V., and Dargienė D. (2015). Socialiai atsakingas vartojimas Lietuvoje: vartotojų charakteristikos. *Tiltai*, 2, p. 47-65.
36. Juščius, V., and Maliauskaitė D. (2013). Socialiai atsakingą vartojimą lemiantys veiksniai ir jų ribojančios priežastys. *Regional formation and Development studies*, No. 1 (15), p. 65-72.
37. Krishna, A. (2011). Can supporting a cause decrease donations and happiness? The cause marketing paradox. *Journal of Consumer Psychology*, 21(3), 338-345.
38. Lafferty, B. A. (2009). Selecting the right cause partners for the right reasons: The role of importance and fit in cause-brand alliances. *Psychology & Marketing*, 26(4), 359–382.
39. Lee, Y. K., & Chang, C. T. (2007). Who gives what to charity? Characteristics affecting donation behaviour. *Social Behaviour and Personality: an international journal*, 35(9), 1173-1180.
40. Leszczyc, P. T. P., & Rothkopf, M. H. (2010). Charitable motives and bidding in charity auctions. *Management Science*, 56(3), 399-413.
41. Lindsey, L. L. M., Yun, K. A., & Hill, J. B. (2007). Anticipated guilt as motivation to help unknown others: An examination of empathy as a moderator. *Communication Research*, 34(4), 468-480.

42. Lwin, M., & Phau, I. (2014). An exploratory study of existential guilt appeals in charitable advertisements. *Journal of Marketing Management*, 30(13-14), 1467-1485.
43. Moosmayer, D. C., Fuljahn, A. (2010). Consumer perceptions of cause related marketing campaigns. *Journal of Consumer Marketing*, 27(6), 543-549.
44. Natarajan, T., Balasubramaniam, S. A., & Jublee, D. I. (2016). A journey of cause related marketing from 1988 to 2016. *International Journal of Business and Management*, 11(11), 247.
45. O'Loughlin Banks, J., & Raciti, M. M. (2018). Perceived fear, empathy and financial donations to charitable services. *Service Industries Journal*, 38(5-6), 343-359.
46. Păcesilă, M., Ciocoiu, C. N. (2017). Systematic literature review on eco-innovation determinants. *Management Research & Practice*, 9(3).
47. Peloza, J., Hassay, D. N. (2007). A typology of charity support behaviours: Toward a holistic view of helping. *Journal of Nonprofit & Public Sector Marketing*, 17(1-2), 135-151.
48. Pentecost, R., & Andrews, L. (2010). Differences between students and non-students' willingness to donate to a charitable organisation. *International Journal of Nonprofit and Voluntary Sector Marketing*, 15(2), 122-136.
49. Pracejus, J. W., & Olsen, G. D. (2004). The role of brand/cause fit in the effectiveness of cause-related marketing campaigns. *Journal of Business Research*, 57(6), 635.
50. Proenca, J., and Pereira, I. (2008). Exploring the consumption of charity-linked products. *International Review on Public & Non Profit Marketing*, 5(1), 53.
51. Radavičienė, I. (2019). Kas Tavo aukotojas? Aukotojų elgsenos tyrimo pristatymas. *Prieiga per internetą*: <https://www.aukok.lt/naujienos/>.
52. Rajan, S. S., Pink, G. H., Dow, W. H. (2009). Sociodemographic and personality characteristics of Canadian donors contributing to international charity. *Nonprofit and Voluntary Sector Quarterly*, 38(3), 413-440.
53. Roberts, W., Strayer, J., & Denham, S. (2014). Empathy, anger, guilt: Emotions and prosocial behaviour. *Canadian Journal of Behavioural Science/Revue canadienne des sciences du comportement*, 46(4), 465.
54. Robinson, S. R., Irmak, C., & Jayachandran, S. (2012). Choice of Cause in Cause-Related Marketing. *Journal of Marketing*, 76(4), 126-139.
55. Rosen, R. S., Caglar, I. and Satish, J. (2012). Choise of Cause in Cause-Related Marketing. *Journal of Marketing*, Vol. 76, Issue 4, p. 126-139.
56. Sargeant, A., & Woodliffe, L. (2007). Gift giving: an interdisciplinary review. *International Journal of Nonprofit & Voluntary Sector Marketing*, 12(4), 275-307.

