Eliciting salient beliefs in research on theory of planned behavior: An investigation of the attitude of Millennials toward consumption philanthropy

by

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Abstract

Consumption philanthropy (CP) provides consumers with an opportunity to support charities through consumption of charity-linked products promoted by corporations. Although research on consumers' response to corporate philanthropy continues to grow, little is known about contextual factors that influence young donors' willingness to participate in CP. Moreover, CP, also known as cause marketing (CM), has received little attention in public relations research. This study attempts to reduce the gap in the literature. Drawing from the theory of planned behavior, the purpose of this research is to examine beliefs about altruistic goals, perceptions, perceived support, and external control beliefs related to CP participation among Millennials. Findings indicate that the primary factors influencing the participation willingness of the Millennial consumer group are the portion of the proceeds that benefits the cause, the beneficiary, and a high social pressure. Also, Millennials have expectations from their participation in consumption philanthropy programs. The paper concludes with a discussion of implications for research and practices regarding messaging strategies for consumer advertising campaigns.

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Chapter 1 - Overview

Strategies for charitable giving have become profoundly innovative in recent years. Individuals are no longer restricted to donating directly to a charity; they can help a cause while shopping at their local store. This is made possible by the alliance of corporations with non-profits to promote philanthropic acts. Corporate philanthropy enables individuals to "purchase altruism" like they do other goods in the market (Henderson & Malani, 2009). Consumption philanthropy (CP) pairs the support of a charitable cause with the purchase or promotion of a product or service (Eikenberry, 2009). For instance, pink products support cancer advancement research. Every year, several organizations committed to finding a cure for cancer, such as the Susan G. Komen foundation, pair with various corporations to launch campaigns that advertise products with a pink color. These items are made available in stores. When consumers buy these items, a portion of the sales benefits cancer research. Another example is the *TOMS'* One-for-One campaign that claims that, for every product purchased by consumers, another is donated to someone in need around the world.

The growing and changing consumer environment has led businesses and organizations to adapt their marketing strategies to provide better products and has improved consumer satisfaction (Dunn, 2015). In fact, both consumers and stakeholders feel the need to contribute to affect social change in the society (Henderson & Malani, 2009). In response to this need, causes and charities emerge constantly, but there are only so many dollars to contribute. Increasingly, philanthropy is used as a public relations strategy, promoting a company's image through CP.

Consumption philanthropy began with the *American Express* campaign in 1983 (Berglind & Nakata, 2005). It gained popularity in a context where the public has philanthropic preferences and appreciates socially responsible firms (Henderson & Malani, 2009). As the United States

experiences the largest intergenerational transfer of wealth in history (from Baby-Boomers to Millennials), many charities are poised to attract and keep young donors by opting for public relations strategies that reinforce existing philanthropic preferences (Wozniak, 2017). Previous studies have demonstrated the benefit of inserting cause incentives in sales (Andrews, Luo, Fang, Aspara, 2014; Koschate-fischer, Stefan, & Hoyer 2012; Webb & Mohr, 1998). Results suggest that CP campaigns have some influence in a consumer's buying decision, can improve a company's image and increase its revenue.

However, little is known about consumers' perception of the effectiveness of CP to engage collective efforts of altruism to solve societal issues like poverty, epidemics, or environmental concerns. Indeed, both scholars and practitioners don't know (1) what consumers believe about the consequences of engaging in CP, (2) who consumers believe could influence their participation in CP, or (3) what factors consumers believe could impede or facilitate their likelihood to engage in CP. Fishbein and Ajzen (2011), in the theory of planned behavior, have shown that these beliefs are critically related to the behavior that a campaign message wants to shape. This knowledge is necessary in order to predict the likelihood of people's continuous participation in philanthropy advocacy, particularly in consumption philanthropy campaigns.

A few authors have emphasized case studies of CP campaigns to cross-examine the suitability of cause-brand alliance's advocacy to create real social change while promoting consumption as the best way to make a difference (Eikenberry & Kluver, 2004; Wirgau, Farley, & Jensen, 2010; & Einstein, 2012). They argue that consumption—a self-serving deed—can distract individuals from seeking the real sources of problems and the long-term solutions to solve them. Moreover, Timothy Ogden (2011) from *Forbes* magazine explains that while plenty of research confirms that consumers will pick a brand linked with a cause versus one without,

consumers are actually starting to get turned off by these initiatives. Consumers realize that some causes never seem to be solved, or even improved. Aware of the tarnished reputation of CP, Ogden predicts the end of such a useful public relations practice if companies do not invest in more research that enable them to use CP to demonstrate value, provide differentiation, and build brand loyalty.

According to Einstein (2012), social marketing seeks to change negative social behaviors and maintain established positive habits. Before charities and companies pair to develop CP programs, they need to understand consumers' view of change and their feelings about creating such a change through consumption. This study uses a descriptive approach using the theory of planned behavior to understand young donors' beliefs about CP activities, which could predict their likelihood to continue participating. The Theory of Planned Behavior (TPB) assumes that one's intention to perform a specific behavior is preceded by beliefs and attitudes toward that specific behavior. This study is particularly interested in the behavioral intention of Generation Y (Gen Y), this most consumption-oriented of all generations. As a result, non-profits and socially responsible companies have a great interest in understanding Gen Y (Sullivan & Heitmeyer, 2008). Additionally, the purchasing behaviors of Gen Y indicate that the group is extremely brand-conscious as well as brand-loyal, making this population the best fit for this study (Goldgehn, 2004). In order to build brand loyalty through corporate philanthropy, it is in the best interest of companies to learn what Millennials know about CP and how that knowledge shapes their attitude toward it.

Although research in CP has received some interest in the field of business and marketing, little is known about the perspective of mass communications sciences on the role of CP to cultivate the next generation of philanthropists. This researcher attempts to reduce the gap

in the literature by investigating cognitive factors that can influence participation in CP among Millennials, and by this means, provide (1) a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate; and (2) information that can be useful to charities that consider initiating CPs targeted to Gen Y.

Chapter 2 - Literature Review

Theories of Altruism

Auguste Comte coined the term altruism, which he defined as living for others. Comte's definition of altruism assumes that individuals in a community will contribute to the public's good because they care about the welfare of others. Their motivation to help is directed toward the end goal of increasing another's welfare, and any feelings of self-reward or alleviation of personal distress are by-products of this (Feigin, Owens, & Goodyear-Smith, 2014). This opinion suggests that when one participates in a fundraising program, it is primarily because one intends to enable the charity to attain its philanthropic goal. Models of altruism have been influential in explaining economic behavior, including charitable contributions and volunteerism. In that instance, altruism is a driving force of philanthropy. Philanthropy is defined as the desire to promote the welfare of others expressed especially by the generous donation of money to good causes. Since Comte's work, research on altruism has broadened, bringing about the concept of "warm glow" altruism (Andreoni, 1990). This form of altruism, which Andreoni distinguishes from the "pure" altruism of Comte, assumes that individuals care not only about the welfare of others, but also about receiving some private goods benefit from their gifts (Croson, 2007). For example, customers enjoy the utility of cause-linked products like TOMS shoes, which are appreciated for their simplicity, comfort, and multi-function. Similarly, students get to show their

university pride by wearing a "K-State Proud" shirt, purchased to raise money for the Student Opportunity Awards at Kansas State University.

Nevertheless, from the standpoint of both "pure" altruism and "warm glow" altruism, the assumption of caring for others as a motivation for giving prevails. This observation is important, because this research builds on the assumption that people's interest in charitable products is motivated by their intention to fulfill another's wellbeing. Researchers describe an altruist as "someone with higher standards of justice, social responsibility, modes of moral reasoning, and who is more empathetic to the feelings of others" (Feigin, et al., 2015, p. 4). Hence, some motivations underlying the altruistic trait are sympathy, norms of appropriate behavior, and identity relation. Presumably, altruism is a humanitarian value that is common to every culture. Bergstrom and Stark (1993) have demonstrated that a society that promotes altruism is prone to growth. They argue that altruism can prevail in an evolutionary environment because evolution can sustain cooperative behaviors. Consequently, such an environment must communicate or provide role models that cultivate such 'altruistic preferences' to ensure an altruistic cultural inheritance from generation to generation. According to this viewpoint, if charities and corporations expect the public to show altruism and perform philanthropic acts, they must communicate their expectations to the consumer to transfer values and strengthen the importance of giving back to communities.

According to Einstein (2012), early communications theories suggested that the masses could be brainwashed by the media, whereas recent audience-reception theories suggest that, while the media is a powerful influence, it is not the only source of information today. Consumers understand that "giving money is not philanthropy without the accompanying acts of kindness and justice, which, one hopes, will build character, increase compassion for others, and

develop a sense of morality" (p.137). Einstein's opinion supports the assumption that people would be likely to participate in social marketing campaigns they perceive to further sensitize them to those less fortunate and to engage them in meaningful altruism.

The Marketization of Altruism

The market for altruism in the United States is composed of the government, nonprofits, and corporations. All three present diverse forms of altruism to individuals to drive social change. While the government and nonprofits encourage giving through tax deductions, or legacy gifts, corporations deliver altruism in the form of merchandise or service to different types of people. According to Henderson & Malani (2009), people can now "purchase" altruism like they do other products (p. 575). Consumption philanthropy refers to a transaction that allows individuals to 'purchase' altruism. Companies exist to deliver values to employees, customers, and investors, and firms are providing these stakeholders opportunities to satisfy their demand for altruism as a component of this value. Consumption philanthropy pairs the support of a charitable cause with the purchase or promotion of a service or a product (Eikenberry, 2009).

Berglind & Nakata (2005) note that consumption philanthropy has been a tradition of American corporate philanthropy for over a hundred years with renowned industrialists such as Andrew Carnegie, John Rockefeller, and Henry Astor, who began making sizable financial contributions to start, expand, and maintain museums, universities, and other social and cultural institutions. As leaders of commerce, they modeled the principle of giving back to the community. Over time, philanthropy became deep-rooted in the American corporate tradition. Yet giving, then and now, has never been an act of pure altruism. To give back through consumption is not considered pure altruism, but what rather researchers and philosophers refer to as "warm glow" altruism (Andreoni, 1990).

Debate surrounding the practice of CP and its social-ethical complexities is becoming prominent. Eikenberry (2009) argues that

> …the primary goal of people in the marketplace is to make choices that fulfill their self-interest, individual material needs and desires. In this capacity, they generally have little impetus to consider 'the public' or 'the public good'. Caught up in the transactions of buying and selling, they have little opportunity to question the fundamental principles of corporate organizations. (p. 52)

This argument could support the reason why people do not care for cause-linked products. There are many products in the market able to give the same satisfaction to consumers. Unless a charity and its company ally communicate in a way that enable consumers to differentiate between products and purposely drive their purchase intention, a cause-linked product will just be additional merchandise on the shelf.

