

**CONSUMER BEHAVIOUR TOWARDS CAUSE RELATED MARKETING IN THE
GREATER ETHEKWENI REGION.**

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DECLARATION

I hereby declare that, except where noted, this dissertation represents my own work, and that all references, to the best of my knowledge are accurately reported.

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DEDICATION PAGE

I dedicate this work to all the people who have supported and encouraged me to complete this Masters, in particular:

My husband Gavin and sons Stuart and Clive

My parents Doug and Ethne Gelling

All who have never stopped believing in my capability to complete this task, even when it seemed impossible.

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ABSTRACT

The overall objective of this study was to gain an understanding of consumer behaviour towards companies using CRM in the greater eThekweni region. This objective was made up of three sub-objectives. The first sub-objective was to identify whether eThwekeni consumers would switch brands to a company involved with CRM, if price and quality were equal. This was followed by sub-objective two, which was to establish whether particular socio-demographic characteristics of consumers would be related to their evaluation of a CRM offer. Finally, sub-objective three was to establish whether those same socio-demographic characteristics would be related to the selection of a specific cause.

The study was a statistical study , which was carried out on a cross-section of the greater eThekweni population. It was found that generally eThekweni respondents had positive attitudes and opinions towards CRM, with statistics fairly similar to those from international studies.

Second it was shown that there is a relationship between socio-demographic characteristics, namely age, income, gender, education, marital status, age of children and race, and the evaluation of the CRM offer. Socio-demographic areas in agreement with previous findings include the finding that females are more responsive towards CRM than males. Furthermore there is agreement that those that are better educated (university level qualifications) and are in a higher income group are also more positive towards CRM. One of the areas that did not appear to give similar results to previous research was that of age. Younger respondents did not appear to be easily impressed by a business that was practicing CRM, whereas those over the age of 60 showed that a more than expected number would support a retailer that practiced CRM.

Third it was found that there is a relationship between socio-demographic characteristics, and the support of specific causes. A number of causes were shown to be supported by ‘more than expected’ respondents of certain socio-demographic sub-groups. The information from these results would be of assistance to both marketers and charities.

TABLE OF CONTENTS

DECLARATION	ii
DEDICATION	iii
ACKNOWLEDGMENTS	iv
ABSTRACT	v
LIST OF TABLES	xiii
LIST OF FIGURES	xv

CHAPTER 1 – INTRODUCTION

1.1 INTRODUCTION	1
1.2 STRUCTURE OF THE CHAPTER	2
1.3 BACKGROUND TO THE STUDY	2
1.4 PROBLEM STATEMENT	4
1.5 OBJECTIVES	5
1.6 HYPOTHESES	6
1.7 OVERVIEW OF METHODOLOGY	6
1.7.1 Research Design	6
1.7.1.1 Study Type	7
1.7.1.2 Sampling	7
1.7.1.3 Data Collection	7
1.7.1.4 Data Analysis	8
1.8 LIMITATIONS AND DELIMITATIONS	8
1.8.1 Delimitations	8

1.8.2 Limitations	9
1.9 RATIONALE FOR THE STUDY	10
1.9.1 CRM and consumer opinions	10
1.9.2 CRM and the selection of causes	11
1.10 OUTLINE OF THE STUDY	13

CHAPTER 2 – LITERATURE REVIEW

2.1 INTRODUCTION	15
2.2 Corporate Social Responsibility	16
2.2.1 What is Corporate Social Responsibility?	17
2.2.2 The Benefits of CSR	18
2.2.3 Forms of CSR	20
2.2.4 The Future of CSR	21
2.3 CAUSE RELATED MARKETING	22
2.3.1 What is Cause Related Marketing?	23
2.3.2 The Origins of CRM	24
2.3.3 Types of CRM	25
2.3.4 The Connection between the Cause and the Business	26
2.3.5 The Benefits of CRM	27
2.3.5.1 Benefits to the Business	27
2.3.5.2 Benefits to Consumers	30
2.3.5.3 Benefits to the Cause	31
2.3.5.4 Possible Shortcomings of CRM	31
2.3.5.5 Possible Risks for the Cause	32
2.4 SECONDARY RESEARCH FINDINGS	33
2.4.1 Consumer Reactions to CSR	33
2.4.2 Consumer Reactions to CRM	34
2.4.2.1 The Impact of CRM on Consumer Choice	34
2.4.2.2 Attitudes and Opinions in respect of Socio-demographic	

Variables	35
2.4.2.3 Business in the Community Research Results	37
2.4.2.4 Additional international Research Findings	40
2.4.2.5 Awareness and Attitudes in South Africa	42
2.5 CAUSES	44
2.5.1 Selection of a Cause	44
2.5.2 The effect of the fit between Brand and Charity	46
2.5.3 The effect of the fit between the Target market and the Cause	46
2.5.4 Causes in South Africa	48
2.6 SEGMENTATION	51
2.6.1 Total Population	52
2.6.2 Age and Generations	52
2.6.2.1 Baby Boomers	53
2.6.2.2 Generation Xers	53
2.6.2.3 Baby Boomlet (Generation Y or Generation Next)	54
2.6.3 Education	55
2.6.4 Income	55
2.6.5 Stage of the Family Life Cycle	55
2.6.6 Conclusion	56
2.7 THE NEED FOR FURTHER RESEARCH	56
2.8 CONCLUSION	58

CHAPTER 3 – METHODOLOGY

3.1 INTRODUCTION	60
3.2 RESEARCH TYPE	61
3.3 POPULATION AND SAMPLING	62
3.3.1 Population	62
3.3.2 Population Frame	63
3.3.3 Sampling	64

3.3.3.1 Sampling Method	65
3.3.3.2 Sampling Size	66
3.4 DATA COLLECTION	67
3.4.1 Introduction	67
3.4.2 Data Collection Instrument	67
3.4.3 Structure of the Questionnaire	69
3.4.4 Data Collection Process	71
3.4.5 Method of Collection	71
3.5 DATA ANALYSIS	73
3.5.1 Data Preparation	73
3.5.2 Method of Data Analysis	73
3.5.2.1 Univariate Analysis	74
3.5.2.2 Bivariate Analysis	74
3.5.2.3 Multivariate Analysis	75
3.6 VALIDITY AND RELIABILITY	76
3.6.1 Validity	76
3.6.2 Reliability	77
3.7 CONCLUSION	77

CHAPTER 4 – ANALYSIS OF RESULTS

4.1 INTRODUCTION	78
4.2 UNIVARIATE ANALYSIS	79
4.2.1 Introduction	79
4.2.2 Chi-square Goodness of Fit Test	79
4.2.3 Socio-demographic Profile	80
4.2.4 General Attitudes and Opinions	82
4.2.4.1 Importance of Businesses Spending Money on Charities	83
4.2.4.2 Purchase of a Product or Service associated with a Charity	84
4.2.4.3 Contribution to Collection Boxes	85

4.2.4.4 Participation in Fund Raising	86
4.2.4.5 Giving of Time to help a Charity	87
4.2.4.6 Reasons why Respondents answered no to giving time	88
4.2.5 Specific Attitudes and Opinions	89
4.2.5.1 Business Image	89
4.2.5.2 Support of a Company Practicing CRM	91
4.2.5.3 Support for Retailer practicing CRM	96
4.2.5.4 Support for Brand practicing CRM	98
4.2.5.5 Support of Brand and Favoured Cause	99
4.2.6 Selection of Causes	101
4.2.6.1 Unaided Choice of Cause	101
4.2.6.2 Aided Selection of Five Ranked Causes	103
4.2.6.3 Significance of Rankings	104
4.3 BIVARIATE ANALYSIS	107
4.3.1 Introduction	107
4.3.2 Chi-square Test of Independence	107
4.3.3 Cross Tabulations of Opinions and Attitudes towards CRM	108
4.3.3.1 Cross Tabulations of Socio-Demographics and Importance of Businesses practicing CRM	108
4.3.3.2 Cross Tabulations of Socio-demographics and Purchase of a CRM product	109
4.3.3.3 Cross Tabulations of Socio-demographics and Positive Image of CRM Business	115
4.3.3.4 Cross Tabulations of Socio-demographic variables and Choice of Retailers	116
4.3.3.5 Cross tabulations of Support of CRM Brand and Collection Box	117
4.3.3.6 Additional Cross Tabulations	118
4.3.4 Causes and socio-demographic variables	118
4.3.4.1 Cross tabulation of Age and Causes	119

4.3.4.2 Cross tabulation of Education and Causes	120
4.3.4.3 Cross tabulation of Gender and Causes	121
4.3.4.4 Cross Tabulation of Marital Status and Causes	122
4.3.4.5 Cross Tabulation of Children and Causes	124
4.3.4.6 Cross Tabulation of Race and Causes	126
4.3.4.7 Cross Tabulation of Income and Causes	127
4.4 MULTIVARIATE ANALYSIS	130
4.4.1 Introduction	130
4.4.2 Correspondence Analysis	130
4.4.2.1 Matrix of Causes and Socio-demographic variables	131
4.4.2.2 Breakdown of Inertia	132
4.4.2.3 Interpretation of the Results	135
4.4.2.4 The Correspondence Map	137
4.5 CONCLUSION	139

CHAPTER 5 – DISCUSSION

5.1 INTRODUCTION	140
5.2 OBJECTIVES	140
5.2.1 Sub-objective 1	142
5.2.1.1 Previous Research relating to Sub-objective 1	142
5.2.1.2 Current Findings relating to Sub-objective 1	143
5.2.1.3 Conclusion – Sub-objective 1	145
5.2.2 Sub-objective 2	146
5.2.2.1 Previous Research relating to Sub-objective 2	146
5.2.2.2 Current Findings relating to Sub-objective 2	147
5.2.2.3 Conclusion – Sub-objective 2	149
5.2.3 Sub-objective 3	150
5.2.3.1 Previous Research on Sub-objective 3	150
5.2.3.2 Findings on Sub-objective 3	151

5.2.3.4 Conclusion – Sub-objective 3	154
5.2.3 5 Chapter Conclusion	155

CHAPTER 6 – CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION	156
6.2 CONCLUSIONS	156
6.3 IMPLICATIONS OF RESEARCH	159
6.2.1 The Marketer	159
6.2.2 The Charity or Cause	160
6.4 LIMITATIONS	161
6.3.1 Interpretation of terms used in questionnaire	161
6.3.2 Size of sample	161
6.3.3 Conforming to acceptable social norms	161
6.3.4 List of Causes	162
6.3.5 Choice of Causes	162
6.5 RECOMMENDATIONS FOR FURTHER RESEARCH	163
LIST OF REFERENCES	164
Appendix A: Questionnaire	169
Appendix B: Abstract of working paper presented at the 'Corporate and Marketing Communications Conference'	175
Appendix C: Paper presented at 3 rd European Conference on Management Leadership and Governance	178
Appendix D: Additional Tables and Figures	193
Appendix E: Advertising Material used with Questionnaire	200

LIST OF TABLES

Table 2.1: Expected benefits of linking a brand to a social cause	30
Table 2.2: International responses towards CRM	41
Table 2.3: International selection of causes (in descending order)	45
Table 2.4: Pattern of Giving in SA Corporate Sector	50
Table 3.1: Socio-demographic quota control quantities	66
Table 4.1: Socio-demographic details of the sample	80
Table 4.2: Significance of socio-demographic statistics	81
Table 4.3: Socio-demographic areas of significance	82
Table 4.4: Importance of businesses contributing to charity	83
Table 4.5: Purchase of a CRM product	84
Table 4.6: Contribution to collection boxes	85
Table 4.7: Participation in fund raising	86
Table 4.8: Time to help a charity	87
Table 4.9: Reasons for not being charitable	88
Table 4.10: Business image	90
Table 4.11: Opinions towards CRM	91

Table 4.12: Opportunity to contribute	94
Table 4.13: CRM vs. collection box	94
Table 4.14: Time saving	95
Table 4.15: Lotto	95
Table 4.16: Perception of charitability	96
Table 4.17: Support for CRM retailer	97
Table 4.18: Support for CRM brand	99
Table 4.19: Support of brand / favoured cause	100
Table 4.20: Unaided choice of cause	102
Table 4.21: Ranked vs. not ranked causes	103
Table 4.22: Choice of charities – significant areas	105
Table 4.23: Ranking of charities	106
Table 4.24: Gender and importance of CRM businesses	109
Table 4.25: Education and the purchase of a CRM product	110
Table 4.26: Gender and the Purchase of a CRM Product	111
Table 4.27: Marital Status and the purchase of a CRM product	112
Table 4.28: Children and the Purchase of a CRM Product	112
Table 4.29: Race and the purchase of a CRM product	113
Table 4.30: Household Income and the Purchase of a CRM Product	114
Table 4.31: Age and positive image of a CRM business	115
Table 4.32: Age and the choice of retailer	116
Table 4.33: Support of CRM brand and the collection box	117
Table 4.34: Age and causes cross tabulation	120
Table 4.35: Gender and causes cross tabulation	121
Table 4.36: Marital status and causes cross tabulation	123
Table 4.37: Children and causes cross tabulation	125
Table 4.38: Race and causes cross tabulation	127
Table 4.39: Income and causes cross tabulation	128
Table 4.40 Frequencies of causes with socio-demographic variables	131
Table 4.41: Inertias and percentages of inertia	132

Table 4.42: Decomposition of the first two moments of inertia in terms of causes	133
Table 4.43: Decomposition of the first two dimensions of inertia in terms of the socio-demographic variables	134

LIST OF FIGURES

Figure 4.1: Importance of businesses contributing to charity	83
Figure 4.2: Purchase of a CRM product	84
Figure 4.3: Contribution to collection boxes	85
Figure 4.4: Participation in fund raising	86
Figure 4.5: Time to help a charity	87
Figure: 4.6: Reasons for not being charitable	88
Figure 4.7: Business Image	89
Figure 4.8: Opinions towards CRM Business	93
Figure 4.9: Support for CRM Retailer	97
Figure 4.10: Support for CRM Brand	98
Figure 4.11: Support of Brand / Favoured Cause	99
Figure 4.12: Unaided choice of favourite charity	101
Figure 4.13: Correspondence Map	138

CHAPTER 1 – INTRODUCTION

1.1 INTRODUCTION

Cause related marketing (CRM) is becoming a popular marketing strategy used by brand managers, retailers and service companies. CRM is one of the main marketing tools which fall under the umbrella of corporate social responsibility. It can be described as a marketing strategy that links charities or 'causes' with the sales of a product, brand or service. The charity is mentioned in promotional campaigns and a certain cash amount is donated to the cause in accordance with unit sales or turnover.

Various research studies have been conducted, mostly in first world countries such as the UK and USA. Most show that a large proportion of consumers have a positive attitude towards this form of marketing and would be prepared to change brands and/or retailers if everything else was perceived as equal (Subrahmanyam, 2004: 117, Till and Nowak, 2000: 472). A suggestion is that attitudes and opinions might vary according to the socio-demographic status of the consumer. Very little information is available on this and even less in the South Africa market.

As the South African and furthermore eThekweni consumer profile is very different to that of the countries that have already conducted similar versions of research, it is believed that information gathered on this topic would be most useful for both academic and business purposes. It has been observed that CRM can be a powerful marketing tool that can be used to position and differentiate a product or brand.

An examination of the socio-demographic characteristics of participants and any possible links to their attitudes towards cause related marketing would be of assistance to marketers who may be able to make a far more accurate identification as to who may be more responsive to a particular CRM offer.

A study has been undertaken in the eThekweni region of Kwazulu Natal, South Africa to gather information on this issue. The study aimed to establish whether selected socio-demographic characteristics of participants in the eThekweni area have a relationship with the evaluation of a cause related marketing offer

1.2 STRUCTURE OF THE CHAPTER

The first chapter of this dissertation is divided into nine sections. The overall aims and objectives of this study are stated once the nature of the problem has been

identified and background reading around the problem has been outlined. This is followed by a summary of the research design and methodology employed, as well as any possible limitations and delimitations.

1.3 BACKGROUND TO THE STUDY

The marketing strategy of linking corporate identity with non-profit organisations, causes and other social issues was originally termed cause related marketing by Varadarajan and Menon (1988: 60).

Endacott (2004: 183) defines cause related marketing as:

“A marketing strategy adopted by businesses to link their name, brand or service with a particular ‘good cause’ service or charitable organisation”.

‘Causes’ include good causes, charities and other not for profit organisations. Together they cover a wealth of issues and encompass anything from health, homelessness, diversity and environmental issues through to animal welfare, arts and education (Adkins, 2000: 10). Collins (1994: 227) describes cause-related marketing as a method of providing support (which could be financial or otherwise) towards a particular cause. This support would ultimately be of benefit to society, but in turn would provide a long-term ‘pay-back’ to the business.

Reaching out to help another in need is an impulse that is recognised worldwide. Yet business is not always aware of the economic and social impact of helping behaviour. From an economic stand point, helping can be big business (Benapudi, Singh and Benapudi, 1996: 33). The public has also placed increasing pressure

on business to be supportive of non-profit causes (Cui, Trent, Sullivan and Matiru, 2003: 310). For these reasons, this type of programme has become increasingly important throughout the world, presenting opportunities for businesses and being recognised by advertising agencies (Polansky and Speed, 2000: 1361).

The general opinion is that business in partnership with charities can play a most useful role in communities. It is beneficial to both business and causes and is a way for causes to attract new sources of funds, resources and support (Adkins, 2000: 12).

Although it has been acknowledged that CRM has been expanding worldwide, it has also been noted that only a few countries have conducted meaningful research in any areas that are involved with this topic. Initiatives have been made in Europe, America, Australia, New Zealand, Mexico and the UK (Endacott, 2004: 184).

In particular there appears to be a lack of data on consumer opinions and attitudes toward cause related marketing in South Africa. One study that was undertaken in South Africa in 2002, was commissioned by Nedbank and identified the top five causes that South African consumers would like to see business supporting. However, it provided no data on consumer opinions about changing to a brand that might support CRM (Endacott, 2004: 186).

Past research has indicated that consumers' attitudes are favourable towards companies that have made the effort to get involved with a cause. These attitudes, in turn have the potential to have a positive affect on consumers' evaluations of products and, therefore their purchase decisions (Szykman, Bloom and Blazing, 2004: 13).

It would therefore be useful for a business to obtain a greater depth of information on consumer opinions towards cause related marketing. This would assist in

maximising their brand's value by linking it with the right cause in a way that makes customers and staff feel passionate about supporting the brand and hence the cause in their endeavours.

1.4 PROBLEM STATEMENT

Cause related marketing supposedly assists marketers to create a better social image and thus to build loyalty and ultimately more sales. However it is not certain whether consumers in the greater eThekweni area would adopt a product over and above another, given that price and quality were equal, because that product supported CRM. Furthermore it is not known whether socio-demographic factors such as gender, income, and education would increase the likelihood of this occurring. It is also not known whether socio-demographic factors would have any relationship with the selection of a specific cause by consumers.

1.5 OBJECTIVES AND HYPOTHESES

1.5.1 Overall Objective

The overall objective of this study is to gain an understanding of consumer behaviour towards companies using CRM in the greater eThekweni region.

1.5.2 Statement of Sub-objectives

In order to achieve the overall study objective, three sub-objectives were developed which when achieved would ensure the achievement of the overall objective.

Sub-objective 1:

The first sub-objective is to identify the extent to which eThekweni consumers would switch brands to a company involved with CRM, if price and quality were equal.

Sub-objective 2:

A second sub-objective is to establish whether selected socio-demographic characteristics of participants are related to the evaluation of a CRM offer.

Sub-objective 3:

A third sub-objective is to establish whether selected socio-demographic characteristics of participants are related to the selection of a specific cause.

1.5.2 Hypotheses

The following three research hypotheses should be tested in order to achieve the objectives.

- H1.** eThekweni consumers would be likely to switch brands to one that is involved with CRM, if price and quality are equal.
- H2.** There is a relationship between socio-demographic characteristics, namely age, income, gender and education, and the evaluation of the CRM offer.

H3. There is a relationship between socio-demographic characteristics namely age, income, gender and education, and the support of specific causes.

1.6 OVERVIEW OF METHODOLOGY

Selecting an appropriate research method is at the heart of the research design, as an inappropriate research method will not achieve the research objectives (Cavana, Delahaye and Sekaran, 2001: 114).

1.6.1 Study Type

This was a formal study, which begins with a hypothesis and involves precise procedures and data source specifications. The aim of the study was to test the hypotheses and answer the research questions (Cooper and Schindler, 2001: 134). The study is quantitative with the results given in numerical values. Statistical methods were used to evaluate the results. A cross-sectional study was carried out that represents a snapshot of one point in time. The constraints of budget and time imposed the need for a cross-sectional design.

1.6.2 Sampling

Quota sampling was used in order to improve representativeness. If a sample has the same distribution on certain relevant characteristics in a population, then it is

likely to be representative of the population regarding other uncontrollable variables (Cooper and Schindler, 2001: 193).

Specific respondents to be interviewed were selected via systematic sampling, which involves the selection of individuals as they enter the shopping centre, according to a predetermined sequence. The sequence was according to a randomly chosen element between 1 and 10 (Leedy, 1993: 211). Control dimensions, were used to guide final selection. A sample size of 400 was calculated to be appropriate for the research.

1.6.3 Data Collection

A survey was carried out in which the researcher questioned the subjects and collected their responses by personal means. Data was collected from the interview process.

Data was gathered through the use of questionnaires, administered during mall intercepts. Interviews were conducted in the Pavilion Centre in Westville and The Workshop in Durban. As the Pavilion is a major regional shopping centre, a wide cross-section of the population was covered.

1.6.4 Data Analysis

The data was analysed and shown in the form of frequency tabulations and cross tabulations. The data was analysed using the Statistical Package for Social Sciences (SPSS) Version 13.0 and the appropriate descriptive and inferential statistical techniques were used.

1.7 LIMITATIONS AND DELIMITATIONS

1.7.1 Delimitations.

The following delimitations are applicable to the study.

- The study was limited to the eThekweni area.
- The study was conducted only in shopping malls within the eThekweni area.

The above two delimitations have been applied due to financial, human resource and time constraints. As a result of the delimitations generalisation of the findings to the general population would have to be done with care.

- The socio-demographic characteristics of gender and income were used as controls when selecting participants.

1.7.2 Limitations.

The following limitations apply to the study.

- There is always a danger of sample error occurring when a sample is used. Without increasing sample size, these statistical problems cannot be avoided (Zikmund, 1994: 212) and it is therefore acknowledged that some error is inevitable and therefore must be acceptable.
- Interviewer bias is a possibility when making use of personal interviews. Interviewers were given strict guidelines to follow in order to minimize this potential problem.
- Interviewees were anticipated to require a further explanation of cause

related marketing, which could result in the participant being 'led' by the interviewer. A carefully worded introduction and standardised definition was included in the questionnaire to overcome this limitation. Interviewers were also given two examples of CRM advertisements, which were shown to interviewees.

- Language differences could also affect understanding of the questions. Interviewers able to speak additional languages were hired in order to clarify questions in the mother-tongue of the interviewee, where possible.
- The necessity of confidentiality prevented the possibility of call-backs to interviewees to check the work of interviewers.
- It was not possible to obtain the prescribed control numbers for a few sub-variables, specifically education (post graduate category), marital status (widowed and divorced categories), and race (coloured). Time and finance prevented an extension of the research to obtain the required quotas. Therefore especial care was taken when analysing and interpreting these sections.

1.8 RATIONALE FOR THE STUDY

The rationale for a study of this nature is outlined below.

1.8.1 CRM and consumer opinions

CRM is expanding world-wide, but only a few countries appear to have research data about consumer opinions towards this marketing method. CRM can give companies a powerful marketing edge, as it enhances the overall reputation of the company, giving it an important source of competitive advantage (Menon and Kahn, 2003: 316).

In particular it appears that there has been a dearth of studies in this area in South Africa and therefore information gathered on this topic could be most useful, and might even encourage further research. As the South African consumer profile is very different to that of the countries that have had meaningful research conducted, it would be a useful exercise for both academic and business purposes to establish what current opinions towards this form of marketing might exist in a South African context.

Consumer research can help companies identify where businesses should position their product or service in the marketplace (Endacott, 2004: 183). An examination of the socio-demographic characteristics of participants and any possible links to their attitudes towards CRM would be of assistance to marketers who may be able to make a far more accurate identification as to who may be more responsive to a CRM offer. For example, Cui et al. (2003: 313) observed that it might be a reasonable assumption that older consumers might have significantly different perceptions to younger members of the population. Cultural reference points or psychographic experiences that affect market response could also differ. Cui et al. (2003: 318) observed that, in previous studies, it was established that female consumers had more positive attitudes towards CRM than males.

1.8.2 CRM and the selection of causes

Modern charities have to struggle with an increasing demand for their services, diminishing government support and major competition from other charities. For this reason charities have had to look beyond traditional methods for support (Benapudi et al., 1996: 33). International evidence of CRM campaigns is well documented and demonstrates that there is a growing number of consumers prepared to reward firms that are involved in environmental and social issues (Till and Nowak, 2000: 472). Research has focused on a number of different issues, including consumer awareness of CRM (Tustin and Pienaar, 2005: 127), how various age groups might respond to cause related marketing (Cui et al., 2003: 310), the cause/brand partnership (Lafferty and Goldsmith, 2005: 1) and the effect of CRM on consumers' brand loyalty (van den Brink, Odekerken-Schröder, and Pauwels, 2006: 15).

Although many South African businesses remain sceptical about these forms of marketing (Tustin and Pienaar, 2005: 137), many examples of CRM are evident. Although studies have been conducted to attempt to identify the most popular causes (Tustin and Pienaar, 2005: 137; Endacott, 2004: 186), there has been no attempt to attribute the support of causes according to the socio-demographic status of consumers.

Demography is significant to marketers because one of the most important methods in describing market segments is their demographic make-up. Demographic characteristics assist in predicting how a particular segment might respond to the marketing mix. They are therefore strongly related to consumer behaviour (Lamb, Hair, McDaniel, Boschoff and Terblanche, 2004: 47). Research studies conducted elsewhere in the world have demonstrated that the majority of consumers would be prepared to change to a brand that supported a cause when price and quality are equal to other brands.

It has also been suggested that there is a difference in opinions according to gender, age and education. Such data is not yet available for the South African, or more specifically the eThekweni, population. A study such as the one reported on here is therefore needed to fill the gap in knowledge about CRM in the eThekweni market.

1.9 OUTLINE OF THE STUDY

A summary of the structure of the remainder of this report follows.

Chapter 2: Literature Review

The literature review gives an overview of cause related marketing and what it means. It examines previous studies conducted elsewhere in the world on CRM in general as well as studies conducted on specific socio-demographic segments of various populations. Finally, it reviews any studies that are available on the South African market.

Chapter 3: Research Methodology

The research methodology chapter describes how the data was gathered. Any limitations of the research investigation are

highlighted, indicating where errors could have occurred. A description of the sampling method is provided, as well as the data collection method and the techniques that were used to analyse the data.

Chapter 4: Analysis and Results

This chapter presents the statistical analysis of the data that was obtained by means of the questionnaires. Data that has been processed into meaningful results so that the reader can make sense of it, is presented. The analysis first shows the opinions and attitudes of eThekweni consumers towards cause related marketing, and secondly, the selection of causes according to socio-demographic status.

Chapter 5: Discussion

This chapter presents a discussion of the analysis of results that has been presented in Chapter Four. It summarises the meaning of that analysis, showing clearly what can be understood from the results and the implications thereof.

Chapter 6: Recommendations and Conclusions

The final chapter draws conclusions from the findings relative to the literature, and highlights the implications of the findings for academic and business. It contains various recommendations that could lead to further research.

CHAPTER 2 – LITERATURE REVIEW

2.1 INTRODUCTION

Helping those in need is an impulse that is recognised throughout the world (Bendapudi and Singh, 1996: 33). Despite this, it has taken some time for business to become aware of the economic and social impact of this type of behaviour. It has been acknowledged that the primary role of business is to produce goods and services in response to the needs of consumers. However, Cannon states in Moir (2001: 16) that there is an inter-dependence between business and society, which relates to the need for a stable environment and an educated workforce. Companies have been under increasing pressure to take

responsibility for the effects of their corporate conduct on society (van den Brink, et al., 2006: 15)

Economically, helping others can be very positive for business (Benapudi, Singh and Benapudi, 1996: 33). An increasing number of companies have heeded the call and developed corporate social responsibility (CSR) programmes. CRM is a form of CSR that has received particular attention.

