FORMATION OF CONSUMER ATTITUDE THROUGH CAUSED RELATED MARKETING ACTIVITY IN HEDONIC AND LOW INVOLVEMENT PRODUCT

Singgih Santoso
Faculty Economic, Universitas Kristen Duta Wacana, singgih.santoso@gmail.com

Abstract

Marketing activity that involving social organization, called *cause related marketing* (CRM), it popularly applied on so many product and service marketing activity. Using signal theory, this research empirically test consumer's attitude establishment in two different brands that alliance to each other, also the impact to consumer's purchase intentions. Research design was experimental research with 2 x 2 factorial designs. Experimental activity involved two different kinds of brand which were including to experience product, hedonic product, and low involvement, which are Cofeemix instant coffee and Van Houten chocolate bar, with two different social organizations, Greenpeace and WALHI. Research finding showed that the activity of CRM effectively influence on consumers' purchasing intentions for those brands; even though the variable of consumer's attitude

Abstrak

Aktivitas pemasaran yang melibatkan organisasi social disebut *cause related marketing* (CRM). Penelitian ini menggunakan teori sinyal dan menguji secara empiris sikap konsumen terhadap dua merek, yaitu produk hedonic dan prduk low involvement. Organisasi social yang digunakan ada dua yaitu Greenpeace dan WALHI. Penelitian dilakukan dengan metode eksperimen 2 x 2 desain factorial dengan menggunakan dua merek yaitu Coffeemix instant dan coklat Van Houten dalam setting dua perusahaan yang berbeda. Hasil penelitian menunjukkan bahwa CRM secara efektif mempengaruhi niat membeli konsumen untuk kedua merek tersebut.

Keyword: Cause related marketing, attitude, signal theory

JEL Classification: M31

1. Research Background

The concepts and marketing activity that applied in the business world at first was only a complement of production activities of a company. On the 1950s and was continued to 1960s, world was entering the post-world war 2, marked with the high demands; fulfillment of demands for goods placed the function of marketing more than a tool for distribution of the supply of goods from manufacturers to consumers. But the recession on the early of 1970s and uncertainty of economic on 1980s made the excess supply of goods, so that the role of marketing became more to create demands; this was the beginning of friction of marketing concept from production oriented marked with mass production and cheap price, to consumer oriented marked with the efforts to meet consumer's needs. On 1990s and then this 2000s, globalization era and advances in information technology placed the role of consumer's emotion and then consumers proximity with the brands become something important in marketing activities (Kotler *et al.*, 2010).

If at the first time a brand was nothing more than a mark of product, and then developed into a differentiator with the competitors product, at this time the role of brand has been moving deeper, that is to the inside of consumer's heart. In the middle of business environment changes, and the increasing numbers of consumers that is starting to be critical to the role and social responsibilities of the company in the life of community at large, companies and brands that they have must change their images and marketing platforms. In the middle of fierce competitions, brand that is well perceived and ended with the high value of brand equity will make the company has long-term competitive privilege through the increase of consumers loyalty and profit margin that are adequate. Keller (2001) said that the concept of customer-based brand equity, which states that the power of a brand lies in how good a brand perceived by consumers. One of the effortsis by noticing the changes of brand role from a differentiator with other products inside the mind of consumers become parts of consumer's heart and spirit. One of the aspects that need to be paid attention to by the companies today is the changes of communities and consumers specifically that demand their role of companies in effort of environmental sustainability and improving the welfare of society.

One of the crucial issue today is the global warming that causes wide impact, start from extreme weather phenomena in all over the place, environmental and ecosystem damages, the occurrence of tropical diseases to natural disasters. Companies can give donations through cooperation with nonprofit organizations on their effort to raise the awareness of the importance of preserving the environment. This collaboration activities between commercial brands with social organizations are known as *cause related marketing* (CRM), which has characteristic the presence of offers from companies to donate a certain amounts of money for a social activity when consumers are doing a trade that bring incomes for the companies, and also satisfying the aims of the organizations and individual.

The efforts to reduce global warming at this time are on urgent state, remembering the global temperature rise, with the prediction of 9 cm until 88 cm rise in 21st century, can have a wide impact for life, like the sea level rise that causes some islands sinking, tropical diseases occurrences, and a lot more negative impacts that threatening life on earth. Indonesia, which is an archipelago and has the strategic geographical position, cannot escape from the negative impacts of global warming, like the failure of harvest that will threat the food security, threatening the biodiversity in Indonesia, aside of the impact of sea level rise causes around 4.000 for 17.500 islands in Indonesia will sink.

This research becomes urgent because the effort to reduce global warming is negotiable no more; the reduction of carbon emission through electricity savings must be cultivated from now on. The result of the research can give advice to government, non-governmental organization, and social organization to know consumers attitude in addressing the activities of commercial companies with social organizations alliance, and then to formulate strategies and policies that be able to push consumers behavior to save electricity.

The result of research can give some contributions. First is theoretical contribution, to for macro marketing theories development, especially for consumers attitude modeling to products that are connected to social activity. Second is practical contributions; the result of the research can be used by policy makers or organizations that are competent in environmental field to encourage environmental conservation and reduction of global warming. Meanwhile for the companies, especially for the

manufacturers of productsthose are included to CSR activities, which can cause positive images of the companies and product brands in consumer's perception.

The research aims to analyze the role of consumer's attitude to individual brand before alliancing with a social activity, overall suitability from the brands and social activities that aligned to consumer's attitude toward brands from alliance result, and then its role to purchase intention of consumers to the alliance brands.Especially for hedonic and *low involvement* products.

