



The effect of cause related marketing of female personal hygiene products on young females.

BY

Katinka van Zyl

A research project submitted in fulfilment of the requirements
for the BA Honours in Strategic Brand Communication

AT THE

Independent Institute of Education: Vega School

Supervisor:
Cerneels Coetzee

Submission date:
November 2021

ABSTRACT

Cause related marketing (CRM) can be described as marketing that involves an organization's contribution to a specific cause with the aim to affect their consumers' purchase decisions positively (Pracejus and Olsen, 2004). The purpose of the study is to contribute to the growing body of knowledge in the area of CRM. This study will investigate whether product type and perceived fit affect consumer responses to a CRM campaign. This research will focus on the effect CRM has on consumer behaviour. It will try to determine If CRM is best suited for utilitarian products (UP) or luxury products (LP), and will also explore whether there should be a link between the cause of an organization's CRM and the products to affect consumer attitudes and purchase behaviour positively. The research will focus on personal hygiene products within the young female market in Gauteng. The study uses a positivist paradigm, and the research questions/hypotheses were developed within this paradigm. Electronically distributed structured questionnaires was used as a collection tool. The analysis of the data was done using descriptive statistics to "organize and summarise [the] data in a meaningful way" (Maree, 2020). The findings of the study indicate that CRM always has a positive effect on young females' attitude and purchase intent, regardless of product type (distinguishing between utilitarian and luxury products), regardless of the link of the product to the CRM cause and regardless of the consumers' initial attitude towards the cause of the CRM. This indicated that CRM can be regarded as an effective marketing tool to use in the young female market in Gauteng, South Africa. However, the results also indicate that a CRM campaign will be more effective when consumers' attitude towards the cause of the campaign is more positive and when the campaign has a stronger link to the product. It is therefore also important to consider the choice of CRM campaign strategically.

DECLARATION

I hereby declare that the research report submitted for the BA Honours in Strategic Brand Communication to The Independent Institute of Education (The IIE) is my own work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

Signature


Date

21/11/2021

TABLE OF CONTENTS

1. INTRODUCTION	1
1.1 Contextualisation	1
1.2 Rationale	2
1.3 Problem Statement	2
1.4 Purpose statement.....	3
1.5 Research Questions.....	3
1.5.1 Primary Research Question	3
1.5.2 Secondary Research Questions.....	3
1.5.3 Hypothesis	3
1.6 Overview of Study	9
2. LITERATURE REVIEW	11
2.1 Introduction	11
2.2 CRM Defined	11
2.3 Conceptualisation of Key Concepts	12
2.3.1 Effect of CRM on young females' attitudes towards utilitarian and luxury products. 12	
2.3.2 Effect of CRM on young females' purchase intent regarding utilitarian and luxury products.	13
2.3.3 Effect of the link between products and CRM on young females' attitude towards a product.....	14
2.3.4 Effect of the link between products and CRM on young females' purchase intent. ..	14
2.4 Justification of Research.....	15
2.5 Theory of Reasoned Action	16

2.6 Overview of Previous Studies	18
3. METHODOLOGY	21
3.1 Research Paradigm	21
3.2 Ontology, Epistemology and Axiology	23
3.3 Conceptual Approach	23
3.4 Population	24
3.5 Sampling	26
3.6 Data Collection Method and Application	29
3.7 Data Analysis	32
3.8 Data Analysis Application	33
3.8.1 Effect of CRM on young females' attitudes towards utilitarian and luxury products.	34
3.8.2 Effect of CRM on young females' purchase intent regarding utilitarian and luxury products.	37
3.8.3 Effect of the link between products and CRM on young females' attitude towards a product.	39
3.8.4 Effect of the link between products and CRM on young females' purchase intent. ..	40
4. FINDINGS AND INTERPRETATIONS	41
4.1 Presentation of Findings	41
4.1.1 Change in attitude towards UPs and LPs after CRM	41
4.1.2 Change in purchase intent towards UPs and LPs after CRM	49
4.2 Interpretation of Findings	56
4.2.1 Effect of CRM on young females' attitudes towards utilitarian and luxury products.	56
4.2.2 Effect of CRM on young females' purchase intent regarding utilitarian and luxury products.	57

4.2.3 Effect of the link between products and CRM on young females' attitude towards a product.....	59
4.2.4 Effect of the link between products and CRM on young females' purchase intent. ..	60
4.3 Conclusion of Findings.....	61
4.4 Findings in context	62
4.5 Validity and Reliability	64
5. CONCLUSION	65
5.1 Anticipated contribution	65
5.2 Ethical consideration	66
5.3 Limitations.....	67
5.4 Final Conclusion	68
REFERENCES	69
ANNEXURES	74
Annexure A	74
Annexure B.....	86
Annexure C.....	88
Annexure D	90

TABLE OF FIGURES

Figure 1: Three CRM stakeholders	12
Figure 2: Model One	17
Figure 3: Model Two	18
Figure 4: Example of Questionnaire distribution.....	28
Figure 5: Example of frequency table.....	34
Figure 6: Example of bar chart	35
Figure 7: Example of frequency table with a bar chart.....	35
Figure 8: Example of bar chart illustrating changes in attitude due to CRM	37
Figure 9: Attitude Towards UP (Stayfree).....	42
Figure 10: Attitude Towards UP (Kotex).....	43
Figure 11: Attitude Towards LP (Acqua di Goa).....	44
Figure 12: Attitude Towards LP (Acqua di Parma).....	44
Figure 13: Change in Attitude Towards UP (Stayfree) (With Link).....	46
Figure 14: Change in Attitude Towards UP (Kotex) (Without Link)	46
Figure 15: Change in Attitude Towards LP (Acqua di Goa) (With Link).....	48
Figure 16: Change in Attitude Towards LP (Acqua di Parma) (Without Link)	48
Figure 17: Purchase Intent Towards UP (Stayfree) (With link)	50
Figure 18: Purchase Intent Towards UP (Kotex) (Without link).....	50
Figure 19: Purchase Intent Towards LP (Acqua di Goa) (With link)	51
Figure 20: Purchase Intent Towards LP (Acqua di Parma) (Without link)	52
Figure 21: Change in Purchase Intent for UP (Stayfree) (with Link)	53
Figure 22: Change in Purchase Intent for UP (Kotex) (without Link)	54
Figure 23: Change in Purchase Intent for LP (Acqua di Goa) (with Link)	55
Figure 24: Change in Purchase Intent for LP (Acqua di Parma) (without Link)	55

LIST OF TABLES

Table 1: Hypotheses.....	4
Table 2: Positivism Research Paradigm	21
Table 3: Population parameter question.....	25
Table 4: Classification of attitude responses.....	36
Table 5: Classification of purchase intent responses.....	38
Table 6: The percentage increase in positive attitude towards the products after CRM	57
Table 7: The percentage increase in positive purchase intent towards the products after CRM	58

1. INTRODUCTION

Cause related marketing (CRM) can be described as an organization's contribution to a specific cause that is linked to their consumers' positive purchase decision (Pracejus and Olsen, 2004). The purpose of the study is to contribute to the growing body of knowledge in the area of CRM. This research will focus on the effect CRM has on consumer behaviour. It will try to determine if CRM is best suited for utilitarian products (UP) or luxury products (LP), and will also explore whether there should be a link between the cause of an organization's CRM and the products to affect consumer attitudes and purchase behaviour positively. The research will focus on personal hygiene products, within the young female market in Gauteng. As will be explained in Section 1.2, CRM is relevant to the younger market that includes Millennials and Generation X (Gen-X) (IEG, 2018). The reason for choosing to focus on personal hygiene products, and on the young female market in Gauteng, is to limit the study by focusing on specific products and a specific market segment.

1.1 Contextualisation

CRM as a marketing strategy is important, due to the increased use of organizations demonstrating social responsibility with their business practices (Duarte and Silva, 2018). CRM creates a competitive advantage through brand awareness and improving overall brand image as a means to incite consumers' intention to purchase (Guerreiro et al., 2015). CRM is a management procedure that aims to enhance, develop and create relationships with meticulously targeted consumers to increase consumer value and corporate profitability (Pozza et al., 2018). The business press and previous academic literature both recognize the difficulties of effectively implementing CRM (Bohling et al., 2006; Boulding et al., 2005; Pozza et al., 2018; Ryals, 2005; Wilson et al., 2002). Research about how this can be done most effectively is important to assist marketing decision makers to allocate funds effectively.

1.2 Rationale

CRM as a strategy is one field within marketing that has shown significant growth (Duarte and Silva, 2018). According to the IEG sponsorship report (IEG, 2018) the amount of spending on CRM in the United States grew with 3% standing at 2.05 billion dollars, this amount was forecasted to increase with 4.4% in 2018 (IEG, 2018). The reason for this growth is because CRM is seen as a win-win strategy for all stakeholders (Duarte and Silva, 2018). Barone et al. (2000) argue that consumers are prepared to pay a higher price for a product that is provided by a socially responsible organisation. A study by Edelman (2017) found that half of the consumers across the globe, including the US, China, Mexico, The Netherlands, India, Brazil, Germany and Japan, are now considered as “belief-driven” buyers and this number is increasing to 60% in Millennials, and to 53% in Gen-Z. Among Gen-Z (individuals born between 1996 and 2015) consumers are 85% more willing to trust a brand who has CRM campaigns, 84% more likely to purchase their products and 82% more willing to recommend the brand to their inner circle (Bigger Than Me, 2021). The above-mentioned findings illustrate why important CRM initiatives have grown from \$200 million dollars, from its origin in 1983, to \$1 billion in 1993 (Simon, 1995). According to Westberg (2004) CRM is the fastest growing form of marketing and should be considered a core aspect of any organisation's marketing strategy.

The reason for choosing to focus on personal hygiene products, and on the young female market in Gauteng, is to limit the study by focusing on specific products and a specific market segment.

1.3 Problem Statement

This study will investigate whether product type and perceived fit affect consumer responses to a CRM campaign. Specifically, it will determine if CRM affects consumers’ attitude towards a brand, and their purchase intent for both UPs and LPs within a young female market in Gauteng, South Africa. Further, this study will investigate the role of the link between the CRM campaign and the product in question, and how this link affects consumer attitudes and purchase intention. Molero and Montaner (2016) did a similar study for a group of undergraduate business students

enrolled at a major university in Spain. This study will focus on young females in Gauteng, South Africa, to determine if culture may affect the result.

1.4 Purpose statement

The purpose of this study is to determine if CRM is an effective marketing tool to use in the young female market.

1.5 Research Questions

1.5.1 Primary Research Question

Does product type and perceived fit affect consumer responses to a cause related campaign in the young female personal hygiene market in Gauteng?

1.5.2 Secondary Research Questions

- 1) How does CRM affect the attitude of young females towards utilitarian and luxury feminine personal hygiene products?
- 2) How does CRM affect the purchase intent of young females towards utilitarian and luxury feminine personal hygiene products?
- 3) Is it necessary that the product should be linked to the cause of the CRM to affect young female consumers' attitude positively?
- 4) Is it necessary that the product should be linked to the cause of the CRM to affect young female consumers' purchase intent positively?

1.5.3 Hypothesis

Table 1 contains the hypotheses that were used for this study. The hypotheses marked with yellow are aimed at answering the first secondary research question, those marked with pink answer the second secondary research question, those marked with blue answer the third

secondary research question and those marked green answer the fourth secondary research question.

Table 1: Hypotheses			
UP refers to utilitarian personal hygiene products. LP refers to luxury personal hygiene products.			
Yellow	Pink	Blue	Green
Research Question 1	Research Question 2	Research Question 3	Research Question 4

Hypotheses
1. If the consumer has a positive attitude towards a specific cause, CRM will affect young females in Gauteng's attitude towards UPs positively.
2. If the consumer has a negative attitude towards a specific cause, CRM will not affect young females in Gauteng's attitude towards UPs positively.

3. If the consumer has a positive attitude towards a specific cause, CRM will affect young females in Gauteng's attitude towards LPs positively.

4. If the consumer has a negative attitude towards a specific cause, CRM will not affect young females in Gauteng's attitude towards LPs positively.

5. In the market for young females in Gauteng, CRM will have a larger positive effect on consumer's attitudes towards LPs than on consumer attitudes towards UPs.

6. If the consumer has a positive attitude towards a specific cause, CRM will affect young females in Gauteng's purchase intent with regards to UPs positively.

7. If the consumer has a negative attitude towards a specific cause, CRM will not affect young females in Gauteng's purchase intent with regards to UPs positively.

8. If the consumer has a positive attitude towards a specific cause, CRM will affect young females in Gauteng's purchase intent with regards to LPs positively.

9. If the consumer has a negative attitude towards a specific cause, CRM will not affect young females in Gauteng's purchase intent with regards to LPs positively.

10. In the market for young females in Gauteng, CRM will have a larger positive effect on consumer's purchase intent regarding LPs than on consumer purchase intent regarding UPs.

11. If the consumer has a positive attitude towards a specific cause, and a CRM campaign has a strong link to the UP, the attitude of young females in Gauteng towards the product will be affected positively.

12. If the consumer has a negative attitude towards a specific cause, and a CRM campaign has a strong link to the UP, the attitude of young females in Gauteng towards the product will not be affected.

13. If the consumer has a positive attitude towards a specific cause, and a CRM campaign has a strong link to a LP, the attitude of young females in Gauteng towards the product will be affected positively.

14. If the consumer has a negative attitude towards a specific cause, and a CRM campaign has a strong link to the LP, the attitude of young females in Gauteng towards the product will not be affected.

15. If the consumer has a positive attitude towards a specific cause, and a CRM campaign is linked to the UP, the purchase intent of young females in Gauteng towards the product will be affected positively.

16. If the consumer has a negative attitude towards a specific cause, and a CRM campaign is linked to the UP, the purchase intent of young females in Gauteng towards the product will not be affected.

17. If the consumer has a positive attitude towards a specific cause, and a CRM campaign is not linked to the UP, the attitude of young females in Gauteng towards the product will be affected positively.

18. If the consumer has a negative attitude towards a specific cause, and a CRM campaign is not linked to the UP, the attitude of young females in Gauteng towards the product will not be affected.

19. If the consumer has a positive attitude towards a specific cause, and a CRM campaign is not linked to the LP, the attitude of young females in Gauteng towards the product will be affected positively.

20. If the consumer has a negative attitude towards a specific cause, and a CRM campaign is not linked to the LP, the attitude of young females in Gauteng towards the product will not be affected.

21. If a CRM campaign has a strong link to a product, the attitude of young females in Gauteng towards the product will be affected more in the case of LPs than for UPs.

22. If a CRM campaign has a link to a product, the purchase intent of young females in Gauteng towards the product will be affected more in the case of LPs than for UPs.

23. If a CRM campaign is not linked to a specific cause, the attitude of young females in Gauteng towards the product will be affected more in the case of LPs than for UPs.

24. If a CRM campaign is not linked to the product, the purchase intent of young females in Gauteng towards the product will be affected more in the case of LPs than for UPs.

25. A CRM campaign that has a link with the product, will have a larger effect on the attitude of young females in Gauteng than when the project is not linked to the product.

26. If the consumer has a positive attitude towards a specific cause, and a CRM campaign is not linked to the UP, the purchase intent of young females in Gauteng towards the product will be affected positively.

27. If the consumer has a negative attitude towards a specific cause, and a CRM campaign is not linked to the UP, the purchase intent of young females in Gauteng towards the product will not be affected.

28. If the consumer has a positive attitude towards a specific cause, and a CRM campaign is not linked to the LP, the purchase intent of young females in Gauteng towards the product will be affected positively.

29. If the consumer has a negative attitude towards a specific cause, and a CRM campaign is not linked to the LP, the purchase intent of young females in Gauteng towards the product will not be affected.

30. If the consumer has a positive attitude towards a specific cause, and a CRM campaign is linked to the LP, the purchase intent of young females in Gauteng towards the product will be affected positively

31. If the consumer has a negative attitude towards a specific cause, and a CRM campaign is linked to the LP, the purchase intent of young females in Gauteng towards the product will not be affected.

32. A CRM campaign that has a strong link with the product, will have a larger effect on the purchase intent of young females in Gauteng than when the project is not linked to the product.

1.6 Overview of Study

Section 2 contains a literature review where important concepts are defined and discussed. Section 2.4 justifies this research from the literature by explaining why CRM is important. The Theory of Reasoned Action (TRA) guided the formulation of the hypothesis and is discussed in

section 2.5. The effect of CRM on consumer behaviour has previously been discussed in the literature and overview of such studies are provided in section 2.6.

Section 3 explains the methodology that was applied in this study, including the conceptual approach, population, sampling and the method of analysis. Section 4 discusses and interprets the findings of this study. Section 5 provides a conclusion, touching on anticipated contributions, ethical consideration and limitation of this study.

2. LITERATURE REVIEW

2.1 Introduction

The literature review will investigate CRM as a marketing strategy and will define relevant concepts, including consumer attitude, consumer purchase intent and the link between CRM and the product in question. Further, the theoretical foundation of the positivistic research paradigm and the TRA will be discussed. Finally, the review will include an overview of previous similar studies.

2.2 CRM Defined

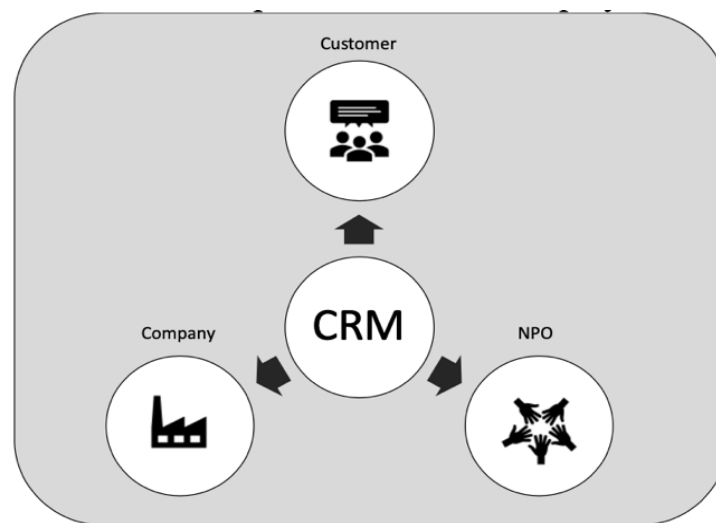
CRM is the method of developing and implementing marketing strategies where an organisation offers to contribute a specific amount to a selected cause when consumers engage in profitable exchanges with the organisation (Varadarajan and Menon, 1988). CRM has also been defined as "strategic philanthropy" (Varadarajan and Menon, 1988).

CRM as a phrase was developed by American Express, when they launched a campaign in 1983 (Cunningham, 1997) to achieve their organisational objectives while committing to contribute toward the restorations of the Statue of Liberty (Gottlieb, 1986). Their objectives were to increase the number of card holders as well as card usage (Westberg, 2004). American Express pledged to donate a cent for every time a card is used as well a dollar for every new card issued (Westberg, 2004). This CRM campaign resulted in a 28% increase in card usage for American Express and the organisation raised \$1.7 million towards the restoration (Gottlieb, 1986).

As illustrated in Figure 1, there are three stakeholders involved within a CRM campaign namely the organisation, non-profit organisations and the consumers, and all three stakeholders benefit from a CRM campaign (Heidarian, 2019). The non-profit benefits primarily through financial support as well as gaining public awareness (Heidarian, 2019). The organisation benefits by differentiating themselves and obtaining a competitive advantage (Heidarian, 2019). The benefit of possible increased sales for the organisation may be moderated by the risks of perceived

exploitation by customers (Varadarajan and Menon, 1988). However, generally consumers have a positive attitude towards organisations who participate in CRM (Ross *et al.*, 1991). Consumers benefit from feeling that their purchases are justified and therefore the CRM campaign compensates their guilt because they are giving back to the community (Heidarian, 2019). CRM offers an opportunity by adding extra value to a normal purchase and stimulating the emotional needs of consumers (Heidarian, 2019).

Figure 1: Three CRM stakeholders



Source: Pieper (2019)

2.3 Conceptualisation of Key Concepts

2.3.1 Effect of CRM on young females' attitudes towards utilitarian and luxury products

Product attitude is the core of consumer behaviour and is determined by the relevance and importance of the brand's characteristics and advantages (Keller, 1993). Therefore, it is crucial for organisations to engage in efforts that will ensure a positive attitude towards a brand and

their products (Westberg, 2004). To create a positive consumer attitude a brand must ensure that consumers feel that their wants and needs are being satisfied (Keller, 1993). This satisfaction can either be product- or non-product related but must be important to the consumer to have an impact on their attitude (Westberg, 2004). This study's population (discussed in Section 3.4) is females between 18 and 29 years old. As discussed, it is clear that CRM plays an important role when consumers in this specific age group formulate a perception of a specific brand and their products. Therefore, the literature indicates that CRM can be expected to have a positive effect on the attitudes of young females towards both UPs and LPs.

