The Impact of Social Cause's Consumer Involvement on Brand Personality and Purchase Intention.

ABSTRACT

This paper hypothesizes and tests the effects of consumer involvement with social causes in brand personality and purchase intention. The main and interaction effects of social cause involvement, product category, brand personality and purchase intention are tested using a 2 x 2 experimental design. The effect is assessed through the consumer perceptions' changes in brand personality dimensions and their purchase intention. Study results show that sincerity and excitement brand personality dimensions are perceived more positively when the consumer is involved with the social cause supported by the brand, both for the product of high and low involvement category. Competence and sophistication brand personality dimensions showed more positive effects in low involvement product category. Overall, the findings demonstrate that consumer's involvement on a social cause can positively change the personality of a product. This result is stronger for low involvement products. Furthermore, the positive relationship between cause-related marketing efforts and purchase intent is confirmed. The research provides additional insight about the factors that influence consumer involvement in social causes. Implications for brand managers are offered.

INTRODUCTION

Consumer behavior towards brands that promote a social cause is diverse. It has been shown that under certain circumstances -brand/cause fit (Pracejus and Olsen 2004; Gupta & Pirsch, 2006), consumer guilt management (Chang, Chun-Tuan (2011)- supporting a social cause has a positive impact on consumer perception or behavior: brand loyalty (van den Brick, et al., 2006; Barone et al., 2000), choice behavior (Pracejus and Olsen 2004), donations (Strahilevitz and Meyers, 1998), or in another marketing objectives that are pursued. (Simmons and Becker-Olsen, 2006).

Current literature has been focused on measuring the characteristics and effectiveness of cause-related marketing efforts and its impact on consumer attitudes and behavior (Gupta & Pirsch, 2006; Nan & Heo, 2007; van den Brink, Odekerken-Schröder, & Pauwels, 2006; Webb & Mohr, 2001). However, when the consumer is involved with the benefit that promotes a social cause, especially in the segment of pro-social consumers, the impact on brand personality and purchasing behavior has not been addressed.
The main aim of this research is to contribute to this stream of research by examining the potential interactions of consumer involvement with social causes, product category, brand personality and purchase intention.

This research will demonstrate that consumer involvement with a social cause can help to build or modify the brand perception, specifically in his personality. This opens the possibility for managers to change the consumer perception of the brand through the involvement of the consumer with the social causes that the brand supports, or could also permit to managers to choose the social causes that have large impact on the market segment the brand is aimed to reach. Additionally it is confirmed that cause-related marketing efforts favor the brand purchase intention.

In this study, the main and interaction effects of social cause involvement, product category, brand personality and purchase intention are tested using a 2 x 2 experimental design, and the effect is assessed through the consumer perceptions' changes in brand personality dimensions and their purchase intention. Social cause involvement was based on a social cause support scenario, assessed using a proposed and validated adjusted

involvement scale (from Zaichowsky's Personal Involvement Inventory). Product category was based on mobile phones and bottled water for high and low involvement product respectively. Two new brands for these two products were developed.

Study results show that sincerity and excitement brand personality dimensions are perceived more positively when the consumer is involved with the social cause supported by the brand, both for the product of high and low involvement category (mobile phone and bottled water). Competence and sophistication brand personality dimensions showed more positive effects in low involvement product category (bottled water).

Two experimental factors had significant effects on purchase intention. So, the positive relationship between cause-related marketing efforts and purchase intention is confirmed. The level of purchase intention was higher in low involvement product (bottled water) than in high involvement product (mobile phone).

LITERATURE REVIEW

Consumer involvement in social causes

The consumer is sensitive to the social environment. Various theories based on social identity provided the basis for the development of a shared consciousness and how it is created from there a personal commitment to a specific group. (Bergami and Bagozzi, 2000; Ashforth and Mael, 1989). Some forms of how consumer shows his commitment to social welfare are diverse: provide time as voluntary for social causes (Tan, Tanner, Seeman et.al., 2010), give donations to charitable causes sponsored by commercial enterprises (Strahilevitszy Meyers, 1998), take ethical choices buying products from companies or countries considered ethical, as well as avoiding those considered unethical (Michletti, 2003 cited in Belk, Devinney and Eckhardt, 2005).

In this sense, the consumer feels he is involved with the cause, and among some of the consequences of this involvement we could list: time and energy to search for a product,

looks for various product options and attention to ads for different product categories (Engel and Blackwell, 1982 cited in Kapferer and Laurent, 1985-1986)

The areas that affect a person's involvement level might be classified into three categories (Bloch et al., and Houston et al., cited in Zaichkowsky, 1985): 1) Personal: inherent interest, values, or needs that motivate one toward the object, 2) Physical: characteristics of the object that cause differentiation and increase interest, 3) Situational: something that temporarily increases relevance or interest toward the object. The present study will adopt the general view of involvement that focuses on personal relevance (Antil, Greenwald et al., Krugman, Mitchell and Rothschild, as cited in Zaichkowsky, 1985).