Research in the *cause related marketing* field started with research on *brand extension* fields; nevertheless, research in that field are not intensively done, and the body of knowledge of RCM is still not clearly established (Walchli, 2007). After 1990s brand extension activities mostly done by companies and become popular, the variations of brand extension activities occur, those are two brands alliance on new products, called the co-branding. Research from Rao and Ruekert (1994), Rao, Qu and Rueket (1999) also Simonin and Ruth (1998) focus on partner selection to alliance as important thing in the success of alliance strategy. Also some research from Levin and Levin (2000), Park *et al.*(1996), Vaidyanathan and Aggarwal (2000) and Wasburn *et al.*,(2004) focus more on testing the positions of two brands that are unequal in quality or consumers perception. However, big parts of research in *co-branding* fields and then CRM activities too, still focus on formation of consumers attitude and have not explained willingness of consumers to buy the brands from alliance results; alliance with the same commercial brands (*co-branding*) or with social organization (CRM) more aimed at the end to increase positive attitude of consumers and not focus on consumer purchasing behavior.

CRM research then develop in so many aspects, like the influence of products type, influence of suitability of the products with social organizations activities, and also moral influence and altruistic attitudes of consumers (MoosmayerdanFuljahn, 2013). Qualitative and explorative research from Christofiet. al. (2014) that aim to know the products and brands that connected to the success of alliance activities in one of its propositions stated that the usage of hedonic products have positive influence for the success of alliance, financially or for companies image. Besides that, in the relation with brands, they argue that consumers experience to consume the brands, credibility of the brand during this time, and suitability (fit) between two brands that are aligned also become the determinants of success of alliance, the same thing found by Samu and Wymer (2014). Before, the research from Chang and Liu (2012) also found that consumers prefer to choose hedonic products that offer donations when buying an alliance product rather than utilitarian products.

Besides that, the last few years research that are done by Countries from Asia and Africa also found the same things fundamentally with the research in developed country. Research from Qamar (2012) in Pakistan showed variable of positive influence company's image, attraction of brands, and consumer's attitude that act as mediation in intention to buy. Meanwhile, research from Naseri (2013) in Iran found the gender differences in purchasing behaviour of CRM products, beside the feeling of closeness factors and consumers participating level with social organization that doing alliance to purchasing intention of CRM products, the same thing found by Hadeer *et al.* (2014) on his research in Egypt. Closeness influences and consumers interest to social organizations also found by in the past research, by Sheikh and Beise-Zee (2011), with the addition that negatives attitudes in social organization impact to the uninterested of consumer to the CRM activities. This thing shows the development of CRM research in Asia that already spread to feeling and morality aspects in purchasing consideration. Briefly, the variety of research state that CRM above still showing the

consistency by what Lohia (2014) has been found which was stated that CRM is a part of company activities that is innovative and potentially have a strong and positive impact for the companies, favorable the companies and social organizations, beside increasing public awareness and individual prosperity.

The research that use signaling theory as the basic of model establishment. Consumers attitude to CRM activities basically depends on how far the costumers have known and have a certain attitude to the brands that are alliancing. Signaling theory is considered to be used for explain consumers attitude for CRM products, because both of the companies that combine both of them will try to give positive signal to consumers, either through pricing policy, promotion or products quality guarantee.

This theory based on the concept that buyers and sellers inside the market have different levels and information. Thatasymmetrical information becomes the problem in products selling that need experience (*experience product*), where quality is a thing that cannot observe before bought, and used (Rao and Rueket, 1994). A brand that is yet to be known can alliance in CRM activities with other brands that can help that brand to get good quality signal to consumer, where in not alliance circumstance that brand cannot give a good quality signal that the products have good quality to consumers.

Research model development in RCM research is based on consumers attitude to brand alliance that have been developed by Simonin and Ruth (1998), Lafferty *et al.* (2004) and another research. Various research models from the past show the existence of close relationship between consumers attitude against individual brands before the brands alliance with the formation of consumers attitude against alliance brands with to consumer purchasing desire. The model also includes the important influence from the suitability between products and suitability between brands that alliance (*fit*) with the formation of consumers attitude against brands from result of the alliance.
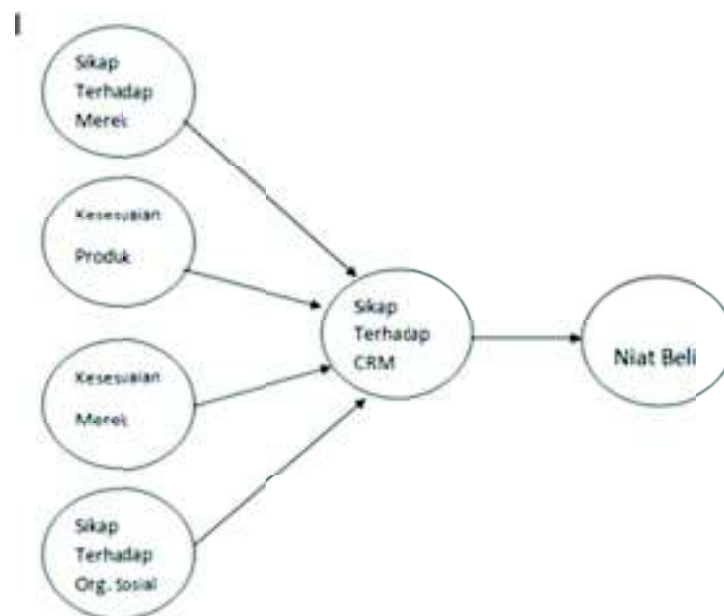

Figure 1. Research Model

From that model, numbers of research hypothesis are developed. Based on Simonin and Ruth Research (1998) that shows consumers attitude against alliance products influenced by consumers attitude against individual brand that alliance, also the research from Lafferty *et al.* (2004) that shows the significant connection from attitude towards brands and attitude towards *cause* activities with the consumers

attitudes toward both of the alliance, also anumbers of research, like from Wymer and Samu (2008), Trimble and Rifon (2006) and Hajjat (2003) that support that thing, a hypothesis can be proposed:

H_1: There is a positive influence on brand attitude variables in variable attitudes toward CRM.

