

# SOCIO-DEMOGRAPHICS AND THEIR LINK TO SELECTION OF CHARITABLE CAUSES IN SOUTH AFRICA: A CORRESPONDENCE ANALYSIS APPROACH

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## Abstract

Cause related marketing describes an activity in which contributions are made to selected charities in response to customers' purchases. In South Africa, the number of causes requiring help is large due to the on-going shortage of funds and the number of people in need. The objective of this study was to establish the relationship between selected causes and socio-demographic variables. This was a quantitative, cross-sectional study. Quota sampling was used, and questionnaires were administered to 400 candidates in major shopping centres. Correspondence analysis was used to compare and map the results of cause choices against the selected socio-demographic factors. The findings indicated that there are relationships between the demographic factors and the causes selected by the respondents.

**Keywords:** Causes, Cause Related Marketing, Non-Profit, Charity, Socio-Demographic Variables, Correspondence Analysis

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## 1. Introduction

It has been acknowledged that the single most important function of business is to provide goods and services in response to the needs of consumers (Benapudi & Singh, 1996). However, business is now also subject to pressure that requires them to be responsible in their actions towards society and the workforce (van den Brink et al., 2006). The benefits of being of assistance to those less fortunate have been recognized for many years by those that have become engaged in this type of behaviour (White & Peloza, 2009).

Cause Related Marketing (CRM) is a marketing method that connects the brand or business with a selected charity or cause (Kim and Lee, 2009). It is characterised by the firm making a commitment to contribute an amount of money towards a cause in direct response to sales (Shabbir et al., 2010). Very little effort is required from the consumer, besides choosing to make the purchase (Kotler & Lee, 2005). It has become evident that you can be both socially responsible and make a profit at the same time by

associating your brand with a significant cause (Zvadrovic et al., 2010).

Modern charities are subject to increasing demand for their services and a struggle for decreasing government support as well as competition for those funds from an ever-increasing number of charities. Therefore charities have to be inventive and look towards alternative means of support (Benapudi et al., 1996). In South Africa, the need for assistance is great and there are many charities competing for support from business. Although many South African businesses are still wary of forms of marketing such as CRM (Tustin & Pienaar, 2005), many examples of this form of marketing are evident. Fisher et al. (2008) state that most people do not support charitable organisations despite the fact that they themselves might need help in the future. Competition from other charities for funds is also intense. This makes CRM an attractive alternative as a means of obtaining an income stream. Charities need all the information they can get to make themselves more appealing as business partners, than other charities.

Although studies have been conducted all over the world to attempt to identify the most popular

causes (Tustin & Pienaar, 2005; Endacott, 2004), there has been little attempt to attribute the support of causes according to the socio-demographic make-up of consumers, with differences in opinions being shown with respect to the effect of gender, age and education on cause selection. Furthermore there has been limited data available for the South African marketplace. For example, Human and Terblanche's (2009) study focused on knowledge, attitudes and opinions about CRM in South Africa, but did not address the issue of the role of socio-demographics in the choice of charities to support. Corbishley and Mason (2011a; 2011b) found some relationships between socio-demographic factors and choice of causes, but these studies involved only uni- and bi-variate analyses. They did not adequately present a picture of the multivariate nature of these relationships. The results of this study will thus contribute towards developing new knowledge in this field in South Africa.

This paper therefore focuses on a multivariate investigation into whether the choice of causes to support might vary from consumer to consumer according to the socio-demographic status of the consumer. The primary objective of this paper is to explore the various inter-relationships between four socio-demographic statuses and the choice from a number of causes by consumers. Research into the socio-demographic characteristics of respondents and any possible link to their choice of a cause to support could be of interest to marketers who could use the information to make a more accurate selection of a cause to which the target market would be more likely to respond.

