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KNUST

**THE EFFECT OF CAUSE PROMOTION ON THE PURCHASE INTENTION OF
CONSUMERS OF BOTTLED WATER IN GHANA. A CASE STUDY OF AWAKE
MINERAL WATER**

BY

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DECLARATION

I hereby declare that this thesis is the result of my own original work towards the master of science in marketing and that except for other people's work which have been duly acknowledged at reference section, no part of it has been presented for another master's degree in this or any other College.

I am therefore responsible for the views express and factual exactness of its content.

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DEDICATION

I offer this thesis in honour of my parents, whose limitless affection and selflessness have profoundly shaped the trajectory of my journey. To my siblings, who went beyond their means to ensure my educational pursuits, your unshakable faith in my potential and tireless dedication have been the propelling impetus behind my quest for knowledge.

As I stand at the threshold of comprehension, armed with the instruments to decode the enigmas of our world and the realms beyond, I acknowledge that this key signifies not solely academic accomplishment, but also grit and resolution. You sparked my inquisitiveness and instilled virtues that stretch far beyond the confines of this thesis. Your offerings are ingrained in each word I inscribe, every revelation I unveil, and every ambition I strive for.

To each one of you, my guiding luminaries, my bastions of fortitude, and my steadfast advocates, I convey my profound appreciation. This feat is as much a testament to your efforts as it is to mine.



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ABSTRACT

The intense rivalry between businesses regionally and across the world has forced companies to undertake new techniques to increase sustainable aggressive advantage whilst becoming more accountable for business expenditures. The research is on the effect of cause promotion on the purchase intention of consumers of bottled water in Ghana. The aim to assess the knowledge of cause promotion among customers of bottled water in Ghana, to examine the impact of cause promotion on the purchase intention of customers of bottled water in Ghana and to identify the obstacles to cause promotion implementation in the bottled water industry in Ghana.

The researcher employed deductive research approach, descriptive research design with quantitative research method. The researcher used the convenient sampling technique and a questionnaire. the study employed the SPSS for data analysis. The findings of the research shows that customer had knowledge in cause promotion by way of becoming aware about cause promotion through various external sources, higher level of consumer skepticism toward cause promotion, the donation size in cause-related marketing campaign is important, donation amount expressed as a percentage of a sale price, linking of an organization's product with a donation, personal involvement with the cause promotion, perceived sincerity of a cause promotion sponsor, and donation framing: in absolute money terms. The research revealed that there is a significant level as 0.000 ($P \leq 0.000$). F-statistical significance of 79.316. This deepens the analysis that, there is a significant influence between cause promotion and purchase intention. The analyses of the research show that the challenges to cause promotion implementation is through uncertain information, a prejudicial issue for the cause promotion, budget out for philanthropy, problem in calculating for the cause donation, buyer additionally perceived the organization as company owned and business philanthropy as opposed to corporate philanthropy.

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CHAPTER ONE

GENERAL INTRODUCTION

1.1 Introduction

This chapter seeks to address the background of the research, statement of the problem, research objectives, research question, significance of the research, scope of the research, overview methodology, and organisation of the study.

1.2 Background of the study

The intense rivalry between businesses regionally and across the world has forced companies to undertake new techniques to increase sustainable aggressive advantage whilst becoming more accountable for business expenditures (Mujahid & Mohiuddin 2008). In the end, customers are consistently demanding in terms of charge and nice, as well as a corporate social duty. Broadly speaking, cause promotion explains a company's exercise of matching product revenue with employer donations to charitable causes (Lucke & Heinze, 2015). Buyers are not satisfied with receiving products or services per se, they assume a price that is beyond the best in social responsibility. Nowadays, clients are attracted to businesses that are a hit in playing their position in social duty phrases. If unique groups provide comparable products, clients will choose groups that act according to their social obligations (Anghel et al., 2011).

The instances explain why social obligations have become a key part of public family members and a major aspect of organizational survival. Today's competition means that excellent value is not enough for customers to enjoy. Indeed, businesses try to differentiate themselves from others through their social responsibility (Rashid et al 2015). In this regard, cause promotion is considered an effective tool for promoting the social responsibilities of organizations (Rashid et al, 2016). The advantage of cause promotion for conventional companies is that it creates an

emotional connection with several clients beyond their rational engagement with brands. Cause promotion would possibly really influence the coronary hearts and minds of customers. As a result, an effective and sustainable relationship can be created and strengthened between the organization and its customers (Westberg, 2004).

In today's aggressive environment, excellent is the simplest effective ingredient in purchasing by consumers or customers. Clienteles attempt to discover firms that play their position in phrases of environmental issues and social issues (Nilsson & Rahmani, 2007). Cause promotion is one of the modern advertising and marketing strategies that corporations can use to create value for their customers. Businesses that use such advertising and marketing in their strategies donate a portion of their earnings to charities and other related causes. In this experience, cause promotion is considered in those marketing sports where corporations donate a portion of their profits or profits to charity (Firmansyah, 2010). Diverse features inspire agencies to carry out cause promotion that comprises aggressive pressures and booming markets on every national and global scale. In such conditions, companies choose to use a purposeful marketing approach to reveal that they are different from their competition (Westberg, 2004). Cause promotion is usually a high-quality way to fulfil social obligations and attract the eyes of customers and various stakeholders (Bagdonaite, 2012). It is also considered a powerful tool for improving the quality and well-being of lifestyles on a macro level. Then again, the development of social capital is another outcome of Cause promotion that results in progressive public guidelines and social well-being (Shah, 2013). The growth of efforts to apply for cause promotion in recent years influences the inclination of agencies or even public companies to use charities and reconsider the position they could play in improving public attitudes. Cause promotion is promoted as an extreme trend in the current aggressive environment. Although this strategy is not free from mistakes and defections, it has its pros and cons. Given the importance of charity to citizens, the proper use of cause promotion can be

powerful in the short-term and long-term fulfilment of organizations. Cause promotion has been used successfully by businesses in the European Union, however, it is at the prime of its boom in several growing countries.

Purchase intention signifies back to the opportunity that a purchaser plans or are inclined to purchase selected products or services someday inside the destiny (Wu et al., 2011). This variable has been widely studied as a predictor or antecedent of the next buy, and giant studies have previously been conducted to become aware of elements that have an impact on purchasers' purchase intention (Martins et al., 2019). Walia et al. (2016) believe that each theoretical and empirical guide provides “affirmation that consumers' buying aim is generally driven by way of their know-how of product suitability and wishes through the statistics provided, irrespective of product kind (charge, complexity, and involvement) .” Several pupils have additionally observed that reason-related advertising and marketing stimulate clients' purchase intentions, especially when the reason is relevant to their lives (Galan-Ladero et al., 2013). Chaabouni et al. (2021) explain consumers’ conduct when it comes to motive-associated advertising as follows: "On the only hand, it's far supposed to guide a motive and offer assistance, and alternatively, to feel proper and experience a moral pleasure."

Research conducted by Nida (2013) on the impact of cause-related marketing on consumer purchase intention indicates that cause promotion contributes to buyers' purchase intention, and various facilitating elements additionally mediate the relationship between reason-related marketing and purchase goal. Considering the results of the survey, companies could be in a better position if they work on advertising campaigns related to cause promotion because it allows to improve the corporate image, multiply the splendour of the emblem, and also helps to convey a high-quality change in the mindset of customers, which ultimately affects the purchase objective of the last customer.

1.3 Statement of problem

Cause promotion strategy is current and extensively used by maximum groups in developed countries. Several studies paintings have been carried out in developing countries like the United Kingdom, the USA, and New Zealand, that have delivered new aspects approximately matters associated with advertising and marketing programs; the outcomes helped companies develop such campaigns to boom income and also construct a high-quality emblem image (Shabbir, et al., 2010). But, there is a lack of research on cause promotion on purchase intention in developing nations.

For an organisation to turn out to be a significant entity with which consumers can discover, manufacturers must be connected with sure symbolic values along with philanthropy as well as civic-mindedness. While the bottled water industry in Ghana has witnessed significant growth in recent years, there is a notable absence of comprehensive research on the influence of cause promotion initiatives by bottled water brands on consumer purchase intention. A few researchers additionally claim that "constructing stable dedicated relationships is together beneficial (Martins et al., 2019). In this context, many companies have discovered the importance of strategic social alliances and developed cause promotional packages. As a kind of CSR, cause promotion has been of interest to specific businesses. Social responsibility is gaining an increasing reputation among emblem marketers who agree that this approach facilitates improving both brand mindset and purchase aim. Cause promotion has to turn out to be one of the fastest growing varieties of advertising conversation, that's meditated in the extended spending in this shape of verbal exchange with customers (Sanjeev & Nagpal 2017). A company like Awake mineral water in Ghana have used cause promotion as a strategic tool. Cause promotion is likewise used as a tactical device to attract customers to a cause that could, in the long run, cause extended sales. Retaining the exceeding assumption in idea, it's miles very crucial to realize how the mind associated with cause marketing and advertising affects

the purchase intention of purchasers. Studying cause promotion can enhance one's know-how; moreover, it would help businesses to push focused advertising and marketing campaigns to reap achievement. This perception is carried out to show the impact of cause promotion on the customer's purchase intention (Wu et al., 2011). The prevailing may be useful as an outstanding step closer to the advantage of the company and the clients themselves contributing to the reason. This perception will assist corporations to benefit from higher relationships with companies and in addition with customers (Walia et al. 2016).

Despite a global trend towards cause-related marketing and growing consumer awareness of social and environmental issues, there is a research gap regarding the specific impact of cause promotion strategies within the Ghanaian bottled water market. This research aims to bridge this gap by exploring the extent to which cause promotion influences the purchase intentions of Ghanaian consumers in the context of bottled water, shedding light on the dynamics and potential benefits of such marketing strategies in this specific market (Walia et al. 2016). Consequently, understanding the interplay between cause promotion and consumer purchase intention in the context of bottled water consumption is crucial for both academia and the industry, offering valuable insights for businesses, policymakers, and marketers aiming to foster socially responsible consumer behavior in the Ghanaian market. By using performing social tasks, you construct customer acceptance as true within groups. These inferences lead to the research effect of cause promotion on the purchase intention of consumers of bottled water in Ghana.

