Linnéuniversitetet
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Do They Practice What They Preach?

A quantitative study on how Generation Z's purchase intention is affected by four CRM factors

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Abstract

Background: Cause-Related Marketing (CRM) is a popular marketing strategy where companies through this communication contribute to causes and engage their consumers by donating when they purchase a product and an amount of the revenue goes to charities. The concept has been divided into four different factors, being cause involvement, message, perceived cause fit and donation size. Cause-Related Marketing is of particular interest in regard to the sample as the next upcoming generation, Generation Z, is forecasted to have great buying power and more awareness of societal issues. However, studies are lacking regarding this generation and especially in relation to Cause-Related Marketing as a strategy for influencing consumers purchase intentions. Hence, why this study tries to see how to reach this generation on their terms.

Purpose: The purpose of this study is to explain how Generation Z's purchase intention is affected by four CRM factors.

Methodology: This research has followed the structure of deductive research with a quantitative approach and with the research design of cross-sectional design. This further led to a self-complement online questionnaire being made, where the respondents consisted of Generation Z, with the ages of 18-26. The total number of respondents was concluded at 93. After collecting the data, the data has been cleaned and coded. Furthermore, by using Descriptive Statistics, Multiple Linear Regression, Cronbach's Alpha and Correlation Analysis the data was analysed and a result could be extracted.

Findings: The result this research got from the empirical information, was that only one of the CRM factors had a significant and positive relation with Generation Z's purchase intention, being Cause Involvement. The other factors had no significant relation with Generation Z's purchase intention. Further, there was one item which was common in all factors and that one was emotion and to some extent knowledgeable.

Keywords: *Cause-Related Marketing, Generation Z, Communication, Purchase Intention, Cause Involvement, Message, Perceived Cause Fit, Donation Size*

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1. Introduction

In the introduction chapter, Background, Problem Discussion and Purpose are presented which aim to introduce the reader to the phenomena Cause-Related Marketing and Generation Z' purchase intention.

1.1 Background

In the society of today, consumers are becoming more aware of their surroundings and continue to put pressure on companies to reflect their personal values (Schaeffer, 2019). Previously, consumers were instructed and guided by companies, as they held the market power. Now, the power lies in the hands of consumers (Schaeffer, 2019). In order for companies to communicate their values or the values they want to be associated with in order to satisfy consumers, they can adapt the market strategy that is *cause-related marketing (CRM)*. Cause-related marketing is defined as:

"Rather, the distinctive feature of CRM is the firm's contribution to a designated cause being linked to customers' engaging in revenue-producing transactions."
(Varadarajan & Menon, 1988, pp. 60)

Furthermore, Varadarajan & Menon (1998) states that the key character of CRM is when companies contribute to causes, having customers engage in organizations that can create revenue for companies. In doing so, companies will donate to non-profit organizations each time consumers purchase a product. Further, CRM is a strategy for companies to inform their customers about their societal standpoints, standpoints which hopefully reflect those of their customers (Robinson et al., 2012) .

A market segment of customers who are known for their social orientation is Generation Z. Opsahl (2021) speaks of Generation Z as a generation which is still up for marketers to solve, to understand. Karácsony (2019) states that the people belonging to Generation Z were born between 1995 and 2010. A generation which is possessing a higher education, well-orientated in the digital world, socially responsible and open-minded to the world around them.

They are described as a generation which are living big parts of their life online, being constantly connected with the world online. The content that they interact with online has to fulfill certain criteria and they do not settle with less. It should be authentic and justiful, as a generation they are very critical to what they hear and see (Opsahl, 2021).

Opsahl (2021) finds that Generation Z are also impatient and in a rush. Life should be perfect and their expectations on themselves and their surroundings are high and to some rather unattainable. Their constant connection to the internet supplies them with knowledge and information, making them far more attentive to their digital surroundings. It is trendy to be a good person and opinions such as feminism, sustainability and being kind are rewarded (Opsahl, 2021; Nadanyiova et al., 2020). Generation Z is brought up to believe that the world is at their feet. They are also predicted to be the generation which consumes the most, with an estimated 143 million dollar of consumption, in the US only (Opsahl, 2021). Their strong purchasing power gives insight to a market segment which is fruitful. Generally, cause-related marketing is according to Oloko & Balderjahn (2011) a popular type of marketing strategy, but it is yet not fully known in what direction it pushes Generation Z and their strong opinions (Opsahl, 2021), when they ought to make a purchase (Oloko & Balderjahn, 2011).

1.2 Problem Discussion

Generation Z are considered to be one of the most well-informed and conscious generations of them all (Opsahl, 2021). Being born into the digital world, they know no world without it and the amount of information they are exposed to forces them to become aware of their surroundings in ways which previous generations have not (Nadanyiova et al., 2020). In relation to Generation Z being the upcoming generation and soon-to-be the biggest consumer group, marketers must find a way to reach this target group whose demand on companies and their services to be socially conscious (Munsch, 2021). CRM, being a prior well studied area, allows for companies to communicate their social standpoint and could so forth gain attention for their social efforts (Varadarajan & Menon, 1988; Robinson et al., 2012). However, previous studies of CRM have focused on previous generations (Eastman et al., 2019) or gender related studies (Lafferty et al., 2016), few studies looking into Generation Z and Cosgrave & O'Dwyer (2020) suggest that future studies should do so.

In other words, if not managing to reach this target group, companies could miss out on the future market power that is Generation Z. Hence, future studies on cause-related marketing provides a framework for which consumers react to the campaigns and to what extent it motivates them to make a purchase (Chaabane & Parguel, 2016). Such a process is called purchase intention. Previous studies agree that there is a relation between CRM and purchase intention. Aggarwal & Singh (2018) have seen a positive relation between CRM and consumers' purchase intention, and also several studies claim CRM campaigns can be a helpful tool to generate a positive effect between CRM and consumers purchase intention (Aggarwal & Singh, 2018; Ferraris, et al., 2019).

To create this positive relationship between CRM and purchase intention, marketers must understand how consumers and in context of this study (Aggarwal & Singh, 2018), especially Generation Z, perceive CRM campaigns and to what degree it is actually useful in this target group. As previous studies lack this perspective and suggest further research, the authors of this study have an interest in the connection between Generation Z and their purchase intention through CRM.

In order to do so, this study applies commonly used factors which have been used in a majority of articles which research on the relationship between purchase intention and CRM. These factors are cause involvement (Duarte & Silva, 2018), message (Grau & Folse, 2007) and perceived cause-fit (Robinson et al., 2012). The last factor, donation size, has been suggested to do further research as other articles focus more on the social aspects of consumers' perception towards CRM such as the previously mentioned factors (Ferraris, et al., 2019). However, CRM campaigns are also met with skepticism and disbelief of the actual aim of the company (Bae, 2020). Consumers who perceive CRM as a dishonest communication tool might disregard the company completely (Chang & Cheng, 2015) and especially consumers of Generation Z who are such critics of themselves and their surroundings (Nadanyiova et al., 2020; Opsahl, 2021).

Being the upcoming generation, CRM must be investigated out of these four factors to truly see how the generation perceives this type of communication and lead to greater intention to purchase. Previous studies claim that skepticism can disturb the purchase intention and one should carefully consider how to use CRM to avoid this type of problem (Chaabane, & Parguel, 2016). Hence, this study aims to explain how Generation Z, as the socially conscious generation that they are (Opsahl, 2021), perceive cause-related marketing campaigns and to what way it affects their purchase intention.

1.3 Purpose

The purpose of this study is to explain how Generation Z’s purchase intention is affected by four CRM factors

2. Theoretical Framework

In this chapter, theory of Purchase Intention, Cause-Related Marketing, Cause Involvement, Message, Perceived Cause Fit and Donation Size are presented to give the reader an in-depth information about the study. The theory in this chapter will then be used with the result and to analyze in the further chapter.

2.1 Purchase Intention

Purchase intention is described as a customer's intention to purchase a product from a business in the future. In other words, it can be described as a measure of benefits that are greater than the disadvantages of one's intention to make a decision to purchase a product Hsu & Tsou (2011). Purchases are either done due to planning or spontaneously. Consumers also have a greater intention to purchase if it was planned, and simultaneously, the purchase intention would decrease if the purchase is spontaneous (Kytö et al., 2019). However, Das et al., (2014) claims that when consumers do a spontaneous purchase, they are less deliberate and more emotion-driven than planned purchases, implying positive bias, rather than negative bias. Therefore, in situations such as the grocery stores, where the impulse purchases occur more often, if the product and companies use positive cues, the impulse to purchase and hence the purchase intention, will increase (Das et al., 2014).

In the planning of a purchase or their lack of, customers enter different stages. These stages are called individual level and the product type level, which have an impact on a consumers' expectation and perception of a product (Kytö et al., 2019). This especially the first time buying it being the most influential stage of purchase intention. Product type level also reflects on the physical attribute of the products and to what extent they reflect the customer needs (Kytö et al., 2019).

The attributes of the product have to meet the expectations of the customer as far as attractiveness and being communicative as it leads to greater intent to purchase (Hussain et al., 2015). The attributes of the product are usually reflected by what category they belong to.

The product category allows for different needs the customer wants it to fulfil (Chaabouni et al., 2020). However, products of the same category can still express their benefits differently and hence attract different customers depending on their personal preference (Kytö et al., 2019). Further, products purchased from non-profit product categories not only focuses on the practical benefits of the products, as it also allows for customers to participate in a charitable action (Chaabouni et al., 2020).

Purchase intention is found to be driven by personal values and beliefs. Individuals with strong values and beliefs evaluate product attributes with the framework of these standpoints (Gaur, et al., 2014). Consequently, this results in consumers feeling proud of themselves and their purchase as the attributes of the product reflect what characteristics they wish to have or that they think they have, as one of their motives is to be self-fulfilling (Chaabouni et al., 2020).

Moreover, the individual level of expectations are based on consumers' previous experiences of similar product categories. This expectation is one of the most crucial factors for a consumer to make a purchase, hence if the previous experience the consumer had of a similar product was negative or positive, it will impact how they perceive similar products and the possibility of them to repurchase (Kytö, et al., 2019; Gaur, et al., 2014). Further, customer experience is found to have a significant impact on purchase intention. In an online context, customers' experience resulted in an increased intent to purchase (Hsu & Tsou, 2011). Consumers that are pleased and have a positive purchase experience are more likely to repurchase. Consequently, if they get a negative experience, their beliefs and perception can be negative and so forth worsen the perception of the product (Kytö, et al., 2019; Gaur, et al., 2014). However, this perception of the product can change over time and therefore can consumers' intention to purchase a specific product change (Kytö et al., 2019).

2.2 Cause-Related Marketing

As already mentioned, Cause-Related Marketing (CRM) is a communication strategy that companies make use of to engage their customers to donate when they purchase a product from the company. That means the company is sponsoring a specific cause, to improve their image in order to make their customers get a favorable attitude towards the company, and this will increase their revenue by advertising the benefits of them supporting the selected cause (Varadarajan & Menon, 1998). In other words, CRM aims to create kindness will still be created by the customer when they interact with the advertisement and that can lead to increased revenue (Varadarajan & Menon, 1998). In previous studies, have there been some repetitive factors which are characteristics of the customers, and they are cause involvement, message, perceived cause-fit and donation size.

2.2.1 Cause Involvement

Cause involvement is when an individual is interested and involved in a specific or several causes, depending from one person to another if they are involved in a specific or several causes and how much they are involved. Further, it is a state where the consumer feels that the cause has personal relevance for them. This is dependent on the person's previous experiences with the causes, such as a relative having cancer, or if the cause is a part of their self-concept such as people who are environmentally conscious are more likely to find environmental causes more relevant (Grau & Folse., 2007). Depending on the type of personal investment, the cause involvement is either high or low. This is depicted by if the cause offers any tangible or emotional return (Duarte & Silva, 2018). That can be connected to Duarte & Silva (2018) which claims a reason that individuals tend to support causes that are closest to them, because they expect to get any kind of tangible or emotional return. Then the level of an individual's cause involvement can be different from a person to another, which means the individuals can have high or low cause involvement.

Moreover, if a person has low cause involvement, they tend to be less motivated to engage and deliberately process the information in different resources. This is partly because of the often objective, factual information presented about the cause, which evokes less attention among the low cause involved individuals and further makes the individual less interested in seeking for more information about the cause (Tao et al., 2021). Individuals who are less involved in a cause lack motivation and ability, and that makes it harder for them to interact with causes and the content in the message, or will they totally ignore the message (Patel et al., 2016).

Further, the low involvement could also depend on the individual's personal experience to the cause, as individuals who are less cause involved tend to not have a personal relation to the cause (Grau & Folse., 2007). Low personal experience could also influence a person's knowledge about the cause, because individuals who are less cause involved have a tendency to lack information about the cause and are less sensitive towards it (Bigné-Alcañiz et al., 2010).

Compared to individuals with high cause involvement, they tend to pay more attention to the information about the cause and the company as they are more motivated to process the information. The character of the message, whether it is emotional or informational, is of no importance for individuals with high cause involvement as they pay equal attention to all kinds of information content. Highly involved individuals are also interested to continue searching for more information about the cause (Tao et al., 2021). That supports Grau & Folse (2007) which state individuals who are more involved in a cause, feel more compelled to like and participate in the cause which are relative to them, such as campaigns.

