

COMPANY-CAUSE FIT AND LIKING FB PAGES: A PROPOSED MODEL FOR CSR MARKETING COMMUNICATION

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ABSTARCT

Marketing messages in Corporate Social Responsibility (CSR) are major tools utilized by enterprises to show their genuine concern towards customers in the Covid19 pandemic. This study focuses on two forms of CSR marketing communications: Cause-Related Marketing (CRM) and Cause Sponsorship (CS). The focus of this research is about how CRM and CS Facebook posts of the organization and their company-cause fit impacted customer response, specifically, liking/joining company pages. A CRM and CS x 2 survey-based within-subjects experiment was conducted on Facebook on engaged users between the ages of 18 and 64. Ten Philippine companies with both CRM and CS Facebook posts were used in the study. The 10 CRM posts are shown in half of the sample size (N=272), while the second half is given 10 CS posts and scored by questionnaires. This study proposed models that use regression and modeling to advice companies how to perform online CRM and CS operations effectively, particularly during emergencies, such as the covid19 pandemic, to optimize investments. Results showed all positive relationships between variables but CRM and its company-cause fit had greater impact towards liking/joining FB pages.

Keywords: CSR; CRM; CS; company-cause fit; liking/joining FB pages

INTRODUCTION

He & Harris (2020) stated that Covid-19 pandemic provides businesses with a better opportunity of a change in the direction of true CSR. CSR is a corporate governance initiative that acts as an environmental and socially responsible guideline for the activities of enterprises (Curley & Noormohamed, 2014). The current research focuses on two aspects of CSR marketing communications: cause-related marketing (CRM) and cause sponsorship (CS) that are more often used in Web-based media context. Considering the Covid19 pandemic, it is contrasted and studied how company-cause fit of CRM and CS impact a customer response, that is, a liking/connecting FB page.

SCOPE AND LIMITATION OF STUDY

This study discusses the effect of an online consumer response, specifically, liking or joining pages, on the company-cause fit of CSR marketing communications on Facebook. It includes 10 firms from the Philippine Stock Exchange Index's 30 largest publicly traded companies in 2019

(PSEi). The study would concentrate on the CSR marketing messages published within a six-month span to FB (from March, 2020 to August, 2020). The selected CSRs are those linked to the Covid 19 pandemic, and those which are plain enough such that spectators will distinguish with limited or no stimulus between the CRM and the CS activities. Subjects 13 to 17 those over 65 years old, were not included in this report.

REVIEW OF RELATED LITERATURE

Cause-Related Marketing (CRM)

Cause-related marketing is a promotional activity by a company that endorses a social or charitable cause, usually as a bundle or a tie-in to their services and goods. This is a promotional tool in which the profits of a business are related to a company or some other charitable cause that earns a proportion of the sales revenue. Human (2016) quoted that CRM is described as: "The mechanism through which the business is offered to formulate and execute marketing activities which contribute a particular sum to the specific cause of customers participating in income exchanges and meet organizational and individual targets."

Cause Sponsorship (CS)

The Cause Sponsorship initiative encourages monetary and product contributions for a company for a certain timeframe, usually by the brand being announced as the official supporter of the cause (Jeong, 2011). The sponsorship may be seen as an assist scheme for a company organization to meet corporate aims, whether financial or in kind. A Jeong (2011) research indicates that if the affiliate company is an NGO, customers will continue to receive socially desiring notifications about sponsorship. Sponsorship is distinct from CRM and before any consumer-oriented campaign relating to the cause, the sponsorship fee is charged.

Company-Cause Fit

Social cause marketing analysis reveals that a perceived corporation's cause is in keeping with the degree to which the supported social cause is tied to the main sector of the sponsorship organization (Kim, et all, 2015). Fit is defined as the "perceived compatibility of a social problem with an enterprise." Company-cause fit strengthens customer understanding of the company and dramatically increases the purchasing instance (Gupta and Pirsch, 2016).

Liking Facebook Pages

Consumers hit Like and consent to notifications from their news page in the Facebook profile of the group (Gingerich 2015). A "like" on the Facebook account starts the dedication. Treviño (2016)'s paper greatest contribution is the proposal of how consumer intentions in the brand's FB page to join CSR initiatives could be possible to determine some dimensions that have previously developed in the role of CSR in consumer decision-making and the efficiency of public announcements on social media The number of "Likes" is one of Facebook's most common main success indicators.