In the advertising domain, involvement is manipulated by making the ad "relevant:" the receiver is personally affected, and hence motivated, to respond to the ad (Petty and Cacciopo, as cited in Zaichkowsky, 1985). In product class research, the concern is with the relevance of the product to the needs and values of the consumer. In purchase decision research, the concern is that the decision is relevant, and hence that the consumer will be motivated to make a careful purchase decision. Although each one is a different domain of research, in general, high involvement means personal relevance (Greenwald and Leavitt, as cited in Zaichkowsky, 1985).

In previous studies, Zaichkowsky (1985) presented a one-dimensional direct measure of involvement, the personal involvement inventory (PII). This instrument was reduced from twenty to ten items and revised by her author in 1994. The present study will use this scale version because the conceptual simplicity of the one-dimensional approach and because PII provides information that can be compared with previous results. See Appendix A.

However, the present research focuses on the measurement of consumer's involvement with the social cause supported by the brand. Since there is no measurement instrument for the involvement with social causes, it is proposed to adapt Zaichkowsky's Personal Involvement Inventory to this context. The process of adaptation of this scale is explained with detail on the Method section.

Changes in brand personality dimensions

Brand personality can influence consumer preferences and choices in various ways. By humanizing the brand, brand personality provides opportunities for building strong consumer brand relationships. (Swaminathan et. al. 2009).

Along the same line, Aaker affirms that "in terms of consequences, researchers suggest that brand personality increases consumer preference and usage (Sirgy, 1982), evokes emotions in consumers (Biel, 1993), and increases levels of trust and loyalty (Fournier, 1994)."

In this sense, and trying to find some insight into the variables that influences brand personality, this investigation explores the potential effects of support a social cause by a brand on the brand personality.

Brand personality construct framework consists of five dimensions: sincerity, excitement, competence, sophistications and ruggedness (Aaker, 1997). The changes experienced by brands in their (perceived) personality are experienced specifically in its dimensions. Diverse factors could cause these changes and can be looked for in voluntary or involuntary way, induced or not by the brand itself.

Personality traits come to be associated with a brand in an indirect way through product-related attributes, product category associations, brand name, symbol or logo, advertising style, price and distribution channel (Batra, Lehmann, and Singh 1993)." Aaker 1997.

Some of brand personality dimensions are composed of traits that can be related to characteristics of initiatives that promote social impact (e.g. honest, spirited, responsible, charming). This affinity between the personality traits and characteristics of social causes suggests that the relationship or involvement that the consumer might have with a certain social cause could be related to the personality of the brand that is supporting this cause. By knowing beforehand that some dimensions are composed by the same nature traits, it is feasible to expect a positive relationship of these traits with the consumer involvement (with certain social cause).

In this sense the next hypotheses are posited:

H1: The consumer involvement with a social cause has a positive impact on the sincerity and excitement dimensions of brand personality.

H2: The consumer involvement with a social cause has a positive impact on the sophistication and competence dimensions of brand personality.

These relationships can also be negative according to the characteristics of the dimension to assess and the impact that consumer involvement occur on it, as is expected to happen for the dimension of ruggedness:

H3: The consumer involvement with a social cause has a negative impact on the ruggedness dimension of brand personality. See Figure 1.

Purchase intention in socially conscious brands

As a business strategy, Corporate Social Responsibility (CSR) is understood as the obligation of taking decisions to protect and improve society's well-being and to foster the organization's interests (Davis y Blomstrom, 1975 cited on Sen y Bhattacharya, 2001). The surge of this concept has made firms to adopt it because several reasons, among them: 1) efforts on CSR are related to better financial performance (Stanwick and Stanwick, 1998), 2) the evaluations made by the consumers of the products and the firm's reputations improve when CSR is present (Brown and Dacin, 1997), 3) consumers are more willing to buy a firm's products once they have been exposed to the information about CSR efforts by the firm (Murray y Vogel, 1997), 4) return on investment is better when a firm's efforts are associated to a social cause than when associated to a commercial alliance (Bloom, Hoeffler, Lane y Basurto, 2006).

On the other hand, there is a clear trend about the use of marketing strategies related to social causes by social entities (government and non-profit organizations) that use them

to capture their target public, aiming to take this public to do a social action, for the entity's or the community's well-being (Tan and Tanner et.al, 2010).

As suggested by Brown and Dacin (1997), cause-related marketing efforts can affect consumer's attitudes toward the sponsoring company. Once formed, these attitudes can then be used along with product attribute information to evaluate the company's offerings (Brown and Dacin, 1997), ultimately influencing choice. Simply put, consumers' feelings about a company (driven, in part by its cause-related marketing strategy) may affect product choice. (Barone, et al., 2000).

The latter has important implications for some other indicators of the brand, such as attitude towards the brand, familiarity and brand personality, among others.

H4: The consumer involvement with a social cause has a positive impact on purchase intention.

