Investigating Factors Affecting Attitude Toward Cause-Related Marketing: Perspectives of Sustainable Development Goals

By

KIM, Da Eun

THESIS

Submitted to

KDI School of Public Policy and Management

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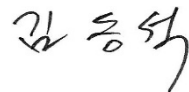In Partial Fulfillment of the Requirements

For the Degree of

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Committee in charge:

Professor Cho, Yoon Cheong, Supervisor

Professor Kim, Dongseok

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ABSTRACT

In the era of sustainable development, the role of consumers and business has become increasingly important. Consumers demonstrate their social and environmental consciousness through their purchase behavior. Accordingly, firms widely adopt cause-related marketing to satisfy consumer's needs and fulfil corporate social responsibility. The purpose of this study is to examine factors that affect consumer attitude toward cause-related marketing. Specifically, this study approached cause-related marketing with perspectives of the sustainable development goals (SDGs). This study also adopted the concept of instrumental conditioning. This study examined the effects of cognition, emotion, sustainability, and business ethics on consumer attitude towards cause-related marketing that is linked to SDG 2 (zero hunger), SDG 3 (good health and well-being), SDG 13 (climate action) with positive punishment and positive reinforcement. For quantitative analysis, data was gathered through an online survey. This study applied factor analysis and regression analysis to test the effects of factors on attitude and the relationship between attitude, purchase intention, and expected satisfaction. Findings indicates that the factors affect consumer attitude differently in each cases of cause-related marketing linked to the SDGs and instrumental conditioning. This study revealed that business ethics affects consumer attitude regardless of the types of cause-related marketing. This study also found that attitude positively affects purchase intention, and consequently purchase intention affects expected satisfaction on cause-related marketing. By applying perspectives of the SDGs, the findings of this study could be used to urge producers, marketers, policymakers, and institutes to promote and achieve sustainable development goals.

Keywords: Cause-Related Marketing, Sustainable Development Goals, Instrumental Conditioning, Consumer Attitude, Purchase Intention, Expected Satisfaction

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I. Introduction

1.1. Research Background

With growing concerns and interests in social and ecological issues, today's consumers have become more interested in demonstrating such consciousness when purchasing products and services (Shaw, Grehan, Shiu, Hassan, & Thomson, 2005). Todays' consumers not only care about the social and environmental attributes of the products and services but also pay more attention to whether corporates are committed to society (Mohr, Webb, & Harris, 2001). In this context, previous studies have found that consumers have become more interested in corporate social responsibility (CSR) during the past decades (Carrigan & Attalla, 2001). The increasing number of ethical consumers pushes firms to put a greater emphasis on communicating their corporate social responsibility efforts (Oh & Yoon, 2014). Accordingly, companies set social messages that convey their corporate social responsibility activities, such as donations to a charity or environment-friendly activities, as a means of marketing communication to promote their brands and products (Sheikh & Beise-Zee, 2011). Such marketing strategy in which a company strategically links social and ecological issues to its own brand and products to generate profits is called "Cause-Related Marketing (CRM)" (Barone, Miyazaki, & Taylor, 2000). Cause-related marketing has now become a common vehicle for companies to express their corporate social responsibility efforts to consumers (Sheikh & Beise-Zee, 2011). By adopting cause-related marketing in promoting their brand and products, firms can demonstrate what they stand for, how they fulfill corporate social responsibilities, and how society benefits from such activities. In turn, cause-related marketing attracts ethical consumers who want to make a contribution to society through their purchase behavior (Brønn & Vrioni, 2001).

On the corporate side, the adoption of cause-related marketing as a part of corporate social responsibility can bring economic benefits to the firms (Robinson, Irmak, &

Jayachandran, 2012). The adoption of cause-related marketing increases consumers'

motivation to purchase, builds a strong relationship with customers, and enhances the corporate

image (Kim & Johnson, 2013). For instance, throughout a three-month campaign, American

Express Card achieved a big success in both financial performance and non-financial

performance (Varadarajan & Menon, 1988). In addition, cause-related marketing lowers the

barriers to entry into new markets and alleviates negative public opinion (Berger, Cunningham,

& Drumwright, 2007). On the consumer side, cause-related marketing can create opportunities

for consumers to participate in social activities and brings the benefits of experiencing ethical

consumption. Consumers can experience a role as members of society through donations,

which consequently brings emotional benefits such as moral satisfaction (Lichtenstein,

Drumwright, & Braig, 2004).

On this basis, cause-related marketing ultimately contributes to societal welfare in that

it brings benefits to the members of society (Nan & Heo, 2007). Indeed, corporate social

responsibility and cause-related marketing have become one of the essential elements in

achieving sustainable development, as the United Nations has set 'responsible consumption

and production' as one of the Sustainable Development Goals (SDGs). Therefore, a better

understanding of cause-related marketing is necessary in the era of sustainable development.

1.2. Research Purpose

The purpose of this study is to examine factors that affect consumer attitude towards

cause-related marketing by applying perspectives of the United Nations Sustainable

Development Goals (SDGs). This study will also reveal how attitude affects consumers

intention to purchase, and consequently how the intention to purchase affects consumers'

expected satisfaction regarding cause-related marketing. The causes that companies associate

with their products within cause-related marketing are all linked to the SDGs. As the cause-

related marketing essentially aims to contribute to society, it is important to approach cause-related marketing as perspectives of the SDGs. However, there have been insufficient systematic reviews on how various factors affect attitude toward cause-related marketing with regard to the SDGs. Although prior research has highlighted the linkage between cause-related marketing and ethical consumption and business, it has not done so in the context of the SDGs. To fill this gap, this study focused on cause-related marketing that is noticeably related to the SDGs for research designing.

In addition, numerous studies have focused on revealing the effects and outcome of cause-related marketing as a perspective of corporates, yet there is a relatively small number of studies focused on what variables affect consumer attitude towards cause-related marketing, particularly with SDGs perspectives. Accordingly, additional research is needed to approach cause-related marketing as a perspective of SDGs, based on the composite of theoretical background in the field of consumer behavior studies. Thus, this study also applied the concept of instrumental condition that is widely used for consumer behavior studies. Within the purpose, this study will specifically investigate how cognition, emotion, sustainability, and business ethics play roles in affecting attitude towards cause-related marketing that is linked to the SDGs with different usage of instrumental conditioning. This study approached cause-related marketing with various perspectives, moving forward from traditional corporates perspectives.

The result of this study will offer managerial implications to companies, producers, and marketers. This study will analytically suggest how corporates could adopt cause-related marketing as a way of promoting their products and fulfilling corporate social responsibility. Furthermore, this study will offer policy implications in terms of supporting sustainable development. This study can be used to influence and urge policymakers and institutes to better communicate with consumers and businesses to bring attention to the SDGs issues and engage all the members of society to support achieving sustainable development.

1.3. Research question

The following research questions were developed to investigate the factors that affect consumer attitudes toward cause-related marketing, and to examine the relationship between attitude, purchase intention, and expected satisfaction regarding cause-related marketing.

RQ1: How does emotion affect consumer attitude towards cause-related marketing?

RQ2: How does cognition affect consumer attitude towards cause-related marketing?

RQ3: How does business ethics affect consumer attitude towards cause-related marketing?

RQ4: How does sustainability affect consumer attitude towards cause-related marketing?

RQ5: How do the above-mentioned factors affect cause-related marketing that is linked to sustainable development goals (SDGs) issues?

RQ6: How do the above-mentioned factors affect cause-related marketing that utilizes instrumental conditioning, specifically positive punishment and positive reinforcement?

RQ7: What is the relationship between consumer attitude and purchase intention on cause-related marketing?

RQ8: What is the relationship between purchase intention and expected satisfaction on cause-related marketing?

II. Literature Review

2.1. Corporate Social Responsibility

Corporate social responsibility is an important conceptual basis to understand cause-related marketing. It is commonly viewed that corporate social responsibility and cause-related marking are closely related to each other and the two terms are often used synonymously; however, corporate social responsibility is a broader concept (Sheikh & Beise-Zee, 2011). The

academic debates on the concept of corporate social responsibility initiated by Bowen (1953) in his book, "Entrepreneur's Social Responsibility" which defines social responsibility as "the duty of entrepreneurs to pursue desirable policies, make decisions or follow such actions from the perspective of our society's goals and values".

Since Bowen's seminal work, active academic debates on the definition of corporate social responsibility started, and today's concept of corporate social responsibility was developed (Brønn & Vrioni, 2001). McGuire (1963) argued that corporates should fulfill their social and economic responsibilities beyond their economic and legal obligations to society. In regard to social responsibilities, Sethi (1975) also defined corporate social responsibilities as "corporate behavior that goes beyond legal and economic obligations and harmonizes with social norms, values, and social expectations by actively finding social roles on their own, solving social and environmental problems, and complying with ethical principles". Followingly, Carroll (1979) suggested that corporate social responsibility has four-part conceptualizations including economic, legal, ethical, and philanthropic responsibilities. Further to this definition, Carroll (1991) developed a corporate social responsibility pyramid that consists of four dimensions of corporate responsibilities, and it has become the most-cited definition and the most famous framework to explain corporate social responsibilities.

Figure 1. Carroll's CSR Pyramid Model (1991)

2.2. Cause-Related Marketing

2.2.1. Definition of Cause-Related Marketing

Cause-related marketing first appeared in 1983 as the fund-raising campaign by American Express Card for the restoration of the Statue of Liberty (Varadarajan & Menon, 1988). The bottom line of this campaign was to donate one cent to the fund for restoring the Statue of Liberty, every time customers used its card (Varadarajan & Menon, 1988). Throughout a three-month campaign, American Express Card has achieved a big success in both financial performance (approximately 30% increase in card usage and 15% increase in new card application) and non-financial performance (significant improvement in corporate image) (Varadarajan & Menon, 1988; Till & Nowak, 2000). The success of the American Express Card resulted in the increase of other companies' interests and attention in cause-related marketing in the 1980s in the United States (Webb & Mohr, 1998).

Along with the progressive adoption of cause-related marketing by firms, the concept of cause-related marketing has been actively discussed. The early definition of cause-related marketing focused on fund-raising activities or donations which a portion of the firm's profits from each product is donated to a certain social issue as a way of implementing cause-related marketing. In this respect, Mullen (1997) defined cause-related marketing as an activity in which a certain amount is donated to a designated non-profit activity, and a marketing activity that can generate profits for customers is planned and executed through the donation. Similarly, Varadarajan and Menon (1988) also defined cause-related marketing as "the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives".