57. Sargeant, A., Hudson, J. (2008). Donor retention: an exploratory study of door-to-door recruits. *International Journal of Nonprofit and Voluntary Sector Marketing*, 13(1), 89-101.
58. Schram, A. J., & Onderstal, S. (2009). Bidding to give: An experimental comparison of auctions for charity. *International Economic Review*, 50(2), 431-457.
59. Shehu, E., Langmaack, A. C., Felchle, E., & Clement, M. (2015). Profiling donors of blood, money, and time: a simultaneous comparison of the German population. *Nonprofit Management and Leadership*, 25(3), 269-295.
60. Strahilevitz, M. (1999). The effects of product type and donation magnitude on willingness to pay more for a charity-linked brand. *Journal of consumer psychology*, 8(3), 215-241.
61. Sumi, R. S. (2017). Benefits Attained by the Private Organizations through Cause-Related Marketing as a Promotional Tool. *ASA University Review*, 11(1), 143–151.
62. Taniguchi, H. & Marshall, G. A. (2014). The Effects of Social Trust and Institutional Trust on Formal Volunteering and Charitable Giving in Japan. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 25(1), 150.
63. Touré-Tillery, M., & Fishbach, A. (2017). Too Far to Help: The Effect of Perceived Distance on the Expected Impact and Likelihood of Charitable Action. *Journal of Personality & Social Psychology*, 112(6), 860–876.
64. Urbonavicius, S., Adomaviciute, K., Urbulyte, I., & Cherian, J. (2019). Donation to charity and purchase of cause-related products: The influence of existential guilt and experience. *Journal of Consumer Behaviour*, 18(2), 89-96.
65. Uslaner, E. M., & Brown, M. (2005). Inequality, trust, and civic engagement. *American politics research*, 33(6), 868-894.
66. Vanhamme, J., Lindgreen, A., Reast, J., Popering, N. (2012). To Do Well by Doing Good: Improving Corporate Image Through Cause-Related Marketing. *Journal of Business Ethics*, 109(3), 259.
67. Visuomenės apklausa: kas motyvuoja lietuvius aukoti pinigų labdarai? *Prieiga per internetą*: <https://sc.bns.lt/view/item/318533>.
68. Wiepking, P., Bekkers, R. (2010). Does who decides really matter? Causes and consequences of personal financial management in the case of larger and structural charitable donations. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 21(2), 240-263.
69. Winterich, K.P., Mittal, V., Aquino, K. (2013). When Does Recognition Increase Charitable Behaviour? Toward a Moral Identity-Based Model. *Journal of Marketing Data*, May 1, 2013.

70. Witek, L. (2016). Influence of Socio-Demographic Characteristics of Consumers on Attitudes towards Cause Related Marketing. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 64(6), 2173–2182.
71. Wong, L., and Lesczczy, P. P. (2011). The Effectiveness of Donation Promises in Charity Auctions as a Cause-Related Marketing Strategy. *Advances in Consumer Research - Asia-Pacific Conference Proceedings*, Vol. 9, p. 322-323.
72. Xu Z., Ch. and Ma Hing, K. (2015). Does Honesty Result from Moral Will or Moral Grace? Why Moral Identity Matters. *Journal of Business Ethics*, Vol. 127, Issue 2, p. 371-384.
73. Zhi, X. and Hing Ma. (2016). How Can a Deontological Decision Lead to Moral Behaviour? The Moderating Role of Moral Identity. *Journal of Business Ethics*, Vol. 137, Issue 3, p. 537-549.
74. Oficialios statistikos portalas. (2019). Rodiklių duomenų bazė. *Prieiga per internetą*: <https://osp.stat.gov.lt/statistiniu-rodikliu-analize#/>.
75. Bekkers, R., & Wiepking, P. (2011). A literature review of empirical studies of philanthropy: Eight mechanisms that drive charitable giving. *Nonprofit and voluntary sector quarterly*, 40(5), 924-973.
76. Smith, J. R., & McSweeney, A. (2007). Charitable giving: The effectiveness of a revised theory of planned behaviour model in predicting donating intentions and behaviour. *Journal of Community & Applied Social Psychology*, 17(5), 363-386.
77. Müller, S., & Rau, H. A. (2019). Too cold for warm glow? Christmas-season effects in charitable giving. *PloS one*, 14(5).
78. Hladká, M., & Hyánek, V. (2015). Motives for Donating: What Inspires Our Decisions to Make a Donation to Non-profit Organizations? *Review of Economic Perspectives*, 15(4), 357-382.
79. Marx, J., & Carter, V. (2014). Factors influencing US charitable giving during the great recession: Implications for nonprofit administration. *Administrative Sciences*, 4(3), 350-372.
80. Gupta, S., & Pirsch, J. (2006). Taxonomy of cause-related marketing research: Current findings and future research directions. *Journal of Nonprofit & Public Sector Marketing*, 15(1-2), 25-43.
81. Beise-Zee, R. (2013). Cause-related marketing. *Encyclopedia of Corporate Social Responsibility*, 321-326.
82. Deepak, R. K. A., & Kathiravan, C. (2019). Cause related marketing: an overview. *Recent Research*, 116 – 119.