Evidence from the marketplace suggests that the effects of these practices on consumer behaviour are very positive (Sen and Bhattacharya, 2001: 225).

Socially, this form of marketing has been welcomed by non-profit organisations, as well as members of the public, as they become more aware of the benefits of this type of programme (Berglind and Nakata, 2005: 444). Objectives for corporate giving are seen as ranging from altruistic through to strategic, with businesses trying more than ever to tie their philanthropic activities to their strategies (Ricks, 2005: 121).

Programmes that are related to responsible practices have become increasingly important throughout the world, as the opportunities have been recognised by businesses and their associates (Polansky and Speed, 2001: 361). Over the last 20 years, the evolution of CRM has seen it move from a niche marketing tool into an established form of corporate philanthropy, as the benefits have been noted by managers. Companies are discovering that CRM satisfies customers' needs, solidifies corporate philosophy and in so doing makes the world a better place for many (Carringer, 2006: 1).

In the first section of this literature review, the concept of corporate social responsibility, as a background to the study, is presented. The second section is devoted more specifically to the discussion of CRM, its definitions, uses, advantages and disadvantages. The third section is based on the charitable situation in South Africa, followed by a discussion on the socio-demographic

variables that were used in the study. Lastly a summary of the secondary research that has been uncovered in the area of cause related marketing is outlined. This involved research on attitudes and opinions of consumers towards CRM as well as research on the selection of causes. The initial discussion is based on studies done elsewhere in the world, followed by the small amount that has been carried out in South Africa.

2.2 CORPORATE SOCIAL RESPONSIBILITY.

The 2004 Cone Corporate Citizenship Study shows that eight out of every ten Americans have indicated that they would place their trust in a company because of its support of causes. This positive response has increased by 21% since 1997 (Cone, 2004: 1). Businesses and academics have also shown increasing levels of enthusiasm for CSR (Maignan and Ralston, 2002: 497).

2.2.1 What is Corporate Social Responsibility?

Corporate social responsibility can be described as the recognition by companies that they have a responsibility towards a broad range of stakeholder groups, which could include customers, employees, suppliers, shareholders, the political arena, the broader community and the environment. Kotler and Lee (2005: 2) define CSR as a commitment to improving the well-being of the community through the contributions of business resources and/or discretionary business practices. It is also concerned with the company's impact both at home and abroad through the various stakeholders (Adkins, 2000: 17). Maignan and Ralston (2002: 498) propose that,

“A firm committed to CSR has principles and processes in place to minimise its negative impacts and maximise its positive impacts on selected stakeholder issues”.

As government spending is reduced in many countries around the world, a gap has often developed between the needs of society and the government's or state's ability to provide for them. Many are looking to companies for assistance because of the economic power that they are believed to wield (Adkins, 2000: 18).

Maignan and Ralston in van den Brink et al. (2006: 16), describe CSR as businesses assuming the economic, legal, ethical and discretionary responsibilities imposed on them by their various stakeholders. (van den Brink et al, 2006: 16). It needs to be pointed out that these business practices are voluntary and not something that is mandated by government. Those that support CSR state that it is in the self-interest of business to undertake various forms of CSR. They describe benefits such as enhanced reputation and greater employee retention and loyalty that might accrue to the enlightened business (Moir, 2001: 17).

Mohr, Webb and Harris (2001: 47) have examined CSR from two angles. They have defined CSR as a commitment by a company towards minimising or eliminating, where possible, any harmful effects on society, while at the same time attempting to maximise its long-term beneficial effect on society. Mohr et al. (2001:47) have taken this definition further by identifying specific areas of responsibility, which would include "obeying laws and ethical norms, treating employees fairly, protecting the environment, and contributing to charities". The second angle is an identification of who the socially responsible consumer might be. This person is described as a person who would actively avoid the purchase of products that might be harmful to society, but would seek out those products that would be understood to have a long-term beneficial impact on society.

2.2.2 The Benefits of CSR

The joining of forces of philanthropic and business units to develop giving strategies that increase the recognition of their names among consumers, has many positive spin-offs such as employee productivity, reduction of research and development costs, less regulatory obstacles, and synergy amongst business units. These strategies have begun to give businesses a sustainable competitive advantage (Smith, 1994: 105).

Business people are recognising that their success is linked in a direct way to the prosperity of the whole community. After all, the community is where their customers, employees, suppliers, as well as their investors come from (Adkins, 2000: 20). Interestingly visionary companies that have corporate social responsibility as a core value often make more money than the purely profit driven companies in the same category (Adkins, 2000: 21).

Swanson (as quoted by Maignan and Ralston 2002: 498) suggests that there are three main types of motivations for a business to get involved with CSR. The first sees CSR from a utilitarian point of view, describing it as an instrument which can assist the business in terms of profitability, return on investment and sales volume. The second is because businesses feel compelled to adopt CSR initiatives, because it is seen as appropriate behaviour by stakeholders; and thirdly, businesses might actually be self-motivated regardless of any social pressures. For these businesses, CSR is a part of their corporate identity.

Businesses that support social causes receive good publicity, as well as favourable responses from consumers. However it is noted that as this type of support grows, an expectation is being developed by consumers that this behaviour is the norm rather than the exception.

CSR assists an organisation in building loyalty amongst its stakeholders, which includes shareholders, the government and other institutions. It helps businesses to enter new markets, to generate publicity and to store up goodwill which can be beneficial at crucial moments. In a similar light, the absence of CSR can be detrimental to the reputation of the company (Adkins, 2000: 22).

As the world changes and the dynamics of the marketplace change, so too the needs and expectations of the stakeholders. As customers are increasingly faced with a proliferation of choices, stakeholder reputation becomes an important means of deciding whether to buy those goods and services. This reputation is gained by the systematic application of values into normal everyday operations (Adkins, 2000: 28).

Kotler and Lee (2005: 10) state that the general appearance is that participation in corporate social initiatives looks good to potential consumers, investors, financial analysts, business colleagues, in annual reports, in the news and maybe even in parliament and the courtroom. They have had reports that it feels good to employees, current customers, stockholders and board members. They have also gathered growing evidence that corporate social initiatives are good for the brand and the bottom line as well as for the community.

2.2.3 Forms of CSR

Kotler and Lee (2005: 22-24), identified six major initiatives under which social responsibility-related activities could fall.

a. Cause promotions

In this case a business would provide funding, in-kind contributions and concern about a social cause or they would support fundraising, participation or volunteer recruitment for a cause. The organisation could even initiate and manage the promotion on its own, be a major partner in an effort or be one of several sponsors.

a. Cause Related Marketing

A business commits to making a contribution to a particular cause for each sale that is made. This contribution could also be made up of a percentage of revenues. This type of offer is usually extended for a specific period of time, for a specific product and a specific charity. A mutually beneficial relationship is created between the organisation and the non-profit organisation. This provides consumers with the opportunity to contribute to a charity that might appeal to them, for very little, and often, no additional cost.

b. Corporate Social Marketing

This initiative is focused on behaviour change, which differentiates it from other initiatives. It supports the development and/or implementation of a campaign intended to improve something such as public health, safety or the environment.

c. Corporate Philanthropy

A direct contribution is made to a charity or cause. This would be a more traditional approach and businesses are now being pressured to be more strategic and to investigate and tie activities to their businesses goals and objectives.

d. Community Volunteering

A business encourages and even becomes involved in its staff volunteering to give of their time to support local community organisations and causes.

e. Socially Responsible Business Practices

A business is involved in adopting and conducting discretionary practices and investments that support social causes. Initiatives are often initiated and implemented by the organisation.

2.2.4 The Future of CSR

Since the last decade, companies are under mounting pressure to take responsibility for the effects of their corporate conduct on society, especially when these effects go beyond the firms' direct commercial interests. As a result, an increasing number of companies, big and small alike, have developed CSR programmes (van den Brink et al, 15: 2006). Sen and Bhattacharya (2001: 225) state that more companies than ever before are becoming involved in CSR initiatives which could include corporate philanthropy, cause-related marketing, minority support programmes and socially responsible employment and manufacturing practices.

Whether or not business should undertake CSR, and the forms that responsibility should take, depends on the economic perspective that the firm has adopted. Some take the view that because business has resources and skills there is a quasi-moral obligation to be involved. Proponents of CSR claim that it is in the enlightened self-interest of business to undertake various forms of CSR. The forms of business benefits that might accrue would include enhanced reputation and greater employee loyalty and retention (Moir, 17:2001)

In short, CSR is becoming an increasingly important differentiator. In this competitive environment, where price and quality hardly vary from offering to offering, and consumers are increasingly demanding and expectant, a more holistic management of businesses becomes critical. Earning the right to operate in business will become of great importance in the future, and this will be linked to the appreciation of a shared destiny between the business and the greater community (Adkins, 2000: 34).

2.3 CAUSE RELATED MARKETING.

One way to operationalise corporate social responsibility is to partner a brand with a cause, referred to strategically as cause related marketing. (Lafferty and Goldsmith, 2005: 423). As a type of CSR, CRM has received particular corporate interest. This is due to the fact that CRM might have positive effects on consumer behaviour (van den Brink et al, 2006: 15). In this section CRM is to be situated in the context of corporate social responsibility.

2.3.1 What is Cause Related Marketing?

There have been a number of attempts to clarify and define the meaning of CRM, as well as to highlight some of the issues that are connected to this marketing strategy. Some of the discussions which best explain this area follow. Ricks (2005: 2) explains that CRM is connected to business activities, but remains a philanthropic activity as well, as the firm donates money to a charitable cause.

One of the seminal works on CRM by Varadarajan and Menon (1988: 60) defines it as the process of

“Formulating and implementing marketing activities that are characterised by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organisational and individual objectives”

Varadarajan and Menon (1988: 59) state that a CRM campaign aims at two objectives: to support a social cause and to improve marketing performance. Expanding on this definition others have described CRM as a mutually beneficial relationship with a non-profit or social cause organisation (Berglind and Nakata, 2005: 445).

Business in the Community (2001) defines CRM as

“A commercial activity by which businesses and charities or causes form a partnership with each other to market an image, product or service for mutual benefit.”

It is involved with a business linking its name, brand or service with a particular ‘good cause’ service or charitable organisation (Endacott, 2004: 183). CRM establishes a link between the organisation’s products and a social cause through the firm’s marketing plan. Generally, organisations would choose to support a cause that is of interest to their target market (McAlister and Ferrell, 2002: 693).

A CRM campaign generally has a beginning and an end and is for a specified product and charity (Kotler and Lee, 2005: 8). CRM emphasises the transaction. The consumer’s behaviour comes first and as a result of that behaviour a donation

is made to the cause that has been identified by the company (Cornwell and Coote, 2005: 268). The link with product sales or transactions is therefore the distinguishing element of CRM, and contains a mutually beneficial understanding that the project will raise funds for the charity, and benefit the corporation by increasing sales (Kotler and Lee, 2005: 82). The marketing department will generally be responsible for the project and a formal marketing plan will be developed, establishing goals and objectives, identifying target markets, developing the marketing mix for the offer as well as establishing evaluation and tracking mechanisms (Kotler and Lee, 2005: 82).

2.3.2 The Origins of CRM

Many consider the first ever CRM campaign to be a project that was carried out by American Express in the early 1980s. The cause was the renovation of the Statue of Liberty in the USA. Significant funds were required for this project. American Express became involved by announcing that they would donate a cent to this 'cause' every time someone made use of one of their credit cards. Furthermore they promised to donate a dollar every time a new card was issued. The ensuing results were fairly spectacular, with an amount of over \$1 million raised for the cause. Over and above that, American card usage grew by 28%, and new card applications by 17%. They coined this effort 'cause related marketing' and trademarked the term (Berglind and Nakata 2005: 4; Kotler and Lee, 2005: 13).

Over the last 20 years, CRM has evolved from a niche marketing tool and a curiosity, into an established and prevalent form of corporate philanthropy. These days, CRM is seen as a way for a company to establish long-term differentiation from competitors and to add value to the corporate brand (Lafferty and Goldsmith, 2005: 424). CRM enhances the company's reputation as a good citizen. This in turn, builds brand image which is one of the major goals of CRM (Till and Nowak, 2000: 472).

2.3.3 Types of CRM

Scholder Ellen, Mohr, and Webb (2000: 4) cite Andreasen as stating that alliances between a corporate and a cause can take many forms. The practice most closely associated with CRM is the donation of a portion of every sale to the cause organisation.

Three other common practices mentioned by Berglind and Nakata (2005: 453) are:

- Transactional programmes – for every unit sold a share of proceeds is donated to a particular social cause.
- Message promotion programmes – the cause is promoted and some contribution is made, but the contribution is not tied to a transaction and is not necessarily monetary.
- Licensing programmes – a non-profit business licenses the use of its name and logo to a company. This is then printed onto the product and a percentage of each transaction is given to the non-profit business.

These programmes can be either strategic or tactical. Tactical activities generally are carried out over a short period of time. A specific objective is addressed. For some companies though, the cause becomes part of the company's positioning

and support continues over a long period of time (Till and Nowak, 473: 2000). For example, Nedbank in South Africa has attached itself to a number of causes with its credit card Affinity programme, and this has continued for a number of years.

Although CRM campaigns support a wide range of causes, those with the most visibility are ones with the biggest followers, most commonly associated with major health issues such as breast cancer and AIDS, children's needs, basic needs such as hunger and homelessness, and the environment, such as wildlife preservation (Kotler and Lee, 2005: 84).

2.3.4 The Connection between the Cause and the Business.

When CRM is used a relationship is developed with two rather disparate types of organisation (Horne and Worthington, 2002: 128). One of the important factors to improve the attitude of a customer with a CRM programme is the alignment of the cause towards a company's social responsibility statement (Miller, 2002: 2). A poorly managed partnership can be disappointing. If consumers think that a business is only making use of a cause for its own benefit, consumers will complain.

Gupta and Pirsch (2006: 12) found that consumers employ a fair amount of cognitive effort considering and comparing their identity with the sponsoring

company as well as the related cause in the CRM campaign. This includes a consideration of the general fit between the company and the cause.

Miller (2002: 2) states that it has become important that a CRM programme demonstrates and communicates a genuine support of the cause. This will impact on the degree of customer loyalty experienced by the company. It would therefore be important that the company has a good understanding of what factors would influence consumer's perceptions of what genuine support would be perceived as. This will, in turn, affect the design and success of the subsequent programme.

Good causes benefit from such partnerships through a funding stream whilst also receiving additional publicity for their work. CRM partnerships also allow customers to contribute directly to the solution of the problem, with the specific good cause being promoted often tapping cultural or individually held values or concerns (Endacott, 2004: 183).

2.3.5 The Benefits of CRM

The long term partnership between the brand and the cause creates an alliance between the two organisations with the objective of forming, with the consumer, a deeper bond that will result in long-term market positioning of the brand. For social causes, such alliances will also provide benefits in the form of revenue and exposure leading to greater awareness and knowledge of the cause (Lafferty and Goldsmith, 2005: 423). One of the major goals of CRM is the enhancement of the company's reputation as a good corporate citizen. This in turn can contribute towards building brand image (Till and Nowak. 2000: 472).

One of the reasons that CRM has become popular is that when it is properly carried out, there is a 'win-win' situation with both corporations and causes benefiting (Nelson, Kanso and Levitt, 2006: 2).

2.3.5.1 Benefits to the Business

CRM is the joining together of a not-for-profit charity and a commercial company in an effort to raise funds and awareness for the cause while building the sales and awareness of the for-profit partner. CRM can give life to an organisation's values and beliefs and bring them to the attention of the various stakeholder groups. Sir Dominic Cadbury, Chairman of Cadbury Schweppes and founder of the Business in the Community cause related marketing campaign is quoted by Adkins (2000: 25), as saying

"Cause Related Marketing allows you to contribute to the community while at the same time promoting your own products. I feel that it is becoming more and more a normal part of the marketing programme and marketing activity because the company as a totality understands that it's got to be a positive corporate citizen".

Adkins (2000: 33) states that CRM is about adding to your values. It brings the organisation's corporate social responsibility to the attention of its consumers and other stakeholders. CRM has become the technique of choice for corporations wishing to reach consumers with a message that is personal, distinctive and impact-producing (Carringer, 2006. 1). Companies that are hoping to differentiate themselves in a highly competitive situation can gain a lot by linking themselves with a social cause.

Evidence to date suggests that CRM may provide better results than discounting prices or increasing promotional spend by up to 20 percent. However less tangible reasons for a business entering into a CRM partnership are identified as:

- being seen as a good corporate citizen,

- helping the local community,
- communicating the essence of the company's mission; and
- motivating staff (Endacott, 2004: 183).

Business managers note the benefits of building brands, improving corporate reputations and generating more revenues (Berglind and Nakata, 2005: 444). Till and Nowak (2000: 474) state that even brands that are seen as fairly mediocre can benefit from long term CRM initiatives. Perceptions of a brand can increase substantially when associated with a cause that customers care about. It should be noted that this is not sufficient to overcome obvious shortcomings in the remainder of the marketing mix (Till and Nowak, 2000: 474). Nelson et al. (2006) list rewards to the company such as the reinforcement of loyalty, reputation, and an enhancement of its image for CSR.

Andreasen (1996: 56) believes that the good image that a non-profit organisation has earned might even help to enhance the image of the for-profit organisation. A discussion by Luo and Bhattacharya (2006: 3) identifies three different research streams that lead to the conclusion that a firm's CSR initiatives would result in greater customer satisfaction. The first stream suggests that a company's actions lead to the satisfaction of a more 'generalised' customer, referring to the actual or potential members of a larger stakeholder group which would be more satisfied by products and services that a socially responsible firm might offer.

The second stream of thought refers to a strong record of research that shows shows the positive effect that this type of initiative has on consumers' evaluations and attitudes towards the firm. The third stream relates perceived value and the improvement of customer knowledge to customer satisfaction. Luo and

Bhattacharya (2006: 4) then believe that the support of good social causes will result in greater perceived value and furthermore involvement with this type of marketing will result in an improvement of customer-specific knowledge.

Most corporate benefits from a CRM campaign are marketing related. Successful initiatives can support efforts to attract new customers, reach niche markets, increase product sales, and build positive brand identity. In addition, such initiatives may also be one of the best strategies for raising significant funds for a cause (Kotler and Lee, 2005: 84).

Research conducted by Tustin and Pienaar (2005: 126) demonstrates that corporates had clear expected benefits from linking their brands and products to a charitable cause. Benefits are shown in Table 2.1 below.

Table 2.1: 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.

2.3.5.2 Benefits to Consumers

Core to a successful CRM campaign is the consumer whose behavioural patterns nowadays point to a clear preference for social responsibility (Tustin and Pienaar, 2005: 125). Within CRM the benefits to consumers are twofold: (1) the intangible

benefit of giving and (2) the tangible benefit of the product that is purchased (Tustin and Pienaar, 2005: 125). Ricks (2005: 122) suggests that there is an overall positive consumer attitude towards companies that are linked with causes that have had benefits for society.

A response by an informant quoted by Drumwright (1996: 84) summed up much of what has been stated above. This statement boiled down to the fact that the company really believed that they could make a difference in people's lives. They knew that the governmental agencies could not do it by themselves. The non-profit organisation could not do it by itself. The term 'three-legged stool' is used to describe the pooling of resources from government, private industry and non-profit organisations.

2.3.5.3 *Benefits to the Cause*

CRM may appear to be a one-sided affair, but this is not the case. Heads of not-for-profit organisations appreciate the increased funding for, as well as heightened public receptivity to, their causes (Berglind and Nakata, 2005: 444).

Non-profit organisations understand that they can profit from the collaborations as well, leading them to seek and initiate the efforts. Many actively court potential business partners. One of the main motivations for this is that they are not able to rely completely on government funding to sustain or expand their activities (Berglind and Nakata, 2005: 448). Nelson et al. (2006: 2) state that having access to corporate resources contributes to public awareness of and engenders support for, non-profit organisations.

2.3.5.4 Possible Shortcomings of CRM

Drumwright (1996: 71) challenges any form of advertising with social dimensions by questioning managers' objectives and motivations for this type of marketing programme. Critics of CRM are quick to suggest that these partnerships are shortsighted and that they commercialise non-profit organisations. They say that these partnerships offer only short-term, unpredictable sources of support. And many see CRM as a threat to traditional sources of philanthropy (Garrison, 1990: 40).

A cautionary note is that firms who engage in CRM are vulnerable to negative publicity as a result of the perception that they might be engaging in exploitation of the causes involved in their strategy. The control over communications inherent in advertising as well as the fact that this type of strategy will most likely result in financial gain for the business are both characteristics that could be seen as mechanisms for abuse (Webb and Mohr, 1998: 227).

Scholder Ellen, et al. (2000: 3) state that CRM campaigns may experience a backlash from the consumer body if the validity, relevance or the appropriateness of a firm's offer is questioned. Consumers can be sceptical of CRM campaigns and perceive that there is more behind them than a philanthropic effort. This applies, in particular to those campaigns that are not very informative regarding the allocation of the proceeds of sales towards the charity or even how much money is expected to be raised from the effort. Some consumers might perceive that the amount is probably small and therefore will not make a difference. They might perceive that the motives are profit and little else (Kotler and Lee, 2005: 101). Sometimes, it is the brand that suffers, especially when the choice of charity is not what the consumers feel strongly about. Furthermore Till and Nowak (2000: 473) warn that if the business already has a negative image, it will follow that consumers will not trust the motives for that business when it practices CRM.

2.3.5.5 Possible Risks for the Cause

Andreasen (1996: 50) warns that a cause's revenues might not increase as expected when involved with CRM. His reasoning is that the organisation's traditional donors might decide to cut back, believing that the organisation has been given enough through its involvement with a corporate. Andreasen (1996: 51) also highlights the danger of a cause forming a partnership with a tainted for-profit organisation (e.g. a child welfare organisation with a corporate that uses child labour)

2.4 SECONDARY RESEARCH FINDINGS

International evidence of CRM has been documented by many. Secondary research data provide a better understanding of CRM and its value as a marketing strategy (Tustin and Pienaar, 124: 2005). Surveys have indicated that the number of consumers that are willing to reward those firms that are involved in environmental and social issues has increased steadily (Till and Nowak, 2000: 472).

Bhattacharya and Sen are cited by Luo and Bhattacharya (2006: 1) as stating that a number of marketing studies have found a significant influence from CSR on customer-related outcomes.

These studies will be reviewed in this section.

2.4.1 Consumer Reactions to CSR

Some lines of research have focused on consumer reactions to CSR initiatives rather than on financial performance. The effectiveness of CSR actions can be evaluated at three levels. At the most basic level, CSR actions can have a positive effect on the perceptions of corporate image, which in turn could have an effect on purchase intention, ultimately leading to purchase behaviour (David and Kline 2005: 296).

Brown and Dacin in David, Kline and Dai, (2005: 294) find that CSR actions had an affect on the consumer's overall evaluation of the company, which would result in a more positive response towards that company's new products. Till and Nowak (2000: 472) cite Fombrun and Shanley as stating that a business which has demonstrated a positive attitude and has responded to charitable concerns in various ways is given a higher reputation rating than others.

Scholder Ellen et al., (2000: 4) report that the effectiveness of CSR efforts varied with the perceived motivation of the CSR initiatives and that aggressive CSR practices can sometimes foster negative perceptions about the company's motives. Berger, Cunningham and Kozinets quoted in (David et al. 2005: 296) state that CSR activities were found to be less effective if they led to trade-offs with product performance or price.

2.4.2 Consumer Reactions to CRM

Besides corporate interest, CRM has increasingly become the subject of scientific interest. A substantial body of research has emerged over the years, investigating the effects of CRM on a variety of consumer factors, including consumer choice, consumer purchase decisions and consumer attitudes towards CRM itself, as well as towards companies that engage in CRM (van den Brink et al., 2006: 15; Webb

and Mohr, 1998: 227). Sen and Battacharya are cited by van den Brink et al., (2006: 15) as stating that as a type of CSR, CRM has received particular corporate interest, due to the fact that CRM might have positive effects on consumer behaviour. These consumer reactions are discussed in more detail in the following sections.

2.4.2.1 The Impact of CRM on Consumer Choice

Although there are people who are willing to accept a lower performance or even a higher price because they believe that a company's CRM efforts are well motivated, CRM is most effective when consumers do not feel that they are making any obvious trade-offs in exchange for participating in the CRM programme (Till and Nowak, 2000: 473).

Previous studies of CRM have demonstrated that it can impact consumer choice. Till and Nowak (2000: 472) state that an increasing number of consumers express an intention to reward firms that are proactive towards environmental and/or social issues in the course of their marketing practices. According to Lorge in Till and Nowak, (2000: 472), three-quarters of consumers are prepared to switch brands to one that is involved in the support of a cause, as long as price and quality are of a similar standard.

According to (Pracejus and Olsen, 2004: 20) studies outside of South Africa have frequently suggested that the presence of CRM can impact on purchase decisions. They have observed that brands that are engaged in CRM are chosen more often than those that are not.

2.4.2.2 Attitudes and Opinions in respect of Socio-demographic Variables

Cui et al (2003: 313) state that socio-demographic characteristics could be helpful to marketers to identify those who may be more responsive to the effects of CRM, as well as whether that profile fits a particular brand. The discussion below highlights some of the findings that have been made in respect of CRM and socio-demographic variables.

a. Age

Cui et al. (2003: 310) note that consumer research on CRM seldom focuses on the behaviour of a specific age group. Their study found that there was a generally positive attitude amongst their 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). Keating and Paul in Cui et al (2003:311) state that many specialists in the marketing field are of the opinion that this generation will play a significant role as a market segment in the 21st century. Pringle and Thompson in Tustin and Pienaar (2005:125) state that children born in and after the eighties (Generation X and Y), are more philanthropic and more socially responsible than their parents (Tustin and Pienaar, 2005: 125).

b. Gender

Cui et al. (2003: 313) 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 was found to have 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.

e. Other

Other socio-demographic variables, such as population in home town, year in college, employment status, and residency, were found by Cui et al. (2003: 317) to not have a significant effect on respondents' evaluations.

2.4.2.3 Business in the Community Research Results

Business in the Community (BITC) began in 1982, and is an organisation which represents over 600 companies who have committed themselves to working towards improving the quality of life in the communities they are involved with. Corporate social responsibility is an important part of their daily business practice. Julia Cleverdon, the Chief Executive of BITC stated in the foreword of Adkins (2000) that,

“These companies, who are concerned with measuring and reporting their impact on society, in terms of how they recruit, train, purchase and market, know that these are key indicators of the competitiveness of the business – building corporate reputation, developing morale and loyalty within their people and investing in communities in order that business and communities can be successful” .

Business in the Community research shows that 80 per cent of Western consumers would be willing to change brands, and have a more positive perception of companies that were undertaking efforts to make the world a better place (Tustin and Pienaar, 2005: 127).

Adkins (1999: 5) cites figures sourced from “Business in the Community” consumer research conducted by Research International in the UK:

- 86% of consumers agree that when the price and the quality of products are equal, they are more likely to buy the product associated with the cause.
- 73% agree they would switch from one brand to another, price and quality being equal.
- 61% agree that they would change retail outlet for the same reason.
- 86% agree that they have a more positive image of a company if they see it is doing something to make the world a better place.
- When planned, implemented and communicated appropriately, CRM marketing is supported by consumers.
- Consumers call for greater efforts, on the part of the business and associated charity or cause, to raise awareness of these programmes and bring them to the attention of the consumer.

Research conducted by Business in the Community in 2002 and 2003 revealed the following statistics that show that CRM is popular and provides a method that is quick and easy for consumers to give to a charity of their choice. BITC states that today’s consumers are increasingly short of time, with the result that charitable

work often suffers. For this reason, changes are taking place in the ways in which people choose to support a cause.

The following interesting facts were revealed by the 2002 research.

- 89% of consumers have purchased a product associated with a cause in the year prior to when the research was carried out.
- Just as many put money in a collection box.
- Only 35% helped to raise money for a charity.
- Only 21% regularly give of their time to help a charity.
- 83% of consumers that have been involved in CRM stated that it assisted them to support a charity, which would have been difficult for them under any other condition.
- 54% of people in the UK stated that time pressure was the reason that they did not get involved in charitable service.

(BITC, 2002)

In 2003, further research by Business in the Community revealed the following statistics.

- 98% of consumers in the UK and USA are aware of at least one CRM programme.
- 83% of consumers have participated in at least one CRM programme.
- 70% of consumers stated that participating in a CRM programme changed their perceptions in a positive fashion.
- 48% of consumers admitted to changing their purchasing behaviour in response to a CRM programme.