2.3.2 Effect of CRM on young females' purchase intent regarding utilitarian and luxury products.

Purchase intent is described as a consumer's self-instruction to buy a product from a specific brand (Westberg, 2004). It has been found that the attitudes of consumers are vital, but they are less relevant than the actual purchase intent (Westberg, 2004). The ability to affect purchase intent is therefore a vital topic to investigate during marketing communication (Westberg, 2004). CRM is an effective way to influence consumers on an emotional level (Melero and Montaner, 2016). Using CRM as a marketing strategy can establish and improve positive brand/product image, value and bring about differentiation from competitors (Melero and Montaner, 2016). All these benefits of CRM combined will influence consumers' purchase intent positively (Melero and Montaner, 2016). However, Melero and Montaner (2016) found that CRM are likely to be met with suspicion from the consumer, due to the fact that CRM normally requires a purchase, which can lead to a less positive consumer evaluation and as a result affect the purchase intent negatively. This study will evaluate this effect on purchase intent through information gathered from electronically distributed structured questionnaires and using the TRA as a model to evaluate the results.

2.3.3 Effect of the link between products and CRM on young females' attitude towards a product.

Consumer attitude towards a campaign has shown to influence an attitude towards a brand and their products (Westberg, 2004). Drawing conclusions from previous studies, the success of the CRM campaign can be affected by the link between the cause and the product/brand (Melero and Montaner, 2016). According to Lafferty and Edmondson (2009), to achieve the desired results from a CRM campaign, it is essential to distinguish between product and brand fit. "*Product-fit*" is determined by the products type (in this study: luxury or utilitarian), attributes and characteristics of the products and the type of cause linked to the products (Melero and Montaner, 2016). "*Brand-name fit*" indicates how comfortable consumers are with the link between the image of the cause and the image of the brand (Melero and Montaner, 2016). Some studies claim that high perceived fit improves the outcome of a CRM campaign, while others argue that a low fit is more effective (Melero and Montaner, 2016). High perceived fit can result in a negative consumer attitude towards a brand, due to the fact that consumers then view the brand as opportunistic (Melero and Montaner, 2016). However, Melero and Montaner (2016) also acknowledge studies where high fit has been shown to positively affect aspects like attitude toward a brand, a campaign and product. This study will aim to establish a clearer understanding on what effect the link between the cause and products have on the consumer.

2.3.4 Effect of the link between products and CRM on young females' purchase intent.

Endorsement of a product can have a positive influence on the purchase intent of the consumer who identifies with the cause endorsed (Westberg, 2004). Westberg (2004) found that consumers punish or reward a brand with their purchasing intent based on their social responsibility. Ross *et al.* (1991) found that most consumers purchase a product or service, linked to a cause, primarily because they want to support the cause. The link, which refers to the congruence or proximity, between the cause of CRM and the products, is one of the most influential aspects with regards to the success of the campaign (Melero and Montaner, 2016).

Linking a product to a credible cause will also have a significant impact on the attitudes and purchase intention of a consumer (Melero and Montaner, 2016). Therefore, it is clear that the fit between the cause and the product is a crucial element, and my study will aim to determine how the link affects purchase intention.

2.4 Justification of Research

Previous research has been done about CRM and how the fit between the product type and the cause, as well as the product category type (luxury or utilitarian) affect the effectiveness of CRM. Such studies will be discussed in Section 2.6. However, there is no clear conclusion regarding the effects these elements have on the success of a CRM campaign (Melero and Montaner, 2016). Although these previous studies have presented understanding and insight into consumer behaviour with regards to CRM, there is still a general agreement that more research is necessary (Melero and Montaner, 2016). The specific factors that affect the influence of CRM campaigns that need to be researched more extensively are the nature of the product (utilitarian or luxury) and the importance of the link between the product and the cause itself (Melero and Montaner, 2016).

CRM is a way for organisations to achieve their organisational objectives and their non-profit objectives with one strategy (Melero and Montaner, 2016), but to do this, organisations need to have a comprehensive understanding on the variables that affect the success of a CRM campaign and how they can manage these variables to ensure a profitable brand and sustainable brand image (Heidarian, 2019). The reason for this study is to add to the body of knowledge that explains the variables that organisations need to consider and manage to ensure a successful CRM campaign.

According to Heidarian (2019) cultural differences (social, economic and political) among consumers from different countries can have an impact on the perception and response consumers have towards a CRM campaign. This difference may be due to CRM as a marketing strategy being relatively unknown and new in certain countries (Heidarian, 2019). Heidarian

(2019) also suggests that differences in values can affect shaping attitudes toward a CRM campaign. Heidarian (2019) researched a similar topic than this study but focused on different consumer behaviour in Iran and Germany. Molero and Montaner (2016) also researched similar questions, but in Spain. This study will try and determine the consumer behaviour (attitude and purchase intent) towards a CRM campaign in the Gauteng, South Africa region.

2.5 Theory of Reasoned Action

Although a positive brand attitude may not be sufficient to result in a positive purchase decision (Ajzen and Fishbein, 1980), a favourable attitude towards a brand is a general requirement when consumers are considering a purchase decision (Westberg, 2004). The link between behaviour and attitude is a crucially important issue with regard to consumer behaviour (Westberg, 2004) and the concept of consumer attitude plays a significant role in social psychology research (Ajzen and Fishbein, 1980). The TRA argues that the consumers' attitude towards purchasing the brand is a better indicator of what the final purchase intent of a consumer will be rather than just the attitude towards the brand (Ajzen and Fishbein, 1980). Therefore, it is necessary to investigate the constructs of purchase intentions and the elements that can affect the consumer's purchase intent (Westberg, 2004).

This study will make use of the TRA. The TRA states that a person's attitude depends on their beliefs and subjective norms, which influences their behaviour (Ajzen and Fishbein, 1980). In CRM, it can be used to investigate how CRM links a product to their beliefs and how this affects their attitude towards a product and their behaviour (Thomas *et al.*, 2019). This theory can thus be used to explain how beliefs and subjective norms will combine with CRM to establish how a consumer will perceive the product and how this affects their purchase intent (Thomas *et al.*, 2019). Behaviour is directly influenced by intention, but there is a need for a model that can incorporate additional variables, such as social normative influences on purchase behaviour (Westberg, 2004).

To conduct this study two models were created based on the TRA, and variables were added, namely the link between the product and the cause of the CRM, to have a better understanding of the effect of CRM on consumer behaviour. The models are explained and illustrated in Figures 2 and 3.

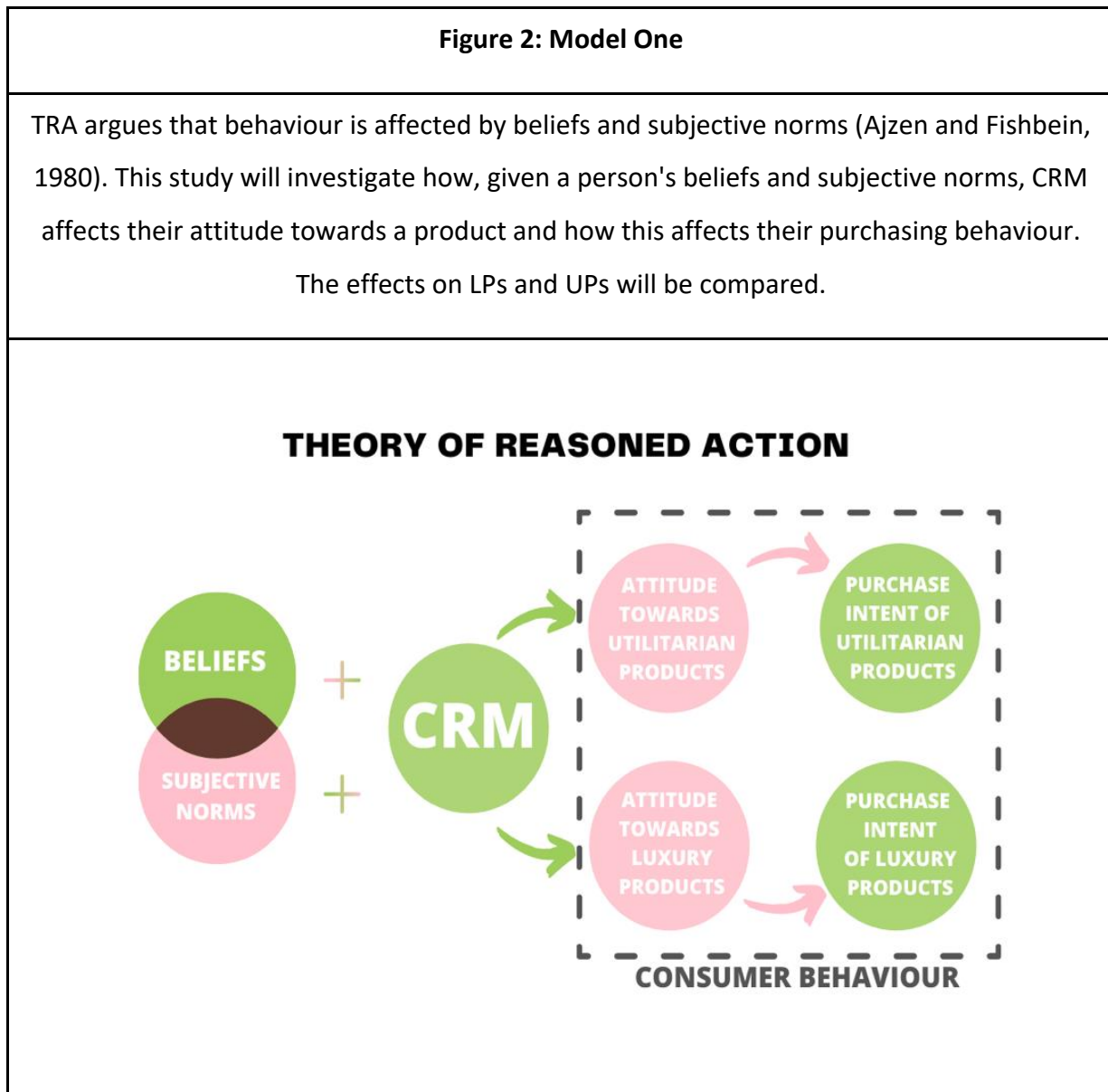
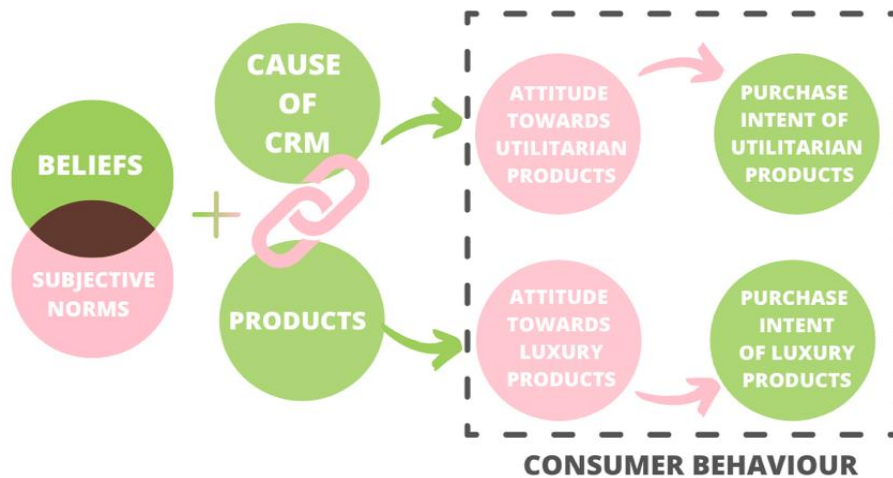


Figure 3: Model Two

This model will determine how the link between the cause of CRM and a product, combined with the consumer's beliefs and subjective norms affect an individual's attitude towards a product, and how this affects their purchasing behaviour. The effects on LPs and UPs will be compared.

THEORY OF REASONED ACTION



2.6 Overview of Previous Studies

Pracejus and Olsen (2004) discuss several previous authors that have measured the effect CRM has on consumer behaviour. These studies have found that CRM had a positive influence on the attitudes of consumers and also that the effect was stronger with female consumers (Pracejus and Olsen, 2004), hence another reason for this study's population of only females. Strahilevitz and Myers (1998) measured the effectiveness of contribution per unit to charity campaigns, and found that these campaigns worked better for LPs than for UPs. Strahilevitz and Myers (1998)

reasoned that “the altruistic utility offered by charity incentives may be more complimentary with the feelings generated from frivolous products than with the more functional motivations associated with practical products”. Strahilevitz and Myers (1998) also investigated and found that the complementary factors (link) between the products and the charity itself played a role in their findings.

Another study that researched CRM and how product type and perceived fit influence consumer behaviour, was done by Melero and Montaner (2016). Melero and Montaner’s (2016) research shed light on the role that the above-mentioned variables have on consumer behaviour. The research was done with survey-based experiments where “2 (UPs vs. hedonic products) × 2 (perceived fit: high vs. low) between-subjects factorial design was used to test the hypotheses” (Melero and Montaner, 2016). The respondents were students who were randomly assigned to one of these experimental conditions (Melero and Montaner, 2016). This study found that the type of product (luxury/hedonic or utilitarian) affects the attitude and the purchase behaviour of consumers greatly, specifically brand attitude towards LPs (Melero and Montaner, 2016). However, in contrast UPs linked to a CRM campaign resulted in more positive purchase decisions from consumers (Melero and Montaner, 2016). Finally, Melero and Montaner (2016) found that the link between the cause of the CRM campaign and the product itself influenced the credibility as well as the attitude toward the campaign significantly.

Lafferty and Edmondson (2009) did another study that consulted similar variables. Lafferty and Edmondson's (2009) main intention was to investigate whether a representation of the cause of the CRM campaign or the brand should be the focal image for the marketing campaign and what would be the different effect of both on purchase intent and attitude. The result of this research provided some early insight into the effect of the link between the cause of CRM and the brand/product (Lafferty and Edmondson, 2009). Overall, Lafferty and Edmondson (2009) found that it did not make a difference with regards to consumer attitude and purchase behaviour whether the cause or the brand was portrayed mainly in the ads of the marketing campaign. However, the type of imagery used in the campaign had a significant effect on consumer attitudes

toward the cause as well as the brand (Lafferty and Edmondson, 2009). In addition to this, Lafferty and Edmondson (2009) found that the attitude of the consumer toward the brand itself did not have such a big effect on consumer purchase intent; this attitude is overridden by the attitude the consumers had towards the cause and the alliance the brand formed with the cause. Lafferty and Edmondson (2009) concluded that the best option for a business CRM campaign is to link themselves with a well-liked and familiar cause which will positively affect consumer behaviour toward the brand itself.

3. METHODOLOGY

3.1 Research Paradigm

A research paradigm can be described as a pattern/model or direction taken to understand theory and conduct research (Westberg, 2004). The research paradigm relevant to this study is positivism (see Table 2). Before a research methodology can be chosen it is necessary to understand and explore the underlying philosophical foundation of the research in question (Bvepfepfe, 2015). This is due to the fact that some philosophical positions can be inappropriate for types of research problems (Bvepfepfe, 2015). Therefore, it is important for a researcher to know and understand their philosophical position because this will influence the research approach selected (Bvepfepfe, 2015).

There are specific research paradigms that have provided models for research explorations and investigations with a set of theories, including data collection and data analysis (Bvepfepfe, 2015). A paradigm therefore indicates a framework of research guided by a set of feelings and beliefs about the world and how this should be investigated (Bvepfepfe, 2015). Since this study will investigate the effects of CRM on consumer behaviour and purchase intent, this is an explanatory study. (Westberg, 2004). Explanatory research can be described as looking for the cause or the reason why something happens (Cause and effect) (Westberg, 2004).

Table 2: Positivism Research Paradigm (Westberg, 2004)	
Reason for research:	Description and explanation. To uncover natural laws so individuals can predetermine and control events. Seeks out the facts of social phenomena without subjective interpretation.

Nature of social reality:	Identify constant pre-existing order/pattern. World is external and objective.
Methodology:	• Quantitative methods • Surveys and statistics • Favor objective research • Researcher detached

The basic principle of the positivist paradigm is the combination of social science and logical data to determine human behaviour, as well as to explain and predict this behaviour (Westberg, 2004). The main focus of this research paradigm is to test a previously developed theory or research to determine behaviour (Westberg, 2004). This study will use the theory of reasoned action (Ajzen and Fishbein, 1980) to determine consumer behaviour with regards to CRM (discussed in Section 2.5).

The aim of a positivism paradigm is to investigate hypotheses (Westberg, 2004). Since this study investigates the effect that CRM has on the attitudes and purchase intent of consumers, as well the effect of the link between the product and the cause of the CRM, and will compare these issues with regard to LPs and UPs, an objective measurement of the difference is required. A quantitative research method will be used, due to the fact that this research calls for the measurement and comparison of results (Westberg, 2004).

Quantitative research methods are mainly used to establish causality between different variables (Westberg, 2004). During quantitative research, structured questions are distributed to a large number of respondents to measure the response to a specific research problem (Maree, 2020). This study will quantify consumer response to a CRM campaign as shown by a change in their attitude and purchase intent. Furthermore, this study will compare these consumer responses to CRM within a LP and UP context.

3.2 Ontology, Epistemology and Axiology

Epistemologically, knowledge is verified and discovered through measurement of phenomenon or observation (Bvepfepfe, 2015). Bvepfepfe (2015) argues that positivism and empiricism can be used synonymously because empiricism has an epistemological standpoint that recognises the importance of experiences and observations as the only effective method of obtaining information.

This study aims to establish when CRM will be effective in the young female market using a positivist paradigm. Figure 2 and 3 indicates that a person's beliefs and subjective norms will determine how CRM will affect their attitude towards a brand and their purchase intent. This study set out to determine if this is true and if it differs for UPs and LPs in the young female market in Gauteng. In the positivistic paradigm, meaning does not exist in the consciousness of the researcher, but only in the object, and the researcher should find this meaning (Scotland, 2012). Complete separation must exist between the researcher and research participants to accurately develop truth (Park et al., 2020). The researcher was not involved when the participants complete the questionnaire on the effect of CRM on their attitude towards the product and their purchase intent.

3.3 Conceptual Approach

Quantitative research methodology has been seen as the dominant research methodology approach for several years (Bvepfepfe, 2015) and is an effective method to measure consumer behaviour. The Quantitative research approach is based on positivism and its goal is to uncover causes and effects of relationships by using empirical research methods (Bvepfepfe, 2015). The ontology of the quantitative approach argues that there is a single truth, an objective reality that exists independently from human perception (Bvepfepfe, 2015). The epistemology, in terms of knowledge of reality, of the quantitative approach is the fact that the researcher and respondents are considered independent from each other in order to ensure that the researcher does not influence the investigation (Bvepfepfe, 2015). Quantitative research is structured procedures with a large sample size and a range of predetermined responses (Bvepfepfe, 2015). In a

quantitative study research is guided by formulated theory, and the hypotheses and research questions are grounded in a theoretical body of knowledge (Bvepfepfe, 2015). When using the quantitative research methodology, the researchers try to fragment the phenomenon into measurable categories meaning that all the info must be expressed in the form of numbers that can be quantified (Bvepfepfe, 2015).

A quantitative research approach was used to conduct the research. Quantitative research is the process of using numerical data from one specific group/population that is systematic and objective, to establish a generalised finding (Maree, 2020). Numerical data from females between the age of 18 and 29 in Gauteng was collected through questionnaires to establish the effect CRM has on these groups' attitudes and purchase intent toward a product. The questionnaires were distributed and completed online and answered anonymously.

3.4 Population

The population includes all persons from whom information is required (Du Plooy-Cilliers et al., 2014). A target population is described as all individuals who adhere to the requirements of a study's parameters (Du Plooy-Cilliers et al., 2014).

