



Dissertation

Social Cause Advertising: an investigation into how digital advertising for the “human good” and authenticity might influence Gen Z and Millennial consumer engagement levels and intentions to purchase.

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Abstract

The aim of this study is to investigate the impact of social cause advertising (SCA) on Gen Z and Millennial consumers' perceptions of brands, focusing on perceived authenticity and the associated challenges, and how this influences purchase intentions and engagement levels. Social cause advertising is a growing area of popularity within the marketing industry, since, when executed effectively, it rewards the business by improving its corporate social responsibility (CSR) and improving brand image and profits. This, alongside the development of digital channels that are favoured by this study's target demographic and the growing pressure from sophisticated, conscious consumers for brands to advocate for important social issues, make the need for this research timely. Although studies have demonstrated the demand for brands to incorporate CRM in their marketing strategies, previous literature is limited in researching the effects of cause-related marketing (CRM) specifically on emerging CRM markets, Gen Z and Millennials. Furthermore, previous literature is limited in determining how to use CRM to effectively reach these influential markets and how their consumption behaviours are representative of their attitudes. This research uses questionnaires distributed online to Gen Z and Millennials in the U.K. to explore the research aim and research objectives. The findings underline that these consumer groups are interested in CRM efforts from brands and perceive firms incorporating CRM more favourably than those who do not, which positively influenced their intentions to purchase and engage. However, there were some contradictory, but no less interesting, findings, whereby Gen Z and Millennials are interested in seeing brands' CRM activity, but this does not necessarily translate into the consumption socially responsible products since there are a number of other factors that impact this behaviour (such as price, cause importance and scepticism). This led to the theoretical contributions of this study in terms of generalising consumer groups based on demographic status alone being unsuitable for the nature of CRM, whereby this dissertation proposes that it is more beneficial to explore psychographic traits to explain consumer behaviour and consumption patterns. This dissertation concludes that positioning consumers' interests and attitudes at the centre of cause-related marketing campaigns is critical in creating authentic, effective messages.

Keywords: digital social cause advertising; authenticity; cause importance; Gen Z and Millennials; purchase intention

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Chapter 1: Introduction

1.1 Background

Cause-related marketing (CRM) dates back to 1983, when American Express transformed the world of marketing by launching a CRM campaign in support of the renovation of the Statue of Liberty, by donating a small amount of money to the restoration fund for every purchase that customers made using their AMEX credit cards (Sedita, 2017, [online]; Kim *et al.*, 2017: 429). This \$6 million campaign awarded American Express with sizable increases in card usage and new cards issued, demonstrating to other firms how effective CRM campaigns result in brand success, encouraging other firms to follow in their footsteps. Thus, brands devised their own campaigns to improve their corporate image, promote a favourable attitude to consumers and attain sales gains by advertising their corporate social responsibility activities and generating consumer awareness of these acts of philanthropy (Varadarajan and Menon, 1988:60). A research study from Cone Communications (2013) found that 91% of Americans surveyed have a strong desire for more products and services they use to support a cause (Cone Communications, 2013, [online]). However, differentiating factors play a critical part in the development of a successful marketing campaign, whereby it is challenging to identify exactly what consumers want in a cause-related marketing (CRM) message. Furthermore, the association of 'good companies paired with good causes' is simply the starting point in gaining consumers' attention (Melanthiou, 2016; Eastman *et al.*, 2019:800). In order for CRM attempts to be effective though, it is important that the brand is perceived as being socially responsible by customers (Kim and Lee, 2009:477) as using CRM as a marketing activity has shown to significantly increase consumers' intention to purchase (Andrews *et al.*, 2014:120). This underlines the need to study consumer attitudes towards social cause advertising due to its rewarding impact for firms and increasingly favourable activity from consumers if implemented effectively.

Since consumer demand for businesses to step up and address social problems has increased, spending on cause-related marketing has grown from \$816 million in 2014 to a projected \$2.14 billion in 2018 (IEG Sponsorship, 2018, [online]). These types of statistics show that CRM is a growing marketing tool, with end results for firms going beyond increase in profits and resulting in more long-term rewards such as increased brand loyalty and improved brand image.

When investigating CRM efforts, it is crucial to shape such campaigns with consumers at the centre. Since the rapid growth and integration of the Internet into businesses and consumer's daily lives, consumers have been faced with mounting commercialisation in the form of vain, meaningless and phony advertising efforts. Thus, consumers have been seeking real advertisements that resonate a deeper meaning or connection with them. Implementing cause-related marketing (CRM) campaigns has become a popular tool in addressing this problem, whether it be for a short-term cause such as raising funds for a natural disaster, or long-term cause-brand alliances (CBA) such as

American Express' continued relationship with Share Our Strength (SOS), a hunger-relief organisation (Lafferty and Edmondson, 2009:129).

Furthermore, digitalisation and shifting consumer expectations are rapidly altering the consumer goods and leisure sectors (*Consultancy*, 2019, [online]). Consumers' desires and interests are central to brands' marketing strategies, and so should be placed at the heart of the business if firms are to survive the rapidly changing retail environment. A recent study on significant trends across the consumer sector found that gym and fitness suppliers are successfully tapping into this 'new, tribally aligned generation of consumers' (CIL Management, 2019, [online]).

Social cause advertising (SCA) is a topic that has generated extensive research and important practical implications for firms to implement. This is particular of recent years where social issues are incorporated as forms of brand advocacy in advertising campaigns, with the intention to gain competitive advantage and build brand image. According to various studies, companies that 'lead with purpose' on their own accord, rather than waiting for government action, will gain competitive advantage in the marketplace, with a strong and growing demand for this from socially aware consumers who seek companies advocating for social change (EngageforGood, 2018, [online]).

Previous literature of social cause advertising has explored the effects of different factors, such as price discounts (Andrews *et al.*, 2014), product category and type of CRM campaign (Eastman *et al.*, 2019), the moderating effect of brand-cause fit (Bigné-Alcañiz *et al.*, 2012; Zdravkovic *et al.*, 2010), and perceived authenticity (Ndasi and Akcay, 2020; Morhart *et al.*, 2015; Beverland and Farrelly, 2009) to name a few. Since previous research has focused heavily on the effectiveness of cause-related advertising on consumer's engagement and purchase decision levels (Becker *et al.*, 2019), but not so much into *how* and *why* this impacts their perception of a brand, this dissertation has value in its method to investigate this in order to contribute in-depth, important, and practical insights to social cause advertising literature. Particularly, there is limited research on *how* consumer emotional reactions towards CRM campaigns may impact purchase intention particularly in terms of perceived authenticity as this concept incorporates various other significant sub-terms that is becomes difficult to investigate authenticity as a whole.

Most notably, however, there is an abundance of practical examples that demonstrate the demand from Gen Z and Millennial consumers for brands to step up and advocate for social change about issues that are important to them. However, there is limited academic research to support this from studies that intend to examine these consumer groups in their research (Eastman *et al.*, 2019). The dynamics outlined form the research gap for this dissertation, whereby it is important to conduct further research to enhance both brand and marketers' understanding of the subject, especially since CRM advertising is widespread and thus should value from direction

in academic research. Thus, this research contributes to marketing communications literature by relating the use of perceived authenticity to brand's socially responsible behaviour and to illustrate challenges of demonstrating a CRM campaign's effectiveness in terms of Gen Z and Millennial consumers' attitudes and purchase and engagement intentions.

1.2 Research aim and research objectives

The overall research aim of this dissertation is to explore the impact of social cause advertising on Gen Z and Millennial consumers' perceptions of brands.

Within the health, beauty and fitness industry, the research objectives are:

1. Identify the authenticity of social cause advertising and the challenges that brands encounter when incorporating advertising for the "human good"
2. Investigate how Gen Z and Millennial consumers process the messages from social cause advertisements and the impact on purchase intention and consumer engagement

In summary, SCA is a topical marketing tool and has become particularly relevant in recent years where we have seen a shift in the recognition and perception of social issues and the important role in which brands hold in advocating for social change. In a world where brands are being constantly challenged and held accountable by activist groups (for example, Black Lives Matter movement, feminists, and environmentalists), non-governmental organisations (NGOs) and consumers, the extraordinary impact of cause-related marketing has never been more relevant for brands and marketers.

Chapter 2: Literature Review

2.1 Introduction

As a topic, social cause advertising has produced extensive research that encompasses a diverse range of social issues. This area has become integral to firms' marketing strategies, particularly in recent years where marketers have used brand responsibility advertising to gain competitive edge and build brand image. As such, there is a wealth of literature exploring the impact and the effectiveness of social cause advertising as marketing strategies across different industries, such as the food sector and the fashion sector. After defining key terms, the following review of literature will focus on research relevant to social cause advertising in terms of the research objectives:

1. Identify the authenticity of social cause advertising and the challenges that brands encounter when incorporating advertising for the "human good"
2. Investigate how Gen Z and Millennial consumers process the messages from social cause advertisements and the impact on purchase intention and consumer engagement

2.2 Definitions of key terms

To begin examining SCA, it is first beneficial to define key concepts that have surfaced within relevant and important previous literature on the topic.

Cause advertising, specifically *social* cause advertising for the purpose of this research, has been defined as a type of corporate social responsibility, whereby a firm's advertising campaign serves two purposes: to increase profitability and help better society (Organ, 2017, [online]). It has also been referred to as type of marketing activity representing 'brand responsibility' or 'brand advocacy,' which involves brands advancing support to social issues through advertising in order to 'appear more socially responsible, transparent, and ethical' (Champlin *et al.*, 2019:1240).

Cause promotions, following on from the previous definition, are more specific to company-funded advocacy campaigns based on either the self-interest of the company that is direct and obvious (for example, cruelty-free retailer The Body Shop's plea to stop animal testing) or is used to determine kinship and connect with a target audience, such as Pantene's 2013 'Labels Against Women' advertisement (Organ, 2017, [online]).

Corporate social responsibility (CSR) is a popular business philanthropy used by many firms which acknowledges external social, cultural, political, and environmental forces and effectively incorporates relevant actions to express some form of 'social good, beyond the interests of the firm and that which is required by law' (Pickton and

Broderick, 2005:229). An example of a CSR programme, which positions the brand as socially responsible, is British Gas' 'Here to Help,' working with local authorities to identify possible benefits and funds for people living in deprived areas (Pickton and Broderick, 2005:230).

Cause-related marketing (CRM) has been defined as the 'process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges' (Varadarajan and Menon, 1988:60). Furthermore, it is used as a form of communication of a company's promotional activity objectives to express to an audience how an organisation is incorporating social responsibility as an attempt to benefit society. Whilst Varadarajan and Menon's 1988 paper was a significant academic contribution at the time, their definition is too narrow as there are now many other types of cause marketing which are not prompted by a customer purchase, such as Toms' donation of a pair of shoes to a disadvantaged child for every Instagram post using their promotional hashtag "#WithoutShoes" (Organ, 2017, [online]). Thus, it is more valuable to define it as a marketing strategy in which businesses align with social issues of particular importance to them and implement a suitable campaign to express their views, raise awareness to the cause and demonstrate social responsibility (Carmicheal, 2020, [online]). It is a medium of communication of CSR, which aims to express how a brand's social responsibility efforts 'translate into specific benefits for society' (Beise-Zee, 2013:321).

Brand-cause fit is a concept in which a brand and a social issue 'match' together (Champlin *et al.*, 2019). It has also been conceptualised as 'the overall perceived relatedness of the brand and the cause with multiple cognitive bases' (Nan and Heo, 2007:72). The 'fit' has been defined as 'the perceived link between the company's image, positioning, target market, and the cause's image or constituency' (Varadarajan and Menon, 1988; Beise-Zee, 2013:324). A high cause fit suggests that the company supports the cause for reasons beyond promotional gain and is serious about the social issue. A worthy example of this is retailer The Body Shop, who have continuously campaigned against animal testing which is a credible strategy for them since they sell cruelty free beauty products. On the other hand, a low fit suggests that a company has little to no reasons to support their choice in supporting a particular cause.

The Literature review will be framed in terms of the research objectives:

1. Identify the authenticity of social cause advertising and the challenges that brands encounter when incorporating advertising for the "human good"
2. Investigate how Gen Z and Millennial consumers process the messages from social cause advertisements and the impact on purchase intention and consumer engagement

2.3 Perceived Authenticity of Social Cause Advertising and Associated Challenges

It is nearly impossible to discuss cause-related marketing without the essential component: authenticity. Indeed, authenticity is an essential ingredient in any effective advertising campaign and key to brand success (Morhart *et al.*, 2014), but it becomes even more critical in recent times where consumers are faced with an overwhelming array of products (Hallem *et al.*, 2019) in crowded markets such as the health, beauty and fitness industry. Specifically, research suggests that firms embodying authenticity award them with a competitive advantage in crowded marketplaces (Hallem *et al.*, 2019; Nsdai and Ackay, 2020:104), and aids consumers' search for genuineness, truth, connection and virtue within their personal consumption goals (Beverland and Farrelly, 2010:853).

Nsdai and Ackay (2020) investigated the discourse of authenticity in digital social cause advertisements. Although their research was limited in that the advertisement stimuli was placed in a way that meant the focus was on the cause rather than on the brand, their study demonstrates that the authenticity of CRM advertisements is determined more so by the donation magnitude rather than advertisement-context congruence. However, their research is significant in identifying two discourses of authenticity – donation amount and ad-context congruence – to investigate. This led to the discovery of authenticity being a broader umbrella term that encompasses various other dimensions of authenticity, which are limited in research and are important to understand fully.

Specifically, younger generations demand brand authenticity and values that support theirs, and this is something that firms should not overlook since Millennials and Gen Z make up 139 million people in the U.S. alone (Statista, 2020, [online]). It is important to understand that Millennials are the most educated and productive generation, but their wages have not increased even though living expenses have continued to surge, resulting in them feeling cynical of organisations and brands (Frontify, 2021, [online]). Therefore, there should be more of a focus from firms to execute their campaigns effectively in order to appeal to these young and influential audiences. Since these consumers are seeking genuine and real meanings, whilst also discussing important social issues, it is important for brands to achieve authenticity in their CRM campaigns to appeal to these young and growing audiences. As well as taking a stand on social issues, this involves brands carefully choosing specific topics or causes that match the brand and its consumers, from which the firm's actions must fit its ideals 'and those ideals must permeate the entire stakeholder system.' (Francis and Hoefel, 2018:9).

