

Celebrity Endorsements of Cause Related Marketing, the Donation Message, and the Impact on Generation Z

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Abstract

Cause related marketing enables unification of commercial and social interests, with the brand always making a public association with the cause. Cause related marketing cannot be described as philanthropy, as it is implemented to benefit both the company and the cause.

The purpose of this research is to examine any differences in the effects caused by the variables of donation frame, celebrity endorsement and message frame. The two main donation methods are examined: a set monetary donation frame and an in-kind donation of resources. This research also addresses the message source, between the brand and that of a celebrity acting as an endorser, as well as the message frame, specifically between an impersonal or a personal message frame.

This research has a quantitative approach and data was collected using experimental design, as it is the most applicable method for the testing of causal effects. 162 student subjects are used as the sample base as they are representative of Generation Z at the time of this study. The quantitative data was analysed using inferential statistics, more specifically using paired t-tests.

It was found that only cause related marketing messages with a celebrity message source using a personal message frame positively affected the Generation Z attitudes towards the brand, which was found across both donation frames. Therefore, brands seeking to optimise return on investment should ensure the endorsing celebrity uses a message which speaks in a collaborative style with the audience.

The brand as the message source did not manage to elicit significant change in Generation Z purchase intention. However, there was a significant effect when the celebrity acted as the message source, found across both donation frames. This indicates that generation Z are advertising adverse and celebrity endorsement can help mediate this scepticism.

Cause related marketing was shown to have a positive effect on Generation Z word-of-mouth intentions across both message sources as well as across both donation frames, indicating that this is still a useful marketing technique for targeting generation Z.

Contents

List of Figures	6
List of Tables	10
List of Abbreviations	14
Acknowledgements	14
Chapter 1: Introduction	15
1.1 Research Purpose	20
1.2 Research Aim, Research Objectives and Research Questions	24
1.2.1 Research Aim	24
1.2.2 Research Objectives.....	25
1.2.3 Research Questions	25
1.3 Thesis Structure	26
Chapter 2: Literature Review	29
2.1 Corporate social responsibility	30
2.2 Cause related marketing	35
2.2.1 Routes to cause related marketing	35
2.2.2 Approaches to cause related marketing	37
2.2.3 Types of cause related marketing	38
2.2.4 Level of cause related marketing	39
2.2.5 Congruence	40
2.2.6 The cause	41
2.2.7 Cause related marketing summary	46
2.3 Generation Z	47
2.3.1 Generation Z's perceptions and outlook	48
2.3.2 Generational theory	49
2.3.3 Seven distinguishable markers of Generation Z	53
2.3.4 The marketing challenges.....	55
2.3.5 The marketing opportunities	56
2.3.6 Generation Z and online communities	59
2.3.7 Generation Z summary	60
2.4 The consumer and cause related marketing	61
2.4.1 Altruism and impure altruism	61
2.4.2 Prosocial behaviour	62
2.4.3 The output variables of this thesis	64

2.4.4 The consumer and cause related marketing summary	65
2.5 Celebrity	65
2.5.1 Mediated persona	68
2.5.2 Para-social relationships.....	69
2.5.3 Celebrity activism.....	73
2.5.4 Celebrity endorsement.....	76
2.5.5 Celebrity summary	90
2.6 Framing of the communication	91
2.6.1 Message wording of the donation	91
2.6.2 Donation magnitude.....	92
2.6.3 Message processing.....	95
2.6.4 Summary of framing of the communication.....	100
2.7 Literature Review Summary	100
2.7.2 Research Model.....	102
Chapter 3: Methodology	104
3.1 Philosophical stance	104
3.2 Epistemological stance	108
3.3 Experimental research	111
3.3.1 Control and naturalism.....	111
3.3.2 Prospective data	112
3.3.3 Generalisation.....	113
3.4 Research Approach	114
3.4.1 Strategy and Hypotheses.....	115
3.4.2 Conceptual Framework.....	116
3.4.3 Sampling.....	116
3.4.3 Quantitative data collection.....	121
3.4.4 Reliability and validity	123
3.4.5 Pre-testing	124
3.4.6 Quantitative data analysis.....	131
3.5 Ethical considerations	136
3.6 Summary of methodology	142
Chapter 4: Analysis and Discussion	143
4.0.1 Participant ID's.....	143
4.1 Demographics and control variables	144

4.1.1 Control variables.....	144
4.1.2 Demographic and recognition variables.....	145
4.1.3 Pre-attitude towards the brand before cause related marketing	147
4.1.4 Pre-purchase intention towards the brand before cause related marketing	148
4.1.5 Pre-word of mouth intention towards the brand before cause related marketing.....	149
4.2 Stage 1: Donation frame	150
4.2.1 Donation frame and Attitude	152
4.2.2 Donation frame and Purchase Intention	158
4.2.3 Donation frame and Word-of-Mouth	165
4.2.4 Donation frame and perceived magnitude of the donation	174
4.3 Stage 2: Celebrity and donation frame.....	179
4.3.1 Celebrity, donation frame and attitude	179
4.3.2 Celebrity, donation frame and purchase intention.....	185
4.3.3 Celebrity, donation frame and word-of-mouth.....	194
4.3.4 Celebrity, donation frame and perceived magnitude of the donation	204
4.4 Stage 3: Celebrity phrasing and donation frame.....	213
4.4.1 Celebrity phrasing and attitude	214
4.4.2 Celebrity phrasing and purchase intention.....	222
4.4.3 Celebrity phrasing and word-of-mouth.....	229
4.4.4 Celebrity phrasing, donation frame and perceived magnitude of the donation.....	238
4.5 Discussion.....	243
4.6 Summary of Analysis and Discussion	250
Chapter 5: Conclusion.....	250
5.1 Donation Frame	251
5.2 Message source.....	251
5.3 Message frame	252
5.4 Implications for theory	254
5.5 Recommendations for business.....	256
5.6 Limitations of this research	257
5.7 Recommendations for future research.....	257
5.7.1 Additional scenario variables	258
5.7.2 Additional output variables.....	260

5.7.3 Additional control variables	261
5.7.4 Generalisation.....	262
References	263

List of Figures

Figure 1: Population of Generation Z in the UK – Statista.com (2022).....	16
Figure 2: Generation Z Socially Responsible Ethical Consumers - Euromonitor International (2018)	17
Figure 3: The three research stages of this study	28
Figure 4: Position of this thesis within the literature	29
Figure 5: Pyramid of Social Responsibility – Carroll (1991)	33
Figure 6: Company-Cause Fit – Pringle and Thompson (2001)	40
Figure 7: Causes donated to in the last 4 weeks.....	45
Figure 8: Influencer Tiers	68
Figure 9: Conceptualisation for scenario 2 and 3 (Research Stage 1)	103
Figure 10: Figure 2: Conceptualisation for scenario 4, 5, 6 and 7 (Research Stages 2 & 3).....	103
Figure 11: Ontological Assumptions.....	105
Figure 12: The critical realist view of causation.....	108
Figure 13: The three main epistemological stances in social science research	109
Figure 14: Philosophical stance of this research	111
Figure 15: The sequential model of research	114
Figure 16: How the research design was generated for this study	115
Figure 17: How the sample was generated for this study.....	116
Figure 18: The sample for this study and how it can infer to the population.....	120
Figure 19: Ethical consideration during the stages of research.....	137
Figure 20: The methodology of this study	142
Figure 21: Pie chart representation of the gender mix of participants	145
Figure 22: SPSS screen capture showing the variable view of SPSS worksheet 2	151
Figure 23: SPSS screen capture showing the calculation of the means	151
Figure 24: SPSS screen capture showing how the three attitude question results were input to calculate the mean attitude for each participant.....	151
Figure 25: SPSS screen capture of the donation frame scenario data coding setup	152
Figure 26: Calculating frequencies in SPSS.....	154
Figure 27: Calculating frequencies in SPSS, selecting Mean and Standard Deviation	154
Figure 28: Histogram showing the difference in attitude post in-kind donation.....	160
Figure 29: Histogram showing the difference in attitude post monetary donation ..	163
Figure 30: bar chart illustrating word-of-mouth after cause related marketing with an in-kind donation frame.....	166
Figure 31: Parallel co-ordinates chart showing the change in word-of-mouth after cause related marketing with an in-kind donation frame	167
Figure 32: Scatterplot of word-of-mouth pre cause related marketing vs post in-kind donation	168
Figure 33: Histogram showing the difference in word-of-mouth post in-kind donation	168

Figure 34: bar chart illustrating word-of-mouth after cause related marketing with a monetary donation frame	170
Figure 35: Parallel co-ordinates chart showing the change in word-of-mouth after cause related marketing with a monetary donation frame	171
Figure 36: Scatterplot of word-of-mouth pre cause related marketing vs post monetary donation.....	172
Figure 37: Histogram showing the difference in word-of-mouth post monetary donation	172
Figure 38: Parallel co-ordinates chart comparing perceived magnitude of in-kind donation vs monetary donation	177
Figure 39: Scatterplot of monetary donation attitude, Brand vs Celebrity source...	183
Figure 40: Histogram of monetary donation attitude, Brand vs Celebrity source....	183
Figure 41: bar chart illustrating brand purchase intention after cause related marketing with an in-kind donation frame and a celebrity message source	187
Figure 42: Parallel co-ordinates chart comparing sources with an in-kind donation on purchase intention	187
Figure 43: Scatterplot of in-kind donation purchase intention, Brand vs Celebrity source	188
Figure 44: Histogram of in-kind donation purchase intention, Brand vs Celebrity source	189
Figure 45: bar chart illustrating brand purchase intention after cause related marketing with a monetary donation frame and a celebrity message source	191
Figure 46: Parallel co-ordinates chart comparing sources with a monetary donation on purchase intention	191
Figure 47: Scatterplot of monetary donation purchase intention, Brand vs Celebrity source	192
Figure 48: Histogram of monetary donation purchase intention, Brand vs Celebrity source	193
Figure 49: bar chart illustrating word-of-mouth after cause related marketing with an in-kind donation frame from a celebrity source.....	196
Figure 50: Parallel co-ordinates chart comparing sources with an in-kind donation on word-of-mouth intention.....	196
Figure 51: Scatterplot of in-kind donation on word of mouth, Brand vs Celebrity source	197
Figure 52: Histogram of in-kind donation on word-of-mouth intention, Brand vs Celebrity source	198
Figure 53: bar chart illustrating word-of-mouth after cause related marketing with a monetary donation frame from a celebrity source	200
Figure 54: Parallel co-ordinates chart comparing sources with a monetary donation on word-of-mouth intention.....	200
Figure 55: Scatterplot of monetary donation word-of-mouth, Brand vs Celebrity source	201
Figure 56: Histogram of monetary donation word-of-mouth intention, brand vs celebrity source	202

Figure 57: Parallel co-ordinates chart comparing perceived magnitude of in-kind donation vs monetary donation with a celebrity source	207
Figure 58: Parallel co-ordinates chart comparing perceived magnitude of in-kind donation with a brand vs celebrity source	209
Figure 59: Parallel co-ordinates chart comparing perceived magnitude of monetary donation with a brand vs celebrity source	211
Figure 60: bar chart illustrating brand attitude after cause related marketing with an in-kind donation frame from a celebrity source with a personal frame	215
Figure 61: Parallel co-ordinates chart comparing general vs personal celebrity message with an in-kind donation	215
Figure 62: Scatterplot of in-kind donation attitude, impersonal vs personal celebrity message.....	216
Figure 63: Histogram of in-kind donation attitude, impersonal vs personal celebrity message.....	217
Figure 64: bar chart illustrating brand attitude after cause related marketing with a monetary donation frame from a celebrity source with a personal frame	219
Figure 65: Parallel co-ordinates chart comparing impersonal vs personal celebrity message with a monetary donation on attitude	219
Figure 66: Scatterplot of monetary donation attitude, impersonal vs personal celebrity message	220
Figure 67: Histogram of monetary donation attitude, impersonal vs personal celebrity message.....	221
Figure 68: bar chart illustrating brand purchase intention after cause related marketing with a monetary donation frame and a celebrity message source with a personal frame	226
Figure 69: Parallel co-ordinates chart comparing impersonal vs personal celebrity message with a monetary donation on purchase intention.....	226
Figure 70: Histogram of monetary donation purchase intention, impersonal vs personal celebrity message.....	227
Figure 71: bar chart illustrating word-of-mouth after cause related marketing with an in-kind donation frame from a celebrity source using a personal message frame ..	230
Figure 72: Parallel co-ordinates chart comparing impersonal vs personal celebrity message with an in-kind donation on word-of-mouth intention.....	231
Figure 73: Scatterplot of in-kind donation word-of-mouth intention, impersonal vs personal celebrity message.....	232
Figure 74: Histogram of in-kind donation word-of-mouth intention, impersonal vs personal celebrity message.....	232
Figure 75: bar chart illustrating word-of-mouth after cause related marketing with a monetary donation frame from a celebrity source using a personal message frame	234
Figure 76: Parallel co-ordinates chart comparing impersonal vs personal celebrity message with a monetary donation on word-of-mouth intention	235
Figure 77: Scatterplot of monetary donation word-of-mouth intention, impersonal vs personal celebrity message.....	236

Figure 78: Histogram of monetary donation word-of-mouth intention, impersonal vs
personal celebrity message..... 236

Figure 79: Parallel co-ordinates chart comparing perceived magnitude of in-kind
donation vs monetary donation with a celebrity source sending a personal message
..... 241

List of Tables

Table 1: Cause related marketing donation frame categories	22
Table 2: Endorsement Types (Adapted from Seno and Lukas, 2007).....	88
Table 3: Summary of hypotheses.....	102
Table 4: The real, the actual and the empirical	107
Table 5: Alternative terminology for “cause” and “effect”	108
Table 6: Questions generated for the study	123
Table 7: Most recognised charities in the UK 2015	126
Table 8: Charity pre-test results	127
Table 9: Brand pre-test results	128
Table 10: Top UK male celebrities pre-test results.....	129
Table 11: Top UK female celebrities pre-test results.....	130
Table 12: Mathematical notations of t-test hypotheses and tails	134
Table 13: Qualifying participants in the final data set	144
Table 14: Frequency of the gender variable	145
Table 15: Nationality of the participants	146
Table 16: Brand awareness of the participants	146
Table 17: Cause awareness of the participants	147
Table 18: Prior cause support among the participants	147
Table 19: Results from prior brand attitude questions	148
Table 20: Results from prior brand purchase intention questions	149
Table 21: Results from prior brand word-of-mouth intention questions	150
Table 22: Results from the brand attitude questions post in-kind donation	153
Table 23: Impression of brand attitude pre and post in-kind donation.....	154
Table 24: Set of paired sample statistic tables for in-kind donation attitude	155
Table 25: Results from the brand attitude questions post monetary donation.....	156
Table 26: Impression of brand attitude pre and post monetary donation.....	156
Table 27: Set of paired sample statistic tables for monetary donation attitude.....	157
Table 28: Results from the brand purchase intention questions post in-kind cause related marketing donation.....	159
Table 29: Impression of purchase intention pre and post an in-kind donation.....	159
Table 30: Set of paired sample statistic tables for in-kind donation purchase intention	161
Table 31: Results from the brand purchase intention questions post monetary cause related marketing donation.....	162
Table 32: Impression of purchase intention pre and post a monetary donation	162
Table 33: Set of paired sample statistic tables for monetary donation purchase intention.....	164
Table 34: Results from brand word-of-mouth intention questions post in-kind cause related marketing donation.....	166
Table 35: Impression of word-of-mouth pre and post an in-kind donation.....	167
Table 36: Set of paired sample statistic tables for in-kind donation word-of-mouth	169
Table 37: Results from brand word-of-mouth intention questions post monetary cause related marketing donation	170

Table 38: Impression of word-of-mouth pre and post a monetary donation	171
Table 39: Set of paired sample statistic tables for monetary donation word-of-mouth	173
Table 40: Participant perception of if the cause related marketing donation is reasonable	175
Table 41: Participant perception of if the cause related marketing donation was satisfactory	176
Table 42: Impression comparison of perceived magnitude of in-kind vs monetary donation	177
Table 43: Set of paired sample statistic tables for donation frame magnitude perception	178
Table 44: Results from the brand attitude questions post in-kind donation with celebrity message source.....	180
Table 45: Impression comparison of message source with an in-kind donation on attitude	180
Table 46: Set of paired sample statistic tables for in-kind donation attitude, brand vs celebrity source	181
Table 47: Results from the brand attitude questions post monetary donation with celebrity message source.....	182
Table 48: Impression comparison of message source with a monetary donation on attitude	182
Table 49: Set of paired sample statistic tables for monetary donation attitude, brand vs celebrity source.....	184
Table 50: Results from the brand purchase intention questions post in-kind donation with celebrity message source	186
Table 51: Impression comparison of message source with an in-kind donation on purchase intention	188
Table 52: Set of paired sample statistic tables for in-kind donation purchase intention, brand vs celebrity source	189
Table 53: Results from the brand purchase intention questions post monetary donation with celebrity message source.....	190
Table 54: Impression comparison of message source with a monetary donation on purchase intention	192
Table 55: Set of paired sample statistic tables for monetary donation purchase intention, brand vs celebrity source	193
Table 56: Results from the brand word of mouth intention questions post in-kind donation with celebrity message source.....	195
Table 57: Impression comparison of message source with an in-kind donation on word-of-mouth intention.....	197
Table 58: Set of paired sample statistic tables for in-kind donation purchase intention, brand vs celebrity source	198
Table 59: Results from the brand word of mouth intention questions post monetary donation with celebrity message source.....	199
Table 60: Impression comparison of message source with a monetary donation on word-of-mouth	201

Table 61: Set of paired sample statistic tables for monetary donation word-of-mouth intention, brand vs celebrity source	202
Table 62: Participant perception of how reasonable the donation in cause related marketing donation was with celebrity as the message source.....	205
Table 63: Participant perception of how satisfactory the donation in cause related marketing donation was with a celebrity source	206
Table 64: Impression comparison of perceived magnitude of in-kind vs monetary donation	207
Table 65: Set of paired sample statistic tables for donation frame magnitude perception with a celebrity source	208
Table 66: Impression comparison of perceived magnitude of in-kind donation with a brand vs. celebrity source	209
Table 67: Set of paired sample statistic tables for in-kind donation frame with a brand vs. celebrity source.....	210
Table 68: Impression comparison of perceived magnitude of monetary donation with a brand vs. celebrity source	211
Table 69: Set of paired sample statistic tables for a monetary donation frame with a brand vs. celebrity source	212
Table 70: Results from the brand attitude questions post in-kind donation with personal celebrity message.....	214
Table 71: Impression comparison of impersonal vs personal in-kind donation celebrity message	216
Table 72: Set of paired sample statistic tables for in-kind donation attitude, impersonal vs personal celebrity message.....	217
Table 73: Results from the brand attitude questions post monetary donation with personal celebrity message.....	218
Table 74: Impression comparison of impersonal vs personal monetary donation celebrity message on attitude.....	220
Table 75: Set of paired sample statistic tables for monetary donation attitude, impersonal vs personal celebrity message.....	221
Table 76: Results from the brand purchase intention questions post in-kind cause related marketing donation with celebrity source and personal message frame	223
Table 77: Impression comparison of impersonal vs personal in-kind donation celebrity message on purchase intention	224
Table 78: Set of paired sample statistic tables for in-kind donation purchase intention, impersonal vs personal celebrity message	224
Table 79: Results from the brand purchase intention questions post monetary cause related marketing donation with celebrity source and personal message frame	225
Table 80: Impression comparison of impersonal vs personal monetary donation celebrity message on purchase intention	227
Table 81: Set of paired sample statistic tables for monetary donation purchase intention, impersonal vs personal celebrity message	228
Table 82: Results from the brand word-of-mouth intention questions post in-kind cause related marketing donation with celebrity source and personal message frame	230

Table 83: Impression comparison of impersonal vs personal in-kind donation celebrity message on word-of-mouth intention	231
Table 84: Set of paired sample statistic tables for in-kind donation word-of-mouth intention, impersonal vs personal celebrity message	233
Table 85: Results from the brand word-of-mouth intention questions post monetary cause related marketing donation with celebrity source and personal message frame	234
Table 86: Impression comparison of impersonal vs personal monetary donation celebrity message on word-of-mouth intention	235
Table 87: Set of paired sample statistic tables for monetary donation word-of-mouth intention, impersonal vs personal celebrity message	237
Table 88: Participant perception of how reasonable the cause related marketing donation was with the celebrity using a personal message	239
Table 89: Participant perception of how satisfactory the cause related marketing donation was with a celebrity source using a personal message	240
Table 90: Impression comparison of perceived magnitude of in-kind vs monetary donation with a celebrity source and personal message	241
Table 91: Set of paired sample statistic tables for donation frame magnitude perception with a celebrity source sending a personal message	242
Table 92: Summary of hypotheses post-analysis	244
Table 93: Recommendations for Business	257

List of Abbreviations

Acronym	Meaning
CRM	Consumer Relationship Marketing
CSR	Corporate Social Responsibility
CSS	Critical Social Science
ESP	Emotional selling point
NPO	Not-for-Profit Organisation
PSS	Positivist Social Science
ROI	Return on Investment
TBL	Triple bottom line
USP	Unique selling point

Acknowledgements

My sincere thanks and gratitude go to my first supervisor Dr. Nektarios Tzempelikos who was always supportive and positive throughout the whole process of this study. I would also like to thank my second supervisor Dr. Cassie Jones who was always there to lend a friendly ear and encouragement. I would also like to thank my parents who not only helped to fund my studies but also always believed in my ability and who are long-suffering standing by me throughout the stresses of this journey. My eternal gratitude and undying love to my faithful dog Pippin, who was by my side throughout this whole PhD journey, offering much needed support throughout the days and the nights, the highs, and the struggles. Finally, I would like to thank those who participated in my study.

Chapter 1: Introduction

This thesis is centred on the marketing technique of cause related marketing. Cause related marketing is a strategic marketing tool whereby a company can either directly address a cause, create a link between their company and a not-for-profit organisation (NPO), create or mould a not-for-profit organisation or create a tripartite partnership, for mutual benefit (Pringle & Thompson, 2001). Since cause related marketing's creation in the 1980's, it has consistently been a popular choice for companies seeking to influence consumer attitudes and purchasing (Galan-Ladero, et al., 2013).

Cause related marketing is particularly important from a social perspective as it is a way for business and social interests to be unified (Moosmayer & Fuljahn, 2010). The fundamental principle of cause related marketing is for both the company and the cause to benefit from the campaign. Thus, the company sees their contribution to the cause as an investment rather than as a donation; with these investments aiming to benefit both parties (Bronn & Vrioni, 2001). Therefore, cause related marketing is neither altruism nor philanthropy as it aims to make a return on investment (ROI); whether this is investment in terms of time, resources, finance, or a combination of these (Adkins, 1999).

From a financial standpoint, the contribution from cause related marketing is important for not-for-profit organisations (NPO). With government budgets and cutbacks – such as with the UK austerity period, some causes are finding their government funding reduced or insufficient to meet their needs; therefore, the aid that can be provided from cause related marketing becomes very lucrative. Governments even offer incentives, for example, tax incentives, to companies in order to encourage this source of income for NPOs, in an effort to keep the government funding to a minimum (Papasolomou & Kitchen, 2011). These cutbacks and increased demand for cause services, creates a deficit that is set to continue in the future (National Audit Office, 2017). Further research into cause related marketing is therefore extremely valuable as new insights into how to increase the effectiveness of the campaigns, through an increased understanding of the variables

and their influence on campaign outcomes, helping to maximise the sales and therefore the donations to the NPOs and causes.

This research adds valuable information to this body of knowledge and enable organisations to maximise their campaign effectiveness when targeting Generation Z – who are consumers born between 1995 and 2009 (Priporas, et al., 2017). With a recorded 12,698,785 individuals falling under the Generation Z cohort in the UK population in 2020 (Statista, 2022) this illustrates the volume of potential consumers for businesses who manage to resonate with them successfully. Figure 1 illustrates this population growth over time between the cohorts beginning in 1996 to 2020, noting that increases post 2009 are due to immigration rather than birth, as those born post 2009 fall under the Generation Alpha category.

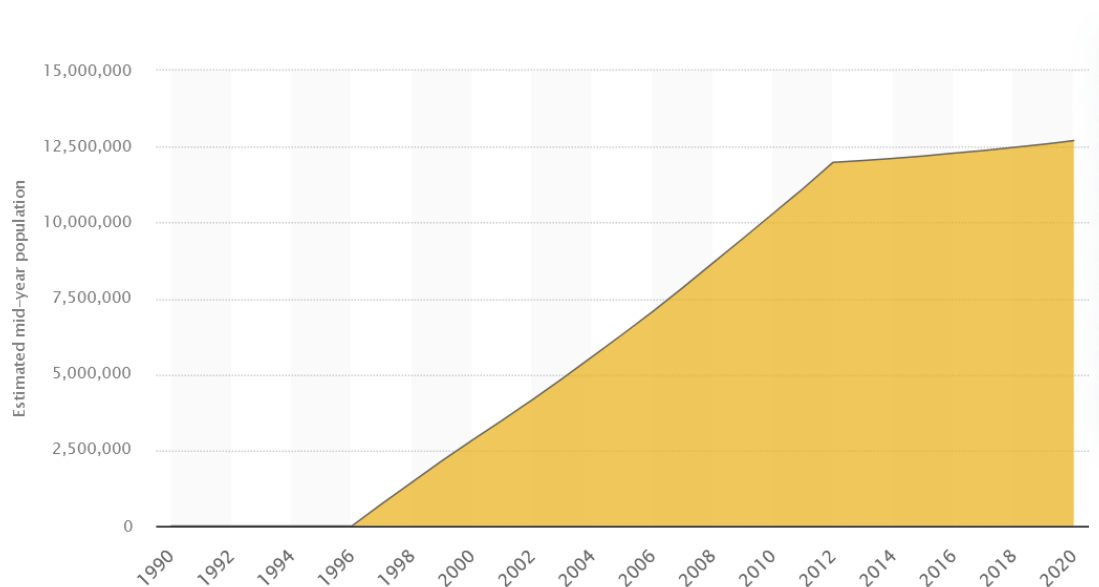


Figure 1: Population of Generation Z in the UK – Statista.com (2022)

This large cohort is just coming into its full purchasing power making it particularly important for businesses to understand what motivates and influences them as consumers, figure 2 shows the impact that the socially responsible consumption choices of Generation Z are having on global retail values of ethical brands, with Generation Z reported to be ethical consumers who take social and environmental

issues seriously, who believe that brands should be accountable for their environmental and social impact and that even when they have limited income they prioritise buying ethical products with the aim of their choices making for a better world (Euromonitor International, 2018). Consequently, this research not only makes a valuable contribution to business insights but also from a social impact perspective.

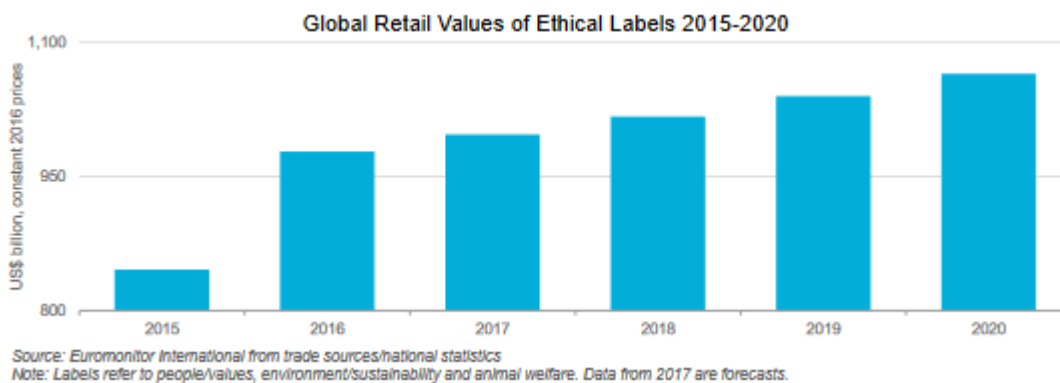


Figure 2: Generation Z Socially Responsible Ethical Consumers - Euromonitor International (2018)

Although cause related marketing has a positive impact on society, it is important to note that it is not a part of social marketing - which is to use marketing to address a social issue, without the promotion of business. The fact that cause related marketing benefits society often leads to this misinterpretation; however, as cause related marketing aims to enhance the market position of a company - by public association to a cause - it cannot be classed as social marketing. Additionally, cause related marketing focuses on a cause rather than the larger social good, whereas social marketing is concerned with society as a whole (Berglind & Nakata, 2005). However, even though cause related marketing is not under the umbrella of social marketing, these two categories of marketing do share a common key benefit – the consumer sensation of feeling good about having done something positive (O'Cass & Griffin, 2015).

As cause related marketing is driven by consumption, the state of the market plays an integral role in its success. As individuals become more materially wealthy more importance is placed on altruistic actions. This material wealth sees the dissolution of

social class boundaries in respect to the durable goods that they own (Pringle & Thompson, 2001). Two key theories aim to explain the current state of the modern market, the Market Wave Theory by Pringle and Thompson (2001) and the Marketing Evolution theory by Gbadamosi et al (2013).

The Market Waves framework was created to explain the current market state, where consumers have fulfilment in terms of their base (survival) and secondary (luxury needs) needs, as well as addressing the increased respect for brands and companies. According to this theory, the first wave of the framework is concerned with the unique selling point (USP) of the market offering, where the functional benefit of the product prevails – as linked to the fulfilment of base needs. The second wave is concerned with the emotional selling point (ESP) and the emphasis on emotional benefits to the consumer – as linked to the fulfilment of secondary needs. At this stage, the consumer is looking to be emotionally engaged as they have the luxury of choice. This brings us to the third and current market wave, which is concerned with the promise of the product or service. Here ethical and spiritual benefits to the consumer prevail. The consumer is concerned with the ethical and spiritual dimensions of the brand, representing what the brand believes in and what the brand belief systems are. Our modern market is in this third market wave, hence the demand for CSR activities such as cause related marketing is high (Pringle & Thompson, 2001).

The Marketing Evolution framework was developed to give a historical overview of the transformation of the main value focus of marketing activities over time. The authors also describe this as the competing orientations of marketing. The framework starts at the beginnings of marketing, “The production concept era” where the main value focus was on product availability and affordability. The market then evolved to “The product concept era” where the main value focus was on delivery of quality market offerings. Once the market offerings were readily available and of a high quality the market moved onto “The selling concept era” where the value focus was on sales stimulation. At this stage marketing gained a high emphasis on high volume consumption. To combat this the market then moved onto “The marketing concept era”, where the value focus moved to consumer satisfaction and long-term relationships. At this stage, the benefits of consumer retention and satisfaction were

well understood, and companies gave focus to customer relationship marketing (CRM). This leads onto the current “Societal marketing concept era”, where although companies continue their CRM efforts, sustainability and the wider state of society are of equal importance to the value focus (Gbandamosi, et al., 2013).

This current stage of the market has made the marketing tool of cause related marketing very appealing to companies looking to meet modern consumer expectations, and there has been a noticed rise in its use (Berglind & Nakata, 2005; Henderson & Arora, 2010; Pringle & Thompson, 2001; Steckstor, 2012). As discussed in the Marketing Evolution theory the market has moved past the point where availability and increased choice is the main deciding factor in consumer choices (Gbandamosi, et al., 2013), and all markets have been suffering from increased market competition, with the ease and efficiency of 21st century production and imitation. These factors make it difficult for companies to find differentiation in crowded markets and is a driving factor for the use of cause related marketing (Pringle & Thompson, 2001).

Along with the change in consumer expectations and crowded markets, the economic downturn starting in 2008, can also be considered a contributing factor for the increased use of cause related marketing. When there is an economic downturn there is a decline in donations and an increased demand for charitable services (Fine, 2010). Every year more cuts have been made to causes, whilst their commitments have had to increase due to demand; this has forced NPOs to seek large donations from alternative sources (ASH, 2018). Cause related marketing plays a supporting role in society, providing donations to counter financial deficit and support increasing demand for funding. On top of this a significant number of consumers have been found to be willing to pay a small premium for brands which are supporting a cause through cause related marketing, as they perceive this as a charity payment, with the brand then essentially acting as an easily accessible charity donation box (Pringle & Thompson, 2001).

1.1 Research Purpose

The purpose of this research is to investigate any causality and potential inter-relationships between three under-researched cause-related marketing variables: the presentation of the donation, celebrity endorsement and the message frame, whilst also providing valuable and much needed insights into the Generation Z consumer, a generation which still needs to be the focus of a significant number of new research studies in order to be better understood (Van Den Bergh & Behrer, 2016). Firstly, this study aims to examine to what extent the donation presentation affects the attitudes and purchase intentions of Generation Z consumers. The current cause related marketing literature has shied away from distinguishing between the donation presentations available, leaving no guidance for companies to base their cause related marketing design choices upon. More understanding as to how the donation frame effects consumer attitudes and purchase intentions has the potential to maximise both ROI for the company and donations to the cause. Thus, the potential impact of this research makes a valuable contribution to society and business, whilst also taking to our knowledge a first look at this aspect of cause related marketing campaign design. Secondly this study aims to also address the to our knowledge currently unexplored impact of celebrity endorsement via social media messages when used in the context of cause related marketing. Celebrity endorsement is a widely used marketing tool and is a popular choice in the promotion of cause related marketing. However, although there is an extensive body of research regarding celebrity endorsement, this does not focus specifically on cause related marketing. Since celebrity endorsement and cause related marketing are heavily used together, research into them is crucial to develop understanding of its potential effects. Finally, this study also aims to understand if the endorsement style (personal or impersonal communication), may act as a moderating factor to these potential effects.

One of the major decisions when undertaking a cause related marketing campaign is the amount that should be donated to the cause and how to present this donation. With cause related marketing there is no optimum donation amount that can be suggested (Pracejus & Olsen, 2004). The most effective cause related marketing campaigns are where the donation method is framed in a way that clearly shows

support of the cause. If the donation is clearly presented to the consumer, then this can also help to prevent potential criticism of the campaign and any consumer scepticism of the company's motivation for using cause related marketing (Moosmayer & Fuljahn, 2013). However, most cause related marketing campaigns use vague quantifiers to state the donation amount. An example of this would be the popular phrase "a portion of the proceeds". Another way that can lead to an unclear donation amount is if it is framed as a percentage of the profits, where the consumer may easily misinterpret this as a percentage of the retail price (Pracejus & Olsen, 2004). This common ambiguity in the donation frame is rife in cause related marketing and could have a negative impact on consumer perceptions of the campaigns, and by extension on their purchasing intentions. It also shows that companies do not understand which donation presentation is the most appropriate choice for their campaigns. This research provides valuable insights into how differences in donation presentation in cause related marketing can impact on Generation Z consumer attitudes and purchase intention. This enables companies to better understand which donation frame would be best when designing their cause related marketing campaigns for the cohort of consumers.

How the donation is explained in cause related marketing can follow one of three categories: a monetary donation, a donation of resources or a dual donation. These donation categories are further explained in table 1. The donation frame categories of monetary donation and in-kind donation are the most used, whereas the dual donation frame category is used very rarely. Therefore, this study concentrates on the comparison between monetary and in-kind donation framing, as this may lead to the results having a more significant impact on business practice. From the monetary donation category, the framing method of "A set monetary amount" is used in this study as it is the clearest statement for consumers to determine what is being donated, and thus has more potential impact on consumer attitudes and decisions (Pracejus & Olsen, 2004). From the in-kind donation category, the framing method of "A resource donation" is used as this is the most common donation frame from this category.

Donation Presentation	Potential Framing Methods for this Donation Frame Category
Monetary Donation	A percentage of profits A percentage of retail price A portion of the proceeds A set monetary amount
In-kind Donation	A resource donation A donation of time A donation of expertise
Dual Donation	For every product sold a monetary or resource donation will be made and then for every set interval of purchases the opposite form of donation will be made

Table 1: Cause related marketing donation frame categories

Many organisations use social media as a communications channel for their cause related marketing activities, to tap into the large online communities and infiltrate digital networks of consumers. From two thousand and one UK social media users surveyed 49% visited a brand's social media page or channel. This shows that almost half of social media users are actively interacting with companies, and therefore these companies should invest in supplying them with social media communications. Over a quarter of these users (27%) also shared content that had been posted by a brand, thus increasing the coverage of the marketing communications, showing the great potential of this media (MINTEL, a, 2016).

The most used social media platforms in the UK at the time of formulating this study are Facebook, with 75% of social media users surveyed using it, followed by YouTube at 45% and Twitter at 30%. Using the demographic of age to analyse these users, the main users of Facebook are 16 - 34-year-olds, making this a suitable platform for this study of Generation Z. Although YouTube is the second most popular platform, it is not used in this study which focuses on text and picture media, as opposed to video. The third most popular platform is Twitter, which has the most users in the 16-24 demographic, making it perfect as a secondary platform to be used in this study of Generation Z. These Twitter users were also found to be more

likely than average to check Twitter more times throughout the day, making it a productive platform for marketing communications (ibid).

Celebrity is an integrated part of our society and companies are willing to pay large sums of money for celebrity endorsement. Celebrities can earn up to two-thirds of their annual income from endorsements (Rein, et al., 1997). The endorsement gives the company a chance to tap into the celebrity's large personal online networks, and the influence that they have over their fan followers. This allows both companies and causes to reach consumers that they might not otherwise have reached (Haynes, 2014). Modern celebrities are developed to make money, and marketers use celebrity endorsement to profile and enhance the branding of market offerings. High profile celebrities can move audiences into new consumption behaviours. The presentation of celebrity is routinely framed as a model of consumption and aspiration for the audience (Turner, 2014).

There are four celebrity endorsement types, which are: explicit, implicit, imperative, and co-presentational. These endorsement types provide a different framing structure for the endorsement. Explicit endorsement is framed as a recommendation for the purchase of the market offering. Implicit endorsement provides a personal message frame, whereby the celebrity is inviting the audience to join them in purchasing the product. Imperative endorsement creates an impersonal message frame, whereby the celebrity is instructing the audience to purchase the product, without any indication of the celebrity's own personal involvement. Co-presentational endorsement simply requires the celebrity image to be presented with the market offering (Seno & Lukas, 2007). This study is the first to look at celebrity endorsement type and therefore message frame, in the context of cause related marketing. The personal message frame of the implicit endorsement type is compared against the impersonal message frame of the imperative endorsement type.

Generation Z is the post-millennial generation, and they have just come into their spending power. It vital for organisations to understand each generation's attitudes and intentions, as well as how to effectively communicate and connect with them (Valentine & Gordon, 2000). This generation has grown up with cause related marketing as an established and frequently used marketing tool. There is much academic discrepancy as to what age demographic this group falls under, with most

modern generational theory having a couple of years variance between generational group definitions. However, a popular age bracket, is applied to the definition of generation Z in this study, is those born between 1995 and 2009 (Priporas, et al., 2017). Making them currently between 26 and 12 years old in 2021.

There is not yet enough information surrounding Generation Z's attitudes and preferences towards specific marketing techniques. They are also a very lucrative group of consumers, with a high tendency towards spending rather than saving. They are key consumers in the gaming, hobby, and food markets (Van Den Bergh & Behrer, 2016). They have been raised with digital technologies and tend to interact with their favourite brands in the virtual environment (Bernstein, 2015). Research has also found them to behave differently from the generations before them, especially in their behaviours, making them a challenging consumer segment for marketers to infiltrate (Schlossberg, 2016).

In summary this exploratory study paves the way for research into three under-researched cause related marketing variables, providing valuable insights for both business and the academic community, as well as potentially making significant impacts on business ROI and donations to causes because of more effective cause related marketing design decisions. It also provides valuable insights into Generation Z, as their spending power, attitudes and behaviours become more prominent in the marketplace, especially as they have been found to behave differently from previous generations.

1.2 Research Aim, Research Objectives and Research Questions

The research aim, the research objective and the research questions are now outlined for this thesis.

1.2.1 Research Aim

The aim of this study is to examine the impact that the variable of donation framing in cause related marketing has on the attitudes and purchase intentions of Generation Z, specifically the section of this group with independent spending power (those 18

years of age and above), using social media messaging; whilst also exploring the variables of celebrity endorsement and the endorsement message framing, for any mediating effects.

1.2.2 Research Objectives

The research objectives of this study are:

R01: To access the attitude and purchase intention of a Generation Z sample, using a questionnaire method analysed with a paired t-test, towards a product displaying firstly cause-related marketing framed with a monetary donation frame and then subsequently with an in-kind donation frame.

R02: To access any moderating effect on the attitudes and purchase intention of the Generation z sample relating to the use of a celebrity spokesperson as the source of the cause related marketing messages, as opposed to the original data set from R01 where the brand was the source.

R03: To access any moderating effect on the attitudes and purchase intention of the Generation Z sample relating to a celebrity spokesperson for the brand, either using an implicit (with a personal message frame) or an imperative (with an impersonal message frame).

1.2.3 Research Questions

The research questions for this study are as follows:

RQ1: Does the framing of the donation, either as a monetary or in-kind donation frame, influence a significant difference in the attitudes and purchase intention for Generation Z consumers?

RQ2: Does the use of celebrity endorsement in a cause related marketing campaign significantly influence attitudes and purchase intentions for Generation Z consumers?

RQ3: Does celebrity endorsement in cause related marketing act as a mediating variable of the effectiveness of donation frame in terms of the attitudes and purchase intention of Generation Z consumers?

RQ4: Does the type of celebrity endorsement used in a cause related marketing campaign, either implicit or imperative, and the subsequent endorsement message frame, either personal or impersonal, create a significant difference in the attitudes and purchase intention of Generation Z consumers?

RQ5: Does the type of celebrity endorsement used in a cause related marketing campaign, either implicit or imperative, and the subsequent endorsement message frame, either personal or impersonal, mediate the effects of the endorsement, in terms of the attitudes and purchase intention of Generation Z consumers?

1.3 Thesis Structure

Following on from this introduction which has outlined the context, purpose and research questions of this study, Chapter 2 examines the current literature related to this research. This begins by examining the current theory on CSR, which is the domain in which cause related marketing is situated. Cause related marketing literature is then reviewed, specifically with the intention of outlining where this research fits within the current body of knowledge, and how this influenced the research design and hypotheses. The literature on the consumer group of Generation Z, who are the focus of this study, is then reviewed, along with literature which may indicate how they will respond to cause related marketing and the variables being examined. The celebrity literature is then examined, beginning with celebrity theory and the societal role of celebrity, and then focuses on celebrity endorsement. Chapter 2, then moves onto the framing aspects of this study, looking at the donation framing in cause related marketing and then the message framing of the celebrity endorsement. The hypotheses are then summarised. Chapter 3 begins by discussing the philosophical stance of this research, before explaining the research design and data collection and analysis. Chapter 4 presents the results of the study and discusses the outcome of the hypotheses. Chapter 5 then concludes the research and answers the research questions outlined in Chapter 1. It then discusses the limitations of this research and makes recommendations for both business and further academic study.

To answer the research questions, three experiment stages are undertaken on the same Generation Z participant group consecutively, Figure 3 shows the research stages of this study in a visual way.

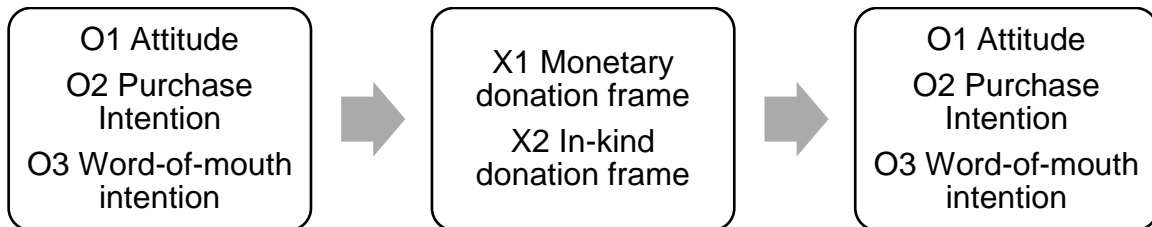
Research Stage 1: A between-groups comparison (monetary donation frame x in-kind donation frame) is carried out. First respondents are asked to express their attitudes and intentions towards the product. Then they are presented with the product's cause related marketing social media messages, showing a monetary donation frame (for example 10p), and are then asked to re-express their attitudes and intentions towards the product. They are then presented with an alternative post showing an in-kind donation frame (for example art equipment) and are then asked to re-express their attitudes and intentions towards the product.

Research Stage 2: The same process for a between-groups comparison is undertaken, this time using a celebrity rather than the company, as the message source (with the same impersonal frame the brand used in stage 1). An example of an impersonal frame is "buy this and money will be donated".

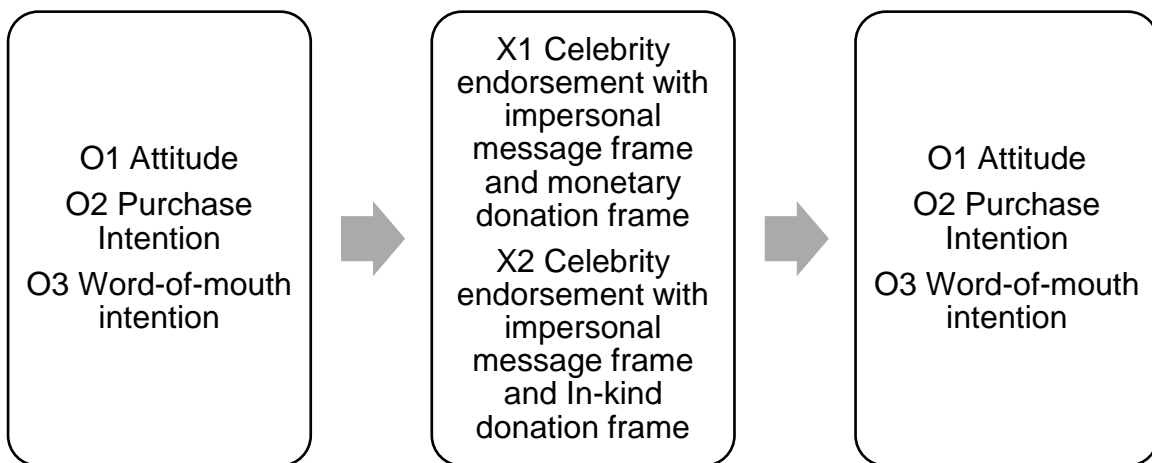
Research Stage 3: The final stage is the same process for a between groups comparison as used in stages 1 and 2, this time with the same celebrity used in research stage 2 as the message source but this time with a personal message frame. An example of a personal frame is "help me by buying this so that money will be donated".

By having the same participant undertake each research stage in succession this means that a paired t-test method can be used to analyse the results. The paired t-test method means that any change can be attributed to the changed made to the stimuli as it is the same participants. The participants attitude, purchase intention and word-of-mouth intention are taken at the start of the experiment, the three stages will then change the stimuli to explore the variables of donation frame, celebrity endorsement and message frame, with any changes to the attitude, purchase intention and word-of-mouth intention being measured after each scenario provided at the research stages.

Research stage 1



Research stage 2



Research stage 3

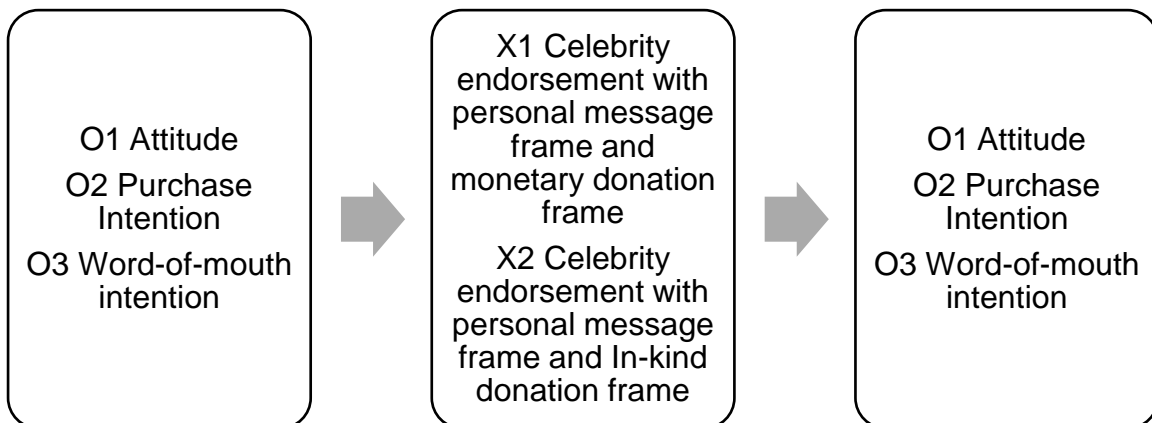


Figure 3: The three research stages of this study

Chapter 2: Literature Review

This literature review begins with a discussion on the position that cause related marketing has within the realm of consumer relationship marketing (hereafter referred to using the acronym CSR) and how this impacts business and society. It then takes a closer look at the fundamentals of cause related marketing and outline which principles are the focus of this study. The use of celebrity in cause related marketing campaigns is then explored, with focus on the celebrity influence and celebrity endorsement. The motivations for consumers that cause related marketing provides is then examined, and the consumer segment of Generation Z explored. Finally, the framing decisions in the cause related marketing campaigns are then discussed, first the donation framing, followed by the message framing. The position of this thesis in the literature is shown graphically in the following figure.

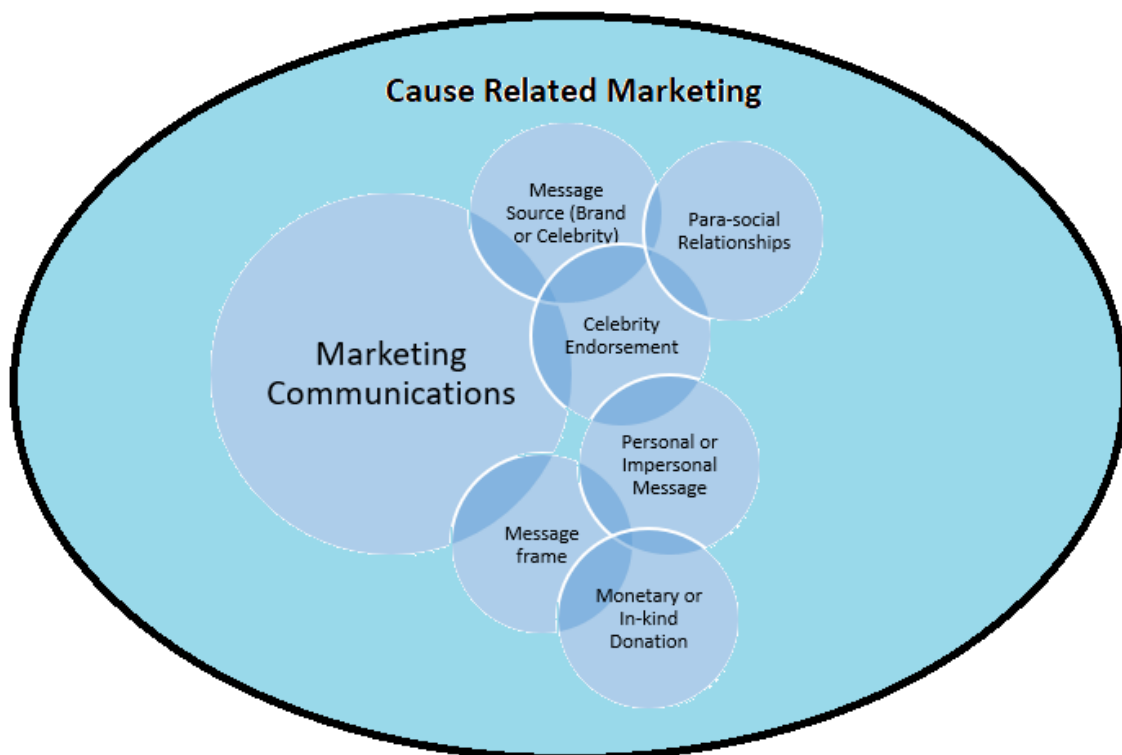


Figure 4: Position of this thesis within the literature

2.1 Corporate social responsibility

As discussed previously, the state of the market currently is orientated towards a high level of CSR activity to provide the appropriate value to modern consumers. This ever-increasing consumer pressure for companies to take more social responsibility and increase their CSR activities is a driving force behind the growth of cause related marketing (Van Den Brink, et al., 2006; Taylor, 2013).

CSR occurs when companies voluntarily integrate social and environmental concerns into their business practice and in their interaction with stakeholders (Belz & Peattie, 2009). Consumer relationships and having a strong hold on consumer relationship management is important for strong brands, as it allows for the mutual benefits to be created and for the consumer perceived value to increase, however the bigger picture of the social environment needs to also be considered. CSR is based on the ethical understanding that companies should be accountable for any impact their actions may have on society and the environment (Jobber & Ellis-Chadwick, 2020).

Cause related marketing operates naturally in both CSR and business ethics and it is important to recognise this when thinking of cause related marketing uses and application. CSR is related to but not interchangeable with business ethics. Business ethics is concerned with moral judgements and the behaviour of individuals and groups within an organisation (Pederson, 2015), whereas CSR is concerned with the responsibilities of the organisation. CSR is shaped by the expectations of society towards organisations at the time.

The classical model of CSR is based on the free market economic theory, which implies that there is only one social responsibility of a business, namely, to its stakeholders. Therefore, its activities and the use of its resources, should increase profits. As long as it adheres to the legal requirements, engaging in open and free competition and without deception or fraud this is acceptable as the company focus (Friedman, 1970). This theory is flawed in the sense that it can be interpreted as only really considering stakeholders from a shareholder perspective, and a purely capitalist standpoint. However, this perspective is no longer sufficient to satisfy the modern consumer, and the corporate sustainability approach has been created to

counter this short-term profit-orientated approach (Lozano, et al., 2015). Even so, cause related marketing still has a place within this notion of CSR as it aims to benefit the company as well as the cause, by increasing consumption of the market offering.

An alternative interpretation of the classical model of CSR, is that it is based on a broader stakeholder theory, which looks at the entire range of stakeholders rather than focusing on shareholders alone (Donaldson & Preston, 1995). These additional stakeholders being suppliers, customers (all the way through the chain), employees and communities associated with the company (Jobber & Ellis-Chadwick, 2020). This interpretation aligns much more comfortably with the style of CSR that companies have strived to achieve. However, this theory can still be improved further to fully align with the modern consumer, who is more concerned with sustainability and ethics.

Many consumers now view it as the company's obligation to conduct good business ethics and to have strong CSR portfolios. Cause related marketing perfectly facilitates the advertising of the company's CSR activity. Cause related marketing strategies focus on how the company should design and communicate their CSR (Liu, 2013; Steckstor, 2012). Cause related marketing unites socially responsible behaviour and consumption. It does this by allowing the maintaining of a transactional character, with the donation being dependent upon the consumption, but also has at least one non-financial objective relating to society (Moosmayer & Fuljahn, 2010). Cause related marketing does not simply just represent a specific form of CSR but is also becoming an important facet of general business ethics (Vanhamme, et al., 2012). Cause related marketing is undertaken as a CSR initiative to try to attract consumers who are socially aware and have a desire to make a difference using their purchasing behaviour (Bronn & Vrioni, 2001).

Companies are inclined to participate in CSR as it is accepted that observance to wider responsibilities, other than the legal requirements, has a positive universal impact and thus an exploitative potential (Kotler & Armstrong, 2014). The benefits of doing CSR are numerous and can include: economic benefit, attracting and retaining of staff, reducing costs, avoids excessive regulation, increases competitive advantage, the combatting of damaging effects of negative events (Taylor, 2013) as

well as enhanced brand image and reputation (Jobber & Ellis-Chadwick, 2020). The root of modern socially orientated approached CSR is based on the logic that for a company to thrive it must be in a thriving society (Bronn & Vrioni, 2001). Thus, cause related marketing sits perfectly within CSR as it aims to improve society by helping a cause, while at the same time benefitting business, and promoting the activities – fulfilling the consumers desire to see the companies undertaking CSR activities.

It is proposed by Garriga and Melé (2004) that CSR theories can be separated into four categories: instrumental, political, integrative, and ethical:

- Instrumental CSR focuses on achieving economic objectives via social activities.
- Political CSR focuses on the responsible use of business power in the political sphere.
- Integrative CSR focuses on the integration of social demands.
- Ethical CSR focuses on doing the right thing to achieve a good society.

The strategic marketing tool of cause related marketing can thus be used in alignment with all these categories of CSR, to try and differentiate the market offering by creating a socially responsible attribute, which has the potential to positively affect company reputation and thereby increase purchase intention. The goal therefore of cause related marketing can be viewed as the acquisition and association with an ethical dimension or socially responsible dimension, with the aim to increase profits or improve consumer relationships.

A CSR model that covers these theories is Carroll's (1991) pyramid of social responsibility as shown in figure 5. This model proposes that there are four layers to CSR responsibilities: Economic, Legal, Ethical and Philanthropic. This is a hierarchical model, and each layer must be satisfied before the next can be achieved. Once all layers have been attained then CSR has been fully achieved. The first layer of the pyramid – economic responsibility – acknowledges that the company must make profit to survive, as well as to be able to tackle higher levels of the hierarchy. The next layer – legal responsibility – is equally as vital, as the company must adhere to the laws of society to survive and thrive. The next layer – ethical responsibility – is concerned with ethical norms of the society that the company is

operating in. These are not imposed laws but rather moral principles which the company should adhere to, as to appease society. Once these fundamentals have been covered, the final and fourth layer – philanthropic responsibility – can be addressed. Here the company is acting in accordance with societal desires and striving to be good corporate citizens. These actions are not required and are voluntary in nature. It is in this final level that cause related marketing truly belongs as it involves donations to a cause, which the company is choosing to provide via their campaign, which will reduce their profit from each sale.



Figure 5: Pyramid of Social Responsibility – Carroll (1991)

Recently CSR has seen a significant expansion in its context and sustainability has become the forefront of the business environment (Taylor, 2013). As mentioned previously the corporate sustainability approach has been formed to address the changes in the modern market (Lozano, et al., 2015). This brings the theory of the Triple Bottom Line (TBL) to the foundation of modern CSR decision making (Peattie, 1999). The TBL consists of three elements: social equity, economic sustainability, and environmental sustainability (Elkington, 2004). It is natural for companies to be more aligned with high or low sustainability, which will therefore influence the importance they place on each element of the TBL (Eccles, et al., 2011).

Cause related marketing can be seen in all elements of the TBL framework: it aims to provide social benefit (thereby providing social equity) as it seeks to aid a cause

through donation, it aims to provide economic benefit for the business (thereby helping to contribute to the financial sustainability of the business) as cause related marketing is not philanthropy and aims to produce a profit as well as aid the cause, and as many causes are based around environmental issues, it may also cover this third element of the TBL (environmental sustainability).

In fact, the high prevalence of cause related marketing can be attributed to the transition into the societal market concept era, where sustainable marketing and green marketing has become popular (Taylor, 2013). The societal market concept era is also referred to as Industry 3.0, and whilst still retaining the central concept that marketing is fundamentally based on serving consumer needs, however it goes further and recognises with the increased demand for service-based elements that society itself is a stakeholder. Therefore, marketers should seek to satisfy the needs and wants of target market groups, aiming to satisfy them in a more effective way than the competition, but in a way that preserves or enhances both the consumer and society's well-being (Tuten, 2019), which cause related marketing seeks to do.

Some fundamental variables need to be maintained to successfully implement TBL initiatives, these are: accountability and transparency. Accountability is concerned with taking appropriate responsibility and clear communication to stakeholders, and transparency is focused on making sure that all aspects of the activities are reported on (Henriques, 2004). Cause related marketing as an activity contributes to accountability as it demonstrates the company taking responsibility for its place in society and allows this to be communicated easily and efficiently. However as was discussed in the previous chapter, the quantifier used in the communications by companies can be very vague and at worst misleading (Pracejus & Olsen, 2004). Therefore, the results from this research contribute to understanding the most effective method of communicating the company donation to the consumer. By choosing a clear and effective donation frame this increases the transparency, and thus potentially leads to more effective TBL initiatives using cause related marketing as a marketing tool.

Finally, Jobber and Ellis-Chadwick (2020) propose that there are five dimensions of CSR: the physical environment, social, consumer, supply chain and employee relations. They go on to attribute the marketing response to each dimension, for the

physical environment – sustainable marketing, for the supply chain – fair-trade marketing, for employee relations – internal marketing, for the consumer – societal marketing and finally for social – either societal marketing or cause related marketing. They suggest that when considering the social dimension, societal marketing should be used to address the local community, whilst cause related marketing should be used to support the wider community. Although many cause related marketing campaigns do choose to support causes concerning the wider community, it would be remiss to blindly accept this proposed division. The proposal does not consider small and medium sized enterprises who find local causes to support with their cause related marketing efforts; or indeed the large companies who find ways to localise the donation benefits to specific communities.