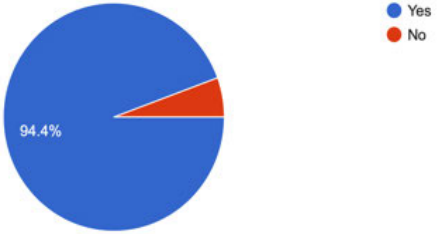
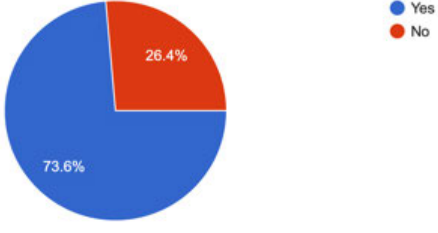
A study by Edelman (2017) found that half of the consumers across the globe, including the US, China, Mexico, The Netherlands, India, Brazil, Germany and Japan, are now considered as "belief-driven" buyers and this number is increasing to 60% in Millennials, and to 53% in Gen-Z. Among Gen-Z (individuals born between 1996 and 2015) consumers are 85% more willing to trust a brand that has CRM campaigns, 84% more likely to purchase their products, and 82% more willing to recommend the brand to their inner circle (Bigger Than Me, 2021). This age group was specifically identified due to the growing interest this generation has in CRM. Therefore, the population of this study is females between the age of 18 and 29 who reside in Gauteng, South Africa.

Du-Plooy-Cilliers et al., (2014) defines the accessible population as the specific section of the population that will respond and be included in the research study (Du-Plooy-Cilliers et al., 2014).

The accessible population will include everyone from the target population that can be reached to complete the questionnaire (Du Plooy-Cilliers et al., 2014). Females between 18 and 29 in Gauteng are accessible to the researcher due to my significant online following on social media platforms, as well as contacts within this population reached via WhatsApp. This following consists of 98% females.

Gauteng was chosen as the geographic location due to the fact that my social media followers predominantly reside in Gauteng, and also to narrow the population down to a practical level. It was easy to reach females between 18-29 across Gauteng due to the use of electronically distributed structured questionnaires. Table 3 includes the population parameter questions asked in the survey to ensure that the correct population group was reached:

Table 3: Population parameter question									
Population Questions:	Example of Answers:								
Q1: Do you identify as female?	Do you identify as a Female? 125 responses  <table border="1"> <caption>Data for 'Do you identify as a Female?'</caption> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>100%</td> </tr> <tr> <td>No</td> <td>0%</td> </tr> <tr> <td>Would rather not say</td> <td>0%</td> </tr> </tbody> </table>	Response	Percentage	Yes	100%	No	0%	Would rather not say	0%
Response	Percentage								
Yes	100%								
No	0%								
Would rather not say	0%								

Q2: Are you between 18 and 29 years old? If respondents answered 'no' to this question they were automatically sent to the final section of the questionnaire to not include their responses as they do not adhere to the population parameters.	Are you between 18 and 29 years old? 125 responses  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>94.4%</td> </tr> <tr> <td>No</td> <td>5.6%</td> </tr> </tbody> </table>	Response	Percentage	Yes	94.4%	No	5.6%
Response	Percentage						
Yes	94.4%						
No	5.6%						
Q3: Do you reside in the Gauteng province? If respondents answered 'no' to this question they were automatically sent to the final section of the questionnaire to not include their responses as they do not adhere to the population parameters.	Do you reside in the Gauteng province? 125 responses  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>73.6%</td> </tr> <tr> <td>No</td> <td>26.4%</td> </tr> </tbody> </table>	Response	Percentage	Yes	73.6%	No	26.4%
Response	Percentage						
Yes	73.6%						
No	26.4%						

The final size of the sample that adhered to the population parameters was 89 respondents.

3.5 Sampling

The objective of a questionnaire is to use a sample to learn facts about a population (Maree, 2020). Sampling can be divided into two major categories which are: probability sampling methods and non-probability sampling methods (Maree, 2020). When using probability sampling methods, the selection of elements is chosen entirely randomly (Maree, 2020). To effectively use a probability sampling method, you need a good sample frame, time, funding, and the exact characteristics of the population (Maree, 2020). Non-probability sampling methods do not

randomly select population elements and are effective for the following two research situations (Maree, 2020):

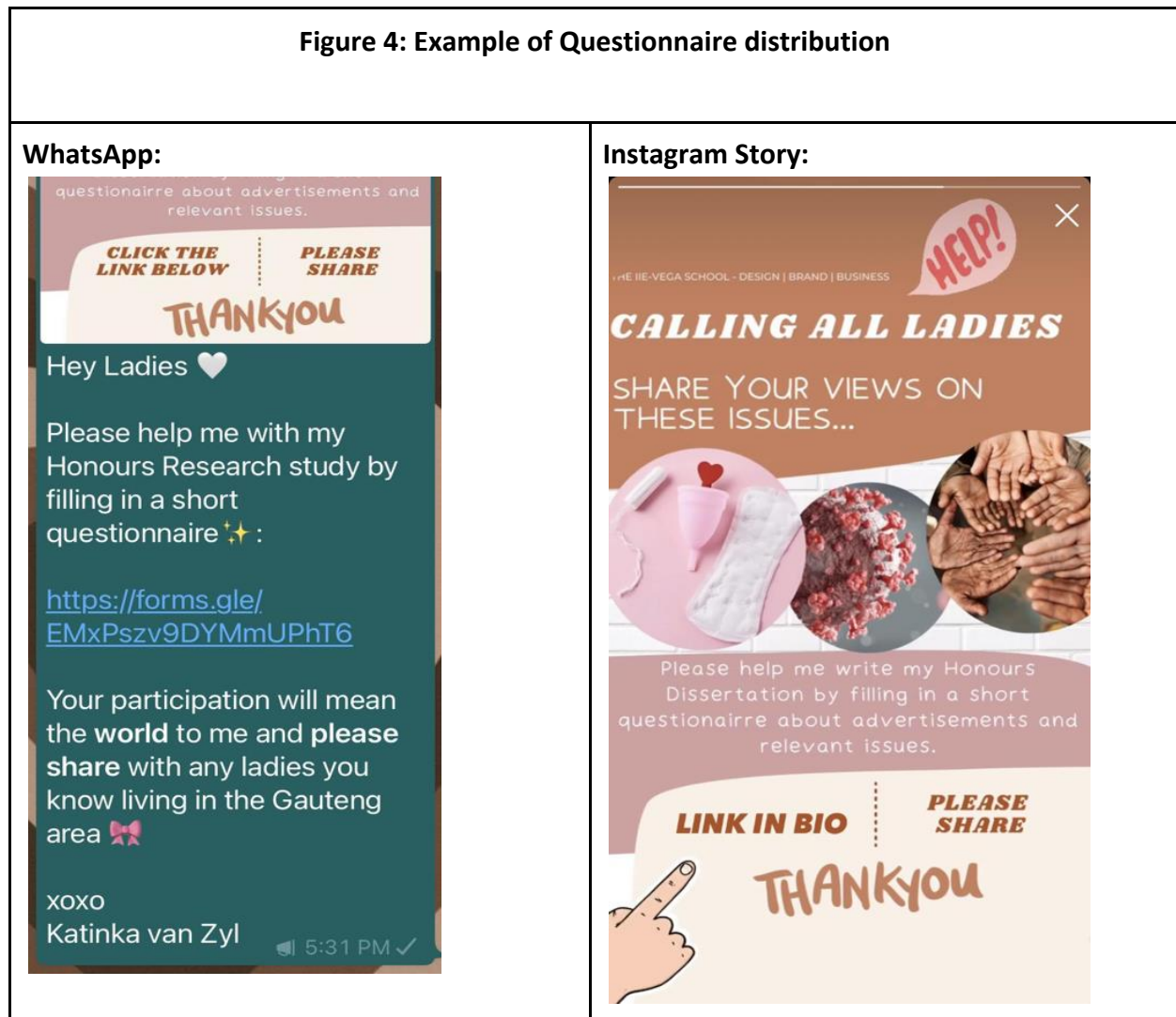
- Limited time constraints
- Financial resources are limited

Due to the lack of time and funding available to conduct this study a non-probability sampling method was the best option. The findings gathered from a non-probability sampling method could be generalised to be applicable to the broader population (Du Plooy-Cilliers et al., 2014). Therefore, the findings of this study conducted on females between 18-29 in Gauteng can, for example, be generalised to other geographical segments as well. Non-probability sampling includes 4 types of sampling methods namely: convenience sampling, quota sampling, snowball sampling and purposive sampling (Maree, 2020).

Both convenience and snowball sampling were used to conduct this study. Convenience sampling refers to when a population is selected because they are conveniently available. It is used in pilot studies where it is only necessary for a few respondents to complete the questionnaire. The advantages are that it is quick and inexpensive (Maree, 2020). The population selected was specifically chosen due to the easy access to the respondents through social media and WhatsApp messenger (see Figure 4). Due to the time and funding constraints of this research study, convenience sampling was specifically effective for this study. All respondents who adhered to the population parameters were included in the sample. The final sample size for the study was 89 respondents. The respondents ranged between 18-29 and were females residing in Gauteng.

Snowball sampling can be explained as a recruitment technique in which research respondents are asked to identify other respondents (Du Plooy-Cilliers et al., 2014). When using snowball sampling the starting point is for the researcher to come in contact with individuals within the population and request them to share the questionnaire with individuals they know who also fall into the population and would be willing to respond (Maree, 2020). While distributing the

questionnaire for this study on Instagram stories and WhatsApp Messenger the request was made to forward this questionnaire to individuals who they know fall into the population as seen in Figure 4.



The research was carried out from 21 July to 17 August 2021. It took place over a 28-day time period. The data collection questionnaire was distributed on social media and WhatsApp, due to the easy access to respondents and the cost-effectiveness of these channels.

3.6 Data Collection Method and Application

Seeing that the positivist paradigm is the foundation of the research and the research questions/hypotheses, this study makes use of electronically distributed structured questionnaires as a collection tool.

Electronically distributed structured questionnaires on Google Forms were used to do the research. A structured questionnaire contains a set of standardized questions in a specific sequence that are formulated carefully to collect specific information from respondents (Cheung, 2014). Annexure A contains the questionnaire that was used to conduct this study. Ordinal scales were used to collect the information. Ordinal scales imply that answers are meaningfully arranged in a sequence (Maree, 2020). Respondents were expected to indicate their attitude and purchase intent on a scale from very positive to very negative.

There are several different types of self-completion questionnaires and this collection method has several advantages and disadvantages (Phellas et al., 2018). When developing a self-administered questionnaire, questions must be clear, easy and simple, because the researcher will not be available to help clear up confusion (Phellas et al., 2018). When setting up the questionnaire for the study the aim was to formulate the questions in a way that will ensure clear understanding and answers from respondents. The questionnaire was distributed electronically (Instagram and WhatsApp) and was used to gather data. Descriptive statistical analysis was used to “organise and summarise [the] data in a meaningful way” (Maree, 2020). The following advantages of electronically distributed structured questionnaires justify the reasons for this data collection method (Phellas et al., 2018):

- Electronically distributed structured questionnaires are extremely fast and cheap.
- The questionnaire can include multimedia like pictures, videos and sound. This was extremely important as it was necessary to include such media in the questionnaire.
- Respondents will be able to answer questions freely and honestly without the influence of the researcher present.

- Electronically distributed structured questionnaires can reach larger geographical coverage. Therefore, the questionnaire was easily distributed throughout the Gauteng area.

The following disadvantage of electronically distributed structured questionnaires are some factors that were taken into consideration when setting up and distributing the electronic structured questionnaire (Phellas et al., 2018):

- There is no control over who completes the questionnaire. Therefore, there were 3 questions at the beginning of the questionnaire asking the respondents to indicate whether they comply with the population parameters (see Table 3), to gather a useful sample.

The questionnaire consisted of questions relating to attitude and purchase intent before and after CRM campaigns for both UPs and LPs. The questionnaire was constructed in English to ensure consistency and for potential future use. All respondents that the researcher was aware of that adhered to the population parameters were contacted via WhatsApp and asked to take part in the questionnaire, and the questionnaire was also shared via Instagram Story (Figure 4). Before completing the questionnaire there was a Consent/information letter available, and a consent question was included to ensure that the respondents were aware of the nature of the study and gave their consent to be used as respondents (see Consent/information letter and question in Annexure B).

The questionnaire consisted of 6 sections. The first section included the three screening questions (gender, age and location - see Table 3) to guarantee that the respondents fit the required criteria to be able to apply to the study (Maree, 2016). If the respondents answered 'no' to any of the three screening questions they were immediately forwarded to section 6 of the Questionnaire. Sections 2 - 5 contained the questions that were derived from the key concepts which were used to prove or disprove the hypotheses (see Annexure A and Table 1). Between

each section there was an image of an advertisement which the respondents should base their answers on. The second and third sections consisted of ten (10) questions pertaining to the respondents' attitude toward a specific cause, their attitude and purchase intent towards a UP without CRM and a UP with CRM. One UP's CRM had a link and the other did not have a link to the specific product. The fourth and fifth sections consisted of ten (10) questions pertaining to the respondents' attitude toward a specific cause, their attitude and purchase intent towards an LP without CRM and an LP with CRM. The one LP's CRM had a link and the other did not have a link to the specific product. The sixth and final section was to thank the respondents for completing the questionnaire and inform the respondent that answered 'no' for the screening questions why they were not able to complete the full questionnaire.

The questionnaire was constructed in Google Forms. The online survey was effective for the study since it is free and allows researchers to download the raw data directly to Excel. The URL link to the questionnaire was sent via WhatsApp with an eye-catching poster to encourage response (see Figure 4). The URL link to the questionnaire was also posted on the researcher's Instagram biography and the poster was posted on the story calling them to action (see Figure 4). Once the respondent had access to the questionnaire link, they had the opportunity to respond with complete privacy and anonymity. The questionnaire called for no personal information about the respondents. As soon as respondents completed the questionnaire the response would immediately appear on the Google Forms platform making the responses easy and effective to track.

For the purpose of this study, an ordinal scale was used to test the attitude and purchase intent of respondents. Ordinal scales include classes/levels of agreement that are arranged in a meaningful way (Maree, 2020). The levels of agreement for the questionnaire varied from a very negative to a very positive response. The option to stay neutral was not included, due to the fact that respondents will often opt for the neutral option, making it difficult to determine changes in attitude and purchase intent.

The 4 questions pertaining to the attitude respondents had toward an issue were answered using an ordinal scale and included: *not serious, somewhat serious, serious and very serious*. The 8 questions that were used to measure the attitude of respondents towards products before and after CRM offered the following options: *hate it, don't like it, like it and love it*. The 8 questions that were used to measure the purchase intent of respondents towards products before and after CRM offered options: *not likely, somewhat likely, likely and very likely*.

To ensure the reliability and validity of quantitative studies researchers have to use reliable research tools (Du-Plooy-Cilliers et al., 2014). Therefore, this study made use of Google Forms which is considered a reliable and safe tool since the responses can only be accessed by the researcher who has access to the unique password. Finally, the questionnaire was also sent to the researcher's supervisor in advance to receive ethical clearance (see Annexure C) to ensure that the questionnaire addresses all the necessary key concepts.

3.7 Data Analysis

The raw data that was collected from the questionnaire on Google Forms was downloaded in an Excel spreadsheet. The responses collected through the questionnaire were analysed quantitatively to determine the answers to the research questions.

The analysis of the data was done using descriptive statistics. Descriptive statistics includes several different analysis methods used to "organize and summarise [the] data in a meaningful way" (Maree, 2020). Frequency distribution tables were used to summarise the responses. Frequency distribution tables provide a numerical way to summarise variables (Maree, 2020). When using a frequency distribution table, the various response categories of the different variables are shown together with the number (frequency) of respondents, as well as with the percentage of the frequencies of the total sample size (Maree, 2020).

Differences in attitude towards a UP before the two CRM campaigns (with a strong link and without a link) and after the CRM campaigns, and differences in purchase intent before the CRM

campaigns and after the CRM campaigns were determined and the results were illustrated using a bar chart in Excel. A bar chart is an effective way to graphically represent and summarise the data within a frequency table (Maree, 2020). The advantage of using a bar chart is that the most prominent variable/property of the responses can immediately be seen (Maree, 2020). This analysis was repeated for LPs. The change in attitude and the change in purchase intent were compared for LPs and UPs to determine if there was a difference, and for which product CRM was more effective.

The results for CRM campaigns with and without strong links to the products on attitude towards the product and purchase intent was compared to determine if the link of a CRM campaign with a product has an effect. This was done for LPs and UPs, and the findings was segmented based on whether the respondents had a positive or negative attitude towards the cause of the CRM.

This study makes use of the TRA that states that behaviour is affected by beliefs and subjective norms (Ajzen and Fishbein, 1980). The TRA includes a model that determines how the link between the cause of CRM and a product, combined with the consumer's beliefs and subjective norms, affects an individual's attitude towards a product, and how this affects their purchasing behaviour. The effects for LPs and UPs were compared. To determine if the attitude towards a cause has an effect the responses were grouped (based on their initial attitude) and the changes in attitude toward the products before and after the campaign were compared.

3.8 Data Analysis Application

The data was downloaded from Google Forms in an Excel spreadsheet. Excel Data tools were used to arrange the data to determine the frequencies of responses. The different key concepts of the study were considered when the data was analysed.

3.8.1 Effect of CRM on young females' attitudes towards utilitarian and luxury products

To determine if CRM influences young females' attitudes towards UPs and LPs, their attitudes towards these products before and after the CRM campaigns were compared. The responses were analysed to determine if the attitude of the consumer towards the cause affected the outcome. The population was divided into four groups, based on their attitude toward the cause of the CRM, i.e. whether they regard it as not serious, somewhat serious, serious or very serious. The following procedure was conducted for questions 1, 2, 4, 6, 7, 9, 11, 12, 14, 16, 17 and 19 (see Annexure A for Questionnaire) to prove or disprove hypothesis 1, 2, 3, 4 and 5 (see Table 1 for hypotheses):

- **Step 1:** The number and percentage of persons who chose each of the four responses before and after the CRM campaigns were reported in the frequency tables (Figure 5) and the changes in the responses were illustrated using a bar chart (Figure 6). The responses for "hate it" and "don't like it" were combined as "Negative" attitudes and the responses for "Like it" and "Love it" were combined as "Positive" attitudes and shown in a frequency table and bar chart that distinguished between positive and negative (Figure 7) attitudes before and after CRM.

