CUSTOMERS' RESPONSES TO CAUSE-RELATED MARKETING COMMUNICATIONS – A STUDY ON INFLUENCE OF VALUE ORIENTATIONS

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ABSTRACT

This study investigates the influence of value orientations on customers' responses to cause-related marketing communications. Cause-related marketing (CRM) is a strategic approach used by companies to promote their products or services by aligning with social or environmental causes. The aim of this research is to understand how customers' value orientations affect their attitudes and behaviors towards CRM communications.

The study utilizes a quantitative research design, employing a survey questionnaire to collect data from a sample of customers. The survey measures customers' value orientations, including self-enhancement, self-transcendence, openness to change, and conservation. Additionally, the survey assesses customers' responses to CRM communications, such as attitude towards the brand, purchase intention, and word-of-mouth intention.

Data analysis techniques, including correlation and regression analysis are used to examine the relationships between value orientations and customers' responses to CRM communications. The results provide insights into the role of value orientations in shaping customers' attitudes and behaviors towards cause-related marketing efforts.

The findings of this study contribute to both theoretical and practical implications. Theoretical implications shed light on the role of individual value orientations in the context of CRM communications, providing a deeper understanding of the underlying mechanisms that drive customers' responses. From a practical standpoint, the research findings offer guidance to marketers and practitioners in developing effective CRM campaigns tailored to different customer segments based on their value orientations.

Keywords: cause-related marketing, CRM communications, value orientations, customer responses, attitude, purchase intention, word-of-mouth intention, self-enhancement, self-transcendence, openness to change, conservation.

INTRODUCTION

The influence of value orientations on cause-related marketing communications refers to how individuals' personal values shape their perception and response to CRM messages. Value orientations are individuals' beliefs and attitudes that guide their behavior and decision-making. They can include personal values such as altruism, environmental consciousness, social responsibility, or self-enhancement.

Several studies have explored the relationship between value orientations and the effectiveness of cause-related marketing communications. Here are some key findings from this research:

Altruistic values: Individuals who hold strong altruistic values, emphasizing concern for others and a sense of responsibility towards society, are more likely to respond positively to CRM messages. They perceive the brand as socially responsible and are more inclined to support the cause or purchase products associated with it.

Environmental values: Consumers with strong environmental values, who prioritize ecological sustainability and conservation, are more likely to be influenced by CRM campaigns related to environmental causes. They perceive the brand as environmentally friendly and are more likely to engage in pro-environmental behaviors or make purchases that align with their values.

Self-enhancement values: Some individuals prioritize personal gain and self-enhancement. For these individuals, CRM campaigns that offer personal benefits or incentives (e.g., discounts, rewards) are more effective. Messages highlighting how the purchase or support of the cause can improve their self-image or status may resonate with this group.

Social values: Individuals with strong social values, who prioritize community well-being and social justice, are likely to respond positively to CRM campaigns that address social issues or support marginalized groups. These individuals perceive the brand as socially responsible and may engage in advocacy or contribute to the cause.

Cultural values: Cultural values, such as collectivism or individualism, can also influence individuals' response to CRM communications. In collectivist cultures, where group harmony and community welfare are prioritized, CRM campaigns emphasizing social benefits and collective action may be more effective. In individualistic cultures, CRM messages that focus on personal benefits or social recognition may resonate better.

The effectiveness of cause-related marketing communications is influenced by individuals' value orientations. Understanding the target audience's values and tailoring the messaging to align with those values can enhance the impact of CRM campaigns. However, it is important

to maintain authenticity and avoid perceived "causewashing" or insincere alignment with causes solely for marketing purposes, as consumers are becoming increasingly discerning in evaluating brand authenticity and social impact.