83. Webber, D. (2003). International Journal of Nonprofit and Voluntary Sector Marketing. *Henry Stewart Publications*, Vol. 9 No. 2, 2004, pp. 122–134.
84. Januškevičienė, J. (2011). Volunteerism And Philanthropy: Ideal Or Ideology? *Lcc Liberal Arts Studies*.
85. Sargeant, A. (1999). Charitable Giving: Towards a Model of Donor Behaviour, *Journal of Marketing Management*, 215-238, DOI: 10.1362/0267257997848 70351.
86. Bester, S., Jere, M. (2012). Cause-related marketing in an emerging market: Effect of cause involvement and message framing on purchase intention. *Database Mark Cust Strategy Manag* 19, 286–293.
87. Kim, M., Walker, M. (2013). The influence of professional athlete philanthropy on donation intentions. *European Sport Management Quarterly*, 13:5, 579-601.
88. Croson, S., Handy, F., Shang, J. (2009). Keeping up with the Joneses: The relationship of perceived descriptive social norms, social information, and charitable giving <https://doi.org/10.1002/nml.232>.
89. Della Vigna, S.F., List, J.E., and Malmendier, U. (2012). Altruism and Social Pressure in Charitable Giving. *National Bureau of Economic Research*.
90. Simon, H. A. (1993). Altruism and Economics. *The American Economic Review*, vol. 83, no. 2, 1993, p. 156–161. JSTOR, www.jstor.org/stable/2117657.
91. Frans B.M. de Waal. (2007). Putting the Altruism Back into Altruism: The Evolution of Empathy. *Annu. Rev. Psychol.* p. 279-300.
92. Bakar, A., Lee, R. and Hashim, N. (2013). Parsing religiosity, guilt, and materialism on consumer ethics. *Journal of Islamic Marketing*, Vol. 4 No. 3, pp. 232-244.
93. Belk, R. (1985). Materialism: Trait aspects of living in the material world. *Journal of Consumer Research*, Vol. 12 No. 3, pp. 265-280.
94. Aukok.lt. (2019). Motyvacijos veiksnių įtaka aukoti labdarai: Lietuvos atvejis. *Empirinio kiekybinio tyrimo ataskaita*, p.13.
95. Lichtenstein, D. R., Drumwright, M. E., and Braig, B. M. (2004). The Effect of Corporate Social Responsibility on Customer Donations to Corporate-Supported Nonprofits. *Journal of Marketing*, 68 (October), 16–32.
96. Kloss, A. (2010). The integration of expatriates: How expatriates living in Denmark define integration. *MSc in Business Language and Culture*, p. 24.
97. Hajjat, M. M. (2003). Effect of cause-related marketing on attitudes and purchase intentions: the moderating role of cause involvement and donation size. *Journal of Nonprofit and Public Sector Marketing*, 11(1), 93–109.