Later in the 1990s, Pringle and Thompson (1999) expanded the scope of cause-related marketing activities beyond the donation activities, describing that cause-related marketing is

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a positioning and marketing tool that strategically links a company or brand to a social issue for the mutual benefit of a company and the public interest. Barone, Miyazaki, and Taylor (2000) defined cause-related marketing as a strategy for promoting the achievement of marketing goals such as product sales by supporting the social public interest, and as an important tool to differentiate it from competitors' brands. This suggests that, in recent years, cause-related marketing is not just limited to donations activities related to consumer's purchases, but is expanded to a comprehensive concept that includes not only direct donations but also other various forms relating to the public interest, such as joint campaigns and sponsorships with non-profit organizations (Berglind & Nakata, 2005).

The definition of cause-related marketing differs depending on the researchers and their viewpoints, but they can be interpreted similarly in a large frame. Cause-related marketing involves activities that simultaneously pursue achieving a corporate's economic goal and fulfilling social responsibility. Based on this comprehensive concept, this study used advertising, that is not limited to donation but conveys cause-related messages supporting social and ecological issues through various forms, as an example of cause-related marketing for research designing.

2.2.1. Effectiveness of Cause-Related Marketing

There has been a long period of research focused on the effect of corporate social responsibility activities on corporates and consumers. It is generally viewed that corporate social responsibility activities positively affect corporate financial performance and consumer attitude towards the corporates and products (Barone, Miyazaki, & Taylor, 2000). However, Öberseder, Schlegelmilch, and Gruber (2011) stated that, even though consumers expect more corporate social responsibility information from corporations, the gap between the interest in corporate social responsibility and the actual purchase behavior exists. Similarly,

Yoon, Gurhan-Canli, and Schwarz (2006) argued that, if the motives seem to be insincere, consumers tend to be skeptical, and corporate social responsibility activities could hurt a company's image.

Further, there has been active academic debate on the effectiveness of cause-related marketing as firms widely employ cause-related marketing. Varadarajan and Menon (1988) argued that cause-related marketing activities improve the image of corporates and create economic benefits in long term. Webb and Mohr (1998) also argued that cause-related marketing helps to enhance the image of a company and brand, and consequently consumers evaluate the company as positive and tend to have higher intention to purchase the products and services when a company performs cause-related activities. In addition, according to a study by Barone, Miyazaki, and Taylor (2000), cause-related marketing results in favorable consumer responses which in turn brings a higher probability that consumers will choose the products of the companies. At the same time, there have been several studies that address the negative aspect of cause-related marketing. Drumwright (1996) raised concerns that cause-related marketing could reduce traditional philanthropy, by focusing only on public interest with high visibility, which could lead to an imbalance between the different public interests. Overall, the views claiming that cause-related marketing results in positive effect by influencing consumer attitudes and purchase behavior are more dominant in the recent discourse (Tian, Wang, & Yang, 2011).

2.3. Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are the global actions that aim to end poverty and hunger, protect the planet, and ensure peace and prosperity for all, agreed and adopted by all United Nations Member States in 2015 (United Nations, 2015). Along with the slogan "Leave No One Behind", the SDGs suggest the direction that human beings

should take, particularly in five areas, including human, earth, prosperity, peace, and partnership. The SDGs are important in that it has adopted more comprehensive approaches to global problems, unlike the Millennium Development Goals (MDGs), which is the previous guideline for international development agreed by the world. The SDGs urge all countries including both developed and developing countries to strive for the prosperity of human beings and to protect the environment (United Nations, 2015).

One component that makes the SDGs monumental is that the implementation of the SDGs mainstreams the private sector as one of the major societal players. Indeed, it was the first time that the private sector was represented at the negotiation table and involved in designing a global sustainable development agenda alongside political and civil society actors (Schönherr, Findler, & Martinuzzi, 2017). Moreover, the United Nations Global Compact (UNGC) has been established as an initiative to promote corporate sustainability and ensure the responsible business that aligns with their strategies and operations on sustainable development agenda (United Nations Global Compact, 2017). Hence, corporate social responsibility has been given a high emphasis to mainstream the SDGs.

Amidst the advent of the SDGs, there have been various studies that review the role of the private sector in achieving the SDGs. Zhang, Morse and Ma (2019) addressed that corporate social responsibilities can make a contribution regarding current problems such as inequality, poverty, and environmental degradation in the context of achieving sustainable development.

Within this context, this study approaches cause-related marketing as perspectives of sustainable development goals. This study focuses on cause-related marketing that is linked to the SDGs, particularly for SDG 2 (zero hunger), SDG 3 (good health and well-being), and SDG 13 (climate action). This study is to analyze how factors affect consumer attitude toward cause-related marketing that is noticeably related to each SDG.

2.4. Instrumental Conditioning

Instrumental conditioning, also known as operant conditioning, is one of the most frequently used approaches applied to marketing and consumer behavior studies (Wells, 2014). The instrumental conditioning model was first formally developed by Skinner (1938). According to the instrumental conditioning model, behavior is the learned result of consequences (Skinner, 1938). Skinner (1953) stated that, operant conditioning in the form of reinforcements and punishments leads to an association between a behavior and its consequence. Reinforcement refers to the consequences that increase the likelihood of a particular behavioral response (Skinner, 1953). Reinforcement can be classified into two types: positive reinforcement and negative reinforcement. Positive reinforcement involves the addition of stimulus to increase desirable behavior. With negative reinforcement, behavior is strengthened by removing an aversive stimulus. Punishment refers to a consequence that decreases the likelihood of a particular behavioral response (Skinner, 1953). Punishment also can be segmented into two types: positive punishment and negative punishment. Positive punishment involves applying an unpleasant event after a behavior while negative punishment involves removing something good or desirables stimulus to reduce the occurrence of a particular behavior (Skinner, 1953; Malouff, Thorsteinsson, Schutte, & Rooke, 2009).

Based on this background, this study focuses on instrumental conditioning in terms of cause-related marketing. The way firms convey cause-related messages can be characterized into two types: positive punishment and positive reinforcement. Regarding the social and ecological issues that firms connect with their products, positive punishment in cause-related marketing addresses removing or decreasing unpleasant events regarding the issues. Positive reinforcement in cause-related marketing addresses increasing or improving pleasant events regarding the issues.

III. Theoretical Background

3.1. The Theory of Reasoned Action

The Theory of Reasoned Action, first developed by Fishbein and Ajzen in 1975, articulates the relationship between attitudes and behavior within human actions. Within the framework of the Theory of Reasoned Action, Fishbein and Ajzen (1975) asserted that behavioral intention is the key determinant that influences actual behavior and in turn the best predictor of behavior as well.

According to the Theory of Reasoned Action, there are two factors which affect behavioral intention: attitude and subjective norms (Fishbein & Ajzen, 1975). First, Fishbein and Ajzen (1975) defined attitude as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object". In specific, people's attitude toward a given object consists of two sub-components which include belief and evaluation (Fishbein and Ajzen, 1975). Belief indicates concerning various attributes of the object or action, and evaluation involves assessing and judging those attributes (Thomas, Pamela, & Ajzen, 1992). That is, attitude is determined by the interaction between belief toward behavior and evaluation of behavioral outcomes. The subjective norm, which is the other antecedent factor of forming behavioral intentions, represents the social pressure or constraints in which individuals feel to perform or not perform a particular behavior (Ajzen & Fishbein, 1980). To summarize, attitude and subjective norm influence behavioral intention, and behavioral intention sequentially affects actual behavior, as can be seen in Figure 2.

Figure 2. The Theory of Reasoned Action
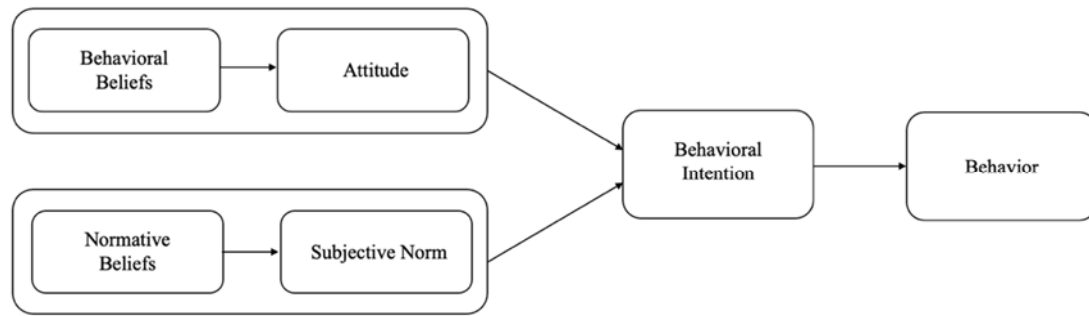
3.2. The Theory of Planned Behavior

The Theory of Reasoned Action has received considerable and justifiable attention from many research fields since its development. Specifically, it has been widely applied to the explanation and prediction of behavioral intentions within the field of consumer behavior (Sheppard, Hartwick, & Warshaw, 1988). However, it has been pointed out that the Theory of Reasoned Action has limitations in dealing with behaviors over which people have incomplete volitional control and measuring affective behavior (Ajzen, 1991). The Theory of Reasoned Action does not reflect the fact that not all behavior takes place under completed volitional control. Hence, Ajzen (1991) developed the Theory of Planned Behavior as an extension of the Theory of Reasoned Action in order to better predict an individual's intention to engage in behavior in multiple contexts. Ajzen (1991) emphasized the need of considering perceived behavioral control as the third factor that determines attitude, along with belief and social norm (Figure 3). Perceived behavioral control can be interpreted as follows: when an individual perceives that certain behavior is outside his or her control, the likelihood of not doing that behavior increases (Terry & O'Leary, 1995). The Theory of Planned Behavior has its meaning in that it considers not only individual voluntary factors but also involuntary factors by expanding the Theory of Reasoned Action (Mowen & Minor, 1998).