Value Orientations

Kluckhohn and Strodtbeck (1961) identified six fundamental value orientations that reflect how individuals perceive and interact with their environment. Each orientation represents a broad category, and within each category, there can be two or three variations. These orientations are as follows:

Human Nature Orientation:

- Evil: This variation suggests that individuals perceive human nature as primarily evil or sinful. It assumes that people are inherently bad and inclined to engage in negative behaviors.

- Mixed: In this variation, individuals perceive human nature as a combination of good and evil. It acknowledges that people possess both positive and negative qualities.

- Good: This variation suggests that individuals perceive human nature as essentially good. It assumes that people are inclined towards positive behaviors and have inherent goodness.

Time Orientation:

- Past: This variation emphasizes the significance of past experiences, traditions, and historical continuity. Individuals with this orientation value heritage, customs, and lessons from the past.

- Present: Individuals with a present time orientation focus on the current moment and immediate experiences. They value living in the present and may prioritize immediate gratification.

- Future: This variation places emphasis on future planning and long-term goals. Individuals with a future time orientation prioritize preparation, progress, and achievement.

Relational Orientation:

- Lineal: Individuals with a lineal orientation value hierarchical relationships, authority, and obedience. They believe in maintaining established social roles and following traditional power structures.

- Collateral: This variation emphasizes egalitarian relationships and a sense of equality among individuals. People with a collateral orientation value cooperation, consensus,

and fairness.

- Individual: This variation focuses on individual autonomy, personal freedom, and independence. Individuals with an individual orientation prioritize personal goals and self-reliance.

Activity Orientation:

- Being: Individuals with a being orientation value contemplation, spirituality, and inner experiences. They prioritize introspection, self-reflection, and a sense of harmony with oneself and the environment.

- Being-in-Becoming: This variation acknowledges the importance of personal growth, development, and progress. Individuals with this orientation value continuous self-improvement and learning.

- Doing: Individuals with a doing orientation emphasize action, achievement, and practical outcomes. They value productivity, effectiveness, and tangible results.

Social Relations Orientation:

- Hierarchical: This variation emphasizes social status, rank, and inequality. Individuals with a hierarchical orientation value social hierarchies and may accept unequal distribution of power and resources.

- Egalitarian: Individuals with an egalitarian orientation value equality, fairness, and social justice. They advocate for equal rights, opportunities, and treatment for all individuals.

- Individualistic: This variation focuses on individual autonomy and self-interest. Individuals with an individualistic orientation prioritize personal goals and freedom, even if it means less equality.

Nature Orientation:

- Subjugation: Individuals with a subjugation orientation view nature as something to be dominated, controlled, or exploited for human purposes.

- Harmony: This variation emphasizes living in harmony with nature and the environment. Individuals with a harmony orientation value ecological balance, sustainability, and respect for the natural world.

- Mastery: This variation focuses on understanding and mastering nature through scientific knowledge and technological advancements. Individuals with a mastery orientation value innovation, progress, and transformation of the natural world.

These value orientations provide a framework to understand how individuals from different

cultures or backgrounds may perceive and prioritize different values in their lives. It is important to note that individuals may hold a combination of these orientations to varying degrees, and cultural context can influence their expression.

According to the paradigm, people are the "holders" of preferences for variants (Maznevski, DiStefano, Gomez, Noorderhaven, Wu, 2002), consequently, it is appropriate for examining cultural differences between distinct cultures.There are many different people in each cultural group, and when the qualities of those people change, cultures vary (Hofstede, G.(2010).

The majority of marketers tie their marketing communications to this cue. The goal of marketing communications is to elicit a behavioural, emotive, or cognitive reaction from consumers.Companies try to either modify a consumer's attitude (affective reaction) or encourage them to behave (behavioural response) by imprinting something in their minds (cognitive response), (Kruti Shah, 2014). Advocating for a cause through promotional efforts has gained traction in India over the past ten years as a result of large organisations turning towards social responsibility and the governments' incremental changes in policy in this regard. Cause related marketing communications is "the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue providing exchanges that satisfy organizational and individual objectives", (Varadarajan, Menon 1988).