(Catalyst, 2006).

Expanding on the above results, quantitative research conducted by Business in the Community in 2003 found that:

- Consumers are purchasing a CRM product every second in the UK.
- 82% of the population has been involved in a specific CRM programme during the year.
- This rises to 89% for the 35-44 year old age group and to 94% when the consumer is a member of a household with children.
- 81% of the 16-24 year old age group have been involved with CRM.

Lack of time and money are the most common reasons given for not giving more to charity.

- 86% blamed lack of time.
- In particular those with children claimed that they had no time.
- 82% claimed that lack of finance was an element that stopped them from becoming involved.

These results lead to the conclusion that when people have no spare time or tighter budgets CRM is a way for them to contribute towards a charity.

2.4.2.4 Additional International Research Findings

Qualitative research conducted by Webb and Mohr (1998: 230) established that most respondents felt that it was a good thing for causes to work together with corporates, as it is another way of obtaining funding. They were nevertheless wary about the ethics behind this, expressing distrust about how the money was to be spent, as well as having doubts about how consumers could be manipulated to purchase a product, which might not necessarily be the best value for their money. Almost half of their respondents believed that the firm was ostensibly engaged in CRM in order to achieve gains such as sales, profits and goodwill, rather than for the good of the NPO (Webb and Mohr, 1998: 231).

The 2004 Cone Corporate Citizenship study conducted in the USA revealed that 80% of Americans say that corporate support of causes wins their trust in a company. This amounts to a 21% increase since 1997 (Cone, 2004: 1-2). The following table shows that there has generally been a positive trend in attitudes and opinions towards CRM on an international scale.

Table 2.2: International responses towards CRM

Date	Country	Responses	%	Researchers
2001	Australia	More favourable opinion of companies that support a good casue	58	Worthington Di Marzio commissioned by Cavill and Co
2001	USA	CRM involvement important in weighing up which stocks to buy	63	Opinion Research Corporation
2002			66	commissioned by Cone/Roper
2000	New Zealand	Think more highly of companies that support charities	85	AC Nielsen commissioned by Stillwater
1999	Mexico	Consider it important to purchase products that support social causes	74	Promoting Public Causes Inc
2002	Germany	Prefer to purchase a product associated with a good casue where price and quality are similar	66	Europäische Sponsoring-Börse commissioned by Ipsos

Source: Endacott, 2004:185

The previous section has shown that research has identified a number of additional factors that have been found to have an influence on CRM efforts. These include the perceptions of consumers on the motives for a CRM campaign, how the consumer believes that the company and the cause fit together as well as the length of time that the company commits to the cause (Nelson et al., 2006: 4)

2.4.2.5 Awareness and Attitudes in South Africa

Although awareness of CRM appears to be fairly high especially among major fast-moving consumer goods companies in (FMCG) South Africa, most companies still seem unsure of the correct and efficient way to implement it in order to gain the full spectrum of benefits. The reasons for this are probably based on perceptions of

managers of FMCG companies that charities in South Africa are not professionally managed. Foreign investors are increasingly regarding socially responsible behaviour as an integral part of their investment strategies and therefore CRM could benefit a business and all potential stakeholders when implemented successfully (Tustin and Pienaar, 2005: 123).

Modern charities have to struggle with an ever increasing demand for their services, diminishing government support as well as major competition from other charities. It has become critical for charities to look else where for support (Benapudi et al, 1996: 33). The South African government set a clear framework for social responsibility via the 2002 King report on corporate governance. With pressure mounting from all directions, businesses in South Africa need to align or realign their business strategies to include cause-related marketing (Tustin and Pienaar, 2005: 123).

Fertile ground is being created in companies to implement CRM programmes mainly because of the worldwide trend towards strategic corporate social responsibility which involves the fulfillment of a firm's social welfare responsibilities in a manner that creates a win-win situation in which both the company and one or more of its stakeholder groups benefit. Strategic corporate responsibility is thus carried out to accomplish strategic business goals (Tustin and Pienaar, 2005: 125). Lantos in Tustin and Pienaar (2005: 125) states that with strategic corporate social responsibility, companies give something back to society as they believe it to be in their best financial interest to do so.

Research carried out by Tustin and Pienaar (2005: 133) in South Africa, indicates that only one out of every ten FMCG companies that were interviewed have ever

implemented or contemplated a CRM strategy as a part of their marketing mix. Only 7.4 % of the respondents confirmed that CRM played an important role in achieving their overall marketing objectives. And yet eight out of ten agreed that it was a good idea to link a product or service brand with a charitable cause as part of the company's overall strategy. Despite this, 81.5 % of the surveyed companies had a policy in place for the support of charitable causes. The difference is that most donations were made on an ad hoc basis, i.e. philanthropic rather than strategic.

One of the problems established by Tustin and Pienaar, (2005: 137) was that companies are often skeptical of getting involved in something like this in South Africa. This is because there is a perception that many charities were not professionally managed because of corruption and a lack of control over the money distribution. This apparent lack of trust creates a concern for the future progress of CRM initiatives in South Africa. It is therefore noted that despite the fact that CRM is a growing phenomenon elsewhere in the world it is still rather insignificant in South Africa (Tustin and Pienaar, 2005: 138).

2.5 CAUSES

CRM is a mechanism that is equally available to both the cause and the business (Adkins, 2000: 11).

“‘Causes’ include good causes, charities and other not for profit organisations. Together they cover a whole wealth of issues encompassing anything from health, homelessness, diversity through to animal welfare, the arts and education with every good cause inbetween”. (Adkins, 2000: 10).

When it comes to actually forming a partnership with a cause, the choice becomes difficult for business because of the thousands of deserving causes that exist, all of

which could feasibly enjoy the benefits of a relationship with a brand (Lafferty, 2007: 447)

2.5.1 Selection of a Cause

At a time when government support of nonprofit organisations is being curtailed, new sources of support are being sought from individuals and corporations (File and Prince, 1998: 1529). Charities have to struggle with a growing need for their services along with strong competition from others in the same position as themselves. This makes it extremely difficult for them to obtain help on their own from individual donors (Bendapudi, et al., 1996: 33). Trends demonstrate that the demand for the services of charities will increase in the future.

To be truly strategic though, CRM needs to be closely aligned with business operations, objectives and policies (Tustin and Pienaar, 2005: 122). The cause should also be consistent with the image the company is seeking to build for its brand (Till and Nowak, 2000: 472).

Gupta and Pirsch (2006: 6) suggest that in general consumers view most causes positively, and are therefore very willing to support any organisation, regardless of their affinity with a particular company. Even if the cause is not one the consumer identifies with or feels strongly about, a less positive assessment will not affect purchase intent, as the customer will always reward a company's good intentions. Male and Ashforth are cited by Lafferty (2007: 451) as stating that according to the social identity theory, individuals choose activities that are congruent with salient aspects of their identity and will choose to support institutions that embody those activities. So if the consumer perceives the company to be altruistic and he sees himself as the same, a connection is established. To the contrary, Becker-Olsen, Cudmore and Hill (2005: 50), warn against the danger of choosing an initiative that does not fit well with the company and the target market. They observe that a poor

fit could diminish overall attitude as well as perceptions of corporate credibility, corporate position and purchase intention.

A study commissioned by Nedbank in South Africa in 2002 identified the five top causes that consumers would prefer business to support. These were (in descending order): Crime/personal safety, poverty, HIV/Aids, unemployment and the economy (Endacott, 2004: 186).

The following table shows that the choice of causes might vary from country to country and over time:

Table 2.3: 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	Homeless ness/Poverty/Hunger
	Environment	Homeless	Care of the Aged

Source: Endacott, 2004:186

2.5.2 The effect of the fit between Brand and Charity

The firm will have to decide which variables might be important to the firm. Studies have shown that the fit between brand and charity can also impact on choice (Pracejus and Olsen, 2004: 636). An exercise by Northwest Airlines emphasised the importance of targeting issues that relate to the business of the company. For that reason, they focused on using their resources to help sick children and people in need of travel (Kotler and Lee, 2005: 105).

Lafferty and Goldsmith (2005: 432) established that the correct cause-brand alliance can improve evaluations of a brand, and this in turn would confirm the validity of using this strategic marketing tool to enhance brand image. It is

suggested that a new brand would benefit by partnering with a favourable cause, as there is an overall positive affect as a consequence of that partnership (Lafferty and Goldsmith, 2005: 432). It is further stated that well-known brands also enhance the perception of the cause, if the cause was not so familiar to consumers.

2.5.3 The effect of the fit between the Target Market and the Cause

According to Barone, Norman and Miyazaki (2007: 1), the issue of fit remains complicated and other factors might still be present in the decision. Sen and Bhattacharya (2001: 225) state how important it is for marketers who hope to achieve CSR objectives to have a clear understanding about the way on which various consumer segments will behave in response to particular CSR tactics.

Marketers should undertake research in order to establish which causes will generate the reaction that they require (Till and Nowak, 2000: 473). Generally, organisations would also choose to support a cause that is also of interest to their target market (McAlister and Ferrell, 2002: 3). A study by Barone et al. (2007: 8) concludes that retailers that wish to achieve a greater impact from their CRM activities should assess consumer perceptions of both their company as well as the candidate charities before commencing with a CRM project. They add that when the target groups' attitude towards the cause is positive, then the fit between the company and the cause becomes less important. On a similar note, when attitudes towards the cause are not positive, then the company should exercise caution. Gupta and Pirsch (2006: 323) concur with these opinions and state that it

would be effective to have a cause that the target audience can relate to. This will help to maximise the effectiveness of the company-cause alliance.

Bloom, Hoeffler, Keller and Basunto were cited by Kotler and Lee (2005: 12) as stating that consumers pay attention to the marketing of brands, and if they approve of the choice of cause, then a more positive rating would be evident compared to how they would view a brand that displayed a less satisfactory choice of cause. Kotler and Lee (2005: 19) make a statement to the effect that it is evident that some causes are a better fit than others and the outcomes of this can be significant.

Kotler and Lee (2005: 91) state that there is an increase in the number of businesses that believe that CRM can be an effective method of connecting with specific target markets. CRM can serve to both differentiate and position one's product or service. It can also improve consumers' perception of businesses and have an affect on their purchase behaviour. In many circumstances it is one of the few remaining strategies available to differentiate your product when everything else seems similar to your competitor's. Investing in a campaign such as this can enhance a firm's image and increase its market share and/or sales. It is important that firms take great care in selecting the right cause, to ensure the right fit and that this is effectively communicated to customers (Nelson et al., 2006: 17). Kotler and Lee (2005: 105) note the importance of shifting the emphasis of a CRM

programme if the customer base is not responding. Their message is to “follow their passion”.

2.5.4 Causes in South Africa.

South Africa is a country of great needs, but even greater potential. There have been incredible changes since the emergence of democracy, but significant challenges that need to be overcome. Palmer and Young (2005: xi – xiii) have listed a number of the major challenges / causes that desperately require assistance.

These are as follows.

- HIV/Aids – It is estimated that 1 in 4 adults in South Africa has HIV, the virus that causes Aids, and with the fastest growing HIV infection rate in the world, it is estimated that by 2010 there will be 2.5 million Aids orphans in South Africa.
- Children living on the streets – These children are exposed on a daily basis to abuse, neglect, physical violence, rape and substance abuse.
- Early Childhood Development – The need for education at the pre-school level is critical and this is seriously under-resourced in South Africa.
- Education and Training – Education is one of the first steps towards eliminating poverty and enhancing the quality of life for all.

- Unemployment – There is a need to support projects that assist with the development of new businesses, provide skills and create jobs, all of which assist with the problem of unemployment.
- Disabled children – These children are often left untreated and unstimulated, rapidly deteriorating. Places that care for these children are sadly lacking, and those that exist are in dire need of support.

Roux (2005: 164) points out that although conditions in Southern Africa are improving, any future meaningful development may be limited by the following five structural problems:

- Political instability within the region;
- The impact of HIV/AIDS;
- Poor and inadequate infrastructure;
- Insufficient investment in human capital (that is, education, training and health); and
- A continued reliance on mineral and agricultural goods as the main source of export income.

It follows from this that it is in the best interests of all South African companies to recognize the importance of the role that they should be playing in contributing towards the improvement of some of these problems.

The non-profit sector in South Africa is one of the fastest growing industries in the country, employing thousands of people (Ritchie and Kanahan, 1995: 14).

The pattern of giving in the South African corporate sector in 1995 was as follows (with independent trusts and foundations following a similar trend).

Table 2.4: Pattern of Giving in SA Corporate Sector

Cause	% of Contribution
Education	65%

Environment	7%
Welfare	6%
Job Creation	5%
Housing	1%
Other (including the arts)	1%

Source: Ritchie and Kanahan 1995:14.

In their research on CRM from the point of view of South African FMCG companies Tustin and Pienaar (2005: 137) found that although 94.4% of respondents believed that it was important to address social issues, only a small percentage (27.8%) believed that charitable organisations in South Africa were professionally managed. The reasons given for this perception ranged from corruption through to a general disorganisation in the affairs of charities.

There are about sixty thousand South African organisations, excluding schools and churches competing for donated money. For this reason, Ritchie and Kinahan (1995: 13) state that only those organisations that are well run with ethical and professional fundraising staff as well as a strong sense of accountability to donors will survive. Despite some government assistance and grants, there is still a large section of the nation that is in desperate need (Ritchie and Kanahan 1995: 14).

As matters stand, only a very small proportion of South African businesses that were interviewed by Tustin and Pienaar (2005: 138) were dedicating a portion of their marketing budget to CRM.

2.6 SEGMENTATION

Market segmentation is a process of dividing a market into segments of consumers so that the members of each segment have some similarities and can therefore be reached in a similar fashion. Once a market has been segmented, a marketer will select one or more segments to target with a specific promotional appeal. The brand should be positioned in such a way that it is perceived as differentiated from competing brands. A market can be segmented according to usage, benefits sought, demographic, geographic, lifestyle or psychographic data. For this reason it is important for the marketer to establish which bases are relevant to consumer buying behaviour (du Plessis and Rousseau, 2005: 58-59).

Demography is the term used to describe the study of people's vital statistics. This is very significant to marketers because one of the most important methods in describing a market segment is its demographic make-up. Marketers find that segmenting markets on the basis of demographic information is useful because it is easily available and is often linked to consumers' buying and consuming behaviour (Lamb et al., 2004: 168). Demographic characteristics assist in predicting how a particular segment might respond to the marketing mix. For these reasons demographics are more or less indispensable to the marketing industry (du Plessis and Rousseau, 2005: 63).

Common demographic variables would be age, income, marital status, education, ethnic background and family life cycle.

2.6.1 Total Population

The total South African population size was 46 429 823 in 2003. Statistics SA states that the racial breakdown was 79% black, 9.6% white, 8.9% coloured and 2.5% Indian/Asian (South Africa Yearbook 2004/05: 1). Within these numbers, 22 150 308 were male and 24 279 515 female.

KwaZulu-Natal has almost 9,8 million people living within its borders. The influence of the remnants of the British colonialists, combined with Zulu, Indian and Afrikaans traditions make for an interesting cultural mix (South African Yearbook, 2004/05: 14).

The eThekweni municipal area is situated within KwaZulu-Natal. It is on the East coast of South Africa and covers approximately 1, 4% of the province's total area. Despite this, it is home to more than 30% of the province's population and 60% of its economic activity. The population is made up of approximately 3 million inhabitants of whom 60% are black, 21% Indian, 11% white and 3% coloured (Moodley, 2004: 1).

2.6.2 Age and Generations

Marketers often divide population groups according to 'generations'. The idea is that people born within certain time periods could very possibly have similar behavioural patterns when it comes to consumer behaviour. These behavioral patterns can strongly affect marketers' targeting strategies.

2.6.2.1 Baby Boomers

Baby Boomers is a term used to describe those individuals who were born post World War II. This period began in 1946 and extended through to 1964. The birthrate reached an all-time high during this period and for that reason, the baby boomers have become one of the biggest forces in shaping the marketing environment. Obviously most baby boomers are middle aged and older. For this reason, they account for a large proportion of the population and earn a substantial amount of all personal income. The introduction of mass media is one of the defining symbols of this generation (Loubser, 2006: 2). They constitute a lucrative market for housing, furniture and appliances, children's products, low-calorie foods and beverages, physical fitness products, high-priced cars, convenience products and financial services. Community and family values are important and staying home with the family is important to them (Kotler and Armstrong 1998: 70).

2.6.2.2 Generation Xers.

There has been a shift in focus in recent years to Generation X. This title covers those born between 1965 and 1976. This Generation grew up with television and were the first generation of video gamers (Loubser, 2006: 2). Increasing divorce rates have made this the first generation of 'latch key' kids. They are also the first generation to grow up under the shadow of HIV/AIDS. They are seen as a more skeptical group, who do not easily succumb to the promises of marketers. They are value conscious consumers who appear to have more marketing savvy than the previous generation. They purchase clothing, cosmetics, electronics, cars, fast food, beer and mountain bikes. They respond to advertisements that they interpret as honest. They also enjoy irreverence and advertisements that mock the traditional advertising approach.

Generation Xers are more environmentally conscious and are believed to respond more favourably to socially responsible companies. They seek quality of life and job satisfaction. Success is important, but not at the price of happiness. This generation is poised to replace the baby boomers as the major purchasing power. By the year 2010 they are predicted to become the primary market for almost every product category (Kotler and Armstrong, 1998: 71).

2.6.2.3 Baby Boomlet (Generation Y or Generation Next)

The next generation covers those born between the years of 1977 and 1994. This generation has caused great interest, mainly because of its sheer size. It is substantially larger than its predecessors and as the baby boomer influence declines, the impact of Generation Y is expected to increase (Stevens, et al., 2005: 254). They are defined by their infinite media choices and ability to multi task (Loubser, 2006: 2).

According to Alch in Stevens et al. (2005: 256), this generation's biggest purchases are jeans (clothing), music (entertainment) and fast food (food). They are described as being very comfortable with information technology, which would include e-commerce, computer games, cell-phones and the Internet. Their expertise in information access is acknowledged by many.

Generation Y care about the world and the issues that affect it such as the environment, poverty and other global issues (Stevens, Lathrop and Bradish, 2005: 256).

2.6.3 Education

Formal education is becoming more common in South Africa. More than 94% of children aged between seven and fifteen years are attending school. There is still

a rather low percentage of people who attend tertiary institutions. In October 1999, about 288 000 people were at university, 232 000 at college and 215 000 at a technikon (du Plessis and Rousseau, 2005: 95)

2.6.4 Income

Income is a popular demographic variable for segmenting markets as it has an influence on consumer's wants and determines their buying power (Lamb et al., 2004:169). There are large income disparities in South Africa with incomes varying from less than R1 000 per month to amounts exceeding R30 000.

2.6.5 Stage of Family Life Cycle.

The demographic factors of gender, age and income are often not enough to explain why behaviour might be different. Often, consumption behaviour might be different when two people of the same age or gender are at varying stages of the family life cycle. One of the ways in which the stage of the family life cycle is determined is the presence or absence of children, as well as the age of the children (when present). This can be a valuable way of defining market segments (Lamb, et al 2004: 171). A high percentage (84%) of households with children believed that CRM was a method of assisting them to get involved with charity (BITC, 2003).

2.6.6 Conclusion

One of the objectives of this research study was to attempt to identify the differences in the opinions and attitudes towards CRM, as well as the choice of a cause according to the socio-demographic variables that have been described above.

2.7 THE NEED FOR FURTHER RESEARCH

While CRM is expanding worldwide, few countries appear to have access to sufficient research data concerning consumer opinions and attitudes towards corporate social responsibility and CRM. In particular developing countries lack useful research that is available to first-world countries. Good research is helpful to identify the concerns of consumers and to link them via a cause to a company, so contributing to the welfare of the consumer and the community (Endacott, 2004: 184).

Cui et al., (2003: 313) state that awareness of socio-demographic characteristics of participants might help marketers better identify who may be more sensitive to the effects of a CRM offer, and whether or not that profile fits a specific brand or category. For example it is reasonable to assume that the perceptions of older members are significantly different from those of younger members. 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: 473).

Till and Nowak (2000: 475) explain that companies should, and will look to associate with causes that their target audience has compelling feelings towards. They state the following:

“From an associative learning perspective, attitude toward the company and/or the company’s brands can be positively enhanced via pairing with positive causes, even though specific beliefs about the company and/or brand may not have changed”.

As CRM promotions become more prevalent, retailers must develop an increasing understanding of how consumers evaluate such offers (Scholder Ellen et al., 2000: 1). Endacott (2004: 184) explains that consumer research can be useful as it helps companies to position their products and services in relation to increasing sales, brand awareness and/or customer loyalty.

Clearly, businesses’ perceptions of the success of any consumer-marketing program rely heavily on consumers’ responses to the marketing offer. In a CRM offer, where consumers focus on a specific CRM programme rather than CRM in general, the attributions consumers make to the company’s motivations for conducting the programme may influence how they respond and the ultimate success of the programme (Cui et al 2003: 311). It is suggested that companies can enhance consumers’ perceptions of corporate and brand images by engaging in strategically developed and well-executed CRM activities (Cui et al, 2003: 310).

There is a suggestion that marketers have neglected consumer opinions and attitudes towards CRM even as an indirect target audience. Further research is required as only limited data is available regarding consumer opinions on a global scale and even those that are available differ from country to country and over time. For this reason, marketers may find it difficult to maximise the value of their brand by linking with only one cause. CRM is no longer a passing gimmick, and so

business will require further information on consumer opinions so that value can be maximized by linking up with a cause that consumers are passionate about (Endacott, 2004: 187).

Tustin and Pienaar (2005: 138) note that although CRM is a growing phenomenon elsewhere in the world, it still remains rather insignificant in South Africa.

Research remains sparse in most areas with nothing obvious available when comparing socio-demographic variables with any areas of interest.

2.8 CONCLUSION

This literature review has defined both CSR and CRM, illustrating some of the forms that each one could take. It has expanded on this by explaining the advantages and disadvantages of both, with regard to the main role players that are involved.

It has clearly highlighted some of the global statistics that have been collected over the years in regard to CRM. The review has examined the other components of this study such as socio-demographic variables and any previous research that is available in this area. It then moves into the South African arena, explaining what the charitable situation is like with regard to needs, giving and demographics.

The literature review has revealed the following information which justifies the need for further research.

- A large amount of information was available on attitudes and opinions towards various aspects of CRM and CSR. Research studies have been conducted over a number of years by both academic researchers and professional consulting bodies such as Business in the Community and Cone Inc. However, it is apparent that despite this information, very little is available on the South African market, and even less on KwaZulu Natal or eThekweni.
- Second, some in-roads have been made by various isolated studies towards gaining information on opinions and attitudes towards CRM with respect to socio-demographic variables. In most cases though, the socio-demographic variables selected have been specific (e.g. age) and not general. Furthermore, South Africa has once again not featured in these studies.
- Studies on the selection of causes are scant. Those that have been carried out have been based on a straight ranking of charities preferred by consumers in descending order. One such study (a commercial one) was carried out in South Africa by Nedbank in 2002, identifying the five top causes that consumers would prefer to support (Endacott, 2004: 186).
- No apparent coverage of the question of choice of a cause in relation to socio-demographic status was evident, either nationally or internationally. For the reasons stated above, the literature review has shown that there are gaps in information in this field, with specific reference to socio-demographic differences and in the eThekweni region. Furthermore, research in this area would be useful to both marketers and causes, when planning their strategies.

To address the gap in CRM information a research study was developed. The research methodology for this study follows in Chapter Three, providing details on how the research objectives will be achieved.

CHAPTER 3: METHODOLOGY

3.1 INTRODUCTION

A research design is a framework which is used to guide a researcher in the collecting and analysing of data. It ensures that the study will be relevant to the problem and will use economical procedures. It should be added that there is never one right or wrong research design, as there are always many ways to tackle a problem (Churchill, 1996:114).

This chapter explains the design used to investigate the research problem of understanding opinions and attitudes of consumers in the greater eThekweni

region towards CRM according to their socio-demographic status. The design establishes whether consumer's choice of causes would vary according to their socio-demographic status. This will achieve the objectives as set out in Chapter One. It covers research type, population and sampling, data collection, data analysis and validity and reliability.

3.2 Research Type

A quantitative methodology constructs hypotheses and then tests them (Leedy, 1993: 143). Quantitative data is numerical measurements used directly to represent the properties of something. Because numbers are used to record these measurements, statistical analysis could easily be applied to the information that was gathered (Hair, Babin, Money and Sameoul, 2003: 74). A statistical study attempts to capture the characteristics of a population by making deductions based on a sample's characteristics. Hypotheses would be measured quantitatively and generalisations made based on the representativeness of the sample and the validity of the design (Cooper and Schindler, 2001: 137).

This was a formal study that –

“begins where the exploration leaves off. It begins with a hypothesis or research question and involves precise procedures and data source specifications. The goal of a formal study is to test the hypothesis or answer the research questions posed” (Cooper and Schindler, 2001: 134).

This study was also a correlational study, as it was involved in the delineation of the important variables that are associated with the problem (Cavana, et al., 2001: 113), for example, “are attitudes towards CRM associated with age, gender and/or education?”

The study was a field study, which means that the study was conducted in the same natural environment in which respondents would normally carry out their day-to-day tasks. There was no attempt by the researchers to manipulate the environment.

If data is gathered just once, even though it could be over a period of days or weeks in order to meet a research objective, it is called a cross-sectional study (Cavana, et al., 2001: 121). The constraints of budget and time imposed the need for a cross-sectional design in this research.

3.3 POPULATION AND SAMPLING

When finding answers to research questions, more harm than good can be done if the population is not correctly targeted. The process of selecting the right individuals for study is known as sampling (Sekaran, 2003: 264). The population targeted in this study as well as the sampling method are discussed in this section.

3.3.1 Population

The word population refers to the entire group of people that is under investigation (Sekaran, 2003: 265).

The results of the 2001 census for South Africa were released in July 2003. The total population was 44 819 778. Of the total amount of people in South Africa 22 150 308 were male and 24 279 515 were female (South Africa Yearbook 2004/05).

The eThekweni region lies in the province of KwaZulu-Natal, on the East coast of South Africa, covering an area of 2 297 square kilometers. It stretches from Umkomaas in the South to Tongaat in the north and Cato Ridge in the West. Although eThekweni covers only 1,4% of the total area of the province, over a third of KwaZulu-Natal's population resides in the area and 60% of the economic activity takes place there (Moodley, 2004: 1).

The population of the area is more than 3 million. 68% are of an economically active age-group, while 38% are under 19. The structure of the population is made up of 60% black, 21% Indian, 11% white and 3% coloured (Moodley, 2004: 1).

3.3.2 Population Frame

Sekaran (2003:265) uses the term "population frame" to describe the elements in the population from which the sample is drawn. In the case of this study, the sample was drawn from two well-known shopping centres in the region, the Pavilion in Westville and The Workshop in the city centre. The Pavilion is a regional shopping centre in the eThekweni area that draws customers from a wide demographic spectrum as well as a wide trade zone.

The Workshop is a shopping center in the city which has a slightly different cultural profile to The Pavilion and was decided on as a good contrasting option in order to gather a better spread of all the socio-demographic variables.

Demographic information from a survey carried out in 2005 established that the average age of a patron at The Workshop was between 15 and 45. Primary areas from which they emanate are the CBD, Newlands East, Sydenham, Overport, Wentworth, KwaMashu, Ntuzuma, Inanda and Umlazi. Ethnically, the sample was made up of 70% black, 10% coloured, 10% Indians and 6% white. A further 4% were tourists. Most of the respondents were from the lower to middle income group (Mariayia, 2005).

The Pavilion carried out a survey in 2004 and their demographics indicated a different mix as was anticipated. The average age of a Pavilion patron was 30. This was made up of 7% aged between 15 and 19, 18% between 25 and 29, and 17% between 20 and 24. Primary areas from which Pavilion shoppers emanate include Reservoir Hills, Musgrave, New Germany, Chatsworth, Westville, Kloof, Durban and CBD, Woodlands, Sydenham, Shallcross, Dawncrest, Morningside, Malvern, Montclair, Berea West and Escombe. Culturally, the sample was made up of 44% Indian, 33% white, 14% black and 9% coloured. Most of the respondents were from middle to upper income groups with 48% of respondents positioned in LSM 7 and 43% in LSM 8. Income from these groups ranged from R6 000 to R30 000 and above. The gender mix was 59% female and 41% male (The Pavilion Shopping Centre, 2004). These statistics show that these two centres cover an adequate spread of the region's geography and demographics.