Figure 3. The Theory of Planned Behavior
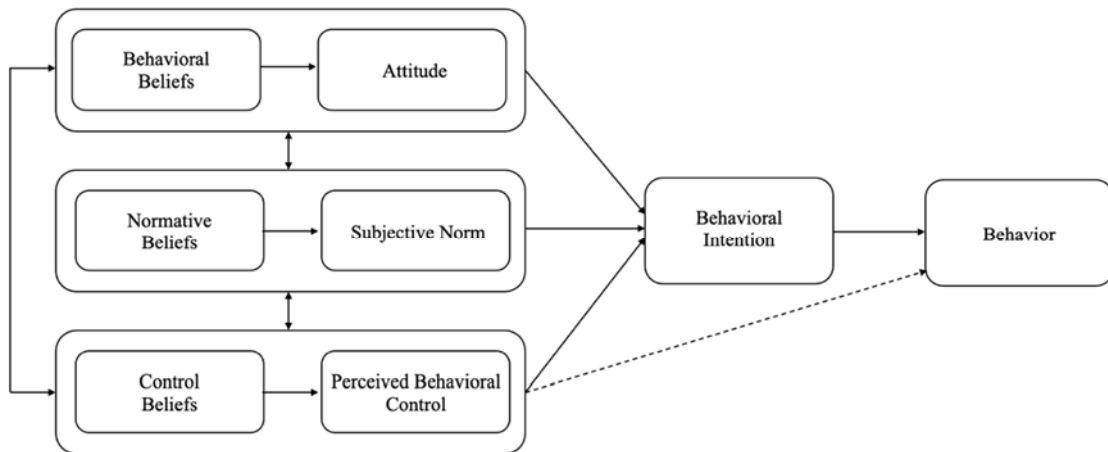
3.3. Affective, Behavior and Cognitive (ABC) Model

It has long been viewed that the attitude consists of three elements: affect, behavior, and cognition (Ostrom, 1969). Ostrom (1969) first formally developed the ABC model. Since the development of the model, it has become one of the most cited models in studies relating to attitude formation (van den Berg, Manstead, van der Pligt, & Wigboldus, 2006). Affect can be defined as "feelings, moods, emotions, and sympathetic nervous system activity that people have experienced in relation to an attitude object and subsequently associate with it" (Eagly & Chaiken, 1998). Cognition refers to the beliefs, thoughts, and knowledge an individual has about an attitude object (Ostrom, 1969). To summarize, emotion is based on feelings, such as like, preference, fear, or hated, whereas cognition is based on the information or knowledge. The core idea of the ABC model is that emotion and cognition interplay in forming attitudes (Edwards, 1990).

IV. Hypothesis Development

This paper focuses on cause-related marketing as perspectives of the sustainable development goals (SDGs). In particular, cause-related marketing that is linked to SDG 2 (zero hunger), SDG 3 (good health and well-being), and SDG 13 (climate action) will be put into

research design. As a result, it is to analyze the factors that affect consumer attitudes for each SDGs utilized in cause-related marketing. In addition, cause-related marketing will be categorized into two types in terms of instrumental conditioning: positive punishment and positive reinforcement.

4.1. Effects of Emotion on Attitude

As the ABC model suggests, the affective element, also called as the emotional element, is one of the dimensions that compose attitude. The affective component reflects feelings and emotions regarding the object of attitude (Ladero, Casquet, & Singh, 2015). Previous consumer studies have investigated the role of emotion in consumer's decision-making process. The researchers have found that people evaluate and judge the target items, such as products, brands, and advertisements, based on their current emotion (Kim & Johnson, 2013). Cause-related marketing is a setting in which emotion is evoked through marketing stimuli and advertising (Laros & Steenkamp, 2005). Thus, it is reasonable that emotion aroused after evaluating the cause-related advertising affects attitude toward cause-related marketing. In that sense, Kim and Johnson (2013) examined that the role of emotion in influencing attuite and purchase intention for products that use cause-related marketing in the case of both American and Korean consumers. Similarly, Guerreiro, Rita, and Trigueiros (2015) revealed that emotion influenced consumer's decisions whether to purchase cause-related products. On this rationale, this study hypothesized that emotion affects consumer attitude toward cause-related marketing.

H1a: Emotion affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive punishment.

H1b: Emotion affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive reinforcement.

H1c: Emotion affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive punishment.

H1d: Emotion affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive reinforcement.

H1e: Emotion affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive punishment.

H1f: Emotion affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive reinforcement.

4.2. Effects of Cognition of Attitude

According to the ABC model, cognition is one of the key factors in attitude formation along with the emotion factor. Cognition refers to the individual's information, beliefs, and knowledge about an object (Ladero, Casquet, & Singh, 2015). Many scholars have assessed how cognition influences consumer attitude. Ruiz and Sicilia (2004) stated that cognition determines the effectiveness of advertising. With regard to corporate social responsibility, Pomering and Dolnicar (2009) found that consumer's awareness of corporate social responsibility initiatives affects consumer attitude and purchase intention, and in turn, determines the success of corporate social responsibility implementation. Nameghi and Shadi (2013) stated that cognition is significantly related to consumer attitudes. In. addition, Guerreiro, Rita, and Trigueiros (2015) revealed that consumers' choice of cause-related products is driven by cognitive motivation. Thus, this study hypothesized that cognition affects consumer attitude toward cause-related marketing.

H2a: Cognition affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive punishment.

H2b: Cognition affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive reinforcement.

H2c: Cognition affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive punishment.

H2d: Cognition affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive reinforcement.

H2e: Cognition affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive punishment.

H2f: Cognition affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive reinforcement.

4.3. Effects of Sustainability on Attitude

Sustainability refers to "satisfying the current needs without compromising the future generation's needs" (World Commission on Environment and Development, 1987). Sustainability is the core attribute in cause-related marketing since it emphasizes engagement in social and ecological issues within their brands or products (Barone, Miyazaki, & Taylor, 2000). Along with the growing interest in social and ecological issues, sustainability has become one of the key elements that both corporates and consumers consider. Communication of sustainability is considered as a marketing tool which allows the corporates to attract new customers and new investors (Baldassarre & Campo, 2016). Regarding the relationship between sustainability and consumer behavior, previous studies revealed the impact of sustainability on consumers. O'Rourke and Ringer (2016) assessed how sustainability information regarding environmental, social, and health issues results in an increase of consumer purchase intentions. Miotto and Youn (2020) stated that sustainability aspect of corporates affects altruistic motives, and consequently affects consumer's trust toward brand

and purchase intention. That is, sustainability is explicitly and implicitly related to consumer buying decisions (B. Zhang, Zhang, & Zhou, 2021). On this basis, this study hypothesized that sustainability affects consumer attitudes toward cause-related marketing.

H3a: Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive punishment.

H3b: Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive reinforcement.

H3c: Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive punishment.

H3d: Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive reinforcement.

H3e: Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive punishment.

H3f: Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive reinforcement.

4.4. Effects of Business Ethics on Attitude

Lewis (1985) defined business ethics as "rules, standards, codes, or principles which provide a guideline for morally right behavior and truthfulness in specific situation". Previous studies examined the role of business ethics in consumer behavior. Creyer and Ross Jr (1997) stated that the ethicality of a firm's behavior is an important factor that affects consumer purchase behavior, based on empirical findings. Folkes and Kamins (1999) also addressed that the information about a firm's ethical behavior significantly influences consumer attitudes. More modern studies have also examined that consumer preferences for brands are promoted

through appeals to business ethics (Ferrell, Harrison, Ferrell, & Hair, 2019). This implies that business ethics is one of the influential factors related to consumer attitudes. Hence, this study hypothesized that business ethics affects consumer attitude toward cause-related marketing.

H4a: Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive punishment.

H4b: Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive reinforcement.

H4c: Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive punishment.

H4d: Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive reinforcement.

H4e: Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive punishment.

H4f: Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive reinforcement.

4.5. Effects of Attitude on Purchase Intention

The bottom line of the Theory of Reasoned Action is that attitude influences behavioral intention, which in turn influences behavior as a consequence (Fishbein & Ajzen, 1975). Within this framework, there have been extensive studies that explored the association between attitude and purchase behavior. Various studies examined that positive consumer attitude significantly enhances their intention to purchase (Conner & Armitage, 1998). In regard to corporate social responsibility and cause-related marketing, scholars examined the linkage between attitude and purchase intention. According to Oh and Yoon (2014), attitude positively

affects consumption intention regarding socially responsible and ethical products. Similarly, Lii, Wu, and Ding (2013) examined that the positive attitude toward corporate social responsibility initiatives affects consumer's purchase intention. Duarte and Silva (2018) revealed that a better attitude toward a cause increases the intention to purchase cause-related products. Thus, this study hypothesized that attitude affects purchase intention on cause-related marketing.

H5a: Attitude affects purchase intention regarding cause-related marketing linked to SDG 2 with positive punishment

H5b: Attitude affects purchase intention regarding cause-related marketing linked to SDG 2 with positive reinforcement.

H5c: Attitude affects purchase intention regarding cause-related marketing linked to SDG 3 with positive punishment.

H5d: Attitude affects purchase intention regarding cause-related marketing linked to SDG 3 with positive reinforcement.

H5e: Attitude affects purchase intention regarding cause-related marketing linked to SDG 13 with positive punishment.

H5f: Attitude affects purchase intention regarding cause-related marketing linked to SDG 13 with positive reinforcement.

4.6. Effects of Purchase Intention of Expected Satisfaction

Satisfaction is one of the central marketing concepts that scholars in the field of consumer behavior have extensively explored. Yi (1990) defined consumer satisfaction as "the consumer responses to the evaluation of perceived discrepancy between some comparison standards, such as expectation, and the perceived performance of the product". In other words,

consumer satisfaction is based upon the gap between the expectation and the actual outcome. Consumer satisfaction generally occurs during consumption or after consumption, but it may also occur prior to choice of products or even in the absence of purchase (Giese &Cote, 2000). Thus, expected satisfaction can be measured prior to actual purchase or before actual satisfaction derivation. Even though numerous previous studies investigated the level of consumer satisfaction in cause-related marketing, the relationship between purchase intention and expected satisfaction is little known. Considering that consumer satisfaction may occur prior to actual purchase, this study hypothesized that purchase intention affects expected satisfaction toward cause-related marketing.

H6a: Purchase intention affects expected satisfaction regarding cause-related marketing linked to SDG 2 with positive punishment

H6b: Purchase intention affects expected satisfaction regarding cause-related marketing regarding linked to SDG 2 with positive reinforcement.

H6c: Purchase intention affects expected satisfaction regarding cause-related marketing linked to SDG 3 with positive punishment.

