

Cause Attribute and Consumer' Purchase Intention: Empirical Evidence from Beverage Sector in Pakistan

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Abstract

The given study was conducted to explain the influence of cause attribute on consumer purchase intention in beverages sector of Pakistan. Pepsi product of beverage sector helpful for data collected five point liker scale. The questionnaire were personally conducted at Okara for analyze data, statistical package for social sciences (S.P.S.S) version 16 Cronbach's Alpha test was use for reliability of instrument's, multiple regression and correlation test were applied to measure size and nature of association among hypothesis and variables. The result of data analysis should positive result congruence between the firm's product and cause, donation amount proximity donation and the purchase intention.

Key Words: *Congruence Between The Firm's Product And Cause, Degree Of Cause' Participation For Consumer, Donation Amount, Proximity Donation, Purchase Intention.*

Introduction

Congruence is kinship between any two things. As congruence between company and costumer has healthy relationship, without healthy relationship businesses objectives are unachievable. The brand of company does not interrupt utilizer which is norm for sound business. (Cheblia, 2014). Congruence of Donor and Receiver is essential for legitimate charity, Otherwise it would be of no vain. Charity receiver must ensure legality of donation. Equally Donor must avoid exploitation. That may be called balance of Congruence which is mandatory for Congruence. (Haroon, 2015). A campaign name Red and Government and Non-Government charity name Global Fund also need congruence for fair association. Red was campaign which titled products and in return got compensation. That wage was given to Global Fund which was used in different ailments. For successful congruence, there must be harmony in both. (Krishna, 2009). A team work is needed for appropriate harmony between an organization and Non benefit actors. An interchangeable efforts are mandatory for both too. They can exchange their efforts in terms of profit. Cooperation for both organization is required in terms of every aspect (Vock, 2014).

Donation has become wheel for business running. Its purpose is to uplift the Brand. Logos of company are pasted as guarantee for successful compatible device. Utilizer's response is reflection of Brand's standard. Some tags of Sponsors are surety for useful marketing. Acquaintance of Brand is paramount concern for shopping of favorite material. (SinaZeynali, 2013). For least destruction to atmosphere, Utilizer must follow Green consumption. Green consumption protect atmosphere from devastation. Its main objective is to buy those things which are less dangerous to society. Sound surroundings bring sound health and whose highest degree is so useful to human beings. Whatever the utilization, but one must keep in mind that it must not contaminate the surroundings (Wu1, 2015). Costumer's thinking is followed by Company according to past purchasing data. As previous reading is quite helpful for future planning. You can say that it is like prediction of weather whose knowledge allow us to take safety measures, similarly Market's foretelling assists to get highest prediction and aids to obtain factual measurement (Hosein, 2013). As we all know that Utilizer is always expected more from Company for getting profit. But due to corporate loving, it's not beneficial. Company's interaction with society is necessary to reach at highest reputation. Positive communication with surroundings puts positive image of company on utilizer. People's support to company is also superb tool for sublimity of organization (Wen, 2010). Transaction between and organization demand respectful name of Charity Company. We all know that for legal charity trust of both utilizer and firm is required telecom sector like Telenor. Aided the earth quick victims in Balakot and Islamabad in 2005 in term of shelter health aids and educible etc. Profit business like handmade embroidery in context of Pakistan. Also have connection with buyer will (Qamar, 2013).

The adventure for reason related marketing comprises transaction, selling, buying, tagging, logo developing, brand's exaltation and efforts for uplifting repote of firm. Commercial plays crucial role for enhancing business's fame as well as it takes business to sky. We can well assess by above citation that every minor thing counts much for developing trading (Dropuljić, 2011) Donations has been direct relation with business for example if we interest more then we can expect more but if we invest less then we have thinking of less. Success business needed intellectual mind behind it over confidence also much troubles much in trading. (Steenburg, 2013). Time is standing against money if we spend no time in trading then we can get more income. The sentence assure the impotence of time making money. Comprehensive time obtained enoronnus money so the word verses it suitable title over for company time and money for getting felicity tankful arrangement are required in term of dealing. Doubt can create hurdle for cause related marketing. It is complete that weather utilizer see the cause related marketing with doubt are not. When standard of productions is equal to the expenditure of the production. For the successful feature business doubt free view of consumer is needed. Connections of charity with the consumer marketing is comprehensive. It all depend on intention of consumer that how he tackle the dealing. (Mohamad, 2013). Interaction is precious tool for firm to create awareness between consumer and the seller. When coordination between consumer and seller in appropriate then objective of company is exploited and become doubtful for both. Globalization a whole world connects the consumer and seller with globe witch

