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Generation Z and their gender impact in the structural elements of cause related marketing

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Abstract---Companies have started asking a question themselves everyday: Do we have a purpose for our business or we should stick with the traditional marketing. Generations have totally changed and their commercial lives differ entirely from the previous ones; they are socially responsible and pour out their minds, hearts and spirits in it. Their search for value contributes more to the Cause related Marketing. Research suggests outcomes of CRM campaigns are helpful for firms as well as for the causes. Causes, receive greater funding and publicity with which the cause can be ended or reduced. With regard to firms it enhances corporate image and increase sales, but effects may vary depending on the audience.. In this light, this paper investigates the significance of gender in the structural elements of Cause Related Marketing. This study surveyed the various dimensions of Cause Related Marketing in the union territory of Puducherry considering Generation Z as their respondents. The researcher generated primary data using questionnaire as the research instrument. Student t test was used to test the hypothesis. The results indicate that gender does influence with few of the structural elements of CRM and not with all. Based on these results, implications for CRM campaign managers are highlighted. In the specific context of this study, significant gender impacts with CRM strategy is confirmed.

Keywords---cause related marketing, gender, generation Z, puducherry, students' sample, structural elements.

Introduction

Today's customers are becoming increasingly concerned over environmental and social issue. One of the ways these companies trying to present themselves as a socially responsible company is Cause Related Marketing hereinafter referred to as CRM. CRM addresses Social issues through the provision of funding for the cause and achieves marketing objectives of the firm supporting the cause. CRM has received the interest of many companies implies that it has gained an ever-growing popularity among Marketers. Over the last decade, the number of organizations embracing and implementing CRM in India has been increasing. Generation concept is defined a group that shares important vital events at the same birth year and critical developments within these events (Kupperschmidt 2000). Consuming habits and individually basic social values of every generation are formed with the effect of environment and values that surrounds it on growing period (Seckin, 2000). The new generation of adolescents are known as Generation Z (Generation Z). Born after 1990, members of Generation Z have on no occasion known life without the internet and ever-present digital devices. Consumer characteristics such as gender influences consumers' response to CRM. (Ross et al., 1992, Barnes, 1991) . The difference in response by men and women toward CRM is not biologically embedded but is taken into consideration when comes to the gender roles.

Literature review

Cause Related Marketing is the latest concept as emerged in European markets where marketers know that Cause Related Marketing can bring loyalty from programs; the results have helped the companies to get into customer's side and grow market share. (Stewart 1998). Generation Z is a challenge, since it appears that they behave differently to earlier generations and this behavior can lead to changes in consumer behavior Schlossberg, (2016). Various studies on gender suggest that females are more favorable toward self and other oriented appeals compared to males' (Meyers and Levy, 1988). Females were more favorably inclined than males towards firm employing cause related marketing (Ross et al, 1992). Hence, with regards to CRM, female as compared to male is expected to give more favorable response towards CRM regardless of the structural elements.

Based on the theories mentioned and review of relevant literature the following hypothesis is therefore suggested:

- *H₀1: There is no association between gender and the structural elements of Cause-Related Marketing (CRM).*
- Null Hypothesis H₀1 is further split into following sub-hypotheses :
- *H₀1a: Gender of the respondent is not significantly associated with Company Related Structural Elements*
- *H₀1b: Gender of the respondent is not significantly associated with Cause Related Structural Elements*
- *H₀1c: Gender of the respondent is not significantly associated with Company Cause Fit*
- *H₀1d: Gender of the respondent is not significantly associated with Communication*

- *H_{01e}: Gender of the respondent is not significantly associated with Purchase Intention*

Methodology

The present study investigated the impact of gender on Structural elements of Cause-Related Marketing (CRM). In order to analyze the hypothesis, (i.e. the relationship between gender and Structural elements of CRM) students t test was used to determine the relationship between the above mentioned criteria. This study is descriptive and used survey for collecting data. Statistical software SPSS 20 was used to investigate the relationship. The population of the study is unknown so the researcher has adopted Non-Probability Sampling method using Purposive Sampling. Sample size between 30 and 500 at 5% confidence level is generally sufficient for social science research (Altunışık et al., 2004, s. 125). Hence 500 questionnaires were distributed among student respondents of various colleges in Puducherry, in which 423 questionnaires were received and 25 questionnaires were found to be half-finished. Finally 398 questionnaires were valid and used in the analysis.