Figure 5: Example of frequency table

Before CRM											
Stayfree (totals)						Stayfree (%)					
	Hate it	Don't like it	Like it	Love it	Total	Hate it	Don't like it	Like it	Love it	Total	
Not serious	1	0	0	0	1	1,14	0,00	0,00	0,00	1,14	
Somewhat serious	0	2	4	1	7	0,00	2,27	4,55	1,14	7,95	
Serious	0	3	10	2	15	0,00	3,41	11,36	2,27	17,05	
Very serious	4	16	44	1	65	4,55	18,18	50,00	1,14	73,86	
	5	21	58	4	88	5,68	23,86	65,91	4,55	100,00	
After CRM											
Stayfree (totals)						Stayfree (%)					
	Hate it	Don't like it	Like it	Love it	Total	Hate it	Don't like it	Like it	Love it	Total	
Not serious	0	0	0	1	1	0,00	0,00	0,00	1,14	1,14	
Somewhat serious	0	0	4	3	7	0,00	0,00	4,55	3,41	7,95	
Serious	0	1	8	6	15	0,00	1,14	9,09	6,82	17,05	
Very serious	1	5	19	40	65	1,14	5,68	21,59	45,45	73,86	
	1	6	31	50	88	1,14	6,82	35,23	56,82	100,00	

Figure 6: Example of bar chart

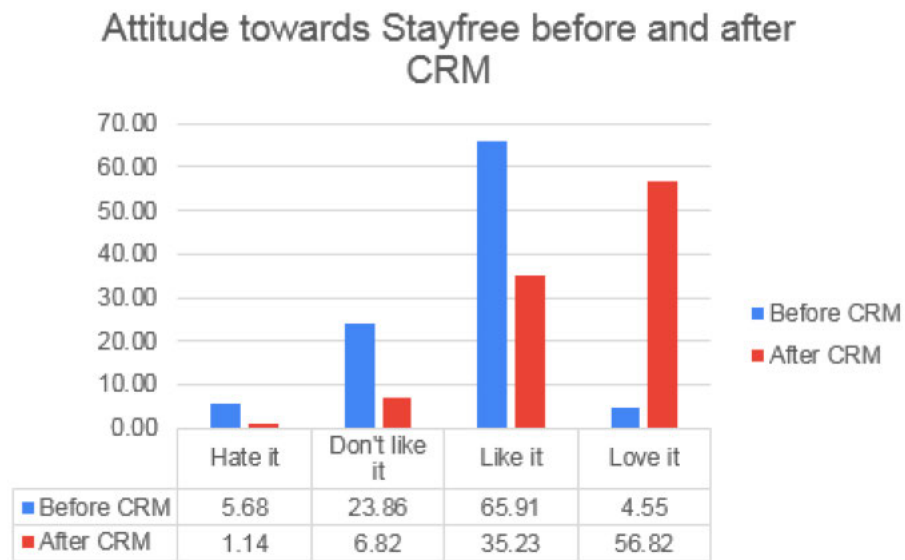
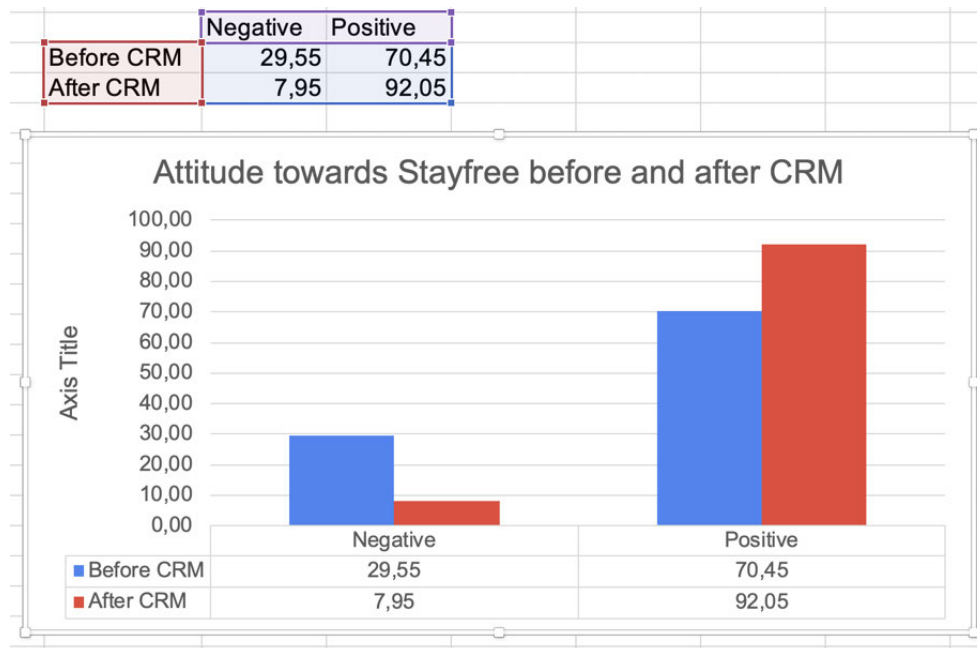


Figure 7: Example of frequency table with a bar chart

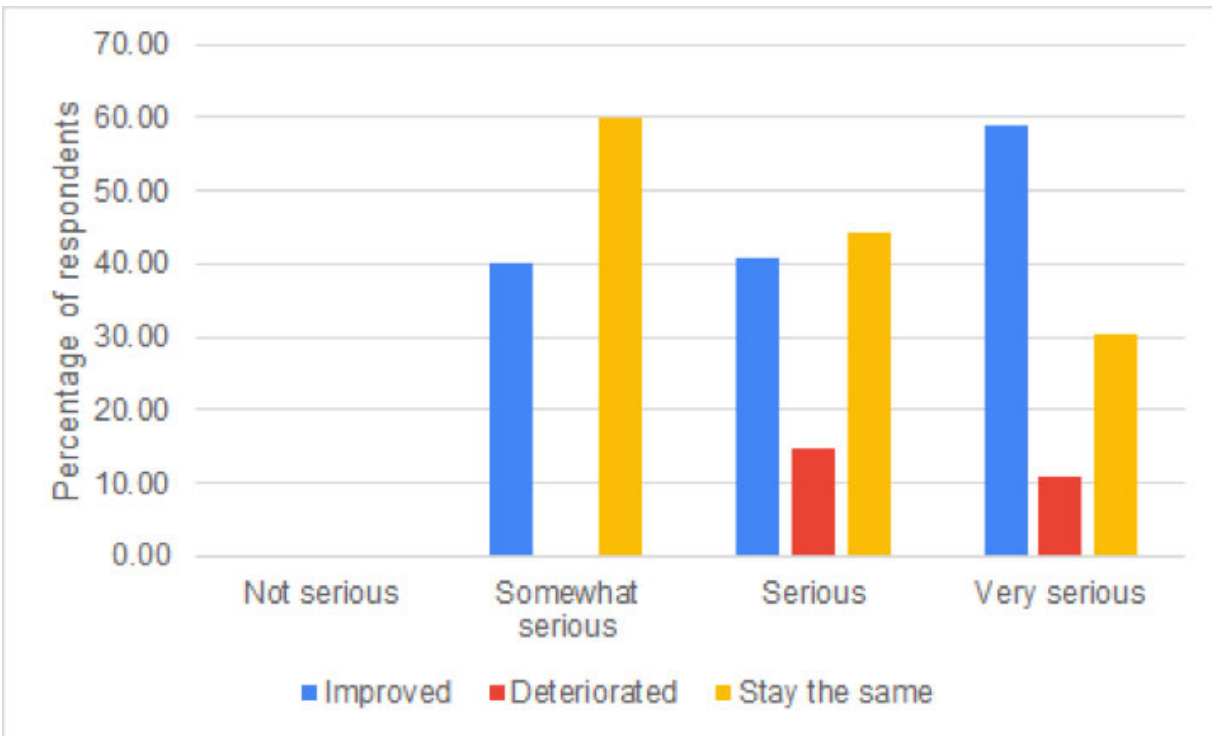


- **Step 2:** To determine if the respondents' attitude toward the cause affected the outcome of the CRM, the following procedure was used. The respondents were first grouped according to their attitude toward the cause (positive and negative). For each respondent we determined the change in attitude towards the product before and after the CRM as indicated in Table 4:

Table 4: Classification of attitude responses	
Change in attitude	Value
No change	0
Improvement in attitude	1
Deterioration in attitude	-1

Based on the above table, the percentage of respondents in each group for which the attitude improved, deteriorated and stayed the same after the CRM campaign, was determined and shown in a table and bar chart. An example of the bar chart can be seen in Figure 8. Table 8 distinguishes between the change in attitude due to CRM for the four different groups, based on their initial attitude towards the cause of the CRM, i.e. whether they regard it as a serious issue, somewhat serious, serious or very serious.

Figure 8: Example of bar chart illustrating changes in attitude due to CRM



- **Step 3:** The percentage change in positive attitude (as shown in Figure 6) due to the CRM campaign was calculated for each of the four products. These values were shown in a table and illustrated on a bar chart, and compared for UP and LP.

3.8.2 Effect of CRM on young females' purchase intent regarding utilitarian and luxury products.

To determine if CRM has an effect on young females purchase intent with regards to UPs and LPs, their purchase intent with regard to these products before and after the CRM campaigns were compared. The responses were analysed to determine if the attitude of the consumer towards the cause had an effect on the outcome. The following procedure was conducted for questions 1, 3, 5, 6, 8, 10, 11, 13, 15, 16, 18 and 20 (see Annexure A for Questionnaire) to prove or disprove hypotheses 6, 7, 8, 9 and 10 (See Table 1 for hypotheses):

- **Step 1:** The number and percentage of persons who chose each of the four responses before and after the CRM campaigns were reported in the frequency tables and the changes in the responses were illustrated using a bar chart. The responses for “*Not likely*” and “*Somewhat likely*” were combined as “*Negative*” attitudes and the responses for “*Likely*” and “*Very likely*” were combined as “*Positive*” attitudes and shown in a frequency table and bar chart that distinguished between positive and negative intent before and after CRM. A frequency table and bar chart that distinguished between positive and negative purchase intent before and after CRM were shown.
- **Step 2:** To determine if the respondents’ attitude toward the cause affected the outcome of the CRM the following procedure was used. The respondents were first grouped according to their attitude toward the cause (positive and negative). For each respondent we determined the change in their purchase intent with regards to the product before and after the CRM as indicated in Table 5:

Table 5: Classification of purchase intent responses	
Change in purchase intent	Value
No change	0
Improvement in intent	1
Deterioration in intent	-1

Based on the above table, the percentage of respondents in each group for which the purchase intent improved, deteriorated and stayed the same after the CRM campaign, was determined and shown in a table and bar chart.

- **Step 3:** The percentage change in positive purchase intent due to the CRM campaign was calculated for each of the four products. These values were shown in a table and illustrated on a bar chart and compared for UP and LP.

3.8.3 Effect of the link between products and CRM on young females' attitude towards a product.

- **Step 1:** The percentage of the respondents for which the attitude towards the UPs improved, deteriorated and stayed the same before and after the CRM campaigns was determined in step 2 for 3.8.1 above. These figures were compared for the two UPs and were shown in a table and a bar chart. The purpose of this is to determine if the link of the product with the CRM campaign affects the change in attitude for UPs.
- **Step 2:** The percentage of the respondents for which the attitude towards the LPs improved, deteriorated and stayed the same before and after the CRM campaigns was determined in step 2 for 3.8.1 above. These figures were compared for the two LPs and were shown in a table and a bar chart. The purpose of this is to determine if the link of the product with the CRM campaign affects the change in attitude for LPs.
- **Step 3:** The figures for the UPs and the LPs regarding attitude were compared (in a table and in a bar chart) to determine if the fact that a CRM campaign is linked to a product differs between UPs and LPs.

3.8.4 Effect of the link between products and CRM on young females' purchase intent.

- **Step 1:** The percentage of the respondents for which the purchase intent for the UPs increased, decreased and stayed the same before and after the CRM campaigns was determined in step 2 for 3.8.2 above. These figures were compared for the two UPs and were shown in a table and a bar chart. The purpose of this is to determine if the link of the product with the CRM campaign affects the change in purchase intent for UPs.
- **Step 2:** The percentage of the respondents for which the purchase intent for the LP increased, decreased and stayed the same before and after the CRM campaigns was determined in step 2 for 3.8.1 above. These figures were compared for the two LP and were shown in a table and a bar chart. The purpose of this is to determine if the link of the product with the CRM campaign affects the change in purchase intent for LPs.
- **Step 3:** The figures for the utilitarian products and the LP with regard to purchase intent were compared (in a table and in a bar chart) to determine if the fact that a CRM campaign is linked to a product differs between UP and LP.

In conclusion, the population of this study was chosen to be females between the ages of 18-29 years old in Gauteng, due to their accessibility. The sampling method was convenience sampling and snowball sampling because the researcher had access to this population through social media and requested that these potential respondents share the questionnaire. The data collection method was electronically distributed structured questionnaires on Google Forms because of the platform's efficiency and cost-effectiveness. Finally, the data were analysed using descriptive statistics, including frequency tables and bar charts, to organize and summarise the data in a meaningful way.

4. FINDINGS AND INTERPRETATIONS

4.1 Presentation of Findings

The raw data was collected from a questionnaire on Google Forms and downloaded in an Excel spreadsheet. The collected responses were analysed quantitatively to determine the answers to the research questions. The total number of respondents were 89 females between the ages of 18 and 29 living in Gauteng, South Africa.

The analysis of the data was done using descriptive statistics. Descriptive statistics includes several different analysis methods used to “organize and summarise [the] data in a meaningful way” (Maree, 2020). Frequency distribution tables were used to summarise the responses. Differences in attitude towards a UP before the two CRM campaigns (with a strong link and without a link) and after the CRM campaigns, and differences in purchase intent before the CRM campaigns and after the CRM campaigns were determined and the results were illustrated using bar charts in Excel.

4.1.1 Change in attitude towards UPs and LPs after CRM

a) Change in attitude towards UPs and LPs after CRM without considering beliefs regarding the cause of the CRM campaign

To determine if CRM affects young females’ attitudes towards UPs and LPs, their attitudes towards these products before and after the CRM campaigns were compared. The responses for “*hate it*” and “*don’t like it*” were combined as “Negative” attitudes and the responses for “*Like it*” and “*Love it*” were combined as “Positive” attitudes and shown in the bar charts that distinguished between positive and negative (Figure 9, 10, 11 and 12) attitudes before and after CRM.

Figure 9: Attitude Towards UP (Stayfree)

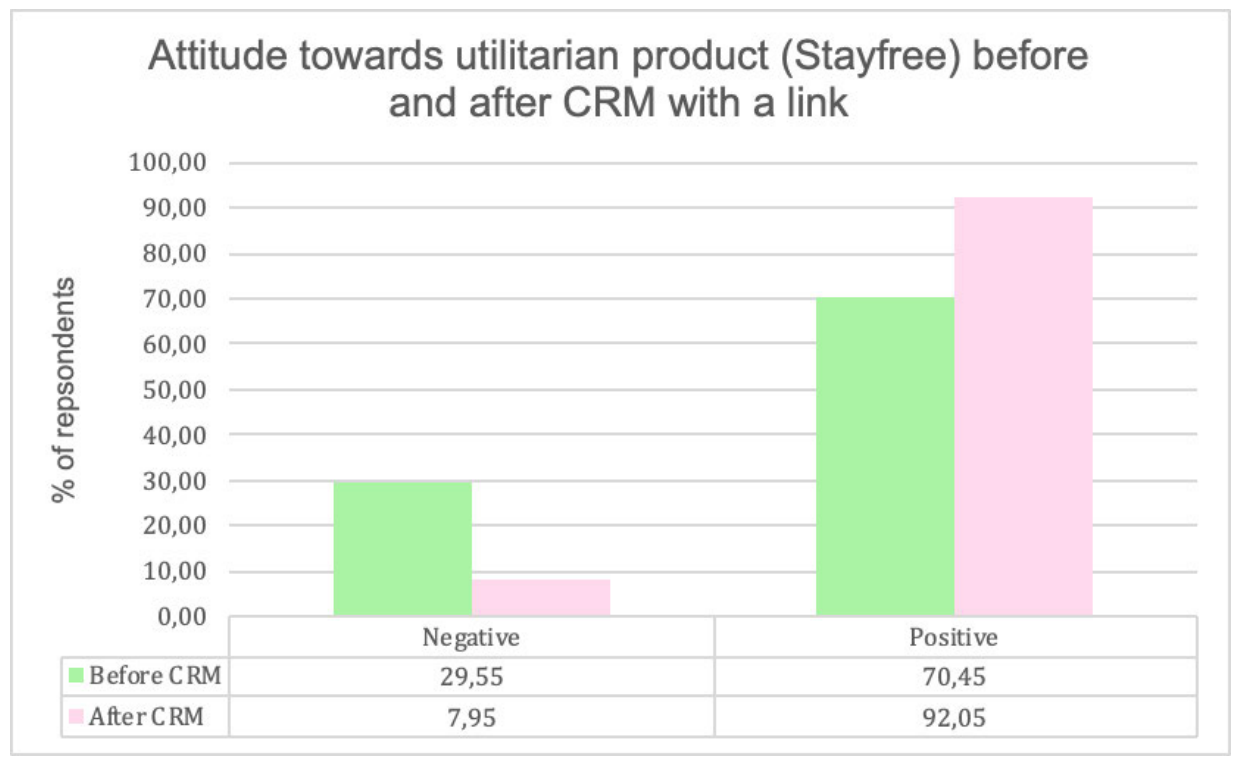


Figure 10: Attitude Towards UP (Kotex)

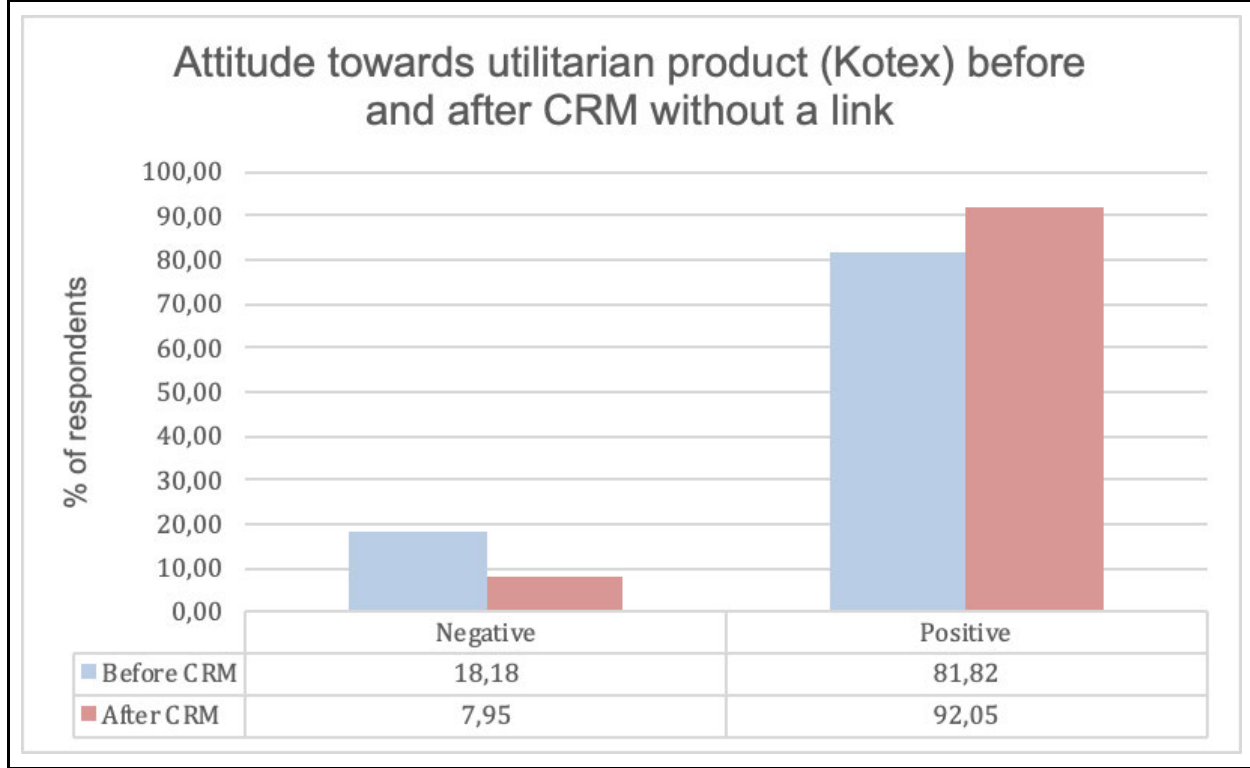


Figure 9 shows the attitude of respondents towards a UP before and after a CRM campaign that is linked to the product, while Figure 10 shows the same information for a UP where the campaign is not linked to the product. For both products, an increase in positive attitude was experienced due to the CRM campaign - 21,59% for the UP where the CRM was linked, and 10,23% for the UP where the campaign was not linked.