Companies like P&G India, which is at the heart of its worldwide philanthropy project Live, Learn & Thrive, promote the cause of education through its P&G Shiksha programme.Similar to this, HUL promotes water conservation through its "Start a Little Good" campaign.Numerous huge organisations take on numerous social causes like this to raise awareness of the issueIn some cases, the causes were centred on changing one's behaviours and/or one's mindset.

Researchers contend that psychographic characteristics indicate more enduring and consistent personalities that influence consumers' views and conduct (Murry, Lastovicka, Austin, 1997).Demographic characteristics have historically been employed by industry professionals to explain consumer support for case-related marketing(Cui, Trent, Sullivan, Matiru, 2003). Researchers nowadays have examined the relative effects of psychographic elements on consumer attitude formation and behaviour in addition to demographic considerations.

Psychographic elements, according to researchers like Ajzen and Fishben (1980), are residues

from past experiences that have an impact on people's views or attitudes. This study investigates whether there is a connection between a person's culture, attitude development, and behaviour in response to cause-related marketing communications. This would assist marketers in making tactical and strategic choices for cause-related marketing communications, such as cause selection, targeting, message strategy, and media planning (Dutta, Youn, 1999; Dutta-Bergman, 2006).

LITERATURE REVIEW

Kroeber (1952) defined culture as "the historically differentiated and variablemassofcustomarywaysoffunctioningofhumansocieties".According to Parsons and Shils (1951), culture is made up of a system of standards, symbols, and values that influence how people behave. Herskovits(1955)reasonedthat"abroadagreement existsthatcultureislearned;it permits humans to familiarize to their natural and societal situation; it significantly varies; it is established in societies, patterns of thought, and tangible items". There have since been numerous definitions of culture, which can be divided into three major categories. The first category is characterised as representing the most prevalent perspective on culture *Definitions Based on Shared Values*.Thesecondgroupis*DefinitionsBasedonProblemSolving*whilethethirdgroupdetails a number of *General All-EncompassingDefinitions*.

Numerous research back up the claim that cultural values influence how customers behave and how their attitudes are formed. According to Rokeach (1973) a value is a "lasting belief that a precise mode of behaviour or end-state of being is individually or socially desirable to an opposite or contrary mode of behaviour or end-state of being. A value structure is a lasting union of beliefs concerning desirable modes of behaviour or end-states of being along a range of relative prominence". This value structure is relatively stable in nature but can change over time, reflecting changes in culture as well as personal experience. Therefore, people differ in their value systems and the degree of stability of these systems based on their individual experiences (Straub, loch, Evaristo,Karahanna,Strite,2002).Culturalvaluesexpressthecollectiveprinciples,standards, andprioritiesofacommunity(Schiffman,Wisenblit,Kumar,2019).Kluckhohn(1951)defines culture as "patterned ways of thinking, feeling and reacting, acquired and transmitted mainly by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional (i.e., historically derived and selected) ideas and especially their attached values". The value orientation

framework developed by Kluckhohn and Strodtbeck assists researchers in formulating hypotheses and testing them at the individual level of analysis, aggregating measurements to create descriptions of culture, and analysing variation both within and between cultures. Second, all dimensions are assumed to exist throughout all civilizations, although it is suggested that each culture will display, on an overall scale, a distinct rank order of elements within each orientation. This presumption enables scholars to evaluate cultural processes and pinpoint significant global trends. It is believed that variations in cultural patterns are inevitable and even required for societies to function well as a whole, change, and adapt over time. Third, it is suggested that the dimensions are conceptually distinct, even within orientations. (Maznevski, DiStefano, Gomez, Noorderhaven, Wu, 2002).

Because of this, cultural orientations within subcultures differ, and as a result, so do opinions of the company supporting the cause.