Wirgau et al. (2010) explore the implications of a business-oriented model of philanthropy for bringing about real social change. By real social change, the authors mean the ability for society to right the wrongs in the world. They illustrate their argument with the repercussions of the *product (RED)* campaign, which benefits the Global Fund to fight HIV/AIDS, malaria, and tuberculosis in Africa through consumption of (*RED)-branded* products. They assert that the campaign misled the public by presenting (*RED*) as the best and only way to make a difference, asking individuals to consume while *(RED)* does the rest. Such communication discouraged audiences from questioning the root causes of poverty and diseases because people were less engaged in a conversation to figure what change should occur. Similarly, the *Think Before You Pink* campaign (Yoplait: Put a lid on it, 2008) for breast cancer awareness has been controversial. This campaign downplays the hidden health cost of

consuming dairy products in order to support breast cancer research through the "Save Lids to Save Lives" CP campaign that has featured Yoplait and the Susan G. Komen breast cancer charity since 1999.

Another criticism of consumption philanthropy is about the disproportion between the amount donated to the cause and the sales generated. For instance,

> …in 2010, Reebok marketed a line of pink ribbon emblazoned footwear and apparel at prices ranging from $50 to $100. Though it heavily promoted the fact that some of their pink ribbon product sales would be donated to the Avon Breast Cancer Crusade, they set a limit of $750,000, regardless of how many items were sold, and there was no mechanism in place to alert consumers once the maximum donation had been met. ("4 Questions," para. 7).

In spite of the controversies, charities for cancer are among the leading philanthropic causes in the U.S., with millions of dollars raised every year from CP. Marketing does work and one must not underestimate the impact of the media (Einstein, 2012). Nevertheless, controversial information about giving to causes has surfaced and that information is accessible to a public with a mind of its own and one especially aware of mass communication's impact.

Berglind and Nakata (2005) assert that an issue that arises under such circumstances is the fine line between advocacy and exploitation. Specifically, it could lead people to wonder whether the cause benefits the brand or the brand benefits the cause.

Despite the critics, the popularity of consumption philanthropy could be one of the reasons nonprofits and companies consider it advantageous. Indeed, CP can provide much-needed sustainable, unrestricted funding for nonprofits that struggle financially. When nonprofits are careful about which companies they partner with and make transparency a priority, they can

benefit greatly from the effort (Beard, 2013). Moreover, Berglind and Nakata (2005) assert that while CP generates customers' goodwill, it also improves employee morale and retention, builds the brand, and enhances the corporation's reputation. Another benefit not to be overlooked is that corporations also lend their marketing talent and business expertise to the development and implementation of campaigns. In several instances, CPs help to increase sales of the participating firm while generating greater awareness of the cause, its mission and funds (Brønn & Vrioni, 2001).

Additionally, previous studies conducted on consumers' responses suggest that Millennials have an overall positive attitude toward consumption philanthropy (Cui, Trent, Sullivan, & Matiru, 2003). It is important that companies and charities that consider CPs study the market. It is especially important that they study the changing environment of consumers. They must understand the meaning of giving from the consumers' perspective to sustain their intention to participate.

The Millennial Consumers Group

Millennials, also called Generation Y, are young individuals born after 1980 and before 2000. This population comprises 2.5 billion people worldwide, which is about a third of the global population. There are about 80 million Millennials in the United States (U.S. Census Bureau Statistics, 2015. Although most Millennials are still in school, they have high discretionary incomes (Foscht, Schloffer, Maloles III, & Chia, 2009). Consequently, Millennials exceed all prior generational expenditure (VanderMey, 2015), and make considerably larger direct contributions to the economy (Jang, Kim, & Bonn, 2011). Moreover, because the majority of household purchase decisions are likely influenced by them, they are contributing even more to the economy indirectly (Morton, 2002; Taylor & Cosenza, 2002). Their expenditure is

projected to surpass that of Baby Boomers by 2018. This, along with their size share worldwide, means that Millennials account for enough purchasing power to have a significant current and future impact on world economies, and are consequently the most powerful consumer group in the marketplace (Farris, Chong, & Danning, 2002). Unlike previous generations, Millennials grew up being introduced to a world that features international interdependence and global engagement. Accordingly, Millennials tend to be receptive of ethical issues (Bucic, Harris, & Arli, 2012), and accepting of the greater availability of green products (Pew Research Center, 2010). These attributes make Millennials the prime target audience for CP.

According to a Pew Research poll study conducted in 2014, more Millennials have a college degree than any other group of young adults. Additionally, they are more likely to attend graduate school than the previous generations. Also, college-going Millennials are more likely to study social science and applied fields like communication, humanities, criminal justice, and library science; thus, they are comfortable expressing themselves. The same research also notes that technology has a major place in the lives of this generation, which allows connectedness and rapid information exchange (Howe & Strauss, 2009). They have access to knowledge and resources to develop a critical mindset; therefore, they are prone to owning their own mind and making decisions on their own. Millennials are characterized by their social, cultural, and environmental consciousness (Sheahan, 2005). They value family, friends, communities, and self (Goldgehn, 2004). They show loyalty to those they value rather than to corporate entities (Hira, 2007). Millennials are the most culturally-diverse, and the most complex and unpredictable consumer group. This might explain the little attention they have received from ethical consumption researchers despite the increasing interests from businesses and marketers (Smith, 2011). In fact, Millennials have conflicting values. At times, they value self-gratification; on

other occasions, they value social improvement (Boyd, 2010). Whereas young adults express a conscious interest to help solve humanitarian issues in the world more than previous generations, they also seem to be less engaged in public life (Delli Carpini, 2000). Little is known about reasons for the disparity between young people's interest in supporting social causes and their involvement. Howard Rheingold (2008) refers to this disparity as the "activation gap" (p. 98). He asserts that this population is both self-guided and in need of guidance to optimize their skills. Hence, young people should be given meaningful tools to help them engage.

Generation Y's purchasing power and support for social marketing can increase the potential of abuse, such as non-disclosure or misrepresentation of the exact nature of the corporation-nonprofit organization agreement (Berglind & Nakata 2005), that is associated with consumption philanthropy as corporations see opportunity in using a cause as a heuristic cue to generate sales. In 2010, criticism has been leveled at the CP campaign featuring the fast-food franchise KFC and the cancer advocacy group Susan G. Komen for the cure. The campaign was described as "pinkwashing" by the Breast Cancer Action (BCA) movement, to describe a situation where a company claims to care about breast cancer by promoting a pink-ribboned product, but manufactures products linked to the disease, in this case, high-fat fast food. KFC had guaranteed a minimum donation of $1 million, and the goal was to raise $8.5million. On the official campaign website, in very small print, customers are told that for every large pink bucket of chicken they purchase, 50 cents will go toward the charity; however, customer purchase during the promotion will not directly increase the total contribution. According to the BCA movement, KFC could independently afford to donate the 8.5 million should they care that much for the cure. Instead, they decided to use this opportunity to improve their brand and drive up sales of their products (Nelson, 2010)

The case of KFC "Bucket for the cure" raise attention to the real motive of consumption philanthropy initiatives. If similar cases are consistently repeated, this can only strengthen controversial beliefs and discourage people away from philanthropy in general (Ogden, 2011).

According to an article from NPR, Generation Y is changing the game of giving and charity (Hu, 2014). The author reports that this generation engages with a cause to help people, not institutions. From a social-connectedness mindset, Millennials view volunteer opportunities as a means to socially connect with like-minded peers. They are influenced by the decisions and behaviors of their peers. Moreover, they are more receptive of donation requests that focus on how the gift will benefit the recipient. A study conducted by Arnold, Landry, and Wood (2010) suggests that companies should take note that young consumers are both interested in causes and feel empowered when experiencing causes firsthand. Cause-based experience enables youths' active involvement with social issues that changes their perception of the role of consumption in their life. For organizations to maintain young consumers' involvement, their study suggests organizations provide consumer experience rather than consumption philanthropy, which simply aligns companies and nonprofits with causes and frames participation as acts of individual charity.

Theoretical framework: The Theory of Planned Behavior (TPB)

Theory of planned behavior is an extension of the theory of reasoned action (TRA) developed in the 1900s by Martin Fishbein and Icek Ajzen (2011). The theories have been used to explain behaviors in terms of a limited set of constructs: attitude toward the behavior, subjective norms, perceived behavioral control, and behavioral intention. In these theories, salient beliefs play an important role (Sutton et al., 2003). Salient behavioral beliefs (beliefs

about the consequences of performing the behavior) are believed to determine attitude toward the behavior. Salient normative beliefs (beliefs about the views of significant others) are held to determine subjective norm, and salient control beliefs (beliefs about factors that may facilitate or impede performance of the behavior) are assumed to determine perceived behavioral control. *Salient* beliefs are elicited through asking respondents open-ended questions such as "What do you think would make it difficult for you when performing behavior X?" They are also referred to as *accessible beliefs (*Ajzen & Fishbein, 2000).

The TRA and the TPB are defined at the level of the individual. For example, the theories support that individuals' salient behavioral beliefs determine their attitude toward the behavior. In practice, however, it is more convenient to identify the set of beliefs in a population (Ajzen 1985). These *modal salient beliefs* can be identified by conducting an *elicitation study* in a representative sample of population. The responses to a series of open-ended questions are recorded and a content analysis is conducted. The beliefs that are elicited most frequently are included in the modal set and are used as the basis for the quantitative measures of beliefs.

The elicitation stage of salient beliefs has received little attention from researchers despite their importance (Sutton et al., 2003). The present study examines Millennials' salient beliefs related to participation in consumption philanthropy. The study examines the overlaps between instrumental and affective beliefs elicited by open-ended questions that were asked based on two scenarios. A distinction between instrumental and affective attitudes has been made in Ajzen and Driver's study (1991), which examined beliefs as predicators of participation in various recreational activities (i.e. biking and mountain climbing). Prior to their main study, Ajzen and Driver conducted an elicitation study in which they identified salient instrumental and affective beliefs with respect to each activity. To elicit instrumental beliefs, respondents were

asked "What are the possible cost or losses of [mountain climbing]?" and "What are the possible benefits and gains of [mountain climbing]?" To elicit affective beliefs, respondents were asked to list the things they liked or enjoyed about each activity and the things they disliked or hated about the activity. They note that there were some overlaps between instrumental and affective beliefs.

In a study where they apply the TPB to examine salient beliefs about being more physically active in 12 months, Sutton et al. (2003) utilized the wording "advantages" and "disadvantages" in place of "benefits" and "loss" as recommended by Ajzen and Driver (1991). They compare beliefs that were elicited by questions designed to prompt instrumental outcomes (advantages and disadvantages) and affective outcomes (like or enjoy and dislike or hate). They explore whether differences in elicited beliefs result in different final sets of modal salient beliefs. Lastly, they report salient normative referents and examine the beliefs elicited by questions to prompt salient barriers and facilitators (control beliefs), and compare these with the instrumental and affective beliefs. A recent study by Paul & Schenck-Hamlin (2017) applied the TPB to elicit the beliefs about victim-offender conferences and factors that influence victim-offender engagement. Their study sought to ascertain the effective use of the TPB to determine behavioral, normative, and control beliefs that shape the primary factors influencing victim-offender conference participation.