Figure 11: Attitude Towards LP (Acqua di Goa)

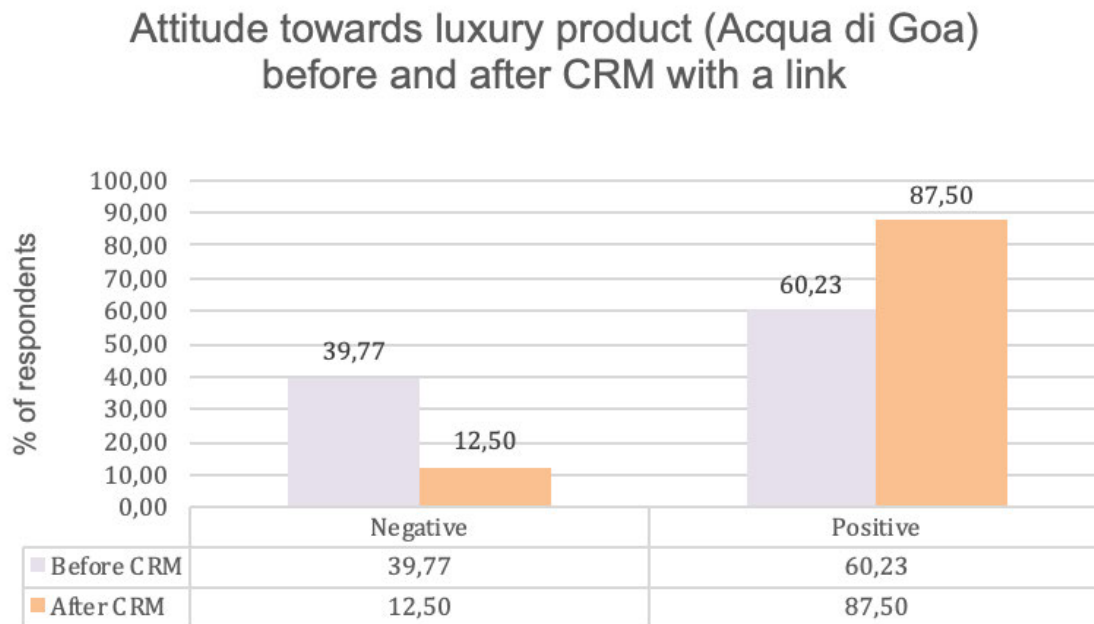


Figure 12: Attitude Towards LP (Acqua di Parma)

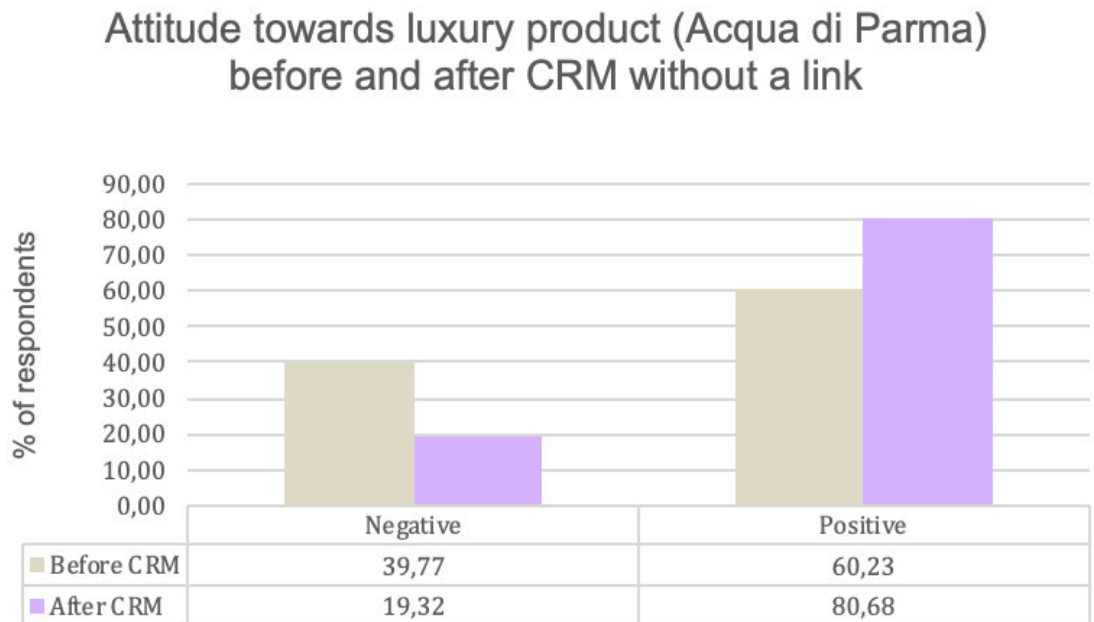


Figure 11 shows the attitude of respondents towards an LP before and after a CRM campaign that is linked to the product, while Figure 12 shows the attitude of respondents towards an LP before a CRM campaign that is not linked to the product. For the LP where the CRM cause was linked to LP, the positive attitude towards the product increased by 27,27% and for the LP where the CRM cause was not linked the positive attitude increased by 20,45%.

b) Change in attitude towards UPs and LPs after CRM considering beliefs regarding the cause of the CRM campaign

The previous beliefs about the issue regarding the cause of the CRM campaigns were also considered. The responses for “*not serious*” and “*somewhat serious*” towards the cause of the campaign were combined as “Negative” attitudes and the responses for “*serious*” and “*very serious*” were combined as “Positive” attitudes towards the cause. Figures 13, 14, 15 and 16 distinguish between the changes in attitude towards the products before and after the CRM campaigns based on the previous beliefs. It must be noted that very few respondents had a negative attitude towards the causes of any of the four CRM campaigns.

Figure 13: Change in Attitude Towards UP (Stayfree) (With Link)

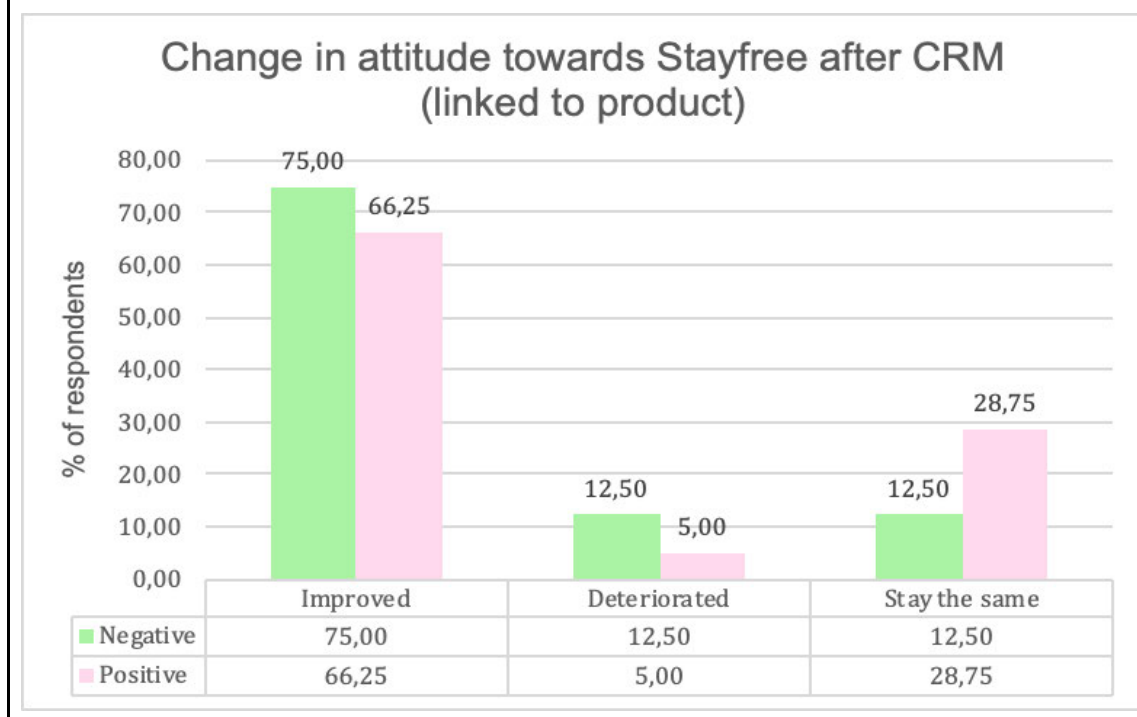
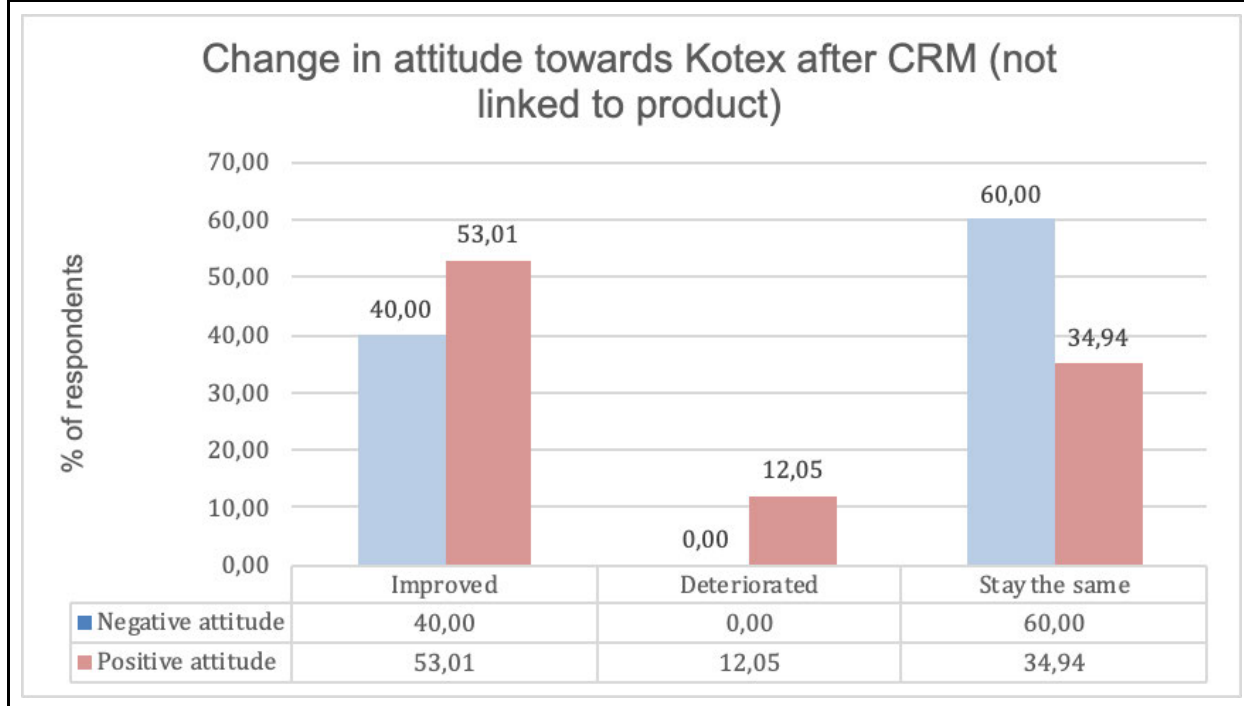


Figure 14: Change in Attitude Towards UP (Kotex) (Without Link)



Only 8 respondents had a negative attitude towards Stayfree's cause of providing sanitary products to schoolgirls, while only 5 respondents had a negative attitude towards Kotex's cause to fund tertiary education for girls (Annexure A). Figure 13 shows that of the respondents that had a negative attitude towards the cause of the campaign, 75% indicated an improved attitude towards the product after the campaign, 12,50% 's attitude deteriorated and 12,50%'s attitude towards the product stayed the same. For the respondents that had a positive attitude towards the cause of the campaign, the attitude of 66,25% towards the product increased, while 5% 's attitude deteriorated due to the campaign and 28,75% stayed the same.

Figure 14 shows that of the respondents that had a negative attitude towards the cause of the campaign, 40% indicated an improved attitude towards the product after the campaign, 0% 's attitude deteriorated and 60%'s attitude towards the product stayed the same. For the respondents that had a positive attitude towards the cause of the campaign, the attitude of 53,01% towards the product increased, while 12,05% 's attitude deteriorated due to the campaign and 34,94% stayed the same.

Figure 15: Change in Attitude Towards LP (Acqua di Goa) (With Link)

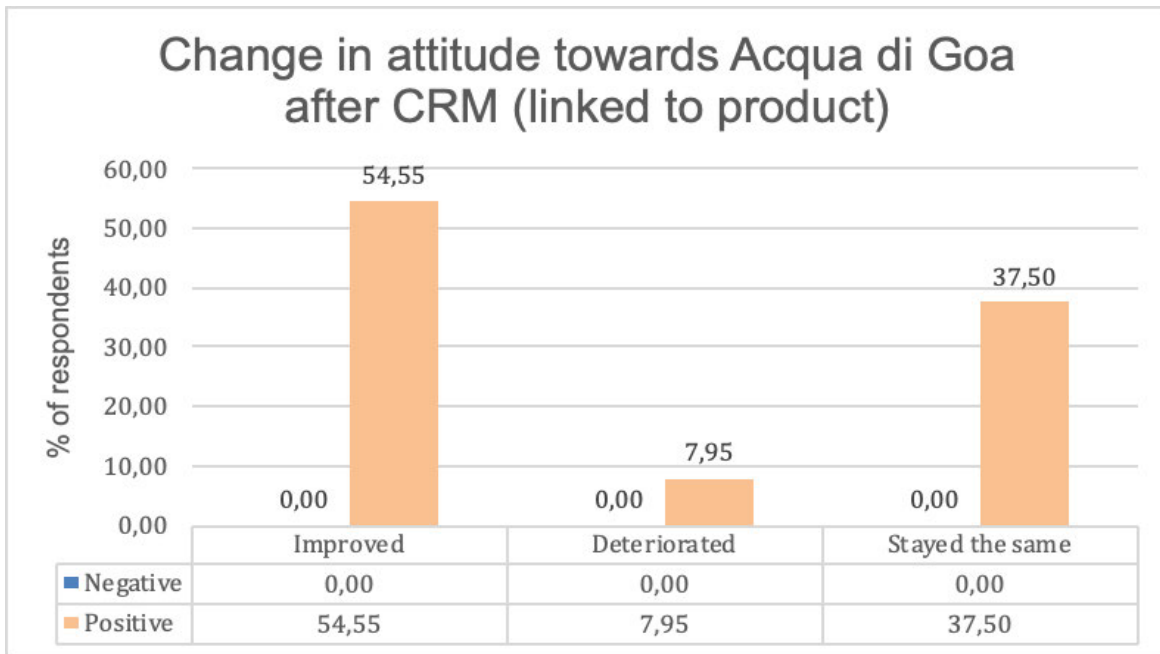
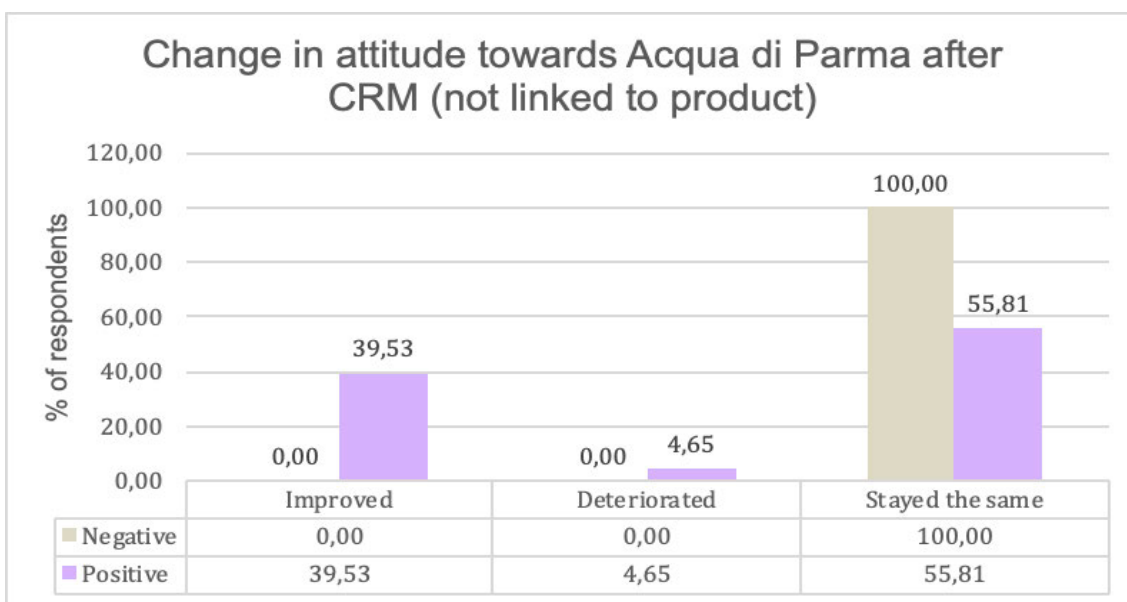


Figure 16: Change in Attitude Towards LP (Acqua di Parma) (Without Link)



0 respondents had a negative attitude towards Acqua di Goa's providing clean drinking water to those in need, while 2 respondents had a negative attitude towards Acqua di Parma's cause to fund Covid-19 relief initiatives (Annexure A).

Figure 15 shows that for the respondents that had a positive attitude towards the cause of the campaign for Acqua di Goa, the attitude towards the product of 54,55% respondents increased, 7,95% 's attitude deteriorated due to the campaign and 37,50% stayed the same.

Figure 16 shows that the attitude towards the product of all the respondents that had a negative attitude towards the cause of the campaign for Acqua di Parma stayed the same after the campaign. For the respondents that had a positive attitude towards the cause of the campaign, the attitude of 39,53% towards the product increased, while 4,65% 's attitude deteriorated due to the campaign and 55,81% stayed the same.

4.1.2 Change in purchase intent towards UPs and LPs after CRM

a) Change in purchase intent towards UPs and LPs after CRM without considering beliefs regarding the cause of the CRM campaign

To determine if CRM has an effect on young females' purchase intent towards UPs and LPs, their purchase intent towards these products before and after the CRM campaigns were compared. The responses for "*Not likely*" and "*Somewhat likely*" were combined as "Negative" attitudes and the responses for "*Likely*" and "*Very likely*" were combined as "Positive" attitudes and shown in the bar charts that distinguish between positive and negative attitudes before and after CRM (Figure 17, 18, 19 and 20).

Figure 17: Purchase Intent Towards UP (Stayfree) (With link)

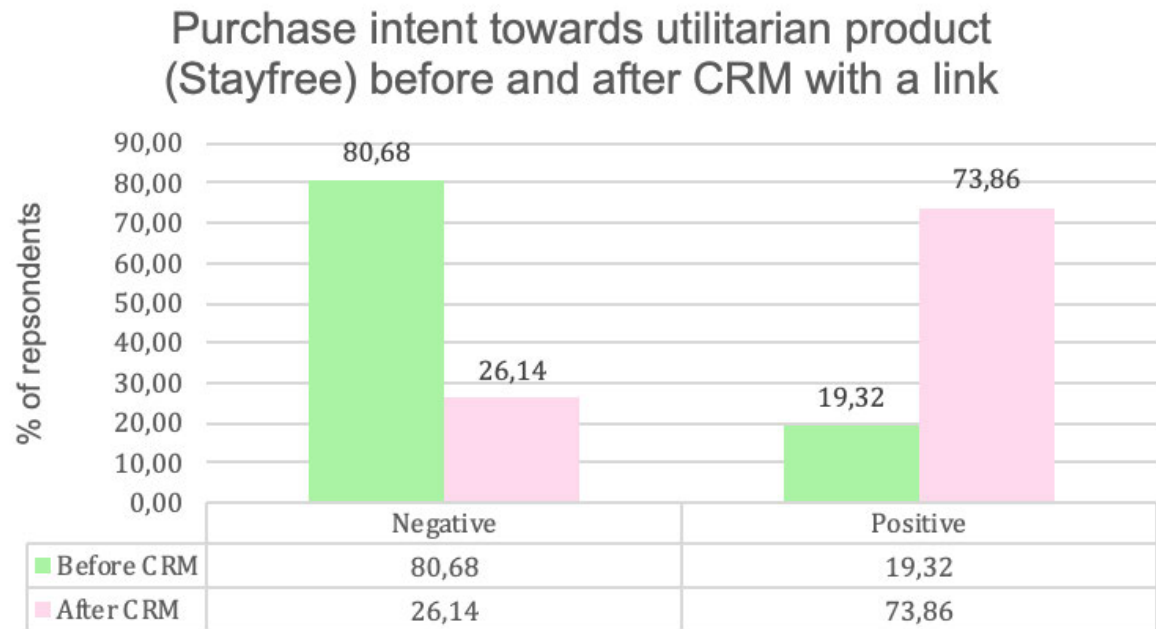


Figure 18: Purchase Intent Towards UP (Kotex) (Without link)

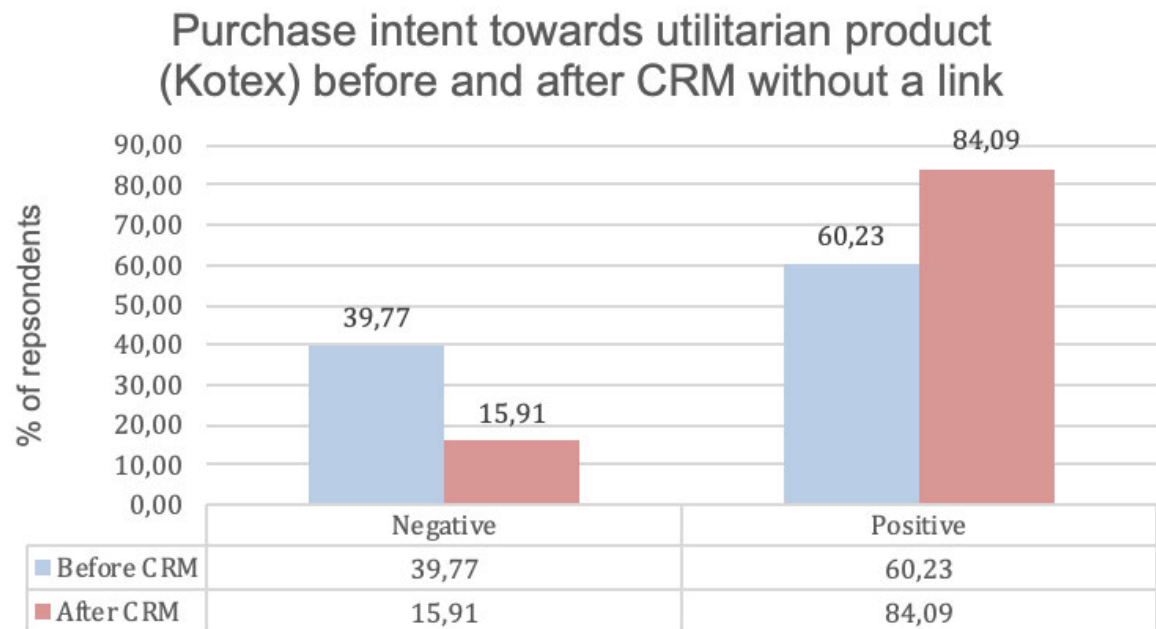


Figure 17 shows the purchase intent of respondents towards a UP before and after a CRM campaign that is linked to the product, while Figure 18 shows the same information for a UP where the CRM campaign is not linked to the product. For both products, the positive purchase intent increased - for the UP where the CRM campaign was linked to the product, by 54,55%, and for the unlinked campaign, by 23,86%.