Figure 1

Research Model. Part I.
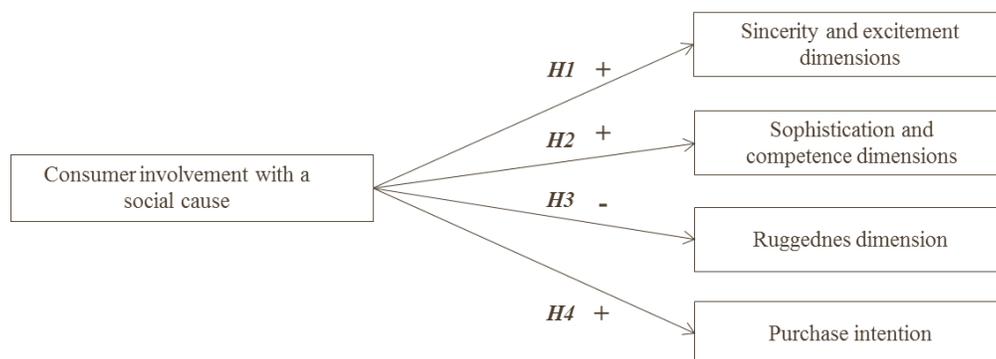
Product category as a potential moderating factor

H5: The effect of consumer involvement in social causes on sincerity and excitement dimensions will be stronger for high-involvement products than for low-involvement products.

H6: The effect of consumer involvement in social causes on sophistication and competence dimensions will be stronger for low-involvement products than for high-involvement products.

H7: The effect of consumer involvement in social causes on ruggedness dimension will be the same for low-involvement products than for high-involvement products.

H8: The level of purchase intention for low-involvement products will be stronger than for high-involvement products.

Figure 2

Research Model. Part II.
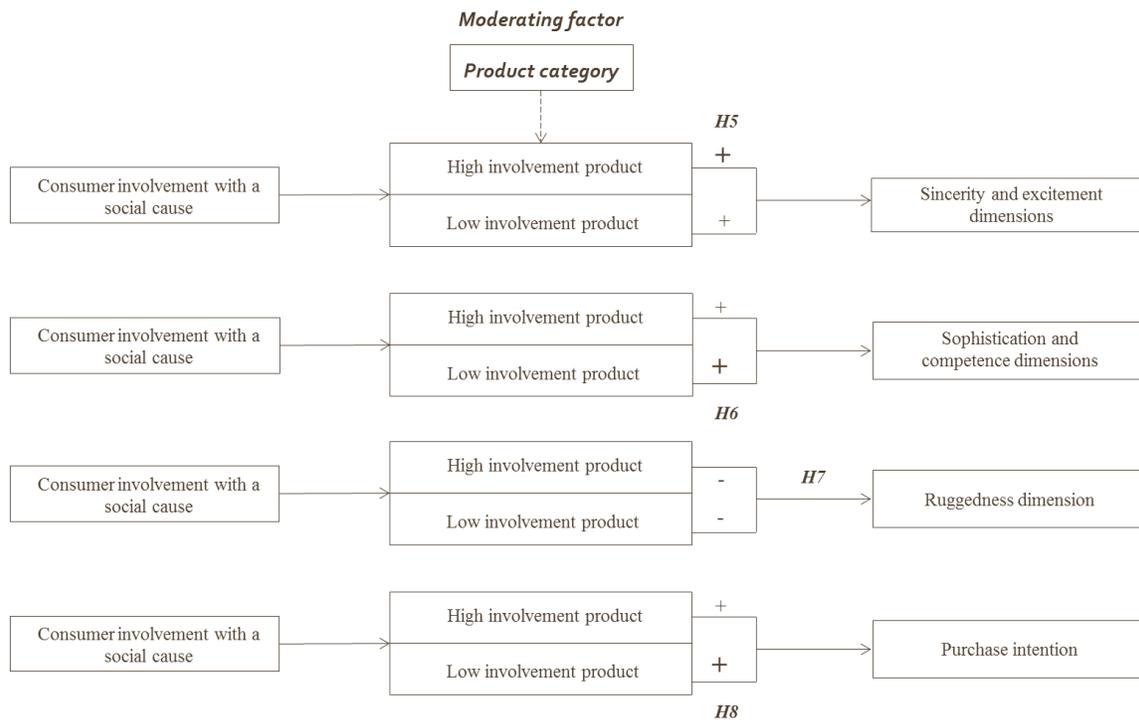
METHODOLOGY

The present research tests the main and interaction effects of consumer involvement in social causes, product category, brand personality and purchase intentions using a 2 x 2 experimental design.

A mobile phone and bottled water were selected for high and low involvement product respectively. Two new brands for these two products were developed to eliminate potential consumer previous associations. The study contains four experimental conditions listed in the following Table 1.

TABLE 1

Experimental Condition	Consumer´s Social-Cause Involvement	Product Type
1	High involvement	High involvement (mobile phone)
2	Low involvement	High involvement (mobile phone)
3	High involvement	Low involvement (bottled water)
4	Low involvement	Low involvement (bottled water)

The sample size for each experimental condition was 45 graduate students. The total sample size for all the four conditions was 180 graduate students. Following a random process, subjects were assigned to one of the four conditions and correspondent material was provided to facilitate the measurement. They were exposed to one of the two scenarios (hypothetical situations) that support a social cause specially designed for the experiment, and asked to answer to a questionnaire with the involvement scale applied. Previously, one of the product-brand was presented (without visual stimulus of social cause support in package) to each group and the brand personality evaluated. After the social cause scenario was presented, the second product version was showed (with visual stimulus of social cause support in package), and brand personality scale applied again.

