Impact of Cause-Related Marketing on Ad Credibility and Brand Attitude

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Throughout the world, cause-related marketing is known as an effective product promotion tool to persuade people to buy. In Pakistan, this tool is in its embryonic stage with little literature in books related to marketing. Thus, this study aims to ascertain the direct effects of cause-related marketing on ad credibility and brand attitude as multidimensional constructs. Due to the financial limitations, sample was collected from only four cities of Pakistan including Lahore, Karachi, Islamabad and Peshawar. Convenience sampling technique is used to collect the data. The data was collected through self-administered questionnaires. The results of the study discovered that there is a positive impact of cause related marketing techniques on ad credibility and brand attitude. The findings of the current study suggest that cause-marketing associated with any product or service can be very effective marketing tool through which companies can get competitive advantage in the market.

Keywords: Cause–Related Marketing, Ad Credibility, Brand Attitude

1. INTRODUCTION

Traditionally, marketing was only linked up with the concept of selling. In 1942, Austin motor CO's general director sent a letter to royal national lifeboat institute in which he expressed his intent to make some monetary contributions for the improvement of each lifesaving boat. This, in point of fact, is considered to be the earliest example of cause-related marketing (Sorribas, 2007).

It was then thought that marketing should also address the concept of social responsibility (Sorribas, 2007). The topic of cause related marketing has gained significant attention for today's academicians and researchers (Natarajan, Balasubramaniam, & Jublee, 2016). Although, many companies introduced concepts similar to cause-related marketing, however cause-related marketing is the only tool that answers the question about how a company is doing good to society by involving its customers (Beise-zee, 2013). As compared to the other old-style of marketing, cause-related marketing creates brand attitude. Therefore, this technique is the key to achieve a competitive advantage in the industry (Wu & Wang, 2011). Cause-related marketing technique creates brand's reputation, brand awareness and makes people socially responsible by involving community (Kim et al., 2005; P. R. V. & Menon, 2013).

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In order to know cause-related marketing effectiveness, interaction effect between cause and brand on type of credibility, attitude and purchase intentions would be of interest (Melero & Montaner, 2016). It would be interesting to know consumer's emotional reaction towards cause-related marketing campaigns and its effect of purchase intentions (He, Zhu, Gouran, & Kolo, 2016). Consumers' attitude towards the cause-related marketing advertisement and message framing is thus a good topic of research in order to know CRM effectiveness (Singh & Crisafulli, 2018). Thus keeping in view the above-mentioned research gaps, the objective of this research is to know the level of impact cause-related marketing can have on brand attitude and ad credibility by taking theory of cognitive response model, presented by (Greenwald, 1968) as a base theory.

This study is important because it theoretically contributes to the body of knowledge by identifying cause-related marketing as an important antecedent of building ad credibility and brand attitude. This study adds value to the theory of cognitive response model presented by Greenwald (1968) which suggests that an individual's cognitions are formed after one is exposed to public communication. Cognitive response means the response which is generated in individuals after seeing an ad which is further evaluated in the light of his/her past experience, knowledge and attitudes. Thus, the motivation behind this approach is to determine the types of responses provoked by a CRM advertising message and how these responses are associated to attitudes towards the advertisement and the brand.

2. LITERATURE REVIEW

2.1. Cause-related Marketing: Definition and Introduction

Menon (1988) defined CRM as a process of formulation and implementing marketing activities that are characterized by an offer from the firm to contribute a specific amount to a designated cause when customers engage in revenue- providing exchanges that satisfy organizational and individual objectives. Cui, Trent, Sullivan, and Matiru (2003) defined cause-related marketing as a general alliance between business and non-profit causes, that provides resources and funding to address social issues and business marketing objectives.