Theoretical Framework

This research examines the adequacy of social-media CSR communications to include direct customer input to the brand and organisation. The theory of impression management (Jeong et al, 2013) and the hierarchy of effects theory are the foundation theories for the study (quoted in Chung, 2019).

Enterprises are using impression management methods to manage their reputation and increase their customers' favorable images are required to embrace open or covert culture impression management principles (Esen & Ozsozgun, 2018). An instantaneous strategy is used for effective impression management techniques, in order to deliberately present data about one's characteristics, abilities and successes to others as a method for influencing one's image on others (Jeong, 2011). Indirect impression management technology requires the formation by definition of data that is not only linked to their own attributes, abilities or achievements but is linked to successful, beneficial people, organizations or things, for example, famous people, sports groups (Jeong 2011).

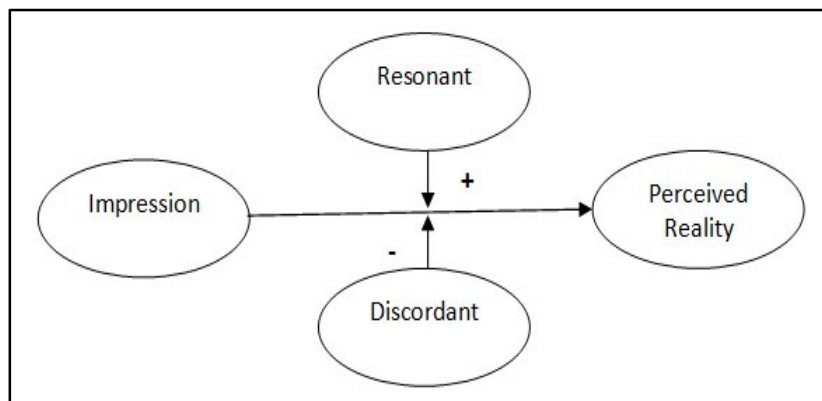


Figure 1: Impression Management Theory

Meanwhile, the model of the hierarchy of effects claims that customers do not turn from disinterested individuals to convinced customers immediately. Customers, on the other hand, utilize a multi-stage mechanism in which the purchase is really just the final part of the transaction. CSR's expectations are represented in the context of a series of values (i.e. cognitive stage), that according to a cognitive-affective-conative sequence the user has affective reactions (i.e. influencing the customer's behavior) including suggestion or repurchase (i. e. conative stage) (Vlachos, 2012).

Based on the definitions for the effects hierarchy, four optimistic company CSR results are included: discovery of consumers, loyalty and suggestion and repurchasing behaviors (McDonald and Lai, 2011). In this study of the customer viewpoints of CSR, loyalty and suggestion and reconstruction behavior (McDonald & Lai 2011), three promising outcomes would be considered: consumer awareness and company appreciation.