1.4 Research Objectives

This study seeks to examine the effect of cause promotion on the purchase intention of consumers of bottled water in Ghana. In assuring that the objective can be achieved, few specific objectives need to be accomplished. These specific objectives are as follows:

1. To assess the knowledge of cause promotion among customers of bottled water in Ghana.
2. To examine the impact of cause promotion on the purchase intention of customers of bottled water in Ghana
3. To identify the obstacles to cause promotion implementation in the bottled water industry in Ghana.

1.5 Research Question

For the above objectives to be achieved, the study will attempt to answer the following questions.

1. What is the knowledge of cause promotion among customers of bottled water in Ghana?
2. How does cause promotion affect purchase intention on customers of bottled water in Ghana?
3. What are the obstacles to cause promotion implementation in the bottled water industry in Ghana?

1.6 Significance of the study

Every research study has its importance pose to academic, policy and organisational running or operation. The successful completion of the research will aid in the development of a marketing system for cause promotion. Many companies do not see the importance of cause promotion which this study will unravel. The study will also help in the organisational marketing administration system. companies in developing countries do not pay much attention to cause promotion. This study will give organisations the way forward to inculcate cause

promotion strategy into their marketing administration. The study will also aid as literature for further research in the area of cause promotion to consumer purchase situation.

This research contributes to practical outcomes by informing marketing strategies, enhancing competitive advantages, fostering consumer engagement, promoting sustainable practices, influencing policy and regulation, inspiring social responsibility initiatives, and emphasizing the importance of consumer education in the bottled water industry in Ghana. These contributions are significant for businesses, consumers, and society at large.

1.7 Scope of the research

The research concentrated on the effect of cause promotion on the purchase intention of consumers of bottled water in Ghana. The research was conducted using a case study approach by limiting itself to Awake Mineral water. Respondents were limited to management and staff of Awake mineral bottle water.

1.8 Overview of methodology

This research was conducted by employing the following methodologies in collecting and analysing the data. The research was on a deductive approach. The study used the descriptive research design layout Data was collected from the staff and management of Awake mineral water. Considering the research objectives, quantitative research method was employed and considered appropriate since it facilitates the examination of the objectives. The objectives were tested based on empirical data using Linear Regression. The SPSS software were used to enact the results. Consequentially, preliminary analytical procedures were undertaken to check the following: (a) the appropriateness of the data distribution (b) exploratory factor analysis (EFA) to examine the appropriateness, factor extraction (c) test for internal

consistency and reliability, (d) tests of multi-collinearity among explanatory variables. Lastly, the objectives were tested for direct relationships using multiple linear regression models.

1.9 Limitations of the study

This study has deepened the empirical research on cause promotion and purchase intention in the bottled water Industry in Ghana. However, there are unquestionably some limitations for the study. First, the researcher cannot claim to have fully comprehended cause promotion related debates within the respective period. High-level information density in the specified field of the investigation did not permit the researcher to cover a whole range of articles related to the various topics of interest. Another limitation is the scope of this current study. Out of over three hundred twenty (320) workers, the researcher was only able to sample 175 workers at Awake mineral water in the bottled water industry in Ghana.

1.10 Organization of the study

The research was in five chapters: Chapter one offers the advent of the topic which contains the background of look at, the assertion of trouble, objective of the look at, research questions, the importance of the look at, scope of the have a look at, the problem that will be examined. Furthermore, Chapter two reviewed the preview literature by using different authors and researchers that pertain to the vicinity of the study. chapter three encompasses the technique used for the research study with a detailed description of how records used for the observation were amassed. Moreover, Chapter four addressed the critical discussion and analysis of statistics gathered in the direction of the research. Finally, chapter 5 was with the precise findings in chapter 4, the conclusion and advice of the study.

1.11 Summary of the chapter

The thesis gave an overview of the topic being researched on. This highlighted on previous studies under cause promotion and purchase intention. The section of this study provided the contribution the research will provide in terms of literature to another research that are to be conducted. The study also gave the importance the research will provide to policy makers and companies operating under the bottled water industry.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This section talks about literature connecting to the research work. This consist of books, journals, articles, newspapers and publication concocting to the effect of cause promotion on the purchase intention of consumers of bottled water in Ghana.

2.2 Cause promotion theories in consumer behavior

Many theories and ways have been developed to help clients respond closer to cause promotion and socially responsible sports through organizations. The main theories that aid caused promotion are the credible model of persuasion, the social identity principle, the signalling concept, the seasoned social behaviour concept, the understanding model of persuasion, and the attribution theory.

2.2.1 The Elaboration Likelihood Model (ELM)

Describes a change in attitudes. Petty and Cacioppo (2007) developed the idea of ELM. Their model aimed to explain different approaches to stimulus processing, why they are used, and their outcomes for attitude change. in terms of CRM, consumers who are highly concerned regularly show better cognitive processing (Petty and Cacioppo 2007). Their involvement in the cause is a result of their previous enjoyment of products related to the cause. therefore, they find that the offer is very essential and relevant to them personally (Patel, Gadhavi, & Shukla, 2017).

2.2.2 Social Identity Theory

This suggests that one's sense of who one might be depending on the groups one belongs to. therefore, a person's self-concept comes from the organizations to which that person belongs. a person may act differently in different social contexts according to the groups they belong to. by the theory, this occurs in three stages that create this mentality within the institution/outside the organization. The stages include social categorization, social identification, and social contrast. within the segment of social categorization, people are classified into societies so that they can be recognized and selected. within the social identity segment, human beings adopt the identification of the institution to which they belong and act accordingly. In social contrast, after people categorize and select within a collection, they tend to evaluate their organization (Tajfel and Turner, 1985). in the context of cause promotion, the idea of social identification arises when people tend to create social classifications based entirely on a systematic definition of others. they will surround themselves with the same social environment. this is where consumers become aware of themselves with a corporation that includes a corporation that is no longer making money. as a result, they grow by sharing in the successes and failures of the business venture. consistent with their own identity toward society, they may be willing to participate in a reason-related campaign (Cornwell & Coote, 2005; Gupta & Pirsch, 2006).

2.2.3 Signaling Theory

This represents the basis for expertise in using cues between clients to evaluate an object. The concept of signalling suggests that the statistics a man or woman obtains as indicators can guide their choice so that any cues supplied to the buyer with information that is regularly necessary to critique factors that may be unobservable (Spence, 1973). for example, customers want

statistics that allow them to distinguish between product sellers and people with low-satisfaction products. To solve this information problem, marketers use pre-purchase signals to give premium quality to their products. according to CRM, statistics provided in a cause-related marketing campaign can additionally act as alerts for target buyers to help them evaluate the cause-related product (Marhana Mohamed Anuar & Mohamad, 2012).

2.2.4 Pro-social behavior theory

This represents a huge classification of actions that are defined as actions that usually benefit others. These actions consist of helping, sharing, donating, and facilitating (Bar-Tal, 1976). Prosocial behaviour is generally considered to be actions that could be perceived as voluntary, that have great social effects without anticipation of external praise, and have two dimensions: (a) the behaviour is performed for a purpose (altruism) and (b) the behaviour is achieved as an act of restitution. The idea shows that 4 factors influence the process of judging people: (1) non-public variables along with demographic characteristics and character tendencies; (2) situational variables, characteristics of the exact state of affairs and temporary mental states of the potential helper; (3) variables that indicate the character to be searched for; and (4) cultural variables, which include norms and values that prescribe appropriate behaviour within the social organization of a competent helper. When it comes to a motive supporting a purpose-built product, it can be considered a form of commercial purchase that is associated with pro-social values. Buyers should also not forget about targeted advertising as a mixture of the purchase decision and several types of prosocial behaviour (Ross et al., 1992).

2.2.5 Persuasion Knowledge Model

This examines consumers' set of ideals approximately how persuasive "agents" such as entrepreneurs, salespeople, and advertisers operate, together with perceptions of agents' desires and techniques, evaluations of the effectiveness or appropriateness of salespeople's attempts at persuasion, and buyers' abilities. It deals with the attempts of traders. Simply put, cause promotion is how human beings' know-how in persuasion affects their responses to persuasive attempts. The release focuses on two primary components; the first is that persuasive expertise contains "causal-exploratory beliefs about the psychological states that strategies express to mediate the effect of an individual's persuasive attempts on another man or woman's closing moves". Following the characteristics of cause promotion buyers, they can take shape in the first part of the model. The second element is that persuasive processes include income presentation and advertising. Any form of advertising communication through a business enterprise can match cause promotion in the 2D component. Consistent with Friestad and Wright (1994), understanding persuasion enables them in all their interactions with marketers.

2.3 The Origin of Cause promotion

The literature reported that cause promotion as entertainment (Hanzaee et al., 2019). It has become localized that promoting a cause is more attractive and beneficial than simply promoting a hobby reason. Targeted promotion can be referred to as a targeted promotion and fundraising initiative or marketing method that has become very attractive in recent years (Ferraris, et al. 2019). Cause promotion is one of the modern advertising strategies used worldwide (Demetriou et al., 2010), specifically with the help of businesses in Western

international locations (Sabeti & Karsalari, 2014). The concept of theme promotion has recently become a corporate philanthropic fad (Thomas, Kureshi, & Vatawala, 2019).

The term was first coined by Varadarajan & Menon in 1988 as: "a way of formulating and enforcing advertising sports characterized by a firm's proposal to contribute to a designated cause when clients make an acquisition". it's a mile form of sponsorship that hyperlinks the purchase of business enterprise manufacturers with a donation to a particular cause in society.

The origins of cause promotion success can be traced back to a specific American company. The company released an advertising and marketing campaign in 1983. The marketing campaign turned into helping to renovate the Statue of Liberty. She promised to donate a penny to the renovation for every use of her loaded card and a dollar for every new card issued in America during the fourth area of 1983. Percentage boom in the use of cards and an enormous boom in the number of new playing cards issued. This \$6 million nationwide advertising campaign ended up with a \$1.7 million contribution through a yank company specific to the Statue of Liberty. Whereas then many corporations around the world pursued exclusive innovative applications with the expectation of reaping the identical beneficial consequences as American explicit (Varadarajan & Menon, 1988). Later and later and so far businesses are imitating this thing and promoting a marketing campaign to reap the benefits of this strategy. The number of cause promotion campaigns has regularly multiplied over time, and there are many examples of successful collaborations between brands and causes that have brought benefits to each event (Bergkvist & Zhou, 2018).