is also a source of interaction. Now day's globalization creates element of unity and strength for consumer and seller. Trough it firm are enhancing the business in broader ways. Behavior to word the organization can also be explained as one's inner assessment of brand (Hazeleger, 2015). Uncivilized behavior create troubles for both less concertation is also a tool of damaging the business. New product made by unexpired manufactured also the source of harmfulness campaign full of freedom is also beneficial for marketing. Furthermore decision of consumer is also tool for successful dealing variety in efforts also fluctuates the business up and down. Intellectual of marketer it's also helpful tools for understanding norm of business which paves the way to success. Hence above mentioned approaches proves that they are ladders for uplifting of business (Landreth, 2002).

Problem Statement

Study reveals that synchronization between charity and business is mandatory for successful trading. If it does not exit, then it would result in disharmony between amount and production. Standardization is also requirement for avoiding any trouble. Issue related to the business is also burning question in contemporary period. For strengthen the business, both time and money is needed. Everything demands time and money. Risk always exists in everything. The best way to tackle a risk is to diagnose the problem. If we diagnose the issue, mostly solution is done. The best cure is the understanding of problem if you are unable to know the fault, then the problem cannot be resolved. Beverage is a sector where even minor fault can be heavy for loss. In foreign context, study shows that research work has been conducted on the relationship between cause attribute such as donation amount and donation proximately and intention of consumer purchase. In Pakistan context, especially in beverage sector, link between cause attribute such as donation amount donation proximity and intention of consumer purchase is still discussing. So present research emphasized on (Akhtar, 2014).

- (a) The relationship between the donation amount and the consumer's purchase intention in beverage sector in Pakistan.
- (b) The relationship between the donation proximity and the consumer's purchase intention in beverage sector in Pakistan.

Research Objective

The objective during the study is

- To explore the degree of relationship between cause attribute and consumer purchase intention in beverage sector in Pakistan.
- To explore the degree of relationship between congruence between the firm product and the cause purchase intention in beverage sector in Pakistan.
- To explore the degree of relationship between degrees of cause participation for consumer purchase intention in beverage sector in Pakistan.
- To explore the degree of relationship between donations amounts for consumer purchase intention in beverage sector in Pakistan.
- To explore the degree of relationship between donations proximity for consumer purchase intention in beverage sector in Pakistan.

Research Questions

- What is impact of cause attribute on the consumers purchase intention in beverage sector in Pakistan?
- What is impact congruence between the firm product and cause on the purchase intention in beverage sector in Pakistan?
- What is impact of degree of cause participation for consumer and cause on the purchase intention in beverage sector in Pakistan?

What is impact of donation amount and cause on the purchase intention in beverage sector in Pakistan?
What is impact of donation proximity and cause on the purchase intention in beverage in Pakistan?

Significant of Study

From Educational point of view, beverage sector allows us to interact business. This study is quite helpful for educating the beverage sector which is very necessary for congruence. When we employed this education in practical field' it will be very beneficial in field of beverage. Practical work is more important than educational aspect. From educational point of view, we just study while in practical field we will execute all over knowledge related to this article. Its importance is evident in that sense' we can explore hidden aspect of beverage sector. Congruence, degree of participation, donation amount and donation proximately are tools for our study. Their importance is more obvious in literature which I am going present in this article. Its implication' execution, synchronization and knowledge is output of this article.

Literature Review

Congruence between the firm's product and cause

Multiple endorsement creates hormones for production. one variable tag of famous personality is sufficient for uplifting of business. In spite of numerous celebrities only one famous personality can change the entire scenario, second of celebrity also causes trouble for business. Exploring inquires the effect of celebrity product damage congruence on the product behavior and famous person reliability in three circumstances. one celebrity tagger multiple celebrity with different congruence and celebrity with some relation to the product. Diversitated relation with the celebrity product relation caused negative effect on product. A prominent communication effect was exited between relation and endorsement on celebrity trust (Bastiaenen, 2012).