Considering the clear demand by Gen Z and Millennials for brands to create authentic advertisements on relevant and significant social issues, and the lack of academic literature investigating this specific phenomenon, it is important that this gap has been identified and thus this dissertation will contribute to this through the empirical research.

Nevertheless, advertising for the human good is not as simple as it first appears, whereby merely releasing a campaign about a social cause for concern is not enough anymore, which creates a challenge in itself for brands attempting to penetrate the market effectively with their CRM campaigns. There is a demand, specifically by Gen Z and Millennials, for brands to not only identify themselves with social topics, but to ensure that the follow-through is genuine. Francis and Hoefel (2018) suggest that brands should look at the 'marketing agents who represent their brand and products' to ensure that all parts of the value franchise are on the same page (Francis and Hoefel, 2018:9). A real-world example of a brand's advert that did not effectively advocate a cause was Pepsi's 2017 controversial commercial starring Kendall Jenner, which aimed to lend support towards the Black Lives Matter movement but instead was disrespectful and was consequently removed from broadcast swiftly (York, 2019, [online]). This highlights the idea that authenticity is often lost when brands try to be too clever and end up completely overlooking the importance of strong social values that their consumers are able to connect with.

Following on from the afore-mentioned practical example of an unsuccessful SCA campaign, this sheds light on the challenges that brands encounter when incorporating advertising for the "human good." Since awareness of both social and environmental issues have increased from both consumer and company perspective, it is important to examine believability as a mediator for success of CRM campaigns. This is since consumers could perceive CRM as a sales tactic and an ulterior motive of a company, rather than for the sincere reasons for the cause. From an environmental perspective, this can be explained as a form of greenwashing, whereby companies exploit a cause instead of 'fulfilling their social responsibility, which can lead to consumer resentment and adverse consequence for the brand's image' (Beise-Zee, 2013:324). For example, in terms of the health, beauty and fitness market, cosmetic brand NARS faced backlash through attempts to advocate for animal rights but at the same time had expanded internationally into the Chinese market, where animal testing is not optional on all imported products (Seares, 2017, [online]). As such, poorly executed attempts to engage with social issues as well as general misconnection between brand and cause such as this can create more damage if it is not seen as genuine by the media and consumers. The debate can further ignite from 'pressure groups' if they 'see environmental moves as 'hollow'' (Bashford, 2005, [online]).

Across the wider debate of SCA implementation, a potential issue that marketers and brands face is the challenge for brands to produce profits for the company whilst also being socially responsible. However, any short-term expenses are offset by the potential long-term value that a brand is rewarded with from generating benefits for society, whilst dually offering a company competitive edge. It has been argued that this holistic approach is a valuable brand management tactic, where the interests and social concerns of consumers should shape the nature of a brand's advertising messages, and overlooking them is considered careless (Collins, 1993:47).

Challenges also arise when brands try to address social issues through their campaigns, but do so disrespectfully (often unintentionally), missing the mark completely with the delivery facing controversy and popularity for all the wrong reasons. This can often be more damaging than remaining silent completely. Taking the Pepsi commercial as an example mentioned previously, consumers' perception of a brand's authenticity becomes critical in the ways in which advertising messages are delivered and received by consumers.

Given the potential impact of the perceived authenticity of CRM campaigns and the associated challenges that come with advocating for social change in advertising whilst also trying to be genuine in the delivery, it is sound that this dissertation investigates these dimensions in CRM advertisements as perceived by emerging CRM consumer markets – Gen Z and Millennials.

2.4 Gen Z and Millennial Consumers' Attitudes and Intention to Purchase and Engage

Since social cause advertising is a growing area of popularity and practice for firms and marketers to implement in their advertising campaigns, it has never been so critical for organisations to show to their customers that they care about the same social issues that they are concerned with. This has become particularly significant since young consumers are becoming more socially aware and conscious of the origins and production of products they wish to purchase and the brands from which they engage with (Sheehan, 2004). To support this, a study found that 60% of consumers believe companies should make it easier to see brand values and its position on important issues at the point of sale (EngageforGood, 2018, [online]). This kind of brand transparency is favourable by consumers, resulting in attractive rewards for firms such as brand loyalty and increased profits.

Brand responsibility advertising is appealing among different age groups (Cone Communications, 2015, [online]), but this tool particularly engages millennial consumers since they assess brands through the causes that they appear to support, displaying the attractive traits of marketing authenticity and morality (Boucher, 2019, [online]; Champlin *et al.*, 2019). To support this, a study from Kantar Monitor (2020) found that 68% of US consumers believe that brands should be transparent about their morals (Christie, 2020, [online]), with both Millennials and Gen Z groups expecting this the most (Gilliland, 2021, [online]). Since millennials have powerful spending influences in the marketplace and are sophisticated shoppers (Eastman *et al.*, 2019:804), brand responsibility is a vital trend that demands further research for greater understanding (Champlin *et al.*, 2019:1241), with one possible direction to take this in being the impact of social media on CRM awareness as Millennials and Gen Z are interested and educated in the use of digital platforms to advocate for social issues (Jackson *et al.*, 2011:2; Eastman *et al.*, 2019:801). Furthermore, due to their economic impact and their demands for social change, it is valuable for marketers, therefore, to better understand Gen Z and Millennial consumers through further research, particularly since they have been identified as an emerging CRM market.

In a time of political unrest and under the watchful eyes of millennials, the pressure has grown on brands to respond to social issues, whereby advertising is the most direct and widely spread channel to distribute advocacy messages (Champlin *et al.*, 2019:1241). Indeed, companies who decide to support a cause show to their audience that they are socially responsible, but this does not necessarily mean that consumers act favourably towards brands. Previous research by Eastman *et al.* (2019) examining Millennials' attitudes towards CRM activities found that the type of CRM campaign (which they identify as either traditional donation from a percentage of sales or 'one-for-one style' of donation where a company donates a product to a relevant cause when that product is purchased) as well as the product category affect the impact of CRM on Millennial consumers' favourability perceptions and intention to purchase from the firm (Eastman *et al.*, 2019:801). This suggests that there are a number of factors and circumstances that impact how Gen Z and Millennials perceive brands and their CRM efforts, whether this be positively or negatively. Previous research has struggled to determine the extent to which such factors impact how consumers process CRM messages, hence the need to research this further.

Much of the existing literature on CRM, however, has not sufficiently explored how Millennials, a rapidly growing and sophisticated demographic (Kassaye and Hutto, 2016:19), and Gen Z, an emerging digitally inclined market sharing similar values with Millennials (Francis and Hoefel, 2018:2; Kim and Austin, 2019:300) view CRM campaigns. There is increasing evidence that traditional marketing strategies may not be as effective for Millennials as they have unique consumption styles, such as consuming for individual status (Eastman and Liu, 2012:95), suggesting that this sense of self-esteem serves as a driver in engaging with charitable causes. Furthermore, this indicates greater importance on 'consumer attitude toward the behaviour of helping than on the specific attitude object' (Human and Terblanche, 2012:148). The equity theory is relevant here in explaining this sort of consumer behaviour, whereby individuals are driven toward prosocial behaviour due to the rewards for individuals in building equitable relationships (Landreth, 2002:12). In regard to engagement in social cause advertising, equity theory suggests that consumers are therefore more likely to engage in CRM campaigns as an absence of involvement will result in fewer personal benefits and rewards for society, even if individuals are not 'familiar with or positive towards certain' cause elements (Human and Terblanche, 2012:149).

Most pertinent to CRM, Gen Z and Millennials are defined as both being environmentally and politically conscious (Kim and Austin, 2019:300; McCrindle, 2014:2), share views on social issues (Parker *et al.*, 2019, [online]) and hold responsibility for making a difference in the world (Human and Terblanche, 2012:148). Since they are considered to be more socially conscious than other generations and are concerned with causes related to social justice (Eastman *et al.*, 2019:804), CRM may be a significantly effective strategy for engaging Gen Z and Millennial

consumers due to its efforts in merging socially responsible behaviour with social causes (Human and Terblanche, 2012).

Thus, there is growing evidence that Gen Z and Millennials are presented to instigate a business paradigm shift in regard to changing consumption patterns and effectively executed marketing techniques in reaching them. The literature has acknowledged the challenge in effectively reaching these consumer groups via digital strategies (Kassaye and Hutto, 2016:16) with more specific research required on the behavioural tendencies and preferences for advertising strategies of Gen Z and Millennials. Furthermore, the literature has demonstrated the importance of reaching these groups in terms of their influence, spending power and their increasing interest in corporate socially responsible activities, but research is limited in validating this idea. The need to research this is important in effectively reaching these audiences through appropriate CRM activity.

2.5 Summary and Emerging issues

The study of relevant social-cause advertising literature revealed that cause-related marketing is a complex and poignant landscape. To begin with, it is an overall challenging term to define as its similar terms overlap with each other, but all hold individual importance to the phenomenon. For the purpose of this research, the definition encompasses social responsibility, brand advocacy, and moral advertising.

The review of literature stressed the relevance of social cause advertising to marketers and brands and the need to implement it if companies want to gain competitive edge. However, it is more complicated than simply a brand associating themselves with a cause or a charity, since consumers are sophisticated enough to spot unauthentic and insincere attempts at cause-related advertising. Since there is limited research on this, by which *how* consumers process SCA messages and *why* particular attitudes are held towards specific cases, this research has value in its aim to investigate this specifically in terms of Gen Z and Millennial consumers, since there is limited research on how to effectively reach these consumers through genuine and meaningful CRM efforts.

Furthermore, a crucial opportunity for the implementation and development of cause-related messages in brands' advertising campaigns is that recommendations for such should be based on demographic specific research. Inopportunately, empirical data on how the Millennial and Gen Z demographics perceive brand's efforts to engage with social issues in their advertising messages is scarce. Therefore, there is a need for empirical data on how social cause advertising impacts these two demographic groups that goes beyond purchase or no purchase, but rather investigates the extent to which this is impacted, and the aforesaid review of literature supports this claim.

To gain a deeper understanding of how consumers process cause-related advertising messages, empirical research will be implemented before being analysed against relevant theory. Specifically, the research will investigate how these messages impact consumer's intent to purchase and engage with the brand, whilst exploring the perceived authenticity of social cause advertisements, and potential challenges brands face when implementing this marketing tool.

Chapter 3: Methodology

3.1 Introduction

This section will first determine and justify the research paradigm appropriate for this dissertation before outlining the suitable research strategy in order to investigate and answer the research objectives and the relevant research approach that this dissertation will take. Furthermore, the data collection methods will be outlined, including how and where data will be collected and analysed, including site and sample selection, and the appropriate data analysis approach. Moreover, issues of reliability and validity will be considered, as well as potential ethical concerns in collecting primary data.

3.2 Research Paradigm

Positivism relates to the philosophical position of the natural scientist, working with an 'observable social reality to produce law-like generalisations' (Saunders *et al.*, 2015:135), whereby this strictly scientific empiricist method is concerned with uncontaminated data and facts that are not influenced by human interpretation or bias. This involves the detection of observable and measurable facts and consistencies which would 'lead to the production of credible and meaningful data' (Crotty, 1998; Saunders *et al.*, 2015:136). Developed as a critique to positivism from a subjectivist approach, interpretivism focuses on meanings that differ among humans depending on cultural background and circumstance, as well as differing from time to time to create different meanings, which produce different social realities (Saunders *et al.*, 2015:140). Therefore, interpretivists observe a relativist ontology and believe that a single phenomenon may have multiple meanings and interpretations rather than one truth that applies to all (Saunders *et al.*, 2015:140; Pham, 2018:3).

The research paradigm for this study focuses on the positivist approach since this research is concerned with gathering data that is consistent in order to generate valid and meaningful insights. Indeed, the ontology of interpretivism regarding 'producing verifiable knowledge of the meanings that constitute the social world' (Blaikie, 2010:99) holds some relevance to this research in terms of the aim of understanding consumer patterns in a marketing context, but the positivist approach is directly relevant to the research aims and objectives in working towards a stable understanding that can be summarised 'in terms of constant conjunctions between observed events or objects' (Blaikie, 2010:98). Furthermore, the type of singular, direct meanings that are produced from a positivist approach means that marketers and firms can use these findings to shape their CRM strategy, whereas an interpretivist approach would produce overlaps and multiple interpretations that would be confusing for a marketing strategy. Thus, based on its production of credible and meaningful data, the positivist approach aligns appropriately with the nature of this research in exploring how consumers process SCA messages that can be useful for marketers.

3.3 Research Strategy

The research strategy that will be used to establish the empirical research is through the distribution of questionnaires to the desired sample of Gen Z and Millennials. Since research objective 2 (RO2) is concerned with *how* and the impact of SCA on consumer purchase intention and engagement, it is critical that the research strategy aims to collect data that will provide insightful results to answer the research objective. The use of surveys aims to capture the potential data offer for ‘nuanced, in-depth and sometimes new understandings of social issues’ (Braun *et al.*, 2020:1). Moreover, surveys offer, as Braun *et al.*, (2020) describes it, a ‘wide-angle lens’ on the topic at hand, offering the potential to ‘capture a diversity of perspectives, experiences, or sense-making’ (Braun *et al.*, 2020:3). For this research, this diversity refers to sense-making of consumers’ attitudes towards CRM. Furthermore, surveys allow the collection of data from a much greater sample than other methods allow (Toerien and Wilkinson, 2004:70) and, through closed questions, predetermined answers are therefore easier to compare and analyse (Saunders *et al.*, 2015:452) by ensuring respondents will interpret questions in the same way (Harrison, 2007:2). The use of list (with an ‘other’ option) and category questions are useful for the research objectives of this study in gathering data about behaviours or attitudes (Saunders *et al.*, 2015:455).

Furthermore, the wording of the questions in survey research is critical (Smyth, 2016; Braun *et al.*, 2020) to ensure that the responses are valid – that is, they do not encourage bias or can be misread (Saunders *et al.*, 2015:462). This is particularly important for surveys since the nature of the design is fixed, whereby questions cannot be elaborated nor can individual responses be clarified. Thus, through both types of questions – demographic and topic-based – the question wording has been carefully and thoughtfully designed. For example, to ensure that the closed multiple-choice questions are not biased by preventing certain answers from being given, the ‘Other’ option will allow participants the opportunity to use their own words, which also aims to inspire meaningful responses for in-depth data (Patton, 1990; Saunders *et al.*, 2015).