In summary cause related marketing is tied into CSR theory and operations. As a strategic tool, cause related marketing is still highly relevant to the modern understanding of CSR and holds a key position with regards to sustainable marketing practice. This should see the use of cause related marketing remain prevalent in modern marketing. This study contributes to the understanding of how to best implement cause related marketing in terms of donation frame, to satisfy the key variable of transparency in TBL success.

2.2 Cause related marketing

As discussed previously in Chapter 1, cause related marketing is a strategic marketing tool (Pringle & Thompson, 2001) and is the focus of this thesis. This section of the literature review looks closer at the cause related marketing concept and clarify where necessary the focus of this study in alignment with this marketing technique.

2.2.1 Routes to cause related marketing

As stated previously cause related marketing is a strategic marketing tool, which can be approached via four different routes:

- The first route to cause related marketing is where the company directly provides aid to a cause without any NPO involvement. The main benefit to

this route is that the company does not have to maintain a relationship with a NPO, and they have clear uncontested ownership over all elements of the campaign. However, by following this route more resources must be invested by the company, there is no NPO to help manage the media and press, a lot of research must be conducted by the company and the public are more likely to scrutinise the campaign. An example of this was the successful Tesco's Computers for Schools campaign, where they offered customers one voucher for every £10 spent, which the customer then gave to the school of their choice, which would redeem the vouchers against a range of technology products (Pratley, 2005). In the case of this example Tesco is directly addressing the need for children to have better access to technology during their education and are addressing this cause as a business directly.

- The second route is for the company to form a partnership with an existing NPO, where the company can utilise the NPO's established reputation, network, experience, positioning, credibility, fame, and recognition. If taking this route cobranding is required which can lead to potential issues of ownership, however if managed correctly this is easily avoidable. An example of this route to cause related marketing is the long-standing partnership which has been running since 2006 between Proctor and Gamble and its brand Pampers and the NPO UNICEF. The cause related marketing message of this partnership has remained the same since its conception and is "1 pack = 1 vaccine" and refers to the campaign whereby for every pack of Pampers nappies sold Proctor and Gamble as the parent brand will donate 1 vaccine for UNICEF to administer to a child in need (UNICEF, 2022). In the case of this example Proctor and Gamble have benefitted from the UNICEF brand and has provided support without having to have direct involvement with the cause themselves.
- The third route is through the creation or moulding of a new NPO tailor made to correspond with the company's cause related marketing campaign. This route comes with the advantages of a PR buffer, clear ownership, co-branding and importantly a register charity number. However, many companies would

rather partner with an existing established NPO to save on extensive maintenance and backing. An example of this route is the brand Pets at Home who created the Pets at Home Foundation which is an animal rescue and UK pet adoption provider (Pets at Home Foundation, 2022). By using the Pets at Home Foundation centre this allows the brand to undertake cause related marketing with full control over the campaigns and the donations, whilst also allowing a separation between its core brand and the charitable side (the foundation).

- The final route to cause related marketing is via a tripartite partnership, effectively this is a three-member version of the company and NPO partnership route; in many instances with the government as the third member. With the increased members there are resource and association benefits, however there can also be more ownership issues as well as more money and resources spent on the relationship (Pringle & Thompson, 2001). The tripartite route is still quite rare, a good example of this route to cause related marketing however is the case of BMW in 2005 who created a campaign called ‘The value of life’ for their Cyprus operations, in partnership with the religious organisation Ayia Skepi who support drug addicts in rehabilitation and in partnership with the Cyprus Football Association who are a social-cultural organisation (Papasolomou & Kitchen, 2011). By using multiple partnerships BMW were able to have a strong social impact with their campaign and were able to utilise the resources and expertise across multiple diverse organisations.

As the second route – the company and NPO is the most used, this research focuses on this route to cause related marketing, to maximise the impact of the research findings.

2.2.2 Approaches to cause related marketing

There are also two main approaches to cause related marketing, which are tactical and strategic (Van Den Brink, et al., 2006; Vanhamme, et al., 2012). The tactical approach is sometimes referred to as the instrumental dominant logic approach, and the strategic approach is sometimes referred to as the relational dominant logic

approach (Liu, 2013). Tactical cause related marketing is ordinarily conducted with a short-term focus, has a lower employee involvement, and focuses on improving consumer purchase intention, whereas strategic cause related marketing is generally conducted with a long-term vision, has a higher level of stakeholder involvement and investment, and focuses on increasing corporate image and positive consumer/stakeholder attitudes. However, cause related marketing is not always as easy to categorise into one of these two groups. For each of these variables – campaign duration, size of investment, level of stakeholder involvement and congruency between the company and cause's core competency – a particular campaign can score high or low for each individual variable, therefore making a mix of tactical and strategic orientation possible. The campaign will then be attributed to whichever approach it is more inclined towards (Van Den Brink, et al., 2006).

Taking this into consideration this study focuses on tactical cause related marketing as this approach involves less investment by companies and due to the shorter timeframe requires less relationship development and maintenance with the NPO and is therefore more likely to be implemented by companies. This study also focuses on understanding consumer purchase intentions which is the focus of tactical cause related marketing, making it a natural choice for this research. When using tactical cause related marketing the focus on improving purchase intention makes it concerned with brand choice, meaning that adding emotional value for the consumer is crucial to its design (Muller, et al., 2014). Having an appropriate union between the company and the cause is fundamental to this emotional value. In theory the increased emotional value from the cause related marketing campaign should facilitate increased product differentiation, helping it to stand out in the crowded modern marketplace, which is one of the desired effects of this approach (Liu, 2013). Relating this back to the theory that there are four categories of CSR (Garriga & Mele, 2004) then tactical cause related marketing would be more aligned to the instrumental category of CSR.

2.2.3 Types of cause related marketing

In addition to the two approaches, it is proposed that there are four main types of cause related marketing: altruistic, commercial, social, and integrative. Altruistic cause related marketing is chosen by a company, or by a company employee, who

has the desire to do something to benefit society, without thought to any direct benefit to the company. Indirect benefits such as exposure from this activity are coincidental. Due to the unplanned nature of altruistic cause related marketing, it is not aligned to either cause related marketing approach (ibid).

Commercial cause related marketing is conducted by a company via a short-term promotional campaign. Due to the short-term nature, it is more inclined towards the tactical approach to cause related marketing, with the intended outcome aimed towards generating product turnover and gaining reputation quickly (ibid).

Commercial cause related marketing is also close to cause-related promotion in composition, which is a pro-social consumer influence strategy (Osterhus, 1997).

Social cause-related marketing is chosen by companies who wish to emphasise their legitimacy to stakeholders to establish a long-lasting relationship with them. Although purchase intentions and consumption may increase, this is coincidental, and the main benefit sought is the stakeholder relationship. Therefore, this is inclined towards the strategic approach to cause related marketing.

Finally, integrative cause related marketing is used by a company who wishes to pursue both an increase in revenue as well as improvement of stakeholder relationships, thus the balance between the benefit to the company and the cause is more crucial to success. This type of cause related marketing is best aligned to the tactical-strategic mix approach (Liu, 2013).

As the focus of this study is on the tactical approach to cause related marketing, it also focuses on commercial cause related marketing. This commercial type of cause related marketing aligns with the studies intention to better understand purchase intention. The nature of this study is also cross-sectional in its methodology, which suits the short-term focus of commercial cause related marketing.

2.2.4 Level of cause related marketing

The level of cause related marketing also needs to be taken into consideration, as there are three levels in which cause related marketing can operate; these are organisational, brand and product levels (Pringle & Thompson, 2001). At the organisational level, the company conducts cause related marketing across all of their market offerings. Brand level cause related marketing is where the company

chooses one specific brand to use, and at this level only one brand can be used in the campaign. Finally, product level cause related marketing is where the company narrows their focus of the campaign to one specific product. This focus can be so narrow that it can even be a product with a particular variant – such as colour, size, or flavour to be used in the campaign. Product level cause related marketing is the most popular choice among companies, as it is easy for the company to add to their current marketing activities without the increased costs and structure required for implementation of cause related marketing at an organisational or brand level. As this is the most used level currently and with the concentrated focus that product level cause related marketing allows, this is the choice of cause related marketing level to be examined in this research.

2.2.5 Congruence

The variable of congruence is a heavily debated topic in the cause related marketing literature. The perceived fit between the company and the cause is also referred to by Pringle and Thompson (2001) as the territory, which is the overlap between the brand character, product truth and consumer insights; as shown in figure 6. This theory proposes that the brand will already have a clearly established territory in which it has positioned itself in, and therefore it would be logical to align the cause used in the cause related marketing campaign to this established perception of the brand. Thus, the most suitable causes would show a clear extension of the brand's personality.

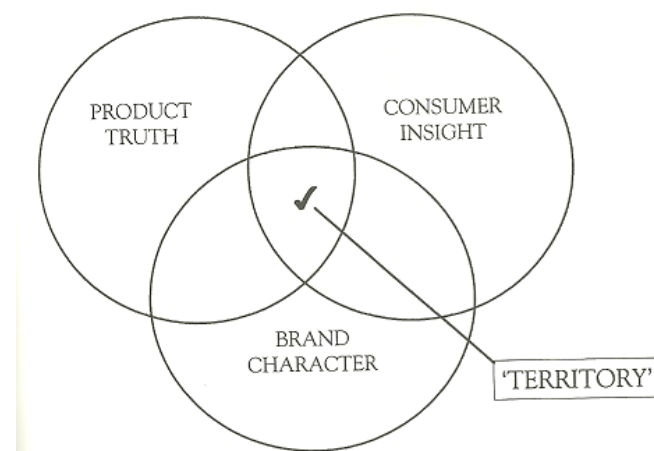


Figure 6: Company-Cause Fit – Pringle and Thompson (2001)

Although Pringle and Thompson's theory makes logical assumptions in the company aiming to maintain the marketing cohesion of the brand, with the increased use of cause related marketing there have been many cases of the company choosing causes which do not have a clear congruence with the brand. Instead, other factors may have taken precedence in the marketing decision, such as, cause popularity, attractiveness, reach or reputation. It is also counter-argued that a good fit does not need to be present at the beginning of the cause related marketing campaign but can develop over time, due to classically conditioned response to two associated stimuli (Hamlin & Wilson, 2004). This would then make it possible to obtain the benefits associated with a strong company-cause fit between any partners given enough time, allowing companies to make their decisions on the other desired variables such as cause popularity.

A related theory in the marketing communications literature is that of sleeper effects. The sleeper effect is where a variable with positive fit or connotations finds its effects become inconsequential over time (Hannah & Sternthal, 1984), whereas a variable with negative perceptions can actually draw a positive response over time (Hovland & Mandell, 1952; Foos, et al., 2016). With regards to the stance that this research takes to the cause-company fit, the proposal by Hamlin and Wilson (2004) as well as the sleeper effects theory is accepted, and the causes used for the collection of data are chosen based on the variable of popularity and location rather than on their fit to the brand.

2.2.6 The cause

The variable of cause popularity is largely overlooked in the cause related marketing literature. Experts in the third sector are aware of the challenges that exist for presumably less marketable causes, and even offer conference training workshops to help these causes find positives to focus their marketing efforts on (Walker, 2017). Although a cause will not be able to resonate with every individual, there are some causes which will generate a greater level of empathy with the audience.

From the consumer popularity perspective everyone will have their own perception of causes, will make a variety of choices, and consider the merits of each cause differently. However, the UK population can be examined to determine the overall popularity of each cause type, in terms of the sum donated to each cause category,

as well as the number of donors donating to each category. These statistics show that the top three causes in the UK in terms of number of donors has been consistent since the survey started in 2004/2005/ These top three categories are medical research, hospitals, and children/young people; in 2020/11 these figures were at 38%, 26% and 17% respectively (NCVO, 2012).

However, it is important to note that although the categories consistently have most donors, the same three categories are not all in the top three with regards to the total donation amount received: with religion taking second place, and hospitals coming in at fourth place. The top three cause categories by donation amount being, medical research at 17%, religion at 16% and children/young people at 11% in 2010/11 (ibid).

It could be inferred that these causes would be the most marketable and have the most chance at resonating with the consumers when used in a cause related marketing campaign; however, although the popularity of these causes from a donation/donor perspective is an important consideration, how the companies view these causes in association with their product offerings is equally as important. Also, if a certain cause category is enjoying strong popularity, it does not mean that all the cause brands inside that category are enjoying such great success. As in the business world, the NPO's that have a large budget to allocate to their communications, and/or have a strong marketing team, tend to enjoy the largest amount of donations as their return (Walker, 2017).

As with any other brands operating in the same market sectors, any scandal surrounding a previously popular cause in a category can lead to other cause brands in that category seeing reduced popularity (ibid). Therefore, scandals such as the recent uncovering of how Oxfam handled sexual misconduct by senior staff amidst the Haiti and Chad crises, will not only damage their own cause brand but may also damage causes in the same overseas aid cause category. With a scandal is of such magnitude that the European Commission is considering withholding a multi-million pound grant whilst the statutory inquiry takes place (Guardian, 2018) and with all the national newspapers and broadcasters covering the case as it unfolds, it is hard to see how this could not damage the public's perception and attitudes towards the Oxfam brand, and it is easy to envision this altering public perception, bringing the possibility of more public scepticism regarding charities in the overseas aid category.

Scandals and subsequently increased public scepticism of NPO's has led to a documented diminished trust in charities, with data released from the Charity Commission showing that the level of trust in charities has fallen in the UK from 67% in 2014 to 57%, which is largely attributed to bad media coverage of scandals within NPO's. With other factors including concerns over fundraising techniques and expenditure (Charity Commission, 2016 as cited in *ibid*). It is in the aftermath of these scandals that the public take a deeper consideration as to the support that they offer (Times, 2018). Unfortunately for these cause brands in the tainted categories, they can also lead to them being branded in some circumstances as undeserving, when compared to more marketable causes which can more easily be portrayed as deserving and good (Parkes, et al., 2010).

Going back to the statistics of cause popularity in the UK from a donation and donor perspective, at the other end of the popularity scale – in terms of actual donations made, the human rights, arts and sports and recreation cause categories are not enjoying an enormous amount of attention (CAF, 2016; NCVO, 2012). Interestingly the cause categories which are at the bottom of the rankings in terms of the number of donors and the overall donation received, according to these lists, are actually the most popular causes when it comes to the donors who donate the largest individual donations, according to the statistics from The Coutts Million Pound Donors Report (Breeze, 2007). In terms of where these large donations from wealthy individuals are going, the higher educations, arts and culture and human sciences and welfare categories thrive. This suggests that there may be a strong demographic divide in cause popularity with income and perhaps social class as the influencing factors.

The fashion industry, a sector revolving around trends going in and out of fashion, has been particularly enthusiastic with its adoption of causes and charity associations. Many fashion brands have come under fire from critics and sceptics, who are keen to point out the prevalence of hypocrisy in their cause related marketing campaigns. There have been clear cases where the fashion companies have supported a cause which is currently in the media spotlight and therefore “fashionable”, whilst simultaneously employing unethical practices such as using child labour sweat shops in the third world. Cause slogans in fashion enjoy popularity, displaying the wearer's political interests and concerns, however it can be

questioned whether this is the correct arena for such political statements. The biggest critics implying that by using short “trendy” slogans of support for a cause, it is in affect simply trivialising the matter at hand (Chappell, 1994).

Causes are also subjected to going in and out of fashion, as well as some causes being more socially acceptable to discuss than others. These less fashionable and less palatable issues are much harder to market than their popular counterparts. Where causes have a low profile or address chronic problems such as homelessness or hunger, they are less likely to sustain a high level of involvement (Grau & Folse, 2007). In the non-profit sector these more unpopular causes are sometimes described as being “unsexy” causes due to the difficulty faced in donation generation, largely due to the challenge of marketing unappealing or more mundane causes (Marrins, 2015)

On the other hand, it can be argued that there is not really any such thing as an “unsexy” cause. Some authors such as Marrins (2015) go so far as to say the idea of harder-to-market causes are simply a scape-goat excuse as to why the marketing campaign did not meet its targets. They go on to suggest that by using unexpected marketing techniques for these causes – such as humour - can gain the attention needed from the audience for campaign success. The example of Wateraid’s toilet humour campaign is cited as it used humour related to toilet habits – what would have been perceived as an “unsexy” topic – and still managed to gain a high level of awareness of World Toilet Day and the issue of sanitation in developing areas of the world.

Another major issue for cause brands that manage to elevate themselves to being “fashionable” is the matter of keeping this position. Fashion is ever changing. What is fashionable today will inevitably be unfashionable in the future by consequence of being dated (Chappell, 1994). Popularity is an erratic characteristic and the cause categories which enjoy the most popularity today may not in the future. The instability of the popularity of these cause categories is highlighted by CAF (2016) who show how the popularities of each category have changed over a period of eight years. For example, how the hospital cause category went from having 30% of the people surveyed having donated in the last four weeks in 2012/13 and then having only 20% in 2015. In addition to this the popularity of cause category does not

always translate to donation figures. For instance, in 2016 cancer was voted by individuals as the most popular cause type (medical cause category); however, the category of children and young people received the most money (Walker, 2017 using the statistics from npfSynergy, 2016).

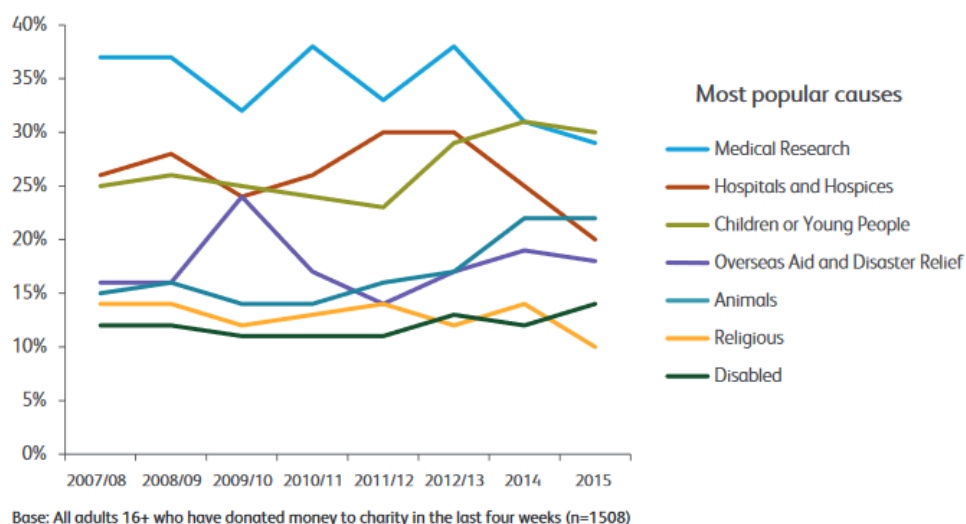


Figure 7: Causes donated to in the last 4 weeks

(Figure reference: CAF, 2016)

However even with this fluctuation of popularity, when it comes to a UK perspective, the cause categories of children/young people, medical, religion and animals enjoy the most popularity, albeit at different levels. These cause categories all either rank highly in terms of recently made donations (CAF, 2016), number of donors and/or total donation amount received (NCVO, 2012).

How to optimise donations from organisations and consumers has become even more important to NPOs recently due to the decline in income from government and National sources. The National Lottery for example, whose main goal is to maximise returns for causes through the sale of lottery tickets, has seen a decreased income for causes between 2016 and 2017. In April 2016, the income for causes decreased 15% to £1.63 billion, in line with the decrease in lottery sales. However, at the same time the grant commitment to causes has increased, causing a deficit predicted to continue in the future (National Audit Office, 2017). Year-on-year budget cuts have been made to some causes such as stop smoking services, reducing the budget in

some local authorities to zero. With many health organisations such as ASH and Cancer Research UK stressing the enormous burden that tobacco has on society, and the lack of levy on the tobacco industry to help with the cost of the consequences, these organisations need to draw large donations themselves from other sources (ASH, 2018).

Companies who engage in cause related marketing can only hope to maintain any competitive advantage generated if the cause they have chosen is credible and not solely superficial, especially due to consumer scepticism as discussed previously. Consumers are cautious of charities which cannot show their achievements in a tangible way (Marrins, 2015). If there is no obvious achievements or solution being worked towards then the company will also struggle to show the consumer that they are living up to their brand promises. Presenting clearly how the cause is being supported also relieves consumer scepticism, thus the framing of the donation is again an influencing factor. The donation frame is explored more thoroughly later in this literature review.

2.2.7 Cause related marketing summary

It is worth mentioning again here in the summary of this cause sub-section the product-cause fit. The fit (aka the congruence) is a highly discussed and disputed issue in the cause related marketing literature. It is widely accepted that having a good or logical connection between the company and the selected cause leads to benefits with regards to the outcomes of the campaign. However how this good fit is evaluated is contested, with theory such as the sleeper effect, the popularity of the cause, the complexity of the issue being addressed, as well as the attractiveness (aka the marketability) of the cause itself coming into play. The latter two points also having a considerable impact on its attractiveness with regards to celebrity endorsement (as is discussed later in this literature review).

There are also the ethical considerations, such as are any causes more, or less worthy of the attention they could gain from being involved in a cause related marketing campaign? Should less popular causes be chosen to do the most good? Should issues be reduced to slogans and cause related marketing campaign donation lines? And does this dumb the issue down (Franks, 2005) or does it make it easier for the audience to process? These are much bigger philosophical queries

than this thesis can tackle, and fundamentally it could be argued that it is not the decision of this author (or indeed any single author) as to what the answer to these questions should be. Companies choosing to partner with established NPO brands will continue to likely choose them based upon what they feel is a fashionable and wise choice at the time. Therefore, rather than pre-determine what causes should be used in this investigation, the most popular causes at the time are presented in the pre-test and the most favourable used in the mock-up cause related marketing posts for this study.

2.3 Generation Z

This literature review now moves onto the consumer focus of this thesis, which is Generation Z. As mentioned in the introduction (Chapter 1), Generation Z is the post-millennial generation, and they have just come into their spending power (Valentine & Gordon, 2000). The birth range follows the definition of Priporas, et al (2017) of is those born between 1995 and 2009.

Generation Z have been raised with cause related marketing as a prominent marketing technique. With this extensive use comes reduced differentiation effect for the market offering involved. However, as mentioned in the introduction, Generation Z are reported to be ethical consumers who take social and environmental issues seriously, and even for those who have limited income they are likely to prioritise buying ethical products (Euromonitor International, 2018), with this in mind although this generation are used to cause related marketing it may still be a technique which appeals to them as more conscious consumers. To obtain their custom, organisations need to understand what motivates them and what influences their purchasing decision. This is a process which needs to be completed for all generations as they come into the market as consumers; however, it has only really been since the 21st century that organisations have really understood the importance of being outward facing and consumer-orientated rather than being primarily internally focused. It is this customer-orientation which allows companies to understand the generation's culture and identity and be accepted by them (Valentine & Gordon, 2000). As Generation Z is now coming into the full force of its purchasing

power it is vital to get this understanding of them as a cohort, however they are not yet fully understood, making this research vital for organisations wishing to connect with this consumer group.

2.3.1 Generation Z's perceptions and outlook

When trying to understand the perceptions of a generation it is important to first reflect on their experiences as a cohort and what shared experiences they have encountered. When considering shared events that may have shaped the perceptions of Generation Z there are many global crises and issues which they have experienced and have been aware of during their childhoods (Van Den Bergh & Behrer, 2016).

Although the tragic event of 9/11 in 2001 is history to a large portion of this generation rather than a remembered experience, the global aftermath of the war on terror and the associated recession has been active in the news during their whole lives and will be a normal news theme to them (Jenkins, 2017). Subsequent terror attacks such as the 2017 Manchester Arena bombing in the UK and the vehicle terror attacks in Berlin 2016, London 2017, and Madrid 2017 to name a few will likely have affected their perceptions and vision of the world. This constant stream of dark events has made this generation acutely aware of the troubles in the world, which has in turn instilled in them caution and the need for security, however it has also granted them with a stronger sense of realism and resilience (Anatole, 2013).

Global conflict is not the only troubling news that Generation Z has grown up with, rising concerns over global warming and environmental issues has been at the forefront of the news, along with the many humanitarian crises and social impact that our changing environment is causing. Generation Z are talking more about the need to take action regarding climate change, due to their high social media usage they are seeing more climate change messages online and they are also doing more to be involved with the issue through volunteering and making a stand at climate change rallies and protests (Tyson, et al., 2021). Generation Z has also been referred to as the 'Greta Generation' after the environmental activist Greta Thunberg, who has inspired millions of Generation Z to take a stand in school strikes and make their voices heard (Turns, 2022). As a result generation Z has become an adaptive and socially responsible cohort, who want to do what they can to make the world a

better place (Euromonitor International, 2018), and are willing to change their behaviour accordingly in order to achieve a more sustainable lifestyle and ensure the healthy future of the planet (Ulster University, 2022).

In terms of the media that Generation Z consumes most it has reflections of these dark and troubling world events in the storylines. Much of the media targeted to this age group are portrayals of dark dystopian societies with young protagonists who are fighting to improve the world. This can be seen as a representation of Generation Z's feeling of responsibility and passion for change for the better (ibid). For example, on the literary scene fantasy literature has seen a rise in the Grimdark sub-genre where pragmatic and flawed often young characters are forced to make difficult and morally complex choices, depicting a lot of psychological realism. This is a stark contrast to the more traditional high-fantasy genre where there is lighter moral certainty and usually a just and happy ending (Hopton, 2015).

As with the protagonists in their entertainment choices this generation remains pragmatic when it comes to the future, they feel a sense of responsibility and have a great enthusiasm, to make change for the better. Only six percent of Generation Z reported in the study conducted by Anatole (2013) that they felt fearful of the future, and this could be related to the major innovations and changes they have experienced during their lives. In fact, Generation Z are also documented as being more active in terms of carry out their ideas than their preceding generation (the Millennials), with authors such as White (2014) reporting that they have a "see the problem and tackle it" approach and Van Den Bergh and Behrer (2016) claiming that they have an increased interest in social good and strong associated actions, with almost a quarter claiming that they actively volunteer to help good causes. It is therefore fair to suggest from these reports that Generation Z are extremely conscious of the world and how their choices and actions impact the environment. This could also imply that Generation Z will be highly receptive to cause related marketing as they may see this as a way of making a positive societal action (White, 2014).

2.3.2 Generational theory

Manheim (1923) stated that each generation is shaped more by the times in which they live rather than resemblance to their parents. Major historical and societal

events therefore shape the generations perceptions, identity, and values as they adapt to their environment. According to the Strauss-Howe Generational Theory there is a recurring cycle of generations which display a particular pattern of behaviour. This theory has ties in with many scholarly areas, including politics, sociology, and business, with some authors such as Newcombe and Van Eck Duymaer Van Twist (2017) going so far as to link it to religious views of secular millenarians in the USA. The fundamental theory was started by Willam Strauss, and his collaborator Howe and it developed over many publications, starting with the article entitled “Generations: The history of America’s future, 1584 to 2069” written in 1991. The premise of this theory is that there are four period/generational phases each of a 20-year period in each 80-year cycle, Once the 80-year cycle is complete it resets to the first 20-year generational phase and continues this loop. At the end of the 80-year cycle the social order becomes broken as it will have reached crisis point and will then start over the next cycle with a new social order. To put this into context of where we are as this thesis is written we are in the fourth generational phase and thus in crisis and re-ordering society ready for the fresh 80-year cycle.

The four 20-year cycles are described as follows:

Cycle 1) The High

Here there is a strong sense of community and there is less emphasis on individualism. Institutions are strong in this cycle.

Cycle 2) The Awakening

Here there is an increase in spiritual and personal elements, leading to some rebellion against the established institutions based on collectivism from the previous cycle.

Cycle 3) The Unravelling

Institutions become weak and are distrusted, individualism is now very strong.

Cycle 4) The Crisis

Here society become broken and institutional life destroyed, as the institutions become rebuilt it is remembered that collectivism made them strong previously. This sets up society to re-enter cycle 1. In cycle 4 community purpose is prioritised

Along with these cycles the theory argues that each of these generational cycles have an archetypical collective personality which lead them to share the same generational attitudes. In the initial paper suggesting these shared archetypes, the cycles ran sequentially through idealist, reactive, civic, and adaptive (Strauss & Howe, 1991). However, these were then adapted in the subsequent paper to prophet, nomad, hero, and artist (Strauss & Howe, 1997).

These generational archetypes can be described as follows:

The Prophet

As this generation is born near the end of the crisis, they are likely to have been overindulged by their parents. They experience a strong social cohesion and benefit from the strong institutions in cycle 1. They are expected to have a strong sense of social justice and who are focused on values and morality.

The Nomad

This generation experience the deterioration of the strong institutions due to the previous generations sense of social action. Due to the chaos that this brings, they are deemed as less parentally protected and subsequently grow into pragmatic and resilient adults.

The Hero

As social institutions are now weak in cycle 3 and adults must be pragmatic and resilient, it means that once more they have been more protected by their parents, they are thought to be an optimistic generation who are confident and politically influential.

The Artist

As this generation corresponds with the cycle of crisis, the danger means that there is now a fresh demand for strong social structures. This generation tends to have

been over-protected by their parents who are worried about the dangers of the crisis. They are expected to be a conformist orientated generation who are process-focused and thoughtful.

Given that the average lifespan of humans runs according to this 80–90-year cycle pattern, this means that generations co-exist in society. As mentioned above all these generations will have different collective perspectives, experiences, and priorities.

The Strauss-Howe Generational theory and indeed any generation-based theory is subject to large generalisations. It looks at the generational cohort as a whole and does not allow for everyone to have full diversity. Additionally, given the nature of the theory itself there is no hard empirical evidence and as it is an analysis of the past in order to try and predict the future it is also lacking in historic data for the current generations who are still in-cycle (Newcombe & Van Eck Duymaer Van Twist, 2017). However, as many marketing theories such as segmentation theory and consumer behaviour rely on the principle of being able to group consumers into segments which are thought likely to cognitively process and respond in roughly the same way, it would not be unreasonable to accept in this context that generation theory although not certain is a potential way to try and predict the perceptions and behaviour of the generational cohort as a majority.

Donation to causes is a very personal decision and everyone will evaluate the merits of each cause differently. As discussed in section 2.2 “Cause related marketing”. When this evaluation of causes is applied to generation theory, each generation views and responds to charity differently. Currently the oldest living generation are the Silent Generation who are inclined to view charity as a duty, next the Baby Boomers who see it as part of identity, followed by Generation X who relate it to entrepreneurship – and thus preferring to see how the problem being addressed can be tackled or solved. Research into Millennials (Generation Y) has shown that the cycle has reverted to be in tune with the Silent Generation, making the view of charity that of duty (Leroux Miller, 2013). According to generational theory this means that Generation Z will be more in tune with the views of the Baby Boomers and thus should see it as part of their identity.

2.3.3 Seven distinguishable markers of Generation Z

From a sociological perspective each generation has the desire to be distinguishable from the generation that came before them. Previous generations have created the society they have grown up in, however they naturally perceive this environment differently. Witt and Baird (2018), who collected qualitative and quantitative research over a six month period by first creating a youth advisory board of 140 Generation Z students as a pilot, before expanding across the United States of America to a selection of 61 participants for qualitative data in the form of monthly surveys, interviews and ongoing iterative feedback, along with 43 interviews with professionals, researchers and influencers in the youth market field, alongside trend-tracking data to observe the bigger picture and compare the qualitative findings against the larger quantitative research of 6000 annually, defend that there are seven distinguishable markers that define Generation Z, these are:

1. **Independence** – They are willing to work hard and be proactive in their pursuit of success
2. **Diversity** – They have high expectations that the value they hold in diversity is echoed by their brands and the media
3. **Engagement** – They are politically active with regards to environmental and social concerns. They have strong ideals with regards to changing the world for the better and seek to align with organisations to make this difference. They have a strong appreciation for activists and activism.
4. **Knowledge management** – Due to the fact that they were raised in the digital age they can efficiently process large quantities of information via their mobile devices, filtering for relevance and discarding what does not resonate with them. This can often be mistaken in Generation Z studies as a short attention span.
5. **Pragmatism** – This is perhaps one of the biggest distinguishers of Generation Z. Whereas their predecessors – the Millennials – made a surge into emerging creative careers such as social media influencers and small businesses online, Generation Z have shown a favouring towards more traditional career paths with more financial security and a more conservative outlook. They are also more sensitive to privacy and are more reserved about what they share online.

6. **Personal branders** – This cohort is aware that that everybody has their own personal brand, and they are skilled at presenting only what they want to craft this brand online. They tend not to fall into the same overshare traps as their predecessors.
7. **Collaborators** – They have a strong appreciation for the power of collaboration and their digital skill enables them to effectively carry this out at a global level.

In addition to the seven distinguishable markers of Generation Z as outlined by Witt and Bard (2018), another key identifier is that ultimately Generation Z are digital natives, who have been immersed with technology their whole lives (Eleftheriou-Smith, 2012; White, 2014; Van Den Bergh & Behrer, 2016; Cole, 2017). As such they are fully aware of social media amplification and the opportunity for viral content. For some this means there is a route to being seen, heard, and even validated, for others this means the risk of exposure with a wide and uncontrollable reach.

The digital sphere is how Generation Z maintain their relationships via constant online communications. These communications are not necessarily full conversations, but rather frequent digital connections, such as shares, likes, hearts and quick comments. With these quick and frequent digital connections this makes the visual component of social media content so important. It is already well known that the human brain first recognises symbols, then colours before reading words, making visual elements of brand communications so vital to success, however this additional focus on quick easily processed content adds to its importance for brands to get right. Generation Z rely on visual-centric social media to express shared cultural experience and emotions in their social media networks (Witt & Baird, 2018)

One of the most interesting elements of how Generation Z use social media from the standpoint of this study, is that according to the work of Witt and Baird (2018), they use these visual descriptors as an avenue to collaboratively solve their issues – both individual and collective – to learn from each other and to provide community support. This indicates that if the posts from the celebrities endorsing the cause related marketing campaign are visually effective then potentially this could tap into

this peer-support network, as well as importantly for the cause at hand, promote learning on the issue at hand on a mass scale.

The way in which Generation Z communicates is contradictory to that of all the other generations before them, as they see all media types as a social experience – one that is fully accessible via their digital devices. Additionally in terms of the digital sophistication of the Generation Z cohort, this means they are connected to the whole world, enabling them to remove the passivity of traditional charitable support, as they can now easily research, see and even communicate with those requiring support (White, 2014). Which helps the many individuals in Generation Z who are reported to be looking for brands to provide experiential elements in their market offering, which foster community and provide a sense of belonging and to enable them to feel connected (Witt & Baird, 2018).

2.3.4 The marketing challenges

For this generation they are looking for the brand to have a strong narrative with clear storytelling. They expect the content to echo this brand narrative. The brands which most successfully resonate with Generation Z are those who have aspirational qualities. They seek to be inspired and to be aided in their quest for unique empowering solutions. It is also important for brands to connect with their interests and to contribute to their lives in some way (ibid).

With that in mind, many brands are reported to be struggling to achieve resonance with Generation Z (ibid). One of the most reported reasons is that brands are failing to reach them via traditional marketing communication methods. With traditional marketing communications methods we see a one-way communication system, whereby the audience is seen as a passive and receptive audience which will simply absorb the marketing communications being sent. As Generation Z are seeking to share and interact with the communications, this one-way communication does not resonate with them and therefore they do not decode the message – or it may not even reach them at all if it is not accessible on a digital channel. Modern marketing communications models seek to show digital marketing communications as a more complex multi-channel multi-dimensional system, which is interactive and has feedback loops. Of course, that is not to say that the traditional marketing communication methods would not work for communicating to Generation Z at all,

however digital techniques are much more likely to be received and decoded as desired by the brand. This is where there has been an increased use of integrated marketing communications methods by brands to increase their chances of resonating with multiple audiences – and generations.

Another marketing challenge when targeting this generation is their pragmatic and careful nature. As this cohort has a heightened sense of risk, brands that successfully convey trustworthiness and reliability, stand a good chance of being perceived as safe and therefore gain their interest (Anatole, 2013; Eleftheriou-Smith, 2012). A key marketing communication consideration is also that due to this generation's reported realism tendencies, this makes them respond well to brands which convey reality and pragmatism rather than trying to sell them the perfect lifestyle (Anatole, 2013).

2.3.5 The marketing opportunities

Although Generation Z have been found to be more wary of interacting in online communities if they have been created by a brand with the sole purpose of selling goods to them, they are very accepting towards online advertisements by brands. For these advertisements to catch their attention for long enough for the marketing message to be decoded fully, this is best when they can see how the brand relates to themselves, whether this translates to help with their daily lives or with forming and maintenance of their persona and perceived self. This receptiveness to online advertisement is a distinct shift for Generation Z, as their predecessors (Millennials) are documented in the literature as being advertising adverse (Witt and Baird, 2018).

The biggest marketing opportunity in connecting with Generation Z is by emphasising clear brand values and demonstrating proactive engagement in the fulfilment of these values in practice, for brands which are entwined in some social good or for third sector brands this is particularly promising as it resonates with Generation Z's values of inclusivity, acceptance and being nice. According to the research by Witt and Baird (2018) they suggest that there are five fundamental truths to youth marketing which are:

1) Identity

Generation Z need to be able to connect with the brand on an identity level. There needs to be a clear portrayal by the brand as to what they stand for as well as having a strong brand identity. Once this brand identity has been cultivated it is crucial for the brand to carefully maintain and not to deviate from its core vision and principles, or risk being seen as unauthentic. Of course, brand identity, much like marketing itself, is based entirely on the perception and interpretation of the individuals in the audience.

2) Trust

To truly connect with Generation Z, they must trust the brand, and to achieve this the brand needs to be seen by the audience as being credible. This can be achieved by the brand remaining transparent and authentic in its marketing communications. One of the key developers of trust is emotion, and therefore in order for brands to gain the individuals trust they have to evoke an emotional response (Crosby & Zak, 2018) With regards to the context of this thesis, the element of a charity cause stands a good chance of eliciting some emotion from the audience.

3) Relevance

To connect with the Generation Z audience, the brand must first be relevant to them. One of the ways that brands can become more relevant to the Generation Z audience is to show that they are trying to make a difference in the world. This thesis is examining the reaction of Generation Z to cause related marketing of a fast-moving consumer good which is of low involvement in terms of the route to persuasion. Due to the high volume of confectionery and in-particular chocolate bar products it can be assumed that the product holds sufficient relevancy to the audience. As the chosen brand, cause and celebrity are all pre-tested it can also be assumed that the mocked-up cause related marketing social media posts are of relevance to the audience. Also control questions are used to ensure that the advertisement is relevant to the participant of the study as the consumer were asked if they like the product type (i.e., chocolate). Additionally, by the nature of cause related marketing whereby a cause is being supported by the brand it will communicate to the audience that the brand is trying to help and make a difference in the world. Research into the consumption habits of Generation Z by Van Den

Bergh and Behrer (2016) also shows that video games, hobbies and food consumption take priority for this cohort, which is potentially great news for confectionary brands who regularly use sales promotions such as cause related marketing to try and generate a higher turnover.

4) Possibility

As Generation Z are still youthful consumers, they are still forming and defining their own personal identities. Brand can help these young consumers do this by providing inspiration and guidance. Here the brand should focus on helping the consumer to “do” not just to “be”. This does not even need to be a physical action but can be a feeling that the consumer is involved and connected. One of the simplest ways for brands to achieve this is via associations that the brand has formed. With regards to this thesis which looks at cause related marketing as well as celebrity endorsement of cause related marketing, the associations that the brand would provide the consumer is not only with the cause it is supporting but also with the celebrity which is endorsing the campaign. The former allowing the consumer to feel that they are part of the solution to the causes problem – by donating by proxy of purchasing the product.

5) Experience

With regards to this fifth and final truth, we can view it as being a very direct sensory experience, or we can perceive it as being about resonating with the brand’s story. If we are considering the latter, it can be about allowing the audience to be part of the brand’s story and not just being a passive consumer. With regards to this thesis the cause related marketing allows the audience to be part of the brand’s story, as they know that when they make the purchase, they are by extension impacting upon the amount donated to the cause via the campaign. The donation being part of the brand’s story itself and embedded in the associations of the brand.

Witt and Baird (2018) developed this five-truth theory from the cross-analysis of multiple Generation Z advisory groups, surveys, and influencer interviews as well as brand interviews. The broad range of the data collected and analysed makes it a robust study.

2.3.6 Generation Z and online communities

When considering the use of these social media platforms by Generation Z, online fan communities is a key place for brands and individuals to reach large groups of like-minded Generation Z individuals who regularly frequent them, sometimes multiple times a day. In fact, almost 50% of Generation Z are connected online for ten hours or more a day and nearly 80% experience emotional distress when separated from their personal devices (MediaKix, 2017). These online fan communities are dedicated to a particular interest or affinity, for example from movies and books to brands and celebrities. The latter is of particular interest to this study as the celebrity endorsed post will likely be either mentioned by the brand or celebrity in these online community areas or alternatively commented on by members of the online community. Most likely the latter, as online communities tend to be peer-to-peer regulated and separate from the entity that is the focus of the fandom.

For younger audiences in particular these online communities can aid them in shaping their personal brand and to feel connected to others who they aspire to be affiliated with. These fandoms are a critical part of Generation Z's identity, and it helps the individual to make sense of reality (Baird, 2016; Witt & Baird, 2018). Later in this thesis in the section "2.5 Celebrity" more attention is given to celebrity fandoms and online communities, along with how this can lead to para-social relationships and by extension help the individual to make sense of their reality. The work by these authors on Generation Z reinforces the fact that para-social relationship theory is integrated with how this cohort interact with the digital world and online communities.

With the high online media consumption and the resulting hyper connectivity that this has brought Generation Z, this has led many individuals to feel as though they are always connected but at the same time also incredibly lonely. This has become possible from a disconnect from real life situations and relationships, connecting to a multitude of individuals virtually but lacking in physical relationships and experiences. To try and fill this void – whilst remaining hooked to the virtual world – Generation Z have turned to online communities to help them find a purpose in communities of like-minded individuals who share their interests, The success of these online

communities is in how they make the participating individuals feel understood, to the extent that they allow them to contribute and to exchange ideas (Witt & Baird, 2018).

One of the key tools which these online communities utilise is the hashtag. By using a standardised hashtag, it allows the community to grow and become more easily identifiable for those seeking to connect. Additionally, the tone of the conversation is important to resonate with the online community audience, the tone needs to be connective - i.e., we – the brand needs to be talking with them and not at them (ibid).

2.3.7 Generation Z summary

As Witt and Baird (2018) mention in their seven distinguishing markers of Generation Z, they are known to be a highly pragmatic generational cohort. Generation Z's parents have generally instilled in this generation a stronger sense of realism than was provided to their generation and to Generation Y (Van Den Bergh and Behrer, 2016). This realism has also led to a shift in mentality from the "me" focused Generation Y before them, to the "we" focused Generation Z (White, 2014). This is a generation of consumers who do not accept empty marketing promises or greenwashing and they expect a certain ethical and CSR actions from all companies in the marketplace. The pragmatic nature of this cohort mean that they like to feel that they are making a practical contribution to the solution of a problem. Cause related marketing facilitates this by providing an outlet to support the cause and express altruism, as well as having an ease of donation in-built, with the company effectively acting as a charity box, but where the consumer can seamlessly donate to a cause without a separate transaction or additional cost or effort (Langen, et al., 2011).

Additionally, the popularity of ethical and sustainable consumption is high amongst Generation Z. This is a generation which is acutely aware that the world is in a delicate precipice which their cohort is going to be part of either reversing to a more sustainable outlook or which will see social problems and environmental concerns worsen. The business logic is that being seen as an aware and actively compassionate company will identify with these consumers interests and lead to the brand being seen in a favourable light (Langen, et al., 2011; Pringle & Thompson, 2001).

2.4 The consumer and cause related marketing

When considering the motivation of the consumer to purchase products with cause related marketing, warm glow theory, proposed by Andreoni (1990) can possibly be attributed. The warm glow theory has its origins in the discussion of altruism and is derived from Andreoni's (1989) proposed theory of impure altruism. Therefore, to understand warm glow theory, altruism must first be examined.

2.4.1 Altruism and impure altruism

Altruism is where an individual acts to improve another's welfare, even at cost or risk to themselves. Empathy plays a key role, and individuals with a high level of empathy generally are found to behave more altruistically (Moosmayer & Fuljahn, 2010). This type of altruism, which is pure in its intentions and seeks no personal gain, is very unpredictable (Andreoni, 1990).

Acting altruistically makes us feel happy and giving to charity stimulates the areas of the brain associated with pleasure, social connection, and trust. It has also been found to release endorphins into the brain, which gives us a boost. Alongside this is the desire for prestige, respect, friendship, and social approval, which the individual may feel they can gain by acting altruistically (Olsen, 1965; Becker, 1974). The individual may also be seeking to avoid negative consequences, such as social disapproval or feeling guilty (Becker, 1974; Andreoni, 1990). The consideration that the individual could also be seeking the good feeling resulting from the donation, could also be classed as a selfish motivation – and thus counterintuitive to the theory of altruism. It is due to these potential gains for the individual, that there needs to be a second classification of altruism, which is impure altruism. This impure altruism is more easily predicted, as it is consistent with observed patterns of giving (Andreoni, 1989).

Whereas Andreoni's 1989 paper set the idea there being impure altruism due to these motives, it is his later 1990 paper which applies this theory to the context of charitable giving. In the later work, Andreoni proposes that there are three divisions of altruism: purely altruistic, purely egoistic, and impurely altruistic. Pure altruism assumes the original definition of altruism, where the individual seeks no personal gain. If however the individual seeks the warm glow from the donation, then they

would be acting under purely egoistic altruism. Finally, if the individual is seeking more of the possible personal gains than just warm glow, then they would be exhibiting impure altruism. For the purposes of cause related marketing, all these divisions of altruism may influence the consumer to purchase a product using cause related marketing.

Other than the creation of these three altruism categories, the paper also makes another important revelation – which is that people prefer to donate directly rather than indirectly. This was found when examining donation to charity either through taxes or via direct donation from the individual; direct donation being the preferable option for the individual as it allowed them to receive the warm glow effect. The conclusion to this therefore being that subsidy of altruistic behaviour is more effective, as it allows for egoistic motivation when donating (Andreoni, 1990). Applying this to the context of cause related marketing, it is a promising indication, as the consumer is active in the donation through their consumption decision. This also indicates that the more personal the cause related marketing technique makes the donation then this in theory should have a positive effect on the level of product sold.

Altruism theory is very closely related to prosocial behaviour theory; and where Andreoni (1989) proposed the warm glow, prosocial behaviour discuss the sensation of feeling good about having done something positive – which is effectively the same warm glow.

2.4.2 Prosocial behaviour

Prosocial behaviour is described as a voluntary behaviour without anticipated reward and is performed in two scenarios – when it is performed for its own end, or it is performed as compensation. Prosocial behaviour is documented as being a potential outcome of a cause related marketing purchase (O'Cass & Griffin, 2015). There are two main theories concerned with the reasoning why individuals would carry out prosocial behaviour - biological prosocial behaviour theory and individual prosocial behaviour theory (Moosmayer & Fuljahn, 2010).

Biological prosocial behaviour theory presents two reasons for the behaviour. The first being that some individuals may possess a prosocial predisposition, which

would have been retained through evolutionary advantage (ibid). Secondly individuals that are future orientated and who are actively involved with causes are more likely to engage in prosocial behaviour. These individuals are also more likely to have positive feelings afterwards than to assess any negative consequences (O'Cass & Griffin, 2015).

Individual prosocial behaviour theory is when the individual would be acting under reciprocal altruism. Reciprocal altruism is a rare form of co-operation present in nature, only a select few species possess it, and it is proposed that this is where our human instinct to put others before ourselves originates from. It is an act of kindness or sharing that provides mutual benefits, therefore for it to be successful the favour must be returned regularly, and the giver must be able to grant a large benefit to the other party at a smaller cost to themselves. This theory reasons that prosocial behaviour is rooted in learning patterns, with emotions and feelings being the catalyst. Empathy has a particular relevance here, with it being the direct source of prosocial behaviour (Moosmayer & Fuljahn, 2010).

Traditionally in society there is a social norm of being modest regarding prosocial behaviour, with the essence of charity thought to be rooted in selflessness; however, with the increased use of social media individuals are increasingly advertising their prosocial behaviour using products advertising causes (Berman, et al., 2015). Cause related marketing utilises this modern societal trend of prosocial behaviour self-advertisement, by encouraging word-of-mouth communications (both traditional and electronic) as well as with consumer generated content. This increasing behaviour is becoming integral to cause related marketing campaigns, making this research into social media related aspects of cause related marketing timely for the current environment.

One advantage that cause related marketing poses is that it appeals to the consumer's altruistic/prosocial behaviour to try and persuade them to purchase the product or service, however it also holds selfish qualities. This allows for the joint promotion of both altruistic and self-beneficial messages. Research conducted on charitable giving and research on consumption and happiness share similar conclusions. As social beings' consumers are deeply concerned with what others think of them, and by doing what they believe others will approve of makes them

happy (Fine, 2010). It is because of these benefits that it proposed by some academics, that altruism itself may have selfish qualities; as individuals seem to benefit in a great deal of ways from acting altruistically, especially as donation can trigger the reward centre in the human brain that releases dopamine-mediated euphoria (Carter, 2010).

2.4.3 The output variables of this thesis

This thesis is concerned with the measurement of potential effect on three output variables, consumer attitude, consumer purchase intention and consumer word-of-mouth intention, which are now be defined.

2.4.3.1 Consumer attitude

The first potential outcome that this study is examining is brand attitude. Brand attitude is a universal marketing communication campaign objective and are the consumers overall evaluations of a brand (Keller, 1993). Increasing favourable brand attitude is fundamental as to why marketers run marketing communication campaigns. Brand attitude is the individual's evaluation of a brand with regards to its capability to meet the purchase motive that they have (Rossiter, et al., 2018).

2.4.3.2 Consumer purchase intention

The second potential outcome that this thesis is evaluating is brand purchase intention. Brand purchase intention is the customer's self-instruction to purchase or take a purchase-related action. This means it is an anticipated conscious plan to enter the final stage of the buyer response sequence – action (purchase). From a marketing communications perspective there are many individuals who may hold this purchasing decision role – initiators (who propose the purchase), influencers (who recommend the purchase), deciders (who choose the purchase) and users (who use the purchase). Depending on the situation it is possible for the individual to take on all or multiple roles (Rossiter et al, 2018).

2.4.3.3 Consumer word-of-mouth intention

Another type of consumer intention is word-of-mouth intention. Word-of-mouth is an informal behaviour which occurs naturally and is the communication of consumers evaluations of market offerings (Fill & Turnball, 2019). When this is a positive expression, it provides a recommendation to others (Steckstor, 2012). Word-of-mouth itself is a behaviour as the consumer is actively carrying out the activity. This

this thesis looks specifically at word-of-mouth intention which is the individual's attitude towards giving a favourable recommendation to other consumers (Anderson, 1998).

2.4.4 The consumer and cause related marketing summary

In summary cause related marketing should provide some form of warm glow (Andreoni, 1990) from the benefit being made, this could also cause the consumer to experience impure altruism (Andreoni, 1989), this thesis is able to analyse this further and help to ascertain which cause related marketing scenarios harness this most effectively and thus show the largest positive change in attitude and intentions. The desire to show this (impure) altruism should also strongly increase the consumers word-of-mouth intentions, as they should following this theory want to show off their benevolence to others.

2.5 Celebrity

This literature reviewed in this section is related to celebrity, first understanding celebrity, then how the consumers relate and perceive celebrity and finally celebrity endorsement. Therefore, this section of the literature review focuses on research questions 2 and 3, which are as follows.

RQ2: Does the use of celebrity endorsement in a cause related marketing campaign significantly influence attitudes and purchase intentions for Generation Z consumers?

RQ3: Does celebrity endorsement in cause related marketing act as a mediating variable of the effectiveness of donation frame in terms of the attitudes and purchase intention of Generation Z consumers?

Firstly, when discussing celebrity, the definition of what is being meant by using this term needs to be considered. This is because the term 'celebrity' can be used to describe a spectrum of individuals, as the loosest definition would be that a celebrity is a person known for being well known. With this definition, based on an individual's exposure and culture the range and breath of who they view as a celebrity can significantly differ. One of the most accepted definitions of celebrity specific to marketing is that a celebrity endorser is an individual who enjoys fame and who uses

this fame on behalf of a brand by appearing with it in a marketing communication (McCracken, 1989).

A common division that is used in the literature is that of idols of production or idols of consumption. An idol of production is an individual who is renowned for business-based pursuits, such as business, politics, science, religion, academia etc, whereas an idol of consumption is an individual known for leisure, such as those in the entertainment and sports industries (Larkin, 2009). As the topic in cause related marketing is a fresh debate, this thesis has chosen to focus on idols of consumption as they are the type more inclined towards product endorsement, with today's society being shaped more substantially by the world of entertainment and the idols of consumption (Hicks, 2006). Idols of consumption are also more synonymous with celebrity endorsements as the very nature of their fame embodies the benefits of capitalism and represent the desired rewards and lifestyle (Redmond, 2018). It leads consumers to want to emulate what they portray (Rojek, 2001).

The classic view on this division states that there are individuals in society who are considered remarkable, and this was largely viewed as being individuals holding special power and influence, such as royalty, politicians, and religious figures (which aligns with the idols of production category). Acknowledging that there are also identifiable individuals who although having little to no institutional power, their behaviours or actions create a strong societal interest (Alberoni, 1972) (which aligns with the idols of consumption category).

A more modern take on this division of celebrity type is from the writing of Turner (2014) who expresses that celebrity now, although more often from the classic idol of consumption category, no longer needs to rely on their achievements but rather through sustained public visibility. This re-definition from the traditional view that celebrity gained and maintained their fame through their accomplishments and maintenance of their success, is in accordance with the increasing number of reality television stars and social media influencers. There is debate however in the celebrity literature as to whether these individuals deserve the label of celebrity, with other monikers being used to describe them such as micro-celebrities and indeed the term influencer.

The problem with this division between celebrities and micro-celebrity comes when one tries to draw the line between them, for when does a micro-celebrity become as well-known as a traditional celebrity? Does the level of renown define the level of celebrity – in which case there seems to be examples where this would not be able to define between the two, with some social media influencers such as Charli D’Amelio who has 169 million followers on social media and is known for her social media dance videos on TikTok, having almost the same following as Billie Eilish, a traditional idol of consumption celebrity famous for her music, with 171 million followers on social media. When it comes to reality television stars the fame level increases due to the multi-platform visibility and there are cases such as reality television star Kendall Jenner having 212 million followers across social media, along with traditional idol of consumption musician Miley Cyrus having a comparable 235 million followers (Wallach, 2021).

Additionally, once the micro-celebrity has ventured into other business aspects – such as launching their own product range or landing a presenting deal on the television, do they then transform from being a micro-celebrity to a celebrity? Some grey literature suggests so, such as (lbbonline.com, 2022) who suggest that once influencers gather over 1 million followers, they tend to go into a celebrity status.

Additionally, many other online blogs suggest that celebrity works in a hierarchy in which an individual can transition between levels with increased fame, however this has not been accepted in the academic literature and the level of fans that are supposedly required differs across models, and indeed across social media platforms themselves (Micheal, 2019), such as illustrated in figure 8.

Influencer Tiers - Standard Terminology

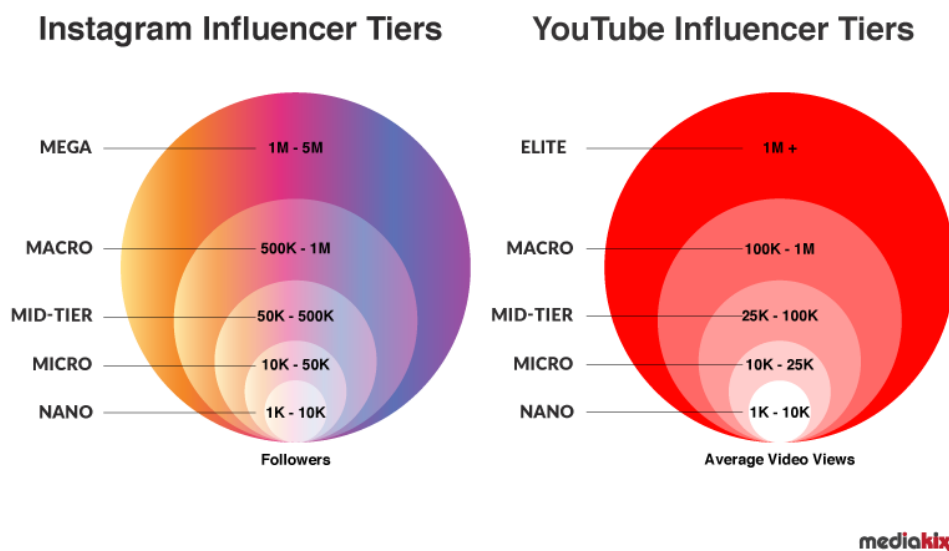


Figure 8: Influencer Tiers

(Figure reference: Michael, 2019)

It can also be considered that how the celebrity's career is started and managed should be how they are categorised, with traditional celebrities being managed by personal brand managers and marketing teams, whereas social media influencers are self-made and manage their own early careers (many now do hire managers once they gain a solid following), and reality television stars usually having started out as social media influencers and use the reality television platform to gain the required level of visibility to be considered a traditional celebrity (this is also usually where the social media influencer will gain management if they have not done so already) (McCorquodale, 2020).

These are all interesting questions to be discussed and debated, however for the purposes of this thesis, this potential evolution of celebrity is shelved and focuses on idols of consumption – of any origin.

2.5.1 Mediated persona

Now that the type of celebrity has been considered it can now be reviewed as to what makes these idols of consumption who they are. As defined above, an idol of

consumption is based upon some form of leisure and entertainment. Each celebrity will have what is described in literature as a mediated persona, which refers to the celebrity's public image (Corner, 2000). The celebrity will build this mediated persona to present the public the personality they wish to be known to have. This mediated persona can therefore differ to their real-life persona and is the marketable and controllable version of them. A celebrity's image from a consumer perspective is derived from the perceptions about them, that are generated from the associations held in the individual's memory. The celebrity's image is thus dependent upon the inferences made based on the individual's existing knowledge of them (Seno & Lukas, 2007).

The concept of the mediated persona is also closely linked to branding and more specifically personal branding theory. Brands are the vehicle by which products gain personality, this personality being vital for consumers to be able to relate to a product – the same way they would another individual. By having a personality, the brand can communicate with consumers how the product fits into their own lifestyle and how it will help them to build and maintain their own personal identity. This is what attracts customers to the market offering and these customers are then kept by maintenance of the personality, value, prestige, lifestyle, and image of the brand (Barron, 2015).

2.5.2 Para-social relationships

Individuals can feel connected to celebrities to the extent that they use the celebrity to help them make sense of reality (Cashmore, 2006). This strong relationship between the individual and the celebrity that they have never met is the phenomenon of the para-social relationship. The para-social relationship psychological theory was originally developed by Horton and Wohl in 1956 and it seeks to explain the impact that mass-media forms were having on the audience. The para-social relationship theory describes that the audience is provided with the illusion that there is a real-life relationship with the celebrity; in this way the celebrity seems as though they are part of the audience's friendship group (Horton & Wohl, 1956)

Some authors such as Rojek (2001) denote this as a second-order intimacy as the relationship is developed via representations of the celebrity rather than through direct contact. This second-order intimacy is thus a simulated intimacy, which allows

the celebrity to mediate what the audience receives – in line with their carefully mediated persona - and by extension influence what the audience feels. It can also be argued that although it is a simulated intimacy that the connectivity in in this celebrity and fan context is as real as the relationships held in the first-order, as they provide the individual with productive emotions for consumption of commodities which cannot be elicited by other channels of capitalism (Redmond, 2018).

Regardless as to whether the para-social relationship is described as intimate or as a second-order intimate relationship, the feeling of personal connection with the celebrity remains (Barron, 2015). It can be debated that the para-social relationship developed may be either as intense as feelings of friendship in the first-order, or in a second-order capacity whereby the celebrity is used as to understand human interaction, depending on the psyche of the individual and the strength of the bond felt. Celebrity is orientated around this para-social relationship along with desire, emotional investment, attachment, and emulation. Celebrity then uses this generated intimacy as a sellable commodity (Redmond, 2018).