H6d: Purchase intention affects expected satisfaction regarding cause-related marketing linked to SDG 3 with positive reinforcement.

H6e: Purchase intention affects expected satisfaction regarding cause-related marketing linked to SDG 13 with positive punishment.

H6f: Purchase intention affects expected satisfaction regarding cause-related marketing linked to SDG 13 with positive reinforcement.

Figure 4. Proposed Research Model
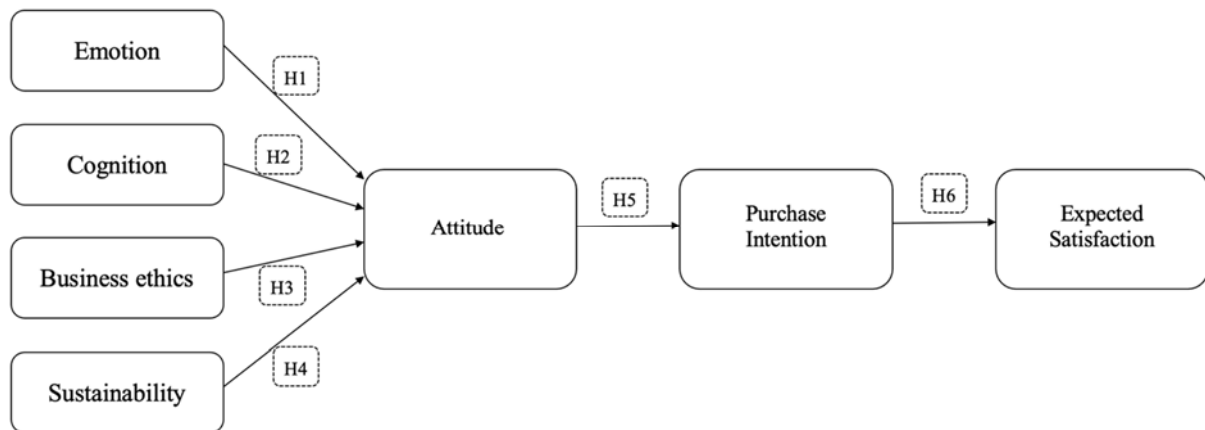
V. Methodology

5.1. Data Collection

This study was conducted to examine factors affecting attitude towards cause-related marketing. To address the aims of this study, a quantitative analysis was carried out. Data used in this study were collected through online survey using an online software Qualtrics. The survey was distributed throughout Korea only to Korean nationals who are over the age of 20. The survey was conveyed through web-based and online communication platforms (e.g., Naver, KakaoTalk, email). In order to avoid potential bias, the surveys were distributed with an anonymous link. The responses were gathered online and directly exported to Statistical Package for Social Science (SPSS) for quantitative analysis. The response rate was 48.75%. A total of 240 online surveys were distributed, and 117 were completed and validated.

5.2. Survey Development

The survey questionnaires consist of a total of three sections. The first section of the questionnaires contains warming-up questions to bring initial attention of respondents. In this section, a brief explanation of the concept of cause-related marketing was provided with visual

examples. After seeing the description and examples, the respondents were asked to answer if they had ever seen or heard of cause-related marketing and had ever purchased any products that used cause-related marketing.

The second section of the survey contains the main questions. Respondents were provided with different examples of cause-related marketing. The examples of cause-related marketing used in the survey was selected based on the literature review, with perspectives of the SDGs and instrumental conditioning. According to Laffrety and Edmondson (2014), the causes that are most likely to be used for cause-related marketing campaign fall into four broad categories: health, human services, animal, and environment. On this basis, the cause-related marketing in this study can be classified to three types in the context of sustainable development goals: SDG 2 (zero hunger) SDG 3 (Health and Well-being), and SDG 13 (Climate action). In terms of instrumental conditioning, cause-related marketing in this research focused on positive punishment and positive reinforcement. In the setting of cause-related marketing, the causes relating to the SDGs are presented within the advertising message, which can be interpreted as a stimulus. Cause-related marketing that involves adding a stimulus can be categorized into two types: positive punishment and positive reinforcement. Therefore, a total of six different examples of cause-related marketing were selected, based on the combination of the linked SDGs and instrumental conditioning. After seeing each of the examples, respondents were asked to answer six sub-part questions, which related to emotion, cognition, sustainability, business ethics, attitude, purchase intention, and expected satisfaction. The survey questionnaires adopt a 5-point Likert scale. With regard to the main questions mentioned earlier, respondents were asked to answer whether they agree or disagree by choosing a number between 1 (Strongly disagree) to 5 (Strongly agree).

Lastly, the third section asks the close-ended questions regarding socio-demographic information including gender, age, education level, marital status, employment status, and monthly income.

In order to check reliability, this study conducted Cronbach's Alpha (α) test prior to the main analysis. The summarization of the reliability of the factors on each cause-related marketing example (AD1-AD6) is provided in Table 1.

Table 1. Summary of Reliability

Factors	Number of Items	Cronbach's Alpha (α)					
		AD1	AD2	AD3	AD4	AD5	AD6
Emotion	4	0.782	0.852	0.919	0.869	0.859	0.912
Cognition	4	0.870	0.886	0.861	0.898	0.876	0.881
Sustainability	4	0.837	0.908	0.908	0.868	0.928	0.916
Business Ethics	2	0.828	0.778	0.808	0.838	0.844	0.851

AD1: Cause-related marketing linked to SDG 2 with positive punishment
AD2: Cause-related marketing linked to SDG 2 with positive reinforcement
AD3: Cause-related marketing linked to SDG 3 with positive punishment
AD4: Cause-related marketing linked to SDG 3 with positive reinforcement
AD5: Cause-related marketing linked to SDG 13 with positive punishment
AD6: Cause-related marketing linked to SDG 13 with positive reinforcement

Sociodemographic findings from a total of 117 respondents show that 74.5% are female and 26.5% are male. Among the age group, 65% of the respondents are between 20 to 29 years, 23.9% are 30 to 39 years, 8.5% are 40 to 49 years, 1.9% are 50 to 50 years, and 0.9% are 60 to 60 years. In terms of educational background, 56.5% of respondents hold or pursue a bachelor's degree, 29.1 % are working on or hold a master's degree, 9.4% hold a high school diploma, and 5.1% hold or pursue a doctoral degree. In terms of the marital status of respondents, 76.9% of the total respondents are married and 23.1% are unmarried. With regard to employment status, 48.7% of respondents are full-time employed, 9.4% are part-time employed, 23.9% are currently students, 7.7% are housewives, 0.9% are retired, and 9.4% are others, such as freelancer and job seekers. In terms of income, 37.6% of respondents have a

monthly income of less than ₩ 2,000,000, 33.3% have monthly incomes between ₩2,000,000 and ₩29,999,999, 18.8% have monthly incomes between ₩3,000,000 and ₩39,999,999, 4.3% have monthly incomes between ₩4,000,000 and ₩49,999,999, 4.3% have monthly incomes ₩6,000,000 and above, and 1.7% are not applicable. Table 2 summarized the demographic characteristics of the respondents.

Table 2. Sample Demographic Characteristics

Characteristics (n=117)	%	n
Gender		
Male	26.5	31
Female	74.5	86
Age		
20 – 29	65.0	76
30 – 39	23.9	28
40 – 49	8.5	10
50 – 59	1.7	2
60 – 69	0.9	1
70 or more	-	-
Level of Education		
Less than high school diploma	-	-
High school diploma	9.4	11
Pursuing or completed bachelor's degree	56.5	66
Pursuing or completed master's degree	29.1	34
Pursuing or completed doctoral degree	5.1	6
Marital Status		
Unmarried	76.9	90
Married	23.1	27
Employment Status		
Full-time employed	48.7	57
Part-time employed	9.4	11
Student	23.9	28
Housewife	7.7	9
Retired	0.9	1
Others	9.4	11
Monthly Income		
KRW 1,999,999 or less	37.6	44
KRW 2,000,000 – 29,999,999	33.3	39
KRW 3,000,000 – 39,999,999	18.8	22
KRW 4,000,000 – 49,999,999	4.3	5
KRW 5,000,000 – 59,999,999	-	-
KRW 6,000,000 or more	4.3	5
Missing	1.7	2

VI. Data Analysis

In order to check the validity of the major constructs, this study applied factor analysis with using Principal Component Analysis as an extraction method and with a varimax rotation of Kaiser Normalization. To extract factors for independent variables, a total of 14 items were used, and it yielded a total of four factors. This procedure was repeated for each six examples of cause-related marketing. In addition, the attitude, purchase intention, and expected satisfaction was all extracted as one factor with the same procedure repeated. The overall items used in the survey came out with values above 0.8, with all Eigen values greater than 1.00. Thus, the items with the high loadings are relevant to represent the constructs of each variable. Table 3 to Table 8 summarized the result of factor analysis for factors that affect consumer attitude toward cause-related marketing for each case: emotion, cognition, sustainability, and expected satisfaction.