For the main topic-based questions of the survey, it proves useful to utilise guidance on interview question design to aid designing questions that will generate useful and meaningful data. To ensure that the survey questions remained relevant and valuable to the research aim and objectives, sub-categories were devised in order to answer the objectives:

Sub-category	Explanation
Understand consumers as individuals – engagement in and attitudes of pro-social behaviour	have/do they engage in brand’s social cause campaigns, familiarity with SCA campaigns (can they name examples?)
Perception of cause-related marketing and factor of ‘authenticity’ and altruistic/egotistic	feelings and views of these campaign types, how far are they influenced by CM campaigns (is the purchase/engagement motivated by cause?), perception of authentic/sincere ads (do they think that they are always sincere?), likewise, perception of brand (favourability and familiarity)

Consumer motive and impact	potential personal benefits when engaging? Feelings when engaging? Does CM change perceptions of a brand?
Concluding question	what elements are most important for a CM campaign to appeal to you? (open ended question)

Table 1 - Survey sub-categories

This was a critical part in the process of designing the questions to ensure they remain on topic and answer the research objectives in order to generate relevant and significant insights that can be a useful aid for brands and marketers. Appendix 2 contains the questionnaire that was distributed for this study.

3.4 Research approach

A deductive research approach involves the development of a theory to explain patterns or an association between two concepts, from which the relevance can be tested (Blaikie, 2010:85). Furthermore, Blaikie (2010) redefines the deductive research strategy in a more pragmatic way, whereby any deductive explanation should be considered amongst other possible explanations (Blaikie, 2010:87). As Blaikie (2010) defines it, the explanation can be recognised initially if it ‘meets the research objectives in a particular context, satisfies the stakeholders, and produces useful outcomes’ (Blaikie, 2010:87). On the other hand, an inductive research approach aims to determine limited generalisations about the allocations of patterns and ‘observed or measured characteristics of individuals and social phenomena’ (Blaikie, 2010:83). It involves the formulation of a theory, often referred to as a conceptual framework, with stress on context, which makes it a less rigid approach than deductive (Saunders *et al.*, 2015:147).

Since this study is concerned with collecting quantitative data from questionnaires to meet the research objectives and produce useful insights for marketers, this research takes a deductive approach, as defined by Blaikie (2010), whereby the research begins with a tentative idea of CRM and consumers’ attitudes with the aid and research gaps of previous literature that is then tested by gathering suitable, relevant data to compare and contrast the conclusions to determine data consistent with the theory.

3.5 Data collection

This section will outline the participant sample, including who they are, and the number approached and the number of responses, before detailing the appropriate sampling technique to recruit the desired sample followed by the overall data collection process.

3.5.1 Participant sample

Since this research is concerned with two specific demographic groups – Gen Z and Millennials – the desired participant sample consists of individuals aged between 18 and 37. The need to survey these consumer groups comes from a study which found that 83% of millennials believe it is important for the brands they buy from to

align with their own beliefs and values (EngageforGood, 2018, [online]), as well as another study which found that 90% of Gen Z participants believe that companies must respond to help social and environmental issues (EngageforGood, 2018, [online]). Moreover, supporting academic research suggests that Millennials are concerned with social and environmental issues, so it is important to reach this demographic from a marketing perspective (Kassaye and Hutto, 2016:19), with Gen Z sharing similar values and beliefs as Millennials (Kim and Austin, 2019; Francis and Hoefel, 2018).

In terms of recruiting participants, the most affordable and readily available way to begin this stage is through convenience sampling, where individuals of the target demographic are approached due to being easily accessible to the researcher (in this instance, fellow students in close proximity) and certain levels of availability at a certain period (Etikan *et al.*, 2016:2). This sampling technique is also suitable in reaching the desired demographic for this research in an efficient way since the members of the target population that would be readily available to the researcher fall into the Gen Z and Millennial criteria. From this, to boost responses, another affordable and efficient technique of snowball sampling was also used, which is useful in helping to identify hidden, but relevant populations that might not otherwise have been included based upon referrals from current participants (Johnson, 2014). With the former sampling technique distributing the questionnaire via email invite and the latter technique reaching out through posts shared in user groups online, the target sample was efficiently reached.

3.5.2 Data collection process

Selecting the method by which to collect data is equally as important as determining an appropriate research strategy and, as such, depends on the research objectives and research design. Since this research is concerned with collecting primary data through questionnaires, the most effective way to distribute the survey is through internet-mediated access, using the Web, email and relevant online groups to gain virtual access to deliver questionnaires (Saunders *et al.*, 2015:222). This is particularly appropriate since the participant sample consists of digitally native individuals, confident and comfortable with various internet-related technologies (Kassaye and Hutto, 2016:17), so this would be the most effective approach to access the desire sample.

Once the questionnaire is designed and the sample is selected, the data collection process can begin. The questionnaire was created in Google Forms, a platform which is compatible on both desktop and mobile, making it suitable on both Web and mobile displays (Figure 1 shows how the questionnaire appears to participants on a desktop). It was delivered via a Web link, initially sent to the target demographic through email to invite them to take part, followed by the use of online user groups to recruit more participants. This followed the netiquette proposed by Hewson *et al.* (2003) whereby postings to user groups remained relevant and did not exceed the recommended maximum threshold of invitations (Hewson *et al.*, 2003; Saunders *et al.*, 2015:476).

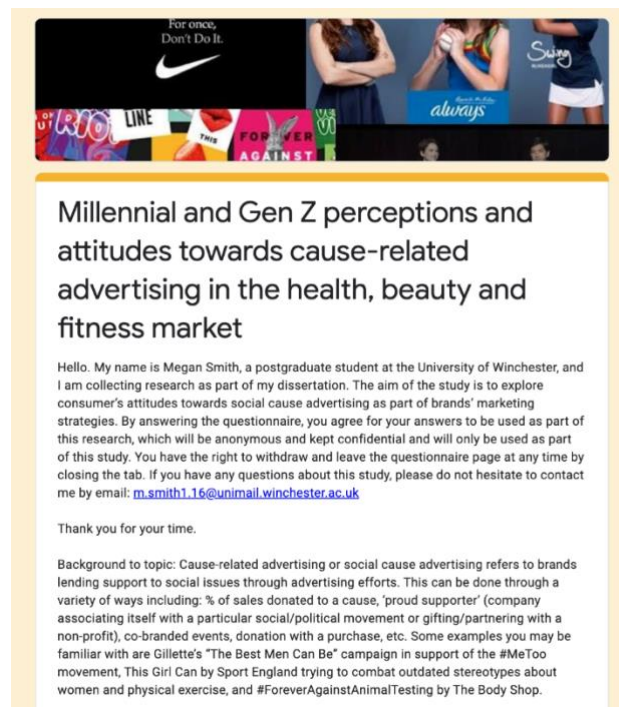


Figure 1 - Questionnaire in Google forms

Reaching out to the target sample via online groups to advertise the questionnaire is a suitable method for this study since the research aim is concerned with Gen Z and Millennial consumers, and online is an appropriate platform to approach these digital natives. Hence, the questionnaire was open for around two weeks before a suitable response rate was reached.

3.5.3 Pilot study

It is necessary to pre-test the survey before it is used in a full-scale survey to identify any potential mistakes that need correcting or any areas that need revising, including wording of questions, so that there will be no issues in recording the data. The pilot study is critical to ensuring the questionnaire will succeed and, despite the limited time and resources available, a trial run was still implemented. This was done in the form of an informal pilot study, asking a selection of fellow students to read through the questionnaire and report back with feedback, providing a sense of level of reliability and suitability of the questions, as well as the questionnaire's face validity. As well as allowing suggestions to be made on the structure and face-value of the questionnaire, this form of pilot study helped determine content validity by allowing the opportunity to make any necessary amendments suggested by those who tested the questions before it reached the sample (Saunders *et al.*, 2015:473).

3.6 Framework for data analysis

Before it is coded and analysed, quantitative data expresses little meaning and significance to most people. Therefore, these data need to be processed and coded to turn them into useful information, from which valuable insights can be drawn, through the interpretation of appropriate graphs, tables and statistics (Saunders *et al.*, 2015:496).

For this research, once the required number of survey responses was reached, the data was first cleaned and coded in an Excel spreadsheet to represent numerical codes in preparation for the analysis software (see Appendix 3). Next, the data spreadsheet was imported into the statistical analysis software IBM SPSS Statistics, whereby the once string data before the coding stage is ready for SPSS analysis in its numerical data form. Exploratory analysis was the first step of the overall analysis stage, looking at individual variables guided by the research objectives, including relative amounts, notably the highest and lowest data values, percentages for data values and distributions of data values, before comparing cumulative totals for data values and variables and searching for correlations between cases for variables (Kosslyn, 2006; Saunders *et al.*, 2015:512). Following this framework for data analysis will aid the production of valuable and relevant visual graphs and charts to best represent the data.

3.7 Issues of reliability and validity

To address the consistency and accuracy of the measure, issues of reliability and validity are critical to consider in order to evaluate the quality of the research design (Middleton, 2019, [online]). By ensuring that the research process is sophisticated and well-planned, potential reliability and validity issues will be avoided. This included establishing the sample set and size, and ensuring that the sample preparation, external factors, and measurement techniques are controlled and accurate. Ongoing critical reflection of data collection methods will help ensure that the data collected is as relevant, pertinent and sufficient as possible (Noble and Smith, 2015:2).

The extent to which the data collected holds internal validity and reliability depends on the design of the questions, the structure of the questionnaire and the precision of the pilot testing (Saunders *et al.*, 2015:449). Moreover, for a questionnaire to be valid it should produce accurate data that measure the concepts intended to be collected, whilst also having collected data consistently to ensure that it is also reliable (Saunders *et al.*, 2015:449). This has been discussed by Foddy (1993) whereby for a 'question-answer sequence to make sense, the question must be understood by the respondent in the way intended by the researcher and the answer given by the respondent must be understood by the researcher in the way intended by the respondent' (Foddy, 1993:17), explained through four stages that must transpire for the question to be deemed valid and reliable (see Figure 2), which assisted the questionnaire design process by ensuring that the questions will produce credible and meaningful data.

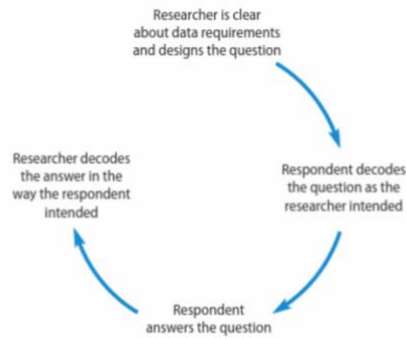


Figure 11.2 Stages that must occur if a question is to be valid and reliable
 Source: Developed from Foddy (1994) *Constructing Questions for Interviews and Questionnaires*. Reproduced with permission from Cambridge University Press

Figure 2 - Stages of a valid and reliable question (Foddy, 1994; Saunders et al., 2015)

3.8 Ethical considerations

This dissertation involves conducting primary research on real people, so it is important to be aware of potential ethical concerns during the data collection process so that they can be avoided, from which the most relevant ones to this research have been identified (see Appendix 4 for the full analysis). Before any data can be collected, an ethics form must be approved and signed by the assigned supervisor and a second scrutineer to practice good ethics (Saunders *et al.*, 2015:240) and to demonstrate that the research is sound and has been approved for practice (see Appendix 1).

The ethical concern regarding potential for harm is important to consider, referring to physical, psychological, emotional and social harm (Polonsky and Waller, 2010:62). Despite the fact that this research is not harmful in its nature nor does the researcher believe any harm will occur, it is still critical to be aware of this potential issue as the participants or potential participants may feel the opposite way (Polonsky and Waller, 2010:62). To overcome this issue, the participants are provided with a detailed brief of the study so that they are fully aware of the topics and the nature of the study prior to taking part. Moreover, if they are unsure or need further clarification, they are welcome to contact the researcher with any questions.

Another notable ethical concern to consider is the protection of data, whereby it is critical that participants feel and agree that the data they provide is confidential and will only be used for the purpose of the study. The questionnaire will abide by this by providing participants with a brief before they begin the survey about the aims of the study and how their data will be handled. By ensuring full anonymity and confidentiality of the participants, this will also ensure that informed consent is achieved, whereby participants are fully informed about the study and are also aware that they can withdraw at any time. From recognising these ethical concerns and ensuring that they are not infringed, this ensures that the research is suitably prepared to research human participants to a high ethical standard.

Chapter 4: Findings

4.1 Introduction

This section will reveal the results of the survey described in the previous chapter. The research focuses on Gen Z and Millennial consumers recruited through the aforementioned sampling techniques to reach the desired response rate. First, a description of the respondents' demographic answers is provided to introduce the results. Then, using SPSS software, the next stage of quantitative results will be presented visually through the use of appropriate tables, charts and graphs.

4.2 Demographic analysis

This analysis is based on 105 responses of participants aged from 18 to 37 to meet the Gen Z and Millennial consumer criteria of this research. Once the desired number of responses was reached, the data was exported into an Excel spreadsheet where it was cleaned and coded in preparation for SPSS. Since most of the answers were string data, coding was an important step in terms of allocating each answer from each question a number to prepare it suitably for the analysis software.

Since this study is concerned with a specific demographic, it is important to provide a summary of the respondents' demographic information to help guide future research. Table 2 shows the demographic information breakdown of respondents regarding their age and gender, whereby the most frequent cross-category were females aged between 22-25.

Gender and Age	Column Labels			
Row Labels	Female	Male	Non-binary	Grand Total
18-21	13	14		27
22-25	48	8	1	57
26-29	6	2		8
30-33	4	3		7
34-37	4	1	1	6
Grand Total	75	28	2	105

Table 2 - Age and gender pivot table

Over half of the respondents were aged 22-25, with this category representing 54.3% of total responses (2), whereas the 30-33 age bracket made up the lowest response frequency of 6.7% (4). Table 3 presents the age frequency and percentage breakdown of participants, and Figure 3 shows the visual breakdown of this demographic information in a pie chart generated in SPSS.