H_2: There is a positive influence on the attitudinal variables of social organization in variable attitudes toward CRM.

The influence of variable attitudes are based on the consumers behavior model that consist of cognitive, affective, and conative aspects, where someone with enough cognitive understanding for performance of commercial brands and know social organization activities wil has positive affective (attitude); because CRM consists of combination of two entities, so this positive affection on each component that will form the positive attitudes toward CRM also, as seen in the research findings of Anridho and Liao (2013), Naseri (2013), and Hadeer *et.al*. (2014). However, it is possible that someone has positive attitudes towards the performance of commercial brand, but still being neutral or negative toward the performance of social organization, or vice versa.

Based on brand consistency theory that Park *et al.* (1991) developed, the *between-partner congruity* concept form Walchli (2007) that emphasize the need of two brands alliance to have congruency, also th research from Laffety *et al.* (2004) and Hamlin and Wilson (2004) that also highlight the role of *product fit* and*brand fit* variables in determining consumers attitude towards alliance brands with a social activity, this hypothesis is proposed:

H_3: There is a positive influence of products suitability variable in attitude variables toward CRM.

H_4: There is a positive influence of brands suitability variable in attitude variables toward RCM.

Suitability variable from the side of owned properties, are products and kinds of activity from social organization that alliance categories, also the suitability from name, which are commercial brands name and social organizations name, logically will take effect to consumers attitude toward CRM. The high unsuitability, like the possibilities cigarette company alliance with lung cancer organization, fertilizer company alliance with social organization of forest conservation will have positive impacts. The past few years research, like Christofiet. al. (2014), Samu and Wymer (2014) show that the role of organization name become important, because the accuracy in choosing the social organization will have impacts for the success of CRM and beneficial to both parties that alliance.

Based on research of Helmig *et al.* (2007) that expand the brand extension activities in brand alliance activities, research from Rodigrues and Biswas (2004) that show the influence of *purchase intention* variable to *attitude toward brand alliances* variable, also the research from Hou *et al.* (2008) that shows the tendency of consumers to buy a brand that alliance with a social activities that have a high interest rate for consumers, this below hypothesis can be developed:

H_5: There is a positive influence on the attitude variable towards RCM on the purchase intention variable.

Because the purpose of CRM activities is to reach higher selling for commercial companies and donation for social organization, so products purchasing is the final purpose of CRM activities. Consumer'sbehavior model places buying intention as the conative part, which occurs after someone already, have affection to stimulate.

2. Research Design

This research uses experimental method. The variable that are used in this research are *attitude toward brand*, *attitude toward cause*, *fit* variable,*attitude toward alliances*and*purchase intention* variable

2.1. Products in Experiment

For the social organizations, two institutions that already well known by community will be chosen, namely Greenpeace Indonesia and WALHI. For the product and commercial brand, products that are included to experience product categories will used, with the characteristics of product quality that can be figured out after being consume. The products that chosen related to information technology products that use electricity source, which are types of laptop computers (notebook) and cellular phones.

2.2. Experimental Design and Process

Experimental design that will be used is *factorial design*, which is a *brand fit* testing, with two (commercial brands) x 2 (*cause* brands/activities) design. The experiment will be done by *between-subject*. The experimental activities include selection of participants, *random assignment* to put the participants in experimental group, giving material as stimulus to participants, and measuring the response of participants.

2.3. Variable and Measuring Instrument Operational Definitions

Attitude and evaluation measurements for participants are done by using questionnaire. Every question asked are measured by using Likert seven points scale, with the highest scale is 7 (Strongly Agree) until the lowest scale is 1 (Strongly Agree), translated from each variable inside research model.

2.4. Attitude towards Brand

Attitude toward brand defined as the predisposition that can be learned to response an object or object class in an evaluation of like and dislike consistently(Assael, 1998:216). In this research, attitude toward social organizations measured with indicators (Simonin and Ruth, 1998; Baumgarth, 2004; Lafferty, 2004) which are "positive/negative", "like/dislike", "good brand/bad brand", "favorite/not favorite", "good quality/bad quality", "durable/not durable", and "important/unimportant", with each indicator measured using seven points semantically differential (Lafferty *et al.*, 2004).

2.5. Attitude towards Cause

Attitude toward social activities (*cause*) defined as the predisposition that can be learned to response an object or object class in an evaluation of like and dislike consistently(Assael, 1998: 216). In this research, attitue toward cause measured with indicators (Simonin and Ruth, 1998; Baumgarth, 2004; Lafferty, 2004) which are "positive/negative", "like/dislike", "favorite/not favorite", "trustworthy/not trustworthy", "good reputation/ bad reputation", "important/unimportant", "positive impact/negative impact", with each indicator measured using seven points semantically differential (Lafferty *et al.*, 2004).