Cause-related marketing strategy has been found as one of the most effective strategies which makes more profits and positive brand attitude (Galan-Ladero, Galera-Casquet, & Wymer, 2013; Grimmer & Woolley, 2014; Lafferty & Edmondson, 2009). Cause-related marketing is a type of emotional strategy that enhances consumers' perception about the brand and the sponsor (He et al., 2016). Literature has identified that cause-related marketing programs help in enhancing corporate image, generate incremental sales, upsurge brand awareness and improve brand image (Polonsky & Macdonald, 2000). Cause-related marketing builds relationship based on loyalty (Vyravene & Rabbanee, 2016). It helps in building a strong and positive image in customers' minds (Barone et al., 2000).

2.2. Impact of Cause-related Marketing (CRM) on Ad Credibility as Multidimensional Construct

The role of advertising cannot be ignored in creating awareness about the social and environmental issues in the public. The types of appeals used in cause-related

advertising helps not only in getting customers' attention but also builds positive perception about the company (Bae, 2016). Ads with emotional appeals generate positive feelings about the brand and at the same time enhance ad credibility (Yoo & MacInnis, 2005). Emotional appeals used in the CRM advertisements have greater influence on attitude towards the company and customers' behavioural intentions (Lee, Lee, & Yang, 2017). The higher the involvement of a person in CRM ads, the more that person will perceive the ad as truthful and believable (Tucker, Rifon, Lee, & Reece, 2012). The relationship between the information provided helps consumers to process the ads more easily (Lafferty & Edmondson, 2009). Therefore, cause-related marketing can be an effective tool in creating emotional attachment with the brand (He et al., 2016). Cause-related marketing is an excellent example of how both societal and commercial interests can be pursued at the same time (Beise-zee, 2013).

Cause-related marketing program which aims at providing information about the sponsoring firms tries to communicate detailed information about the funding firm and its socially responsible behavior (Hartmann, Ibáñez, & Sainz, 2005).Corporate image not only stimulates brand trust but also has a strong impact over brand affect, which is directly linked with emotional aspect of the brand which is perceived by the customers (Gupta & Pirsch, 2014). CRM helps in enhancing corporate reputation, corporate image, increases customer satisfaction and finally ensures customer loyalty (Galan-Ladero et al., 2013).

MacKenzie and Lutz (1989) suggest that credibility of advertisements depends on how much the information is being provided about the brand or the cause to its customers. Advertising credibility is generally known as consumer's perception of the honesty and authenticity of the advertisement in general (Finch, Deephouse, & Varella, 2015). Newell and Goldsmith, 2001; Rifon, Choi, Trimble, and Li (2004) explain source credibility on the bases of two dimensions i.e. source trustworthiness and source expertise. Source trustworthiness is the "degree of confidence in the communicator's intent to communicate the assertion he considers most valid. Source expertise is "the extent to which a communicator is perceived to be a source of valid assertions" (Newell & Goldsmith, 2001). For customers, information specific to cause-related program is considered as more credible than general company's claim (Gruber & Kaliauer, 2017).

When consumer perceives the cause as important they also perceive the firms as more ethically credible and socially responsible (Howie et al., 2018). As compared to the other old style of marketing, cause-marketing increases credibility of the source. The higher the source credibility, better the brand attitude is (Wu & Wang, 2011). Cause-related marketing increases credibility of the firm. People like to support the brand linked up with any charitable causes (Kim, Kim, & Han, 2005).

Thus keeping in view the literature the following hypothesis are suggested:

H1: There is a positive influence of cause-related marketing on advertising credibility
H2: There is a positive influence of cause-related marketing on advertiser's credibility

2.3. Impact of CRM on Brand Attitude as Multidimensional Contrast

Many studies suggested that brand attitude is a multidimensional construct with three sub components i.e. cognition, affection and conation (Guiltinan et al., 1997; Rosenberg & Hanland, 1960; Schiffman & Kanuk, 2006).