Table 3. Factor Loadings for AD1 (SDG2 X Positive Punishment)

Items		Factor Loadings			
		1	2	3	4
Emotion					
E2.	I feel empathy for the firm's purpose on cause-related activity	0.841			
E1.	I like the firm's cause-related activity for society.	0.812			
E3.	I enjoy the cause-related idea applied by the firm.	0.766			
E4.	I prefer the cause-related advertising for needed ones.	0.692			
Cognition					
C2.	I recognize the firm's cause-related effort for sustainability.		0.865		
C1.	I recognize the firm's cause-related efforts to save society.		0.860		
C4.	I believe that the cause-related marketing helps needed ones.		0.843		
C3.	I am aware of the cause-related effort to improve the quality of society.		0.825		
Sustainability					
S1.	Cause-related marketing improves sustainability issues for society.			0.837	
S3.	Cause-related marketing can help to achieve sustainable development.			0.834	
S2.	Cause-related marketing can provide a long-term solution to the linked social issue.			0.816	
S4.	Cause-related marketing supports environmental-friendly activities for long term.			0.799	

Business Ethics

B1.	Cause-related marketing helps build better ethical behavior for consumers.	0.924
B2.	Cause-related marketing helps actual practices of ethical behavior for society.	0.924

Table 4. Factor Loadings for AD 2 (SDG2 X Positive Reinforcement)

Items		Factor Loadings			
		1	2	3	4
Emotion					
E1.	I like the firm's cause-related activity for society.	0.864			
E4.	I prefer the cause-related advertising for needed ones.	0.854			
E2.	I feel empathy for the firm's purpose on cause-related activity.	0.842			
E3.	I enjoy the cause-related idea applied by the firm.	0.769			
Cognition					
C1.	I recognize the firm's cause-related efforts to save society.		0.884		
C3.	I am aware of the cause-related effort to improve the quality of society.		0.864		
C4.	I believe that the cause-related marketing helps needed ones.		0.854		
C2.	I recognize the firm's cause-related effort for sustainability.		0.851		
Sustainability					
S2.	Cause-related marketing can provide a long-term solution to the linked social issue.			0.889	
S3.	Cause-related marketing can help to achieve sustainable development.			0.894	
S4.	Cause-related marketing supports environmental-friendly activities for long term.			0.877	
S1.	Cause-related marketing improves sustainability issues for society.			0.875	
Business Ethics					
B2.	Cause-related marketing helps actual practices of ethical behavior for society.				0.905
B1.	Cause-related marketing helps build better ethical behavior for consumers.				0.905

Table 5. Factor Loadings for AD 3 (SDG3 X Positive Punishment)

Items		Factor Loadings			
		1	2	3	4
Emotion					
E2.	I feel empathy for the firm's purpose on cause-related activity.	0.923			
E1.	I like the firm's cause-related activity for society.	0.910			
E4.	I prefer the cause-related advertising for needed ones.	0.896			
E3.	I enjoy the cause-related idea applied by the firm.	0.860			
Cognition					
C3.	I am aware of the cause-related effort to improve the quality of society.		0.906		
C1.	I recognize the firm's cause-related efforts to save society.		0.857		
C2.	I recognize the firm's cause-related effort for sustainability.		0.833		

C4.	I believe that cause-related marketing helps needed ones.	0.781	

Sustainability

S3.	Cause-related marketing can help to achieve sustainable development.	0.921
S2.	Cause-related marketing can provide a long-term solution to the linked social issue.	0.908
S1.	Cause-related marketing improves sustainability issues for society.	0.880
S4.	Cause-related marketing supports environmental-friendly activities for long term.	0.837

Business Ethics

B1.	Cause-related marketing helps build better ethical behavior for consumers.	0.916
B2.	Cause-related marketing helps actual practices of ethical behavior for the society.	0.916

Table 6. Factor Loadings for AD 4 (SDG4 ✕ Positive Reinforcement)

Items		Factor Loadings			
		1	**2**	**3**	**4**
Emotion					
E2.	I feel empathy for the firm's purpose on cause-related activity.	0.910			
E1.	I like the firm's cause-related activity for society.	0.858			
E4.	I prefer the cause-related advertising for needed ones.	0.831			
E3.	I enjoy the cause-related idea applied by the firm.	0.801			
Cognition					
C3.	I am aware of the cause-related effort to improve the quality of society.		0.918		
C4.	I believe that cause-related marketing helps needed ones.		0.888		
C1.	I recognize the firm's cause-related efforts to save society.		0.865		
C2.	I recognize the firm's cause-related effort for sustainability.		0.836		
Sustainability					
S3.	Cause-related marketing can help to achieve sustainable development.			0.907	
S2.	Cause-related marketing can provide a long-term solution to the linked social issue.			0.883	
S1.	Cause-related marketing improves sustainability issues for society.			0.834	
S4.	Cause-related marketing supports environmental-friendly activities for long term.			0.772	
Business Ethics					
B1.	Cause-related marketing helps build better ethical behavior for consumers.				0.928
B2.	Cause-related marketing helps actual practices of ethical behavior for the society.				0.928

Table 7. Factor Loadings for AD 5 (SDG 13 X Positive Punishment)

Items		Factor Loadings			
		1	**2**	**3**	**4**
Emotion					
E2.	I feel empathy for the firm's purpose on cause-related activity.	0.903			
E1.	I like the firm's cause-related activity for society.	0.845			
E3.	I enjoy the cause-related idea applied by the firm.	0.816			
E4.	I prefer the cause-related advertising for needed ones.	0.802			
Cognition					
C2.	I recognize the firm's cause-related effort for sustainability.		0.891		
C3.	I am aware of the cause-related effort to improve the quality of society.		0.884		
C1.	I recognize the firm's cause-related efforts to save society.		0.842		
C4.	I believe that cause-related marketing helps needed ones.		0.810		
Sustainability					
S1.	Cause-related marketing improves sustainability issues for society.			0.915	
S2.	Cause-related marketing can provide a long-term solution to the linked social issue.			0.914	
S3.	Cause-related marketing can help to achieve sustainable development.			0.912	
S4.	Cause-related marketing supports environmental-friendly activities for long term.			0.891	
Business Ethics					
B2.	Cause-related marketing helps actual practices of ethical behavior for the society.				0.930
B1.	Cause-related marketing helps build better ethical behavior for consumers.				0.930

Table 8. Factor Loadings for AD 6 (SDG 13 X Positive Reinforcement)

Items		Factor Loadings			
		1	**2**	**3**	**4**
Emotion					
E2.	I feel empathy for the firm's purpose on cause-related activity.	0.923			
E1.	I like the firm's cause-related activity for society.	0.917			
E4.	I prefer the cause-related advertising for needed ones.	0.865			
E3.	I enjoy the cause-related idea applied by the firm.	0.861			
Cognition					
C2.	I recognize the firm's cause-related effort for sustainability.		0.895		
C3.	I am aware of the cause-related effort to improve the quality of society.		0.895		
C1.	I recognize the firm's cause-related efforts to save society.		0.842		
C4.	I believe that cause-related marketing helps needed ones.		0.820		
Sustainability					
S2.	Cause-related marketing can provide a long-term solution to the linked social issue.			0.907	
S3.	Cause-related marketing can help to achieve sustainable development.			0.901	

S4.	Cause-related marketing supports environmental-friendly activities for long term.	0.888
S1.	Cause-related marketing improves sustainability issues for society.	0.882
Business Ethics		
B2.	Cause-related marketing helps actual practices of ethical behavior for society.	0.933
B1.	Cause-related marketing helps build better ethical behavior for consumers.	0.933

This study applied factor scores for regression analyses to test the significance of the factors affecting cause-related marketing. Table 9 represents the result of multiple regressions that shows the effects of factors on consumer attitude toward cause-related marketing. Overall, the results of ANOVA for each example showed that the model was significant at 0.01 level with $F=28.360$ (*r-square*=0.505) in case of cause-related marketing linked to SDG 2 with positive punishment (AD1); $F=59.045$ (*r-square*=0.690) in case of cause-related marketing linked to SDG 2 with positive reinforcement (AD2); $F=66.437$ (*r-square*=0.705) in case of cause-related marketing linked to SDG 3 with positive punishment (AD3); $F=51.170$ (*r-square*=0.653) in case of in case of cause-related marketing linked to SDG 3 with positive reinforcement (AD4); $F=48.559$ (*r-square*=0.627) in case of cause-related marketing linked to SDG 13 with positive punishment (AD5); $F=80.257$ (*r-square*=0.748) in case of cause-related marketing linked to SDG 13 with positive reinforcement (AD6).

Given the Table 9, the findings indicate that. H1a, H1b, and H1f are accepted, but not H1c, H1d, and H1e. In other words, emotion affects attitude towards cause-related marketing linked to SDG2 with either positive punishment or positive reinforcement. Also, emotion affects attitude towards cause-related marketing linked to SDG 13 with positive reinforcement. Regarding cognition factor, the findings suggest that H2b, H2c, H2e, and H2f are accepted, but H2a and H2d are rejected. That is, cognition affects attitude towards cause-related marketing linked to SDG 2 with positive reinforcement, and cause-related marketing linked SDG 3 with positive punishment. Also, cognition affects attitude towards cause-related marketing linked to SDG 13 with positive punishment and positive reinforcement. The finding also represents that

H3a, H3d, and H4e are accepted, but not H3b, H3c, and H3f. Sustainability factor affects attitude towards cause-related marketing linked to SDG 2 with positive punishment, SDG 3 with positive reinforcement, and SDG 13 with positive punishment. Lastly, H4a, H4b, H4c, H4d, H4e, and H4f are all accepted. In other words, business ethics factor affects attitude towards cause-related marketing in every case.

Table 9. Effects of Factors on Attitude toward Cause-Related Marketing

	Standard Coefficient (*t*-value-Sig)					
	AD1	AD2	AD3	AD4	AD5	AD6
H1: Emotion → Attitude	0.345 (3.186***)	0.293 (3.026***)	0.105 (1.204)	0.153 (1.580)	0.140 (1.368)	0.239 (2.413**)
H2: Cognition → Attitude	0.055 (0.542)	0.336 (3.760***)	0.445 (4.585***)	0.138 (1.429)	0.184 (1.671*)	0.171 (1.674*)
H3: Sustainability → Attitude	0.194 (2.443**)	0.014 (0.205)	0.124 (1.685*)	0.239 (3.103***)	0.200 (2.106**)	0.064 (0.698)
H4: Business Ethics → Attitude	0.253 (2.670***)	0.301 (4.010***)	0.268 (3.555***)	0.394 (4.456***)	0.364 (3.829***)	0.455 (5.114***)

*** significant at $p<0.01$, ** significant at $p<0.05$, * significant at $p<0.1$
AD1: Cause-related marketing linked to SDG 2 with positive punishment
AD2: Cause-related marketing linked to SDG 2 with positive reinforcement
AD3: Cause-related marketing linked to SDG 3 with positive punishment
AD4: Cause-related marketing linked to SDG 3 with positive reinforcement
AD5: Cause-related marketing linked to SDG 13 with positive punishment
AD6: Cause-related marketing linked to SDG 13 with positive reinforcement

Table 10 represents the result of regression analysis on the effects of attitude on intention to purchase on cause-related marketing. Overall, the results of ANOVA for each example showed that the model was significant at 0.01 level with $F=155.933$ (*r-square*=0.578) in case of AD1; $F=144.267$ (*r-square*=0.563) in case of AD2; $F=184.716$ (*r-square*=0.618) in case of AD3; $F=218.9$ (*r-square*=0.658) in case of AD4; $F=184.382$ (*r-square*=0.615) in case of AD5; $F=337.715$ (*r-square*=0.748) in case of AD6. As displayed in Table 12, H5a, H5b, H5c, H5d, H5e, and H5f are accepted, meaning that attitude affects purchase intention on cause-related marketing for every case.