2.6. Suitability of Product Category

The suitability between two products that alliance defined as consumer's perception toward association consistency and brand image cohesiveness and the suitability of the products of the brands that alliance (Dickinson and Barker, 2007). In this research, suitability of the products measured with indicators (Aaker and Keller, 1990; Simonin and Ruth, 1998; Lafferty *et al.*, 2004) which are "suitable/not suitable", "complementary/conflicting", "logic/not logic", and "consistent/not consistent", with each indicators measured using seven points semantically differential (Lafferty *et al.*, 2004).

2.7. Brands Suitability

Overall suitability between brands that alliance defined as consumer's perception towards consistency of association and consumer perceptions of the consistency of the association and brand image cohesiveness and conformity of products from brands allied (Dickinson dan Barker, 2007). In this research suitability is measured by indicators (Aaker and Keller, 1990; Simonin and Ruth, 1998; Lafferty *et al.*, 2004; Nan and Heo, 2007): "Suitable – not suitable", "Complementary – conflicting", "Logic – not logic", "Favorable – adverse", "Good image similarity – bad image similarity", with each indicators measured using seven points semantically differential (Lafferty *et al.*, 2004).

2.8. Attitude towards Alliance

Attitude towards alliance defined as predisposition that can be learned to response an object or class object in an evaluation like or dislike consistently (Assael, 1998: 216). In this research, attitude towards alliance is measured by indicators (Simonin and Ruth, 1998; Baumgarth, 2004; Lafferty *et al.*, 2004) which are "positive/negative", "good/bad", "important/unimportant", "favourable/adverse", "favorite/not favorite", and "like/dislike", with each indicators measured using seven points semantically differential (Lafferty *et al.*, 2004).

2.9. Buying Intention

Buying intention defined as consumers tendency to buy brands. In this research, buying intention is measured with indicators (MacKenzie and Spreng, 1992; Dodds *et al.*, 1991) which are "possible to buy/not buy at this time", "consider/not consider to buy", "intend/not intend to buy", "definitely/not sure to buy", "possible/not possible to buy in the future", and "definitely/not sure to buy in the future", with each indicators measured using seven points semantically differential (Lafferty *et al.*, 2004).

After experiment finish and some data acquired, so there will be a hypothesis test using *Structural Equation Modelling*(SEM). Brannick (1995) in Kelloway (1995) article stated that covariance structure model can be used for testing various models of complex theory. Various research models in brand alliance activities also use SEM as the instrument for testing model, as shown in Simonin and Ruth (1998), Baumgarth (2004) and Lafferty *et al.* (2004) research.

SEM testing activities have some important stages. First, defined existing construct, then develop measurement model. After that, the process continued by testing the measurement model itself. Then, structural model specification and validity evaluation of that structural model conducted.

Experiment performed on November - December 2012, with the questionnaire given to students of information technology faculty information system course andBusiness Faculty accounting and management course in Duta Wacana Christian University.

2.10. Experimental Procedure

Experiment performed in two stages, in both of those stages questionnaire distributed to students who attend. Questionnaire which distributed consist of four hedonic products alliance with social organizations, which are: Van Houten chocolate bar – Greenpeace, Van Houten Chocolate Bar – Walhi, Cofeemix instant coffee – Greenpeace, and Cofeemix instant coffee – WALHI. Every student only got one questionnaire distributed randomly.

2.11. Data Analyzing

Research performed to test the formation of consumers attitude model and the influence towards buying intention of alliance products of commercial brand with a social organization. Specifically, this research aims to prove that in CRM activities,

consumers will have altruistic behavior when the product that they buy is a hedonic product. In this research, CRM activities is effort of selling hedonic product and classified to low involvement, which are chocolate bar and instant coffee product, which are alliance with Greenpeace Indonesia and Walhi social organization.

Before model testing performed, the early step is doing a factor analysis to know if the indicators that suspected existinsde a construct really become part of the construct itself; the next step is doing structural model analysis to test alliance model.

3. Test Result of Factor Analysis

From CRM model, which became research model, first, factor analysis performed to know is there any consistency with factor analysis for validity and reliability test.

Tabel 1. Factor Analysis

Rotated Component Matrix^a

	Component						
	1	2	3	4	5	6	7
all_1				,767			
all_2				,787			
all_3				,712			
all_4				,667			
all_5							,772
all_6							,737
br_1		,656					
br_2		,800					
br_3		,783					
br_4		,723					
br_5		,777					
br_6		,652					
br_7		,558					
brfit_1	,828						
brfit_2	,840						
brfit_3	,794						
brfit_4	,600						
brfit_5	,507						
ca_1			,646				
ca_2			,812				
ca_3			,769				
ca_4			,781				
ca_5			,786				
ca_6			,766				
ca_7			,669				
pfit_1	,835						
pfit_2	,824						
pfit_3	,813						
pfit_4	,710						
pi_1						,676	
pi_2						,694	
pi_3						,612	
pi_4						,555	
pi_5					,792		
pi_6					,715		
pi_7					,779		

From the above table obtained several findings. First, the two constructs, namely Attitudes Againts Brand and Attitude Against Social Organization, indicators have indeed become part of the construct; it is visible from all Brands Attitudes Toward the construct indicators contained in factor 2 (code 'br'), all the indicators of the construct of Attitudes Toward Social Organization found on 3 factors (code 'ca'). The second discovery is the split Purchase Intentions and Attitudes Toward Alliance constructs, which can be seen on factors 4,5,6, and 7; for Buy Intention construct, indicators pi_5, pi_6, and pi_7 selected by considering the amount of *factor loading* greater thanindicators pi_1, pi_2, pi_3, and pi_4, while for the Attitude Against Alliance construct, indicators all_1, all_2, all_3, and all_4 selected, taking into account the number of indicators that more than all_5 and all_6 indicators. The third finding is merger of two constructs, namely Conformity Product and Brand Compliance, into one construct, ie, which is in the factor 1 (code 'brfit' and 'pfit'), which was given a new name *fit*.