Measuring scales

Consumer's involvement in social causes was assessed using an adjusted Zaichowsky's involvement scale (Zaichkowsky, 1985). The involvement scale from Zaichkowsky was selected because it has been tested in four different contexts. It also considered previous scales available while developing this instrument and it includes appropriate reliability indicators (Cronbach alfa .91 to .95 for publicity, and .94 to .96 for products. Test-retest for a second sample: .88, .89 and .93 for three products, among others).

The adaptation of the scales was made following the methodology of experimental design proposed by De Vellis (1991) and it showed the required level of validity and confidence. The results showed that instead of the two dimensions from the original instrument (affective and cognitive), after introducing the items related to social causes, the scale adaption yielded five dimensions (ethic-moral, affective, cognitive-affective, utilitarian, cognitive-pragmatic).

The scale translation from English to Spanish was done by a native English speaker, with professional Spanish studies and Mexican resident since 2005.

Different literature about social causes and altruism was considered, and six in-deep interviews were done looking forward to investigate what is being involved in social initiatives and being able to complement Zaichkowsky's scale in this social context. See Appendix B and E.

Brand personality scale (Aacker, 1997) was used to determine the brand personality with and without the social cause involvement stimulus. See Appendix H.

Purchase intention scale (Chandran and Morwits, 2005) was used to determine the purchase intention with and without the social cause stimulus. See Appendix I.

Social desirability bias scale (Crowne and Marlowe, 1960) was used to measure the degree to which students describe themselves in socially acceptable terms in order to gain the approval of others. See Appendix J. This scale was selected because its internal consistencies. There have been reported in other studies: 0.65 (KR-20, n=120) by

Burroughs and Rindfleisch (2002), 0.83 (KR-20, n=198) by Moore et al. (1985). However, other acceptable short versions have been used in marketing studies, for example, Ballard´s 13 items version of Crowne and Marlowe (Ballard, 1992).

Pilot tests

Five pilot tests were performed, involving graduate students from a private university located in North Mexico, with the purpose to define: category and product type (high and low involvement), social cause to evaluate, involvement situations with the social cause (high and low), and the visual incentive as part of the main experiment. All these tests were done through non probabilistic sampling. Figure 3.

Figure 3

Pilot tests
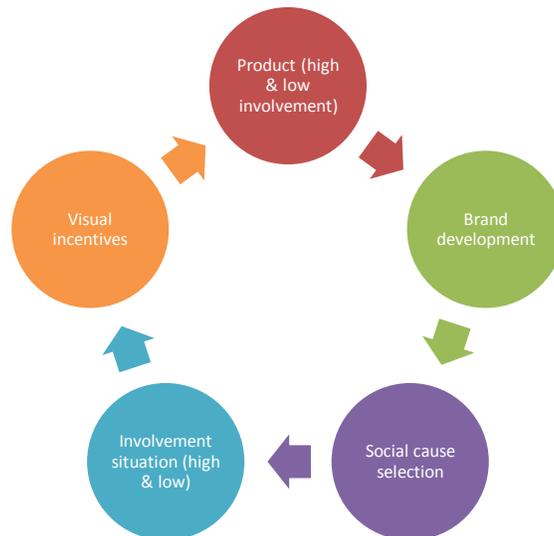
Pilot test 1 – Product selection (high and low involvement)

In order to select the products for the main experiment, the scale "revised personal involvement inventory" developed by Zaichkowsky in 1994, was applied (See Appendix A). This scale facilitate to quantify and select the products, based on their high or low

involvement, which is included in the analysis. Typical products with high involvement will be chosen (digital cameras, perfumes, personal computers, calculators, telephones, shoes, wrist watches, sunglasses) and typical low involvement (cereal, water, headache pills). These products are well known by the target population of the study and frequently included in their purchasing intention (Zaichkowsky, 1985).

A quantitative score was assigned to each of the elements that later would be added to get a total score, where 10 – 40 score indicates low involvement and 41 – 70 high involvement. Following this process, it were defined the list of products to be evaluated in the analysis as products with low or high involvement.

Pilot test 2 – Social cause

As to determine the social cause to be included in the analysis, students were requested to mention three social causes they believe they are identified with. Later, they were requested to qualify five additional social causes, as per the probability they would hypothetically support that specific cause. In order to do this, a numeric scale 1 to 5 was used, where 1 is not likely and 5 very likely (Appendix C).

The social cause with the highest nomination number and highest probability of being supported was chosen for the purpose of the analysis.

Pilot test 3 – Involvement situation with the social cause (high and low).

Two situations were created to manipulate the subject's involvement towards the social cause. Those situations will be qualified as low or high involvement. Thus the development of the situations was supported by a psychology specialist that also assessed the effectiveness of the variable manipulation in both situations.