The communication style in the media between the celebrity and the audience facilitates this para-social relationship building, as the celebrity ordinarily speaks directly to the viewer; thus, feeding the illusion that they are conversing directly and personally (Horton & Wohl, 1956). Alongside this, the fact that celebrities are so heavily reported on heightens the intimacy between the celebrity and consumer, which is then used to help the consumer make sense of their lives, as they increasingly see coverage which presents the celebrity as being un-mediated and that it is their "true" persona (Rojek, 2015), even if this is usually still a filtered version of the celebrity's self (Holmes & Redmond, 2006).

In our modern society there are increasing cases of people becoming isolated or feeling lonely, the development of a para-social relationship between these individuals and celebrities, allows the individuals to feel a sense of belonging. The remoteness of the celebrity, who belongs to a high-status social level, is mediated by a significant volume of media – such as television documentaries, biographies, gossip columns, social media accounts etc. which then personalise the celebrity and takes them from being a stranger and makes them the same as a friend or even a significant other in the mind of the individual. It is this stimulated feeling of intimacy

which helps them to feel connected to society but also acts to commodify their desire (Rojek, 2001).

Social media allows celebrities to build on the para-social intimacy that their fans feel with them. Indeed, some of these celebrity social media accounts are carefully managed by their management teams (Barron, 2015). Although these social media accounts can vary in terms of the level of personal detailing provided to the fans (Marwick & Boyd, 2011) all posts allow for the fans to garner another snippet of information about their beloved celebrity. Indeed, the extent to which social media has increased the visibility and contact of celebrity to their fans has heightened para-social relationships well past Horton and Wohl's original theory in 1956 (Barron, 2015). Celebrities have now been pulled into closer connections with their fans (Redmond, 2018).

Celebrity culture is so influential that it affects many aspects of society. As Barron (2015) emphasises in his book *Celebrity Cultures*, it has impacted on individuals' body perceptions, inspired medical decisions, inspired fashion choices, and even inspired societal change, especially with regards to marginalised groups. This societal value that celebrity culture holds in modern cultures is key to understanding the depth to which the para-social relationship with celebrities has evolved. In more recent studies focusing on para-social relationships such as that by Van Krieken (2012), the exploration is more focused towards how celebrities can guide individual's daily lives and behaviours, as well as how prominently individuals use this as a platform for communication and interaction in their 'real' relationships. The main point here being how the para-social relationship has evolved from being an imaginary bond with a celebrity, to that felt bond being communal in nature and feeding into an individual's real-life relationships (Barron, 2015). This can be viewed as modern celebrity now taking the role of a mentor, providing a guide as to how the individual should behave in current society and providing their audience with inspiration to strive towards their desired traits (Van Krieken, 2012).

With the rise of social media platforms, the ways in which this para-social relationship can develop and be maintained has equally increased. The key difference that social media has brought to para-social relationships is the access it provides, in effect increasing the proximity in a virtual way. By reducing the feeling of

distance between the celebrity and the individual the feeling of intimacy which is central to the para-social relationship theory is heightened. Social media can be utilised by celebrities to foster a collective community of fans, such as signer Justin Bieber and his “Beliebers” or Lady Gaga and her “little monsters”. In these groups the individual fans can feel like they are part of the artists creative world and not just a singular social media follower. To maintain this the celebrity is likely to post messages onto their social media accounts a combination of public (such as tour dates) and private elements of their lives and personalities (Bennett, 2013).

The study by Baym (2012) analysed thirty-six musicians both from Europe and North America to examine how they interacted with their fans on social media. As mentioned previously the level of personal detailing varies when it comes to what celebrities’ post on their social media accounts, this is echoed in Baym’s findings, which found a range of depth in interaction with fans. Some musicians interviewed embraced the connectivity with their fans and the community and feedback it provides, however others were much more cautious and wished to maintain more of a distance between themselves and their fans, one participant commenting on how they wanted to maintain a certain mystique.

What this indicates and what Barron (2015) also connects is that with Baym (2012)’s study showing celebrities cautious about not oversharing or becoming too ‘close’ to their fans is that by doing this they are carefully maintaining their mediated persona. Although the management of the celebrities mediated persona is crucial to their success, it highlights the inevitable change in the para-social relationship and the reciprocal element that social media has facilitated. As with marketing communications evolving from a linear model into a complex reciprocal process, the para-social relationship has also turned from a linear relationship felt and maintained only by the individual fan, into an ongoing reciprocal and interactive connection (Baym, 2013).

While it can be viewed that the closeness that this evolved relationship reduces the allure of the out-of-reach celebrity; previously an individual that appeared mysteriously on the scene and captivated fans with carefully considered media outputs; it can also be argued that the interaction and reduced proximity provides the celebrity with more control, due to the power they now have to reply, encourage,

ignore and block fans based on the fan responses they receive. This closeness of modern fame adds to the feeling that the persona the celebrity is portraying is real and not mediated, which adds to the illusion of the relationship between the celebrity and the individual as being of the first order rather than second order (Redmond, 2018).

It can be argued that the reach and intensity of celebrity in modern society has led to fundamental cultural change, due to the influence that it has on shaping the public's ideals and their understanding of the way they live, with celebrities having the power to shape an individual's subjectivity, sense of self and give them a sense of belonging (ibid). It can be viewed as a pivotal central structure for society, holding it together by offering the para-social relationship and providing the illusion that they are in a capitalist culture that they invest into and that it in turn invests in them (Rojek, 2001). It is this centrality to everyday life which elevates it to the point of celebrity culture (Turner, 2004; Redmond, 2018).

2.5.3 Celebrity activism

Although this thesis does not aim to delve into the area of celebrities' interaction with politics – as this is a rich area of debate which is tangential to this marketing thesis – the activism element naturally needs to be briefly discussed, as it can lead to insights as to how celebrities interact with causes, as well as how effective their activism efforts are. As mentioned previously, at the start of this subsection, politicians are celebrities in their own right – an idol of production. However, this thesis is interested in idols of consumption, and how these individuals' foray into the world of activism.

It is possible to view celebrity activism as a subcategory of politics (Kapoor, 2013), the longevity of Live 8 which was began by singer Bob Geldof in a bid to tackle the cause of third-world debt is a prime example of how celebrity activism can hold political significance. This is further reinforced by Bono's celebrity that allowed him access to and influence over world leaders, and his global following which brought attention to the cause.

This political activism by celebrity has been given many different tags by authors, with Kapoor (2013) referring to it as 'charitainment', Rojek (2013) dubbing it 'celanthropy advocate', Barron (2015) calling it 'celebritocracy' and Cooper (2008)

using ‘celebrity diplomacy’. Clearly Kapoor’s (2013) label of charitainment portrays a more cynical view of the motivation of the celebrity to pursue awareness for the cause with Rojek’s (2013) celanthropy advocate term on the other end of the spectrum focusing on the philanthropic potential. As the motivations of the celebrity will most likely vary amongst individuals and given that it is not possible to know each motivation, the terms celebrity diplomacy as used by authors such as Cooper (2008) and celebrity activism as used by authors such as Barron (2015) seem like a much fairer and more encompassing descriptor.

The view of the impact of celebrity activism is divided in the literature and indeed in the physical results gained (Cooper, 2008; Rojek, 2013; Kapoor, 2013; Barron, 2015). Regardless of the potential impact of celebrity activism, it must be noted that the allure has significantly grown amongst celebrities, and the number of celebrities engaging in some form of activism has sharply increased (Barron, 2015). Some studies and examples find that celebrity activism has had a strong positive effect for a cause, harnessing attention, and power that celebrities bring to gain support. Granted that the literature is mostly focused on the massive success of Live 8 and Bono’s associated famous “Make Poverty History” campaign.

In many cases it is the charities or cause organisations themselves that reach out to celebrities to connect with them for celebrity activism. A key example of this is the United Nations which has a host of celebrity Goodwill Ambassadors such as Angelina Jolie. The desire is that by collaborating with these celebrities that they can harness the celebrity’s visibility and attract wider audiences and support than they can reach on their own. One theory behind why the public would take more interest in a cause if a celebrity ambassador were the face of it, is that celebrities have a way of engaging their audiences and can simplify complex issues down into something more digestible, relatable, and actionable to their fans. This simplifies the issue being tackled by the cause, whilst simultaneously keeping the message to the audience very clear and easy to decode (Cashmore, 2006; Barron, 2015).

On opposing side there is also a mass of literature and examples that depict the failures of attempted celebrity activism. One particularly prominent concern is closely linked to one of the potential key advantages – that using a celebrity simplifies the message to the audience. It can be argued that such complex issues – such as for

example third-world debt – should not be simplified to a call to donate to a celebrity led campaign (Cashmore, 2006).

It is by nature of this celebrity activism that the symptoms of the cause – such as hunger – are addressed, yet their root cause remains unattended – such as wealth distribution systems (Barron, 2015). In some instances, the celebrity may not have any interest in endorsing an outcome to the issue and may simply desire to raise awareness. A very cynical view of this is that due to this over-simplification of the cause, it encourages the public to believe that by doing anything at all it is better than doing nothing, which is not always the appropriate attitude towards the cause (Haynes, 2014). This could lead to a large number of "empty" supporters who care for the cause simply because their favoured celebrity does (Siegfried, 2013).

The motivation and sincerity of celebrity activists has also been cited as a cause for concern, at the worst being self-serving promotional acts (Kapoor, 2013) which if it is interpreted this way by the audience could lead to severe damage to all brands involved – the celebrities, the causes and any other associated brands. It also needs to be considered that the celebrity's knowledge – or lack thereof – of the cause can translate badly (Barron, 2015). Additionally, there is the possibility of the message becoming ununiformed. This can result from the celebrity being encouraged to put the issue in their own words and the celebrity can lack accountability for the solutions they propose (Haynes, 2014).

In a study conducted by O'Regan (2014) in the USA with a university student sample base, the results showed that the celebrity activism – with a political association - is very limited when exerted by idols of consumption. The findings indicated that young adults are more likely to trust the information a member of their family or a friend provides over that of a celebrity (of any classification). Interestingly respondents were also more likely to trust politicians and interest groups (idols of production) over idols of consumption in this case, which was more noticeable in women than in men.

The research by O'Regan (2014) shows the limitation of celebrity influence and points towards the respondents being more inclined to trust information they gather from people they know, and to a lesser extent the experts in the subject field, over

that of a celebrity of whose credibility they are unsure. Further findings in the study suggested that the respondents see celebrity as no better informed than the public.

Another factor identified was that of ethnicity; with Black or African-American and White/Anglo/Caucasian respondents choosing to trust family and friends for their political information and Asian/Pacific Islander and Hispanic/Latino/Chicano respondents choosing to trust politicians or interest groups (idols of production) more for their political information. They suggest that this may be due to the shift in this generation of young adult Asian/Pacific Islander and White/Anglo/Caucasian's educational level, whereby they may feel that the previous generations are not politically savvy enough due to their lack of a college education. Thus, this would indicate that young adults trust the advice from whomever they feel is the most credible source.

The final results from the study were that all respondents felt that others were more likely to listen to a celebrity about political issues than to politicians, the question was reworded to change politicians to experts, scientists and academics and the result remained unchanged. Thus, respondents feel that other people are more likely to listen to idols of consumption than idols of production; even though they do not themselves (O'Regan, 2014).

2.5.4 Celebrity endorsement

This celebrity sub-section of the literature review now reviews the celebrity endorsement literature. This is directly linked to research questions 4 and 5, which are as follows:

RQ4: Does the type of celebrity endorsement used in a cause related marketing campaign, either implicit or imperative, and the subsequent endorsement message frame, either personal or impersonal, influence a significant difference in the attitudes and purchase intention of Generation Z consumers?

RQ5: Does the type of celebrity endorsement used in a cause related marketing campaign, either implicit or imperative, and the subsequent endorsement message frame, either personal or impersonal, mediate the effects of the endorsement, in terms of the attitudes and purchase intention of Generation Z consumers?

The typical definition of a celebrity endorser is an individual who seeks recognition amongst the public and uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989). This definition makes a solid foundation, however by referring to the endorsement being of a consumer good, it does not take into consideration endorsement of service, charity, or lifestyle. Therefore, a more encompassing definition would be an individual who is publicly recognised, who uses this recognition to endorse something by associating themselves with it. When a celebrity undertakes an endorsement, the mediated persona image transference to the endorsed brand entity is one of the biggest allures of the use celebrity endorsement (Cooper, 1984). This transference occurs as the mediated persona, as discussed previously, is the celebrity's personal brand which is managed in the same way as other brands; therefore, when these two brands are connected via association, this is how the image transfer occurs (Thomson, 2006).

The process of endorsement requires any one of the multiple endorser roles and endorsement types to be present. The endorser roles can mean that the celebrity can take the role of expert, spokesperson or as an aspirational figure (Seno & Lukas, 2007). If the endorser role is that of an expert, then they will need to have known field experience and knowledge of the product or issue. If the endorser role is that of a spokesperson, then any celebrity will suffice, however it is generally accepted that to become a true spokesperson then they will have an affiliation with what they are endorsing for the longer term, if there is only to be a very short-term affiliation then they can be seen as an aspirational figure. As this thesis is concerned with idols of consumption it unlikely that they would be viewed as an expert when endorsing a cause, therefore they would assume the spokesperson or aspirational figure role; equally as the only difference between these two roles is the duration of time the affiliation/endorsement lasts, then from now on the term spokesperson is used to describe the endorsement role, as many marketing communications texts (Fill & Turnball, 2019; De Pelsmacker, et al., 2018) only differentiate between spokesperson and expert.

Celebrity endorsement of non-profit causes is a controversial subject; however, it continues to increase (Branigan & Mitsis, 2014) and when it comes to expressing

visible interest and interaction with causes, idols of consumption are at the forefront (Hicks, 2006). With this surge in the number of celebrities endorsing causes both the positive and negative effects have intensified; especially as in this transformative era of celebrity diplomacy, the celebrities feel a need to use their notoriety to expose issues they feel strongly about (Wheeler, 2011).

When the endorsement is celebrity driven and they have chosen to support the cause unprompted, then there is a trend for certain types of causes to get chosen over others. Complicated and dull issues struggle to gain celebrity interest, whereas more rousing or simpler issues gain a lot more celebrity support. A study into the cause human trafficking, showed both sides of this, with the sexual exploitation being more provoking generated a large amount of celebrity support, whereas the domestic servitude or labour was deemed more mundane and did not elicit the same response. This finding can be largely attributed to the fact that the celebrity who focuses on the more provoking issue generates more publicity (Haynes, 2014).

When it comes to NPOs choosing celebrities for endorsement, the main allure is their vast personal networks. By using the celebrity's network, they can reach a vast number of individuals that they may not have otherwise reached. For example, a celebrity can reach thousands, or even millions, of followers on one platform such as Twitter, with just one tweet about a cause. It is important to note however that the credibility of the celebrity is a key consideration (Branigan & Mitsis, 2014), and these are discussed further later in this section. Overall, the majority of NPO's seek out celebrity endorsement to try and harness their power as they feel that the potential benefits of having a highly visible celebrity attached to their campaign far outweighs the liabilities that it might bring (Franks, 2005).

When a celebrity acts as a spokesperson in an endorsement they are the sender of the message and representative of the source, however they can also be seen by the audience to be the source of the message (Fill & Turnball, 2019). Traditionally it is proposed that a source of a message consists of three variables: credibility (which contains the components of objectivity and expertise), attractiveness and power (Kelman, 1961). The study by Seno and Lukas (2007) concluded from a systematic analysis of brand management and endorsement literature, that there are five factors that can characterise celebrity endorsement, which can also be divided into either

source-based factors - credibility and attractiveness - or management-based factors - celebrity multiplicity, celebrity activation and celebrity-product congruence. This Australian study is the first to investigate the reciprocal effects that can be achieved by celebrity endorsement. The study however was fully theoretical, and the methodology was secondary analysis of literature and popular media sources. They identify from their analysis that only the source-based factors can be reciprocal in nature benefiting all brands involved, however the management-based factors are not reciprocal and only benefit the brand being endorsed.

2.5.4.1 Credibility

Celebrities are increasingly used by companies to harness the credibility they hold with the audience (Fill & Turnball, 2019). The celebrity's credibility is a crucial component for increasing persuasiveness of the message and in attracting customers (Ohanian, 1991). The variable of credibility is highly dependent on the message receiver's perception of the source's expertise, motives for sending the message and the level of trust they have in the source (Seno & Lukas, 2007). The expertise in this context refers to the level of knowledge that the celebrity possesses on the subject being discussed (Ohanian, 1990; Kamins, 1990). This perceived level of expertise of the celebrity has also been found to be independent from the number of endorsements that they make and is instead derived from their actual expertise levels in the respective field (Subhadip, 2012). A documented problem that has been seen in the celebrity activism and diplomacy literature is that a common problem with many celebrity activists is that they are either lacking or have inaccurate knowledge of the issue (Haynes, 2014). Therefore, this is important to keep in mind for celebrities endorsing cause related marketing campaigns. The findings by McCormick (2016) indicate that celebrity endorsers are perceived as more credible than that of non-celebrity endorsers. The way in which a celebrity's credibility is gained from their fame is through their mediated persona. The celebrity can use their mediated persona to evoke public reactions such as sympathy and admiration; with enough power to even effect political expression (Corner, 2000).

An element of this credibility factor is trustworthiness. Consumers perceive the expertise of a celebrity by reflecting on the validity of the assertions that are being made in the endorsement, whereas trustworthiness is connected to the consumer's

confidence in the celebrity's intent to represent the most valid assertions (Seno & Lukas, 2007). The trustworthiness is also a resultant from the perceived honesty of the celebrity (Ohanian, 1990; Kamins, 1990). The greater the perceptions about the expertise and trustworthiness of the celebrity, the higher the level of credibility achieved. The perceived credibility in turn has a positive effect on persuading and influencing consumer attitudes regarding the subject of the endorsement (Seno and Lukas, 2007). A plausible explanation as to why this effect comes about is simply that if it is perceived as being more credible it is also more believable.

Whether the celebrity has been paid or compensated for their endorsement can affect the credibility of the message. For product or service endorsements it would not be at all surprising to the audience that the celebrity had been compensated in some way, for example with a contract or with the provision of the item being endorsed for free. When it is a cause which is being endorsed this needs to be more carefully considered, as it could be seen that compensating a celebrity for their endorsement of a charitable cause is in bad taste, as it draws away from what the entire concept of charity is all about. Thus, many NPOs would be discouraged from offering celebrities compensation for their involvement (Rodgers, 2010). When put into the context of cause related marketing this becomes even more complex, as both situations are present. This leads to an interesting debate and is worthy of further exploration. However, it is tangential to this study and therefore it was noted that the research design should not indicate either way as to whether the celebrity was compensated for the endorsement or not.

Examining the variable of credibility further it can be seen that authenticity or "realness" is fundamental to how credible the celebrity is viewed as being, especially when the celebrity is of a social-media origin. However, authenticity is fundamental for all types of celebrity. By a celebrity being willing to be seen as "ordinary" and just like their fans, this ironically takes them further into the zone of celebrity and is a strong strategy to increase credibility and in a way validate their mediated persona (Redmond, 2018). Interviews conducted on NPO's choices of celebrity for endorsements found that they are acutely aware of the importance of the celebrity's credibility, sometimes also referred to as authenticity or alignment with the brand (Branigan & Mitsis, 2014). The factor of celebrity credibility is a crucial consideration

as it has a direct impact on the attitude to the brand and cause involved in the cause related marketing campaign, with the higher the level of credibility, the higher the positive attitudes generated (Thamaraiselvan, et al., 2017).

Reconsidering the sleeper effect as discussed in section 2.2, marketing communication theory accepts that although in cases where the audience is opposed to the message, a positive level of credibility can potentially enhance the persuasiveness of marketing communications, the actual overall impact of this variable is widely contested due to sleeper effects (Fill & Turnball, 2019). The initial research by Hovland and Weiss (1951) found that the amount consumers agreed with a message dissipated over time then it came from a source they deemed trustworthy, whereas conversely with an untrustworthy source the agreement increased. They coined this as the sleeper effect, which contests that the persuasive quality of a message can increase over time (Hovland & Weiss, 1951; Hovland & Mandell, 1952). The research by Hannah and Sternthal (1984) found that the impact of the source itself dissipates in around six weeks, with the content of the message being the component that dominates the attention of the receiver. The more contemporary findings by Foos et al (2016) also support that sleeper effects are still evident in modern advertising.

2.5.4.2 Attractiveness

Attractiveness is the other source-based factor to impact celebrity endorsement. This can be viewed under two contexts – the actual perceived physical attractiveness of the celebrity, and the perceived internal (persona) attractiveness of the celebrity, such as intellect, charm, charisma, kindness etc. A high attractiveness has been found to create higher consumer purchase intentions (Till & Bustler, 2000). Likewise, consumers are more likely to be positively influenced by the celebrity's physical attractiveness, leading them to become more susceptible to opinion change (Ohanian, 1990). The high level of effect that attractiveness can have on the brand image is due to the dual benefit of the attractiveness of the celebrity combined with their fame (status / prestige). Research indicates that possible benefits of having an attractive (physical or non-physical) celebrity endorser can lead to more positive evaluations, increased recall, increased likability, more positive attitudes, increased attention, and better conveyed meaning (Seno & Lukas, 2007). It is worth noting that

the attractiveness factor can be diminished if the celebrity takes on too many endorsements and becomes overexposed (Subhadip, 2012).

2.5.4.3 Management-based factors

With regards to the management-based celebrity endorsement factor of celebrity-product congruence, this is referring to the fit between the celebrity and the product or service which is being endorsed, effectively it can be described as the celebrity-brand fit. As previously discussed in 2.2 Cause-related Marketing, congruence can be considered an important factor, however it can also be achieved over time. An ideal fit from the start would involve the celebrity endorser having the same attributes as the brand which they are endorsing (ibid).

Celebrity activation is also a management-based celebrity endorsement factor that can affect brand image. Celebrity activation is a management practice of choosing which of the celebrity's achievements or activities are communicated to the audience. The principle behind this practice is that as the information about the celebrity can potentially transfer to the brand that is being endorsed, then it is prudent to try and manage the information, pushing the more appealing information and trying to screen out anything undesirable. Thus, the phrase celebrity activation comes from only certain information about the celebrity being activated for the campaign. The more information is activated then the more can be transferred to the brand and thus the brand image could be affected (ibid).

To complete the management-based celebrity endorsement factors there is also celebrity multiplicity. Celebrity multiplicity is the management practice of incorporating multiple celebrities into the endorsement, usually who complement each other in the meaning that they give to the brand via their mediated personas. This can have two main outcomes – that the brand receives multiple meaning transfers from the differing mediated personas, or that one meaning is transferred but at stronger level due to the celebrities' personas being in harmony (ibid). Although this is an interesting factor, this thesis concentrates on the effect of one celebrity endorsing the cause related marketing campaign and thus this variable is not considered.

2.5.4.4 Potential benefits

Celebrity endorsement is also used to draw attention to and differentiate brands in increasingly saturated markets (McCormick, 2016). This is achieved by the reduction of the impact of the noise variable in the marketplace (Fill & Turnbull, 2019). The celebrity acts as a lure to their fans and once they have gained their attention use the emotional connection from the para-social relationship into consumers. It is generally considered a good financial investment for companies to use celebrity endorsement, as although it is a costly marketing communications option, the increased profits should outweigh the outlay (Barron, 2015).

The more noticeable benefits in terms of ROI from celebrity endorsement is increased brand awareness, noticeable re-positioning, or affirmation of position for brands, increased brand personality strength, increased PR and exposure, increased reach (to a global extent) and promotion of the brand, product, and value (Okonkwo, 2007). It is also the consensus of the advertising literature that these celebrity endorsers can draw attention to and differentiate a brand, influence advertising effectiveness, increase brand recognition, brand recall and word-of-mouth amongst consumers; as well as influence consumer attitudes and purchase intentions (Bush, et al., 2004; Spry, et al., 2011; McCormick, 2016). The ability to use celebrity endorsement to access the celebrity's influence that they have over their fans and the potential increase of brand loyalty is very alluring to brands (Bush, et al., 2004).

It is important to note that whilst there is a wealth of reported benefits from the use of celebrity endorsement, there are also potential risks. It is possible that the personality transfer from the celebrity to the brand can be negative in nature which would decrease brand image. Celebrities are also human, and as such are unpredictable. They can make unfortunate and ill-considered statements and actions and they can get themselves into trouble. Even if the brands that they are endorsing are not directly involved in the controversy they can be directly negatively impacted via their association (Rodgers, 2010). This can be such a potent effect that it can negatively impact other brands in the same market; for example, many scandals in the world of professional cycling led to a degree of taint for the whole cycling market – all brands and sponsors (Carrillat, et al., 2014).

The celebrity remaining untarnished in what makes them famous is important in maintaining their influence via prestige. When a celebrity remains untarnished it can exert normative influence like that provided by significant others. However, celebrities that are becoming or have become unsuccessful in their field of fame or are tarnished through controversy can have a negative influence on the activation of the norm they are advocating in their endorsement. This effect is attributed to the individual reacting to the attempt at influence as though it is unsolicited advice (Lindenberg, et al., 2011).

It is important to note however, that this can be mediated by the individual being able to distinguish between knowledgeable and unknowledgeable celebrity comments and therefore being able to process them appropriately (Frizzell, 2011). It is also possible that if the damage was caused by their fame, it has an equally potent effect on consumption as untarnished celebrities. The damage can in some cases heighten the connection felt to the celebrity, as the individual may also see themselves as equally flawed or damaged, through this relatability a resilient co-dependent para-social relationship can form, which opposes the dominant ideology of the seemingly perfect celebrity and lifestyle (Redmond, 2018). Therefore, the selection of the celebrity endorser is a complex process, taking into consideration all the aforementioned factors, their persona, and their history to try and predict their future behaviour.

Although the vast amount of celebrity endorsement literature has indicated the potential for positive effects, and some authors have discussed the risks described above, a fairly recent study conducted in Belgium on students at the time aged 20 (making them generation Y or otherwise known Millennials) found that celebrity endorsement had a low effectiveness. It was found that non-celebrity endorsers were equally effective in influencing this samples attitudes as the celebrity endorsers (Roozen & Claeys, 2010). Although this is study was conducted on Generation Y and not Generation Z it could indicate a cultural shift in the influence that celebrity has on consumers, which potentially began to transform in the Millennial generation. It is also notable that the study was conducted using print advertisements to portray the celebrity endorsement, whereas it is quite possible based on the research

undertaken previously in this literature review, that they are more likely to be influenced by digital marketing communications, such as social media posts.

The quantity of endorsements that a celebrity undertakes can also affect elements of the campaign, through over or under exposure. If the celebrity undertakes too many endorsements, they run the risk of becoming overexposed, and this can see their credibility diminish with each added exposure. It is suggested that this is due to the consumer perceiving the celebrity's motivation to be more money orientated, due to the multiple fees that the celebrity will be receiving for the endorsements. Once overexposure occurs if the congruence between their personal brand and the cause brand this can have a negative impact on the purchase intention of consumers. Interestingly although poor congruence can have a negative effect on the purchase intention, it is still possible to generate favourable attitudes, albeit with a slightly more limited potential increase. On the other end of the spectrum celebrities who have very little in the way of endorsements can be equally effective in generating favourable attitudes and can actually be more beneficial for increasing purchase intention; especially in the case of a poor congruence, actually having the reverse effect over overexposure and having a positive effect on purchase intentions generated (Subhadip, 2012).

Celebrity culture is one of the most important elements in activating desire. It realises desire in objects which enables for a deeper sense of attachment and self-identification with these market offerings. Thus, celebrities are highly effective for generating desire for commodities on a global scale, as they have essentially humanised the desire (Rojek, 2001). It is via these celebrity endorsements that celebrities work in the interest of capitalism. In this sense the celebrity themselves is commodified and sells the value of the consumption and how this can lead to a happy life, like the celebrity is seen to have (Redmond, 2018). This motivating the consumer to constant consumption of consistently upgraded and regularly changed market offerings is vital to business and the economy, as capitalism thrives when desire remains unfulfilled. Our markets as we recognise them today is built on the principle of the constant replenishment and development of consumer desires via brand and commodity (Rojek, 2001).

Once the concept of this modern celebrity culture and its ties to consumerism has been accepted, the cycle of celebrities being used to promote new market offerings and how they create and recreate desire in consumers using their unique form of differentiation and influence seems almost natural in its occurrence. It must also be appreciated that this then leaves the consumers in a constant state of unfulfilled desire, for it is quickly evolved (ibid). At the exact moment of purchase of a celebrity associated market offering, the presence of the celebrity's mediated persona is high, leading to self-identification, allowing the consuming fan to envisage themselves in the same situation and possessing the same persona as the celebrity. This allows for a material and psychological harmony. With this the individual is enabled at this moment to feel an increase in their sense of self-worth. The purchased thing thus carries intense meaning – feelings and emotion – that can be channelled via the associated chain. This is kept fresh with the constant evolution of the market and the changing celebrity endorsements. Regardless of the perspective of which we view modern celebrity culture, the consistent consensus is that it is so potent, that it influences behaviour, enables group identification, impacts on lifestyle choices and consumption habits as well as even changing our political view (Redmond, 2018).

As with all decoding of communications, it is dependent upon the receiver's decoding of the message they receive. This decoding is dependent upon their identity, social status, and context as well as their experiences (Barron, 2015). Alongside this reflecting back on the concept of the para-social relationship we can consider the way in which the individual places this message into their version of reality, experiences, and way of living, and how this helps them to make sense of their own view of the world and society.

This thesis takes the theory of the para-social relationship between celebrities and their fans (Horton & Wohl, 1956) as well as the studies evidencing the advantages of using celebrity endorsement and forms the following hypotheses:

H4: The presence of celebrity has a positive effect on Generation Z consumer attitudes.

H5: The presence of celebrity has a positive effect on Generation Z consumer intentions.

H5a: The presence of celebrity has a positive effect on Generation Z consumer purchase intentions.

H5b: The presence of celebrity has a positive effect on word-of-mouth intentions amongst Generation Z.

H6: The presence of celebrity has a more positive effect on consumer donation perceptions when the donation is monetary.

(N.B: The number of these hypotheses begins at 4 to best correspond with the research questions, hypotheses 1, 2 and 3 are derived in section “2.6.1 Message wording of the donation” of this literature review).

The mediated persona of the celebrity is also fundamental to how the message is received, as by using the celebrity to endorse the brand it is effectively transferring the personality of the celebrity onto the endorsed product/brand. This transferred personality is very well defined and requires significantly less input to build than if the transfer had not been made via the association (Cashmore, 2006). As the celebrities mediated persona is being used it makes celebrity endorsement a form of third-party endorsement, which can affect both the equity of the brand being endorsed as well as the equity of the celebrity’s brand. By considering the effect of the celebrity endorsement on all parties' brands it can be viewed as a co-branding activity (Seno & Lukas, 2007; Spry, et al., 2011).

Taking forward the theoretical perspective proposed by Seno and Lukas (2007) that celebrity endorsement can be considered as a co-branding partnership, the fundamental concept is that both brands will be linked in terms of the consumer recall. This means that the relationship between the brands has transformed from a simple personality transferral into a mutually beneficial partnership. This elevates the idea of celebrity endorsement from that of a transactional exchange (reward for support) into a relationship between the brands, adding far more complexity to the concept. This also implies that with each celebrity endorsement relationship formed, the personality transfer will also hold a change in equity for the brands involved, as brand equity is mediated by image.

2.5.4.5 Types of celebrity endorsement

When the celebrity spokesperson is endorsing the product, the endorsement type can be explicit, implicit, imperative, or co-presentational (Seno & Lukas, 2007). This will change the way that the message will be coded by the celebrity and then decoded by the receiver. If it is an explicit message then it will be framed as the celebrity recommending that the receiver do something, such as in this case purchase the product in the cause related marketing campaign to support the cause. If it is implicit then the message will be framed as the celebrity encouraging the receiver to join them, in this case saying that they purchase the cause related marketing campaign, and that the receiver should too. If the message is framed imperatively then it will add urgency to the message, encouraging the receiver in a call to action. Finally, if the message is co-presentational then all the celebrity must do is appear with the product. The following table shows an example of each endorsement message type, using a crisp brand undertaking a cause related marketing campaign:

Endorsement Type	Example Message
Explicit	I recommend these crisps and the good that this campaign can do
Implicit	I eat these crisps all the time and I do some good with every packet, you should too!
Imperative	You should really buy these crisps when you fancy a snack and you can do some good at the same time
Co-presentational	N/A as no message is needed only an appearance

Table 2: Endorsement Types (Adapted from Seno and Lukas, 2007)

This thesis takes the endorsement types from the theory by Seno and Lukas (2007) and investigates the effects of two types – Implicit and imperative – as these represent personal and impersonal message frames. The implicit (personal) frame may draw upon any para-social relationship felt by the receiver of the message as it implies that they would be working with the celebrity in reaching the cause related marketing goal. Therefore, the following hypotheses are derived for this study:

H7: Messages framed by the celebrity as personal have a more positive effect on consumer attitude.

H8: Messages framed by the celebrity as personal have a more positive effect on Generation Z intentions

H8a: Messages framed by the celebrity as personal have a more positive effect on consumer purchase intention

H8b: Messages framed by the celebrity as personal have a more positive effect on consumer word-of-mouth intentions

H9: Messages framed by the celebrity as personal have a more positive effect on perception of the donation magnitude.

Congruence between the brand and the cause has been discussed previously in the section “2.2 Cause related marketing, subsection 2.2.5 congruence” of this literature review, it has also briefly been mentioned previously in this celebrity section and is now discussed further. The congruence between product brand and celebrity has been well researched, with the match being made by matching the qualities of the celebrity endorser – their persona – and the products brand personality (Lynch & Schuler, 1994; Thwaites, et al., 2012) and/or the matching of the image of the celebrity and the endorsed brand (Kahle & Homer, 1985; Kamins, 1990; Till & Busler, 1998). This research indicates that the higher the congruence, the more likely positive effects are gained, however most of these studies were conducted in the 90’s and may not be as relevant to the Generation Z audience.

A more recent study by McCormick (2016) explains that although the congruence theory is accepted to provide more favourable results from the endorsement, the importance and reasons for the good congruence is not consistent. The study focused on the product brand – celebrity congruence in relation to effectiveness of the endorsement upon the Millennial generation. Their results found that in consistency with past studies, when there was good perceived congruence, the Millennial participants had more positive attitude, however when there was poor congruence there was much less effect on their purchase intentions, which was not statistically significant. An effect was noted for both familiar and unfamiliar celebrities; however, familiarity yielded the greater effect, and the results were found to be statistically significant. The sample of this study was quite demographically uneven with regards to gender with 94% female respondents, the experiment was also limited to only female celebrities and products from the fashion market category. Thus, the effect on Millennials who do identify as female may be different, as well as

if a non-female celebrity is the endorser, or if the subject of the endorsement is from a different market category. This thesis therefore uses a male and female identifying celebrity to ensure that both these genders are represented and looks at a more fast-moving and affordable consumer good – confectionary. A similarity to this study that was retained is that real celebrities were used in the design of this study, by doing this it ensured a more authentic response from the consumers due to the recognition factor.

The audience under examination in this study is Generation Z who have a high social media usage. It can be argued that as there are now so many brand choices in today's crowded marketplace, the differentiation that celebrities can provide, along with the influence that they hold and the attention that they bring, can be even more important in gaining positive consumer attitude and behaviours. As McCormick (2016) recommends more research into the effects that celebrity has on these younger consumer groups is vital as each generation will be influenced in various ways and have different opinions as to what a good endorsement is. Therefore, this study advances the current understanding in the field of celebrity endorsement by looking at the impact of popular celebrities and their capability to influence this new generation of influential consumers.

2.5.5 Celebrity summary

In summary it is evident that celebrity culture is strongly prevalent in modern society. Generation Z will be very used to seeing messages being sent via a celebrity endorser message source. Celebrity endorsement has shown to be a useful marketing tool. Whether the effects of this have diminished with overuse are explored with this study, however the hypotheses posit a positive effect of the presence of celebrity in accordance with the vast body of literature which supports the gains that can be made from celebrity endorsement, such as Bush et al (2004), Okonkwo (2007), Spry et al (2011), Barron (2015), McCormick (2016) and Fill and Turnball (2019), who insist on the high influence that celebrities have over the audience and also considers the para-social relationship that may exist between the consumer and the celebrity, as stressed by Turner (2004), Cashmore (2006), Van Krieken (2012), Barron (2015), Rojeck (2015) and Redmond (2018).

2.6 Framing of the communication

One of the variables that this study takes focus on is the framing of the donation. As discussed previously in the introduction of this thesis, there is a great discrepancy as to how the donation is framed in modern cause related marketing. How this irregularity effects the attitudes and purchase intentions of consumers' needs to be addressed to ensure the effective use of cause related marketing as a marketing tool.

Framing involves presenting a managed view of an issue and is a subject area of communications, sociology, and psychology. Across these disciplines there is much disparity with regards to a definition. The core idea however is to edit messages to remove any unwanted elements and to present it in a way that leaves the interpretation desired by the source. In the field of marketing communications – of which this thesis aligns – the focus is to frame predetermined brand elements, to try and add differentiation for the brand and keep a clear brand proposition and position (Fill & Turnball, 2019).

2.6.1 Message wording of the donation

The first message frame that this thesis examines is that of the donation frame. Therefore, this section of the literature review is directly connected to the first research question of this study, which is as follows:

RQ1: Does the framing of the donation, either as a monetary or in-kind donation frame, influence a significant difference in the attitudes and purchase intention for Generation Z consumers?

A sceptical view of cause related marketing campaigns sees the desire to use the donation to drive consumption and thus profits as inherently uncharitable. This view has been fuelled with many a mass of campaigns which use wording that specifically avoids informing the consumer of exactly how much is being donated or being put towards the cause. In these campaigns vague quantifying statements are used such as 'a portion of the proceeds', which leads many consumers to get confused and unsure as to how much the cause will be receiving as an outcome of their purchase – and ultimate involvement in the campaign (Pracejus & Olsen, 2004).

A way for companies to provide a vague quantifier but still make the donation clear to the consumer is to use an in-kind (resource) donation presentation – for example rather than present the donation as a fraction of a penny, it can be presented as a vaccination for someone in need. The donation would cost the same, however it is possible that one may be perceived as being worth in the consumer's mind.

Psychology research has found that individuals may prefer to receive a gift in-kind over a gift in cash, which violates a principle of microeconomic theory (Thaler, 2008). This thesis examines if this phenomenon extends to consumer preference for gift in-kind (resource donation) when it is to a third-party recipient (the cause).

In psychology there is a category of perceived gain, which sees individuals view additional features as a gain, this gain is segregate gain. Segregate gain is particularly emphasised in the findings of Thaler (2008) which show the importance of the individual's interpretation and mental accounting of loss and gains. Applying this into the context of cause related marketing this study begins to explore whether when there is a resource gain – which could be perceived as a bonus item, for example, if I buy this oak table, I also get a tree to donate – if this is perceived by Generation Z as a more appealing gain than when it is presented in a monetary format.

2.6.2 Donation magnitude

As well as most cause related marketing campaigns seeing vague quantifying statements, the cases where there is a specific donation quantification, also finds the magnitude differing greatly between campaigns. There are cases of companies donating as little as 0.05% of profits to the cause, with other companies in contrast donating as high as 100% of the profits (Pracejus & Olsen, 2004). From a business perspective the more that is donated to the cause, the more that is taken from the profits generated; therefore, wildly high donations such as 100% of the profits are generally avoided in favour of more modest donation magnitudes – after all the premise of cause related marketing is a benefit to both the company and the cause and has never claimed to be entirely altruistic.

It has been known for companies conducting cause related marketing campaigns looking to attract consumers with a high donation magnitude, whilst still aiming to retain a more favourable profit, to increase the retail price. This passing on of costs

to the consumer is highly visible, especially for fast moving consumer goods, whereby the consumer is aware of how much the product usually costs. A more subtle alternative used by some companies is to instead offer fewer, or smaller price promotions during the rest of the time (Strahilevitz & Myers, 1998).

With regards to the donation magnitude from a consumer perspective, there are many different reported reactions. Some consumers are simply interested that a donation is being made, and therefore the magnitude of the donation is not a concern for them. In this instance it would not matter how much is being donated and how the donation is being framed. The best message strategy in this instance could be theorised to be one which emphasises the good that will be achieved for the cause (Moosmayer & Fuljahn, 2013). In this instance the framing of the message would take the most critical role.

For those consumers who do take an active interest in the donation magnitude a small donation size runs the risk of being received with scepticism and perceptions of cheapness, however the nature of cause related marketing, in which the company is simply facilitating a feel-good factor for the consumer, may soften or eliminate these negative perceptions. This creates a third-party element, which effectively creates a buffer so that the consumer does not feel accountable for the magnitude of the donation – they can instead simply feel good that they facilitated the donation by making the purchase (Strahilevitz & Myers, 1998).

Previously warm glow theory and its possible application to cause related marketing was discussed (in section 2.4 The consumer and cause related marketing, subsection 2.4.1 Altruism and impure altruism). It is important to consider warm glow when inspecting consumer reaction to donation magnitude. The warm glow effect that the consumer may feel as an effect from a donation being made to a good cause may encourage them to participate in the campaign. However, it can also be seen that the customer will receive this warm glow effect from the donation regardless of the donation magnitude, as they are not witness to the donation being made and therefore do not have a feel for its size (ibid). Taking this into consideration the donation amount is not as important as how the donation is communicated and how it is perceived by the consumer. In line with this idea, this

thesis concentrates on the how the donation is presented in terms of its framing and not the donation quantity itself.

Based on the discussion around the donation frame in subsection 2.6.1 and this review of the donation magnitude literature the following hypotheses are made, which are labelled between 1 – 3 as they correspond with research question 1.

H1: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer attitudes than if the donation is monetary.

H2: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer intentions than if the donation is monetary.

H2a: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer purchase intentions than if the donation is monetary.

H2b: Donations framed as an in-kind donation have a more positive effect on word-of-mouth intentions amongst Generation Z than if the donation is monetary.

H3: Donations framed as an in-kind donation have a more positive effect on consumer donation perceptions than if the donation is monetary.

These hypotheses have been derived to compare the difference in donation frame between a monetary donation and an in-kind (resource) donation, with the brands desired output variables (effects) in mind. As was ascertained in the literature reviewed, there is no clear indication if the donation frame will have a significant impact, nor if one donation frame will be more favoured by the Generation Z consumer than the other. The previous discussion in section 2.3 “Generation Z” discussed how the consumer cohort are inclined towards action and seeing change being put into action, therefore this could be an indicator that the in-kind donation will be the more preferred frame as although it is a vague indicator of the amount in sterling, it is more indicative of the aid it will provide the cause.

2.6.3 Message processing

How the consumers process the cause related marketing message is now considered using the main marketing communications theories regarding message processing.

2.6.3.1 The Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) model developed by Petty and Cacioppo (1984) explains how consumer's cognitive processing can take either a central or peripheral route to persuasion. The elaboration element refers to how much the individual needs to develop information necessary for them to decide (Petty & Cacioppo, 1984; Fill & Turnball, 2019). The extra engagement that cause related marketing can elicit in consumers, could in turn generate higher motivation, and thus cause a higher rate of central route consumer cognitive processing (Steckstor, 2012).

If cause related marketing does indeed influence this cognitive processing towards the central route to persuasion, this means that it is likely to help form long lasting positive attitude formation as well as positively impacting repeat purchasing behaviour (Anderson, 1991; Strahilevitz, 1999). The central route to persuasion is usually linked to high involvement purchase decisions which require conscious action intention because of the brand's marketing communications. This conscious action intention is an inner dialogue self-instructing the individual to action (Rossiter, et al., 2018). For action arising from high involvement brand attitudes, purchase intention is a necessary mediator in the causal process for the individual to move from having an attitude to exhibiting the behaviour (Bagozzi, 1989).

When consumers cognitively process via the central route they are actively involved. The effectiveness of marketing communications in a central route scenario depends largely on the power of the argument being made, assuming that consumers are willing to read information presented due to their higher motivation (Fill & Turnball, 2019). As the current academic debate seems to place cause related marketing as being an influencer of the central route (Anderson, 1991; Strahilevitz, 1999; Steckstor, 2012) then it could be presumed that this in turn indicates that consumers will be actively looking for information regarding the campaign and the donation. It could also be presumed that this information helps to persuade the consumers

purchase decision. However, as has been discussed previously in this study, the campaign information and donation are often presented vaguely and cryptically. Therefore, it can be predicted that the more clearly the information is presented, the more the likelihood of persuasion is increased.

The central route to persuasion is thus linked to the presentation of rational and informative messages. Rossiter et al (2018) defend that brand purchase intention should only be a communication objective if it is a high-involvement (high-risk) brand choice. They align involvement with the perceived risk of the individual choosing the brand (or brand offering) on the next purchase occasion. They further claim that brand-choice involvement is dichotomous – that the individual decides exclusively if it is worth their time or not. This dichotomous nature reflects the teachings of the ELM model which has the same exclusively high or low nature. They acknowledge that many critics of the ELM model call for recognition of a moderate involvement, which would make it trichotomy in nature, however they reject this stance.

The peripheral route on the other hand is more concerned with peripheral cues to attract consumer attention. These peripheral cues can be incidental to the message content. Celebrity endorsement is one peripheral cue which is widely used to enhance the persuasion of low-involvement products which take the peripheral route to persuasion. In this instance celebrity is used as the source of the message in the hope that the favourable attitude is formed because of the celebrity source rather than on the message content itself (Fill & Turnball, 2019).

A defined divide between high and low involvement purchase intentions lies in the intended action and the action objective. In the case of fast-moving consumer goods, the action is most likely to be purchase, whether this is to try for the first time or to make a repeat purchase of the market offering. For durable goods, this action may not be as straightforward and may take the form of a trial loan, test, or inquiry (Rossiter, et al., 2018). As this thesis is concerned with fast moving consumer goods this means that the action objective is clearly defined as purchase, and this is well understood in the perception of the consumer.

However, there is an element which can bridge this gap between high and low involvement, and that is promotion. Brand purchase intention is thought to be

created whenever a promotion is offered and as cause related marketing provides a promotional element, it can be assumed that this would therefore create purchase intention. Although it is contended that it is high involvement purchase decisions which are more likely to generate purchase intention it is conceded that when a promotion is present it calls the customer to action regardless as to whether the item is of high or low involvement. In cases of low involvement market offerings, the purchase intention is linked to the brand attitude. It is thought that so long as the brand attitude is very positive, and there is no contending promotion from another favoured brand, then brand purchase intention will be formed. If there is a competing brand offering a promotion, then interestingly the brand choice process becomes the same as in the high-involvement situation (Rossiter, et al., 2018).

Following the ELM model and high and low involvement theory, the factors of donation frame (rational information) and celebrity endorsement (emotional appeal), which are both key variables for examination in this study are conflicting in their route to persuasion. Using the ELM theory when the consumers have high involvement and take the central route to persuasion, celebrity endorsement will only have a minor significance to the quality of the message claims. In practice however many companies are using celebrities to enhance their cause related marketing campaigns, in the belief that with the celebrity as the source of the message that this will help consumers decision making in a positive way.

As mentioned previously there are many critics of the ELM model, with questions raised with regards to its validity and relevant to modern marketing communications (Kitchen, et al., 2014). This thesis also takes a sceptical stance with regards to the theory's enduring relevance to marketing today, as although it is a favourite choice amongst the current authors in the cause related marketing field, it feels too simplistic for such a complex marketing tool, and as highlighted above disregards the importance of frequently used factors which act as peripheral cues (such as celebrity). There have been many authors who have tried to replace the ELM model and present a more practice-based view. These include the FCB (Foote, Cone, Belding) framework and the Rossiter-Percy Grid.

2.6.3.2 The Foote, Cone, Belding (FCB) Framework

The FCB matrix was developed by Vaughn (1980) and the framework takes the role of involvement on processing and engagement from the ELM model, as it still fundamentally revolves brain specialisation theory, which acknowledges that the left-hand side of the brain is better for handling rational thinking and the right-hand side of the brain being better for dealing with emotional aspects, with this model labelling these as thinking (affective) or feeling functions (Fill & Turnball, 2019).

Taking forward the idea of the thinking and feeling functions and combining this with the idea from the ELM model of combining this with involvement level of the consumer, the FCB matrix proposes that there are four primary advertising strategies as a result (Vaughn, 1980). These four strategies are as follows:

1. Informative strategy

This strategy should be applied where there is a high involvement with predominant thinking function. In this instance the consumer is presumed to go through the process of learn-feel-do and is more inclined towards market offerings with a highly economic impact for the individual – such as a house or a new car.

2. Affective strategy

This strategy should be applied where there is a high involvement with predominant feeling function. In this scenario the consumer is presumed to go through the process of feel-learn-do and is related primarily to more psychological based purchases, such as fashion and beauty products.

3. Habit formation strategy

This strategy should be applied where there is low involvement with predominant thinking function. In this case the consumer is presumed to go through the process of do-learn-feel and is suggested for use where the consumer is more responsive to marketing stimulus – such as groceries and other household items.

4. Self-satisfaction strategy

This strategy should be applied where there is low involvement with predominant feeling function. In this instance the consumer is presumed to go through the

process of do-feel-learn and is most concerned with social based market offerings such as alcohol and cigarettes.

Vaughn (1980) themselves state that this matrix should not be used as a set formulation to follow for each product category, but rather as a suggestive guide for marketers as to the process by which they can expect their consumers to take, and which type of advertising would have the most potential impact. What this model does do is echo the fundamental basis of the ELM model, that the consumers involvement level with the market offering and the rational or emotional nature of the message will significantly influence how the communications to the consumer should be set. This is in line with consumer behaviour theory which states that consumers decision making processes are dependent upon the level of risk, which is perceived with the market offering, with high or low risk market offerings causing consumers to go through either a high or low route to decision making (Tuten, 2019). In this study the messages involve a low involvement good of chocolate, however the matrix strategy may be that of habit formation (do-learn-feel) or of self-satisfaction (do-feel-learn) strategy, as the do will come first due to the low risk and it will then depend on whether the individual is already familiar with the chocolate brand and/or the brand of the NPO being supported, as to in which order they then subsequently learn and feel. The situation presented in this study, and the understanding that pre-conditions may affect the route the consumer takes, emphasises that as Vaughn (1980) indicates, this is not a exact model, but rather a suggestive guide.

2.6.3.3 The Rossiter-Percy Grid

The Rossiter-Percy Grid developed in 1991 tries to move away from the previously recurring idea in the literature that the consumers level of involvement is a continuum which can be used to ascertain the most appropriate marketing communications strategy. The main argument that the authors make is that the consumers involvement level is not static and that their involvement level for a certain market offering can fluctuate from high to low depending on variables, such as new alternatives being released into the market. Therefore, the Rossiter-Percy Grid disputes that the consumers involvement level is continuously a set level, however it does still use involvement to shape the model, instead labelling the involvement specifically as the involvement level of the consumer at the time of purchase. As the

involvement in this case is seen as being at the point of purchase, the model takes into consideration the degree of familiarity that the consumer has at the time of the purchase being made (Rossiter, et al., 1991).

The Rossiter-Percy Grid also criticises previous models' sole basis on the consumer's attitude, instead incorporating alongside this brand awareness as a key influencing factor. Alongside this the authors also tried to acknowledge the different purchasing situations of market offerings, for example some products needing more consumer recognition at the point of purchase for the prompt needed, and other market offerings requiring awareness recall as the decision will be made well before the purchase itself.

The final criticism of previous models that the Rossiter-Percy Grid tries to address is the impact of brand purchase motivations, these being categorised as informational and transformational motivations.

2.6.4 Summary of framing of the communication

As digital innovations have changed the face of marketing communications with the interconnected network nature adding even more complexity to the processes, it is easy to see how these marketing communication theories find it even more of a struggle to predict how the modern consumer will react (De Pelsmacker, et al., 2018). Therefore, it can be viewed that these traditional hierarchy-of-effects models, which have taken the leading role in marketing communications theory and have been modified over time, can suggest the potential consumer path but cannot firmly predict it – and no single theory can so far explain it all. The applicability of each model is highly subjective to the context at hand.

2.7 Literature Review Summary

In summary, the literature surrounding the donation frame does not indicate as to whether the Generation Z consumer's attitudes and intentions will be more effected by a set monetary or in-kind donation frame. It has been found that consumers prefer to view the donation in a clear and quantified way (Pracejus & Olsen, 2004; Moosmayer & Fuljahn, 2013), which would suggest that the set monetary donation may be preferred, however an in-kind (resources) donation shows action and may seem like it is more aid to the cause (Thaler, 2008) and Generation Z have been

reported to seek action when it comes to causes (Witt & Baird, 2018). Therefore, the hypotheses produced suggest that the in-kind donation has the more positive effects on Generation Z.

The large body of celebrity literature suggests the significant impact that celebrity has on the modern consumer (Rojek, 2001; Seno & Lukas, 2007; Barron, 2015; McCormick, 2016), therefore the hypotheses related to stage 2 of this study, suggest that the presence of the celebrity as the message source will have a more positive effect than when it is presented by the brand as the message source. The celebrity endorsement and marketing communications literature suggests that the celebrity endorser source will help to reduce the noise and therefore improve the decoding of the message and that the para-social relationships felt with the celebrities will also influence the consumer (Seno & Lukas, 2007; De Pelsmacker, et al., 2018; Fill & Turnball, 2019), thus the hypotheses related to stage 3 of this study presume that the personal message frame from the celebrity source has a more positive effect than when it is a general (impersonal) message frame.

In summary the hypotheses that have been produced from this literature review are shown in the following table.

H1	Donations framed as an in-kind donation have a more positive effect on Generation Z consumer attitudes than if the donation is monetary.
H2	Donations framed as an in-kind donation have a more positive effect on Generation Z consumer intentions than if the donation is monetary.
H2a	Donations framed as an in-kind donation have a more positive effect on Generation Z consumer purchase intentions than if the donation is monetary.
H2b	Donations framed as an in-kind donation have a more positive effect on word-of-mouth intentions amongst Generation Z than if the donation is monetary.
H3	Donations framed as an in-kind donation have a more positive effect on consumer donation magnitude perceptions than if the donation is monetary.
H4	The presence of celebrity has a positive effect on Generation Z consumer attitudes.
H5	The presence of celebrity has a positive effect on Generation Z consumer intentions.

H5a	The presence of celebrity has a positive effect on Generation Z consumer purchase intentions.
H5b	The presence of celebrity has a positive effect on word-of-mouth intentions amongst Generation Z.
H6	The presence of celebrity has a more positive effect on consumer donation perceptions when the donation is monetary.
H7	Messages framed by the celebrity as personal have a more positive effect on consumer attitude.
H8	Messages framed by the celebrity as personal have a more positive effect on Generation Z intentions
H8a	Messages framed by the celebrity as personal have a more positive effect on consumer purchase intention
H8b	Messaged framed by the celebrity as personal have a more positive effect on consumer word-of-mouth intentions
H9	Messages framed by the celebrity as personal have a more positive effect on perception of the donation magnitude.

Table 3: Summary of hypotheses

2.7.2 Research Model

The conceptual framework shows the structure of this study in terms of its variables. The independent variables are “cause” variables, and the dependent variables are “effect” variables. The covariate variables are “control” variables. Covariate variables are variables that we want to control as they might confuse or interfere with the comparisons we want to make or the relationships we want to study (Punch, 2014). The following figures (9 & 10) address the variables that need to be considered in this study.

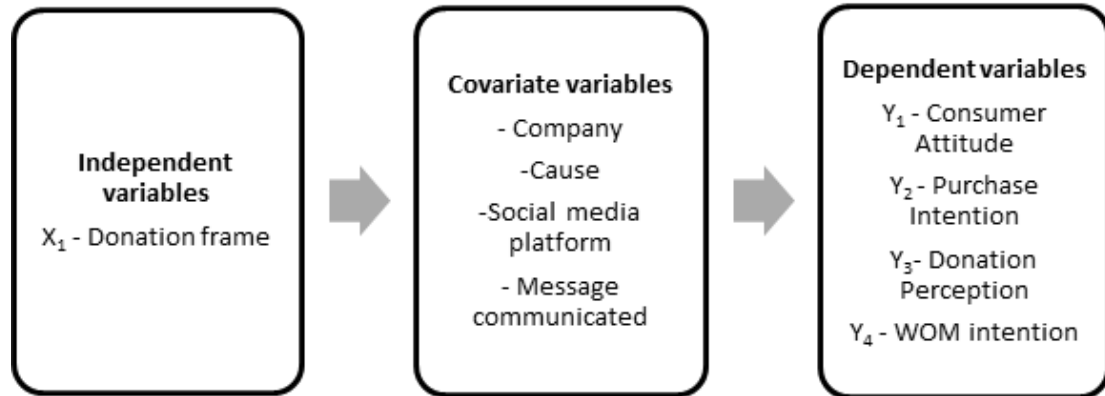


Figure 9: Conceptualisation for scenario 2 and 3 (Research Stage 1)

(Image reference: Author's own work adapted from Punch, 2014)

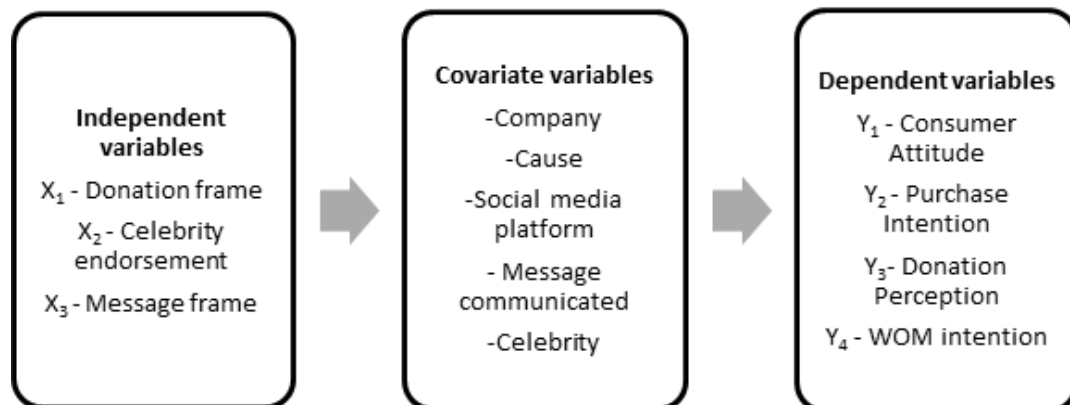


Figure 10: Figure 2: Conceptualisation for scenario 4, 5, 6 and 7 (Research Stages 2 & 3)

(Image reference: Author's own work adapted from Punch, 2014)

Chapter 3: Methodology

The first consideration of any methodology is what ontological stance was taken in the research; this is important as it shows what nature of reality was considered by the whole study. Once the ontological stance has been identified then the epistemological stance of the research is outlined to identify which paradigm this research abides by and considers which data collection methods were suitable for this study. The research design is outlined, and examines the ethical considerations of this study, along with the validity and other design factors. Pre-tests were outlined, conducted, and analysed to strengthen and justify the final research design. A pilot study was conducted to identify any final adjustments that need to be made before the data collection was conducted.

3.1 Philosophical stance

The ontological stance of research leads us to be able to understand how the world is viewed by this researcher and thus their research. There are two main ontological sub-divisions, realist, and nominalist. Those that take a realist view of reality see the world as pre-existing and independent of interpretation and human thought, on the other hand those who take a nominalist view see the world as being shaped by interpretations and human subjectivity (Neuman, 2011). Between these divisions this research takes a realist perspective, and the nature of reality is predefined and independent of human interpretation, which allows the research to be objective and without human influence. This ontological division can however be taken further, as many scholars appreciate that although realism has a strong logical case and that scientific laws exist, the sensitivity of people to their contexts and their ability to interpret situations without passivity also needs to be addressed (Sayer, 2000), thus the exact ontological stance of this research is that of Critical Realism.

Critical realism is a sub-group of realism; therefore, the base principle of realism remains, whereby the world is pre-defined and independent of human interpretation; however, it concedes that the view of this reality can get distorted. This distortion can occur through the contact with reality getting contaminated by pre-existing ideas,

subjectivity, or cultural influences. However, as the reality is independent of this, critical realists believe that safeguards and controls can be put in place to control the effects of the contaminants (Neuman, 2011). Critical realism which was pioneered by Roy Bhaskar offers movement away from the rigid, and sometimes naïve constraints of realism (Bhaskar, 2008). It offers a stance between law-finding pure science on one side and the interpretivist reductions other side (Sayer, 2000; McGivern, 2006). As can be seen in figure 11, the realist perspective and the nominalist perspective are theoretical opposites at the extreme from one another. The critical realist and moderate nominalist perspectives are less extreme and head more towards a middle ground between these two proposed realities; the difference between them being to which perspective they lean most towards in their fundamental thinking.