The above findings indicate that the brand and product suitabilityconstructscannot split into two different constructs. Consumers assume both are the same construct; they cannot differentiate the product suitability and appropriateness of the brand on the hedonic and low involvement products are aligned with the social organization of the environment and the protection of endangered species; consumers also cannot distinguish the brand suitabilitiesbetween Van Houten and Coffeemix with Greenpeace Indonesia and WALHI. Schema theory can be used to explain these findings. On the relationship between the concept of generic, brand, and products schemes (Helmig *et al.*, 2007), a brand alliance will positively responded when the two schemes of individual products of the two brands have suitability. In this research, a generic scheme is food and soft drinks, with the products scheme are chocolate and instant coffee; while the brand scheme is the Van Houten and Coffeemix. For a generic scheme of two social organizations, both of them is energy saving and protection of wildlife, the scheme is energy saving electrical products and the protection of endangered species, and the brand scheme is Greenpeace Indonesia and WALHI. Because in Indonesian society social institution orsocial organization is still not popular, few social organization known name; Greenpeace Indonesia and WALHI are two popular names and perceived good reputation. These led participantscannot distinguish clearly between products schemes with brand schemes from both of the social organization; Greenpeace Indonesia and WALHI considered a social activity and the product name for the brand name as well as social activities. Similarly,for commercial brands; participants regarded reputation of VanHoutenin chocolate products stems strong enough, so that Van Houten is considered identic with chocolate bars. Similarly, the Coffeemixbrand perceived as instant coffee. Because participants did not distinguish clearly the product scheme and the brand scheme of the commercial brand and social organizations, then the combination of the two names are not separate and form an alliance to form a similar construct.

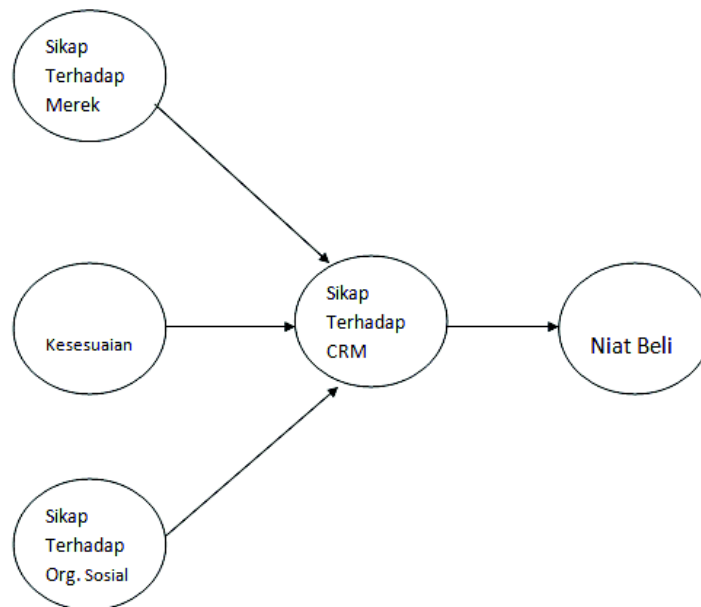By combining these two variables, which now called Conformity (fit) obtained models:

Figure 2. Research Model After Two Variables Combination

3.1. Test Results of SEM Analysis

From the above research model, using primary data from 144 experimental activities, the results obtained to test the feasibility of the model as follows:

Table 2. Test Results of Feasibility Model

Kriteria *goodness of fit*	Angka yang direkomendasi	Hasil yang didapat
χ^2 / df	2 – 3	2,037
RMSEA	0,05 – 0,1	0,088
GFI	> 0,90	0,729
AGFI	> 0,90	0,681
TLI	> 0,95	0,854
CFI	> 0,95	0,867
NFI	> 0,90	0,771

From the comparison between the eligibility criteria and the results of data processing models seen some models alliance eligibility criteria cannot not be mat. However, one of the important criteria in determining the feasibility of a model of SEM, the $\chi 2$ / df, the figures obtained in the interval 2,037 existing eligibility requirements, ie between 2 to 3 Singh (2009) stated sample size (data) effect on the determination of criteria and sizing criteria; to the amount of data between 100 to 200, the criterion $\chi 2$ / df can be used to test the feasibility of a model of SEM. Similarly for RMSEA criteria, where the RMSEA of the model by 0,088 qualified eligibility existing RMSEA between .07 to 0.1; Hooper *et al*. (2008) states RMSEA value below 0.1 indicates the feasibility of adequate (fair fit). For other criteria, such as GFI, AGFI, TLI, CFI and NFI, although not fulfill the eligibility criteria, but the numbers cannot be

different from that in too big with the criteria set rate, so it can be categorized on the medium level. Thus, seeing the amount of $\chi 2 / df$ and RMSEA, and considering the lack of numbers vary much with all the standard rate measurements feasibility of this model, the SEM models for consumer behavior in CRM activities can be declared eligible and activities can be followed by looking at the magnitude and direction parameters generated.