From the literature, it has been found that brand trust is a long process which comes after consumer's interaction with the product, brand or store. Brand trust is, therefore, called as a cognitive component which creates emotional response, namely brand affect. Brand affect is an impulsive feeling which is formed suddenly after interaction with the brand advertisement (Casalo, Flavián, & Guinalíu, 2007; Chaudhuri & Holbrook, 2002). Brand trust and brand affect lead towards brand loyalty (Upamannyu, Bhakar, & Gupta, 2015).

Brand cognition and brand affect are the variables which are positively co-related with brand commitment. Brand cognition depends on the functional attributes of the product whereas brand affect is positively related to emotional brand-choice risk. Thus, brand commitment can be considered to be a link in a chain of effects that indirectly connects brand cognition and brand affection with market share and advertising to sale ratio (Chaudhuri & Holbrook, 2002). Brand cognition, brand affection and brand conation (determinants of brand attitude) are formed after the advertising stimulus has been shown to the individual (Gresham, Shimp, Graham, & Shimp, 2013; Newell & Goldsmith, 2001).

Lafferty and Edmondson (2009) in their study have found that the type of photo used in the CRM ad has great impact on the attitude towards the cause and the brand. CRM marketing strategy has the potential to improve brand image and brand trust (Galan-Ladero et al., 2013). Cause-related marketing alliances produce great influence on brand attitude. The marketing alliances in cause-related marketing effects consumer's cognitive knowledge about a brand (Till & Nowak, 2006). Cause-related which is a commercial activity builds favorable brand attitude. It also increases credibility of the firm (Kim et al., 2005). The CRM activities would influence consumers' attitudes and recall towards both parties i.e. cause and the brand (Polonsky & Macdonald, 2000). Ahluwalia (2015) found that under cause-related marketing communication strategy, public perception eventually leads to strong brand attitude and increase customer loyalty.

Thus, keeping in view the literature review following research hypotheses are suggested;

H3:   There is a positive influence of cause-related marketing on brand cognition
H4:   There is a positive influence of cause-related marketing on brand affection
H5:   There is a positive influence of cause-related marketing on brand conation

2.4. Research Model

The purpose of this research was to investigate the effects of cause-related marketing on advertising credibility, advertiser's credibility, brand cognition, brand affection and brand conation. To proceed with this objective, based on extensive literature review, a theoretical framework has been proposed which is shown in Figure 1 below.
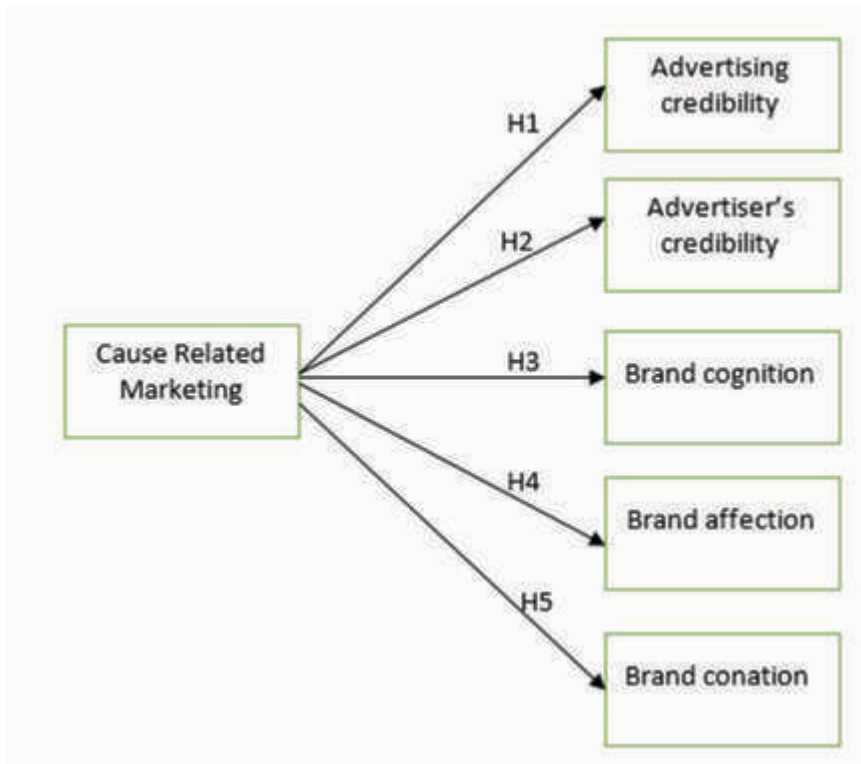
Figure 1: Theoretical Framework