Some examples of potential manipulation situations for both scenarios are shown in Appendix D. The selection of the scenarios to be included in the analysis also depend on the social cause chosen and might be adapted to it. Appendix D only includes some situations as example. From this test two scenarios resulted: High and low involvement.

Zaichkowsky Personal Involvement Inventory's adjusted scale was the instrument utilized to measure involvement towards the social cause and also to validate if the manipulation is successful.

Given the importance of utilizing an adapted instrument, the Appendix E and F summarize how the adaption was done and its application benefits on this specific analysis.

Pilot test 4 – Visual incentives

As last pilot test, four different visual incentives was elaborated. Each one of them represents, at least, one of the four different conditions (product with high involvement supporting a social cause, product with low involvement supporting a social cause, product with high involvement not supporting a social cause, product with low involvement not supporting a social cause) and was utilized as part of the analysis. By following this approach, the fellow interviewees would appreciate visually the product, thus simulating a similar context to reality.

Four different designs were elaborated, assessed by experts in graphic design, and then subjects will be exposed to each resultant design for each condition. Exposure time length was similar and they were requested to describe their product's interpretation at first sight. Some visual incentives were adjusted to increase their effectiveness.

RESULTS

DISCUSSION

Managerial implications

The study provide valuable insights for socially conscious brands managers to invest and choose appropriate social causes to support to, and provoke an improvement in (certain dimensions of) brand personality by seeking the involvement of the consumer with certain social causes.

Limitations and future research

This study assesses consumer involvement in a particular social cause; however, the nature of the social cause could influence the level of consumer involvement with it and possibly the effect this involvement has on brand personality and purchase intention. That is, if the cause being promoted addresses ecological issues, it may have certain impact on involvement, while if it is a cause that addresses social issues, it could induce a different level of consumer involvement. Future research may focus on differences in consumer involvement between social and ecological causes. This will diminish the potential social desirability bias present in this study. One of the practical implications for brand managers would be to properly choose the social cause to support.

CONCLUSION

The present research findings demonstrate that when consumer is involved with a social cause can positively change the personality of a product, especially for low involvement products. And the positive relationship between cause-related marketing efforts and purchase intent is confirmed. At the end, the positive changes intentionally searched in the brand personality result in favorable consumer behavior. The impact of the change in the personality of the brand in the purchase intention is evident in the research findings, manifested more strongly for low involvement products.

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Appendix A

Revised Personal Involvement Inventory (PII)

_____

To me (object to be judged) is:

1.	important	__:__:__:__:__:__:__	unimportant*
2.	boring	__:__:__:__:__:__:__	interesting
3.	relevant	__:__:__:__:__:__:__	irrelevant*
4.	exciting	__:__:__:__:__:__:__	unexciting*
5.	means nothing	__:__:__:__:__:__:__	means a lot to me
6.	appealing	__:__:__:__:__:__:__	unappealing*
7.	fascinating	__:__:__:__:__:__:__	mundane*
8.	worthless	__:__:__:__:__:__:__	valuable
9.	involving	__:__:__:__:__:__:__	uninvolving*
10.	not needed	__:__:__:__:__:__:__	needed

* indicates item is reversed scored.

_____

Zaichkowsky, 1994

Appendix B

Adjusted Zaichkowsky PII scale

Importante:No tiene importancia*
Aburrido:Interesante
Relevante:Irrelevante*
Emocionante:No emocionante*
No significa nada:Significa mucho para mí
Atractivo:No atractivo*
Admirable:Ordinario*
Nada valioso:Valioso
No necesario:Necesario
Me involucra:No me involucra*

Va acorde a mis valores:No va acorde a mis valores*
Es justo:Es injusto
No me da satisfacción:Me da satisfacción
Es parte de mi vocación:No es parte de mi vocación
Es un sacrificio para mi:No es un sacrificio para mí
No va acorde a mis creencias:Va acorde a mis creencias
Es para mi una acción de amor:No es en absoluto un acción de amor
Es parte de mi fe:No tiene nada que ver con mi fe

* indicates item is reversed scored.

Edad:_____   Género:_____   Carrera:_____

1. Menciona las primeras tres causas (o tipos de causas) sociales con las que te sensibilizas más. Sé lo más específico posible.

1. _____

2. _____

3. _____

2. ¿Has apoyado alguna vez alguna causa o iniciativa social? El apoyo pudo ser en tiempo (voluntariado), económico (donativo), u otro medio de colaboración a la causa.

○ Si
○ No

3. ¿Cuál(es) de las siguiente(s) iniciativa(s) has apoyado en al menos una ocasión? Selecciona las que consideres necesario.

❑ Apoyo a niños con cáncer
❑ Combate a la pobreza
❑ Apoyo a niños enfermos
❑ Lucha contra el cáncer de mama
❑ Apoyo a adultos mayores (ancianos enfermos, solos, asilos)
❑ Cuidado del medio ambiente
❑ Reciclaje de basura
❑ Apoyo a personas con discapacidad
❑ Ahorro de energía (luz, gas)
❑ Cuidado del agua
❑ Otro, cuál? _____

4. Por favor señala qué tan probable sería para ti apoyar de alguna forma a las siguientes

causas (siendo 1 nada probable y 5 muy probable).