The test results of the regression coefficients that exist in the structural model:

Table 3. The Results of Structural Model Testing

Hubungan	Koefisien Regresi	Prob.
Sikap terhadap Merek pada Sikap terhadap CRM	0,185	0,853
Tingkat Kesesuaian pada Sikap terhadap CRM	5,383	0,000
Sikap terhadap Kegiatan Sosial pada Sikap terhadap CRM	2,177	0,03
Sikap terhadap CRM pada niat beli	5,728	0,000

From the table above shows that the variable Attitude towards Brand is not significantly related to the variable attitude towards CRM, because the prob rate (the probability of rejecting Ho) above 0.05. While all the numbers Prob (probability of rejecting Ho) who else was below 0.05. This shows there is a significant relationship between the other variables tested. All regression coefficients are also positive value, which indicates that the variable Attitude towards Social Organization and Levels of Conformity between commercial brands with social organizations has positive influence on attitude toward the Alliance variable; then the variable is attitude toward CRM positive influence on Purchase Intentions variables.

Thus, the initial attitude of consumers towards Van Houten and Coffeemix not related to consumer attitudes toward CRM, or alliance activity has no effect on the initial attitude of consumers to the brand Van Houten and Coffeemix. In theory, when consumers consume products that prefers hedonic emotion and fantasy of the product, there will be a sense of guilt on consumers than the consumers themselves consume products that prefer the utilitarian function of the product; Therefore, alliances with social organizations activities will have a significant impact on consumers because it will evoke a sense of altruistic self-consumers and may serve to reduce guilt when consuming the product.Similarly product categories include low involvement, with characteristic involvement of consumers in the selection of products and brands is low and more peripherals than follow the central route that prefers the rational aspect, alliance activities should have a significant impact on consumers, because consumers are more on their emotions and be raised altruistic sense.

No significant relationship between the two variables can traced to the strength of the Van Houten brand and Coffeemix; with the strong brand equity of both the commercial, then the consumer will stay positive and buy these brands, with the presence or absence of CRM activities or other activities that are altruistic. Both

products are also naturally can lead a person into consuming a brand with a high frequency of use (heavy user), so that would routinely consume the brand, any condition which accompanies the brand. A person who has been accustomed to consume coffee and feel fit will tend to consume repeatedly. Similarly, the consumption of chocolate bars on the product; because consumers do not need to evaluate carefully the low involvement products, consumers will quickly determine which brand to buy.

From the findings, it appears also that the positive attitudes of consumers on the social organization will also have a positive impact on alliance products, in line with a growing number of consumers are asking for the company's commitment to participate actively in the response to various social problems and set aside part of their profits to these activities (Lafferty *et al*., 2009).Basically, consumers have a positive attitude to social events, so according to signaling theory (Rao and Ruekert, 1994; Rao *et al*., 1999; Kirmaniand Rao, 2000; Bronn and VRIONI, 2001), CRM activities can be used to provide a signal positively to consumers that the company is committed to social responsibility. With a fixed selling price, companies should allocate some budget to finance the activities of the CRM. It will indirectly boost the reputation of the quality of the brand in the minds of consumers, because the expenses of the present day must be compensated by revenues from sales of the brand in the future.

The research findings also prove that the alliance of two parties that have associated matching information will naturally be easier to remember and perceived better than the alliance has no associated matching information; the harmonious alliance of two organizations, the more positive consumer attitudes towards CRM activities held. Instead, the alliance is not considered to have a high suitability will disrupt consumer understanding of the meaning of the brand, and make consumers question the motivations of a commercial brand for alliances (Trimble and Rifon, 2006). This research uses the product associated with energy use, ie, laptops and mobile phones; while the activities of social organizations are energy saving measures and protection of endangered species. For energy saving activities, categories of laptops and mobile products have good agreement, because both have the same function in terms of energy efficiency; whereas for endangered species protection activities, laptops and mobile products can be deemed to have suitability is, because it is still associated with the scope of the broader social activities, namely the preservation of the environment. For a brand name, brand Toshiba known to have a good reputation in consumer perception, and Nexian is a brand that is gaining in popularity and not perceived ugly; while the name of the alliance of social organization, Greenpeace Indonesia and WALHI, both well known in Indonesia. Greenpeace Indonesia is an affiliate of the leading international non-profit organization, namely Greenpeace International; while WALHI is independent environmental organizations are reputable and biggest in Indonesia. Overall, the alliance of two commercial brands with the social organization has two levels of conformance (fit) is high, and the suitability of such a high impact on the formation of a positive consumer attitudes on CRM activities.

Other findings from the research, the influence of positive attitude towards CRM on consumer purchase intention, attitude reinforces the consistency of the relationship with the consumer's purchase intention. Some research of relationship of CRM activities and intentions to buy products such as research Demetriou *et al*. (2010) and Alcaniz *et al*. (2010) showed that CRM activities can encourage consumers to make brand-switching if the quality and price of the same product; it also indicates if the consumer engagement with a social organization is quite high, consumer purchasing behavior will be positively affected.

In relation to the types of products that are used in research, the results of model testing showed that hedonic products will encourage consumers to behave in altruistic when the hedonic product CRM activities to raise urgent issues such as energy savings or the treatment of animals. Hedonic products would cause consumers guilt on themselves either when the consumer will consume these products, while consumers are taking, or after the completion, consumers consume these products (Strahilevitz, 1999). It's different when consumers consume products with more utilitarian dimension, where consumers do not feel guilty about either before or after consuming the product. Utilitarian products, such as batteries or woodworking tools, is a product to meet the needs of a greater functional than emotional fulfillment. Research of Santoso (2012) on the formation of consumer attitudes on CRM activity involving two utilitarian products, ie energy saving lamps and alkaline batteries, shows consumer attitudes toward CRM activities not related to their previous attitudes towards the brand of energy-saving lamps or alkaline batteries. They appreciate the CRM activity is due to a sense of their altruistic social activities allied with both products.