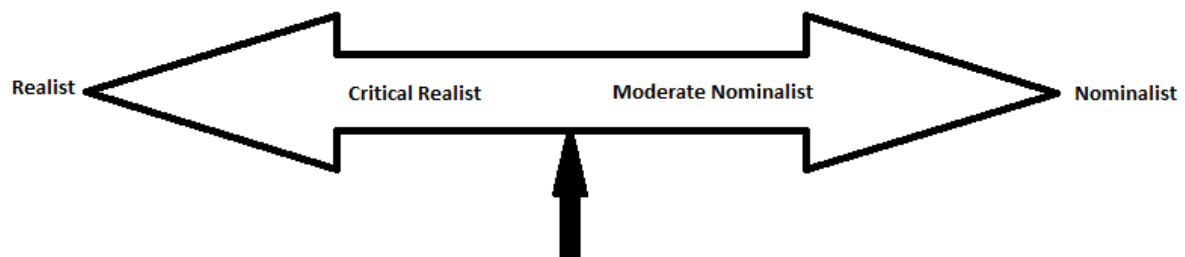


Figure 11: Ontological Assumptions

(Reference: Author's own work adapted from Neuman, 2011 pg.93)

By both challenging the conceptions of both natural and social science, critical realism offers a way of combining modified naturalism with a nod to the requirement of interpretive understanding when it comes to the social world, especially with regards to causation (Sayer, 2000). As this study was concerned with finding the effect factors in the cause related marketing campaigns have on the consumers, critical realism allows quantitative measures to gauge the effect of these variables across a wide sample of the consumers whilst also taking into consideration their social interpretation. One of the main benefits of critical realism is that it is not nomothetic (avoids scientism) and nor is it idiographic (avoids complete rejection of science) (ibid).

Critical realism allows for two elements of scientific reality – transitive and intransitive knowledge. The transitive knowledge dimension concedes that basic reality is independent of our individual thoughts about it. The Intransitive knowledge dimension relates to what we are observing (processes or phenomena being studied) (Bhaskar, 2008). Academic theories are part of the transitive dimension of science, however as they are indicative of society they can also be treated as objects of study (Sayer, 2000). Theories contain different transitive objects (theories about the world); however, the world they are about (the intransitive dimension) is the same – which makes them competing theories (Collier, 1994). The fundamental logic is that as the social world is socially constructed it cannot feasibly exist without at least some of this intransitive knowledge. When theories adapt, evolve and change involving the social world it is unlikely to affect the phenomena or process that it is concerned with (Sayer, 2000). This research study has developed new theory surrounding cause related marketing (such as that regarding the lack of influence of celebrity in cause related marketing when Generation Z are the target), as well as adapting and evolving as the cause related marketing existing academic theory (such communications theory by Steckstor (2011)), where the related theories contain different suggestions about the world, however the world they are about is the same. Furthermore, the new theories generated by this study will not affect the reality of cause related marketing it simply changes understanding or the perspective of how to employ it effectively.

By conceding to the two elements of scientific reality critical realism differentiates between the real, the actual and the empirical. These three elements are described in the following table. A main implication of critical realism as an ontology is that it recognises that powers may exist regardless of whether they are exercised; therefore, what is known to have happened does not exhaust what could or will happen in the future. Therefore, it is possible to understand what we could become which we are already not (Sayer, 2000).

Element	Definition
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The real	The real is what exists (natural or social) regardless of if we understand its nature, or it is an empirical object to us. The real is the transitive dimension. The real is the realm of objects and their structure and powers.
The actual	The actual is what happens when the objects powers are implemented.
The empirical	The empirical is the territory of experience. It can be experience in respect to the real or the actual. Some things may not be observable. If it can be observed there is more confidence in its existence, but its existence is not dependent on it. Causal criteria can also be taken into consideration here rather than purely observability.

Table 4: The real, the actual and the empirical

(Adapted from the text of Sayer, 2011)

Furthermore, critical realism allows for what is known as a stratified ontology to be engaged, as it considers the real the actual and the empirical, rather than being dedicated to either the real or the empirical exclusively. It proposes that the world is characterised by emergence, whereby the conjunction of two or more features or aspects gives rise to new phenomena (Sayer, 2000). This study is concerned with combining variables (features/elements) in cause related marketing campaign scenarios to ascertain whether these conjunctions give rise to new phenomena in the context of consumer attitudes and intentions, thus the following of the critical realism ontology allows for this to be deduced.

Causation is a strong feature of the realism ontology. Positivist researchers working under realism ontology look for cause to effect and examine the regularity. Causation is also a feature of the critical realist ontology; however, researchers under this ontology look from structure to mechanism to effect or event, whilst also considering the conditions that are also acting with might alter the effect (Sayer, 2000; Henn, et al., 2009). This critical realist view of causation is illustrated in the following figure:

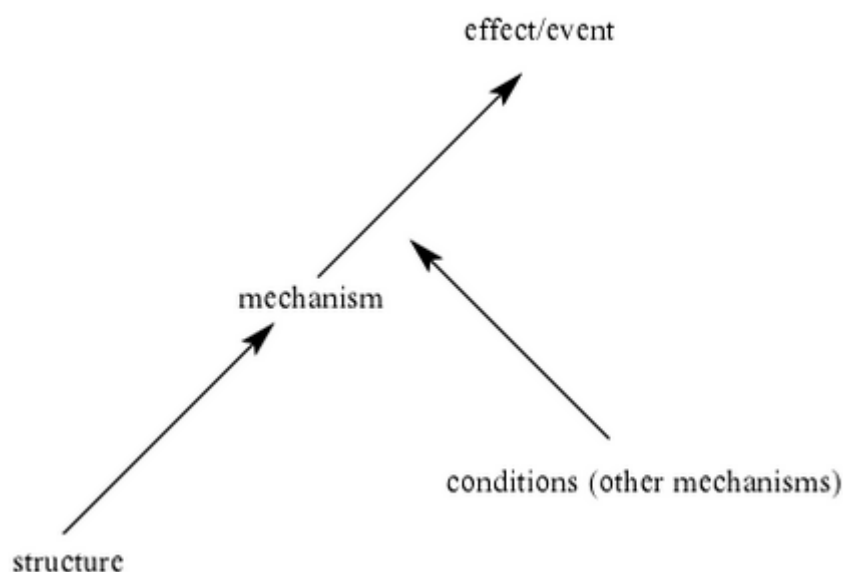


Figure 12: The critical realist view of causation

(Figure reference: Sayer, 2011 pg.15)

Up until this point in the thesis we have used the terms “cause” and “effect”, it is important to note that when using appropriate technical language these terms are avoided and instead most commonly replaced with “independent variable” and “dependant variable” respectively; this is most common as it can be applied to both experimental and non-experimental situations (Punch, 2014). Table 5 shows the alternative terminologies used for cause and effect.

	Cause	Effect
Alternative terminology	<ul style="list-style-type: none"> - Independent variable - Treatment variable - Experimental variable 	<ul style="list-style-type: none"> - Dependent variable - Outcome variable

Table 5: Alternative terminology for “cause” and “effect”

3.2 Epistemological stance

As this is a social science research study there are three main social science epistemological stances that it could have adopted (Neuman, 2011). As this research takes a critical realist stance there are two potential epistemological stances that it

could have adopted, positivist social science (PSS) or critical social science (CSS). This research cannot take an interpretivist social science stance as that would require a nominalist view of the world. As critical realism is a sub-group of positivism and accepts the positivist premise that reality is pre-constructed this allows both PSS and CSS to be potential options for this research.

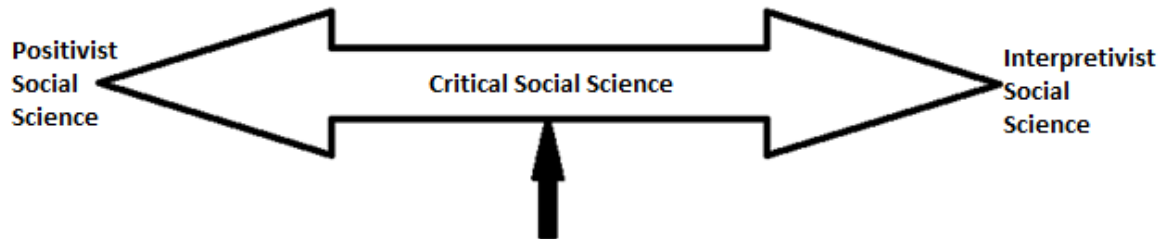


Figure 13: The three main epistemological stances in social science research

(Reference: Author's own work adapted from Neuman, 2011 pg.93)

Positivist social science (PSS) emerged in the late 18th century and was developed further in the early 19th century. The founders consisted of European philosophers; mainly British and French, who took the fundamentals of positivist science and applied it to the social sciences. This movement was initiated by the British philosophers David Hume (1711-1776) and John Stuart Mill (1806-1873) who concerned themselves with extracting the fundamental elements of positivist social science. Later the founder of sociology, the French philosopher Auguste Comte (1798-1857), took these fundamentals and applying them to the social sciences proposed social science positivism. The final key player in PSS is the French philosopher and sociologist Émile Durkheim (1858-1917) (Neuman, 2011).

“Positivist social science is an organised method for combining deductive logic with precise empirical observations of individual behaviour in order to discover and confirm a set of probabilistic causal laws that can be used to predict general patterns of human activity.” (Neuman, 2011).

The base of PSS is that all sciences share a common set of principles and logic and therefore social science shares the same fundamental base as other science disciplines such as physics and chemistry. The logic that is applied is uniform across

all the disciplines and social science just happens to be the youngest of these fields. As with all the sciences PSS is concerned with value-free, objective research and the identification of causal laws. Due to the strict and exact measures required to achieve objective research, quantitative data is preferred, and thus experiments and surveys are commonly selected methods for data collection; followed by statistical analysis of these results (Zikmund, 2003; Neuman, 2011).

Whereas critical social science (CSS) emerged in the 1818, over a century later than the foundations of positivism were established. The origins of CSS can be attributed to the German philosopher Karl Marx (1818-1883) and the Austrian philosopher and founder of psychoanalysis Sigmund Freud (1856-1939). The theory was further developed by the German philosophers and sociologists Theodor Adorno (1903-1969), Erich Fromm (1900-1980) and the German-American Herbert Marcuse (1898-1979). CSS is related to critical theory developed by the Frankfurt School during the 1930's (Neuman, 2011).

"In general, CSS defines social science as a critical process of inquiry that goes beyond surface illusions to uncover the real structures in the material world in order to help people change conditions and build a better world for themselves."
(Neuman, 2011)

As this study seeks to find any causation present from a critical realist perspective which considers not only the mechanism (variable composition) and the outcome, but also the participants perspective, then the study falls under the category of CSS.

In summary of the ontological choices that this study has made, the paradigm is that of critical realism, this serves the study well as it helps to seek causation (Sayer, 2000; Henn, et al., 2009). As this is a marketing study it falls under the realm of social science, and given the critical realism paradigm, this study would be categorised under critical social science (CSS). With critical social science as the epistemological stance this allows the use of empirical observations from experiment research whilst also allowing the consideration of the socially constructed perceptions which may be affecting these figures (Neuman, 2011). Additionally, although this study acknowledges how social norms and experiences may affect participant responses, it does not deeply analyse this as would be undertaken in a

pragmatist study where qualitative data would also be collected, in line with this the study would be placed under CSS but would lean slightly towards positivist social science (PSS), as only empirical data is being analysed. A graphic presentation of this summary can be seen in the following figure.

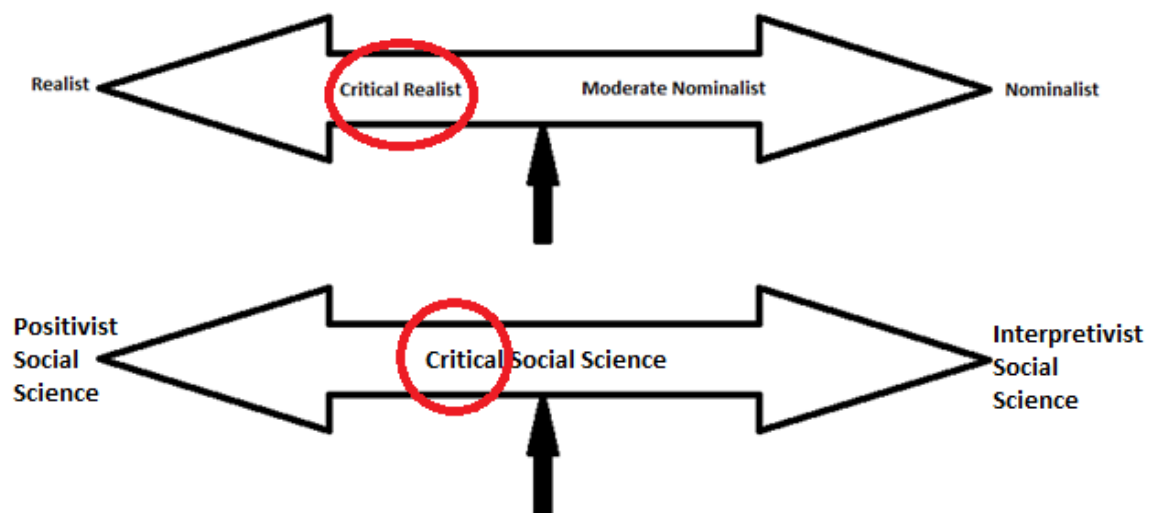


Figure 14: Philosophical stance of this research

(Reference: Author's own work adapted from Neuman, 2011 pg.93)

3.3 Experimental research

The main principle of experimental research is to control all factors which might influence causal influence upon the outcomes in which the research is interesting in. Thus, all potential influences are kept as a controlled constant, with only one variable allowed to vary in a controlled manner. Once the data has been collected the outcomes are compared, any differences found lead to the conclusion that the one factor which was allowed to vary must have been responsible (Perri & Bellamy, 2012).

3.3.1 Control and naturalism

In order to conduct a controlled experiment an artificial environment has to be created; this environment is a simplified working reality in which cause and effect can be studied. The artificial nature of the environment is sometimes criticized as being of poor comparison with the actual reality; thereby bringing the external validity into

question. As a result, sometimes a compromise is sought between control and validity, whereby experiments are conducted in settings which aim to make the environment more similar to ordinary circumstances; these experiments are naturalistic experiments (or field experiments) (Perri & Bellamy, 2012; Gomm, 2008). The more naturalistic the experiment the less controls can be used, therefore the higher the risk of other influencing factors misleading the results. Thus, when considering the experimental design, the trade off is between adding enough control to be confident on the findings but unsure as to its external validity and researching naturally occurring situations but with less certainty as to what the causes were (Gomm, 2008). For this study, mock up social media posts were created which looked as though they are real posts from either the brand or the celebrity depending on which message source is being examined (experiment stage 1 – the brand as the message source, and in experiment stages 2 and 3 – the celebrity as the message source), this makes a strong comparison to reality, whilst also fully controlling the message the participant receives therefore allowing for a good external validity.

3.3.2 Prospective data

In the study of cause-and-effect events must be assigned in time, as something that happened later cannot have caused something that happened previously. In the context of controlled experiments this requires that prior states need to be examined and compared to those at the end. Keeping chronology is not too much of a concern for controlled research (ibid), as the participants pre-perceptions are recorded at the beginning of the experiment, the controlled experiment conditions are applied and then the post-perceptions are recorded straight after the conditions. As discussed previously in Chapter One (1.3 Thesis Structure), this experiment had three stages:

Research Stage 1: A between groups comparison (monetary donation frame x in-kind donation frame) is carried out. First respondents are asked to express their attitudes and intentions towards the product. Then they are presented with the products cause related marketing social media messages showing a monetary donation frame (with impersonal message frame) and are then asked to re-express their attitudes and purchase intentions towards the product. They are then presented with an alternative post showing an in-kind donation frame and are then asked to re-express their attitudes and purchase intentions towards the product.

Research Stage 2: The same process for a between groups comparison is undertaken, this time using a celebrity rather than the company, as the message source (with the same impersonal frame the brand used in stage 1).

Research Stage 3: The final stage is the same process for a between groups comparison as used in stages 1 and 2, this time with the same celebrity used in research stage 2 as the message source but this time with a personal message frame.

By having the same participant undertake each research stage in succession this means that any change can be attributed to the changes made to the stimuli as it is the same participant. The participants attitude, purchase intention and word-of-mouth intention were taken at the start of the experiment, the three stages then changed the stimuli to explore the variables of donation frame, celebrity endorsement and message frame, with any changes to the attitude, purchase intention and word-of-mouth intention being measured after each scenario provided at the research stages.

3.3.3 Generalisation

In general, one of experimental research's methodological strengths is that it can provide inferences which have a high capacity for generalisation. It is quite clear how to make valid inferences from the data collected due to the control over the phenomena needing to be measured (Perri & Bellamy, 2012). This research looked for cause-effect mechanisms. The same mechanisms that make things happen in the controlled environment may not have the same effect in different contexts. The generalisations made therefore can imply that these mechanisms can have an effect in a variety of different circumstances, but the effect produced may be different due to the context. The contextual factors therefore enable the mechanism to have specific effects. Although the mechanisms identified from a controlled environment may not match the rigour of those identified from natural science, they indicate the direction of interesting features of society which may be applied to a variety of situations (Gomm, 2008).

3.4 Research Approach

In line with the philosophical stance of this research and the experimental research conducted, the general research approach is that of theory-then-research (Henn, et al., 2009). As this research began with theories analysed in the literature review and used this to deduce explanations for observations it follows the route of deductive research. This is also referred to as the hypothetico-deductive research approach and is in line with the hypotheses being tested with empirical data.

As this research takes a deductive approach the sequential model of research is taken (Gill & Johnson, 1997). The research therefore passes through a sequential linear route of stages in pursuit of answers to the research questions. This can be seen illustratively in the following figure.

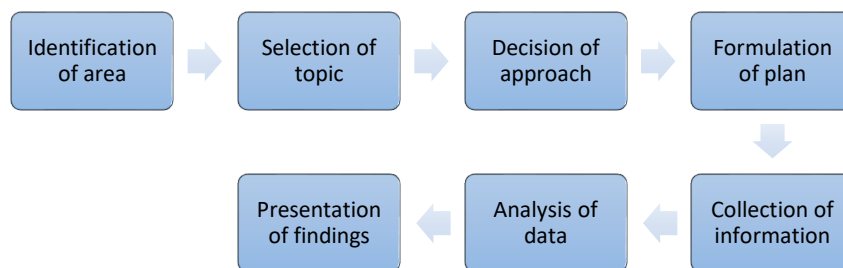


Figure 15: The sequential model of research

(Reference: Gill and Johnson, 1997 pg.3)

Research design is a comprehensive plan of a body of research; this plan encompasses four main ideas: the strategy, the conceptual framework, what (or who) will be studied and the chosen tools for collection and analysis. These four components when combined place the researcher and thus the research into the empirical world. The research design naturally sits between the research questions and the data, and thus shows the connection between them, and what tools and procedures need to be used to get from one to the other (Punch, 2014). The following figure thus shows how the research design was generated for this research.

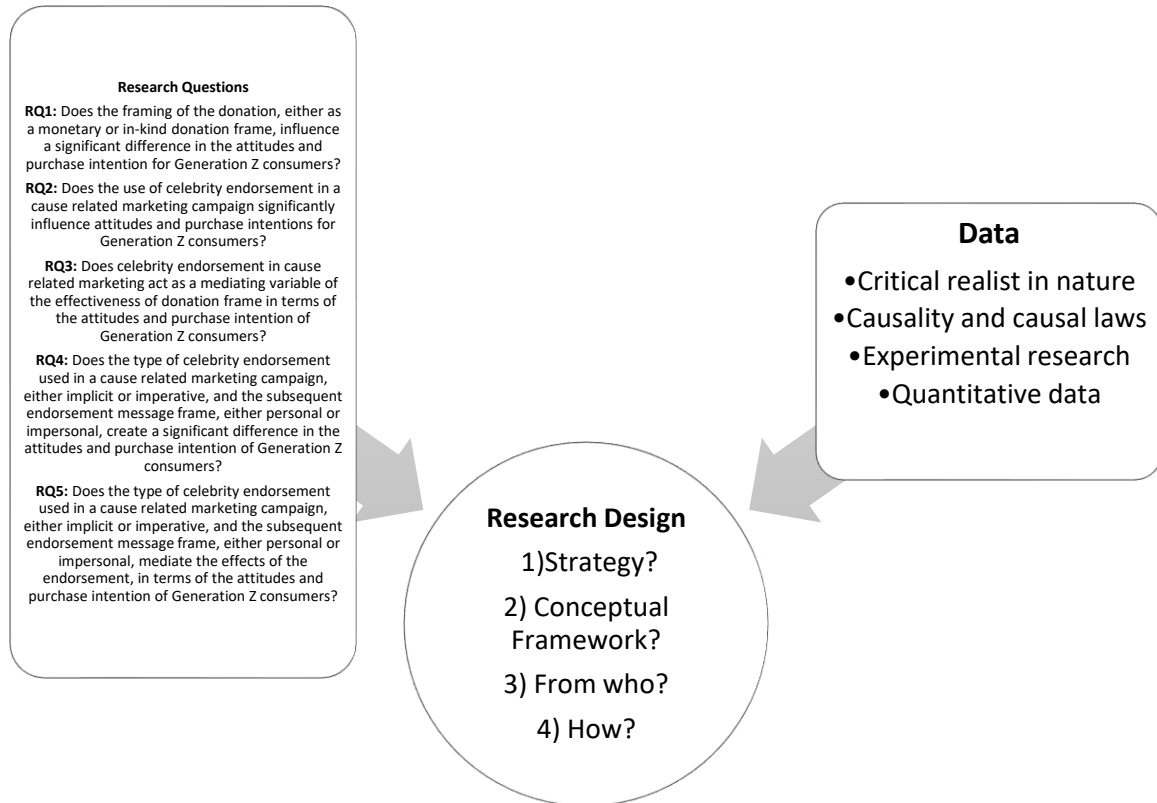


Figure 16: How the research design was generated for this study

(Image reference: Author's own work adapted from Punch, 2014)

Therefore, following the research design framework depicted in figure 16, the research design for this study begins with consideration to the research strategy. As discussed earlier in this subsection, this research is deductive, and thus is led by initial hypotheses about what is expected to be found, based on existing theory (Perri & Bellamy, 2012).

3.4.1 Strategy and Hypotheses

The strategy of this research is that of hypothetico-deductive research, with the aim of deductive research to test hypotheses (which are summarised in 2.7 Literature

Review Summary), which have been formulated from the existing literature knowledge before any collection of data. Deductive research always proceeds by deducing what would be found if the hypothesis cannot be disproven (true until disproved) or what would be observed if the hypothesis were false. Thus, the design collects the necessary observation data to be able to make inference as to whether the hypothesis can be falsified or not (Perri & Bellamy, 2012). The nature of deductive research is rigid, and the scope is limited by the hypotheses. It seeks to build upon previous work and is explicitly designed to enable accumulation to existing knowledge.

3.4.2 Conceptual Framework

The conceptual framework of this study has already been outlined in subsection “2.7.2 Research Model”.

3.4.3 Sampling

All research requires sampling to be considered as no research can include everyone or everything. With regards to a social science quantitative study like this one it is the sample of people who will be chosen as participants in this study. Therefore, the key concepts to be considered are the target population and the sample from this that will be used (Punch, 2014). Figure 17 illustrates this in relation to this study.

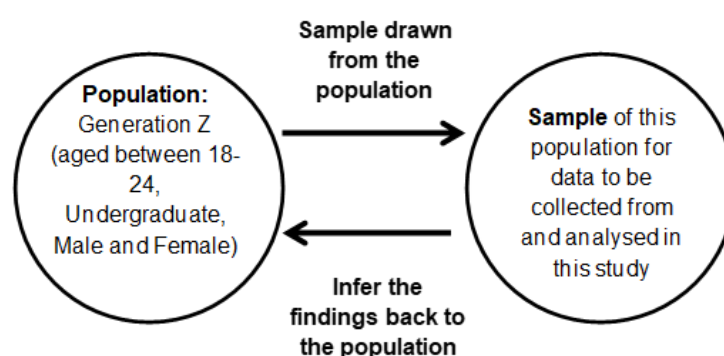


Figure 17: How the sample was generated for this study

(Image reference: Author's own work adapted from Punch, 2014)

The traditional requirement of quantitative samples being mathematically sophisticated is less relevant in modern research, which is mostly attributed to the growth of qualitative and mixed method research, a trend away from overtly large quantitative samples and the proliferation of social science research causing issues when it comes to big and neatly orchestrated samples. Thus, the use of convenience sampling has increased. Regardless of this the basis foundation of statistical inference of sampling methods remains (ibid).

Due to the age of Generation Z currently the current undergraduate student population is a perfect choice for reaching a large volume of this age group. Thus, the student sampling frame is representative to the target population, so long as it is ensured that the participants are not above the age of 24 (a control question asking their age category was used to filter out any participants outside of the Generation Z age group). Due to the ethical approval obtained for this study participants below the age of 18 are not invited to participate in this research study (a control question is asked in the participation consent form, that the participants agree to before commencement of participation in the study, to ensure that all participants are over the age of 18). The current age of Generation Z at the time of data collection for this study is 15-24; therefore 3 years of this 10-year age range (30%) of the population age range are not covered in this study. However, as a large concern of this study is purchase intention having the participants only as adults strengthens purchasing power of these participants, and arguably makes this section of Generation Z more lucrative to the brands trying to attract them.

With regards to experiments randomisation can be an extremely useful tool when used in conjunction with sufficiently large sample sizes. The sample needs to be large enough to enable the disregarding of differences in the internal makeup of the participants. Thus, generalisation to the population that the sample was taken from can be made if the research was sufficient in size for statistical inference and if both random selection of the sample and random allocation of the scenarios have been made (Perri & Bellamy, 2012). The scenarios are randomly distributed amongst the participants so that the distributor (the researcher) does not know which brands, cause or celebrity combination has been given to the participant.

When it comes to the sampling method for this study, two sampling methods stood out as being appropriate for this study. Controlled quota sampling from a Generation Z aged student population (18-24) was the first sampling method considered. This is one of the most used sampling methods in the cause related marketing field (alongside convenience student sampling) and thus would potentially complement other studies to build upon the knowledge in the field (Steckstor, 2012). The other benefits of quota sampling are the convenience of the data collection as well as the low costs of this type of data collection. The main drawback of this sampling method is that due to it being a non-probability sampling method it is not possible to infer the results to the wider population (Black, 2002; Wilson, 2014). Quota sampling is a non-random sampling method, where the sample group represents characteristics that are chosen by the researcher. In this case the study would seek the characteristics of students aged between 18 and 24 (within the Generation Z age bracket), at undergraduate level in their education status, and with their gender identity recorded to be able to ensure an even spread in participants. The researcher would go (with permission from the lecturer) to near the end of a large selection of student classes across the university to recruit participants for the study. The objective being to contact the desired quota of Generation Z undergraduate participants required for this study, which results in numbers that are proportional to the identified population (Black, 2002).

The other sampling method that stood out as being appropriate for this study is stratified random sampling. With this sampling method used in this study, the population of the university's undergraduate students would be divided into strata (subgroups), in this case the different gender identities of the students within the university. A random sample would then be taken from each subgroup. If stratified sampling were used this would ensure a spread of students in terms of gender and thus ensure that each stratum is adequately represented, and this would furthermore make it more indicative of the entire population being studied. With this sampling method it is possible (unlike with the quota sampling method) to infer in relation to the wider population. Another advantage of this sampling method is that it usually creates a smaller sampling error than simple random sampling (Wilson, 2014). Due to this benefit of this sampling method making the data more inferable to the wider

population and thus being more beneficial in a practical context for companies looking to use these findings to influence the design of their cause related marketing campaigns, stratified sampling has been chosen as the sampling method for this study,

According to the University student snapshot data of the campus this study is concerned with there are 11,397 students, 71% of which are at an undergraduate level of study (8,092 students approximately). Of these students potentially 71% of which are within the Generation Z age bracket (also 8,092 students approximately). Of these students 39% identify as male (4,445 students approximately) and 61% identify as female (6,952 students approximately (Anglia Ruskin University, a, 2016)). Thus, the population is 11,397, of which a sampling frame of a reasonable percentage would not be achieved within the capability parameters of this researcher. Therefore, rather than use the entire university campus' population, a department within the university is chosen. The department chosen has 16% of the student population at 2,528 students. Within this department 73% of the student's study at the campus selected, bringing the population to 1,845 students. Of this population of students 55% are undergraduate bringing the population to 1,014 students. Of this population of students 68% are potentially in the Generation Z age bracket bringing the population to 690 students. Using a sampling frame of 25% of the population (173 students) the strata of gender identification can now be applied. Of these 173 students 53% identify as male and 47% identify as female, meaning that the sample of 173 students should consist of 92 participants that identify as male and 81 participants that identify as female (Anglia Ruskin University, b, 2016). A sample size of 173 is an adequate number to effectively conduct the t-test statistical analysis and is consisted of a representative sample of Generation Z covering all their generational characteristics (Saunders, et al., 2019). As the population of the students is 8092 a sample size of 173 would have a margin of error of +/-7.5% (Bisits-Bullen, 2022). The following figure shows the population and the sample of this study.

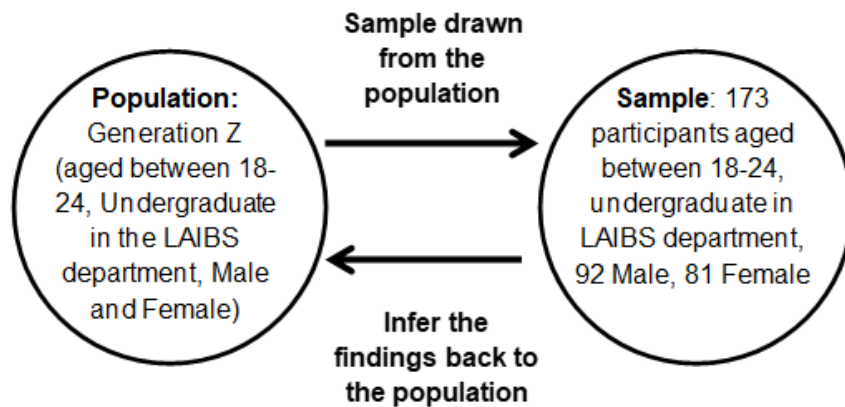


Figure 18: The sample for this study and how it can infer to the population

(Image reference: Author's own work adapted from Punch, 2014)

Additionally, referring to the seven distinguishable markers of Generation Z, proposed by Witt and Baird (2018), discussed in the literature review, the student sample used in this study covers the range of these characteristics of the wider population of Generation Z. Each distinguishable marker, plus the additional made in the literature review of being digital natives, are discussed in turn:

1. **Independence** – A student sample have shown by their enrolment into further education that they are willing to work hard and be proactive in their pursuit of success
2. **Diversity** – By attending an international business school they are showing the high value they hold to diversity which is echoed in their choice of university establishment. By nature of the international business school the sample itself also has a high diversity of participants.
3. **Engagement** –Generation Z have strong ideals with regards to changing the world for the better and seek to align with organisations to make this difference. Therefore, they should be willing to participate in a study which is looking into marketing which is beneficial to a cause. By actively undertaking further education studies they are also showing engagement with society.
4. **Knowledge management** – They are skilled at filtering for relevance and discarding what does not resonate with them. This will aid them in determining

their opinions regarding each social media scenario. Being students, they have also developed skill with regards to scan reading and digesting large amounts of text and extrapolating relevant information.

5. **Pragmatism** – Students have shown they are pragmatic, they arrive at university with a variety of skills at different levels, to undertake a range of modules they need to utilise their skills and develop and gain new skills to best accomplish the tasks at hand.
6. **Personal branders** – In order to develop and maintain a personal brand, one must carefully craft the narrative of their brand. By deciding to support cause related marketing campaigns or indeed to follow the advice of a celebrity would be a decision which would impact on the individual's personal brand. As students they have already started to build their personal brand and how they want to be perceived by society.
7. **Collaborators** – They have a strong appreciation for the power of collaboration and therefore they will be aware of the impact they can have by collaborating with the brand and/or celebrity. As students they already have a strong understanding of the power of collaboration from their study and class groups and from group assignments.
8. **Digital Natives** – As they have been immersed with technology their whole lives the social media posts presented to them in the experiment will be natural to them and they will have no problem disseminating the messages. As students the sample will also be used to using digital technologies as their learning platform.

Also, as this research aims to take an initial examination at this area, a student population of the desired age group allows for an insight into the theory, which could then be attuned for study into the wider population if it is found to be statistically significant.

3.4.3 Quantitative data collection

Quantitative research tends to be highly structured and consists of three main components: the conceptualisation of reality in terms of variables, the measurement of those variables and the identification of the relationship between these variables. Thus, the central concept of quantitative research is that of variables and

variance. Due to the centrality of the variables these are key to the quantitative design (Punch, 2014). As discussed previously this research takes an experimental research route. The survey questions need to be carefully composed to correctly measure the desired variables and variance. The following table shows how each question set for the questionnaire was formulated.

	Question used in Scenario Questionnaire	Reference
Control questions (brand)	Do you like chocolate?	Me
	I am aware of brand x	Me (adapted from Steckstor, 2012)
Control questions (charity)	I am aware of charity x	(Steckstor, 2012)
	I have actively supported charity x in the past	
Attitude questions	I like brand x	(Steckstor, 2012) and (Lafferty, et al., 2004)
	I associate positive things with brand x	
	I find brand x favourable	
Purchase intention questions	I would definitely purchase brand x	(Spears & Singh, 2004)
	I definitely intend to purchase brand x	
	I have a high interest in purchasing a KitKat	
	I will definitely buy brand x	
	I would probably buy brand x	
Donation amount perception questions	The donation being made is reasonable	Adapted by me from price perception scale questions used by (Steckstor, 2012) and (Voss, et al., 1998)
	I am satisfied with the donation being made by brand x to the charity	
	The donation being made by brand x is not satisfactory (R)	

Word-of-mouth intention questions	I would recommend brand x to someone who seeks my advice	(Steckstor, 2012) and (Price & Arnould, 1999)
	I say positive things about brand x to other people	
	I would generally recommend brand x to others	

Table 6: Questions generated for the study

3.4.4 Reliability and validity

With regards to the psychometric attributes of the scales, internal consistency and construct validity of the measures were assessed. Internal consistency (reliability) was examined by means of the Cronbach's alpha coefficient (Nunnally, 1978). All measures surpassed the threshold that Nunnally (1978) suggested as satisfactory (0.70) and are therefore acceptable. Next, the construct validity was examined of the measures (Gerbing & Anderson, 1988). Results show that correlations among the components of each scale are strong and significant at 0.001 level. Additionally, each component is also highly correlated with the overall measure of each scale. Thus, there is obtained evidence of convergent validity. Discriminant validity was tested through a factors analysis. The results report high loadings on the intended factors, confirming a clear distinction between the constructs, and therefore provide evidence for discriminant validity. Since all requirements are satisfied, measures were used for the subsequent analysis, pertaining to the testing of our hypotheses.

Internal validity is achieved when nothing else can influence the dependent variable other than the specified independent variables. If any other variable was able to influence the dependent variable, then this would be a confounding variable (also known as artifacts). If confounding variables are found, then it would not be possible to determine that the treatment was the true causal factor that created the change in the dependent variable. These confounding variables would not be created naturally from the examined relationship but rather from the experimental design, where something has been accidentally introduced that has caused an alteration (Neuman, 2011).

There are threats to internal validity which are now considered. The first is selection bias, which can happen when there are multiple groups of participants (ibid). This is

mainly a problem for studies where the participant sample is not random, as this study used randomization this minimises the threat to the internal validity. Selection bias can often be discovered when analysing the pre-test scores, therefore this was checked for during pre-test analysis.

The history effect occurs when an unrelated event transpires during the experiment being undertaken which could influence the dependent variable (ibid). As this study is not conducted over time it is highly unlikely that the history effect would be able to affect the internal validity of this study.

The maturity effect occurs when an internal process in the participant (for example such as an emotional process) occurs during the experiment other than the treatment which could then influence the dependent variable (ibid). This effect is most likely to occur with time and as with the history effect as this study was not conducted over a long time this should minimise the risk to the internal validity. The pre-test should also help to identify whether maturity effects are likely to be present.

The testing effect occurs when the pre-test analysis ends up affecting the experiment. This can hurt the internal validity as conducting more than the treatment alone may result in the effect to the dependent variable (ibid). As this research's pre-test only found the participants feelings towards and knowledge about the potential brands, causes and celebrities this does not affect the results from the main data collection. Also, the control scenario provides the base information required to detect changes in the dependent variables, so no testing effect occurs during this study.

3.4.5 Pre-testing

Two pre-tests were undertaken for this study, the first to indicate which causes, brands and celebrities should be used in the scenarios to eliminate bias. The second pre-test is concerned with the scenario questionnaire booklets themselves, where the format, fake social media posts and questions are pre-tested for their clarity and appropriateness.

To eliminate cause-selection bias, two brands were be used, with one dedicated to each scenario questionnaire booklet. Each participant only received and answered one booklet and therefore they were presented with only one cause, which will be distributed randomly. These causes were chosen based on a pre-test, to ensure that

the causes chosen in this study are the causes which scored the highest with regards to the participant's perception that they are a good fit with a chocolate brand, to ensure a strong perceived brand-cause fit.

To eliminate brand-selection bias, two brands were used, with one dedicated to each scenario questionnaire booklet. Each participant only received and answered one booklet and therefore they were presented with only one brand, which were distributed randomly. These brands were chosen based on a pre-test, to ensure that the brands chosen in this study are well recognised by the participants, that the participants generally have a positive feeling towards the brand, that there is a general feeling of trust and respect towards the brand, that the brand has a good overall reputation and most importantly that the participants feel that the brand would associate with a cause.

To eliminate celebrity-selection bias, two celebrities were used, and to eliminate gender-bias, a celebrity of each gender were used. Each participant only received and answered one booklet and therefore they were presented with only one celebrity, which was distributed randomly. These celebrities were chosen from a pre-test, to ensure that the celebrities chosen in this study are seen as interesting, attractive, and credible by the participants as well as it being plausible that they would be seeing social media posts from them.

To ensure that a social media platform which is popular amongst the participants was used in the scenarios, the participant's usage of social media platforms was pre-tested – specifically their usage of the Facebook and Twitter platforms.

3.4.5.1 Pre-test samples

An initial pre-test was conducted to select appropriate causes, brands, and celebrities for use in the campaign scenarios. The questions presented to the participants of the pre-test questionnaire can be seen in the Appendices. The participants of the pre-test have been excluded from the main sample for this study. Out of the 20 participants of the pre-test, a split of 40% male and 60% female was achieved. The participant's education level was undergraduate, and all the participants were in the youth age range of 18-24 years old.

3.4.5.2 Cause selection

The charity used in this should be well known and hold a good reputation and favourable attitude amongst UK consumers. Table 7 shows the most recognised charities in the UK in 2015. This data has been collected for the Third Sector which is a leading organisation holding data on a range of voluntary sector concerns. The ranking of the charities was generated via buzz scores, which are a metric that measures what people have heard about a charity in the previous fortnight. The ranking is from the first six months of the year and more than 100 participants are interviewed per day during this time, questioned on subjects such as what discussions they have had about charities and which charities they have heard of (Birkwood, 2016). These charities were pre-tested to select the most appropriate causes to use in this study.

Ranking	Charity Name	Charity Type
1	Macmillan Cancer Support	Health/Social Support
2	Cancer Research UK	Health
3	Help For Heroes	Social Support
4	Dogs Trust	Animal
5	British Heart Foundation	Health
6	RNLI (Royal National Lifeboat Institution)	Social Support
7	Guide Dogs	Animal
8	Marie Curie	Health/Social Support
8	National Trust	Environmental
8	Alzheimer's Society	Health/Social Support

Table 7: Most recognised charities in the UK 2015

Table reference: Authors own work adapted from the data collected by (Birkwood, 2016)

The causes identified in list of the most recognised charities in the UK were pre-tested for participants feelings of appropriateness for a chocolate bar brand to be supporting. The results can be seen in the following table:

Charity Name	Mean (M)
Macmillan Cancer Support	3.73
Cancer Research UK	3.55
Help For Heroes	4.36
Dogs Trust	3.91
British Heart Foundation	2.64
RNLI (Royal National Lifeboat Institution)	4.09
Guide Dogs	4.09
Marie Curie	3.82
National Trust	3.64
Alzheimer's Society	3.55

Table 8: Charity pre-test results

The charities with the two highest means were taken forward to be used in this study; these are Help for Heroes and as there was a tie between RNLI (Royal National Lifeboat Institution) and Guide Dogs, the Guide Dogs charity were taken forward as to keep a variance in the charity type. These results suggest that health charities have a low company-cause fit with chocolate products. This may be due to the health implications that overconsumption of this product can cause and the association of this in consumers' minds, giving it an almost hypocritical aspect. The most favourable charities are animal (specifically dog) and social support charities.

3.4.5.3 Brand selection

The brands identified as the top three countline chocolate brands for the top 3 UK chocolate confectionary companies (Brand ranking taken from (MINTEL, 2016)) were pre-tested for participant's recognition and existing attitudes. The results can be seen in the following table:

	Chocolate countline brand	Recognition of the brand (M)	Positive feeling about the brand (M)	Trust of the brand (M)	Respect for the brand (M)	Overall brand reputation (M)	Feeling that the brand would associate with a cause (M)
Cadbury	Twirl	5	4.1	3.7	3.2	3.7	3.6
	Wispa	5	4.2	3.7	3.5	3.8	3.8
	Crunchie	5	4	3.6	3.4	3.7	3.4
Nestle	KitKat	5	4	3.4	3.3	3.7	4.1
	Aero	5	4.2	3.5	3.2	3.6	3.6
	Yorkie	4.9	4.1	3.6	3.2	3.7	3.5
Mars	Mars	5	3.8	3.6	3	3.4	3.9
	Snickers	5	4.1	3.7	3.4	3.4	3.8
	Twix	5	3.9	3.6	3.2	3.5	3.9

Table 9: Brand pre-test results

All of the brands scored positively in each category with no category falling below neutral (3). The top two highest scoring brands for the feeling that the brand would associate with a cause were chosen, as this is an important consideration due to the nature of the research and to add to the realistic element of the scenario. As all the other categories were above neutral it is not unreasonable to choose the brands based on the ranking of this category. As can be seen in table 9 again there was a tie for the 2nd place when it came to perceptions of the likelihood of the brand associating with the cause. As Twix ranked higher than Mars in other categories this brand was chosen as the second brand, with KitKat chosen as the first to be the brands used in the scenarios.

3.4.5.4 Celebrity selection

The celebrities identified as the top followed UK twitter users (Ranking taken from (Telegraph, 2014)) were selected were pre-tested to gauge consumer's interest in them, whether they have seen the social media messages from them, whether they are seen as attractive and whether they are seen as credible. A background check was also run on the celebrities who were selected to ensure that they are still recent

at the time of data collection in 2017, as well as to check that they are free from scandal and doing well in their field of expertise. The background check also ensured that the chosen celebrities openly support causes in their social media messages.

Top UK Male Celebrities on Twitter				
Celebrity Name	Interest in (M)	Seen social media from (M)	Attractiveness (M)	Credibility (M)
Harry Styles	1.7	3.0	2.5	2.2
Niall Horan	1.7	2.6	2.3	2.2
Liam Payne	1.9	3.0	2.5	2.4
Louis Tomlinson	1.7	3.0	2.2	2.0
Zayn Malik	1.7	3.0	2.9	2.3
Ed Sheeran	3.8	3.6	3.1	3.9
Simon Cowell	2.5	2.2	1.5	3.8
Wayne Rooney	2.0	2.3	1.3	1.6
Russel Brand	2.5	2.4	1.6	2.4
Stephan Fry	3.9	2.6	1.6	4.7
Ricky Gervais	2.7	3.2	1.5	3.1

Table 10: Top UK male celebrities pre-test results

The pre-test of the male celebrities saw Ed Sheeran score positively in all aspects therefore he was taken forward for use in the scenarios. All the other male celebrities had an area where they scored negatively. Ed Sheeran was background checked and is still active and untarnished in his career and actively supports causes in his social media messages.

Top UK Female Celebrities on Twitter				
Celebrity Name	Interest in (M)	Seen social media from (M)	Attractiveness (M)	Credibility (M)
Adele	3.0	3.0	2.9	3.6
Emma Watson	2.5	3.0	3.3	3.3
Victoria Beckham	2.9	2.9	2.7	3.1
Jessie J	2.3	2.2	2.8	3.5
Cher Lloyd	1.5	2.1	2.3	1.8

Table 11: Top UK female celebrities pre-test results

The pre-test of female celebrities saw Adele preform the best overall, although her attractiveness score only reached a mean of 2.9 which was slightly below that of Emma Watson, Adele achieved a higher score in terms of participant interest in them by a more substantial margin (Adele 3.0 M vs Emma Watson 2.5 M). Adele was background checked and is still active and popular in her industry and actively supports causes in her social media messages.

3.4.5.5 Social Media Selection

The pre-test indicated that all the participants have used either Facebook or Twitter or both before. This shows that these social media platforms are known amongst the consumers. The participants were also asked whether they regularly used these two social media platforms. Facebook came out with a very strong mean of 4.4 (5 being the maximum) which indicates that Facebook messages are seen very regularly by many of the participants. The mean for Twitter usage was much lower at M = 1.9, which indicates that not as many of the participants are overly regular twitter users. It would be logical therefore to use dummy Facebook messages in the scenarios as this is where most of the participants would naturally see the message in a real-life scenario. However, celebrities are extremely regular Twitter users, and many messages of endorsement are put out across the platform. Therefore, due to Twitter's strong affiliation with celebrities and endorsement messages, dummy Twitter feed messages were also be used alongside the Facebook formatted messages. This enhanced the believability of the messages and did not affect the message as the same message can be presented in both formats. It is also not unusual for celebrities and companies to spread the same message across their

social media accounts on different platforms, this also enhanced the believability therefore that this is a real endorsement / advertisement message through increased consistency.

The mocked-up social media messages were also tested to check their believability. They were found to look authentic, and participants could not tell that they were fake social media screenshots.

3.4.6 Quantitative data analysis

This research is designed around quantitative design with the design based on the experiment strand of quantitative research and uses paired t-tests as its statistical analysis. Thus, it takes an experimentalist position and follows the true experiments view that looks forward from the independent variable to the dependant variable (from cause to effect). This fits with the research questions of this study which are looking to see what the effect is created from the cause. Experimentalists create variation in the independent variable to see what the consequential effect is on the dependent variable. Thus, the focus is upon how reality is composed, not from leaving it as it is, but through manipulating it and understanding the consequences of the change (Punch, 2014). The data collected from this thesis was analysed using the statistical software SPSS.

3.4.6.1 T-test analysis

A t-test analyses whether two sets of data are statistically different from each other – if so, there is statistical significance present. This analysis is particularly appropriate to this research study as it is a post-test two scenario randomised experiment. In an idealised situation the distribution of the control scenario and the treated comparison scenario will have significantly different distribution curves, showing a significant change in the dependent variable. The difference between the means alone is not enough to explain the whole picture; the variability plays a big role in determining what the results are explaining about the situation. The lower the variability, the more distinct the difference between the scenarios on the dependent variable; this is because there is less overlap between the bell-shaped distribution curves for the scenarios. Therefore, the t-test looks for not just differences between the data as numbers but also considers the difference between their means relative to the variability of the numbers (Davis, 2013).

The t-test formula is a ratio, on the top is the difference between the two means, on the bottom is the measure of the variability of the numbers. Effectively this means that the top of the ratio considers the change of the independent variable to the scenario, the bottom considers the noise that may be present making it harder to see the true difference. The top of the t-test formula is a simple calculation, as it is simply the difference between the means. The bottom of the formula is a little more complicated and is known as the standard error of the difference. To calculate this standard error of difference, the variance for each scenario is divided by the number of participants in the scenario (group); these two values are then added, and the square root taken. It is important to note also that the variance is the square of the standard deviation. Therefore, taking all of this into consideration the final notation of the t-test formula is as follows:

$$t = \frac{\bar{X}_T - \bar{X}_C}{\sqrt{\frac{var_T}{n_T} + \frac{var_C}{n_C}}}$$

If the first mean is larger than the second, then the t-test result will be positive and vice versa. Once the t-value has been ascertained from the formula, its significance needs to be evaluated to conclude if the ratio is large enough to be classified as significant. If it is significant then it is considered unlikely to have been a chance finding.

To determine significance, a risk level (alpha level) needs to be established. This study used the social research standard of 0.05 as the alpha level. By setting the alpha level at 0.05 it is stating that five times out of hundred there would be a statistically different mean, eliminating the question of chance (George & Mallery, 2003). The degrees of freedom (df) also need to be determined. In a t-test analysis the df is the sum of the participants in both scenarios minus 2 (Acton, et al., 2009).

Once the alpha level, the df and the t-value has been ascertained, whether the number is large enough to show significance can be determined. This can be done either via the use of a standard table of significance or using a statistical computer

programs statistical indicator. If it is shown to be significant then it can be concluded that the means of the two groups is different regardless of the variability (Davis, 2013).

Although the t-test is a relatively simple statistical test, one-way analysis of variance (also known as ANOVA) and a form of regression analysis are mathematically equivalent and would generate the same results (Trochim, 2007). . As this research compares the difference between two related samples (observations before (pre) and after (post) an intervention on the same participant), therefore a paired t-test is used (Field, 2009). Also, by having the same participant undertake each research stage in succession this means that a paired t-test method is also capable to effectively analyse the results for cause-and-effect. The paired t-test method means that any change found can be attributed to the controlled alteration made to the stimuli as it is the same participant. The participants attitude, purchase intention and word-of-mouth intention were taken at the start of the experiment, the three stages then changed the stimuli to explore the variables of donation frame, celebrity endorsement and message frame, with any changes to the attitude, purchase intention and word-of-mouth intention being measured after each scenario provided at each of the three research stages. Therefore, this statistical analysis sufficiently and effectively addresses whether there is a cause-and-effect relationship after one controlled variable is changed in each scenario through stages 1 – 3, thereby appropriately answering the three research questions posed in this study, which correspond to the three research stages. In stages 1-3 the 3 variables of the aim of the study are addressed, and by using the paired t-test the objectives of the study are also met. A paired t-test compares the mean difference of the values to zero (Field, 2009) This paired t-test is also known as a dependent t-test.

The data needed to be entered into the statistical programme in two columns, where the first column showed the score for the control scenario and the other showed the post score for the new scenario. A third column was needed for the participant identification number (ibid).

The paired t-test involves two competing hypotheses, which are the null and alternative hypotheses. The null hypothesis assumes the true mean difference is zero, and therefore assumes that any differences are due to random variation. The

alternative hypothesis assumes the true mean difference is not equal to zero and therefore depends on the expected outcome. If the direction of the difference does not matter then a two-tailed hypothesis will be required, if the direction can be predicted or matters to the experiment then an upper or lower-tailed hypothesis is used to increase the power of the test. If the hypothesis is assuming a positive result (a difference greater than zero) then an upper-tailed alternative hypothesis is used, and if a negative result (a difference less than zero) is assumed then a lower-tailed alternative hypothesis is used. The mathematical notations of these hypotheses and tails are:

Hypothesis type	Mathematical notation
Null hypothesis	$H_0: \mu_d = 0$
Two-tailed hypothesis (direction of the difference does not matter)	$H_1: \mu_d \neq 0$
Upper-tailed hypothesis (direction of the difference is assumed positive)	$H_1: \mu_d > 0$
Lower-tailed hypothesis (direction of the difference is assumed negative)	$H_1: \mu_d < 0$

Table 12: Mathematical notations of t-test hypotheses and tails

As a paired t-test is a parametric produced (that is that it estimates unknown parameters) it makes assumptions. The observations are defined as the differences between two sets of data, and each assumption refers to these differences and not the original values. There are three major assumptions when it comes to paired t-test analyses which are regarding the level of measurement, the independence and the normality and outliers. These are now discussed in turn.

3.4.6.2 Scale of Measurement

The rule of this assumption is that the dependent variable must be continuous due to its basis around normal distribution. For data to be continuous it must be data within a range, whereas discrete data is based on only a few values. The data that this study collected falls under the category of discrete data as there are a limited number of value options; however, Likert-scales can be used to approximate a continuous scale and are therefore not breaking this assumption.

Likert-scale statements were used with the quantifiers ranging from Strongly Agree to Strongly Disagree, therefore using the 7-point degree of sensitivity. Likert-scales (sometimes referred to as summated-rating or additive scales) were chosen as this method can be perfectly applied for opinion measurement, with degrees of agreement achievable in relation to relevant statements to the research (Neuman, 2011; Everitt, 2002). Likert-scales are also widely used in survey data collection today (Punch, 2014; Neuman, 2011; Dawkes, 2008). Due to the 7 points on the scale, respondents have the option to express no opinion (aka a neutral standpoint) by selecting the middle point.

There is debate as to which degree of sensitivity is most appropriate for a Likert-scale. More subtle changes in opinion can be garnered from the larger Likert-scales, however it can be argued that the finer the opinion change between the points the harder it is for the participant to choose the corresponding degree of opinion to match how they feel (Neuman, 2011). Likert-scales can be as small as a 3-point Likert-scale (i.e., positive, neutral, negative) and this is easier for the participant to select in line with their thoughts, however it does not allow for a measurement past the overall sentiment felt. Once this has been increased to the next stage (a 5-point scale), the researcher can begin to collect a much more detailed set of data, showing finer differences. Research conducted by Dawkes (2008) found that a 5-point Likert-scale, once rescaled to compare, generally produced the same mean as a 7-point Likert-scale. However, a 7-point Likert-scale has been selected for this study as to not miss any finer opinion difference. When it comes to Likert-scale analysis, due to the nature of Likert-scales the distances between the points are an ordinal measurement; the assigned numbers however do allow for analysis to provide a quantitative measure of opinion (Neuman, 2011). Which therefore provides a suitable continuous 7-point interval scale of measurement for the t-test analysis and meets this assumption.

3.4.6.3 Independence

This can be reasonably assumed if the data collection was random without replacement. This study is using random sampling and thus complies with this assumption that the participants are independent of each other. The independent variable also consists of two matched pairs with the same subject present in both

groups, these participants have been measured on two occasions on the same dependent variable, which matches the criteria for independence in a dependent t-test scenario (Statistics, 2018) Therefore, as all the participants appear in both conditions this assumption is met.

3.4.6.4 Normality and outliers

As the sample size is over 50, to check that the dependence variable is normally distributed for a paired t-test the difference d is checked for normal distribution using the normal QQ plot graph, if the data is normally all points fall in close-proximity of the 45-degree reference line (Data Novia, 2022).

There is also no concern with regards to variance in a paired t-test because the numerator is the mean difference between the two conditions, and so it is one set of values and has nothing to equate to (McAleer, et al., 2021). Complete homogeneity of the variance is achieved as only fully completed surveys are used and partial surveys discarded from the dataset. The control questions also ensure that the sample meets the conditions of this study – i.e., the participants are of the Generation Z cohort, with any surveys collected where the participants fall out of this range discarded from the dataset.

Outliers were be checked for using boxplots. In the case of outliers being found it must first be checked if there has been a data entry error or if it is an unusual variable. If it is then found that it is an unusual variable, it must be decided if it can be included, by comparing the result of the t-test with and without the outlier in the dataset. If the result is not substantially affected, then it may be kept in the dataset. In the case of a substantial difference when compared, the outlier must be removed from the sample (Data Novia, 2022).

3.5 Ethical considerations

Ethics is the study of what the morally right course of action would be; research ethics is a branch of applied ethics and is focused on specific contexts of all the stages of research from the beginning and beyond (Gomm, 2008; Punch, 2014). The following figure indicates ethical considerations that arise at each stage of the research process.

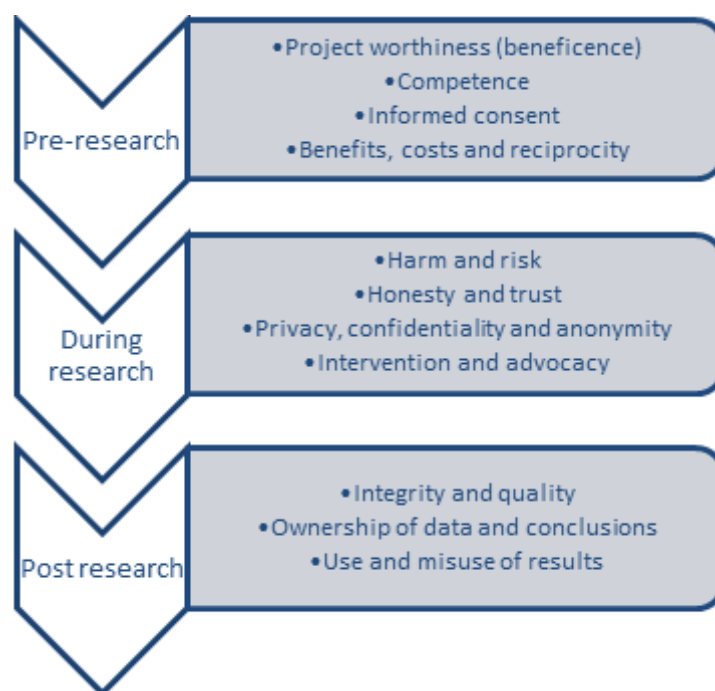


Figure 19: Ethical consideration during the stages of research

(Image reference: Author's own work adapted from Punch, 2014)

There are ethical standards which are the result of negotiated agreement and acceptable practice in certain professional, occupational, and institutional contexts; such ethical standards are informed consent and confidentiality. The role of these ethical standards is to offer resources for researchers to aid them in making appropriate decisions, and to provide a framework upon which research can be assessed against and sanctioned by. From an institutional aspect it provides a formal basis to aid litigation prevention (Punch, 2014). This research has sought ethical approval from the university before conduction of data collection.

3.5.1 Project worthiness (Beneficence)

Research is expected to be worthwhile and potentially beneficial (beneficence). The donation method/quantifier area of cause related marketing research as well as the use of celebrity in cause related marketing in general is under-researched and therefore research such as this that aims to add knowledge to this area is worthwhile and benefits the field both academically and commercially due to recommendations regarding cause related marketing design and application.

3.5.2 Competence

The positioning of the researcher in relation to the field being researched is of ethical importance; as personal values affect research approach, interpretation, and judgements regarding choices of action (ibid). In context of this research the researcher has no professional connection to the field being researched and can therefore make rational and unbiased observation and judgements. The researcher is inclined to think in a critical realist manner and therefore should not have issue keeping the research nature consistent. With regards to personal values the researcher chose this area of research through personal interest in the field and therefore has the capacity to hold empathy with the subject, which as Punch (2014) states is an important ethical issue.

3.5.3 Voluntary Informed consent

Once the setting of the experiment is accessed, the explicit consent of the participants should be sought before the collection of primary data is carried out. This is usually called the voluntary informed consent (Perri & Bellamy, 2012). Voluntary informed consent was sought before data was collected for this study; this was done using an opt-in procedure, whereby the participants ticked a confirmation checkbox on a consent form. The reason why a checkbox was used instead of a signature was to maintain strict anonymity. The consent form confirmed that the participant agreed freely to be part of the research, that they understood what their participation entailed and how the results will be used, and that they understood that they were free to withdraw at any time during their participation. As the data collected is completely anonymous, it would not be possible to withdraw the results from the study once collected. This voluntary consent form was also used to ensure that all the participants were aged 18 or over.

3.5.4 Benefits

The greatest benefit of this research is the valuable knowledge that it creates to fill this overlooked gap in cause-related marketing research. The findings from this research should not only advance the body of research with regards to donations and use of celebrity in cause-related marketing but also collaborate with other research that has been done in the field. The benefit to society via the better understanding of how to maximise the effectiveness cause related marketing activities, along with the addition to the knowledge that organisations can use when

designing the campaigns, justifies the participation sought. Other benefits of this research were the learning and educational outcomes and support, for both the researcher's educational advancement as well as others interested in this field. It also has the potential to benefit by providing enjoyment, a sense of belonging and empowerment through participation in the study. Research takes a substantial amount of time for the researcher to conduct; it also takes some time and effort belonging to the participants (Punch, 2014). This brings reward and recognition into consideration.