2.2.2 Message

Message is one of the factors that influences an individual's perception and how they process messages on advertising campaigns (Maheswaran & Meyers-lev, 1990). The message framed could either be positive or negative. The positive message could be when campaigns focus on gaining something such as survival rates or the outcome benefits of doing something and show how consumers could, for example, be a part of helping to save other people's lives (Grau & Folse, 2007; Jung & Villegas, 2011). O'Keefe & Jensen (2008) find that individuals are more engaged with gain or positive messages framed than negative ones. Similarly, positive information is more effective for promoting prevention behaviors. In this manner, preventing behavior is the act that people do to prevent a cause to occur and such behavior could be exercised to prevent illness (Gallagher et al., 2011). Further, Chang (2012) also supports this idea by showing that positive messages on advertising which focus on such inspirational and encouraging stories will elicit the positive effect through heart-warming real-life stories and influence people to have motive attributions.

On the contrary, negative message framing could be presented in the form of losing something or the disadvantage of not following the advice or doing something (Abhyankar et al., 2008). The finding shows that individuals interact more with negative or loss-framed messages than they do with positive messages (Abhyankar et al., 2008). This is because that negative information is arousing fearness among individuals which makes them process more information in detail and affects their judgement on a cause (Meyerowitz & Chaiken, 1987).

No matter whether the messages are positive or negative, the informational element of the advertising provided to consumers is important to take into consideration (Patel et al., 2016). Consumers will form a positive attitude when they receive messages that inform them of the aim of the company by describing their goals of donating money to a non-profit organization. If a consumer views a firm with the genuine aim of helping and supporting a cause, the consumer will also form a positive attitude toward the advertisement, mostly affecting those who have a high cause involvement (Patel et al., 2016).

Furthermore, Bae (2016) claims that consumers respond better with CRM informational advertising and relevant images because they pay attention to read and understand the information. However, informational dense ads lead to negative responses to the CRM advertising as they wish for visual communication. If the campaign is dense in information, it could form the consumer to believe that the firm is dishonest, especially, the high cause involvement consumer (Bae, 2016).

2.2.3 Perceived Cause-Fit

Perceived cause-fit relates to consumers and to what extent they found that the cause that is communicated by a company reflects their personal values (Robinson et al. 2012). The fit is dependent on what degree the consumer can identify with the cause (Gupta & Prisch, 2006; Duarte & Silva, 2018; Oloko & Balderjahn, 2011), level of consumer involvement (Robinson et al., 2012; Bigné et al., 2010) and how the consumer perceives the company in question (Bigné et al., 2010; Gupta & Prisch, 2006). Causes that have a low perceived fit are less likely to receive engagement and so forth be profitable (Robinson et al. 2012).

When using cause-related marketing as a communication strategy, studies suggest that there has to be some fit between the consumer and their values in regards to what is communicated through the campaign. Consumers are to respond more favourably if they believe that the campaign reflects their values (Gupta & Prisch, 2006; Duarte & Silva, 2018; Oloko & Balderjahn, 2011). Continuously, when interacting with cause-related marketing campaigns, consumers perceive the cause-fit to be greater if they get to be involved in choosing the cause (Robinson et al. 2012). To be involved is explained as having customers choose from a portfolio of causes and hence, choosing based on their personal values. By doing so, the company increases the chances of consumers perceiving the fit to be better between themselves, the company and the cause (Oloko & Balderjahn, 2011).

Moreover, the consumer must also hold a favorable perception towards the company in question. The above statements are to be considered important, but if the consumer has any sort of skepticism towards the company, they are less likely to engage in the cause. A positive perception towards the company increases the likelihood of the consumer truly evaluating the campaign and so forth donating to the cause (Bigné-Alcañiz et al., 2010; Gupta & Prisch, 2006).

2.2.4 Donation Size

Donation size is a concept that explains the core of cause-related marketing and the transaction between company and consumer. These transactions can happen in two different manners, the regular donation or the transaction-based donation (Balderjahn & Oloko, 2011). Regular donations allow consumers to decide on what to donate, as the donation is in this case paid first-hand by the consumer as they get to decide what to donate. Regular donations usually also allow for consumers to choose the type of cause they want to donate to (Balderjahn & Oloko, 2011). The consumer is then supplied with a minimum frame and/or maximum frame, which decides on the lower and upper limit of what they can donate to the cause. By regulating the donation size, consumers react differently (Chaabane & Parguel, 2016). A generous minimum frame is claimed to be responded more favorably (Tsiros & Irmak, 2020). Low donation amounts are claimed to be damaging to the company as it questions the motives of the company (Koschate-Fischer. et al., 2016). A limit for the upper limit (maximum) tends to be met with skepticism as they question the motive of the cause (Tsiros & Irmak, 2020). Consumers form a more positive perception of the cause and the company if the maximum frame is large (Koschate-Fischer. et al., 2016).

However, similar to the findings of Chaabane & Parguel (2016) those more emotionally invested in the cause would respond better to larger donation sizes. Customers who want to show solidarity and to help others are more likely to engage in CRM activities if the donation amount is larger Koschate-Fischer et al. (2012). Further, consumers are less sensitive to the product price when the donation is larger (Koschate-Fischer. et al., 2016). Smaller donation sizes are considered to be damaging to the perception of the cause and consumers would rather prefer no donation at all. Naturally, they found that the demand of products which were

associated with donations was higher than products that were not (Elfenbein & McManus, 2010)

Moreover, transaction based donation is a company orientated approach as it means that the company is directly donating without the active choice of the consumer such as donating 10% of all profits. Transaction-based donation does not allow for the consumer to decide on the donation amount as it is decided by the company. Further, transaction based donation does not allow for consumers to choose the cause, as this is normally chosen by the company (Balderjahn & Oloko, 2011). However, a generally larger donation size was not equal to a great intent to purchase (Koschate-Fischer et al., 2012). Continuously, too large of a donation might cause consumers to reflect on the campaign and develop a skeptical attitude after being approached by the campaign (Chaabane & Parguel, 2016).

3. Conceptual Framework

In this chapter, the information from the Theoretical Framework is used to form four hypotheses. The conceptual model is also present at the end of this chapter inorder to provide a clear picture of what will be measured and a better understanding for this study.

3.1 Cause Involvement

Cause involvement in relation to CRM is when a person chooses to participate in a cause. This is done in regards to the personal relevance, which is based on their self-concept and the person expecting a tangible or emotional return (Grau & Folse, 2007; Duarte & Silva, 2018). CRM as a communication strategy is when a company supports a cause through different activities, while showing it to their consumers and also gives the consumers the opportunity to donate to the cause, through for example purchasing a product from the company (Varadarajan & Menon, 1998). This relation has been seen by Aggarwal & Singh (2018) to have a positive connection between consumers' cause involvement and their intention to purchase, meaning that CRM campaigns have influenced this relationship. With the personal connection the person gets with the CRM campaign (Bigné-Alcañiz et al., 2010) and the favorable perception the cause involved person gets through CRM (Patel, et al., 2016), it will influence the person and lead to greater intention to purchase.

With that in consideration and connecting to Generation Z, which are more aware of the different issues of their future and the different concerns they have to handle about the global issues (Nadanyiova et al., 2020; Mueller & Mullenbach, 2018), it can be seen that Generation Z should be more aware and involved in different causes, and hence more engaged CRM campaigns, which Aggarwal & Singh (2018) claim has an impact on greater intention to make a purchase. The constructed hypothesis based on the theoretical concept of cause involvement is therefore:

H1: Cause Involvement of CRM has a positive impact on Generation Z's purchase intention.

3.2 Message

Individuals have different perspectives on how they perceive and prefer a type of message depending on how much they are involved with a cause (Petty & Cacioppo, 1979). Some are more likely to interact with positive and some with negative messages. Further, there are different types of information on CRM campaigns such as the aim of the campaign, donation, details of the cause which present in both positive and negative messages. Positive messages make consumers feel that they are helping others and create heart-warming feelings while negative messages arouses fearness among individuals. However, having much information on the campaign may lead to negative response and consumers may think that company is dishonest (Bae, 2016).

Generation Z is a group of people that have access to most kinds of technology compared to other generations. The internet and social media are the tools and platforms they use to communicate and receive information which include different perspectives of different groups of people (Munsch, 2021). This will provide them a large amount of information and could lead to creating interest, knowledge and skeptisk. Further Generation Z prefer short and straightforward, emotional and humorous messages on advertising (Munsch, 2021) Such characteristics of Generation Z could affect the way they perceive and process CRM messages on different advertising and may lead to attract their interest and purchase intention. The constructed hypothesis based on the theoretical concept of perceived cause fit is therefore:

H2: Message of CRM has a positive impact on Generation Z's purchase intention.

3.3 Perceived Cause Fit

Perceived cause fit is a concept within cause-related marketing which relates to how the consumer perceives the cause communicated by the company and how it relates to the values of the consumer (Robinson et al, 2012). Causes that are perceived to have a low fit in relation to the consumer are also found to be less likely to engage with the cause and pay any further attention to it. Consumers who identify with the cause are more likely to invest both thought and money into it (Gupta & Pirsch, 2006). Generation Z is as stated as very cautious of their surroundings, no generation before them has been as socially open and well-informed. The generation does not only care about a particular cause as they are well-aware about the world and its many complex problems (Mueller & Mullenbach, 2018). Opsahl (2021) also finds them to be quite demanding and sure of their values, they put pressure both on themselves and on companies.

Hence, (Robinson et al, 2012) argues for the importance of having the consumer choose the cause themselves in order for them to find as close of a fit as possible. According to (Patel et al., 2016) companies and their campaigns that overall reflect their values, and share these with their consumers, through CRM are also more likely to be perceived with a more favorable perception and therefore create a stronger purchase intention. The constructed hypothesis based on the theoretical concept of perceived cause fit is therefore:

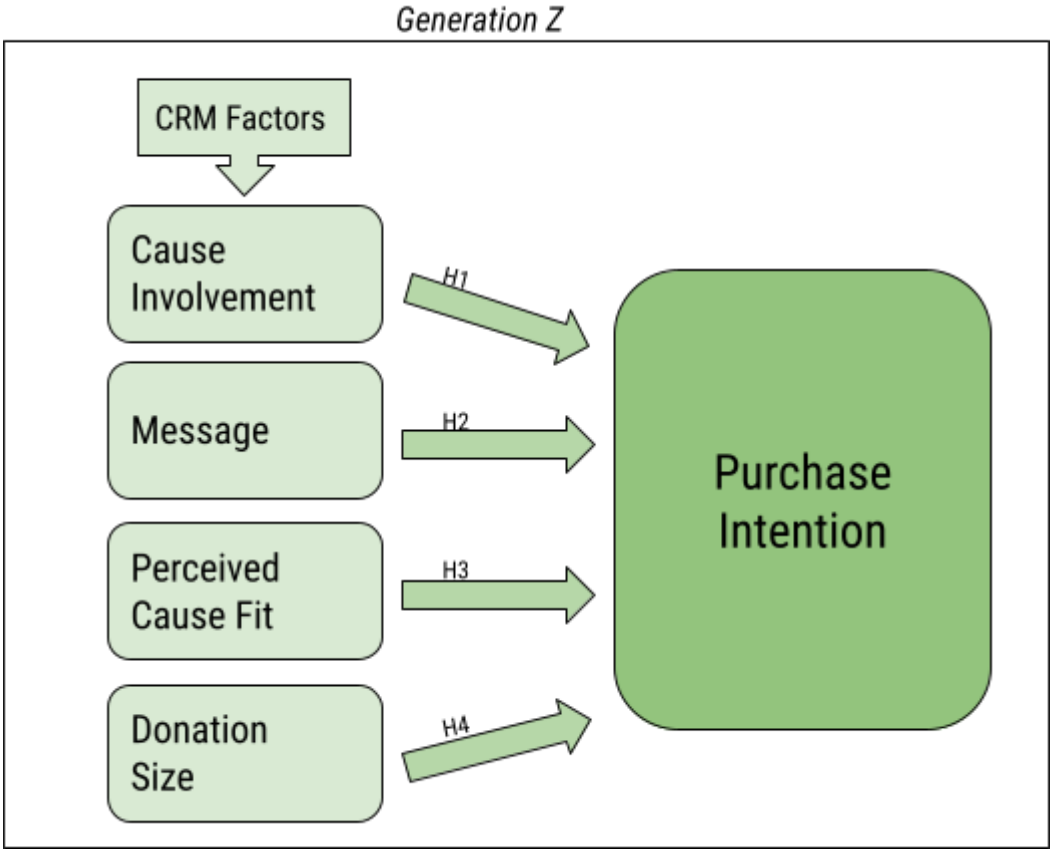
H3: The Perceived Cause Fit of CRM has a positive impact on Generation Z's purchase intention.

3.4 Donation Size

As a part of the assessment of the CRM campaign, consumers value the type of donation and its size. Depending on how the donation and its size is communicated, consumers are found to be more or less likely to continue on with their purchase. Chaabane & Parguel (2016) found that consumers interpret the donation size to a great extent and what it says about the motive of the campaign. Here lies the question on whether or not the consumer should decide on the amount of donation within the framework of the company or if the amount donated should be decided beforehand (Tsiros & Irmak, 2020). Generation Z is found to be an up and coming generation with a great purchasing power simultaneously as they are found in an economically unstable world (Mueller & Mullenbach, 2018). As previously stated, they are also well-informed and a part of their characteristics is to be socially conscious, supporting organizations and movements (Opsahl, 2021). The constructed hypothesis based on the theoretical concept of donation size is therefore:

H4: The Donation Size of CRM has a positive impact on Generation Z's purchase intention

3.5 Conceptual Model



Model 1: Conceptual Model

4. Method

This chapter is presenting the methodology process and justification of choosing each method for this study. This aims to show each step of the paper for both the reader and further research who are interested in conducting a similar study.