This paper builds on the work of Ajzen & Driver (1991), Sutton et al. (2003), and Paul & Schenck-Hamlin (2017) by reporting the salient beliefs about consumption philanthropy among Generation Y. Using the three rules suggested by Ajzen and Fishbein (1980) the study compares the differences between elicited beliefs, identifies overlaps and determines the primary factors that influence Millennials' participation. The three rules are as follows:

1. Include the ten or twelve most frequently mentioned outcomes. According to Ajzen and Fishbein (2000), this procedure results in a set of beliefs that is likely to include at least some of the beliefs mentioned by each respondent in the sample.

2. Include beliefs that exceed a particular frequency, for example all beliefs mentioned by at least 10 percent or 20 percent of the sample.

3. Choose as many beliefs as necessary to account for a certain percentage (e.g., 75 percent) of all beliefs elicited. Ajzen and Fisbein suggest that this is the "least arbitrary rule."

Based on the literature, the following research questions will provide a guide for this study:

Behavioral beliefs

RQ1: What anticipated benefits do respondents believe would occur if they participate in CP?

RQ2: What anticipated harms do respondents believe would occur if they participate in CP?

RQ3: What anticipated emotions would respondents feel if they chose to participate in CP?

Normative beliefs:

RQ4: Who do respondents indicate would support their intention to participate in CP?

RQ5: Who do respondents indicate would not support their intention to participate in CP?

Control beliefs

RQ6: What external factors do respondents indicate would make it easier for them to participate in CP?

RQ7: What external factors do respondents indicate would make it difficult for them to participate in CP?

Chapter 3 - Methodology

Participants and Sampling

A convenience sample of 340 individuals was used for this study. These are the 340 individuals who responded to the survey sent to a population of 5500 individual emails generated from the Kansas State University enrollment database. The 5500 individuals were students born after 1980 and before 2000 who are enrolled in classes at Kansas State University. Five (1.5%) people were unwilling to participate in the study and 335 (98.5%) people completed the questionnaires relevant to this study. Completed questionnaires include a set of responses to eleven independent close-ended questions, and a set of responses to eleven dependent closed and open-ended questions. A total of 73 (21.8%) people completed only the closed-ended questions. 262 (78.2%) people completed both open-ended and close-ended questions. 235 (71.4%) respondents are employed and 94 (28.6%) are unemployed. 6 people did not provide information about their employment status. 43 (13.0%) respondents are freshmen, 65 (19.6%) are sophomore, 58 (17.5%) are junior, 111 (33.5%) are senior in college, and 54 (16.3%) respondents are graduate students. 4 people did not provide information about their year in college.

Procedure

Participants received a recruiting email with a link to an online survey on Qualtrics. The survey contained a scenario and a set of related questions. There were two scenarios: A and B (see Appendix 1), adapted from the K-State Proud and Qdoba fundraising campaign message in August 2016. K-State Proud is the student-led nationally recognized fundraising campaign for Kansas State University. Guided by the leadership of the K-State Student Foundation, the campaign encourages students to show their K-State pride through philanthropy. All student campaign donations establish Student Opportunity Awards (SOA) for fellow K-State students.

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During the fall semester in August 2016, K-State Proud partnered with Qdoba, a Mexican food restaurant chain in the United States and Canada. Customers were invited to purchase a $5 entree at the Qdoba restaurant located on campus on a specific date, with 100% of proceeds going to K-State Proud charity. The amount of $3500 was raised from this partnership.

Participants randomly received scenario A or B. One hundred eighty-two people received and completed the questionnaire with scenario A, and 153 people received and completed the questionnaire with scenario B. The scenarios were designed to manipulate altruistic preferences or cues. Scenario A was the original KState Proud and Qdoba fundraising campaign message which indicated that 100% of the proceeds from sales at Qdoba would go to K-State Proud; whereas scenario B indicated that 20% of the proceeds would benefit K-State Proud. There was a total of 21 questions per scenario. The full questionnaire is shown in Appendix 1. Below are listed the nine open-ended questions.

Table 1 Open-ended questions used in the present study

1. Please list at least 03 things that you would **like or enjoy** about your purchase of this $5 entrée at Qdoba
2. Please list at least 03 things that you would **dislike or not enjoy** about your purchase of this $5 entrée at Qdoba
3. What do you think would be the **advantages** for you of purchasing this $5 entrée at Qdoba?
4. What do you think would be the **disadvantages** for you of purchasing this $5 entrée at Qdoba?
5. What do think would make it **easy** for you to participate in this scenario?
6. What do you think would make it **difficult** for you to participate in this scenario?
7. Are there any groups of people who would **approve** of you participating in this fundraising?

8. Are there any groups of people that would **disapprove** of you participating in this fundraising?

9. If "altruism" is the selfless or disinterested concern for the well-being of somebody else: What would you like to see happen if you choose to buy this cause-linked entrée?

Questions 3, 4, 7, and 8 were based on those recommended by Ajzen and Fishbein (1980), questions 1, 2, 5, and 6 on questions used by Ajzen and Driver (1991), and question 9 was constructed for the purpose of this study.

Content Categories

Data analysis was processed in three stages. The first stage was to generate a codebook. The second stage was to refine the codebook based on the pilot subset's responses. The third stage was to code the remaining data using the codebook. The codebook was created from a content analysis of the responses from the survey. Categories were formed from the most frequent responses to the nine open-ended questions in the questionnaires. Next, two graduate students were recruited to refine the codebook using the pilot subset's responses. The coders were unaware of the research questions and received training to understand the codes and coding system. They received a hundred questionnaires to code, using the codebook generated in step one. After the first stage of coding the hundred questionnaires, a high level of agreement between both coders necessitated a revision of the codebook. As a result, categories were combined to create a broader description of feelings with similar meanings. New categories were added that where considered relevant based on their frequent occurrence. Using the revised codebook, the coders proceeded to a second stage of coding which consisted of re-coding the same hundred questionnaires they received in the first stage, in addition to the remaining 162 questionnaires. After the second stage of coding, the coders' agreement ranged between 89.7 and

99.9 percent per categories. It was concluded that the retained content categories were reliable

(see Appendix 2).

Findings from this study were organized as follows:

Behavioral beliefs:

RQ1: What anticipated benefits do respondents believe would occur if they participate in

Consumption Philanthropy (CP)?

Table 2. Modal Categories for the Anticipated Benefits Selected Using Three Decision Rules.

Rule	Like or enjoy	Advantages
20% rule[a]	Affordable price/inexpensive	Affordable price/inexpensive
	It is food/good food choice	It is food/good food choice
	Good feeling of helping	Good feeling of helping
	Good cause/help students	Local cause
10% rule[b]	Affordable price/inexpensive	Affordable price/inexpensive
	It is food/good food choice	It is food/good food choice
	Good feeling of helping	Good feeling of helping
	Good cause/help students	Local cause
	Local cause*	Good cause/help students
	100% proceeds to cause*	Effortless giving*
		Opportunity to help someone in need*
		Like Qdoba*

[a] Include a category only if at least 20% of participants gave responses that were coded in that category
[b] Include a category only if at least 10% of participants gave responses that were coded in that category
*Categories below 10% added to account for 75% of elicited beliefs

Table 2 shows the modal categories for the "like or enjoy" (affective) and the

"advantages" (instrumental) questions according to the selection rules suggested by Ajzen and

Fishbein (1980). The 20 percent rule yields four modal categories, with three categories common

to both questions. Using the 10 percent rule gives five modal categories, with four in common.

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The 75 percent rule (choose as many beliefs as necessary to account for 75% of all beliefs elicited) yields six modal categories for the affective questions and eight modal categories for the instrumental questions; there were five categories in common. The three rules of decision determined the top nine most frequently mentioned salient beliefs about the anticipated benefits linked to participating in consumption philanthropy (CP).

RQ2: What anticipated harms do respondents believe would occur if they participate in CP?

Table 3. Modal Categories for the Anticipated Harms Selected Using Three Decision Rules.

Rule	Dislike or not enjoy	Disadvantages
20% rule[a]	Inconvenience/ limited location, menu, day, brand	Inconvenience/ limited location, menu, day, brand
		Would spend money
10% rule[b]	Inconvenience/ limited location, menu, day, brand	Inconvenience/ limited location, menu, day, brand
	Do not like Qdoba	Would spend money on food
	Would spend money on food	Do not like Qdoba
	No option to give more than $1 to cause	Only $1 (20%) of proceeds go to cause*
	Marketing ploy	Marketing ploy*
		Wary of misuse of donation by charity*
		Limited info about beneficiaries*

[a] Include a category only if at least 20% of participants gave responses that were coded in that category

[b] Include a category only if at least 10% of participants gave responses that were coded in that category

*Categories below 10% added to account for 75% of elicited beliefs

Following Ajzen and Fishbein's (1980) selection rules, Table 3 shows the modal categories for the "dislike or not enjoy" (affective) and the "disadvantages" (instrumental) questions. As shown in Table 3, the 20 percent rule yields one modal category for the affective question and two modal categories for the instrumental question, with one category common to both. Using the 10

percent rule yields five modal categories for the affective question and three modal categories for the instrumental question, with three categories common to both.

The 75 percent rule yields five modal categories for the "dislike or not enjoy" question, and seven modal categories for the "disadvantages." The three rules combined suggest a total of eight salient beliefs that determine the anticipated harm that respondents linked to participation in CP.

RQ3: What anticipated emotions would respondents feel if they chose to participate in CP?

How do you feel about consuming a specific brand for a cause?
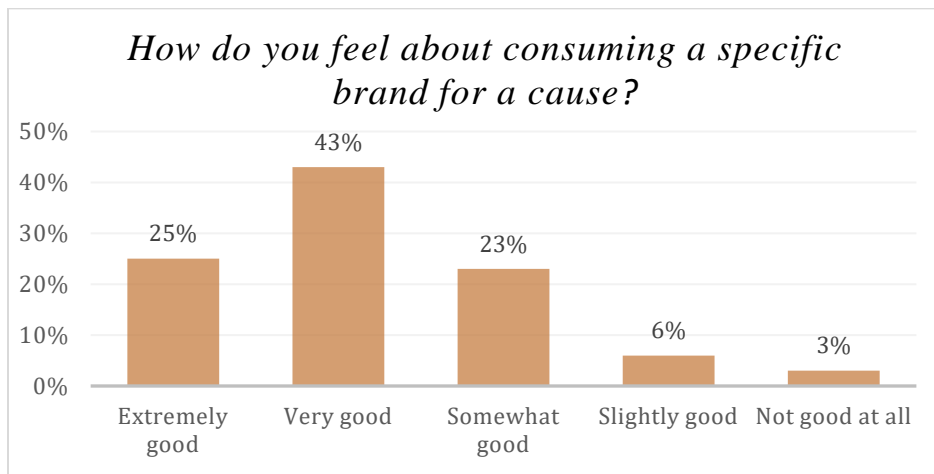
Figure 1. Distribution of good feeling linked to participation in consumption philanthropy

Figure 1 shows the emotions of participants about the consumption of cause-linked products. A look at the distribution shows that with (n=335), the majority of participants (68%) feel very good about consuming cause-linked products. On the other hand, only a handful of participants (9%) report feeling slightly good or not good at all about consumption philanthropy. This distribution suggests that there is more positive attitude than negative attitude about CP.