Table 10. Effects of Attitude on Purchase Intention

	Standard Coefficient (*t*-value-Sig)					
	AD1	AD2	AD3	AD4	AD5	AD6
H5: Attitude → Intention	0.760 (12.487***)	0.750 (12.011***)	0.786 (13.591***)	0.881 (14.795***)	0.781 (13.579***)	0.865 (18.377***)

*** significant at *p<0.01*, ** significant at *p<0.05*, * significant at *p<0.1*
AD1: Cause-related marketing linked to SDG 2 with positive punishment
AD2: Cause-related marketing linked to SDG 2 with positive reinforcement
AD3: Cause-related marketing linked to SDG 3 with positive punishment
AD4: Cause-related marketing linked to SDG 3 with positive reinforcement
AD5: Cause-related marketing linked to SDG 13 with positive punishment
AD6: Cause-related marketing linked to SDG 13 with positive reinforcement

Table 11 represents the result of regression analysis on the effects of purchase intention on expected satisfaction on cause-related marketing. Overall, the results of ANOVA for each example showed that the model was significant at 0.01 level with $F=86.049$ (*r-square*=0.430) in case of AD1; $F=144.267$ (*r-square*=0.563) in case of AD2; $F=216.520$ (*r-square*=0.657) in case of AD3; $F=234.503$ (*r-square*=0.675) in case of AD4; $F=184.184$ (*r-square*=0.614) in case of AD5; $F=353.155$ (*r-square*=0.752) in case of AD6. Based on Table 11, findings indicate that H6a, H6b, H6c, H6c, H6d, H6e, and H6f are all accepted. In other words, purchase intention affects expected satisfaction on cause-related marketing for every case.

Table 11. Effects of Purchase Intention on Expected Satisfaction

	Standard Coefficient (*t*-value-Sig)					
	AD1	AD2	AD3	AD4	AD5	AD6
H6: Intention → Expectation	0.656 (9.276***)	0.686 (9.991***)	0.811 (14.715***)	0.821 (15.313***)	0.786 (13.571***)	0.869 (18.792***)

*** significant at *p<0.01*, ** significant at *p<0.05*, * significant at *p<0.1*
AD1: Cause-related marketing linked to SDG 2 with positive punishment
AD2: Cause-related marketing linked to SDG 2 with positive reinforcement
AD3: Cause-related marketing linked to SDG 3 with positive punishment
AD4: Cause-related marketing linked to SDG 3 with positive reinforcement
AD5: Cause-related marketing linked to SDG 13 with positive punishment
AD6: Cause-related marketing linked to SDG 13 with positive reinforcement

In conclusion, Table 12 summarized the results of hypotheses testing of factors affecting consumer attitude towards cause-related marketing.

Table 12. Hypotheses Testing of the Factors affecting Attitude

Factors	Hypotheses Testing		Result
Emotion	**H1a**	Emotion affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive punishment.	*Accepted*
	H1b	Cognition affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive reinforcement.	*Accepted*
	H1c	Cognition affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive punishment.	Rejected
	H1d	Cognition affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive reinforcement.	Rejected
	H1e	Cognition affects consumer attitudes toward cause-related marketing with linked to SDG 13 with positive punishment.	Rejected
	H1f	Cognition affects consumer attitudes toward cause-related marketing with linked to SDG 13 with positive reinforcement.	*Accepted*
Cognition	**H2a**	Cognition affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive punishment.	Rejected
	H2b	Cognition affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive reinforcement.	*Accepted*
	H2c	Cognition affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive punishment.	*Accepted*
	H2d	Cognition affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive reinforcement.	Rejected
	H2e	Cognition affects consumer attitudes toward cause-related marketing with linked to SDG 13 with positive punishment.	*Accepted*
	H2f	Cognition affects consumer attitudes toward cause-related marketing with linked to SDG 13 with positive reinforcement.	*Accepted*
Sustainability	**H3a**	Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive punishment.	*Accepted*
	H3b	Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive reinforcement.	Rejected
	H3c	Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive punishment.	*Accepted*
	H3d	Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive reinforcement.	*Accepted*
	H3e	Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive punishment.	*Accepted*
	H3f	Sustainability affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive reinforcement.	Rejected
Business ethics	**H4a**	Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive punishment.	*Accepted*
	H4b	Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 2 with positive reinforcement.	*Accepted*

H4c	Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive punishment.		*Accepted*
H4d	Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 3 with positive reinforcement.		*Accepted*
H4e	Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive punishment.		*Accepted*
H4f	Business ethics affects consumer attitudes toward cause-related marketing linked to SDG 13 with positive reinforcement.		*Accepted*

Second, the result of hypotheses testing of the effects of attitude on purchase intention on cause-related marketing is summarized in Table 13.

Table 13. Hypotheses Testing of the Effects of Attitude on Purchase Intention

Variable	Hypotheses Testing		Result
Attitude	**H5a**	Attitude affects purchase intention on cause-related marketing linked to SDG 2 with positive punishment.	*Accepted*
	H5b	Attitude affects purchase intention on cause-related marketing linked to SDG 2 with positive reinforcement.	*Accepted*
	H5c	Attitude affects purchase intention on cause-related marketing linked to SDG 3 with positive punishment.	*Accepted*
	H5d	Attitude affects purchase intention on cause-related marketing linked to SDG 3 with positive reinforcement.	*Accepted*
	H5e	Attitude affects purchase intention on cause-related marketing with linked to SDG 13 with positive punishment.	*Accepted*
	H5f	Attitude affects purchase intention on cause-related marketing with linked to SDG 13 with positive reinforcement.	*Accepted*

Lastly, the result of hypotheses testing of the effects of purchase intention on expected satisfaction on cause-related marketing is summarized in Table 14.

Table 14. Hypotheses Testing of the Effects of Intention on Expected Satisfaction

Variable	Hypotheses Testing		Result
Purchase Intention	**H6a**	Purchase intention affects expected satisfaction on cause-related marketing linked to SDG 2 with positive punishment.	*Accepted*
	H6b	Purchase intention affects expected satisfaction on cause-related marketing linked to SDG 2 with positive reinforcement.	*Accepted*
	H6c	Purchase intention affects expected satisfaction on cause-related marketing linked to SDG 3 with positive punishment.	*Accepted*

H6d	Purchase intention affects expected satisfaction on cause-related marketing linked to SDG 3 with positive reinforcement.	*Accepted*
H6e	Purchase intention affects expected satisfaction on cause-related marketing with linked to SDG 13 with positive punishment.	*Accepted*
H6f	Purchase intention affects expected satisfaction cause-related marketing with linked to SDG 13 with positive reinforcement.	*Accepted*

VII. Conclusion

7.1. Findings

The main intention of this study is to examine factors affecting consumer attitudes towards cause-related marketing. The factors were selected based on the literature review that consumer attitudes are influenced by emotion, cognition, sustainability, and business ethics. This study specifically focused on cause-related marketing linked to three different sustainable development goals, including SDG 2 (zero hunger), SDG 3 (good health and well-being), and SDG 13 (climate action), with different usage of instrumental conditioning, including positive punishment and positive reinforcement.

The result of this study found that not every factor is significant in affecting consumer attitude towards cause-related marketing. In the case of cause-related marketing linked to SDG 2 with positive punishment, emotion, sustainability, and business ethics affect consumer attitude toward cause-related marketing, but not cognition factor. In the case of cause-related marketing linked to SDG 2 with positive reinforcement, emotion, sustainability, and business ethics affect consumer attitude toward cause-related marketing, but not sustainability factor. In the case of cause-related marketing linked to SDG 3 with positive punishment, cognition, sustainability, and business ethics affects consumer attitude toward cause-related marketing, but not emotion factor. In the case of cause-related marketing linked to SDG 3 with positive reinforcement, sustainability, and business ethics affect consumer attitude, but emotion and cognition do not significantly affect consumer attitude toward cause-related marketing. In the

case of cause-related marketing linked to SDG 13 with positive punishment, cognition, sustainability, and business ethics affect consumer attitude toward cause-related marketing, but not emotion factor. In the case of cause-related marketing linked to SDG 13 with positive reinforcement, emotion, cognition, and business ethics affect consumer attitude toward cause-related marketing, but not the sustainability factor.

One interesting finding based on the analyses is that, among the factors, business ethics is the only factor that significant affects consumer attitude towards cause-related marketing regardless the types of linked SDG issue and instrumental conditioning. In addition, regardless of the cases of cause-related marketing, consumer attitude affects purchase intention, and purchase intention affects expected satisfaction on cause-related marketing. Regarding the inconsistent results of the analyses, there might exist various reasons, which provides a scope for future studies to be conducted.

In terms of the emotion and cognition factor, consumers might a have different emotional and cognitive perception based on the way firms convey cause-related messages. Also, the selected examples all have different visualization in advertising, such as the images, the display of the brand logo, and the description of the exact amount of donation. Previous study found that message framing and visual image affect emotion and cognition (Seo, Dillard, & Shen, 2013). Thus, these differences in advertising might differently affect consumer's emotion and cognition for each case of the examples.

Regarding the sustainability factor, respondents might evaluate the sustainability based on their prior knowledge or preferences of the companies. The examples used in this study are not Korean brands, but American brands. Even though those corporates are generally considered as global brands, the respondents might have a different level of familiarity, preference, trust toward the companies and brands. Besides, the level of fit between sponsoring

brand and the social cause enhances the brand image (Nan & Heo, 2007). Such factors could affect how consumers view and consider the sustainability of the firms.

7.2. Managerial and Policy Implication

The result of this study provides managerial implications for producers and marketers in terms of a way to adopt cause-related marketing for better effectiveness. This study found that business ethics affects consumer attitude toward cause-related marketing, regardless of the types of the cause and conditioning. This implies that business ethics is one of the key factors that strongly influence consumer attitude. This finding suggests the direction to the companies that they can considerer a communication strategy that emphasizes ethical consumption and business. If the messages that clearly convey the ethical outcomes of purchasing cause-related products are provided within cause-related marketing, consumers might be more likely to have positive attitude and higher intention to purchase cause-related products.

In addition, based on the findings of this study, it is yet unclear that which instrumental conditioning, either positive punishment or positive reinforcement, is more effective in influencing consumer attitude since the result of the analyses is not consistent based on the examples. This suggests that marketers could adopt other instrumental conditioning that is not used in this research design: negative reinforcement and negative punishment. Marketers could attempt to adopt all different types of instrumental conditioning within the message of cause-related advertising, and identify which method is the most influential in affecting consumer attitude toward their cause-related products.