## 2. Review of the Literature

### 2.1 Role of CRM

CRM is a partnership between a charity and a commercial business in an effort to make money and create awareness for the charity and at the same time improving sales and creating awareness for the

business partner (Ricks, 2005; Kotler and Lee, 2005). The relationship between the brand and the cause creates an alliance that can result in a marriage that can change a customers' perceptions of the brand (Robinson, 2012). Lafferty and Goldsmith (2005) describe this alliance as one that provides a positive flow of both revenue and exposure for the non-profit which in turn can lead to an increased public awareness of the cause. An important objective of CRM is the improvement of the company's image because of its participation in contributing to those in need. Argarwal et al. (2010) explain how CRM makes it possible for a business to link its brand and marketing power to a cause, providing a combined benefit to both entities.

### 2.2 Benefits to the business

CRM has become a popular technique that corporations choose which enables them to communicate with their target markets in a way that is unique, personal and has the desired effect on the recipients (Carringer, 2006). Companies that are hoping to stand out from the competition can benefit by partnering with a cause. Even average brands can benefit in the long run from participating in CRM. Peoples' attitudes towards a brand can undergo fairly substantial changes when the brand is seen to be linked with a charity that customers care about. Demetriou (2010) describes how CRM can create a strong corporate image by involving the consumer both cognitively and emotionally.

Zdravkovic et al. (2010) describe how partnerships between brands and causes can create favourable opinions towards the brand in the alliance. Further benefits of this type of marketing strategy can include growth in sales and brand loyalty. Tustin & Pienaar (2005) established that businesses had expectations of significant benefits when participating in CRM. Table 1 lists the benefits that are anticipated:

Table 1. Expected benefits of linking a brand to a social cause

Rank	Benefit
1	Enhanced brand image
2	Customer loyalty
3	National visibility
4	Boost of employee morale
5	Increased sales
6	Break through advertising clutter

Source: Tustin and Pienaar 2005: 126

There is an increase in the number of businesses that have established that CRM is an effective way of communicating with potential customers (Kotler & Lee, 2005). It can serve to both differentiate a product or service as well as position it in a positive manner in the mind of the consumer. It can also have an effect

on potential purchase behaviour. With business becoming increasingly competitive, CRM has become one of just a few ways in which businesses can still differentiate their offering. Thus a CRM campaign can improve a firm's image as well as increase its turnover and market share.

CRM can also give life to an organisation's values and beliefs and bring them to the attention of the various stakeholder groups. CRM allows a business to be of benefit to the community while still promoting its products (Adkins, 2000). Thus CRM also contributes to a company's corporate social responsibility activities.

### **2.3 Benefits to the consumer**

The central element of a CRM campaign is the customer who has been demonstrating an increasing interest in marketing strategies which are socially responsible (Gupta & Pirsch, 2006). Some of the main benefits of CRM include the positive emotions associated with giving and the benefits gained from the product that is purchased. The former is intangible and the latter, tangible (Tustin & Pienaar, 2005). All of this is confirmed by Ricks (2005) who suggests that an overall positive consumer attitude is present towards companies that exhibit links with causes that are obviously contributing towards society.

Drumwright (1996) summed up much of what has already been stated by noting what an informant from a corporate had to say. The company that was involved with CRM really believed that they could make a difference in society. It was apparent that governmental agencies could not cope alone. The non-profit organisation was also unable to survive in isolation. The term 'three-legged stool' was used. This illustrated the synergy that could be obtained from the resources that could be gained from governmental agencies, private industry and charitable organisations.

### **2.4 Benefits to the cause**

CRM may appear to only work in isolation for one or two parties, but this is not necessarily so. Socially, this form of marketing has been welcomed by non-profit marketers, as well as members of the public, as they become more aware of the benefits of this type of programme (Berglind & Nakata, 2005). Those responsible for not-for-profit organisations enjoy the benefit of the increased flow of funds, as well as the positive change in public attitudes towards their causes (Berglind & Nakata, 2005).