Measurements and Scales used

The scales for measuring the dimensions in the study were adapted from various studies. The respondents indicated their level of agreement with statements on a 5-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree”

Measures	Source
Cause Proximity	Ross, J. K., Patterson, L. T., & Stutts, M. A. (1992)
Cause Type	Hou, J., Du, L., and Li, J., (2008)
Cause Familiarity	Simonin, B. L., & Ruth, J. A. (1998).
Company Cause Fit	Stacy Landreth Grau and Judith Anne Garretson Folse (2007)
Company Credibility	Stephen J. Newell and Ronald E. Goldsmith, (2001)
Donation Size	Dahl and Lavack (1995), Nina Langen, Carola Grebitus, Monika Hartmann (2013)
Product Price	Genice Jacobs, Mary Ann Stutts, Larry T. Patterson (1994)
Brand Familiarity	Karen L. Becker-Olsen and Ronald Paul Hill (2006)
Communication	Shabbir et al, 2010 Ehrenberg, A. (1974). Jayesh D. Patel Dharmesh D. Gadhavi, Yupal S. Shukla (2017)
Purchase Intention	Hou, J., Du, L., and Li, J., 2008

Data Analysis and Interpretation: Statistical test

Student 't' test is used to test the below hypothesis

T-Test

2.Gender	N	Mean	SD	Statistical inference
1.Company Related Structural Elements				
<i>Male</i>	156	59.88	8.077	T=.312 Df=396 .755>0.05 Not Significant
<i>Female</i>	242	59.65	6.495	
a.Brand Credibility				
<i>Male</i>	156	18.01	3.795	T=1.899 Df=396 .058>0.05 Not Significant
<i>Female</i>	242	17.32	3.404	
b.Donation Size				
<i>Male</i>	156	14.90	2.510	T=-1.095 Df=396 .274>0.05 Not Significant
<i>Female</i>	242	15.19	2.601	
c.Product's Price				
<i>Male</i>	156	15.12	2.580	T=1.052 Df=396 .293>0.05 Not Significant
<i>Female</i>	242	14.85	2.355	
d.Brand Familiarity				
<i>Male</i>	156	11.85	2.134	T=-2.315 Df=396 .021<0.05 Significant
<i>Female</i>	242	12.29	1.650	

Statistical test: *Student 't' test was used the above hypothesis*

Null hypothesis (H_0): There is no significant association between gender of the respondents and the company related structural elements of CRM.

The above 't' test table reveals that male (n=156) 59.88±8.077 and female (n=242) 59.65±6.495 customers perception about company related structural elements. The calculated value greater than table value (.755>0.05). Therefore, there is no significant difference between gender of the respondents and their overall perception about company related structural elements. So, we accept the Null hypothesis (H_0 1a).

- The first dimension indicates that the mean and S.D value of male (n=156) 18.01±3.795 and female (n=242) 17.32±3.404 respondents in the brand credibility. Hence, the calculated value greater than table value (.058>0.05).
- The second dimension indicates that the mean and S.D value of male (n=156) 14.90±2.510 and female (n=242) 15.19±2.601 respondents in the donation size. Hence, the calculated value greater than table value (.274>0.05).
- The third dimension indicates that the mean and S.D value of male (n=156) 15.12±2.580 and female (n=242) 14.85±2.355 customers in the product's price. Hence, the calculated value greater than table value (.293>0.05).

- The fourth dimension indicates that the mean and S.D value of male (n=156) 11.85±2.134 and female (n=242) 12.29±1.650 customers in their brand familiarity. Hence, the calculated value less than table value (.021<0.05).

2.Cause Related Structural Elements	N	Mean	SD	Statistical inference
<i>Male</i>	156	35.79	4.470	T=-1.527 Df=396 .128>0.05 Not Significant
<i>Female</i>	242	36.42	3.612	
a.Cause Proximity				
<i>Male</i>	156	11.88	2.001	T=-.640 Df=396 .523>0.05 Not Significant
<i>Female</i>	242	12.00	1.861	
b.Cause Type				
<i>Male</i>	156	12.05	2.035	T=-1.027 Df=396 .305>0.05 Not Significant
<i>Female</i>	242	12.25	1.747	
c.Cause Familiarity				
<i>Male</i>	156	11.87	1.881	T=-1.566 Df=396 .118>0.05 Not Significant
<i>Female</i>	242	12.17	1.855	

Statistical test: *Student 't' test was used the above hypothesis*

Null hypothesis (H₀1b): There is no significant association between gender of the respondents and their company cause related structural elements of CRM .