Further, marketing and communication practitioners of companies and advertising agencies should design cause-related advertising that can create a positive consumer attitude and perception toward cause-related marketing and corporate social responsibility in long term. According to the result of this study, positive attitudes lead to high purchase intention, and high

purchase intention leads to high expected satisfaction. As the purpose of cause-related marketing is to solve social and environmental problems by changing the attitudes of members of society and engaging them to act through purchase, it must be preceded to ensure a positive consumer attitude toward cause-related marketing in order to influence consumers to actually purchase such cause-related products. In order to create positive consumer attitudes and to truly fulfil corporate social responsibility, companies could provide concrete results on how they made contribution to society through cause-related marketing, moving forward from a short-term cause-related marketing activity.

This study also offers policy implication in the context of the sustainable development goals. Overall, consumer attitude toward cause-related marketing linked to SDG 2, SDG 3, and SDG 13 were positive. Also, these attitudes are consequently linked to purchase intention and expected satisfaction. This implies that consumers are generally conscious regarding the SDGs issue. These findings can be used to influence public policy and urge policymakers to actively communicate with private sector to bring people's attention to the SDGs. As discussed earlier, the United Nations engage the private sector in mainstreaming the SDGs agenda by setting responsible consumption and business as one of the goals, meaning that the SDGs can be achieved through collaboration between all sectors, including governments and the private sectors (United Nations, 2015). Each country has different policies and strategies regarding the priority of SDGs to solve, depending on their political contexts. Policymakers can strategically consider collaborating with corporates to solve those issues through cause-related marketing. That way, consumers and corporates can both contribute to achieving sustainable development goals, and policymakers can facilitate achieving sustainable development. The ultimate purpose of the SDGs is to achieve a better and more sustainable future for all (United Nations, 2015). In order to achieve the ultimate aim, it is necessary for all the members of society to

work together. Cause-related marketing is one way that could engage all the stakeholders for achieving sustainable development through their responsible actions.

7.3. Limitations and Future Research

This research contains some limitations. Due to the constraints, the survey questionnaires were distributed only through online, which resulted in a relatively low response rate. As the sample size is small, even though the study was able to draw statistically meaningful conclusion, there was no wide variety of demographic characteristics in sample groups. The majority of the respondents are between 20 to 29 years, given this reflects the users of the online platform, which might not fully reflect Korean consumer's attitude toward cause-related marketing. If the sample size is larger and if the sample groups better reflect the characteristics of Korean consumers, the findings of the analyses can be more reliable.

There is also a scope for future study to be conducted to investigate the factors affecting consumer attitude towards cause-related marketing. In terms of the selection of examples for research designing, this study used cause-related marketing adopted by American corporates. Further research can use Korean companies' cause-related marketing and compare how consumer attitude differ based on the nationality of corporates. In addition, further research may need to be supported by in-depth qualitative research and experiments. In terms of methodology, this study conducted three separate regression analyses. Structural equation model can be applied to explore the relationship between factors, attitude, purchase intention, and satisfaction on cause-related marketing. In addition, the survey was targeted to Korean consumers only. It is possible that, in other culture where there is a longer adoption of corporate social responsibility and cause-related marketing, the attitude and purchase intentions may different. Thus, future studies could investigate the cross-cultural differences in factors that affect attitude, purchase intention, and satisfaction on cause-related marketing.

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Appendix

Thank you for your kind participation. The questionnaire takes about 15 minutes to complete. Please note that your responses to this survey are completely anonymous and confidential. The information gathered through this survey will be used only for academic purposes. The purpose of this survey is to examine factors affecting consumer attitude, intention to purchase, and expected satisfaction on cause-related marketing. Your sincere responses shall be highly appreciated.

I welcome any questions or comments concerning this survey or the research project. Thank you for your time and cooperation.

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I. Warming-up questions

Please read the description below and answer the following questions.

Cause-related marketing refers to a strategy that is designed to achieve marketing objective through supporting related to "**social and ecological issues**." Below are some examples of cause-related marketing.
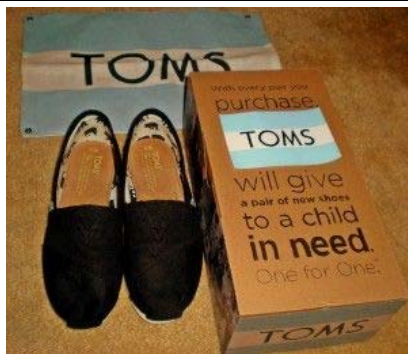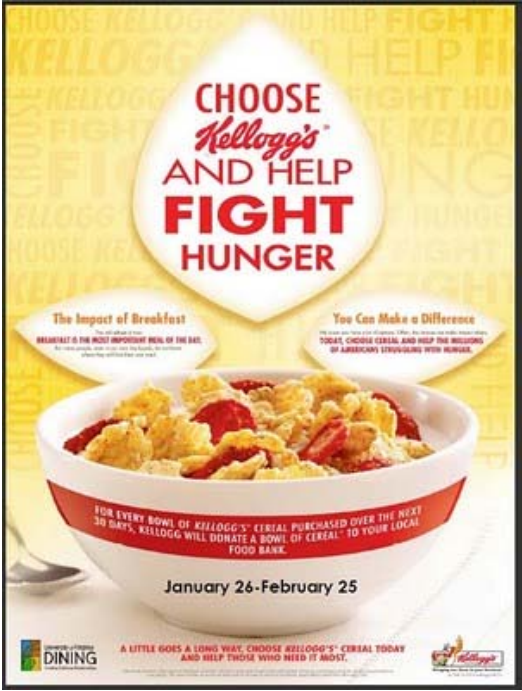
1. Have you ever heard of the term "cause-related marketing"?

    a) Yes

    b) No

2. Have you ever seen any advertisement like the examples above?

    a) Yes

    b) No

3. Have you ever purchased any products that use cause-related marketing?

    a) Yes

    b) No

4. (If answered 'Yes' to the questions 3) What was the level of overall satisfaction you had from the product?

Strongly dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Strongly satisfied
①	②	③	④	⑤

II. Main questions

In this section, you will see different examples of cause-related marketing. Please take a close look at each example and answer the following questions.

Part 1. SDG2 Zero Hunger/ Positive Punishment

This advertising expresses **removing something bad**, regarding **hunger** issue.

Fight hunger

Part 2. SDG2 Zero Hunger/ Positive reinforcement

This advertising expresses **strengthening something good**, regarding **hunger** issue.

Dole gives

Part 3. SDG3 Good Health and Well-being/ Positive punishment

This advertising expresses **removing something bad**,

End breast cancer

Part 4. SDG3 Good Health and Well-being/ Positive reinforcement

This advertising expresses strengthening something good, regarding **health** issue.

 1 life-saving vaccine

Part 5. SDG13 Climate action/ Positive punishment

This advertising expresses **removing something bad**, regarding **environmental issue**.

protect arctic home

Part 6. SDG13 Climate action/ Positive reinforcement

This advertising expresses strengthening something good, regarding **environmental issue**.

Save wildlife

Please indicate your response to each question by choosing the number that best describes your feeling and opinions <u>after seeing the cause-related marketing example provided</u>.

[1. Emotion] This part is about '**emotion**'. After seeing the cause-related marketing above, please indicate your responses to each question by choosing the number that best describes your feeling and opinions.

Survey items	Strongly disagree				Strongly agree
1. I like the firm's cause-related activity for society.	①	②	③	④	⑤
2. I feel empathy for the firm's purpose on cause-related activity.	①	②	③	④	⑤
3. I enjoy the cause-related idea applied by the firm.	①	②	③	④	⑤
4. I prefer the cause-related advertising for needed ones.	①	②	③	④	⑤

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[2. Cognition] This part is about '<u>**cognition**</u>'. After seeing the cause-related marketing above, please indicate your responses to each question by choosing the number that best describes your feeling and opinions.

Survey items		Strongly disagree ←				Strongly → agree
1.	I recognize the firm's cause-related efforts to save society.	①	②	③	④	⑤
2.	I recognize the firm's cause-related efforts for sustainability.	①	②	③	④	⑤
3.	I am aware of the cause-related effort to improve the quality of society.	①	②	③	④	⑤
4.	I believe that cause-related marketing helps needed ones.	①	②	③	④	⑤

[3. Sustainability] This part is about '<u>**sustainability**</u>'. After seeing the cause-related marketing above, please indicate your responses to each question by choosing the number that best describes your feeling and opinions.

Survey items		Strongly disagree ←				Strongly → agree
1.	Cause-related marketing improves sustainability issues for society.	①	②	③	④	⑤
2.	Cause-related marketing can provide a long-term solution to the linked social issue.	①	②	③	④	⑤
3.	Cause-related marketing can help to achieve sustainable development.	①	②	③	④	⑤
4.	Cause-related marketing supports environmental-friendly activities for long term.	①	②	③	④	⑤

[4. Business ethics] This part is about '<u>**business ethics**</u>'. After seeing the cause-related marketing above, please indicate your responses to each question by choosing the number that best describes your feeling and opinions.

Survey items		Strongly disagree ←				Strongly → agree
1.	Cause-related marketing helps build better ethical behavior for consumers.	①	②	③	④	⑤
2.	Cause-related marketing helps actual practices of ethical behavior for the society.	①	②	③	④	⑤

[5. Attitude] This part is about '**attitude**'. After seeing the cause-related marketing above, please indicate your responses to each question by choosing the number that best describes your feeling and opinions.

Survey items		Strongly disagree				Strongly agree
1.	As a consumer, I believe that cause-related marketing is important by building positive attitudes for society.	①	②	③	④	⑤
2.	I would like to consume products/services that use cause related marketing.	①	②	③	④	⑤
3.	Overall, I believe that it is worth to buy the products/services using cause-related marketing.	①	②	③	④	⑤
4.	Overall, I build a positive attitude because of cause-related marketing.	①	②	③	④	⑤

[6. Purchase Intention] This part is about '**purchase intention**'. After seeing the cause-related marketing above, please indicate your responses to each question by choosing the number that best describes your feeling and opinions.