Non-profits have experienced heightened competition for support from the government and consumers for resources. However, they are still expected to cater to the needs of others in the fields of health, education, disaster relief and many more (White & Pelozo, 2009). CRM can assist the non-profit organisations to reach their target audience through the businesses' communication channels, thereby helping to create awareness of the cause (Kim & Lee, 2009).

Although CRM campaigns support a wide range of causes, those with the most visibility are the ones with the biggest followers, namely those associated with major health issues such as breast cancer and

AIDS, children's needs, primary needs such as hunger and homelessness, and environmental issues (Kotler & Lee, 2005).

### **2.5 Selection of a cause**

Breeze (2010) maintains that choosing a charity to support is a complex decision, involving the charities' perceived competence, the donors' taste, the desire to make an impact and the donors' personal background. Thus, donors choose to support charities that mean something to them. As non-profits' need for support grows, they have begun to seek out better ways to communicate with potential supporters. This has resulted in non-profits becoming aware of some of the more sophisticated marketing techniques available to them (White & Pelozo, 2009).

Moosmeyer and Fuljahn (2010) suggest that consumers' interpretation of the CRM strategy as well as their attitude towards the non-profit that is linked with the campaign is important to both parties in the relationship. All of this can have an impact on the outcomes of the campaign. Male and Ashforth (as cited by Lafferty and Goldsmith, 2007) use social identity theory to describe how individuals would prefer to select activities that correspond with prominent elements of their identity and will therefore prefer to associate themselves with institutions that epitomize those types of actions. So if the consumer believes that the business is behaving in a philanthropic manner and believes that the behaviour fits in with its own intentions, a connection is established. On the other hand, Becker-Olsen et al. (2005) highlight the risk of selecting a project that does not correspond well with the company's profile and/or its target market. They have established that a bad match could result in a poor consumer perception of the business and its corporate credibility. This, in turn, could affect purchase intentions. Wymer and Samu (2008) have summed this up by stating that a business that becomes involved with a cause that is particularly important to a target market, would most likely be seen as more worthy of support.

An interesting alternative approach is that of Robinson et al. (2012) which showed that allowing the consumer to choose the charity to support increased responsiveness to a cause related campaign. This was achieved by linking a brand to a number of causes and allowing the consumer to choose to which cause the company should donate. They found that this was especially true when the fit between the company and cause was low (why run a CRM campaign in such a situation?), and when the society was of a collectivist nature. However, they seem to imply that firms do not bother too much with fit, referring merely to "the chief executive officer's affinity for the cause." Furthermore, they play down the importance of the issue of fit between consumers and the cause, other than "collectivism", thus ignoring other socio-demographic variables. This may be a

simplistic solution in the diverse South African environment of the dual society and economy, with strong collectivist and individualist components. Finally, they see providing cause choice, and thus increasing the consumer's role, as an alternative to preference matching when there is a high fit. This seems like a complex solution to a simple problem – merely select a good fit in the first place.

Nedbank (a bank in South Africa) conducted a study in 2002 and identified the five top causes that

were likely to be supported by consumers. These were listed as crime/personal safety, poverty, HIV/Aids, unemployment and the economy (Endacott, 2004). However, this was a decade ago, and the table below illustrates that cause choice might be different between countries and in different time periods. This partially justifies the need for new research on this topic in South Africa.

**Table 2.** International selection of causes (in descending order)

Mexico	USA (pre 9/11)	USA (post 9/11)	Australia
Security	Crime	National tragedy	Medical research
Education	Medical research	Medical research	Health/medical care for children
Poverty	Hunger/Poverty	Education	Child protection
Health	Drug/Alcohol abuse	Military	Homelessness/Poverty/Hunger
	Environment	Homeless	Care of the aged

Source: Endacott 2004:186

Based on the work discussed above, and also on the work of Palmer and Young (2005) and Roux (2005) relating to major challenges in South Africa, the list of causes shown in Table 2 was chosen for inclusion in the research hypotheses.