There are various popular examples of campaigns for reason merchandising; Himalaya Drug company, on the side of Smile, educated India through "Mission Muskaan" in 2016 and tried to remove the stigma related to cleft deformities. The company has donated rupees from the purchase of each Himalaya Lip Care product to enable cleft surgeries for impoverished children. Similarly, Yoplait along with three charities for the majority of breast cancer in the

US. In 2014, it launched a web initiative "comrades in battle". This marketing campaign helped shoppers surf, enter codes located on select crimson Yoplait lids, and direct 10-cent donations to breast cancer charities (Thomas et al., 2019). TOMS Shoes has incorporated promotion into the corporate identity itself by donating a pair of shoes to a child in need for every pair of shoes offered by TOMS Shoes (Eastman, Smalley, & Warren, 2019). In 2008, Starbucks donated 50 cents from the sale of Starbucks Special Red Drinks to the Global Fund to Fight AIDS, Tuberculosis and Malaria (Ferraris et al., 2019). In addition, cargo manufacturers together with Montblanc launched a "Signature for right" marketing campaign in which Montblanc donated 10% of its retail revenue to aid UNICEF training programs (Fazli-Salehi, Torres, & Zúñiga, 2019). In addition, Procter and Gamble have established a long-term partnership with UNICEF to facilitate the elimination of maternal and new-born tetanus by providing one tetanus vaccination for every Pampers purchase. More examples are; Tommy Hilfiger, which donated 50% of the price of a particular bag to Breast health international, and eBay for Charity, which raised more than \$100 million for charities in 2018 by enabling human beings to help their favourite causes after they buy or promote on eBay (Vrontis et al. 2020).

2.4 Overview of cause promotion

The phrase causes advertising and marketing, changed and coined in 1983 to explain a particularly successful American-specific application that promoted the restoration of the Statue of Liberty. As a result, in the early 1980s, many companies considered theme advertising as a strategy to increase revenue and market share, increase corporate social responsibility rules, and improve corporate photos and logos.

According to Sanjee and Generation (2017), Cause promotion is a method of formulating and implementing advertising sports that feature an offer from a company to contribute a certain amount to a designated purpose when customers engage in income-generating exchanges that meet organizational and character goals. Considering that its marketing method related to development has had a major impact on corporations, organizations and buyers faced with disappearing diversity within product price and promotion possibilities, saturated markets and a shorter product life cycle, organizations attempt to revitalize their producers by connecting them to ethical reasons. It allows them to stand out from the competition and boost their logo placement. Marketing strategies associated with the theme appear under six broad headings. these are advertising (where a commercial enterprise associates itself with a particular cause and uses its advertising and marketing to convey the cause's message), public members of the family (attracting press and public interest to a strategic partnership between a business and a non-profit organization), sponsorship (corporate sponsorship of a specific program or occasion), licensing (the organization pays for a license to use the charity brand on its products or providers) and direct advertising (each business and non-profits improve the price range and promote brand awareness), which depend on the same old business practices. The final bureaucracy is facilitated by giving and buying evoked gifts. Facilitated by giving helps sponsor donations to charity. The most widely used practice is buy-bring for donations; in this practice, the organization spends a percentage of the income on a charitable cause or agency (Sanjee and generation 2017).

It has been shown that clients' perceptions of social responsibility and cause promotion can positively influence their ideals and attitudes towards new products and companies. These findings were particularly significant for teachers, but not for managers and practitioners. “Companies walk a fine line between reaping multiple sales, goodwill and great publicity, and exposing themselves to bad publicity and accusations of misusing things. The key to successful

cause promotion is the consumer purchasing a purpose-connected product, and the experimental method has generally changed during this process. consequently, this approach systematically reviewed the cause promotion literature that measured customer purchase intentions using an experimental method. Systematic literature studies were turned into performed by consulting five databases and 68 certified articles were recognized. The results confirmed that cause promotion is handled as a tactical advertising and marketing program in the majority of qualified research, and the goods are mainly low-cost and coffee. moreover, cause promotion is more effective than conventional advertising or sales promotion techniques consisting of discounts and coupons. moreover, specific features of the cause promotion program (eg, donation amount, cause type, message framing) have shown positive results, but the combined effects are chronic. recommendations for promoting cause promotion programs and for future studies were discussed by Michelle (2017).

2.5 Types of cause promotion

Cause advertising and marketing campaigns range in scope and layout, varieties of non-profit partners, as well as the nature of relationships between companies and their marketing partners.

2.5.1 Donating a portion of each purchase

this is within the maximum not unusual form of courting; an organization may donate a portion of each buy made with the aid of its customers at some stage in a specific period to the non-profit entity. e.g., assignment Shiksha in keeping with which, with each P&G product purchase, some component goes to the bad toddler schooling fund. some other instance is ITC, the organisation that launched a national campaign for water conservation. consumers who buy Aashirvad merchandise (atta, spices and salt) had been made conscious that from its sale, a worthwhile contribution was being made to the water conservation efforts of the state.

2.5.2 Engage in educational or awareness-Building activities

No longer do all campaigns direct money to non-profit organizations; some collaborate mainly in academic or focus-building activities. E.g., Tata Tea's 'Jago Re' marketing campaign. Another example is Aircel's save the tiger campaign. The Shop Our Tigers marketing campaign is a joint effort between Aircel and WWF India to shop flora and fauna, specifically tigers (Kathiravan and Kanthiah 2019).

2.5.3 License is given to a company by a non-profit organization

In accordance with Kathiravan and Kanthiah (2019), this is the licensing of charitable trademarks and symbols. under this technique, a non-profit organization grants an employer a license to expand, manufacture and market/distribute a product related to the business, this is promoted either through the organization's brand or co-branding with each challenge of the corporation and non-profit for a fixed number of products manufactured or for hard and fast length. in this form of CRM, commercial enterprise corporations' market and promote their services or products under the banner of a non-profit business using their logo, image, and call (Rekha and Raman 2021).

2.5.4 Transaction-based promotions

According to this method, the business organization's contribution will depend on the consumer's purchase of products or services related to the cause (Rekha and Raman 2021).

2.5.5 Joint-issue promotions

In this method, a business organization and a non-profit organization jointly create programs to raise awareness of a social cause or social concern (Rekha & Raman 2021)

2.6 The role of cause promotion in consumers' purchase intention

According to Schiffman and Kanuk (2004) attitudes is a learned predisposition to behave in a coherently beneficial or harmful way closer to an object, while Page and Luding describe it as a psychological personal inclination toward a coherent beneficial or negative response and behaviour due to and because of an attitude toward stimulants. Several ways of interpreting attitudes are created to recognize attitudes and relationships between client attitudes and customer behaviour, and subsequently to make strong moves to shape and trade them. Schiffman and Kanuk (2004) emphasize a theoretical version of attitudes that provides affective, conative, and cognitive components of thinking. They stress that studies of customer behaviour indicate that the conative factor of attitude is regularly considered to represent a customer's intention to buy.

A theory developed by Fishbein and Ajzen on reasoned action (Matos et al. 2007) which links attitudes, intentions and behaviour and anticipates the purchasing activities of customers. They consider that attitude is highly positively correlated with the purchase and that it is able to effectively anticipate the buyer shopping for the event. They conclude that clients' intention to buy is a higher indicator of the final purchase decision only relative to thinking closer to purchasing the item. Page and Luding (2003) say that the idea of reasoned action confirms that it is possible to predict consumer behaviour by miles if attitudes are considered at the time the behaviour occurs, although various elements, together with non-public attitudes and the effect of reference organizations, impact for the purpose of purchasing (Matos et al. 2007). Verdurme

and Viaene (2003) suggest that when the theory of reasoned action developed Ajzen's Principle of Planned behaviour, intended behaviour is determined through non-public attitudes toward behaviour, subjective norms, and perceived behaviour. At the same time, non-public attitudes closer to behaviour are defined through certain beliefs about behaviour and their subjective evaluation. Pratkanis and Turner (Luding, 2003) emphasize that the power of thinking has a huge impact on attitudes and behaviour within how effective thinking towards a logo or product leads to a higher quality impact on the purchase target.

For this reason, buyer behaviour is directly influenced by attitudes closer to specific products and advertising activities related to an equivalent product (Engel, Blackwell, Miniard, 1995, in Darling, Puetz, 2002). However, the goal of advertising communication is to create emblem awareness, create superior patron attitudes toward a specific brand, and stimulate purchase intent (Belch, Belch, 1998). Cause advertising tasks are, as mentioned above, a robust advertising communication tool that goes a long way toward achieving your preferred marketing goals. Thorne McAlister and Ferrell (2002) and Husted and Whitehouse (2002) emphasize that the most common goal of agencies that carry out motive-related advertising tasks is to create a favourable influence on beneficial consumer attitudes and purchase intentions of the product in question and a sales boom. in relation to customer behaviour, it is miles important to say that the fulfilment of purpose-related advertising and marketing campaigns is based on the life of socially conscious customers who are inclined to help others. Cause-related assistive marketing is seasoned customer social behaviour (Youn, Kim, 2008). As defined by Youn, and Kim, (2008) customer behaviour that contributes to the common law instead of pleasurable personal pursuit. Webb and Mohr (1998) that research on consumer attitudes and the influence of purposeful advertising projects on their behaviour began in the mid-1990s, despite earlier recognition and support of reason-related advertising and marketing campaigns. All concerned stakeholders, Landreth and Garretson (2007) recommend that

studies evolve from an initial focus on marketing campaign factors such as proximity to gifts, product type or length of gift, to research on other aspects consisting of the effect of marketing campaigns and green donation quantification, all aimed at comprehensively understanding the effect of cause-related marketing campaigns on consumer behaviour (Landreth and Garretson Folse, 2007).