Causa 1 mencionada	Nada probable	1 2 3 4 5	Muy probable
Causa 2 mencionada	Nada probable	1 2 3 4 5	Muy probable
Causa 3 mencionada	Nada probable	1 2 3 4 5	Muy probable
Cáncer de mama	Nada probable	1 2 3 4 5	Muy probable
Combate a la pobreza	Nada probable	1 2 3 4 5	Muy probable
Apoyo a niños con cáncer	Nada probable	1 2 3 4 5	Muy probable
Apoyo a personas con discapacidad	Nada probable	1 2 3 4 5	Muy probable
Cuidado del agua	Nada probable	1 2 3 4 5	Muy probable

Appendix D

Situación de alto y bajo involucramiento con la causa. Medición del involucramiento con la causa.

Edad:_____   Género:_____   Carrera:_____

a) Este año, en la oficina donde trabajas, te enteras de que una compañera de trabajo es diagnosticada con cáncer de mama y tendrá que ser sometida a un tratamiento de quimioterapia muy agresivo y costoso. Por favor evalúa qué tan involucrado te sientes con la causa "Apoyemos a las personas con cáncer de mama" respondiendo las siguientes preguntas.

b) Desde hace un par de años se realiza una colecta en el colegio de tus sobrinos para luchar contra la pobreza. Por favor evalúa qué tan involucrado te sientes con la causa "Luchando contra la pobreza" respondiendo las siguientes preguntas.

c) Para ti la familia es muy importante y dentro de ella cuentas con un familiar que presenta una discapacidad, por lo que estás perfectamente consciente de sus necesidades y cuidados requeridos. Por favor evalúa qué tan involucrado te sientes con la causa "Luchando contra la pobreza" respondiendo las siguientes preguntas.

Appendix E

The construct of involvement contemplates two dimensions: the affective and the cognitive. The affective dimension refers to the people's feelings which are used to describe all the emotions and sentiments evoked by certain object (McGuire, 1974): exciting, attractive, admirable, it makes me get involved. On the other hand, the cognitive dimension refers to the activities of the individual's information processing and the achievement of idealization states (Zaichkowsky, 1994): Important, interesting, relevant, means a lot to me, valuable, necessary.

As a result of the interviews and based on literature research, eleven complimentary items were generated as part of the Zaichkowsky's scale:

1. In accordance with personal values – Non accordance.

2. It is fair – unfair.

3. Satisfactory – Unsatisfactory.

4. It is part of my vocation (personal call) or not*.

5. It represents a sacrifice or not*.

6. It provides new knowledge or it does not*.

7. It represents an action of love or it does not*.

8. It is part of my creed or not*.

9. I meet new friends or not.

10. It provides a relief or not.

11. In accordance to my personal beliefs or not.

   *Inverse codification

Data collection

A total of 224 questionnaires were answered for data collection and the evaluation of the instrument's adaption. During the validation process of information, 27 questionnaires were eliminated, leaving 197 valid and later utilized to process the information gathered.

The reliability of the adapted scale was validated based on an exploratory factor experiment in SPSS (Statistical Package for Social Sciences), utilizing the principal components as extraction method and the Varimax technique as rotation method. The variables were set to facilitate the factors identification, as described as follows:

Factor 1: Ethic – Moral

Factor 2: Affective

Factor 3: Cognitive (affective)

Factor 4: Utilitarian

Factor 5: Cognitive (pragmatic)

Once the variables were grouped in 5 factors, a confirmatory factor analysis was performed through the structural equations technique. This was done utilizing the software AMOS of SPSS. Convergent validity criteria are shown in Appendix F.

The new items added to the scale are stated as part of the questionnaire applied to measure involvement towards the social cause. This is shown in Appendix G.

Appendix F

Criterios de validez convergente de la adecuación de la escala de Zaichkowsky a causas sociales.

			α>.7	α>.7	AVE>.5	CR>.6
		Dimensiones	α Inicial	α Final	AVE	CR
		Inv. Ético-moral	0.687	0.812	0.485	0.994
	ICR_12	Es justo				
	ICR_11	Va acorde a mis valores				
	ICR_17	Es p/mi una acción de amor				
	ICR_18	Es parte de mi fe				
	ICR_13	Me da satisfacción				
		Inv. Afectivo	0.668	0.759	0.448	0.995
a	ICR_4	Emocionante				
a	ICR_6	Atractivo				
	ICR_14	Es parte de mi vocación				
a	ICR_10	Me involucra				
		Inv. Cognitivo (afectivo)	0.789	0.827	0.625	0.996
c	ICR_8	Valioso				
c	ICR_9	Necesario				
a	ICR_7	Admirable				
		Inv. Utilitario	0.609	0.702	0.375	0.986
	ICR_19	Hago nuevas amistades				
c	ICR_2	Interesante				
c	ICR_5	Significa mucho				
	ICR_16	Me proporciona conocimiento				
		Inv. Cognitivo (pragmático)	0.763	0.734	0.582	0.991
c	ICR_3	Relevante				
c	ICR_1	Importante				