Lastovicka and Gardner (1978) stated that the process for taking the consumer's decision to purchase the product follow the low involvement hierarchy of cognitive processes, then processes conative, and affective new processes, so it tends not as complex as high involvement products that follow the hierarchy of cognitive learning to affective and conative too. Theory elaboration likelihood model (ELM) also states that the consumer thought process on low involvement products to flow more peripheral than central groove, which groove peripherals rely more on emotion when evaluating a number of attributes. Therefore, the low involvement product ads will be perceived differently by consumers, by looking at the peripheral groove and tend to immediately perform the behavior (conative) if the consumer affective been affected. Ads CRM activities of the brand with a low involvement product type will encourage consumers to look at the attributes that are emotional, so consumers will be sympathetic to the brand because of its alliances with a social activity, leading to the tendency of consumers to be positive on the brand and increase intention to consume the brand.

4. Conclusions and Recommendations

Research on CRM activities involving two brands of hedonic and low involvement products, the brand instant coffee and chocolate bar brand Coffeemix Van Houten, with two social organizations, shows that CRM activities effectively influence the purchase intention of consumers to those brands. Although variable consumer attitudes toward the brand before the alliance was not significantly related to consumer attitudes toward the product alliances, but consumer perceptions of the suitability of the product categories and brands, as well as consumer attitudes on social organization and its activities significantly and positively influence the formation of attitudes towards the CRM activities. Other findings stated that the attitude towards CRM activity and a significant positive effect on consumer purchase intention.

Another conclusion is the role of hedonic product type on brand alliance. Hedonic products are also seeks to meet the emotional needs and has the dimension of fantasy and pleasure while enjoying the product proved to be influential on the formation of positive attitudes of consumers on CRM activities. The guilt from consumers before, during, and after they consume hedonic products encourage them to be positive and raises intention to buy CRM products to reduce their guilt.

4.1. Research implications and Further Research

The results showed that the activities of the CRM could effectively increase the product sales, particularly of type hedonic products. To that end, the company that produces hedonic products is also low involvement type, such as instant coffee, instant noodles, food and soft drinks, or others, can use CRM activities to promote its products. As well as CRM activities generally show a positive and significant influence on a brand that is involved in it, a sense of altruistic consumers can generated effectivelyand the impact on the brand image of a good and positive attitude. Therefore, CRM activities in general still can used as an alternative form of promotion to enhance the positive image of the brand.

For future research, participants recommended coverage can be expanded; participants not only students, but also young workers, professionals, entrepreneurs and others. With regard to internal validity, the expansion of coverage of participants can increase external validity, so that research results can generalize further.

Future research could also extended to the distribution of other products, ie products with high consumer involvement (high involvement) and the type of product or a product search by type of Credence. The combination of hedonic products and low involvement products taking into account the product classification of the product or Credence product search can used to expand the understanding of consumer behavior in CRM activities.

Refferences

Aaker, D. A. dan K. L. Keller. 1990. Consumer Evaluations of Brand Extensions, *Journal of Marketing*. Vol. 54 (January). 27-41.

Alcaniz, E. B., R. C. Caceres., R. C. Perez. 2010. Alliances Between Brands and Social Causes: The Influence of Company Credibility on Social Responsibility Image. *Journal of Business Ethics*.Vol 19 (March). 169-186.

Anridho, N., Liao, Y. K. 2013. The Mediation Roles of Brand Credibility and Attitude on the Performance of Cause-Related Marketing. *International Journal Social Science & Education*. Vol 4. No. 1. 266-276.

Assael, H. 1998. *Consumer Behavior and Marketing Action*. 6th edition. Cinncinati. Ohio: South Western College Publishing.

Baumgarth, C. 2004. Evaluations of Co-brands and Spill-Over Effects: Further Empirical Results. *Journal of Marketing Comunications*. Vol. 10. 115-131.

Bronn, P. S., A. B. Vrioni. 2001. Corporate Social Responsibility and Cause-Related Marketing: an Overview. *International Journal of Advertising*. Vol. 20. 207-222.

Chang, T. C., Liu, H. W. 2012. Goodwill Hunting? Influences of Product Cause Fit. Product Type, and Donation Level in Cause Related Marketing. *Marketing Intelligence & Planning*. Vol 30 No. 6, 634-652.

Christofi, M., Vrontis, D., Leonidou, E. 2014. Product Innovation and Cause-Related Marketing Success: A Conceptual Framework and A Research Agenda. *Marketing Intelligence and Planning* Vol 32 No. 32. 174-189.

Demetriou, M., I. Papasolomou, D. Vrontis. 2010. Cause Related Marketing: Building the Corporate Image While Supporting Worthwhile Causes. *Brand Management*. Vol. 17 No. 4. 266-278.

Hadeer, H., Noha, E., Pallab, P., Kausiki, M. 2014. Antecedents and Consequences of Consumers' Attitudinal Dispositions toward Cause-Related Marketing in Egypt. *Journal of Islamic Marketing*. Vol 5. 1-53.

Hajjat, M. M. 2003. Effect of Cause-Related Marketing on Attitudes and Purchase Intentions: The Moderating Role of Cause Involvement and Donation Size. *Journal of Nonprofit and Public Sector Marketing*. Vol. 11 Iss.1 , 93- 109.

Hamlin, R. P. Dan T. Wilson. 2004. The Impact of Cause Branding on Consumer Reactions to Products: Does Product/Cause 'Fit' Really Matter? *Journal of Marketing Management.* 20 Iss 7/8, 663-681.

Helmig, B.,J. A. Huber, P. Leeflang. 2007. Explaining behavioural intentions toward co-branded products. *Journal of Marketing Management* Vol. 23 Iss 3/4. 285-304.