The desired effect of causal marketing campaigns on customer attitude and intention to buy the product included in the marketing campaign has been demonstrated by several authors (Hajjat, 2003). Farache et al (2008) describe that studies show that consumers, when asked to evaluate purpose-related marketing projects, are usually of high quality. Schiffman and Kanuk state that it is possible to trade attitudes toward goods, services, or brands by emphasizing their ties to social organizations, events, or opportunities (2004). Ross et al (2008) found that a causal advertisement for an unusual top has a positive impact on the attitudes and perceptions of buyers and that this effect is stronger for girls than for men.

Farache et al., (2008), and Kotler and Lee (2009) consider that purpose-linked advertising sports undoubtedly affect the company's reputation. Increase patron loyalty and create beneficial attitudes, encourage and engage employees, increase revenue and market share, and create high-quality exposure. in line with a community business survey, 86% of consumers surveyed would purchase a product associated with a non-profit reason over one that is not, if the quality and extent of the product were the same (Hajjat, 2003). Effective implementation of strategic cause-related advertising initiatives is of high quality and has an impact on customer perceptions of the company and its products, kingdom Dacin & Brown (1997). Moreover, research shows that several factors, such as the type of reason for non-acceptance, the fit between the purpose and the company, non-public familiarization with the purpose, gender, and the size of the gift, can influence and exchange consumer attitudes (Farache, 2008). Trimble and Rifon (2006) state that after compatibility does not play a key role, customers are

motivated by using other elements of the marketing campaign, including the length of the marketing campaign, the importance of the non-income motive or proximity, and the length of the donation. Hou, Du, and Li (2008) examine the impact of cause on clients' purchasing decisions and conclude that customers decide on neighbourhood causes over national ones.

2.7 The benefits of cause promotion

There are a number of well-adjusted advertising strategies, but the reason behind the boom in theme advertising approach is the benefits it provides. purpose-focused advertising and marketing is a summary of 3 key individuals consisting of business facilities, non-profit businesses and consumers. each of these types of events is said to bring great benefits through targeted marketing. The blessings of each of these three parties are mentioned in detail below.

2.7.1 To the business Organization

According to Rekha & Raman (2021), Cause promotion help to increases employee morale and loyalty – when employees understand the agency's commitment to a purpose, they develop a sense of admiration and loyalty to the organization, which can replicate their overall job performance. Improves corporate image – Adopting cause-related marketing tools to showcase the business' contribution to society. This, on the other hand, makes it possible to outline or improve the existing corporate image of the agency.

Improves brand cost – Demonstrating social commitment satisfies the expectations of corporate company clients and helps increase company logo fees. Cause promotion increases the credibility and popularity of the company - buyers trust companies that act in a socially

responsible way, because their actions reveal their true values and ideals, and they are proven to be trustworthy.

Increases revenue and revenue – A higher relationship with staff and customers increases business revenue and revenue. Moreover, it facilitates a crucial relationship between the corporation with all its stakeholders (Rekha & Raman 2021).

2.7.2 To the non-profit organization

Financial assets - the main advantage of entering into a partnership with a commercial enterprise is economic assistance to a non-profit organization. An employer working for a wonderful cause will require a financial guide for various purposes, which will be fulfilled by joining hands with a business corporation that contributes to the employer's wishes.

Visibility and recognition – targeted advertising and marketing campaigns act as a free means of promoting the cause alongside the non-profit organization. Thus, it helps create a focus approximately the cause of a number of the public without much effort.

Accelerated Volunteers – When the public learns about the uplifting desires and problems of society, many may additionally show a willingness to be a part of the answer. This will increase the volunteer guide for the company.

Broader assistance – financial assistance can additionally help an organization to satisfy its economic wishes, but for holistic business development, a business agency provides its assistance in managerial, technical, professional and physical components of a business (Rekha & Raman 2021).

2.7.3 To the Consumer

The client plays a crucial function in causal advertising and marketing because the complete fulfilment of the campaign depends on how the buyer reacts to it. Many studies have confirmed that consumers are receptive to advertising and marketing campaigns related to a theme and are inclined to extend their help in order to be successful. when he engages in mind-related advertising campaigns, he gets the opportunity to paint for a noble cause, and every now and then he may also benefit directly or indirectly from reason-promoting campaigns (Rekha & Raman 2021).

2.8 Purchase intention of the consumer

Consumers may also intend to purchase a selected brand because they understand that the brand offers the right features and best or emotional benefits. The perception of being too best can also lead clients to understand the distinctiveness and superiority of the chosen logo and therefore inspire them to choose that logo over competing manufacturers. Absolutely speaking, the various factors of all brands are the same, consumers can also buy a higher nice emblem.

An organization is said to have implemented a cause promotion strategy to meet a number of objectives associated with the company's approach, marketing approach, or product character method. However, these goals tend to have a comparable end goal, the purpose of purchasing a brand. The goal of buying a brand can be described as "the tendency to buy a brand mechanically in the future and endure the transition to every other emblem". This tendency is for the patron to buy the brand (or make another appropriate move associated with the purchase). It is the miles-anticipated, conscious creation of motion step plans, that is the final step of the client's response (Sanjeev & Nagpal 2017).

There are elements that contribute to brand purchase intent being a critical cause promotion objective. The first element is that purchase intention is the best predictor of a buyer's purchasing behaviour. This relationship is empirically tested in hospitality and tourism. The second factor is that nowadays an increasing number of clients around the world perceive the brand. With the scope of the product, customers cannot prudently evaluate the entire product with other products. To reduce the perceived risk of acquisition, they try to buy manufacturers. What's more, they try to find more facts and repeat the acquisition of the sign that made them happy (Sanjeev & Nagpal 2017).

2.9 The impact of cause promotion on consumer purchase intention

Cause promotion is an approach made to communicate a nice photograph to consumers; it's far less expensive to promote the enterprise brand with a bit of luck; it's miles adjustable and centred on the particular target segments (Sanjeev & Nagpal 2017). Cause promotion isn't simplest and inexpensive but is additionally flexible to address different purchaser segments (Kulshreshtha et al., 2019). A Cause marketing campaign creates a right-away link between the company and the client, making the consumer extra related to developing "cause-affinity". by using supporting a specific motive, the employer will become linked to the supported purpose. This might create a favourable photo of a number of the central section (Sheikh & Zee, 2011). Based totally on the Nielsen sustainability document in 2014 said that fifty-five percent of consumers are ready to pay extra to purchase sustainable brands that cope with and paintings closer to the betterment of society up. This percentage expanded from forty-five percent in 2011(Aggarwal & Singh, 2019). For businesses, cause promotion is a strategic advertising pastime than mixes social duty, commercial enterprise charity, and investment for

a non-earnings company in the equal bowl (Janet & Philip 2008). Businesses enforce reason-promoting strategies to set up an emotional connection with their clients; hence, can construct a favourable corporate photograph, beautify the business reputation, grow the patron bases, unfold in new market segments, experience accelerated sales and gain competitive advantage (Vrontis et al., 2020). These advantages are the handiest display whilst the price and fine notion gave the impression to offer splendour (Jaber & Jaber, 2020).

In line with Nida (2013) companies had been selling their acts of altruism and philanthropy to add to their company image and make an advantageous attitude in the mind of purchasers of the firm. A company image is defined as a multidimensional concept which contains four dimensions; company product photograph, corporate service photograph, corporate citizenship image and corporate credibility photograph. The corporate image is a man or woman's shared perception of a given organization. Cause advertising has many blessings from impressing shareholders, to enhancing the company's image and popularity. According to an investigation conducted, effects confirmed that respondents believed that cause promotion helps agencies to enhance the corporate image, brand equity, market share and usual aggressive position. The corporate image of groups worried about patron purchase goals impacts consumers' purchase decisions. So, the relation between cause promotion, corporate image and client purchase purpose has been established before studies (Nida 2013).

In step with Nida (2013), previous research indicates that about 92% of respondents believed that cause promotion develops a positive picture of corporations and types supporting the cause. Cause promoting produces advantageous trade in the attitudes of customers regarding the manufacturers that help it. similarly, studies elaborated on the connection among customers' extra nice attitudes closer to the motive and sponsoring corporation. Cause advertising campaigns have proved to be developing beneficial attitudes of purchasers in the direction of manufacturers and additionally beautify the image of the firm. The notion of clients

toward a cause additionally influences their beliefs and attitudes towards the product and the one who produces it. Therefore, cause promotion probably produces extra effective effects in place of ordinary advertising.

Most of the people of the studies have proved that cause advertising is perceived as a tremendous act by way of most customers and additionally they had a positive attitude closer to it along with their purchase intentions. The nice attitude of clients also depends on the significance of the causes perceived by way of the clients. An essential cause produces an extra advantageous attitude than an unimportant one perceived by way of the purchasers (Nida 2013)

2.10 Obstacles to cause promotion

Cause promotion may have been a proven marketing method, but it has its challenging situations. If not done with care now, cause advertising and marketing can backfire and adversely affect both the business organization and the non-profit agency that partners with it. Some of the key issues of cause promotion are listed below:

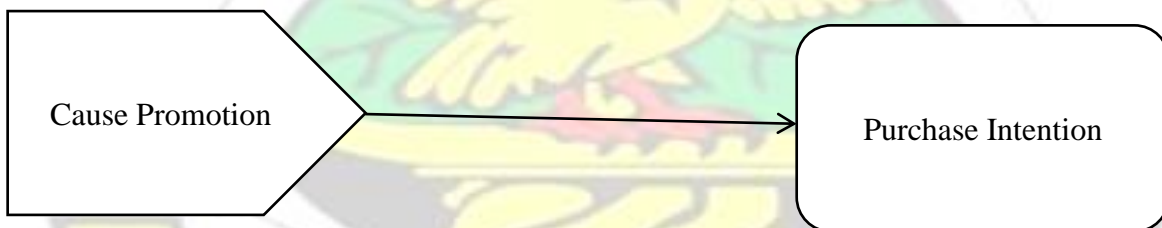
Business philanthropy as opposed to corporate philanthropy. Businesses can also choose causes based primarily on their business potential over their royalty to society. A prejudicial issue for causes. Businesses can also choose reasons that are popular and no longer debatable, while neglecting real, invisible, and much less popular reasons (Sanjeev & Nagpal 2017).