3. RESEARCH METHODOLOGY

For the current study, quantitative data is collected to inspect the association among the variables. Data has been collected through structured, self-administrated questionnaires. For data analysis, AMOS 22 was used.

3.1. Instrumentation

This study is done in two stages. In the first stage, a pilot study has been conducted to check the validity and reliability of the research items used in the questionnaire and also to get insights regarding problems which could possibly be faced by the general educated public during data collection. After getting validity and reliability checked, in the second stage, data from rest of the population has been gathered.

3.2. Population and Sample

Data was collected from the people of capital cities of three provinces of Pakistan which are Lahore, Peshawar, Karachi, and from federal territory, Islamabad. Data was collected from the both males and females which have done bachelor's degree and above and are doing jobs or are self-employed. Cui, Trent, Sullivan, and Matiru (2003) pointed out that three kinds of socio-demographic characteristics make CRM campaign

successful. The first one is academic background of consumers, second is consumers with medium-to-high annual incomes are more positive towards CRM campaigns and thirdly, consumers with prior donation activities also have more positive attitude towards CRM offers. Respondents have been first asked about their willingness to be part of the research. Once they agreed, their employment status was asked. Respondents were first asked if they have ever purchased any product associated with social or environmental cause. After that respondents were given a small description of the concept of cause-related marketing by showing them print advertisements of three different types of cause-related marketing campaigns. In the end, respondents have been asked to fill up the questionnaire. Out of these 800 questionnaires, it was found that 275 people have never purchased any product associated with a cause. The remaining 525 people have purchased product or service linked with cause. Out of these 525 questionnaires, 74 were found incomplete or answered twice on the same question. Therefore, they were discarded from the survey. The rest of 451 were kept and have been analyzed to know how much cause-related marketing has influenced brand attitude and ad credibility.

The overall population of Pakistan is more than 200 Million. The target population size for the study is over 100,000. This requires a minimum sample size of 384, whereas my sample size is 451 (Sekaran & Bougie, 2016).

3.3. Research Instruments Used

First four items which are used in the questionnaire to measure cause-related marketing are taken from the research of (Galan–Ladero, Galera–Casquet, Valero–Amaro, & Barroso–Mendez, 2013). The factor loading of each items are 0.768, 0.671, 0.812 and 0.579 respectively. Loading average is 0.707, α =0.797, composite reliability is 0.803 and extracted variance (AVE) is 0.58. The next three items measuring cause-related marketing are adopted from the research of (Dahl & Lavack, 1995) which are also used by (Moosmayer & Fuljahn, 2010). The factor loadings of each construct are between 0.50 and 0.97, exceeding the suggested cut-off value of 0.5.

The six items measuring advertising credibility are adopted from the research of (Beltramini, 1988). All the six items are scale loaded as one reliable factor (eigenvalue= 3.7, α= 0.91, p < .001). The items that measure advertiser's credibility are adapted from the research done by (Newell & Goldsmith, 2001). Advertiser's credibility is measured through trust and expertise. The factor loadings of each trust are 0.699, 0.808. 0.830, 0.814 respectively. The trustworthiness dimensions have an alpha coefficient of 0.87, with mean 14.9 and standard deviation of 4. The factor loadings of each items of expertise are 0.780, 0.648, 0.786, and 0.777 respectively. The α is 0.85 with mean 20.6 and standard deviation of 3.9.