3.3.3 Sampling

There are a number of good reasons to make use of a sample. These include lower cost, greater accuracy of results, greater speed of data collection and availability of population elements (Cooper and Schindler, 2001: 163).

Variables used in this study were gender, age, income, marital status, education, race and having children.

3.3.3.1 Sampling Method

Non-probability sampling was used due to the problems of both cost and time. Non-probability sampling involves choosing elements by convenience or judgment (Sudman and Blair, 1998: 348). Whilst a totally random sample would probably have given a better cross section of the population, it was not possible given the time constraints of this exercise and the impossibility of building a comprehensive sampling frame. However Cooper and Schindler (2001: 191) state that carefully controlled non-probability sampling is often acceptable.

Quota sampling was used in order to improve representativeness. Quota sampling involves selecting the characteristics that are required in the sample and then sampling until enough representatives of each category are achieved. Although this is a form of nonprobability sampling, a quota sample can provide a good

approximation to a probability sample. It means that interviewing a certain group would be stopped after the prescribed quota is reached. It is often used when a researcher is attempting to represent a large population (Maylor and Blackman, 2005: 197).

A systematic sampling method was also used in order to prevent selection bias. Interviewers were requested to select every sixth member of the population that entered the centre. Once the interviewer had completed an interview, they would then begin counting again. This served to spread selections through the sampling frame rather than have interviews with a group of friends.

3.3.3.2 Sampling Size

Sekaran (2003: 294) states that for a population size 75 000 to 1 000 000 or more a sample size of 384 should be sufficient. Cavana et al. (2001: 279) also state that a sample size that was too large (for example, over 500) could result in inaccurate research findings, as it was possible for weak relationships to reach significance levels. Therefore, a sample of 400 was decided on as appropriate for this study.

The controls used to guide final selection as are shown in Table 3.1.

Table 3.1: Socio-demographic quota control quantities

Variable	Quota
Gender: Male and Female	200 per category
Age: 5 categories	Min 50 per category

Income: 4 categories	Min 50 per category
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Furthermore, Roscoe is cited by Sekaran (2003: 294) as proposing that where samples are to be broken into subsamples, a minimum sample size of 30 would be necessary for each category. Diamantopoulos and Schlegalmilch (1997: 16) concur with this by stating that the sample should have more than 100 units in each category of major breakdowns and roughly 20 to 50 in minor breakdowns. Allen (1982) illustrates graphically that standard deviation is small and does not vary substantially until the sample size falls below 30. Below 30, the standard deviation begins to increase rapidly. A smaller standard deviation indicates that observations are more closely grouped around the mean of a distribution (Sudman and Blair, 1998: 459).

There were a few variables where it was not possible to obtain 50 respondents as prescribed. By taking into account the rule-of-thumb as stated by Roscoe (Sekaran, 2003: 294), the information was still deemed useful when there were more than 30 respondents in the group.

3.4 DATA COLLECTION

3.4.1 Introduction

A communication study was carried out and researchers questioned the subjects and collected their responses by personal means, i.e. the collected data resulted from the interview process. A discussion of how the data collection instrument was derived follows.

3.4.2 Data Collection Instrument

Data was gathered by means of questionnaires, administered during mall intercepts. Surveys are especially useful for capturing facts, opinions, behaviours or attitudes. They are also one of the quickest and cheapest ways of finding out information (Maylor and Blackman, 2005: 182). They are also more practical if you require a large number of responses, which you wish to analyse statistically. For these reasons, it seemed to be the ideal method to achieve the objectives of this study. (Questionnaire available in Appendix A).

3.4.2.1 Derivation of Instrument

A draft questionnaire was developed by making use of the information gathered during the literature review. The results and analysis of various similar studies was available from the literature. The questions were all closed-ended. According to Maylor and Blackman (2005: 191) a number of advantages are attached to this method:

- Interviewers can record the answers and respondents can answer these questions fairly swiftly.
- There is less likelihood of mistakes occurring.
- It is quick and easy to download data from the questionnaire.

The order of the questions is important. It was required that respondents give their income which was one of the socio-demographic variables. As this is a sensitive question, it was left to the end in order to prevent an abrupt and early end to the interview process. This was the very last question and was accompanied with an explanation as to the importance of the information.

The questionnaire was piloted in a few ways. Family and friends were invited to read it. After a few alterations were made, staff in the department of Marketing were asked for comments. The interviewers that were employed also ran a pilot test of five respondents each. These respondents were made up of individuals that were representative of the population. Interviewers were also requested to time

the whole procedure in order to find out if it was too long. This was important so that the whole process was not annoying when a promise such as “It will only take 10 minutes of your time” was made. Finally the public relations officer of the Workshop and the general manager of The Pavilion also had an opportunity to read the questionnaire before it was used in their shopping centres. Final revisions were then made.

3.4.2.2 *Structure of Questionnaire*

The questionnaire began with a brief introduction explaining what the research was about. Then, the respondent was asked whether he/she knew what CRM was. If they didn't know, interviewers were allowed to read an explanation to them, as well as show them three different advertisements that depicted CRM (see Appendix B).

This was necessary, as not many respondents were expected to know the meaning of CRM. Section One was made up of six questions which were required in order to establish the socio-demographic make up of the respondent. Section three contained the socio-demographic question relating to income. This question was separated from the others and placed at the end of the questionnaire due to its sensitive nature. At this stage the questionnaire was handed to the respondent after the interviewer had read a brief statement explaining the significance of this question. They were then requested to answer the question, fold the paper in half and place it in a sealed box. As no names were required, the respondent's confidentiality was ensured.

Section Two was titled 'attitudes and opinions' and helped to answer sub-objectives one and two. Questions 7 to 12 related specifically to general attitudes and opinions towards the support of charities. Question 13 asked for an indication of whether the respondent believed that a business that supported a charity had a more positive image. The respondent could choose from a range of five Likert scale options with "strongly disagree" on one end and "strongly agree" on the other end. Question 14 was made up of a number of statements around purchasing products from a business that practised CRM. Once again these were on the same Likert scale as before. Questions 15 and 16 referred to the respondent's intention to buy a brand that practised CRM, or from a retailer that practised CRM. Would this affect his/her buying decision? Question 17 was also a Likert scale and was yet another test of the respondent's support of a CRM brand. All these questions were derived from previous results obtained from studies that were noted during the literature review process.

Questions 18 and 19 covered sub-objective three in the study. Respondents were asked to name the cause or charity that they would prefer to support. This was an unaided question. The next question invited respondents to rank five causes in order of preference from 1 to 5. Respondents were aided here by being shown a list of sixteen possible causes. The first question focused on what consumers were able to recall from memory. 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: 338). The second question 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: 338) would depend on whether consumers typically constructed their consideration sets based on recall or recognition. For this reason, analysis of the results concentrated more on the second question, as 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 causes in this list were selected according to previous studies (e.g. Endacott, 2004: 186), as well as other material on charities in South Africa while carrying out the literature review.

Lastly interviewers were instructed to thank respondents for their time and cooperation.

3.4.3 Data Collection Process

The discussion below refers to the processes that were followed during the collection of the required raw data.

Data was collected by means of communication where the interviewer collects responses from respondents by personal or impersonal means (Cooper and Schindler, 2001: 135). The means used in this case was an interview, with a questionnaire as the instrument.

Five students were selected to gather the data. The research team was made up of students of different race groups and genders. This was done in order to try to prevent bias on the part of the respondent. It was also important that most interviewers were capable of speaking an African language. All interviewers were studying in a tertiary environment and were selected for their good communication skills.

Interviewers trained and did practice interviews before they were formally placed in the field. This was part of the pilot study and some small alterations were made after that. They were also instructed to make sure that questions were asked in a consistent fashion (straight from the questionnaire). There was one question where some latitude was required (the only open-ended question). The respondent was asked what they understood by the term 'cause related marketing'. If they were incorrect, or did not know, interviewers were allowed to explain the meaning of CRM to the respondent. The reason for this was that the procedure could not be continued if the respondent was unclear about what the interviewers were talking about. There was still some form of control here as interviewers were given a formal definition to use, as well as three copies of advertisements (see Appendix B) as examples that they were allowed to show the respondent.

Interviewers were also instructed to make sure that they completed each questionnaire and that replies were accurately recorded. Because the questions were closed-ended, this was not difficult. Despite that, there were still some spoiled questionnaires that had to be discarded. Questionnaires were considered spoiled when they were incorrectly filled out, e.g. more than one answer for a question.

Interviewers were positioned at the shopping centre over a number of days, at different times. This is because it was apparent that different groups frequented the centres at different times of the day.

It was not possible to make call backs as names were not required on the questionnaire in order to preserve anonymity. It was found necessary to send interviewers back for one additional day in order to attempt to fill the quota for older respondents. Although all quotas were still not all full for some of the sub-sections, it was decided to stop and to employ the rule-of-thumb as stated by Roscoe in Sekaran (2003: 294) where information was still deemed to be useful when more than 30 respondents were obtained for a group.

3.5 Data Analysis

3.5.1 Data Preparation

Data was coded and entered into the computer for analysis. This activity was conducted personally by the researcher herself, as it was not an onerous task and was a way of checking the accuracy of each questionnaire. Mistakes were quickly identified and resolved where possible. The data was then handed over to the statistician who rechecked and discovered a few more errors and omissions that

had occurred during the capturing of the data. Queries were recorded and checked. These were corrected wherever possible.

As the amount of missing data was negligible, it was simply excluded from the analysis. According to Sudman and Blair (1998: 455), this is acceptable, as long as the volume of missing data was small enough.

3.5.2 Data Analysis

Data was analysed by means of the Statistical Package for Social Sciences (SPSS) Version 13.0 software package. A number of tests were carried out in order to achieve the objectives required by the study.

3.5.2.1 Univariate Analysis

Univariate analysis was carried out in order to identify the general profile, as well as the opinions and attitudes towards various CRM activities (as per the questionnaire in Appendix A) of the sample. Frequencies and percentages were presented by means of tables and charts.

Chi-square goodness of fit testing was carried out on all questions in order to establish levels of significance of findings. The 0.05 level of significance was used.

3.5.2.2 Bivariate Analysis

One of the objectives of this research was to establish whether socio-demographic variables have an effect on opinions and attitudes towards CRM, as well as the selection of causes. Researchers often test hypotheses that one group might differ from another in terms of attitudes or behaviour or some other characteristics (Hair et al., 2003: 262). Where there is more than one group involved, bivariate analysis should be used. One of the most common types of bivariate analysis is the cross-tabulation of two variables.

Cross-tabulation makes use of rows and columns that correspond to the levels or values of each variable's categories (Cooper and Schindler, 2001: 470). In the case of this study it was a selected socio-demographic variable (e.g. gender) and either an opinion/attitude towards CRM or the selection of a cause.

The chi-square statistic was used to test for significance between the groups. The chi-square statistic compares the actual frequencies (data from the survey) with the expected frequencies (what the data should have been, statistically) (Hair et al, 2003: 264).

The chi-square test of independence was applied to questions 7, 8, 13, 15, 16 and 17 which have been cross-tabulated with the demographic questions 1, 2, 3, 4, 5, 6 and 21. For chi-square results to be valid, the expected frequencies in the cells have to conform to certain conditions. No expected frequency can be less than 1 and at most 20% can be less than 5.

When these conditions are not met, a Fisher's exact test was done. Exact tests provide a means of obtaining accurate results when the data fails to meet the underlying assumptions necessary for reliable results using the standard asymptotic method. The exact significance is always reliable, regardless of size, distribution, sparseness or balance of the data.

3.5.2.3 Multivariate Analysis

An additional means of testing the results for the choice of causes according to socio-demographic status was carried out by applying correspondence analysis to the frequency measures. 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: 1). 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: 1). It is often referred to as

perceptual mapping, although there are many variations of the technique. A correspondence map was used to display two of the dimensions which emerged from the analysis.

3.6 Validity and Reliability

Validity refers to how well a test measures what it is supposed to measure, while reliability refers to the accuracy of the measurement procedure (Cooper and Schindler, 2001: 210).

3.6.1 Validity

Validity was ensured by the following methods:

- **Face validity** – an indication on whether the items being presented on the questionnaire are clear and understandable. This was ensured by pilot testing the questionnaire with a number of different groups of respondents in order to assess their understanding of the requirements. This included senior members of staff (e.g. the General Manager) of the shopping centres,

and researchers in the DUT Department of Marketing, who could be classified as expert opinion.

- **Content validity** – an indication of whether the measures include a representative set of items that measure the concepts being addressed. This was ensured by making sure that all questions were derived from the literature review, including some which were directly derived from previous research results, reflected in the literature. Many of the results obtained from the literature were from professional CRM consultants who had carried out commercial research.

3.6.2 Reliability

In order to improve reliability, the researcher made sure that interviewers were well-trained and motivated to carry out the research. Interviewers were also closely supervised.

3.7 Conclusion

The research process has been detailed above, from the research type to the validity of results, resulting in 391 questionnaires that were valid. The following chapter describes the results obtained from the data, starting with descriptive material on the sample. Information on the attitudes and opinions of the sample towards CRM will follow. The final section of descriptive material covers the selection of causes, both aided and unaided. Further details follow when the results on attitudes, opinions and the selection of causes are cross-tabulated with

socio-demographic variables. This provides information on whether results will differ according to the respondent's socio-demographic status. Finally a multivariate analysis is presented in the form of correspondence analysis. This provides further information on the selection of a cause in relation to socio-demographic status.

CHAPTER 4: ANALYSIS OF RESULTS

4.1 INTRODUCTION

The analysis of results is divided into a sections, according to the structure of the questionnaire. Section 4.2 is based on univariate analysis and contains descriptive material. It begins with a description of the socio-demographic structure of the sample. This is based on information gathered from questions 1 to

6 and question 21 (See questionnaire, Appendix A). It continues with information on the attitudes and opinions of respondents and this covers material gathered from questions 7 to 17. Lastly the selection of causes is covered. Information for this section was gathered from questions 18 and 19. Section 4.3 uses bivariate analysis and includes material from both attitudes and opinions and selection of causes which have been further analysed by means of cross tabulation. Further tests have been run to establish significance wherever possible. Section 4.4 covers multivariate analysis and was carried out in order to study the interaction between the socio-demographic variables and the causes that were listed in question 19. Correspondence analysis was the method used to analyse the information. The results gained from this procedure are graphically presented by means of a correspondence map.

4.2 UNIVARIATE ANALYSIS

4.2.1 Introduction

An initial overview of the research results is described below. This descriptive analysis serves to identify, both analytically and graphically, the general profile, as well as the opinions and attitudes, of the sample. Frequencies and percentages for the sample are described by means of tables and various charts below.

4.2.2 Chi-square Goodness of Fit Test

Goodness-of-fit testing was carried out on all the questions. This test compares the observed frequencies in each category (cell) with the theoretical expected frequencies. This test aims to ascertain whether any of the categories for a specific question are 'chosen' more often or if they are 'equally chosen'. Thus expected frequencies in each cell (category) are set to be equal. Therefore testing ascertains whether the observed frequencies differ significantly from the expected frequencies. The 0.05 level of significance is used. This means that at most 5% of the time the null hypothesis of equal expected frequencies will be rejected when in fact it is true and should be accepted.

4.2.3 Socio-demographic Profile

The demographics of the sample are shown in Table 4.1.

Table 4.1: Socio-demographic details of the sample

<i>Demographic variable</i>	<i>Details</i>	<i>Frequency</i>	<i>Percentage (%)</i>
		391	100.0
<i>Age (years)</i>	12-29	179	45.8
	30-41	101	25.8
	42-60	77	19.7
	Over 60	34	8.7
<i>Education (highest level)</i>	Primary School	12	3.1
	High School	218	56.8
	Diploma	85	22.1

	Degree	44	11.5
	Post Graduate	25	6.5
	Other	7	1.8
Gender	Male	173	44.2
	Female	218	55.8
Marital Status	Single	215	55
	Married	128	32.7
	Widowed	23	5.9
	Divorced or separated	25	6.4
Children	No children	172	44
	Children < 12	91	23.3
	Children 12 – 18	40	10.2
	Children > 18	88	22.5
Race	Black	132	33.8
	Coloured	27	6.9
	Indian	85	21.7
	White	146	37.3
Household Income (in Rands per annum)	Less than R5 000	134	34.3
	R5 001 to R10 000	97	24.8
	R10 001 to R20 000	71	18.2
	R20 001 to R30 000	37	9.5
	More than R30 000	47	12.0

This study concentrated on seven socio-demographic variables: Age, education, gender, marital status, children (stage of family life cycle), race and income. It was difficult to obtain sufficient respondents in some sub-sections of education, so these results were interpreted with care. The variables where the number of respondents fell below 34 are highlighted.

Results of chi-square goodness-of-fit tests are found in Table 4.2 where the significance of the socio-demographic statistics from Table 4.1 are illustrated. It can be seen that each of these demographic factors is significant at the 0.05 level of significance since p-values < 0.05 in each case. Thus it appears that certain responses are significantly more common than others.

Table 4.2: Significance of socio-demographic statistics

	Age	Highest level of education	Gender	Marital status	Children	Race	Household income
Chi-Square	113.153	491.399	6.141	261.307	91.957	88.913	80.114
df	3	5	1	3	3	3	4

Asymp. Sig.	<.0005	<.0005	.013	<.0005	<.0005	<.0005	<.0005
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On studying the residuals in Table 4.3 it appears that the responses that occurred significantly more than expected were: 12 – 29 age group; High school level of education; Single; No children; white and black; and an income of less than R5000. Significant areas are highlighted in the table.

Table 4-3: Socio-demographic areas of significance

Socio-demographic variable	Details	Observed N	Expected N	Residual
Age (years)	12-29	179	97.8	81.3
	30-41	100	97.8	2.3
	42-60	78	97.8	-19.8
	Over 60	34	97.8	-63.8
Education (highest level)	Primary School	12	65.2	-53.2
	High School	218	65.2	152.8
	Diploma	85	65.2	19.8
	Degree	44	65.2	-21.2
	Post Graduate	25	65.2	-40.2
	Other	7	65.2	-58.2
Gender	Male	171	195.5	-24.5
	Female	220	195.5	24.5
Marital Status	Single	215	97.8	117.3
	Married	128	97.8	30.3

	Widowed	23	97.8	-74.8
	Divorced or separated	25	97.8	-72.8
Children	No children	172	97.8	74.3
	Children < 12	91	97.8	-6.8
	Children 12-18	40	97.8	-57.8
	Children > 18	88	97.8	-9.8
Race	Black	132	97.5	34.5
	Coloured	27	97.5	-70.5
	Indian	85	97.5	-12.5
	White	146	97.5	48.5
Household income	<R5000	134	77.2	56.8
	R5001-R10000	97	77.2	19.8
	R10001-R20000	71	77.2	-6.2
	R20001-R30000	37	77.2	-40.2
	>R30000	47	77.2	-30.2

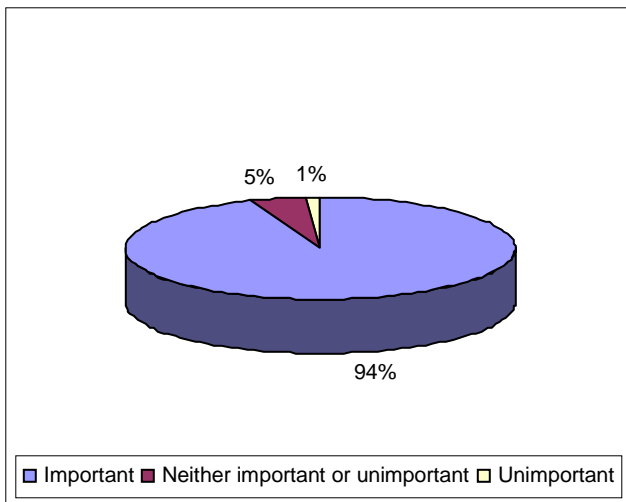
4.2.4 General Attitudes and Opinions

A univariate analysis was carried out on questions 7 through to 17, which were all based on various attitudes and opinions towards CRM.

4.2.4.1 Importance of Businesses Spending Money on Charities

Out of all the respondents that were interviewed, an overwhelming 94% indicated that they believed that it was important for businesses to spend money on charities. An additional 5 % were undecided about this issue and only 1% felt that it was unimportant for businesses to spend money on charity. Figure 4.1 illustrates these statistics.

Figure 4.1: Importance of businesses contributing to charity



The test statistic of 648.969 with two degrees of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals seen in Table 4.4 it is evident that the 'Important' response was significantly more common. The highlighted row illustrates where the significant difference between expected and observed lies.

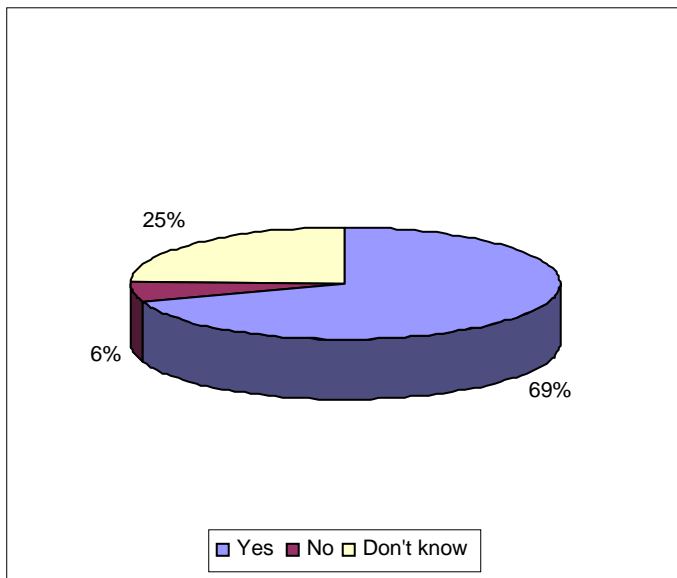
Table 4.4: Importance of businesses contributing to charity (significance)

<i>Statement</i>	<i>Response</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi-square</i>	<i>P-value</i>
Importance of Business Spending money on charities	Important	367	130.0	237	648.969	<.0005
	Neither important or unimportant	19	130.0	-111		
	Unimportant	4	130.0	-126		

4.2.4.2 Purchase of a Product or Service associated with a Charity

The majority of respondents (69%) indicated that they had purchased a product/service associated with a charity, but 25% indicated that they were not aware of having ever made a purchase of this type. An additional 6% were positive that they had never participated in a purchase that benefited a charity. See Figure 4.2.

Figure 4.2: Purchase of a CRM product



The test statistic of 251.422 with two degrees of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals seen in Table 4.5 it is evident that the 'Yes' response was significantly more common.

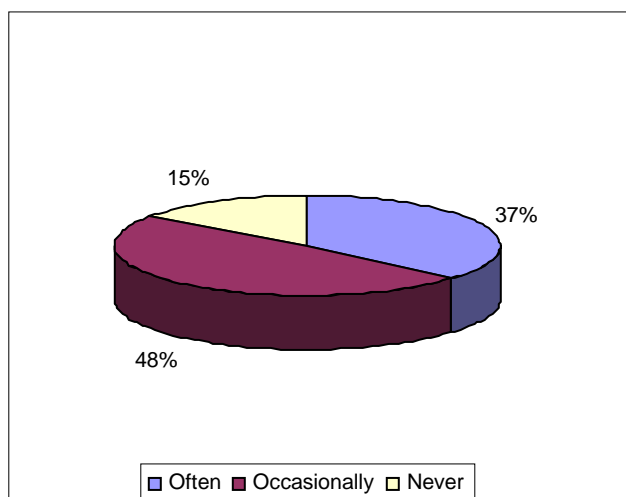
Table 4.5: Purchase of a CRM product (significance)

<i>Statement</i>	<i>Response</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi-square</i>	<i>P-value</i>
Purchase of a product linked with a cause	Yes	272	130.3	141.7	251.422	<.0005
	No	23	130.3	-107.3		
	Don't know	96	130.3	-34.3		

4.2.4.3 Contribution to Collection Boxes

The percentage of respondents who indicated that they often put money into a collection box amounted to 37%. A further 48% stated that they had occasionally put money into a collection box. Finally, 15% of respondents indicated that they had never put money into a collection box. These results are illustrated in Figure 4.3.

Figure 4.3: Contribution to collection boxes



The test statistic of 63.985 with two degrees of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals observed in Table 4.6 it is evident that fewer than expected responded 'never'.

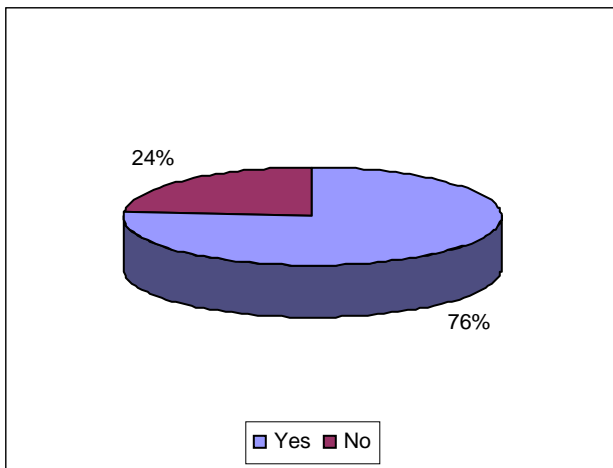
Table 4.6: Contribution to collection boxes (significance)

<i>Statement</i>	<i>Response</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi-square</i>	<i>P-value</i>
Support for collection boxes	Often	143	130.0	13.0	63.985	<.0005
	Occasionally	187	130.0	57.0		
	Never	60	130.0	-70.0		

4.2.4.4 Participation in Fund Raising

Respondents who indicated that they had participated in some activity to raise funds for charity amounted to 76% as compared to 24% who had not. This is illustrated in Figure 4.4.

Figure 4.4: Participation in fund raising



The test statistic of 108.810 with one degree of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals in Table 4.7 it is evident that the 'Yes' response was significantly more common.

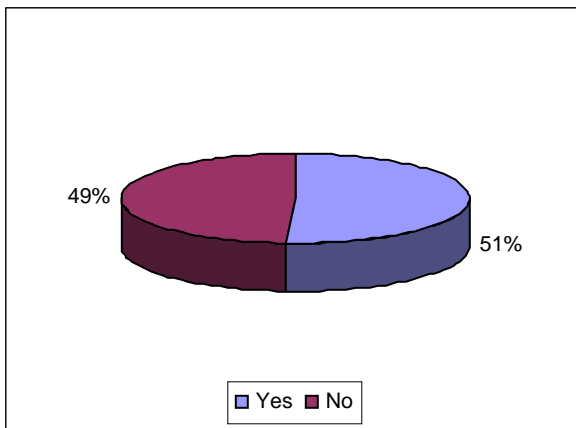
Table 4.7: Participation in fund raising (significance)

<i>Statement</i>	<i>Response</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi-square</i>	<i>P-value</i>
Participation in fund raising	Yes	298	195.0	103.0	108.810	<.0005
	No	92	195.0	-103.0		

4.2.4.5 Giving of Time to help a Charity

Very little difference was found between those who gave time to charity and those who had not. A total of 51% answered yes to this question, whereas 49% answered no. This information can be observed in the pie chart in Figure 4.5.

Figure 4.5: Time to help a charity



The test statistic of .125 with one degree of freedom is not significant at the 0.05 level of significance since $p (.723) > 0.05$. Thus it appears that one response is not significantly more common than another. This can be observed from the small residuals in Table 4.8

Table 4.8: Time to help a charity (significance)

<i>Statement</i>	<i>Response</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi-square</i>	<i>P-value</i>
<i>Time to help charity</i>	Yes	199	195.5	3.5	.125	.723
	No	192	195.5	-3.5		

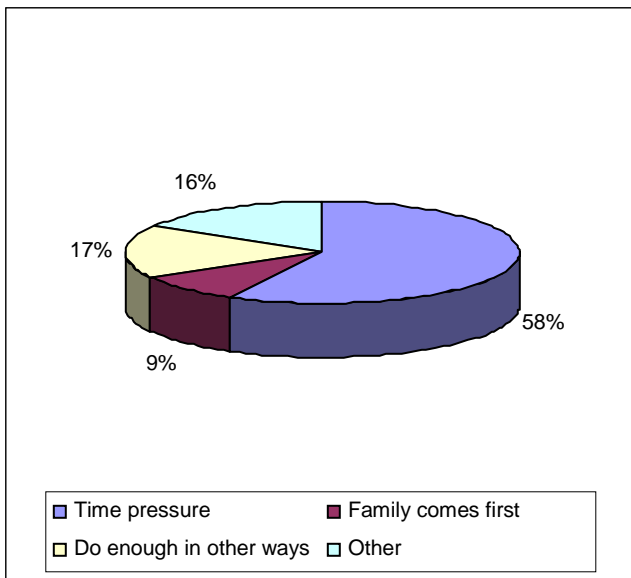
4.2.4.6 Reasons why Respondents answered no to giving time

The major portion of respondents who had not given of their time to assist a charity (in section 4.2.4.5) indicated that their problem was one of time pressure (58%).