4.1 Research approach

The research approach will clarify and help the researcher to choose between inductivism and deductivism, and further helps to select if the study should have a quantitative or qualitative research approach (Bryman and Bell, 2011).

4.1.1 Deductive Research

In this study, deductive research had been used because of the nature of the study. Further, deductive research approach is the most commonly used one in similar studies, and it is used to see the relationship between existing theory and future research. That means deductive research approach allows the researcher to test his or her field of interest towards existing knowledge about the field. The findings will then either support the hypothesis created or it will lead to no theoretical contributions. Relationship is depicted by creating hypotheses, which explains the relationship in question (Bryman & Bell, 2011).

Therefore, this study made use of already existing theories, which was applied in a new context. As the researcher of this study has theoretical considerations towards the field of interest. Consequently, this had led to the creation of hypotheses to test the relation between the existing literature and the data collected in the study. Lastly, the study will follow the structure of a deductive research approach, being quite linear, with one step followed by another in a clear and logical manner (Bryman & Bell, 2011).

4.1.2 Quantitative Research

As the research was taken on a deductive approach, the study will naturally be quantitative. Hence, it is the chosen method which was applied in order to collect the numerical data and present the relationship between theory and research. All of the articles that the researchers gather information from were used quantitative approach as well as many recommendations suggest that further research should develop quantitative studies to assess the significant relationship between CRM and other variables, for example in Cosgrave & O'Dwyer (2020) which suggest further research to study on demographic area. Further, quantitative is also an approach that is considered as a neutral science and having an objectivist concept in terms of social reality. In other words, quantitative research is focusing on measurable data and numerical data in order to view the relationship between variables (Bryman & Bell., 2011). Since this approach is driven by numerical and statistics, it allows researchers to control and choose only data that are relevant to answer their research question. Further, quantitative research needs to gather a large amount of data and try to include more generalized samples, where it focuses on the statistical not the respondent perception (Bryman & Bell, 201; McCusker & Gunaydin, 2015).

By obtaining numerical and statistical data in a larger number, the researchers can compare the statistical data, allowing for the easability for researchers to understand the relationship between variables compared with a more subjective approach. Further, understanding the numerical implications may lead to expectation that the finding is valid. As well as when the collected data are measurable for quantitative approach and therefore easy for the researcher to reject or fail to reject the hypothesis. Moreover, quantitative approaches also distance researchers from the respondent which lead to more objectively collected data (McCusker & Gunaydin, 2015).

As mentioned, quantitative is used in this study since the researchers aim to explain how Generation Z's purchase intention is affected by four CRM factors. Meaning that the researchers aim to see the relationship between different CRM factors with purchase intention. That is, purchase intention is a dependent variable and the four CRM factors are independent variables. Therefore, four hypotheses were formed and will be tested. By doing so, the researcher needs to collect measurable data from respondents through online surveys

in a large sample size to compare and view the relationship between different variables which quantitative research is the approach that helps the research to do.

4.2 Research design

Bryman & Bell (2011) presents research design as a framework for the study and how to manage it in regard to the data collection processes and in what manner this data should be handled and analyzed. Depending on what type of questions the study aims to answer, the researchers must decide on a research design which is appropriate for the study. Further, research designs are distinguished between five different frameworks (Bryman & Bell, 2011).

4.2.1 Cross-Sectional Design

Cross-sectional research design is often referred to as survey research. Its characteristics are well suited for a study which takes on a quantitative research method carried out by surveys or structured interviews. When applying this type of research design, researchers aim to describe the relationship between variables which has been gathered through different cases of the same sort. The focal point of these is to find the variation between the variables and whether or not they correlate. As it is of interest to find or rule out a relationship between the variables, they are not manipulated by the researcher. (Bryman & Bell, 2011)

Furthermore, the data is gathered during a specific time frame and data is simultaneously gathered as respondents complete the survey. Hence, the research design is often referred to as ‘survey research’ as the two take on similar attributes (Bryman & Bell, 2011).
Cross-sectional is also useful as it looks into the whole of the population and not to selecting participants based on specific attributes (Bangdiwala, 2019). Similarly to this study, the authors have asked all of Generation Z and their standpoints on Cause-Related Marketing to get a more representative sample. Because of this type of data gathering technique, cross-sectional research design is more suitable when performing quantitative research as it requests data that is quantifiable (Bryman & Bell, 2011).

Moreover, the nature of this study, being a quantitative study performed through questionnaires, cross-sectional design is the best choice as far as research design. As previously mentioned, cross-sectional design is known for being useful when performing questionnaires as it allows for measuring the relationship between variables, which the authors of this paper aims to do.

4.3 Data Collection Method

Online social survey was the selected method used in order to collect data. It was chosen because of its characteristics of being low cost and easily accessible for both researchers and respondents (Bryman & Bell, 2011; Snowball & Willis, 2011). Online surveys are usually timesaving compared with other methods such as postal. Further, there are varieties in presenting questionaties and close-end answers on online surveys, meaning that researchers are able to use different functions to control the relevant answer by skipping some questions that are not relevant for a particular respondent. Such a function appears in the form of "if yes go to question 10" (Bryman & Bell, 2011).

With help of online survey functions and filters such as the survey cannot be submitted if all questions were not answered, it will increase the likelihood that respondents answer all questions on the survey (Bryman & Bell, 2011). Therefore, a Google Form is used as a tool to create questions and sent to different social media platforms such as Facebook, Instagram and Snapchat, because the target sample of this paper is Generation Z who present on such platforms most of the time (Karácsony, et al., 2020). This generation was also born in the digital world of the internet and therefore they have a greater presence and knowledge regarding technology compared with previous generations (Karácsony, 2019).

Furthermore, online survey data especially in web surveys can be transformed directly to Excel and SPSS programs, increasing the data accuracy and decreasing mistakes and error that may occur when researchers have to put data in spreadsheets by themself (Bryman & Bell, 2011). However, there are also several disadvantages of using online surveys. This tool is considered as getting a lower response rate compared with postal questionnaire surveys

(Kongsved et al., 2007; Bryman & Bell, 2011). As well as respondents may interpret questions differently and omit the key term in questions. Further, the gap between stated and actual behaviour could also happen, meaning that what the respondent answers may be inconsistent with their actual behaviour (Bryman & Bell, 2011). The problem that often occurs is it is difficult to find a suitable sampling as well as researchers are not able to calculate the resonant rate. The survey is also only available for the online population which may limit the range of respondents (Kongsved et al., 2007; Bryman & Bell, 2011).

4.3.1 Operationalization Table

Concept	Definition	Sub-concept	Item	Operational Definition	Question	Reference
Generation Z	*People belonging to this generation were born between 1995 – 2010. They are claimed to have a better understanding of technology and social issues*		Age	*Definition of what year the participant is born*	I am born between 1995-2010 What year were you born?	Karácsony (2019) Das et al. (2011)
			Socially involved	*Interest in social issues, such as environment, racism, gender equality or other world political issues*	I find social issues to be important for me	Nadayiova et al. (2020)
Purchase Intention	*The process a consumer goes through when encountering a purchase situation.*		Planned purchase	*Whether or not a purchase is planned or spontaneous*	I generally plan my purchases.	Kytö et al. (2019)
			Previous purchase experience	*Previous experiences affect the current purchase intent*	Previous purchase experiences are important when deciding to purchase.	Chaabouni et al. (2020) Gaur et al. (2014)
			Self-fulfilling	*The attributes of a product reflect the person one would like to be or one like to think that they are*	I tend purchase product that are self-fulfilling.	Chaabouni et al. (2020)
Cause-Related Marketing (CRM	*Communication strategy which encourage consumers to support a charity by donating through a company*	*Cause Involvement*	Personal Relevance	*Having a personal connection by experience to a cause*	It is important that I have a personal experience to the cause.	Grau & Folse (2007)
			Motivation	*When a person is motivated to engage in a cause*	If no previous knowledge or personal experience, I am still motivated to learn about the cause.	Grau & Folse (2007) Tao et al. (2021)
			Knowledge	*When a person has knowledge regarding a cause*	It is important that I have knowledge about the cause.	Bigné-Alcañiz et al. (2010)

			Attention	*How well people pay attention to CRM campaigns.*	I pay attention to CRM campaigns	Tao et al. (2021)
			Emotion	*Interacting with a cause that evoke emotions*	It is important that the cause evoke my emotions.	Duarte & Silva (2018)
			Engagement	*The level of a person's engagement and interest in CRM campaigns*	How often do you donate to CRM campaigns?	Tao et al. (2021)
		Message	Benefit	*Communication on how the donation will be beneficial for those receiving the donation*	It is important to me that the campaign includes information about what benefits it serves to others.	Grau & Folse (2007) Jung & Villegas (2011)
			Disadvantage of not following advice	*Communication on what the consequences for others maybe be if not donating*	The information about the consequences of not donating to a cause affects me	Abhyankar et al. (2008)
			Informational elements	*Information about the aim of the donation/cause and where the money goes to.*	It is important to me that the campaign include information about the aim of the cause and where the money will go	Patel et al. (2016)
		Perceived Cause Fit	Identify with the cause	*When consumers personal values are reflected in a cause*	It is important that the CRM campaign reflect my personal values	Robinson et al. (2012)
			Involvement	*Consumers wanting to feel involved in the cause*	It is important that I am involved, for example by choosing the cause myself	Bigné-Alcañiz et al. (2010)
			Perception of the company	*A consumer's perception of a company*	It is important that I like the company before I decide on supporting the cause.	Patel et al. (2016)
		Donation Size	Regular donation	*Consumer donate directly to the company by deciding themselves on the amount*	I prefer it when I get to decide on how much should be donated.	Oloko & Balderjahn (2011)

			Minimum donation size	*The smallest donation possible*	A reasonable minimum donation size for me is	Tsiros & Irmak (2020)
			Maximum donation size	*The largest donation possible*	A reasonable maximum donation size for me is	Tsiros & Irmak (2020)
			Solidarity	*Consumers who are supporting the cause and its aim*	I am less sensitive to the total price (product + donation) when I support the cause	Koschate-Fischer et al. (2016)
			Transactional donation	*When the company have already decided the donation amount*	I prefer it when the company decide on how much should be donated	Oloko & Balderjahn (2011)

4.3.2 Questionnaire Design

The online survey is presented with a short cover letter which includes information about the study. The cover letter also contains the aim of the study, explain what the participants should do, guarantee that the answer will be anonymous, and contact information of the researchers (Marshall, 2004). Since respondents will answer the survey by themself, the present information needs to be clear and easy to understand in order to complete. This type of method is called self-completion (Bryman & Bell, 2011). Languages, wording and questionnaire length should be short and concise, as well as layout that should be easy to follow (Marshall, 2004). Further, self-completion is also inexpensive compared with other methods as it gives the respondents more time to think before answering the questions (Snowball & Willis, 2011).

As mentioned, self-completion questionnaires need to be easy to follow and understand, using different fonts, print sizes, bold, italics, and capitals can also tell respondents a particular sentence or word is more important (Bryman & Bell, 2011). Moreover, it is suggested that by formatting a Likert scale is a way to design the scale so it does not take much space and makes it easy for responden to read and answer the question. By using Likert scale which consist of closed questions also give benefit for the researchers because it allow the them to pre-coded the questions which is the score for item and cloud present in the form of 5 = strongly agree, 4= agree, 3 = undecided, 2 = disagree, and 1 = strongly disagree.

Liker scale takes a short time to complete and since researchers have a number of questions on the survey, this would help respondents not to get boarded before completing the survey. Further, likert scale is a multiple-indicator measure of concepts which produce ordinal variables. Ordinal variables are the variables that can be ranked but the distance between the variables is not equal (Bryman & Bell, 2011).

Three alternative questions are also used in the survey which Bryman & Bell (2011) suggest that it should not contain terms such as “often” or “regularly” in order to measure the frequency. This is because they are very ambiguous with the fact that people will refer “often” to their interpretation. Meaning that “often” could mean different things from person to person.

On the other hand, alternatives such as “once a week” would provide a clearer answer and easier for researchers to interpret the results (Bryman & Bell, 2011). Therefore, one question on the survey which asks about the frequency of respondents in donating to the cause is using the mentioned alternative to as clear an answer as possible. This type of variable is also considered ordinal data since the distance between variables is not identical (Bryman & Bell, 2011). However, two alternative questions which ask for the amount of donation size are considered interval variables because the distance between each amount is equal.

Furthermore, three yes/no questions are included in the survey as Bryman & Bell (2011) claim that the survey should contain only a few yes/no questions since it allows respondents to choose between two alternatives. This type of question requires either/or answers and is also called a dichotomous variable. Dichotomous variables can also be considered as having attributes as nominal variables. Nominal data is categories variables which cannot be ranked such as age, gender or yes/no question (Bryman and Bell, 2011). Therefore, two of yes/no questions will be treated as nominal variables.

Further, one of the yes/no questions in the survey acts as a control question for the age of the respondent since this paper is only focusing on Generation Z. Respondents who are not Generation Z will not be able to complete the survey. Further, one question of the survey which asks respondents to choose the year they were born is considered interval/ratio since

the variables can be ranked and the distance between variables are identical (Bryman and Bell, 2011). Lastly, researchers try to avoid the subjective factors which could influence the

respondents thought by not having questions such as would you be likely to purchase X product with a CRM campaign. The reason for not having such a question is the brand and product categories may affect the respondent choice. However, other types of questions which aim to see respondents' purchase intentions are presented in an objective way such as "*I tend to purchase products that are self- fulfilling"*.