In cause related marketing the article consider the idea of congruity. Now a days there is different in a study that searches how nonprofit and profit couple cause a great impact on utilizer response this article enhance the idea of 'fit' with particular concertation. To the three direction named as behavior congruity emotional and congruative these idea play a reasonable roll in determine the consumer idea of relation of product and reason. Space between literature and profitable and non-profitable coupling effect the assessment of campaign (Oppewal, 2005). This article criticized us well as comments on congruity of region research. Country of region research is very valuable area of research "but one need resolution many critical sufferings. Reflection of criticizes is also paves the way for fording in the field. We assured that country of region research provide reflection for the field. For enhancing the literature we are critical of the endings. Little relevance consumer and business is also part of this article. (Harzing, 2008). In the least decades cause related marketing is ranked as highest level due to devolving realization and considered as most precious tool by the company which asset them to get better image from inner or outer customer and beneficial for the society. Cause related marketing is autoreactive and creative powerful tool to enhance. The life style and better mint of every individual that sports social aims and social services and also improves the strategies of masses. The use of both this article also recognizes the effective work in cause related marketing. it also shows the idea and meaning because related marketing this article shows that benefit suggestion references drown from it. (Lohia, 2014). This article reflection of present trend in marketing and cause related marketing and it also at first to inquire its impact. Available research (N=137) ravisolis that utilizer respondent to the celebrity in the respect brand behavior purchasing intention cause attitude all are positive. The will to make direct charity for reason is very low. In donation impact of celebrity endorse because related marketing. Cause related marketing massage does not enhance attitude to word brand. Utilizer attraction for effected is not exit to effect the celebrity endorse cause related marketing in addition conclusion shows that credibility of brand does not speculate the impact celebrity endorse cause related marketing on brand behavior intention of purchasing. (Leiprecht, 2013). Now days for increasing the sale cause related marketing strategies is also implied. Past literature on impact of cause related

marketing remain on ending. Competition between two retailing store also analyzed the impact of cause related marketing strategies. In higher retailing price strategies employed by retailing store could make the product different from its opponent. Utilizer ability to accept such kind of activities by employee strategies stress can increase their sale and reduce the competitor sale and profit. Consumer purchase intention will be stronger. If store continuous increase charity as a result the sale of opponent will also be reduce. Furthermore shifting of profit also identify (Chen, 2013).

Degree of Cause' Participation for Consumer

For online shopping' the gap among gender has found in using the internet since early day of internet female conceive. The risk of high level for online shopping as a result they feel hesitation for online purchasing. This article integrate the impact of online consumer review on the intention of consumer purchase particularly we asses weather there are difference of gender for online shopping. The study shows that purchase intention is a stronger female then male. It also show that consumer are influenced by negative thought then positive thought. It also for engaging the female online shopping as compare to male. (Taesik, 2011) Online social networking is also the medium for business. Factors of online social networking business are different factor of normal business.

This study is about readability and danger in online social network business. Particular through face book trust and risk effect online purchase decision is also observed. A trouble's and in literature are also findings. After studying focus group is more prominent for research focus must on studied factors. Discrepancies are found the explanation of description and expression of every attribute. In the study focus of the study is face book for analyzing trust and risk purchase through online social network. (Mardjo, 2013). The study is about consumer motivation of older respondent were more conceived to purchase faire trade clothing by motivation and hedonic then younger respondent. Rich respondent were more conceived then low income respondent low (PCE)consumer are less motivated then high (PCE) consumer respondent that do not see promotional trade clothing are more motivator then the respondent see. Respondent that do not feel people are less conceived then the respondent feel. Respondent became more conceived respondent purchasing intention develop (Ferrell, 2011). For creation of friendly utilization of diver station natural resources as up lifted environmental moral as also effects on consumer activities as the issue of environmental protection as got intention.