> *H1:Thereisnosignificantvariationinvalueorientationsof consumersamongthefive South Indian states, v.i.z. Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Telangana.*

> *H2: There is no significant relation between value orientations and attitude towards the company supporting a social cause.*

People who engage in pro-social activities do so to demonstrate specific attitudes. For example, people can express their values, get social opportunities, protect or grow their egos by acting in a pro-social way (Basil and Weber, 2006; Clary et al., 1998). In relation to this, the studyexaminesthemotiveforsupportingasocialcausebyunderstandingthereasoningbehind consumers' perceptions of cause-related marketing messages in relation to the theory of planned behaviour and reasonedaction.

According to the planned behaviour theory, three distinct kinds of thoughts influence human activity:beliefsabout the likely consequences of behaviour and assessments of the outcomes (behavioural beliefs), the belief that other people have normative expectations of you and the motivation to live up to them (normative beliefs), and beliefs about the elements that could help or hinder how behaviour is presented, as well as how powerful these aspects are seen to be (control beliefs). In their respective aggregates, normative beliefs result in felt social pressure or subjective norm, control beliefs result in perceived behavioural control, and behavioural beliefs form attitudes that are either favourable or negative towards the behaviour. In combination, attitude toward the behaviour, subjective norm, and perceptionofbehaviouralcontrolleadtotheformationofabehaviouralintention. Asageneral rule,

the more favourable the attitude and subjective norm, and the greater the perceived control, the stronger should be the person's intention to perform the behaviour in question. Finally, given a sufficient degree of actual control over the behaviour, people are expected to carry out their intentions when the opportunity arises. Intention is thus assumed to be the immediate antecedent of behaviour. However, because many behaviours pose difficulties of execution that may limit the willingness to act, it is useful to consider perceived behavioural control in addition to intention. To the extent that perceived behavioural control is true, it can serveasaproxyforactualcontrolandcontributetothepredictionofthebehaviourinquestion (Ajzen,1991).

As a result, value orientations shape attitudes, exert subjective pressure, and provide perceived control beliefs through the behavioural beliefs, normative beliefs, and control beliefs.

> *H3: Value orientations influence the attitude towards the company supporting the cause and purchase intent.*

> *H4: Normative beliefs are influenced by value orientations.*
> *H5: Value orientations influence behavioural control beliefs and purchase intent.*

METHOD

Data and Sample

Five aspects of the cultural orientations framework were empirically evaluated i.e. Nature of humans, Relationships among people, Relation to broad environment, Activity and Time, were measured. Customers from five South Indian states, who are believed to share a similar cultural orientation, who purchased goods in Hyderabad were used to measure the orientations. The final sample obtained through snowball sampling consisted of 99 respondents of whom 50% were male and 37% female in the age group of 18 to 54, with 39% of them having an annual income of less than five lakhs, 23% of them with an annual income of five lakhs to ten lakhs, 21% of them with an annual income of fifteen lakhs to twenty lakhs, 68.7% of them having a post-graduate degree, 41.9% of students and 34% of them from Telangana, 30% from Andhra Pradesh, 15% from Kerala, 10% from Karnataka and 10% from TamilNadu.

Measures

To measure five dimensions a questionnaire consisting of 14 single-sentence statements were used to record the strength of agreement to each, on a scale from '1' (strongly disagree) to '5'

(strongly agree). The questionnaire also asked a variety of demographic questions, including age,gender,nativestate,occupationandeducationalqualifications.Astimuli(video)showing the commercial of P&G Shiksha #Choose for change was viewed before answering the measures for reasoned action. Similarly, a stimuli (video) showing the commercial of HUL #Start a little good was viewed before answering the measures for reasoned action. The measures identified as antecedents to supporting the cause were based on the model – Theory ofReasonedAction.Thetheoryidentifiesthreeattitudinalantecedentsofintentions;tworeflect the perceived desirability of intentions and the third perceivedbehavioural control reflects

perceived feasibilityofintentionsand isthusrelatedtoperceptionsofself-efficiencyonactual behaviour. These formative indicators of an attitude latent variableinclude:

(1) The attitude towards theact

(2) Normative beliefs andmotives

(3) The degree of perceived behaviouralcontrol

Independent Variable Five dimensions of cultural orientations are regarded as the independent variables influencing the behaviour towards cause-related marketing communications of both P&G and HUL, i.e., cause for education and cause for saving water.