The items used to measure brand cognition, brand affection and brand conation are taken from the researches of (Chaudhuri & Holbrook, 2002; Delgado‐Ballester, 2004) respectively. The instruments used to measure these three variables are adopted from the above-mentioned researches respectively and these items are also used by (Wu & Wang, 2011). The Cronbach's alpha of each construct exceeds the suggested cut-off value of 0.70 (Nunnally, 1978). The factor loadings of each construct are between 0.51 and 0.960, exceeding the suggested cut-off value of 0.5 (Wu & Wang, 2011). Data has been

collected by using five-point Likert scale. The scale ranges from (1 strongly disagree) to (5 strongly agree).

4. DATA ANALYSIS

4.1. Demographic Profile of Respondents

The data for this research was collected by floating questionnaires in four cities of Pakistan that include Islamabad, Lahore, Peshawar and Karachi. The sample descriptive includes age, gender, education, living place, marital status, income and occupation. The sample descriptive are as under in Table 1.

Table 1

Sample Descriptive

Variables	Codes	Frequency	% of total sample
Gender	Male	201	44.6
	Female	250	55.4
Age	20-29	132	29
	30-39	154	34
	40-49	104	23
	50-59	61	14
Education	Doctorate	48	10.6
	MPhil	65	14.4
	Masters	241	53.4
	Graduate	97	21.5
Income	20k-40k	78	17.3
	41k-60k	168	37.2
	61k-80k	152	33.7
	81,000 and above	53	11.7
Occupation	Full time employed	265	58.7
	Part time employed	100	22.1
	Self-employed	86	19
Residential area	Karachi	140	31
	Lahore	131	29
	Islamabad	100	22.3
	Peshawar	80	17.7

4.2. Factor Analysis

All the items show loadings over 0.50 which is well over the acceptable factor loadings. In order to determine distinctiveness of variables and items, confirmatory factor analysis (CFA) has been carried out. In this research, Steven's (1996) recommendation regarding factor loadings will be followed by dropping loadings less than 0.40. All the factor loadings items loaded above 0.40. In order to support the proposed model, the

common fit indices in the study will be root mean square error of approximation (RMSEA), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI) and Incremental Fit Index (IFI). The value should be less than 5 for RMSEA (Hu & Bentler, 1999). For TLI and CFI, the values greater than 0.90 would indicate a good fit (Hair et al., 1998). For IFI, the values closer to 1 indicate the good fit (Bollen, 1989). The RMSEA value of the current model is 0.035, IFI value is 0.96, TLI value is 0.95 and CFI value is 0.96. All these values indicate a good model fit.

4.3. Reliability

After factor loadings, the next step was to find out the reliability of the constructs. Reliability is a measure of the consistency of the same set of items if these items are re-casted and re-administered to the same respondents. For reliability of the constructs, Cronbach's Alpha test is used. The acceptable value of Cronbach Alpha is considered as 0.7 (O' Leary-Kelly & Vokurka, 1998) and 0.60 (Sekaran, 2016). The reliability of each construct is as below in Table 2.

Table 2

Reliability Analysis

Variables	No. of Items	Cronbach's Alpha Value
Cause- related Marketing	7	0.86
Advertising Credibility	6	0.80
Advertisers Credibility	6	0.90
Brand cognition	9	0.89
Brand Affection	3	0.80
Brand Conation	5	0.89

4.4. Convergent Validity

Convergent validity explains that the concepts of the study are in fact related. Convergent validity is established when block of items measuring the same variable strongly agree (i.e. converge) in their representation of the underlying construct they are created to measure. If AVE of 0.5 or greater is achieved, convergent validity of constructs is established. However, few other researchers support that convergent validity of 0.49 is also acceptable. For example (Huang, Wang, Wu, & Wang, 2013; Larcker, 1981; Safiih & A, 2016). Table 3 explains factor loadings and AVE values.