98. Lafferty, B. A. (1996). Cause-related marketing: does the cause make a difference in consumers' attitudes and purchase intentions toward the product? *Working paper*, Florida State University, Department of Marketing.
99. Winterich, K.P., Mittal, V., Ross, W.T. (2009). Donation Behaviour toward In-Groups and Out-Groups: the Role of Gender and Moral Identity. *Journal of Consumer Research*, Volume 36, pages 199–214.
100. Reed, A. II, & Aquino, K. (2003). Moral identity and the expanding circle of moral regard toward out-groups. *Journal of Personality and Social Psychology*, 84(6), 1270–1286.
101. Yang, H.-T., & Yen, G.-F. (2018). Impact of Consumer Self-Construal, Empathy, and Moral Identity on Purchase Intention toward Cause-Related Marketing Goods: a Perspective of the Moderated Mediation Model. *Psychology*, 9, 260-279.
102. Hyllegard, K. H., Yan, R. N., Ogle, J. P., & Attmann, J. (2011). The influence of gender, social cause, charitable support, and message appeal on Gen Y's responses to cause-related marketing. *Journal of Marketing Management*, 27(1–2), 100–123.
103. Chang, C. T. (2011). Guilt Appeals in Cause-Related Marketing: the Subversive Roles of Product Type and Donation Magnitude. *International Journal of Advertising*, 30(4), 587–616.
104. Bigné-Alcañiz, E., Currás-Pérez, R., Ruiz-Mafé, C. et al. (2010). Consumer behavioural intentions in cause-related marketing: the role of identification and social cause involvement. *Int Rev Public Nonprofit Mark* 7, 127–143.
105. Huhmann, B. A., & Brotherton, T. (1997). A content analysis of guilt appeals in popular magazine advertisements. *Journal of Advertising*, 26(2), 35–45.
106. Hibbert, S., Smith, A., Davies, A., & Ireland F. (2007). Guilt Appeals: Persuasion Knowledge and Charitable Giving. *Psychology & Marketing*, 24(8), 723–742.
107. Ranganathan, S. K. & Henley, W. H. (2008). Determinants of charitable donation intentions: a structural equation model. *International Journal of Nonprofit and Voluntary Sector Marketing*, 13(1), 1–11.
108. Maheswaran, D. & Joan, M. L. (1990). The influence of message framing and issue involvement. *Journal of Marketing Research*, 27(3), 361–367.
109. Kluge, H. H. P. (2020). Supporting older people during the COVID-19 pandemic is everyone's business. World Health Organization, WHO Regional Director for Europe. Copenhagen, Denmark.
110. Reed, A., Aquino, K., & Levy, E. (2007). Moral Identity and Judgments of Charitable Behaviours. *Journal of Marketing*, 71(1), 178–193.
111. Kashif, M., Sarifuddin, S. and Hassan, A. (2015). Charity donation: intentions and behaviour. *Marketing Intelligence & Planning*, Vol. 33 No. 1, pp. 90-102.

112. 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, pp. 236-259.

113. Strahilevitz, M., Meyers, J.G. (1998). Donations to charity as purchase incentives: how well they work may depend on what you are trying to sell. *Journal of Consumer Research*, 434-46.

114. Koschate-Fischer, N.K., Stefan, I.V., and Hoyer, W. (2012). Willingness to Pay for Cause-Related Marketing: The Impact of Donation Amount and Moderating Effects. *Journal of marketing research*, December.

115. Aquino, K., Freeman, D., Reed, A. I. I., Lim, V. K. G., & Felps, W. (2009). Testing a Social Cognitive Model of Moral Behaviour: The Interactive Influence of Situation and Moral Identity Centrality. *Journal of Personality and Social Psychology*, 97, 123-141.

116. Hardy, S.A., & Carlo, G. (2011). Moral Identity: What Is It, How Does It Develop, and Is It Linked to Moral Action? *Child Development Perspectives*, Volume 5, Number 3, 2011, Pages 212–218.

117. Reynolds, S. J., Ceranic, T. L. (2007). The effects of moral judgment and moral identity on moral behavior: An empirical examination of the moral individual. *Journal of Applied Psychology*, 92(6), 1610–1624.

118. Quaquebeke, N.V., Becker, J.U., Goretzki, N. (2019). Perceived Ethical Leadership Affects Customer Purchasing Intentions Beyond Ethical Marketing in Advertising Due to Moral Identity Self-Congruence Concerns. *Bus Ethics* 156, 357–376 (2019).

119. Kim, J.E., & Johnson, K. K. P. (2012). The Impact of Moral Emotions on Cause-Related Marketing Campaigns: A Cross-Cultural Examination. *Journal of Business Ethics*, 112(1), 79–90.

120. Webb, D. J., & Mohr, L. A. (1998). A Typology of Consumer Responses to Cause-Related Marketing: from Sceptics to Socially Concerned. *Journal of Public Policy & Marketing*, 17(2), 226–238.