3.5.5 Reward and recognition

With regards to the protection of children and other vulnerable groups, the offering of financial incentives in exchange for participation is generally avoided (Punch, 2014). Although this research has chosen a sample that are over 18 years of age and are not classified as a vulnerable group this research did not offer any financial incentive to increase ethical integrity. To offer try and maximise the response rate during the recruitment of participants a post-participation reward was offered. A post-participation educational based reward, such as book tokens or participation in educationally worthwhile activities might be deemed acceptable (ibid). This study offered a prize draw that participants can enter post-participation, with the chance to win an Amazon gift voucher. An Amazon gift voucher was chosen as the participant can purchase any educational supplies or books that they need from the site with the voucher. Due to the use of anonymity in this study (see 3.4.3.10 anonymisation), this did not allow for thankyou letters or card acknowledgement. Acknowledgement in publications may also be acceptable forms of non-financial recognition (Gomm, 2008). Thus, this thesis and any publications resulting from the data collected will thank the participants as a collective whole in the acknowledgements given as recognition for their time and effort.

3.5.6 Harm and risk

Research is expected to have minimal risk of causing harm (non-maleficence). In the context of harm that can be done because of research, this can be thought of in two levels – at in individual level or at an organisational level. At an individual level this can be damage done physically, psychologically, socially (including reputational), practically or occupationally. At the individual level it is not just the participant that can be affected, it could also be done to their peers, families, acquaintances, to the

researcher or their networks (Punch, 2014). This research presents very minimal risk at the individual level, with regards to physical risk the participants were under no greater risk that they would otherwise in their day to day lives. With regards to psychological and social risk the participants freely consented to participate and were free to withdraw at any time, the research also maintained their privacy and it was anonymous (see 3.4.3.8 Privacy). The data the research gathered is not sensitive or controversial and therefore posed very little risk of psychological harm. At the organisational level this can be damage done to organisations, communities, or professions (ibid). This research also presents very minimal risk at the organisational level. The possible findings should not have any damaging effect economically as the research is regarding framing and differences in perceptions between types of donations, it would not encourage less use of cause related marketing or donation. There is also no chance of bringing any group into disrepute.

3.5.7 Honesty and trust

Researchers are entrusted with information provided from their participants and there are legal contexts for the collecting, storing, and archiving of such data, such as the Data Protection Act 1998. The data collected was done so on physical scenario booklets, which was stored in a safe location, the papers were anonymous and hold no sensitive data. Once the data is no longer required to be stored it will be securely disposed of by double blade shredding. However, it is important to note that issues related to honesty and trust, such as privacy, confidentiality and anonymity cannot be left with only compliance with these legal requirements alone (Punch, 2014).

3.5.8 Privacy

Privacy is concerned with the participant's right to control what they disclose; this right to privacy has legal backing and is constituted as the individual's right to be free from any research intervention that they feel to be unwelcome or intrusive and their right to withhold information (Gomm, 2008; Punch, 2014). As mentioned previously, voluntary informed consent was gained from participants in this study; where they were made aware that they can withdraw from the study at any time without reproach.

3.5.9 Confidentiality

Confidentiality takes a precautionary role and arises from respect to the participant's right to privacy. Confidentiality ensures that the participant's information are not shared with third parties by the researcher and will not be able to be deduced from any of the study's outputs. Confidentiality also entails that the data is stored securely, with strictly controlled access throughout the study and beyond (Punch, 2014). Confidentiality was ensured during this research using the anonymisation techniques outlined below.

3.5.10 Anonymisation

Anonymisation is a strategy used to ensure confidentiality and thus protect participants from harm. It involves removal of any data that might potentially be used to trace or identify participants (ibid). The technique of using numerical participant identifiers instead of personal information was used in this research; thus, the identification of the participant was completely protected as their personal data was not collected and their responses are relatable to a participant number. By using this anonymisation technique, the participants are anonymous; therefore, their right to privacy is maintained. As this study collected quantitative data, it was closed question research, which collects no identifying information from participants; therefore anonymity, including to the researcher is almost complete (Punch, 2014).

To motivate individuals to participate in this research and thus meet as high of a response rate as possible, participants had the opportunity to enter a prize draw to win an Amazon gift voucher (see 3.5.3.4 Benefits). As anonymisation was used for the collection of data, the anonymisation technique of storing any personal data completely separately from the research data will be used (Gomm, 2008; Punch, 2014). This was done by having a separate form that the participant can filled out their contact details on, which they then placed in a locked and secure ballet box. At the end of the data collection stage of this research, the winners were drawn at random from the ballet box and contacted accordingly. Once the winners were contacted, all the personal data collected, including that of the winners, were securely destroyed and disposed of. This procedure was made known to the participants and was incorporated into the participant consent form.

3.6 Summary of methodology

In summary this study takes a critical realist perspective, be concerned with the collection of quantitative data, which can be inferred to the larger population of Generation Z using stratified sampling. Scenarios were used to see the effects the changing of the variables have on consumer attitude, purchase intention, word-of-mouth intention and donation perception. Paired t-test analysis were used to test hypotheses and determine if there is statistical significance. A more in-depth summary of this research's methodology can be seen graphically in figure 20.

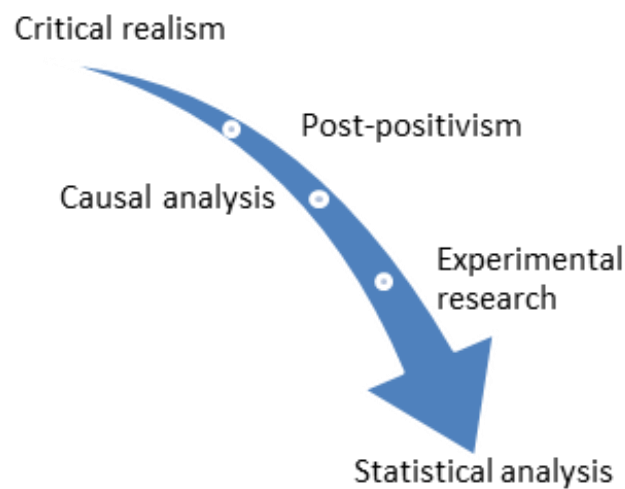


Figure 20: The methodology of this study

(Image reference: Author's own work)

Chapter 4: Analysis and Discussion

This chapter now presents the analysis of the study. This study had three stages, the first corresponding to research questions 1 and exploring the role of the donation frame variable, between that of an in-kind resource donation frame and that of a set monetary donation presented in British sterling. The second stage corresponding to research questions 2 and 3 and exploring the role of the message source variable, between that of the brand and a celebrity endorser. The third stage corresponding to research questions 4 and 5 and exploring the role of the message frame for celebrity endorsed messages.

As outlined in the methodology of this study, the intended sample size of this thesis is 173 students. The number of completed questionnaires achieved was 162, meaning a response rate of 94%. All the assumptions of the paired t-test were met, the seven-point Likert scale provided a continuous scale of measurement, all the participants appeared in both conditions, homogeneity of the variance was achieved, post-removal of unsuitable participants found from the control variable checks, the QQ plot graphs demonstrated normal distribution and the boxplots did not show any outliers.

The first step of the analysis saw the demographics, control variables and pre-test questions programmed into the SPSS software. Each questionnaire was given a participant ID number to maintain confidentiality; this was given the variable name "ID". Overall, there were 162 participants who responded to the questionnaire.

4.0.1 Participant ID's

There were two versions of the questionnaire to reduce brand bias, the first questionnaire which presents the KitKat product brand, the Help for Heroes charity brand and the celebrity Ed Sheeran were given participant ID numbers beginning with 1. The second questionnaire which presents the Twix product brand, the Dogs Trust charity brand and the celebrity Adele had participant ID numbers beginning with 100. The questions remained the same across both questionnaires, along with sharing the same format, only the scenario presented was altered to accommodate the brand. The analysis of the data treats these questionnaires as one set.

4.1 Demographics and control variables

Firstly, the demographics and control variables were programmed into the SPSS software. Each questionnaire was given a participant ID number to maintain complete confidentiality; this was given the variable name “ID”. Overall, 162 participants responded to the questionnaire.

4.1.1 Control variables

The demographic nominal control variable of age range (variable name “Age”) was then added with the code 0 = Gen Z and 1 = Other, with 999 = undisclosed (missing). This study is only concerned with participants which fall into the Generation Z category, so only analyses the participants coded 0 for age range. Out of the 162 participants 14 were coded as 1 (Other) marking them outside of the Generation Z cohort and therefore were removed from the data set. All respondents had declared their age, so no questionnaires were emitted based on this nominal variable. After the removal of the 14 participants that are not eligible, this left 149 participants in the data set.

The nominal control variable of whether the participant actually likes the product type – in this instance chocolate – was given the variable name “Like_Chocolate”, 0 = Yes, 1 = No, 2 = Neutral. This pre-test question was to identify cases where the participant did not like the product as this would therefore affect their attitude towards the brand/product and their purchase intention, as although they may purchase it as a gift the brand chosen is not a gift-orientated brand. Out of the participants 4 were coded as 1 (Does not like chocolate) and were removed from the data set. This left 145 participants in the final data set.

Statistics		
Gender		
N	Valid	145
	Missing	0

Table 13: Qualifying participants in the final data set

Once the final set of qualifying participants was complete out of the 145 participants remaining, 78 had taken the questionnaire with the first scenario set (KitKat, Help for Heroes and Ed Sheeran) and 85 had taken the questionnaire with the second

scenario set (Twix, The Dogs Trust and Adele). In a descriptive statistics format this means the 46% of the results are from questionnaire scenario 1 and 54% are from questionnaire scenario 2.

4.1.2 Demographic and recognition variables

The demographic nominal variable of gender (variable name “Gender”) was then added with the code 0 = male, 1 = female and 2 = other, with 999 = undisclosed (missing). Out of the 162 respondents all had declared their gender so no questionnaires were omitted based on this nominal variable. Of the eligible 145 participants after application of the control variables, the gender of the respondents had a fairly representative split with 57.2% identifying as female and 42.8% identifying as male.

		Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Male	62	42.8	42.8	42.8
	Female	83	57.2	57.2	100.0
	Total	145	100.0	100.0	

Table 14: Frequency of the gender variable

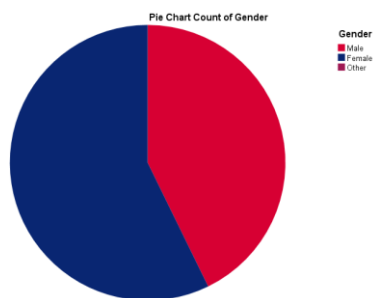


Figure 21: Pie chart representation of the gender mix of participants

The demographic nominal variable of nationality (variable name “Nationality”) was then added with the code 0 = British, 1 = Other, with 999 = undisclosed (missing). This demographic variable was asked as the study used brands available in the UK and UK based causes. Out of the 162 respondents all had declared their nationality so no questionnaires were emitted based on this nominal variable. Of the eligible 145 participants after application of the control variables, the gender of the respondents had a fairly representative split with 57.2% identifying as female and 42.8% identifying as male.

		Nationality			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	British	104	71.7	71.7	71.7
	Other	41	28.3	28.3	100.0
	Total	145	100.0	100.0	

Table 15: Nationality of the participants

The recognition nominal variable of brand awareness (variable name “Brand_Awareness”) was then added with the code 0 = Yes and 1 = No, with 999 = undisclosed (missing). Of the eligible 145 participants after removal of the control variables only three participants were not familiar with the brand being presented in the study. This was expected as the top ranked brands had been previously pre-tested to ensure high brand recognition among the participants of the study.

		Brand awareness			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Yes	142	97.9	97.9	97.9
	No	3	2.1	2.1	100.0
	Total	145	100.0	100.0	

Table 16: Brand awareness of the participants

The recognition nominal variable of cause awareness (variable name “Cause_Awareness”) was then added with the code 0 = Yes and 1 = No, with 999 = undisclosed (missing). Of the eligible 145 participants, 109 were familiar with the cause presented in the study, with 36 being unfamiliar. This is lower than expected, with the top UK causes also having been previously pre-tested to try and ensure high cause recognition among the participants of the study. However, this does not impact the study too negatively as it makes the scenario more realistic to participants in a real-life setting.

Cause awareness					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	109	75.2	75.2	75.2
	No	36	24.8	24.8	100.0
	Total	145	100.0	100.0	

Table 17: Cause awareness of the participants

The recognition nominal variable of prior cause support (variable name “Cause_Support”) was then added with the code 0 = Yes and 1 = No, with 999 = undisclosed (missing). Of the eligible 145 participants, 68 had previously supported the cause presented, whereas 77 had shown no prior support to the cause. This is a fairly even ratio between the participants allowing for a good representation of each.

Prior cause support					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	68	46.9	46.9	46.9
	No	77	53.1	53.1	100.0
	Total	145	100.0	100.0	

Table 18: Prior cause support among the participants

4.1.3 Pre-attitude towards the brand before cause related marketing

To begin the analysis of the participant’s existing brand attitude was determined by the three Likert-scale questions for attitude measurement being input into SPSS and then transformed into a mean to be used for the later comparisons. The frequency table for each attitude measurement question is as follows:

		Prior Brand Attitude						
		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
“I like brand x”	Count	0	0	0	33	10	69	33
	Column N %	0.0%	0.0%	0.0%	22.8%	6.9%	47.6%	22.8%
“I associate positive things with brand x”	Count	0	3	0	45	10	67	20
	Column N %	0.0%	2.1%	0.0%	31.0%	6.9%	46.2%	13.8%
“I find brand x favourable”	Count	1	6	0	63	8	46	21
	Column N %	0.7%	4.1%	0.0%	43.4%	5.5%	31.7%	14.5%

Table 19: Results from prior brand attitude questions

As can be seen in the table for pre-attitude towards the brand before the cause related marketing, most of the participants had a positive attitude towards the brand to varying strengths. The biggest majorities are towards “agree” and “neutral” which is a good outcome for this study as it allows plenty of room for potential movement once the cause related marketing has been applied. The overall inclination towards a positive brand attitude was to be expected as a well-known brand was chosen with plenty of pre-association in the consumer’s mind.

4.1.4 Pre-purchase intention towards the brand before cause related marketing

The participant’s existing purchase intention was determined by the five Likert-scale questions for purchase intention measurement being input into SPSS and then transformed into a mean for the later comparisons. The frequency table for each purchase intention measurement question is as follows:

		Prior Brand Purchase Intention						
		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
“I would definitely purchase brand x”	Count	0	7	6	30	21	46	35
	Column N %	0.0%	4.8%	4.1%	20.7%	14.5%	31.7%	24.1%
“I definitely intend to purchase brand x”	Count	4	12	8	43	16	39	23
	Column N %	2.8%	8.3%	5.5%	29.7%	11.0%	26.9%	15.9%
“I have a high interest in purchasing a x”	Count	7	9	19	48	14	37	11
	Column N %	4.8%	6.2%	13.1%	33.1%	9.7%	25.5%	7.6%
“I will definitely buy brand x”	Count	6	3	19	63	14	23	17
	Column N %	4.1%	2.1%	13.1%	43.4%	9.7%	15.9%	11.7%
“I would probably buy brand x”	Count	2	7	6	31	31	35	33
	Column N %	1.4%	4.8%	4.1%	21.4%	21.4%	24.1%	22.8%

Table 20: Results from prior brand purchase intention questions

As can be seen in the frequency table for pre-purchase intention towards the brand before the cause related marketing, once again the results were more inclined towards the positive range, with a strong proportion of neutral responses. This dispersion between the responses allows for movement post cause related marketing scenarios.

4.1.5 Pre-word of mouth intention towards the brand before cause related marketing

The participant's existing word of mouth intention was determined by the three Likert-scale questions for word-of-mouth intention measurement being input into SPSS and then transformed into a mean for the later comparisons. The frequency table for each purchase intention measurement question is as follows:

		Prior Word of Mouth Intention						
		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
“I would recommend brand x to someone who seeks my advice”	Count	0	5	12	43	36	32	17
	Column N %	0.0%	3.4%	8.3%	29.7%	24.8%	22.1%	11.7%
“I say positive things about brand x to other people”	Count	0	5	2	63	20	37	18
	Column N %	0.0%	3.4%	1.4%	43.4%	13.8%	25.5%	12.4%
“I would generally recommend brand x to others”	Count	0	5	6	41	41	40	12
	Column N %	0	3.4%	4.1%	28.3%	28.3%	27.6%	8.3%

Table 21: Results from prior brand word-of-mouth intention questions

As can be seen in the table for word-of-mouth intention towards the brand before the cause related marketing, as for attitude and purchase intention the results were more inclined towards the positive range, with a strong proportion of neutral responses. This dispersion keeps consistency with the other variables and allows for movement post cause related marketing scenario.

4.2 Stage 1: Donation frame

The first scenario was concerned with the question of the effect that the donation frame has in a cause related marketing campaign and corresponds with research question 1:

RQ1: Does the framing of the donation, either as a monetary or in-kind donation frame, influence a significant difference in the attitudes and purchase intention for Generation Z consumers?

As question sets relating to each variable were posed to the participants, the mean of results from these question sets needed to be calculated in a sub-worksheet. For example, the first output variable to be considered was the participant's attitude towards the brand, three Likert-scale questions were asked to gauge this, therefore the mean of these scores was generated for use in the t-test analysis. These means were calculated on a separate SPSS worksheet, figure 22 shows a screenshot

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE IMPACT ON GENERATION Z

snippet of how the variables were set up on worksheet 2, figure 23 shows the compute variable command on SPSS and figure 24 shows a screenshot snippet of how the means were calculated (in this case the three attitude questions and their mean scores) in this worksheet.

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	ID	Numeric	8	0	Participant ID	None	None	8	Right	Scale	Input
2	Pre_Like	Numeric	8	0	Pre_Like	{1, Strong di...}	999	8	Right	Ordinal	Input
3	Pre_Association	Numeric	8	0	Pre_Association	{1, Strong di...}	999	8	Right	Ordinal	Input
4	Pre_Favorability	Numeric	8	0	Pre_Favorability	{1, Strong di...}	999	8	Right	Ordinal	Input
5	Post_IK_Like	Numeric	8	0	Post_IK_Like	{1, Strong di...}	999	8	Right	Ordinal	Input
6	Post_IK_Association	Numeric	8	0	Post_IK_Association	{1, Strong di...}	999	8	Right	Ordinal	Input
7	Post_IK_Favorability	Numeric	8	0	Post_IK_Favorability	{1, Strong di...}	999	8	Right	Ordinal	Input
8	Post_E_Like	Numeric	8	0	Post_E_Like	{1, Strong di...}	999	8	Right	Ordinal	Input
9	Post_E_Association	Numeric	8	0	Post_E_Association	{1, Strong di...}	999	8	Right	Ordinal	Input
10	Post_E_Favorability	Numeric	8	0	Post_E_Favorability	{1, Strong di...}	999	8	Right	Ordinal	Input
11	Pre_def_P	Numeric	8	0	Pre_def_P	{1, Strong di...}	999	8	Right	Ordinal	Input
12	Pre_Pl	Numeric	8	0	Pre_Pl	{1, Strong di...}	999	8	Right	Ordinal	Input
13	Pre_PInt	Numeric	8	0	Pre_PInt	{1, Strong di...}	999	8	Right	Ordinal	Input
14	Pre_def_B	Numeric	8	0	Pre_def_B	{1, Strong di...}	999	8	Right	Ordinal	Input
15	Pre_prob_B	Numeric	8	0	Pre_prob_B	{1, Strong di...}	999	8	Right	Ordinal	Input
16	Post_IK_def_P	Numeric	8	0	Post_IK_def_P	{1, Strong di...}	999	8	Right	Ordinal	Input
17	Post_IK_Pl	Numeric	8	0	Post_IK_Pl	{1, Strong di...}	999	8	Right	Ordinal	Input
18	Post_IK_PInt	Numeric	8	0	Post_IK_PInt	{1, Strong di...}	999	8	Right	Ordinal	Input
19	Post_IK_def_B	Numeric	8	0	Post_IK_def_B	{1, Strong di...}	999	8	Right	Ordinal	Input
20	Post_IK_prob_B	Numeric	8	0	Post_IK_prob_B	{1, Strong di...}	999	8	Right	Ordinal	Input
21	Post_E_def_P	Numeric	8	0	Post_E_def_P	{1, Strong di...}	999	8	Right	Ordinal	Input
22	Post_E_Pl	Numeric	8	0	Post_E_Pl	{1, Strong di...}	999	8	Right	Ordinal	Input
23	Post_E_PInt	Numeric	8	0	Post_E_PInt	{1, Strong di...}	999	8	Right	Ordinal	Input
24	Post_E_def_B	Numeric	8	0	Post_E_def_B	{1, Strong di...}	999	8	Right	Ordinal	Input

Figure 22: SPSS screen capture showing the variable view of SPSS worksheet 2

The screenshot shows the 'Compute Variable' dialog box in SPSS. The 'Target Variable' is 'Attitude'. The 'Numeric Expression' is 'MEAN(Pre_Like,Pre_Association,Pre_Favorability)'. The 'Function group' is set to 'Arithmetic'. The variables 'Pre_Like', 'Pre_Association', and 'Pre_Favorability' are listed in the 'Variables' box on the left.

Figure 23: SPSS screen capture showing the calculation of the means

	ID	Pre_Like	Pre_Association	Pre_Favorability	Pre_Attitude	Post_IK_Like	Post_IK_Association	Post_IK_Favorability	Post_IK_Attitude	Post_E_Like	Post_E_Association	Post_E_Favorability	Post_E_Attitude
1	1	6	5	6	5.67	6	4	6	5.33	6	5	5	5.33
2	2	6	6	6	6.00	6	6	6	6.00	6	5	5	5.33
3	101	6	4	4	4.67	6	6	4	5.33	6	6	6	6.00
4	102	7	7	7	7.00	6	7	7	6.67	6	6	6	6.00
5	103	4	4	4	4.00	4	5	4	4.33	4	4	4	4.00
6	104	6	6	6	6.00	6	6	4	5.33	2	2	2	2.00
7	105	4	4	4	4.00	5	4	4	4.33	4	4	4	4.00
8	106	7	7	7	7.00	7	7	7	7.00	6	6	6	6.00
9	107	6	6	6	6.00	6	6	6	6.00	6	6	6	6.00
10	108	4	4	4	4.00	2	2	2	2.00	4	4	4	4.00
11	109	6	6	6	6.00	6	6	4	5.33	6	4	6	5.33
12	110	7	7	7	7.00	7	7	7	7.00	7	7	7	7.00
13	111	6	6	6	6.00	6	6	6	6.00	6	6	6	6.00
14	112	6	4	4	4.67	6	6	4	5.33	6	6	6	6.00
15	114	4	4	4	4.00	4	5	4	4.33	4	4	4	4.00
16	115	6	6	6	6.00	6	6	6	6.00	6	6	6	6.00
17	116	6	6	6	6.00	6	6	6	6.00	6	5	5	5.33
18	117	6	4	4	4.67	6	6	4	5.33	6	6	6	6.00
19	118	6	5	6	5.67	6	4	6	5.33	6	5	5	5.33
20	119	6	6	6	6.00	6	6	6	6.00	3	3	3	3.00
21	121	4	4	4	4.00	4	4	4	4.00	4	4	4	4.00

Figure 24: SPSS screen capture showing how the three attitude question results were input to calculate the mean attitude for each participant

The coding on the main SPSS datasheet was then set up for the donation frame scenario. The prior brand attitude was allocated to variable number 10 and named “Pre_Attitude”, the resulting attitudes after the in-kind and monetary donation framed campaigns were assigned to variables 11 and 12 and labelled “Post_IK_Attitude” and “Post_£_Attitude” respectively. The prior purchase intention was allocated to variable 13 and named “Pre_PI”, the resulting purchase intention after the in-kind and monetary donation framed campaigns were assigned to variables 14 and 15 and labelled “Post_IK_PI” and “Post_£_PI” respectively. The prior WOM intention was allocated to variable 16 and named “Pre_WOM”, the resulting WOM intention after the in-kind and monetary donation framed campaigns were assigned to variables 17 and 18 and labelled “Post_IK_WOM” and “Post_£_WOM” respectively. The perception of magnitude of the donation resulting from the use of either an in-kind or monetary donation frame was assigned to variables 19 and 20 and were named “Magnitude_IK” and “Magnitude_£” respectively. This coding set up can be seen in figure 25. This process was repeated for each of the three analysis stages of this study.

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	ID	Numeric	8	0	Participant ID	None	None	8	Right	Scale	Input
2	Gender	Numeric	8	0	Gender	{0, Male}...	999	8	Right	Nominal	Input
3	Level	Numeric	8	0	Academic level	{0, Undergra...	999	8	Right	Nominal	Input
4	Age	Numeric	8	0	Age range	{0, Gen Z}...	999	8	Right	Nominal	Input
5	Nationality	Numeric	8	0	Nationality	{0, British}...	999	8	Right	Nominal	Input
6	Like_Chocol...	Numeric	8	0	Attitude toward ...	{0, Yes}...	999	8	Right	Nominal	Input
7	Brand_Awar...	Numeric	8	0	Brand awareness	{0, Yes}...	999	8	Right	Nominal	Input
8	Cause_Awa...	Numeric	8	0	Cause awareness	{0, Yes}...	999	8	Right	Nominal	Input
9	Prior_Support	Numeric	8	0	Prior cause sup...	{0, Yes}...	999	8	Right	Nominal	Input
10	Pre_Attitude	Numeric	8	2	Brand attitude ...	{1.00, Stron...	999.00	8	Right	Scale	Input
11	Post_IK_Att...	Numeric	8	2	Brand attitude ...	{1.00, Stron...	999.00	8	Right	Scale	Input
12	Post_£_Atti...	Numeric	8	2	Brand attitude ...	{1.00, Stron...	999.00	8	Right	Scale	Input

Figure 25: SPSS screen capture of the donation frame scenario data coding setup

4.2.1 Donation frame and Attitude

The first variable to be analysed in this first stage of the analysis is that of the participant’s brand attitude, which corresponds with hypothesis 1:

H1: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer attitudes than if the donation is monetary.

The analysis of the in-kind donation frame on the participants attitude is now discussed, followed by the monetary donation frame and this is then briefly summarised before moving onto the next variable in stage 1.

4.2.1.1 In-kind donation and Attitude

To begin the analysis of the effect of donation frame on the participant's attitude, the three Likert-scale questions for attitude measurement post in-kind donation were input into SPSS. The frequency table for each question is as follows:

		Brand Attitude Post In-Kind Donation						
		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I like brand x"	Count	0	6	0	18	12	86	23
	Column N %	0.0%	4.1%	0.0%	12.4%	8.3%	59.3%	15.9%
"I associate positive things with brand x"	Count	0	9	0	40	8	70	18
	Column N %	0.0%	6.2%	0.0%	27.6%	5.5%	48.3%	12.4%
"I find brand x favourable"	Count	0	11	0	51	5	60	18
	Column N %	0.0%	7.6%	0.0%	35.2%	3.4%	41.4%	12.4%

Table 22: Results from the brand attitude questions post in-kind donation

The mean was then calculated from these three questions to find the participant's overall brand attitude. Once the mean from the three Likert-scale questions to measure attitude from the questionnaire had been produced, this changes the measure from ordinal to scale. To analyse if the means are different between the variables (pre attitude and post in-kind donation attitude), first an impression can be produced to show descriptive statistics (mean and standard deviation). Then it can be statistically tested via the t-test as to if the difference is likely to occur in the population and the effect of the size.

To create the impression, the frequencies feature of SPSS can be used to generate the Mean and Standard Deviation of the data, as well as to show the minimum and maximum values present (figures 26 and 27).

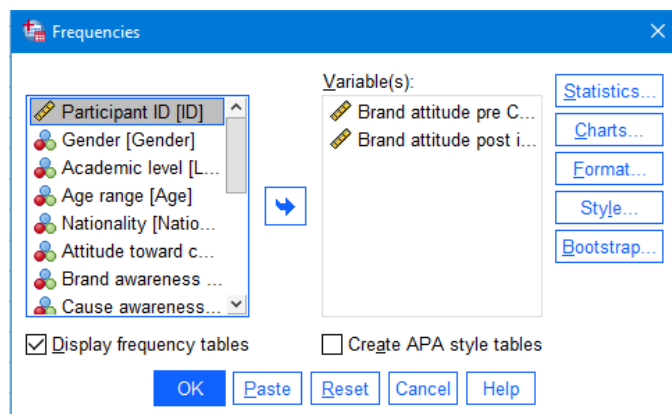


Figure 26: Calculating frequencies in SPSS

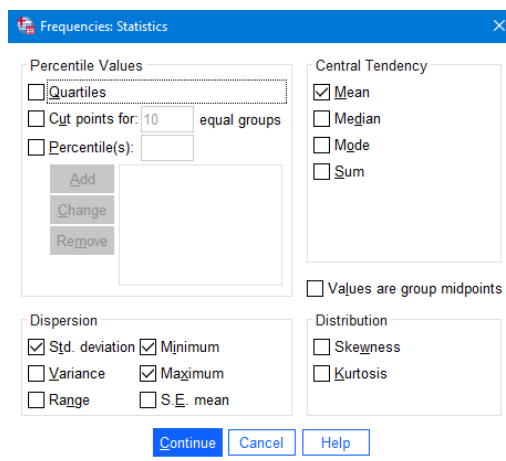


Figure 27: Calculating frequencies in SPSS, selecting Mean and Standard Deviation

Statistics		Brand attitude pre cause related marketing	Brand attitude post in-kind donation
N	Valid	145	145
	Missing	0	0
Mean		5.3632	5.3379
Std. Deviation		1.04225	1.16002
Minimum		2.33	2.00
Maximum		7.00	7.00

Table 23: Impression of brand attitude pre and post in-kind donation

As can be seen in table 23 the mean result is very similar (5.3632 pre attitude and 5.3379 post in-kind donation attitude), this indicates that there is unlikely to be a significant difference. This can now be tested statistically using a paired samples t-test.

Katie Louise Leggett
CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE
IMPACT ON GENERATION Z

T-Test

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Brand attitude post in-kind	5.3379	145	1.16002	.09633
	Brand attitude pre CrM	5.3632	145	1.04225	.08655

Paired Samples Correlations					
		N	Correlation	One-Sided p	Two-Sided p
Pair 1	Brand attitude post in-kind & Brand attitude pre CrM	145	.796	<.001	<.001

Paired Samples Test										
		Paired Differences				Significance				
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference					
					Lower	Upper	t	df	One-Sided p	Two-Sided p
Pair 1	Brand attitude post in-kind - Brand attitude pre CrM	-.02529	.71263	.05918	-.14226	.09169	-.427	144	.335	.670

Paired Samples Effect Sizes						
		Standardizer ^a	Point Estimate	95% Confidence Interval		
				Lower	Upper	
Pair 1	Brand attitude post in-kind - Brand attitude pre CrM	Cohen's d	.71263	-.035	-.198	.127
		Hedges' correction	.71449	-.035	-.198	.127

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 24: Set of paired sample statistic tables for in-kind donation attitude

As can be seen from table 24, $t(144) = -0.427$, $p = .670$, therefore as p is above the usual 0.05 threshold there is no statistical significance, indicating that this may not be an effective marketing technique for brands wishing to increase brand attitude amongst Generation Z. As the standard deviation is 0.72 and falls between 1 and 2 and can therefore be considered reasonable. As $r = 0.796$ there is a slightly positive correlation towards the pre-cause related marketing attitude. This is important to note as this indicates that not only could the use of cause related marketing by a brand not be effective at improving consumer attitudes, but it could also potentially decrease consumer attitudes towards the brand for some consumers in the Generation Z cohort. Finally, it can be determined how large the difference can be classified as. For this thesis Cohen's d is used to see effect size. Following Cohen's (1988)'s guide 0.71 is a moderate effect size, once again suggesting that the use of cause related marketing with an in-kind donation could potentially cause a negative effect on the attitudes of Generation Z in a moderate way. Therefore, in summary the

statistical analysis showed that there was a moderate but not significant difference between participants attitudes post in-kind donation.

4.2.1.2 Monetary donation and Attitude

The three Likert-scale questions for attitude measurement post monetary donation were then input into SPSS. The frequency table for each question is as follows:

		Brand Attitude Post Monetary Donation						
		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I like brand x"	Count	0	3	1	28	18	77	18
	Column N %	0.0%	2.1%	0.7%	19.3%	12.4%	53.1%	12.4%
"I associate positive things with brand x"	Count	0	6	1	27	30	63	18
	Column N %	0.0%	4.1%	0.7%	18.6%	20.7%	43.4%	12.4%
"I find brand x favourable"	Count	2	2	1	49	13	60	18
	Column N %	1.4%	1.4%	0.7%	33.8%	9.0%	41.4%	12.4%

Table 25: Results from the brand attitude questions post monetary donation

The mean was then calculated from these three questions to find the participant's overall brand attitude.

		Statistics	
		Brand attitude pre cause related marketing	Brand attitude post monetary donation
N	Valid	145	145
	Missing	0	0
Mean		5.3632	5.3609
Std. Deviation		1.04225	1.10450
Minimum		2.33	1.67
Maximum		7.00	7.00

Table 26: Impression of brand attitude pre and post monetary donation

As can be seen in table 26 the mean result is very similar (5.3632 pre attitude and 5.3609 post monetary donation attitude). Overall, there is little difference between

pre and post attitudes, therefore, from these initial impressions and charts it is so far looking unlikely that a monetary cause related marketing donation will significantly affect the consumer's pre cause related marketing attitude. This can now be tested statistically using a paired samples t-test.

→ **T-Test**

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Brand attitude post monetary	5.3609	145	1.10450	.09172
	Brand attitude pre CrM	5.3632	145	1.04225	.08655

Paired Samples Correlations				
		N	Correlation	Significance One-Sided p Two-Sided p
Pair 1	Brand attitude post monetary & Brand attitude pre CrM	145	.690	<.001 <.001

Paired Samples Test										
		Paired Differences				Significance				
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower Upper	t	df	One-Sided p	Two-Sided p	
Pair 1	Brand attitude post monetary - Brand attitude pre CrM	-.00230	.84665	.07031	-.14127 .13667	-.033	144	.487	.974	

Paired Samples Effect Sizes						
		Standardizer ^a		Point Estimate	95% Confidence Interval Lower Upper	
Pair 1	Brand attitude post monetary - Brand attitude pre CrM	Cohen's d	.84665	-.003	-.165	.160
		Hedges' correction	.84886	-.003	-.165	.160

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 27: Set of paired sample statistic tables for monetary donation attitude

As can be seen from table set 27, $t(144) = -0.33$, $p = .974$, therefore as p is above the usual 0.05 threshold there is no statistical significance. The standard deviation is 0.85 which is slightly higher than was found for the in-kind donation but is still within reasonable range. As $r = 0.690$ this shows an inclination of the participants having a stronger attitude before the cause related marketing scenario, once again suggesting that cause related marketing is not an effective marketing tool to change Generation Z attitudes in this fast-moving consumer good scenario. Following Cohen's (1988)'s guide 0.85 is a strong effect size. Therefore, in summary the statistical analysis showed that there was a strong but not significant difference between participants attitudes post monetary donation, in favour of the pre cause related marketing scenario.

4.2.1.3 Donation frame and attitude summary

In summary the analysis has shown that there is not statistical significance between pre attitude and post cause related marketing attitudes for neither the in-kind donation frame nor the monetary donation frame. It is worth noting that the effect size is strong for the monetary donation even though it is statistically insignificant, therefore showing more potential to maintain brand attitude for a number of consumers by not participating in cause related marketing and choosing alternative marketing techniques.

The first hypothesis of this study was:

H1: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer attitudes than if the donation is monetary.

The result of the analysis does not support the hypothesis as no statistical significance was found for either donation frame and it is therefore rejected.

4.2.2 Donation frame and Purchase Intention

The second variable to be analysed in this first stage of the analysis is that of the participant's purchase intention towards the brand which corresponds with hypothesis 2 and more specifically hypothesis 2a:

H2: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer intentions than if the donation is monetary.

H2a: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer purchase intentions than if the donation is monetary.

The analysis of the in-kind donation frame on the participants purchase intention is now discussed, followed by the monetary donation frame and this is then briefly summarised before moving onto the next variable in stage 1.

4.2.2.1 In-kind donation and purchase intention

The analysis of the effect of donation frame on the participant's purchase intention is now analysed, the five Likert-scale questions for purchase intention measurement post in-kind donation were input into SPSS. The frequency table for each question is as follows:

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE
IMPACT ON GENERATION Z

Brand Purchase Intention Post In-Kind Donation

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
“I would definitely purchase brand x”	Count	6	5	6	51	11	45	21
	Column N %	4.1%	3.4%	4.1%	35.2%	7.6%	31.0%	14.5%
“I definitely intend to purchase brand x”	Count	2	9	6	53	7	58	10
	Column N %	1.4%	6.2%	4.1%	36.6%	4.8%	40.0%	6.9%
“I have a high interest in purchasing a x”	Count	6	1	7	57	5	59	10
	Column N %	4.1%	0.7%	4.8%	39.3%	3.4%	40.7%	6.9%
“I will definitely buy brand x”	Count	6	5	19	49	11	42	13
	Column N %	4.1%	3.4%	13.1%	33.8%	7.6%	29.0%	9.0%
“I would probably buy brand x”	Count	2	7	6	24	19	69	18
	Column N %	1.4%	4.8%	4.1%	16.6%	13.1%	47.6%	12.4%

Table 28: Results from the brand purchase intention questions post in-kind cause related marketing donation

The mean was then calculated from these five questions to find the participant's overall brand purchase intention.

Statistics		Purchase intention pre cause related marketing	Purchase intention post in-kind donation
N	Valid	145	145
	Missing	0	0
Mean		4.8579	4.8979
Std. Deviation		1.30531	1.34621
Minimum		1.60	1.00
Maximum		7.00	7.00

Table 29: Impression of purchase intention pre and post an in-kind donation

As can be seen in table 29 the mean result is very similar (pre purchase intention 4.8579 and post-purchase intention after in-kind cause related marketing donation at

4.8979). Next to visualise the two paired variables further, a histogram can be produced from the difference.

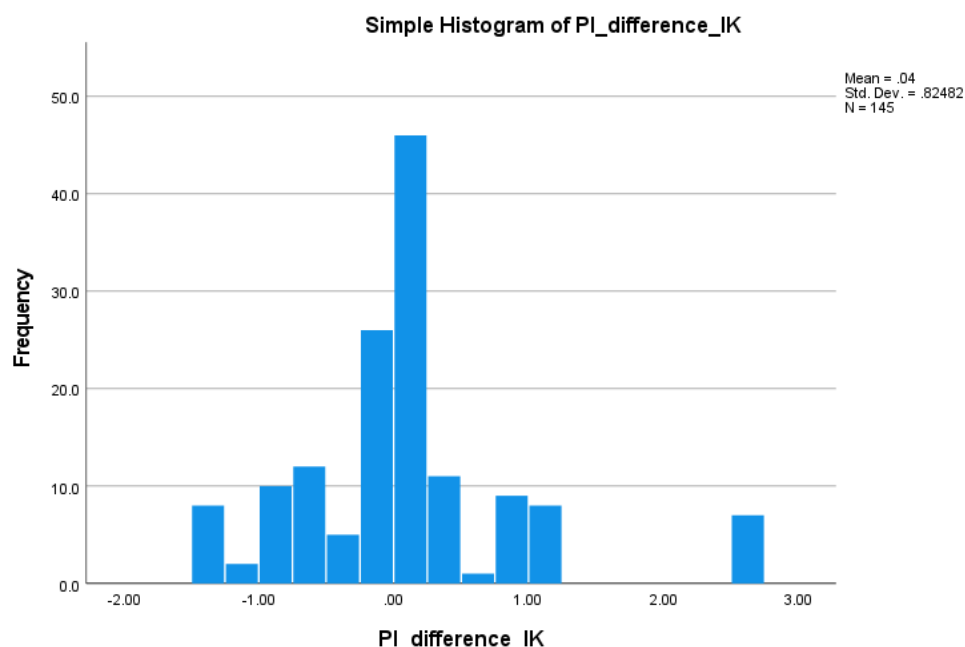


Figure 28: Histogram showing the difference in attitude post in-kind donation

As can be seen in the histogram (figure 28), overall, many participants have hardly any attitude change. However, it is worth noting from this histogram that some participants have had a noticeable positive change in their purchase intention post campaign. This is negated however by quite a few consumers on the other hand experiencing a smaller negative change in their purchase intention. Therefore, from these initial impressions and charts it is so far looking unlikely that an in-kind cause related donation will overall significantly affect the consumer's pre cause related marketing campaign purchase intention. This can now be tested statistically using a paired samples t-test.

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE IMPACT ON GENERATION Z

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Purchase intention post in-kind	4.8979	145	1.34621	.11180
	Purchase intention pre CrM	4.8579	145	1.30531	.10840

Paired Samples Correlations

		N	Correlation	Significance One-Sided p	Two-Sided p
Pair 1	Purchase intention post in-kind & Purchase intention pre CrM	145	.807	<.001	<.001

Paired Samples Test

		Paired Differences								Significance
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	Purchase intention post in-kind - Purchase intention pre CrM	.04000	.82482	.06850	-.09539	.17539	.584	144	.280	.560

Paired Samples Effect Sizes

			Standardizer ^a	Point Estimate	95% Confidence Interval	
					Lower	Upper
Pair 1	Purchase intention post in-kind - Purchase intention pre CrM	Cohen's d	.82482	.048	-.114	.211
		Hedges' correction	.82698	.048	-.114	.211

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation of the mean difference.

Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 30: Set of paired sample statistic tables for in-kind donation purchase intention

As can be seen from table set 30, $t(144) = 0.584$, $p = .560$, therefore as p is above the usual 0.05 threshold there is no statistical significance. Following Cohen's (1988)'s guide 0.560 is a moderate effect size. The standard deviation falls in acceptable range at 0.825. With $r = .807$ there is a positive correlation in favour of the purchase intentions before the cause related marketing scenario with and in-kind donation frame, indicating as with the previous variable of attitude, that cause related marketing may not be an effective use of marketing budget to try and increase purchase intention amongst Generation Z consumers. Therefore, in summary the statistical analysis showed that there was a moderate but not significant difference between participant's purchase intention post in-kind donation.

4.2.2.2 Monetary donation and purchase intention

Now the five Likert-scale questions for purchase intention measurement post monetary donation were input into SPSS. The frequency table for each question is as follows:

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE
IMPACT ON GENERATION Z

Brand Purchase Intention Post Monetary Donation

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
“I would definitely purchase brand x”	Count	6	6	15	32	25	43	18
	Column N %	4.1%	4.1%	10.3%	22.1%	17.2%	29.7%	12.4%
“I definitely intend to purchase brand x”	Count	2	9	9	53	21	34	17
	Column N %	1.4%	6.2%	6.2%	36.6%	14.5%	23.4%	11.7%
“I have a high interest in purchasing a x”	Count	2	5	9	60	21	35	13
	Column N %	1.4%	3.4%	6.2%	41.4%	14.5%	24.1%	9.0%
“I will definitely buy brand x”	Count	6	3	14	51	23	31	17
	Column N %	4.1%	2.1%	9.7%	35.2%	15.9%	21.4%	11.7%
“I would probably buy brand x”	Count	2	5	1	15	42	64	16
	Column N %	1.4%	3.4%	0.7%	10.3%	29.0%	44.1%	11.0%

Table 31: Results from the brand purchase intention questions post monetary cause related marketing donation

The mean was then calculated from these five questions to find the participant's overall brand purchase intention.

Statistics		Purchase intention pre cause related marketing	Purchase intention post monetary donation
N	Valid	145	145
	Missing	0	0
Mean		4.8579	4.8703
Std. Deviation		1.30531	1.28312
Minimum		1.60	1.00
Maximum		7.00	7.00

Table 32: Impression of purchase intention pre and post a monetary donation

As can be seen in table 32 the mean result is similar (4.8579 pre purchase intention and 4.8703 post monetary cause related marketing donation). Next to visualise the two paired variables further a histogram was created.

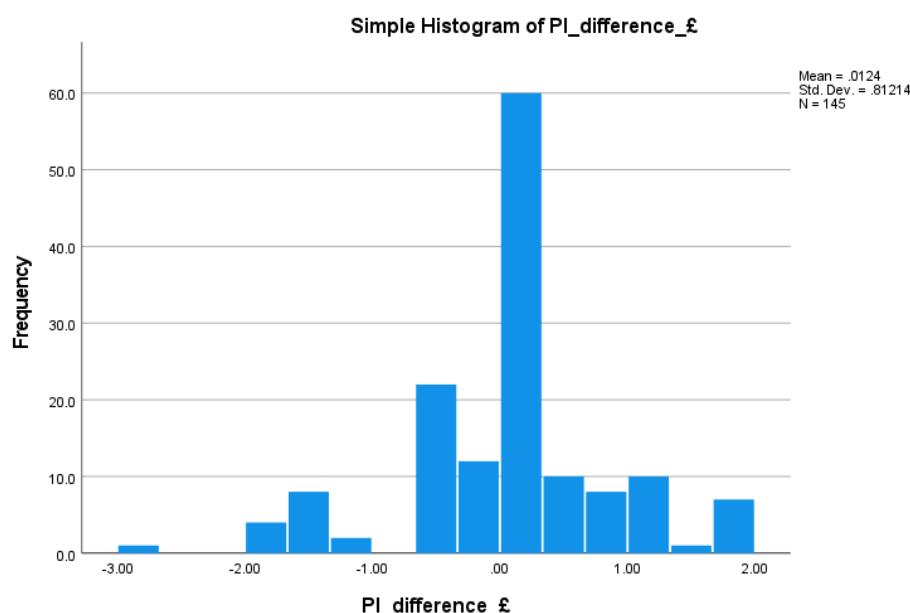


Figure 29: Histogram showing the difference in attitude post monetary donation

As can be seen in the histogram (figure 29), overall, many participants have barely any attitude change. However once again it is worth noting from this histogram that there are some participants who have had a noticeable positive change in their purchase intention post campaign. This is once again negated by a few participants on the other hand experiencing a small negative change in their purchase intention. Therefore, from these initial impressions and charts it is so far looking unlikely that a monetary cause related marketing donation will overall significantly affect the consumer's pre cause related marketing campaign purchase intention. This can now be tested statistically using a paired samples t-test.

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE IMPACT ON GENERATION Z

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Purchase intention post monetary	4.8703	145	1.28312	.10656
	Purchase intention pre CrM	4.8579	145	1.30531	.10840

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Purchase intention post monetary & Purchase intention pre CrM	145	.803	<.001	<.001

Paired Samples Test

		Paired Differences					Significance		
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	
					Lower	Upper			
Pair 1	Purchase intention post monetary - Purchase intention pre CrM	.01241	.81214	.06744	-.12089	.14572	.184	144	.854

Paired Samples Effect Sizes

		Standardizer ^a		Point Estimate	95% Confidence Interval	
					Lower	Upper
Pair 1	Purchase intention post monetary - Purchase intention pre CrM	Cohen's d	.81214	.015	-.148	.178
		Hedges' correction	.81426	.015	-.147	.178

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation of the mean difference.

Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 33: Set of paired sample statistic tables for monetary donation purchase intention

As can be seen from table set 33, $t(144) = 0.184$, $p = .854$, therefore as p is above the usual 0.05 threshold there is no statistical significance. Following Cohen's (1988)'s guide 0.81 is a strong effect size. As the standard deviation is at 0.812 it is within an acceptable range. With $r = 0.803$ there is a positive correlation, indicating that once again using cause related marketing does not have a positive effect on Generation Z's purchase intentions and other marketing techniques should be sought by brands desiring this outcome. Therefore, in summary the statistical analysis showed that there was a strong but not significant difference between participant's purchase intention post monetary donation.

4.2.1.3 Donation frame and purchase intention summary

In summary the analysis has shown that there is no statistical significance between pre brand purchase intention and post cause related marketing brand purchase intention for neither the in-kind donation frame nor the monetary donation frame. This indicates that for brands seeking to improve the purchase intention of their

brand amongst Generation Z consumers this cause related marketing would not be an effective marketing technique. The hypotheses which corresponded to this were:

H2: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer intentions than if the donation is monetary.

H2a: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer purchase intentions than if the donation is monetary.

The result of the analysis does not support either hypothesis and it is therefore leads to the rejection of H2a and causes H2 to have at least a partial rejection.

4.2.3 Donation frame and Word-of-Mouth

The third variable to be analysed in this first stage of the analysis is that of the participant's word-of-mouth intention towards the brand which corresponds with hypothesis 2 and more specifically hypothesis 2b:

H2: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer intentions than if the donation is monetary.

H2b: Donations framed as an in-kind donation have a more positive effect on word-of-mouth intentions amongst Generation Z than if the donation is monetary.

The analysis of the in-kind donation frame on the participants word-of-mouth intention is now discussed, followed by the monetary donation frame and this is then briefly summarised before moving onto the consideration of donation magnitude perception at the end of stage 1.

4.2.3.1 In-kind donation and word-of-mouth intention

Now the three Likert-scale questions for word-of-mouth intention measurement post in-kind donation were input into SPSS. The frequency table for each question is shown as Table 34, followed by a graphical representation.

Word of Mouth Intention Post In-Kind Donation

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
“I would recommend brand x to someone who seeks my advice”	Count	0	7	6	29	19	67	17
	Column N %	0.0%	4.8%	4.1%	20.0%	13.1%	46.2%	11.7%
“I say positive things about brand x to other people”	Count	0	5	6	51	16	58	9
	Column N %	0.0%	3.4%	4.1%	35.2%	11.0%	40.0%	6.2%
“I would generally recommend brand x to others”	Count	2	4	6	19	34	67	13
	Column N %	1.4%	2.8%	4.1%	13.1%	23.4%	46.2%	9.0%

Table 34: Results from brand word-of-mouth intention questions post in-kind cause related marketing donation

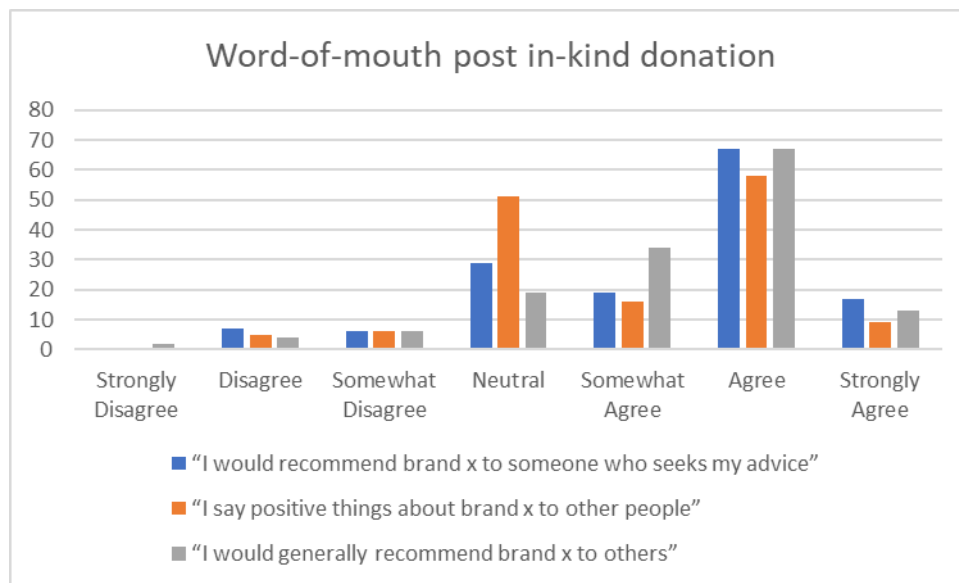


Figure 30: bar chart illustrating word-of-mouth after cause related marketing with an in-kind donation frame

The mean was then calculated from these three questions to find the participant's overall brand word of mouth intention. Figure 31 shows a parallel co-ordinates chart for the change in word-of-mouth intention caused by the cause related marketing campaign with an in-kind donation frame. In a parallel co-ordinates chart each participant is assigned their own line showing their pre and post score (If an

individual's scores correspond to another individuals choices only one line will show as they will be overlapped, for example, if 10 participant's attitudes change from an attitude score of 5 to 6 then only one line will be visible for all 10 participants).

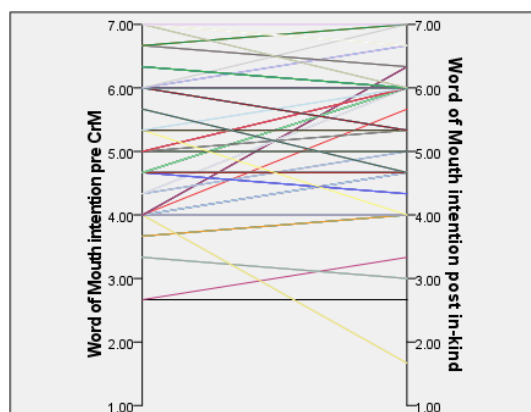


Figure 31: Parallel co-ordinates chart showing the change in word-of-mouth after cause related marketing with an in-kind donation frame

		Statistics	
		Word of mouth intention pre cause related marketing	Word of mouth intention post in- kind donation
N	Valid	145	145
	Missing	0	0
Mean		4.9333	5.1816
Std. Deviation		1.04793	1.10762
Minimum		2.67	1.67
Maximum		7.00	7.00

Table 35: Impression of word-of-mouth pre and post an in-kind donation

As can be seen in table 35 the mean result has a degree of variance, with the word of mouth mean post in-kind donation being higher at 5.1816 than the pre mean of 4.9333, meaning that the word-of-mouth post in-kind donation may be generally higher among the participants. However, in contraction to this the minimum level out of all the participants is 1.0 lower post in-kind donation which shows that there may be some variance within the participant group. Next to visualise the two paired variables further, a scatterplot and a histogram can be created.

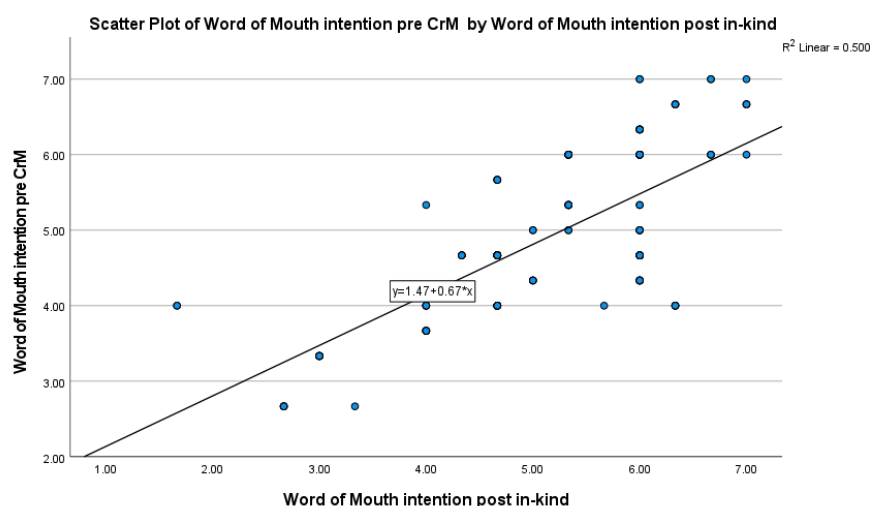


Figure 32: Scatterplot of word-of-mouth pre cause related marketing vs post in-kind donation

As can be seen in the scatterplot (figure 32), although in many cases appears to be very little difference, it does also show several cases of increased positives above the reference line, especially for the cases which were more positively inclined initially. This indicates that there may potentially be a significant difference.

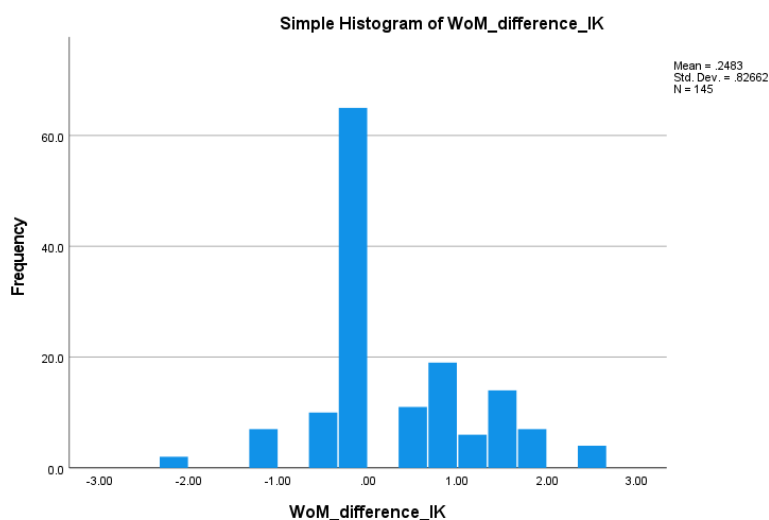


Figure 33: Histogram showing the difference in word-of-mouth post in-kind donation

The histogram (figure 33) also indicates many cases of a rise in positive word of mouth post in-kind donation scenario. However, this may be negated by the high number of participants who have a weakly negative change in word-of-mouth post in-kind donation (a decrease of less than 0.5). Therefore, the t-test is required to assess if there is a significant change in word of mouth.

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE
IMPACT ON GENERATION Z

Paired Samples Statistics									
		Mean	N	Std. Deviation	Std. Error Mean				
Pair 1	Word of Mouth intention post in-kind	5.1816	145	1.10762	.09198				
	Word of Mouth intention pre CrM	4.9333	145	1.04793	.08703				

Paired Samples Correlations									
		N	Correlation	Significance					
				One-Sided p	Two-Sided p				
Pair 1	Word of Mouth intention post in-kind & Word of Mouth intention pre CrM	145	.707	<.001	<.001				

Paired Samples Test									
		Paired Differences							
				95% Confidence Interval of the Difference				Significance	
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	
									One-Sided p
									Two-Sided p
Pair 1	Word of Mouth intention post in-kind - Word of Mouth intention pre CrM	.24828	.82662	.06865	.11259	.38396	3.617	144	<.001
									<.001

Paired Samples Effect Sizes									
		Standardizer ^a		Point Estimate	95% Confidence Interval				
					Lower	Upper			
Pair 1	Word of Mouth intention post in-kind - Word of Mouth intention pre CrM	Cohen's d	.82662	.300	.133	.466			
		Hedges' correction	.82878	.300	.133	.465			

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 36: Set of paired sample statistic tables for in-kind donation word-of-mouth

Word-of-mouth post in-kind donation and word-of-mouth pre cause related marketing were strongly correlated ($r = 0.707$, $p < 0.001$). As can be seen from table 36, $t(144) = 3.617$, $p = <.001$, therefore as p is below the usual 0.05 threshold there is statistical significance. Following Cohen's (1988)'s guide 0.83 is a strong effect size. On average, word-of-mouth post in-kind donation scores were 0.2483 points higher than word-of-mouth pre cause related marketing. As the standard deviation is at 0.826 this is acceptable. Thus, in summary the statistical analysis showed that there was a strong and significant difference between participant's word-of-mouth post in-kind donation. This suggests that brands seeking to improve the word-of-mouth amongst Generation Z consumers should consider using cause related marketing with an in-kind donation frame.

4.2.3.2 Monetary donation and word of mouth intention

Next the three Likert-scale questions for word-of-mouth intention measurement post monetary donation were input into SPSS. The frequency table for each question is shown as table 37, followed by a graphical representation.