When further asked about their feeling in respect to their participation in a particular CP event, responses varied from scenario A to scenario B. In scenario A, respondents were asked to buy a $5 entrée at Qdoba with 100% of the proceeds going to K-State Proud philanthropy. Whereas in scenario B, respondents were asked to buy a $5 entrée at Qdoba with $1 or 20% of the proceeds going to K-State Proud philanthropy. Figure 2 shows the respondents' feeling of sympathy toward participating in either scenario A or scenario B.
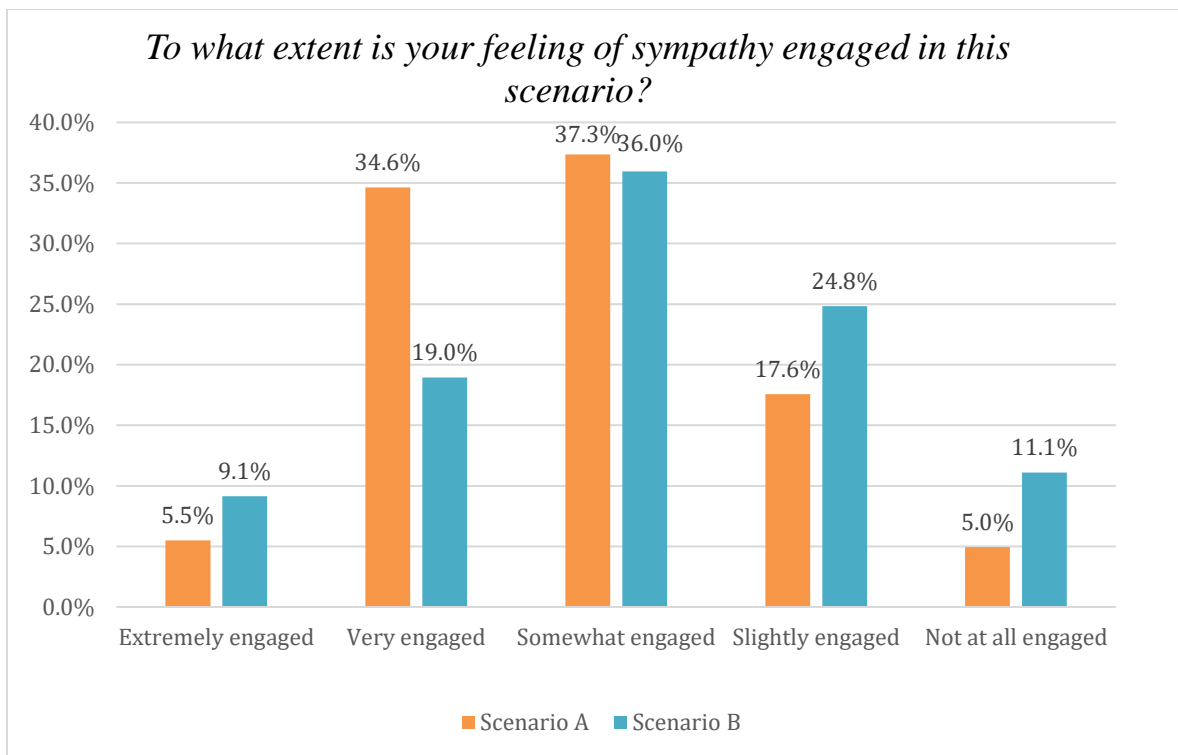
Figure 2. Distribution of the feeling of sympathy toward participation in consumption philanthropy

An inspection of Figure 2 shows that a majority of the participants in both scenarios believed their feeling of sympathy toward the cause benefitted was somewhat engaged (*n*= 182, 37.3%; and *n*=153, 36.0% for scenario A and scenario B respectively). Moreover, the percentage of respondents who believed their feeling of sympathy was very engaged was relatively higher in

scenario A than in scenario B; meanwhile more respondents felt extremely engaged in scenario B than in scenario A.

The Pearson's correlation coefficient between variables *good feeling* for CP and *sympathy arousal* was respectively (r = 0.591271) for scenario A, and (r = 0.5420970) for scenario B. This indicates a moderately positive relationship between both variables, meaning that while people were positive about cause-related marketing, they did not necessarily feel their sympathy engaged by either CP events A or B.

When asked to rate the influence that cues such as *the price of the meal*, *the percentage of proceeds that will go to the cause*, and *the beneficiary* had on their sympathy arousal, participants' responses did not vary much from scenario A to scenario B.
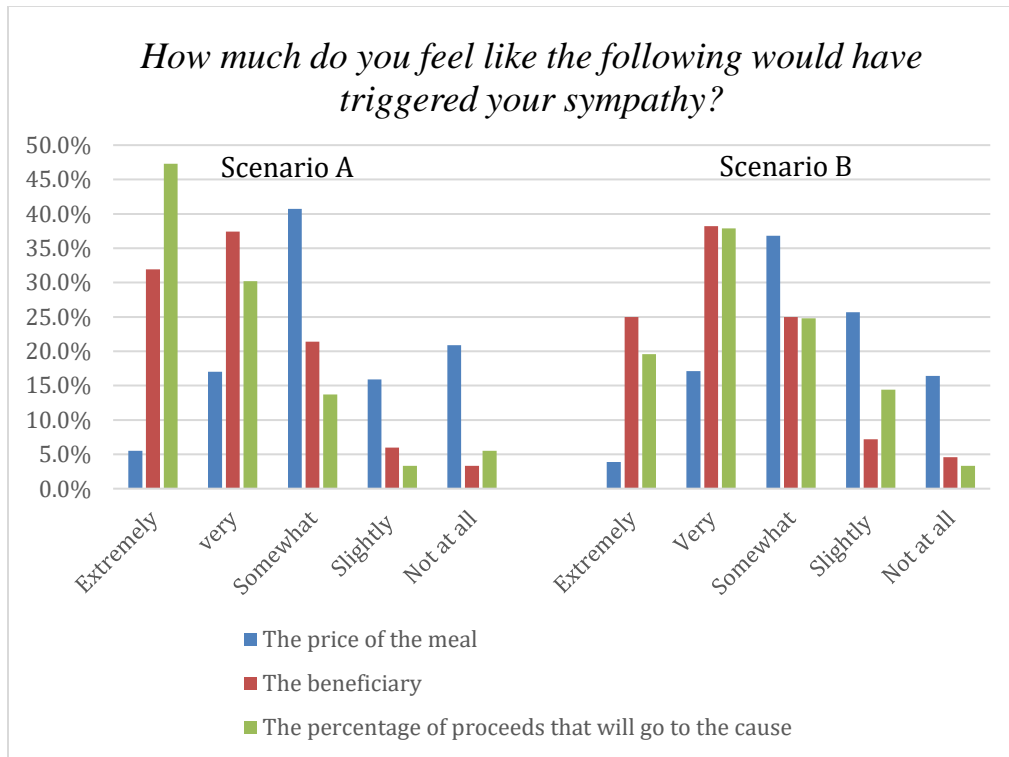

Figure 3. Distribution of responses about factors that triggered feelings of sympathy according to Scenario A and Scenario B

Figure 3 shows that in scenario A, most responses suggest *the percentage of proceeds that will go to the cause* (100%) as an extremely engaging cue for sympathy arousal. Conversely, *the*

price of the meal ($5) was listed as the least (not at all) engaging cue with the highest percentage of responses (20.9%). Similarly, in scenario B, *the price of the meal* ($5) was the least (not at all) engaging cue for sympathy arousal, with the highest percentage of responses (16.4%). However, *the beneficiary* receives the highest percentage of responses (63.2%) as the most engaging cue of all cues.

To determine a more concise attitude of the respondents toward behavioral cues for both scenario A and scenario B, respondents were asked to select only one cue between *the price of the meal*, *the beneficiary,* or *the percentage of proceeds that will go to the cause* that they believe would have engaged their sympathy the most.

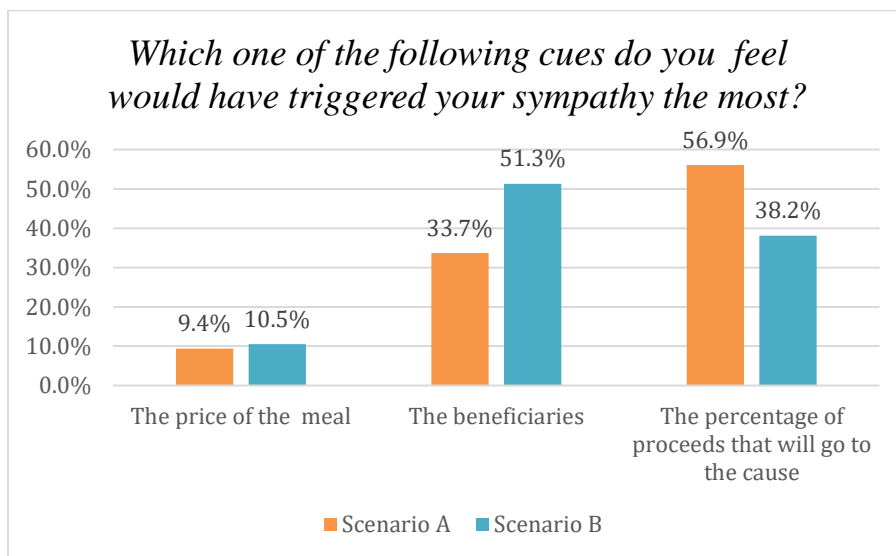**Figure 4. Distribution of Responses that trigger Greatest Feelings of Sympathy**

Findings, as shown in Figure 4, reveal that for scenario A, most respondents (*n*=181, 56.9%) listed *the percentage of proceeds that will go to the cause* elicit the most feelings of sympathy. Meanwhile for scenario B, most respondents (*n*=152, 51.3%) listed *the beneficiary* as the most sympathy-engaging factor.

An analysis of the distribution in Figure 3 and that of Figure 4 combined confirms that the primary factor that influences sympathy arousal, which is necessary for participation in philanthropy, differs from scenario A to scenario B.