121. Gardner, W., States D., & Bagley, N. (2020). The Coronavirus and the Risks to the Elderly in Long-Term Care, *Journal of Aging & Social Policy*, p.1-7.

122. Hair Jr., J. F., Black, W. C., Babin, B. J. and Anderson, R. E. (2010), *Multivariate Data Analysis*, 7th Edition, Pearson Education Limited, Harlow, Essex.

123. Bergman, R. (2002). Why be moral? A conceptual model from developmental psychology. *Human Development*, 45(2), 104–124.

124. Hayes, A. F., & Preacher, K. J. (2014). Statistical mediation analysis with a multicategorical independent variable. *British Journal of Mathematical and Statistical Psychology*, 67, 451–470.

125. Adomavičiūtė, K., Bzikadze, G., Joseph Cherian, J., & Sigitas Urbonavičius, S. (2016). Cause-Related Marketing as A Commercially and Socially Oriented Activity: What Factors Influence and Moderate the Purchasing Intentions? *Engineering Economics*, 2016, 27(5), p. 578–585.

126. Ndasi, W., & Ackay, E. E. (2020). Understanding Authenticity in Digital Cause-Related Advertising: Does Cause Involvement Moderate Intention to Purchase? *Westminster Papers in Communication and Culture*, 15(2), 24–43.

IMPACT OF MORAL IDENTITY ON CONSUMER CHOICE TO PURCHASE CAUSE – RELATED PRODUCT OR TO DONATE TO CHARITY

SUMMARY

88 pages (including annexes), 9 figures, 30 tables, 126 references and 3 appendices. The main purpose of this Master's Thesis is to determine the impact of moral identity on consumer choice between intention to purchase cause-related product and financial donation to charity, when this relationship is moderated by the cause involvement and guilt.

The Master's thesis consists of three main parts: analysis of literature, research methodology, analysis of the empirical research findings. The aim of the master's thesis is presented in the introduction, and the final thesis concludes with conclusions and recommendations, references and appendices.

The first literature analysis paragraph presents theoretical analysis of two different forms of donations (direct and indirect support forms). Based on the scientific literature, forms of donation are revealed as direct support, which is given and transferred to charities, or donated directly to people. The second form is indirect support, where donations are made through purchased cause-related products.

The second literature analysis paragraph analyzes the factors influencing consumer choice between intention to purchase cause-related products and financial donations. An analysis of the literature has shown that the factors that determine the intention to donate or purchase a cause-related product can be divided into: (i) product and charities related factors and (ii) consumer related factors, such as (emotions, demographic and psychographic characteristics).

In the third paragraph of the literature analysis author revealed the importance of moral identity in the context of charitable behaviour.

Master's thesis methodology presented the five main objects of the research; intention to donate; intention to purchase a cause-related products; moral identity; guilt; and cause involvement. The research model was conducted by the author of paper work. For further investigation, the six hypotheses were developed which includes all five presented objects of the research.

The hypotheses include testing the moral identity impact on intention to donate or to purchase cause-related products and indirect impact through the moderation of guilt and cause involvement. Empirical research consisted of two stages. In the first stage, the pilot study was

performed on the basis of 20 respondents. The aim of the pilot study was to select which picture causes the greatest sense of guilt. The select image was used to create the questionnaire.

In the second stage of empirical research, the quantitative study was presented with the aim to analyze (i) the direct moral identity impact on intention to donate or to purchase a cause-related product and (ii) indirect impact through the moderation of guilt and cause involvement.

A research questionnaire was developed using the scales that has appropriate reliability in the earlier studies. Data for the research was collected via an online questionnaire. In the questionnaire, 224 respondents participated, from which 179 females and 45 men, under or equal ≤ 19 (4.0%) years old to ≥ 60 (0.9%) and more years old. Respondents up to 150 euro a month – 2.2%, and with 1051 and more euro a month (34.8%).

Reliability of the used scale was appropriate for further analysis because performed Chronbach's Alpha was higher than 0.7 for all used measurement scales.

The data analysis showed that the more educated a person is, the lower his / her intention to purchase cause - related product is. Furthermore, men's and women's moral identity of the ranking estimates differed significantly ($p < 0.05$). Higher evaluation ranks (mean rank) in the group of women (compared to men) indicates that women rated the importance of moral identity higher in this case. As a result, it can be stated that women in general, have a higher intention to donate directly or indirectly by purchasing the cause-related products.