Due to increase in polarity of green product like natural and organic product. Organic product are consider second larger of sale of organic food industry. Market share and consumer demand has also increased in organic industry. Organic product like shampoo and body lotion were used for the study. Conceived behavior central also moderate the kinship between purchase intention and attitude. For the purpose of important in business perceived behavior, consumer value and past experience. (Kim, 2009). Consumer attitude subjective norms purchase intention of fashion goods made of fur leather and wool are also effected by product information two perspectives are also examined two type of information. For this research graduate and under graduate students almost 31,001are also participation and 1533 respondent among which 1291 respondent were used for analysis of the data hypothesis testing “ testing preminerly analysis and determination the influence of the participant we three phases of data analysis. Different type of information are benefit of for fashion industries and study result very creation and marketing and education implication. This also better understand of the information that effect the consumed attitude the fashion product. (Minjung, 2014)

Donation Amount

In devolving countries most of people have different medium transmitter in spite of internet is one of the imported medium for trading. This study is about sale upgradation and effect of the brand. To powerful marketing policies on consumer online purchase intention perceiving quality also effect the consumer decision making. Among the 248 professors to sell phone brand were analyzed in the university of Tabriz

Iran. Questionnaire was helpful for gathering data and analyzing the software. The conclusion shows that sale phone store in Iran very much important. They powered the online store names they manage the advertisement and also increase awareness of the people word of the brand. They upgrade the quality of brand. They provide the beneficial promotion to convenience the consumer over the time (Faryabi, 2015).

In sport of environment few people are agree about concern about behavior action in spite of people high degree of concern about the environment. In order to examine to impact of small competent on environment 'consumer preference advertise the product that helpful for causing. The result shows that the important requirement behavior consistency, consumer must show that competent to cause in addition and underling process for effectiveness technique, the article ad to prove on self-conception. It also shows that the effect work only when the cost have association with cause' although commitment enhancing intention to buy a product which has relation with cause. Marketing interaction theory and practice are argument in this article (Aggarwal, 2005).

Online country service and real transaction tempest crowd funding for buying product are emerged next the different style of global crowd fending plate form with huge will set the new tend of internet. Due to this reason this article research impact online consumer crowd fending attitude to conceived value and purchasing intention as well as speculating effect of conceived value on equal relation between purchase intention and crowd fending. Utilizer of Taiwanese crowd fending plate form and distributed 300 questionnaire.

Due to incomplete total 153 valid copies were conceived. The valuable effect of crowd fending to conceived value ' to important impact of perceived value purchase intention '3 important impact crowd fending on purchase intention 4 important speculated effect of perceived value between purchase intention and crowd fending (Ho, 2014).