The above 't' test table reveals that male (n=156) 35.79±4.470 and female (n=242) 36.42±3.612 customers satisfaction about cause related structural elements. Hence, the calculated value greater than table value (.128>0.05). Therefore, there is no significant difference between gender of the respondents and their overall perception about cause related structural elements. So, we fail to reject the Null hypothesis (H₀1b).

- The first dimension indicates that the mean and S.D value of male (n=156) 11.88±2.001 and female (n=242) 12.00±1.861 customers in their cause proximity. Hence, the calculated value greater than table value (.523>0.05).
- The second dimension indicates that the mean and S.D value of male (n=156) 12.05±2.035 and female (n=242) 12.25±1.747 customers in their cause type. Hence, the calculated value greater than table value (.305>0.05).
- The third dimension indicates that the mean and S.D value of male (n=156) 11.87±1.881 and female (n=242) 12.17±1.855 customers in their cause familiarity. Hence, the calculated value greater than table value (.118>0.05).

3.Company Cause Fit	N	Mean	SD	Statistical inference
<i>Male</i>	156	19.36	3.142	T=-2.852 Df=396 .005<0.05 Significant
<i>Female</i>	242	20.21	2.773	

Statistical test: *Student 't' test was used the above hypothesis*

Null hypothesis (H₀1c): There is no significant association between gender of the respondents and the company cause fit in CRM.

The above 't' test table reveals that male (n=156) 19.36 ± 3.142 female (n=242) 20.21 ± 2.733 customers satisfaction about company cause fit. Hence, the calculated value less than table value ($.005 < 0.05$). Therefore, there is a significant difference between gender of the respondents and their overall perception about company cause fit. So, the Null hypothesis ($H_0 1c$) is rejected.

4.Communication	N	Mean	SD	Statistical inference
Male	156	13.51	3.171	T=-2.396 Df=396 .017<0.05 Significant
Female	242	14.26	2.965	

Statistical test: *Student 't' test was used the above hypothesis*

Null hypothesis ($H_0 1d$): There is no significant association between gender of the respondents and the communication in CRM.

The above 't' test table reveals that male (n=156) 13.51 ± 3.171 female (n=242) 14.26 ± 2.965 customers satisfaction about communication. Hence, the calculated value less than table value ($.017 < 0.05$). Therefore, there is a significant difference between gender of the respondents and their overall perception about communication. So, the Null hypothesis ($H_0 1d$) is rejected.

5.Purchase Intention	N	Mean	SD	Statistical inference
Male	156	18.90	3.460	T=-3.670 Df=396 .000<0.05 Significant
Female	242	20.07	2.855	

Statistical test: *Student 't' test was used the above hypothesis*

Null hypothesis ($H_0 1e$): There is no significant association between gender of the respondents and the purchase intention towards CRM.

The above 't' test table reveals that male (n=156) 13.51 ± 3.171 female (n=242) 14.26 ± 2.965 customers satisfaction about purchase intention. Hence, the calculated value less than table value ($.000 < 0.05$). Therefore, there is a significant difference between gender of the respondents and the overall perception about purchase intention. So, the Null hypothesis ($H_0 1e$) is rejected.

Results, Conclusions, and Recommendations

The results show a very interesting finding concerning the differences in response towards CRM between male and female. More than just a biological grouping gender is explored with related to respondents' cognitive and shopping behaviors. The question at present is how gender differences be used to build brands? The central objective of this research is to address how the major conceptualization of gender impacts the perception of Generation Z towards Cause Related Marketing strategy. This study also provides a platform for investigating how gender identities may differ across two of the largest consumer buying groups in the marketplace. Toward this goal, this research discovers the Impact of gender as a construct, and then empirically investigates how an extended view of gender may or may not influence perception of Generation towards the structural elements of CRM. Results from t-test suggest that gender alone cannot adequately explain consumers' perception towards CRM. The empirical analysis shows that gender has significance with few of the structural elements of CRM. Particularly Brand

familiarity, Company-Cause Fit, Communication and Purchase intention has significant relationship with gender. The findings of this study can be used by managers in designing their CRM campaigns in the future.

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