4.3.3 Pre-Testing

In order to strengthen the survey and the data collected from it, pre-test will be applied in methodological work. When using pre-testing before sending out the survey to a large number of participants which are a part of the selected sample, the researcher wanted to avoid as many issues as possible by ensuring that the survey and the questions worked well. Hence, with pre-testing the researcher can get someone else's opinion and response of what kind of changes needs to be made to get the best result of the survey. These changes could for example be what kind of alternative fixed-choice answers should have or if there are any kinds of uncomfortable questions, which should not be included (Bryman & Bell, 2011)

Furthermore, one main problem which should be avoided by doing a pre-test is confusion as it can easily occur. By doing a pre-test, the researcher makes sure that the participants understand why they are doing it and what is required of them to achieve the best amount of informative information. Because a consequence of the participants not understanding, could be they avoid doing the survey or answering particular questions, which would weaken the study (Bryman & Bell, 2011).

In order to carry out a pre-test, there must be participants called 'test pilots'. This is the individual who will perform the pre-test of the survey before it is handed out to the sample (Bryman & Bell, 2011). When selecting the test pilots, were they either representative of the target audience or specialists of surveys and measurement. With use of a specialist, it will give more trustworthy feedback of surveys as they have experience and knowledge on how

surveys should be carried out. Further, the test pilot from the representative target audience will provide feedback on how the survey can be done in order to make it easier for the majority of the sample to understand the survey, which the specialist does not necessarily take into consideration (Thomas, 2004).

Moreover, the amount of participants in the pre-test depends on the complexity of the survey. The most important thing with doing the pre-test is to get thorough feedback, which will improve the survey. Therefore, the number of participants is not the most critical factor, as long as they give helpful and thorough feedback (Thomas, 2004).

For this study, the researchers had taken help from 6 participants, one was a quantitative methodology expert and the rest were people belonging to Generation Z. To make the test pilots represent most of the sample, the researcher chose to ask people in different ages in the generation, in this case being 18-24 years olds, to get different aspects. Reason of the amount is because test pilots consist of small groups and since the researcher does not have that much time to have a bigger number of participants.

4.3.4 Carrying out the pre-test

Doing this pre-test had helped the researcher to develop the survey to be even more connected to the theory and made the questions more relevant to the analysis. The specialist helped the researcher to conduct a more straightforward and measurable survey, making it easier to conduct and to analyze. For example, the specialist pointed out language and formulation issues, making it easier for the respondents to understand the question and also for the questions to be interpreted as the researcher wished for them to be.

The feedback the researcher received from the test pilots was almost the same, which made it clearer what needed to be changed in the survey to make it better. There were some definitions and questions which were not super clear or missed, therefore added the researcher an extra definition, as an explanation to what self-fulfilling is, developed the description of CRM and rephrased some of the questions.

4.4 Sample

The type of sample used is important to establish as it needs to fit well with study and its purpose. Therefore, different factors have been considered, such as what will be studied, how accessible the participants are, during which time period is the research going to be carried out and what kind of participants will give the best data to be collected (Bryman & Bell, 2011). With these factors in mind, the selected sample has been formed through a non-probability approach and by a convenience sampling as it has been found to be the most beneficial for the current study. However, there are some criticism points at non-probability, not being able to represent a whole population. On the other hand, there are many well constructed studies which have used non-probability and concluded valid results. Hence, the current study can still manage to find meaningful results, contributing to the literature. Another benefit of having non-probability is the low risk for sampling error (Galloway, 2005)

According to Bryman & Bell (2011) non-probability is a sampling approach where the units have not been selected randomly, meaning that some units are more likely to be selected than others in the population. In this study will the units be people which belong to Generation Z, and they who will participate in the study are not randomly selected, therefore a non-probability approach be used. Further, the non-probability sampling approach is also less time consuming and less expensive, because it will be easier to get in contact with the units, which will be the participants and it will not be that much time consuming to look through the data sources Bryman & Bell (2011). This is something that the researchers have considered and seen as a determining factor, since the researcher does not have infinity of time and money to spend, and therefore a non-probability sampling approach be used in this study. There are many people close to the researcher who are a part of Generation Z, which are easy to get access to and in regard to the time aspect, it will be time consuming finding Generation Z randomly. This way of gathering participants is called convenience sampling, which is one of three ways in collecting non-probability samples.

The sample in convenience sampling consists of participants which are close and easily available for the researcher. However, the result of the data collection, can not be generalized to the whole population, but convenience sampling is good to use to test other things, such as new theories. Because of the high response rate that can be gathered through convenience sampling, the study can still come to conclusions that have a preliminary analysis pointing at the general direction of the population (Bryman & Bell, 2011).

4.4.1 Sample Selection

Selecting a sample and the size of it, comes with difficulties as there is no definitive answer to what is correct. The sample and its size depends on different considerations of the researchers, and also of the time and costs the researcher has for the study. Bryman & Bell (2011) claim that these are important factors which will have an impact on the size of the sample in order to create a sample size enough, supplying a good amount of data and information for the study. This is important to make the result and conclusion reliable and valid. Further, the quantitative research in relation to a qualitative one, is in need of having a relatively larger sample size, because the bigger the sample is, the more reliable and valid the findings are (Bryman & Bell, 2011).

Moreover, the researcher of the current study has taken the concept of 'Absolute Size' into consideration meaning that the sample size has much validity even if the population is larger and if the sample size is increasing, the precision of the sample increases (Bryman & Bell, 2011). Furthermore, it will be beneficial for the researcher to have some kind of guideline when it comes to selecting how many participants should be participating. In order to do so, Green (1991) suggests the rule-of-thumb formula; $N > 50 + 8 * m$. *N* represents the minimum size of the sample, *m* is for the independent variables. In this study, there are four independent variables, and hence the minimum size is 82 units. Lastly, the number of respondents the researchers received from the online survey is 93 answers.

4.5 Data Analysis Method

When executing a quantitative research, the researcher in question has to have some knowledge on how to approach the data not only after collecting it but also beforehand. Bryman & Bell (2011) state that in order to come to a reasonable analysis of the data, there has to be some pre-understanding as to how the data should be handled. The researcher has to understand that any technique of data analysis cannot be applied to all sorts of data. In other words, they have to know their data well enough to know what technique to apply. It is further stated that the characteristic of the sample should be taken into consideration when deciding on how to analyse the data. Size is for example a characteristic that should be considered (Bryman & Bell, 2011).

Furthemore, in order to construct these different tests, the researchers of this paper will use the software Statistical Package for Social Sciences (SPSS) version 27. Bryman & Bell (2011) state that SPSS is a statistical software used by researchers in different fields to analyze the data and get in-depth statistical analysis. In this study the researchers used SPSS to compute different test which are *descriptive statistics* in order to view the overall summary of the data and and normal distribution, *multiple regression* to see the relationship between variable and if the hypotheses will be reject or fail to reject and *correlation analysis* to confirm the construct validity.

4.5.1 Data Cleaning & Coding

When all raw data material has been collected and performed in the different tests of significance, it is important to have a thorough it, which will give the research a higher quality (Bryman & Bell, 2011; Malhotra et al., 2017). As respondents answer the survey, they might fail to or by mistake do not answer some of the questions asked. Participants may also register numbers on a likert scale that is far from the measure variables and hence would interfere with the mean value, or answer with extreme value which makes it irrelevant for the research. Such data is called missing data and must be managed in order to get the most trustworthy result as possible.

Missing data should be denoted zero as it allows for the software to filter it out (Bryman & Bell, 2011) However, it is found that cleaning out missing data could cause a bias in the data. Especially for those answers that are stated 'I don't know' should not be completely disregarded as they provide information on the sample and to what degree they are familiar with the subject (Kroh, 2006). Therefore, to clean these types of value, to make the data more beneficial, consistency checks will be necessary to do, which is to take away irrelevant data for the study (Malhotra et al., 2017). In this manner, when the researchers of this paper obtain the data, the irrelevant data which is respondents who do not belong to Generation Z is cleaned out from the collected data, since this study is only focusing on Generation Z.

After cleaning the data, which makes it more trustworthy as it increases quality, will the next step be to code the data that has been collected. It is possible for the researcher to code the data in the SPSS, to easily see the connection between the questions of the survey and further facilitate, which is in the analysis later. By doing this, can some parts of the raw data be harder to analyze, and with help of coding, researchers can coded it into numbers which makes the analysis process easier, if it will be done through a computer (Bryman & Bell, 2011). This has been done by the researchers, because when the raw data was transmitted into SPSS, the questions transformed into other label names and also some of the types of measures, to be the same as the other type of questions, such as ordinal Likert scale.

4.5.2 Descriptive Statistics

Descriptive statistics provide the summary of the analysis for numerical data, it allows researchers to record what is observed. Descriptive statistics consist of the value of mean, median, mode, standard deviation, skewness, kurtosis, standard error of the skewness, standard error of the kurtosis, maximum and minimum (Burns & Burns, 2008; Goos & Meintrup, 2015). To measure the central tendency of the data, mean, median and mode should be taken into consideration. Mean is the average of the sum of all data. The median is the middle point of the distribution of the value by ranking all the values in the distribution from smallest to the largest and picking the middle point. Mode is the value that happens very often in the distribution (Bryman & Bell, 2011).

Moreover, skewness and kurtosis are the values that indicate the degree of normal distribution rather than statistical significance. In other words, it tells the researchers what shape the distribution will take. Skewness refers to the rough index of the asymmetry which could be either skewed or symmetric (Ho & Yu, 2015; Goos & Meintrup, 2015). In a symmetric distribution, the value on both sides of the distribution have to be the same and the mean, median and mode have to be equal. On the other hand, in a skewed distribution, the negative and positive deviations of mean are ont equal (Malhotra et al., 2017). The skewness should be ± 1 in order to be considered as close to normal distribution and acceptable skewness value (Ho & Yu, 2015).

Furthermore, kurtosis allows researchers to see the peakedness or flatness of the frequency distribution curve and zero is the normal distribution of kurtosis. A positive of kurtosis means that the distribution is more peaked than a normal distribution and if the value is negative means that the distribution is flatter than normal distribution (Goos & Meintrup, 2015; Malhotra et al., 2017). Further, the range of kurtosis should be ± 3 to be considered as close to the normal distribution. Meaning that $k < 3$ could be considered as leptokurtic, that is less peakedness and weaker tail. As well as $k > 3$ could be platykurtic which means more peakedness and heavy tail (Ho & Yu, 2015).

In this study, the descriptive statistics is used to see the overall summary of the collected data. It will also allow the researchers to see the data should look as they should, such as the maximum should be 5 and minimum should be 1 since the based on the likert scales on the online survey. Further, mean value will present the average answer of respondents in the range 1 to 5 regarding the likert scale and how each number between 1 to 5 means as stated in 4.3.2 section. Lastly, skewness and kurtosis also allow the researchers to see the shape of distribution.

4.5.3 Multiple Linear Regression Analysis

With this process, certain tests will be carried out in order to establish the findings of the report. These tests provide a certain degree of confidence of which the research claims to be confident that the results from the report have statistical significance (Bryman & Bell, 2011). In order to do so the researchers have applied the analytical tool that is multiple linear regression analysis. It is a relevant tool when a study consists of several independent variables and wants to see if they have a linear relation to the dependent variable. By doing this, it will be possible to see if the independent variables' has any impact on the dependent variable's outcome, such as see if there is a variability, and this can be seen if the dependent and independent variable has a linear relation or not (Pandy & Bright, 2008; Richardson, 2015). If there is a relation between the independent and dependent variables, it will be a linear assumption, and if there is no relation, will the assumption be violated and it claims the independent variable is insignificant.

Furthermore, through this process is it not uncommon that some of the independent variables do not have a significant relationship with the dependent variable. In other words, the researcher of this study might have some independent variables which are insignificant, which means they will not have a linear relationship with the dependent variable (Richardson, 2015). This analytical tool makes it more relevant, since hypotheses are formed to set up a relation between two variables, one which is independent and the other dependent. The hypothesis should be constructed in such a way that the independent variable in some way affects or impacts the dependent variable (Bryman & Bell, 2011).

This means the study has several independent variables, which are the factors of CRM and they will be analyzed to see if there are linear relations between them and the independent variables. For the dependent variable, the concept of purchase intention has been chosen. The other statistical tools the researchers also have used are, f-test, degrees of freedom, standard error of estimation, R^2 and Adjusted R^2. With these different tools, it can be seen how good the regression analysis is (Siegel, 2016).

F-test is common to use in multiple regression, and this tool is used to see if there is a significant relation between the independent variables and the dependent. If there is a significant relation between the variables, will the process continue and allow it to be interpreted with R2, to see if the model fits (Burns & Burns, 2008; Siegel, 2016). When F-test is used in statistical software packages, such as SPSS, the F-value is linked with degrees of freedom and p-value. That means if the p-value is less than then the chosen alpha, which in this study will be 0.05 ($p<0.05$), will the f-value be significant (Foster & Christian, 2011).

Degrees of freedom is the number of the independent observations it has been during the research and it can also estimate the parameters. A parameter could be a slope which relates to the value of the independent variable. The reason for doing this is because one independent variable will have one predictor or one piece of useful information, which will manage the variability of the independent variable. That means the degrees of freedom calculate the amount of independent variables, and if the amount increases, the degrees of freedom will follow (Pandey & Bright, 2008).

In addition, the standard error of estimation will investigate and inform the approximate size of the prediction error. In other words, they will measure the variation between the independent variables and dependent variables to see if there have been any kinds of errors and to check the accuracy (Siegel, 2016).