Table 3

Component Matrix

Dimension	Items	Loadings	AVE
Cause-related Marketing	C1	0.70	
	C2	0.58	
	C3	0.85	
	C4	0.61	0.49
	C5	0.66	
	C6	0.73	
	C7	0.71	
Advertising Credibility	AD1	0.57	
	AD2	0.74	
	AD3	0.86	
	AD4	0.90	0.59
	AD5	0.85	
	AD6	0.66	
Advertiser's Credibility	A11	0.67	
	A22	0.80	
	A33	0.93	
	A44	0.87	0.62
	A55	0.79	
	A66	0.61	
Brand Cognition	BC1	0.62	
	BC2	0.69	
	BC3	0.73	
	BC4	0.75	
	BC5	0.73	0.51
	BC6	0.74	
	BC7	0.77	
	BC8	0.76	
	BC9	0.75	
Brand Affection	BA1	0.78	
	BA2	0.70	0.49
	BA3	0.62	
Brand Conation	Con1	0.69	
	Con2	0.84	
	Con3	0.86	0.63
	Con4	0.88	
	Con5	0.70	

The results reveal that cause-related marketing AVE value is 0.49 whereas advertising credibility AVE value is 0.59, advertiser's credibility is 0.62. The AVE values of brand cognition, brand affection and brand conation are 0.51, 0.49 and 0.63 respectively. Secondly, convergent validity is established if the average of factor loadings

is greater than its respective AVE value. Results indicated that the average factor loadings of all the variables are greater than their AVE values. Hence convergent validity is established as shown in Table 3.

4.5. Discriminant Validity

Discriminant validity explains the degree to which constructs are not strongly related to each other. Discriminant validity is formed if square root of AVE of two constructs is greater than inter-correlations of these constructs. From the results, it has been found that discriminant validity is established between cause-related marketing with advertising credibility, advertiser's credibility, brand cognition, brand affection and brand conation. Results also conclude that discriminant validity is established between advertising credibility with advertiser's credibility, brand cognition, brand affection and brand conation. However, discriminant validity is not established between brand cognition and brand affection but it is established between brand cognition and brand conation. The average of the variance extracted between brand cognition and brand affection is 0.52, whereas the correlation square between them is 0.55. Thus brand cognition and brand affection are closely related dimensions which is also supported by research findings of (Kabadayi & Alan, 2012).

4.6. Measurement Model

Adequate fit indices are attained for the model. The CMIN/DF of the complete model is 1.58, CFI 0.96, TLI 0.956, IFI 0.96 and RMSEA 0.36. Independently, the values of RMSEA, TLI, CFI and IFI of cause-related marketing, advertising credibility, advertiser's credibility, brand cognition, brand affection and brand conation are under acceptable ranges. This is explained in Table 4 below:

Table 4

Summary of Attained Findings of Measurement Model

	CMIN/DF	IFI	CFI	TLI	RMSEA
Cause- related Marketing	3.7	0.97	0.97	0.95	0.07
Advertising Credibility	1.4	0.99	0.98	0.99	0.03
Advertiser's Credibility	2.3	0.98	0.97	0.98	0.05
Brand Cognition	2.3	0.98	0.97	0.98	0.05
Brand Affection	4.4	0.98	0.98	0.96	0.08
Brand Conation	3.6	0.99	0.98	0.99	0.07

4.7. Descriptive Statistics

Descriptive statistics of the variable examined in the current study are shown in Table 5 below:

Table 5

Mean and Standard Deviation

Variables	Mean	Standard Deviation
Cause- related Marketing	4.4	0.43
Advertising Credibility	4.2	0.42
Advertisers Credibility	4.2	0.42
Brand Cognition	4.1	0.54
Brand Affection	4.1	0.49
Brand Conation	4.2	0.55

On a five-point Likert scale that ranges from 1 to 5, the higher mean value indicates that participant's responses are more leaned towards agreement side. Similarly, the lower value of mean indicates that the respondent's inclination is towards the disagreement side. In case of standard deviation, the standard deviation is a measure of variation based on measuring how far each data value deviates from the mean.