In addition to eliciting *good feeling* and *sympathy arousal*, respondents were also asked to describe their feeling about the value of their contribution if they had participated in CP scenario A ($5 for 100% proceeds go to charity) or CP scenario B ($5 for 20% of proceeds go to charity). Figure 5 shows that most participants saw their contribution as somewhat important or valuable in both cases A (*n=182, 45.6%*) and B (*n=153, 39.8%*). Nevertheless, more respondents saw their contribution as less valuable in scenario B (35.3%) than in scenario A (22%).
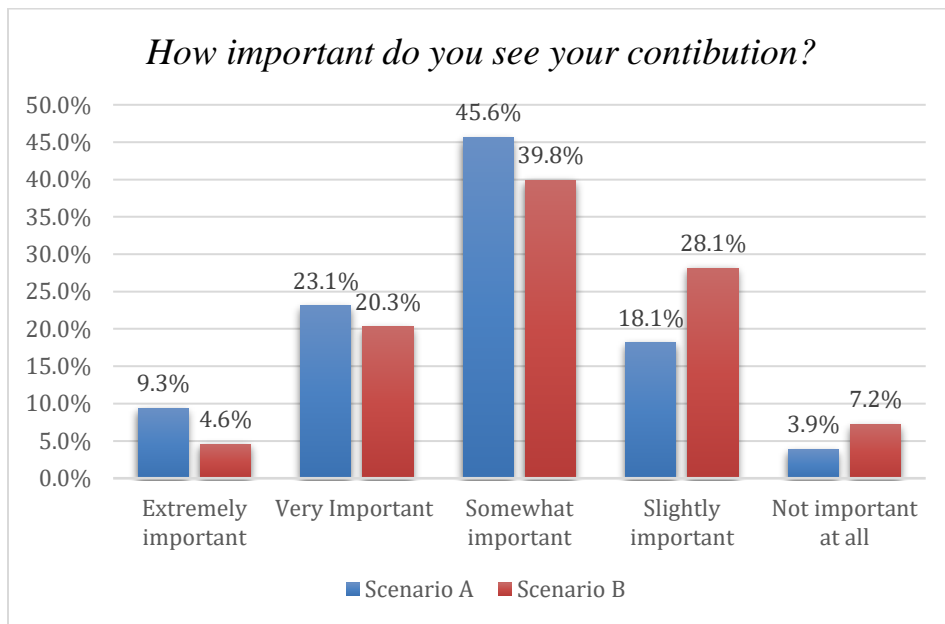
Figure 5. Distribution of the Feeling of Importance Linked to Participating in CP

Figure 6 illustrates what participants reported when further asked to describe how much they felt their contribution would make a difference if they participated.
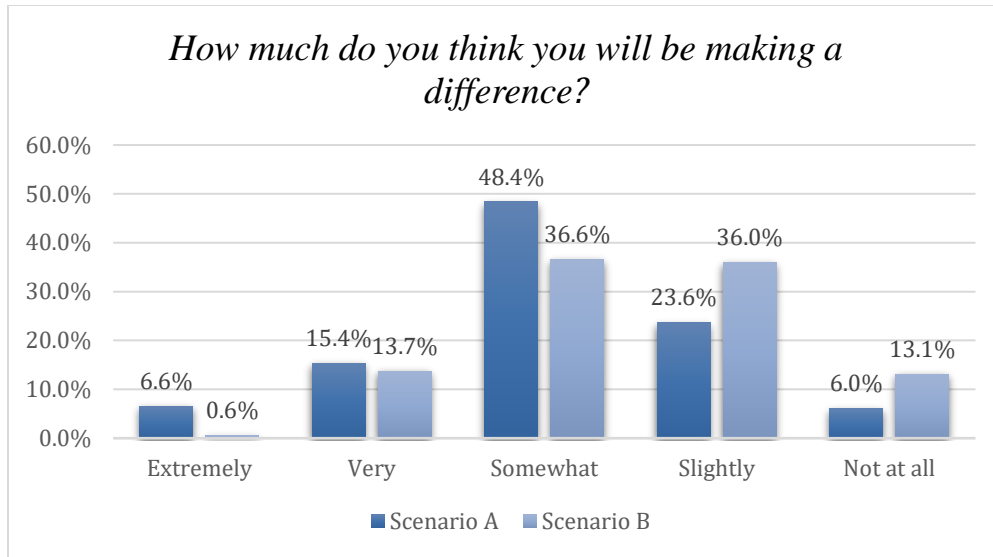
Figure 6. Distribution of the Percentage of Responses about the Feeling of Making a Difference

Figure 6 shows that most respondents believed they would make somewhat of a difference in both scenarios A and B. A very low percentage (0.6%) of respondents in scenario B believed they would be extremely helpful, and more respondents (49.1%) believed their contribution would be less helpful in scenario B, than in scenario A (29.6%).

Because of the predictably high number of indecisive or moderate choices of responses about their emotions toward making a difference with their contribution in the context of scenario A and B, respondents were asked to describe what making a difference with their contribution would look like for them. This prompted the respondents' description of their altruistic goals and expectations in relationship with their participation in the CPs A or B.

Table 4. Coding frame for the "goals" and "expectations" questions and frequencies (percentages)

Category	Percentage (%)*
Goals	

Good feeling for contributing to someone's happiness	41 (12.2%)
Receive small reward/ self-gratification	19 (5.7%)

Expectations

Disclosure/ total money raised, scholarship recipients	112 (33.4%)
Effective use of donation	71 (21.2%)
Larger portion of donation to cause/ 100% money to cause	15 (4.5%)
Interaction with advocates at event site	7 (2.1%)

No interest in CP/No desire to participate	39 (11.6%)
Other uncategorized goal or expectation	3 (0.9%)
Missing	28 (8.4%)

*Every percentage of response is representative of n=335

Table 4 shows the three most-listed goals and four most-listed expectations. Participants' highest expectation was disclosure of information. Sample responses coded in this category were, "*I would like to see the final donation total from Qdoba to K-State Proud. This would help me decide if in the future I will donate in this fashion again.*" Or, "*If I chose to consume cause-linked products, I expect to see visible impact in one form or another. Like see an article informing people about how much money was raised, how the funds will be allocated and how it benefited people.*" Another oft-occurring expectation was about the effective use of donations. Sample responses coded in this category were, "*I would expect the charity being funded to use the money responsibly to help advance their mission.*"

Respondents who said they expected 100% or a larger portion of the proceeds to go to the cause were mostly from scenario A (buy a $5 meal for 100% proceeds to the cause). When stating their opinion, respondents often either (1) approved of the 100% proceeds for the cause, or (2) expressed their hope for the legitimacy of the promise that "all proceeds will go to the cause." For example, a respondent from the survey stated that: "*I expect that the company delivers on its charitable promise, and that the company is not using the cause simply for PR or marketing reasons*." Meanwhile, for scenario B, responses looked more like: "*I would like to see majority of the donation to go to the cause, not just a small portion of it.*"
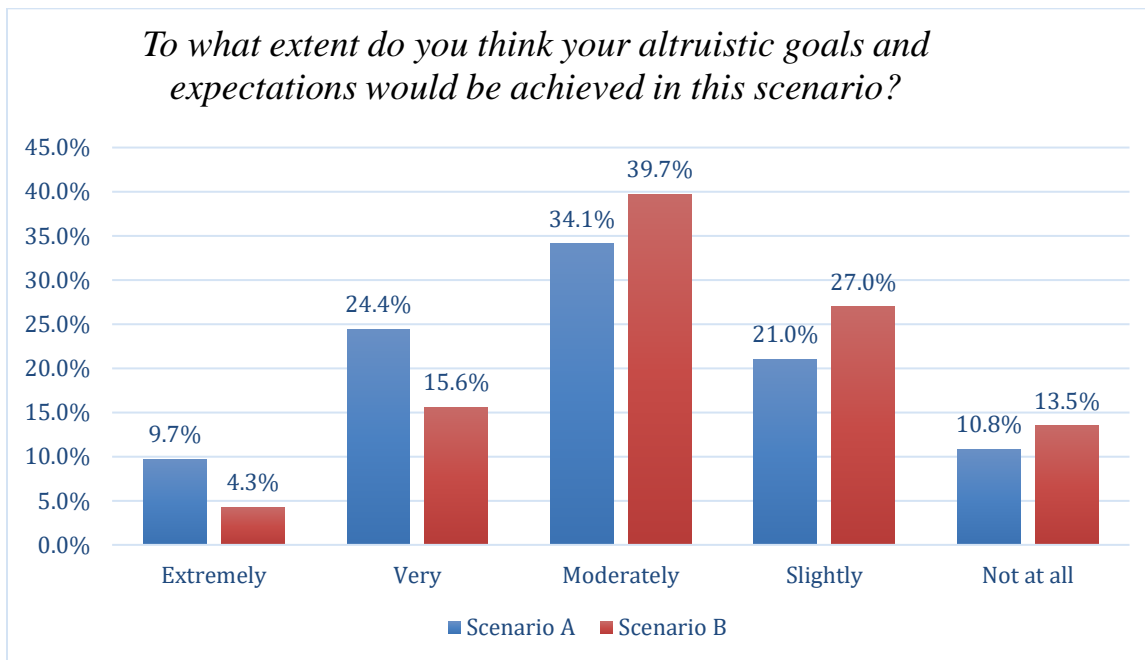

Figure 7. Disctibution of Percentage of Responses about Belief of Achieving Altruistic Goals and Expectations

Furthermore, when asked about the extent to which they believed their altruistic goals would be achieved by purchasing the $5 entrée from Qdoba to support K-State Proud, results as shown in Figure 7 suggest that less than 20% of respondents believed they would confidently

achieve their goal and expectations in scenario B. Similarly, one third (31.8%) of respondents for scenario A were less confident about achieving their altruistic goals and expectations.