Budget cuts for philanthropy. Cause promotion can also become a substitute for traditional giving, and agencies can gradually reduce their philanthropy budgets. Mission alternate. Non-profit corporations can also regulate and replace their project and goals to meet the expectations and demands of the commercial organization. Compromise integrity. In addition, non-profit organizations may compromise their integrity and try to persuade their beneficiaries to become

clients of commercial business organizations in order to use the agency's assistance (Sanjeev & Nagpal 2017).

Uncertain information. Many consumers now do not properly understand the idea of marketing connected to reason. when we don't have the right knowledge, we stay away. Public Disapproval. Excessive commercialization of a cause may not attract traditional supporters and lead to disapproval of cause campaigns. Misconception. Buyers may additionally perceive the organization as company-owned and won't even know it's a miles unbiased enterprise that desires their support. An "enable enterprise Do it" mindset. In addition, the client may tend to shirk its responsibility to society by extending a "let it go to commercial enterprise" attitude and distancing itself from philanthropic activities (Sanjeev & Nagpal 2017).

2.11 Conceptual framework



Source: Authors Construct 2022

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This fragment of research assesses the processes used in performing look-under-look. It deals with study design, data sources, target population, sample size and sampling method, study instrument, validity, data analysis method and statistical series methods used to collect statistics. This also shed light on the system of studies used to achieve the basic objectives set out in the studies.

3.2 Research Paradigm

A research paradigm underlies the researcher's basic beliefs of inquiry, according to Kuhn (1996) it is a set of linked assumptions about the world which is shared by a community of scientists investigating that world and acts as "a criterion for choosing problems that can be assumed to have solution (Kuhn, 1996).

The nature of the positivist paradigm is that there is a single reality that exists, objectively measurable, inherently understandable and outcome oriented (Kuhn, 1996). A post-modernist paradigm (e.g., constructivism, interpretivist, or participatory) on the other hand considers reality as a social construct, interpreted by people based on their participation in events (Lincoln & Guba, 2000). The interpretivist paradigms tend to deeply explore, richly describe, and holistically understand the phenomenon in detail, while the positivist paradigm forms the basis of scientific tradition and, although not limited to, underlies most experimental and quantitative research methods (Deshpandé, 1983; Gummesson, 2003; Hirschman, 1986; Lincoln & Guba, 2000; Marsden & Littler, 1996). When the philosophy of a research is

positivism, we assume that the researcher is independent of and neither affects nor is affected by the subject of the research. Choosing a research method is generally based on (a) the researcher's view of reality (ontology), since this influences the choice of research methodology (Chung & Alagaratnam, 2001; Hirschman, 1986); and then (b) the requirements stemming from the central research question and the objectives of the research (Stake, 1994; 2000; Yin, 2003).

Cause promotion on purchase intention have utilized both qualitative research methods for theory, and quantitative methods for theory testing (Rosenbaum & Huang, 2002). The post-modernist paradigms are more subjective in nature, with constructed meaning or interpretation having more value than measurement and hence are not generally considered appropriate for survey or experimental research (Perry, Riege, & Brown, 1999). The positivist paradigm is suitable for quantitative research. When the research reflects the principles of positivism, working with an observable social reality is preferred and the end product of such research can be law like generalizations similar to the work of physical and natural scientist. In consideration of the objectives of the study and the phenomenon itself, a positivist paradigm was commended.

3.3 Purpose of the study

A research design consists of the descriptive, exploratory, and causal. The selection of a type depends on the purpose and objectives of the study. This study adopted a descriptive survey research design, the reason being that it is appropriateness for social scientists, this study adopts the survey research approach as a means of collecting primary data from respondents as well as collecting primary data from large populations to be specifically observed. Surveys are

known to be effective in gathering information on people's views, behaviour and definitions as well as relationships of cause and effect (Saunders et al, 2011). It is the use of questionnaires or interview strategies in documenting respondents' verbal behaviours. Surveys are frequently and widely used technique in giving feedback to 'who',' what',' where',' how much' and 'how many' in organizational and management research, according to Saunders et al (2011).

This study found it important to choose a method to execute the objectives of the research. There is different method for such execution namely quantitative and qualitative methods. According to Zikmund (2000), the main purpose of quantitative method is to find out the link among two variables where one is the dependent and the other independent variable. The quantitative strategy is used for researches in natural science which explains the granger causal relationship of variables for regression and predictions. They normally involve in huge samples that demands more statistical techniques. It has statistical tools like t statistics, p values, F statistics and z statistics and others for making decisions on hypotheses which also shows how significant the variables play a role (Zikmund, 2000). On the other side of the coin, the qualitative method is subjective in nature and is characterised by the nearness to the object of research (Zikmund, 2000). According to Zikmund (2000), most researches do not focus on quantities but values that the researcher places on a particular variable. It aims at demonstrating a picture of events or situations in relation to the investigations. It also provides more information and prerequisites for deeper knowledge of current problem and its findings are most at times not statistically reviewed (Zikmund, 2000). This study looks at assessing the using unmanned aerial vehicles as a logistic method in Ghana pharmaceutical industry, therefore, quantitative method using descriptive and inferential statistics will be adopted.

3.4 Sampling procedures

This is the methods that was being used to sampled the populations for the study. this talk about the sampling technique and the population of the study.

3.4.1 The population and sample

According to (Malhotra 2010), the population of a study refers to the collection of objects or elements that have the information the researcher seeks and with which references are made. Burns & Bush (2000) also explain population as the entire group under study by the researcher as indicated by the objectives of the study. The target population for this study consists of all the management and staff of Awake mineral water. The population is estimated as three hundred and twenty (320) respondents.

The sample is stretched to select a number of cases or participants from the population to estimate the characteristics of the entire population Burns & Bush (2000). Consistent with Zickmund (2013), researchers typically cannot make direct annotations of every individual in the population. A researcher collects data from a subset of individuals (the sample) and uses these annotations to draw conclusions about the entire population. Based on the Krejcie and Morgan (1970) statistical formula, the sample size is 175 on management and staff of Awake mineral water

3.4.2 The sampling technique

As stated with the help of Jebreen (2012), random sampling uses a random sampling technique to create a pattern. It includes simple random sampling, stratified random sampling, systematic sampling, cluster random sampling, and multilevel random sampling. Jebreen (2012) stated that non-random sampling techniques use non-random methods such as judgment or convenience. It consists of convenience sampling, quota sampling, judgment sampling, purposive sampling and snowball sampling.

The sampling technique employed for this research work is the convenience sampling, which is a non-probability sampling technique. A justification for this is Patton 2002 cited in Saunders et al (2007). According to him, the sample size for non-opportunity sampling in studies of commercial enterprises depends on the study questions and especially on the objectives of the studies. It is miles away, the logical relationship between the sampling method and the purpose and knowledge of the studies that is essential, and generalizations are made to an idea as opposed to a population.

Sampling is concerned with selecting numerous cases or individuals from within a population to estimate the characteristics of the entire population. This becomes vital because the entire population cannot be studied due to size, time constraints, fees and inaccessibility. This view had a population length of three hundred twenty (320) and this large length did not allow the researcher to check every single member of the population. The Krejcie and Morgan statistical formulation were used to determine the expected sample length, and the sample size is 175 and (one hundred and seventy-five).

3.5 Data collection methods

According to Duvvuri & Umar (2014) data are essentially the plain facts and statistics collected during the operations of a research. They can be used to measure/record a wide range of research activities both internal and external. While the data itself may not be very informative, it is the basis for all reporting and as such is crucial in research.

3.5.1 Sources of data

According to Vuong et al. (2018), Primary data consist of the data that are freshly collected from field for a study. Primary data are first-hand information collected from field by a researcher. Primary are new, updated and collected by a researcher for a study.

According to Kalu et al., (2018) secondary data are the data that have been collected by another researcher for different purpose over the past. When it is used by different researcher for another research it becomes secondary data. According to Kotler & Kevin (2012), secondary data could be accessible in written, typewritten or electronic form. Various secondary information sources are available to the researcher who gathers data about the industry, potential product applications and the market place. Secondary data is also used to gain initial insight into the research problem (Kotler & Kevin 2012).

The data compendium technique used for this study is the primary data. The researcher used primary data because its sources are precise, and comprehensive (Vuong et al. 2018),. The reason was that the information are collected from original and designated sources. Self-possessed, dependent questionnaires and interview guides were used within a series of recordings. At the same time that the unbiased opinions of the respondents were obtained from

the questionnaires, the interviews were used to clarify several doubtful issues. These recording units make it very useful for respondents to offer the information required for evaluation.

3.5.2 Data collection tools

Studying the complex nature of the instruments and the effort to obtain reliable data, this study adopted a descriptive survey investigation design, which is usually based on a large representative sample and also portrays an accurate profile of persons, events or situations (Saunders et. al. , 2015). A cross-sectional descriptive survey proved to be the most appropriate. Empirical data were collected at only one point in time from different types of respondent samples (Malhotra 2010). The researcher used the questionnaire and the interview guide to collect data from respondents. Self-administered questionnaires were used to collect data from respondents. The researcher used a questionnaire because of its suitability for the research topic under investigation. likewise, it's relatively easy to administer, smooth to review, and most importantly talented at generating answers that are suitable for fact evaluation. This arose from the closed method of questionnaires. The interview guide were used to support information that were not clear to the respondents. Data collection took approximately two weeks. Ethical issues were considered mainly using the approach of informed consent and confidentiality of the participants.

3.6 Data Analysis

The collected facts from the sector have been processed and arranged in a significant manner for hassle-free expertise. The raw facts have been carefully edited and gutted to remove inconsistencies and errors. After editing for errors, the data were coded for ease of enumeration

and addition. Coding allowed the researcher to organize the responses directly into a limited number of categories for easy analysis. The coding method was accompanied by tabulation. With the useful SPSS version 23 resource, it is possible to provide the very latest statistics in the form of graphs and diagrams.

3.7 Quality of the research

Quality research most often refers to scientific research a process covering all aspects of study design; in this especially applies to match decisions between methods and questions, choice of subjects, measurement of results and protection against systematic bias, unsystematic bias and inferential error (Boaz & Ashby, 2003; Lohr, 2004).