Figure 19: Purchase Intent Towards LP (Acqua di Goa) (With link)

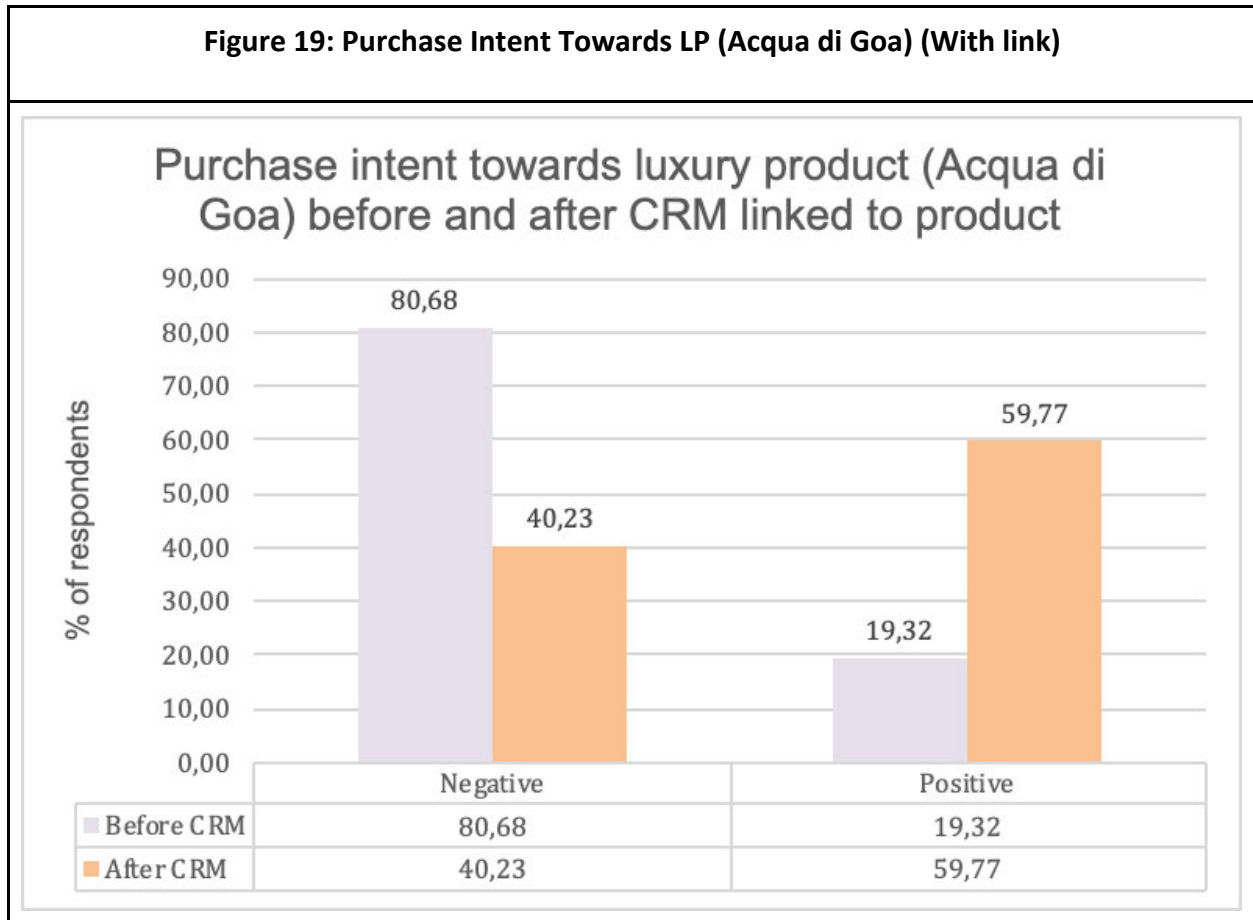


Figure 20: Purchase Intent Towards LP (Acqua di Parma) (Without link)

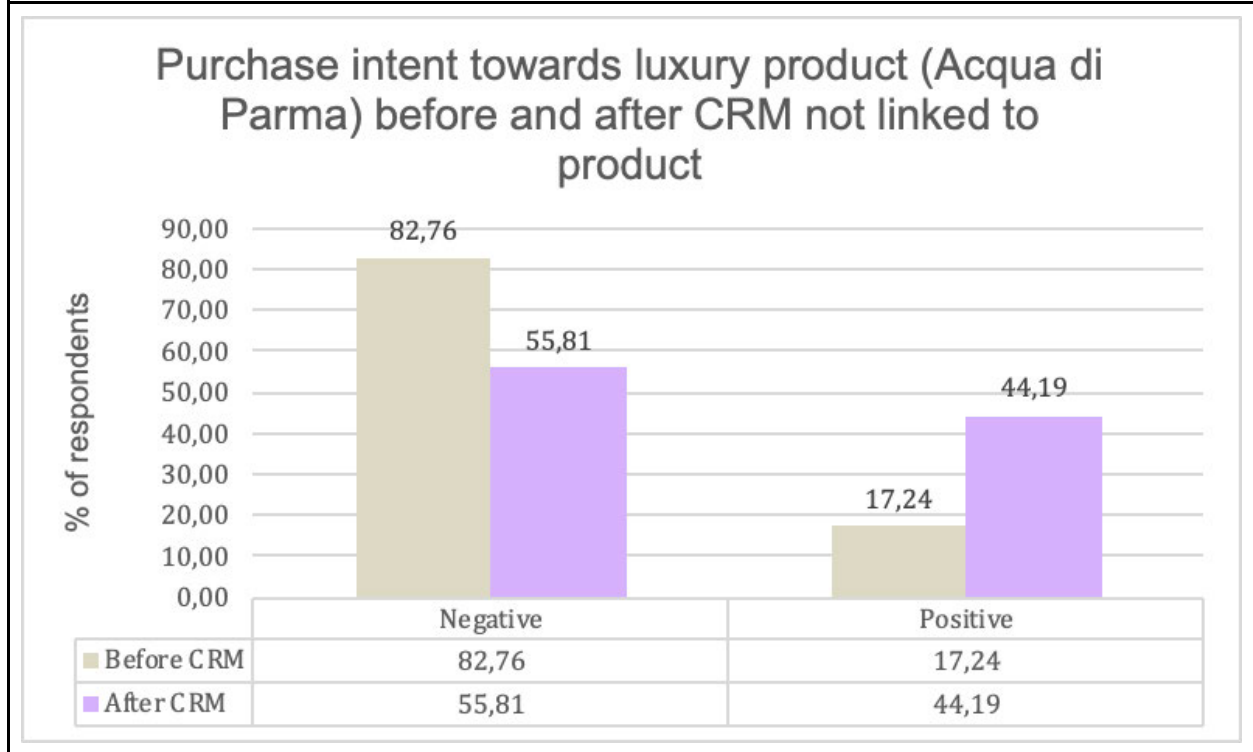


Figure 19 shows the purchase intent of respondents towards an LP before and after a CRM campaign that is linked to the LP, while Figure 20 shows the same information for an LP where the campaign is not linked to the LP. For both LPs the positive purchase intent improved due to the CRM campaign - by 40,45% for the LP where the campaign was linked to the LP, and by 26,95% for the product where the campaign was not linked to the product.

b) Change in purchase intent towards UPs and LPs after CRM considering beliefs regarding the cause of the CRM campaign

We also wanted to determine if previous beliefs about the specific issue regarding the cause of the CRM campaign affected the changes in purchase intent. The responses for “not serious” and

“somewhat serious” towards the cause of the campaign were combined as “Negative” attitudes and the responses for “serious” and “very serious” were combined as “Positive” attitudes towards the cause. Figures 21, 22, 23 and 24 distinguish between the changes in purchase intent towards the products before and after the CRM campaigns based on the previous beliefs.

Figure 21: Change in Purchase Intent for UP (Stayfree) (with Link)

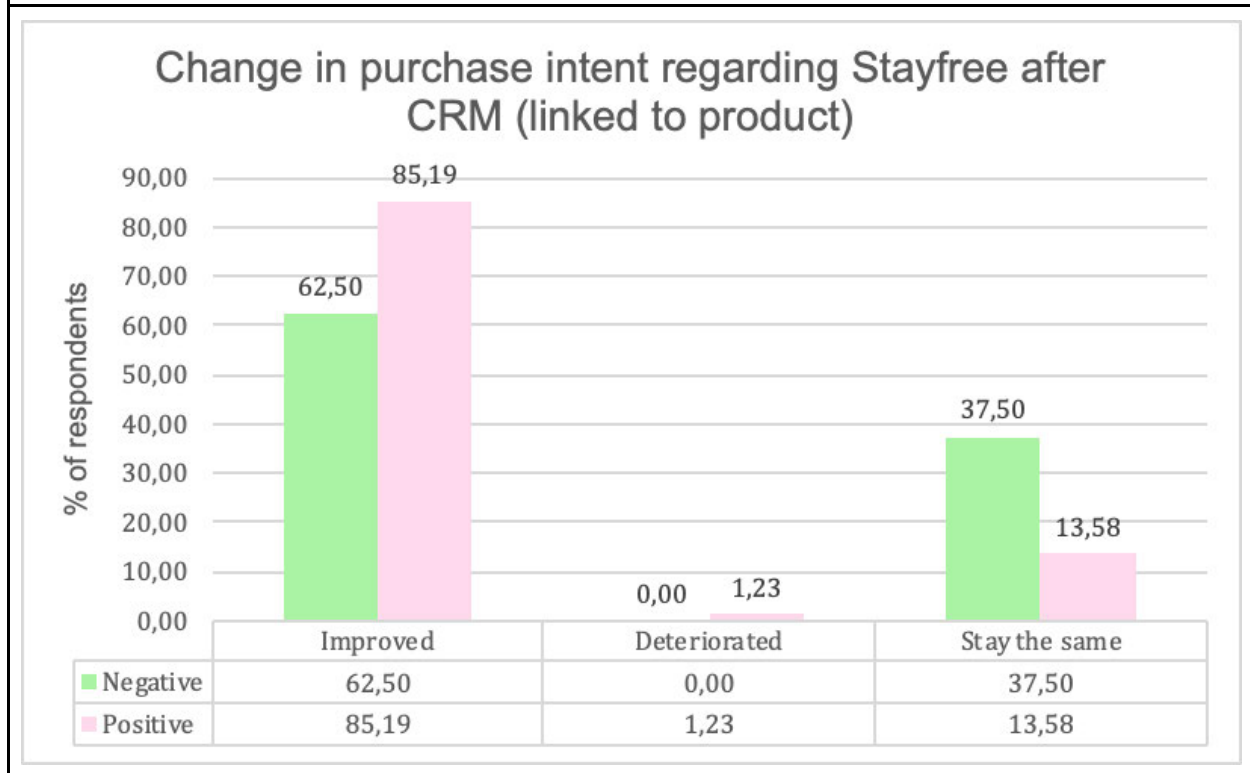


Figure 22: Change in Purchase Intent for UP (Kotex) (without Link)

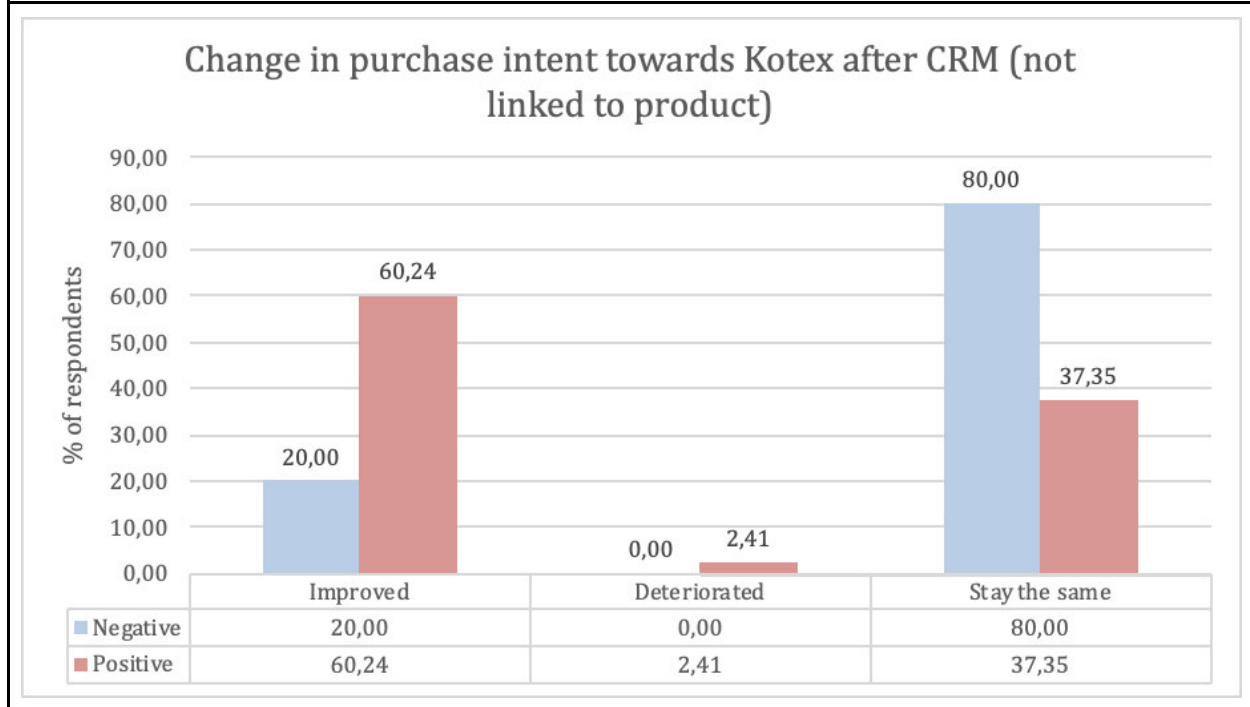


Figure 21 shows that of the respondents that had a negative attitude towards the cause of the campaign, 62,50% indicated an improved purchase intent towards the product after the campaign, 0% 's purchase intent deteriorated and 37,50% 's purchase intent towards the product stayed the same. For the respondents that had a positive attitude towards the cause of the campaign, the purchase intent of 85,19% towards the product increased, while 1,23% 's purchase intent deteriorated due to the campaign and 13,58% stayed the same.

Figure 22 shows that of the respondents that had a negative attitude towards the cause of the campaign, 20% indicated an improved purchase intent towards the product after the campaign, 0% 's purchase intent deteriorated and 80% 's purchase intent towards the product stayed the same. For the respondents that had a positive attitude towards the cause of the campaign, the purchase intent of 60,24% towards the product increased, while 2,41% 's purchase intent deteriorated due to the campaign and 37,35% stayed the same.

Figure 23: Change in Purchase Intent for LP (Acqua di Goa) (with Link)

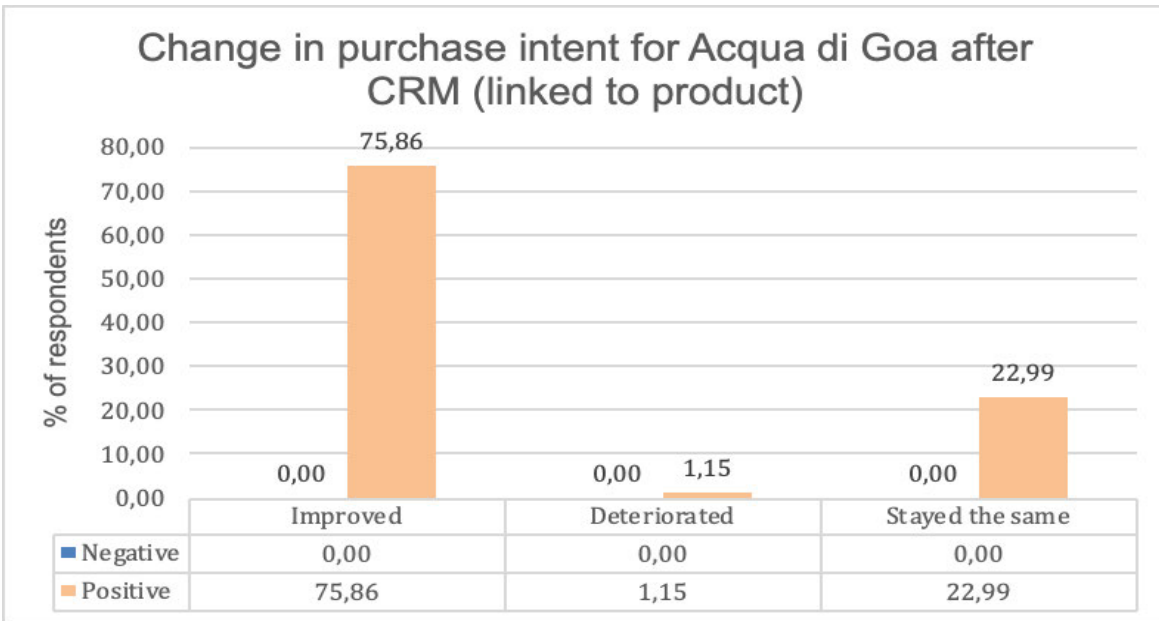


Figure 24: Change in Purchase Intent for LP (Acqua di Parma) (without Link)

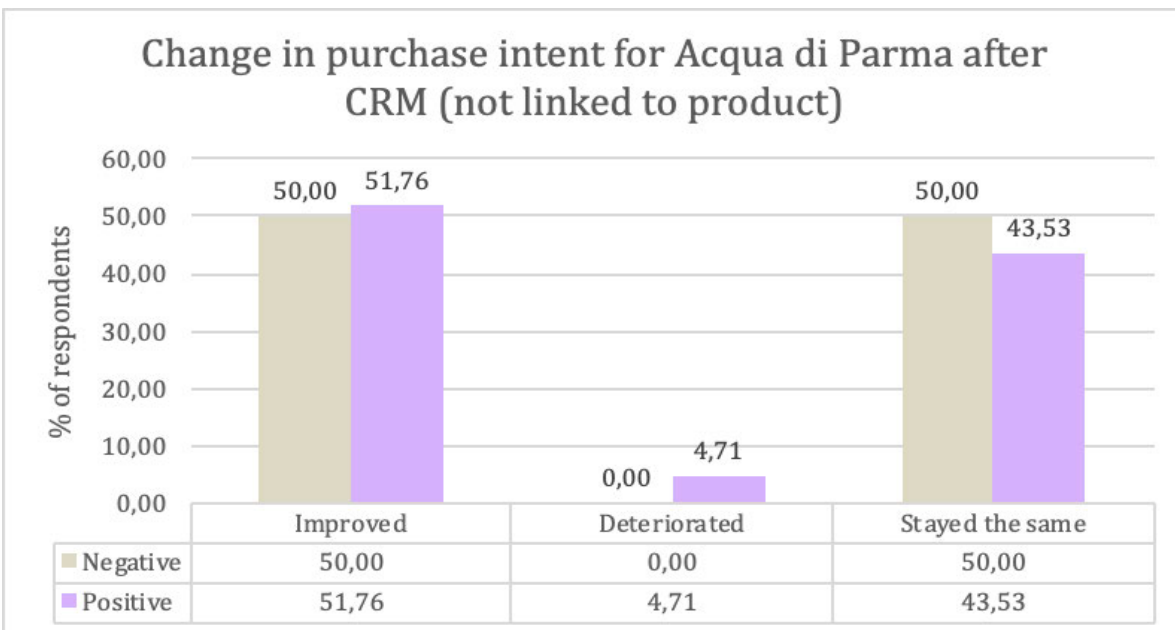


Figure 23 shows that there were 0 respondents that had a negative attitude towards the cause of the campaign. For the LP where the CRM cause was linked to the product and where the respondents that had a positive attitude towards the cause of the campaign, the purchase intent of 75,86% towards the LP increased, while 1,15% 's purchase intent deteriorated due to the campaign and 22,99% stayed the same.