Based on the results of the performed Correlation Analysis, it did not reveal statistically significant relationships between the subjects' age, education, and the importance of their moral identity ($p > 0.05$). Therefore, moral identity does not depend on a person's income, age, and education. It is expressed individually.

APPENDICES

APPENDIX 1

Peržiūrėję Jums pateiktus paveikslėlius, kuriuose vaizduojami artimųjų neturintys ar jų palikti nepritekliuje gyvenantys ir (ar) sunkiomis ligomis sergantys pagyvenę žmonės, nurodykite, kuris iš paveikslėlių Jums sukelia didžiausią kaltės jausmą, jeigu šiems žmonėms nepadėtumėte.

Paveikslas nr. 1.



Paveikslas nr. 3



Paveikslas nr. 2



Paveikslas nr. 4



Paveikslas nr. 5



APPENDIX 2

Pagrindinio kiekybinio tyrimo klausimynas

Esu Vilniaus Universiteto magistrantė. Šiuo metu atlieku tyrimą, kurio tikslas nustatyti veiksnius, lemiančius vartotojų ketinimą skirti paramą labdarai, perkant su labdara siejamą prekę, arba tiesiogiai pervedant prašomą pinigų sumą konkrečiai labdaros organizacijai. Maloniai prašome Jūsų dalyvauti šioje apklausoje. Garantuojame visišką Jūsų pateiktų atsakymų konfidencialumą. Duomenys bus analizuojami tik apibendrinus visų apklaustųjų atsakymus ir naudojami tik šio tyrimo tikslais.

1. [atrankinis klausimas] Ar tam tikromis aplinkybėmis svarstytumėte skirti nedidelę sumą labdarai bet kokia Jums priimtina forma?

- Taip
- Ne

Čia Jums pateikiamas labdaros reklaminis skelbimas. Peržiūrėję jį, atsakykite į toliau pateiktus klausimus, pasirinkdami skaičių nuo 1 (visiškai nesutinku) iki 7 (visiškai sutinku):

Lietuvoje sparčiai plintant koronavirusui, senjorų globos ir slaugos namai atsiduria didelės rizikos zonoje. Į senjorų globos ir slaugos namus patekęs koronavirusas, daugeliui senjorų gali baigtis ne tik sunkia liga, bet ir mirtimi. Nepaisant to, nemaža dalis globos ir slaugos namų neturi reikiamų priemonių, siekiant apsaugoti šią visuomenei jautrią visuomenę dalį nuo mirtinos ligos.

Organizacija X finansiškai remia senjorų globos ir slaugos namus, kad šie galėtų įsigyti reikalingas apsaugos ir gydymo nuo koronaviruso priemones.

Jūsų skirti 3 Eur gali išgelbėti globos ir slaugos namuose gyvenančius senjorus nuo mirties!



2. Tarkime, kad Jūs galite rinktis iš dviejų labdaros skyrimo būdų senjoram, gyvenantiems globos ir slaugos namuose, t. y. galite:

a) skirti lėšų labdarai TIESIOGIAI,

b) skirti lėšų labdarai NETIESIOGIAI, pirkdami Jums reikalingą prekę už priimtina kainą, nuo kurios reklaminiame skelbime nurodyta suma atitenka labdarai.

Nurodykite, ar pritariate toliau pateiktiems teiginiams, kuriais apibūdinamas ketinimas skirti lėšų labdarai TIESIOGIAI ir NETIESIOGIAI.

(1 -visiškai nesutinku, 7 –visiškai sutinku)