Word of Mouth Intention Post Monetary Donation

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I would recommend brand x to someone who seeks my advice"	Count	0	6	8	43	19	53	16
	Column N %	0.0%	4.1%	5.5%	29.7%	13.1%	36.6%	11.0%
"I say positive things about brand x to other people"	Count	0	2	10	54	11	51	17
	Column N %	0.0%	1.4%	6.9%	37.2%	7.6%	35.2%	11.7%
"I would generally recommend brand x to others"	Count	0	7	7	23	26	65	17
	Column N %	0.0%	4.8%	4.8%	15.9%	17.9%	44.8%	11.7%

Table 37: Results from brand word-of-mouth intention questions post monetary cause related marketing donation

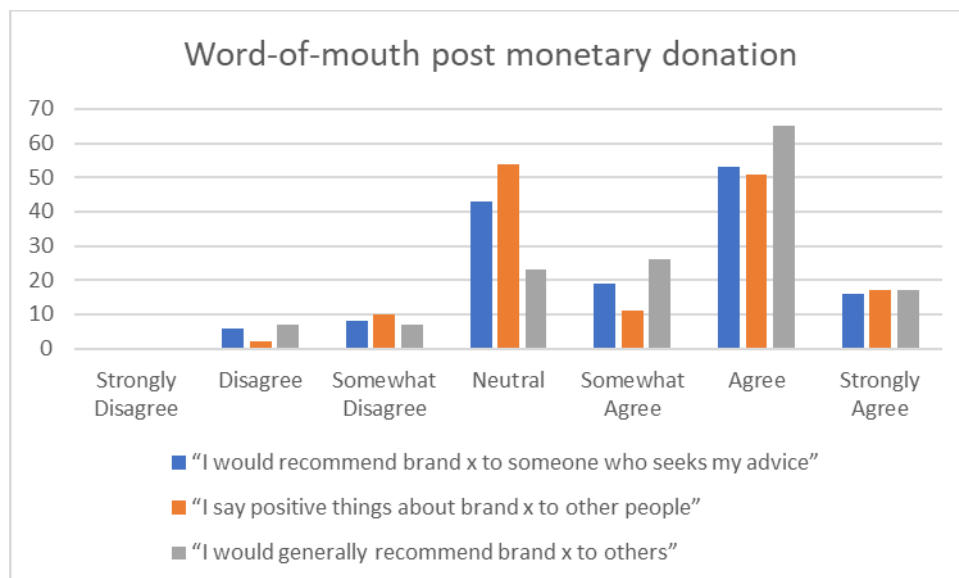


Figure 34: bar chart illustrating word-of-mouth after cause related marketing with a monetary donation frame

The mean was then calculated from these three questions to find the participant's overall brand word of mouth intention. Figure 35 shows a parallel co-ordinates chart for the change in word-of-mouth intention caused by the cause related marketing campaign with a monetary donation frame.

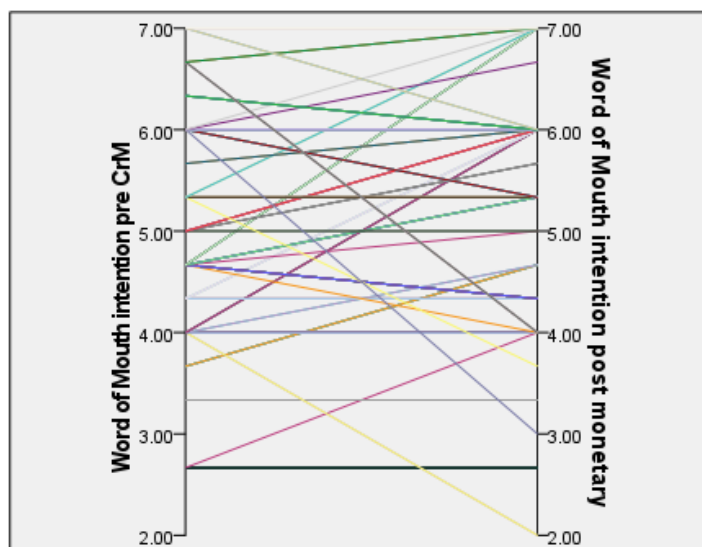


Figure 35: Parallel co-ordinates chart showing the change in word-of-mouth after cause related marketing with a monetary donation frame

Statistics		Word of mouth intention pre cause related marketing	Word of mouth intention post monetary donation
N	Valid	145	145
	Missing	0	0
Mean		4.9333	5.1241
Std. Deviation		1.04793	1.16861
Minimum		2.67	2.00
Maximum		7.00	7.00

Table 38: Impression of word-of-mouth pre and post a monetary donation

As can be seen in table 38 the mean result has a degree of variance, with the word of mouth mean post monetary donation being higher at 5.1241 than the pre mean of 4.9333, meaning that the word-of-mouth post monetary donation may be generally higher among the participants. However, in contraction to this the minimum level out of all the participants is 0.67 lower post monetary donation indicating that there may

be some variance within the participant group. This larger mean with a contradicting lower minimum post cause related marketing donation was also seen with the in-kind donation frame previously. Next to visualise the two paired variables further, a scatterplot and a histogram can be created.

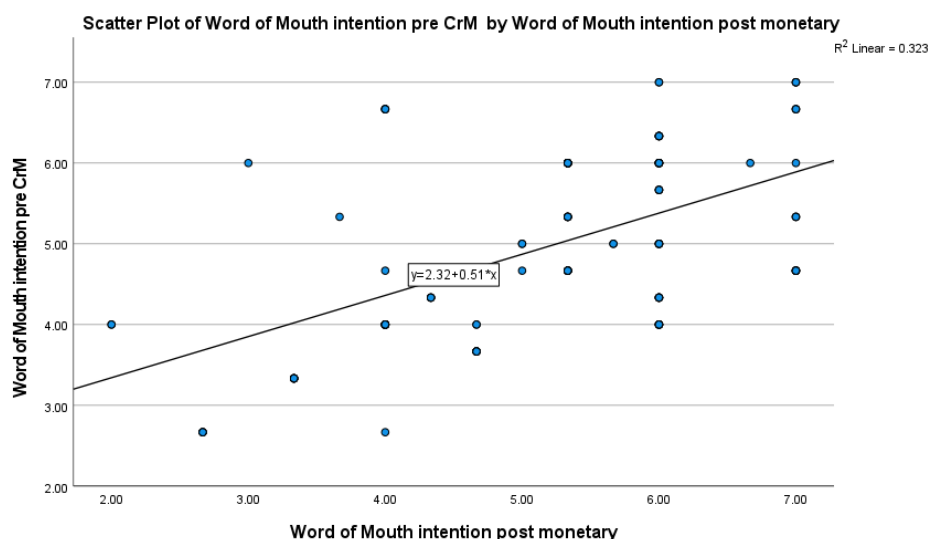


Figure 36: Scatterplot of word-of-mouth pre cause related marketing vs post monetary donation

As can be seen in the scatterplot (figure 36), there is a wide distribution of the plots both above and below the line, there is also indication of a large change in word of mouth displayed among individuals due to the distance of many of the plots from the reference line, thus there may potentially be a significant difference.

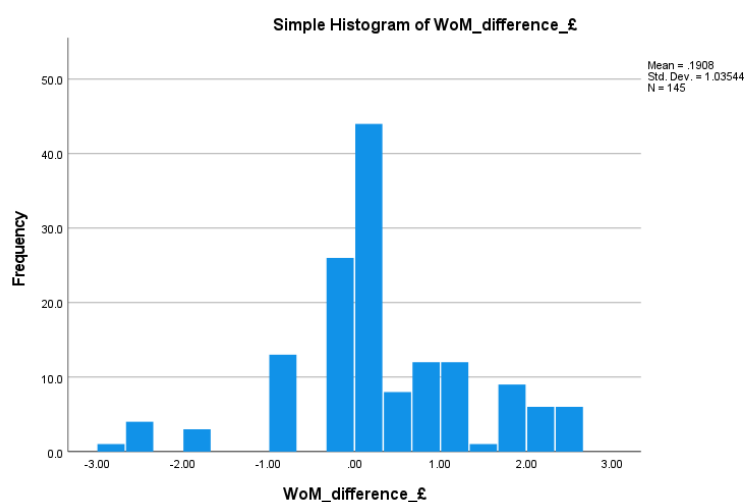


Figure 37: Histogram showing the difference in word-of-mouth post monetary donation

The histogram (figure 37) also supports the scatterplot and indicates many cases of a rise in positive word of mouth post monetary donation scenario. The t-test is required to assess if there is a significant change in word of mouth, however from the initial impression and the visual representations it is likely.

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Word of Mouth intention post monetary	5.1241	145	1.16861	.09705
	Word of Mouth intention pre CrM	4.9333	145	1.04793	.08703

Paired Samples Correlations				
		N	Correlation	Significance One-Sided p Two-Sided p
Pair 1	Word of Mouth intention post monetary & Word of Mouth intention pre CrM	145	.568	<.001 <.001

Paired Samples Test									
		Paired Differences				Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower Upper	t	df	One-Sided p	Two-Sided p
Pair 1	Word of Mouth intention post monetary - Word of Mouth intention pre CrM	.19080	1.03544	.08599	.02084 .36077	2.219	144	.014	.028

Paired Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval	
Pair 1	Word of Mouth intention post monetary - Word of Mouth intention pre CrM	Cohen's d	1.03544	.184	.020 .348
		Hedges' correction	1.03815	.184	.020 .347

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 39: Set of paired sample statistic tables for monetary donation word-of-mouth

Word-of-mouth post monetary donation and word-of-mouth pre cause related marketing were strongly correlated ($r = 0.568$, $p < 0.001$). As can be seen from table 39, $t(144) = 2.219$, $p = .028$, therefore as p is below the usual 0.05 threshold there is statistical significance. Following Cohen's (1988)'s guide 1.04 is a strong effect size. On average, word-of-mouth post monetary donation scores were 0.19080 points higher than word-of-mouth pre cause related marketing. Thus, in summary the statistical analysis showed that there was a strong and significant difference between participant's word-of-mouth post monetary donation. Therefore, this suggests that brands seeking an improved word-of-mouth intention should consider using cause related marketing with a monetary donation frame.

4.2.1.3 Donation frame and word of mouth intention summary

In summary the analysis has shown that there is statistical significance between pre brand word of mouth intention and post cause related marketing brand word of mouth intention for both the in-kind donation frame and the monetary donation frame. The effect size is strong for both donation frames and therefore this illustrates the strong potential for cause related marketing campaigns with both donation types to improve the brands word of mouth. The hypotheses which corresponded to this were:

H2: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer intentions than if the donation is monetary.

H2b: Donations framed as an in-kind donation have a more positive effect on word-of-mouth intentions amongst Generation Z than if the donation is monetary.

The results of the analysis support part b of hypothesis two as the donation framed as in-kind did have a more positive effect on Generation Z word-of-mouth intentions than when the donation was framed as a set monetary amount.

The result of the analysis does support hypothesis 2 as donations framed with an in-kind donation frame were found to have a more positive effect on Generation Z's word-of-mouth intentions than the pre cause related marketing word-of-mouth intentions, as well as the in-kind donation proving slightly more positive with 0.0575 more points than the monetary donation frame. However, as no positive effect was found on purchase intentions, hypothesis 2 can only be partially supported.

4.2.4 Donation frame and perceived magnitude of the donation

The final part of the stage one analysis is concerned with a direct comparison between the in-kind and monetary donation with regards to which donation frame the participants feel has the higher magnitude. This corresponds with hypothesis 3:

H3: Donations framed as an in-kind donation will have a more positive effect on consumer donation magnitude perceptions than if the donation is monetary

4.2.4.1 Perception that the donation is reasonable

To begin the analysis as to the participant's perception of donation magnitude, whether the participant feels the donation made in the scenario was reasonable is investigated. The tables below show the Likert-scale data from the 145 participants, along with the calculated percentage of participants who chose each Likert-scale point.

		Perception that the donation is reasonable						
		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
Post in-kind donation scenario perception of how reasonable the donation made was	Count	0	5	0	10	36	58	36
	Column N %	0.0%	3.4%	0.0%	6.9%	24.8%	40.0%	24.8%
Post monetary donation scenario perception of how reasonable the donation made was	Count	4	0	10	17	31	60	23
	Column N %	2.8%	0.0%	6.9%	11.7%	21.4%	41.4%	15.9%

Table 40: Participant perception of if the cause related marketing donation is reasonable

The results show that most participants (89.6%) found the in-kind donation to be reasonable to some extent by agreeing to varying degrees. Only 3.4% of participants disagreed that the donation was reasonable. Likewise, most participants (78.7%) found the monetary donation to be reasonable to some extent by agreeing to varying degrees. Only 9.7% of participants disagreed that the donation was reasonable. Although largely positive, in comparison to the in-kind donation more participants found the monetary donation to be unreasonable. The number of participants who were also undecided as to if the donation was reasonable was also larger for the monetary donation.

4.2.4.2 Donation satisfaction

The next stage of the analysis as to the participant's perception of donation magnitude was whether the participant feels the donation made in the scenario was satisfactory. The tables below show the Likert-scale data from the 145 participants, along with the calculated percentage of participants who chose each Likert-scale point.

Perception that the donation is satisfactory

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
Post in-kind donation scenario perception of how satisfactory the donation made was	Count	0	0	0	14	35	54	42
	Column N %	0.0%	0.0%	0.0%	9.7%	24.1%	37.2%	29.0%
Post monetary donation scenario perception of how satisfactory the donation made was	Count	4	6	10	17	27	57	24
	Column N %	2.8%	4.1%	6.9%	11.7%	18.6%	39.3%	16.6%

Table 41: Participant perception of if the cause related marketing donation was satisfactory

The results show that most participants (90.3%) found the in-kind donation to be satisfactory to some extent by agreeing to varying degrees. None of the 145 participants felt that the donation was unsatisfactory, with the remaining 9.7% undecided. Most participants (73.5%) found the monetary donation to be satisfactory to some extent by agreeing to varying degrees. Only 13.8% of participants found the donation to be unsatisfactory. Although largely positive, in comparison to the in-kind donation more participants found the monetary donation to be unsatisfactory. The number of participants who were undecided as to if the donation was satisfactory was more similar between donation frame, although again more participants were unsure as to how satisfactory the monetary donation was.

4.2.4.3 Overall perception of donation magnitude

The parallel co-ordinates chart in figure 38 shows participants overall perception of donation magnitude of in-kind donation frame vs. monetary donation frame, based on the mean perception (calculated from how reasonable the participant found the donation and how satisfactory they found the donation).

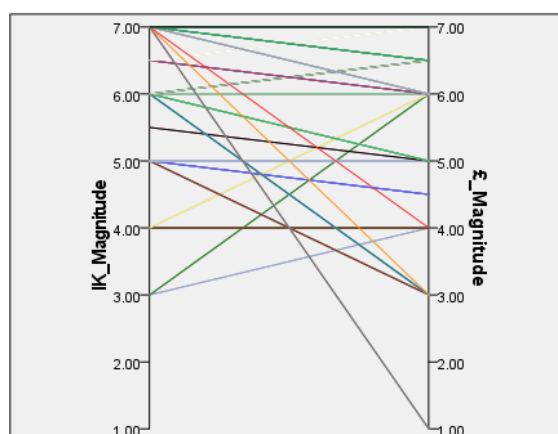


Figure 38: Parallel co-ordinates chart comparing perceived magnitude of in-kind donation vs monetary donation

The parallel co-ordinates chart initially indicates that there is a stronger inclination amongst the participants to view the in-kind donation frame as being of a larger magnitude than the monetary donation frame. Not all the trend lines are in alignment; however, the majority and indeed the more severe differences are angled towards an in-kind donation preference in terms of perceived magnitude.

Statistics			
		Perception of donation in-kind	Perception of donation monetary
N	Valid	145	145
	Missing	0	0
Mean		5.7897	5.3000
Std. Deviation		1.01323	1.37740
Minimum		3.00	1.00
Maximum		7.00	7.00

Table 42: Impression comparison of perceived magnitude of in-kind vs monetary donation

As can be seen in table 42 the mean results are both somewhat positive, with in-kind donation at 5.7897 and monetary donation at 5.3000, the standard deviation shows that there is a fair difference between the two donation frames with a 0.36 difference. The monetary donation also has a much more negative minimum of 1 (strongly negative), with the in-kind donation having a less negative minimum of 3 (somewhat negative).

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE IMPACT ON GENERATION Z

Paired Samples Statistics										
		Mean	N	Std. Deviation	Std. Error Mean					
Pair 1	Perception of donation in-kind	5.7897	145	1.01323	.08414					
	Perception of donation monetary	5.3000	145	1.37740	.11439					

Paired Samples Correlations										
		N	Correlation	Significance						
				One-Sided p	Two-Sided p					
Pair 1	Perception of donation in-kind & Perception of donation monetary	145	.334	<.001	<.001					

Paired Samples Test										
		Paired Differences								
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Significance	
					Lower	Upper			One-Sided p	Two-Sided p
Pair 1	Perception of donation in-kind - Perception of donation monetary	.48966	1.41110	.11719	.25803	.72128	4.178	144	<.001	<.001

Paired Samples Effect Sizes										
		Standardizer ^a		Point Estimate	95% Confidence Interval					
					Lower	Upper				
Pair 1	Perception of donation in-kind - Perception of donation monetary	Cohen's d	1.41110	.347	.179	.514				
		Hedges' correction	1.41479	.346	.178	.513				

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 43: Set of paired sample statistic tables for donation frame magnitude perception

In-kind donation frame and set monetary donation frame were strongly correlated ($r = 0.334$, $p < 0.001$). As can be seen from table 43, $t(144) = 4.178$, $p = < .001$, therefore as p is well below the usual 0.05 threshold there is a statistical significance in the difference between the two donation frames. Following Cohen's (1988)'s guide 1.41 is categorised as a very strong effect size. On average, in-kind donation scores were 0.48966 points higher than set monetary donation scores. Therefore, in summary the statistical analysis showed that there is a strong significant difference between participant's perception of donation magnitude between in-kind and monetary donation frame.

4.2.4.4 Donation frame magnitude perception summary

In summary the analysis has shown that there is statistical significance between the perceptions of donation magnitude between the two donation frames. The effect size is strong, and this illustrates that a donation can be seen as larger when framed as an in-kind donation.

The third hypothesis of this study was:

H3: Donations framed as an in-kind donation have a more positive effect on consumer donation magnitude perceptions than if the donation is monetary.

The result of the analysis supports this hypothesis, as the monetary donation frame was found to be seen as having a larger magnitude to a statistically significant extent.

4.3 Stage 2: Celebrity and donation frame

The second stage of this thesis is concerned with whether the change of the message source from that of the brand to that of a celebrity changes the consumers attitudes, intentions and donation magnitude perception and corresponds with research questions 2 and 3:

RQ2: Does the use of celebrity endorsement in a cause related marketing campaign significantly influence attitudes and purchase intentions for Generation Z consumers?

RQ3: Does celebrity endorsement in cause related marketing act as a mediating variable of the effectiveness of donation frame in terms of the attitudes and purchase intention of Generation Z consumers?

4.3.1 Celebrity, donation frame and attitude

The first variable to be analysed in this second stage of the analysis is that of the participant's brand attitude, which corresponds with hypothesis 4:

H4: The presence of celebrity has a positive effect on Generation Z consumer attitudes.

The analysis of the celebrity with an in-kind donation frame on the participants attitude is now discussed, followed by the celebrity with a monetary donation frame and this is then briefly summarised before moving onto the next variable in stage 2.

4.3.1.1 Celebrity, in-kind donation and attitude

First the participant's attitude is analysed in an in-kind donation scenario in comparison between the brand as the message source and the celebrity as the

message source. The three Likert-scale questions for attitude measurement post in-kind donation with a celebrity message source were then input into SPSS. The frequency table for each question is as follows:

Brand Attitude Post In-Kind Donation with Celebrity		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
“I like brand x”	Count	0	2	0	29	27	70	17
	Column N	0.0%	1.4%	0.0%	20.0%	18.6%	48.3%	11.7%
	%							
“I associate positive things with brand x”	Count	0	0	0	34	33	61	17
	Column N	0.0%	0.0%	0.0%	23.4%	22.8%	42.1%	11.7%
	%							
“I find brand x favourable”	Count	0	3	0	49	21	52	20
	Column N	0.0%	2.1%	0.0%	33.8%	14.5%	35.9%	13.8%
	%							

Table 44: Results from the brand attitude questions post in-kind donation with celebrity message source

The mean was then calculated from these three questions to find the participant's overall brand attitude.

		Statistics	
		Brand attitude post in-kind donation with brand source	Brand attitude post in-kind donation with celebrity source
N	Valid	145	145
	Missing	0	0
Mean		5.3379	5.3770
Std. Deviation		1.16002	.98621
Minimum		2.00	2.67
Maximum		7.00	7.00

Table 45: Impression comparison of message source with an in-kind donation on attitude

The impression comparison (as seen in table 45) shows that the overall means of the responses was somewhat positive, however both were very similar between the two message sources (at 5.3379 for the brand as the message source and at 5.3770 for the celebrity as the message source). The standard deviation however represents the large overall variance between the participants as to their attitude level. The minimum attitude among the participants is also lower for the brand as the source,

with the minimum rising to 2.67 when the celebrity was the source of the message. There was no indication from this impression table that there is statistical significance in the attitude change between the message sources for an in-kind cause related marketing donation scenario.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Celeb_IK_Attitude	5.3770	145	.98621	.08190
	Brand attitude post in-kind	5.3379	145	1.16002	.09633

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Celeb_IK_Attitude & Brand attitude post in-kind	145	.761	<.001	<.001

Paired Samples Test

		Paired Differences							Significance	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	Celeb_IK_Attitude - Brand attitude post in-kind	.03908	.76022	.06313	-.08571	.16387	.619	144	.268	.537

Paired Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval		
				Lower	Upper	
Pair 1	Celeb_IK_Attitude - Brand attitude post in-kind	Cohen's d	.76022	.051	-.112	.214
		Hedges' correction	.76221	.051	-.111	.214

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 46: Set of paired sample statistic tables for in-kind donation attitude, brand vs celebrity source

As can be seen from table 46, $t(144) = 0.619$, $p = .537$, therefore as p is well above the usual 0.05 threshold there is no statistical significance. Following Cohen's (1988)'s guide 0.76 is a moderate effect size. Thus, in summary the statistical analysis showed that there was a moderate but not significant difference between participant's attitude for an in-kind cause related marketing donation between brand and celebrity message source. On average, attitudes post in-kind donation from a celebrity message source were only 0.03908 points higher than with the brand as the message source, therefore indicating that this would not be a good investment for the brand to include the additional cost (either payment or resourcing or both) from the marketing budget to obtain a celebrity source if the intention was to improve Generation Z brand attitudes.

4.3.2 Celebrity, monetary donation and Attitude

Now the participant's attitude is analysed in a monetary donation scenario in comparison between the brand as the message source and the celebrity as the message source. The three Likert-scale questions for attitude measurement post monetary donation with a celebrity message source were then input into SPSS. The frequency table for each question is as follows:

Brand Attitude Post Monetary Donation with Celebrity

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I like brand x"	Count	0	2	1	23	23	71	25
	Column N %	0.0%	1.4%	0.7%	15.9%	15.9%	49.0%	17.2%
"I associate positive things with brand x"	Count	0	2	5	27	25	57	29
	Column N %	0.0%	1.4%	3.4%	18.6%	17.2%	39.3%	20.0%
"I find brand x favourable"	Count	0	6	5	35	26	48	25
	Column N %	0.0%	4.1%	3.4%	24.1%	17.9%	33.1%	17.2%

Table 47: Results from the brand attitude questions post monetary donation with celebrity message source

The mean was then calculated from these three questions to find the participant's overall brand attitude.

Statistics

		Brand attitude post monetary with brand source	Brand attitude post monetary with celebrity source
N	Valid	145	145
	Missing	0	0
Mean		5.3609	5.4529
Std. Deviation		1.10450	1.09126
Minimum		1.67	2.00
Maximum		7.00	7.00

Table 48: Impression comparison of message source with a monetary donation on attitude

The impression comparison (as seen in table 48) shows that the overall means of the responses were somewhat positive, but they were very similar between the two

message sources (at 5.3609 for the brand as the message source and at 5.4529 for the celebrity as the message source). The standard deviation also shows little variance between the two message sources. However, the minimum attitude among the participants is lower for the brand as the source, with the minimum rising to 2.0 from 1.67 when the celebrity was the source of the message.

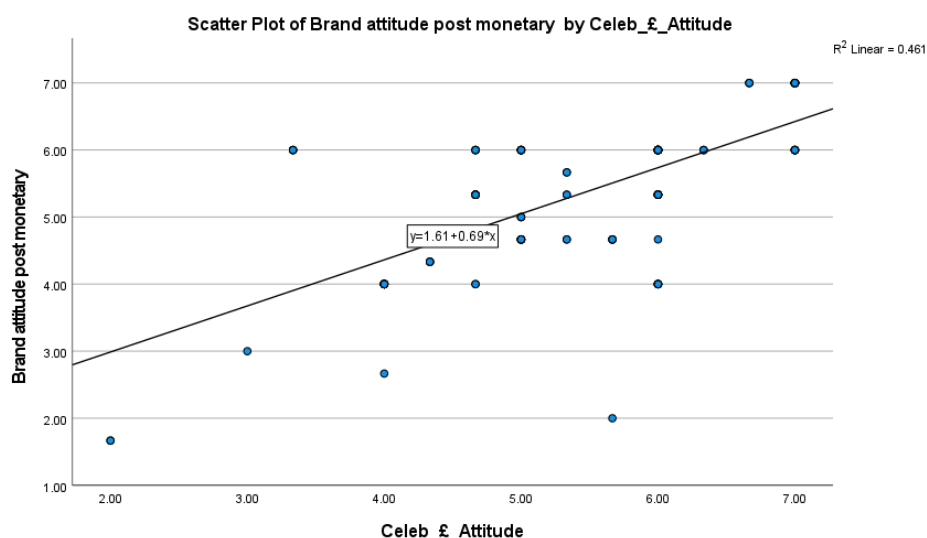


Figure 39: Scatterplot of monetary donation attitude, Brand vs Celebrity source

The scatterplot shows overall little variance in the participants attitude between the two message sources, supporting the initial impression of the data.

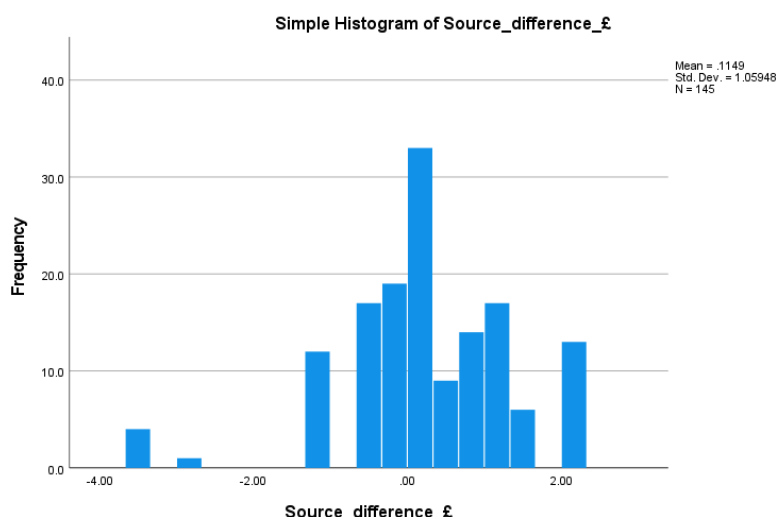


Figure 40: Histogram of monetary donation attitude, Brand vs Celebrity source

The histogram additionally echoes the initial impression and the scatterplot, showing the large spike in participants with a minimal change in attitude (less than 1) in both

positive and negative direction, as well as some participants experiencing a slightly higher change in attitude, again in both positive and negative directions, although slightly more so in the positive direction. The large number of participants with very little change indicates however that it is unlikely that there is statistical significance in the attitude change between the message sources for a monetary cause related marketing donation scenario.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Celeb_£_Attitude	5.4529	145	1.09126	.09062
	Brand attitude post in-kind	5.3379	145	1.16002	.09633

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Celeb_£_Attitude & Brand attitude post in-kind	145	.559	<.001	<.001

Paired Samples Test

		Paired Differences				Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	
					Lower	Upper			
Pair 1	Celeb_£_Attitude - Brand attitude post in-kind	.11494	1.05948	.08799	-.05897	.28885	1.306	144	.097
									.194

Paired Samples Effect Sizes

		Standardizer ^a		Point Estimate	95% Confidence Interval	
					Lower	Upper
Pair 1	Celeb_£_Attitude - Brand attitude post in-kind	Cohen's d	1.05948	.108	-.055	.272
		Hedges' correction	1.06225	.108	-.055	.271

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation of the mean difference.

Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 49: Set of paired sample statistic tables for monetary donation attitude, brand vs celebrity source

As can be seen from table set 49, $t(144) = 1.306$, $p = .194$, therefore as p is well above the usual 0.05 threshold there is no statistical significance. Following Cohen's (1988)'s guide 1.06 is a strong effect size. Thus, in summary the statistical analysis showed that there was a strong but not statistically significant difference between participant's attitude for a monetary cause related marketing donation between brand and celebrity message source. On average, attitudes post in-kind donation with a celebrity message source were only 0.11494 points higher than the in-kind donation with the brand as the message source, once more suggesting that cause-related marketing with an in-kind donation frame are not the most suitable marketing

technique if the intention of the campaign is to improve brand attitude amongst Generation Z consumers.

4.3.1.3 Celebrity, donation frame and attitude summary

In summary the analysis has shown that there not a statistical significance between brand message source and celebrity message source with regards to attitude for both the in-kind donation frame and the monetary donation frame. The effect size does differ with the monetary donation coming out as strong and the in-kind donation being moderate in effect size; therefore, this illustrates the potential for celebrity message source monetary cause related marketing campaigns to have a slightly more noticeable effect on certain consumer segments attitude.

The fourth hypothesis of this study was:

H4: The presence of celebrity has a positive effect on Generation Z consumer attitudes.

The result of the analysis rejects this hypothesis, as the celebrity message source failed to generate a statistically significant change from that of the brand message source on consumer attitudes.

4.3.2 Celebrity, donation frame and purchase intention

The second variable to be analysed in this second stage of the analysis is that of the participant's purchase intention towards the brand with either a celebrity or brand message source, which corresponds with hypothesis 5 and more specifically hypothesis 5a:

H5: The presence of celebrity has a positive effect on Generation Z consumer intentions.

H5a: The presence of celebrity has a positive effect on Generation Z consumer purchase intentions.

The analysis of the in-kind donation frame with a celebrity or brand message source, on the participants purchase intention is now discussed, followed by the monetary

donation frame and this is then briefly summarised before moving onto the next variable in stage 2.

4.3.2.1 *Celebrity, in-kind donation and purchase intention*

The participant's purchase intention is now analysed for an in-kind donation scenario in comparison between the brand as the message source and the celebrity as the message source. The five Likert-scale questions for purchase intention measurement post monetary donation with a celebrity message source were then input into SPSS. The frequency table for each question shown in table 50, followed by a graphical representation.

**Brand Purchase Intention Post In-Kind Donation with
Celebrity**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I would definitely purchase brand x"	Count	6	1	12	27	25	54	20
	Column N %	4.1%	0.7%	8.3%	18.6%	17.2%	37.2%	13.8%
"I definitely intend to purchase brand x"	Count	6	3	14	36	23	40	23
	Column N %	4.1%	2.1%	9.7%	24.8%	15.9%	27.6%	15.9%
"I have a high interest in purchasing a x"	Count	2	7	8	53	11	45	19
	Column N %	1.4%	4.8%	5.5%	36.6%	7.6%	31.0%	13.1%
"I will definitely buy brand x"	Count	2	5	14	38	19	48	19
	Column N %	1.4%	3.4%	9.7%	26.2%	13.1%	33.1%	13.1%
"I would probably buy brand x"	Count	2	5	2	3	46	69	18
	Column N %	1.4%	3.4%	1.4%	2.1%	31.7%	47.6%	12.4%

Table 50: Results from the brand purchase intention questions post in-kind donation with celebrity message source

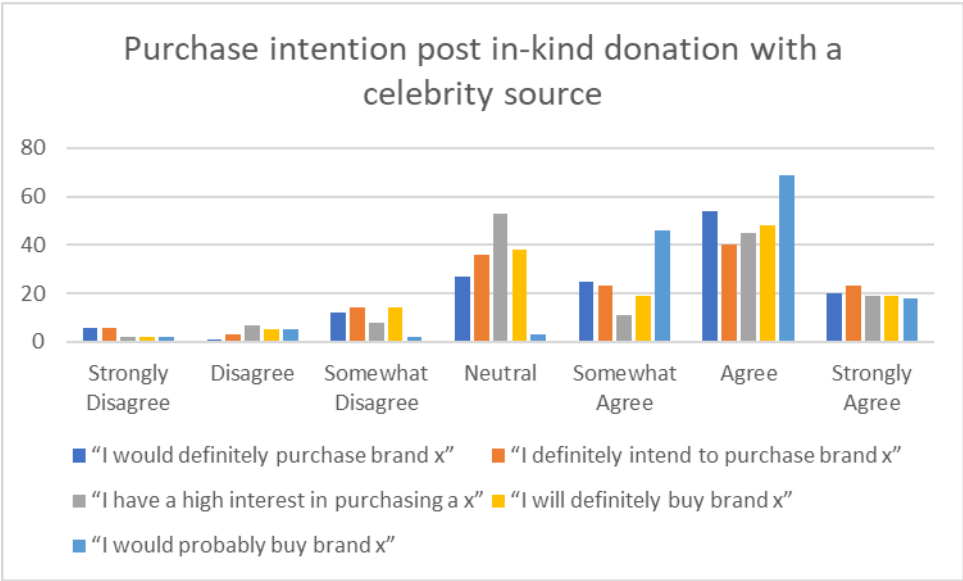


Figure 41: bar chart illustrating brand purchase intention after cause related marketing with an in-kind donation frame and a celebrity message source

The mean was then calculated from these five questions to find the participant's overall brand purchase intention. Figure 42 shows a parallel co-ordinates chart for the change in purchase intention caused by the cause related marketing campaign with an in-kind donation frame and celebrity source.

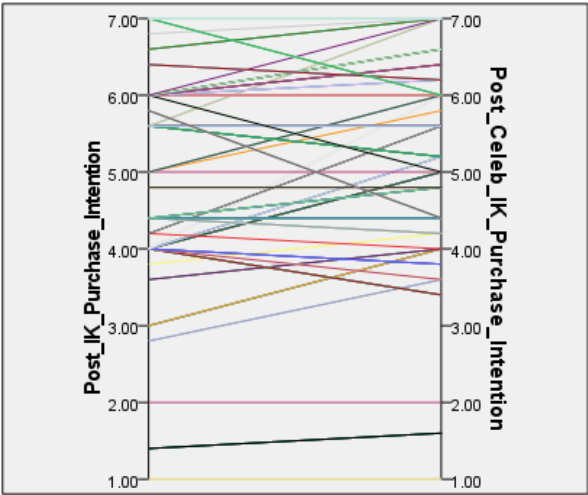


Figure 42: Parallel co-ordinates chart comparing sources with an in-kind donation on purchase intention

The parallel co-ordinate chart shows no initial overwhelming trend to the data, with many trend lines both inclining and declining between the two variables, the amount

of trend lines also illustrates the large difference between participant's opinion and strength of purchase intention.

Statistics		Purchase intention post in-kind donation with brand source	Purchase intention post in-kind donation with celebrity source
N	Valid	145	145
	Missing	0	0
Mean		4.8979	5.0855
Std. Deviation		1.34621	1.32366
Minimum		1.00	1.00
Maximum		7.00	7.00

Table 51: Impression comparison of message source with an in-kind donation on purchase intention

The impression comparison (as seen in table 51) shows that the overall means of the responses was somewhat varied between message source, at 4.8979 for the brand as the message source (Neutral range) and at 5.0855 (Somewhat positive) for the celebrity as the message source. However, the minimum and maximum purchase intention present is the same across sources.

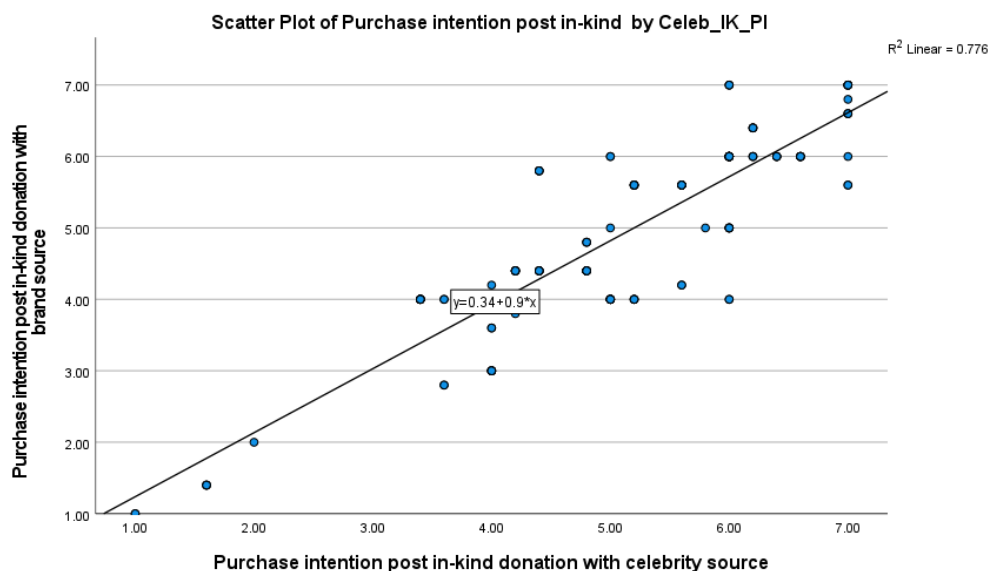


Figure 43: Scatterplot of in-kind donation purchase intention, Brand vs Celebrity source

The scatterplot also represents the heavy variance in the participant's attitude between the two message sources, supporting the initial impression of the data.

Katie Louise Leggett
CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE
IMPACT ON GENERATION Z

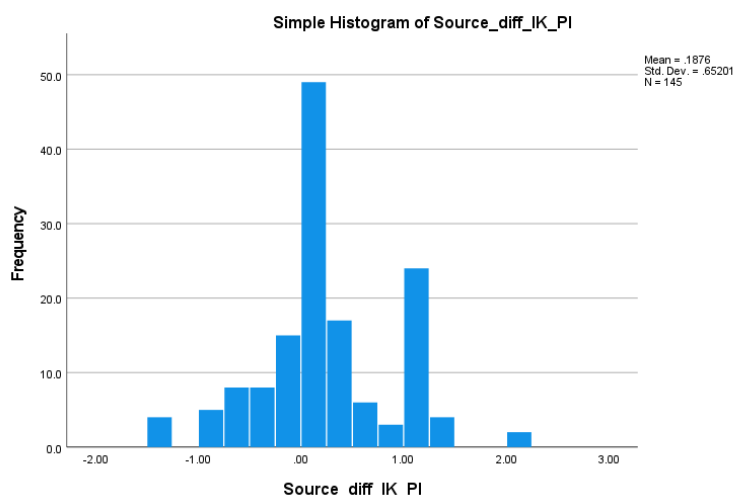


Figure 44: Histogram of in-kind donation purchase intention, Brand vs Celebrity source

The histogram shows many participants with a minimal change in attitude (less than 1) in both positive and negative direction, there is a notable column which shows a large number of participants who have a positive change of just over 1.0.

Paired Samples Statistics				
		Mean	N	Std. Deviation
Pair 1	Celeb_IK_PI	5.0855	145	1.32366
	Purchase intention post in-kind	4.8979	145	1.34621
				Std. Error Mean
				.10992
				.11180

Paired Samples Correlations				
		N	Correlation	Significance
Pair 1	Celeb_IK_PI & Purchase intention post in-kind	145	.881	One-Sided p
				Two-Sided p
				<.001
				<.001

Paired Samples Test									
Paired Differences						Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper	t	df	
Pair 1	Celeb_IK_PI - Purchase intention post in-kind	.18759	.65201	.05415	.08056	.29461	3.464	144	One-Sided p
									Two-Sided p
									<.001
									<.001

Paired Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Pair 1	Celeb_IK_PI - Purchase intention post in-kind	Cohen's d	.65201	.288	.453
		Hedges' correction	.65372	.287	.452

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 52: Set of paired sample statistic tables for in-kind donation purchase intention, brand vs celebrity source

Purchase intentions post in-kind donation presented with a celebrity message source and purchase intentions post in-kind donation presented with a brand message source were strongly correlated ($r = 0.881$, $p < 0.001$). As can be seen from table set 52, $t(144) = 3.464$, $p = < .001$, therefore as p is well below the usual 0.05 threshold

there is a statistical significance. Following Cohen's (1988)'s guide 0.65 is a moderate effect size. On average, purchase intention post in-kind donation with celebrity message source scores were 0.18759 points higher than post in-kind donation with the brand as the message source. Thus, in summary the statistical analysis showed a moderate and statistically significant difference between participant's purchase intention after an in-kind cause related marketing donation with a celebrity message source as opposed to the brand as the message source.

4.3.2.2 Celebrity, monetary donation and purchase intention

The participant's purchase intention is now analysed for a monetary donation scenario, comparing the brand and the celebrity as the message source. The five Likert-scale questions for purchase intention measurement post monetary donation with a celebrity message source were then input into SPSS. The frequency table for each question is shown as table 53, which is followed by a graphical representation.

**Brand Purchase Intention Post Monetary Donation with
Celebrity**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I would definitely purchase brand x"	Count	6	3	17	34	17	43	25
	Column N %	4.1%	2.1%	11.7%	23.4%	11.7%	29.7%	17.2%
"I definitely intend to purchase brand x"	Count	6	3	13	32	23	46	22
	Column N %	4.1%	2.1%	9.0%	22.1%	15.9%	31.7%	15.2%
"I have a high interest in purchasing a x"	Count	6	3	17	36	14	45	24
	Column N %	4.1%	2.1%	11.7%	24.8%	9.7%	31.0%	16.6%
"I will definitely buy brand x"	Count	6	3	23	23	17	47	26
	Column N %	4.1%	2.1%	15.9%	15.9%	11.7%	32.4%	17.9%
"I would probably buy brand x"	Count	2	5	11	5	29	63	30
	Column N %	1.4%	3.4%	7.6%	3.4%	20.0%	43.4%	20.7%

Table 53: Results from the brand purchase intention questions post monetary donation with celebrity message source

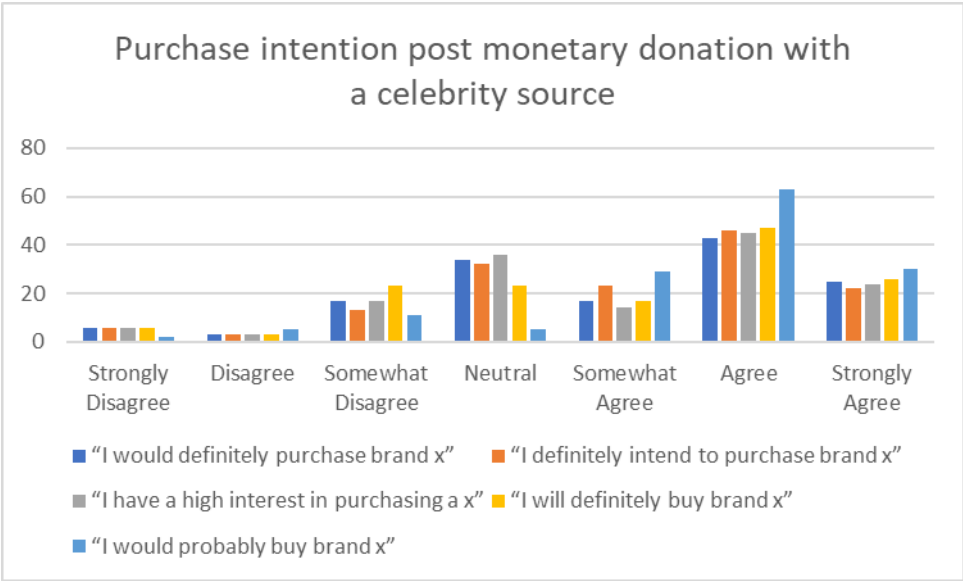


Figure 45: bar chart illustrating brand purchase intention after cause related marketing with a monetary donation frame and a celebrity message source

The mean was then calculated from these five questions to find the participant's overall brand purchase intention. Figure 46 shows a parallel co-ordinates chart for the change in purchase intention caused by the cause related marketing campaign with a monetary donation frame and celebrity source.

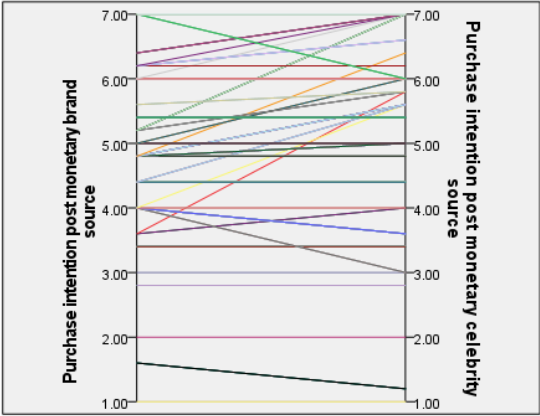


Figure 46: Parallel co-ordinates chart comparing sources with a monetary donation on purchase intention

The parallel co-ordinate chart shows no initial overwhelming trend to the data, with many trend lines both inclining and declining between the two variables and notably many trend lines with no change in incline.

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE
IMPACT ON GENERATION Z

Statistics		Purchase intention post monetary donation with brand source	Purchase intention post monetary donation with celebrity source
N	Valid	145	145
	Missing	0	0
Mean		4.8703	5.0703
Std. Deviation		1.28312	1.46752
Minimum		1.00	1.00
Maximum		7.00	7.00

Table 54: Impression comparison of message source with a monetary donation on purchase intention

The impression comparison shows that the overall means of the responses was slightly different with the mean for the brand as the message source at 4.8703 (neutral range) and the mean for the celebrity as the message source at 5.0703 (somewhat positive). However, the minimum and maximum are the same in both sources, showing the whole possible range from 1.0 to 7.0.

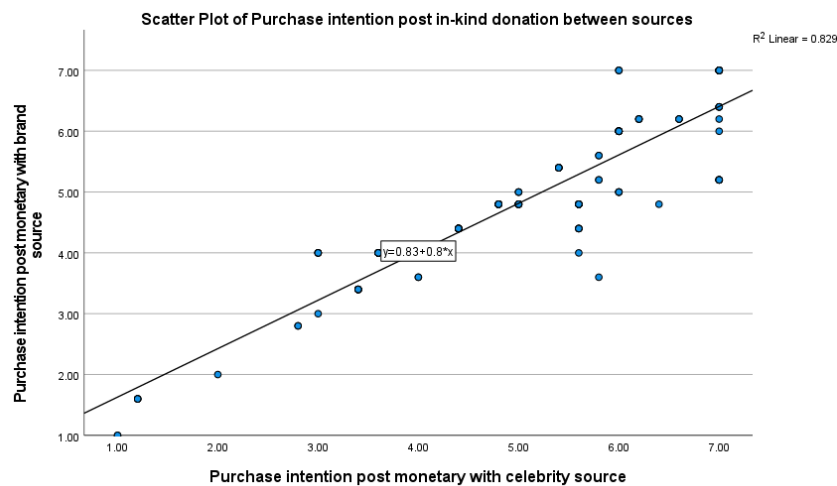


Figure 47: Scatterplot of monetary donation purchase intention, Brand vs Celebrity source

The scatterplot shows that many participants had a minimal negative change in their purchase intention. However, many participants had a stronger positive reaction to the celebrity source message. The histogram in figure 48 echoes this.

Katie Louise Leggett

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE IMPACT ON GENERATION Z

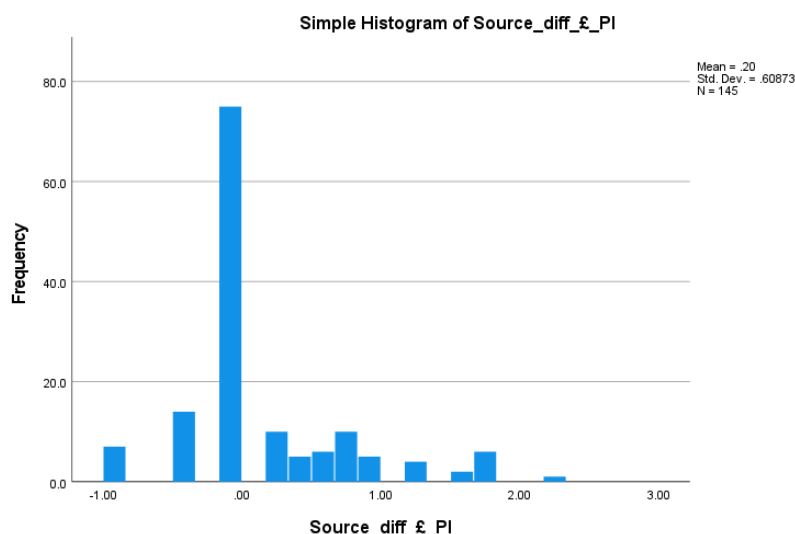


Figure 48: Histogram of monetary donation purchase intention, Brand vs Celebrity source

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Celeb_£_PI	5.0703	145	1.46752	.12187
	Purchase intention post monetary	4.8703	145	1.28312	.10656

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Celeb_£_PI & Purchase intention post monetary	145	.911	<.001	<.001

Paired Samples Test

		Paired Differences					Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	Celeb_£_PI - Purchase intention post monetary	.20000	.60873	.05055	.10008	.29992	3.956	144	<.001	<.001

Paired Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Pair 1	Celeb_£_PI - Purchase intention post monetary	Cohen's d	.60873	.329	.495
		Hedges' correction	.61032	.328	.494

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation of the mean difference.

Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 55: Set of paired sample statistic tables for monetary donation purchase intention, brand vs celebrity source

Purchase intention post monetary donation with a celebrity message source and post monetary donation with the brand as the source were strongly correlated ($r = 0.911$, $p < 0.001$). As can be seen from table 55, $t(144) = 3.956$, $p = < 0.001$, therefore as p is well below the usual 0.05 threshold there is a statistical significance.

Following Cohen's (1988)'s guide 0.61 is a moderate effect. On average, purchase intention post monetary donation with a celebrity message source scores were 0.2 points higher than with the brand as the message source. Thus, in summary the statistical analysis showed that there was a moderate but statistically significant difference between participant's purchase intention for a monetary cause related marketing donation between brand and celebrity message source.

4.3.2.3 Celebrity, donation frame and purchase intention summary

In summary the analysis has shown that there is a statistical significance between brand message source and celebrity message source with regards to purchase intention for both the in-kind donation frame and the monetary donation frame. The effect size also remains moderate across the donation frames. The hypotheses which corresponded to this are:

H5: The presence of celebrity has a positive effect on Generation Z consumer intentions.

H5a: The presence of celebrity has a positive effect on Generation Z consumer purchase intentions.

The result of the analysis supports these hypotheses, as the celebrity message source gained a statistically significant change from that of the brand message source on consumer purchase intention across both in-kind and monetary donation frames. This suggests that for brands seeking to use cause related marketing to improve the purchase intentions of Generation Z consumers, having a celebrity endorser as the message source would be effective. It would be required as it was previously found in stage 1 of this study that the brand as the message source did not have a significant effect on the participants purchase intentions.

4.3.3 Celebrity, donation frame and word-of-mouth

The third variable to be analysed in this second stage of the analysis is that of the participant's word-of-mouth intention towards the brand which corresponds with hypothesis 5 and more specifically hypothesis 5b:

H5: The presence of celebrity will have a positive effect on Generation Z consumer attitudes

H5b: The presence of the celebrity will have a positive effect on Generation Z consumer word of mouth intentions

The analysis of the in-kind donation frame with a celebrity message source vs with a brand message source on the participants word-of-mouth intention is now discussed, followed by the monetary donation frame, and this is briefly summarised before consideration of donation magnitude perception at the end of stage 2.

4.3.3.1 *Celebrity, in-kind donation and word-of-mouth*

The participant's word of mouth intention is now analysed for an in-kind donation scenario in comparison between the brand as the message source and the celebrity as the message source. The three Likert-scale questions for word-of-mouth measurement post in-kind donation with a celebrity message source were then input into SPSS. The frequency table for each question is as follows:

**Word of Mouth Intention Post In-Kind Donation
with Celebrity**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I would recommend brand x to someone who seeks my advice"	Count	0	7	0	26	32	67	13
	Column N %	0.0%	4.8%	0.0%	17.9%	22.1%	46.2%	9.0%
"I say positive things about brand x to other people"	Count	0	6	8	25	28	65	13
	Column N %	0.0%	4.1%	5.5%	17.2%	19.3%	44.8%	9.0%
"I would generally recommend brand x to others"	Count	0	6	6	18	35	63	17
	Column N %	0.0%	4.1%	4.1%	12.4%	24.1%	43.4%	11.7%

Table 56: Results from the brand word of mouth intention questions post in-kind donation with celebrity message source

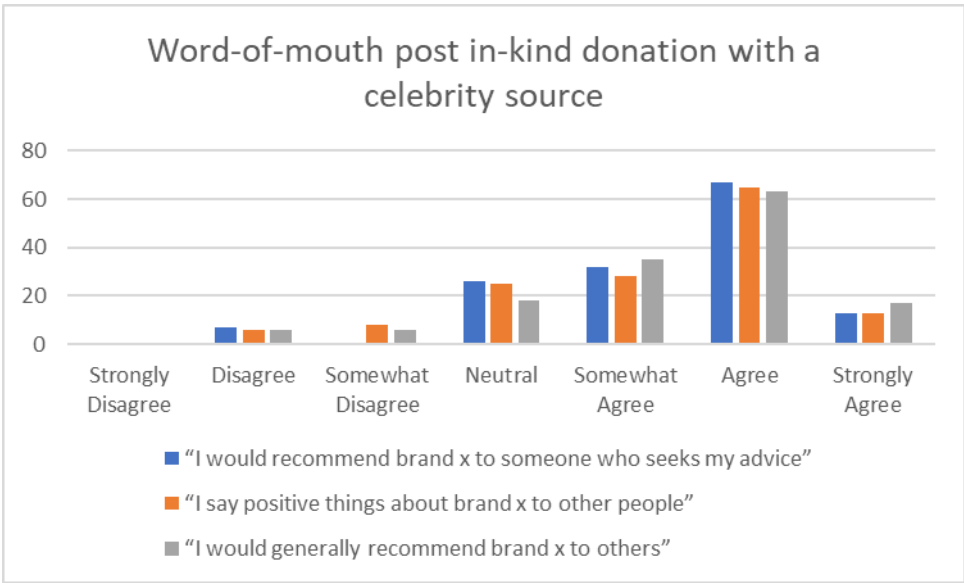


Figure 49: bar chart illustrating word-of-mouth after cause related marketing with an in-kind donation frame from a celebrity source

The mean was then calculated from these three questions to find the participant's overall word of mouth intention. Figure 50 shows a parallel co-ordinates chart for the change in word in mouth intention caused by the cause related marketing campaign with an in-kind donation frame and celebrity source.

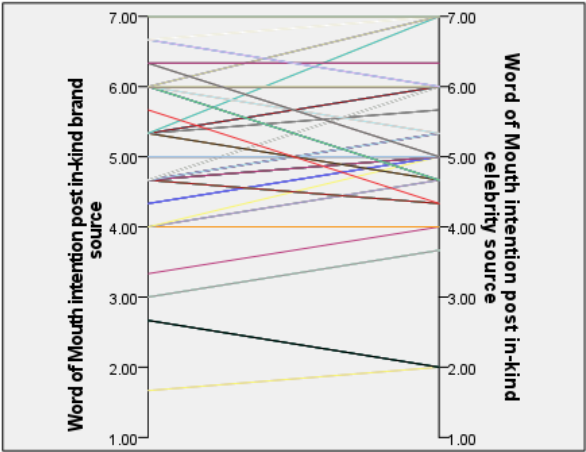


Figure 50: Parallel co-ordinates chart comparing sources with an in-kind donation on word-of-mouth intention

The parallel co-ordinate chart shows fewer trend lines than seen for the purchase intention but both an incline and a decline between the two message sources. There are more trend lines that show a positive incline once the message source is the celebrity rather than the brand.

Statistics		Word of Mouth intention post in-kind brand source	Word of Mouth intention post in-kind celebrity source
N	Valid	145	145
	Missing	0	0
Mean		5.1816	5.2920
Std. Deviation		1.10762	1.10546
Minimum		1.67	2.00
Maximum		7.00	7.00

Table 57: Impression comparison of message source with an in-kind donation on word-of-mouth intention

Table 57 shows that the overall means of the responses were positive, however were very similar between the two message sources (at 5.1816 for the brand as the message source and at 5.2920 for the celebrity as the message source). The standard deviation also shows little variance between the two message sources. However, the minimum attitude among the participants is lower for the brand as the source, with the minimum rising to 2.0 from 1.67 when the celebrity was the source of the message.

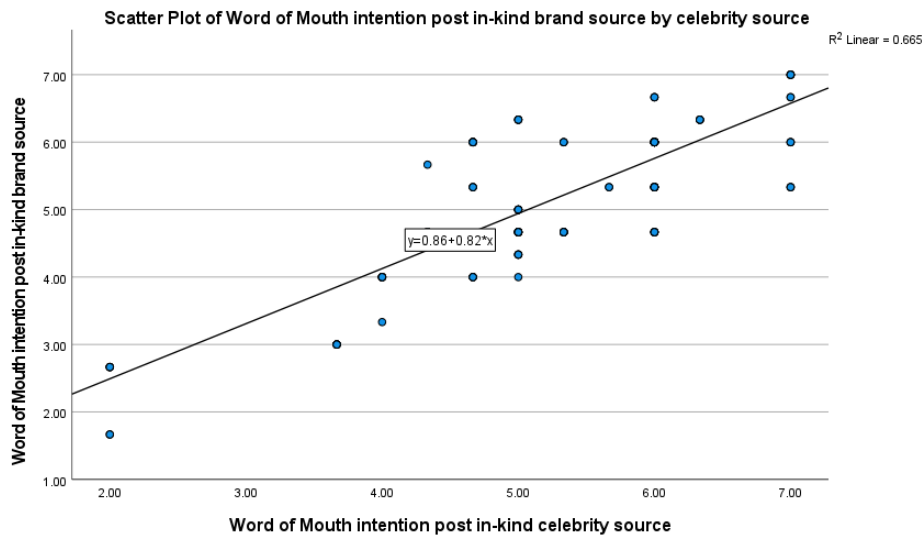


Figure 51: Scatterplot of in-kind donation on word of mouth, Brand vs Celebrity source

The scatterplot shows overall plots in both directions however there is an incline towards the celebrity source being more effective for many of the plots.

Katie Louise Leggett
CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE
IMPACT ON GENERATION Z

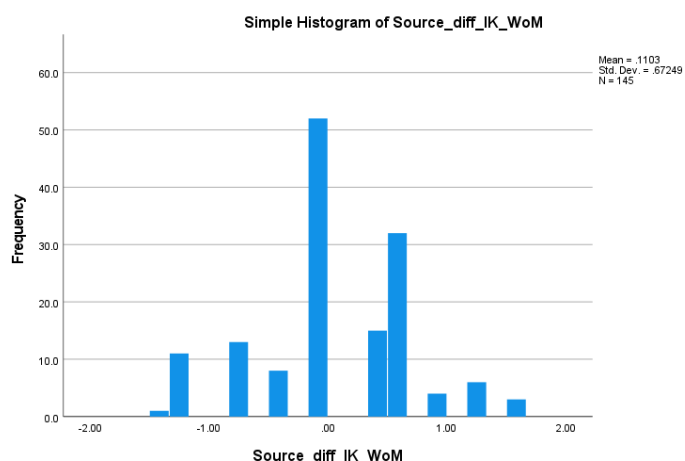


Figure 52: Histogram of in-kind donation on word-of-mouth intention, Brand vs Celebrity source

The histogram additionally echoes the initial impression and the scatterplot, showing the large spikes in participants with a minimal change in attitude (less than 1) in both positive and negative direction – albeit slightly more so in the positive direction, as well as many participants experiencing a slightly higher change in attitude (between 1 and 2), again in both positive and negative directions.

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Celeb_IK_WoM	5.2920	145	1.10546	.09180
	Word of Mouth intention post in-kind	5.1816	145	1.10762	.09198

Paired Samples Correlations				
	N	Correlation	Significance	
			One-Sided p	Two-Sided p
Pair 1	145	.815	<.001	<.001

Paired Samples Test									
		Paired Differences				Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference	t		df	
					Lower	Upper		One-Sided p	Two-Sided p
Pair 1	Celeb_IK_WoM - Word of Mouth intention post in-kind	.11034	.67249	.05585	-.00004	.22073	1.976	.025	.050

Paired Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Pair 1	Celeb_IK_WoM - Word of Mouth intention post in-kind	Cohen's d	.67249	.164	.328
		Hedges' correction	.67425	.164	.327

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 58: Set of paired sample statistic tables for in-kind donation purchase intention, brand vs celebrity source

Word-of-mouth post monetary donation with a celebrity message source and post monetary donation with a brand message source were strongly correlated ($r = 0.815$, $p < 0.001$). As can be seen from table 58, $t(144) = 1.976$, $p = .05$, therefore as p is directly on the 0.05 threshold there is a statistical significance. Following Cohen's (1988)'s guide 0.67 is a moderate effect size. On average, word-of-mouth post monetary donation with a celebrity message source scores were 0.11034 points higher than with the brand as the message source. A moderate but statistically significant difference.