Figure 24 shows that of the respondents that had a negative attitude towards the cause of the campaign that was not linked to the LP, 50% indicated an improved purchase intent towards the product after the campaign, 0% 's purchase intent deteriorated and 50%'s purchase intent towards the product stayed the same. For the respondents that had a positive attitude towards the cause of the campaign, the purchase intent of 51,76% towards the product increased, while 4,71% 's purchase intent deteriorated due to the campaign and 43,53% stayed the same.

4.2 Interpretation of Findings

4.2.1 Effect of CRM on young females' attitudes towards utilitarian and luxury products

Figures 13 and 14 show that for respondents that had a positive attitude towards the CRM cause, their attitude towards the UPs improved after the CRM campaign (66,25% and 53,01%). The figures also show that if consumers had a negative attitude towards the CRM cause their attitude toward the UPs still increased (by 75% and 40% respectively). Therefore, hypothesis 1 is accepted and hypothesis 2 is rejected (Table 1).

Figures 15 and 16 show the same results for LPs as for UPs - for respondents with a positive attitude towards the CRM cause, attitude towards the LPs increased by 54,55% and 39,53% respectively. Therefore, hypothesis 3 is accepted and hypothesis 4 is rejected (Table 1). CRM had a positive effect on attitude towards both UPs and LPs. Therefore, the results emphasise that

regardless whether the respondents viewed the CRM cause as a serious issue the CRM campaign still resulted in a positive increase in attitude towards the products. This might be because the respondents feel the CRM adds more value to their product support than just satisfying a need. The link to a CRM campaign can change the product's positioning in the mind of the consumers to a more positive position.

Table 6: The percentage increase in positive attitude towards the products after CRM			
UP		LP	
Stayfree (Linked)	Kotex (Not linked)	Acqua di Goa (Linked)	Acqua di Parma (Not linked)
21,59%	10,23%	27,07%	20,45%

Table 6 shows that CRM had a larger positive effect on consumer attitudes towards LPs than on consumer attitudes towards UPs. Hypothesis 5 is accepted (Table 1). It's necessary to consider that although the increase in LPs percentages are higher, very few respondents had a negative attitude toward the UPs before the CRM (specifically for Kotex), which will naturally result in a smaller increase in attitude after the CRM campaign. This insight shows that LPs might need the attachment to CRM campaigns more than UPs, because consumers need extra motivation to justify an expensive/unnecessary purchase.

4.2.2 Effect of CRM on young females' purchase intent regarding utilitarian and luxury products.

Figure 21 and 22 shows that for respondents that had a positive attitude towards the CRM cause, their purchase intent towards the two UPs improved after the CRM campaign (by 85,19% and 60,24% respectively). The figures also show that if consumers had a negative attitude towards

the CRM cause, their purchase intent toward the UPs still increased (by 62,50% and 20% respectively). Therefore, hypothesis 6 is accepted and hypothesis 7 is rejected (Table 1).

Figure 23 and 24 shows the same results for LPs as for UPs - for respondents with a positive attitude towards the CRM cause, purchase intent towards the LPs increased by 75,86% and 51,76% respectively. For respondents with a negative attitude towards the CRM cause, purchase intent towards the LPs increased by 50% for Acqua di Parma. Therefore, hypothesis 8 is accepted and hypothesis 9 is rejected (Table 1). CRM always has a positive effect on purchase intent towards both UPs and LPs.

Table 7: The percentage increase in positive purchase intent towards the products after CRM			
UP		LP	
Stayfree (Linked)	Kotex (Not linked)	Acqua di Goa (Linked)	Acqua di Parma (Not linked)
54,55%	23,86%	40,45	26,95

Table 7 shows that CRM had a larger positive effect on consumer purchase intent towards UPs than on consumer attitudes towards LPs. Hypothesis 10 is rejected (Table 1). When comparing Table 7 with Table 6 it is shown that the attitude for LP's increased more and the purchase intent for UPs increased more. This may be because, although the attitude towards the LP improved due to CRM, the respondents are young females and they know that they still can't afford the luxury products. But, in future, when their income increases, they may purchase them.

4.2.3 Effect of the link between products and CRM on young females' attitude towards a product.

For the UP (Stayfree) where the CRM campaign was linked to the product, attitudes towards the UP improved (by 66,35% and 53,01% respectively) after the CRM campaign, regardless of whether they had a negative or positive attitude towards the CRM cause. Hypothesis 11 is accepted and hypothesis 12 is rejected.

For the LP (Acqua di Goa) where the CRM campaign was linked to the product, attitudes towards the LP improved (by 54,55%) for the respondent who has a positive attitude towards the CRM cause. 0 respondents had a negative attitude towards the cause. Hypothesis 13 is accepted and hypothesis 14 cannot be accepted or rejected.

For the UP (Kotex) where the CRM campaign was not linked to the product, attitudes towards the UP improved (by 53,61% and 40% respectively) after the CRM campaign regardless of whether they had a negative or positive attitude towards the CRM cause. Hypothesis 17 is accepted and hypothesis 18 is rejected.

For the LP (Acqua di Parma) where the CRM campaign was not linked to the product, attitudes towards the LP improved by 39,53% after the CRM campaign for those that had a positive attitude towards the CRM cause. For the respondents that had a negative attitude towards the CRM cause, there was no change in attitude towards the product. Hypotheses 19 and 20 are accepted.

The CRM campaign had a more positive effect on the attitude of young females in Gauteng towards the LPs than towards UPs, regardless of whether the products and the CRM cause were linked or not (see Table 6). Hypotheses 21 and 23 are accepted. Overall the CRM campaigns that had a link between the products and CRM cause had a larger effect on positive attitude towards a product than when the CRM cause was not linked (see Table 6). Hypothesis 25 is accepted.

4.2.4 Effect of the link between products and CRM on young females' purchase intent.

For the UP (Stayfree) where the CRM campaign was linked to the product, purchase intent towards the UP improved (by 60,24% and 20% respectively) after the CRM campaign regardless of whether they had a negative or positive attitude towards the CRM cause. Hypothesis 15 is accepted and hypothesis 16 is rejected.

For the LP (Acqua di Goa) where the CRM campaign was linked to the product, purchase intent towards the LP improved (by 75,86%) for the respondent who has a positive attitude towards the CRM cause. 0 respondents had a negative attitude towards the cause. Hypothesis 30 is accepted and hypothesis 31 cannot be accepted or rejected.

For the UP (Kotex) where the CRM campaign was not linked to the product, purchase intent towards the UP improved (by 20% and 60,24% respectively) after the CRM campaign regardless of whether they had a negative or positive attitude towards the CRM cause. Hypothesis 26 is accepted and hypothesis 27 is rejected.

For the LP (Acqua di Parma) where the CRM campaign was not linked to the product, purchase intent towards the LP improved (by 50% and 51,76% respectively) after the CRM campaign regardless of whether they had a negative or positive attitude towards the CRM cause. Hypothesis 28 is accepted and hypothesis 29 is rejected.

When the CRM campaign was linked to a product the CRM had a larger positive effect on the purchase intent of the UPs than on LPs (See Table 7). Hypothesis 22 is rejected. When the CRM campaign was not linked to a product the CRM had a larger positive effect on the purchase intent of the LPs than on UPs (See Table 7). Hypothesis 24 is accepted. Although there was a positive increase in purchase intent for both linked and unlinked products, the linked products positive

increase was significantly larger (See Table 7). Hypothesis 32 is accepted. This might be because the rational link between the CRM cause and products appeals to consumers' cognitive minds.

4.3 Conclusion of Findings

CRM always has a positive effect on young females' attitudes towards both utilitarian and luxury products, regardless of whether they had a positive attitude toward the CRM cause. However, Table 6 shows that CRM had a larger positive effect on consumer attitudes towards LPs than towards UPs. This might be because UPs are already favourable in the mind of the consumer as they are products they come in contact with on a daily basis. However, with regards to LPs, some consumers need more familiarization and motivation to get a positive attitude towards the product. Therefore, the initial product attitude before the CRM campaign was already much more positive for UPs than LPs which resulted in a larger increase in positive attitude for luxury products after the CRM campaign. The increased support for LPs, after the CRM campaign, might also be a result of consumers trying to justify their support of unnecessary and expensive products.

CRM always has a positive effect on young females' purchase intent regarding utilitarian and luxury products regardless of whether they had a positive attitude toward the CRM cause. However, in contradiction with the attitude change, Table 7 shows that CRM had a larger positive effect on consumer purchase intent towards UPs than on consumer attitudes towards LPs. The reason for this might be due to the specific population of the study which is young females between 18 and 29. Although the CRM campaigns improved their attitude, this population might be aware that they are not really able to purchase the LPs. However, the change in attitude might reflect in their future purchase decisions and overall attitude towards the product and brand.

There was a positive increase in attitude and purchase intent for both linked and unlinked products. However, overall the linked CRM campaigns had a larger effect on positive attitude and purchase intent towards a product than the unlinked CRM campaigns (see Table 6 and 7). According to Kim *et al* (2020) the marketing and advertising of specifically utilitarian goods should emphasize rational, rather than emotional appeal. This might be the reason why the products with the linked CRM campaigns had a larger increase in positive attitude and purchase intent. They appealed to the respondents' cognitive minds. It can be argued that by implementing a CRM campaign with a strong link between the products and CRM cause, the campaign satisfies both the emotional needs (CRM campaign itself) and the rational needs (strong link) of the consumer and leads to an overall successful campaign.

4.4 Findings in context

Pracejus and Olsen (2004) tried to determine the effect CRM has on the consumer's attitude towards a brand when linked to a cause. They found that CRM campaigns have a positive impact on the attitude individuals have toward the product (Pracejus and Olsen, 2004). According to Pracejus and Olsen (2004) CRM can also affect the attitude of consumers more if the cause supported is relevant to their target market. A CRM campaign linked to a product can also successfully affect the attitude towards a product (Pracejus and Olsen, 2004). According to Lafferty and Edmondson (2009), to achieve the desired results from a CRM campaign, it is essential to establish a link between product and brand fit. This study agrees with Pracejus and Olsen's (2004), and Lafferty and Edmondson (2009) statements that the link between a CRM cause and products will result in a more positive consumer attitude towards a product. It is interesting to note that the overall highest increase in purchase intent of this study was for Stayfree (Table 7) which focused on a cause that donates menstruation products to young girls in need. This cause is definitely one of the causes that is the most relevant to the specific population of young females, and might be the reason for the largest increase in positive purchase intent.

Using CRM as a marketing strategy can establish and improve positive brand/product image, value and bring about differentiation from competitors (Melero and Montaner, 2016). Melero and Montaner (2016) found that CRM are likely to be met with suspicion from the consumer, due to the fact that CRM normally requires a purchase, which can lead to a less positive consumer evaluation and as a result affect the purchase decision negatively. The finding of this study contradicts the statement of Melero and Montaner (2016) as the result clearly indicated an overall increase in purchase intent for both UPs and LPs. However, it is worth mentioning that the purchase intent increase was less for LP's than UP's. It cannot be ruled out that respondents felt luxury brands used CRM as a ploy to increase sales of their expensive products rather than actually trying to make a difference. This is an interesting direction this study can explore in future research.

This study made use of the Theory of Reasoned Action (TRA) to set up the questionnaire and hypotheses. The TRA states that behaviour is affected by beliefs and subjective norms (Ajzen and Fishbein, 1980). The TRA includes a model that determines how the link between the cause of CRM and a product, combined with the consumer's beliefs and subjective norms, affects an individual's attitude and purchase intent towards a product. Therefore, the respondents' initial attitude towards the specific CRM causes was questioned as well as their initial attitude and purchase intent towards a product before the CRM campaign (See Annexure A).

Ross et al. (1991) found that most consumers purchase a product or service, linked to a cause, primarily because they want to support the cause. Although this statement might be true, the findings of this study show that even for respondents that had a negative attitude towards a specific CRM cause, their purchase intent still increased (As seen in Figures 21, 22, 23 and 24). Therefore, whether the consumers support or don't support a specific cause the CRM campaigns still affected their purchase intent positively.

4.5 Validity and Reliability

Validity and reliability are key measures in quantitative research (Maree, 2020). Validity has to do with “how logical, truthful, robust, sound, reasonable and useful” (Quinlan et al., 2019) the research is. Internal validity implies that the study is well designed and can identify causal relationships (Heffner, 2017). Table 1 explains which questions (see Annexure A) were used to test each hypothesis. Care was taken to ensure that it was possible to identify how CRM may affect attitude and purchase intent. In Section 1.2 and 2.4 the rationale and justification of this study are discussed, arguing the usefulness of the research. The sampling method used for this research, discussed in Section 3.5, is considered an internally and externally viable method which will ensure the validity of this study’s findings.

Reliability is a measure of the internal consistency of the research, thus whether the research can be repeated with similar results (Quinlan et al., 2019). To ensure reliability and objectivity, an online questionnaire was used, which will mean that the researcher was not involved with the respondents, thus ensuring objectivity and reliable findings. The desired sample size was calculated using a sample size calculator (CheckMarket, 2021). However, as the population is very large, it was unlikely that the required number of respondents would be reached. This does not mean that the results of this study are not useful, as it could be used as a benchmark for future studies where more resources may be available to take steps to attract more respondents (Hackshaw, 2008)

5. CONCLUSION

As indicated in section 4.3, CRM always has a positive effect on young females' attitude and purchase intent, regardless of product type (UP and LP), link of the product to the CRM cause and regardless of the consumers' initial attitude towards the cause of the CRM. This indicated that CRM can be regarded as an effective marketing tool to use in the young female market, in Gauteng South Africa. However, the results also indicate that a CRM campaign will be more effective when consumers' attitude towards the cause of the campaign is more positive and when the campaign has a stronger link to the product. It is therefore also important to consider the choice of CRM campaign strategically.

5.1 Anticipated contribution

As discussed in Section 1.2 and 2.4 the effects of CRM have been studied and tested in several countries around the world namely Spain, Iran, Germany etc. However, considering the massive cultural divergence, the results of these studies might not be relevant and valid (Haider, 2020) within a South African context. Therefore, this study aimed to contribute to the body of knowledge of how CRM campaigns affect consumer behaviour and attitude within a South African context, specifically within the personal female hygiene market.

The theoretical contribution of this research includes the development of two conceptual models discussed in Section 2.5 (Figure 2 and 3). These models are based on TRA created by Ajzen and Fishbein (1980). The first model in Figure 2 will contribute to the understanding on how CRM affects consumer attitude towards a product and how this affects their purchasing behaviour and the second model in Figure 3 will determine how the link between the cause of CRM and a product, combined with the consumer's beliefs and subjective norms affect an individual's attitude towards a product, and how this affects their purchasing behaviour.

Furthermore, the findings of this study contribute to the overall body of knowledge of marketing in terms of understanding the effectiveness of CRM campaigns in influencing consumer attitudes and behaviour, specifically in the personal female hygiene market. In order to understand when

to use a CRM campaign, organisations need to conduct research on how their target market will react (Pieper, 2019). This study provides insight to this question for organisations operating in a personal female hygiene market with a target market of females between 18 and 29 in Gauteng South Africa.

By investigating the consumers perception of CRM, this study contributes to the understanding of a successful CRM campaign and add to the body of knowledge about CRM the academic field. Marketing practitioners considering the use of a CRM campaign will be able to engage with the findings of this study to enhance their marketing strategies effectively.

5.2 Ethical consideration

When a research project is planned, it is always necessary to consider the potential advantages of the research, and weigh this against the potential disadvantages (Cohen and Manion, 1995). The potential contribution to society should exceed the possible risks and disadvantages involved.

A potential risk of studies about CRM is that the results may be used by profit-seeking companies to exploit consumers by appealing to consumers' empathy (Galan-Ladero *et al.*, 2021). This has to be weighed against the fact that the results may also contribute to more profit-seeking companies becoming involved in CRM campaigns, which may benefit non-profit organizations and provide opportunity for consumers to contribute to worthwhile causes (Galan-Ladero *et al.*, 2021).

Potential risks for participants in online questionnaires may include that participants' privacy may be invaded and that they may feel uncomfortable completing the questionnaire. Care was be taken to ensure that the ethical guidelines of the IIE were adhered to, to ensure that the research participants are not placed at risk in any way. Ethical clearance from the IIE's Ethical Committee was be obtained prior to making the questionnaire available for participation.

Participants were be informed of their role in the research. Consent from each participant was obtained and confidentiality of participants will be protected. Kosinski *et al.* (2015) warns that participants in the online environment may click the consent button without really reading the fine print, and this may put both the researcher and the participants at risk. For this research, the risk that participants may be adversely affected by the information they provide is perceived to be low. However, when compiling the questionnaire, the advice provided by Kosinski *et al.* (2015), that online questionnaires should be drawn up so that the risks and advantages of the research, as well as the potential risks to the participants should be presented in a “participant-friendly way” (Kosinski *et al.* 2015), was adhered to.

5.3 Limitations

Firstly, this study is limited by the sample size being used. The information gathered from this research is limited to females between the ages of 18 and 29 in Gauteng, South Africa. Future research may consider repeating the study for different age groups and for both sexes. According to Lee and Charles (2021) consumers of different age groups may exhibit different consumer behaviour towards CRM campaigns.

Secondly, this study is limited to female personal hygiene products. As a result, this study and its findings might not be relevant to other types of goods and services, for example durable goods.

Thirdly, In the questionnaire specific non-profit causes were used. It is possible that the use of other types of non-profit causes may result in different reactions from consumers (Heindarian, 2021). Future research may consider investigating the effects of different types of non-profit causes.

Fourthly, this study does not take cultural dimensions into consideration. Future research can include cultural backgrounds into the analysis. Taking cultural dimensions into consideration will

ensure a more complete understanding on the role culture plays on consumer responses towards CRM campaigns (Heindarian, 2021).

Fifthly, the questionnaire is limited to respondents who have access to social media and the internet, which may result in biased results. Respondents may give the questionnaire to someone else to complete, which may result in an inaccurate view of how attitudes and purchase intent may be affected by CRM.

In the sixth place, this study is limited due to the fact that no one can assist respondents when they are completing the questionnaire, so it will not be possible to determine if respondents understood questions correctly.

5.4 Final Conclusion

This research provides a clear indication that a CRM campaign is worth pursuing in the young female market, and that it is important to take into account the cause of the CRM campaign, and how its link to the product, affects consumer behaviour. More research is required to determine if these conclusions will also apply in other regions, for example rural areas, and for other population groups, for example males and other age groups.

REFERENCES

- Ajzen, I. and Fishbein, M. 1980. *Understanding attitudes and predicting social behavior*. Estados Unidos De Norteamérica, Prentice-Hall.
- Barone, M.J., Miyazaki, A.D. and Taylor, K.A. 2000. The Influence of Cause-Related Marketing on Consumer Choice: Does One Good Turn Deserve Another? *Journal of the Academy of Marketing Science*, 28(2): 248–262.
- Bigger Than Me. 2021. *Purpose-Led Business – the results are in and they are telling....*, 18 March 2021. [Online]. Available at: https://biggerthanme.co.za/blog/purpose-led-business/?fbclid=IwAR1GZrbfzMv6C-IU8pXbZb6l-oV5Gxca56b_Y5sN5luBLxXjuQ7OfpfYXms [Accessed 17 May 2021].
- Bohling, T., Bowman, D., LaValle, S., Mittal, V., Narayandas, D., Ramani, G. and Varadarajan, R. 2006. CRM implementation: Effectiveness issues and insights. *Journal of Service Research*, 9(2):184-194.
- Bvepfepfe, B.S. 2015. Perspectives of Corporate Social responsibility: A Comparative Analysis of Organisational Corporate Social Responsibility in South Africa and the UK. PhD Dissertation. Birmingham City University.
- CheckMarket. 2021. *Survey software and services | CheckMarket Survey Tool*. [Online] Available at: <https://www.checkmarket.com> [Accessed 21 Nov. 2021].
- Cheung, A.K.L. 2014. Structured Questionnaires. In: Michalos, A.C., ed. *Encyclopedia of Quality of Life and Well-Being Research*. Springer, Dordrecht. [Online] Available at: https://link.springer.com/referenceworkentry/10.1007%2F978-94-007-0753-5_2888 [Accessed 21 Mov. 2021].
- Cohen, L. and Manion, L. 1995. *Research methods in education*. 4th ed. New York: Routledge.
- Cunningham, P.H. 1997. Sleeping with the devil? Exploring Ethical Concerns Associated with cause-related Marketing. *New Directions for Philanthropic Fundraising*, 1997(18):55–76.