After respondents described their emotions toward achieving their altruistic goals and expectations, they were asked about the likelihood they would purchase the $5 entrée from Qdoba.
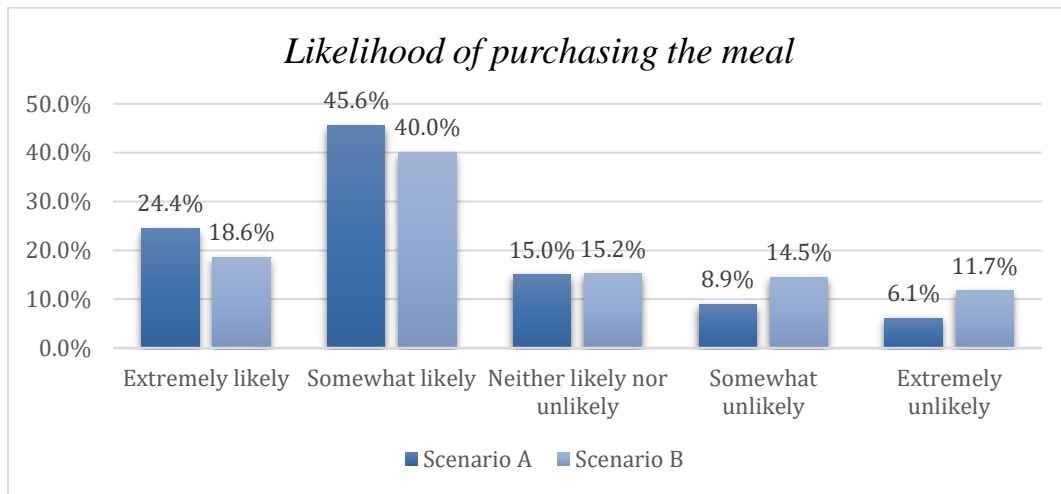
Figure 8. Distribution of Percentages of Responses of Likelihood to Purchase the Meal

Figure 8 shows that 70%, and 58.6% respondents were likely to purchase the meal for scenario A and scenario B respectively. This represents the majority of participants who would still purchase the cause-linked product ($5 Qdoba entrée) to support K-State Proud. The Pearson's correlation coefficient between *belief of achieving altruistic goals and expectations* and *likelihood of purchasing the meal* was respectively (r = 0.560249) for scenario A, and (r = 0.579823) for scenario B. This indicates a moderately positive relationship between both variables, meaning that the likelihood of people purchasing a cause-linked product does not necessarily relate to their belief of achieving their altruistic goals.

Other factors could motivate people's participation in CP. Indeed, Figure 9 shows the responses pertaining to participants' familiarity with the charity and consumption philanthropy. Most participants said they have previously purchased a charity-linked product, though more than half of participants previously donated to the case study charity, K-State Proud. This indicates that participants are familiar with the subject matter of this study.
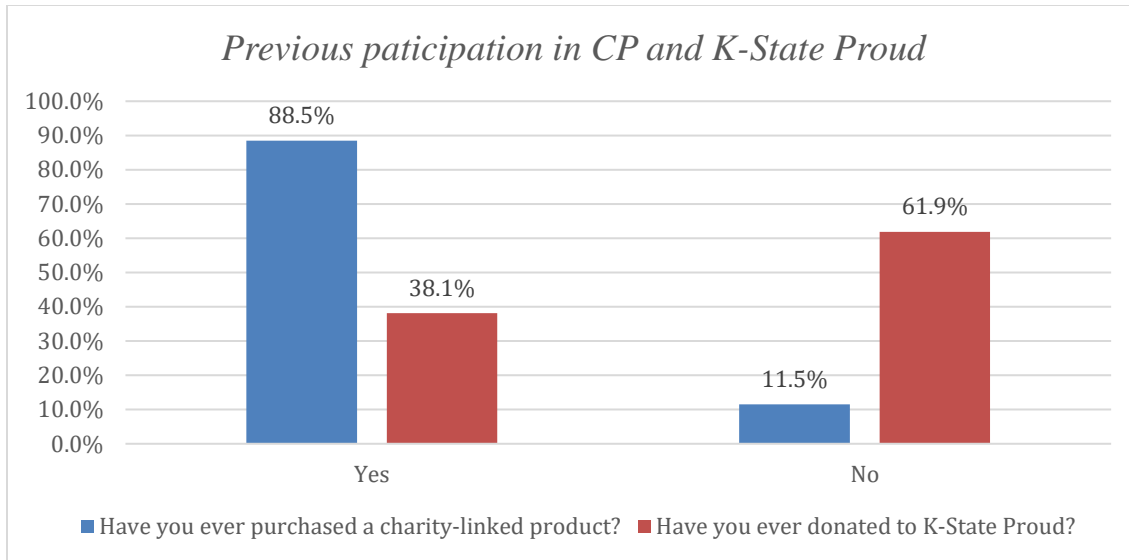
Figure 9 Graph of Responses about Previous Participation in CP and Donation to K-State Proud Charity

Normative beliefs

RQ4: Who do respondents indicate would support their intention to participate in CP?

RQ5: Who do participants indicate would not support their intention to participate in CP?

Table 5. Modal Categories for the "Approve" and "Disapprove" Questions Selected Using Three Decision Rules

Rule	Approve	Disapprove
20% rule[a]	Family	Nobody
	Friends	
	School	
10% rule[b]	Family	
	Friends	
	School	
	Everybody	

[a] Include a category only if at least 20% of participants gave responses that were coded in that category

[b] Include a category only if at least 10% of participants gave responses that were coded in that category

Table 5 shows the modal categories for questions about normative beliefs, that is, whom participants believe would "approve" or "disapprove" of their participation in CP. Based on the 20 percent rule, three categories were selected for the "approve" question, and only one category was selected for the "disapprove" category. The 10 percent rule of selection yields four salient beliefs for the "approve" question, and none for the "disapprove" question. The four salient beliefs in the "approve" category account for more than 75% of responses elicited. This suggests that participants listed more than one community of people that would support their participation CP.

Control beliefs

RQ6: What external factors do respondents indicate would make it easy for them to participate in CP?

Table 6. Modal Categories for External Facilitators of Participation in CP, Selected Using Three Decision Rules

Rule	Categories "easy" factors
20% rule[a]	Convenient location on campus
10% rule[b]	Convenient location on campus
	Affordable price
	Support K-State/local cause
	Better advertisement
	If more than one-day event*
	If more money went to the cause*
	Multiple locations/ Multiple restaurant*

[a] Include a category only if at least 20% of participants gave responses that were coded in that category

[b] Include a category only if at least 10% of participants gave responses that were coded in that category
*Categories below 10% added to account for 75% of elicited beliefs

Table 6 shows the salient beliefs about the external factors that would facilitate respondent participation in CPs. The 20 percent rule yields one factor that participants most listed as a key facilitator of participation for both scenario A and scenario B. The 10 percent rule yields four facilitators, and the 75 percent rule yields seven external facilitators.

RQ7: What external factor do respondents indicate would make it difficult for them to participate in CP?

Table 7. Modal Categories for External Barriers of Participation in CP, Selected Using Three Decision Rules

Rule	Categories "difficult" factors
20% rule[a]	Inconvenience/ limited to entrée, one location, one restaurant, one day
10% rule[b]	Inconvenience/ limited to entrée, one location, one restaurant, one day
	Anticipate long line/ wait due to one-day event/spend time
	Do not like Qdoba
	Money/ limited budget to spend*
	Having to spend on food instead of meal at dorm or home*
	If meal was expensive* (not specified)

[a] Include a category only if at least 20% of participants gave responses that were coded in that category

[b] Include a category only if at least 10% of participants gave responses that were coded in that category
*Categories below 10% added to account for 75% of elicited beliefs

Table 7 shows the participants' salient beliefs about the external barriers that would make it difficult for them to participate in CPs. The 20 percent rule yields one barrier of participation for both scenario A and scenario B. The 10 percent rule yields three external barriers, and the 75 percent rule yields six external barriers.

Finally, the following Table 8 summarizes the total number of responses for the behavioral, normative, and control beliefs elicited.

Table 8. Descriptive Statistics for Beliefs Elicited by Eight Open-Ended Questions

Question	Total beliefs	Mean (SD) beliefs per person	No. (%)* of people who gave 03 beliefs or more
Like or enjoy	612	1.8(1.4)	165 (49.2%)
Advantages	511	1.5(1.4)	115 (34.3%)
Dislike or hate	447	1.3(1.3)	73 (21.8%)
Disadvantages	341	1.0(1.2)	49 (14.6%)
Approve	406	1.2(1.3)	67 (20%)
Disapprove	187	0.5(0.5)	0(0%)
Easy	401	1.2(1.0)	44 (13.1%)
Difficult	316	0.9(0.9)	19 (5.6%)

* Every percentage of response is representative of n=335

Inspection of Table 8 shows that about half of the respondents listed three or more beliefs they would like or enjoy about their participation in CP. Also, on average, people listed zero to one person or community that would disapprove of their participation in CP.

Chapter 5 - Discussion

Consumption philanthropy aims to promote products or services that satisfy both consumers' self-directed need and their need for helping others. Yet, such philanthropy can be accompanied by skepticism. This study has demonstrated that philanthropy is associated with a heightened sense of altruism, of which sympathy arousal is determinant. It is also associated with a sense of self-gratification, and social pressure (Andreoni, 1990). The results of this study suggest that Millennial consumers' willingness to participate in CP is rooted in their desire to achieve altruistic goals and expectations, and in a positive social pressure, which can collectively function to reduce skepticism, and maintain or increase participation in CP.

The theory of planned behavior assumes that attitude toward behavior, subjective norms, and perceived behavioral control, together shape an individual's behavioral intentions and behaviors. In their respective aggregates, *behavioral beliefs* produce favorable or unfavorable attitude toward the behavior; *normative beliefs* result in subjective norms; and *control beliefs* produce perceived behavioral control.

Behavioral Beliefs: Attitude Based on Anticipated Harms vs. Anticipated Benefits

Findings pertaining to behavioral beliefs suggest that Millennials have a good appreciation of the availability of charitable products. Nevertheless, CP participation is not seen as an end unto itself; it is a means for accomplishing self-oriented goals, other-oriented goals, and expectations. Two goals and two expectations findings are of particular interest. The two goals reflect what participants anticipate getting out of their participation immediately, which is (a) to feel good knowing they have contributed to someone's happiness, and (b) to receive a small reward for their gift i.e. a meal. These findings confirm the notion of "warm glow" altruism associated with motives for giving as asserted by Andreoni (1990). The two

expectations describe what participants anticipate should happen later - to validate their participation and encourage future contribution. The first is the desire for disclosure of information such as the total amount raised from the CP event, the identity of the beneficiary, and other relevant information that establishes clarity about distribution of the funds. The second is the effective use of the donation by the charity, which means the assurance of actual allocation of funds toward the cause (in this case study, the establishment of scholarships for struggling students). To this end, participants recommended that a report be delivered, whether privately through email, or publicly in an article stating how funds are being distributed to the final recipients. This finding confirms previous studies' assumptions about the critical need for prioritizing transparency to establish trust, and optimizing the effectiveness of cause-related marketing programs to actually advance nonprofits' good cause (Beard, 2013; Berglind and Nakata, 2005). Furthermore, these findings corroborate the assumption that Millennials do not trust institutions, and engage with a cause to help people, not the institution (Hu, 2014).