Dependent Variables These include the attitude towards the company; commercial; cause; behaviour; normative beliefs; perceived behavioural control; purchase intent; and past behaviour.

Factor analysis using KMO Bartlett's Test generated the common cultural orientations. Next, correlation and step-wise regression analysis determined the degree of influence of the identified cultural orientations on the dependent variables.

DATA ANALYSIS

Data Reliability and Adequacy

Astandardproceduretocheckthereliabilityofthedata,Cronbach'sAlphavalueisdetermined. This gives the certainty about the data being good for furtheranalysis.

TABLE 1

Reliability Statistics

Cronbach's Alpha	N of Items
.905	52

The Cronbach's Alpha value of .905 proves that the data is reliable for further analysis. Therefore the data adequacy was determined using KMO and Bartlett's Test.

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TABLE 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.514
Bartlett's Test of Sphericity	Approx. Chi-Square	210.821
	df	91
	Sig.	.000

The KMO value 0.514 proves that the data is moderately adequate for further analysis. According to Kaiser (1974) a bare minimum of 0.5 is mediocre and sufficient or adequate for further

analysis.Also,BartletttestofSphericityvalueof0.000whichislessthan0.05indicatesthatthedatado not produce an identity matrix and is thus approximately multivariate normal and acceptable for further analysis (Pallant, 2013; Field,2000).

Factor Analysis

Thus,theorientationsthatwerecommontoallthefivestatesaredeterminedbyrunningfactor analysis with varimaxrotation.

TABLE 3

Communalities

	Initial	Extraction
Good/Evil	1.000	.465
Changeable/Unchangeable	1.000	.488
Individual	1.000	.694
Collective	1.000	.774
Hierarchical	1.000	.558
Mastery	1.000	.660
Subjugation	1.000	.684
Harmony	1.000	.633
Doing	1.000	.584
Thinking	1.000	.727
Being	1.000	.771
Past	1.000	.740
Present	1.000	.741
Future	1.000	.672

Extraction Method: Principal Component Analysis.

It is identified that the value orientation dimension of 'Human Nature' having two variables did not qualify for further analysis as the values are less than 0.5 in the communalities table.

Sixcomponentswitheigenvaluesgreaterthanoneoaregeneratedthroughprincipalcomponent

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analysis and further varimax rotation determined the six factors that are common to the five South Indianstates.

TABLE 4

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Total	% of	Cumulative	Total	% of	Cumulative	Total	% of	Cumulative
1	2.316	16.543	16.543	2.316	16.543	16.543	1.690	12.068	12.068
2	1.709	12.211	28.754	1.709	12.211	28.754	1.651	11.792	23.860
3	1.597	11.405	40.158	1.597	11.405	40.158	1.650	11.785	35.645
4	1.396	9.975	50.133	1.396	9.975	50.133	1.529	10.918	46.563
5	1.147	8.193	58.326	1.147	8.193	58.326	1.403	10.021	56.584
6	1.026	7.326	65.652	1.026	7.326	65.652	1.270	9.068	65.652
7	.880	6.288	71.940						
8	.834	5.959	77.898						
9	.816	5.829	83.728						
10	.666	4.758	88.486						
11	.516	3.683	92.168						
12	.416	2.971	95.139						
13	.365	2.608	97.748						
14	.315	2.252	100.000						

Extraction Method: Principal Component Analysis.