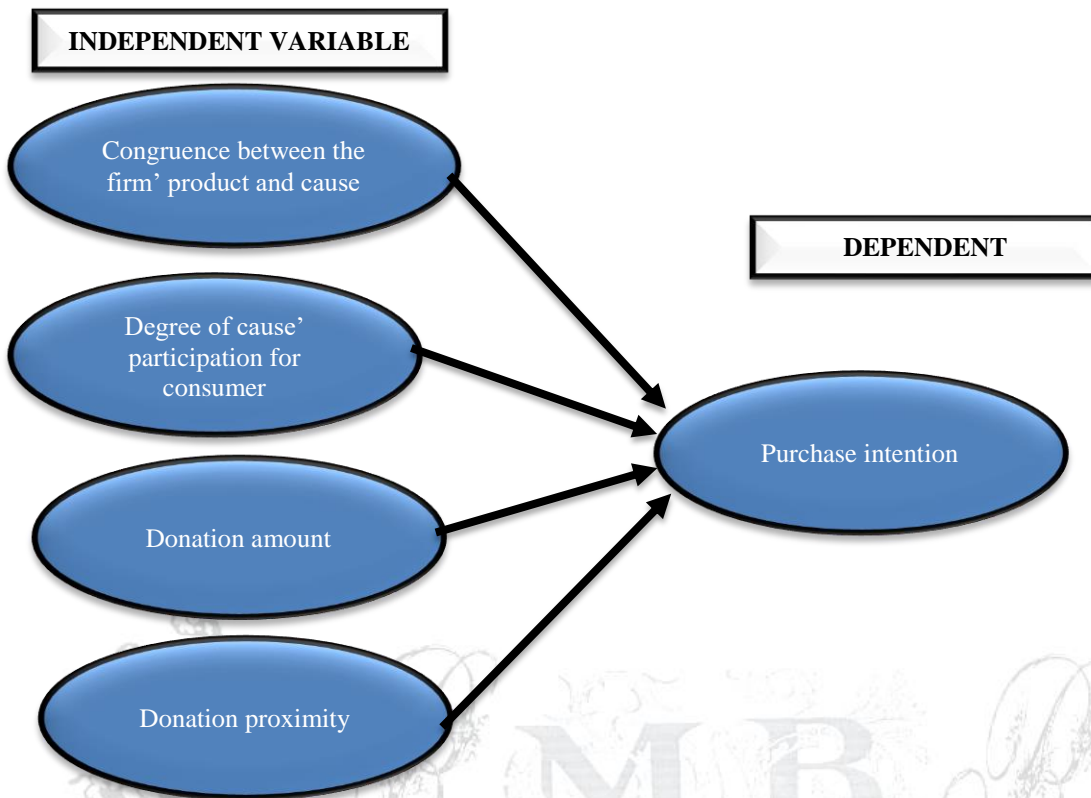
Donation Proximity

Behavior of customer online music is analyzed through this clients can pay what they need of album 'as it is which range of giving price. Furthermore to set to set the data with real dealing. We assess the responses of survey from 236 consisted magnitude customer. The payment of every customer 8.20\$ minimize is 5\$ and grater then recommended price of the 8\$.the survey replies about the payment which are the real transaction. The actual transaction of the customer is given qualitative data. Generous payment has major driver which is reciprocity (Regner, 2003).

African American donors of organ is the key point of the study. The generation of sender is the message as the impact of exemplar for manipulation. For presentation of organ donation and anthropomorphic agent was employed respondents' video clip was viewed and then post for finished. The influence American African organ donor was not avoidant. This study did not support the African American anthropomorphic agent on the hope that participate would recognized it (O'Mally, 2011).

For increasing the sale volume the relation of customer purchase intention with corporate charity has become the common practice of business. Company determine many cause related marketing supports denotable causes. There for the participation of individual choice donation become evident and also assets through this paper. In product advertisement different choice option and charitable donation and person of experimental survey manipulated. Cause related marketing campaign may effected consumer purchase intention through cause and analysis. Involvement cause and product speculate this effecting. Underline marketing cause and product involvement the part of choice also matter in cause related marketing (Luckea, 2015).

Research Model or Theoretical Framework



Hypothesis

(H1) There is a positive correlation between congruence between the firm's product and cause and purchase intention.

(H2) There is a positive correlation between degree cause's participation and consumer with purchase intention

(H3) There is a positive correlation between the Donation Amount with purchase intention.

(H4) There is a positive correlation between proximity Donation with purchase intention.

Research Methodology

Applied research is the research philosophy. Nature of this exploring was quantitative research is feasible when (1) size of the sample is consisted numerous number of sampling component (2) nature of data analysis is statistical (3) collection of was in form of structure. Unit of analysis was separate and he/she was user of Pepsi of the beverage sector. User of account of the banking sector consider target papulation. Luxuries sampling technique was employed for this literature it was consumed less and costly of all sampling technique sampling element are closely get able. Information may be gathered immediately a total number 200 questionnaire were given to the student but200 questionnaire respondent. So response rate 100%.

Congruence between firm's product and degree cause participation of consumer' size of donation amount and intention of purchase were analyzed with seven item each while donation proximity was measured with four item. Items were adopted (Landerth, 2002). Data was collected questionnaire five point liker scale.

Questionnaire were personally executed at Okara. A questionnaire has very little chance of introducing the business into the result compare to the interview. For example interview replied to answer of respondent. It provide quantitative information in the form of structure. Such kind of data is suitable to analyze statically. Activity of the data collection was finalized it's about two week. Truss of the questionnaire was fixed through crown alpha test. The software version20 with was used for data analysis for was statistical of package for social sciences (S.P.S.S) for explaining the respondent demographic information 'tables any pie charts. Among construct and test hypothesis' the nature and strength of relationship' may regression were apply.

Table of Reliability analysis:

Cronbach's Alpha	N of Items
.905	5

Cronbach's alpha is reliability coefficient tell about which validity of instrument and inter item consistency/reliability of instrument. The value of Cronbach Alpha of each construct should positive and greater than 0.70 a good reliability of instrument congruence between the firm's product and cause, degree of cause, participation for consumer, donation amount and donation proximately amount purchase intention which has value .905 so study construct have no reliability problem.