The mean value of cause-related marketing is (mean= 4.4 and standard deviation=0.43) indicating that respondents are agreeing that they are willing to pay for products that are linked with some social cause. The mean value of advertising credibility is (mean= 4.2 and standard deviation= 0.42) indicating that respondents are agreeing that the advertisements linked with cause-related marketing are believable and credible. The mean value of advertiser's credibility is (mean= 4.2 and SD=0.42) indicates that respondents agree that the companies linked with cause-related marketing are honest and make truthful claims. The mean value of brand cognition is (mean=4.1 and SD=0.54) indicating that respondents agree that they will feel more confident by purchasing a product linked with social cause. The mean value of brand affection is (mean= 4.1 and SD= 0.49) indicating that respondents feel good and happy after purchasing a product linked with social cause. The mean value of brand conation is (mean= 4.2 and SD= 0.55) indicating that respondents will prefer to buy products which is linked with the social cause.

4.7. Correlation

The correlation between each items is measured through Pearson Correlation test. The correlation of cause-related marketing with advertising credibility advertiser's credibility, brand cognition, brand affection and brand conation are given in the table 6 below. All the relationships are statistically significant.

Table 6

Inter-Construct Correlation

	C	AD	A	BC	BA	Con
Cause- related Marketing	1					
Advertising Credibility	0.69**	1				
Advertisers Credibility	0.67**	0.76**	1			
Brand Cognition	0.57**	0.43**	0.44**	1		
Brand Affection	0.55**	0.42**	0.44**	0.89**	1	
Brand Conation	0.52**	0.44**	0.43**	0.79**	0.71**	1

As seen Table 6, cause-related marketing is moderately correlated with brand cognition, brand affection and brand conation. However, cause-related marketing is strongly correlated with advertising credibility and advertiser's credibility.

4.8. Hypotheses Testing

In this study, five different hypotheses are proposed to evaluate the impact of cause-related marketing on advertising credibility, advertiser's credibility, brand cognition, brand affection and brand conation. Results of the proposed hypotheses are given in table 7 below:

Table 7

Summary of Hypotheses Results

Hypotheses	Est.	CR	P	Result
H1: There is a positive influence of cause-related marketing on advertising credibility.	0.11	8.60	0.01	Supported
H2: There is a positive influence of cause-related marketing on advertiser's credibility.	0.13	9.12	0.01	Supported
H3: There is a positive influence of cause-related marketing on brand cognition	0.09	7.45	0.01	Supported
H4: There is a positive influence of cause-related marketing on brand affection.	0.10	7.73	0.01	Supported
H5: There is a positive influence of cause-related marketing on brand conation.	0.10	7.94	0.01	Supported

Hypothesis H1 is supported as the critical ratio of this hypothesis is 8.6 greater than $\pm$ 1.96 at $p < 0.05$.
Hypothesis H2 is supported as the critical ratio of this hypothesis is 9.12 greater than $\pm$ 1.96 at $p < 0.05$.
Hypothesis H3 is supported as the critical ratio of this hypothesis is 7.45 greater than $\pm$ 1.96 at $p < 0.05$.
Hypothesis H4 is supported as the critical ratio of this hypothesis is 7.73 greater than $\pm$ 1.96 at $p < 0.05$.
Hypothesis H5 is also supported as the critical ratio of this hypothesis is 7.94 greater than $\pm$ 1.96 at $p < 0.05$.