- Labai tikėtina, kad aš skirsiu reklaminiame skelbime nurodytą 3 Eur sumą labdarai TIESIOGIAI.
 - Aš TIESIOGIAI skirsiu reklaminiame skelbime nurodytą 3 Eur sumą labdarai kitą kartą.
 - Aš tikrai TIESIOGIAI skirsiu reklaminiame skelbime nurodytą 3 Eur sumą labdarai.
 - Aš rekomenduosiu savo draugams skirti reklaminiame skelbime nurodytą 3 Eur sumą labdarai TIESIOGIAI.
 - Labai didelė tikimybė, kad aš pirksiu prekę, iš kurios kainos 3 Eur skiriami reklaminiame skelbime nurodytam tikslui (perkama prekė Jums yra reikalinga, o jos kaina priimtina).
 - Aš pirksiu prekę, iš kurios kainos 3 Eur skiriami reklaminiame skelbime nurodytam tikslui (perkama prekė Jums yra reikalinga, o jos kaina priimtina).
 - Turėdami pasirinkimą, mano draugai tikrai pirks prekę, iš kurios kainos 3 Eur skiriami reklaminiame skelbime nurodytam tikslui.
 - Aš rekomenduosiu savo draugams pirkti prekę, iš kurios kainos 3 Eur skiriami reklaminiame skelbime nurodytam tikslui.
- 3. Nurodykite, ar pritariate toliau pateiktiems teiginiams, kuriais apibūdinamos Jūsų emocijos pamačius reklaminį skelbimą:**
- Aš jausčiausi kaltas (-a), jeigu, pamatęs (-čiusi) šį reklaminį skelbimą, TIESIOGIAI arba NETIESIOGIAI neskirčiau reklaminiame skelbime nurodytos 3 Eur sumos labdarai.
 - Aš vėliau gailėčiausi, jeigu TIESIOGIAI arba NETIESIOGIAI neskirčiau reklaminiame skelbime nurodytos 3 Eur sumos, pamatęs (-čiusi) šį reklaminį skelbimą.
 - Aš apgailėstaučiau, jeigu, pamatęs (-čiusi) šį reklaminį skelbimą, TIESIOGIAI arba NETIESIOGIAI neskirčiau reklaminiame skelbime nurodytos 3 Eur sumos labdarai.

4. Senjorų, gyvenančių globos ir slaugos namuose, apsauga ir gydymas nuo koronaviruso, man yra:

- Nesvarbus/svarbus
- Nieko nereiškiantis / daug reiškiantis
- Asmeniškai aktualus/ neaktualus
- Labai nesvarbus/ labai svarbus
- Nekeliantis susirūpinimo/keliantis didelį susirūpinimą

5. Toliau yra išvardintos vieną asmenį apibūdinančios savybės: rūpestingas, gailestingas, teisingas, draugiškas, dosnus, paslaugus, sunkiai dirbantis, sąžiningas, malonus. Tas asmuo galite būti Jūs arba kas nors kitas.

Pasistenkite įsivaizduoti šiomis savybėmis pasižymintį asmenį. Įsivaizduokite, kaip šis žmogus mąsto, jaučiasi, elgiasi. Kai susidarysite aiškų vaizdą apie tokį žmogų, atsakykite į toliau pateiktus teiginius, pasirinkdami skaičių nuo 1 (visiškai nesutinku) iki 7 (visiškai sutinku), geriausiai atspindintį Jūsų nuomonę.

- Aš jausčiausi gerai būdamas asmeniu, kuris pasižymi šiomis savybėmis.
- Buvimas asmeniu, kuris pasižymi šiomis savybėmis, yra svarbi dalis to, kas aš esu.
- Aš dažnai dėviu drabužius, kurie rodo, kad aš turiu šias savybes.
- Man būtų gėda būti asmeniu, kuris pasižymi šiomis savybėmis.
- Mano laisvo laiko praleidimo būdas (pvz., hobiai) aiškiai rodo, kad aš turiu šias savybes. Knygos ir žurnalai, kuriuos aš skaitau, rodo, kad aš turiu šias savybes.
- Šių savybių turėjimas man nėra labai svarbus.
- Tai, kad aš pasižymiu šiomis savybėmis, kitiems parodo mano narystę tam tikrose organizacijose.
- Aš esu aktyviai įsitraukęs į veiklas, kurios leidžia kitiems suprasti, kad aš pasižymiu šiomis savybėmis.
- Aš labai noriu turėti šias savybes.

6. Jūsų amžius:

≤19 m.

20-29 m.

30-39 m.

40-49 m.

50-59 m.

≥ 60 m.