4.3.3.2 Celebrity, monetary donation and word-of-mouth

The participant's word of mouth intention is now analysed for a monetary donation scenario in comparison between the brand as the message source and the celebrity as the message source. The three Likert-scale questions for word-of-mouth measurement post monetary donation with a celebrity message source were then input into SPSS. The frequency table for each question is shown as table 59 followed by a graphical representation.

Word of Mouth Intention Post Monetary Donation with Celebrity								
		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I would recommend brand x to someone who seeks my advice"	Count	0	7	5	29	28	53	23
	Column N %	0.0%	4.8%	3.4%	20.0%	19.3%	36.6%	15.9%
"I say positive things about brand x to other people"	Count	0	2	13	18	29	60	23
	Column N %	0.0%	1.4%	9.0%	12.4%	20.0%	41.4%	15.9%
"I would generally recommend brand x to others"	Count	2	5	7	7	34	67	23
	Column N %	1.4%	3.4%	4.8%	4.8%	23.4%	46.2%	15.9%

Table 59: Results from the brand word of mouth intention questions post monetary donation with celebrity message source

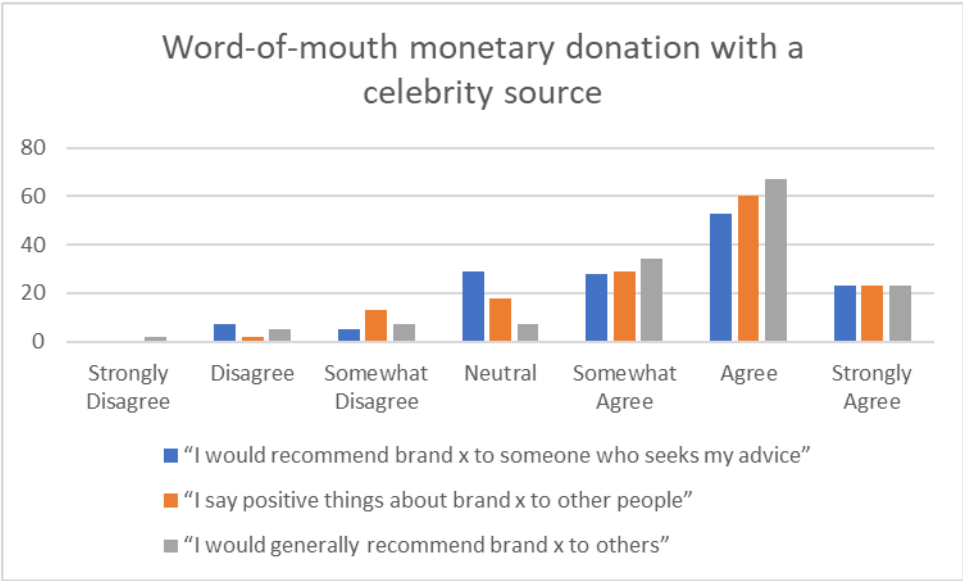


Figure 53: bar chart illustrating word-of-mouth after cause related marketing with a monetary donation frame from a celebrity source

The mean was then calculated from these three questions to find the participant's overall word of mouth intention. Figure 54 shows a parallel co-ordinates chart for the change in word in mouth intention caused by the cause related marketing campaign with a monetary donation frame and celebrity source.

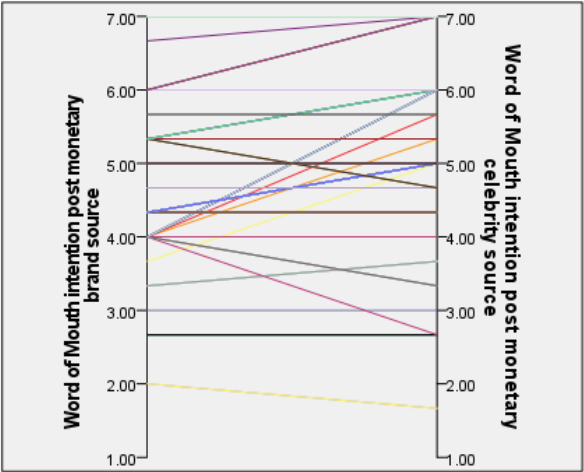


Figure 54: Parallel co-ordinates chart comparing sources with a monetary donation on word-of-mouth intention

The parallel co-ordinate chart seen in figure 54, shows many of the trend lines having a positive incline towards the celebrity message source for the in-kind donation.

Statistics		Word of mouth intention post monetary brand source	Word of mouth intention post monetary celebrity source
N	Valid	145	145
	Missing	0	0
Mean		5.1241	5.3770
Std. Deviation		1.16861	1.19299
Minimum		2.00	1.67
Maximum		7.00	7.00

Table 60: Impression comparison of message source with a monetary donation on word-of-mouth

The impression comparison shows that the overall means of the responses was somewhat positive, as well as that both were fairly comparable between the two message sources, however with a slight preference for the celebrity message source (at 5.1241 for the brand as the message source and at 5.3770 for the celebrity as the message source). However, the minimum attitude among the participants is lower for the celebrity as the source, with the minimum rising to 2.0 from 1.67 when the brand was the source of the message, which is the opposite than what was found when the donation was framed in-kind.

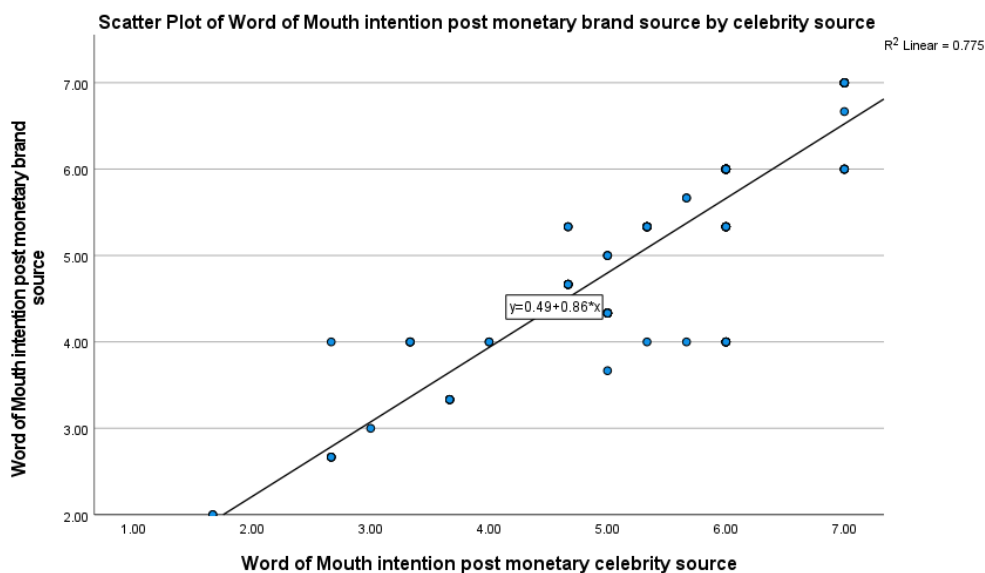


Figure 55: Scatterplot of monetary donation word-of-mouth, Brand vs Celebrity source

The scatterplot shows overall a slight preference for the celebrity message source, supporting the initial impression of the data.

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE IMPACT ON GENERATION Z

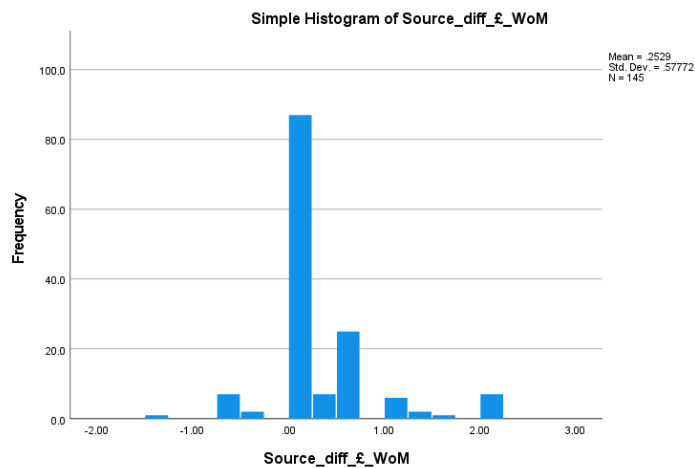


Figure 56: Histogram of monetary donation word-of-mouth intention, brand vs celebrity source

The histogram also echoes the initial impression and the scatterplot, showing that the most participants had at least some change in a positive direction for the brand word-of-mouth when presented as an in-kind donation by the celebrity message source. The large number of participants with a positive change indicates that it is unlikely that there is a statistical significance in the word-of-mouth intention change between the message sources for a monetary cause related marketing donation scenario.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Celeb_£_WoM	5.3770	145	1.19299	.09907
	Word of Mouth intention post monetary	5.1241	145	1.16861	.09705

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Celeb_£_WoM & Word of Mouth intention post monetary	145	.881	<.001	<.001

Paired Samples Test

		Paired Differences				Significance				
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	Celeb_£_WoM - Word of Mouth intention post monetary	.25287	.57772	.04798	.15804	.34770	5.271	144	<.001	<.001

Paired Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Pair 1	Celeb_£_WoM - Word of Mouth intention post monetary	Cohen's d	.57772	.438	.607
		Hedges' correction	.57923	.437	.606

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 61: Set of paired sample statistic tables for monetary donation word-of-mouth intention, brand vs celebrity source

Word-of-mouth intentions post monetary donation frame with a celebrity message source and post monetary donation frame with a brand message source were found to be strongly correlated ($r = 0.881$, $p < 0.001$). As can be seen from table 61, $t(144) = 5.271$, $p = < .001$, therefore as p is well below the usual 0.05 threshold there is statistical significance. Following Cohen's (1988)'s guide 0.58 is a moderate effect size. On average, word-of-mouth intentions post monetary donation with a celebrity message source scores were 0.25287 points higher than with brand message source. Therefore, in summary the statistical analysis showed there to be a moderate but statistically significant difference between participant's word of mouth intention for a monetary cause related marketing donation between brand and celebrity message source.

4.3.3.3 Celebrity, donation frame and word-of-mouth intention summary

In summary the analysis has shown that there is a statistical significance between brand message source and celebrity message source with regards to word-of-mouth intention for both the in-kind donation frame and the monetary donation frame. The effect size is also moderate across the donation frames. The hypotheses which corresponded to this were:

H5: The presence of celebrity has a positive effect on Generation Z consumer intentions.

H5b: The presence of celebrity has a positive effect on word-of-mouth intentions amongst Generation Z.

The results of the analysis support part b of hypothesis five as the presence of the celebrity as the message source did have a more positive effect on Generation Z word-of-mouth intentions than when the donation was presented by the brand as the message source.

The result of the analysis does support hypothesis 5 as donations framed with a celebrity message source were found to have a more positive effect on Generation Z's word-of-mouth intentions than when the brand was the message source. This time with the celebrity message source, the monetary donation frame was slightly

more positive with 0.085 more points than the in-kind donation frame. As a positive effect was also found on purchase intentions, hypothesis 5 can be supported by the results of this study.

4.3.4 Celebrity, donation frame and perceived magnitude of the donation

The final part of the stage two analysis is split into two parts. The first part is concerned with a direct comparison between the in-kind donation with a celebrity message source and monetary donation with a celebrity message source, with regards to which donation frame the participants feel has the higher magnitude. The second part is concerned with a comparison between the brand message source vs the celebrity message source for both frames of donation with regards to which donation frame the participants feel has the higher donation magnitude.

This section of the analysis corresponds with hypothesis six:

H6: The presence of celebrity has a more positive effect on consumer donation perceptions when the donation is monetary.

4.3.4.1 Perception that the donation is reasonable with a celebrity source

As before to begin the analysis of the participant's perception of donation magnitude, whether the participant feels the donation made in the scenario was reasonable is investigated, this time with the celebrity as the message source. The tables below show the Likert-scale data from the 145 participants, along with the calculated percentage of participants who chose each Likert-scale point.

**Perception that the donation is reasonable
with a celebrity as the message source**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
Post in-kind donation scenario perception of how reasonable the donation made was with the celebrity as the source	Count	0	3	0	33	40	41	28
	Column N %	0.0%	2.1%	0.0%	22.8%	27.6%	28.3%	19.3%
Post monetary donation scenario perception of how reasonable the donation made was with the celebrity as the source	Count	4	4	1	15	46	47	28
	Column N %	2.8%	2.8%	0.7%	10.3%	31.7%	32.4%	19.3%

Table 62: Participant perception of how reasonable the donation in cause related marketing donation was with celebrity as the message source

The results show that most participants (75.2%) found the in-kind donation to be reasonable to some extent by agreeing to varying degrees when the celebrity was the message source. Only 2.1% of participants disagreed that the donation was reasonable. However nearly a quarter of the participants (22.8%) were unsure as to whether they felt the donation being made was reasonable. Most participants (83.4%) found the monetary donation to be reasonable to some extent by agreeing to varying degrees when the celebrity was the message source. Only 5.6% of participants disagreed that the donation was reasonable. Although a 10.3% were undecided, this means that the participants were overall much more decisive when it came to determining if a monetary donation was reasonable when the celebrity was the message source.

4.3.4.2 Donation satisfaction with a celebrity source

The next stage of the analysis as to the participant's perception of donation magnitude was whether the participant feels the donation made in the scenario was satisfactory with a celebrity source. The tables below show the Likert-scale data from the 145 participants, along with the calculated percentage of participants who chose each Likert-scale point.

**Perception that the donation is satisfactory
with a celebrity as the message source**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
Post in-kind donation scenario perception of how satisfactory the donation made was with the celebrity as the source	Count	0	0	0	42	38	48	17
	Column N %	0.0%	0.0%	0.0%	29.0%	26.2%	33.1%	11.7%
Post monetary donation scenario perception of how satisfactory the donation made was with the celebrity as the source	Count	4	4	1	32	34	42	28
	Column N %	2.8%	2.8%	0.7%	22.1%	23.4%	29.0%	19.3%

Table 63: Participant perception of how satisfactory the donation in cause related marketing donation was with a celebrity source

The results show that many participants (71%) found the in-kind donation to be satisfactory to some extent by agreeing to varying degrees with the celebrity as the message source. None of the 145 participants felt that the donation was unsatisfactory. However, almost a third of the participants (29%) were undecided as to whether they deemed the donation to be satisfactory. The strength of the agreement was also more muted, with most positive participants in the somewhat agree and agree range. Most of the participants (71.7%) found the monetary donation to be satisfactory to some extent by agreeing to varying degrees with the celebrity as the message source, this is extremely close to the findings for the in-kind donation presented by celebrity source with only 0.7% difference in favour of the monetary donation frame. Only 6.3% of participants found the donation to be unsatisfactory, however once more a large number (22.1%) remained undecided.

4.3.4.3 Overall perception of donation magnitude with celebrity source

The parallel co-ordinates chart in figure 57 shows participants overall perception of donation magnitude with a celebrity message source compared between an in-kind donation frame and a monetary donation frame, based on the mean perception (calculated from how reasonable the participant found the donation presented by the

celebrity source and how satisfactory they found the donation presented by the celebrity source).

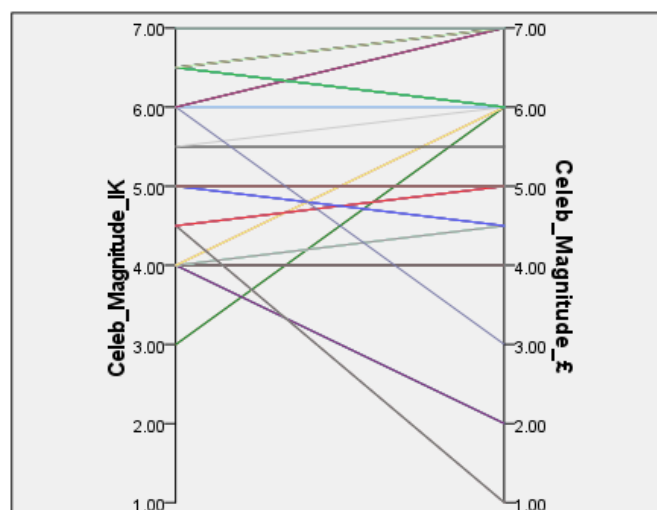


Figure 57: Parallel co-ordinates chart comparing perceived magnitude of in-kind donation vs monetary donation with a celebrity source

The parallel co-ordinates chart showed a stronger inclination amongst the participants to view the in-kind donation frame as being of a larger magnitude than the monetary donation frame when there is a celebrity acting as the message source.

		Statistics	
		Perception of in-kind donation magnitude with celebrity source	Perception of monetary donation magnitude with celebrity source
N	Valid	145	145
	Missing	0	0
Mean		5.3276	5.3241
Std. Deviation		1.02804	1.34052
Minimum		3.00	1.00
Maximum		7.00	7.00

Table 64: Impression comparison of perceived magnitude of in-kind vs monetary donation

As can be seen in table 64 the mean results are both somewhat positive, with in-kind donation at 5.3276 and monetary donation at 5.3241. Notably the monetary donation also has a much more negative minimum of 1 (strongly negative), with the in-kind donation having a less negative minimum of 3 (somewhat negative). This supports

the parallel co-ordinate chart showing some steep decline trends when switched to the monetary donation frame when the message source is a celebrity.

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Celeb_Magnitude_IK	5.3276	145	1.02804	.08537
	Celeb_Magnitude_£	5.3241	145	1.34052	.11132

Paired Samples Correlations					
		N	Correlation	Significance One-Sided p	Two-Sided p
Pair 1	Celeb_Magnitude_IK & Celeb_Magnitude_£	145	.716	<.001	<.001

Paired Samples Test									
		Paired Differences				Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower Upper	t	df	One-Sided p	Two-Sided p
Pair 1	Celeb_Magnitude_IK - Celeb_Magnitude_£	.00345	.93819	.07791	-.15055 .15745	.044	144	.482	.965

Paired Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval Lower Upper	
Pair 1	Celeb_Magnitude_IK - Celeb_Magnitude_£	Cohen's d	.93819	.004	-.159 .166
		Hedges' correction	.94064	.004	-.159 .166

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 65: Set of paired sample statistic tables for donation frame magnitude perception with a celebrity source

As can be seen from table 65, $t(144) = 0.044$, $p = 0.965$, therefore as p is well above the usual 0.05 threshold there is no statistical significance. Following Cohen's (1988)'s guide 0.94 is categorised as a strong effect size. Therefore, in summary the statistical analysis showed that there is a strong but not significant difference between participant's perception of donation magnitude between in-kind and monetary donation frame when presented by a celebrity source.

4.3.4.4 Donation magnitude perception with brand vs. celebrity source

As well as the previous comparison of the participant's perception of donation magnitude between donation frames with a celebrity source, it can also be compared between the brand being the source and the celebrity acting as the message source.

4.3.4.5 Perceived in-kind donation magnitude with brand vs celebrity source

The parallel co-ordinates chart in figure 58 shows the largely positive perceptions for in-kind donation frame from both message sources.

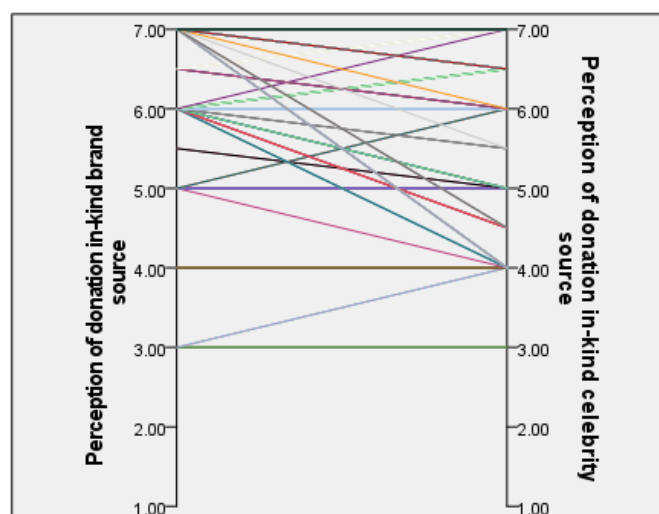


Figure 58: Parallel co-ordinates chart comparing perceived magnitude of in-kind donation with a brand vs celebrity source

The impressions table (table 66) shows very little difference between the standard deviations between the two message sources when it comes to in-kind donation frame in cause related marketing. The minimum and maximum perception values are also the same across both message sources. The means also compare as both are in the somewhat positive range, with the celebrity source achieving a slightly higher mean of 5.3276 as opposed to the brand source with 5.7897.

		Statistics	
		Perception of donation in-kind brand source	Perception of donation in-kind celebrity source
N	Valid	145	145
	Missing	0	0
Mean		5.7897	5.3276
Std. Deviation		1.01323	1.02804
Minimum		3.00	3.00
Maximum		7.00	7.00

Table 66: Impression comparison of perceived magnitude of in-kind donation with a brand vs. celebrity source

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE IMPACT ON GENERATION Z

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perception of donation in-kind	5.7897	145	1.01323	.08414
	Celeb_Magnitude_IK	5.3276	145	1.02804	.08537

Paired Samples Correlations				
		N	Correlation	Significance One-Sided p Two-Sided p
Pair 1	Perception of donation in-kind & Celeb_Magnitude_IK	145	.517	<.001 <.001

Paired Samples Test									
		Paired Differences				Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower Upper	t	df	One-Sided p	Two-Sided p
Pair 1	Perception of donation in-kind - Celeb_Magnitude_IK	.46207	1.00361	.08335	.29733 .62681	5.544	144	<.001	<.001

Paired Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval Lower Upper	
Pair 1	Perception of donation in-kind - Celeb_Magnitude_IK	Cohen's d	1.00361	.460	.288 .631
		Hedges' correction	1.00623	.459	.288 .629

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 67: Set of paired sample statistic tables for in-kind donation frame with a brand vs. celebrity source

In-kind donation frame with a celebrity message source and in-kind donation frame with the brand as the message source were strongly correlated ($r = 0.517$, $p < 0.001$). As can be seen from table 67, $t(144) = 5.544$, $p = <.001$, p is well below the 0.05 threshold, so there is statistical significance. Following Cohen's (1988)'s guide 1.0 is categorised as a strong effect size. On average, in-kind donation frame with a celebrity message source were 0.46207 points higher than in-kind donation frame with the brand as the message source. Therefore, in summary the statistical analysis showed that there is a strong and significant difference between participant's perception of in-kind donation magnitude when presented by either a brand or celebrity message source, in favour of the brand being the source.

4.3.4.6 Perceived monetary donation magnitude with brand vs celebrity source

The parallel co-ordinates chart in figure 59 shows the largely positive perceptions for in-monetary donation frame from both message sources.

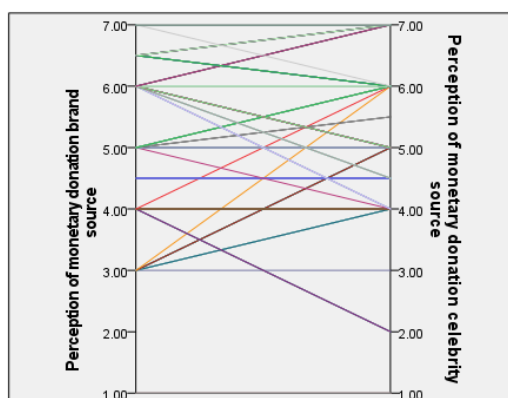


Figure 59: Parallel co-ordinates chart comparing perceived magnitude of monetary donation with a brand vs celebrity source

The impressions table (table 68) shows little difference between the standard deviations between the two message sources when it comes to monetary donation frame in cause related marketing. The minimum and maximum perception values are also the same across both message sources. The means show little variance and are both in the somewhat positive range, with the celebrity source achieving a slightly lower mean of 5.3241 as opposed to the brand source with 5.3.

Statistics		Perception of monetary donation brand source	Perception of monetary donation celebrity source
N	Valid	145	145
	Missing	0	0
Mean		5.3000	5.3241
Std. Deviation		1.37740	1.34052
Minimum		1.00	1.00
Maximum		7.00	7.00

Table 68: Impression comparison of perceived magnitude of monetary donation with a brand vs. celebrity source

Katie Louise Leggett
CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE
IMPACT ON GENERATION Z

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perception of donation monetary	5.3000	145	1.37740	.11439
	Celeb_Magnitude_£	5.3241	145	1.34052	.11132

Paired Samples Correlations				
		N	Correlation	Significance
				One-Sided p
				Two-Sided p
Pair 1	Perception of donation monetary & Celeb_Magnitude_£	145	.771	<.001
				<.001

Paired Samples Test									
		Paired Differences				Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper	t	df	
Pair 1	Perception of donation monetary - Celeb_Magnitude_£	-.02414	.92107	.07649	-.17533	.12705	-.316	144	.753

Paired Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Pair 1	Perception of donation monetary - Celeb_Magnitude_£	Cohen's d	.92107	-.026	.137
		Hedges' correction	.92348	-.026	.136

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 69: Set of paired sample statistic tables for a monetary donation frame with a brand vs. celebrity source

As can be seen from table 69, $t(144) = -0.316$, $p = 0.753$, therefore as p is above the usual 0.05 threshold there is not statistical significance. Following Cohen's (1988)'s guide 0.92 is categorised as a strong effect size. Therefore, in summary the statistical analysis showed that there is a strong but not significant difference between participant's perception of monetary donation magnitude when presented by either a brand or celebrity message source.

4.3.5.3 Celebrity, donation frame and magnitude perception summary

In summary the analysis has shown that there is no statistical significance with regards to the perception of donation magnitude between cause related marketing donation frames (in-kind and monetary) when presented by a celebrity message source.

There is however a statistically significant difference in perceptions of donation magnitude between the two donation frames when it comes to in-kind donation

frame in favour of the brand message source over the celebrity message source. The effect size is strong, and this illustrates that a donation can be seen as larger when framed as an in-kind donation but only when the brand is the source of the message themselves. When the donation is framed as a monetary amount this effect was not present and was found to be insignificant between message sources, however 0.2414 points larger in favour of the celebrity message source in this instance.

The sixth hypothesis of this study was:

H6: The presence of celebrity has a more positive effect on consumer donation perceptions when the donation is monetary.

The analysis rejects this hypothesis, as the brand as the message source was found to be the preferable option when it comes to consumers perception of donation magnitude when an in-kind cause related marketing donation is being offered, to a statistically significant extent. Also, the presence of the celebrity for monetary donation framed cause related marketing showed no statistically significant effect.

4.4 Stage 3: Celebrity phrasing and donation frame

The third stage of this thesis is concerned with whether change in the phrasing of the celebrity's cause related marketing message affects the consumer's response to the campaign. Regarding this thesis, this is comparing a general (impersonal) message of "Support the cause by..." with a personal message of "Help me support the cause by...". This section corresponds with research questions 4 and 5:

RQ4: Does the type of celebrity endorsement used in a cause related marketing campaign, either implicit or imperative, and the subsequent endorsement message frame, either personal or impersonal, influence a significant difference in the attitudes and purchase intention of Generation Z consumers?

RQ5: Does the type of celebrity endorsement used in a cause related marketing campaign, either implicit or imperative, and the subsequent endorsement message frame, either personal or impersonal, mediate the effects of the

endorsement, in terms of the attitudes and purchase intention of Generation Z consumers?

4.4.1 Celebrity phrasing and attitude

The first variable to be analysed in this third stage of the analysis is that of the participant's brand attitude, which corresponds with hypothesis 7:

H7: Messages framed by the celebrity as personal have a more positive effect on consumer attitude.

The analysis of the celebrity with an in-kind donation frame on the participants attitude and with a personal message frame is now discussed, followed by the celebrity with a monetary donation frame and with a personal message frame and this is then briefly summarised before moving onto the next variable in stage 3.

4.4.1.1 Celebrity phrasing, in-kind donation and Attitude

First the participant's attitude is analysed in an in-kind donation scenario in comparison between the celebrity phrasing the donation generally vs personally. The three Likert-scale questions for attitude measurement post in-kind donation with a personal celebrity message were then input into SPSS. The frequency table for each question is shown as table 70, followed by a graphical representation.

**Brand Attitude Post In-Kind Donation with Celebrity
and Personal Frame**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I like brand x"	Count	0	3	0	18	30	63	31
	Column N %	0.0%	2.1%	0.0%	12.4%	20.7%	43.4%	21.4%
"I associate positive things with brand x"	Count	0	2	0	21	42	49	31
	Column N %	0.0%	1.4%	0.0%	14.5%	29.0%	33.8%	21.4%
"I find brand x favourable"	Count	2	0	0	25	30	57	31
	Column N %	1.4%	0.0%	0.0%	17.2%	20.7%	39.3%	21.4%

Table 70: Results from the brand attitude questions post in-kind donation with personal celebrity message

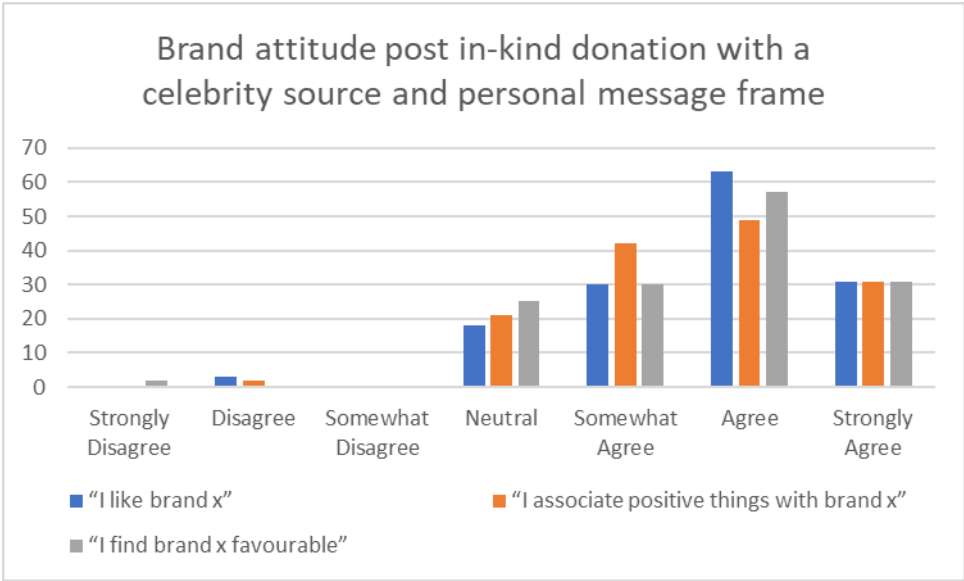


Figure 60: bar chart illustrating brand attitude after cause related marketing with an in-kind donation frame from a celebrity source with a personal frame

The mean was then calculated from these three questions to find the participant's overall brand attitude. Figure 61 shows a parallel co-ordinates chart for the change in brand attitude caused by the cause related marketing campaign with the in-kind donation frame with a personal celebrity message in comparison with a general celebrity message.

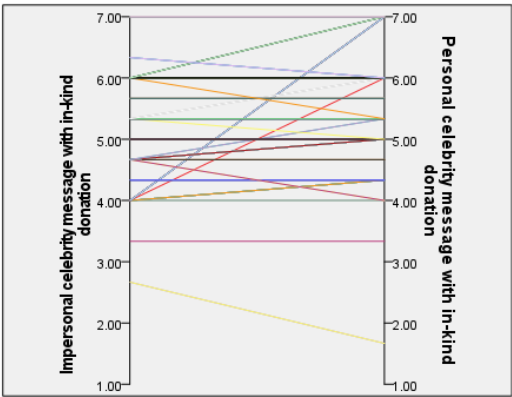


Figure 61: Parallel co-ordinates chart comparing general vs personal celebrity message with an in-kind donation

From the parallel co-ordinates chart it can be seen that although there are many trend lines present in both directions, there are some strong trend lines showing a strong preference for the personal celebrity message as opposed to the general celebrity message.

Statistics		Impersonal celebrity message attitude to in-kind donation	Personal celebrity message attitude to in-kind donation
N	Valid	145	145
	Missing	0	0
Mean		5.3770	5.6161
Std. Deviation		.98621	1.03439
Minimum		2.67	1.67
Maximum		7.00	7.00

Table 71: Impression comparison of impersonal vs personal in-kind donation celebrity message

The impression comparison shows that the overall means of the responses were somewhat positive, at 5.3770 for the impersonal celebrity message and at 5.6161 for the personally phrased message. The minimum attitude among the participants differs with the minimum dropping by 1.0 when phrased personally.

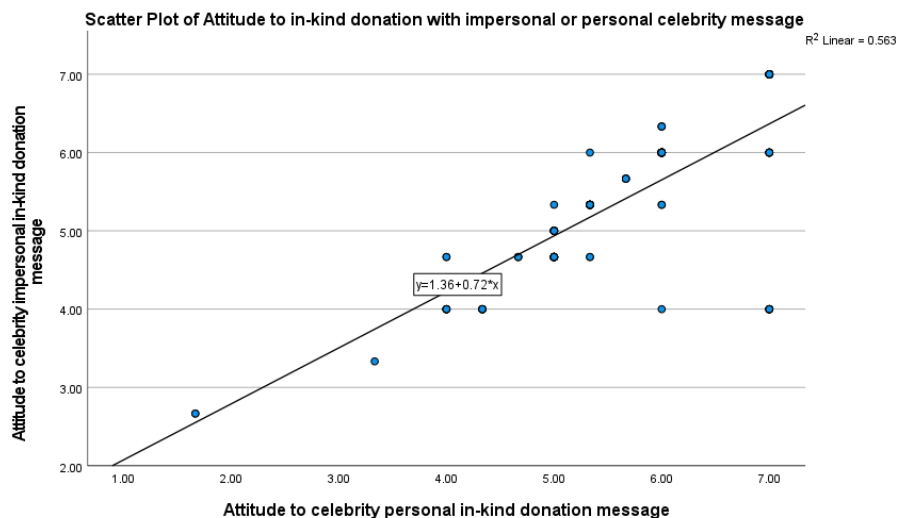


Figure 62: Scatterplot of in-kind donation attitude, impersonal vs personal celebrity message

As can be seen in the scatterplot (figure 62), there are many participants who show little variance in their attitude between message source, supporting the many trend lines seen in the previous parallel co-ordinates chart. However, there are noticeable plot points that show a large disparity between the two variables.

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE IMPACT ON GENERATION Z

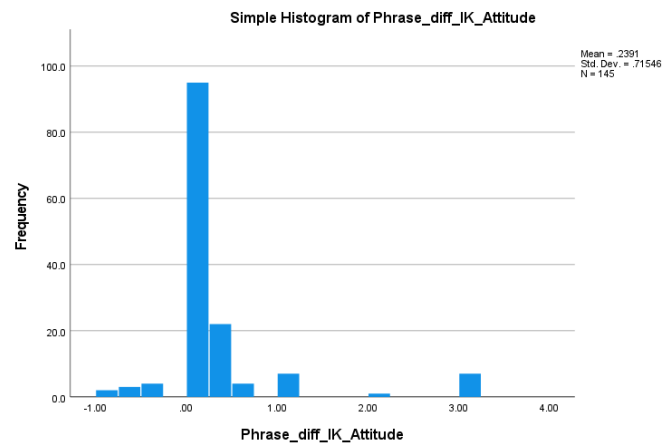


Figure 63: Histogram of in-kind donation attitude, impersonal vs personal celebrity message

The histogram additionally enforces the scatterplot, showing that many participants showed little difference in their attitudes between the impersonal and personal celebrity messages. However, it also highlights a number of participants who had a more positive attitude to the impersonal celebrity message than to the personalised message.

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Phrase_IK_Attitude	5.6161	145	1.03439	.08590
	Celeb_IK_Attitude	5.3770	145	.98621	.08190

Paired Samples Correlations				
		N	Correlation	Significance
Pair 1	Phrase_IK_Attitude & Celeb_IK_Attitude	145	.750	<.001
				One-Sided p
				Two-Sided p

Paired Samples Test									
		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper	t	df	Significance
Pair 1	Phrase_IK_Attitude - Celeb_IK_Attitude	.23908	.71546	.05942	.12164	.35652	4.024	144	<.001
									One-Sided p
									Two-Sided p

Paired Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Pair 1	Phrase_IK_Attitude - Celeb_IK_Attitude	Cohen's d	.71546	.334	.501
		Hedges' correction	.71733	.333	.500

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 72: Set of paired sample statistic tables for in-kind donation attitude, impersonal vs personal celebrity message

Consumer attitudes post in-kind donation with a personal celebrity message and post in-kind donation with an impersonal celebrity message were strongly correlated ($r = 0.750$, $p < 0.001$). As can be seen from table 72, $t(144) = 4.024$, $p < .001$,

therefore as p is well under the usual 0.05 threshold there is statistical significance. Following Cohen's (1988)'s guide 0.72 is a moderate effect size. On average, consumer attitudes post in-kind donation with a personal celebrity message scores were 0.23908 points higher than with an impersonal (general) message frame from a celebrity message source. Thus, in summary the statistical analysis showed that there was a moderate and significant difference between participant's attitude after an in-kind cause related marketing donation when presented as either an impersonal or personal message from a celebrity message source, in favour of the personal message frame.

4.4.1.2 Celebrity phrasing, monetary donation and Attitude

Now the participant's attitude is analysed in a monetary donation scenario in comparison between the message being presented by the celebrity in a general or personal manner. The three Likert-scale questions for attitude measurement post monetary donation with a personal celebrity message were then input into SPSS. The frequency table for each question is shown as table 73, followed by a graphical representation.

**Brand Attitude Post Monetary Donation with Celebrity
and Personal Frame**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I like brand x"	Count	0	2	1	21	22	63	36
	Column N %	0.0%	1.4%	0.7%	14.5%	15.2%	43.4%	24.8%
"I associate positive things with brand x"	Count	0	5	1	22	34	53	30
	Column N %	0.0%	3.4%	0.7%	15.2%	23.4%	36.6%	20.7%
"I find brand x favourable"	Count	2	5	1	34	22	51	30
	Column N %	1.4%	3.4%	0.7%	23.4%	15.2%	35.2%	20.7%

Table 73: Results from the brand attitude questions post monetary donation with personal celebrity message

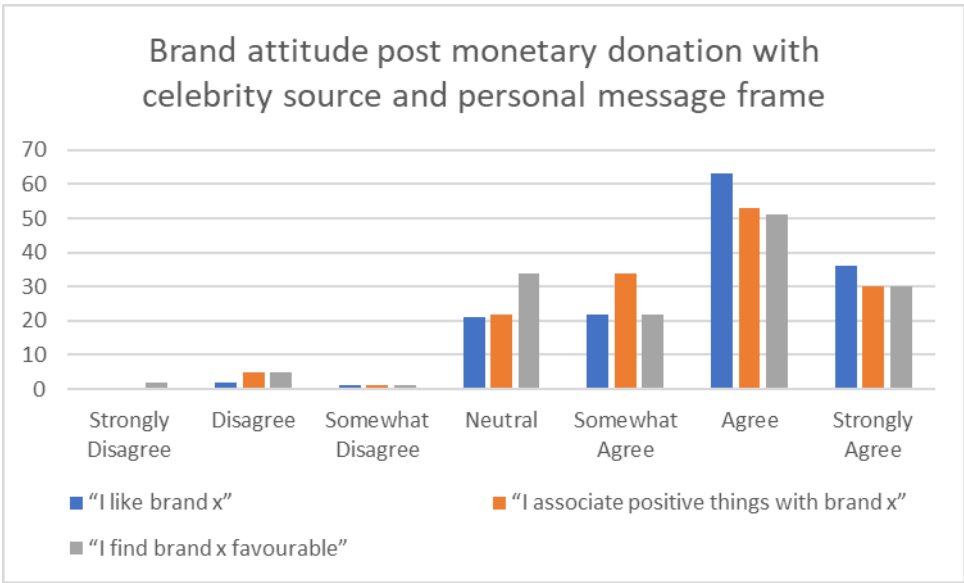


Figure 64: bar chart illustrating brand attitude after cause related marketing with a monetary donation frame from a celebrity source with a personal frame

The mean was then calculated from these three questions to find the participant’s overall brand attitude. Figure 65 shows a parallel co-ordinates chart for the change in brand attitude caused by the cause related marketing campaign with the monetary donation frame with a personal celebrity message in comparison to a general celebrity message.

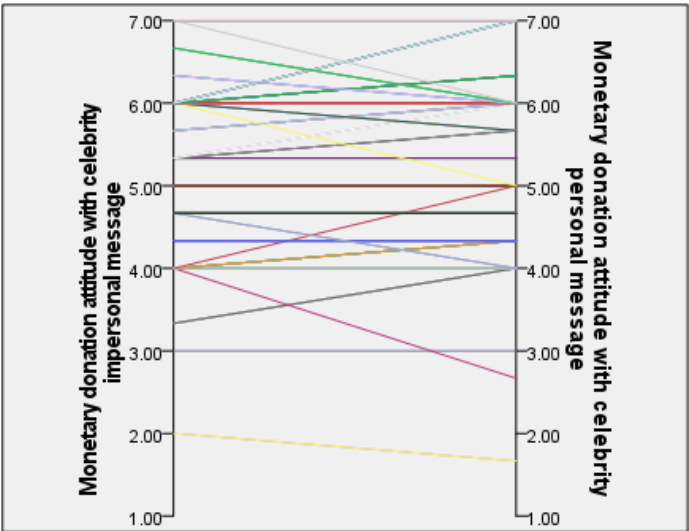


Figure 65: Parallel co-ordinates chart comparing impersonal vs personal celebrity message with a monetary donation on attitude

The parallel co-ordinate chart seen in figure 65, shows many participant attitudes with many trend lines in both directions, albeit many with only fractional trend gradients.

Statistics		Impersonal celebrity message attitude to monetary donation	Personal celebrity message attitude to monetary donation
N	Valid	145	145
	Missing	0	0
Mean		5.4529	5.5333
Std. Deviation		1.09126	1.12107
Minimum		2.00	1.67
Maximum		7.00	7.00

Table 74: Impression comparison of impersonal vs personal monetary donation celebrity message on attitude

The impression comparison (as seen in table 74) shows that the overall means of the responses were somewhat positive; similar between the two message sources (at 5.4529 for the impersonal celebrity message and at 5.5333 for the personal celebrity message). The standard deviation also shows minimal variance between the two message sources. However, the minimum attitude among the participants is lower for the personal celebrity message, with the minimum falling to 1.67 from 2 when the message was impersonal from the celebrity; however, both figures are negative in terms of attitude.

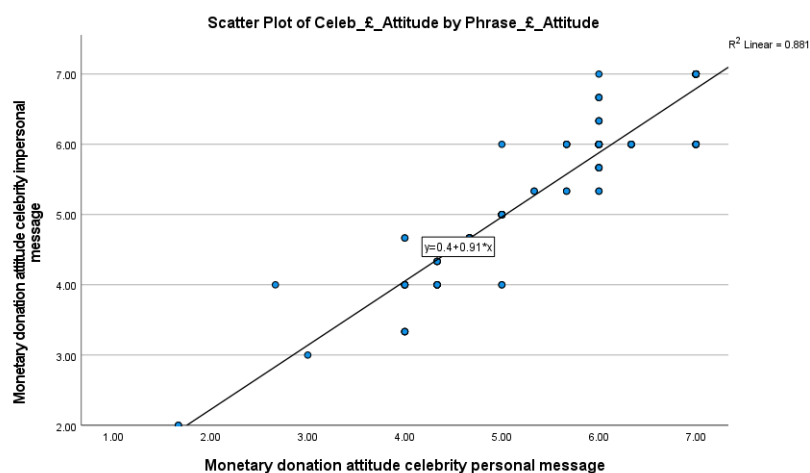


Figure 66: Scatterplot of monetary donation attitude, impersonal vs personal celebrity message

The scatterplot shows overall small variance in the participants attitude between the impersonal and personal message frames, supporting the initial impression of the data, but it does indicate a slight preference towards the personal message by a number of participants.

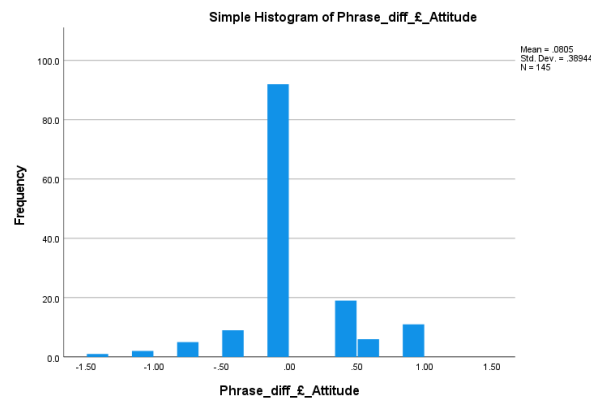


Figure 67: Histogram of monetary donation attitude, impersonal vs personal celebrity message

The histogram additionally echoes the initial impression and the scatterplot, showing the large spike in participants with a minimal change in attitude (less than 1) and many within the plus and minus 1.0 range.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Phrase_£_Attitude	5.5333	145	1.12107	.09310
	Celeb_£_Attitude	5.4529	145	1.09126	.09062

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Phrase_£_Attitude & Celeb_£_Attitude	145	.938	<.001	<.001

Paired Samples Test

		Paired Differences				Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper	t	df	
Pair 1	Phrase_£_Attitude - Celeb_£_Attitude	.08046	.38944	.03234	.01654	.14438	2.488	144	.007
									.014

Paired Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Pair 1	Phrase_£_Attitude - Celeb_£_Attitude	Cohen's d	.38944	.207	.371
		Hedges' correction	.39045	.206	.370

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 75: Set of paired sample statistic tables for monetary donation attitude, impersonal vs personal celebrity message

Consumer attitude post monetary donation frame with a celebrity source using a personal message frame and post monetary donation frame with a celebrity source using an impersonal (general) message frame were strongly correlated ($r = 0.938$, $p < 0.001$). As can be seen from table 75, $t(144) = 2.488$, $p = .014$, therefore as p is well below the usual 0.05 threshold there is statistical significance. Following Cohen's (1988)'s guide 0.39 is a weak effect size. On average, consumer attitude post monetary donation frame with a celebrity source using a personal message were 0.08046 higher than when an impersonal message frame was used. Therefore, the statistical analysis showed that there was a weak but statistically significant difference between participant's attitude for a monetary cause related marketing donation between brand and celebrity message source with impersonal and personal phrasing, in favour of the personally framed endorsement message.

4.4.1.3 Celebrity message frame attitude summary

In summary the analysis has shown that there is a statistical significance with regards to the message frame presented by the celebrity source, for both in-kind and monetary donation frames, in terms of consumer attitude.

The seventh hypothesis of this study was:

H7: Messages framed by the celebrity as personal have a more positive effect on consumer attitude.

The result of the analysis supports this hypothesis, as the messages with a personal frame by the celebrity source were found to have a statistical significance, albeit to a moderate degree for the in-kind donation frame and to a weak extent for the monetary donation frame.

4.4.2 Celebrity phrasing and purchase intention

The second variable to be analysed in this third stage of the analysis is that of the participant's purchase intention towards the brand with either a personal or impersonally framed celebrity source message, which corresponds with hypothesis 8 and more specifically hypothesis 8a:

H8: Messages framed by the celebrity as personal have a more positive effect on Generation Z intentions

H8a: Messages framed by the celebrity as personal have a more positive effect on consumer purchase intention

The analysis of the in-kind donation frame with a celebrity personal or impersonal message frame, on the participants purchase intention is now discussed, followed by the monetary donation frame and this is then summarised before moving onto the next variable in stage 3.

4.4.2.1 Celebrity phrasing, in-kind donation and purchase intention

The participant's purchase intention is now analysed for an in-kind donation scenario in comparison between the message from the celebrity being phrased as general vs personal. The five Likert-scale questions for purchase intention measurement post in-kind donation with a personal celebrity message were then input into SPSS. The frequency table for each question is as follows:

**Brand Purchase Intention Post In-Kind Donation with
Celebrity and Personal Frame**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I would definitely purchase brand x"	Count	6	3	14	31	25	40	26
	Column N %	4.1%	2.1%	9.7%	21.4%	17.2%	27.6%	17.9%
"I definitely intend to purchase brand x"	Count	6	6	14	29	21	34	35
	Column N %	4.1%	4.1%	9.7%	20.0%	15.4%	23.4%	24.1%
"I have a high interest in purchasing a x"	Count	6	3	18	31	15	36	36
	Column N %	4.1%	2.1%	12.4%	21.4%	10.3%	24.8%	24.8%
"I will definitely buy brand x"	Count	6	3	19	27	26	23	41
	Column N %	4.1%	2.1%	13.1%	18.6%	17.9%	15.9%	28.3%
"I would probably buy brand x"	Count	2	5	0	16	41	40	41
	Column N %	1.4%	3.4%	0.0%	11.0%	28.3%	27.6%	28.3%

Table 76: Results from the brand purchase intention questions post in-kind cause related marketing donation with celebrity source and personal message frame

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE
IMPACT ON GENERATION Z

The mean was then calculated from these five questions to find the participant's overall brand purchase intention.

		Statistics	
		Impersonal celebrity message purchase intention to in-kind donation	Personal celebrity message purchase intention to in-kind donation
N	Valid	145	145
	Missing	0	0
Mean		5.0855	5.1421
Std. Deviation		1.32366	1.53838
Minimum		1.00	1.00
Maximum		7.00	7.00

Table 77: Impression comparison of impersonal vs personal in-kind donation celebrity message on purchase intention

The impression comparison shows that the overall means of the responses were very similar between message frame, at 5.0855 for the generally phrased message and at 5.1421 for the personal message frame. However, the minimum and maximum purchase intention present is the same across sources, representing the full range from 1.0 (strongly disagree) to 7.0 (strongly agree).

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Phrase_IK_PI	5.1421	145	1.53838	.12776
	Celeb_IK_PI	5.0855	145	1.32366	.10992

Paired Samples Correlations					
		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Phrase_IK_PI & Celeb_IK_PI	145	.950	<.001	<.001

Paired Samples Test									
		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference			Significance	
					Lower	Upper	t	df	
Pair 1	Phrase_IK_PI - Celeb_IK_PI	.05655	.49872	.04142	-.02531	.13841	1.365	144	
									One-Sided p Two-Sided p
									.087 .174

Paired Samples Effect Sizes						
		Standardizer ^a		Point Estimate	95% Confidence Interval	
					Lower	Upper
Pair 1	Phrase_IK_PI - Celeb_IK_PI	Cohen's d		.49872	.113	.276
		Hedges' correction		.50003	.113	.276

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 78: Set of paired sample statistic tables for in-kind donation purchase intention, impersonal vs personal celebrity message

As can be seen from table 78, $t(144) = 1.365$, $p = 0.174$, therefore as p is well above the usual 0.05 threshold so there is no statistical significance. Following Cohen's (1988)'s guide 0.5 is a weak effect size. Thus, in summary the statistical analysis showed that there is no statistically significant difference between participant's purchase intention after an in-kind cause related marketing donation with a celebrity message source with a general or personal message frame.

4.4.2.2 Celebrity phrasing, monetary donation and purchase intention

The participant's purchase intention is now analysed for a monetary donation scenario in comparison between the message from the celebrity being phrased as general vs personal. The five Likert-scale questions for purchase intention measurement post in-kind donation with a personal celebrity message were then input into SPSS. The frequency table for each question is as follows:

**Brand Purchase Intention Post Monetary Donation with
Celebrity and Personal Frame**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I would definitely purchase brand x"	Count	6	1	13	27	20	45	33
	Column N %	4.1%	0.7%	9.0%	18.6%	13.8%	31.0%	22.8%
"I definitely intend to purchase brand x"	Count	6	1	13	32	24	36	33
	Column N %	4.1%	0.7%	9.0%	22.1%	16.6%	24.8%	22.8%
"I have a high interest in purchasing a x"	Count	6	1	5	38	22	39	34
	Column N %	4.1%	0.7%	3.4%	26.2%	15.2%	26.9%	23.4%
"I will definitely buy brand x"	Count	6	1	17	39	17	35	30
	Column N %	4.1%	0.7%	11.7%	26.9%	11.7%	24.1%	20.7%
"I would probably buy brand x"	Count	2	5	5	20	32	47	34
	Column N %	1.4%	3.4%	3.4%	13.8%	22.1%	32.4%	23.4%

Table 79: Results from the brand purchase intention questions post monetary cause related marketing donation with celebrity source and personal message frame

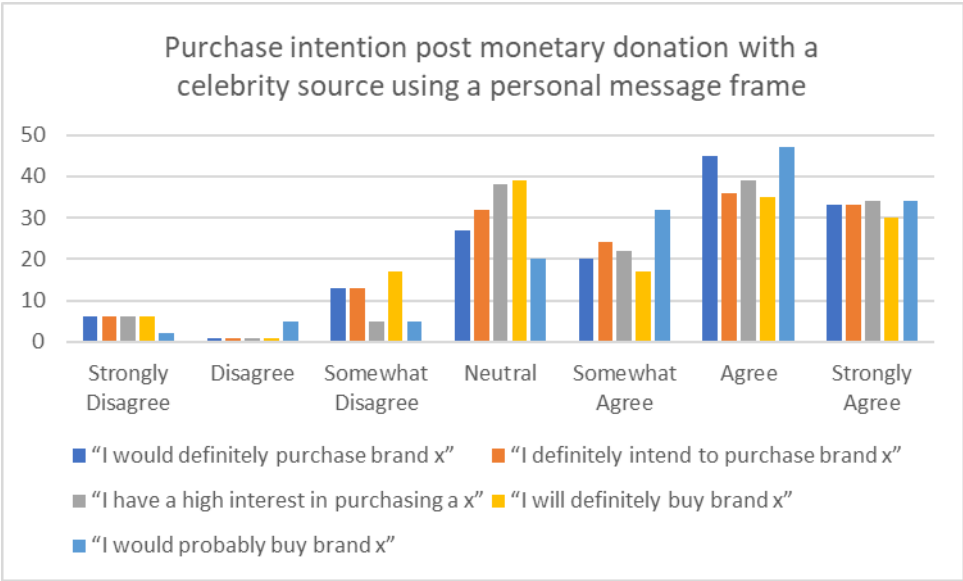


Figure 68: bar chart illustrating brand purchase intention after cause related marketing with a monetary donation frame and a celebrity message source with a personal frame

The mean was then calculated from these five questions to find the participant's overall brand purchase intention. Figure 69 shows a parallel co-ordinates chart for the change in brand purchase intention caused by the cause related marketing campaign with the monetary donation frame with a personal celebrity message in comparison to a general celebrity message.

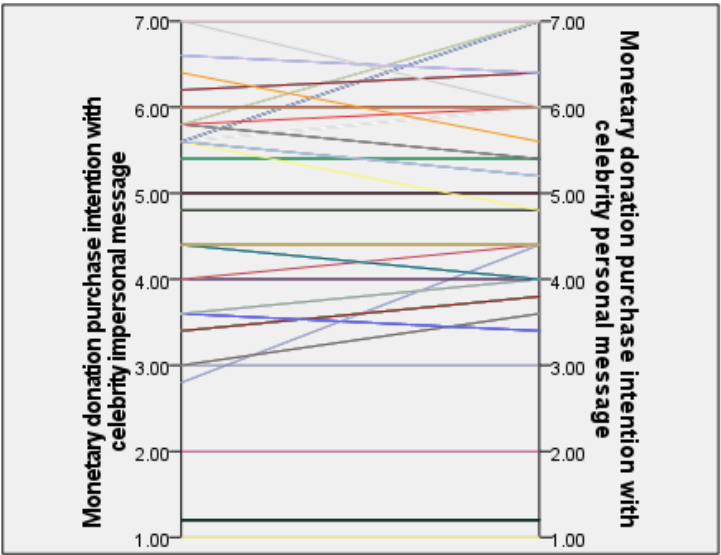


Figure 69: Parallel co-ordinates chart comparing impersonal vs personal celebrity message with a monetary donation on purchase intention

The parallel co-ordinate chart shows that there are many marginal changes in attitude between the two scenarios.

Statistics		Impersonal celebrity message purchase intention to monetary donation	Personal celebrity message purchase intention to monetary donation
N	Valid	145	145
	Missing	0	0
Mean		5.0703	5.1890
Std. Deviation		1.46752	1.45712
Minimum		1.00	1.00
Maximum		7.00	7.00

Table 80: Impression comparison of impersonal vs personal monetary donation celebrity message on purchase intention

The impression comparison shows that the overall means of the responses were noticeably different with the mean for the general message at 5.0703 and the mean for the personal phrased message at 5.1890. However, the minimum and maximum are the same across both sources, showing the whole possible range from 1.0 to 7.0, showing that the participants had the full range of purchase intentions.

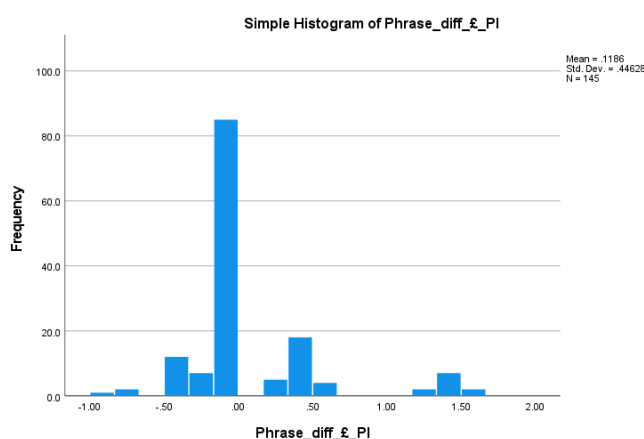


Figure 70: Histogram of monetary donation purchase intention, impersonal vs personal celebrity message

A histogram emphasises of the difference shows many participants demonstrating some change, however it can be seen that the change range is low not extending past -1.0 and not exceeding +2.0.

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE IMPACT ON GENERATION Z

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Phrase_£_PI	5.1890	145	1.45712	.12101
	Celeb_£_PI	5.0703	145	1.46752	.12187

Paired Samples Correlations

		N	Correlation	Significance One-Sided p	Two-Sided p
Pair 1	Phrase_£_PI & Celeb_£_PI	145	.953	<.001	<.001

Paired Samples Test

		Paired Differences		95% Confidence Interval of the Difference		t		Significance	
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper		One-Sided p	Two-Sided p
Pair 1	Phrase_£_PI - Celeb_£_PI	.11862	.44628	.03706	-.04537	.19188	3.201	144	<.001

Paired Samples Effect Sizes

		Standardizer ^a		Point Estimate	95% Confidence Interval	
					Lower	Upper
Pair 1	Phrase_£_PI - Celeb_£_PI	Cohen's d	.44628	.266	.100	.431
		Hedges' correction	.44745	.265	.099	.430

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation of the mean difference.

Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 81: Set of paired sample statistic tables for monetary donation purchase intention, impersonal vs personal celebrity message

Purchase intentions post monetary donation with a personal message from a celebrity source and post monetary donation with an impersonal message from a celebrity source were strongly correlated ($r = 0.953$, $p < 0.001$). As can be seen from table 81, $t(144) = 3.201$, $p = .002$, therefore as p is well below the usual 0.05 threshold there is a statistical significance. However following Cohen's (1988)'s guide 0.45 is a weak effect size. On average, purchase intentions post monetary donation with a personal message from a celebrity source were 0.11862 points higher than with a monetary donation with an impersonal message from a celebrity source. Thus, in summary the statistical analysis showed that there was a weak but statistically significant difference between participant's purchase intention for a monetary cause related marketing donation between general and personal celebrity message frame.

4.4.2.3 Celebrity message frame purchase intention summary

In summary the analysis has shown that there is a statistical significance with regards to the message frame presented by the celebrity source, for cases where there is a monetary donation frame. However, this significance is not present where

there is an in-kind cause related marketing donation frame. The hypotheses which corresponded to this are:

H8: Messages framed by the celebrity as personal have a more positive effect on Generation Z intentions

H8a: Messages framed by the celebrity as personal have a more positive effect on consumer purchase intention

The result of the analysis partially and weakly supports these hypotheses, as the personally phrased celebrity message gained a statistically significant change from that of the impersonally phrased celebrity message source for monetary donations on consumer purchase intention. However, this was not found for personally phrased celebrity messages with an in-kind donation frame.

4.4.3 Celebrity phrasing and word-of-mouth

The third variable to be analysed in this third stage of the analysis is that of the participant's word-of-mouth intention towards the brand which corresponds with hypothesis 8 and more specifically hypothesis 8b:

H8: Messages framed by the celebrity as personal have a more positive effect on Generation Z intentions

H8b: Messages framed by the celebrity as personal have a more positive effect on consumer word-of-mouth intentions

The analysis of the in-kind donation frame with a celebrity message source with a personal message frame vs with an impersonal (general) message frame on the participants word-of-mouth intention is now discussed, followed by the monetary donation frame and this is then briefly summarised before moving onto the consideration of donation magnitude perception at the end of stage 3.