A reasonable respondent representing the target population of the survey questionnaire should be tested (Cavana, Delahale & Sekaran, 2001). The rationale for using a pilot test is to provide proxy data for selecting a reliable sample by identifying weaknesses in the design and instrumentation of questionnaire items (Cooper et al., 2006). The main objective of implementing the Pilot Test is to make sure that there is no misunderstanding of the questionnaire items by the respondents and also to find out whether all the items are reliable or not. For the pilot test, thirty questionnaires were distributed and collected to respondents for item reliability analysis.

Validity determines whether or not the studies actually measure what they were supposed to measure, how trustworthy the effects of the studies are. In other words, does the study tool allow you to hit the "bull's eye" of your research item? Researchers commonly determine validity by asking a series of questions and will often look to the research of others for answers (Joppe, 2000). Joppe, (2000) also defined reliability as "The extent to which the results are constant over years and an accurate illustration of the total population under observation is

referred to as reliability and whether the effects of the view can be reproduced below it. comparable method, then the research instrument is considered reliable.

With this view, I strongly believe that the information obtained from this perspective is reliable and valid for other researchers, and institutions in Ghana who want to improve their cause promotion can use it to improve their operations.

3.8 Research ethics

The most crucial aspect that the researcher must not overlook is the issue of ethics in research (Malhotra & Birks 2007). Accordingly, the researcher has taken steps to ensure that no respondent or any participant in this research work is harmed in any way. Initially, the researcher avoided contacting respondents on the blind side of Awake mineral water. The researcher ensured that permission was sought and the aims and objectives of the study were communicated to both service providers and respondents through introductory letters and cover letters. Both service providers and respondents were also assured that the study is for academic purposes only and not for other questionable uses. Participants were also not forced, but rather encouraged to participate voluntarily. The researcher also ensured that personal or demographic information was kept confidential.

3.9 Summary of the Chapter.

In this study, the research used various methodologies on research. The researcher used the positivism research paradigm, the descriptive survey design, the convenient sampling

procedure, questionnaire and interview guide to get primary data, used the SPSS to analyse its data, conducted a pilot survey and then seek for ethical issues relating to the research.

KNUST



CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.0 Introduction

The part of the research deals with the analysis concerning the research objectives. The analysis consist of the first section containing the demographic characteristics of respondents. The demographic part consist sex of respondents, age of respondents, education of respondents and position of respondents. The second section contains using the Cronbach alpha and confirmatory factor analysis to check the reliability and validity, KMO and Bartlett's Test, Multi-collinearity results, using the means score and standard deviations to check participant agreement on the knowledge of cause promotion among customers of bottled water in Ghana, obstacles to cause promotion implementation as well as the ANOVA and correlation analysis to confirm the relationship among cause promotion and purchase intention.

4.1 Sex of Respondents

The researcher analyses the sex of the responses. Base on the outcome, 89 of the 175 respondents were males which represent 50.9 percent whiles 86 of the respondents were females which represent 49.1 percent. This is portrayed in table 1 below

Table 4.1 Sex of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	89	50.9	50.9	50.9
	Female	86	49.1	49.1	100.0
	Total	175	100.0	100.0	

Source: Field survey 2023

4.2 Age of respondents

The outcome of the analyses indicates that from the 175 respondents, 5 of the respondents were less than 20 years representing 2.9 percent. Again, 64 respondents were between the age group 20-29 years. This represent 36.6 percent. Moreover, 75 of the respondents were between the age group 30-39 years representing 42.9 percent whiles 31 of the respondents were between the age cluster 40 years and above. This has percentage of 17.7. this is showed in table 2 below

Table 4.2 Age of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20 years	5	2.9	2.9	2.9
	20-29 years	64	36.6	36.6	39.4
	30-39 years	75	42.9	42.9	82.3
	40 years and above	31	17.7	17.7	100.0
	Total	175	100.0	100.0	

Source: Field survey 2023

4.3 Education of respondents

The study analysed the educational aspect of the respondents providing information. The outcome revealed that, 6 out of the 175 respondents were of higher national diploma qualification which represent 2.9 percentage. Again, 60 out of the 175 respondents had diploma certificate representing 34.3 percent. Moreover, 89 of the respondents had first degree which represent 50.9 percent. While 20 of the respondents had SSSCE or WASSCE qualification which also represent 11.4 percent. The analyses is presented in table 3 on the next page.

Table 4.3 Education of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid HND	6	3.4	3.4	3.4
Diploma	60	34.3	34.3	37.7
Degree	89	50.9	50.9	88.6
SSSCE/WASSCE	20	11.4	11.4	100.0
Total	175	100.0	100.0	

Source: Field survey 2023

4.4 Position of respondents

An enquiry was made on the position of the research respondents. From the analyses, out of the 175 respondents, 6 of the respondents were students which represent 3.4 percent. Again, employee had 44 respondents which present 25.1 percent. Moreover, 75 of the respondents were employers which represent 42.9 percent. Unemployed had 31 responses with a percentage of 17.7 while 19 respondents which represent 10.9 were of their retirement era. This is showed in table 4 below.

Table 4.4 Position of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	6	3.4	3.4	3.4
	Employee	44	25.1	25.1	28.6
	Employer	75	42.9	42.9	71.4
	Unemployed	31	17.7	17.7	89.1
	Retired	19	10.9	10.9	100.0
	Total	175	100.0	100.0	

Source: Field survey 2023

4.5 Reliability and validity

This section talks about the study's validity and reliability. Although validity examines whether a construct measures what is intended to be measured, reliability is mostly used to evaluate the inside consistency of study constructs (field 2015). The most instrument use for evaluating intramural dependability is the Cronbach's alpha coefficient. The study used the Cronbach's alpha coefficient to test the reliability of the data being collected from respondents. The minimum acceptable internal consistency should have a Cronbach's alpha of 0.6. For internal consistency of .6 is considered acceptable and .70 is considered good and above .80 is considered as excellent.

Base on table 2, the internal consistency coefficient for Cause promotion was .806, purchase intention was .728, while obstacle construct was .822. All the construct about the study could be considered acceptable. This demonstrates that the information being offered is suitable for additional analysis and may be used to accomplish the specified goals of the study.

Table 4.5 Reliability (Cronbach alpha)

Construct	Number of Items	Cronbach alpha
Cause promotion	10	.806
Purchase intention	8	.728
Obstacles	6	.822

Source: Field survey 2023

4.6 Validity of the study

Utilising the exploratory factor analysis, the validity of this investigation was established. The variables' arrangement and dependability are examined using exploratory factor analysis. The Researcher highly considers Confirmatory factor analysis (CFA) because of its usefulness as a statistical method for investigating the underlying causes of the connections between latent components. As it aids in determining technique effects, measuring construct validity, and assessing factor invariance across time and groups (Brown, 2014),. Since research found the Structural Equation Model is a solid model, in particular, the application of CFA is expanding in the psychological literature. Given the significant contribution that CFA provides to the measure formulation and the realization that having a tool that properly handles the measurement of variables may be assumed to be vital numerically only because its function is crucial to the outcomes a researcher report. The CFA performed on the variables understudy in this research proved that all the standardized factor loadings were above 0.60 and are significant for all the items in table 6.

Table 4.6 Confirmatory factor analysis

Item	Factor loading	N	Cronbach's Alpha
CP1	.622	10	.806
CP2	.718		
CP3	.651		
CP4	.732		
CP5	.734		
CP6	.677		
CP7	.604		
CP8	.620		
CP9	.636		
CP10	.733		
PI1	.704	8	.728
PI2	.737		
PI3	.754		
PI4	.656		
PI5	.738		
PI6	.714		
PI7	.736		
PI8	.683		
OB1	.858	6	.822
OB2	.778		
OB3	.710		
OB4	.769		
OB5	.690		
OB6	.718		

Source: Field survey 2023

4.7 KMO and Bartlett's Test

To evaluate the adequacy of all the variables as well as the models of the research, Kaiser-Meyer-Olkin (KMO) and Bartlett's Test (BT) were applied. Table 7 indicate the KMO figure as .771 that is far from the minimum recommended level to factor analysis. Bartlett's Test of Sphericity is 0.000 which reject the null hypothesis that the variables are not interrelated

Table 4.7 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.771
Bartlett's Test of Sphericity	Approx. Chi-Square	1707.601
	df	276
	Sig.	.000

Source: Field survey 2023

4.8 Multi-collinearity Results

Multi-collinearity happens whenever a subject's two or even more associated predictors give the response variable redundancy. Hair et al. (1998) assert that a rise in multi-collinearity makes it more challenging to evaluate the influence of any one variable creating skewed estimations of coefficients for regression coefficients due to the variables' increased interdependence. The researcher performed a multi-collinearity test on both Tolerance and Variance Inflation Factor (VIF). From (Table 8), the collinearity statistics for Tolerance for all the variables consisting sex, age, education, position, cause promotion and obstacles. All these are greater than 0.2 which is the threshold. Similarly, the Variance Inflation Factor (VIF) for sex, age, education, position, cause promotion and obstacles are all less than 5. This is a clearly indications that multi-collinearity does not exist in this study.

Table 4.8 Multi-collinearity Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Sex	.912	1.097
	Age of Respondent	.959	1.043
	Education of Respondents	.692	1.444
	Position	.706	1.417
	Cause promotion	.881	1.135
	Obstacles	.872	1.147

a. Dependent Variable: Purchase intention

4.9 The knowledge of cause promotion among customers of bottled water in Ghana

The study see to assess the knowledge of cause promotion among customers of bottled water in Ghana. An enquiry made from the respondents of the study are showed in table 9 on the next page.