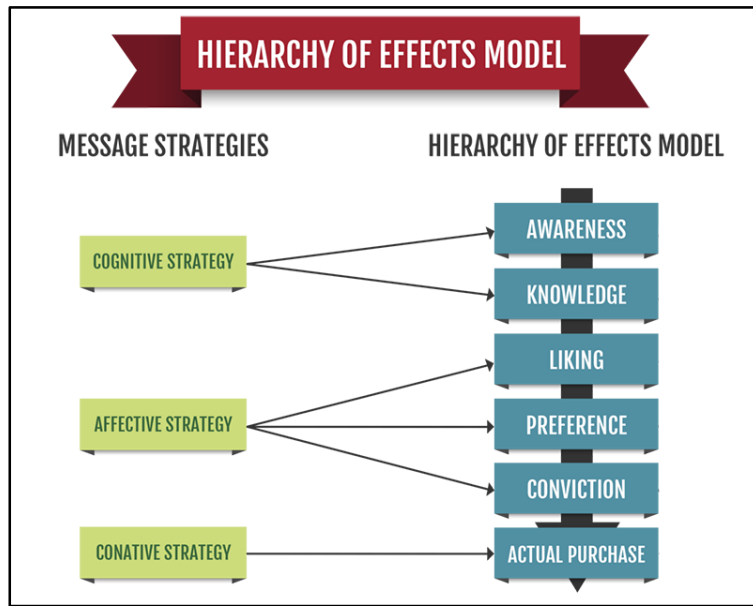


Figure 2: Hierarchy of Effects Model

Furthermore, in the history of consumer response evaluation, the model hierarchy of effects has been adapted (Perez & del Bosque 2014), because the position for business fitness and motivation and organizational credibility are major issues to be assessed (Jeong 2011). For instance, Bigne et al. (2012) show that a hunt for humanitarian movements potentially relevant to the organization is the most direct route to successful CSR image publicity.

Diagrammatic Framework

The methodological basis of this dissertation is founded on the principle of impression management and the model hierarchy of effects (Lavidge 1961 quoted by Pérez & du Bosque 2014).

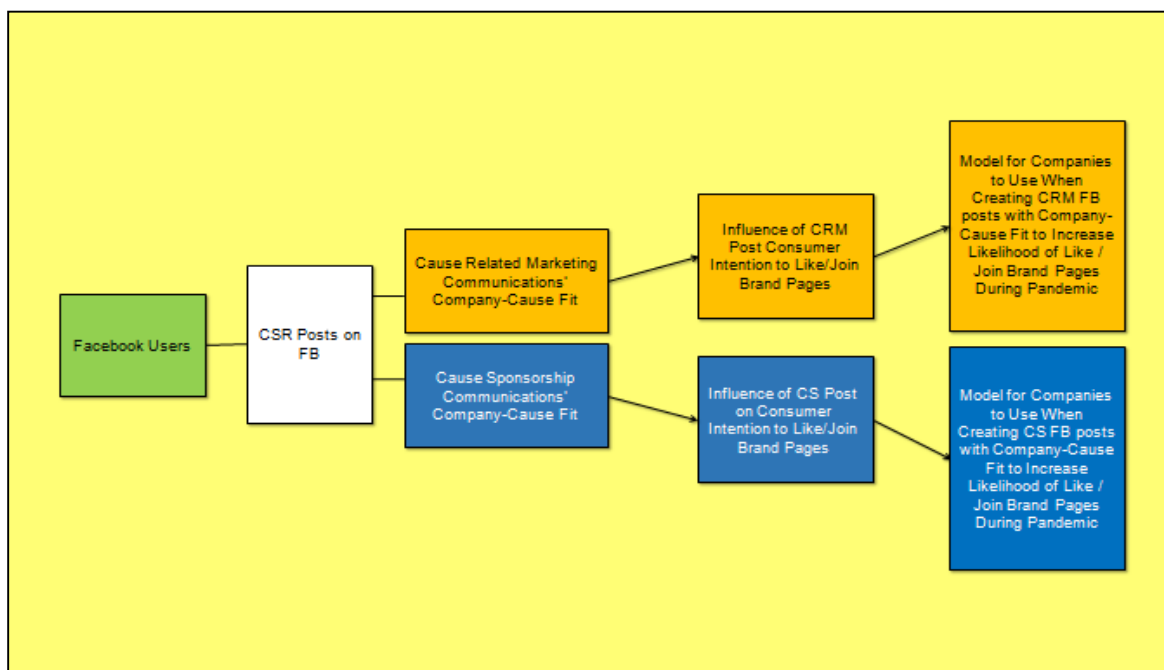


Figure 3. The Conceptual Model

The study proposed two methods of impression management: overt and implicit techniques, leveraging the principle of impression management to justify the corresponding effectiveness of the two modes of CSR marketing communications. Consumers sought, for instance, to integrate aspects of their own abilities or qualities in order to look successful and willing to other people in an immediate approach (Jeong 2011).

The current study predicts that CRM contact, (instead of CS communication) will encourage more desirable market reactions in FB goods, in comparison to past analyses on the prevailing impact of overt strategies (over implicit strategies) on the theory of impression management (Jeong, et al 2013). The dissertation is based on the approaches used by CSR experts in the CRM and CS posts of FB as overt or indirect methods in Impression Management Theory.