Appendix G

La siguiente sección le pide sus opiniones respecto a una iniciativa social particular: EL APOYO A NIÑOS CON CÁNCER. Por favor lea atentamente las instrucciones de llenado.   INSTRUCCIONES Si usted siente que la INICIATIVA SOCIAL que aparece en el encabezado de la sección está TOTALMENTE RELACIONADA con uno de los extremos de la escala, usted deberá colocar su marca (X) como sigue:

No importante _x_:___:___:___:___:___:___Importante

o No importante ___:___:___:___:___:___:_x_ Importante

Si usted siente que la INICIATIVA SOCIAL que aparece en el encabezado de la sección está RELACIONADA con uno de los extremos de la escala, usted deberá colocar su marca (X) como sigue:

No importante ___:_x_:___:___:___:___:___ Importante

o No importante ___:___:___:___:___:_x_:___ Importante

Si usted siente que la INICIATIVA SOCIAL que aparece en el encabezado de la sección está LIGERAMENTE RELACIONADA con uno de los extremos de la escala, usted deberá colocar su marca (X) como sigue:

No importante ___:___:_x_:___:___:___:___ Importante

o No importante ___:___:___:___:_x_:___:___ Importante

IMPORTANTE 1. Asegúrese de marcar cada una de las escalas. 2. No coloque más de una marca (X) en una escala.   Haga una evaluación independiente para cada escala. Trabaje tan rápido como pueda, utilizando solo el tiempo necesario para entender y evaluar cada aspecto. Son sus primeras impresiones y los sentimientos inmediatos lo que deseamos. Por favor, indíquenos con total sinceridad sus impresiones sobre estos temas. Nadie se sentirá mal si usted nos aporta opiniones negativas sobre alguno de los temas en particular, y nadie se sentira halagado por respuestas favorables. Es su opinión personal lo que deseamos.

	1	2	3	4	5	6	7
Importante:No tiene importancia	❍	❍	❍	❍	❍	❍	❍
Aburrido:Interesante	❍	❍	❍	❍	❍	❍	❍
Relevante:Irrelevante	❍	❍	❍	❍	❍	❍	❍
Emocionante:No emocionante	❍	❍	❍	❍	❍	❍	❍
No significa nada:Significa mucho para mí	❍	❍	❍	❍	❍	❍	❍
Atractivo:No	❍	❍	❍	❍	❍	❍	❍

atractivo							
Admirable:Ordinario	❍	❍	❍	❍	❍	❍	❍
Nada valioso:Valioso	❍	❍	❍	❍	❍	❍	❍
No necesario:Necesario	❍	❍	❍	❍	❍	❍	❍
Me involucra:No me involucra	❍	❍	❍	❍	❍	❍	❍
Va acorde a mis valores:No va acorde a mis valores	❍	❍	❍	❍	❍	❍	❍
Es justo:Es injusto	❍	❍	❍	❍	❍	❍	❍
No me da satisfacción:Me da satisfacción	❍	❍	❍	❍	❍	❍	❍
Es parte de mi vocación:No es parte de mi vocación	❍	❍	❍	❍	❍	❍	❍
Es un sacrificio para mi:No es un sacrificio para mí	❍	❍	❍	❍	❍	❍	❍
No va acorde a mis creencias:Va acorde a mis creencias	❍	❍	❍	❍	❍	❍	❍
Es para mi una acción de amor:No es en absoluto un acción de amor	❍	❍	❍	❍	❍	❍	❍
Es parte de mi fe:No tiene nada que ver con mi fe	❍	❍	❍	❍	❍	❍	❍

Appendix H

Brand personality scale (Aaker, 1997)

Traits	Mean	Standard Deviation	Facet	Facet Name	Factor Name	Mean	Standard Deviation
down-to-earth	2.92	1.35	(1a)	Down-to-earth	Sincerity	2.72	.99
family-oriented	3.07	1.44	(1a)				
small-town	2.26	1.31	(1a)				
honest	3.02	1.35	(1b)	Honest			
sincere	2.82	1.34	(1b)				
real	3.28	1.33	(1b)				
wholesome	2.81	1.36	(1c)	Wholesome			
original	3.19	1.36	(1c)				
cheerful	2.66	1.33	(1d)	Cheerful			
sentimental	2.23	1.26	(1d)				
friendly	2.95	1.37	(1d)				
daring	2.54	1.36	(2a)	Daring	Excitement	2.79	1.05
trendy	2.95	1.39	(2a)				
exciting	2.79	1.38	(2a)				
spirited	2.81	1.38	(2b)	Spirited			
cool	2.75	1.39	(2b)				
young	2.73	1.40	(2b)				
imaginative	2.81	1.35	(2c)	Imaginative			
unique	2.89	1.36	(2c)				
up-to-date	3.60	1.30	(2d)	Up-to-date			
independent	2.99	1.36	(2d)				
contemporary	3.00	1.32	(2d)				
reliable	3.63	1.28	(3a)	Reliable	Competence	3.17	1.02
hard working	3.17	1.43	(3a)				
secure	3.05	1.37	(3a)				
intelligent	2.96	1.39	(3b)	Intelligent			
technical	2.54	1.39	(3b)				
corporate	2.79	1.45	(3b)				
successful	3.69	1.32	(3c)	Successful			
leader	3.34	1.39	(3c)				
confident	3.33	1.36	(3c)				
upper class	2.85	1.42	(4a)	Upper class	Sophistication	2.66	1.02
glamorous	2.50	1.39	(4a)				
good looking	2.97	1.42	(4a)				
charming	2.43	1.30	(4b)	Charming			
feminine	2.43	1.43	(4b)				
smooth	2.74	1.34	(4b)				
outdoorsy	2.41	1.40	(5a)	Outdoorsy	Ruggedness	2.49	1.08
masculine	2.45	1.42	(5a)				
Western	2.05	1.33	(5a)				
tough	2.88	1.43	(5b)	Tough			
rugged	2.62	1.43	(5b)				