Hou, J. D., L. Du, dan J. Li. 2008. Cause's Attributes Influencing Consumer's Purchasing Intention: Empirical Evidence from China. *Asia Pasific Journal of Marketing* Vol. 20. 363-380.

Hooper, D., J. Coughlan, dan M. R. Mullen. 2008. Structural Equation Modelling: Guidelines for Determining Model Fit. *The Electronic Journal of Business Research Methods* Vol 6 Iss. 1. 53-60.

Kelloway, E. K. 1995. Structural Equation Modelling in Perspective. *Journal of Organizational Behavior*. Vol. 16. 215-224.

Kirmani, A., A. R. Rao. 2000. No Pain, No Gain: A Critical Review of the Literature on Signalling Unobservable Product Quality. *Journal of Marketing*. Vol 64 (April). 66-79.

Lafferty, B. A., R. E. Goldsmith, G. T. M. Hult. 2004. The Impact of the Alliance on the Partners: A Look at Cause-Brand Alliances. *Psychology & Marketing*. Vol. 21 Iss. 7, 409-531.

Lastovicka, J. L. dan D. M. Gardner. 1978. Low Involvement Versus High Involvement Cognitive Structures, *Advances in Consumer Research*. Vol 5. 87-92.

Levin, I. P. dan A. M. Levin. 2000. Modeling the Role of Brand Alliances in the Assimilation of Product Evaluations. *Journal of Consumer Psychology* Vol. 9. 43-52.

Moosmayer, D. C. danFuljahn, A. 2013. Corporate Motive and Fit in Cause Related Marketing. *Journal of Product & Brand Management*. Vol 22. 200 – 207.

Nan, X. L., K. J. Heo. 2007. Consumer Responses to Corporate Social Responsibility Initiatives. *Journal of Advertising* Vol. 36 Iss. 2. 63-74.

Naseri, H. 2013. Consumers' Response to Cause-Related Marketing: A Case Study among Customers of Iranian Chain Stores. *Institute of Interdisciplinary Business Research*. Vol 5 No.6. 498-508.

Lohia, S. 2014. Cause Related Marketing An Effective Use Of A Promising Marketing Tool. *International Journal of Scientific Research and Management* Vol. 2 Iss.3. 662-667.

Park, C. W., S. Y. Ju, dan A. D. Shocker. 1996. Composite branding alliances: an investigation of extension and feedback effects. *Journal of Marketing Research* XXXIII. 453-466.

Qamar, N. 2013. Impact of Cause Related Marketing on Consumer Purchase Intention: Mediating Role of Corporate Image, Consumers' Attitude and Brand Attractiveness. *Middle-East Journal of Scientific Research*. Vol. 16 No. 5, 633-643.

Rao, A. R., Lu Qu, dan R. W. Ruekert. 1999. Signaling unobservable product quality through a brand ally. *Journal of Marketing Research*. XXXVI. 258-268.

Rao, A. R. dan R. W. Ruekert, 1994, Brand Alliances as Signals of Product Quality," *Sloan Management Review* (Fall), 87-97.

Rodrigue, C. S. dan A. Biswas. 2004. Brand Alliance dependency and exclusivity: an empirical investigation. *Journal of Product and Brand Management*. Vol. 13. 477-487.

Samu, S. Wymer, W. 2014. Cause Marketing Communications Consumer Inference on Attitudes towards Brand and Cause. *European Journal of Marketing* Vol.48 Iss. 7/8. 1333-1353.

Santoso, Singgih. 2012. *Model Sikap Konsumen pada Kegiatan Cause Related Marketing*, Disertasi, tidak dipublikasikan.

Sheikh, S. R., Beise-Zee, R.. 2011. Corporate Social Responsibility or Cause Related Marketing? The Role of Cause Specificity of CSR, *Journal of Consumer Marketing* Vol. 28 No. 1. 27–39.

Simonin, B. L., J. A. Ruth. 1998. Is a Company Kniown by the Company It Keeps? Assesing the Spill Over Effects of Brand Alliances on Consumer Brand Attitudes, *Journal of Marketing Research* Vol. 35 (February), 30-42.

Strahilevitz, M. 1999. The Effect of Product Type and Donation Magnitude on Willingness to Pay More for a Charity-Linked Brand. *Journal of Consumer Psychology* Vol. 8. 215 - 241.

Trimble, C. S. N. J. Rifon. 2006. Consumer Preceptions of Compability in Cause-Related Marketing Messages. *International Journal Nonprofit Voluntary Section Marketing*. Vol 11. 29-47.

Vaidyanathan, R. , P. Aggarwal. 2000. Strategic Brand Alliances: Implications of Ingredient Branding for National and Private Brands, *Journal of Product and Brand Management*. Vol. 9. 214-228.

Varadarajan, P. R. dan A. Menon. 1988. Cause-Related Marketing: A Coalignment of Marketing Strategy and Corporate Philanthropy. *Journal of Marketing*. Vol 52 (July). 58-74.

Walchli, S. B. 2007. The Effect of Between-Partner Congruity on Consumer Evaluation of Co-Branded Products. *Psychology Marketing*. Vol 24 Iss.11. 947-973.

Washburn, J. H., B. D. Till, dan R. Priluck. 2000. Co-branding: Brand Equity and Trial Effects. *Journal of Consumer Marketing*. Vol. 17. 591-605.

Wymer, W. dan S. Samu. 2008. The Influence of Cause Marketing Associations on Product and Cause Brand Value. *International Journal of Nonprofit and Voluntary Sector Marketing*. Vol. 14. 1-20.