7. Jūsų lytis:

Vyras

Moteris

8. Jūsų išsilavinimas:

- Pagrindinis
- Vidurinis
- Aukštesnysis ir specialusis vidurinis
- Aukštasis neuniversitetinis išsilavinimas
- Aukštasis universitetinis bakalauro išsilavinimas
- Aukštasis universitetinis magistro ir jį viršijantis išsilavinimas

9. Jūsų vidutinės pajamos, tenkančios vienam šeimos nariui per mėnesį (sudėkite visų šeimos narių pajamas po mokesčių, t. y. gaunamas „į rankas“, ir padalinkite iš šeimos narių skaičiaus):

- Iki 150 Eur
- 151–300 Eur
- 301–450 Eur
- 451–600 Eur
- 601–750 Eur
- 751–900 Eur
- 901–1050 Eur
- 1051 ir daugiau Eur

APPENDIX 3. Research data analysis tables

Table 20. Statistical comparison of the intention of men and women to donate and the intention to purchase cause – related product

	Gender	N	Mean Rank	Sum of Ranks	Asymp. Sig. (2-tailed)
Intention to donate	Male	45	104,89	4720,00	0,377
	Female	179	114,41	20480,00	
Intention to purchase cause – related product	Male	45	105,42	4744,00	0,411
	Female	179	114,28	20456,00	

Table 21. Relationships between study age, education, income and their intention to donate and the intention to purchase case - related product

			Age	Education	Average income per family member per month
Spearman's rho	Intention to donate	Correlation Coefficient	0,093	-0,042	0,052
		Sig. (2-tailed)	0,166	0,527	0,439
		N	224	224	224
	Intention to purchase cause – related product	Correlation Coefficient	-0,121	-0,144	-0,045
		Sig. (2-tailed)	0,070	0,031	0,500
		N	224	224	224

Table 22. Statistical comparison of men's and women's guilt

	Gender	N	Mean Rank	Sum of Ranks	Asymp. Sig. (2-tailed)
Guilt	Male	45	102,91	4631,00	0,266
	Female	179	114,91	20569,00	

Table 23. Relationships between subjects' age, education, and income level with the expression of their guilt

			Age	Education	Average income per family member per month
Spearman's rho	Guilt	Correlation Coefficient	-0,052	-0,081	-0,050
		Sig. (2-tailed)	0,437	0,230	0,458
		N	224	224	224

Table 24. Statistical comparison of men's and women's involvement in seniors' problems

	Gender	N	Mean Rank	Sum of Ranks	Asymp. Sig. (2-tailed)
Cause involvement	Male	45	111,52	5018,50	0,910
	Female	179	112,75	20181,50	

Table 25. Relationships between subjects' age, education, and income with their involvement in seniors' problems

			Age	Education	Average income per family member per month
Spearman's rho	Cause involvement	Correlation Coefficient	-0,089	-0,027	0,059
		Sig. (2-tailed)	0,186	0,686	0,381
		N	224	224	224

Table 26. Statistical comparison of the importance of moral identity for men and women

	Gender	N	Mean Rank	Sum of Ranks	Asymp. Sig. (2-tailed)
The importance of moral identity	Male	45	93,19	4193,50	0,025
	Female	179	117,35	21006,50	

Table 27. Relationships between subjects' age, education and income with the importance of their moral identity

			Age	Education	Average income per family member per month

Spearman's rho	The importance of moral identity	Correlation Coefficient	0,043	0,006	0,124
		Sig. (2-tailed)	0,524	0,924	0,064
		N	224	224	224

Table 28. The links between guilt, involvement in seniors' problems, and the importance of moral identity with the intention to donate and the intention to purchase a cause – related product

			Intention to donate	Intention to purchase cause – related product
Spearman's rho	Guilt	Correlation Coefficient	0,539	0,291
		Sig. (2-tailed)	<0,001	<0,001
		N	226	226
	Cause involvement	Correlation Coefficient	0,366	0,190
		Sig. (2-tailed)	<0,001	0,004
		N	226	226
	The importance of moral identity	Correlation Coefficient	0,337	0,258
		Sig. (2-tailed)	<0,001	<0,001
		N	226	226

Table 29. Results of a study of the prognostic model of intent to purchase cause – related product

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,890	0,486		5,952	<0,001
	Guilt	0,171	0,051	0,226	3,386	0,001
	The importance of moral identity	0,275	0,105	0,174	2,609	0,010

a. Dependent Variable: Intention to purchase cause – related product

Table 30. Results of a study of the prognostic model of intent to donate

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,644	0,477		1,350	0,178
	Guilt	0,372	0,049	0,456	7,631	< 0,001
	Cause involvement	0,136	0,069	0,118	1,979	0,049
	The importance of moral identity	0,276	0,100	0,162	2,764	0,006
a. Dependent Variable: Intention to donate						