The definition of hierarchy of effects is often used in the study of purchaser response to CSR marketing (Lavidge 1961, as referred to in Pérez & del Bosque, 2015). The contingent variables in this study are the company-cause fit of the types of CSR (CRM and CS) and the independent variables is the consumers' intention.

In this analysis the model takes into consideration one positive finding from CSR responses from consumers, namely, the recognition of customer-company participants. The results of customers are based on three solutions: cognitive, affective and conative: the hierarchy of effects models. The action of liking FB pages is the cognitive stage (Byrum 2014) described.

The following hypotheses were created and evaluated:

Ho1: As used in Facebook marketing communications on CSR during Covid19, no statistically significant discrepancy exists between the CRM and CS posts.

Ho2: There is no significant impact on the intentions of customers to the business with respect to liking brand pages of CRM and CS posts on Facebook since the pandemic on Covid19.

Ho3: The CSR company-cause fit does not direct the effects of CSR marketing communication forms on customers' decisions to like/join the company's FB page.

METHODOLOGY

Research Design

To achieve the aims of this analysis, this study will use quantitative statistics. The main approach to achieving the research goals and also solving the core research questions posed by this study is this design.

For the quantitative method there are two kinds of CSR marketing contact: CRM and CS and company-cause fit between experimental design subjects (compatible/incompatible/good fit/bad fit). Two dependent variables are available in the analysis. This is the CRM company-cause fit and CS company-cause fit. These are measured against an independent customer reaction, namely the intentions to like/join brand pages.

In this study, exploratory research was explicitly used; research design will define variations between variables by descriptive-correlation analysis. Descriptive correlation experiments identify the factors and the associations between them generally. First of all, CRM Company-Cause Fit was contrasted to CS Company-Cause Fit to assess the statistically meaningful variability in the COVID19 pandemic. Second, CRM & CS Company-Cause Fit was measured in

an independent variable to assess if there is a meaningful interaction between these sites (intentions to like/enter brand sites).

Sampling Procedure and Participants

The ten organizations mentioned have been chosen intentionally on the basis of five principles. First is the the appearance of all CSR marketing communications (CRM and CS) on FB, linked to the Covid-19 pandemic. Second, posts must be rendered between March 1, 2020 and August 31, 2020, over a six months period. Third, high-quality updates are posted, which mean that a CSR communicator created a message. Fourth, the positions CRM and CS must be distinguishable and quickly recognizable as CRM and CS entries. Fifth and last, to meet a good portrayal of the sectors in the Philippines, businesses must come from different industries.

Table 1: Ten Selected Companies to be Part of Quantitative Study

Company Name	Businesses	CRM Title& Description	CS Title& Description
Ayala Corporation	Real Estate and Hotels, Malls, Telecommunications, Water infrastructure, Power Generation, BPO.	Be a #BuyAni – Through preparing them for alternate livelihood sources, Ayala supported disadvantaged segments of society, including farmers impacted by the Covid-19 pandemic.	Ayala Sponsors PioPio e-Learning Fundraiser – Ayala supported the charity PioPio e-Learning which benefited students through devices.
Aboitiz Equity Ventures, Inc. (AEV)	Power Generation, Banking and Financial Services, Food, Land, Construction, Shipbuilding and Infrastructure.	#OneAboitiz in Action – In order to fund the numerous COVID-19 efforts, Aboitiz collected P370 million from different contributors.	Heroes 2021 with Thames international School – by supplying them with online training tools, DepEd helped public school teachers.
Alliance Global Group, Inc. (AGI)	Food & Beverage, Gambling, Real Estate	M Safe Crew – The employees are provided with security measures to also provide consumers with a secure atmosphere.	Kindness Kitchen Supports World Vision – McDonald's also supported World View through their emergency response Covid-19 by their CSR arm Compassion Kitchen, also assisting health personnel, barangay volunteers and frontliners.
BDO Unibank, Inc. (BDO)	Banking and Finance	Peso for Peso Donation Drive – The BDO Foundation dedicated to match all the money donated to buy research kits for disadvantaged sectors.	BDO Supports to RapidPass&ReleifAgad Projects – By sharing financial aid, BDO supported these two CSR programs carried out by the national government.
DMCI Holdings, Inc. (DMC)	Construction, Real Estate Development, Mining, and Power Generation	Covid19 Precautionary Measures – DMCI shared guidance on precaution, including their offices and buildings, to keep their personnel secure.	Furry Friends at PAWS – DMCI funded the food and maintenance of pandemic-stricken dogs at the PAWS facility.
Jollibee Foods, Corporation	Local and International Fast Food Operations	Jollibee FoodAID – The Jollibee Group Foundation provided families and health workers with a donation of P220 million worth of food last May 26 2020.	Financing Solutions for Social Protection in Covid-19 Response and Recovery Webinar – The Asian Philanthropy Network webinar was funded by Jollibee. Innovative for the long term treatment was addressed during the webinar.