TABLE 5

Component Matrix[a]

	Component					
	1	2	3	4	5	6
Good/Evil	-.296	.238	.143	.502	.132	-.179
Changeable/Unchangeable	-.250	.433	.304	-.189	-.255	.212
Individual	.748	-.060	-.179	.010	-.283	.139
Collective	.262	.121	.306	-.328	.496	-.493
Hierarchical	.094	.575	.338	.091	.290	.110
Mastery	.018	.288	.513	.244	.282	.417
Subjugation	.607	-.072	.044	-.320	.118	.439
Harmony	.655	.078	.368	.024	-.247	.027
Doing	-.248	-.265	.147	.558	-.206	.276
Thinking	.390	.125	.393	.351	-.380	-.371
Being	.284	.497	-.510	.382	-.060	-.183
Past	.264	-.143	-.406	.420	.521	.193
Present	.234	.682	-.457	-.077	-.054	.061
Future	.560	-.451	.186	.260	.186	-.137

Extraction Method: Principal Component Analysis.

a. 6 components extracted.

TABLE 6

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Good/Evil	.079	-.603	.071	.067	.277	-.099
Changeable/Unchangeable	.038	-.009	-.022	-.627	.298	-.068
Individual	.287	.591	.437	.204	-.142	-.100
Collective	-.123	-.031	.134	.109	.148	.840
Hierarchical	.200	-.072	.079	-.111	.668	.217
Mastery	-.120	.004	.052	-.014	.795	-.103
Subjugation	-.007	.782	.052	.143	.197	.099
Harmony	.022	.397	.662	-.023	.180	.063
Doing	-.243	-.238	.100	.113	.111	-.658
Thinking	.056	-.153	.834	-.051	.040	.008
Being	.821	-.152	.168	.206	-.030	-.037
Past	.228	.059	-.199	.780	.154	-.117
Present	.820	.153	-.079	-.143	.086	.109
Future	-.263	.180	.453	.599	-.005	.086

Extraction Method: Principal Component Analysis.

a. Rotation converged in 6 iterations.

Hence the common value orientations identified are under the dimensions related to broad environment, relationships among people, activity and time. The factors thus identified are

- Relationships among people:Collective
- Relation to broad environment: Mastery andSubjugation
- Activity: Thinking andBeing
- Time: Past andPresent

Multivariate Regression

To test if there is significant variations among the value orientations of the five states multivariate regression analysis was used and it provided the result that there is no significant variation in value orientations of consumers among the five South Indian states, v.i.z. Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Telangana. Hence hypothesis H1 is accepted.

TABLE 7

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of	df	Mean Square	F	Sig.
Corrected Model	Collective	2.481^a	4	.620	1.040	.391
	Mastery	2.323^b	4	.581	.825	.513
	Subjugation	4.072^c	4	1.018	.828	.511

	Thinking	1.090[g]	4	.273	1.084	.369
	Being	3.147[e]	4	.787	.850	.497
	Past	10.164	4	2.541	1.182	.324
	Present	.783[g]	4	.196	.158	.959
Intercept	Collective	1311.639	1	1311.639	2199.138	.000
	Mastery	1395.591	1	1395.591	1982.183	.000
	Subjugation	1220.007	1	1220.007	992.350	.000
	Thinking	1563.733	1	1563.733	6218.611	.000
	Being	1314.858	1	1314.858	1420.075	.000
	Past	940.972	1	940.972	437.534	.000
	Present	1139.060	1	1139.060	918.513	.000
State	Collective	2.481	4	.620	1.040	.391
	Mastery	2.323	4	.581	.825	.513
	Subjugation	4.072	4	1.018	.828	.511
	Thinking	1.090	4	.273	1.084	.369
	Being	3.147	4	.787	.850	.497
	Past	10.164	4	2.541	1.182	.324
	Present	.783	4	.196	.158	.959
Error	Collective	56.065	94	.596		
	Mastery	66.182	94	.704		
	Subjugation	115.565	94	1.229		
	Thinking	23.637	94	.251		
	Being	87.035	94	.926		
	Past	202.159	94	2.151		
	Present	116.571	94	1.240		
Total	Collective	1815.000	99			
	Mastery	1893.000	99			
	Subjugation	1752.000	99			
	Thinking	2043.000	99			
	Being	1872.000	99			
	Past	1536.000	99			
	Present	1638.000	99			
Corrected Total	Collective	58.545	98			
	Mastery	68.505	98			
	Subjugation	119.636	98			
	Thinking	24.727	98			
	Being	90.182	98			
	Past	212.323	98			
	Present	117.354	98			