## 2.6 The effect of fit between the target market and the cause

Lafferty and Goldsmith (2007) state that when a business decides that it is going to set up a relationship with a cause, it will find that there are thousands of causes to choose from that potentially could enjoy a mutually beneficial relationship. The issue of fit is a complicated one and there are a number of factors that might play a role in decision-making (Barone et al., 2007). Marketers should therefore be conducting research so that they can establish what types of reactions different causes will elicit (Till & Nowak, 2000). The obvious deduction would be that organisations would choose to get involved with supporting a cause that their target market identifies with (McAlister & Ferrell, 2002). This is consistent with Breeze's (2010) finding that donors choose charities that mean something to them. Barone et al. (2007) concur with the view that retailers that wish to get the best result from CRM should investigate consumer perceptions of themselves and potential charities before embarking on a CRM strategy. However, they add that if the target groups have a positive attitude towards the cause, then the corresponding fit between the company and cause plays a lesser role. This form of marketing has cost-saving implications, as it is the strength of the connection between cause and customer, rather than the investment in communication efforts that drives the whole process (Fock et al., 2010).

## 2.7 Socio-demographics and CRM

Awareness of socio-demographic characteristics of customers might help marketers better identify who are more sensitive to the effects of a CRM offer, and whether or not that socio-demographic profile fits a specific brand or category (Cui et al., 2003). For example, the perceptions of older customers may be significantly different from those of younger customers. Till and Nowak (2000: 472) highlight the importance of matching product type, demographics and geographic location with target consumer segments. The importance of social and environmental issues varies with each target market and only through careful research will a good match of customer, brand and cause be obtained (Till and Nowak, 2000). Human and Terblanche (2009) also stress the importance of brand and charity fit. Therefore, companies should look to associate with causes towards which their target audience has compelling feelings.

Various international studies have highlighted four demographic factors as having an influence on susceptibility to CRM campaigns. These are:

a. Age. Cui et al. (2003) found that there was a generally positive attitude amongst Generation Y respondents, suggesting that the college age cohort group embraced the CRM strategy as a way for businesses to show their support for society (Cui et al., 2003: 317). Pringle and Thompson (in Tustin and Pienaar, 2005) state that children born in and after the eighties (Generation X and Y) are more philanthropic and more socially responsible than their parents.

b. Gender. Cui et al. (2003) established that female students had more positive attitudes toward a CRM offer than male students.

c. Education. The Cone Roper Study (1994) states that CRM had the strongest impact on people who have attended college (by a 2 to 1 margin).

d. Income. Cui et al. (2003: 317) found that middle to higher income groups are most likely to be affected by a CRM campaign. This applied to parents' income as well, which had a significant effect on students' responses. The 2001 Cone Roper research (Kotler and Lee, 2005: 11) concurred with this view stating that those in higher income categories were more receptive to CRM.

Whether such findings are applicable in a developing country such as South Africa is not known (Human & Terblanche, 2009). Although some research has been done considering socio-demographics (especially focused on ethnicity), very little has been done to link the above four demographic factors to the selection of causes. Therefore, they were considered as important variables to include in the construction of research hypotheses.

### 2.8 Research hypotheses

In order to identify links between socio-demographic statuses and cause selection this research had the following objective:

To identify whether certain segments of participants (described according to socio-demographic variables) are inclined to select certain causes.

The following hypotheses were developed in order to achieve the stated objective:

H1: There is a relationship between age and the support of specific causes.

H2: There is a relationship between income and the support of specific causes.

H3: There is a relationship between gender and the support of specific causes

H4: There is a relationship between education and the support of specific causes.