Coefficient of multiple determination, which is attributed as R^2, is used to describe the strength of the variance between the dependent variable and independent variables (Burns & Burns, 2008; Siegel, 2012). The measure of that has investigated the significance between the variables, and the value will vary between 0 and 1. An example Burns & Burns (2008) mentions the R^2 is 0.779 and that means the independent variables together will have a strength of their relation of 77.9%. However, using the R^2 gives more optimistic results, which means it will give the best result based on the sample. Therefore, is it better to look at the result of adjusted R^2, which gives more realistic results, and it will be more generalized and fits better to the population (Burns & Burns, 2008).

4.5.4 Correlation Analysis

Correlation analysis tests the relationship between two variables and the strength of said relationship between two variables. In order to test this, researchers can apply Pearson's Correlation, which is an analysis tool. Pearson's Correlation allows for the data to fall within a scale of -1 and 1. -1 implies that there is a perfectly negative relationship between variables, all other negative results between -1 and 0 all indicate a negative relationship but with varying strength. The closer a value falls 0, the weaker the relationship between the variables. Same principle follows for a positive correlation, where 1 represents a perfectly positive relationship. Continuously, a Pearson's correlation test that results in 0 indicates that the variables have no relationship and hence, there is no strength to be measured (Bryman & Bell, 2011)

The concluded values of Pearson's Correlation is further useful for the researcher of this paper as it confirms the construct validity. In other words, this type of measurement strengthens the quality of the research (Adkisson & Flinchbaugh, 2019). As a measurement of quality, the correlation analysis is used as a construct validity tool. It tells the researcher if the independent variables are measuring only one construct in order or to make sure that they are measuring what they entail (Haele & Twycross, 2015). In order to test this, the Pearson's Correlation should hold a value less than 0.8, the construct validity is stated and brings quality to the research (Hair et al., 2019).

4.6 Quality Criteria

4.6.1 Construct validity

Construct validity refers to that the measure should act as what theory claims they should act. Researchers should estimate the construct validity of a measure when they form hypotheses (Cronbach & Meehl 1955; Bryman & Bell, 2011). In this study, four hypotheses are formed out of the collected theory such as H1:*Cause-Involvement of CRM have an positive impact on Generation Z's purchase intention*, construct validity helps to ensure that whether or not the research is actually measuring the purchase intention. In order to do this, researchers break down theory into different concepts in the operationalization table and further form questions for the survey as well as keep in mind that theory and the measure need to be matched.

Construct validity is also an indirect measure which means it requires other variables that are related to the core concept in order to test the hypothesis (Cronbach & Meehl 1955). In this manner, when testing hypotheses, research may look at the respondent's personal involvement in relation to the cause campaign, willingness to engage in a CRM campaign and purchase intention. In other words, construct validity allows researchers to see the theoretical deduction by examining the relationship between variables in order to get the results such as Generation Z who have high/low cause involvement and also have high/low purchase intention. However, research needs to be careful when interpreting the absence of a relationship between variables. The theory or deduction they have may be misguided as well as the measure could be invalid measure (Bryman & Bell, 2011).

Moreover, correlation analysis is also used to test the construct validity by testing if the variables are measuring the concept they intend to measure (Haele & Twycross, 2015). By doing so, the value has to be under 0.8 to be considered valid (Hair et al. 2019). The result of the correlation analysis will be present in the 5.4 section.

4.6.2 Concurrent validity

Concurrent validity is also another important method to establish measurement validity. This type of validity is used to examine the relationship between the measure and criterion (Cronbach & Meehl 1955). In other words, researchers employ criteria to see if the result of the test is corresponding to other different tests. (Bryman & Bell, 2011). In this study, concurrent validity is used to break down the collected theories into different concepts in the operationalization in order to see the relationship of different concepts such as *H1: Cause Involvement of CRM have an positive impact on Generation Z's purchase intention,* which shows in a part of theory that these two variables have a relationship between each other. In this manner, cause involvement is a criterion because some people are more involved with a cause than others. In order to establish the concurrent validity of measuring the *H1*, the researchers formed questions out of the theory to see which participants are high or low cause involved and then from questions to assess their purchase intention in the same survey.

This may future show that whether or not cause involvement leads to Generation Z's purchase intention. If the result shows that there is a relationship between variables Bryman & Bell (2011) claim that it means the tests are concurrently valid. However, if it shows that there is no difference between two variables, meaning that the test is lacking a correspondent and therefore may conclude that our measure may not address the association between high cause involvement of CRM and purchase intention.

4.6.3 Internal reliability

Internal reliability is one way to ensure if the measure of the concept is consistent. This type of reliability is used in multiple-indicator measures. When researchers have a number of items to measure and the respondents will answer all the questions to further form an overall score, the possible problem that could occur is the indicators do not rate the same thing, which means it is a lack of coherence (Bryman & Bell, 2011). The researcher has to ensure that all indicators are related to each other because if not, some items will be unrelated and lead to indicate irrelevant things. Cronbach's alpha is a way to test the internal reliability and

the value of the Cronbach's alpha will vary between 0 to 1 where 1 means perfect internal reliability and 0 means no internal reliability. In other words, the higher the number of Cronbach's alpha values the higher chance that the result is accurate (Bryman & Bell, 2011). 0.7 is the acceptable level of internal reliability, however, the number of items also affects Cronbach's alpha value. Having fewer items than 10 may lead to a lower alpha value, therefore, 0.5 is acceptable (Pallant 2010). In this study, the maximum item was 5, therefore 0.5 is the alpha value the researcher considers as an acceptable value. The result of Cronbach's alpha will be presented in the 5.4 section.

4.7 Ethical Considerations

Ethical challenges need to be considered to avoid issues while conducting the study and when it is finalized. Researchers should think of how they treat their participants, if there are any activities which should not be included and how they ethically behave in relation to society, respondents and to themselves. Even if researchers are thinking in this manner, is it extra important to be aware of the ethical principles in any scenarios and how to solve them (Bryman & Bell, 2011; Fleming & Zegwaard, 2018). There are four main areas of ethical principles; harm to participants, lack of informed consent, invasion of privacy and if there is deception involved (Bryman & Bell, 2011).

4.7.1 Harm to participant

The first ethical principle is to not harm the participant, such as presenting questions in the survey which can harm the participant on a physical or mentally level. Participants could for example be negatively affected by having their self-esteem decreasing or harm their personal development. Further, there is also a risk that the researcher can emotionally and professionally harm the participants as there is a risk that the researcher will analyze the result of their sample, find that it does not agree with the population and publish it publicly. If the researcher makes this mistake, the consequences can be that the non-respondents in the population will harm the researchers, because they are not anonymous (Bryman & Bell, 2011;

Fleming & Zegwaard, 2018). Therefore, the researchers of the study need to look through the study and make sure they can stand behind the paper, since it will be published to the public and make clear the result just does not fit an individual person, to just avoid the issue with non-respondents.

4.7.2 Lack of informed consent

The second ethical principle is lack of informed consent. It is important to have well informed participants, at least as much as they need, for them to make a free choice of whether or not they want to participate (Bryman & Bell, 2011). Therefore, it is important that the researcher of the study informs what the aim of the study is, and what it will be used for. By doing so, it will decrease the risk of harming the participants, because they know what is required of them and participating on known terms. An alternative to inform the participants which can be useful for quantitative research, is according to Bryman & Bell (2011) to have a cover letter. The sheet aims to explain how the researcher has planned to do the research and give the necessary information the participants need. In the current study, this will be applied through a cover letter which is described earlier on.

4.7.3 Invasion of privacy

The third ethical principle is invasion of privacy. When performing studies there is a tendency for the researcher to get too much information about the participants which can make them uncomfortable (Bryman & Bell, 2011). This means the researcher should just ask questions about the participants' privacy which are relevant for the study. Because, the consequences of having too private questions, can make the participants uncomfortable and do not want to share the private information with others, which can read about it later, and that makes them abstain from participating (Bryman & Bell, 2011). Also avoid that type of questions, can the researcher not harm the participants either in a physical, emotional or reputational way (Fleming & Zegwaard, 2018). This is something that the researchers have considered and have chosen to just have questions in the survey about the participants'

privacy which are necessary for the study. Such questions are what year they are born and if they are interested and involved in social issues.

Moreover, in order to get the participants more comfortable to participate, Bryman & Bell (2011) state that they should participate anonymously. It increases the chance for a greater participation rate. Further, people who feel more comfortable, are more open to answer more private questions and be more honest with their answers. Hence, the researcher of the study will have their respondent participating anonymously in the study, which hopefully will make them comfortable to answer honestly and also will reduce the risk of harming the participants, because they will not be identifiable. Fleming & Zegwaard (2018) also mention the importance of keeping the participants anonymous, such as protecting their name, or not getting self-identifying statements. Keeping the participants anonymous makes them not identifiable for the researcher, and that is possible to do through anonymous surveys (Fleming & Zegwaard, 2018), which the researcher of this study will do.

4.7.4 Further ethical considerations

Furthermore, there are several ethical considerations that the researcher must have in mind and need to reduce, to get as many respondents with well information and data, and make everyone, such as the researcher, participants and non-respondents, satisfied without any harm. Moreover, some data and information which are found on the internet, can be owned by someone and if the material has an owner, it is unauthorized for others to copy the material. However it depends from one owner to another if others have rights to use the material more freely in the work (Bryman & Bell, 2011). The researchers of the study are using materials, information and data which they have the right to use, however in the survey the researchers use a picture, as an example to describe CRM messages better, to give as much information the participants need in order to understand the aim and what the task is about. Therefore, the researcher needs to be aware of the copyright and use an example picture in the survey which is allowed to use.

Furthermore, to have minors in an investigation can be an ethical consideration, because if someone is under 18 years old and classify as a minor, need they have their parents

agreement if their child can participate in the investigation or not, and if the children is 13 years old or less, can the researcher not ask personal questions about them (Das & Kaczmirek, 2011).

The sample of this survey is Generation Z, which consists of people born between 1995-2010 (Karácsony, 2019) which translates to people within the ages of 26-11. Because of this, it will not be difficult for the researchers to include minors with the ages younger than 18, if the researcher does not include they have to confirm that their parents have got their permission that their child is participating. However, it is hard in an online survey to know if the parents really have given their permission to their child (Das & Kaczmirek, 2011). Therefore, to avoid this problem, will the researcher of the study exclude people younger than 18 years old.

4.8 Societal Considerations

In other studies is it more common to mention the ethical issues connected to the participants in the study and not the non-respondents. Since the non-respondents are the majority of the society comparing to the participants in the study, makes it important to consider of not harming them as well, especially when the researcher has practical implications to determining social policies, such as health, housing, or in this study, Generation Z's purchase intention through CRM (Bryman & Bell, 2011). Therefore, the result the researcher comes up with, may not agree with the non-respondents and can cause problems in the society, such as the findings of the study could change the behavioural and thoughts of the people in the society in a negative way. However, that means the result then can be useful for further research and do similar research, despite that the sample will consist of non-respondents which do not agree.

Moreover, the aim of the study is to describe the critical factors of CRM and its effect on Generation Z's purchase intention, and from a viewer's perspective can it be seen as the researcher of the study wants to encourage people's intention to purchase and then be a part of the overconsumption. Overconsumption is related to the negative aspects of today's

consumption that has led to such a faulty procedure and has value-degenerative effects. In other words, the overconsumption is qualified as having negative effects on the individual, society and environment (Håkansson, 2014).

Overconsumption is something that this study does not want to encourage, especially when the researcher just wants to know which factors are affecting Generation Z's purchase intention, and there are studies which have led consumers to get greater purchase intention with help of CRM (Aggarwal & Singh, 2018). This could lead to someone who is not interested in CRM and only looking at the purpose, can interpret there are similarities and think the researcher encourages Generation Z to overconsumption. Further consequences of that could be that the non-respondents will change their behaviour and thoughts into overconsumption. Therefore, the researcher has to be aware of how they formulate in the study, which does not encourage people to overconsumption. By doing this, the researcher will provide a finding which only shows and explains the relation between the CRM's four factors and Generation Z's purchases intention and not aim to encourage Generation Z and the rest of society to purchase more than they need of CRM products.

5. Result

In this chapter, the result from the online survey is presented. Most of the data were computed by SPSS software and presented in the form of tables to give the reader a clear picture of the result.

5.1 Data cleaning and coding

In total, 93 respondents answered the survey. As the data was collected, the control variables of age and whether or not the respondents were born within the age span of 1995 and 2010, 6 answers were disregarded and cleaned out as they were not a part of the sample that is Generation Z. In regard to the ethical consideration of not including individuals under the age of 18, no answer had to be cleared out as the youngest person to answer the survey were born 2003, or in other words at the age of 18.

Furthermore, the lasting 87 respondents were carefully looked through if they contained any missing data or extreme variables that could cause skewness to data. All the answers that were conducted could be found within the Likert scale of 1-5. No such variables were found and the researcher did not have to disregard any data. In other words, no extreme variables which could be damaging to the final results.