Survey items		Strongly disagree				Strongly agree
1.	I am willing to purchase the products/services that use cause-related marketing.	①	②	③	④	⑤
2.	I would be willing to pay price for the products/services that used cause-related marketing than others.	①	②	③	④	⑤

[7. Expected Satisfaction] This part is about '**expected satisfaction**'. After seeing the cause-related marketing above, please indicate your responses to each question by choosing the number that best describes your feeling and opinions.

Survey items		Strongly disagree				Strongly agree
1.	Overall, I think cause-related marketing will meet my expectation.	①	②	③	④	⑤
2.	I think I will be satisfied with my choice of products that use cause-related marketing.	①	②	③	④	⑤
3.	Overall, I think I will be satisfied with cause-related marketing.	①	②	③	④	⑤

III. Socio-demographic questions

Please answers the following questions by clicking the most appropriate answer.

1. What is your age?
   a) 20-29
   b) 30-39
   c) 40-49
   d) 50-50
   e) 60-69
   f) 70 or more

2. What is your gender?
   a) Male
   b) Female

3. What is your current (or final) level of educational background?
   a) Less than high school diploma
   b) High school
   c) Pursuing or completed bachelor's degree
   d) Pursuing or completed master's degree
   e) Pursuing or completed doctoral degree

4. What is your marital status?
   a) Unmarried
   b) Married

5. What is your current employment status?
   a) Full time employed
   b) Part time employed
   c) Student
   d) Housewife
   e) Retired
   f) Others (Please specify: _____)

6. What is your monthly income?
   a) KRW 1,999,999 or less
   b) KRW 2,000,000 – 29,999,999

c) KRW 3,000,000 – 39,999,999

d) KRW 4,000,000 – 49,999,999

e) KRW 5,000,000 – 59,999,999

f) KRW 6,000,000 or more

<div align="center">This is the end of the survey.</div>

<div align="center">Thank you very much for your time.</div>

Survey Questionnaire (Korean version)

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[I. Warming-up questions] 아래에 제시된 설명을 잘 읽으신 후, 질문에 대답해주십시오.

공익연계마케팅(Cause-related marketing)이란 기업이 사회,환경 등 공익과 관련된 문제를 자체 브랜드 및 제품에 전략적으로 연계하는 마케팅 수단 중 하나입니다. 다음은 공익연계마케팅 예시입니다.

1. "공익연계마케팅" 에 대해서 들어본 적이 있으십니까?
   a) 예
   b) 아니오

2. 예시와 같이 공익연계마케팅을 이용한 광고를 본 적이 있으십니까?
   a) 예
   b) 아니오

3. 공익연계마케팅을 이용한 제품을 구매해 본적이 있으십니까?
   a) 예
   b) 아니오

3-1. (3 번에 예라고 답한 경우) 구매하신 상품에 전반적인 만족도 수준은 어떠했습니까?

매우 불만족	불만족	보통	만족	매우 만족
①	②	③	④	⑤

[II. Main questions] 제시된 공익연계마케팅을 보신 후, 다음 질문에 답해 주시길 바랍니다.

Part 1. SDG2 Zero Hunger/ Positive punishment

	다음 예시는 **기아** 문제에 대해, **안 좋은 것을 제거**하고자 하는 내용을 다루고 있습니다. **기아 근절 (Fight hunger)**

Part 2. SDG2 Zero Hunger/ Positive reinforcement

다음 예시는 **기아** 문제에 대해, **좋은 것을 더 강조** 하고자 하는 내용을 다루고 있습니다.

기아단체에 기부 (give)

Part 3. SDG3 Good Health and Well-being/ Positive punishment

다음 예시는 **건강** 문제에 대해, **안 좋은 것을 제거**하고자 하는 내용을 다루고 있습니다.

유방암 퇴치 (End breast cancer)

Part 4. SDG3 Good Health and Well-being/ Positive reinforcement

다음 예시는 **건강** 문제에 대해, **좋은 것을 더 강조** 하고자 하는 내용을 다루고 있습니다.

생명을 살리는 백신 (1 life-saving vaccine)

Part 5. SDG13 Climate action/ Positive punishment

다음 예시는 **환경** 문제에 대해, **안 좋은 것을 제거**하고자 하는 내용을 다루고 있습니다**.**

<mark>환경오염 보호</mark> (protect arctic home)

Part 6. SDG13 Climate action/ Positive reinforcement

다음 예시는 **환경** 문제에 대해, **좋은 것을 더 강조** 하고자 하는 내용을 다루고 있습니다.

<mark>야생동물 살리기</mark> (save wildlife)

[1. Emotion] 다음은 '**감정**' 대한 질문입니다. 앞서 제시된 공익연계마케팅을 본 후, 귀하가 그렇다고 느끼는 정도에 표시하여 주십시오.

	Survey items	전혀 동의하지 않음				agree →
1.	이 기업의 사회를 위한 공익 연계 활동이 좋다고 생각한다.	①	②	③	④	⑤
2.	기업의 공익연계활동 목적에 공감한다.	①	②	③	④	⑤
3.	기업의 공익 연계 아이디어는 기쁜 느낌을 준다.	①	②	③	④	⑤
4.	광고 내용이 꼭 필요한 사람들을 위한 공익 연계 광고를 선호한다.	①	②	③	④	⑤

[2. Cognition] 다음은 '**인지**'에 대한 질문입니다. 앞서 제시된 공익연계마케팅을 본 후, 귀하가 그렇다고 느끼는 정도에 표시하여 주십시오.

Survey items		Strongly disagree ←→ Strongly agree				
1.	기업의 사회보호를 위한 공익 연계 노력을 인지하게 한다.	①	②	③	④	⑤
2.	기업의 지속가능성을 위한 공익 연계 노력을 인지하게 한다.	①	②	③	④	⑤
3.	사회의 질과 수준을 높이기 위한 공익 연계 노력을 알도록 해준다.	①	②	③	④	⑤
4.	공익연계마케팅이 필요한 사람들을 돕는다는 믿음을 준다.	①	②	③	④	⑤

[3. Sustainability] 다음은 '**지속가능성**'에 대한 질문입니다. 앞서 제시된 공익연계마케팅을 본 후, 귀하가 그렇다고 느끼는 정도에 표시하여 주십시오.

Survey items		Strongly disagree ←→ Strongly agree				
1.	공익연계마케팅은 사회를 위해 지속가능성 문제를 개선시킬 것 같다.	①	②	③	④	⑤
2.	공익연계마케팅은 관련 사회문제에 대해 장기적인 해결책을 제공할 것 같다.	①	②	③	④	⑤
3.	공익연계마케팅은 지속가능한 발전에 도움이 될 듯 하다.	①	②	③	④	⑤
4.	공익연계마케팅은 장기적으로 친환경 활동을 지원한다.	①	②	③	④	⑤

[4. Business ethics] 다음은 '**기업윤리**'에 대한 질문입니다. 앞서 제시된 공익연계마케팅을 본 후, 귀하가 그렇다고 느끼는 정도에 표시하여 주십시오.

Survey items		Strongly disagree ←→ Strongly agree				
1.	공익연계마케팅은 소비자가 윤리적 행동을 촉진하는데 도움을 준다.	①	②	③	④	⑤
2.	공익연계마케팅은 사회를 위한 윤리적 행동을 실제로 이행하는데 도움이 된다.	①	②	③	④	⑤

[5. Attitude] 다음은 '**태도**'를 측정하는 문항입니다. 앞서 제시된 예시를 보고 귀하께서 생각하시는 정도에 표시하여 주십시오.

Survey items		Strongly disagree ← → Strongly agree				
1.	소비자로서, 나는 사회에 대한 긍정적인 태도를 구축함으로써 공익연계마케팅이 중요하다고 생각한다.	①	②	③	④	⑤
2.	공익연계마케팅을 이용한 제품이나 서비스를 소비하고 싶다.	①	②	③	④	⑤
3.	전반적으로, 공익연계마케팅을 이용한 제품이나 서비스를 구매하는 것이 가치있다고 믿는다.	①	②	③	④	⑤
4.	전반적으로, 나는 공익연계마케팅에 대해 긍정적인 태도를 가지고 있다.	①	②	③	④	⑤

[6. Purchase Intention] 다음은 '**구매의도**'를 측정하는 문항입니다. 앞서 제시된 예시를 보고 귀하께서 생각하시는 정도에 표시하여 주십시오.

Survey items		Strongly disagree ← → Strongly agree				
1.	나는 공익연계마케팅을 이용한 제품이나 서비스를 구매할 의향이 있다.	①	②	③	④	⑤
2.	나는 공익연계마케팅을 이용한 제품이나 서비스에 따른 가격을 지불할 의사가 있다.	①	②	③	④	⑤

[7. Expected Satisfaction] 다음은 '**기대만족도**'를 측정하는 문항입니다. 앞서 제시된 예시를 보고 귀하께서 생각하시는 정도에 표시하여 주십시오.

Survey items		Strongly disagree ← → Strongly agree				
1.	전반적으로, 나는 공익연계마케팅이 내 기대를 충족할 것이라고 생각한다.	①	②	③	④	⑤
2.	나는 공익연계마케팅을 이용한 제품이나 서비스에 대한 내 선택에 만족할 것이라고 생각한다.	①	②	③	④	⑤
3.	전반적으로, 나는 공익연계마케팅에 만족할 것이다.	①	②	③	④	⑤

[III. Socio-demographic questions] 다음 질문을 읽고, 해당되는 답에 체크하여 주십시오.

1. 귀하의 연령은 어떻게 되십니까?
   a) 20-29
   b) 30-39
   c) 40-49
   d) 50-50
   e) 60-69
   f) 70 세 이상

2. 귀하의 성별은 무엇입니까?
   a) 남
   b) 여

3. 귀하의 현재 혹은 최종 학력은 무엇입니까?
   a) 중졸 이하
   b) 고졸
   c) 학사
   d) 석사
   e) 박사

4. 귀하의 현재 혼인 상태는 어떻게 되십니까?
   a) 미혼
   b) 기혼

5. 귀하의 현재 직업 상태는 무엇입니까?
   a) 풀타임 근무자
   b) 파트타임근무자
   c) 학생
   d) 주부
   e) 퇴직
   f) 기타 (_____)

6. 귀하의 한달 평균 소득은 어떻게 되십니까?

    a) 월 200 만원 미만

    b) 200~300 만원 미만

    c) 300~400 만원 미만

    d) 400~500 만원 미만

    e) 500~600 만원 미만

    f) 600 만원 이상

설문에 응해주셔서 감사드립니다.