### 3. Methodology

The study was exploratory and cross-sectional with statistical methods used to evaluate the results. Multivariate analysis was a useful method to use for this research as it was a multidimensional study. Multivariate analysis is used to analyse three or more variables at the same time (Hair et al., 2003). Correspondence analysis is one of the ways in which multivariate analysis can be carried out, and was chosen for a more in-depth analysis of the data to better highlight differences and similarities between the socio-demographic variables and the various causes. Correspondence analysis, according to Hair et al. (1992), is suitable for non-metric data and especially suitable for exploratory data analysis. It is a perceptual mapping technique that reflects the association between variables in a contingency table and as such is suitable for this study. Proximity of the plots on the map is an indication of the level of association between the variables.

### 3.1 Sampling

Sampling was based on a non-probability method, with three large shopping centres in the eThekweni region being selected via convenience sampling. Quota sampling was also used to ensure that representation from each demographic category was obtained. Selection bias was overcome by making use of a form of systematic sampling whereby every sixth member of the population that entered the centre was approached until each quota was filled. A sample of 400 was decided on as, according to Sekaran (2003), a sample size of 384 should be sufficient for a population size of 75 000 to 1 000 000.

### 3.2 Data Collection

Questionnaires were administered to respondents who were approached in each mall. The questionnaire was made up of three sections. Section one consisted of questions relating to socio-demographic details.

Section two was designed to answer questions relating to attitudes and opinions to CRM, as well as two questions relating to respondents' choice of charity. Respondents were asked to select their favourite cause. This was done twice, firstly through unaided choice and secondly through aided choice. The unaided choice resulted in the top five causes being children, HIV/Aids, animals, disabled and education. This is known as 'top-of-the-mind awareness' and refers to the element which is remembered or thought of first (Blackwell et al., 2006). The second choice was an aided choice, as respondents were required to name their top five causes from a list of sixteen. Results were then weighted accordingly. This method was identified as the more useful as it focuses more on recognition, where respondents were required to identify elements from a list. Causes were recognised that did not spring to mind in the first question. The better indicator, according to Blackwell et al. (2006), would depend on whether consumers typically constructed their consideration sets based on recall or recognition. It is believed that it would be more likely for consumers to be given the name of the cause the marketer has elected to support.

The final section related to income. As this is a question which respondents might not have been eager to answer, they were invited to fill in this component themselves, and to then fold the completed questionnaire in half and drop it into a ballot style box, ensuring confidentiality.

### 3.3 Analysis

Correspondence analysis was applied to the frequency measures in order to test and illustrate the results. Correspondence analysis is a form of multivariate analysis that represents cross tabulations in a graphical form (Yelland, 2010). It is a perceptual

mapping tool which is easy to interpret. Correspondence analysis is often used to assist in market segmentation and as such can be applied to various demographic variables such as age, income, race and gender (Botha and Slabbert, 2011). The relationships and differences in data are illustrated in a visual manner. The visual format in which statistics are represented is known as a perceptual or a correspondence map (Hair et al., 2003).

Correspondence analysis is a descriptive technique that is used to analyse two-way and multi-way tables when there is some possible measure of correspondence between the rows and columns (Statsoft, 2007). Correspondence is related to factor analysis and is involved with factoring categorical variables and then displaying them in a space which indicates their association in two or more dimensions (Garson, 2007). A correspondence map was used to display two of the dimensions which emerged from the analysis.

#### 4. Results and Discussion

Correspondence analysis was applied to the frequency measures in order to analyse the relationship between selected socio-demographic variables and sixteen selected causes. The selected causes are clearly listed in Table 4. The socio-demographic variables that were

used for this particular sector of the study were restricted to age, income, gender, and education.

The outcome of this analysis shows that there are indeed significant differences between the various socio-demographic characteristics and their responses to various causes.

##### 4.1 Breakdown of inertia

Correspondence analysis gets its name from the way in which it depicts row and column scores in corresponding units. Graphs are then produced that depict row and column data in two-dimensional space. The axes in the resultant perceptual map are linked to an eigen structure that illustrates the projections on the axes of the map, and demonstrates the relative variance in the points on the axis (Ivy, 2001).