The year respondents were born	1995	17.2%
	1996	8%
	1997	16.1%
	1998	23%
	1999	20.7%
	2000	6.9%
	2001	4.6%
	2002	0%
	2003	3.4%

Table 1: Control question

5.2 Descriptive analysis

Descriptive statistics presented in Table 3 shows the overall summary of the data. Since this study used the Likert scale in most questionnaires, the maximum value is 5 which means respondents strongly agree and the minimum value is 1 which means the respondents strongly disagree on each question. On the other hand, CI6, DS1, and DS2 maximum values are 4 because they are alternative questions that only have 4 alternatives to choose from. Therefore, the maximum value is 4 and the minimum value is 1. Further, in order to measure the central tendency, mean median and mode are used. Mean is the average value that shows the opinion of the respondent in the range of 1-5 regarding the Likert scale. The mean value above 3 indicates respondents agree and the value below 3 indicates respondents disagree with the question or items. The lowest mean is *CI6* with a value of 1.41 and the highest is 4.17 which is *M3*. Meaning that the range of mean value in this study is between 1.41 to 4.17. The majority of items were above 3, however, 8 items (CI1, CI5, CI6, M2, DS1, DS2, DS3, DS4) were below 3. For the mode, the majority of items are 4 while 1 for CI6, 2 for DS4, 3 for CI5 and M2, and 5 for M1, M3, and DS5. Looking at the median, which shows a similar value as mode except for CI1 and PCF with 3, M1 and DS5 with 4, and DS1 with 2.

Furthermore, the shape of the distribution is measured by looking at the skewness and kurtosis. For skewness, the range of the skewness is -1.490 to 1.709 and there are six items that exist outside of the outliner of the skewness, which (Ho & Yu, 2015) recommended that should be ± 1. These items are P2, CI6, M3, PCF3, DS2, and DS5. However, Ho & Yu (2015) state that the value that is close to ± 1 is still acceptable. Moreover, for kurtosis, which measures the peakedness and flatness of the data, and (Ho & Yu, 2015) recommend that the value should be ±3 to be considered as close to normal distribution. In this manner, the range of the kurtosis is - 1.063 to 1.347. Meaning that all items can be acceptable.

	N. Valid	N. Missing	Mean	Median	Mode	Std. Deviation	Skewness	Kurtosis	Mini.	Max.
P1	87	0	3.53	4.00	4	1.044	-0.518	-0.348	1	5
P2	87	0	4.02	4.00	4	0.988	-1.009	0.755	1	5
P3	87	0	3.34	4.00	4	1.180	-0.401	-0.713	1	5
CI1	87	0	2.90	3.00	4	1.249	0.017	-1.037	1	5
CI2	87	0	3.77	4.00	4	1.148	-0.807	-0.015	1	5
CI3	87	0	3.48	4.00	4	1.140	-0.463	-0.549	1	5
CI4	87	0	3.33	4.00	4	1.085	-0.480	-0.385	1	5
CI5	87	0	2.74	3.00	3	1.094	0.002	-0.655	1	5
CI6	87	0	1.41	1.00	1	0.843	1.709	1.347	1	4
M1	87	0	3.75	4.00	5	1.232	-0.839	-0.178	1	5
M2	87	0	2.70	3.00	3	1.231	-0.019	-1.063	1	5
M3	87	0	4.17	5.00	5	1.203	-1.490	1.271	1	5
PCF1	87	0	3.68	4.00	4	1.215	-0.746	-0.252	1	5
PCF2	87	0	3.26	3.00	4	1.146	-0.444	-0.427	1	5
PCF3	87	0	3.86	4.00	4	1.112	-1.123	0.906	1	5
DS1	87	0	1.99	2.00	1	1.126	0.824	-0.736	1	4
DS2	87	0	1.67	1.00	1	1.042	1.406	0.595	1	4
DS3	87	0	3.44	4.00	4	1.097	-0.566	-0.209	1	5
DS4	87	0	2.44	2.00	2	1.188	0.452	-0.826	1	5
DS5	87	0	4.03	4.00	5	1.104	-1.077	0.421	1	5

Table 2: Frequency of Descriptive Statistics

5.3 Correlation Analysis

The result of the correlation analysis and in particular the Pearson's Correlation an all over positive correlation between all the variables. Further, a majority of the variables holds a rather strong relationship, with Message (M) and Perceived Cause fit (PCF) and Cause Involvement (CI) and Message (M) among the strongest with 0.633 respectively 0.505. On the contrary, Donation Size (DS) and Cause Involvement (CI) resulted in a lower value of 0.264. In other words, the relationship between these two variables are positive, but not particularly strong. All of the variables were also found to be significant as they all hold a p-value lower than 0.05, meaning that they all have a significant relationship.

In regards to the construct validity test, all variables fall under 0.8. This value is extracted from Pearson's Correlation Coefficient This means that the variables are measuring the concept that they are intended to measure and that the research in regards to construct validity is valid.

Correlations	CI	M	PCF	DS
CI				
Pearson Correlation	1	0.510**	0.468**	0.264*
Sig. (2-tailed)		< 0.000	< 0.000	0.014
N	87	87	87	87
M				
Pearson Correlation	0.505**	1	0.633**	0.444**
Sig. (2-tailed)	< 0.001		< 0.001	< 0.001
N	87	87	87	87
PCF				
Pearson Correlation	0.468**	0.633**	1	0.403**
Sig. (2-tailed)	< 0.001	< 0.001		< 0.001
N	87	87	87	87
DS				
Pearson Correlation	0.264*	0.444**	0.423**	1
Sig. (2-tailed)	0.014	< 0.001	< 0.001	
N	87	87	87	87

Table 3: Correlation analysis

*** Correlation is significant at the 0.01 level (2-tailed)*
** Correlation is significant at the 0.05 level (2-tailed)*

5.4 Cronbach's alpha

Cronbach's alpha is used to test the internal reliability and to see that all items are reliable. Meaning that the items should measure what they should (Bryman and Bell, 2011). The alpha value should be above 0.7 to consider as reliable. However, the value of Cronbach's alpha depends on the number of items. If the number of items is less than 10, Cronbach's alpha may also be lower. In this manner, 0.5 can be considered as an accessible alpha value (Pallant 2010). Therefore, in this paper, 0.5 is the alpha value since the highest items of all variables is 5. The majority of variables are above 0.5 except purchase intention with the value of 0.413. CI6 was excluded from the items because it increased the alpha value from 0.701 to 0.765. DS5 is also excluded from the item and it helps to increase the values from 0.190 to 0.519. The researchers of this paper are aware that purchase intentions present a lower alpha value than 0.5 which means it has lower reliability.

Variable	Cronbach's Alpha	Number of Item
Cause Involvement	0.765	5
Message	0.714	3
Perceived Cause Fit	0.648	3
Donation Size	0.519	4
Purchase Intention	0.413	3

Table 4: The Cronbach's Alpha of the dependent and independent variables.

5.5 Multiple Regression Analysis

With doing the multiple regression analysis and looking at table 4, it is possible to see if the independent variables have an impact on the dependent variable, which means it can be seen if there is a relation between the independent variables and the dependent variable. Further, this will help to see if the hypotheses from chapter 3 are significant and allow for the researcher to either reject or fail to reject the stated null hypothesis in order to construct findings.

Looking at table 4, it measures how the independent variables are individually (Model 1-4) and all together in relation (All Model 5) to the dependent variable. Looking in the columns where the independent variables are individually tested with the dependent variable, can it be seen there are two independent variables which are significant, this is described by the numbers with stars according to the significance level. In this research, Cause Involvement and Perceived Cause Fit which are significant with two stars, which means they have a significant value lower than 0.01. These are, however, not the foundation of rejecting or failing to reject the null hypothesis as the study aims to conduct a multiple linear regression, which results are stated in All-Model.

Furthermore, the standard error of estimation result from the table is 0.67097, that result means it is a big size of prediction error with a large variation between independent variables and dependent variables.

Moreover, the coefficient of multiple determination (R^2), is in this study 0.19, which is a quite low result without a lot of strength.This result means the independent variables are explaining 19% of the variance of the dependent variable. Therefore shows there is a weak strength in this relation, since the 1 (100%) is the highest value. Further, looking at the adjusted R^2, which is a more realistic result and better to generalize, the result was 0.15, which means the independent variables are explaining 15% of the variance of the dependent variable.

To summarize the values of the table, to know if there are linear assumptions or if the assumption is violated, which means if there is a significant relation or not. Then the p-value of significant level is less than 0.05 ($p<0.05$). The result shows there was one independent variable which was less than 0.05 and had a linear assumption, being Cause Involvement.

	Exp. Sign	Model 1	Model 2	Model 3	Model 4	Model 5 (All Model)	Hypothesis Result
Intercept		2.378 (0.312)	2.945 (0.287)	2.686 (0.312)	2.962 (0.397)	2.050 (0.436)	
Control Variables		NA	NA	NA	NA	NA	
Cause Involvement (H1)	+	0.409** (0.103)				0.337* (0.123)	Fail to reject
Message (H2)	-		0.260 (0.078)			– 0.034 (0.104)	Reject
Percieved Cause Fit (H3)	+			0.320** (0.084)		0.168 (0.110)	Reject
Donation Size (4)	+				0.183 (0.144)	0.039 (0.153)	Reject
R^2		0.167	0.068	0.103	0.034	0.190	
Adjusted R^2		0.157	0.057	0.092	0.022	0.150	
Std. Error of the Estimates		0.66824	0.70700	0.69353	0.71972	0.67097	
F-value		17.034***	6.153*	9.729**	2.961	4.802**	
Degree of Freedom (df)		1	1	1	1	4	

Table X: Regression Model with Independent and Dependent Variable
*$p<0.05$ *, $p<0.01$**, $p<0.001$****

Table 5: Multiple Regression Analysis

5.6 Hypothesis Result

The nature of the quantitative study is to construct hypotheses, acknowledging that there might be a relationship between the independent and dependent variable. In this study, all independent variables created one hypothesis each which together with the dependent variable aimed to test if there was any significant relationship between the variables to be found.

Furthermore, "H1: *Cause Involvement of CRM has a positive impact on Generation Z's purchase intention"* was the only hypothesis the researcher could fail to reject and so forth accept. In other words, the findings from the survey points out that there is a significant positive relationship between the dependent variable of Purchase Intention and the independent variable of Cause Involvement. This is concluded as the significant value of 0.005 was detected. In order to establish a significant relationship and hence fail to reject the null hypothesis, the significance level had to be lower than 0.05, which is the most common level of alpha to use.

Hypothesis "*H2: Message of CRM has an positive impact on Generation Z's purchase intention",* was as the previous hypothesis, found to have no significant positive relationship between the dependent and independent variable. This is because of the significance level of 0.807 which is greater than the significance level of 0.05. Hence, the researchers of this study can reject the null hypothesis of H2 as no relationship was found between Message and Purchase Intention.

Hypothesis "*H3: The Perceived Cause Fit of CRM has an positive impact on Generation Z's purchase intention",* was as the previous hypothesis, found to have no significant positive relationship between the dependent and independent variable. This is because of the significance level of 0.215 which is greater than the significance level of 0.05. Hence, the researchers of this study can reject the null hypothesis of H3 as no relationship was found between Perceived Cause Fit and Purchase Intention.

Hypothesis "*H4: The Donation Size of CRM has an positive impact on Generation Z's purchase intention"* was found to have no significant positive relationship between its dependent and independent variable. This is because of the significance level of 0.734, which is greater than the significance level of 0.05. Hence, the reacher of this study can reject the null hypothesis of H4 as no relationship was found between Donation Size and Purchase Intention.

5.7 Additional Result

As previously mentioned, the control variables of the survey was whether or not the respondent was born between 1995 and 2010. If not, the respondents were not able to follow through with the survey. The respondents who participated in the survey were also asked whether or not they find social issues to be important for them. Out of 87 Generation Z respondents, 92 % reported that they found social issues to be an important matter for them, while 8 % did not find these types of questions important.

Socially conscious	Yes	92%
	No	8%

Table 6: Generation Z characteristic

6. Discussion

This chapter discusses the four hypotheses by connecting the result and the theoretical framework. This aims to facilitate the reader to understand each hypothesis teasing.

6.1 Hypothesis 1: Cause Involvement

The factor of Cause Involvement was the only independent variable that was failed to reject and hence, the only hypothesis the study managed to accept, with a positive relation of 0.337. Cause Involvement as a subject relates to the involvement of the consumer at to what extent they engage in a cause and on what foundations. Generation Z is claimed to be one of the most conscious generations out there, with great knowledge of the world and its issues (Opsahl, 2021; Nadanyiova et al., 2020). Generally, the study found that out of the 87 respondents, 92 % claimed to be concerned and involved with social issues, which confirms the statements of a generation that is conscious. Similarly, the survey also continues to some extent to confirm this, as the parameters which received the greatest mean numbers were *Knowledge* and *Emotion.* Knowledge is according to Bigné-Alcañiz et al., (2010) a characteristic of those who are highly involved in a cause as they are more knowledgeable about the different causes. The respondents found that they need to be aware of a cause and to have great knowledge before engaging. The survey also provided insight into the fact that Generation Z, with prior knowledge, is in need of feeling emotionally connected to the cause, as they wish for the cause to evoke emotions. Emotion as a concept is according to Bigné-Alcañiz et al., (2010) the fact that consumers can, no matter their prior knowledge, engage in a cause as they feel emotionally connected to it. This would then entail that Generation Z bases most of their purchases on emotion and knowledge. Further, connected to purchase intention, stated Das et al., (2014) that consumers which did spontaneous purchase are more emotion-driven, and the mean value of planned purchases from the survey was 3.34, which in this manner means not all of the respondents do not plan to purchase, and a reason to that could be they are more emotional if they purchase.