*Based on n = 9, 910

Appendix I

Purchase intention scale (Chandran and Morwits, 2005)

Four, seven point statements are used to measure a consumer's stated likelihood of buyin a particular product that is being offered at a certain conditions.

1. How likely is it that you will purchase the product on offer? *Highly unlikely /highly likely*

2. How probable is it that you will purchase the product on offer? *Highly improbable / highly probable*

3. How certain is it that you will purchase this product? *Highly uncertain / highly certain*

4. What chance is there that you will buy this product? *No chance at all / very good chance.*

Scale origin: Chandran and Morwits (2005)

Reference: Chandran, Sucharita and Vici G. Morwitz (2005). "Effects of participative pricing on consumers' congnitions and actions: a goal theoretic perspective," JCR, 32 (September), 249-259.

Social Desirability Bias Scale

Crowne and Marlowe (1960)

SCALE ITEMS:[1]

1. Before voting I thoroughly investigate the qualifications of all the candidates. (T)
2. I never hesitate to go out of my way to help someone in trouble. (T)
3. It is sometimes hard for me to go on with my work if I am not encouraged. (F)
4. I have never intensely disliked anyone. (T)
5. On occasion I have had doubts about my ability to succeed in life. (F)
6. I sometimes feel resentful when I don't get my way. (F)
7. I am always careful about my manner of dress. (T)
8. My table manners at home are as good as when I eat out in a restaurant. (T)
9. If I could get into a movie without paying and be sure I was not seen I would probably do it. (F)
10. On a few occasions, I have given up doing something because I thought too little of my ability. (F)
11. I like gossip at times. (F)
12. There have been times when I felt like rebelling against people in authority even though I knew they were right. (F)
13. No matter who I'm talking to, I'm always a good listener. (T)
14. I can remember "playing sick" to get out of something. (F)
15. There have been occasions when I took advantage of someone. (F)
16. I'm always willing to admit it when I've made a mistake. (T)
17. I always try to practice what I preach. (T)
18. I don't find it particularly difficult to get along with loud mouthed, obnoxious people. (T)
19. I sometimes try to get even rather than forgive and forget. (F)
20. When I don't know something I don't at all mind admitting it. (T)
21. I am always courteous, even to people who are disagreeable. (T)
22. At times I have really insisted on having things my way. (F)
23. There have been occasions when I felt like smashing things. (F)
24. I would never think of letting someone else be punished for my wrong-doings. (T)
25. I never resent being asked to return a favor. (T)
26. I have never been irked when people expressed ideas very different from my own. (T)
27. I never make a long trip without checking the safety of my car. (T)
28. There have been times when I was quite jealous of the good fortune of others. (F)
29. I have almost never felt the urge to tell someone off. (T)
30. I am sometimes irritated by people who ask favors of me. (F)
31. I have never felt that I was punished without cause. (T)

32. I sometimes think when people have a misfortune they only got what they deserved. (F)
33. I have never deliberately said something that hurt someone's feelings. (T)

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[1] Respondents should receive a point each time they answer in a socially desirable manner. Social desirability is indicated if respondents answer as indicated at the end of each item above. For example, if a respondent answers "True" to #1 then that is considered to be answering in a socially desirable manner.

Burroughs and Rindfleisch (2002; Burroughs 2005): 6, 10, 12-16, 19, 20, 30, 33 T/F
Carlson and Grossbart (1988; Grossbart, Carlson, and Walsh 1991): 1 to 19 T/F
Fisher (1993): 3, 6, 10, 12, 13, 15, 16, 19, 21, 26, 28, 30, and 33 T/F
Goldsmith and Hofacker (1991): 11, 15 to 17, 19, 22, 23, 25, 26, and 33 T/F
Mick (1996): 1 to 33 T/F
Netemeyer, Burton, and Lichtenstein (1995; Netemeyer 1997): 11, 15 to 17, 19, 22, 23, 25, 26, and 33 7-point
Richins and Dawson (1992): 6-8, 12, 16, 19, 21, 26, 30, and 33 5-point

SCALE DESCRIPTION:

This summated ratings scale is intended to measure the degree to which people describe themselves in socially acceptable terms in order to gain the approval of others. The original version scale of the scale has thirty-three items and uses a True/False response format.