a. R Squared = .042 (Adjusted R Squared = .002)

b. R Squared = .034 (Adjusted R Squared = -.007)

c. R Squared = .034 (Adjusted R Squared = -.007)

d. R Squared = .044 (Adjusted R Squared = .003)

e. R Squared = .035 (Adjusted R Squared = -.006)

f. R Squared = .048 (Adjusted R Squared = .007)

g. R Squared = .007 (Adjusted R Squared = -.036)

Correlation Analysis

To understand if value orientations had any influence on the company supporting a cause, correlation analysis provided the necessary input.

TABLE 8

Attitude Towards Company

Value Orientation	P&G	HUL
Collective		0.366
Thinking	0.348	
Being	0.338	0.295
Present	0.239	0.280

While the value orientations Being spontaneous and guided by Present immediate needs influencedboththecompaniescauses,Thinkingorientationinfluencedthecauseforeducation and Collective orientation influenced the cause for savingwater.

HencethehypothesisH2isrejectedandweseethatthereisasignificantrelationbetweenvalue orientations and attitude towards the company supporting a socialcause.

Attitudes lead the behaviour. The behavioural response in the form of purchase intent is establishedbyfindingacorrelationbetweenthevalueorientationandpurchaseintent.However it is seen that there is no correlation between any of the value orientations and the purchase intent.HencethehypothesesH3:Valueorientationsinfluencetheattitudetowardsthecompany supporting the cause and purchase intentis rejected.

The correlation between value orientations and subjective norms are tested. This provides an understanding of the influence the peers and the important others have on the individuals decision making.

TABLE 9

P&G

Value Orientation	Subjective Norm
Thinking	0.194

Thinking orientation shows correlation to the subjective norms for P&G cause-related communication about cause for education. Whereas no orientation has any influence or correlation with the cause for saving water communicated by HUL.

Hence the hypothesis H4: Normative beliefs are influenced by value orientations is accepted and is found true only in the case of P&G and the cause for education.

H5: Value orientations influence behavioural control beliefs and purchase intent. Correlation analysis established that no value orientation has any influence on the behavioural control and actual behaviour for the cause for education by P&G, however dimension 'Relation to broad

environment' orientations such as Mastery and Subjugation has respective influence on perceived behavioural control and actual behavioural control towards the cause for saving water by HUL.

TABLE 10

HUL

Value Orientation	Perceived Behavioural Control	Actual Behaviour
Mastery	0.272	
Subjugation		0.218

Hence H4 is accepted for HUL cause but not for P&G cause.

FINDINGS

ThestudyprovidesadeepinsightaboutthecommonvalueorientationsofthefiveSouthIndian

statesand leadsto furtherunderstandingofthedegreeofinfluenceofeachorientationtowards the cause-relation marketingcommunication.

The orientations such as Being, Present have dominated the influence towards both thecauses of P&G and HUL. The orientations Collective, Mastery and Subjugation have influence only on the cause for saving water byHUL.

CONCLUSION

In conclusion, this study highlights the significance of value orientations in shaping customers' responses to cause-related marketing communications. Marketers should carefully consider the alignment between the cause and individuals' values, as well as the socio-demographic factors, to develop impactful campaigns that resonate with their target audience. By understanding customers' value orientations, marketers can tailor their messages and strategies to maximize engagement and support for cause-related marketing efforts.

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