Interestingly, the lowest receiving parameter was the question of *Engagement.* An engaged consumer, who is invested in a cause is according to Grau & Folse (2007) more eager to

engage in a cause by liking it and supporting it. Further, those who are highly engaged tend to seek more information to truly engage in the cause and all its aspects. Generation Z however, as of this survey, landed in a mean value of 1.4, meaning that most of them only donate to a cause once a month or less. That could be interpreted as they have the knowledge that they require, but due to different circumstances, they are not willing to actually donate. This might have some connection to Opsahl, (2021) and their claim on how Generation Z is very critical of both themselves and companies and other actors around. They are known to thoroughly investigate the company and its values as they wish for their values to be portrayed through their actions (Nadanyiova et al., 2020). The result of the survey would confirm this as the mean value of respondents buying out of self-fulfillment was 3.53. One could then believe that Generation Z is more interested in fulfilling their own goals and beliefs of themselves, rather than having the interest of others at the top of their priority list. This could be connected to the theory of purchase intention and Chaabouni et al., (2020) claim on how a lot of purchases are made out of the consumers wish to fulfill themselves.

At the middle to the lower end of the Likert scale, the survey found *Motivation, Personal Relevance, and Attention.* Motivation received a mean value of 3.33, pointing that the respondents are less involved with a lower motivation of engaging in causes that they know little about. Tao et al. (2021) explain that those who are less involved in a cause might still have an interest in learning more and in the future begin to support the cause. However, as this survey points out, Generation Z is not very keen on learning additional information to what they already know. This would contradict the statement of a generation that is hungry for knowledge, especially of social issues (Opsahl, 2021; Nadanyiova et al., 2020)

However, the low score of 2.74 that *Attention* received, could be an explanation for this as the respondents also claim not to really pay attention to these types of campaigns. Attention as a concept claims that a highly involved consumer is willing to pay attention and undertake any information coming their way. In connection to *Motivation*, as Generation Z is not particularly interested in learning more, there could be room for assuming that they either do not learn more as they do not seek for these type of campaigns or take them in when

approaching them or the fact that they ignore the message, a consequence of a low involved consumer according to Patel et al., (2016).

Lastly, the survey found that Generation Z does not particularly donate to causes that have a personal connection to them. Being one of the lowest receiving factors at the mean value of 2.9, *Personal Relevance* reflects consumers who choose causes based on whether or not they have a personal experience they can connect to the cause (Grau & Folse, 2007). Individuals who have some sort of personal connection to a cause, are claimed to be more highly involved with the cause (Duarté & Silva, 2018). As the survey, in total, received quite a low score on this factor, it provides insight that Generation Z has yet to experience things that could form a personal connection to a cause or the fact that they are more likely to act of off *knowledge* and other *emotions* that a cause awakes, without necessarily having any personal connection to it.

6.2 Hypothesis 2: Message

The multiple regression ruled out a positive relationship between Messages as the independent variable and Purchase Intention as the dependent variable as the p-value of 0.807 was far greater than the alpha level of 0.05. Further data of Beta-value, which held the negative value of -0,034, indicates that the relationship between these two variables in the context of this study is negative. Looking into the individual items of the independent variable, the participants responded quite differently to the three questions. *Informational elements* were found through its mean value of 4.17 to be the most important aspect of a CRM message. Patel et al., (2016) find that messages of CRM campaigns that contain information on the aim of the cause and where the money will go to, is an important aspect in the perception of the campaign from a consumer perspective. In this manner, Generation Z admits to wanting an extensive description of what goals the cause aim to fulfill. This could be connected, as previously mentioned, to the critical side of the generation as they like to deeply dive into the companies and what values they represent (Opsahl, 2021; Nadanyiova et al., 2020). However, this finding contradicts Bae (2016) statement of consumers not wanting informational dense messages which might be due to characteristics of the generation, if they plan on donating they must know what the money actually goes to.

As informational messages can be both presented in positive and negative manner, it is also important to find which of these types of messages the generation responds most favourable

to. *Benefit* is presented by (Grau & Folse, 2007; Jung & Villegas, 2011) to be messages which are portrayed in a positive way, expressing what benefits others receive when donating to a special cause. It could also be in the way of telling so-called 'heart-warming stories' (Chang, 2012) and to highlight how future events might be prevented if the consumer decided to donate (Gallagher et al., 2011).

Even though the independent variable as a whole was disregarded, one can still see that the generation is more positive towards a message that explains the benefits of the donating, as the mean value of 3.75 indicates some majority of respondents preferring positive messages. As previously mentioned, the generation and consumers in general respond better to communication efforts which in some way makes them feel better about themselves while they do something for others, whether or not that being the main reason for donating. This can also be connected to the survey result and confirm that respondents tend to purchase out of their sell-fulfilment with a mean value 3.53. Further, when consumers do a spontaneous purchase, they are less deliberate and more emotion-driven than planned purchases, implying positive bias (Das et al., 2014). This can be connected to the statement above that having a positive message makes consumers feel better and could lead to purcher intention.

On the contrary, negative messages or the *Disadvantages of Not Following Advice* were overall responded to with a low score on the Likert scale with a mean value of 2.7. The survey aims to discover whether or not consumers are more likely to donate if they are approached with a negatively charged message. Abhyankar et al., (2008) explains that such messages are constructed in order to arouse fairness in consumers and by evoking such emotions pushing them towards donating. It is claimed that when being approached with a message which, for example, emphasizes on what the consequences of not donating is, consumers pay more close attention to the information which affects their overall judgment of the campaign (Meyerowitz & Chaiken, 1987). As the mean value was rather low, it is to be believed that Generation Z is not affected by such messages or not viewing them as particularly motivation for donating or further deepening their understanding of the cause.

6.3 Hypothesis 3: Perceived Cause-Fit

Hypothesis 2 was in the multiple regression rejected with a p-value of 0.215. Being measured against the alpha level of 0.05, the p-value was far greater and could so forth not find a significant positive relationship between the independent variable of Perceived Cause Fit and the dependent variable of Purchase Intention. Being divided into three items, some difference was found in the findings which could serve some insight on how Generation Z perceive the cause fit. All three items of *Identify with the Cause, Involvement* and *View of the Company* were all individually viewed upon as positive, all landing a mean value above 3. *Identify with the Cause* reflects the consumer's need to feel connected to the company in regard to their value. If a consumer finds a fit between their own values and the communciated values of the company, they are more likely to interact with the company, such as donating (Gupta & Prisch, 2006; Durate & Silva, 2008; Oloko & Balderjahn, 2011).

From the survey, a mean value of 3.68 was extracted, pointing at the respondents to some degree agreeing on the importance of having their personal values being reflected. In connection to Generation Z, they are in general very careful in regard to what values they are associated with (Opsahl, 2021; Nadanyiova et al., 2020), a statement which could, to some extent, be confirmed by this finding. As the findings of Purchase Intention also indicates, a lot of purchases are made based on personal values and to which extent the purchase reflects these.

Furthermore, personal values can also take form in the way consumers feel the need to be involved in the process of donating to different causes. Robinson et al., (2012) find that *Involvement* in a cause are more likely to engage in a cause, by for example being given the opportunity to choose from a portfolio of causes (Oloko & Balderjahn 2011). Out of the three items, this one received marginally the lowest mean value at 3.26, indicating that they agree with the importance of feeling involved, even though it is not a strong indication. Here one might see some connection to the fact of Generation Z wanting the world ‘at their feet’, not

having to make any decisions for themselves or others (Opsahl, 2021). On the other hand, they are as stated very careful about how they perceive and what values they take on. If one

was not to decide themselves, they would then have to continuously search for causes elsewhere which fit their agenda.

Moreover, Generation Z as the respondents of this survey find that the most important item of the three is *View of the Company.* With a mean value of 3.86, there is some indication that the respondents need to have a favorable attitude towards the company that addresses the campaign as they are more likely to engage if so. Consumers who do not have an overall favorable perception of a company tend to meet this type of campaign with skepticism and hence, lower the chances of them engaging in the cause. (Gupta & Prisch, 2006; Bigné-Alcañiz et al., 2010). As mentioned times before, Generation Z is very aware of their surroundings and the actors around them, not the least in the digital world. It would then be reasonable to claim that their expectations of others has to be taken into consideration here as well, as they might put quite a lot of pressure on companies and how they act (Opsahl, 2021).

Purchase Intention is also expected to increase if previous purchase experiences are positive (Kytö, et al., 2019; Gaur, et al., 2014) something which the respondents of the survey said that they base their purchases on at the mean value of 3.53, indicating that they to some extent take previous purchase experiences into account when buying, an experience which is affected by the overall perception of the company.

6.4 Hypothesis 4: Donation Size

With a p-value of 0.734, Donation Size as an independent variable and Purchase Intention as a dependent variable was denoted to have no positive relationship as the multiple linear regression could reject the null hypothesis. However, as previously argued, some of the items might still provide insight into how the generation resonates and to what degree they agree with the statements of the survey. The five different items all represent different parts of the factor that is Donation Size. Firstly, the respondents were asked if they would like to be the one in charge of donating. Balderjahn & Oloko's (2011) theory on *Regular Donation* allows

for consumers to decide on the donation amount, something which the respondents agree that they wanted to be able to do as the mean value of the statement resulted in 4.03.

Moreover, such donation is usually done by an upper and lower limit. The lower limit, or *minimum frame*, is generally thought of as it should be set as low as possible in order to attract more consumers (Tsiros & Eromack, 2020), something that the respondents agreed with as their score was low at a mean value of 1.99, which translates to 10-20 SEK. This finding is contradictory to the theory as consumers are according to (Koschate-Fischer. et al., 2016), more likely to be skeptical towards a company with low donation amounts. This would further not be in line with the image of Generation Z as they are claimed to be very conscious of their surroundings (Opsahl, 2021). For the upper limit, *maximum frame*, Tsiros & Eromack (2020) claim that if the company has a limit and particularly a low one, it could be met with skepticism as it might say something of how engaged the company is in the cause. Consumers in this case suggest that no upper limit should exist Tsiros & Eromack (2020). In the survey, respondents did not match the theory as they suggested a low maximum frame as the mean value was 1.67 which translates to 200-400 SEK.

This phenomenon could be due to the fact of the age of generation, with a majority of the generation being young and yet to earn money of which they would like to spend their money on such things. However, it is interesting in regard to them often wanting to act out on their values and beliefs (Opsahl, 2021), something which could be done by donating to causes. Also, as the purchase was by a small indication planned, a disruption of a large donation might not be wishful for someone who has contemplated their purchase.

However, Koschate-Fischer et al. (2012) found in their study a less sensitive perception of the total price if the consumer showed *Solidarity* and support towards a cause. In other words, the final price of product and donation was not as important if the consumer felt an emotional connection towards the cause, which in return could be connected to planned purchases as someone who is emotional is more likely to make spontaneous purchases. The respondents of the survey agreed to some degree that if being emotionally connected to the cause, it might cause them to be less sensitive towards the total price (Koschate-Fischer et al., 2016; E&M, 2010). With a mean value of 3.44, there is some indication that they do take their emotional connection into account when purchasing and that if a product and a cause closer to heart is

combined, they are more likely to donate more. Such a finding would contradict the previous result of not wanting to donate more, or at least show that once having some personal connection they are willing to donate more.

In regard to company deciding on the donation amount*, transaction-based donation,* the respondent was found to not be particularly agreeing to preferring that company decide (Oloko & Balderjahn, 2011). With a mean value of 2.44, they agree on the fact that they do not want the company to decide on the donation size. This reflects the theory which finds that the company that decided on the amount, might be met with skepticism. As previously mentioned, it could cause the consumer to reflect on the aim of the company depending on the size of the donation. It is also found that a specific donation amount does not push the purchase intention in any direction and that a generally large donation is only met positively if there is an emotional connection from the consumer's perspective (Chaabane & Parguel, 2016).

This could also connect to Generation Z's wish to put pressure on companies to act accordingly (Opsahl, 2021), as the theory finds that skepticism is a big part of this type of donation. If the consumer and Generation Z in particular, does not feel confident of the aim of the company, they are less likely to purchase.

7. Conclusion

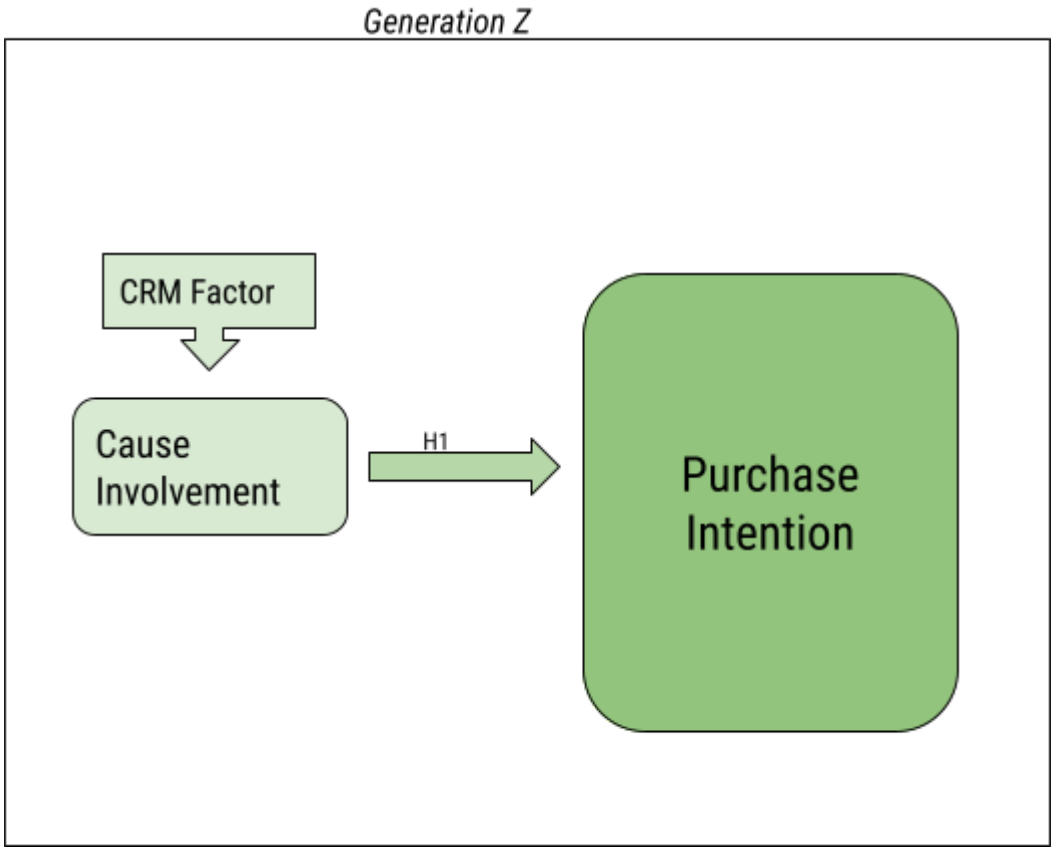
This chapter concludes the discussion and presents the finding of this study. The new accepted model is also presented.