Petron	Oil Refinery and Marketing	#FuelHope – a Petron collected of funds for frontliners. Petron Card Value Points were traded for cash. The program acquired P1.6 million on April 13, 2020.	Petron Fuels Hyundai Asia – Petron also entered Hyundai's car sponsorship campaign for frontliners.
Manila Electric Company (MER)	Power Generation, Contracting, Renewable Energy	#KeepingTheLightsOn – Meralco has provided an extension of bills for 30 days from March 1 to April 14 2020.	SBMA & Philippine Red Cross Sponsorship – The SBMA supported by Meralco and the Philippine Red Cross established a research facility by providing 26 computers. The testing facility was funded by Meralco.
SM Investments, Corporation	Retail, Financial Services, Real Estate	#SMCares – SM Foundation contributed numerous care services to the general public and to frontlines.	Bata Shoes Global Donation Program – For Bata's annual fundraising campaign, SM funded 1,800 pairs of sneakers. PGH was issued these sneakers.
PLDT (TEL)	Diverse Telecommunications Services	30-Day PLDT Payment Extension - PLDT declared a 30-day extension for all its customers while the whole island of Luzon was locked down.	PGH 24/7 Covid-19 Hotline – A 24/7 hotline is created for Covid19 issues at Philippine General Hospital. PLDT was the official supporter and developer of the hotline.

The samples of the participants in the quantitative analysis would be determined with the Cochran formula. The components of the formula are as follows: e is the optimal accuracy (or errors margin), p is an estimated population of 1-p, q is 1-p, and z is 1,75 from 90% confidence. q is 1-p, and Z is 1-p (after table z). There are 272 respondents in the measured sample size. Statistica.com (2020) says that there are 77,850,000 people who are now using Facebook at least once a month since 2019. These citizens are under 13 years of age and up to 65 years of age. Users visiting Facebook are called frequent users at least once a month. A stratified sampling methodology was adapted to randomly chosen survey subjects. Active users of FB between 18 and 64 are targeted. There are 64 243 260 people of the new population. Since the sample size is 272, stratified sampling would be used to assess the number of interviewees by age group. The calculation to calculate the number of respondents available for age brackets as shown in Table 2 below.

Table 2: Recomputed population using stratified sampling technique for active FB users from 18 to 64 years old within the age segments

Age Segments Identified for Sampling Size	Total Population from 13 to 65+	Percentage According to Population of 13 to 65+ Years Old	Population size of 18 to 64	Percentage as Compared to Population of 18 to 64 Years Old	Sample Size	No. of Respondents Required by Age Segment
18 to 24	73,170,000	32.8	23,999,760	37.36	272	102
25 to 34		0.1	22,024,170	34.28		93
35 to 44		13.9	10,170,630	15.83		43
45 to 54		7.2	5,268,240	8.20		23
55 to 64		3.8	2,780,460	4.33		12
		87.8	64,243,260	100		272

RESEARCH INSTRUMENTS

For the quantitative analysis, a questionnaire method was used for the experimental study. As a consequence of the prevailing Covid pandemic, the study was impossible to perform in person, a Google survey would be carried out. One post each of the CRM and CS Facebook updates of the 10 companies selected were shown to the respondents. The respondents to the survey were 272 randomly chosen FB users aged 18 to 64.