Age coded				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	27	25.7	25.7
	2	57	54.3	80.0
	3	8	7.6	87.6
	4	7	6.7	94.3
	5	6	5.7	100.0
Total	105	100.0	100.0	

Table 3 - Age frequency and percentage breakdown

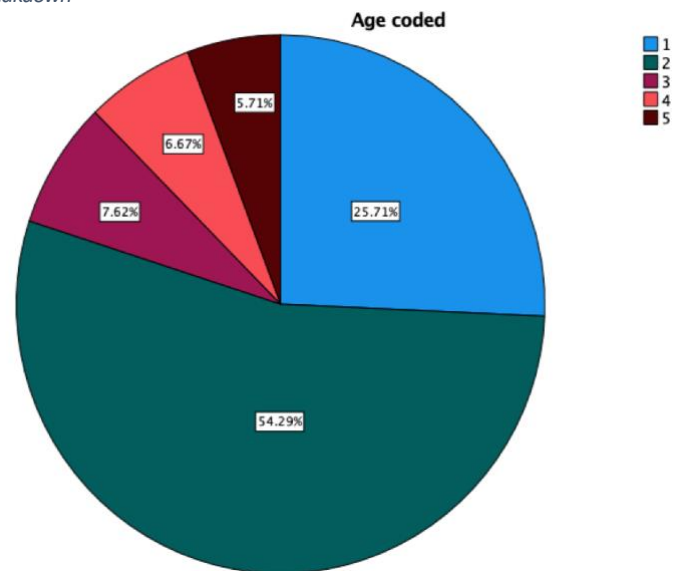


Figure 3 - Age percentage breakdown

Figure 4 is a bar graph presenting the employment status of the participants surveyed, whereby 47.62% of respondents were students, 32.38% work full time and 16.19% work part time. Due to the sampling technique of convenience sampling that was used to recruit participants and since the researcher is a postgraduate student, the types of people that were most accessible to the researcher were fellow students. Therefore, these results are not

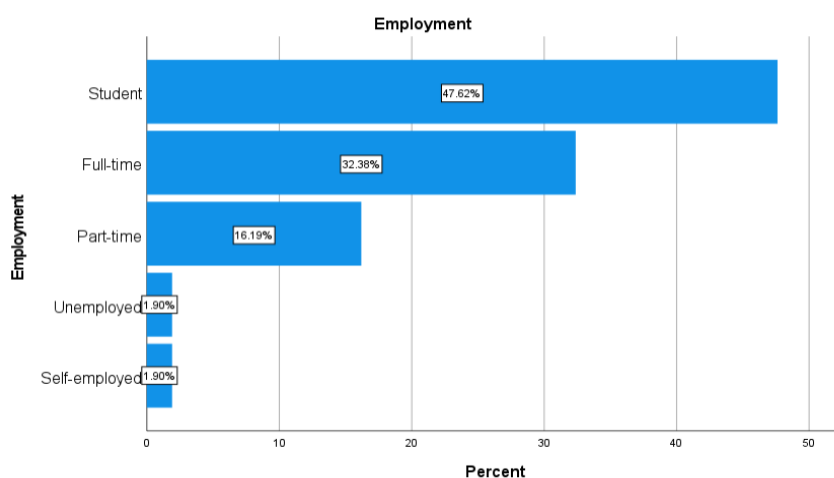


Figure 4 - Employment status of participants

generalisable to the wider population as they represent a small demographic of the entire population. However, the ratios of participants' employment status should not hinder the significance of the results since the age of students fits the Gen Z and Millennial consumer criteria.

It is interesting to present the age of participants against familiarity with CRM campaigns. Table 4 is a pivot table showing the frequency breakdown of participant ages and familiarity with CRM. Indeed, the younger age brackets (18-21 and 22-25) made up a significantly higher number of the total responses, however, these age groups claimed to be more familiar with CRM campaigns than those aged over 30.

Age and familiarity Row Labels	Column Labels					Grand Total
	Fairly	Neutral	Not at all	Slightly	Very	
22-25	23	18	2	6	8	57
18-21	5	6	8	7	1	27
26-29		1	2	2	3	8
30-33	2	1	2	2		7
34-37	2	1		2	1	6
Grand Total	32	27	14	19	13	105

Table 4 - Age and familiarity pivot table

4.3 Perceived Authenticity of Social Cause Advertising and Associated Challenges

The majority of respondents have questioned the authenticity of a brand's decision to support a particular social or environmental issue at some point before, with 83.8% having done so either always, often or sometimes (see Figure 5). This is not surprising since Figure 6 shows that 16.2% (4) of respondents generally view brands and their CRM efforts as inauthentic or insincere and 19% think that it is purely profit motivated (3).

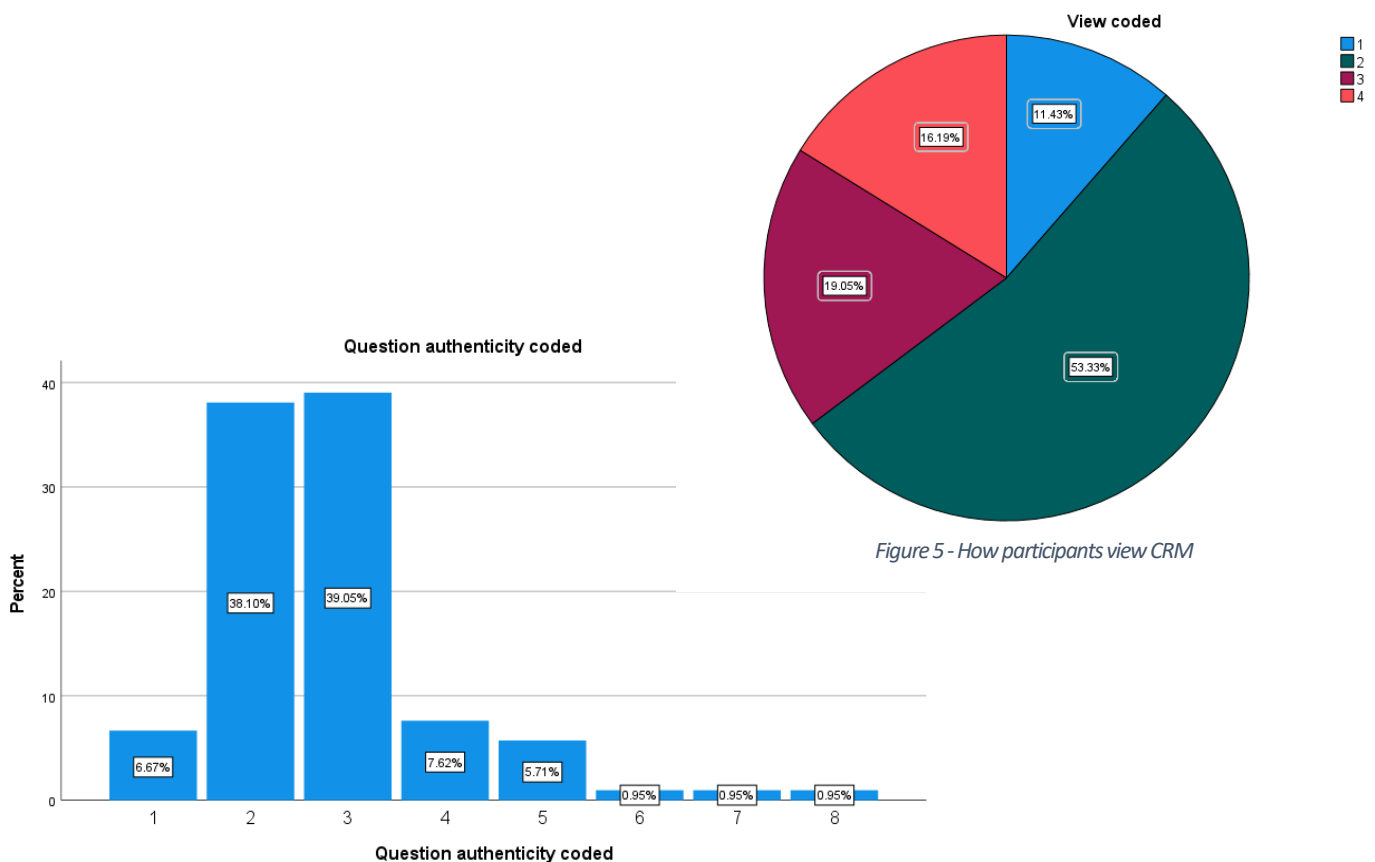


Figure 5 - How participants view CRM

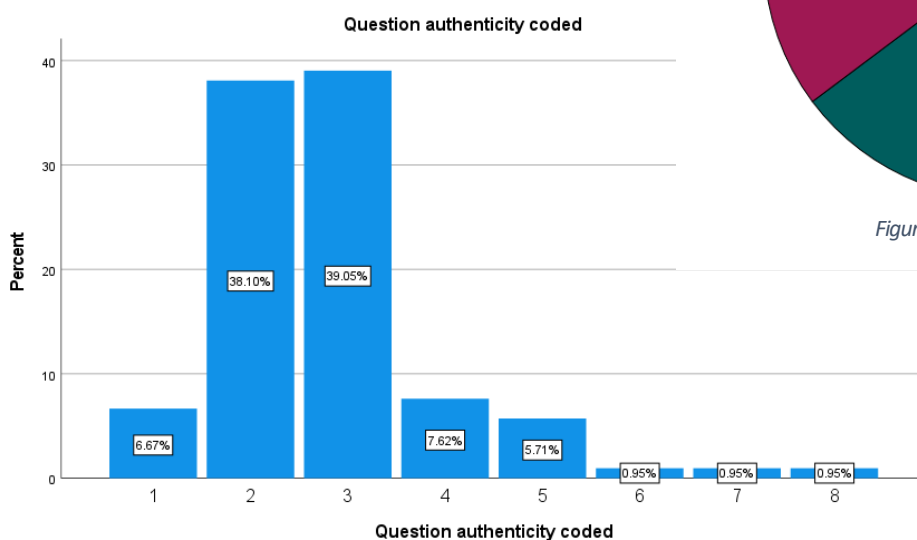


Figure 6 - Respondents questioned authenticity %

To test the significance between questions of authenticity and views of brands and their SCA campaigns, a one-way ANOVA test was conducted using SPSS software (Table 5).

View coded	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.273	7	1.896	2.630	.016
Within Groups	69.927	97	.721		
Total	83.200	104			

Table 5 - View and Question Authenticity Anova

A common rhetoric throughout participant responses was that of brand genuineness or, as it has been referred to in previous literature, authenticity (Ndasi and Akcay, 2020; Lafferty and Edmonson, 2009). Even though Q17 was aimed at gathering an insight into purchase intentions, the elaborated responses indicated towards authenticity (Table 6), in terms of genuine support of the cause and the adequacy of actions towards the cause. This shows that it is not as simple as yes or no, but rather perceived authenticity is a factor that influences intentions to purchase and engage.

		Frequency	Percent	Valid Percent
Valid	How genuine their support of the cause was and also their general ethics	1	1.0	1.0
	If there is a cause I do not care about sure if cause I dislike then yes if cause I care about still no	1	1.0	1.0
	the adequacy and effectiveness of their actions towards the cause	1	1.0	1.0

Table 6 - Q17 elaborated responses

When asked about how a brand's association with a social cause impacts their impression of a brand (Q7), a frequent number of elaborated responses said that the cause was important in determining this. Table 7 shows the responses to this question, including the elaborated responses. Out of 7, 4 of the responses mentioned the cause itself being important in their impression of a brand's association with a social cause, whether it be due to the desire for it to align with personal values or the appropriateness and genuineness of the claim. This shows that authenticity refers to the type of cause, whereby it is considered by consumers that a relevant and meaningful cause to the brand is perceived highly.

Impression					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Can be offputting	1	1.0	1.0	1.0
	Depending on the cause and if it is aligned with my value I think more highly of them	1	1.0	1.0	1.9
	Depends how performative it is	1	1.0	1.0	2.9
	Depends on the social cause	1	1.0	1.0	3.8
	Depends what the cause is	1	1.0	1.0	4.8
	I think it depends on how genuine they seem as sometimes it can seem like a brand is just saying what they need to say to look good without really following through (e.g. when brands put rainbows everywhere during pride month but otherwise don't particularly support the LGBT community)	1	1.0	1.0	5.7
	Increase the top of mind recall however will not buy them because of it	1	1.0	1.0	6.7
	It doesn't make a difference	31	29.5	29.5	36.2
	Think more highly of them	67	63.8	63.8	100.0
	Total	105	100.0	100.0	

Table 7 - Brand's association with a social cause and impact on impression

On the opposite side to authenticity, the emotional intensity of terms like 'dumb cause' (Q14) and 'cash grab' (Q8) show that a minority of respondents have strong negative impressions of SCA and do not see it as an authentic tool (see Appendix 5 for all elaborated responses). Table 8 shows how a brand they usually shopped from remaining silent on a social issue would impact respondents' decision to purchase/engage, with mixed results. It is interesting that 56 respondents voted that it would not make a difference, showing that despite the interest in CRM, this is not reflective in purchase decisions. Furthermore, one response made reference to 'performative activism,' which again shows that some consumers are cynical about brands' CRM efforts and perhaps it is difficult to change their perception to one that positively impacts purchase decisions for companies.

Impact decision to purchase/engage					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Depending on the price difference	1	1.0	1.0	1.0
	Depends on cause if I agree with cause then doesn't affect if a dumb cause it doesn't affect me if it affects me negatively then I will not buy from them	1	1.0	1.0	1.9
	Depends on the cause	1	1.0	1.0	2.9
	Depends on the social issue.	1	1.0	1.0	3.8
	I don't know for sure	1	1.0	1.0	4.8
	I'm not sure I would completely stop purchasing from them all together however, I would be proactive in looking for other stores/brands instead of said other- eventually I would stop shopping with them all together.	1	1.0	1.0	5.7
	if I found another brand to be more aware I would not hesitate to buy from them	1	1.0	1.0	6.7
	It wouldn't - I'd rather they said nothing than performative activism	1	1.0	1.0	7.6
	Would depend on the quality of the product itself and the frequency used	1	1.0	1.0	8.6
	Would continue to buy/engage	19	18.1	18.1	26.7
	Would stop buying/engaging	21	20.0	20.0	46.7
	It wouldn't	56	53.3	53.3	100.0
	Total	105	100.0	100.0	

Table 8 - Impact on decision to purchase/engage

4.4 Gen Z and Millennial Consumers' Attitudes and Intention to Purchase and Engage

As predicted, the majority of respondents view a brand's association with a social cause positively, with 63.8% thinking more highly of the brand, and 29.5% choosing that it does not make a difference on their impression of the brand (see Figure 7 for the visual graph). This shows that the research found that CRM does affect most consumers' impressions of the brand in a positive way.