Prior to the study, Generation Z was approached, and chosen for, as a generation which is socially concerned, having adapted the social standpoints of gender, environment and race issues almost as personality traits. The generation is also known for putting pressure on both themselves and others, everyone should be critically viewed upon and act accordingly (Opsahl, 2021). Generation Z is also the up and coming market power, a group marketers must attract. Hence, the study suggested Cause-Related Marketing as a communication strategy in order to find the segment and make them purchase, as it would allow for companies to express values that reflect the generation.

However, Cause-Related Marketing as a whole was not found to vastly affect purchase intention. The multiple regression that was carried out could only fail to reject *Cause Involvement* and consequently, all other factors could be disregarded. In other words, the attribute of the campaign that is Cause-Related Marketing, that affected Generation Z's purchase intention was how familiar, emotionally connected and knowledgeable the generation was in regard to Cause-Related Marketing. Interestingly, a majority of respondents declared to be socially conscious as they claimed to care about social issues, but such opinions were not clearly carried throughout as no relationship was found between all the other factors.

In conclusion, what the four factors or Cause-Related Marketing as a whole had in common, was the emotional, and to some extent knowledgeable, aspect of all the factors. Generation Z's found the emotional aspect of all four factors to be the most important, contionsuly as they would like to know about what their purchase leads to in causes they were previously

familiar with. This also explains how Cause Involvement is portrayed in the generation, as they overall carry characteristics of a low involved consumer.



Model 2: The accepted model

8. Implications, Limitations and Future Research

Practical and theoretical implications are presented in this section. Additionally, limitations and recommendations for further research are also presented.

8.1 Practical Implications

When conducting the research, the only factor which the authors could accept was Cause Involvement. This explains that if wanting to reach Generation Z, marketers could put emphasis on this factor as a way of reaching the generation. Especially the items of knowledge and emotion as they received the greatest mean value and hence is perceived as most important by the generation. If marketers were to apply this, they might be able to grab the attention of the generation and individuals within it who share their values and beliefs, as the generation wishes for companies to do.

Furthermore, even though the other factors were rejected, some implications could still be useful to portray. Overall, most of the respondents answered favorably towards questions that in some way regarded an emotional connection or reaction, as for example approaching them with a heart-warming story (Chang, 2012) or providing information about what their actions do for others (Gallagher et al., 2011). Generation Z is in other words, in need of already perceiving an emotional attachment or forming such while being approached by a Cause-Related Marketing campaign. Marketers could therefore take this into consideration and by making use of emotional elements further reach the segment.

8.2 Theoretical Implications

The theoretical building blocks of this research was conducted out of previous research and how they made use or suggested certain theoretical steps. As previously mentioned, the majority of the articles within the field had a similar approach to Cause-Related Marketing as they all presented different factors as driving forces of the theory (Duarte & Silva, 2018;

Grau & Folse, 2007; Robinson et al, 2012). However, as previous research also suggests the adaptation of Donation Size as a factor (Ferraris, et al., 2019), the authors took that advice and conducted a theoretical framework which consisted of the factors Cause Involvement, Message, Perceived Cause Fit and Donation Size. The study conduct provided insight into what factor(s), in the context of Generation Z, is the most important. Generation Z was particularly chosen because of the lack of previous research (Cosgrave & O'Dwyer, 2020) and their typical attributes of being socially conscious in a digital world (Opsahl, 2021). As Cause Involvement was the only factor that was accepted, this study can strengthen the theoretical importance of Cause Involvement.

In regards to the other factors, the study fails to confirm the theory of Cause-Related Marketing in this context. As all other factors could not be accepted, the result of the study does not follow the implications of previous research. For example, as the respondents preferred a low maximum whereas the theoretical framework suggested that the higher upper limit the better in order to decrease the risk of skepticism.

8.3 Research Limitations

The limitation of this study is the fact that the collected data has been done by non-probability and convenience sampling, meaning that the researcher received answers for the survey from people close to them. Due to this, it limits the generalizability of the finding of this study. Moreover, Cronbach's alpha of purchase intention was 0.413 which is considered as lower reliability. This may be due to the number of items being low which is 3 items and the questions on this section may not give the researchers expected. Including questions such as *"I would like to buy X product"* may give better data, however the authors did not include this question on the survey because the authors are concerned that product type and brand may affect the respondent's consideration.

Therefore, further research that is interested in redo or conduct a study that is similar to this study should be aware of the purchase intention item and might develop stronger items to this section in order to increase the reliability. Further, by excluding the Engagement (CI6) and Regular donation (DS5), the reliability of the items increases. Further research should also take this into consideration and form more robust items to increase the reliability.

8.4 Future Research Recommendations

Cause-Related Marketing is a previously claimed as a popular communication strategy which allows companies to reflect their own and their customer values. Further given the upcoming market power of Generation Z, there is still room left, and need, for other research to take one. As this study took on a non-probability and convenience approach, future research might want to broaden their view by finding a larger sample out of other sampling methods. However, as the study was made through a deductive approach, it comes natural that this is only a first look into an interesting research field as the theory suggests. One could also believe that qualitative research would add further depth and a more nuanced understanding of the field.

Furthermore, the researcher of this study focused on Purchase Intention as a general theory concept, as in the limitation part above, it gave some implications and made the theory a bit broad. Therefore, a recommendation for future research to specify the purchase intention to a specific product or product category, since the purchase intention can be affected differently by the communication strategy, depending on the product type. That means the CRM factors can have different impacts, based on which type of product the consumer has intention to purchase.

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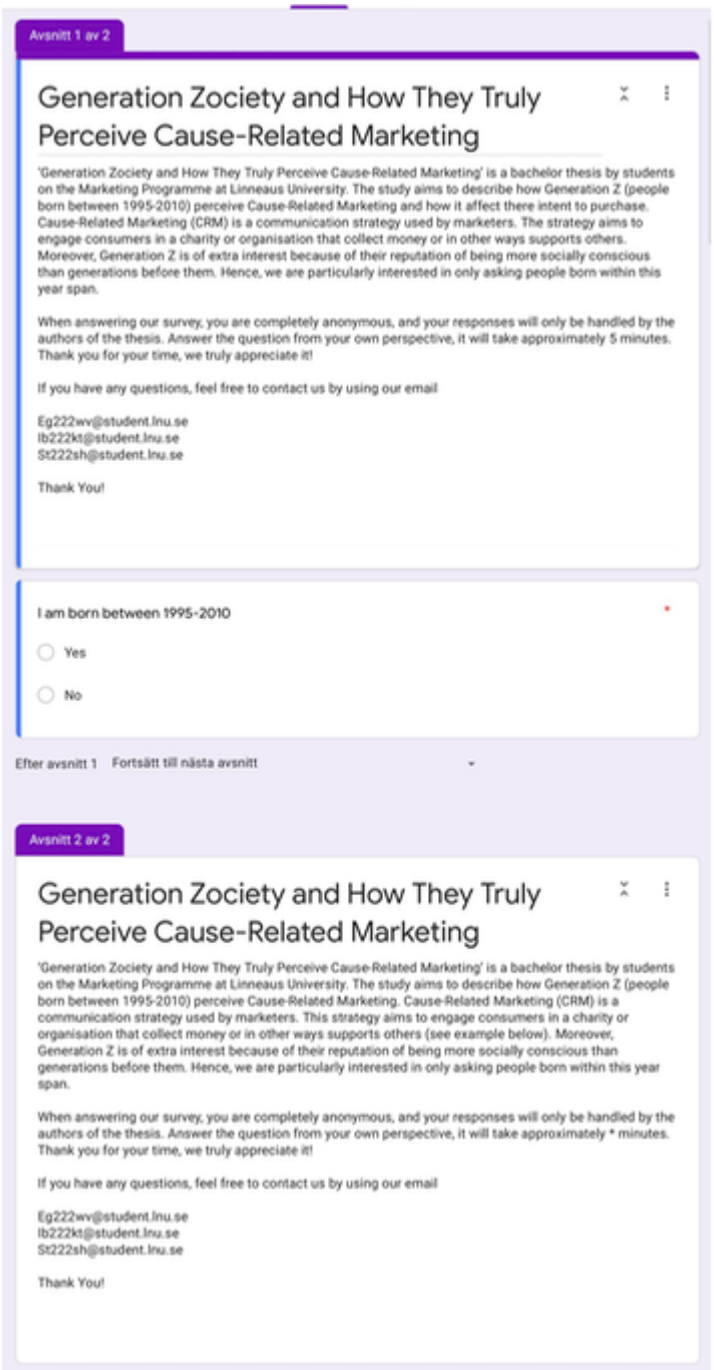
Appendix 1



Avsnitt 1 av 2

Generation Zociety and How They Truly Perceive Cause-Related Marketing

'Generation Zociety and How They Truly Perceive Cause-Related Marketing' is a bachelor thesis by students on the Marketing Programme at Linneaus University. The study aims to describe how Generation Z (people born between 1995-2010) perceive Cause-Related Marketing and how it affect there intent to purchase. Cause-Related Marketing (CRM) is a communication strategy used by marketers. The strategy aims to engage consumers in a charity or organisation that collect money or in other ways supports others. Moreover, Generation Z is of extra interest because of their reputation of being more socially conscious than generations before them. Hence, we are particularly interested in only asking people born within this year span.

When answering our survey, you are completely anonymous, and your responses will only be handled by the authors of the thesis. Answer the question from your own perspective, it will take approximately 5 minutes. Thank you for your time, we truly appreciate it!

If you have any questions, feel free to contact us by using our email

Eg222wv@student.lnu.se
Ib222kt@student.lnu.se
St222sh@student.lnu.se

Thank You!

I am born between 1995-2010 *

Yes

No

Efter avsnitt 1 Fortsätt till nästa avsnitt

Avsnitt 2 av 2

Generation Zociety and How They Truly Perceive Cause-Related Marketing

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Thank You!

Example of Cause-Related Marketing

E, Grummas. (2015) 2015-04 Unicef Gina Tricot-8 https://blog.unicef.se/2015/04/22/rena-vatten-hos-apotek-hjartat-gina-tricot-hm-och-ikea-2/2015-04-unicef-gina-tricot-8/

What year wear you born? *

1. 1995
2. 1996
3. 1997
4. 1998
5. 1999
6. 2000
7. 2001
8. 2002
9. 2003
10. 2004
11. 2005
12. 2006
13. 2007
14. 2008
15. 2009
16. 2010

I find social issues to be important to me *

- ○ Yes
- ○ No

I tend to purchase product that are self-fulfilling *

Self-fulfilling means that one act in order to make themselves feel better, in this case by purchasing a product. The individual feel better about themselves because the attributes of the product reflect the person they would like to be or they like to think that they are.

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Previous purchase experiences are important when deciding to purchase *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Definition of 'Cause'

Cause refer to the engagement towards a charity or organisation that collect money or in other ways support others. The engagement can be made both by a company or an individual. A cause is the act of engaging people towards the same aim, engagement is in this case to donate money through a company.

I generally plan my purchases *

	1	2	3	4	5	
Not often	○	○	○	○	○	Very often

It is important that I have a personal experience to the cause *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

It is important that I have knowledge about the cause *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

It is important that the cause evoke my emotions *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

If no previous knowledge or personal experience, I am still motivated to learn about the cause *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I pay attention to CRM campaigns *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

How often do you donate to CRM campaigns? *

- ○ Less than once a month
- ○ Once a month
- ○ Three times a month
- ○ More than three times a month

It is important to me that the campaign includes information about what benefits it serve to others *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

The information about the consequences of not donating to a cause affects me *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

It is important to me that the campaign include information about the aim of the cause and where the money will go *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

It is important that the CRM campaign reflect my personal values *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

It is important that I am involved, for example by choosing the cause myself *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

It is important that I like the company before I decide on supporting the cause *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

A reasonable minimum donation size for me is *

- ○ 10 SEK
- ○ 20 SEK
- ○ 30 SEK
- ○ 40 SEK

A reasonable maximum donation size for me is *

- ○ 200 SEK
- ○ 400 SEK
- ○ 600 SEK
- ○ 800 SEK

I am less sensitive to the total price (product price + donation) when I support the cause *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I prefer it when the company decide on how much should be donated *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I prefer it when I get to decide on how much should be donated *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree