International Journal of Engineering and Management Research
www.ijemr.net
e-ISSN: 2250-0758 | p-ISSN: 2394-6962
Volume-10, Issue-5 (October 2020)
https://doi.org/10.31033/ijemr.10.5.20

Point of Time and Effectiveness of Cause-Related Marketing: Strike While the Iron is Hot

Khuram Faraz[1], Dr. Abdul Aziz Khan Niazi[2] and Usman Zafar[3*]
[1]MS Scholar, Institute of Business & Management, University of Engineering and Technology Lahore, PAKISTAN
[2]Lecturer, Institute of Business & Management, University of Engineering and Technology Lahore, PAKISTAN
[3]MS Scholar, Institute of Business & Management, University of Engineering and Technology Lahore, PAKISTAN

[3]Corresponding Author: Usman.zafar93@outlook.com

ABSTRACT

"Cause" is the word of positive-valence stimuli and increasing the like-hood intend to be a pair with it. Linking of consumer purchase with social cause is common and in rising trend. It's a favorable tool of an organization to engage consumer and make his emotional attachment in charitable cause and increase sales volume. Previous Cause Related Marketing (CrM) literature has examined the CrM in term of consumer or in term of brand or purchase, we could not find any study which is investigating the mediating role of specific time between CrM and attitudes of consumers towards brand, ad, offer and cause involvement. Present study examines the best use of CrM according to time in beverages industry on soft drink on a holy occasion of Muslims (i.e. Ramazan). An already established questioner was used for collection of data. Mall intercept convenience technique is use to gather data. It's a multiple group analysis study, data was collected two times, once during event and once after the event, sample size was remain same both times. Morgan's formula is used to select the size of samples. Results of study show that CrM has influence on customer attitude which was being measured in three types, furthermore these attitudes has positively influence individual's intention to buy a specific brand in a specific time period. This study will be provided a best use of CrM campaign according to time. Research will also direct the marketers to use of CrM on a specific time to tackle their customer's attitude.

Keywords-- Cause Related Marketing (CrM), Point of Time, Cause Involvement, Customer Attitude

I. INTRODUCTION

Cause-related marketing (CrM) now be a very attractive theme for researchers, advertisers, promoters and practitioners in the field of marketing, now it becomes a favorite area of many researchers of marketing. It also become a favorite subject of many authors, increasing numbers of publications on this area is prove of this argue [1]. The acceptance of Cause-related marketing increasing day by day, it is not only for companies and brands but also many personalities get fame through their work on a specific cause e.g. Abdul Satr Eidhi, for hospitality and Dr Ruth Pfau, for fight against leprosy in Pakistan. Some international personalities are Tamara Grigsby, known as fighter for the rights of Colored peoples, Mariko Yamada, activist for the Civil Rights Celia Williamson is the community advocate of human trafficking and prostitution in US. Ellen DeVoe, for domestic violent behavior, sexual abuse, and participation research with children's, younger's and families exposed to violence.

Preston Dyer is another familiar name in the area of cause-related wok. He enjoyed to work as a clinical community worker in the region of psychological health. Strong marriages and families bond is focal point of his researches. Cause-related work becomes a person to be a celebrity and some celebrities also do their cause-related marketing to be in lime light or to sooth their nerves and shows social responsibilities [2]. Commonly, in an effective CrM practice, Priority gives to business or profit. All marketing activities have same ideas, challenges, opportunities and results. No doubt, every marketing campaign either is cause-related or not has a clear objective of raising business, profit or word of mouth [3]. Cause related activities are highly appreciated and acceptable in every religion, region, society and any country of the World.

Consumers are demanding accountability and perceived that it is the noteworthy duty & responsibility of organizations. In the case where cost and quality are progressively equal, than cause act as more important factor than personal benefits. Studies categories Cause Related Marketing in ten different types, Proud Supporter, Donation with purchase, Donation with tag or voucher Redemption, Buy One Give One (BOGO), Point of Sale, Dual Incentive Method, Consumer Pledge Drives, Volunteerism, License Agreement, and Digital Engagement [4].

Research Background and Gap

Previous studies CrM has investigated on different areas of market and consumer related aspects but impact of time on CrM is not studied widely. Recently a study by Patel et al., conducted by measuring the influence of attitude in intention building further study recommended that study should be extend to from

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e-ISSN: 2250-0758 | p-ISSN: 2394-6962
Volume-10, Issue-5 (October 2020)
https://doi.org/10.31033/ijemr.10.5.20

intention building toward actual customer behaviour towards buying [5]. An experimental study was being conducted by Lee & Johnson in 2019, further recommended to add involvement in ad concept as moderator between marketing perspective and attitude building of an individual [6]. Study by Fazli et al, recommended to have in-depth study to understand the influence of cause related marketing on customer positive attitude development [7].

A study by Koo & Lee was conducted and revealed and recommended that study should consider involvement concept in attitude building and consider cause involvement as moderator in a specific event like traditional or religious event [8]. Present research is very rare on an aspect that it is provided a mindset of soft drink consumers on Cause-related marketing towards brand, presented advertisement, offering of brand and his cause involvement on a Muslim's holy event (Ramazan). Despite of spending lots of money on CrM companies do not get enough benefits from these campaigns, in term of sales. Therefore to have investigated the moderating roles of time on the Cause relate marketing campaign. For the successful CrM, there should be an ideal fit among the CrM and time at which CrM campaign run. Core objective of study is to investigate the impact of cause-related marketing by changing the campaign timing. Secondly study investigates the effect of cause-related marketing on consumer mind on different time and situation. Thirdly study wants to investigate the consumer response to cause related-marketing towards brand. Lastly study examines the moderation effect of time on cause-related marketing and attitude of consumers towards ad, offer, brand and cause involvement.

II. LITERATURE REVIEW

Cause Related Marketing (CrM)

Kull & Heath examine the decided cause and charity strength the consumer and brand relationship by this co-created social responsibility [9]. Chen & Huang, 2016 has explored that CrM help little to upraising brand image, purchase attention and consumer-brand connectivity than corporate aid [10]. CrM may have a potential to progress an organization's position in the social order and describe it like a societal responsible body. Literature also found that a realistic cause is necessary to success the CrM strategies in other words lacking with a proper and relevant "strategic fit", efforts and time invested in CrM might be ineffective [11].

Vanasuntakul found that purchase attention of most segments of outfit is natural by the conditions of advertisement [12]. CrM is now become a statement for 'doing or at least thinking good for humanity' however, its primary part is sponsorship for enhance image in public eye, [13]. Furthermore Jihadi concludes that, CrM schemes must acquire into consideration religion, cultural and allied differences, additions and variations. Usually, CrM design is like to short term brand sales promotion that has a main purpose of specific social issue. To gain the target of CrM, it is essential to describe all niceties of the design activity and their ultimate results [14]. For companies, the concept of CrM could be a merger of emotions in the right value with other marketing tactics [15]. New Companies Act 2013, it is mandatory CSR spend would the social cause promotion and philanthropic from to necessity to compulsion [16].

Customer Attitude

Customer attitude may be a composition of an individual's image and values about, feelings about, thinking about , evaluate , assess and behavioral intentions toward your dealing. Based in past encounter along with your trade and those of your competitors, understanding client states of mind can assist you screen and alter their intention almost doing trade with you. Every individual are with liking and disliking towards a specific thing, having a different way of thinking [17]. Some strategies such as surveillance and behavior mapping use qualitative observational figures in order to understand consumer perceptions. Not with standing of the research strategies that are utilized the method of revealing customer attitude includes characterizing the issue, creating a research gap, collecting the data, analyzing the data, and making a concrete decision [18].

Attitude towards Brand

Sana-ur-Rehman Sheikh and Rian Beise-Zee find out that CrM have an encouraging impact on consumer attitudes. However, while CrM might be cost efficient, its positive effect is less to customers with high cause affinity. In contrast, CrM has a negative effect on customers with low cause affinity [19]. Mitchell and Olson (1981), define Brand Attitude as an overall evaluation of an individual's towards a brand. Its mean buyer's own perception a brand makes his attitude towards it [20].

Abuilaiwi et al, 2010 further argue that the higher the consumers' need to lessen hazard of their purchase or to apply the brand as a social symbol, the better the relevance of the logo will tend to be within the unique product class. Literature contends that cultural variations will in addition impact the roles of manufacturers in special classes throughout special cultures. Teen's attitude towards cause related marketing is showing very positive. Its shows that cause related marketing is for every sensible consumer and age bracket. Teen girls may showing differ attitude towards brand about color, feature, appearance, cost, style etc. but majority of this age bracket customer having a sensible approach about cause [21]. Jennifer Ogle, et al (2017) distinguishing proof of particular market portions of teen girls dependent on the significance these

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buyers allocate to different item properties when settling on attire buys choices [22].

Attitude towards Ad

Scahrl et al, 2005 explore that advertisement having information and entertainment on digital communication may interrelate and positively relate to purchase intention about advertised product [23]. One study in which they joined together information and entertainment into a single construct (i.e. "infotainment") as an antecedent of marketing value and attitude toward add [24]. Further studies show that information & entertainment both are positively interconnect with consumer attitude. In advertising, word of mouth is supposed to be more applicable, is much possible to create empathy, and can extensively reduce buyer resistance [25]. Organizations use advertising to influence buyers to purchase their service or products. Previous researches have been shown that an individual's attitude toward a specified ad was influenced by his or her reactions toward overall promotion [26]. Advertisement is an automated negotiation between buyers and agency [27].

In any case, a few thinks about have appeared that Internet advertising produces more positive attitudes in customers than other media which has energized companies to proceed investigating in modern ways to charm their gatherings of people and make them memorable with their social promoting concerns [28]. Study endorsed same results on their conclusions. Further explore that positive attitude towards the ad containing CrM attributes influences consumer to a positive brand attitude [29].

MacInnis & Jaworski argue about new ad, new ad has more interest and generated better result about liking ad. Similarly, most of customers believe that a company's motives are philanthropic further more company's ad will obtain a favorable attitude [30]. The advertising value model has been useful to assess customer attitudes toward advertising on a variety of internet platforms such as banners, sponsored outcome in desktop search engine consequences, Facebook publicity and online TV ads [31, 32]. In the mobile phone area, advertising rate has been observed in SMS and MMS ads.

Attitude towards Offer

The offer in an advertisement means an offer being displayed to be gathering people for a brand promotion. Offer may be an in shape of good price, service, saving coupon, special, promotion, social cause or an uncommon advancement or esteem include going with buys or understandings, and may appear as a TV ad, announcement, road shows, direct email, SMS, social media or through other medium. Attitude towards offer mean how offer receivers respond to it? It's a severe dilemma that how offering agency evaluates the acceptability of an offer [33].

Muhammad Saleem Rana & Zikriya Nas, 2013, finds that greater part of the consumer have a preference to buy the foodstuffs related to a cause like educational supports for poor children, provide financial support to handicapped, support to hospitals etc.., over the sales increasing tact like saving vouchers, discounts, trips offers, free samples or any other type of scheme. Usman Ghani et al 2013 also found same results in same section in favor of consumer attitude towards offer and cause related marketing.

Manalel, Jose and Zacharias (2007) explore that buyers do not recognize sales promotion scheme positively [34]. Same result found to Das and Kumar (2009), in word that 'retail sales advertising plays restricted function on consumer purchase decision'. Above mention two researches indicated that customers are annoyed from only sale promotion tactics. Now, consumers are more demanding and aware. Consumer demanding something new and now most of literatures are prescribing to offer cause related marketing campaign engage customer towards product. Attitude towards offer can be determined by its liking hits, seeing the ad etc.

Purchase Intention

Purchase intention defined by Bagozzi, "an orientation that customer may receive for a brand or service is called as purchase intention". We may say that emerging willingness of buyer's towards a product or service is purchase intention. Purchase intentions are a customer's serious action or plan to build an effort to purchase the brand [35]. Literature explores that business on digital media having fun as well as information may have helpful relation to purchase intention about the advertised product [36].

Literature also proposed green marketing policy by organizations through positioning the ecological benefits of green products to buyer's way of thinking to weight their purchasing intention. Therefore, it can be recommended that upper levels of fit between organization and cause will enhance the trustworthiness in addition to the consumers' attitudes towards purchase intentions [36]. Brammer et al., 2015, conclude that social dependability image strengthened the positive affiliation between moral integrity and cause related marketing with intention towards purchases. Prior experiences show that CrM has a positive bond on buyer's purchase intentions and CrM legitimate products [37].

Literature show that it is commonly saw that, if customer has a choice to buy product with same quality, features, price and functions from an organization supporting a social cause and from a company which is conducting routine business and not supporting a cause than customer become more convincing and must have a positive attitude towards buy product from cause

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supporting company which influence to build their positive purchase intentions towards cause related product [38].

Consumer individuality such as gender, personality, cause involvement, product involvement, previous CrM experience and familiarity with the organization and their cause can also greatly affected by consumers' purchase intention with subject to CrM brand [39]. Literature studied that after seeing and understanding CrM advertisement, buyers' purchase intentions had improved. Purchase intention further leads to Purchase behavior [40].

Purchase Behaviour

Decision making is a complex process for everyone, purchasing decision is also, a lot of information is required to make decision. Purchasing behavior is behavior of a buyer at the time of buying product. It may be sustainable or temporary. Sustain refers to consistency about purchasing: mean after and after purchase same brand or product in buying category it's a higher level of satisfaction. It depends on consumer buying habit, consumer usage habit, consumer convenience style. Literature finds that inconsistency between buyers thinking and action does is sustainable behavioral gap. Literature investigated that many other psychological and need base factors impacting on sustainable behavioral attitude [41].

Literature also catches same findings number of other researchers examined the numerous factors which are personally or socially influenced on customer sustainable buying practice especially in different developing countries [42, 43]. Temporary purchase behavior is about buy different product in every time while shopping in same category, it also about same factors in sustainable style of purchasing behavior. A number of studies found an encouraging relationship between green products and customer purchasing behavior. Researches on purchase behavior and TV ads and concludes that purchasing behavior of an individual is directly proportional with his time spending in front of T.V. A person is spending more time to seeing T.V having more exposure towards ads and brand [44].

Studies making them researches on the relationship between advertisement and purchasing behavior and all are on same page that advertisement is highly influenced the purchasing behavior of a consumer [45, 46]. It may be on digital, print, social or other advertisement media. Advertisement makes a strong impact on buyer's mind and thought. Advertisement should be related with the brand nature and type. Serious and conceptual ads put a long term impact on customer mind. Humors ads impact is very short. Humor ad look interesting but having a short-term impact on consumer mind and customer consider the brand is only about fun [47].

Cause Involvement

Generally, individual relevance has been often considered as cause involvement. Personal relevance mostly includes the attributes, features, values, need and interest [48]. Particularly, individual's supposed rate of interest and significance caused by condition specific motivation [49]. Another researcher define cause involvement as, "the rate to which customer's find the cause which has resemble personally with him or her nature, thought and thinking: resulting of his or her past experiences with that cause or a part of their self-model". Other theories, cause involvement is the relevance to the consumer feeling in response to cause exposure appears naturally [50].

The improved status of cause involvement refers in broader dealing out of information on the cause choices. It was successfully found that, cause involvement and product involvement together successively mediate effectively of consumer's choice and his intention towards purchase about CrM-linked product. Lucke & Heinze 2015 found that consumer intention towards purchase is under the influenced on larger scale by product involvement which is also highly affected by preference and consumer's cause involvement. Further explore that customer responded positively when the assigned cause is important for them and less responded when selected cause is less important for them [51].

III. THEORETICAL FRAMEWORK AND HYPOTHESES

Theoretical framework is graphical representation of constructs which a research has identified in existing literature along with value addition. Model also shows hypothesized relationship between variables which would be tested in further analysis.

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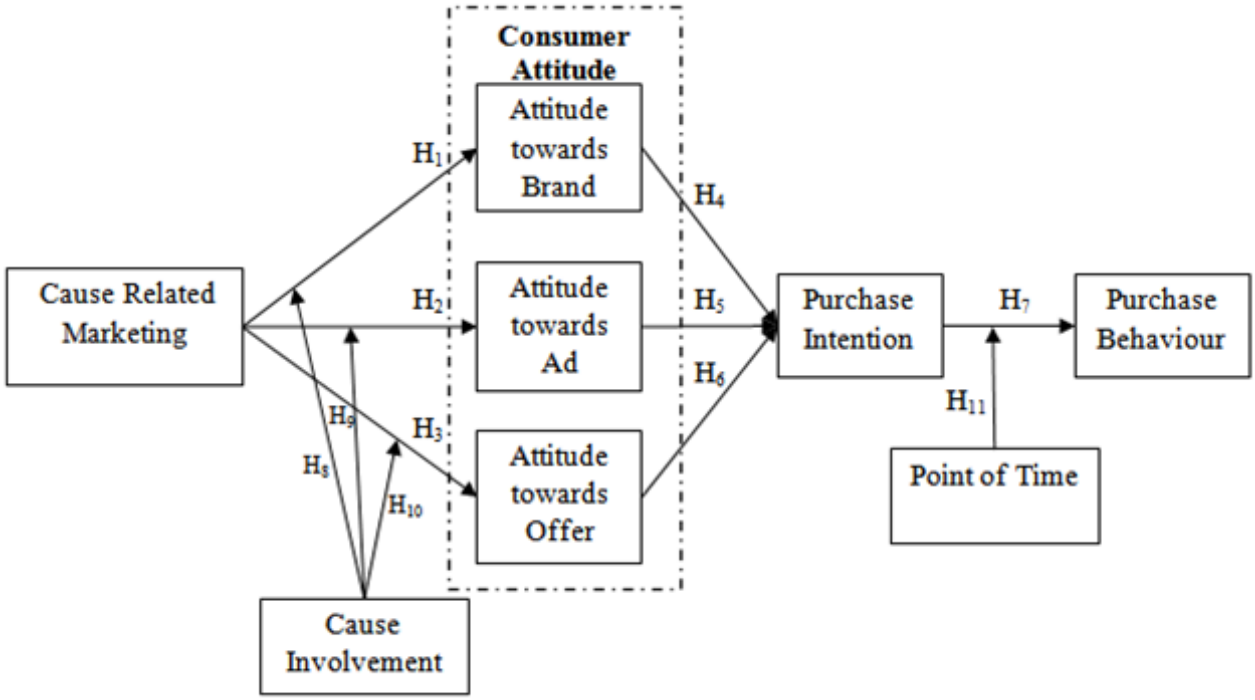

Figure 1: Theoretical Framework

H_1: CrM will be influence on Attitude toward Brand.
H_2: CrM will be influence on Attitude toward Ad.
H_3: CrM will be influence on Attitude toward Offer.
H_4: Attitude towards brand will be influence on purchase intention.
H_5: Attitude towards Ad will be influence the purchase intention.
H_6: Attitude towards offer will be influence the purchase intention.
H_7: Purchase intention has an influence on purchase behavior.
H_8: Cause involvement will be moderate the relationship b/w CrM and attitude towards Brand.
H_9: Cause involvement will be moderate the relationship b/w CrM and attitude towards Ad.
H_{10}: Cause involvement will be moderate the relationship b/w CrM and attitude towards offer.
H_{11}: Timing of CrM will be moderate the relationship b/w purchase intention and purchase behavior.

IV. METHODOLOGY

Philosophy of study is Pragmatism, study follows quantitative research approach. Data was being collected through close ended five point Likert Scale Questioners. It's a multi group analysis study, so data was collected two times, once during event and once after event sample size should be remain same during and after event. Mall intercept techniques was being used to collect data, for this we select a big shopping malls of Lahore city (Hyperstar Emporium) .Samples size select through was being considered 200 by 100 in each time which was recommended for time sectional experimental studies. Weekend (Saturday & Sunday) population of Hyperstar considered which approx. 12000 are so, as two time data will be collected so two weekend population considered. Event for this study is selected is Ramazan, which is a holy month of Muslims and many organizations are ran Cause related marketing on this month in Muslims countries to increase the acceptance of campaign. Data once was collected before event (Ramazan) and further data collected on time of event (Ramazan) from same number of audience.

Data was collect through an already established questioner about attitude towards brand, attitude towards ad, attitude towards offer and cause involvement from the audience of this mall whose are visited of soft drinks stalls. After the descriptive statistics SEM approach was used to assess the strength of relationship and impact of CrM on attitude towards brand and attitude towards ad, attitude towards offer and cause involvement. Further, ANOVA will be applied to find the differences in the strength of relationship in both groups and finally, the moderating role of the timing of CrM was tested.

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V. DATA ANALYSIS AND PREPARATION

This section is dedicated to the results of questionnaire collected from respondents. It includes Indicator Reliability, Internal Consistency Reliability, Convergent Validity, and Discriminant Validity. In order to analyse data being collected for the survey it has to pass through different sort of filters to assure the reliability and validity of the results. First of all the whole data was stored in the Data Analysis Software. Then it was dealt with (coding) somewhat missing data for the sake of purifying it.

Reliability Statistics

Reliability refers towards consistency of results. Joseph et al., explains that Cronbach's Alpha and Composite reliability both were initially used equally to measure reliability but in depth review reveals that Cronbach's Alpha have some limitations firstly it assume that all indicators are equally reliable in other words it considers that all the items are having same outer loading values, second assumption is that variables in model should also be limited. To overcome this, composite reliability now considered as a good measurement for reliability [52].

Table 1: Reliability Statotics

	Pre	Post	
	Composite Reliability	**Cronbach's Alpha**	**Composite Reliability**
AtA	0.878	0.877	0.910
AtB	0.881	0.844	0.890
AtO	0.866	0.855	0.892
CIn	0.874	0.803	0.828
CrM	0.875	0.838	0.891
PBh	0.869	0.640	0.747
PIn	0.816	0.652	0.850

Table 1 reveals the reliability stats results. According to Hair et al., value for composite reliability should be greater than 0.7, but further book also revealed that due to greater number of constructs, 0.5 and 0.6 is also consider to be accepted. Table shows two results here, first one results of reliability of Pre time data and second one is Post (in Ramazan) data. Here results reveled that in both Pre and Post all the variables have good enough value to meet the acceptance criteria.

Validity Testing

Validity in any test is the most essential part of analysis. Validity refers to that how well a test of analysis is actually measure what it's supposed to measure, and also reveals that how well the results reflects the reality [53]. Furthermore studies summarize the types of Validity into four types Face Validity, Content Validity, Criterion Related Validity, and Construct Validity. As present study adopted the developed instrument so here researcher used Construct validity to measure the reflective constructs validity, which measured through Convergent and Discriminant Validity. Starting from "Convergent Validity" it talks about the concept that variables and items are theoretically correlated and can use into a compiled model. Simply here test the interrelation concept between the conceptual inner and outer model. Convergent Validity is measured through two steps Outer Loading Analysis (Outer Model) and Average Variance Extracted (Inner Model). Now coming towards next step of Validity that is "Discriminant Validity" which talks about discrimination in-between constructs, simply discriminant validity said that the constructs and items should be "theoretically different and have their own concept". To measure discriminant validity Hair et al., suggested following tests Fornell-Larcker Criterion (Inner Model), Cross Loading (Outer Model), HTMT Criteria (Inner Model).

Table 2: Convergent Validity

	Pre		Post	
Items	**Factor Loading**	**AVE**	**Factor Loading**	**AVE**
AtA1	0.807	0.591	0.773	0.671
AtA2	0.719		0.828	
AtA3	0.780		0.898	
AtA4	0.734		0.814	
AtA5	0.801		0.776	
AtB1	0.798	0.650	0.819	0.621
AtB2	0.829		0.904	
AtB3	-		0.795	
AtB4	0.805		0.658	
AtB5	0.791		0.743	
AtO1	0.737	0.618	0.761	0.579
AtO2	-		0.730	
AtO3	-		0.831	
AtO4	0.799		0.796	
AtO5	0.764		0.729	
AtO6	0.842		0.713	
CIn1	0.729	0.581	0.906	0.562
CIn2	0.730		0.921	
CIn3	0.839		0.663	
CIn4	0.769		0.612	
CIn5	0.741		-	
CrM * CIn	1.072	1.000	0.993	1.000
CrM * CIn	1.072	1.000	0.993	1.000
CrM * CIn	1.072	1.000	0.993	1.000
CrM1	0.624	0.640	0.826	0.671
CrM2	0.872		0.824	
CrM3	0.875		0.823	
CrM4	0.804		0.803	
PBh1	0.900	0.769	0.850	0.599
PBh2	0.853		-	
PBh3	-		0.689	
PIn1	0.794	0.689	0.892	0.740
Pin2	0.864		0.827	

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e-ISSN: 2250-0758 | p-ISSN: 2394-6962
Volume-10, Issue-5 (October 2020)
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Table 2 shows the results of factor loading analysis and AVE. As explained that study collected data two times so results of "Pre" and "Post" is also available here. Criterion for outer loading is 0.7 but 0.6 is also acceptable when that item didn't disturb reliability of data, so those question which having lesser values will be deleted from analysis to have an accurate and valid result. Deletion is process recommended by Hair et al., to have accurate and authentic results, without error and with valid data. Here those questions which are identified as low factor loading were being omitted for further analysis. Next table also shows the AVE values for both time data, results shows the calculated sum of the squared loadings of items with respect to each variable divided by the number of items. As per requirement values should be greater than 0.5 for each construct.

Table 3: Fornell-Larcker Criteria

Pre							
	AtA	**AtB**	**AtO**	**CIn**	**CrM**	**PBh**	**Pin**
AtA	**0.769**						
AtB	0.570	**0.806**					
AtO	0.286	0.328	**0.786**				
CIn	0.568	0.704	0.077	**0.763**			
CrM	0.616	0.651	0.690	0.660	**0.800**		
PBh	0.373	0.138	0.313	0.383	0.308	**0.877**	
PIn	0.523	0.426	0.498	0.530	0.389	0.680	**0.830**
Post							
	AtA	**AtB**	**AtO**	**CIn**	**CrM**	**PBh**	**Pin**
AtA	**0.819**						
AtB	0.669	**0.788**					
AtO	0.773	0.629	**0.761**				
CIn	0.064	0.042	0.143	**0.750**			
CrM	0.556	0.548	0.639	0.077	**0.819**		
PBh	0.225	0.144	0.209	0.015	0.020	**0.774**	
PIn	0.651	0.607	0.651	0.053	0.520	0.331	**0.860**

First test to measure concept of discrimination is "Fornell-Larcker Criteria" which involves that a construct comprehends added variance with its assigned indicators as compared to any other construct. To measure this, variance extracted value of each construct is squareroot to obtain the results of Fornell-Larcker criteria to assess Reflective Measurement Model. Table 3 shows the results of Fornell-Larcker criteria for both time data. The threshold criterion for this is that upper diagonal value should be greater than 0.7 and maximum while comparing to other values in that column. This shows that the each construct for both Pre and Post in the model is having different concept to support discriminant validity.

Cross loading analysis is the second measure to check the discriminant validity. This basically talks about the concept that each element of construct is different while comparing with other. More simply it check that is the item is measuring a single concept or item is not complex or measure other variables. **Appendix 1** shows the results of cross loading analysis. Criterion to measure is that value of each item should be maximum with its own construct and low with other constructs in the model. Here also two results are shown in table Pre and Post, and both results are up to the mark and meeting the acceptance criteria for all items.

Table 4: Post Data HTMT

	AtA	**AtB**	**AtO**	**CIn**	**CrM**	**PBh**
AtA						
AtB	0.783					
AtO	0.898	0.848				
CIn	0.111	0.137	0.153			
CrM	0.638	0.866	0.730	0.173		
PBh	0.398	0.297	0.372	0.228	0.098	
PIn	0.857	0.819	0.861	0.108	0.685	0.667

Study by Henseler et al., 2015 reveales that by means of an imitated study it is being depicted that the current approaches under use does not reliably distinguish the deficiency of discriminant validity in communal research situations. Thus the authors give a proposition for an alternative approach, grounded on the Multi trait-multi method Matrix, in order to evaluate the discriminant validity through HTMT criteria [36]. Table 4 shows the results of HTMT criteria. Here the diagonal values should be less than 0.9. The value lying in the criteria show that the goodness of model in between the reflective constructs. All the values in the Heterotrait-Monotrait Ratio (HTMT) meet the criteria but some values are just on edge, but even then those values are also good enough because those variables are supported by pervious tests of validation.

Goodness of Fit

Goodness of fit measure the accuracy and goodness of model run. Simply it reveals that data test is analysis is run good enough without any error. For this Hair et al recommended to check value of Chi-Square. It should be greater than 19.85 which show that results are up to mark and run good enough.

Table 5: Goodness of Fit

Pre			**Post**		
	Saturated Model	**Estimated Model**		**Saturated Model**	**Estimated Model**
d_ULS	3.890	4.142	**d_ULS**	3.663	6.827
d_G1	2.476	2.561	**d_G1**	2.646	2.901
d_G2	2.078	2.167	**d_G2**	2.282	2.490
Chi-Square	974.949	1000.916	**Chi-Square**	1078.610	1123.939

Table 5 shows the results of goodness test. Here results of both Pre and Post data is shown here results of saturated and Estimated Model is shown, the saturated model shows the "perfectly reproduces all of the variances, covariance and means of the observed variables". Values for Chi-Square in both tests (Pre and Post) for models

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e-ISSN: 2250-0758 | p-ISSN: 2394-6962
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(Saturated and Estimated) are greater than 19.8 which shows goodness run of model.

PLS Algorithm

Second last part of analysis is to run PLS Algorithm to check measurement model it shows the Path coefficient (β) values between the Latent Variables this basically the significant criterion for evaluating the predictive power of the structural model. The level of the path coefficient points out the power of the relationship between independent and dependent variable and positive or negative value shows the direction of relationship between variables [54].

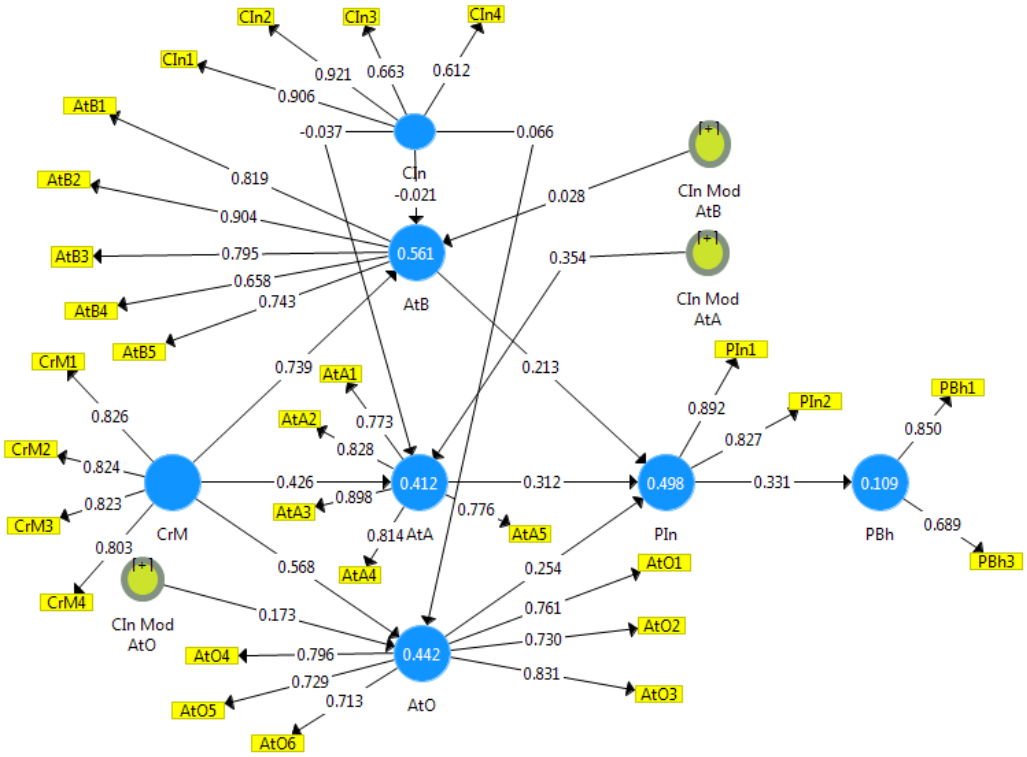

Figure 2: Model Run

Figure 2 shows the results of PLS Algorithm of collected data in Ramazan time. Here two models Outer and Inner is to be shown. Outer model shows the relationship of items used to measure the constructs, whereas the inner model reveals two values R Square value and Path Coefficient values. R square shows the measurement of dependent variables trough all independents, like the value of Purchas Intention "PIn" is 0.498 which shows 49.8% intention is measured through independents, whereas the adjusted R2 value is 0.482 which shows the less difference between tow values to support the goodness. Furthermore coefficient value shows the relationship strength and direction between two variables i.e. independent and dependent.

Hypotheses Testing

Last step of analysis is to testing the hypotheses which was being proposed on the bases of literature and gap. In Partial Least Square hypotheses testing is being conducted through Bootstrap analysis which provides T and P values which are being used in explaining the significance of hypotheses. According to Hair et al, 2017 the book on Structural Equation Model revealed that as the coefficient is strong there is more chances to accept the hypothesis on the base of T and P value.

Table 6: Significance Testing

Description	Original Sample	Sample Mean	T Statistics	P Values
CrM -> AtB	0.739	0.739	**14.346**	**0.000**
CrM -> AtA	0.426	0.454	**4.650**	**0.000**
CrM -> AtO	0.568	0.586	**7.179**	**0.000**
AtB -> PIn	0.213	0.220	**2.036**	**0.042**
AtA -> PIn	0.312	0.312	**2.261**	**0.024**
AtO -> PIn	0.254	0.241	**1.963**	**0.042**
PIn -> PBh	0.331	0.339	**3.853**	**0.000**
CIn Mod_AtB	0.028	-0.003	0.254	0.800
CIn Mod_AtA	0.354	0.281	**2.748**	**0.006**
CIn Mod_AtO	0.173	0.124	**2.107**	**0.020**

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e-ISSN: 2250-0758 | p-ISSN: 2394-6962
Volume-10, Issue-5 (October 2020)
https://doi.org/10.31033/ijemr.10.5.20

Table 6 shows results of Bootstrap analysis of data conducted in Ramazan for testing the hypotheses. Bootstrap is basically a technique which shows the significance of relationship which shows in algorithm analysis. Starting from first path influence of CrM on first attitude type attitude towards brand, coefficient shows that CrM positively influence attitude towards brand by 73.9% its t-value is 14.346 and p is also below than 0.05 by having value of 0.000 both of the values are good enough to accept the path H_1. Next influence of CrM is on attitude towards ad coefficient shows that CrM enhance customer's attitude towards ad by 42.6% in a specific event time. T-value is 4.650 while p-value is 0.000 both of the values meet the criteria of Hair et al so H_2 will be supported. Third influence of CrM is on attitude offer, test shows that in a specific event CrM enhance the attitude towards offer by 56.8%. Bootstrap analysis shows that p-value is 0.000 and t-value is 7.179 which show that statement is proven under hypothesis H_3.

Further moving towards next portion of model which discusses the influence of attitude on intention regarding buying, starting from influence of first attitude type attitude, attitude towards brand which influence 21.3% on purchase intention, significance is measured through t-value which is 2.036 and p value is 0.042 showing that both of the values are meeting the acceptance criteria for hypothesis H_4. Next is regarding impact of attitude towards ad, results shows that with an increase in this attitude of customer, intention to buy in a specific event is enhanced by 31.2% and t value is 2.261, p is 0.024 so this shows the significance of H_5. Lastly attitude towards offer also enhance the intention by 25.4% and its values for t statistics is 1.963 and p is 0.042, both values shows the acceptance of H_6. Purchase intention further influence purchase behaviour by 33.1% its t value is 3.853 and p value is 0.000 both values are good enough to accept the hypothesis H_7.

Considering the moderating role of customer involvement between CrM and three types of customer attitudes separately, starting from its moderating role between CrM and attitude towards brand, results shows that this cause involvement moderates the relationship by just 2.8%, its t and p values are also not up to the criteria so H_8 will be rejected that cause involvement didn't significantly moderates the relationship. Next is about its moderating role between the relationship of CrM and attitude towards ad, results shows that cause involvement strengthen the relationship by 35.5%, its t value is 2.748 and p value is 0.006 both values shows the significance of H_9. Lastly customer involvement also moderates the relation between CrM and attitude towards offer, regression model shows that if a customer involved in a specific given cause than the relationship will be strengthen by 17.3%. Its bootstrap analysis shows that t value is 2.107 and p is 0.020 both are good enough to support the hypothesis H_{10}. Summarizing the whole results revealed that if a customer feel involved in a specific CrM marketing regarding a specific event than their attitude will be built positively.

VI. CONCLUSION & RECOMMENDATIONS

Results of hypothesis describe that CrM supporting to build a customer attitude towards a brad CrM also having positive role to build a customer attitude towards presenting add and offer also. Customer attitude (towards brand, offer & ad) having a positive and significant relationship towards purchase intention. Study found that purchase intention of a customer leading towards buying behavior in a specific event. Cause involvement moderating CrM and attitude towards brand at a low rate but cause involvement moderating the relationship of CrM and customer attitudes towards ad and presenting offer. Art of present study is that moderation effect of a specific time of event is found upon CrM campaign. Result shows that, selected timing of cause related marketing campaign moderating the relationship between customer purchase intention and behavior.

Managerial Implications

Mangers can use mention results to find out the expected result of their marketing campaign and have an idea that run CrM campaign or traditional marketing campaign and also predict the success of marketing campaign on the basis of selected time of campaign. Business men can predict the market behavior on specific era of time and may predict the customer attitudes towards his brand and marketing campaign. Mangers also find out the ratio of cause supported customer on their brand category and have an idea about expecting consumer attitude towards their product, customer involvement towards their promotion idea, customer intention towards purchase of their product, customer behavior towards their marketing campaign design and time of campaign. Mangers use this study to increase their sale volume of seasonal events established an attractive CrM campaign which is supported to running event or specific ear of time.

Theoretical Implications

Research has cover customer attitudes towards a cause specific marketing campaign and a moderating effect of cause involvement, time and purchasing behavior. Emerging and most acceptable marketing type 'cause related marketing' technique is used in present study. An effort has done to find out the moderation effect of selected time on cause specific marketing campaign, customer attitude, cause involvement, purchase intention and behavior. Moreover studied that how customers purchase intention is further leads towards purchase

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e-ISSN: 2250-0758 | p-ISSN: 2394-6962
Volume-10, Issue-5 (October 2020)
https://doi.org/10.31033/ijemr.10.5.20

behavior, this provides the result of combination of different aspects of marketing. Study is in very sequential way that attitude leads to intention and then intention leads to make behavior and other way formation of CrM campaign its impact and usage on consumer and then consumer involvement towards cause his attitude at a specific time is studied.

Limitations and Future Directions

Some limitation on this study are that only one shopping mall is selected and study is conducted only on one city, it is need to be increases the scope of study on other market places , event used is Ramazan, space is having on other seasonal event, such as sports, vocational, celebration or occasional. Study is conducting before and during event but after event or before, during and after event results are not found. Picture of results may change if after events results will found. Selected Industry is beverages but we have use only soft drinks category while beverages industry has huge scope and products so limit is occur to use others beverages products as well as comparative study on two different industries and events also.

Study has found results only on a religious event but disaster events such as flood, earth quick, drought etc. are not studied on this research, so further study may found result on disaster or occasional events. Another gap is that, further researches may found results regarding religious event of other religions than Islam because in present study only an Islamic events has used. Study is time bonded while having scope to further find results on selecting other time. Number of respondent is keeping low on this study and a gap existing to increase the number of respondent from different walk of life. While using cross sectional type of study two time data has collected on this practice number of respondent before and during event may remain same but respondent are not same, so there is a limitation that other study may conduct by keeping same respondent on before and during event.

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e-ISSN: 2250-0758 | p-ISSN: 2394-6962
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e-ISSN: 2250-0758 | p-ISSN: 2394-6962
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e-ISSN: 2250-0758 | p-ISSN: 2394-6962
Volume-10, Issue-5 (October 2020)
https://doi.org/10.31033/ijemr.10.5.20

Appendix 1: Cross Loading

	Pre							Post						
Items	**AtA**	**AtB**	**AtO**	**CIn**	**CrM**	**PBh**	**PIn**	**AtA**	**AtB**	**AtO**	**CIn**	**CrM**	**PBh**	**PIn**
AtA1	**0.81**	0.72	0.77	0.74	0.56	0.32	0.46	**0.77**	0.46	0.58	0.04	0.36	0.19	0.51
AtA2	**0.72**	0.63	0.60	0.61	0.46	0.19	0.31	**0.83**	0.55	0.71	0.11	0.52	0.22	0.53
AtA3	**0.78**	0.64	0.64	0.69	0.53	0.18	0.32	**0.90**	0.64	0.65	0.10	0.51	0.16	0.58
AtA4	**0.73**	0.48	0.51	0.62	0.60	0.28	0.46	**0.81**	0.58	0.63	-0.06	0.48	0.17	0.53
AtA5	**0.80**	0.51	0.49	0.66	0.60	0.45	0.45	**0.78**	0.50	0.59	0.05	0.40	0.19	0.50
AtB1	0.59	**0.80**	0.54	0.58	0.62	0.07	0.34	0.48	**0.82**	0.53	0.04	0.68	-0.01	0.44
AtB2	0.58	**0.83**	0.59	0.58	0.58	0.15	0.37	0.57	**0.90**	0.66	-0.04	0.66	0.14	0.58
AtB3	-	-	-	-	-	-	-	0.52	**0.80**	0.51	0.14	0.62	0.12	0.44
AtB4	0.69	**0.81**	0.65	0.56	0.66	0.16	0.36	0.56	**0.66**	0.50	-0.04	0.49	0.18	0.40
AtB5	0.63	**0.79**	0.57	0.55	0.56	0.05	0.30	0.51	**0.74**	0.68	0.08	0.47	0.16	0.53
AtO1	0.54	0.49	**0.74**	0.55	0.55	0.30	0.29	0.59	0.70	**0.76**	0.12	0.58	0.22	0.60
AtO2	-	-	-	-	-	-	-	0.49	0.58	**0.73**	0.23	0.47	0.05	0.41
AtO3	-	-	-	-	-	-	-	0.58	0.65	**0.83**	0.06	0.52	0.28	0.54
AtO4	0.56	0.64	**0.80**	0.60	0.55	0.20	0.50	0.56	0.52	**0.80**	0.13	0.52	0.14	0.47
AtO5	0.63	0.55	**0.76**	0.63	0.60	0.27	0.42	0.66	0.41	**0.73**	0.00	0.36	0.12	0.49
AtO6	0.74	0.60	**0.84**	0.65	0.48	0.23	0.35	0.67	0.41	**0.71**	0.11	0.42	0.11	0.43
CIn1	0.72	0.57	0.61	**0.73**	0.58	0.19	0.32	0.03	0.06	0.13	**0.91**	0.08	-0.06	0.02
CIn2	0.56	0.50	0.49	**0.73**	0.51	0.29	0.38	0.08	0.03	0.14	**0.92**	0.07	0.05	0.08
CIn3	0.73	0.63	0.63	**0.84**	0.55	0.36	0.49	0.06	-0.01	0.04	**0.66**	0.03	0.11	0.01
CIn4	0.64	0.47	0.59	**0.77**	0.47	0.35	0.41	-0.01	0.03	0.00	**0.61**	0.03	0.15	0.04
CIn5	0.64	0.51	0.63	**0.74**	0.39	0.28	0.43	-	-	-	-	-	-	-
CrM1	0.37	0.39	0.36	0.36	**0.62**	0.14	0.10	0.49	0.56	0.47	0.26	**0.83**	0.01	0.36
CrM2	0.55	0.59	0.57	0.57	**0.87**	0.27	0.27	0.41	0.46	0.45	0.09	**0.82**	0.03	0.39
CrM3	0.61	0.59	0.54	0.56	**0.88**	0.27	0.37	0.43	0.64	0.51	0.07	**0.82**	-0.06	0.43
CrM4	0.70	0.75	0.67	0.58	**0.80**	0.27	0.42	0.49	0.74	0.63	-0.11	**0.80**	0.07	0.50
PBh1	0.21	0.02	0.12	0.23	0.14	**0.90**	0.65	0.22	0.14	0.19	0.00	0.01	**0.85**	0.29
PBh2	0.47	0.24	0.46	0.46	0.43	**0.85**	0.54	-	-	-	-	-	-	-
PBh3	-	-	-	-	-	-	-	0.11	0.07	0.13	0.03	0.02	**0.69**	0.21
PIn1	0.57	0.52	0.51	0.60	0.30	0.37	**0.79**	0.59	0.54	0.58	0.06	0.48	0.37	**0.89**
PIn2	0.33	0.22	0.33	0.31	0.34	0.73	**0.86**	0.52	0.50	0.54	0.03	0.40	0.17	**0.83**

Note: "-" shows those questions which were deleted in Factor Loading Analysis.

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