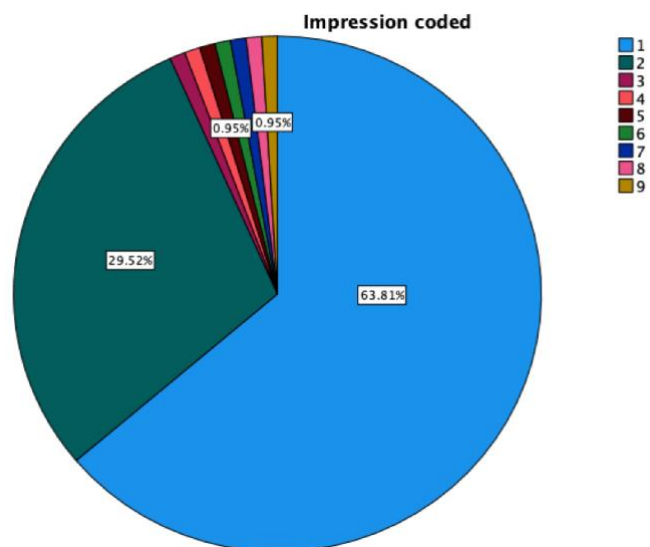


Figure 7 - Impact of brand's CRM on impression

When asked about their level of influence by this kind of marketing activity, in terms of purchase intention and engagement level, 75.2% of respondents would be more likely to buy from the brand and 82.9% more likely to engage with the brand, versus 11.4% less likely to buy and 8.6% less likely to engage (Figure 8). To explain the reasons behind this high likelihood to purchase and engage, 60% of respondents agreed it was to support the cause, 20% to 'do good,' 9.52% to support the brand and 7.62% to make oneself feel better (Figure 9).

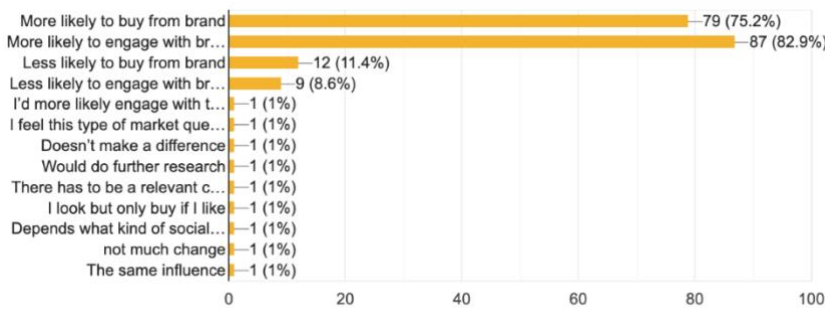


Figure 9 - Level of influence

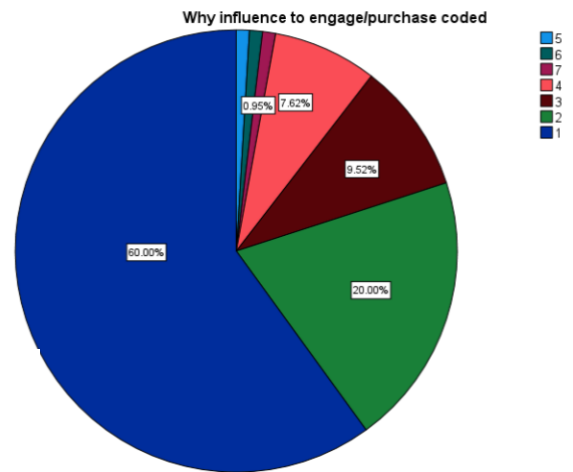


Figure 8 - Level of influence (pie chart)

On the other hand, respondents were next asked how their perception of a brand they usually shopped from would change if said brand remained silent on a recent social issue. It is surprising to report that 57.1% said that it would not change their opinion, followed by 33.3% finding that it would negatively impact their opinion and not appearing to be socially responsible, and 9.5% holding a positive association with a brand deciding not to be politically involved. Similarly, 53.3% of respondents said this would not impact their decision to purchase or engage. However, 20% would stop buying/engaging.

When asking consumers about how their intention to purchase or engage would be influenced by a CRM campaign, the responses referred to potential challenges for brands when incorporating CRM. Looking at the '1' frequencies in Table 9, which represents those respondents who selected the 'Other' option to answer the question in their own words, these findings demonstrate a few differing ways in which consumers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	How genuine their support of the cause was and also their general ethics	1	1.0	1.0	1.0
	How well suited the cause is to the brand	32	30.5	30.5	31.4
	If there is a cause I do not care about sure if cause I dislike then yes if cause I care about still no	1	1.0	1.0	32.4
	It does not make a difference	16	15.2	15.2	47.6
	the adequacy and effectiveness of their actions towards the cause	1	1.0	1.0	48.6
	The cause itself	54	51.4	51.4	100.0
	Total	105	100.0	100.0	

Table 9 - Influence to engage/purchase frequency

feel critical and cynical towards CRM which creates challenges since these conflicting views make it difficult for

brands to shape their campaigns in the most effective way. Interestingly, all three of the elaborated answers refer to the importance of the cause in some way, whether it be how genuine the brand’s support of the cause is or the effectiveness of their actions towards the cause.

The single most interesting response from this question was the one in which “the adequacy and effectiveness of their actions towards the cause” would influence their decision to purchase or engage, showing that consumers carefully evaluate the execution of brands’ CRM campaigns in terms of effectiveness and substance.

In regard to factors that influence consumers’ purchase decisions, the findings in Table 10 highlight conflicting aspects that respondents identified as impactful. Out of the elaborated responses, price was the most reoccurring factor. With 33.3% preferring a certain brand, it is clear that respondents rate these factors – price and brand familiarity – above anything else.

Brand purchase decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisement or personal choice from the appearance of the product	1	1.0	1.0	1.0
	Don’t care for a brand unless it supports what I like	1	1.0	1.0	1.9
	I don’t buy famous or luxurious brands. I only choose cheap products.	1	1.0	1.0	2.9
	I just stick to the usual brands I know. I go off past experience.	1	1.0	1.0	3.8
	Price and convenience	1	1.0	1.0	4.8
	Product not brand	1	1.0	1.0	5.7
	Quality of products and price	1	1.0	1.0	6.7
	research the brand + offer’s adequacy	1	1.0	1.0	7.6
	Style	1	1.0	1.0	8.6
	Style and look	1	1.0	1.0	9.5
	What ever I like	1	1.0	1.0	10.5
	Social media presence	12	11.4	11.4	21.9
	Influenced by others	17	16.2	16.2	38.1
	Research the brand	30	28.6	28.6	66.7
	Prefer a certain brand	35	33.3	33.3	100.0
	Total	105	100.0	100.0	

Table 10 - Respondents' purchase decisions

Overall, the type of cause was a reoccurring factor in respondent’s influence to engage with or purchase from a brand’s SCA campaign. Furthermore, the results show that familiarity with the brand and the cause and the perceived importance of the cause can have disparity in attitude towards the SCA campaign. Attitudes towards SCA campaigns were dependent on the type of cause and relevant values and concerns. A few respondents elaborated, stating that it is more important for the cause or campaign to align with their personal values. This

highlights that the cause is important to the consumer, resulting in higher intentions to purchase/engage. However, some questions uncovered negative attitudes from respondents towards SCA, going against the literature review research. For example, a response from Q13 stated that purchasing from a cause-related advertisement is “not a criteria I would purchase something on” and Q12 similarly elicited a low frequency of 3 responses whereby SCA would not influence them to purchase from or engage with a brand.

The last question of the survey (Q20) asked participants to select three elements that are most important to them for a social cause campaign to appeal to them. It is interesting that there are a number of reoccurring combinations, whereby respondents selected the same three options as most appealing to them. The combination with the highest frequency was ‘Focus on issue; Clear call to action; Effort from brand towards cause’ which occurred 9 times (Figure 10).

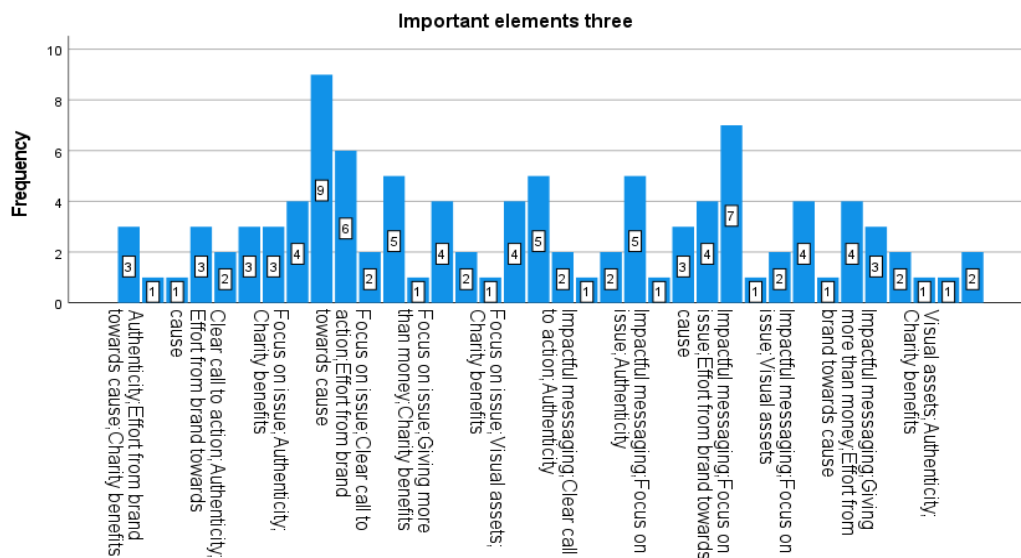


Figure 10 - Important elements of a CRM campaign

In terms of reoccurring single elements, ‘Focus on issue’ was selected the most, with 57.1% of respondents choosing this, followed by ‘Authenticity’ and ‘Impactful messaging’ (See Figure 11).

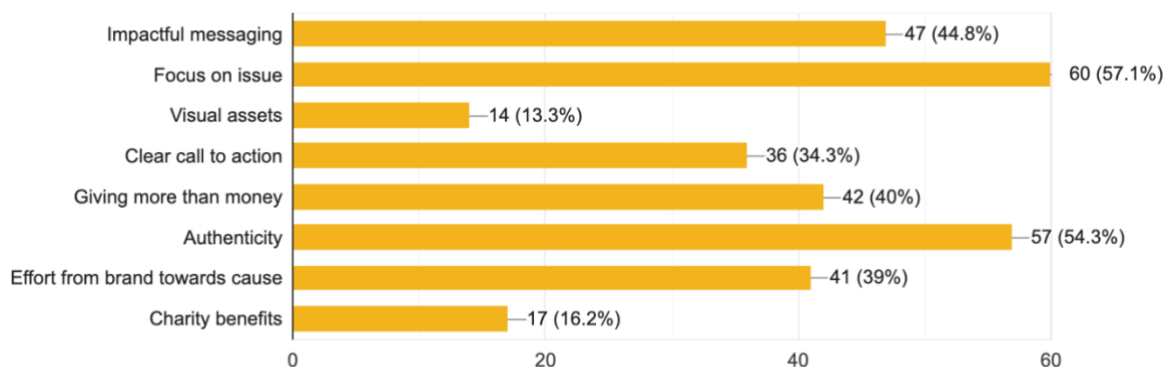


Figure 11 - Frequency of important CRM elements

Chapter 5: Discussion

The findings reveal interesting underlying subtleties for effective CRM campaigns among young consumers with imperative implications for firms incorporating such marketing tools. When considering overall familiarity of CRM as a marketing strategy, although the total number of respondents aware of this strategy was fairly low, as supported by the Dragon International Study (1991) and the Cone and Roper (1995) study investigating consumers' attitudes which found that only 26% of respondents studied could name socially responsible companies (Boulstridge and Carrigan, 2000:8-9). The findings reveal that consumers are relatively uninformed and unacquainted with CRM activity, but there is a blend of enthusiasm for brands to step forward and advocate for social issues for the benefit of society, whereas a minority of consumers perceive a firm's CRM efforts to be insincere and a form of 'performative activism' (discussed later in more detail in this section). This is supported by literature by Kim and Lee (2009) about consumer scepticism and cause-related marketing.

In terms of perceived favourability of a firm, the results suggest that the use of CRM does appear to affect Gen Z and Millennial's perceptions of the brand behind the campaign in terms of thinking more highly of them. While a small minority of respondents felt that their opinion and actions would not be influenced by this, for the majority CRM was notably associated with more favourable perceptions. For a few, however, this notion often presented itself as circumstantial. These involved decisions depending on, most commonly, the type of cause, and price and product. Interestingly, though, these factors did not necessarily translate into increased likelihood of purchase or engagement. Since respondents, through the chance to elaborate on their answers, explained that their level of influence by CRM activities and the resulting impact on purchase and engagement intentions (Q11 and Q14) was commonly determined by the type of social cause, this demonstrates that not only does the use of CRM campaigns affect Gen Z and Millennials' perceptions of the brand, but is also mediated by the type of cause. This has support in the literature as research by Kim (2017) found that proactive CRM approaches are more favourable and generate stronger intentions to purchase in consumers (Kim, 2017; Eastman *et al.*, 2019:818).

This also suggests that Gen Z and Millennials' purchases of an altruistic-motivated product may be vulnerable to a CRM strategy, since the research revealed a few respondents indicating towards the type of product (i.e., hedonic or utilitarian) as being circumstantial. This may be due to the pleasurable and emotionally-stimulating nature that hedonic products possess – implicit CRM attempts to tap into those emotions. This is supported by Strahilevitz and Myers (1998) who found that consumer response to CRM efforts is more beneficial when the type of products are hedonic (Melero and Montaner, 2016:162). This is further supported by the low number of respondents who claimed that CRM activity would have an influential impact on either positive brand perception or likelihood of purchase and the respondents who rated factors such as product and price/discount higher than socially responsible behaviour.

Therefore, an emerging avenue that was revealed from the findings of this research was that of product type as a powerful deterrent in purchase decision making. Since previous research supports this notion from the discovery that product type and cause-framing are important factors in the effects of execution style of a CRM campaign (Chang, 2012, 248), the research findings are significant in demonstrating the importance of the type of product and cause in Gen Z and Millennials' perceptions of brand favourability and intention to purchase and engage with brand's CRM efforts.

However, a significant amount of the elaborated responses indicated towards circumstantial discourses, since many respondents used the phrase 'depends on' when elaborating their reasons for behaviours. This can be confusing for both consumers and brands as it becomes difficult to determine what consumers perceive to be favourable within CRM campaigns based upon brand-damaging, inauthentic attempts. Compared with previous studies, this is a new dimension that contributes to the idea that consumers, even young value-driven ones, are in reality sceptical about brands' CRM efforts (Bloom *et al.*, 2006; Kim and Lee, 2009; Chaabouni *et al.*, 2021), causing them instead, as this research found, to question the authenticity of brands often.