Those who felt that charity begins at home and therefore their family came first amounted to 9% and a further 17% indicated that they did enough in other ways.

The statistics are apparent in the pie-chart in Figure 4.6.

Figure: 4.6: Reasons for not being charitable



The test statistic of 112.611 with three degrees of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals in table 4.9 it is evident that the 'Time pressure' response was significantly more common.

Table 4.9: Reasons for not being charitable (significance)

Statement	Response	Observed N	Expected N	Residual	Chi-square	P-value
If no to above, why not	Time pressure	110	47.5	62.5	112.611	<.0005
	Family	17	47.5	-30.5		
	Do enough	32	47.5	-15.5		
	Other	31	47.5	-16.5		

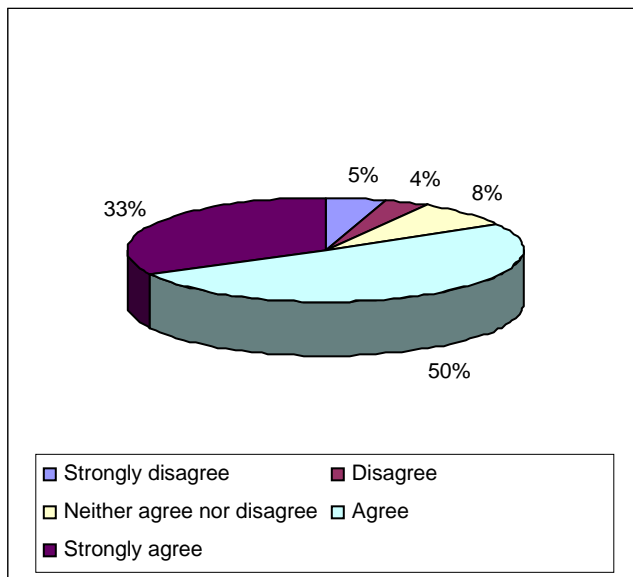
4.2.5 Specific Attitudes and Opinions

A number of statements were given to respondents, to test their attitudes towards CRM. For each statement the respondent was required to select from a scale of responses, ranging from strongly disagree through to strongly agree. Each of these statements were found to have responses that were significant.

4.2.5.1 Business Image

A number (amounting to 33%) of respondents strongly agreed that a business had a more positive image if it supported a charity in some way. A further 50% agreed with this statement. It should be noted that 9% disagreed with this statement with 5% disagreeing in the strongest sense, while 8% neither agreed nor disagreed. This is illustrated in Figure 4.7.

Figure 4.7: Business Image



The test statistic of 337.564 with four degrees of freedom is significant at the 0.05 level of significance since $p. (<.0005) < 0.05$. Thus one response is significantly more common than another. From the residuals in Table 4.11 it is evident that respondents support this statement.

Table 4.10: Business image (significance)

<i>Levels of Agreement</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi square</i>	<i>P-value</i>
<i>Strongly disagree</i>	20	78.0	-58.0	337.564	<.0005
<i>Disagree</i>	14	78.0	-64.0		
<i>Neither agree or disagree</i>	31	78.0	-47.0		
<i>Agree</i>	197	78.0	119.0		
<i>Strongly agree</i>	128	78.0	50.0		

4.2.5.2 Support of a Company Practicing CRM

Respondents were given the option to select from a Likert scale of responses ranging from “strongly disagree” to “strongly agree”. These responses described various attitudes and opinions that individuals might have in regard to the support of a business because they were practicing CRM. The statements are shown in Table 4.11.

Table 4.11: Opinions towards CRM

Statements	Strongly disagree	%	Disagree	%	Neither Agree nor disagree	%	Agree	%	Strongly agree	%	Total
<i>I will support them, as it is an opportunity for me to support deserving causes</i>	3	1	10	3	37	9	136	35	205	52	391
<i>It is easier than putting money in a collection box</i>	12	3	43	11	82	21	116	30	136	35	389
<i>I don't have time to support charities in other ways, so this is my chance to participate</i>	27	7	56	14	57	15	127	33	122	31	389
<i>I would prefer to play lotto</i>	199	51	60	15	62	16	33	9	35	9	389
<i>I don't believe that they are being charitable – it is just another way of getting customers</i>	125	32	76	20	101	26	45	12	42	11	389

A total of 52% of the respondents strongly agreed that they would support a company that donates money to a cause with every purchase that is made. A further 35% agreed to the same statement, resulting in a total of 87% that agreed in some form. Only 4% disagreed to this statement and a further 9% had a neutral attitude towards this statement.

In response to the second statement, 65% of respondents agreed that this action was easier than putting money into a collection box, with 35% of those being a

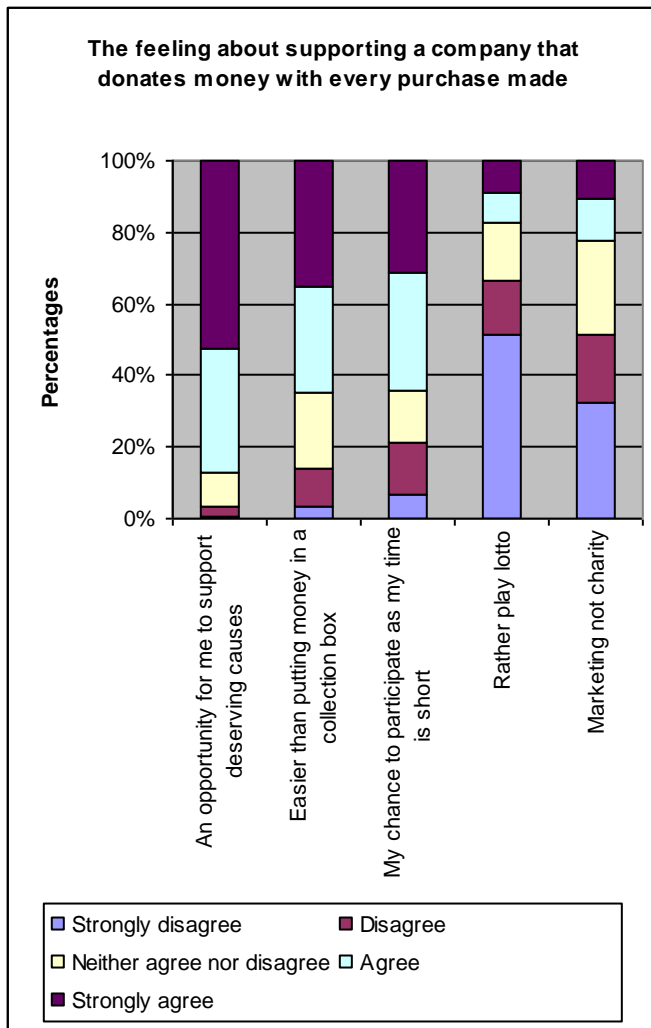
‘strongly agree’. An additional 21% neither agreed nor disagreed and 14% disagreed in some form with the suggestion.

A higher percentage of respondents (64%) saw the purchasing of a product attached to a cause as a time-saving exercise, helping them to support a charity, although 21% disagreed with the statement. A number of respondents (15%) were not sure how they felt.

When asked if they would prefer to play lotto, 51% disagreed strongly with a further 15% disagreeing. Only 18% (9+9) agreed with this statement.

Lastly, respondents were asked whether they saw this as a money-making exercise, rather than a charitable one. A number of respondents (11%) agreed strongly with this statement, while a further 12% agreed. 26% neither agreed nor disagreed, while 52% of respondents disagreed with 32% of those disagreeing strongly. Figure 4.8 depicts this information in a visual format.

Figure 4.8: Opinions towards CRM Business



Chi goodness-of-fit tests were applied to the statistics gathered from responses made to these statements. The 0.05 level of significance was used. Tables 4.13 – 4.17 below highlight the responses that are significantly more common than others. It can be seen that a significant number of respondents agree that CRM gives them an opportunity to contribute towards causes, that they prefer it to the collection box, find it a time saving exercise and would prefer CRM to playing lotto. It is also significant that they disagree with the statement that it is a marketing exercise rather than an altruistic one. Overall, these significant results show a positive attitude towards CRM and the opinions that were suggested.

a. The business is giving me an opportunity to contribute.

The test statistic of 401.826 with four degrees of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals seen in Table 4.12 it is evident that respondents strongly agree with this statement.

Table 4.12: Opportunity to contribute (significance)

<i>Levels of Agreement</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi square</i>	<i>P-value</i>
<i>Strongly disagree</i>	3	78.2	-75.2	401.826	<.0005
<i>Disagree</i>	10	78.2	-68.2		
<i>Neither agree or disagree</i>	37	78.2	-41.2		
<i>Agree</i>	136	78.2	57.8		
<i>Strongly agree</i>	205	78.2	126.8		

b. It is easier than putting money in a collection box

The test statistic of 133.738 with 4 degrees of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals seen in Table 4.13 it is evident that respondents support this statement and fewer than expected disagree strongly with the statement to some extent.

Table 4.13: CRM vs. collection box

<i>Levels of Agreement</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi square</i>	<i>P-value</i>
<i>Strongly disagree</i>	12	77.8	-65.8	133.738	<.0005
<i>Disagree</i>	43	77.8	-34.8		
<i>Neither agree or disagree</i>	82	77.8	4.2		
<i>Agree</i>	116	77.8	38.2		
<i>Strongly agree</i>	136	77.8	58.2		

c. My chance to support charities as time is short

The test statistic of 101.064 with 4 degrees of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals seen in Table 4.14 it is evident that respondents support this statement and significantly fewer than expected strongly disagree with it.

Table 4.14: Time saving

<i>Levels of Agreement</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi square</i>	<i>P-value</i>
<i>Strongly disagree</i>	27	77.8	-50.8	101.064	<.0005
<i>Disagree</i>	56	77.8	-21.8		
<i>Neither agree or disagree</i>	57	77.8	-20.8		
<i>Agree</i>	127	77.8	49.2		
<i>Strongly agree</i>	122	77.8	44.2		

d. I would prefer to play lotto

The test statistic of 245.434 with 4 degrees of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals seen in Table 4.15 it is evident that respondents strongly disagree with this statement.

Table 4.15: Lotto

<i>Levels of Agreement</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi square</i>	<i>P-value</i>
<i>Strongly disagree</i>	199	77.8	121.2	245.434	<.0005
<i>Disagree</i>	60	77.8	-17.8		
<i>Neither agree or disagree</i>	62	77.8	-15.8		
<i>Agree</i>	33	77.8	-44.8		
<i>Strongly agree</i>	35	77.8	-42.8		

e. They are not being charitable, it is just marketing

The test statistic of 65.897 with 4 degrees of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals seen in Table 4.16 it is evident that respondents strongly disagree with this statement.

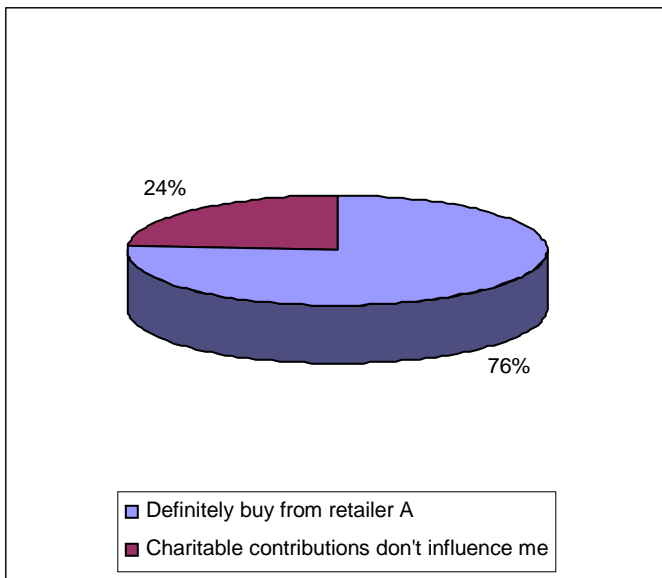
Table 4.16: Perception of Charitability

<i>Levels of Agreement</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi square</i>	<i>P-value</i>
<i>Strongly disagree</i>	125	77.8	47.2	65.897	<.0005
<i>Disagree</i>	76	77.8	-1.8		
<i>Neither agree or disagree</i>	101	77.8	23.2		
<i>Agree</i>	45	77.8	-32.8		
<i>Strongly agree</i>	42	77.8	-35.8		

4.2.5.3 Support for Retailer practicing CRM

Respondents were given a scenario that required them to choose between two retailers. Both retailers stocked the same products and were equally accessible. The only difference was that retailer 'A' practiced CRM. (See question15, Appendix A). The respondent was asked to indicate whether he would definitely buy from retailer A or whether CRM would have no impact on his decision making.

Figure 4.9: Support for CRM Retailer



Results were as depicted above. A sum of 24% of respondents felt that they would not be influenced by this, while 76% indicated that they would definitely buy from retailer A.

The test statistic of 105.936 with one degree of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus one response is significantly more common than another. From the residuals seen in Table 4.18 it is evident that respondents will support a retailer who donates to charity.

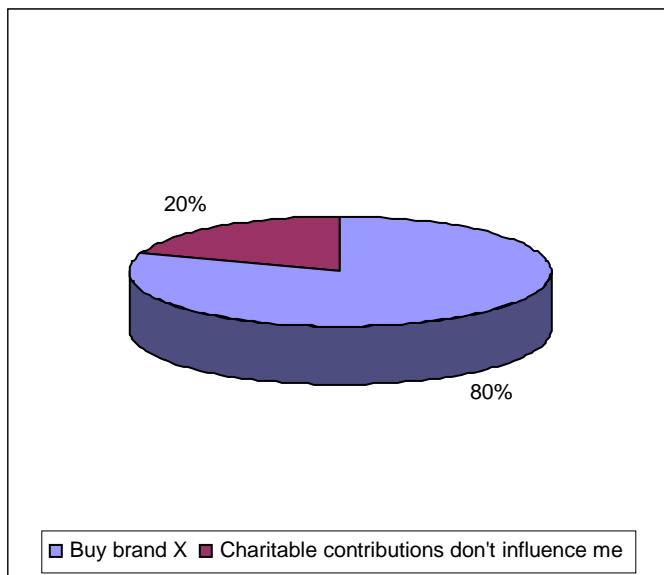
Table 4.17: Support for CRM retailer (significance)

<i>Statement</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi-square</i>	<i>P-value</i>
<i>Buy from A</i>	296	194.5	101.5	105.936	<.0005
<i>Buy from A or B</i>	93	194.5	-101.5		
<i>Total</i>	389				

4.2.5.4 Support for Brand practicing CRM

Respondents were given a further scenario that required them to choose between two brands (X and Y). Both brands were of the same price and quality and equally accessible, but brand X promised to donate a set amount of money to a charity for each purchase that is made. (See question 16 in Appendix A). The respondent was asked to indicate whether he would definitely purchase brand X, or whether he would purchase either brand as charitable contributions had no bearing on his decision making.

Figure 4.10: Support for CRM Brand



Results were fairly similar to those for the previous question. The majority of respondents (80%) indicated that they would choose brand X over and above brand Y. Despite that, 20% revealed that they would not be influenced by charitable contributions.

The test statistic of 142.810 with one degree of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals in table 4.18 it is evident that respondents will support a brand that donates to charity.

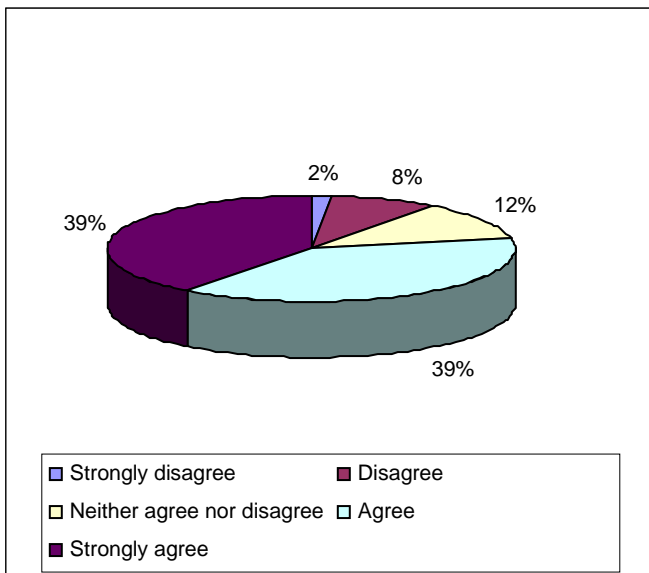
Table 4.18: Support for CRM brand (significance)

<i>Statement</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi-square</i>	<i>P-value</i>
<i>Buy Brand X</i>	313	195.0	118.0	142.810	<.0005
<i>Buy Brand X or Y</i>	77	195.0	-118.0		
<i>Total</i>	390				

4.2.5.5 Support of Brand and Favoured Cause

Respondents were required to respond to a statement indicating the likelihood of their supporting a brand that supported a cause that they cared about on a five point Likert scale.

Figure 4.11: Support of brand / favoured cause



An amount of 39% of respondents agreed strongly that they would support a brand that supported a cause that they cared about. A further 39% agreed to the same statement, making a 78% positive response. 10% of respondents disagreed in some form to this statement and 12% were neutral and were therefore not sure how they would respond. This result is illustrated in Figure 4.11.

The test statistic of 250.051 with four degrees of freedom is significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that one response is significantly more common than another. From the residuals seen in Table 4.19 it is evident that respondents support this statement and significantly fewer than expected strongly disagree with it.

Table 4.19: Support of brand / favoured cause (significance)

<i>Statement</i>	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>	<i>Chi-square</i>	<i>P-value</i>
<i>Strongly agree</i>	155	78.0	77.0	250.051	<.0005
<i>Agree</i>	151	78.0	73.0		
<i>Neither Agree or Disagree</i>	45	78.0	-33.0		
<i>Disagree</i>	32	78.0	-46.0		
<i>Strongly Disagree</i>	7	78.0	-71.0		
<i>Total</i>	390				

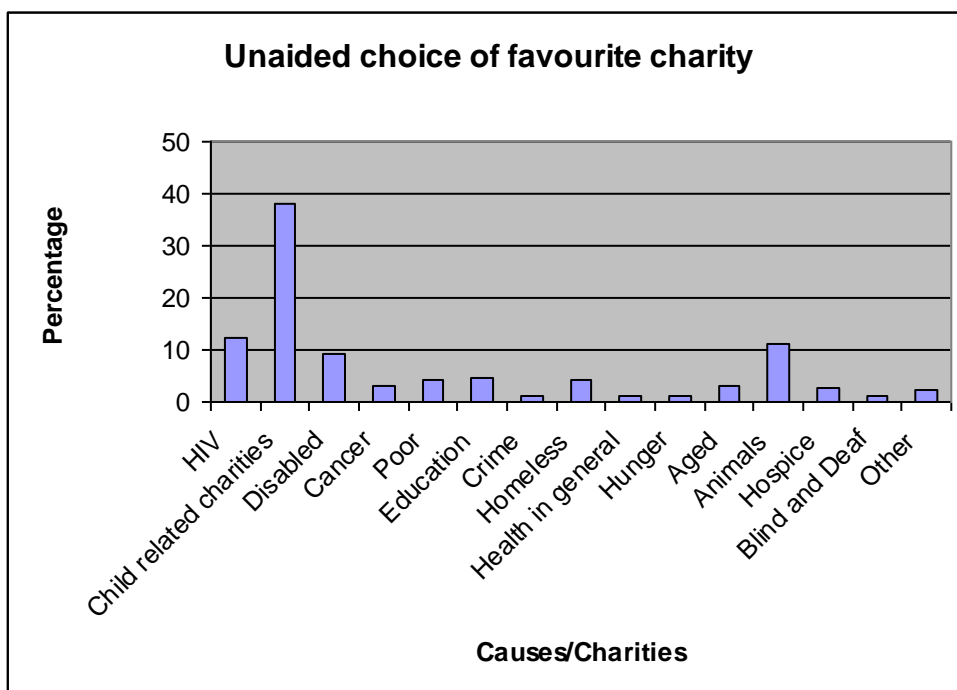
4.2.6 Selection of Causes

Questions 18 and 19 (see Appendix A) required the respondent to indicate which causes he/she would be most likely to support. Question 18 was an unaided question, whereas question 19 offered the respondent a choice of 16 causes. The respondent was required to list five causes from this selection, in order of preference.

4.2.6.1 Unaided Choice of Cause

Respondents were asked to name the type of charity they would be most likely to support. Causes that were named were categorised into various areas. The respondents' selections are graphically represented in Figure 4.12.

Figure 4.12: Unaided choice of favourite charity



The causes were selected as follows in Table 4.20. Frequencies are available in the Appendix C, Table C2.

Table 4.20: Unaided choice of cause

Cause	%
<i>Child related charities</i>	38%
<i>HIV/Aids</i>	12%
<i>Animals</i>	11%
<i>Disabled</i>	9%
<i>Education</i>	5%
<i>Poor</i>	4%
<i>Homeless</i>	4%
<i>Cancer</i>	3%
<i>Aged</i>	3%
<i>Hospice</i>	3%
<i>Crime</i>	1%
<i>Health in General</i>	1%
<i>Hunger</i>	1%
<i>Blind and Deaf</i>	1%
<i>Other</i>	2%

Note that in the “Aided choice” in section 4.2.6.2 *poor, homeless and hungry* are treated as one category. If this were done in the choice list above, it would amount to 9% (4% + 4% + 1%), placing it at number 4, the same as the *disabled* category.

Chi square goodness-of-fit tests were run on the unaided statistics. (See Appendix C, Table C1). The test statistic of 1128.118 with 20 degrees of freedom was found to be significant at the 0.05 level of significance since $p (<.0005) < 0.05$. Thus it appears that charities are not equally popular. From the residuals (see Appendix C, Table C2) it is evident that child related charities are chosen significantly more often.

4.2.6.2 Aided Selection of Five Ranked Causes

Respondents were shown a list of causes and were invited to select their five preferred causes, and then to rank them in order of preference from 1 to 5, with 1 being the most preferred cause.

Results for each cause were weighted according to the ranking they had been allocated by the respondents as shown in Table 4.21.

Table 4.21: Ranked vs. not ranked causes

Causes	Weighting Factor						Weighted average
	1	2	3	4	5	0	
	Rated 5	Rated 4	Rated 3	Rated 2	Rated 1	Not rated	
Unemployment	24	22	23	23	31	268	0.98
HIV/Aids	28	33	33	51	92	154	2.19
Education and training	24	19	31	37	33	247	1.20
Street children	17	29	34	49	33	229	1.38
Animal related causes	26	23	16	26	33	267	0.99
Crime/Personal safety	19	20	21	22	6	303	0.61
Homeless / Poverty / Hunger	27	32	39	33	45	215	1.45
Care of the aged	29	32	47	35	17	231	1.17
Arts and Culture	5	4	6	7	5	364	0.21
Environmental Causes	18	16	9	13	1	334	0.34
Disabled Causes	47	41	43	21	22	217	1.16
Babies and Children	21	19	25	18	31	277	0.92
Hospices	24	29	13	24	22	279	0.84
Health issues	36	21	19	12	7	296	0.56
Drug / Alcohol abuse	21	25	14	4	4	323	0.38
National disasters	14	17	10	6	2	342	0.29

A weighted average was used to obtain a list of causes in order of preference.

According to this procedure the five top causes would be:

1. HIV/AIDS.
2. Homelessness/Poverty/Hunger.
3. Street Children.
4. Education and Training.
5. Care of the Aged

Least favoured causes were *arts and culture* and *national disasters*.

4.2.6.3 Significance of Rankings

Chi-square goodness of fit tests were carried out to ascertain whether specific charities are ranked significantly more/less often in certain positions (1 – 5). Since in each case, the p-value < 0.05 (See Table 4.22) the following charities showed significance in their rankings: *HIV/Aids, street children, crime/personal safety, care of the aged, environmental causes, disabled causes, other health issues; drug/alcohol abuse and national disasters*.

Table 4.22: Choice of charities – significant areas

	Chi-Square	Df	Asymp. Sig.
Unaided choice of favourite charity	1128.118	20	<.0005*
Unemployment	2.163	4	.706
HIV AIDS	58.928	4	<.0005*
Education and Training	7.250	4	.123
Street Children	16.272	4	.003*
Animal Related Causes	6.081	4	.193
Crime / Personal Safety	9.841	4	.043*
Homelessness / Poverty / Hunger	5.477	4	.242
Care of the Aged	14.625	4	.006*
Arts and Culture	.963	4	.915
Environmental Causes	15.895	4	.003*
Disabled Causes	17.494	4	.002*
Babies and Children	4.947	4	.293
Hospices	6.125	4	.190
Other Health issues	25.579	4	<.0005*
Drug and Alcohol abuse	27.147	4	<.0005*
National Disasters	14.776	4	.005*

*Significant at the 0.05 level of significance since $p (<.0005) < 0.05$.

The residuals which show where significant rankings are evident are highlighted in Table 4.23. Residuals indicate that *HIV/Aids* is ranked 1 more often than expected. *Street children* is ranked 2 more often than expected, but does not get ranked 5 as often as expected. Although *Crime and personal safety* does feature in rankings it does not get ranked as number 1. *Care of the aged* gets a ranking of 3 more often than expected, but 1 less often than expected. Although *environmental causes* does get ranked, it does not get ranked as number 1, but rather lower down. *Disabled Causes* is more likely to be ranked 3rd, 4th or 5th. *Other health issues* is more likely to be ranked as a number 5, rather than in a higher position. *Drug and Alcohol abuse* as well as *National Disasters* are more likely to feature in 4 or 5 positions than in position 1 or 2.

It is interesting to note that Q18 revealed that *child related charities* were by far the most popular whereas in Q 19 causes connected with *children and babies* did not show any significant ranking.

Table 4.23: Ranking of charities (significant areas)

Charity	Ranking	Observed N	Expected N	Residual
HIV/Aids	5	28	47.4	-19.4
	4	33	47.4	-14.4
	3	33	47.4	-14.4
	2	51	47.4	3.6
	1	92	47.4	44.6
Street Children	5	17	32.4	-15.4
	4	29	32.4	-3.4
	3	34	32.4	1.6
	2	49	32.4	16.6
	1	33	32.4	.6
Crime/Personal Safety	5	19	17.6	1.4
	4	20	17.6	2.4
	3	21	17.6	3.4
	2	22	17.6	4.4
	1	6	17.6	-11.6
Care of the Aged	5	29	32.0	-3.0
	4	32	32.0	.0
	3	47	32.0	15.0
	2	35	32.0	3.0
	1	17	32.0	-15.0
Environmental Causes	5	18	11.4	6.6
	4	16	11.4	4.6
	3	9	11.4	-2.4
	2	13	11.4	1.6
	1	1	11.4	-10.4
Disabled Causes	5	47	34.8	12.2
	4	41	34.8	6.2
	3	43	34.8	8.2
	2	21	34.8	-13.8
	1	22	34.8	-12.8
Other health Issues	5	36	19.0	17.0
	4	21	19.0	2.0
	3	19	19.0	.0
	2	12	19.0	-7.0
	1	7	19.0	-12.0
Drug/Alcohol abuse	5	21	13.6	7.4
	4	25	13.6	11.4
	3	14	13.6	.4
	2	4	13.6	-9.6
	1	4	13.6	-9.6
National Disasters	5	14	9.8	4.2
	4	17	9.8	7.2
	3	10	9.8	.2
	2	6	9.8	-3.8
	1	2	9.8	-7.8

4.3 BIVARIATE ANALYSIS

4.3.1 Introduction

One of the objectives of this research was to establish whether socio-demographic variables have an affect on various opinions and attitudes towards CRM.

Furthermore this research sought to establish whether socio-demographic variables would have an impact on the selection of causes. One of the most common types of bivariate analysis is the cross tabulation of two variables. The objective of this practice is to establish a relationship between the variables (Kinnear and Taylor, 1991: 577).

4.3.2 Chi-square Test of Independence

The chi-square test of independence was applied to questions 7, 8, 13, 15, 16 and 17 which have been cross tabulated with the demographic questions 1, 2, 3, 4, 5, 6 and 21. For chi-square results to be valid, the expected frequencies in the cells have to conform to certain conditions. No expected frequency can be less than 1 and at most 20% can be less than 5.

When these conditions are not met, a Fisher's exact test is done. Exact tests provide a means of obtaining accurate results when the data fails to meet any of the underlying assumptions necessary for reliable results using the standard asymptotic method. The exact significance is always reliable, regardless of size, distribution, sparseness or balance of the data.

4.3.3 Cross Tabulations of Opinions and Attitudes towards CRM

The first part of the questionnaire, involving opinions and attitudes towards CRM was cross-tabulated against the socio-demographic variables identified in the study.

4.3.3.1 Cross Tabulations of Socio-Demographics and Importance of Businesses practicing CRM

Various socio-demographic variables were cross tabulated with the importance of businesses spending money on charities. A chi-squared test of independence was carried out in order to test for significance. When conditions, as discussed in 4.3.2 were not met a Fisher's exact test was performed. The only socio-demographic variable that showed any significance towards this question was gender.

Table 4.24: Gender and importance of CRM businesses

			<i>Importance of Businesses Spending Money on Charities.</i>			
			<i>Important</i>	<i>Neither Important or unimportant</i>	<i>Unimportant</i>	<i>Total</i>
Gender	Male	<i>Count</i>	156	11	4	171
		<i>Expected Count</i>	160.9	8.3	1.8	171.0
	Female	<i>Count</i>	211	8	0	219
		<i>Expected Count</i>	206.1	10.7	2.2	219.0
Total		<i>Count</i>	367	19	4	390
		<i>Expected Count</i>	367.0	19.0	4.0	390.0

The Fisher's exact test statistic of 6.559 (see Appendix C, Table C3) is significant since $p(.028) < .05$. Thus gender and response to this question are related. It is significant that more males found this unimportant than females.

4.3.3.2 *Cross Tabulations of Socio-demographics and Purchase of a CRM product*

Various socio-demographic variables were cross tabulated with the purchase of a CRM product. A chi-squared test of independence was carried out in order to test for significance. When conditions, as discussed in 4.3.2, were not met, a Fisher's exact test was performed.

a. Cross Tabulation of Education and the Purchase of a CRM product.

The initial cross tabulation in this section was carried out on the socio-demographic variable of education. The results are displayed in Table 4.25. The cross tabulation in Table 4.25 was carried out comparing the highest level of education with the question of whether the respondent had ever purchased a CRM product. A category for "don't know" was included as it could demonstrate a general lack of knowledge about this form of marketing.

Table 4.25: Education and the purchase of a CRM product

			<i>Purchase of a CRM product</i>		
			Yes	No/ Don't know	Total
Highest Level of Education	Primary School	Count	4	8	12
		Expected Count	8.3	3.7	12.0
	High School	Count	148	70	218
		Expected Count	151.7	66.3	218.0
	Diploma	Count	57	28	85
		Expected Count	59.1	25.9	85.0
	Degree	Count	39	5	44
		Expected Count	30.6	13.4	44.0
	Post graduate	Count	19	6	25
		Expected Count	17.4	7.6	25.0
	Other	Count	5	2	7
		Expected Count	4.9	2.1	7.0
Total		Count	272	119	391
		Expected Count	272.0	119.0	391.0

The Fisher's exact test statistic of 16.168 (see Appendix C, Table C4) is significant since $p (.005) < .05$. Thus level of education and response to this question are related. Clearly, significantly more people than expected with degrees purchase products linked to a cause, while more than expected with primary school education either don't purchase products linked to a cause or don't know.

b. Cross Tabulation of Gender and the Purchase of a CRM Product.

The cross tabulation in Table 4.26 was carried out comparing gender with the question of whether the respondent had ever purchased a CRM product.

Table 4.26: Gender and the Purchase of a CRM Product

			Purchase of a CRM Product.			
			Yes	No	Don't Know	Total
Gender	Male	Count	108	13	50	171
		Expected Count	119.0	10.1	42.0	171.0
	Female	Count	164	10	46	220
		Expected Count	153.0	12.9	54.0	220.0
Total		Count	272	23	96	391
		Expected Count	272.0	23.0	96.0	391.0

The chi-square test statistic of 6.042 (see Appendix C, Table C5), with two degrees of freedom is significant since $p (.049) < .05$. Thus it could be said that gender and response to this question are related. Significantly more males and fewer females than expected don't purchase products linked to a cause or don't know.

c. Cross Tabulation of Marital Status and the Purchase of a CRM Product.

Table 4.27 illustrates the cross tabulation between marital status and the purchase of a CRM product. The chi-square test statistic for this exercise was 17.704 (see Appendix C, Table C6) with 6 degrees of freedom and was significant since $p (.007) < .05$. This indicates that marital status and response to this question are related. Significantly more single people and fewer married people than expected don't purchase products linked to a cause.

Table 4.27: Marital Status and the purchase of a CRM product

			<i>Purchase of a CRM Product</i>			
			<i>Yes</i>	<i>No</i>	<i>Don't Know</i>	<i>Total</i>
Marital Status	Single	Count	134	19	62	215
		Expected Count	149.6	12.6	52.8	215.0
	Married	Count	103	1	24	128
		Expected Count	89.0	7.5	31.4	128.0
	Widowed	Count	15	2	6	23
		Expected Count	16.0	1.4	5.6	23.0
	Divorced or separated	Count	20	1	4	25
		Expected Count	17.4	1.5	6.1	25.0
Total		Count	272	23	96	391
		Expected Count	272.0	23.0	96.0	391.0

d. Cross Tabulation of Children and the Purchase of a CRM Product.

Table 4.28 illustrates the cross tabulation of children with the purchase of a CRM product. The chi-square test statistic of 12.999 with six degrees of freedom (see Appendix C, Table C7) is significant since $p(.043) < .05$. Thus age of dependents and response to this question are related. Significantly more people with children under 12 than expected don't know if they have purchased products linked with a cause and fewer than expected from the same group say they have purchased cause related products. Fewer than expected of those with children over 18 don't purchase cause related products.

Table 4.28: Children and the Purchase of a CRM Product

			<i>Purchase of a CRM Product</i>			
			<i>Yes</i>	<i>No</i>	<i>Don't Know</i>	<i>Total</i>
Children	No Children	Count	126	13	33	172
		Expected Count	119.7	10.1	42.2	172.0
	Children under 12	Count	52	6	33	91
		Expected Count	63.3	5.4	22.3	91.0
	Children 12-18	Count	30	2	8	40
		Expected Count	27.8	2.4	9.8	40.0
	Children over 18	Count	64	2	22	88
		Expected Count	61.2	5.2	21.6	88.0
Total		Count	272	23	96	391
		Expected Count	272.0	23.0	96.0	391.0

e. Cross Tabulation of Race and the Purchase of a CRM Product.

Table 4.29 illustrates the cross tabulation of race and the purchase of a CRM product. The test statistic (as shown in the Appendix C, Table C8) is 59.853 with six degrees of freedom and is significant since $p (<.0005) < .05$. Thus race and response to this question are related. Significantly more whites and fewer blacks than expected have purchased products linked to a cause. It is also significant that more than expected black respondents don't know if they have purchased a CRM product. This could indicate the need for informative promotion when targeting this segment.

Table 4.29: Race and the purchase of a CRM product

			<i>Purchase of a CRM Product</i>			
			<i>Yes</i>	<i>No</i>	<i>Don't Know</i>	<i>Total</i>
Race	Black	<i>Count</i>	60	17	55	132
		<i>Expected Count</i>	91.7	7.8	32.5	132.0
	Coloured	<i>Count</i>	20	0	7	27
		<i>Expected Count</i>	18.8	1.6	6.6	27.0
	Indian	<i>Count</i>	68	4	13	85
		<i>Expected Count</i>	59.1	5.0	20.9	85.0
	White	<i>Count</i>	123	2	21	146
		<i>Expected Count</i>	101.5	8.6	35.9	146.0
Total		<i>Count</i>	271	23	96	390
		<i>Expected Count</i>	271.0	23.0	96.0	390.0

f. Cross Tabulation of Household Income and the Purchase of a CRM Product.

A cross tabulation was carried out on household income and the purchase of CRM products. This is illustrated in Table 4.30. The test statistic of 31.769 with eight degrees of freedom (as seen in Appendix C, Table C9) is significant since $p(<.0005)<.05$. Thus income and response to this question are related.

Significantly fewer people than expected in the 'less than R5000' income group and more people than expected in the 'more than R30000' income group indicated that they have purchased products linked to a cause. Furthermore, significantly more people in the lower income group indicated that they 'didn't know' which could suggest that they lacked an awareness of this method of marketing.

Table 4.30: Household Income and the Purchase of a CRM Product

			<i>Purchase of a CRM Product</i>			
			Yes	No	Don't Know	Total
<i>Household Income</i>	<i>Less than R5000</i>	Count	71	13	50	134
		Expected Count	93.0	8.0	33.0	134.0
	<i>R5001 to R10000</i>	Count	72	6	20	97
		Expected Count	67.3	5.8	23.9	97.0
	<i>R10001 to R20000</i>	Count	55	1	15	71
		Expected Count	49.3	4.2	17.5	71.0
	<i>R20001 to R30000</i>	Count	29	2	6	37
		Expected Count	25.7	2.2	9.1	37.0
	<i>More than R30000</i>	Count	42	1	4	47
		Expected Count	32.6	2.8	11.6	47.0
<i>Total</i>		Count	268	23	95	386
		Expected Count	268.0	23.0	95.0	386.0

4.3.3.3 Cross Tabulations of Socio-demographics and Positive Image of CRM Business

Socio-demographics were cross tabulated with the responses from question 13 (see Appendix A), relating to the perception of the image of a business that is supporting a cause in some way. The only socio-demographic variable that was found to have some significance to this question was age. Table 4.31 depicts the cross tabulation of age and positive image of a CRM business.

Table 4.31: Age and positive image of a CRM business

			A business has a more positive image, if it is supporting a charity.				
			Strongly Disagree/ Disagree	Neither agree or disagree	Agree	Strongly agree	Total
Age	12-29	Count	22	8	98	51	179
		Expected Count	15.6	14.2	90.4	58.7	179.0
		Residual	6.4	-6.2	7.6	-7.7	
	30-41	Count	4	14	44	37	99
		Expected Count	8.6	7.9	50.0	32.5	99.0
		Residual	-4.6	6.1	-6.0	4.5	
	42-60	Count	6	7	34	31	78
		Expected Count	6.8	6.2	39.4	25.6	78.0
		Residual	-.8	.8	-5.4	5.4	
	Over 60	Count	2	2	21	9	34
		Expected Count	3.0	2.7	17.2	11.2	34.0
		Residual	-1.0	-.7	3.8	-2.2	
Total		Count	34	31	197	128	390
		Expected Count	34.0	31.0	197.0	128.0	390.0

The test statistic of 19.455 with 9 degrees of freedom (see Appendix C, Table C10) is significant since $p (.022) < .05$. Thus age and response to this question are related. Significantly fewer people in the 30-41 age group and more people in the 12-29 age group than expected disagree with this statement. Furthermore, more than expected in the 30 – 41 age group and fewer than expected in the 12 – 29 age group neither agree nor disagree.

4.3.3.4 Cross Tabulations of Socio-demographic variables and Choice of Retailers

Respondents were requested to select between a retailer that supported CRM and any other retailer, given that the product was equal in quality, price and accessibility of the retailer (see question 15 in Appendix A). Only one socio-demographic variable showed significance with this question, and that was age.

Table 4.32 depicts the cross tabulation of age and choice of retailer. The test statistic of 10.103 with three degrees of freedom (see Appendix C, Table C11) is significant since $p (.018) < .05$. Thus age and response to this question are related. Significantly more people in the over 60 age group than expected were prepared to support retailers who support causes while significantly fewer than expected of the same age group were happy to buy from either A or B.

Table 4.32: Age and the choice of retailer

			Choose Retailer A (CRM) or either.		
			Buy from A	Either A or B	Total
Age	12-29	Count	127	50	177
		Expected Count	134.7	42.3	177.0
		Residual	-7.7	7.7	
	30-41	Count	77	23	100
		Expected Count	76.1	23.9	100.0
		Residual	.9	-.9	
	42-60	Count	59	19	78
		Expected Count	59.4	18.6	78.0
		Residual	-.4	.4	
	Over 60	Count	33	1	34
		Expected Count	25.9	8.1	34.0
		Residual	7.1	-7.1	
Total		Count	296	93	389
		Expected Count	296.0	93.0	389.0

4.3.3.5 Cross tabulations of Support of CRM Brand and Collection Box

Cross tabulations were carried out to compare those responses to placing money in the collection box and reaction towards the support of a brand that supported a cause the respondent cared about.

The test statistic of 13.555 is significant since $p (.038) < .05$ (See Appendix C, Table C12). Thus responses to these questions are related. Clearly, significantly more than expected of those who strongly agree with the statement give money often and fewer than expected of those who are neutral give money often. This finding suggests that respondents that support the collection box, do not support it in isolation, but are probably the same people who would support a cause by means of CRM.

Table 4.33: Support of CRM brand and the collection box

			Ever put money in a collection box?			
			Often	Occasionally	Never	Total
I am more likely to support a brand if it supports a cause that I care about.	Strongly agree	Count	70	65	20	155
		Expected Count	57.0	74.1	23.9	155.0
		Residual	13.0	-9.1	-3.9	
	Agree	Count	50	78	23	151
		Expected Count	55.5	72.2	23.3	151.0
		Residual	-5.5	5.8	-.3	
	Neither agree or disagree	Count	8	27	9	44
		Expected Count	16.2	21.0	6.8	44.0
		Residual	-8.2	6.0	2.2	
	Disagree/ Strongly disagree	Count	15	16	8	39
		Expected Count	14.3	18.6	6.0	39.0
		Residual	.7	-2.6	2.0	
Total		Count	143	186	60	389
		Expected Count	143.0	186.0	60.0	389.0

4.3.3.6 Additional Cross Tabulations

Cross tabulations were carried out for Questions 16 and 17 (see questionnaire in Appendix A). Question 16 related to the support of a brand that supported a cause and Question 17 related to the likelihood of the respondent supporting a brand if it supported a cause that he/or she cared about. Neither of these analyses showed any significance, and will therefore be excluded from this discussion.

4.3.4 Causes and socio-demographic variables

Cross tabulations were carried out to compare each cause with the seven socio-demographic variables. The statistics were based on the number of times each cause was ranked by a specific socio-demographic group.

4.3.4.1 Cross tabulation of Age and Causes

Table 4.34 depicts the cross tabulation of causes and age. A number of areas were significant.

It was interesting to observe that *HIV/Aids* was not generally selected by the over 60s as ‘fewer than expected’ from the over 60 group ranked *HIV/Aids*. The younger respondents tend to support this charity. There is possibly a perception that *HIV/Aids* is more prevalent in this age group. Causes connected with *street children* are supported by significantly fewer than expected respondents over 42 years of age. Respondents under the age of 42 were more interested in this cause. Conversely more respondents than expected over the age of 60 support *animal causes*, whereas fewer than expected in the 12 to 29 bracket support this charity. Both *hospices* and the *aged* enjoyed more support than expected from those over the age of 42, but lacked support from the 12 to 29 age group

Table 4.34: Age and causes cross tabulation

Causes	Age					
		12-29	30-42	43-60	Over 60	P-value
Unemployment	Observed	68	29	19	7	0.057
	Expected	56.31	31.46	24.54	10.70	
HIV/Aids	Observed	119	64	41	13*	0.006**
	Expected	108.50	60.61	47.28	20.61	
Education/Training	Observed	68	38	30	8	0.417
	Expected	65.92	36.83	28.73	12.52	
Street Children	Observed	83	48	23*	8*	0.005**
	Expected	74.16	41.43	32.32	14.09	
Animals	Observed	46*	33	26	19*	0.006**
	Expected	56.77	31.71	24.74	10.78	
Crime/Safety	Observed	44	23	16	5	0.611
	Expected	40.29	22.51	17.55	7.65	
Homelessness/Poverty/Hunger	Observed	86	46	33	11	0.371
	Expected	80.57	45.01	35.11	15.30	
Care of the Aged	Observed	48*	47	42*	23*	0<.0005**
	Expected	73.25	40.92	31.92	13.91	
Arts and Culture	Observed	17	4	5	1	0.257
	Expected	12.36	6.91	5.39	2.35	
Environment	Observed	22	12	14	9	0.119
	Expected	26.09	14.58	11.37	4.96	
Disabled Causes	Observed	86	41	32	15	0.617
	Expected	79.66	44.50	34.71	15.13	
Babies and Children	Observed	45	33	28	8	0.226
	Expected	52.19	29.16	22.74	9.91	
Hospices	Observed	28*	28	35*	21*	0<.0005**
	Expected	51.27	28.64	22.34	9.74	
Other Health Issues	Observed	41	23	21	10	0.788
	Expected	43.49	24.30	18.95	8.26	
Drug and Alcohol Abuse	Observed	40	12	12	4	0.109
	Expected	31.13	17.39	13.57	5.91	
National Disasters	Observed	24	11	9	5	0.906
	Expected	22.43	12.53	9.77	4.26	

* Contributed towards significant measure.

** Significant at <0.05.

4.3.4.2 Cross tabulation of Education and Causes

No significant relationships were observed when cross tabulating education with causes.

4.3.4.3 Cross tabulation of Gender and Causes

The gender cross tabulation is illustrated in Table 4.35. Only a few significant observations were made. These involved the *babies and children* causes as well as causes to do with *other health issues* (which included health issues such as cancer and T.B.) In both these areas fewer than expected males and more than expected females were found to rank these causes as important.

Table 4.35: Gender and causes cross tabulation

Causes	Gender			
		Male	Female	P-value
Unemployment	Observed	60	63	0.164
	Expected	53.66	69.34	
HIV/Aids	Observed	105	132	0.778
	Expected	103.65	133.35	
Education/Training	Observed	69	75	0.203
	Expected	62.98	81.02	
Street Children	Observed	72	90	0.812
	Expected	70.85	91.15	
Animals	Observed	53	71	0.788
	Expected	54.23	69.77	
Crime/Safety	Observed	35	53	0.395
	Expected	38.49	49.51	
Homelessness/Poverty/Hunger	Observed	85	91	0.100
	Expected	76.97	99.03	
Care of the Aged	Observed	62	98	0.098
	Expected	69.97	90.03	
Arts and Culture	Observed	14	13	0.378
	Expected	11.81	15.19	
Environment	Observed	29	28	0.239
	Expected	24.93	32.07	
Disabled Causes	Observed	80	94	0.423
	Expected	76.10	97.90	
Babies and Children	Observed	36*	78*	0.002**
	Expected	49.86	64.14	
Hospices	Observed	45	67	0.369
	Expected	48.98	63.02	
Other Health Issues	Observed	31*	64*	0.012**
	Expected	41.55	53.45	
Drug and Alcohol Abuse	Observed	36	32	0.092
	Expected	29.74	38.26	
National Disasters	Observed	27	22	0.086
	Expected	21.43	27.57	

*Contributed towards significant measure.

** Significant at <0.05.

4.3.4.4 Cross Tabulation of Marital Status and Causes

The marital status cross tabulation revealed several significant results. It appears that single people are more likely to be concerned about *unemployment* issues than married people are.

Similarly, more single people than expected have expressed an interest in *HIV/Aids*. This links up with the previous table which indicated that more younger people than expected would support an *HIV/Aids* charity. An assumption would be that younger people are more likely to be single.

More married people than expected are interested in *animal related causes* and conversely fewer single people than expected would support this type of charity. A suggestion would be that pets are often linked with a family situation.

Fewer than expected single people support the *aged*. It is possible, that as previously mentioned, most single people are younger and age is not yet a concern for them. The rest of the people tend to support *care of the aged*. Fewer than expected single and more than expected married support *hospice*. There is some contradiction here as single people are concerned about *HIV/Aids*, with which hospices are heavily involved.

The above observations are evident in Table 4.36.

Table 4.36: Marital status and causes cross tabulation

		Marital Status				
		Single	Married	Widowed	Divorced/ Separated	P-value
Unemployment	Observed	87*	26*	7	3	<.0005**
	Expected	67.63	40.27	7.24	7.86	
HIV/Aids	Observed	145*	66*	10	16	0.009**
	Expected	130.32	77.59	13.94	15.15	
Education/Training	Observed	87	40	7	10	0.328
	Expected	79.18	47.14	8.47	9.21	
Street Children	Observed	101	47	6	8	0.071
	Expected	89.08	53.03	9.53	10.36	
Animals	Observed	51*	56*	7	10	0.001**
	Expected	68.18	40.59	7.29	7.93	
Crime/Safety	Observed	55	24	3	6	0.332
	Expected	48.39	28.81	5.18	5.63	
HPH	Observed	103	52	9	12	0.545
	Expected	96.78	57.62	10.35	11.25	
Care of the Aged	Observed	65*	65*	14*	16*	<.0005**
	Expected	87.98	52.38	9.41	10.23	
Arts and Culture	Observed	17	9	0	1	0.499
	Expected	14.85	8.84	1.59	1.73	
Environment	Observed	27	25	4	1	0.132
	Expected	31.34	18.66	3.35	3.64	
Disabled Causes	Observed	97	57	13	7	0.247
	Expected	95.68	56.96	10.24	11.13	
Babies and Children	Observed	54	41	9	10	0.192
	Expected	62.69	37.32	6.71	7.29	
Hospices	Observed	38*	54*	8	12	<.0005**
	Expected	61.59	36.66	6.59	7.16	
Other Health Issues	Observed	46	32	10	7	0.121
	Expected	52.24	31.10	5.59	6.07	
Drug and Alcohol Abuse	Observed	44	17	4	3	0.331
	Expected	37.39	22.26	4.00	4.35	
National Disasters	Observed	26	18	3	2	0.853
	Expected	26.94	16.04	2.88	3.13	

* contributed towards significant measure.

** significant at <0.05.

4.3.4.5 Cross Tabulation of Children and Causes

More people than expected with children under 12 years and fewer than expected with children over 18 years support *HIV/Aids* cause. Fewer people than expected with children under 12 years and more than expected with children over 18 years support *animal causes*.

Fewer people than expected with no children and more than expected with children over 18 support *care of the aged*. This is in keeping with the section on marital status which indicated that married people are more likely to support *the aged*. It is probable that those with children over the age of 18 are either aged themselves or have aged parents.

People with grown up children have indicated a higher than expected interest in *arts and culture*. More than expected with children over 18 support *hospice*, while those who do not have children are less likely to support this charity. Once again, it is possible that younger and single people are less concerned about life expectancy than those who are older.

These figures are illustrated in Table 4.37.

Table 4.37: Children and causes cross tabulation

No and Age of Children						
		No children	Children < 12	Children 12 - 18	Children > 18	P-value
Unemployment	Observed	61	31	9	22	0.190
	Expected	54.11	28.63	12.58	27.68	
HIV/Aids	Observed	102	67*	25	43*	0.008**
	Expected	104.26	55.16	24.25	53.34	
Education/Training	Observed	61	39	11	33	0.381
	Expected	63.35	33.51	14.73	32.41	
Street Children	Observed	79	42	14	27	0.067
	Expected	71.26	37.70	16.57	36.46	
Animals	Observed	51	21*	15	37*	0.038**
	Expected	54.55	28.86	12.69	27.91	
Crime/Safety	Observed	45	18	12	13	0.111
	Expected	38.71	20.48	9.00	19.81	
HPH	Observed	81	39	18	38	0.899
	Expected	77.42	40.96	18.01	39.61	
Care of the Aged	Observed	53*	35	20	52*	<.0005**
	Expected	70.38	37.24	16.37	36.01	
Arts and Culture	Observed	16	6	5	27*	<.0005**
	Expected	23.75	12.57	5.52	12.15	
Environment	Observed	27	11	4	15	0.630
	Expected	25.07	13.27	5.83	12.83	
Disabled Causes	Observed	75	47	12	40	0.146
	Expected	76.54	40.50	17.80	39.16	
Babies and Children	Observed	42	25	16	31	0.120
	Expected	50.15	26.53	11.66	25.66	
Hospices	Observed	35*	22	15	40*	<.0005**
	Expected	49.27	26.07	11.46	25.21	
Other Health Issues	Observed	41	22	10	22	0.997
	Expected	41.79	22.11	9.72	21.38	
Drug and Alcohol Abuse	Observed	33	13	10	12	0.324
	Expected	29.91	15.83	6.96	15.30	
National Disasters	Observed	25	13	4	7	0.423
	Expected	21.55	11.40	5.01	11.03	

* contributed towards significant measure.

** significant at <0.05.

4.3.4.6 Cross Tabulation of Race and Causes

Table 4.40 illustrates the following significant results. Causes that assist with *unemployment* as well as *HIV /Aids* are more likely to be supported by blacks than whites. Unemployment figures would probably explain this. The support of *education and training* had a similar pattern, but fewer Indians than expected indicated that they would support this cause.

Fewer whites than expected indicated an interest in supporting *street children*, as well as *homelessness/poverty and hunger* and *HIV/Aids*.

Whites, on the other hand demonstrate a greater interest in supporting *care of the aged, babies and children, environmental* and *animal related causes* than expected.

Care of the aged is less likely to enjoy support from the black population.

More Indians than expected indicated an interest in supporting *homelessness / poverty / hunger*, whereas fewer than expected indicated a willingness to support *babies and children*.

The coloured population was more likely than expected to support *drug and alcohol abuse* causes and less likely to support *environmental causes*.

Table 4.38: Race and causes cross tabulation

		Race				
		Black	Coloured	Indian	White	P-value
Unemployment	Observed	70*	8	19	26*	<.0005**
	Expected	41.63	8.52	26.81	46.05	
HIV/Aids	Observed	100*	24	48	65*	<.0005**
	Expected	80	16	50	90	
Education/Training	Observed	62*	9	23*	50	0.020**
	Expected	48.74	9.97	31.38	53.91	
Street Children	Observed	59	14	41	47*	0.036**
	Expected	54.49	11.15	35.09	60.27	
Animals	Observed	10*	4	25	85*	<.0005**
	Expected	41.97	8.58	27.03	46.42	
Crime/Safety	Observed	31	8	19	30	0.758
	Expected	29.78	6.09	19.18	32.94	
HPH	Observed	63	14	50*	48*	0.001**
	Expected	59.23	12.12	38.14	65.51	
Care of the Aged	Observed	36*	10	31	83*	<.0005**
	Expected	54.15	11.08	34.87	59.90	
Arts and Culture	Observed	13	2	3	9	0.332
	Expected	9.14	1.87	5.88	10.11	
Environment	Observed	17	0*	10	30*	0.022**
	Expected	19.29	3.95	12.42	21.34	
Disabled Causes	Observed	67	11	42	53	0.070
	Expected	58.55	11.98	37.71	64.76	
Babies and Children	Observed	33	10	16*	54*	0.014**
	Expected	38.25	7.82	24.63	42.30	
Hospices	Observed	13*	9	23	67*	<.0005**
	Expected	37.91	7.75	24.41	41.93	
Other Health Issues	Observed	30	6	18	41	0.610
	Expected	32.15	6.58	20.71	35.56	
Drug and Alcohol Abuse	Observed	25	10*	17	15*	0.004**
	Expected	22.68	4.64	14.60	25.08	
National Disasters	Observed	17	1	11	20	0.547
	Expected	16.58	3.39	10.68	18.34	

* contributed towards significant measure.

** significant at <0.05.

4.3.4.7 Cross Tabulation of Income and Causes

The income cross tabulation produced a number of interesting measures which were significant as indicated by the p-value in the tables. These are displayed in Table 4.39.

Table 4.39: Income and causes cross tabulation

Causes	Income						
		<R5000	R5001 R10000	R10001 R20000	R20001 R30000	Above R30000	P-value
Unemployment	Observed	65*	30	14*	4*	8*	<.0005**
	Expected	42.01	30.41	22.26	11.60	14.73	
HIV/Aids	Observed	98*	54	38	18	27	0.008*
	Expected	81.58	59.05	43.23	22.53	28.61	
Education/Training	Observed	57	37	19	14	16	0.268
	Expected	49.64	35.94	26.30	13.71	17.41	
Street Children	Observed	61	39	27	14	17	0.731
	Expected	54.85	39.70	29.06	15.15	19.24	
Animals	Observed	21*	37	29	17*	18	<.0005**
	Expected	42.35	30.66	22.44	11.69	14.85	
Crime / Safety	Observed	39	24	9	6	8	0.055
	Expected	29.85	21.61	15.82	8.24	10.47	
Homelessness/ Poverty / Hunger	Observed	66	44	35	16	12	0.067
	Expected	60.06	43.47	31.82	16.58	21.06	
Care of the Aged	Observed	38*	41	40*	21*	18	0.001*
	Expected	55.14	39.09	29.21	15.22	19.34	
Arts and Culture	Observed	12	2	5	5	3	0.143
	Expected	9.37	6.78	4.97	2.59	3.29	
Environment	Observed	13	14	16	7	7	0.155
	Expected	19.79	14.32	10.48	5.46	6.94	
Disabled Causes	Observed	60	44	32	19	17	0.724
	Expected	59.71	43.22	31.64	16.49	20.94	
Babies and Children	Observed	37	30	21	11	15	0.977
	Expected	39.47	28.57	21.21	10.90	13.84	
Hospices	Observed	22*	27	27	13	22*	<.0005**
	Expected	38.53	27.89	20.42	10.64	13.52	
Other Health Issues	Observed	34	23	16	10	12	0.984
	Expected	32.98	23.87	17.47	9.11	11.57	
Drug and Alcohol Abuse	Observed	25	19	10	7	7	0.869
	Expected	23.61	17.09	12.51	6.52	8.28	
National Disasters	Observed	11	16	7	2	10	0.052
	Expected	15.97	11.56	8.46	4.41	5.60	

* Contributed towards significant measure.

** Significant at <0.05.

The relationship between income and *unemployment* was highly significant. It was observed that more than expected respondents that earn less than R5000 would wish to support *unemployment* as a cause. Fewer than expected respondents from the two upper income brackets would be prepared to support this charity. An assumption could be that households in the lower bracket would be more likely to have personally experienced unemployment.

More respondents in the less than R5000 group than expected chose to support the *HIV/Aids* cause. This finding was significant at the 0.05 level. The opposite was apparent when it came to *animal related causes*. Fewer than expected in the less than R5000 group were interested in supporting *animal* causes. However more respondents than expected in the R20 001-R30 000 group were prepared to support this type of cause.

Care of the aged statistics also demonstrated that fewer respondents than expected in the lower income group were prepared to support *the aged*. However a more than expected measure was noted in the 'R10001 - R30000' groups. It can be therefore be deduced from this that the higher income groups are more supportive of causes associated with *the aged*.

Hospices were chosen by fewer respondents than expected in the less than R5000 income group. A more than expected result was noted for the top income group of more than R30 000.

4.4 MULTIVARIATE ANALYSIS

4.4.1 Introduction

Multivariate analysis is the term used to describe a group of statistical procedures that can analyse three or more variables at the same time. It is important in marketing research because most problems are multidimensional (Hair, et al., 2003: 624). Correspondence analysis is a form of multivariate analysis.

4.4.2 Correspondence Analysis

Correspondence analysis is a descriptive technique that can be used to analyse either simple two-way and/or multi-way tables that have some measure of correspondence between the rows and columns (Statsoft, 2007: 1). The graphical presentation of these results is known as a perceptual or correspondence map (Hair et al. 2003: 624).

Correspondence analysis was applied to the frequency measures in order to study the interaction between selected socio-demographic variables and the causes that were used in question 19. The socio-demographic variables that were used in this analysis were restricted to age, income, gender, and education.

4.4.2.1 Matrix of Causes and Socio-demographic variables

The rows in the matrix in Table 4.40 represent the causes and the columns represent the socio-demographic variables. The entries in the matrix represent the weighted frequency with which each cause was ranked by a particular socio-demographic variable. It must be noted that in this case the cells are not independent as a cause will be ranked with more than one variable. Table 4.40 shows the frequencies of sixteen causes with sixteen socio-demographic variables.

The socio-demographic variables are divided into sub-sections as per the questionnaire.

Table 4.40 Frequencies of causes with socio-demographic variables

Causes	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Sum
	A1	A2	A3	A4	Ma	Fe	E1	E2	E3	E4	E5	I1	I2	I3	I4	I5	
1 UN	68	29	19	7	60	63	5	76	26	10	5	65	30	14	4	8	489
2 HI	119	64	41	13	105	132	9	136	48	26	15	98	54	38	18	27	943
3 ED	68	38	30	8	69	75	4	81	33	14	10	57	37	19	14	16	573
4 ST	83	48	23	8	72	90	6	97	36	14	6	61	39	27	14	17	641
5 AN	46	33	26	19	53	71	3	66	26	15	12	21	37	29	17	18	492
6 CR	44	23	16	5	35	53	4	57	16	7	1	39	24	9	6	8	347
7 HP	86	46	33	11	85	91	5	100	37	17	14	66	44	35	16	12	698
8 AG	48	47	42	23	62	98	1	85	39	22	11	38	41	40	21	18	636
9 AC	17	4	5	1	14	13	1	15	4	2	5	12	2	5	5	3	108
10 EN	22	12	14	9	29	28	3	25	11	10	7	13	14	16	7	7	227
11 DI	86	41	32	15	80	94	4	105	40	17	5	60	44	32	19	17	692
12 BA	45	33	28	8	36	78	2	61	25	14	8	37	30	20	11	15	451
13 HO	28	28	35	21	45	67	4	50	31	15	9	22	27	27	13	22	444
14 HE	41	23	21	10	31	64	2	53	21	9	9	34	23	16	10	12	379
15 DR	40	12	12	4	36	32	5	37	12	6	5	25	19	10	7	7	269
16 NA	24	11	9	5	27	22	1	24	9	10	3	11	16	7	2	10	191
Sum	865	492	386	167	839	1071	60	1068	414	208	125	659	481	344	184	217	7580

* Refer to Appendix A, question 19 for full cause titles

4.4.2.2 Breakdown of Inertia

Table 4.41 shows the breakdown of the inertia and the percentages of inertia. This table illustrates the percentage of information that is available on each axis. It is clear 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 will be taken into consideration.

Table 4.41: Inertias and percentages of inertia

<i>Factor</i>	<i>Inertia (eigenvalue)</i>	<i>Percent</i>	<i>Cumulative Percent</i>
1	0.023964	61.28%	61.28
2	0.004922	12.59%	73.87
3	0.003185	8.15%	82.02
4	0.002043	5.23%	87.25
5	0.001457	3.73%	90.98
6	0.001204	3.08%	94.06
7	0.000706	1.81%	95.87
8	0.000584	1.49%	97.36
9	0.000456	1.16%	98.52
10	0.000384	0.98%	99.5
11	0.000157	0.40%	99.9
12	0.000039	0.10%	100
13	0.000003	0.01%	
14	0.000000	0.00%	
15	0.000000	0.00%	
Total Inertia (I)	0.039104		

The next part of the output gives the decomposition of the first two dimensions of inertia for the cause, followed by the socio-demographic variables. These results are found in Tables 4.42 and 4.43 respectively.

Table 4.42: Decomposition of the first two moments of inertia in terms of causes

N0	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 4.42 and 4.43 present the following information.

- For each point the mass and inertia (mass x squared distance from the origin) are given in the columns headed MASS and INR respectively.
- For each dimension of inertia and corresponding principal axis the following information is recorded:
 - a. The coordinate of the point on the axis (multiplied by 1000) in the columns headed k.
 - b. The relative contribution (x by 1000) in the column headed COR and the absolute contribution (rescaled to 1000) in the column headed CTR.

The values listed under the heading 'CTR' (contribution) indicate how much each point (row, column) contributes to the direction of that principle axis. The values listed under the heading 'COR' (correlation) indicate how well the variation in a point is represented by a specific axis.

Those causes which have both a high relative contribution as well as a high absolute contribution are of interest. The causes that fit this description have been highlighted in Table 4.42, namely *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 4.43: Decomposition of the first two dimensions of inertia in terms of the socio-demographic variables

NO	NAME	QLT	MAS	INR	k=1	COR	CTR	k=2	COR	CTR
1	A1	957	114	113	-184	869	161	58	88	79
2	A2	598	65	23	18	23	1	-86	528	97
3	A3	848	51	60	187	763	74	-32	22	11
4	A4	906	22	138	466	883	199	22	2	2
5	Ma	924	111	49	-52	159	13	101	595	229
6	Fe	915	141	37	41	162	10	-79	609	181
7	E1	518	8	37	-201	223	13	206	232	68
8	E2	914	141	27	-73	700	31	-31	123	27
9	E3	558	55	17	61	309	8	-52	225	30
10	E4	737	27	42	175	511	35	51	44	15
11	E5	932	16	79	212	239	31	247	323	204
12	I1	949	87	163	-256	894	238	-32	14	18
13	I2	594	63	24	29	56	2	-18	21	4
14	I3	928	45	72	215	744	88	44	31	18
15	I4	827	24	55	204	474	42	59	39	17
16	I5	874	29	64	210	510	53	19	4	2

Table 4.43 illustrates the socio-demographic variables that correspond with the causes highlighted in Table 4.42. The causes that showed a negative coordinate will correspond with the socio-demographic variables that display a similar negative coordinate in the same column. Conversely the positive values on table 4.42 can be matched with positive values in the same column in Table 4.43. For example, *unemployment* has high contributions with a negative coordinate in axis 1. This will correspond with A1 (Age 12-29) and I1 (Income <R5000) on axis 1 of the socio-demographic variables. Although *education* is also negative, it is not considered to be important as the absolute contribution has a low value.

4.4.2.3 Interpretation of the Results

By analysing Tables 4.42 and 4.43 in conjunction with the graphical display of Figure 4.13, various interpretations, some meaningful and others not, can be made. 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.

From Table 4.42 it can be seen that *animals, the aged and hospices* all feature as a positive coordinate and are relevant because of their high values. Similarly *unemployment* is relevant, but it has a negative coordinate. These causes will all be found on axis one. It can be seen on Table 4.43 that the corresponding socio-demographic variables are A1 (Age 12-29) and I1 (Income <R5000) with negative coordinates. Therefore, the observation is that A1 and I1 correspond with *unemployment*. This is confirmed by the graph (See Figure 4.13). 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 is graphically confirmed in Figure 4.13.

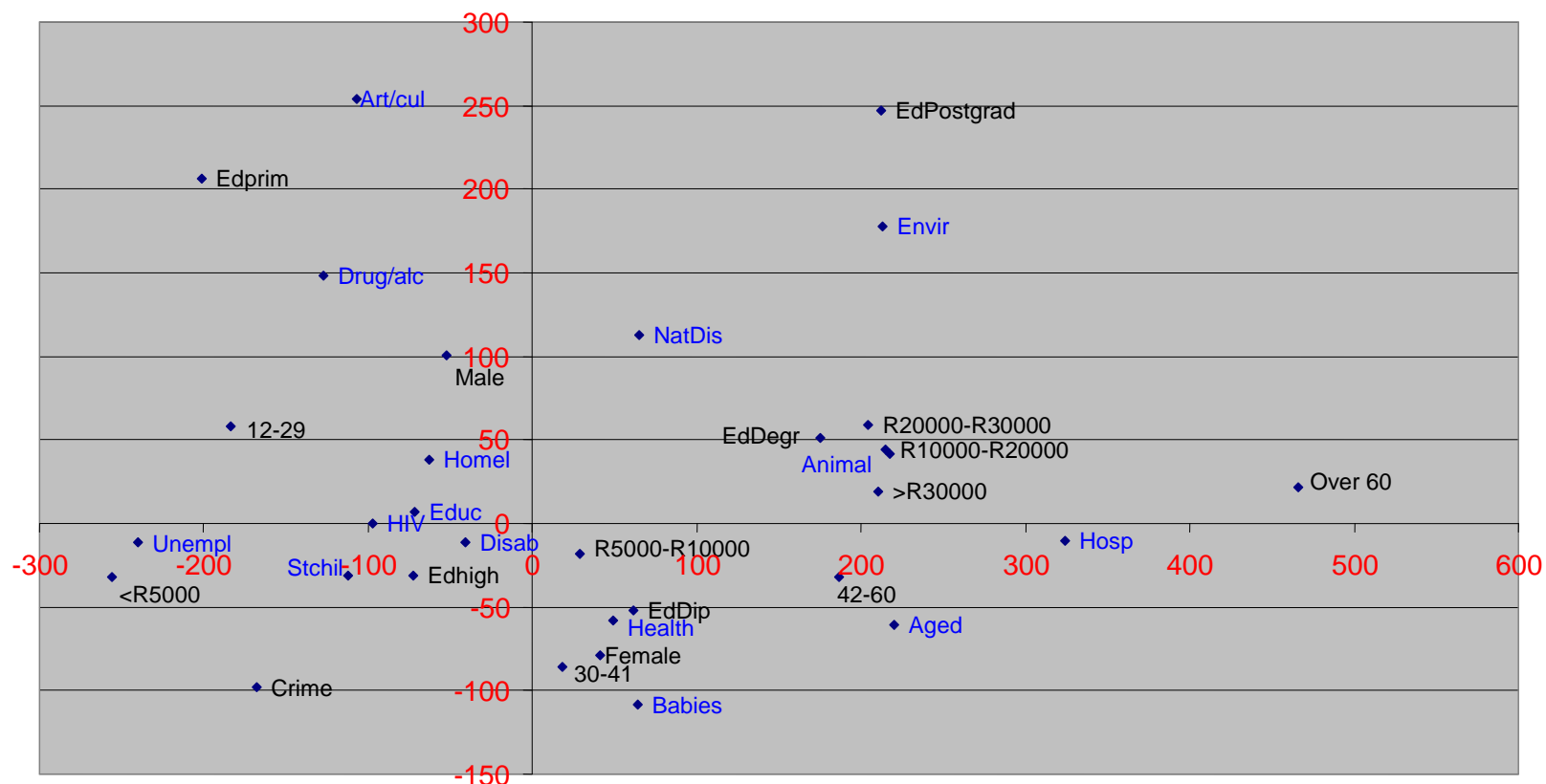
Moving to the second column ($k=2$), which represents axis 2, it can be seen that *arts and culture*, *the environment* and *drugs and alcohol* all have high values and positive coordinates. Conversely *babies and children* has a high value, but a negative coordinate. The positive coordinates correspond with the male socio-demographic variable and the highest level of education which is post-graduate. The graphical representation in Figure 4.13 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 graphical representation.

4.4.2.4 The Correspondence Map

The correspondence map is a graphical tool which can help to observe relationships within the tables. A cautionary note is that the correspondence map should be interpreted in relation to the correspondence tables and not in isolation (Garson, 2007: 1)

In correspondence analysis the relationships between variables are not solely represented through proximities in the map. However, the geometrical distances between column points can be used for the interpretation of similarity between points. What can be inferred from a map such as the one shown in Figure 4.13 is that socio-demographic variables that are close to a cause have 'some' association with that cause (Pinnell, 1997: 9). But when the map is interpreted in association with the tables the picture becomes clearer.

Figure 4.13: Correspondence Map



4.5 CONCLUSION

This chapter has covered the analysis of the data gathered in the research study. It has covered a number of different methods of quantitative analysis in order to obtain both descriptive and inferential statistics.

The first section was descriptive in nature and gave a general profile of the nature of the respondents as well as a descriptive analysis of their responses. Chi-square goodness-of-fit testing was carried out on all the questions in this section in order to establish significance. The 0.05 level of significance was used.

The second section aimed to establish whether socio-demographic variables had any affect on opinions and attitudes towards CRM, as well as respondents' choice of a cause. This was performed by means of cross-tabulations. The chi-square test of independence was applied to the questions in order to establish significance. When certain conditions were not met, a Fisher's exact test was carried out.

In the third section correspondence analysis was applied to the frequency measures in order to study the interaction between the socio-demographic variables and the causes. A correspondence map was used in order to illustrate the results graphically.

A discussion of the results obtained in this chapter follows in Chapter Five.

CHAPTER 5 – DISCUSSION

5.1 INTRODUCTION

In this chapter, a summary of the findings of Chapter Four is outlined. These findings are discussed in relation to the findings from previous research that were outlined in Chapter Two. Conclusions are then drawn in relation to the hypotheses and objectives.

It is important that this research makes a contribution to the body of knowledge in this field. It has been identified that very little research has been carried out in the field of CRM in a South African context, and when it comes to the selection of causes, with particular reference to socio-demographic variables, there was a distinct lack of information.

The discussion of the findings is structured according to the objectives of the study.

5.2 OBJECTIVES

The overall objective of this study was to gain an understanding of consumer behaviour towards companies using CRM in the greater eThekweni region. In order to achieve this objective, three sub-objectives were developed.

Sub-objective 1:

To identify the extent to which eThwekweni consumers would switch brands to a company involved with CRM, if price and quality were equal.

Sub-objective 2:

To establish whether selected socio-demographic characteristics of participants are related to the evaluation of a CRM offer.

Sub-objective 3:

To establish whether selected socio-demographic characteristics of participants are related to the selection of a specific cause.

The following three research hypotheses were tested in order to achieve the objectives.

H1 eThekweni consumers would be likely to switch brands to one that is involved with CRM, if price and quality are equal.

H2 There is a relationship between socio-demographic characteristics, namely age, income, gender, education, marital status, age of children and race, and the evaluation of the CRM offer.

H3 There is a relationship between socio-demographic characteristics, namely age, income, gender, education, marital status, age of children and race, and the support of specific causes.

5.2.1 Sub-objective 1

Sub-objective One attempted to identify the extent to which eThwekweni consumers would switch brands to a company involved with CRM, if price and quality were equal.

The hypothesis relating to the above sub-objective was that eThekweni consumers would be likely to switch brands to one that is involved with CRM, if price and quality are equal.

5.2.1.1 Previous Research relating to Sub-objective 1

The literature review has established a number of findings from research conducted elsewhere in the world. Most of the research was conducted in first world countries, notably the UK, USA and Australia, although there were a few studies in other countries.

Previous studies have demonstrated that CRM can impact on consumer choice. It was stated by Till and Nowak (2000: 472) that an increasing number of consumers expressed their intention to reward firms that are involved with environmental and/or social issues in their marketing strategies. It states that 75% of consumers would be prepared to switch brands to a company involved with CRM, given that price and quality were equal.

Business in the Community (BITC), a respected company involved in the business of CRM in the UK have published many statistics demonstrating that CRM provides a popular method for consumers to support a charity of their choice. CRM is increasingly seen as a time saving exercise for many consumers. The BITC figure revealed that 80% of consumers would be willing to change brands to one that is supporting a cause (Tustin and Pienaar, 2005: 127). Other research in the literature review reveals similar percentages of consumers that are prepared to change brands under the conditions discussed above.

In this study, 61% of respondents were prepared to change retail outlets for the same reasons, and 86% of respondents indicated that they would have a more positive image of a company that was trying to make the world a better place. Other figures that were revealed show that 89% of respondents recalled purchasing a product associated with a cause, whereas low percentages of 21% and 35% professed to being involved in other ways with helping charities. Lack of time was a problem that many seemed to have, with 86% claiming in BITC (2003) that they did not have time to support charities in other ways. For this reason, 83% of BITC respondents (BITC, 2002) saw CRM as a way in which they could contribute to a cause without having to worry about time pressure.

Overall, a high (mostly over 80%) positive response was noted towards CRM in many aspects.

5.2.1.2 Current Findings relating to Sub-objective 1

The current research made use of the results gathered from previous studies in order to prepare the questionnaire. Results gathered in the eThekweni area were similar to those from elsewhere in the world, despite different lifestyles and socio-demographics.

Of the respondents that were interviewed, 94% agreed that it was important for businesses to spend money on charities. The number of respondents that had recalled purchasing a CRM product amounted to 69%, which was a little lower than previous international results. This could be attributed to the fact that CRM is not yet as common in South Africa and a number of respondents had to have the concept explained to them. There could also be a link with perceptions that charities in South Africa are not all professionally managed (Tustin and Pienaar, 2005: 123). In a similar result to the international results, 88% of respondents agreed that a business would have a better image if they were seen to be supporting a cause in some way.

It was interesting to observe that 76% of respondents indicated that they had participated in some activity to raise funds for charity. This figure is substantially higher than the figures of 21% and 35% obtained by BITC (2003). A possible explanation for this could be the highly visible needs in the eThekweni region and the rest of South Africa, as described in the literature review. To reinforce this, 51% indicated that they had actually got physically involved with helping a charity, which is also higher than the BITC results.

Where these results did correspond to some extent with the international results, was that 58% of the respondents claimed that they did not get involved with charity because of time pressure problems. Despite the similarity, the international figures were higher. A possible explanation for this is that those residing in first-world countries such as the UK or USA might be more aware of time-pressure than those in an emerging economy such as South Africa. Less than the international research, but still positive, 64% of respondents agreed that getting involved with a CRM purchase was a time-saving exercise that made them feel that they were being supportive towards a cause.

In order to probe other possible feelings, respondents were asked whether they saw this as a money-making exercise rather than an altruistic one. 23% agreed with this statement, while 52% disagreed.

As far as supporting a retailer who practised CRM was concerned, 76% of respondents agreed that they would do this. Furthermore, 80% of eThekweni respondents agreed that they would be prepared to change brands to one that supported a cause. This figure is close to the figure obtained from the BITC research as described above.

5.2.1.3 Conclusion – Sub-objective 1

It is agreed that this research supports Hypothesis One which states that eThekweni consumers would be likely to switch brands to one that is involved with CRM, if price and quality are equal. Generally, respondents had positive attitudes and opinions towards CRM, with a number of the replies to questions having over 80% of respondents answering in a way that expressed a positive attitude or opinion towards CRM.

The only area that varied to some extent, was that eThekweni respondents appeared to be more likely to be actually involved with a cause/charity. Secondly, studies elsewhere in the world indicated that their respondents appeared to have more of a time-pressure problem/excuse in contrast to eThekweni respondents. The time-pressure problem could be used as in an advertising campaign as a benefit of participating in a particular CRM scheme. Overall this research shows that there is a positive attitude towards businesses practicing CRM as well as a positive attitude towards supporting a brand that is involved with CRM.

It should be noted that 23% of respondents that were still sceptical of CRM, seeing it as a money-making exercise. This highlights a need for further information to be made available for consumers by businesses that are practising this form of marketing.

5.2.2 Sub-objective 2

Sub-objective Two attempted to establish whether selected socio-demographic characteristics of participants are related to the evaluation of a CRM offer.

The hypothesis related to this sub-objective stated that there is a relationship between socio-demographic characteristics, namely age, income, gender, education, marital status, age of children and race, and the evaluation of the CRM offer.

5.2.2.1 Previous Research relating to Sub-objective 2

Although there was a large amount of information available on Sub-objective One, previous research was more difficult to find on the socio-demographic areas. This section outlines the research that was identified in the literature review, on attitudes and opinions towards CRM, with respect to socio-demographic status.

Some studies had taken place in respect of age and CRM. In particular Cui et al. (2003:213) carried out research examining Generation Y and CRM. This study found that there was a generally positive attitude amongst Generation Y respondents. This view was supported by Tustin and Pienaar (2005: 125) who state that this age group is more philanthropic than those who went before them. BITC research (2003) claims a higher purchase of CRM products in the 35-44 age group.

The same study (Cui et al., 2003: 317) established that female students had more positive attitudes than male students. Cone Roper (1994) found that those with a higher education were more likely to have a positive attitude towards CRM. It was also suggested in previous studies (Cui et al., 2003: 317; Kotler and Lee, 2005: 11) that those in middle to higher income categories were more receptive towards CRM. When the consumer is a member of a household with children, their involvement with CRM purchases also seems to increase. This appears to have a link with the same group claiming to have less time to be involved with a charity in other ways (BITC, 2003).

5.2.2.2 Current Findings relating to Sub-objective 2

Cross-tabulations were carried out in order to establish whether any socio-demographic variables were related to opinions and attitudes towards CRM. A chi-square test of independence was applied in order to establish significance. Significant findings will be outlined under each socio-demographic variable.

- Gender

Significantly more females thought that it was important for business to spend money on charities.

- Education

It was found that more people than expected with degrees had purchased a product linked with CRM than those who had a lower education.

- Marital Status

More married people than expected had purchased a CRM product. Fewer single people than expected had purchased a CRM product.

- Children

It appears that people with small children (under 12) are not as aware as expected about whether they have purchased a CRM product or not. Fewer than expected in this group have purchased a CRM product.

- Race

Significantly more whites than expected have purchased products linked to a cause.

- Household Income

It appears that this section concurs with previous research, in that fewer than expected had purchased a CRM product in the lowest income group compared to the highest income group which had more than expected. More than expected in the lower income group were not aware of whether they had purchased a CRM product or not.

- Age

More than expected younger people (12-29) disagreed with the suggestion that a business would have a better image if it supported a CRM product. On the other hand more people than expected in the over 60 age group were prepared to support a retailer who supported a cause.

5.2.2.3 Conclusion – Sub-objective 2

It was interesting to observe that many of the results above were similar to those from studies conducted elsewhere in the world. Areas in agreement with previous findings include the finding that females are more responsive towards CRM than males. Furthermore there is agreement that those that are better educated (university level qualifications) and are in a higher income group are also more positive towards CRM.

Married people seem to be more positive towards CRM, although those with small children do not seem to recall purchasing a CRM product as much as would be expected. A possible reason would be that a mother of small children might be more preoccupied with other things when shopping than those with older children. The lack of time that parents of small children seem to be afflicted with could be a possible explanation for this situation.

The one area that did not appear to give similar results to previous research was that of age. Younger respondents did not appear to be easily impressed by a business that was practicing CRM, whereas among those over the age of 60 a more than expected number would support a retailer that practised CRM. This could possibly be explained by the fact that this generation has grown up in a media-saturated environment and is very aware of marketing hype (Schiffman and Kanuk, 2004: 454). They are generally seen as sceptical of the media. A suggestion would be that if businesses selected a cause to support that this generation identified with, the response might be different.

Race was a segmentation category that had not previously been researched. More whites than expected recalled purchasing a CRM product, whereas fewer blacks recalled purchasing a CRM product. This has implications for informative promotion to consumers who lack the knowledge to make an informed decision where CRM is concerned.

Therefore it can be stated that this research supports Hypothesis Two and that there is a relationship between socio-demographic characteristics, namely age, income, gender, education, marital status, age of children and race, and the evaluation of the CRM offer.

5.2.3 Sub-objective 3

This sub-objective attempted to establish whether selected socio-demographic characteristics of participants were related to the selection of a specific cause.

The hypothesis attached to this sub-objective states that there is a relationship between socio-demographic characteristics, namely age, income, gender, education, marital status, age of children and race, and the support of specific causes.

5.2.3.1 Previous Research on Sub-objective 3

Very little previous research was available on the selection of a cause. It was noted by Kotler and Lee (2005: 84) that causes with the most visibility are generally the ones with the biggest followers. These included causes most commonly associated with major health issues such as breast cancer and HIV/Aids, childrens' needs, basic needs such as hunger and homelessness, and the environment, such as wildlife preservation. Literature was available on a few studies that identified the top causes that consumers would prefer to support. A study by Nedbank in South Africa (Endacott, 2004: 186) identified the following five causes (in descending order), as those most preferred by consumers. These were crime/personal safety, poverty, HIV/Aids, unemployment and the economy.

Despite the fact that the importance of selecting a cause to match the customer base is accentuated (Kotler and Lee, 2005: 105; Till and Nowak, 2000: 475; Endacott, 2004: 187), no apparent coverage of the question of choice in relation to socio-demographic status was evident in the literature either nationally or internationally.

5.2.3.2 Findings on Sub-objective 3

a. Selection of Favourite Cause.

Respondents were asked to select their favourite cause. This was done twice. Firstly unaided and secondly aided. 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: 338). 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: 338) 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 top five causes were as follows:

1. HIV/Aids.
2. Homelessness/Poverty/Hunger.
3. Street Children.
4. Education and Training.
5. Care of the Aged.

Least favoured were Arts and culture and National disasters.

It is interesting to note that Q18 revealed that *child related charities* were by far the most 'popular' whereas in Q 19 causes connected with *children and babies* did not show any significant ranking.

b. Causes and Socio-demographic variables.

Cross tabulations were carried out to compare each cause with the seven socio-demographic variables. This study has brought attention to a number of causes that have links with certain socio-demographic groups that are worth noting.

When it comes to gender, women appear to have more interest in causes linked with *babies and children*, as well as *other health issues*. A suggestion would be that the maternal instinct might explain the *babies and children* link. *Other health issues* could be explained by the large amount of coverage that is given to health issues such as breast cancer and T.B. Breast cancer, in particular is an illness that is covered frequently in womens' magazines, newspapers and other promotional methods.

Lower income groups appear to be more concerned about *HIV/Aids* and *unemployment*, and upper income groups would be more likely to support the *aged*, *hospices* and causes connected with *animals*. *Hospices* in particular, were more connected to the top income group than any other income group.

Older people were more interested in *animal related causes*, *care of the aged* and *hospices*, whereas younger people were more likely to support *HIV/Aids* and *street children*. Again, *HIV/Aids* enjoys a large amount of news coverage amongst the youth, so the chance of it being 'top-of-the-mind' is probably good. Both *hospices* and the *aged* had more support than expected from those over the age of 42, but lacked support from the 12-29 age group.

When it came to marital status, more single people than expected indicated that they would support an *HIV/Aids* cause, although fewer would support *animal related causes, the hospice and the aged*. This could link up with the above discussion on the younger group, as an assumption would be that younger people are more likely to be single. More married people than expected indicated that they would support *animal related causes, the hospice and the aged*.

Ethnicity also had an impact on the selection of causes. Black people appeared to be more likely to support *unemployment* as well as *education and training*, while *animal related causes* were not popular, along with *care of the aged and hospices*. Indian people were most likely to support *homelessness/poverty and hunger* while less likely to support *education and training*, and *babies and children*. Whites were less likely to support *education and training, homelessness/poverty and hunger, drug and alcohol abuse* and *street children* while they demonstrated more than expected figures for support of *animals, babies and children, care of the aged, hospices* and the *environment*. Coloured people had a significant number expressing support for *drug and alcohol abuse*, while there was no interest in *the environment*. Some of these results could be indicative of the social problems that are experienced by various ethnic groups in eThekweni.

The correspondence analysis that was carried out after the cross-tabulations confirms the majority of the information that was found significant in the cross-tabulations. However, further information worth noting was that the male variable corresponded with *drugs and alcohol, the environment and arts and culture*. The same causes also correspond with the highest level of education (post graduate).

5.2.3.3 Conclusion – Sub-objective 3

This information could assist in matching market segments with potential causes. For example, *HIV/Aids* might be a good cause to select when the target market is made up of young people in the lower income groups. Likewise older people in upper income groups could very well respond to *animal related causes, care of the aged and hospices*. Women would be more likely to support *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 the cause.

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

5.3 CHAPTER CONCLUSION

On the whole, this study shows that eThekweni consumers have positive attitudes towards CRM. Most are prepared to support a brand or a retailer that practises CRM and will also perceive those that practise CRM as having a better image.

This study also shows that different sub-sections of socio-demographic groups have different attitudes towards CRM. These findings can be helpful for targeting of various market segments.

Finally, the study shows that the selection of causes is affected by the socio-demographic status of the consumer. Once again this can be of great assistance to the marketer when selecting a cause to support. It makes marketing sense to select a cause that matches the target market that the business is directing its marketing strategy towards.

It should be noted that this study does not suggest that other causes are not supported, but rather that those that are statistically significant are important and worth noting. Another observation is that causes that are mentioned more often than expected might be more popular because they are better promoted. It follows that causes that are mentioned less than expected by certain groups could become more popular if they were better marketed. This information could therefore be of use to not only marketers of goods and services, but marketers of causes and non-profit organisations as well.

CHAPTER 6 - CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

The overall objective of this study was to gain an understanding of consumer behaviour towards companies using CRM in the greater eThekweni region. This objective was made up of three sub-objectives. The first sub-objective was to identify whether eThekweni consumers would switch brands to a company involved with CRM, if price and quality were equal. This was followed by sub-objective two, which was to establish whether particular socio-demographic characteristics of consumers would be related to their evaluation of a CRM offer. Finally, sub-objective three was to establish whether those same socio-demographic characteristics would be related to the selection of a specific cause.

This chapter begins by discussing the conclusions that were arrived at in Chapter Five. The implications of the research follow, with a discussion of the implications to the marketer, the charity or cause and academics. This is followed by any limitations that would possibly have had an affect on the results. Finally, recommendations for further research are discussed.

6.2 CONCLUSIONS

This research supports Hypothesis One which states that eThekweni consumers would be likely to switch brands to one that is involved with CRM, if price and quality are equal. Generally respondents had positive attitudes and opinions towards CRM, with a number of the replies to questions having over 80% of respondents answering in a way that expressed a positive attitude or opinion towards CRM.

The only areas where some variation was apparent, was first, that eThekweni respondents appeared to be more likely to be actually involved with a cause/charity than those in international studies. Second, studies elsewhere in the world indicated that their respondents appeared to have more of a time-pressure problem/excuse in contrast to eThekweni respondents. Possible reasons for these results are discussed in Chapter Five. Overall this research shows a very positive attitude towards businesses practising CRM as well as a positive attitude towards supporting a brand that is involved with CRM.

Research Hypothesis Two is supported by this research. It is shown that there is a relationship between socio-demographic characteristics, namely age, income, gender, education, marital status, age of children and race, and the evaluation of the CRM offer.

It was interesting to observe that many of the results were similar to those from studies conducted elsewhere in the world. Areas in agreement with previous findings include the finding that females are more responsive towards CRM than males. Furthermore there is agreement that those that are better educated (university level qualifications) and are in a higher income group are also more positive towards CRM.

Married people seem to be more positive towards CRM, although those with small children do not seem to recall purchasing a CRM product as much as would be expected. An explanation could be that a mother of small children might be more preoccupied with other things when shopping than those with older children.

The one area that did not appear to give similar results to previous research was that of age. Younger respondents did not appear to be easily impressed by a business that was practising CRM, whereas those over the age of 60 showed that a greater number than expected would support a retailer that practised CRM. Race was an area where no previous results were evident. More whites than expected recalled purchasing a CRM product, whereas fewer blacks than expected recalled purchasing a CRM product.

There is an indication that there are groups such as low-income and black consumers who do appear to lack knowledge on CRM. For this reason, there is a need to provide further information to these groups, if they are being targeted with a CRM related strategy.

This research supports Hypothesis Three which states that there is a relationship between socio-demographic characteristics, namely age, income, gender, education, marital status, age of children and race and the support of specific causes.

A number of causes were shown to be supported by more than expected respondents of certain socio-demographic sub-groups. These results are discussed in chapters four and five. The information from these results would be of assistance in matching market segments with potential causes. For example, *HIV/Aids* might be a good cause to select when the target market is made up of young people in the lower income groups. Likewise older people in upper income groups could very well respond to *animal related causes*, *care of the aged* and *hospices*.

One should be careful when interpreting the results of this research. Every cause wishes to be supported in some way and CRM is a strategy that would be possible for many supporters of causes that are not rated as the most popular or as supported by a particular socio-demographic group, should not see this as a threat, but rather as a signal that they have possibly not carried out sufficient awareness campaigns with those particular groups. On the other hand, those causes that are more popular with certain groups should note this for use in potential campaigns. Causes that are more popular could be because more promotions have been carried out. This information could therefore be of use to not only marketers of goods and services, but marketers of causes and non-profit organisations as well.

6.3 IMPLICATIONS OF RESEARCH

This research has implications for a number of parties.

6.3.1 The Marketer

Marketing practitioners should find this research useful for a number of reasons. First, it would be of interest to the local marketer to have confirmation that the consumers in the eThekweni area are supportive of CRM. It means that this is a valid form of marketing that is not only acceptable to the consumer, but actually improves the image of the company in the eyes of most consumers. Consumers also indicated that they would actually be prepared to change brands to one that is supporting a cause that they cared about. There is still a small pocket of consumers that view this form of marketing with some disbelief as to the motives of the company, but they are in the minority.

Second, for marketers that are practising segmentation and selecting target markets, it would be prudent of them to select a cause that is applicable to the target market towards which they are directing their strategy. This research has assisted to identify a number of causes (in broad terms) that particular socio-demographic sub-groups would be most likely to support.

6.3.2 The Charity or Cause

This research could be useful to causes for a number of reasons. First this research validates CRM in the strongest sense. For any cause that is thinking of approaching business to get involved in this type of strategy, the evidence would be useful.

Second a cause that has been identified in this research as being more likely than expected to be supported by a certain group, could use this research to assist them to identify a business that is aiming at that particular target market. In other words, it would help them to identify likely business partners and give them the appropriate motivation to present themselves to such businesses.

Third, the fact that a cause has not been selected or did not appear in the top five list does not mean that the cause should never be chosen. It might rather be that the particular cause has not been exposed enough to the public eye or to a particular group. Therefore this research should serve as a sign to that cause that they need to make themselves more visible to either the public as a whole, or to the particular group that they believe is not choosing them, but who should be their target market.

6.3.3 The Academic

This research has contributed to the body of knowledge on CRM. Information on attitudes and opinions towards CRM has added to that of previous studies. This particular study concentrates on the eThekweni area of KwaZulu Natal, South Africa. Information gathered on the selection of a cause in relation to socio-demographic variables is possibly a fresh approach to this body of research and could provide some new ideas for researchers elsewhere in the world.

6.4 LIMITATIONS

A number of limitations were identified while conducting the empirical research and were found to apply to this study.

6.4.1 Interpretation of terms used in questionnaire

In the questionnaire, national disasters was listed as one of the causes. However, some respondents seemed to interpret this as natural disasters. Obviously a national disaster is not always seen in a natural sense and could include items of a political nature, for example a war. Therefore it is possible that the nature of this cause could have been misinterpreted. However, it is not believed that the nature of this cause would have had a significant affect on the results.

6.4.2 Size of sample

When bivariate analysis takes place, the cross tabulation results in a table of many more cells than with univariate analysis. Because of this, at some point some cell frequencies could be quite small, and therefore the precision of estimates within cells could be less than those obtained in a univariate analysis. For that reason, it is possible that more accurate results could have been obtained with a larger sample (Kinnear and Taylor, 1991: 432). However analysis was conducted with care, and significance tests included a Fishers exact test which was carried out when cell numbers did not meet the required conditions.

6.4.3 Conforming to acceptable social norms

Questions that have an element of prestige or adherence to social norms can typically result in an upward response bias (Kinnear and Taylor, 1991: 343). It could be said that questions related to charitable support and giving could be seen in this light and should hence be borne in mind when interpreting results. This would have been unavoidable and is impossible to know when it occurred.

6.4.4 List of Causes

A list of sixteen causes was generated as a result of the literature review. Some might feel that their favoured cause was not specifically included. For example the health sector could be further divided into specific issues such as cancer, T.B. or organ donation.

6.4.5 Choice of Causes

Respondents were required to rank five causes out of a possible list of sixteen. This prevented them from identifying further causes that they might have rated equally with the causes they mentioned. Furthermore, some of the causes that were selected might have also been equally rated, but respondents were forced into ranking them. Therefore this research should be viewed as useful, but not as the only means of judgement.

6.5 RECOMMENDATIONS FOR FURTHER RESEARCH

This research study could be expanded by gathering information on a wider scale. First, only the eThekweni region was used, for economical reasons. This research should be broadened in order to encompass the whole of KwaZulu Natal or the whole of South Africa.

Second, as discussed in the limitations, there is potential for more focused research on the choice of causes, with a more detailed list of specific causes. Hypothesis Three lends itself to further research in its own right. In addition, not much research has been carried out to examine CRM from the cause's point of view.

Third, the statistics that have already been obtained could be reworked with a different statistical technique. In particular, a cluster analysis could be useful to interested parties.

Finally, research could be conducted, making use of a rating technique rather than the ranking method that was used. This would overcome the limitation of only five causes being named, when a respondent could realistically have given more than one cause an equal rating.

In summary, this research has shown that despite a fair amount of research being conducted elsewhere in the world, there was still room for studies to be conducted in South Africa. The area in Hypothesis Three appears to have been neglected on a global scale. It is believed that this section might give rise to further studies elsewhere in the world.

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Appendix A: Questionnaire



RESEARCH QUESTIONNAIRE ON CAUSE-RELATED MARKETING.

My name is Karen Corbishley, and I am conducting research for my Masters degree in Marketing. It will only take about 10 minutes of your time and your assistance would be greatly appreciated. The information will be confidential and your name is not required.

This questionnaire is based on a form of marketing called Cause-related marketing.

SECTION ONE: ABOUT YOURSELF

Please circle the numbers representing the most appropriate responses for you in respect of the following items.

1. Your age

1. 12 – 29	2. 30 - 41	3. 42 - 60	4. Over 60
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2. Your highest completed level of education

1. Primary school	2. High School	3. Diploma	4. Degree	5. Post graduate	6. Other
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3. Your Gender

1. Male	2. Female
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4. Marital Status

1. Single	2. Married	3. Widowed	4. Divorced or separated
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5. Children

1. No children	2. Children under the age of 12.	3. Children from the ages of 12 to 18.	4. Children over the age of 18.
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6. Race

1 Black	2 Coloured	3 Indian	4 White
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SECTION 2: ATTITUDES AND OPINIONS.

7. How important do you think that it is for businesses to spend money on charities?

1. Important.	2. Neither important or unimportant.	3. Unimportant.
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8. Have you ever purchased a product or service that has been associated with a charity?

1. Yes	2. No	3. Don't know
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9. How often have you put money in a collection box?

1. Often	2. Occasionally	3. Never
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10. Have you ever participated in fund raising?

1. Yes	2. No
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11. Do you ever give of your time to help a charity?

1. Yes	2. No
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12. If you answered No to question 11, can you please tell me why?

1. Time pressure	2. Family comes first.	3. I do enough in other ways.	4. Other.
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If other (please specify).....

13. Please indicate your agreement or disagreement with the following statement.
A business has a more positive image, if it is supporting a charity in some way?

1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree
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14. How do you feel about buying a product from a company that donates money to a cause, with every purchase that is made? Place a cross in the column that you agree with, where column 1 represents strongly disagree (SD), column 3 represents neither agree nor disagree, and column 5 represents strongly agree (SA).

	Strongly Disagree				Strongly Agree
14.1. I will support them, because it is an opportunity for me to contribute towards deserving charities.	1	2	3	4	5
14.2. It is easier than putting money in a collecting box	1	2	3	4	5
14.3. I don't have time to support charities in other ways, so this is my chance to participate.	1	2	3	4	5
14.4. I would prefer to play lotto	5	4	3	2	1
14.5. I don't believe that they are being charitable – it is just another way of getting customers.	5	4	3	2	1

15. A product is available at the same price from two different retailers, who are equally accessible. Retailer A promises to donate a set sum of money to a specific charity for each purchase that is made. Would you:

Definitely buy from Retailer A.	1.
Shop at Retailer A or B as charitable contributions would not influence me.	2.

16. There are two brands (X and Y) which are the same price and quality, and are equally accessible. Brand X promises to donate a set amount of money to a specific charity for each purchase that is made. Would you:

Only buy Brand X	1.
Choose Brand X or Y, as charitable contributions would not influence me.	2.

17. Please indicate your agreement or disagreement with the following statement:
"I am more likely to support a brand if it supports a cause that I care about."

1. Strongly agree.	2. Agree	3. Neither agree nor disagree.	4. Disagree.	5. Strongly disagree.
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18. What type of cause/charity would you be most likely to support?

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19. Rank the top five areas you would PREFER to support in (order of preference), from 1 to 5, with 1 being the most preferred area.

Type of Cause	Number
Unemployment	
HIV/Aids	
Education and Training	
Street Children	
Animal Related Causes	
Crime / Personal Safety	
Homelessness / Poverty / Hunger	
Care of the aged	
Arts and Culture	
Environmental Causes	
Disabled Causes	
Causes connected with babies and children	
Hospices	
Other health Issues (e.g. cancer, TB etc)	
Drug and/or alcohol abuse	
National disasters	
Other.....	

SECTION 3: INCOME

Please hand this questionnaire to the respondent after reading this statement.

Because many people believe that income is a significant factor in explaining who would support marketing efforts such as those that we have been talking about, the following question is very important for this research.

Like all other items in this questionnaire, the responses to this question will be kept confidential. Please circle the number that describes your income.

In order to maintain your confidentiality, please fold this questionnaire and place it in the sealed container.

21. *My household's total gross monthly income before taxes and other deductions is approximately:*

1. Less than R 5 000	2. R 5 001 – R10 000	3. R10 001 – R20 000	4. R20 001 – R30 000	4. More than R30 000
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Thank you so much. I sincerely appreciate your time and cooperation.

Appendix B: Advertising Material used with Questionnaire.

United We Stand!

Together with you, we can make a difference.



SPAR 
Good For You

Buy any All Gold Tomato Sauce or Canned Tomatoes product and 40c per product will be donated by SPAR and All Gold to "Unite Against Hunger"*

Unite Against Hunger* is the Tiger Brands social responsibility programme that focuses specifically on food security and hunger relief within South Africa. The programme is currently feeding over 86,000 children each month. All Gold and SPAR have teamed up in support of this worthy cause. By the end of July 2006, All Gold and SPAR aim to donate R1.5 million to Unite Against Hunger* by donating 40 cents for every All Gold Tomato Sauce or All Gold Canned Tomatoes product sold in SPAR stores. Customers will also be able to make an additional donation by purchasing R5.00 donation vouchers in selected SPAR stores countrywide.

Support this worthy initiative and help make South Africa a better place for us all.

*An association incorporated under Section 21

Visit our websites on www.allgold.co.za or www.spar.co.za for details



Support **TASTIC**

Unite Against Hunger

For every selected dish ordered **R5,00** will be donated to Unite Against Hunger



A TIGER BRANDS OUT OF HOME SOLUTIONS INITIATIVE, IN PARTNERSHIP WITH TWO OF SOUTH AFRICA'S FAVOURITE RESTAURANTS



AND



IN SUPPORT OF



Now you can make a difference by simply ordering one of our nutritious **TASTIC** rice dishes available at participating Ocean Basket or Dulcé Café restaurants nationwide from 1 April - 30 September 2006.

* Food depicted as a serving suggestion. For actual meal on offer, go to your Ocean Basket and Dulcé Café outlet

Promotional offer brought to you by



If you care about the environment, say it with a card.

Nothing quite says 'I care' as eloquently as a Nedbank Green Affinity credit card.

With every purchase you make with your card, you'll be donating to the conservation of our country's natural resources for the benefit and upliftment of all communities. And even though it won't cost you a cent, millions of rands will continue to be donated to worthy projects and initiatives on your behalf.

It all starts with a card!

NEDBANK **GREEN AFFINITY**

PROUDLY SOUTH AFRICAN

NEDBANK GREEN AFFINITY

You can make a difference.

Apply for a Nedbank Green Affinity credit card.



GF - Golf



CC - Dolphins



CD - Ladybug



GA - Giraffe

The card that says something about you, does something for you and does something good for others.

A Nedbank Green Affinity credit card not only provides an excellent way for you to help a worthy cause, it's also the perfect tool for everyday banking, in South Africa and around the world.

In addition to offering you a convenient method of payment at over nine million outlets worldwide – including over 150 000 in South Africa alone – the Nedbank Green Affinity credit card provides you with a complete personal money management tool.

At the same time, every time you purchase with it, Nedbank donates a percentage of your purchase to The Green Trust – at no cost to you.

Apply today for this unique card by simply completing the application form on the reverse and faxing it to us on 011 667 0915 together with proof of residence, copy of ID book, salary slip and a 90-day bank statement.

If you would like further information, please feel free to call in at a Nedbank branch, visit our website at www.nedbankgreen.co.za or call 0860 102 415.

THE GREEN TRUST



THE GREEN TRUST

The Green Trust was founded in 1990 by WWF-SA (the conservation organisation) and Nedbank. Funded primarily through contributions made by Nedbank and its clients, the trust has raised more than R60 million and supported more than 142 conservation projects since its inception.

The Green Trust funds a broad range of conservation projects, with a significant focus on social upliftment through community action as well as species-based projects.

Visit www.nedbankgreen.co.za for more information.



NEDBANK

and Reg No. 1931-000000000

We subscribe to the Code of Banking Practice of the Banking Council of South Africa and, for unresolved disputes, support resolution through the Ombudsman for Banking Services.



White Crane
Photographer: Martin Jansen

As with the full range of Nedbank credit cards, a Green Affinity credit card is a ...

- **charge card.** With up to 55 days FREE credit on purchases, it gives you increased control over your money. You'll receive a detailed monthly statement of your expenditure, and you can choose to settle your full account or only 5% of the outstanding balance every month.
- **cash card.** Draw money from over 4 000 ATMs countrywide and at branch offices of more than 20 000 member banks worldwide.
- **savings card.** Enjoy a healthy rate of interest on your daily credit balance.
- **travel card.** Use it at home or abroad to pay for travel tickets, car rentals, hotels and other purchases.
- **insurance card.** Pay for your travel tickets and you automatically enjoy FREE travel insurance for the full journey, up to 90 days. *Conditions apply.
- **leisure card.** Use it to pay for all your personal purchases, dining out and entertainment and avoid carrying cash.
- **budget card.** Spread the cost of more expensive items using the budget facility over 3 to 36 months – a remarkably convenient facility.
- **frequent flyer card.** Link it to the South African Airways Voyager programme for frequent flyers and earn free travel miles even faster. *Conditions apply.

If supporting The Green Trust and enhancing your own financial muscle at the same time appeal to you, then apply for a Nedbank Green Affinity credit card – it's your logical next step.

Appendix C: Additional Tables and Figures.

Table C1: Unaided choice of charity - significance

Cause	Chi Square	df	P-value
<i>Unaided Choice of Charity</i>	1128.118	20	<.0005
<i>Unemployment</i>	2.163	4	.706
<i>HIV AIDS</i>	58.928	4	<.0005
<i>Education and Training</i>	7.250	4	.123
<i>Street Children</i>	16.272	4	.003
<i>Animal Related Causes</i>	6.081	4	.193
<i>Crime / Personal Safety</i>	9.841	4	.043
<i>Homelessness / Poverty / Hunger</i>	5.477	4	.242
<i>Care of the Aged</i>	14.625	4	.006
<i>Arts and Culture</i>	.963	4	.915
<i>Environmental Causes</i>	15.895	4	.003
<i>Disabled Causes</i>	17.494	4	.002
<i>Babies and Children</i>	4.947	4	.293
<i>Hospices</i>	6.125	4	.190
<i>Other Health issues</i>	25.579	4	<.0005
<i>Drug and Alcohol abuse</i>	27.147	4	<.0005
<i>National Disasters</i>	14.776	4	.005

Table C2: Unaided choice of favourite charity – frequencies

	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>
<i>HIV</i>	46	17.8	28.2
<i>Child related Charities</i>	143	17.8	125.2
<i>Disabled</i>	35	17.8	17.2
<i>Cancer</i>	12	17.8	-5.8
<i>The Poor</i>	16	17.8	-1.8
<i>Education</i>	17	17.8	-.8
<i>Crime</i>	5	17.8	-12.8
<i>Homeless</i>	16	17.8	-1.8
<i>Health in General</i>	4	17.8	-13.8
<i>Hunger</i>	5	17.8	-12.8
<i>Youth Development</i>	2	17.8	-15.8
<i>Aged</i>	12	17.8	-5.8
<i>Animals</i>	41	17.8	23.2
<i>National Disaster</i>	1	17.8	-16.8
<i>Unemployed</i>	1	17.8	-16.8
<i>Hospices</i>	10	17.8	-7.8
<i>Blind and Deaf</i>	4	17.8	-13.8
<i>Sport</i>	1	17.8	-16.8
<i>Church</i>	1	17.8	-16.8
<i>Service Club</i>	1	17.8	-16.8
<i>Arts and Culture</i>	1	17.8	-16.8
<i>Total</i>	374		

Table C3: Chi-Square tests for gender and Importance of businesses practicing CRM

	<i>Value</i>	<i>df</i>	<i>Asymp.Sig. (2-sided)</i>	<i>Exact Sig. (2-sided)</i>
<i>Pearson Chi-Square</i>	6.913	2	.032	.025
<i>Likelihood Ratio</i>	8.372	2	.015	.019
<i>Fisher's Exact Test</i>	6.559			.028
<i>Linear-by-Linear Association</i>	6.271	1	.012	.013
<i>N of Valid Cases</i>	390			

- a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.75.
- b. The standardised statistic is -2.504.
- c. The test statistic is significant since $p(.028) < .05$

Table C4: Chi-Square tests for education and the purchase of a CRM product

	<i>Value</i>	<i>df</i>	<i>Asymp.Sig. (2-sided)</i>	<i>Exact Sig. (2-sided)</i>
<i>Pearson Chi-Square</i>	16.041	5	.007	.006
<i>Likelihood Ratio</i>	16.764	5	.005	.007
<i>Fisher's Exact Test</i>	16.168			.005
<i>Linear-by-Linear Association</i>	6.469	1	.011	.012
<i>N of Valid Cases</i>	391			

- a. The test statistic is significant since $p(.005) < .05$.

Table C5: Chi-square tests for gender and the purchase of a CRM product

	<i>Value</i>	<i>df</i>	<i>Asymp.Sig. (2-sided)</i>	<i>Exact Sig. (2-sided)</i>
<i>Pearson Chi-Square</i>	6.042	2	0.49	.047
<i>Likelihood Ratio</i>	6.015	2	0.49	.050
<i>Fisher's Exact Test</i>	6.028			.047
<i>Linear-by-Linear Association</i>	5.052	1	0.25	.028
<i>N of Valid Cases</i>	391			

- a. The test statistic is significant since $p(.049) < .05$

Table C6: Chi-square tests for marital status and the purchase of a CRM product

	<i>Value</i>	<i>df</i>	<i>Asymp.Sig. (2-sided)</i>	<i>Exact Sig. (2-sided)</i>
<i>Pearson Chi-Square</i>	17.704	6	.007	
<i>Likelihood Ratio</i>	20.725	6	.002	.002
<i>Fisher's Exact Test</i>	19.235			.002
<i>Linear-by-Linear Association</i>	5.109	1	.024	.025
<i>N of Valid Cases</i>	391			

a. The test statistic is significant since $p (.007) < .05$

Table C7: Chi-square tests for children and the purchase of a CRM product

	<i>Value</i>	<i>df</i>	<i>Asymp.Sig. (2-sided)</i>	<i>Exact Sig. (2-sided)</i>
<i>Pearson Chi-Square</i>	12.999	6	.043	
<i>Likelihood Ratio</i>	13.181	6	.040	.049
<i>Fisher's Exact Test</i>	12.603			.043
<i>Linear-by-Linear Association</i>	.112	1	.738	.750
<i>N of Valid Cases</i>	391			

Table C8: Chi-square tests for race and the purchase of CRM products

	<i>Value</i>	<i>df</i>	<i>Asymp.Sig. (2-sided)</i>	<i>Exact Sig. (2-sided)</i>
<i>Pearson Chi-Square</i>	59.583	6	<.0005	
<i>Likelihood Ratio</i>	60.761	6	<.0005	<.0005
<i>Fisher's Exact Test</i>	57.268			<.0005
<i>Linear-by-Linear Association</i>	43.250	1	<.0005	<.0005
<i>N of Valid Cases</i>	390			

Table C9: Chi-square tests for household income and the purchase of CRM products

	<i>Value</i>	<i>df</i>	<i>Asymp.Sig. (2-sided)</i>
<i>Pearson Chi-Square</i>	31.769	8	<.0005
<i>Likelihood Ratio</i>	33.633	8	<.0005
<i>Fisher's Exact Test</i>			
<i>Linear-by-Linear Association</i>	23.152	1	<.0005
<i>N of Valid Cases</i>	386		

Table C10: Chi-square tests for age and image of business

	<i>Value</i>	<i>df</i>	<i>Asymp.Sig. (2-sided)</i>
<i>Pearson Chi-Square</i>	19.455	9	.022
<i>Likelihood Ratio</i>	19.422	9	.022
<i>Linear-by-Linear Association</i>	1.567	1	.211
<i>N of Valid Cases</i>	390		

Table C11: Chi-square tests for age and choice of retailer

	<i>Value</i>	<i>df</i>	<i>Asymp.Sig. (2-sided)</i>
<i>Pearson Chi-Square</i>	10.103	3	.018
<i>Likelihood Ratio</i>	13.690	3	.003
<i>Linear-by-Linear Association</i>	6.577	1	.010
<i>N of Valid Cases</i>	389		

Table C12: Chi-Square tests for support of a CRM brand and collection boxes

	<i>Value</i>	<i>df</i>	<i>Asymp.Sig. (2-sided)</i>
<i>Pearson Chi-Square</i>	13.355	6	0.38
<i>Likelihood Ratio</i>	13.948	6	0.30
<i>Linear-by-Linear Association</i>	5.336	1	0.21
<i>N of Valid Cases</i>	389		