Student self-employment salaried person

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	106	53.0	53.0	53.0
self-employed	51	25.5	25.5	78.5
salaried person	43	21.5	21.5	100.0
Total	200	100.0	100.0	

Above the model result shows that the value of student 106 and 53% .the value of self-employed 51 and 26%.the value of salaried person 43 22%. 200 questionnaire and 100% response.

yes no

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	130	65.0	65.0	65.0
No	70	35.0	35.0	100.0
Total	200	100.0	100.0	

In the above mode the product Pepsi like the respondent 130 and 65%. Do not like the respondent 70and 35%.

male female

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	107	53.5	53.5	53.5
	Female	92	46.0	46.0	99.5
	Total	200	100.0	100.0	

In the model result shows that 107and 54%, female 92 and 46%

18-25 26-35 36-45

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	83	41.5	41.5	41.5
	26-35	78	39.0	39.0	80.5
	36-45	39	19.5	19.5	100.0
	Total	200	100.0	100.0	

In the above model result shows that the age of respondent 18-25 83and 42%, 26-35 78 39%, 36-45 39 20% of respondent

Correlations

		purchase	congruence	Degree	donation	Proximately
Purchase	Pearson Correlation	1	.098	.119	.212**	.220**
	Sig. (2-tailed)		.219	.106	.003	.002
	N	200	160	187	200	200
congruence	Pearson Correlation	.098	1	.922**	.871**	.812**
	Sig. (2-tailed)	.219		.000	.000	.000
	N	160	160	160	160	160
Degree	Pearson Correlation	.119	.922**	1	.920**	.883**
	Sig. (2-tailed)	.106	.000		.000	.000
	N	187	160	187	187	187
Donation	Pearson Correlation	.212**	.871**	.920**	1	.904**
	Sig. (2-tailed)	.003	.000	.000		.000
	N	200	160	187	200	200
Proximity	Pearson Correlation	.220**	.812**	.883**	.904**	1
	Sig. (2-tailed)	.002	.000	.000	.000	
	N	200	160	187	200	200

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

Correlation us technique which measure the strength of association between among variables the result shows there is positive correlation with purchase intention by congruence between the firm's product and cause with correlation of low degree of positive correlation between two variables the value of .098.H1

There is a positive correlation congruence between the firm's product and cause, purchase intention. Degree of cause 'participation for consumer with purchase intention low degree of positive correlation between two variables the value of .119. H2 There is a positive correlation between degree of cause 'participation for consumer, purchase intention. Donation amount with purchase intention low degree of positive correlation the value of .212. H3 There is positive correlation donation amount and purchase intention. Donation Proximately with purchase intention low degree of positive correlation the value of .220. H4 there is a positive correlation donation proximity and purchase intention.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662 ^a	.439	.424	.49843

a. Predictors: (Constant), proximity, congruence, donation, degree

The model shows that correlation between the independent and dependent variables represented R is 0.662. The coefficient of determination that show how the variables are deviated from straight which has the value of 0.439 represented as R square. The adjusted R square value is 0.424. The value of R square 0 to 1 that is also indicates fitness of model. The fitness of all research question regarding congruence between the firm's product and cause, degree of cause' participation of consumer, donation amount, proximity donation and dependent variable purchase intention is confirmed.

Anova^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	30.113	4	7.528	30.303	.000 ^a
Residual	38.508	155	.248		
Total	68.621	159			

a. Predictors: (Constant), proximately, congruence, donation, degree

b. Dependent Variable: purchase

P-value .000 is less than significance level (0.01), there is a linear regression between dependent variable purchase intentions and independent variable congruence between the firm's product and cause, degree of cause' participation for consumer, donation amount and proximity donation. The value of F-(30.303) is significant that congruence between the firm's product and cause, degree of cause' participation for consumer, donation amount and proximity donation are significantly combined to estimate consumer's purchase intention in the beverages sector of Pakistan.

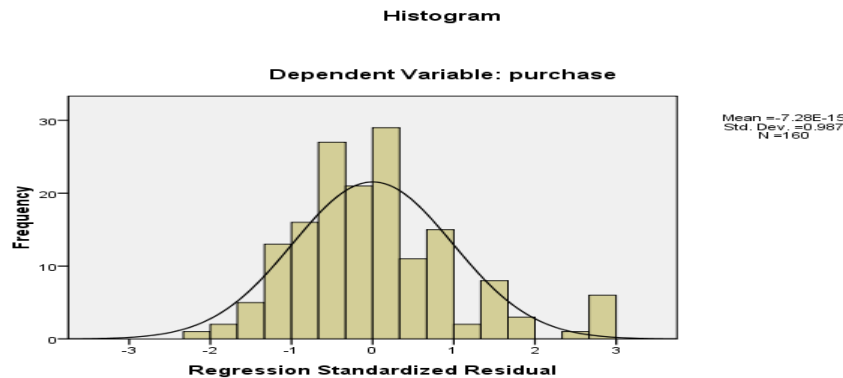
Coefficient^{ss}

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.086	.231		9.033	.000
	Congruence	-.786	.154	-.814	-5.100	.000
	Degree	-.337	.142	-.464	-2.368	.019
	Donation	.804	.130	1.029	6.165	.000
	Proximately	.403	.103	.546	3.910	.000