4.4.3.1 Celebrity phrasing, in-kind donation and word-of-mouth

The participant's word of mouth intentions are now analysed for an in-kind donation scenario in comparison between celebrity phrasing the message as personal rather than sending a general (impersonal) message. The three Likert-scale questions for word-of-mouth intention measurement post in-kind donation with a personal celebrity

message were then input into SPSS. The frequency table for each question is shown as Table 82, followed by a graphical representation.

**Word of Mouth Intention Post In-Kind Donation
with Celebrity and Personal Frame**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I would recommend brand x to someone who seeks my advice"	Count	0	7	0	23	43	44	28
	Column N %	0.0%	4.8%	0.0%	15.9%	29.7%	30.3%	19.3%
"I say positive things about brand x to other people"	Count	0	3	0	17	43	54	28
	Column N %	0.0%	2.1%	0.0%	11.7%	29.7%	37.2%	19.3%
"I would generally recommend brand x to others"	Count	2	5	6	6	41	57	28
	Column N %	1.4%	3.4%	4.1%	4.1%	28.3%	39.3%	19.3%

Table 82: Results from the brand word-of-mouth intention questions post in-kind cause related marketing donation with celebrity source and personal message frame

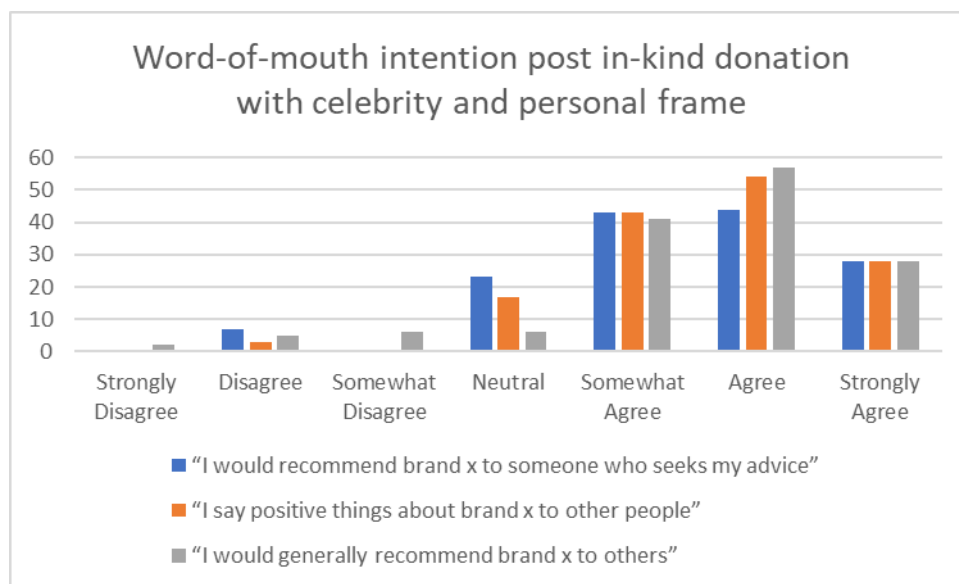


Figure 71: bar chart illustrating word-of-mouth after cause related marketing with an in-kind donation frame from a celebrity source using a personal message frame

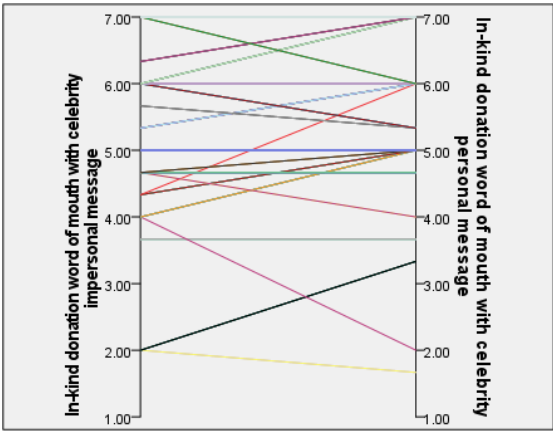


Figure 72: Parallel co-ordinates chart comparing impersonal vs personal celebrity message with an in-kind donation on word-of-mouth intention

The parallel co-ordinate chart seen in figure 72, shows no overwhelming trend, with many trend lines inclining and declining between the two variables. However, there are few trend lines, indicating numerous participants experiencing the same change in word-of-mouth intention.

Statistics			
		Impersonal celebrity message word of mouth in-kind donation	Personal celebrity message word of mouth in-kind donation
N	Valid	145	145
	Missing	0	0
Mean		5.2920	5.4874
Std. Deviation		1.10546	1.10206
Minimum		2.00	1.67
Maximum		7.00	7.00

Table 83: Impression comparison of impersonal vs personal in-kind donation celebrity message on word-of-mouth intention

The impression comparison (as seen in table 83) shows that the overall means of the responses were somewhat positive and similar (at 5.2920 for the general message and at 5.4874 for the personal message). The standard deviation also shows extremely minimal variance between the two message sources.

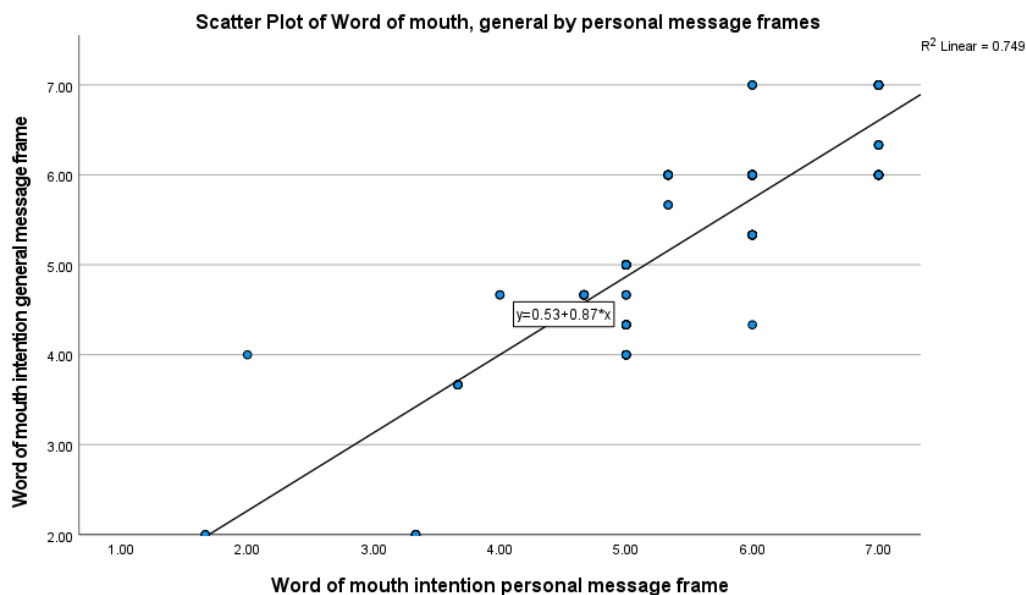


Figure 73: Scatterplot of in-kind donation word-of-mouth intention, impersonal vs personal celebrity message

The scatterplot shows the participants having a largely positive word of mouth intention in both message frame scenarios, and it also shows that many participants have the same word of mouth intentions as there are few plots of the graph.

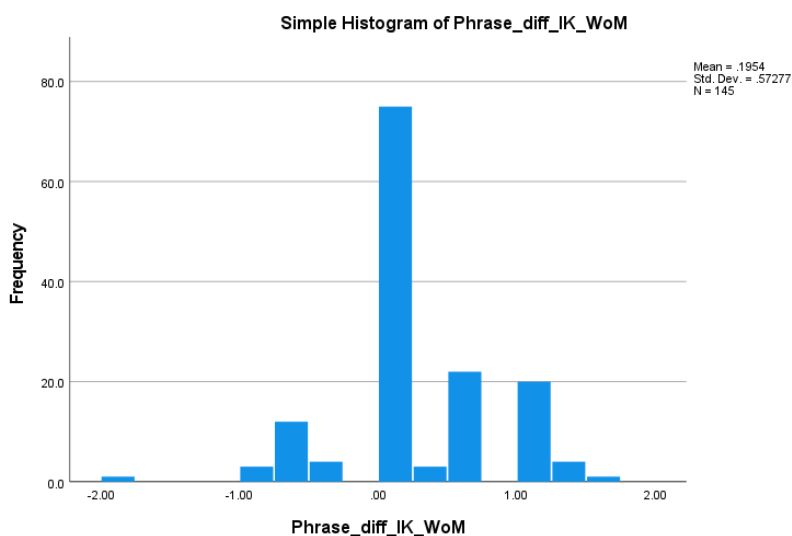


Figure 74: Histogram of in-kind donation word-of-mouth intention, impersonal vs personal celebrity message

The histogram clearly highlights the largely positive effect that the personal message has had on the word-of-mouth intentions of the participants, strongly indicating that there could be statistical significance.

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE
IMPACT ON GENERATION Z

Paired Samples Statistics										
		Mean	N	Std. Deviation	Std. Error					
Pair 1	Phrase_IK_WoM	5.4874	145	1.10206	.09152					
	Celeb_IK_WoM	5.2920	145	1.10546	.09180					

Paired Samples Correlations										
		N	Correlation	Significance						
Pair 1	Phrase_IK_WoM & Celeb_IK_WoM	145	.865	One-Sided p	Two-Sided p					
				<.001	<.001					

Paired Samples Test										
		Paired Differences								
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Significance	
					Lower	Upper			One-Sided p	Two-Sided p
Pair 1	Phrase_IK_WoM - Celeb_IK_WoM	.19540	.57277	.04757	.10138	.28942	4.108	144	<.001	<.001

Paired Samples Effect Sizes										
		Standardizer ^a		Point Estimate	95% Confidence Interval					
					Lower	Upper				
Pair 1	Phrase_IK_WoM - Celeb_IK_WoM	Cohen's d	.57277	.341	.173	.508				
		Hedges' correction	.57427	.340	.173	.507				

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 84: Set of paired sample statistic tables for in-kind donation word-of-mouth intention, impersonal vs personal celebrity message

Word-of-mouth post in-kind donation frame with a celebrity source and personal message frame and post in-kind donation frame with a celebrity source and an impersonal message frame were strongly correlated ($r = 0.865$, $p < 0.001$). As can be seen from table 84, $t(144) = 4.108$, $p = < .001$, therefore as p is well below the usual 0.05 threshold there is statistical significance. Following Cohen's (1988)'s guide 0.57 is a moderate effect size. On average, word-of-mouth post in-kind donation frame with a celebrity source and personal message frame scores were 0.19540 points higher than with a celebrity source and a general message frame. There was a moderate but statistically significant difference between participant's word of mouth for an in-kind cause related marketing donation when there is a personal celebrity message frame.

4.4.3.2 Celebrity phrasing, monetary donation and word-of-mouth

The participant's word-of-mouth intentions are now analysed for a monetary donation scenario in comparison between the messages being presented by the celebrity as a general or personal message. The three Likert-scale questions for word-of-mouth

intention measurement post monetary donation with a personal celebrity message were then input into SPSS. The frequency table for each question is shown as Table 85, followed by a graphical representation.

**Word of Mouth Intention Post Monetary Donation
with Celebrity and Personal Frame**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
"I would recommend brand x to someone who seeks my advice"	Count	0	9	5	19	36	48	28
	Column N %	0.0%	6.2%	3.4%	13.1%	24.8%	33.1%	19.3%
"I say positive things about brand x to other people"	Count	0	5	5	11	36	60	28
	Column N %	0.0%	3.4%	3.4%	7.6%	24.8%	41.4%	19.3%
"I would generally recommend brand x to others"	Count	2	7	5	17	28	55	31
	Column N %	1.4%	4.8%	3.4%	11.7%	19.3%	37.9%	21.4%

Table 85: Results from the brand word-of-mouth intention questions post monetary cause related marketing donation with celebrity source and personal message frame

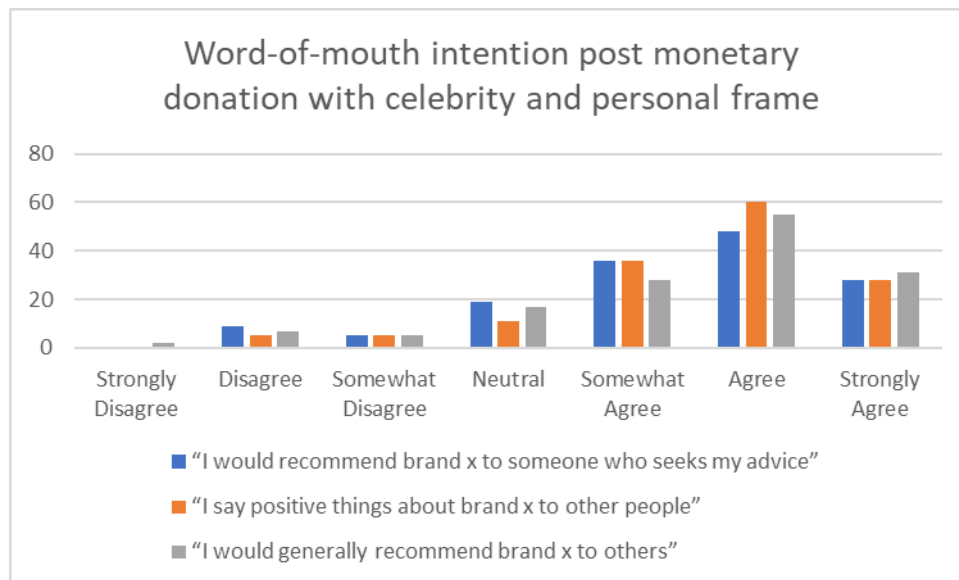


Figure 75: bar chart illustrating word-of-mouth after cause related marketing with a monetary donation frame from a celebrity source using a personal message frame

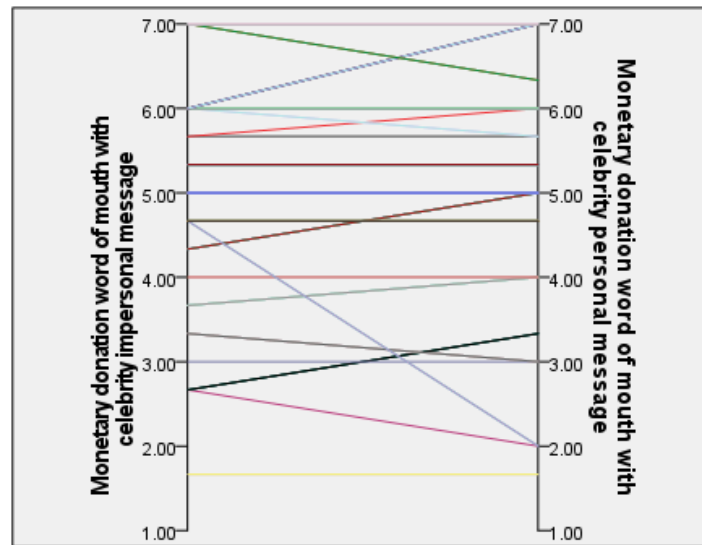


Figure 76: Parallel co-ordinates chart comparing impersonal vs personal celebrity message with a monetary donation on word-of-mouth intention

The parallel co-ordinates chart has minimal trend lines once again indicating that there are a significant number of participants with the same word of mouth intention change between the two message frame scenarios.

		Statistics	
		Impersonal celebrity message word of mouth monetary donation	Personal celebrity message word of mouth monetary donation
N	Valid	145	145
	Missing	0	0
Mean		5.3770	5.4345
Std. Deviation		1.19299	1.24246
Minimum		1.67	1.67
Maximum		7.00	7.00

Table 86: Impression comparison of impersonal vs personal monetary donation celebrity message on word-of-mouth intention

The impression comparison shows that the overall means of the responses were both somewhat positive (at 5.3770 for the generally framed message and at 5.4345 for the personally framed message).

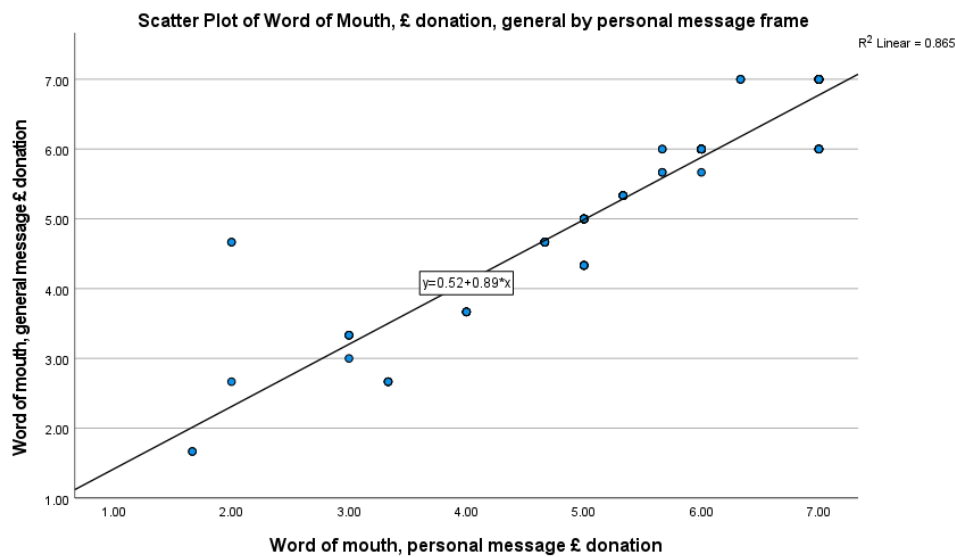


Figure 77: Scatterplot of monetary donation word-of-mouth intention, impersonal vs personal celebrity message

The scatterplot shows a small variance in the word-of-mouth intentions with many of the plots close to the reference line.

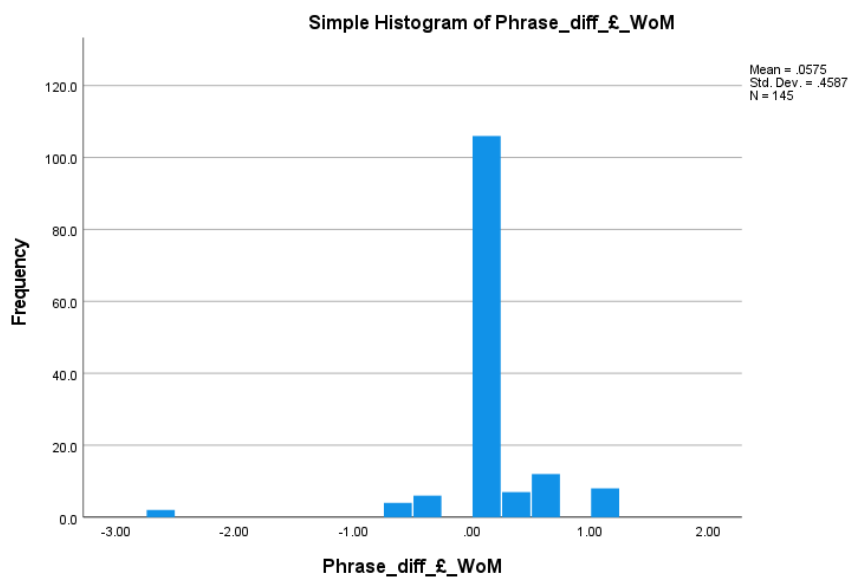


Figure 78: Histogram of monetary donation word-of-mouth intention, impersonal vs personal celebrity message

The histogram once again shows many participants with a positive change in word-of-mouth intention between the two message frames.

CELEBRITY ENDORSEMENTS OF CAUSE RELATED MARKETING, THE DONATION MESSAGE, AND THE IMPACT ON GENERATION Z

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Phrase_£_WoM	5.4345	145	1.24246	.10318
	Celeb_£_WoM	5.3770	145	1.19299	.09907

Paired Samples Correlations

		N	Correlation	One-Sided p	Two-Sided p
Pair 1	Phrase_£_WoM & Celeb_£_WoM	145	.930	<.001	<.001

Paired Samples Test

		Paired Differences				Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	
					Lower	Upper			
Pair 1	Phrase_£_WoM - Celeb_£_WoM	.05747	.45870	.03809	-.01782	.13277	1.509	144	
									One-Sided p Two-Sided p
									.067 .134

Paired Samples Effect Sizes

		Standardizer ^a		Point Estimate	95% Confidence Interval	
		Cohen's d			Lower	Upper
Pair 1	Phrase_£_WoM - Celeb_£_WoM		.45870	.125	-.038	.288
		Hedges' correction	.45990	.125	-.038	.288

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation of the mean difference.

Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 87: Set of paired sample statistic tables for monetary donation word-of-mouth intention, impersonal vs personal celebrity message

As can be seen from table 87, $t(144) = 1.509$, $p = .134$, therefore as p is well above the usual 0.05 threshold there is no statistical significance. Following Cohen's (1988)'s guide 0.46 is a weak effect size. Thus, in summary the statistical analysis showed that there was no statistically significant difference between participant's word of mouth intention for a monetary cause related marketing donation between a general and personal celebrity message.

4.4.3.3 Celebrity message frame word-of-mouth intention summary

In summary the analysis has shown that there is a statistical significance with regards to the message frame presented by the celebrity source, for cases where there is an in-kind donation frame. However, this significance is not present where there is a monetary cause related marketing donation frame. The hypotheses which corresponded to this were:

H8: Messages framed by the celebrity as personal have a more positive effect on Generation Z intentions

H8b: Messages framed by the celebrity as personal have a more positive effect on consumer word-of-mouth intentions

The results of the analysis partially support part b of hypothesis eight as the personal message frame from the celebrity source did have a more positive effect on Generation Z word-of-mouth intentions in the case of the donation being framed as in-kind, however not for the set monetary donation frame.

The result of the analysis therefore only partially supports hypothesis 8 as donations framed with a personal celebrity message were found to have a more positive effect on Generation Z's word-of-mouth in the case of the donation frame being in-kind, but not when the donation frame is monetary. As the reverse was found for purchase intention hypothesis eight as a whole can only be partially supported.

4.4.4 Celebrity phrasing, donation frame and perceived magnitude of the donation

The final part of the stage three of this analysis is concerned with a direct comparison between a general (impersonal) celebrity message frame and a personal celebrity message frame, with regards to which donation frame the participants feel has the higher magnitude. This corresponds with the final hypothesis:

H9: Messages framed by the celebrity as personal have a more positive effect on perception of the donation magnitude.

4.4.4.1 Perception that the donation is reasonable with a celebrity source sending a personalised message

As previously for the first two stages of the analysis, to begin the analysis as to the participant's perception of donation magnitude, whether the participant feels the donation made in the scenario was reasonable is investigated, this time with the celebrity as the message source using a personalised phrase. The tables below show the Likert-scale data from the 145 participants, along with the calculated percentage of participants who chose each Likert-scale point.

Perception that the donation is reasonable with a celebrity as the message source using a personal frame

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
Participant perception of how reasonable the in-kind donation was with a personalised message from a celebrity source	Count	0	0	4	25	37	47	32
	Column N %	0.0%	0.0%	2.8%	17.2%	25.5%	32.4%	22.1%
Participant perception of how reasonable the monetary donation was with a personalised message from a celebrity source	Count	4	2	7	18	38	39	37
	Column N %	2.8%	1.4%	4.8%	12.4%	26.2%	26.9%	25.5%

Table 88: Participant perception of how reasonable the cause related marketing donation was with the celebrity using a personal message

The results show that many participants (80%) found the in-kind donation to be reasonable to some extent by agreeing to varying degrees when the celebrity was the message source, and they were using a personalised phrase. Only 2.8% of participants disagreed that the donation was reasonable. However, 17.2% were unsure as to whether they felt the donation being made was reasonable. Most participants (78.6%) also found the monetary donation to be reasonable to some extent by agreeing to varying degrees when the celebrity was the message source. Only 9% of participants disagreed to some degree that the donation was reasonable. Although 12.4% were undecided, this means that the participants were much more decisive when it came to determining if a monetary donation was reasonable when the celebrity was the message source.

4.4.4.2 Donation satisfaction with a celebrity source sending a personalised message

The next stage of the analysis as to the participant's perception of donation magnitude was whether the participant feels the donation made in the scenario was satisfactory with a celebrity source using a personalised message. The tables below show the Likert-scale data from the 145 participants, along with the calculated percentage of participants who chose each Likert-scale point.

**Perception that the donation is satisfactory with a
celebrity as the message source using a personal frame**

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Some what Agree	Agree	Strongly Agree
Participant perception of how satisfactory the in- kind donation was with a personalised message from a celebrity source	Count	0	3	6	29	36	42	29
	Column N %	0.0%	2.1%	4.1%	20.0%	24.8%	29.0%	20.0%
Participant perception of how satisfactory the monetary donation was with a personalised message from a celebrity source	Count	4	4	1	29	30	33	44
	Column N %	2.8%	2.8%	0.7%	20.0%	20.7%	22.8%	30.3%

*Table 89: Participant perception of how satisfactory the cause related marketing donation
was with a celebrity source using a personal message*

The results show that many participants (73.8%) found the in-kind donation to be satisfactory to some extent by agreeing to varying degrees with the celebrity as the message source using a personalised message. Once again, many participants were undecided with 20% unable to determine if they felt it was satisfactory. 6.2% of the participants found the donation unsatisfactory, however none strongly disagreed. The same amount of participants (73.8%) found the monetary donation to be satisfactory to some extent by agreeing to varying degrees with the celebrity as the message source using a personalised message, this is the same as the findings for the in-kind donation presented by celebrity source with a personalised message. Only 6.3% of participants found the donation to be unsatisfactory, which again is only 0.1% more than for the in-kind variant, however the disagreement is much stronger with 2.8% strongly disagreeing. Once more a large number (20%) remained undecided, which is also the same as for the in-kind variant.

4.4.4.3 Overall perception of donation magnitude with celebrity source sending a personalised message

The parallel co-ordinates chart in figure 79 shows participants overall perception of donation magnitude with a celebrity message source using a personalised message, compared between an in-kind donation frame and a monetary donation frame, based on the mean perception (calculated from how reasonable the participant found the

donation presented by the celebrity source and how satisfactory they found the donation presented by the celebrity source).

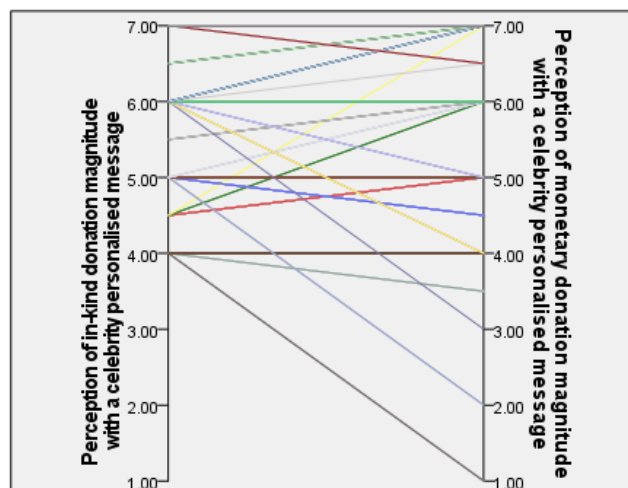


Figure 79: Parallel co-ordinates chart comparing perceived magnitude of in-kind donation vs monetary donation with a celebrity source sending a personal message

The parallel co-ordinates chart initially indicates that there is a stronger inclination amongst the participants to view the in-kind donation frame as being of a larger magnitude than the monetary donation frame when there is a celebrity acting as the message source and using a personalised message phrase.

		Statistics	
		Personal celebrity message magnitude in-kind donation	Personal celebrity message magnitude monetary donation
N	Valid	145	145
	Missing	0	0
Mean		5.4414	5.4172
Std. Deviation		1.00261	1.41177
Minimum		4.00	1.00
Maximum		7.00	7.00

Table 90: Impression comparison of perceived magnitude of in-kind vs monetary donation with a celebrity source and personal message

As can be seen in table 90 the mean results are both somewhat positive, with in-kind donation at 5.4414 and monetary donation at 5.4172. Notably the monetary donation

also has a much more negative minimum of 1 (strongly negative), with the in-kind donation having a less negative minimum of 4 (neutral).

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Phrase_IK_Magnitude	5.4414	145	1.00261	.08326
	Phrase_f_Magnitude	5.4172	145	1.41177	.11724

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Phrase_IK_Magnitude & Phrase_f_Magnitude	145	.764	<.001	<.001

Paired Samples Test

		Paired Differences				Significance				
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	Phrase_IK_Magnitude - Phrase_f_Magnitude	.02414	.91350	.07586	-.12581	.17409	.318	144	.375	.751

Paired Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Pair 1	Phrase_IK_Magnitude - Phrase_f_Magnitude	Cohen's d	.91350	.026	.189
		Hedges' correction	.91589	.026	.189

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation of the mean difference.

Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Table 91: Set of paired sample statistic tables for donation frame magnitude perception with a celebrity source sending a personal message

As can be seen from table 91, $t(144) = 0.318$, $p = 0.751$, therefore as p is well above the usual 0.05 threshold there is no statistical significance. Following Cohen's (1988)'s guide 0.91 is categorised as a strong effect size. Therefore, in summary the statistical analysis showed that there is a strong but not significant difference between participant's perception of donation magnitude between in-kind and monetary donation frame when presented by a celebrity source using a personalised message frame.

4.4.3.3 Celebrity message frame perceived donation magnitude summary

In summary the analysis has shown that there is no statistical significance with regards to the message frame presented by the celebrity source (general or personal), for both donation frames (in-kind or monetary) with regards to the perceived magnitude of the donation.

The ninth hypothesis of this study was:

H9: Messages framed by the celebrity as personal have a more positive effect on perception of the donation magnitude.

The result of the analysis rejects this hypothesis as no statistical significance was found.

4.5 Discussion

To begin the discussion table 92 summarises the analysis findings against the hypotheses of this study.

Number	Hypothesis	Analysis indication
H1	Donations framed as an in-kind donation have a more positive effect on Generation Z consumer attitudes than if the donation is monetary.	Rejected
H2	Donations framed as an in-kind donation have a more positive effect on Generation Z intentions than if the donation is monetary.	Supported for word-of-mouth intention and rejected for purchase intention
H2a	Donations framed as an in-kind donation have a more positive effect on Generation Z consumer purchase intentions than if the donation is monetary.	Rejected
H2b	Donations framed as an in-kind donation have a more positive effect on Generation Z consumer word-of-mouth intentions than if the donation is monetary.	Supported
H3	Donations framed as an in-kind donation have a more positive effect on consumer donation magnitude perceptions than if the donation is monetary.	Supported
H4	The presence of celebrity has a positive effect on Generation Z consumer attitudes.	Rejected
H5	The presence of celebrity has a positive effect on Generation Z consumer intentions.	Supported
H5a	The presence of celebrity has a positive effect on Generation Z consumer purchase intentions.	Supported
H5b	The presence of celebrity has a positive effect on word-of-mouth intentions amongst Generation Z.	Supported
H6	The presence of celebrity has a more positive effect on consumer donation perceptions when the donation is monetary.	Supported for in-kind donation and rejected for monetary donation
H7	Messages framed by the celebrity as personal have a more positive effect on consumer attitude.	Supported
H8	Messages framed by the celebrity as personal have a more positive effect on Generation Z intentions	Partially supported

H8a	Messages framed by the celebrity as personal have a more positive effect on consumer purchase intention	Rejected for in-kind donation and supported for monetary donation
H8b	Messaged framed by the celebrity as personal have a more positive effect on consumer word-of-mouth intentions	Supported for in kind donation and rejected for monetary donation
H9	Messages framed by the celebrity as personal have a more positive effect on perception of the donation magnitude.	Rejected

Table 92: Summary of hypotheses post-analysis

Each hypothesis is now discussed in turn:

H1: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer attitudes than if the donation is monetary.

From the analysis this hypothesis was rejected as the scenario with an in-kind donation frame did not have a significant effect on the consumers attitudes towards the brand. Neither donation frame was found to have a significant effect on the attitudes of the Generation Z participants, thus indicating that cause related marketing may not be the best use of a company's resources when trying to improve Generation Z's consumer attitudes towards the brand. As highlighted by authors such as Adkins (1999) and Bronn and Vrioni (2001) companies are seeing cause related marketing as an investment, which in this case may be misplaced if improved attitudes are the desired outcome.

H2: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer intentions than if the donation is monetary.

To answer the second hypothesis, hypothesis part a and part b need to be examined:

H2a: Donations framed as an in-kind donation have a more positive effect on Generation Z consumer purchase intentions than if the donation is monetary.

The analysis found that this hypothesis should be rejected as the scenario with an in-kind donation frame did not have a significant effect on the consumers purchase intentions. Neither donation frame was found to have a significant effect on the Generation Z participants purchase intention, so it can also be determined that cause related marketing may not be the best technique for brands seeking to increase purchases amongst the Generation Z consumers.

H2b: Donations framed as an in-kind donation have a more positive effect on word-of-mouth intentions amongst Generation Z than if the donation is monetary.

In contradiction to part a which was concerned with the purchase intentions, part b which instead looked at word-of-mouth intentions did find that the presence of a cause related marketing donation, of either donation frame, did have a positive effect on the Generation Z participants word-of-mouth intention. In addition to this the in-kind donation frame was also shown to have a slightly more positive effect than the monetary donation frame. This indicates that for brands seeking to increase their word of mouth amongst Generation Z, cause related marketing would be a beneficial marketing technique. It also implies that an in-kind donation may yield slightly better results, however fundamentally both cause related marketing donation frames seem to have a positive effect.

In summary therefore H2 is partially supported by a positive effect on word-of-mouth intentions amongst Generation Z, but no statistically significant effect on purchase intention was found.

In addition to the above analysis, it was also sought as to whether the consumers perceived one donation type to have a higher magnitude than the other. This was added to the thesis to supplement understanding as to any comparative benefits of one donation frame over another (in this case monetary versus in-kind). Thus, the third hypothesis was set as:

H3: Donations framed as an in-kind donation have a more positive effect on consumer donation magnitude perceptions than if the donation is monetary.

The findings of this thesis support the third hypothesis as the in-kind donation frame was found to have a higher perceived magnitude amongst the Generation Z participants. It is reported in the literature that consumers prefer donations to be clear in terms of their size, but most cause related marketing campaigns do not clearly indicate the size of the donation being made (Pracejus & Olsen, 2004; Moosmayer & Fuljahn, 2013). In the scenarios presented in this study, the monetary donation explicitly outlined the donation size in pence, whereas the in-kind donation used a vague quantifier to indicate the donation. This is therefore a reassuring find for brands who use vague quantification in their cause related marketing campaigns

as the findings indicate that this would be seen as a larger donation in the eyes of the Generation Z consumer. This could be because as the typical donation in cause related marketing is a very minimal donation per item, and indeed in relation to the retail price of the item, when the consumer can see the donation as a specific figure, it does not meet the expectations or hopes they would have of the donation size.

With the vague quantifier the consumer is free to imagine the value of the donation and will be in line with their own thoughts on what that may be. This study therefore contradicts the findings of Moosmayer and Fuljahn (2013) as it suggests, for Generation Z, that the vague quantification of in-kind donation of resources is seen as being larger and encourages more word-of-mouth, as opposed to the monetary donation frame.

The hypotheses which corresponded with research question two are now addressed:

H4: The presence of celebrity has a positive effect on Generation Z consumer attitudes.

From the analysis, this hypothesis was rejected as neither donation frame showed a significant effect on the participant's attitude. This reinforces the previous finding of hypothesis one, that for brands seeking to influence Generation Z's attitudes then cause related marketing may not be the most appropriate marketing technique. It also annuls some of the fears that celebrity influences Generation Z, as this study has discovered that it did not affect their attitudes towards the brand being endorsed. This also suggests that the participants did not feel a strong para-social relationship as this would have shown some change to their attitude as they likely would have wanted to follow the instruction of the celebrity to feel connected to them (Rojek, 2015).

H5: The presence of celebrity has a positive effect on Generation Z consumer intentions.

To answer the fifth hypothesis, part a and part b of the hypothesis need to be examined:

H5a: The presence of celebrity has a positive effect on Generation Z consumer purchase intentions.

The analysis indicated support for this hypothesis as the scenarios with a celebrity endorser as the message source had a significant effect on the Generation Z participants purchase intentions. Thus, it can also be determined that for brands using cause related marketing, obtaining a celebrity to endorse the message by acting as the message source would have a positive impact on the likelihood of Generation Z consumers intending to buy the market offering. This is particularly noteworthy as when the brand was the message source there was no significant increase in purchase intention from the consumers pre-cause related marketing purchase intentions. This could indicate that the Generation Z consumers would be seeking to be involved in the good work of the campaign and contribute to the action towards helping the cause in community spirit with the celebrity's network (Anatole, 2013; Witt & Baird, 2018).

H5b: The presence of celebrity has a positive effect on word-of-mouth intentions amongst Generation Z.

The findings from this study also showed support for H5b, with the scenarios with a celebrity endorser as the message source having a significant effect on the Generation Z participants word-of-mouth intentions. Therefore, it can be determined that for brands using cause-related marketing, using a celebrity to endorse the message by acting as the message source would have a positive effect on the likelihood of spreading word-of-mouth from Generation Z consumers.

In summary H5 is supported by a positive effect on both purchase and word-of-mouth intentions amongst Generation Z. Indicating that the use of celebrity endorsement in a cause related marketing campaign is effective in positively changing Generation Z's intentions.

In addition to the above analysis, it was once again sought as to whether the perception of donation magnitude differed between donation frames, but this time in comparison of if the brand is the message source or if there is a celebrity endorser as the message source.

H6: The presence of celebrity has a more positive effect on consumer donation perceptions when the donation is monetary.

The analysis rejected this hypothesis, with a statistical significance between the perceptions of donation magnitude between the two donation frames when it comes to in-kind donation frame in favour of the brand message source over the celebrity message source. Indicating that a donation can be seen as larger when framed as an in-kind donation but only when the brand is the source of the message themselves. However, when the donation is framed as a monetary amount this effect was not present.

The analysis also showed that there is a strong but not significant difference between participant's perception of donation magnitude between in-kind and monetary donation frame when presented by a celebrity source.

These are important findings as the intention behind cause related marketing is to optimise both ROI for the brand and donation to the cause being supported (Adkins, 1999; Bronn & Vrioni, 2001; Steckstor, 2012). If an increase in sales is the main aim in alignment with optimising ROI and donations made from the cause related marketing campaign then using a celebrity endorser as the message source is preferable, as a positive effect on purchase intentions was only present in the scenario with the celebrity as the message source and not with the brand as the message source. However, if the brand wishes to be perceived as being more benevolent in their donations to the cause, then the brand should not use a celebrity endorser as the message source as this reduced the perception of donation magnitude.

Each hypothesis which corresponded with research question four is now discussed:

H7: Messages framed by the celebrity as personal have a more positive effect on consumer attitude.

The analysis supported this hypothesis as for both donation frames the messages framed by the celebrity endorser with a personal message frame had a statistically significant positive effect on brand attitude amongst the Generation Z participants. For a personal message frame with an in-kind donation, it was found to be to a moderate effect size, and for with a set monetary donation it was found to be to a weak effect size. This suggests that if an improved brand attitude is the desired outcome of the cause related marketing campaign that if a celebrity is the source of

the message, it should be framed with a personal message frame for optimum effect and ROI from the campaign as it was the only scenario which saw a positive effect on pre brand attitudes amongst the Generation Z participants.

H8: Messages framed by the celebrity as personal have a more positive effect on Generation Z intentions.

The analysis found that hypothesis eight could only partially be supported, as the effect on Generation Z's intentions depended upon the donation frame presented in the message. To answer the eighth hypothesis fully, part a and part b of the hypothesis need to be examined:

H8a: Messages framed by the celebrity as personal have a more positive effect on consumer purchase intention.

This part of the hypothesis is partially and weakly supported due to the findings that the personally phrased celebrity message gained a statistically significant change from that of the impersonally phrased celebrity message source for monetary donations on consumer purchase intention. However, this was not found for personally phrased celebrity messages with an in-kind donation frame.

H8b: Messages framed by the celebrity as personal have a more positive effect on consumer word-of-mouth intentions.

The results of the analysis partially support part b of hypothesis eight as the personal message frame from the celebrity source did have a more positive effect on Generation Z word-of-mouth intentions in the case of the donation being framed as in-kind, however not for the set monetary donation frame.

In addition, the perception of donation magnitude was once again explored, this time whether the perception differed between donation frames when there is a celebrity endorser as the message source, and they are using a personal message frame. This led to hypothesis nine:

H9: Messages framed by the celebrity as personal have a more positive effect on perception of the donation magnitude.

This hypothesis was rejected as there was no significant difference between the message frames when it came to the consumers perception of the donation magnitude. This shows suggests that even with a change in message frame, if the brand wishes to appear more benevolent with their donation, then the brand should remain as the message source, as neither message frame from a celebrity message source saw a positive effect on the perception of donation magnitude.

4.6 Summary of Analysis and Discussion

In summary the effect of cause related marketing donation frame was only found to significantly affect the word-of-mouth intentions of the Generation Z participants, with no significant difference in their attitude or purchase intention found in this study. With regards to the use of a celebrity acting as the source for the general message, this proved to be significantly preferable when it came to the participants purchase and word of mouth intentions, however, was not found to be as effective with regards to the consumer attitude towards the brand. When this was changed to a personal message frame, this had a greater effect on consumer attitude than when the message was phrased impersonally, however it did affect the purchase and word of mouth intentions, depending on the donation frame. In the case of perceived donation magnitude, regardless of the message source (brand or celebrity), when framed as an in-kind donation it was seen as being larger by the participants. However, it was not found to be seen as larger when the donation was framed in a personal framed celebrity message.

Chapter 5: Conclusion

This thesis is now concluded, firstly by considering whether the objective of this study was met. This is followed by answering each research question. The managerial implications from the findings of this study are then be discussed, followed by the limitations of this study. Finally, the recommendations for future research are made.

The objective of this study was to examine the impact that the variable of donation framing has on the attitudes and purchase intentions of Generation Z, specifically the section of this group over 18 years of age and above who likely have their own financial control and covering all of Witt and Baird's (2018) Generation Z distinguishable markers, using social media messaging; whilst also exploring the

variables of celebrity endorsement and the endorsement message framing, for any mediating effects. This has been achieved through the undertaking of a quantitative survey on a population of Generation Z consumers, analysed using a paired samples t-test, focusing on the effects the input (scenario) variables of donation frame, message source (brand versus message) and message frame of celebrity endorsement (general versus personal) had on the participants output variables of attitude, purchase intention and word of mouth intention.

The conclusion to this thesis is now discussed in alignment with the research questions.

5.1 Donation Frame

The first input variable that this study investigated was the donation frame of the cause related marketing contribution to the cause from the sales of the product. The two most common and opposing donation frames were chosen to be analysed in this thesis, which are a monetary donation – set as a donation in UK currency, or as an in-kind donation amount – set as a donation of materials or resources. The monetary donation was made as clear as possible with the specific donation in pence made visible to the participant. To keep the donation frame as opposing as possible, the in-kind donation was made as subjective as possible with the donation being an unspecified amount of resource.

The first research question was then formulated as follows:

RQ1: Does the framing of the donation, either as a monetary or in-kind donation frame, influence a significant difference in the attitudes and purchase intention for Generation Z consumers?

In answer to RQ1, it was found that the donation frame does not cause a significant difference in Generation Z consumers attitude, neither does it cause a significant difference in their purchase intention. It was found however, to have a significant effect on their word-of-mouth intention, which was strongly evident for both donation frames, but slightly stronger for an in-kind donation.

5.2 Message source

The second input variable of concern in this thesis was the source of the cause related marketing message. Two message sources were considered, firstly the

brand as the source of their cause related marketing message, and secondly a celebrity as the source of the message acting as a celebrity endorser. To keep this as comparable as possible most of the message was kept the same, with “we will” used for the brands message and “the (brand name) will” for the celebrity message.

The second and third research questions were formulated as follows:

RQ2: Does the use of celebrity endorsement in a cause related marketing campaign significantly influence attitudes and purchase intentions for Generation Z consumers?

With regards to RQ2, it was found that using a celebrity as the message source for the cause related marketing message does not have a significant impact on Generation Z consumer’s attitudes, it does have a significant effect on both their purchase intention and their word-of-mouth intention. This was so for messages with both in-kind and monetary donation frames. Authors such as Redmond (2019) note how those with a cynical view of celebrity culture worry about younger audiences and how this effects their psyche. This study partially supports this concern as it shows that the presence of celebrity does alter their intentions.

RQ3: Does celebrity endorsement in cause related marketing act as a mediating variable of the effectiveness of donation frame in terms of the attitudes and purchase intention of Generation Z consumers?

There was no indication that having a celebrity endorser as the source of the message has any mediation effect on the resultant attitudes towards the brand amongst Generation Z, as neither message sources showed any effect on pre-cause related marketing brand attitudes. However, having a celebrity as the message source was shown to have a positive mediating effect in terms purchase intentions. Therefore, depending on the desired outcome of the cause related marketing campaign, brands seeking an increased purchase intention should seek to use a celebrity endorser as the message source due to its mediating effect.

5.3 Message frame

The final variable that this thesis examined was the message frame, more specifically between general (otherwise known as impersonal) and personal message frames. This was a natural progression from the previous consideration of

whether to use a celebrity endorser for the message source, and if so, how they should phrase the message for the most impact. Once again to keep this as comparable as possible the main message remained the same, with the difference between the messages being “Help me to” as the personal message frame and “the brand will” for the general (impersonal) message frame.

The fourth and fifth research questions were formulated as follows:

RQ4: Does the type of celebrity endorsement used in a cause related marketing campaign, either implicit or imperative, and the subsequent endorsement message frame, either personal or impersonal, influence a significant difference in the attitudes and purchase intention of Generation Z consumers?

With regards to RQ4 it was found that when the celebrity endorser presented a cause related marketing message with a personal message frame it had a significantly positive effect on the Generation Z's brand attitude. As for purchase intention the donation frame influenced the effectiveness of the personal message frame, with the in-kind donation frame presented with a personal celebrity message having no significant impact, whereas the monetary donation frame produced a statistically significant effect on the purchase intentions of the Generation Z participants.

RQ5: Does the type of celebrity endorsement used in a cause related marketing campaign, either implicit or imperative, and the subsequent endorsement message frame, either personal or impersonal, mediate the effects of the endorsement, in terms of the attitudes and purchase intention of Generation Z consumers?

In answer to research question five, the message frame does have a moderating effect on the consumers resultant brand attitude. When the message was framed from a celebrity source as being impersonal this failed to generate a significant change in the participants brand attitude, however when the message frame was changed to that of personal it generated a statistically significant increase in the post-cause related marketing brand attitude. This is very positive for brands seeking to use cause related marketing to influence the brand attitude of Generation Z,

particularly as the brand as the message source as well as a celebrity source with a impersonal message did not have a significant effect on brand attitude.

5.4 Implications for theory

As consumer attitudes were only found to be significantly affected by the cause related marketing scenarios when the message source was a celebrity endorser and with a personal message frame, this indicates that either the Generation Z consumers have moved onto a 4th wave in the market, past the 3rd wave of ethical and spiritual consumption which Pringle and Thompson (2001) suggest the market is currently in, or that cause related marketing is not an effective tool for reaching the consumers ethical or spiritual expectations. Likewise, this also applies to the societal marketing concept era that it is proposed the market has reached by Gbadamosi et al (2013). Therefore, further academic focus should be on examining the stage of the market as the Generation Z consumers become more dominant in terms of their spending power.

As the Generation Z participants attitudes and purchase intentions were not found to be significantly improved with the use of cause related marketing with the brand as the message source, this supports the findings of Witt and Baird (2018) that Generation Z are advertising adverse. As cause related marketing has been a major marketing communication tool their whole lives Steckstor (2012) this could also have contributed to either fatigue and/or scepticism towards the intentions behind the cause related marketing campaign. It could also indicate that cause related marketing is too passive for Generation Z to feel engaged and involved, as White (2014) emphasises their desire to actively tackle problems and dislike what they see as “all talk and no action”. Langen et al (2010) also liken cause related marketing to an automatic “charity box donation” whereby the consumer can obtain a warm glow feeling from the donation but does not have to put any effort into the donation itself, this could also support the theory that it is not actionable for Generation Z to feel this warm glow effect (Andreoni, 1990). As Generation Z are reported to be ethical consumers (Langen, et al., 2011) who have a strong interest in social good (Van Den Bergh & Behrer, 2016) and that they see charity as part of their duty and identity (Newcombe & Van Eck Duymaer Van Twist, 2017), further exploration as to how this can be more effectively utilised by marketing should be carried out, as this study

found that cause related marketing had a very limited effect overall on this generational cohort, also potentially indicating that it would potentially be unable to elicit prosocial behaviour for these consumers (O'Cass and Griffin, 2015).

As the presence of celebrity as the message source saw a significant improvement in the Generation Z's purchase intentions this supports the idea that the consumers are attracted to the mediated persona of the celebrity (Barron, 2015) and indicates that there may be some connection in the form of a para-social relationship to the point where the consumer is feeling as though they are part of the celebrities network in a form of friendship group, supporting the theories of Horton and Wohl (1956) and Cashmore (2006). The participants lack of change in attitude however could be indicative of the proliferation of celebrity endorsement and may support Branigan and Mitsis (2014) in their suggestion that the abundance of celebrity endorsement has reduced the impact of this marketing technique.

As the personal implicitly framed celebrity message was the only cause related marketing combination found in this study to have a significantly positive influence on the Generation Z consumer's attitudes this supports the theories by Horton and Wohl (1956) and Rojek (2015) which suggest that for celebrity endorsements to have optimal effectiveness on the audience they need to be framed as speaking directly to them. This also aids with the illusion that it is a friend making a suggestion which supports the para-social relationship theory (Horton & Wohl, 1956; Cashmore, 2006; Barron, 2015; Rojek, 2015). Additionally due to the heavy use of celebrity endorsement, this has led to increased scepticism of the motivation behind the celebrities endorsement particularly of causes, increasing such thoughts amongst the consumers that it is purely transactional rather than meaningful (Kapoor, 2013; Branigan & Mitsis, 2014), the personal message frame seeing a change in attitudes, which was not seen with the general (impersonal/explicit) message frame, suggests that this personal tone helps to negate this suspicion of impure motivation.

With regards to the framing of the donation in cause related marketing campaigns, on the whole the theory by Pracejus and Olsen (2004) cannot be supported by this study as the in-kind donation frame was found in the case of a brand message source to be slightly more effective than the set monetary donation for improving word-of-mouth intentions and both donation frames effects consistently remained

similar across the scenarios, with the only major difference with the celebrity message source with a personal message frame, where the in-kind donation was significant for the purchase intention and the monetary donation was significant for the word-of-mouth intention. Thus, depending on the desired outcome of the cause related marketing campaign either an in-kind donation or a set monetary donation is preferable.

Finally, with regards to how the message is processed by the Generation Z consumers in cause related marketing campaigns, this thesis contradicts the theory of Steckstor (2012) who suggests that consumers will take the central route to persuasion in Petty and Cacioppo's (1984) ELM model, as the central route to persuasion implies that the consumers are highly interested in the informational and rational message presented in the cause related marketing campaign, rather than emotional content. This thesis suggests from its findings that the Generation Z consumers are instead taking the peripheral route to persuasion, which seeks emotive content – such as the presence of celebrity endorsement. It is worth noting however that this study looked at scenarios with a fast-moving consumer good, a low involvement (low risk) market offering, which could have led to the consumers taking this peripheral route to persuasion.

5.5 Recommendations for business

From the findings of this study the first recommendation for business would be that changing the cause related marketing campaign message source to that of a celebrity will have an overall positive influence on the campaign. Although it was not found to significantly affect consumers' attitudes towards the brand, it was found to significantly improve the purchase and word of mouth intentions of Generation Z consumers. Particularly in the case of when the company wishes to use an in-kind donation frame, the presence of the celebrity as the message source increases the consumer's perceived magnitude of the donation, effectively meaning that they are getting more credit for the same amount of donation outlay. All these positive impacts could be particularly beneficial for brands who already have a celebrity brand ambassador on contract with them as they may not have to increase marketing communication budget expenditure to use the celebrity as the source. The following table summarises the recommendations for management:

	Course of Action	Reason
1	Have a celebrity as the source of the message rather than the brand	This will have a positive overall influence across all donation types and messages on purchase intention and word of mouth intentions of Generation Z
2	When using an in-kind donation frame have a celebrity as the message source rather than the brand	This will increase the consumer's perceived magnitude of the donation being made
3	If the brand has a celebrity ambassador, they should use them as the message source	This would reduce additional cost for the business to pay for celebrity endorsement

Table 93: Recommendations for Business

5.6 Limitations of this research

The limitations of this study are now considered, the first being that the Generation Z participants were all in higher education which means that they may have a slightly different perspective than their peers who given the current age of Generation Z, either have left the education system or are still in it. Additionally, and related to this first limitation, some of the Generation Z cohort were at the time of this study still below the age of 18 and therefore would not have been eligible for this study given the ethical approval restrictions. This restricts the generalisation to the greater Generation Z population.

5.7 Recommendations for future research

Now that the limitations of this study have been explored the recommendations for future research are now explored. Firstly, further research based on the scenario itself and what additional variables could be explored in place of the ones chosen in this thesis. Secondly, further research based on the output variables being measured is considered. Thirdly, additional controls which could be applied are suggested. Finally, additional data to improve generalisation.

5.7.1 Additional scenario variables

This thesis focused on Generation Z and was concerned with the variables of celebrity endorsement, donation frame and message frame. Other variables which are worthy of consideration in future research are:

- Diversity

For Generation Z diversity is a major topic of discussion which has been predominant during their lives (Witt & Baird, 2018). Generation Z has a well-documented enthusiasm for individuality, and value of uniqueness and diversity. This generation is itself more diverse both behaviourally and culturally due to the digitalisation of the world (Jenkins, 2017) and the increase in mixed-race heritage (Witt and Baird, 2018). This desire for individuality is partly fuelled by the strong tolerance that has been instilled in them during their upbringing (The Real Truth, 2017).

The variable of diversity has many facets. Two major facets which would be key for investigation are race and identity. From a marketing perspective, how marketers and by extension brands can be seen as authentic and connect with these consumers is an interesting area for investigation. It is said by authors such as Witt and Baird (2018) that marketing to specific communities (such as LGBTQ+) must be earned through authenticity and is not a right, so a keener understanding as to how this can be earned and thus achieved will greatly help marketers. In the context of cause-related marketing, understanding what will resonate with the audience emotionally is fundamental to its success and thus any variables which can be utilised has the potential to aid in making a successful campaign. In terms of how it could be added to this specific study, comparing celebrity endorsements from a diverse mix of celebrities could add to this gap in the research.

- Niche online Communities

As discussed in the literature review, of the five truths of youth marketing as proposed by Witt and Baird (2018), the first truth is identity. With regards to the brands identity, it is important for the brand to resonate with the target audience. They discuss how use of online communities can help marketers to resonate with groups of Generation Z on a deeper level. However, to achieve this, they risk being

less effective in resonating with Generation Z as a whole cohort – implying a trade-off decision. Therefore, further investigation is suggested of the effectiveness of tailoring these cause related marketing communications to individual online communities vs. less specific communications aiming to reach Generation Z as a whole cohort.

- Social Media Influencers

The last decade has seen a phenomenal rise in the presence of social media influencers. Generation Z are renowned as avid users of social media and so it would be worth comparing the effects of the company choosing to send a message through a social media influencer versus a traditional celebrity. Although it can be argued that given certain definitions of celebrity that social media influencers with a considerable amount of fame are indeed celebrities, many definitions keep this division. For many authors in the field, celebrities are those who have achieved fame via traditional routes, effectively produced by the media industry, whereas social media influencers have created their own renown and are self-manufactured. As Redmond (2019) states, social media influencers are usually young, attractive individuals aware of effective self-presentation techniques which require their audiences to mirror them. As this study found celebrity to have a mediation impact on Generation Z's intentions post-cause related marketing, it would be worthwhile exploring if this is the same for social media influencers, or indeed whether it has an even more prominent effect. If there was a more significant effect, it might also affect consumer attitudes, something only a personal message frame with a celebrity endorser source achieved in this study.

- Social Media Platforms

This study provided mock posts in the Facebook and Twitter format; further research could compare the reaction of generation Z to posts on different platforms. To achieve this the post would have to be available in a variety of formats, for those social media channels which are text only and likewise those which are video based. This also means that it would not be possible to create a mock-up of the cause related marketing campaign unless there were celebrities involved in the creation of the videos. Therefore, it would mean that either a brand would have to be involved in

the research (with an endorsing celebrity also) or a secondary analysis of previous campaigns would have to be used.

- Brand

This thesis focused on well-known brands, with all the brands (the product brand, the cause brand, and the celebrity brand) having a high recall amongst the participants. The brands overall also enjoyed a high starting attitude amongst the participants. This was deliberately chosen in this study to see how the use of cause-related marketing can help these brands to maintain and increase positive attitudes, purchase intention and word of mouth intention when already in a largely favourable position in the market. Further studies could investigate brands with a lower overall position in the market – such as new entry brands or brands which have become tarnished or unfavourable in the current market.

- Product type

Likewise, this study chose to focus on the confectionary market as it is a highly popular fast moving consumer good market in the UK. Further study could explore fast moving consumer goods to services and products designed to last.

5.7.2 Additional output variables

This thesis considered brand attitude and purchase intention as the main output variables to be measured, future research might also seek to measure other output variables such as engagement, sentiment, and brand affinity,

- Engagement

To measure engagement, there are four measurements which could be considered here: direct interactions – such as likes, comments etc depending upon what actions the platform makes available to the user, social sharing – such as reposting, social velocity – new engagements over time, and time spent – such as viewing content.

- Sentiment

This measures emotion behind the interactions. This is a particularly useful tool in which to understand if the tone of the messages and content is resonating with the audience correctly. Sentiment analysis categorises social media comments into

positive, negative, and neutral. Once this has been done it can be evaluated as to the overall balance of emotion towards the brand.

- Brand Affinity

Brand affinity is a sentiment metric and thus is closely linked to the above sentiment analysis. However, brand affinity considers how much individuals want to be associated with the brand and how it makes them feel about themselves. Affiliations with social media influencers is a key method used by brands to try and improve their brand affinity with audiences.

5.7.3 Additional control variables

This thesis pre-tested the most popular causes in the UK to ensure a high likelihood that the participants were familiar with the cause in the scenario presented. It would be prudent to consider using the philanthropic level and interests of groups inside the Generation Z cohort as control variables, to see how these groups respond to cause related marketing specifically. For example, how many of this segment seek to support causes with more purely philanthropic intentions? Which could potentially be caused by biological predisposition to prosocial behaviour (Moosmayer and Fuljahn, 2010). How many are looking for the associated warm glow? (Andreoni, 1990) How many see it as a guilt relief to hedonic consumption and behaviour? How many take no real interest? And how many are actively against philanthropy (charity starts at home mentality). It has been documented that Generation Z are strongly orientated towards philanthropy (Witt & Baird, 2018), but any mediating factors to this should be investigated.

In terms of the celebrities chosen, this study deliberately chose celebrities who are currently popular and well known amongst Generation Z, which was also pre-tested. However, further research could explore whether the age of the celebrity endorsing the product is a moderating factor, an area also recommended for further research by McCormick (2016). It is possible that having a celebrity of the same age as the target consumer group may produce a different outcome as they may find them more relatable. Also, on the other hand using an older celebrity than the target consumer group may also add credibility as they may be perceived as being more established or “wiser”.

Finally, the effects of a celebrity's previous philanthropy, charity support or activism on the effectiveness of the cause-related marketing endorsement could also be further researched. This previous activity by the celebrity may influence their perceived credibility. A background check was done on the celebrities chosen for this study to ensure that it was not out of character for the celebrity to advertise and endorse supporting a cause; other studies could compare openly supporting celebrities versus those who have never openly supported causes to see if there are any effects of this as a variable.

5.7.4 Generalisation

The sample size allows for generalisation to the ARU business school Generation Z cohort (with a margin of error of $\pm 7.5\%$, however it only allows for an indication of how the wider Generation Z cohort may react. It can be argued that for any population over 5000 that a sample size of 171 would be appropriate (with the $\pm 7.5\%$ margin of error), however to reduce this margin of error the sample would have to increase to 384 for a $\pm 5\%$ margin of error or to 1067 for a $\pm 3\%$ margin of error (Bisits-Bullen, 2022).

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