The spatial variation within each group of points is also known as the inertia of the points. The eigenvalue represents the amount of inertia explained by a particular axis. Table 3 shows how the inertia is broken down and the percentages of the inertia that can be explained by each factor. This table displays the percentage of information that is available on each axis. It can be seen that 73.87 percent of the inertia can be explained by the first two dimensions of the inertia. For this reason, only the first two dimensions of inertia were used.

Table 3. Summary of factor results

Factor	Inertia (eigenvalue)	Percent	Cumulative Percent
1	0.023964	61.28%	61.28
2	0.004922	12.59%	73.87
Total	0.028886	73.87%	73.87

The next section displays the decomposition of the first two dimensions of inertia for the cause, followed

by the socio-demographic variables. These results are found in Tables 4 and 5 respectively.

Table 4. Decomposition of the first two moments of inertia in terms of causes

No	Name	QLT	MAS	INR	k=1	COR	CTR	K=2	COR	CTR
1	Unemployment	878	65	110	-240	863	155	-11	2	2
2	HIV/Aids	872	124	38	-97	796	49	0	0	0
3	Education/Training	539	76	21	-72	488	16	7	5	1
4	Street Children	781	85	41	112	656	44	-31	49	16
5	Animals	885	65	94	217	826	127	42	32	24
6	Crime/Safety	866	46	54	168	618	54	-98	208	88
7	Homelessness/Poverty/Hunger	766	92	28	-63	339	15	38	122	27
8	Care of the Aged	968	84	123	220	843	169	-61	65	63
9	Arts and Culture	933	14	60	107	69	7	254	394	187
10	Environment	902	30	66	213	532	57	178	369	192
11	Disabled Causes	674	91	23	-41	172	-6	11	12	2
12	Babies and Children	833	59	39	64	163	10	-108	458	141
13	Hospices	922	59	178	324	883	256	-10	1	1
14	Other Health Issues	804	50	26	49	121	5	-58	167	34
15	Drug and Alcohol Abuse	790	35	44	127	328	24	148	445	157
16	National Disasters	827	25	57	65	48	4	113	144	65

Tables 4 and 5 illustrate the following:

- For each point the mass and inertia (mass x squared distance from the origin) can be observed in the columns headed MASS and INR respectively.

- The following information can be seen for each dimension of inertia and the corresponding principal axis:

a. The columns headed k show the coordinate of the point on the axis (multiplied by 1000).

b. The column headed COR displays the relative contribution (multiplied by 1000) in the column headed COR.

c. The column headed CTR displays the absolute contribution (rescaled to 1000)

Under the heading 'CTR' (contribution) the values show the contribution of each point (row, column) to the direction of that principle axis. Under the heading 'COR' (correlation) the values show how well the variation in a point is represented by a specific axis.

The causes which are represented by both a high relative contribution and a high absolute contribution are the ones that interest us. These causes are highlighted in Table 5. They are *unemployment, animals, aged and hospice* on the first axis and *arts and culture, the environment, babies and children, and drugs and alcohol abuse* on the second axis.

Table 5. Decomposition of the first two dimensions of inertia by socio-demographic variables

No	Variable	Category	QLT	MAS	INR	k=1	COR	CTR	k=2	COR	CTR
1	Age	12-29	957	114	113	-184	869	161	58	88	79
2		30-41	598	65	23	18	23	1	-86	528	97
3		42-60	848	51	60	187	763	74	-32	22	11
4		>60	906	22	138	466	883	199	22	2	2
5	Gender	Male	924	111	49	-52	159	13	101	595	229
6		Female	915	141	37	41	162	10	-79	609	181
7	Education	Primary	518	8	37	-201	223	13	206	232	68
8		Secondary	914	141	27	-73	700	31	-31	123	27
9		Diploma	558	55	17	61	309	8	-52	225	30
10		Degree	737	27	42	175	511	35	51	44	15
11		Post Grad	932	16	79	212	239	31	247	323	204
12	Income	<R5000	949	87	163	-256	894	238	-32	14	18
13		R5001- R10000	594	63	24	29	56	2	-18	21	4
14		R20001- R30000	928	45	72	215	744	88	44	31	18
15		>R30000	827	24	55	204	474	42	59	39	17
16			874	29	64	210	510	53	19	4	2