The findings are interesting in terms of conflicting attitudes and behaviours that consumers practice in regard to the ways in which Gen Z and Millennials process cause-related marketing messages. Whilst most respondents seemed to agree that CRM messages are important in doing good for society and that being involved with a worth charitable cause is an attractive trait in a brand, a significant number still perceive other purchase-determining factors to be more important in this decision. This suggests that consumers do express a willingness to make more conscious purchases linked to a good reputation, (i.e., good brand and good cause), however this research has revealed that the reality is more likely to be that corporate socially responsible behaviour is not the most prevailing criterion in Gen Z and Millennial's purchase decision. This is supported by Boulstridge and Carrigan (2000) who reported that although consumers often articulate enthusiasm and willingness to purchase ethical products, they still rate price, quality and convenience as more important decision factors rather than responsible societal behaviour (Boulstridge and Carrigan, 2000:8). Instead, as this research revealed, other factors have a higher significance such as price, product and convenience with consumers' purchase decisions relying on personal reasons more than societal benefiting reasons. This contrasts with most of the literature review findings, and, therefore, should be perceived as a challenge.

This research demonstrates that these young consumer groups have conflicting consumption motivations, since indeed most respondents support and purchase from brands who support social and environmental issues, whereas only a minority care about what others think when they buy products. The latter finding contradicts with

previous literature that found that Millennials are more concerned than other generations about consuming for status (Eastman and Liu, 2012:95). This suggests that the intentions and attitudes of these consumer groups are not as clear-cut as previous research often indicates, and further research may be necessary into varying psychographic traits.

Referred to as the 'age of authenticity' (Frontify, 2021, [online]) whilst living in a world of scepticism, young consumers are seeking brand authenticity and value. The findings from this research suggest that Gen Z and Millennial consumers' concerns go beyond the mere presence of a cause-relating advertisement, whereby it is more meaningful to these groups for brands to be authentic in their follow-through with the campaign. The emergence of this theme from the research aligns with Ndasi and Akcay's (2020) identification of ad-context congruence, which they argue to be one of the dimensions that define the authenticity of the advertisement, whereby consumer perception is mediated by brand-cause fit.

In relation to RO2, the ways in which consumers process the messages from social cause advertising messages generated conflicting findings. There is a sense of an attitude-behaviour gap within the findings. Whilst participants' perceptions of SCA projected their attitudes towards the brand, this did not encourage desire to purchase (Hyllegard *et al.*, 2010; Eastman *et al.*, 2019:819). Similar to the results of this research, this proposes that while young consumers may like and expect brands to engage in CRM, this may not be a powerful enough factor to influence purchase intention. The findings of this dissertation suggest that a scenario in which CRM may have more of an influence on purchase intention is when there is a high fit between brand and cause, such as those brands who advocate for environmental change alongside a campaign in which they support a related environmental cause or charity. Therefore, it is recommended that CRM campaign efforts utilise brand-cause alliances that are perceived as suitable and prevailing to a Gen Z and Millennial audience.

In terms of the campaign elements that appeal to consumers, the findings revealed the most prevalent facilitators for consumers to perceive a CRM campaign as appealing. Since authenticity, as well as focus on issue and impactful messaging, was identified as a common appealing element, it is valuable to label this aspect as significant and, thus, should be treated thoughtfully by marketers who want to increase the impact of their CRM campaigns on Gen Z and Millennial audiences.

Summary

To summarise the research findings, this analysis revealed that most consumers perceive social cause advertising positively, as a desirable activity whereby brands try to do good for society. Furthermore, most consumers view cause-related advertising as demonstrating a firm's awareness of social and environmental issues versus a minority

viewing it in a negative way and as purely profit motivated. However, the findings also revealed that the type of social cause plays a part in consumers' view of SCA, with one that aligns with personal values being perceived as desirable and important to them.

Due to the increasing interest from consumers and recognised importance of socially responsible brand behaviour, firms face new challenges when attempting to incorporate CRM efforts into their marketing strategies. The research objective investigating authenticity and associated challenges unearthed how young consumers seek genuineness by critically evaluating brand's actions and responses to recent social issues.

As this analysis has demonstrated for this research, a concluding point is the importance of a twofold position that researchers and analysts need to grasp, both cultural affiliates and cultural critics. This has been achieved by connecting the story of the data with the broader overall story that the findings indicate about consumer's perceptions of SCA campaigns, as explained in detail as an implication in the next section.

Often, brands try to be too clever with their advertisements, which is when authenticity is lost, as supported by the literature and related real-world examples in which brands have failed to successfully deliver their CRM messages to their audiences. Clear and concise messaging is key, which is something that is needed to ensure consumers are not left confused by cause-related advertising efforts, which was an underlying discourse within these research findings.

Despite the abundance of previous literature finding that both Gen Z and Millennial consumers are willing to support CRM activity, this research uncovered contrasting findings that serve as new contributions to this topic. The findings discovered that these consumer groups are not necessarily willing to pay more for ethical products or charitable causes, since other factors are more important, suggesting that it is not entirely applicable to generalise these groups based upon demographic traits alone since demographic characteristics do not necessarily determine CRM favourability and consumer activity. Early studies on socially responsible consumer behaviour focused on demographic characteristics of socially responsible consumers, but these studies demonstrated inconsistent findings (Roberts 1996; Granzin and Olsen, 1991; Paek and Nelson, 2009:77), suggesting that 'personal traits may better explain the characteristics' of socially responsible consumers (Paek and Nelson, 2009:77). Therefore, instead, there should be a new emphasis on consumers' psychographic traits, which is more significant in better understanding consumers' feelings and attitudes and in shaping effective CRM campaigns.

Chapter 6: Conclusions

6.1 Introduction

The overall aim of this research was to advance an understanding of the term 'authenticity' in terms of Gen Z and Millennial's attitudes towards social cause advertising and the impact on intention to purchase and engage. The specific research objectives were, within the context of the health, beauty and fitness industry:

1. Identify the authenticity of social cause advertising and the challenges that brands encounter when incorporating advertising for the "human good"
2. Investigate how Gen Z and Millennial consumers process the messages from social cause advertisements and the impact on purchase intention and consumer engagement

This concluding chapter will revisit the above research objectives, summarise the key findings of this research, and propose specific conclusions in relation to each research objective. Also, recommendations for future research will be articulated, as well as the ways in which this research contributes to the development of SCA.

6.2 Summary of Findings and Conclusions

In summary, this research found that most Gen Z and Millennial consumers are positively influenced by social cause advertising in terms of brand perception and agree that it is important for brands to discuss social issues. Furthermore, most respondents are overall more likely to buy and/or engage with a brand that promotes social change and attempts to contribute positively to society. However, some elaborated answers unveiled other factors, such as price, convenience and brand loyalty/familiarity, are rated above socially responsible purchases, despite becoming more sophisticated consumers concerned with moral consumption. Interestingly, elaborated answers found shared attitudes in regard to authenticity and the importance of the type of social cause, showing that there is a common interest in CRM, but the findings were conflicting in long-term attitudes and greater emphasis on personal reasons for purchases over society-benefiting reasons.

6.2.1 Perceived Authenticity of Social Cause Advertising and Associated Challenges

The literature identified the importance of authenticity in SCA campaigns. Indeed, there is a demand from young consumers for brands to stand up against social issues, but the literature revealed that simply doing this is not enough on a long-term basis; rather, focus on the execution of such marketing activity is more important in order to be perceived as authentic. The literature acknowledged the desire that young consumers have for brands to represent similar personal values and beliefs through their campaigns. In terms of authenticity, this involves creating genuine and relevant campaigns that have a high level of brand-cause fit. However, the empirical research

showed that these ideas are not as straight-forward in reality; there are other factors that play a critical role in consumers' purchase-decision making that, as this research found, outweigh the predicted mediator.

In conclusion, the most significant ingredient is that of brand authenticity as perceived by consumers through CRM efforts. This is of particular relevance in society today, where Gen Z and Millennials have great spending power, and since these demographics have values concerned with truthfulness, loyalty, and genuineness, their voices are critical in shaping social cause advertisements. Thus, it was important and relevant for this research to investigate this notion within a growing industry.

6.2.2 Gen Z and Millennial Consumers' Attitudes and Intention to Purchase and Engage

As unveiled from this research, the fact that consumers' perceptions of social cause advertisements are often circumstantial, depending on factors explored in the analysis section such as type of cause and perceived authenticity level, can pose difficulties for firms and marketers in terms of truly understanding exactly what their target demographic want and what they view as important. Despite this challenge, this section will use the research findings to provide practical recommendations for marketers to effectively implement in their SCA campaigns.

Considering the growing importance of CRM in emerging markets that face many social issues, it is critical to understand the factors that influence the success and effectiveness of CRM campaigns and how these are perceived by consumers. This research sought to provide an in-depth understanding of how Gen Z and Millennial consumers perceive CRM activity within the health, beauty and fitness markets, specifically how this impacts their intention to purchase and engage with brands.

6.3 Theoretical contributions

This research demonstrated that, despite previous literature on Gen Z and Millennials consumers' demand for brands to take a stand and discuss prevalent social issues, this is not a consistent attitude among all young consumers since other factors, as uncovered in this research, are still at the forefront of consumers' minds in their purchase decision making. Rather, these are mere generalisations from dated studies looking at these consumer groups as a whole. Therefore, this research has contributed to the topic of SCA by suggesting that consumer-focused research should take on a new approach in which focus on the individual – psychographic traits – will produce more useful, meaningful results since demographic traits do not necessarily translate into favourable CRM consumer activity.

Another theoretical contribution from this research is that of perceived authenticity from consumers producing new challenges for brands who choose to adopt CRM into their marketing strategies. Since the research discovered that consumers evaluate brands' corporate socially responsibility attempts based upon different circumstances, as suggested by their inclination to often question brands' authenticity, it is a challenge, therefore, for brands to effectively execute their CRM campaigns due to the sceptical and cautious feelings of young consumers. Adding to the previous contribution that this research has demonstrated that consumer groups should not be generalised by demographic alone, this research also adds that

This dissertation made reference to the equity theory in terms of explaining consumers' behaviours, which align with the findings of this research. Since few researchers have applied such a theory to the phenomenon of SCA, a possible theoretical implication is that this study can serve as a basis for modifying the theory to make it more applicable to explain consumers' purchasing processes in regard to corporate socially responsible activities.

6.4 Practical implications

From the findings of this research, managers should implement socially responsible campaigns with efforts to connect with a cause that has a suitable fit with the brand, rather than a cause that has little relevance or meaning with a brand. Since the latter has been proven by this research to negatively impact consumers' perceptions of a brand, it is critical for brands to build a relationship with a cause that is relevant to the brand's values and is meaningful to the brand. Furthermore, Gelb (1995) suggests that more companies should reallocate their marketing communication spend to demonstrate their corporate responsibility, which would reassure concerned consumers (Gelb, 1995:75) by demonstrating that their approach is genuine.

This research theoretically and empirically supports the requirement to integrate different marketing situations in order to reach an intended audience effectively. It suggests that not only is it essential to consider what the advertisement portrays but also the manner and tone it takes when promoting a cause. Thus, the findings of this research should enable marketers and firms to effectively plan, communicate and implement their cause-related advertisements to effectively reach Gen Z and Millennial audiences.

Moreover, marketers and brands with a majority Millennial and Gen Z audience – or those seeking to target these demographics – would benefit from the in-depth insights generated from this research in order to aid their understanding of consumers' perceptions and attitudes towards cause-related advertising. Of particular significance is the stress of authenticity in a brand's approach towards a CRM campaign that this research has highlighted. Since this is a reoccurring and important concept to consumers as discovered in the empirical research, it is crucial for companies to shape their CRM campaigns thoughtfully and be authentic in their advocacy. Likewise,

the associated challenges when attempting to achieve this are significant for managers to understand before shaping a CRM campaign.

As this dissertation has demonstrated, authenticity is a 'major driver of advertising success' (Becket *et al.*, 2019; 41). However, it is not clear what authenticity means due to varying contexts and situations. This research presents an initial lens on the concept of authenticity in the context of digital CRM advertising and its impact on Gen Z and Millennial consumers' intention to purchase and engage. The research provides evidence that the collective effect of brand-cause fit and the type of cause (significance as perceived by the consumer) can define the authenticity of the advertisement. The identification of these scopes can aid understanding and help marketers use the term authenticity more unambiguously in marketing communications when working with the advertising team, for example. Thus, this research helps form a valuable layer for more effective and targeted communications.

The findings from this research can be used by marketers and firms to overall enhance the impact of their CRM campaigns, specifically to reach Gen Z and Millennial audiences effectively. Specifically, if firms aim to increase consumer engagement through CRM, they should create CRM campaigns linked to the cause that shows dedication to the cause since the research findings reveal this to be a recurringly significant determinant in consumers' perceptions of a brand's CRM efforts. However, purchase intention requires a different approach since the findings revealed that positive perceptions and enthusiasm about a brand's CRM campaigns do not necessarily translate into purchases.

6.5 Limitations and suggestions for future research

These findings contribute to the body of literature on CRM, but there are some limitations that are important to acknowledge to help guide future research. With regard to the participant sample, nearly half of the respondents were students, reflecting a small proportion of the UK demographic. It is valuable for further research to investigate whether the reported results would hold validity in a more representative sample of the population, in regard to other education and employment statuses. Likewise, this research solely explored the Gen Z and Millennial demographic; it would be valuable for researchers to investigate other consumer segments that are applicable to their brand and for comparison between generational groups in order to better understand their desired target market for more effective marketing communications.

There are limitations in terms of the research strategy used for this study. The main limitation with surveys is that it erases the opportunity to ask respondents to elaborate or expand on their answer and, despite the process by which the questions were carefully worded to avoid this, respondents cannot ask for any potential clarification or elaboration during the survey. Future research would benefit from a different research strategy, such as interviews

or focus groups, to allow for in-depth discussions and opportunities for further elaborations from participants to generate more detailed responses. This would be valuable since this research found that responses were often based upon circumstances (due to the recurrence of circumstantial answers, whereby the word 'depends' was used), and an interview setting would allow the researcher to prompt participants to expand and elaborate on their answers where necessary in order to gain further insight and clarity.