DATA COLLECTION

The research will perform online experimental analysis with the implementation of 2 between subjects design (CSR marketing types: CRM or CS) x 2 CSR (brand fit: presence or lack of fit) communications. In the experiment 272 active FB users were split into two categories, where in the first category of 136 FB users will view and analyze business CSR-CRM posts, while the other half viewed the same companies' CSR-CS posts. Each of the 10 CSR posts was viewed and then the respondents were tasked to complete the survey form afterwards.

RESULTS AND DISCUSSIONS

The data analysis revealed substantial disparities and connections between the dependent variables (CRM and CS company-cause fits) and independent variable (liking/joining FB brand pages).

Differences Between CRM and CS in Terms of Liking/Joining Brand Pages

This segment examined the variations between CRM and the CS consumer response, specifically, liking/sharing FB brand pages. Non-parametric Mann-Whitney test was used to distinguish variations. The level of significance is 0.05.

Liking

Table 3 indicates a major gap in liking/joining FB pages between CRM and CS. The result of the test is a p-value of 0.000, which is less than the necessary 0.05 meaning mark. The average CRM is 3501.52 greater than 2979.48 for CS. This shows that, relative to CS, CRM has a greater effect on liking/joining FB pages.

Table 3: Distinction of CRM and CS in FB Terms of Liking/Joining FB pages.

Statistical Test	P-value	Interpretation
Mann-Whitney Test	0.000*	There is a significant difference

* The value is less than 0.05 level of significance

	Mean Rank
CS	2979.48
CRM	3501.52*

* CRM got the higher response than CS

Checking the Important Connection Between CRM and CS's Company-Cause Fit and Liking/Joining FB Pages

The Spearman Rank Correlation Coefficient was used as a parametric measure to validate whether or not there were any substantial variations between the variables. The value in the table indicates whether there is a positive or negative association between the variables. The p-value determines whether or not there is a meaningful association between the factors under consideration.

CRM Company-Cause Fit and Liking/Joining FB Pages

Table 4 reveals that the outcome is 0.698 which shows a good positive association between the company-cause fit and the liking of the FB account. The p-value is 0.000, which suggests that the company-cause fit and liking/joining FB sites are strongly linked. This implies that the company-cause fit would also improve as FB liking/joining pages improve.

Table 4: Relationship of CRM's Company-Cause Fit and Liking/Joining FB Pages

Statistical Test	Value	P-value	Interpretation
Spearman Rank Correlation Coefficient	0.698*	0.000**	There is a significant relationship

* The value is strong positive correlation **The value is less than 0.05 level of significance

CS Company-Cause Fit and Liking/Joining FB Pages

Table 5 shows that result for value is at 0.675 indicating that there is a moderately strong positive correlation between CS company-cause fit and liking. The p-value is at 0.000 meaning that there is a significant relationship between CS's company-cause fit and liking/joining FB pages. This indicates that if liking/joining FB pages increases, company-cause fit will increase as well.

Table 5: Relationship of CS's Company-Cause Fit and Liking/Joining FB Pages

Statistical Test	Value	P-value	Interpretation
Spearman Rank Correlation Coefficient	0.675*	0.000**	There is a significant relationship

* The value is moderately strong positive correlation

**The value is less than 0.05 level of significance

Results of Hypothesis Testing

Table 6. Result of Hypotheses Testing

Hypothesis	Description	The Relationship	Value (v)	p-value	Supported	Decision	
Ho1	No difference between CRM and CS posts on Facebook.	CRM Liking → CS Liking CRM Fit → CS Fit		0.000* 0.000*	Yes	Reject Ho1	
Ho2	CRM and CS posts of Facebook have no impact on liking/joining FB pages.	CRM Liking → CS Liking	3501.52 → 2979.48**		Yes	Reject Ho2	
Ho3	Company-cause fit has no impact on liking/joining FB pages.	CRM Fit → Liking CS Fit → Liking		0.698*** 0.675***	0.000**** 0.000****	Yes	Reject Ho3

- * The value is less than 0.05 level of significance
- ** CRM got the higher response compared to CS
- *** The value is strong positive correlation
- **** The value is less than 0.05 level of significance

Regarding null hypothesis, Ho1 states that there is statistically no significant difference between CRM and CS posts when used in CSR marketing communications on FB during the Covid19 pandemic. Since the data above prove that there is a significant difference between CRM and CS FB posts, the decision is to reject Ho1.