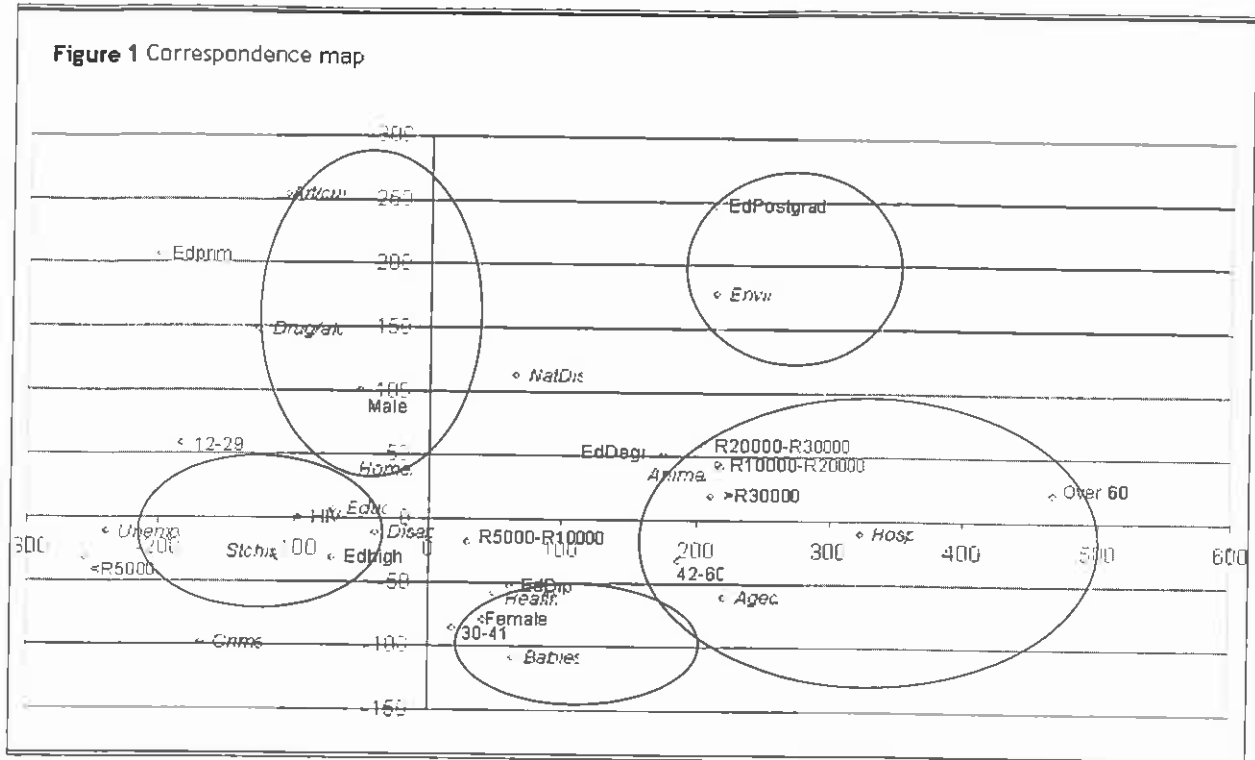
In Table 5 the socio-demographic variables that are of interest are highlighted. These correspond with the causes that are highlighted in Table 4. It is important that the causes with a negative coordinate are linked with the socio-demographic variables with a similar negative coordinate in the same column. Similarly the positive values on Table 4 should be linked with positive values in the same column in Table 5. For example, it can be seen that *unemployment* displays high contributions with a negative coordinate in axis 1. This corresponds with *Age 12-29* and *Income <R5000* on axis 1 of the socio-demographic variables. Although *education* displays a similar negative coordinate, it is not of interest as the value of the absolute contribution is not high enough.