5. CONCLUSION AND RECOMMENDATIONS

This study investigates the impact of cause-related marketing on ad credibility as multidimensional construct i.e. advertiser's credibility, advertising credibility and also the impact of cause-related marketing on brand attitude as multidimensional construct i.e. brand cognition, brand affection and brand conation in the context of Pakistan. To achieve this objective, questionnaire has been distributed in four major cities of Pakistan. The findings of this research reveal that cause-related marketing impacts significantly on advertiser's credibility and advertising credibility, brand cognition, brand affection and brand conation. Therefore, it can be concluded that cause-related marketing can be found very useful in persuading people to buy a particular brand.

The findings of this research are supported by (Gupta & Pirsch, 2006) which concluded that trust and satisfaction leads towards behavioral loyalty. The marketing alliance in cause-related marketing affects consumer's cognitive knowledge (brand trust) about a brand (Till & Nowak, 2006). With the help of CRM campaigns, companies are able to build up brand trust and can form long-lasting relationship with the company

based on loyalty (Vyravene & Rabbanee, 2016). Ahluwalia (2015) found that cause-related marketing technique creates brand's reputation, brand awareness and make people socially responsible by involving community. With the help of CRM, company is able to build up the trust in brand and can build a long-lasting relationships with the company based on loyalty (Kim et al., 2005). CRM campaigns help in increasing the sales, earn firms credibility, build positive brand image and results into more profits for the firm (He et al., 2016).

Marketers throughout the world have found cause-related marketing an effective tool to persuade people to buy by engaging them (Galan-Ladero et al., 2013; Grimmer & Woolley, 2014; Lafferty & Edmondson, 2009). Altruistic attribution from the brand itself becomes the basic antecedent of brand credibility in CRM (Bigné-Alcañiz, Currás-Pérez, & Sánchez-García, 2009). Emotional attachment with the brand enhances consumer's purchase intentions to purchase the cause-related marketing sponsor brand (He et al., 2016). However, for managers it is important to understand what is portrayed in the cause focused ad, who sees this ad and what type of product is being promoted with the cause (Chang & Chen, 2017). Marketers can achieve positive results from the CRM campaigns if carefully done on the target audience (Galan–Ladero et al., 2013).

People of Pakistan like to participate in cause-related activities generated by the companies. Pakistani consumers are generally hesitant to conduct extensive research about the products before purchase, especially in case of low involvement products. Thus cause-marketing is an excellent tool to gain people's attention in this case. The results obtained from this study provide insights and directions for marketers to use cause-related marketing a tool to promote their businesses.

The findings of the current research have both theoretical and practical implications. For instance, companies dealing with low involvement products can use cause-related marketing technique to promote their product in the Pakistani market. A tricky advice here is not to place cause-related products in the same shelves with the competing products. This will distract customer's attention away from cause-related products. Placing the newly launched products separately along with the cause campaign tools will get customers' attention easily.

Secondly, this technique will also be useful for promoting green products/ environment friendly products in Pakistan. This technique would enhance the awareness in consumers about the green products. Thus by using advertisements as promotion tool, companies can create an emotional bond between the product and its perspective customers.

Thirdly, cause-related marketing techniques create brand's reputation, brand awareness and make people socially responsible by involving community. It also addresses society's social and environmental issues. Therefore, this marketing technique can be used for new/ unknown products (Anridho & Liao, 2013).

Lastly, marketers must be careful about how the cause marketing campaign can inform and motivate the customers to buy the product in spite of the fact that cause-related marketing is an effective tool to persuade people to buy green products. However, corporation must recognize that exploitation of this technique can lead to terrible results (Abdeen, Rajah, & Gaur, 2016). For marketers, it is important to know that they should carefully employ cause-based information to engage customers. Consumers who get

more involved in the cause, try to process the information more deeply and if found unsatisfactory in turn lead them to judge the sponsoring company as less credible (Bae, 2016). It is also important to know that cause-marketing that includes intense guilt appeals can raise suspicion of company's negative motives (Singh & Crisafulli, 2018).

Future researches can address the impact of cause-related marketing on green products purchase decision. Moreover, researchers can also address the customers' views regarding cause-related marketing and its impact on people's environmental responsibility gestures.

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