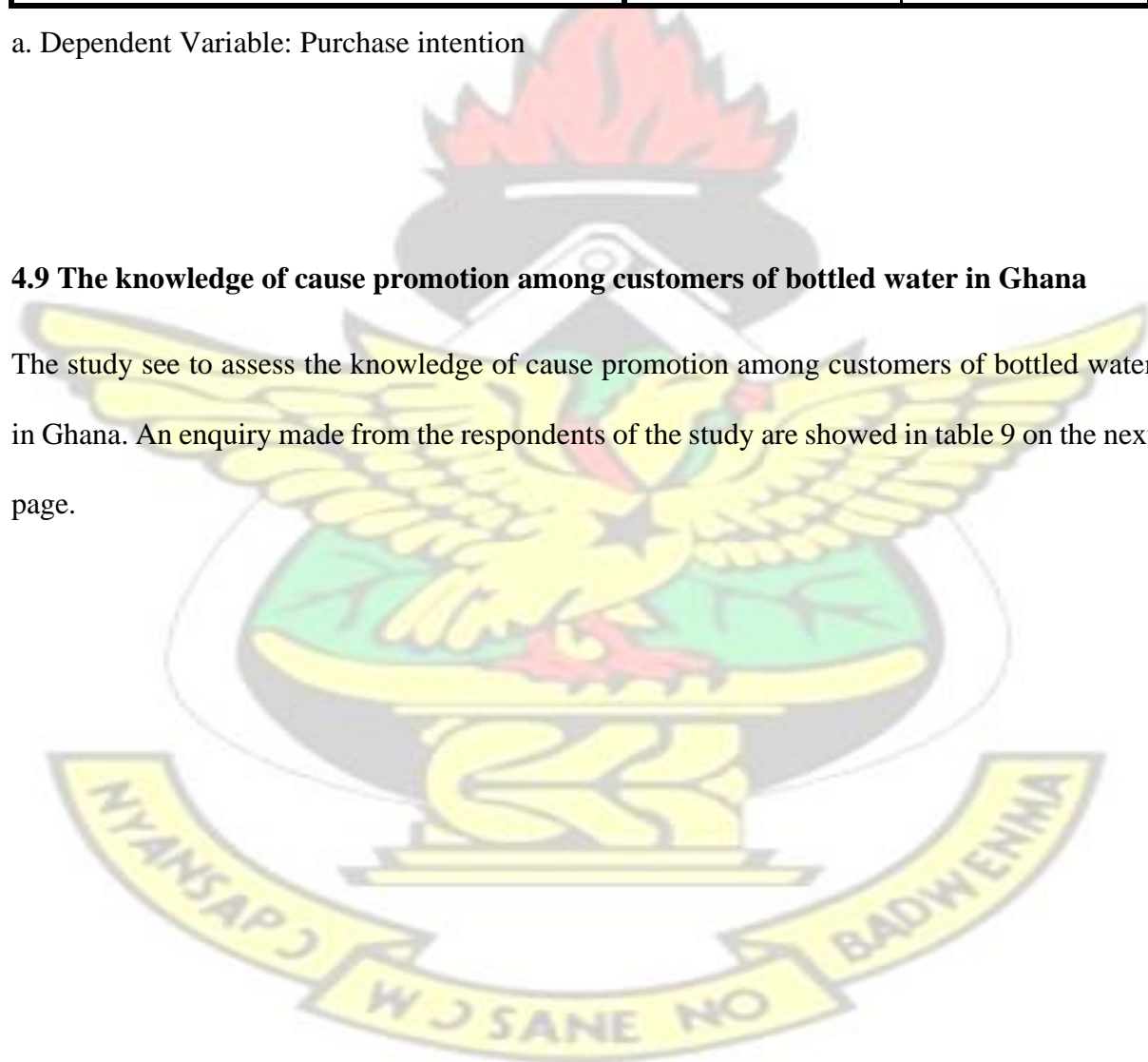


Table 4.9 The knowledge of cause promotion among customers of bottled water in Ghana

Item	Number	Means	Standard Deviation	Remark
Donation amount expressed as a percentage of a sale price	175	3.78	1.410	Agreed
Personal involvement with the cause promotion	175	3.70	1.266	Agreed
Perceived sincerity of a cause promotion sponsor	175	3.47	1.159	Agreed
Consumers exposed to a cause promotion essence parody	175	3.54	1.342	Agreed
Societal need framed in distal terms coupled with a corporate response framed in proximal terms - for consumers that are present oriented	175	3.28	1.388	Agreed
Donation framing: in absolute money terms	175	3.22	1.305	Agreed
Higher level of consumer skepticism toward cause promotion	175	3.91	1.261	Agreed
Linking of an organization's product with a donation	175	3.71	1.351	Agreed
The donation size in cause-related marketing campaign is important	175	3.80	1.343	Agreed
I became aware about cause promotion through various external sources like TV, Radio, magazines, friends, family, retail stores	175	3.95	1.272	Agreed
		3.64		Agreed

Source: Field survey 2022

The researcher synopsized the analysis into Strongly agree, Agree, Neutral, Disagree and Strongly disagree. Declaration on each item was based on the sample size in weighted mean score calculated based on the five-point interval used in the study. It is calculated, thus $1+2+3+4+5 = 15/5 = 3.0$

Items with mean score of 3.0 and above were considered as Agreed, items with means score between 2.1-2.99 were considered as Neutral while items with mean value of 2.0 and below were considered as Disagreed.

Item one in table 9 had a means score of 3.78 indicates that customers agree that they know cause promotion through donation amount expressed as a percentage of a sale price. This had a standard deviation of 1.410.

Again, the next item had a mean score of 3.70 stating that customer had an agreement that cause promotion is known by then through personal involvement with the cause promotion. This have a standard deviation of 1.266.

Moreover, customers believe that item three in table 9 like perceived sincerity of a cause promotion sponsor make them gain much knowledge on cause promotion given a means score of 3.47 and a standard deviation of 1.159.

In addition, item four in table 9 had a means score of 3.54. This shows that customers or respondents believe that cause promotion is known through consumers exposed to a cause promotion essence parody. This has a standard deviation of 1.342.

Also, item 5 had a means score of

4.10 The impact of cause promotion on the purchase intention of customers

The researcher seeks to examine the impact of cause promotion on the purchase intention of customers of bottled water in Ghana. The researcher conducted a regression and a correlation test to confirm whether there exists a relationship between cause promotion and purchase in the bottled water industry in Ghana. The results is showed in table 10 and table 11 below.

From the table 10, the ANOVA analyses was run to examine the impact of cause promotion on the purchase intention of customers of bottled water in Ghana. The researcher used the purchase intention as the dependent variable with Cause promotion being the independent variable. The results showed the significant level as 0.000 ($P \leq 0.000$). F-statistical significance of 79.316. this

deepen the analysis that, there is a significant influence between cause promotion and purchase intention.

Table 4.10 ANOVA Cause promotion and purchase intention

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	20.550	1	20.550	79.316	.000 ^b
Residual	44.823	173	.259		
Total	65.374	174			

Source: Field survey 2023

To confirm the analysis, a Pearson correlation analyses was performed to show whether there is a strong relationship between cause promotion and purchase intention. The correlation confirmed a strong relationship between cause promotion and purchase intention. This is portrayed in table 4.11.

Table 4.11 Correlations between cause promotion and purchase intention

		Cause promotion	Purchase intention
Cause promotion	Pearson Correlation	1	.561 ^{**}
	Sig. (2-tailed)		.000
	N	175	175
Purchase intention	Pearson Correlation	.561 ^{**}	1
	Sig. (2-tailed)	.000	
	N	175	175

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

4.11 Obstacles to cause promotion implementation

The researcher request to identify the obstacles to cause promotion implementation in the bottled water industry in Ghana. After questionnaire had been sent to study participant, the results is portrayed in table 12 below

Table 4.12 Obstacles to cause promotion implementation

Item	Number	Means	Standard Deviation	Remark
Business philanthropy as opposed to corporate philanthropy	175	3.68	1.038	Agreed
Budget out for philanthropy	175	4.18	1.038	Agreed
Uncertain information	175	4.23	1.086	Agreed
Buyer additionally perceived the organisation as company owned	175	4.03	1.073	Agreed
A prejudicial issue for the cause promotion	175	4.22	1.102	Agreed
Problem in calculating for the cause donation	175	4.10	1.069	Agreed
		4.07		Agreed

Source: Field survey 2022

The researcher synopsis the analysis into Strongly agree, Agree, Neutral, Disagree and Strongly disagree. Declaration on each item was based on the sample size in weighted mean score calculated based on the five-point interval used in the study. It is calculated, thus $1+2+3+4+5 = 15/5 = 3.0$

Items with mean score of 3.0 and above were considered as Agreed, items with means score between 2.1-2.99 were considered as Neutral while items with mean value of 2.0 and below were considered as Disagreed.

The first item in table 12 had a means score of 3.68 which shows respondents agreed that business philanthropy as opposed to corporate philanthropy is an obstacle to cause promotion. This has a standard deviation of 1.038.

Again, the second item in table 12 had a means score of 4.18 showing respondents agreed that the budget out for philanthropy is a great challenge to cause promotion execution. This has a standard deviation of 1.038.

Similarly, the third item in table 12 provided a means score of 4.23. This indicated that respondents had an agreement that uncertain information is a challenge to cause promotion implementation in Ghana. This had a standard deviation of 1.086.

Correspondently. The item 4 in table 12 has a means score of 4.03 which shows that respondents have a great agreement that buyer additionally perceived the organisation as company owned is an obstacle to cause promotion implementation. This provided a standard deviation of 1.073

Equally, item 5 in table 12 had a means score of 4.22 indicating respondents agreed a prejudicial issue for the cause promotion is a challenge to cause promotion execution with a standard deviation of 1.102 while a mean score of 4.10 in table 12 indicates respondents agreed Problem in calculating for the cause donation is a hindrance to cause promotion implementation. This has a standard deviation of 1.069.

4.12 Discussion of findings

The researcher in line with the research objective analyse the research findings. The discussion is based to find out whether the findings is in line, consistent or inconsistent to the research literature on the research under study.

4.12.1 The knowledge of cause promotion among customers

Table 4.9 portrays on the knowledge of cause promotion among customers of bottled water in Ghana. The outcome revealed that customer had knowledge in cause promotion by way of

becoming aware about cause promotion through various external sources like (TV, Radio, magazines, friends, family, retail stores), higher level of consumer skepticism toward cause promotion, the donation size in cause-related marketing campaign is important, donation amount expressed as a percentage of a sale price, linking of an organization's product with a donation, personal involvement with the cause promotion, perceived sincerity of a cause promotion sponsor, consumers exposed to a cause promotion essence parody, societal need framed in distal terms coupled with a corporate response framed in proximal terms - for consumers that are present oriented and donation framing: in absolute money terms.