With regards to null hypothesis, Ho2 notes that no substantial impact on company-cause fit of CRM and CS posts on liking/joining brand pages during the Covid 19 pandemic. Since the data indicates that there's a substantial correlation between the company-cause fit of the business and the liking/joining FB pages between CRM and CS FB, the decision is to ignore Ho2.

Ho3 explains that the CSR company-cause fit would not influence customers' intentions through the impact of CSR marketing communications. The data provided shows that the company-cause fit indeed influences liking/joining FB pages. Therefore, the recommendation is to ignore Ho3.

Proposed Models for CRM and CS

Proposed linear models have been formulated using regression analysis and modeling techniques. The significant relationship of CRM and CS' dependent variable (company-cause fit) and the independent variable (liking/joining FB pages) can be seen in these models.

CRM Model

Model for CRM's Company-Cause Fit and Liking

The p-value at 0.000 for CRM is less than 0.05 in terms of significance as Table 7 demonstrates. This indicates that the company-cause fit and liking of CRM's organization are significant and positive.

Table 7: Regression Analysis of CRM's Company-Cause Fit and Liking

Model	Beta Coefficient	Standard Error	P-value	Interpretation
Constant	0.992	0.048	0.000*	Significant
Liking	0.743	0.011	0.000*	Significant

*The value is less than 0.05 level of significance

Proposed Model for CRM's Company-Cause Fit and Liking:

Company-Cause Fit = 0.992 + 0.743xLiking

The model proposed indicates that the company-cause fit increases from 0.743 to 74.3% with each unit rise of the liking/joining FB accounts, 0.992 or 99.2%. As this relationship is optimistic and clear, one may also say that if the company-cause fit in a CRM FB post rises by 74,3%, the factor liking/association FB pages rises by 99,2%.

CS Model

Model for CS's Company-Cause Fit and Liking/Joining FB Pages

The p-value at 0.000 for CRM is less than 0.05 in terms of relevance as Table 7 demonstrates. This indicates that the company-cause fit and liking of CRM's FB marketing communication posts are relevant and optimistic.

Table 7: Regression Analysis of CS's Company-Cause Fit and Liking/Joining FB Pages

Model	Beta Coefficient	Standard Error	P-value	Interpretation
Constant	1.202	0.048	0.000*	Significant
Liking	0.682	0.012	0.000*	Significant

*The value is less than 0.05 level of significance

Proposed Model for Company-Cause Fit and Liking

Company-Cause Fit = 1.202 + 0.682xLiking

In the proposed model it is claimed that the company-cause fit is up from 0.682% to 68.2% for any unit growth in FB pages, which is 1.202% or 120.2%. Since this is a constructive and straightforward partnership, the variable liking/joining FB brand pages can also be noted when each time the company-cause fit for a CS FB post rises by 68.2%.

CONCLUSIONS AND RECOMMENDATIONS

The study defined the discrepancies between two different kinds of marketing CSR (CRM and CS) contact, their company cause fit and the consumer response liking/joining FB pages. Models have been developed to demonstrate how company-cause fit and consumer response can be enhanced for all companies endeavoring in CSR marketing communications.

CRM is superior to CS in liking/joining FB pages in measuring the significant differences between CRM and CS in the consumer responses of liking/joining brand pages. The advice for businesses is to rely more CRM on a social networking site like FB as the medium of CSR contact. CRM usage during pandemic periods would enhance the sense of company-cause fit and would make the instances of FB CRM viewers like/join the FB pages of the organization.

The findings reveal that this variable has a favorable association between the substantial ties between CRM and CS's company-cause fit and the consumer response that is to like/join FB pages. This suggests that if an organization wishes to improve the probability for company-cause fit, it will increase the variables of liking/joining FB pages. Because the interaction between variables is explicit and supportive, the organization should first improve the company-cause fit of the company if it wishes to increase the probability of liking/ joining to the FB pages. Whether an organization wishes to use any of the two CSR marketing messaging, company planners would certainly accept some genuine assistance from them. After all, any CSR operation is designed to ensure real and genuine benevolence that gives the business a good reputation in order to maintain satisfaction of stakeholders.

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