When asked how much they believe that participating in the CP event would help them reach their altruistic goals and expectations, responses were nearly equally shared between positive, moderate, and negative outcomes. However, when asked how likely they would participate in the CP event based on its potential to fulfill their goals, most respondents said they would likely participate. This for both scenario A (get at $5 entrée for 100% of proceeds to the cause), and B (get a $5 entrée for 20% of proceeds to the cause). The correlation between both questions was moderate to low. There are two ways to interpret these findings. One way is to assert that there is not necessarily a connection between what consumers want to accomplish through CP and their likelihood to participate. Hence, this confirms the unpredictable character of the Millennial consumer group. Another way to interpret this finding is to argue that

participants in scenario B who have previously donated to K-State Proud, most likely opted for participating, though they did not necessarily believe their altruistic goals would be accomplished in this scenario. This could explain the disconnect between the high number of negative responses about meeting altruistic goals and the high number of positive responses about the likelihood of purchasing the meal. This finding arguably confirms the loyal character of this generation of consumers (Foscht et al., 2009)

Additionally, the study shows that the total salient beliefs from the questions designed to prompt affective outcomes (like or enjoy, dislike or not enjoy) outweighs the total beliefs elicited by questions designed to prompt instrumental outcomes (advantages and disadvantages). However, as suggested by the theory (Ajzen & Driver, 1991), there was overlapping of beliefs between the two sets of outcomes. One way to interpret the overlap is to assume that what participants liked or disliked was also perceived as an advantage or a disadvantage. Participants responded to the "like" and "dislike" questions before the "advantages" and "disadvantages" questions. This could have possibly affected the ratio between affective and instrumental outcome because participants found it redundant to repeat themselves by listing the same feelings.

Nonetheless, this study shows that the most commonly anticipated benefits, (like and advantages) with frequencies above 20 percent were the *inexpensive price of the product*, the *nature of the product,* which was food, the *good feeling for helping*, the fact that it was for a *local cause* (K-State), and the fact that it was a cause for *educational advancement.* Previous studies also found evidence that the price, the "warm glow" feeling, and the nature of the cause can favorably or unfavorably influence consumers' participation in CP (Andrews et al., 2013; Andreoni, 1990; & Cui, Trent, Sullivan, & Matiru, 2003). On the other hand, there were two

most commonly anticipated harms (dislike and disadvantages), with frequencies above 20 percent. The first was the *inconvenience a*ssociated with the one option location, the timing of the event, the one option menu (entrée) and the one option restaurant or brand (Qdoba). The second was the fact that participating required *spending money on food* (in this case study, most students said they have school meal plan, so they can eat for "free" at the school cafeteria). It is believed that these factors are specific to our study; hence they complement other factors considered in previous research.

There were more salient beliefs elicited for the "like" than for the "dislike" across both scenario A and B. This corroborates the participants' overall good feeling about consuming cause-linked products. Also, there was no noticeable difference between the sympathy arousal from scenario A and that from scenario B. This means that the group of participants who were told to imagine they would buy a $5 entrée at Qdoba to help donate 20% of the proceeds to K-State Proud felt relatively the same level of concern to help as the group of participants who were told to imagine they would buy a $5 entrée at Qdoba to help donate 100% of the proceeds. These findings confirm previous theories of generation Y's keen expectation for corporate social responsibility.

Nonetheless, when asked what factor present in the scenario particularly triggered their concern (i.e. their willingness to contribute), findings indicate that participants in scenario A were mostly motivated by the claimed portion of the proceeds that would benefit the cause. Meanwhile, participants in scenario B were mostly motivated by the beneficiary of the funds raised, in this case, the K-State students. One way to interpret this finding is to assert that in default of having to validate their participation with the fact that all the money raised through CP would benefit the cause, Millennials could still participate knowing the beneficiary of the funds.

40

Normative Beliefs: Attitude Based on Social Approval vs. Social Disapproval

Findings related to normative beliefs reveal that this generation barely found someone that could disapprove of their participation in CP. In fact, Millennials believe that everybody would approve of their participation, especially friends, family, and in this context, the school (K-State) they consider family. This strong belief of social approval among participants can also influence Millennials' participation in CP. Goldgehn (2004) also found that Millennials place a great deal of value in friendship, from which they seek acceptance. Therefore, they feel very strongly about living up to the expectations of their peers and their communities.

Control Beliefs: Attitude Based on Perceived External Barriers vs. Perceived External Facilitators

The salient beliefs that were elicited by questions designed to prompt control beliefs indicate more factors that can facilitate or hinder participation in CP. Findings suggest that, usually, the 'easy' factors mirrored the "difficult" factors in this case study. For example, when participants listed the affordable price of the product as a factor that would make it easy for them to participate in CP, they were likely to say they would have found it hard to participate if the products were expensive. That being said, the most common facilitators and barriers were related to the location, the choice of the brand, the price of the product, the timing of the event, and the nature of the cause itself. We found that in terms of location, Millennials look for proximity. Also, they want to be free to donate through a brand they prefer. Moreover, this generation of consumers wants to have control over the cause-linked product they purchase, and they want a flexible timing for the CP event.

Although the fundraising campaign scenarios used in this study were specific to the researcher's location, these control beliefs for participation in CP can be a game changer for the

development and implementation of consumption philanthropy programs that target the

Millennial consumer group. Previously, Grau and Folse (2007) also found donation proximity a

determinant factor that influences participation intentions of less-involved consumers. They also

recommend considering utilization of this message to help positively frame campaign attitudes.

Unlike discussions in previous studies in CP, these findings suggest that Gen Y would positively

respond to a CP campaign a la carte, meaning one that is flexible and suits their purchasing

habits.

Implications

This research is one of the few studies on the theory of planned behavior (TPB) to report

a detailed analysis of findings from the elicitation stage. To the researcher's knowledge, this is

the first study on belief-elicitation research in consumption philanthropy. The findings presented

in this study provide a first step in assessing the influence of affective and instrumental factors

on CP participation, thereby developing theory on the messaging strategy for consumer

communication campaigns. Theories about CP participation must account for salient

consequences, referents, facilitators or barriers, and presumptions that consumers make about

themselves, and others. An empirical approach using the TPB can be useful to identify the

influence of individual, relational, and systemic factors on consumption-based charity.

The findings presented in this study provide key terminology in the language of

Generation Y, which is the largest consumer group of our time. This terminology can be

fundamental in the design of fundraising campaigns targeting this population. Additionally, there

is substantial information provided about scenarios, consumers' purchasing behavior, and

engagement, that Nonprofits and corporations could use for advancing their research in

optimizing consumption philanthropy programs.

Limitations and Recommendations

There are a few limitations to be noted in interpreting these findings. First, this study was experimental. There was no previous research found in beliefs-elicitation research in consumption philanthropy. Although multiple checks were conducted during the content analysis of the responses to obtain a reliable intercoder agreement, there is a natural reservation in using an experiment to generalize assumptions about CP participation. Second, the size of the sample may have reduced the external validity of the findings. Although no major differences were found, a larger sample size and an equal number of participants for both scenario A and scenario B could have provided a better comparison between both scenarios. Also, an interview or focus group format for collecting data could allow a better follow-up of questions and establish a better logic between emotions and intentions. Finally, this paper was essentially focused on the Millennial consumer group, so the assumptions drawn from this study are limited to this population.

Despite these limitations, the findings point to several potential directions for continued research on CP participation willingness. Future studies could use the salient beliefs elicited from participants in this study to formulate questionnaires for quantitative studies on the topic. This would reduce the limitations associated with content analysis of responses, allow large data collection, and increase the validity of predicting behaviors scenarios in CP participation willingness. Moreover, charities can use the findings from this study to develop and conduct focus groups to evaluate the effectiveness of fundraising campaign messages targeting Millennials. This evaluation will be fundamental to not only improve their messaging strategy, but also to determine whether or not initiating a cause-brand alliance optimizes the potential willingness to give back for Generation Y.

Conclusion

Consumption philanthropy offers a unique way to experience giving back, but the presumptions that arise around it can be fraught with skepticism. This study has demonstrated that although it is safe to say that millennials appreciate the availability of charitable products, it is also important to be aware of the beliefs prevalent among Millennials about the transparency of CP, and its promise to make the world a better place. For this generation of consumers, transparency means disclosure of information that would enable a fair judgement of the benefits and loss involved to help strengthen their intentions to take part. To be transparent, these young donors expect a private or public follow-up about the outcomes of the cause. They want to validate their donation and feel motivated for a future contribution.

Millennials' motivation to help through consumption is primarily directed toward increasing another's welfare. In that respect, they need to feel a very low doubt about the motives of the initiated CP program to participate. To reduce the skepticism of a perceived marketing ploy, Millennials expect a larger portion of the sales to go to the cause. They believe that by so doing, it conveys and transfers the value of altruism. Otherwise, they believe it will just be another case of a company trying to use a cause to embellish its image and boost sales, or another charity that does not really need the money to advance their cause. Either way, such beliefs can potentially discourage their willingness participate in CP. Finally, Millennials are likely to positively respond to CP campaigns that suit their purchasing habits. They do not want a brand to be forced on them. They like options. Therefore, a CP campaign that emphasizes brand and timing flexibility, and donation proximity can be attractive to the Gen Y consumer group.

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Section i: Scenarios

Directions: Please imagine yourself in the scenario below and answer the following questions.

[Note: Participants will be presented with only one scenario at the time. The label "scenario A" or "scenario B" will not appear]

Scenario A: You recently saw on social media that K-State Proud has partnered with Qdoba, (located in the Student Union food court), to raise funds for scholarship awards for K-State students. According to the campaign, if you purchase a $5 entrée at Qdoba on Friday Feb. 28th, 100% of the proceeds will go to the students' scholarship award fund.

Scenario B: You recently saw on social media that K-State Proud has partnered with Qdoba, (located in the Student Union food court) to raise funds for scholarship awards for K-State students. According to the campaign, for every $5 entrée you purchase on Friday Feb. 28th, $1 will go to the students' scholarship award fund.

Section ii: Questions

Please carefully read the question below and select the answer (s) that best fits your opinion.

1. How good do you feel about consuming a specific brand for a cause?

   (1)Not good at all (2)Minimally good (3)Somewhat good (4)Fairly good (5)Very good

2. In this scenario, to what extent do you feel like your sympathy is engaged?

   (1) Not at all   (2) Minimally   (3) Somewhat   (4) Fairly   (5) Very

3. In this scenario, to what extent do you think the following would have triggered your sympathy?

Scale	Not at all	Minimally	Somewhat	Fairly	Very
The price of the meal	1	2	3	4	5
The beneficiaries	1	2	3	4	5
The percentage of the purchases	1	2	3	4	5
that Qdoba will give to the cause					

4. What content in the scenario do you think would have triggered your sympathy the most? Please select ONE item from the following contents.