The outcome gathered from the investigation is consistent to the scholarly along with empirical research by Hanzaee et al (2019), Feraris et al (2019), kanthiravan and kanthiirah (2019) stating that cause promotion is involves presenting company revenue to a non-profit organization where every sale counts and they donate a portion of every sale revenue to them, donating a portion of each purchase, linking of an organization's product with a donation, personal involvement with the cause promotion, perceived sincerity of a cause promotion sponsor, consumers exposed to a cause promotion essence parody, societal need framed in distal terms coupled with a corporate response framed in proximal terms

4.12.2 The impact of cause promotion on the purchase intention

The table 4.10 and 4.12 is on the impact of cause promotion on the purchase intention of customers. The research revealed that there is a significant level as 0.000 ($P \leq 0.000$). F-statistical significance of 79.316. this deepen the analysis that, there is a significant influence between cause promotion and purchase intention.

The study's findings correspond with those found in the previous research by Nida's (2013) earlier studies, around 92% of respondents stated that cause advertising creates a favourable

image of businesses and types supporting the cause, in line with Nida's (2013) findings. The views of consumers toward the manufacturers who support it are improved through cause marketing. According to this, investigations went into detail about the relationship between consumers' nicer sentiments nearer to the cause and supporting the company. Cause marketing strategies have had a positive impact on consumers' sentiments toward manufacturers and also enhance the company's reputation.

4.12.3 The obstacles to cause promotion implementation

Model 12 is on the obstacles to cause promotion implementation. The analyses of the research show that the challenges to cause promotion implementation is through uncertain information, a prejudicial issue for the cause promotion, budget out for philanthropy, problem in calculating for the cause donation, buyer additionally perceived the organisation as company owned and business philanthropy as opposed to corporate philanthropy.

The "outcome generated by the investigation is in line with scholarly and anecdotal research by Sanjeev & Nagpal (2017) stating that the challenge to cause promotion consist of business philanthropy as opposed to corporate philanthropy, budget cuts for philanthropy, uncertain information, disapproval of cause campaigns, a prejudicial issue for the cause promotion and buyer additionally perceived the organisation as company owned.

CHAPTER FIVE

SUMMARY OF FINDINGS, RECOMMENDATIONS AND CONCLUSION

5.0 Introduction

This chapter contains the summary of findings upon which inferences and commendations were made. This will deal with the summary of findings, conclusion and recommendation of the research work.

5.1 Summary of findings

The researcher analyses the knowledge of cause promotion among customers of bottled water in Ghana, the impact of cause promotion on the purchase intention of customers of bottled water in Ghana and the obstacles to cause promotion implementation in the bottled water industry in Ghana.

5.1.1 The knowledge of cause promotion among customers

The study after the analyses revealed that customer had knowledge in cause promotion by way of becoming aware about cause promotion through various external sources like (TV, Radio, magazines, friends, family, retail stores), higher level of consumer skepticism toward cause promotion, the donation size in cause-related marketing campaign is important, donation amount expressed as a percentage of a sale price, linking of an organization's product with a donation, personal involvement with the cause promotion, perceived sincerity of a cause promotion sponsor, consumers exposed to a cause promotion essence parody, societal need

framed in distal terms coupled with a corporate response framed in proximal terms - for consumers that are present oriented and donation framing: in absolute money terms.

5.1.2 The impact of cause promotion on the purchase intention

The research revealed that there is a significant level as 0.000 ($P \leq 0.000$). F-statistical significance of 79.316. this deepen the analysis that, there is a significant influence between cause promotion and purchase intention.

5.1.3 The obstacles to cause promotion implementation

The analyses of the research show that the challenges to cause promotion implementation is through uncertain information, a prejudicial issue for the cause promotion, budget out for philanthropy, problem in calculating for the cause donation, buyer additionally perceived the organisation as company owned and business philanthropy as opposed to corporate philanthropy.

5.2 Conclusion

The majority of organisations in industrialized nations currently employ a cause promotion approach extensively. Manufacturers need to be associated with specific symbolic ideals, charity, and civic-mindedness for their company to become a prominent entity that customers can recognize. A few researches furthermore argue that "constructing steady devoted partnerships is jointly advantageous". In this setting, several businesses have realized the value of strategic social connections and created cause marketing packages. Cause promotion has drawn the attention of certain corporations as a form of CSR.

Awake Mineral Water in Ghana is one brand that has strategically exploited cause advertising. Cause marketing is also employed as a strategic tool to draw attention to a cause that can, in the long term, result in increased sales. With the above presumption in mind, it's vital to understand how the mindset linked with cause marketing and advertising influences consumers' purchasing intentions. Due to the fierce competition between businesses regionally and globally, firms have been pushed to experiment with new strategies to boost their competitiveness while taking greater responsibility for their spending (Mujahid & Mohiuddin 2008). In the end, clients are continually picky about cost and niceness as well as a company's social responsibility. Cause promotion, broadly defined, describes a business practice of matching product sales with employer donations to philanthropic causes. Customers expect a price that goes above and beyond the greatest examples of social responsibility because they are not content with obtaining goods or services as is. Customers today are drawn to companies who excel in fulfilling their social responsibility obligations. Customers will select organizations that behave in accordance with these principles if different groups provide equivalent goods.

With the recent competitive market, excellent is the most straightforward and successful component in consumer or customer purchases in today's competitive climate. Customers look for businesses that take an active role in social and environmental concerns. Companies may utilize cause promotion as one of their current advertising and marketing techniques to add value for their consumers. Companies who include this kind of marketing and promotion into their strategy give some of their profits to charity and other relevant causes. The influence of cause marketing on consumers' purchasing behaviour shows that cause promotion promotes consumers' desire to buy, and numerous facilitation factors also moderate the link involving cause-related promotion and the intended purchase. Considering the survey's findings, businesses may be in a better position if they work on cause-related advertising campaigns

because they enhance the company's reputation, increase the beauty of its logo, and also help to convey a high-quality shift in consumer attitudes that subsequently affect the last client's purchasing behaviour.

5.3 Recommendation

Repugnant on the research verdicts, acclamations existed to help the banking organisations with regards to effect of cause promotion on the purchase intention of consumers of bottled water in Ghana.

Base on the research findings on the knowledge of cause promotion among customers of bottled water in Ghana, it is necessary for companies to increase the knowledge level of customers, educate them so that they know the importance of cause promotion so as to make much purchase.

On the impact of cause promotion on the purchase intention, cause promotion have much effect on purchase intention so for an organisation to increase their market share as well as sales, it is necessary to embark on cause related marketing so as to enjoy sales increment in their market of operation.

In the current corporate climate, marketing professionals are faced with a number of issues, among which is how to distinguish their products in order to survive the intensifying competitive environment. This study reveals that cause-related marketing can aid in product and brand differentiation. In accordance with the study, marketers should take cause-related marketing into account as a component of their overall marketing plan since it helps to enhance both the brand's reputation and customer perception of the product. Before choosing any possible non-profit partner, professionals are advised to undertake adequate studies in order to comprehend the customer's impression.

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APPENDIX 1

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

KNUST SCHOOL OF BUSINESS, KUMASI

SURVEY THE EFFECT OF CAUSE PROMOTION ON THE PURCHASE

INTENTION OF CONSUMERS OF BOTTLED WATER IN GHANA

This is being performed to the effect of cause promotion on the purchase intention of consumers of bottled water in Ghana. I will be delighted if you would take some time to finish this questionnaire.

information given for this study as a result of your completing this questionnaire will be used for academic purposes only. I undertake to keep the information strictly confidential and not to disclose it to any other person(s). Please tick (✓) the correct answer in the appropriate boxes and specify if applicable.

SECTION A-Demographic Information of Respondents

1. Sex

☐ Male

☐ Female

2. Age

☐ Less than 20years

☐ 20 – 29 years

☐ 30 – 39years

☐ 40years and above

3. Position

☐ Students

☐ Employee

☐ Employer.

☐ Unemployed

☐ Retired

4. Education background

☐ First degree

☐ Master's degree

☐ HND

☐ Diploma

SECTION B- Cause promotion

Please tick(s) as appropriate. SA-Strongly agree, A-agree, N-neutral, D-disagree, SD-strongly disagree.

S/N		SD	D	N	A	SA
1	Donation amount expressed as a percentage of a sale price					
2	Personal involvement with the cause promotion					
3	Perceived sincerity of a cause promotion sponsor					
4	Consumers exposed to a cause promotion essence parody					
5	Societal need framed in distal terms coupled with a corporate response framed in proximal terms - for consumers that are present oriented					
6	Donation framing: in absolute money terms					
7	Higher level of consumer skepticism toward cause promotion					
8	Linking of an organization's product with a donation					
9	The donation size in cause-related marketing campaign is important					
10	I became aware about cause promotion through various external sources like TV, Radio, magazines, friends, family, retail stores					

SECTION C- Purchase intention

Please tick(s) as appropriate. SA-Strongly agree, A-agree, N-neutral, D-disagree, SD-strongly disagree.

S/N		SD	D	N	A	SA
1	I will change a brand if it is not involved in any cause promotion					
2	I will adopt that which has any involvement with cause promotion					
3	I believe to obtain more satisfaction from a brand that supports a social cause.					
4	In case of purchasing a new brand I will choose that which is involved any how in cause promotion					
5	My perception toward the brand or the company changes if it is found to be involved in cause promotion					
6	I have bought products/brands where a part of proceeds from the purchase goes toward charity					
7	I would be inclined to donated to cause where the money is going toward a specific fund, whenever the product is purchased					
8	I would be inclined to consider where some undisclosed amount is donated to cause whenever the product is purchased					

SECTION D- Obstacles to cause promotion implementation

Please tick(s) as appropriate. SA-Strongly agree, A-agree, N-neutral, D-disagree, SD-strongly disagree.

S/N		SD	D	N	A	SA
1	Business philanthropy as opposed to corporate philanthropy					
2	Budget out for philanthropy					
3	Uncertain information					
4	Buyer additionally perceived the organisation as company owned					
5	A prejudicial issue for the cause promotion					
6	Problem in calculating for the cause donation					

THANK YOU