- Duarte, P.A. de O. and Silva, S.C. e. 2018. The Role of consumer-cause Identification and Attitude in the Intention to Purchase cause-related Products. *International Marketing Review*, 37(4): 603-620. Available at <https://www.emerald.com/insight/content/doi/10.1108/IMR-04-2018-0159/full/html#:~:text=Together%2C%20consumer%2Dcause%20identification%20and,cause%20and%20intention%20to%20purchase>. [Accessed on 17 June 2021].
- Du Plooy-Cilliers, F., Davis, C. and Bezuidenhout, R. M. 2014. *Research Matters*. Claremont: Juta.
- Edelman. 2017. Earned Brand 2017. [Online]. Available at: <https://www.edelman.com/research/earned-brand-2017>. [Accessed on 14 April 2021].
- Galan-Ladero, M.M., Galera-Casquet, C. and Alves, H.M. 2021. Theoretical background: Introduction to Cause-Related Marketing. In: Galan-Ladero, M.M., Galera-Casquet, C. and Alves, H.M. eds. *Cause-related Marketing: Case studies from a global perspective (Classroom Companion: Business*. Springer, Chapter 1. [Kindle DX version]. Available at: https://www.amazon.com/Cause-Related-Marketing-Perspective-Classroom-Companion-ebook/dp/B091DNMYGF/ref=tmm_kin_swatch_0?encoding=UTF8&qid=&sr=
- Guerreiro, J., Rita, P. and Trigueiros, D. 2015. A Text Mining-Based Review of Cause-Related Marketing Literature. *Journal of Business Ethics*, 139(1):111–128.
- Gottlieb, M. 1986. Cashing in on higher cause. *The New York Times*, 6 July: 6. [Online]. Available at: <https://www.nytimes.com/1986/07/06/business/cashing-in-on-higher-cause.html> [Accessed 15 June 2021]
- Hacksaw, A. 2008. Small studies: strengths and limitations. *European Respiratory Journal*, 32(5): 1141-1143. Available at: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.957.6889&rep=rep1&type=pdf> [Accessed 17 June 2021].
- Haider, M.I. 2020. Corporate Social Responsibility and Customer Responses: Analyzing the Role of Cause Related Marketing, Brand Trust and Brand Attachment. PhD Dissertation. Capital University of Science and Technology, Islamabad.

- Heidarian, E. 2019. Consumers' attitudes toward Cause-Related marketing - a comparison between Iran and Germany. Doctor of Economics dissertation. Law and Political Science Faculty, University of Greifswald. [Online]. Available at: <https://epub.ub.uni-greifswald.de/frontdoor/deliver/index/docId/2780/file/Phd.dissertation.Elham.Heidarian.pdf> [Accessed 14 June 2021].
- IEG. 2018. Signs Point to Healthy Sponsorship Spending in 2018, 8 January 2018. [Online] Available at: file:///C:/Users/vzylcj/Downloads/IEG%20Sponsorship%20Report_Signs%20Point%20To%20Healthy%20Sponsorship%20Spending%20In%202018.pdf [Accessed 14 Jun. 2021].
- Keller, K.L. 1993. Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1):1–22. [Online]. Available at: https://edisciplinas.usp.br/pluginfile.php/3750592/mod_resource/content/1/Keller_1993_Conceptualizing_measuring_and_managing_brabd_equity.pdf [Accessed 18 May 2021].
- Kim, C., Jeon, H.G. & Lee, K.C. 2020. Discovering the Role of Emotional and Rational Appeals and Hidden Heterogeneity of Consumers in Advertising Copies for Sustainable Marketing. *Sustainability*, 12(12): 5189. [Online]. Available at <https://www.mdpi.com/2071-1050/12/12/5189> [Accessed on 19 September 2021] .
- Kosinski, M., Matz, S., Gosling, S.D., and Stillwell, D. 2015. Facebook as a Research Tool for the Social Sciences. *American Psychologist*, 70(6): 543-556. [Online]. Available at https://www.researchgate.net/publication/281621604_Facebook_as_a_Research_Tool_for_the_Social_Sciences [Accessed 16 June 2021].
- Lafferty, B.A. and Edmondson, D.R. 2009. Portraying the Cause Instead of the Brand in Cause-Related Marketing ADS: Does It Really Matter? *Journal of Marketing Theory and Practice*, 17(2): 129–144. [Online]. Available at: <https://www.jstor.org/stable/40470402> [Accessed 1 Jun. 2020].

- Lee, L. and Charles, V., 2021. The impact of consumers' perceptions regarding the ethics of online retailers and promotional strategy on their repurchase intention. *International Journal of Information Management*, 57. [Online]. Available at <https://www.sciencedirect.com/science/article/abs/pii/S0268401220314638> [Accessed 16 June 2021.]
- Maree, K. 2007. *First Steps in Research*. 3rd ed. Pretoria: Van Schaik, 187–431.
- Melero, I. and Montaner, T. 2016. Cause-related marketing: An experimental study about how the product type and the perceived fit may influence the consumer response. *European Journal of Management and Business Economics*, 25(3): 161–167.
- Park, Y.S., Konge, L. and Artino, A.R. 2020. The Positivism Paradigm of Research. *Journal of Academic Medicine*, 95(5): 690–694. [online] Available at: https://journals.lww.com/academicmedicine/fulltext/2020/05000/the_positivism_paradigm_of_research.16.aspx.
- Phellas, C.N., Bloch, A. & Seale, C. 2018. Structured methods: interviews, questionnaires and observation. In Seale, C. *Researching Society and Culture*. London Los Angeles New Delhi Sage. [Online]. Available at: <http://courseware.cutm.ac.in/wp-content/uploads/2020/06/interview.pdf> [Accessed 18 May 2021].
- Pieper, P. 2019. A study of cause related marketing: Key factors for an efficient cause related marketing strategy. MEd Dissertation. UMEÅ School of Business, Economics and Statistics.
- Pozza, I.D., Goetz, O. and Sahut, M. 2018. Implementation effects in the relationship between CRM and its performance. *Journal of Business Research*, 89: 391-403.
- Pracejus, J. and Olsen, D. 2004. The role of brand/cause Fit in the Effectiveness of cause-related Marketing Campaigns. *Journal of Business Research*, 57: 635– 640.
- Quinlan, C., Babin, B., Carr, J., Griffin, M. and Zikmund, W.G. 2019. *Business Research Methods*. 2nd ed. Hampshire: Cengage Learning Emea.

- Ross, J.K., Stutts, M.A. and Patterson, L. 1991. Tactical Considerations for the Effective Use of Cause-Related Marketing. *Journal of Applied Business Research (JABR)*, 7(2): 58–65. [Online]. Available at: <https://clutejournals.com/index.php/JABR/article/view/6245> [Accessed 19 May 2021].
- Scotland, J. 2012. Exploring the Philosophical Underpinnings of Research: Relating Ontology and Epistemology to the Methodology and Methods of the Scientific, Interpretive, and Critical Research Paradigms. *English Language Teaching*, 5(9):9–16.
- Simon, F.L. 1995. Global corporate philanthropy: a strategic framework. *International Marketing Review*, 12(4): 20–37.
- Strahilevitz, M. and Myers, John G. 1998. Donations to Charity as Purchase Incentives: How Well They Work May Depend on What You Are Trying to Sell. *Journal of Consumer Research*, 24(4): 434–446. [Online]. Available at: https://www.researchgate.net/publication/24098992_Donations_to_Charity_as_Purchase_Incentives_How_Well_They_Work_May_Depend_on_What_You_Are_Trying_to_Sell [Accessed 14 Jan. 2020].
- Thomas, S., Kureshi, S. and Vatawala, S. 2019. Cause-Related Marketing Research (1988–2016): An Academic Review and Classification. *Journal of Nonprofit & Public Sector Marketing*, 32(5): 1–29.
- Varadarajan, P.R. and Menon, A. 1988. Cause-Related Marketing: a Coalignment of Marketing Strategy and Corporate Philanthropy. *Journal of Marketing*, 52(3): 58–74.
- Westberg, K.J. 2004. The Impact of Cause-Related Marketing on Consumer Attitude to the Brand and Purchase Intention: a Comparison with Sponsorship and Sales Promotion. PhD Dissertation. Griffith University.
- Wilson, H., Daniel, E. and McDonald, M. 2002. Factors for success in customer relationship management (CRM) systems. *Journal of Marketing Management*, 18 (1–2): 193–219.

ANNEXURES

Annexure A

Q1

Section 3

How serious of an issue do you regard young females not attending school due to a lack of period hygiene products to be? *

- ☐ Not serious
- ☐ Somewhat serious
- ☐ Serious
- ☒ Very serious

Consider the following advertisement and answer the next two questions:



Q2

Indicate your attitude towards Stayfree.*

- ☐ Hate it
- ☐ Don't like it
- ☐ Like it
- ☐ Love it

Q3

Indicate how likely you are to purchase Stayfree.*

- ☐ Not likely
- ☐ Somewhat likely
- ☐ Likely
- ☐ Very likely

Consider the second StayFree advertisement. How does this advert influence your perception about StayFree now, in comparison to the previous advert? Indicate this by answering the next two questions.



Q4	Indicate your attitude towards Stayfree now. * ☐ Hate it ☐ Don't like it ☐ Like it ☐ Love it
Q5	Indicate how likely you are to purchase Stayfree now. ☐ Not likely ☐ Somewhat likely ☐ Likely ☐ Very likely
Q6	Section 4 How serious of an issue do you regard young females not being able to go to university due to a lack of funds to be? * ☒ Not serious ☐ Somewhat serious ☐ Serious ☐ Very serious

Consider the following advertisement and answer the next two questions:



ULTRATHIN 24/32cm

3X FASTER ABSORPTION

COMPARED WITH PREVIOUS KOTEX RANGE BASED ON LAB TEST

Q7

Indicate your attitude towards Kotex. *

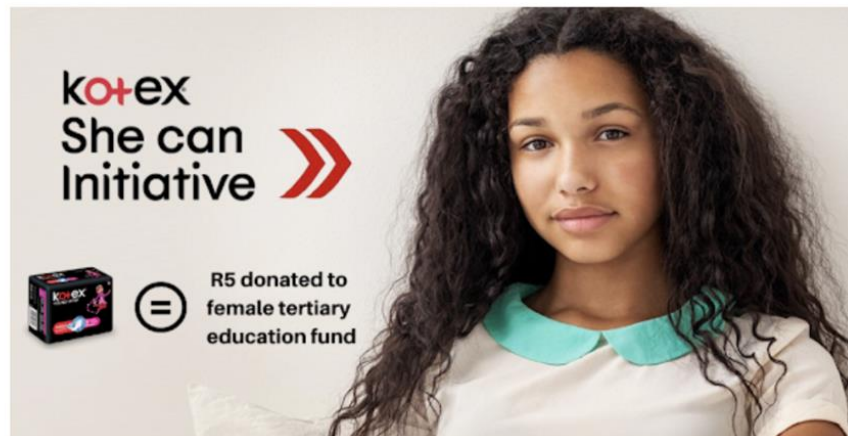
- ☐ Hate it
- ☐ Don't like it
- ☐ Like it
- ☐ Love it

Q8

Indicate how likely you are to purchase Kotex. *

- ☐ Not likely
- ☐ Somewhat likely
- ☐ Likely
- ☐ Very likely

Consider the second Kotex advertisement. How does this advert influence your perception about Kotex now, in comparison to the previous advert? Indicate this by answering the next two questions.



Q9

Indicate your attitude towards Kotex now. *

- ☐ Hate it
- ☐ Don't like it
- ☐ Like it
- ☐ Love it

Q10	Indicate how likely you are to purchase Kotex now. * ☐ Not likely ☐ Somewhat likely ☐ Likely ☐ Very likely
Q11	Section 5 How serious of an issue do you regard children not having access to clean water to be? * ☐ Not serious ☐ Somewhat serious ☐ Serious ☐ Very serious

Consider the following advertisement and answer the next two question:



Q12

Indicate your attitude towards Acqua di Goa by Giorgio Armani.

- ☐ Hate it
- ☐ Don't like it
- ☐ Like it
- ☐ Love it

Q13

Indicate how likely you are to purchase Acqua di Goa by Giorgio Armani.

- ☐ Not likely
- ☐ Somewhat likely
- ☐ Likely
- ☐ Very likely

Consider the second Acqua di Goa by Giorgio Armani advertisement. How does this advert influence your perception about Acqua di Goa by Giorgio Armani now, in comparison to the previous advert? Indicate this by answering the next two questions.



Q14

Indicate your attitude towards Acqua di Goa by Giorgio Armani now.

- ☐ Hate it
- ☐ Don't like it
- ☐ Like it
- ☐ Love it

Q15	Indicate how likely you are to purchase Acqua di Goa by Giorgio Armani now. ☐ Not likely ☐ Somewhat likely ☐ Likely ☐ Very likely
Q16	Section 6 How serious of an issue do you regard the Covid-19 pandemic to be? ☐ Not serious ☐ Somewhat serious ☐ Serious ☐ Very serious

Consider the following advertisement and answer the next two question:



Q17

Indicate your attitude towards Acqua di Parma by Colonia.

- ☐ Hate it
- ☐ Don't like it
- ☐ Like it
- ☐ Love it

Q18

How likely you are to purchase Acqua di Parma by Colonia?

- ☐ Not likely
- ☐ Somewhat likely
- ☐ Likely
- ☐ Very likely

Consider the second Acqua di Parma by Colonia advertisement. How does this advert influence your perception about Acqua di Parma by Colonia now, in comparison to the previous advert? Indicate this by answering the next two questions.



Q19	Indicate your attitude towards Acqua di Parma by Colonia now. ☐ Hate it ☐ Don't like it ☐ Like it ☐ Love it
Q20	How likely you are to purchase Acqua di Parma by Colonia now? ☐ Not likely ☐ Somewhat likely ☐ Likely ☐ Very likely

Annexure B

Consent/Information letter
Informed Consent Dear Prospective Respondent, My name is Katinka van Zyl. I am currently conducting research under the supervision of Cornelis Coetzee. I am inviting you to participate in a study entitled "The effect of Cause Related Marketing (CRM) of female personal hygiene products on young females." The study is conducted at The IIE-Vega School - Design Brand Business for my Honours: Strategic brand communication. WHAT IS THE PURPOSE OF THE STUDY? This study will investigate whether a CRM campaign will affect consumers' attitude towards a brand, and the purchase intent for both UPs (Utilitarian/everyday products) and LPs (luxury products) within a young female market in Gauteng, South Africa. Further, this study will investigate the role of the link between the CRM campaign and the product in question, and how this link affects consumer attitudes and purchase intention. In a nutshell the purpose of this study is to determine when and how a CRM campaign will be an effective marketing strategy. WHY AM I BEING INVITED TO PARTICIPATE? You have been selected to participate because you are either known to me, or the person who sent you the invitation to participate. If you choose to participate in this study you will provide valuable insights into the effect CRM has on different product types as well as how certain aspects can affect the success of CRM campaigns. WHAT IS THE NATURE OF YOUR PARTICIPATION OF THIS STUDY? This study involves the completion of an online questionnaire. The questionnaire will consist of a series of scaled questions with four options to respond to. There will also be three questions to determine the respondent's demographic. The expected time to complete this questionnaire is 8 - 12 minutes. CAN YOU WITHDRAW FROM THIS STUDY EVEN AFTER AGREEING TO PARTICIPATING?

Participation in this study is completely voluntary and respondents are under no obligation to participate. You are free to withdraw from the questionnaire at any time. All responses will remain confidential.

WHAT ARE POTENTIAL BENEFITS INVOLVED IN TAKING PART IN THIS STUDY?

The finding of this study could assist marketing and communication practitioners to identify when a CRM campaign will be most effective as a marketing strategy.

WHAT ARE THE POTENTIAL NEGATIVE CONSEQUENCES IN TAKING PART IN THIS STUDY?

There are no risks or predicted negative consequences involved in taking part in this study.

HAS THIS STUDY RECEIVED ETHICAL APPROVAL?

This study has been approved by The IIE-Vega School - Design | Brand | Business.

Should you require any further information or clarification pertaining to this questionnaire and study, you can contact the following person:

Primary researcher: Katinka van Zyl

[REDACTED]

Should you have any concerns about the way in which the research has been conducted, you may contact the supervisor of this study:

Supervisor: Cornelis Coetzee

[REDACTED]

Thank you for taking time to read this information sheet and for participating in this study.
Katinka van Zyl

Consent Question

Do you wish to participate? *

☐ Yes

☐ No

Annexure C

Ethical Clearance Letter



Date: 07 July 2021

Student name: Katinka van Zyl

Campus: IIE Vega Pretoria Campus

Re: Approval of RESE8419 Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.

4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.



Supervisor name: Cerneels Coetzee

Campus Postgraduate Coordinator (CPC) name: Dr SC Engelbrecht

Signature:



ANNEXURE D: FINAL RESEARCH REPORT TEMPLATE

TITLE: The effect of cause related marketing of female personal hygiene products on young females.

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Lit Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	Recommendations
The purpose of this study is to determine if CRM is an effective marketing tool to use in the young female market.	Does product type and perceived fit affect consumer responses to a cause related campaign in the young female personal hygiene market in Gauteng?	This study is an effective way to gather a clear insight on how CRM affects consumer behaviour within a young female market. This study also shows how product fit and the link between CRM cause and product influence the success of CRM campaigns.	Molero and Montaner (2016) (Pracejus and Olsen, 2004) Lafferty and Edmondson (2009) (Westberg, 2004)	Theme 1: Effect of CRM on young females' attitudes towards utilitarian and luxury products Theme 2: Effect of CRM on young females' purchase intent regarding utilitarian and luxury products. Theme 3: Effect of the link between products and CRM on young females' attitude towards a product.	Paradigm <i>Positivism</i> Epistemology Recognises the importance of experiences and observations as the only effective method of obtaining information. Ontology Reality is real and governed by laws. Young females' attitude and purchase decision with regard to a product and how this will be affected by CRM will be governed by their beliefs and subjective norms	<i>Quantitative</i>	Electronically distributed structured questionnaires	1) This studies results may be used by profit-seeking companies to exploit consumers by appealing to consumers' empathy 2) Participants in the online environment may click the consent button without really reading the fine print	1) CRM always has a positive effect on young females' attitudes and purchase intent towards both utilitarian and luxury products, regardless of whether they had a positive attitude toward the CRM cause. 2) There was a positive increase in attitude and purchase intent for both linked and unlinked products.	This research provides a clear indication that a CRM campaign is worth pursuing in the young female market, and that it is important to take into account the cause of the CRM campaign and how its link to the product affects consumer behaviour. More research is required to determine if these conclusions will also apply in other regions, for example rural areas, and for other population
						Population				
						Population Parameters The population of this study is females between the age of 18 and 29 who reside in Gauteng, South Africa.				

Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories	Theme 4: Effect of the link between products and CRM on young females' purchase intent.	Axiology Positivism requires complete separation between researcher and research participants. The researchers will not be involved when the participants complete the questionnaire on the effect of CRM on their attitude towards the product and their purchase decision.	Sampling	Data Analysis Method(s)	Limitations	Key Contribution	groups, for example males and other age groups.
This study will investigate whether product type and perceived fit affect consumer responses to a CRM campaign.	1) How does CRM affect the attitude of young females towards utilitarian and luxury feminine personal hygiene products? 2) How does CRM affect the purchase intent of young females towards utilitarian and luxury feminine personal hygiene products? 3) Is it necessary that the product should be	1) Effect of CRM on young females' attitudes towards utilitarian and luxury products 2) Effect of CRM on young females' purchase intent regarding utilitarian and luxury products. 3) Effect of the link between products and CRM on young females' attitude towards a product. 4) Effect of the link between products and CRM on young females' purchase intent.	Theory of Reasoned Action			non-probability Sampling method Both convenience and snowball sampling were used to conduct this study. Size 89 Respondents	Unit of Analysis Ordinal scale from 1-4 Data Analysis Method(s) Descriptive Statistics and Frequency distribution tables	1) Study is limited by the small sample size being used. 2) This study is limited to female personal hygiene products 3) It is possible that the use of other types of non-profit causes may result in different reactions from consumers. 4) This study does not take cultural dimensions into consideration. 5) The questionnaire is limited to respondents who have access to social media and the internet	1) Therefore, this study aims to contribute to the body of knowledge of how CRM campaigns affect consumer behaviour and attitude within a South African context, specifically within the personal female hygiene market. 2) The theoretical contribution of this research includes the development of two conceptual models 3) findings of this study will contribute to the overall	

	linked to the cause of the CRM to affect young female consumers' attitude positively? 4) Is it necessary that the product should be linked to the cause of the CRM to affect young female consumers' purchase intent positively?								body of knowledge of marketing in terms of understanding the effectiveness of CRM campaigns in influencing consumer attitudes and behaviour	
--	--	--	--	--	--	--	--	--	--	--