Indeed, there are advantages and disadvantages for all sampling techniques, but the sampling technique of convenience sampling selected for this research poses a specific potential limitation. Since this technique involves the researcher recruiting participants that are 'convenient' to the researcher, relating to the ease of obtaining a sample (Battaglia, 2011:2), it cannot generate generalisable results that represent the entire population, even though this was not the main aim of the research, but rather gathering in-depth consumer insights was of significance. Furthermore, it would be inaccurate to claim the findings as representative of a larger population. Rather, this technique was used as a form of exploratory research, providing ideas and insight that would be valuable to explore in further study for more representative research (i.e., surveying using random sampling to aid generalisability). Since the results of this study cannot be generalised, further research would benefit from carrying out a larger-scale study using random sampling in order to investigate a large target sample that can be applied to the wider population.

Furthermore, this research approached social cause advertisements from a wide angle, asking respondents to think about CRM as a whole. Future research would benefit from using specific examples, through the use of a case study as the research strategy, for example. Similarly, a direction in which this study can be extended is through the exploration of different facilitators of authenticity, since this research was limited to identifying only a few and its associated challenges. Since this research found that the effect of authenticity is only partly arbitrated by altruistic motive and feelings towards the cause, an extended study would benefit from exploring possible other significant facilitators of authenticity which can contribute towards the explanation of the relationship between authenticity and intention to purchase and engage.

Despite the abundance of research on the topic of SCA currently, there is still a requirement for more research, especially since the topic can take the form of multiple different avenues and incorporate varying factors and circumstances that impact the effectiveness of CRM campaigns. An example of this would be in terms of different sectors of the market. This research underlined the health, beauty and fitness industry; future researchers can replicate these tested data collection methods on other sectors.

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Appendices

Appendix 1 - Ethics forms



RESEARCH ETHICS FORM 1

WHAT LEVEL OF REVIEW DO I NEED?

GUIDELINES

This form is for students undertaking an undergraduate or master's dissertation. It will help you identify the level of review needed for your project. Before completing it, you need to discuss the ethical aspects of your project with your supervisor.

It is your responsibility to follow the University's Policy on the ethical conduct of research (*RKE Ethics Policy and Procedures*) and to follow any relevant academic guidelines or professional codes of practice pertaining to your study when answering these questions. If you do not this may constitute unethical conduct which is a form of academic misconduct (*Academic Misconduct Policy*, 2.12):

Unethical conduct which deviates from the ethical standards for academic work, as defined in the *RKE Ethics Policy*. Examples include:

- a) failure to gain ethical approval, where appropriate;
- b) coercion or bribery of project participants (excluding legitimate payment);
- c) breach of confidentiality or improper handling of privileged or private information on individuals gathered during data collection.

The questions and checklist in this proforma are intended to guide your reflection on the ethical implications of your research. Explanatory notes and further details can be found in the Policy document.

SECTION 1

DETERMINING WHETHER YOU REQUIRE ETHICS REVIEW

YOUR PROJECT	
Project title:	Social Cause Advertising: an investigation into how digital advertising for the “human good” and brand-cause fit might influence Gen Z and Millennial consumer engagement and purchase intentions.
Your name:	Megan Smith
Your supervisor:	Hien Nguyen

1.	Is the proposed activity classified as Research or Audit /Service Evaluation or similar?	
	<input checked="" type="checkbox"/> Research	<input type="checkbox"/> Audit or Service Evaluation
	<p><i>Use the Policy to help you answer this question. If the proposed activity meets the definition of research (see the policy), CONTINUE.</i></p> <p><i>If the activity is classified as an audit or a service evaluation, STOP. You may not need to seek ethics approval, but you do need to formally register your project with your supervisor, along with a project outline and documentation. To do this complete Form 2. However if your project requires you to gather data by interview, focus group, observation or non-anonymous questionnaire, then CONTINUE.</i></p>	
2.	Does the research involve living human participants, human samples or data derived from individuals who may be identifiable through that data?	
	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
	<i>Use the Policy to help you answer this question.</i>	
3.	Does the research involve the use of documentary material, papers, literary works or archive documents <u>in the public domain</u>?	
	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
	<i>Use the Policy to help you answer this question.</i>	

	<p><i>If you answer NO because the works are in a private archive or closed collection, do the following: complete Form 2, including details of the nature of the private /closed collection and provide evidence of the permission to use this material for research purposes.</i></p> <p><i>If you answer YES, you need to formally register your project with your supervisor, along with a project description. To do this complete Form 2.</i></p>	
4.	<p>Does the data you will collect contain <i>any</i> information that could be linked back to participants or that might identify them (e.g. name, address, photo, voice, email)?</p>	
	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
	<p><i>If you answer NO, you need to formally register your project with your supervisor. To do this complete Form 2.</i></p> <p><i>If you answer YES, CONTINUE.</i></p>	

☞ Reaching the end of these questions, **either** you will have been directed to complete form 2 **or** you should continue to section 2.

If you are still unsure whether you need ethics review or not, please re-read The Policy and email your supervisor with details of your project.

SECTION 2

DETERMINING THE LEVEL OF ETHICS REVIEW REQUIRED

<i>Please mark with an <input checked="" type="checkbox"/> as appropriate</i>	YES	NO
<p>Does the research involve individuals who are vulnerable?</p> <p><i>For example: vulnerable children, over-researched groups, people with learning difficulties, people with mental health problems, young offenders, people in care facilities, including prisons. For a note on research with children, see Appendix 2 of the Policy.</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will it be necessary for participants to take part in the study without their knowledge and consent at the time?</p> <p><i>For example: covert observation of people in non-public places, use of deception. See Appendix 2 of the Policy.</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will the study involve discussion of sensitive or personal topics?</p> <p><i>For example: (but not limited to) participants' relationships, emotions, sexual behaviour, experience of violence, mental health, gender, race / ethnicity status or experience, political or religious affiliations. Please refer to the Policy.</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Is there a risk that the highly sensitive nature of the research topic might lead to disclosures from the participant concerning their own involvement in illegal activities or other activities that represent a threat to themselves or others which may need onward reporting?</p> <p><i>For example: sexual activity, drug use, illegal activities or professional misconduct.</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Might the research involve the sharing data or confidential information beyond the initial consent given?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

<p>Might participant anonymity be compromised at any time during or after the study?</p> <p><i>For example: will the research involve respondents using the internet, social media, or other visual /vocal methods where respondents may be identified?</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Is the study likely to induce severe physical harm or psychological distress?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Does your research involve tissue samples covered by the Human Tissue Act (2004)?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Is there a possibility that the safety of the researcher may be in question?</p> <p><i>For example: research in high-risk locations or with high risk groups.</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Does the research involve creating, downloading, storing or transmitting material that may be considered to be unlawful, indecent, offensive, defamatory, threatening, discriminatory or extremist?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Answering **YES** to **any** of these questions likely means your project is unsuitable for a dissertation and you should contact your supervisor.



RESEARCH ETHICS FORM 2

SELF DECLARATION

GUIDELINES

This form is for students undertaking an undergraduate or masters dissertation. You will be completing it as a result of working through Form 1. Form 1 has indicated your project does not need ethics review, but you do need to register your project with your supervisor /department.

It is your responsibility to follow the University's Policy on the ethical conduct of research (*RKE Ethics Policy and Procedures*) and to follow any relevant academic guidelines or professional codes of practice pertaining to your study when answering these questions.

The questions in this form are intended to gather information to provide a record of your project.

If any aspect of your project changes during the course of the research, you must notify your supervisor.

SECTION 1

YOUR DETAILS	
1.1.	Your name: Megan Smith
1.2.	Your department: Marketing
1.3.	Your faculty: Business, Law and Digital Technologies
1.4.	Your status:
	<input type="checkbox"/> Undergraduate Student
	<input checked="" type="checkbox"/> Taught Master
	<input type="checkbox"/> Other (please specify)
1.5.	Your university email address: m.smith1.16@unimail.winchester.ac.uk
1.6.	Your degree programme: MSc Digital Marketing & Analytics
1.7.	Your supervisor's name: Hien Nguyen
1.8.	Your supervisor's department: Department of Digital Futures
1.9.	Your supervisor's email: Hien.Ttn@winchester.ac.uk

SECTION 2

SPECIFIC PROJECT RECORDING REQUIREMENTS	
	Based on your answers from Form 1, select the relevant category for your research:
5.	<input type="checkbox"/> My project is Audit or Service Evaluation which is gathering data anonymously.
6.	<input checked="" type="checkbox"/> My project involves the use of documentary material EITHER in the public domain OR in a private /closed archive to which I have been granted access. In your project description in the next section, please indicate the nature of the contract with the owner /curator of the documentary material and provide evidence of the permission to use this material for research purposes if not in the public domain.
7.	<input type="checkbox"/> My project is not gathering any data or information that could be linked back to participants or that might identify them (e.g. name, address, photo, email). Please ensure you fully describe the nature of the data you will collect.
IF NONE OF THESE APPLY, YOU NEED TO COMPLETE FORM 3.	

SECTION 3

YOUR RESEARCH	
2.1.	Project title: Social Cause Advertising: an investigation into how digital advertising for the “human good” and brand-cause fit might influence Gen Z and Millennial consumer engagement and purchase intentions.
2.2.	Start date: 2 nd August 2021
2.3.	Expected completion date: 30 th September 2021
2.4.	Expected location of data collection: Online (e.g. school, workplace, public place, University premises etc.)

PROJECT DESCRIPTION
<p><i>Please provide a brief description of your project in non-technical language (between 500-1000 words). This should include details of the research rationale, aims /research questions, context (linking to some relevant literature), and methods (data collection, data analysis) to be used.</i></p> <p><i>This overview should contain sufficient information to acquaint the reader with the principal features of the proposed work. A copy of the full proposal may be requested if further information is deemed necessary.</i></p> <p>This research aims to investigate the impact of social cause advertising on Gen Z and millennial consumers’ perceptions of brands, including intention to purchase. The research also aims to determine the importance of ‘fit’ and cause promotions in shaping advertising messages.</p> <p>The research objectives are:</p> <ol style="list-style-type: none"> 3. Identify the authenticity of social cause advertising and the challenges that brands encounter when incorporating advertising for the “human good” 4. Evaluate concepts relevant to exploring cause involvement on intention to purchase/engage 5. Explore the ways in which brand-cause fit is represented in real world advertising campaigns 6. Investigate how Gen Z and Millennial consumers process the messages from social cause advertisements and the impact on purchase intention and consumer engagement

7. Propose strategic recommendations for businesses to effectively integrate corporate philanthropy into their advertising messages

As well as contributing to previous literature on the topic of social cause advertising, this project will explore this at a deeper level by investigating *how* and *why* consumers' intentions to participate in social responsibility campaigns impacts or changes their response or opinion of a brand. This will be achieved through the qualitative methods of this research which will provide in-depth and practical insights. Furthermore, previous studies on the effectiveness of cause-related advertising messages on consumers' participation in engaging with social issues through consumption is overall limited and has not been investigated in great detail or on a widespread level. Additionally, such studies (Kim *et al.*, 2015; Nan and Heo, 2007) have used fictitious companies where participants do not have any prior brand knowledge, which does not truly represent a real-world scenario. Therefore, this project will use real brands and real advertisements as examples to imitate consumption behaviour in the real world, generating more reliable results that can be replicated.

The area of social cause advertising has grown in popularity among brands and marketers, particularly in recent years where "woke" and "reformed" generations expect brands to respond to social issues and an effective way to do this is through advertising messages. Notable literature comes from Champlin *et al.*, (2019), Jones (2020), Kim *et al.*, (2015), Hoeffler and Keller (2002) and Nan and Heo (2007) to name just a few. Furthermore, the literature review will analyse theoretical discourses related to social cause advertising, with these being theories of gender (feminisms and toxic masculinity), critical race theory, and environmentalism.

For this project, a mixed methods approach will be used to gather both quantitative and qualitative data. Firstly, a questionnaire will be distributed electronically for the quantitative component and then a follow-up focus group will be used for the qualitative side. To analyse the quantitative data, SPSS software would be useful to use as it can run various tests, such as T-tests, ANOVAs and correlations. For the qualitative data, a thematic and in-depth analysis will be conducted to identify key themes from discussions, using coding and analysis methods channelled by Hesse-Biber (2016). This technique is fitting for this component of the mixed methods design as it aims to explore a social phenomenon and assign meaning to themes and patterns uncovered from the focus group discussion (Hesse-Biber and Leavy, 2011; Champlin *et al.*, 2019:1247).

Champlin, S., Sterbenk, Y., Windels, K., and Poteet, M. (2019) How brand-cause fit shapes real world advertising messages: a qualitative exploration of 'femvertising.' *International Journal of Advertising* 38, (8) 1240-1263. Available at: <https://doi.org/10.1080/02650487.2019.1615294> [Accessed 10 May 2021].

Hoeffler, S. Keller, K.L. (2002) Building Brand Equity Through Corporate Societal Marketing. *Journal of Public Policy & Marketing*, 21, (1) 78-89. Available at: DOI:[10.1509/jppm.21.1.78.17600](https://doi.org/10.1509/jppm.21.1.78.17600). [Accessed 10 May 2021].

Jones, C. (2020) Advertising and the Way Forward. *Westminster Papers in Communication and Culture*, 15, (2) 1-5. Available at: DOI: <https://doi.org/10.16997/wppc.392>. [Accessed 20 May 2021].

Jones, C. (2020) Brands may support Black Lives Matter but advertising still needs to decolonize. *The Conversation*. Available at: <https://theconversation.com/brands-may-support-black-lives-matter-but-advertising-still-needs-to-decolonise-133394>. [Accessed 15 May 2021].

Kim, K., Cheong, Y., and Lim, J.S. (2015) Choosing the right message for the right cause in social cause advertising: type of social cause message, perceived company-cause fit and the persuasiveness of communication. *International Journal of Advertising*, 34, (3) 473-493. Available at: <https://doi.org/10.1080/02650487.2015.1006081>. [Accessed 10 May 2021].

Nan, X. and Heo, K. (2007) Consumer Responses to Corporate Social Responsibility (CSR) Initiatives: Examining the Role of Brand-Cause Fit in Cause-Related Marketing. *Journal of Advertising*, 36, (2) 63-74. Available at: DOI:[10.2753/JOA0091-3367360204](https://doi.org/10.2753/JOA0091-3367360204). [Accessed 10 May 2021].

SECTION 4

DECLARATION

I have read and understood the dissertation guidance for my module.