a. Dependent Variable: purchase

This model shows that positive relation congruence between firm's product and cause and purchase intention in the beverage sector of Pakistan. Since p-value (.000) is less than significance level (.01), there is a positive relationship between congruence between firm's product and cause and the consumer purchase intention in beverage sector of Pakistan.

We estimated positive relation between degrees of cause' participation for consumer and purchase intention in beverage sector of Pakistan, p-value (0.019) is greater than significance level (.01) there is no positive relation between degree of cause' participation for consumer and purchase intention in beverage sector of Pakistan. The above model shows that positive relation between donation amount and consumer purchase intention, since p-value (.000) is less than significance level (.01) there is a positive relation between donation amount and purchase intention in beverages sector of Pakistan. There is a positive relation between proximity donation and purchase intention, p-value (.000) is less than significance level (.01) there is a positive relation between proximity donation and purchase intention. The value of adjusted R square is indicate approximately 42% change in purchase intention in beverage of Pakistan is detailed congruence between firm's product and cause, degree of cause' participation for consumer, donation amount and donation proximity donation.



Discussion and Conclusion

Cause related marketing used for the examination of roll of donation cause congruence in eliciting consumer response cause marketing program, that was discuss in this research. Relation between cooperate donation property was also calculated in this study for donation, it is a man influence on creating desired consumer response. So donation cause relation is not important mire finder of donation under taken by service form. A firm offered the nature of service that is donation might has effect on how utilizer consider the donation alliance and the behavioral intention (Roy, 2010).

In the promotion of any organization cause related marketing is very imported factor it show the strong prove that cause related marketing has effect of consumer purchase decision with combined image name of attractiveness having major thinking role give it the strong bases for cause related marketing activities developing country like Pakistan. Similar to previous study the finding of study showed that cause related marketing have good effect on consumer purchase decision. (Lodhi, 2013).

Corporate manager of beverage sector should ensure the corporation of cause related marketing activities and cause related marketing activities increase market awareness and firm performance they must think that cause attribute give strong effect on consumer purchase intention they must select a considering its ability special a degree of cause' participation for consumer, donation amount . They must feel that common public of Pakistan is not related with the donation proximity, congruence between the firm's product and cause.

Questionnaire are helpful for data collection it was consisted of close ended question and purely of structured nature so given choices are limitation for response reaction were taken from customer of Pepsi product beverage sector. No beverage sector as coca cola gourmet cola big apple was fixed in current study. The citizen of large city like Rawalpindi Lahore Islamabad Karachi Peshawar have suitable exhibition conducted cause related marketing activities on the organization and they may reacted better as compare native of Okara to check effect of cause attribute on brand equity, a new research can be conducted. Product design, design, quality, can be recoded along with the cause attribute in the perspective of consumer purchase intention

Managerial Implications

Assessing from this result to consideration from cause related marketing when they evaluate link their brand with cause first result' that cause related marketing positively affected the believes above donation sincerity of the cause support attitude toward purchase intention should lend the manager to consider the question that what variables effect the perception cause and over brand. The think that relation effect consumer response to donation is not new, but how relation is constructed is deferent method donation connection have been categories as strategic over logical. Logical kink are those where the relation between cause and donation whose target market share the character tics. Manager of Pepsi product increase production of Pepsi. Product and also must be spread all over the Pakistan. The greater is sale, the larger will be its brand. Manager must take the technical steps for enhancing the manufacturing of the product.

Limitation Future Research Recommendation

Due to lack of time I select limited geographical era so further research on this topic with other geographical area and also use other sampling technique like random sampling. Future research recommendation is further research on what is impact of gorilla marketing on sale volume of company and I suggest to use this research model and more research on this study with the use of moderation variable.

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