#### 4.2 The correspondence map

The correspondence map is another means of illustrating the relationships that have been

established between variables. One should be careful to interpret a correspondence map with respect to the correspondence tables and not alone (Garson, 2007: 1). It should also be observed that relationships should not only be interpreted with regards to variables' proximities to each other on the map. Geometrical distances between column points can be used as an understanding of similarity between points. By studying Figure 1, it can be deduced that socio-demographic variables that are in a similar vicinity to a specific cause probably have an association with that cause (Pinnell 1997: 9). By studying the map along with the tables a lot more clarity can be obtained.

Figure 1. Correspondence map



#### 4.3 Discussion

By analysing Tables 4 and 5 in conjunction with the graphical display of Figure 1, various deductions can be made - some with more meaning than others. Note that the axes are so oriented as to account for maximum inertia; thus the values in the columns COR - the contribution of the axis to the inertia of the causes/variables - and those in the columns CTR - the contribution that the cause/variable makes to the inertia of the axis - are very important in the analysis.

Table 4 tells us that *animals*, *the aged* and *hospices* all appear as positive coordinates and have high values which makes them relevant. For the same reasons *unemployment* is relevant, with a negative coordinate. It can be seen on Table 4 that the corresponding socio-demographic variables are *Age 12-29* and *Income <R5000* with negative coordinates. This relationship is confirmed by the correspondence map (See Figure 1). The positive end of the axis is occupied by A4 (Age over 60) and this corresponds with *animals*, *care of the aged* and *hospices*. These will all be found on axis 1. Once again this can be observed in Figure 1.

Similarly, the second column ( $k=2$ ), which represents axis 2, demonstrates that *arts and culture*, *the environment* and *drugs and alcohol* all have high values and positive coordinates. On the other hand *babies and children* has a high value with a negative coordinate. The positive coordinates correspond with the male socio-demographic variable and the highest level of education which is *post-graduate*. The graphical representation in Figure 1 illustrates that

*arts and culture* and *drugs and alcohol* correspond with the male variable, whereas the postgraduate variable corresponds with the *environment*. *Babies and children* appear to correspond with the female variable and the second age group (30-41). Both of these matches are confirmed in the correspondence map.

#### 5. Conclusions

This information could be useful to both businesses and charitable organisations when selecting relevant segments to target in a CRM strategy. A cause could also use this information as motivation when approaching a business for a CRM partnership. An example would be the fact that *HIV/Aids* would probably work better as a charity that appeals to younger people in lower income groups. On the other hand older people in upper income groups seem to respond to *animal related causes*, *care of the aged* and *hospices*. Women are more interested than men in *babies and children* and *other health issues*. Anyone promoting a cause that is associated with *arts and culture* or *the environment* should take note of these results and try to promote a higher awareness amongst the public in order for them to become more aware of these causes.

It can be stated that this research supports the hypothesis and there is a relationship between socio-demographic characteristics, namely age, income, gender and education and the support of specific causes.



## 6. Recommendations

Marketers who are making use of segmentation methods and deciding on particular target markets would find it useful to be able to select a cause that has been linked to their target market of choice when planning a CRM strategy. It is stated by Liu and Ko (2010) that an ideal charitable partner should be one that is well known and highly thought of by the groups that the company wishes to target. It therefore follows that charities that are looking for a business partner could use this research to assist them in finding a business that is focusing on a market segment that has been identified as being supportive of their type of cause. This information could also be useful to prepare a good motivation when approaching a likely business with a proposal. This study lends itself to further research of a similar nature elsewhere in the world. This research was restricted to sixteen causes and only four socio-demographic variables. Therefore, a more detailed list of specific causes could be used, as well as an extension of segmentation variables such as personality, psychographics and geo-demographics.

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