I have read and understood the University of Winchester's *RKE Ethics Policy and Procedures*.

I understand my responsibilities as a researcher as described in the University of Winchester's *RKE Ethics Policy and Procedures*.

I declare that the answers above accurately describe the research as presently designed and that a new application will be submitted should the research design change in a way which would alter any responses given in Form 1 or here.

Student's signature: m.smith

Date: 23/07/2021

The student has the skills to carry out the proposed research. I undertake to monitor the student's adherence to the relevant research guidelines and codes of practice.

Supervisor's signature: Hien Nguyen

Date: 23/07/2021

Second scrutineer signature:



Date: 26/07/2021

Please submit this form along with Form 1 to your dissertation supervisor.

Appendix 2 - Survey questions

1. Gender

Male, Female, Non-binary, Prefer not to say

2. Age group

18-21 22-25 26-29 30-33 34-37

3. What is the highest degree or level of school you have completed?

If currently enrolled, highest degree received

None GCSE A-Levels Bachelor's Degree Master's Degree Ph.D. or higher
Prefer not to say

4. Employment status

Part-time Full-time Self-employed Student Un-employed Prefer not to say

5. Usually, how do you decide whether to buy from a brand?

Research the brand Prefer a certain brand Influenced by others
Social media presence Other (please specify)

6. How familiar are you with cause marketing campaigns?

Very Fairly Neutral Slightly Not at all

7. How does a brand's association with a social cause impact your impression of the brand?

Think more highly of them It doesn't make a difference Other (please specify)

8. How do you perceive a brand's campaign in which they lend support towards a social cause?

Positively (trying to do good for society) Neutral (no opinion)
Negatively (for selfish, commercial gain) Other (please specify)

9. How do you generally view brands and their social cause advertising campaigns? Pick the one that aligns most with your opinion.

Giving back to society Aware of social/environmental issues
Purely profit motivated Not authentic/sincere

Other (please specify)

10. How might the type of social cause that a brand engages with impact your opinion of the advertising message?

The cause should suit the brand for it to be effective

Does not make a difference

The type of cause does not matter

Other (please specify)

11. How influenced are you by this kind of marketing activity? (in terms of purchasing a product or engaging with brand on social media, etc.) Select two.

More likely to buy

Less likely to buy

More likely to engage with brand

Less likely to engage with brand

Other (please specify)

12. Why would a brand's decision to support a social cause influence you to engage/purchase? (tick x amount)

To support the cause

To 'do good'

To support the brand

To make yourself feel better

Other (please specify)

13. On the other hand, if a brand you usually shopped from remained silent on a recent social issue, how would this change your perception of the brand?

Positively – not appearing to be politically involved

It would not change my perception

Negatively – not appearing to be socially responsible/aware

14. How would it impact your decision to purchase/engage?

Would stop buying/engaging

It wouldn't

Would continue to buy/engage

Other (please specify)

15. How often, if ever, have you questioned the authenticity or genuineness of a brand's decision to support a particular social/environmental issue?

All the time

Most of the time

Half the time

Some of the time

Never

Other/Depends (please specify)

16. When engaging with/purchasing from a cause-related advertisement, what benefits do you see for yourself? Pick one

Makes me feel good

I like to get involved

I like to do good for society

Little to no benefits

Other (please specify)

17. How would a social cause advertising campaign influence you to purchase/engage the most?

The cause itself

How well suited the cause is to the brand

It does not make a difference

Other (please specify)

18. Thinking about when you engage with and/or purchase from a brand, how far do you agree/disagree with the following statements?

Answer options: Strongly agree

Agree

Neither agree nor disagree

Disagree

I care about what others think when I buy products

I buy products and/or buy from brands that are considered on trend

I support brands who discuss social issues

I support brands who discuss environmental issues

I only purchase products that suit my needs/personality

I often choose to purchase ethical products/support ethical brands

I take into consideration my personal societal beliefs when purchasing

I believe brands who support social/environmental causes to be more relevant than brands who do not

I am more likely to engage with a brand that is trying to contribute positively to society/environment

I am more likely to buy from a brand again that promotes social change

19. How do you interpret a brand engaging with social issues? (Tick one)

Altruistic = selfless activity, concerned for the welfare of others

Egotistic = selfish motives, solely for the benefit of the company

Very altruistic

Somewhat altruistic

Neutral

Somewhat egotistic

Very egotistic

20. What elements are most important for a social cause campaign to appeal to you? (Tick two)

- Impactful messaging
- Clear call to action
- Effort from brand towards cause
- Other (please specify)
- Focus on issue
- Giving more than money
- Charity benefits
- Visual assets
- Authenticity

Appendix 3 – Coding in Excel

Gender	Gender coded	Age	Age coded	Education	Education coded	Employment	Employment coded	Brand purchase decision	Brand purchase decision coded
Female		1 22-25		2 Bachelor's Degree		3 Student		4 Research the brand	1
Female		1 22-25		2 Bachelor's Degree		3 Student		4 Social media presence	4
Female		1 22-25		2 Bachelor's Degree		3 Student		4 Prefer a certain brand	2
Female		1 18-21		1 A-Levels		2 Student		4 Influenced by others	3
Male		2 22-25		2 Bachelor's Degree		3 Student		4 Prefer a certain brand	2
Female		1 18-21		1 Bachelor's Degree		3 Student		4 Research the brand	1
Female		1 18-21		1 A-Levels		2 Full-time		2 Research the brand	1
Female		1 22-25		2 Master's Degree		4 Student		4 Social media presence	4
Female		1 22-25		2 Bachelor's Degree		3 Full-time		2 Research the brand	1
Male		2 22-25		2 Bachelor's Degree		3 Full-time		2 I just stick to the usual brands I know	8
Female		1 22-25		2 A-Levels		2 Full-time		2 Research the brand	1
Female		1 22-25		2 Master's Degree		4 Student		4 Social media presence	4
Male		2 22-25		2 A-Levels		2 Part-time		1 Prefer a certain brand	2
Male		2 22-25		2 Bachelor's Degree		3 Full-time		2 Research the brand	1
Female		1 22-25		2 Master's Degree		4 Student		4 Influenced by others	3
Female		1 22-25		2 GCSE		1 Full-time		2 Prefer a certain brand	2
Female		1 22-25		2 Bachelor's Degree		3 Unemployed		5 Influenced by others	3
Female		1 18-21		1 Bachelor's Degree		3 Full-time		2 Research the brand	1
Male		2 18-21		1 Bachelor's Degree		3 Part-time		1 Prefer a certain brand	2
Non-binary		3 22-25		2 Bachelor's Degree		3 Part-time		1 Research the brand	1
Female		1 22-25		2 Bachelor's Degree		3 Student		4 Social media presence	4
Female		1 22-25		2 Bachelor's Degree		3 Student		4 Prefer a certain brand	2
Female		1 18-21		1 A-Levels		2 Full-time		2 Influenced by others	3
Female		1 18-21		1 A-Levels		2 Part-time		1 Influenced by others	3
Female		1 18-21		1 A-Levels		2 Student		4 Prefer a certain brand	2
Female		1 22-25		2 Bachelor's Degree		3 Student		4 Research the brand	1
Female		1 22-25		2 Master's Degree		4 Part-time		1 Research the brand	1
Female		1 22-25		2 Master's Degree		4 Student		4 Research the brand	1
Female		1 18-21		1 A-Levels		2 Student		4 Research the brand	1
Female		1 18-21		1 Bachelor's Degree		3 Full-time		2 Influenced by others	3
Female		1 22-25		2 Bachelor's Degree		3 Full-time		2 Price and convenience	9
Female		1 26-29		3 Bachelor's Degree		3 Student		4 I don't buy famous or luxurious brand	7
Female		1 22-25		2 Master's Degree		4 Student		4 Social media presence	4
Female		1 26-29		3 GCSE		1 Full-time		2 Research the brand	1
Female		1 34-37		5 Bachelor's Degree		3 Full-time		2 Prefer a certain brand	2

Appendix 4 - Ethical principles in survey research

Ethical principle	Ethical rationale for and solution of this principle
Voluntary participation and right to withdraw	It is crucial that an individual's participation in a study is completely voluntary and that they have the right to withdraw at any stage, or even to withdraw information already provided. Since this is a survey completed online, withdrawing can be done easily by participants by closing the tab, from which any questions already answered do not make it through the submission stage.

Informed consent	This principle involves the researcher providing adequate information and assurances about what individuals can expect from taking part to ensure that they have a full understanding of what they are signing up for in order to give a fully informed decision. The introduction to the survey provides individuals with the necessary information about what the study involves before they begin.
Confidentiality of data and maintenance of anonymity of participants	Individuals will remain anonymous and the information they provide will be processed in a way that cannot allow them to be identified, as this could cause harm as they were previously told that the data they provide is handled in a way which makes it non-identifiable in order to maintain anonymity. Google Forms, the platform used to distribute the survey, allows anonymous responses by not selecting the option to collect email addresses for completed surveys.
Responsibility in analysis of data and reporting of findings	Participants are aware that their rights to privacy, anonymity and confidentiality must be adhered to when analysing and reporting the data. This research involving participants involves the collection of primary data, and it is vital that this data is not altered or allowing the results to be falsified in any way. Moreover, the reporting of findings should be accurate and thorough, even if they undermine the projected research outcomes.
Respect for others	It is important for the researcher to be considered trustworthy and respectful in the process of research, from which the rights of all individuals should be accepted, and their dignity respected (Saunders <i>et al.</i> , 2015:243).

Appendix 5 - Elaborated questions

Question	Participant responses	Codes highlighting participants' perceptions

5. Usually, how do you decide whether to buy from a brand?	I just stick to the usual brands I know. I go off past experience.	Brand familiarity
	Price and convenience	Price as a factor
	I don't buy famous or luxurious brands. I only choose cheap products.	Price as a factor
	Advertisement or personal choice from the appearance of the product	Product itself
	Don't care for a brand unless it supports what I like	Shared values are important
	Style and look	Aesthetic
	Research the brand and offer's adequacy	Brand and price
	7. How does a brand's association with a social cause impact your impression of the brand?	Depends how performative it is
Depends how genuine they seem as sometimes it can seem like a brand is just saying what they need to say to look good without really following through (e.g. when brands put rainbows everywhere during pride month but otherwise don't particularly support the LGBT community)		Genuineness of brand
Increase the top of mind recall however will not buy them because of it		Increase in awareness
Depends on the social cause		Cause dependent
Depending on the cause and if it is aligned with my value I think more highly of them		Cause dependent
Depends what the cause is		Cause dependent
Depends on how they do it		Level of implementation

8. How do you perceive a brand's campaign in which they lend support towards a social cause?	Dependent on the brand and what they do	Level of implementation
	There is a big push in CSR where brands are actively looking to do good in the wider society which people perceive as good and bad. For me, I do care about what brands are doing however I wouldn't not buy from a brand if they weren't. Consumers think too much into what businesses do rather than looking at themselves. They feed businesses and businesses only reflect society.	Mix of both positive and negative
	Blend between positive and negative depending on the brand, circumstances etc	Mix of both positive and negative – circumstantial
	I think it varies depending on the situation as sometimes it can seem genuine but other times it seems like a cash grab	Circumstantial – can be genuine but can also seem inauthentic
	Depends on the brand and cause compatibility	Compatibility between brand and cause
	Depends what cause	Cause dependent
10. How might the type of social cause that a brand engages with impact your opinion of the advertising message?	Being a cause that effects the brand would be more effective, rather that a cause that is trending at the time that has no bearing on them as a company.	Compatibility between brand and cause

	the cause should be of pressing concern to society or environment at large	Cause dependent
	Half the time it's just to make the brand more popular and not sincere to increase profits from dumb people who go along with it. People just see brand do X what they agree with and buy brand	Inauthentic and false
11. How influenced are you by this kind of marketing activity?		
	I'd more likely engage with them, however, my purchase decision would remain the same as before	Engagement influenced but purchase decision would not change
	There has to be a relevant campaign that fits what they sell, for example toilet roll company's promote their tree growth campaigns	Compatibility between brand and cause
	Would do further research	Research
	Depends what kind of social activism	Type of social activism
	I feel this type of market questions people morales. I feel they are pressured into buying because they think they're doing good yet they are affecting the world in other ways.	Mix of positive and negative
12. Why would a brand's decision to support a social cause influence you to engage/purchase?	It does not influence me in any way	Not influenced by social cause advertising
	To buy the product	
	It wouldn't	
14. How would it impact your decision to purchase/engage?	Depends on the social issue	Type of social issue
	Depending on the price difference	Price as a factor

	I'm not sure I would completely stop purchasing from them all together however, I would've proactive in looking for other stores/brands instead of said other-eventually I would stop shopping with them all together.	Decision to stop purchasing not instantly reached, but may occur eventually once an alternative is found
	It wouldn't – I'd rather they said nothing than performative activism	Negative – perceived as 'performative activism'
	If I found another brand to be more aware I would not hesitate to buy from them	Easily buy from a more aware brand
	Depends on cause if I agree with cause then doesn't affect if a dumb cause it doesn't affect me if it affects me negatively then I will not buy from them	Cause dependent
	Would depend on quality of the product itself and the frequency used	Brand loyalty
	Depends on the cause	Cause dependent
15. How often, if ever, have you questioned the authenticity or genuineness of a brand's decision to support a particular social/environmental issue?	Brands do everything for profit nothing is authentic	Brands are perceived as not authentic as they are motivated by profit
	The timeframe and trend of said cause has a huge impact on this. For instance, fixing a potential issue on the back of a competitions failing	Based on timing and trends, e.g., as a response to a competition's failing
	Since being at university it makes me question the wider world.	Impact stretches to questioning the wider world

16. When engaging with/purchasing from a cause-related advertisement, what benefits do you see for yourself?	I get product I want	Attain product desired
	Help support a cause	SCA is beneficial towards the cause
	Not a criteria I would purchase something on	Not influenced by social cause advertising
	They support foster the changes I would like to see happening, I repay them, it's a transaction	Brand supports a cause important to consumer – 'transaction' One-for-one style of donation
17. How would a social cause advertising campaign influence you to purchase/engage the most?	If there is a cause I do not care about sure if cause I dislike then yes if cause I care about still no	Cause dependent
	How genuine their support of the cause was and also their general ethics	Potential follow-through with campaign – genuineness and dedication towards the cause
	the adequacy and effectiveness of their actions towards the cause	Follow-through with campaign – genuineness of message