    (A)The price of the meal

    (B)The beneficiaries

    (C)The percentage that Qdoba will give to the cause

    (D) None of the above

5. How important do you see your contribution to be in this fundraising?

    (1) Not at all   (2) Minimally   (3) Somewhat   (4) Fairly (5) Very

6. How much do you feel like you would be making a difference?

    (1) Not at all   (2) Minimally   (3) Somewhat   (4) Fairly   (5) Very

7. How likely would you purchase this $5 entrée at Qdoba to raise money for K-State Proud?

    (5 very likely)———(4 likely)——(3 neutral)———(2 not likely)——(1 very unlikely)

8. What would you like / enjoy about your purchase of the $5 entrée at Qdoba for K-State Proud? _____

_____

9. What would you dislike / not enjoy about your purchase of the $5 entrée at Qdoba for K-State Proud? _____

_____

10. What do you believe would be the <u>advantages</u> for you of purchasing this $5 entrée at Qdoba for K-State Proud? _____

_____

11. What do you believe would be the <u>disadvantages</u> for you of purchasing this entrée at Qdoba for K-State Proud? _____

_____

12. What would make it <u>easy</u> for you to participate in this fundraising?

13. What would make it <u>difficult</u> for you to participate in this fundraising?

14. Are there any groups of people that would <u>approve</u> of you participating in this fundraising (i.e. family, friends, etc.)?

15. Are there any groups of people that would <u>disapprove</u> of you participating in this

fundraising (i.e. family, friends, etc.)?

16. If "altruism" is the disinterested or selfless concern for the well-being of somebody else,

a) What do you want to see happen if you purchase a cause-linked product?

_____

_____

b) In this case, to what extent do you feel like purchasing this $5 entrée at Qdoba will

achieve your altruistic goal?

(1) Not at all   (2) Minimally   (3) Somewhat   (4) Fairly   (5) Very

17. Have you ever purchased a product/service from a corporate brand to support a charity? Yes

or No

18. Have you ever donated to K-State Proud? Yes or No

Demographics

19. What is your age? ____

20. What year are you in college?

Freshman / Sophomore / Junior / Senior / Graduate student

21. Are you currently employed? Yes or No

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Belief Elicitation Codebook

A. What would you like or enjoy about your purchase?

    0. Nothing/ No assessment
       0.1- Nothing, would not participate
       0.2- No assessment, (answer left blank)

    1. Positive assessment of the brand
       1.1- Affordable price
       1.2- It is food / Good food choice (e.g. I will fill my tummy, I love Mexican food, etc.)
       1.3- Other assessment of brand

    2. Positive assessment of the cause or charity
       2.1- Warm glow / Good feeling of helping fellow students (e.g. helping a struggling student, etc.)
       2.2- Local cause / K-State community (e.g. the people, support k-state proud, etc.)
       2.3- Good cause (e.g. Education is important, I could be a recipient of the money, helping students, etc.)
       2.4- Other assessment of the cause

    3. Positive assessment of the cause marketing method
       3.1- 100 % benefit to the cause / Know that all proceeds go to the cause
       3.2- 20% benefit to the cause / Know that some proceeds go to the cause
       3.3- Reciprocity / Know that I receive something in exchange to my gift (e.g. I get a meal, win, win, etc.)
       3.4- Easy way of helping
       3.5- Convenience of location/ proximity
       3.6- Other of the cause marketing method

  4. Other positive assessment– These are assessments that are not directed toward the product 'Qdoba', the cause 'K-State proud', or the cause marketing method.

B. What would you have disliked or not enjoyed about your purchase

    0- Nothing / No assessment listed

0.1- Nothing, would participate

0.2- No assessment (answer left blank)

1- Negative assessment of the brand or the product

1.1- Do not like Qdoba (e.g. bad service, nasty food, prefer a different restaurant, etc.)

1.2- Unhealthy food choice

1.3- Not a local business

1.4- Unfamiliar with the quality of the product (e.g. I don't usually eat there, I may not like the food)

1.5- Not a local business

1.6- Limited to entrée only

1.7- Other assessment of the brand

2- Negative assessment of the charity

2.1- Unfamiliar with the cause/ No prior involvement

2.2- Limited information about the cause (I don't know how exactly the money is distributed to the student, I wish I know about the criteria of getting the scholarship)

2.3- Limited information about the beneficiaries (I don't know exactly who will receive the scholarship, the student who receive may not merit the scholarship)

2.4- Skeptical about the use of funds for other purpose (e.g. I doubt that all the money goes to help students, the money could be used for administrative duties, build stadium, etc.)

2.5- Do not like the cause/ there are better cause

2.6- Other assessment of the charity

3- Negative assessment of the cause marketing method

3.1 – Requires spending money

3.2- No option to give more ($1 to the cause is too low, I wish I could just donate all $5 dollar rather than buy the meal, etc.)

3.3- Short-term event/ only one day

3.4- Limited to only one location (e.g. I don't like that I have to go all the way to the Union, the line could be long, I usually don't eat in the Union, etc.)

3.5- Limited to only one brand (e.g. I wish you could buy any meal at the union, etc.)

3.6- Skeptical about a marketing ploy (I doubt that Qdoba would actually give 100% proceeds to the cause, $1 or 20% is low, Qdoba only care about sales)

3.7- Other assessment of the cause marketing

4. Other positive assessment– These are assessments that are not directed toward the product 'Qdoba', the cause 'K-State Proud', or the cause marketing method.

C. What would be the advantages for you of participating?

0. No advantages
   0.1- No advantages, would not participate
   0.2- No advantages (answer left blank)

1. Advantages perceived from the brand or the product
   1.1- Know that I will eat / food
   1.2- Inexpensive meal / Reduced cost than regular price
   1.3- I like Qdoba / familiar with the quality of the product
   1.4- Other

2. Advantages perceived from the cause or charity
   2.1- Good cause (Knowing that I am helping K-State Students, Education is important, etc.)
   2.2- Possible future benefit for self/ Receiving scholarship
   2.3- Other

3. Advantages perceived from the cause marketing method
   3.1- Opportunity to raise awareness about the charity (K-state proud)
   3.2- Opportunity to help someone in need/ Opportunity to make a difference
   3.3- Effortless giving / Excuse to eat out
   3.4- Convenience (I like that it's on campus union, etc.)
   3.5- Knowing that all proceeds will benefit the cause / 100% proceeds to K-State proud.
   3.6- Knowing that some proceeds will benefit the cause / 20% proceeds to K-State proud
   3.7- Other

4.   Other positive assessment– These are assessment that are not directed toward the product 'Qdoba', the cause 'K-State proud', or the cause marketing method.

      4.1- Sense of community/ being connected
      4.2- Feeling good/ do something nice
      4.3- Social event/ I could go with my friends

D. What would be the disadvantage for you of participating?

  0. No disadvantages
      0.1- No disadvantages, would participate
      0.2- No disadvantages (answer left blank)

  1. Disadvantages perceived from the brand or the product
      1.1- I will spend money (e.g. I could eat at the school cafeteria free, spend money, etc.)
      1.2- Do not like Qdoba / prefer another restaurant (e.g. I wish it was chipotle, Qdoba is nasty, etc.)
      1.3- Unhealthy food choice
      1.4- Unfamiliar with the quality of the food / Risky (e.g. waste of money, waste of time, etc.)
      1.5- Other

  2. Disadvantages perceived from the cause or charity
      2.1- Limited budget (e.g. students in debt, how could they help other students? etc.)
      2.2- Knowing that there is no guaranty of the effective use of the donations / Skepticism
      2.3- Limited information about the recipients of the scholarship (e.g. I don't know how they determine the student who gets a scholarship, GPA, deserving student, etc.)
      2.4 – Limited information about the cause
      2.5- Unlikely future benefit for self/ Receiving scholarship
      2.6- Other

  3. Disadvantage perceived from the cause marketing method
      3.1- Feeling of guilt for receiving something in exchange of my donation
      3.2- Inconvenience of one location (e.g. I have to go all the way to the Union, etc.)

3.3- Inconvenience of only one brand (e.g. knowing that the purchase is exclusive to only Qdoba, I prefer a different restaurant)

3.3- Inconvenience of only one-day event (e.g. I wish it was more than a day, I might forget, potential long line, may run out of food or serve small portion, etc.)

3.4- Inconvenience of only one choice of menu (e.g. knowing that I may not enjoy the meal, waste of my money, waste of my time, etc.)

3.5- Knowing that only $1 (20%) of the proceeds will go to the cause

3.6- Skeptical about a marketing ploy (e.g. I doubt that Qdoba will truly give 100%; the funds may not all go to scholarships, but other purpose like to build stadium, etc.)

3.7- Other

4. Other positive assessment– These are assessment that are not directed toward the product 'Qdoba', the cause 'K-State proud', or the cause marketing method.

E. What would make it easy for you to participate?

0. Nothing / No response given
    0.1- Nothing, would participate
    0.2- No response (answer left blank)

1. Assessment of the brand or product
    1.1- Knowing that it is food
    1.2- Affordable price / inexpensive
    1.3- I like Qdoba / Familiarity with quality of the product
    1.4- Other

2. Assessment toward the cause
    2.1- knowing that it is to support K-state students / Local
    2.2- If there was more information about the recipient of the scholarship (GPA, level need for help, number of recipients, etc.)
    2.3- If the advocate of the cause will be at Qdoba / interaction with the charity or opportunity to learn more about the cause.
    2.4- Potential self- benefit/ I could receive the scholarship myself
    2.5- other

3. Assessment of the cause marketing method

3.1- If there were multiple locations

3.2- If the event extended to more than one day

3.3- Knowing that I will receive something in exchange to my gift

3.4- If my friends would also participate

3.5- If more than a $1 was going to the cause

3.6- The location on campus is convenient,

3.7- It is easy to donate by purchasing food I would already eat/ don't have to think about it

3.8- Other

4. Other positive assessment– These are assessment that are not directed toward the product 'Qdoba', the cause 'K-State proud', or the cause marketing method.

F. What would make it difficult for you to participate?

0. Nothing / No response given

0.1- Nothing, would participate

0.2- No response (answer left blank)

1. Assessment of the brand or the product

1.1- Do not like the food / prefer another brand

1.2- Unfamiliar with the quality of the product / Risk to waste time and money

1.3- Unhealthy choice of food

1.4- If it was an expensive product (food)

1.5- Other

2. Assessment of the cause or charity

2.1- Limited budget to spend (e.g. student loans, etc.)

2.2- Not knowing the direct recipient of the funds

2.3- Dislike the charity/Not seeing the money come back to me

2.4- Other –

3. Assessment of the cause marketing method

3.1- The fact that it is only a one-day event

3.2- Anticipating a long wait to be served / wasting time

3.3- The fact that I will spend to eat out (e.g. I have free food at the cafeteria)

3.4- The inconvenience of one location

3.5- Potential marketing ploy (e.g. I am not sure all donation will go to the cause, I don't believe than Qdoba will give 100% proceeds, $1 is low compare to my $5, Qdoba will make profit, etc.)

3.6- Other

4. Other positive assessment– These are assessment sthat are not directed toward the product 'Qdoba', the cause 'K-State Proud', or the cause marketing method.

G. What group of people will approve of your participation?

0. Nobody / No response
   0.1 Nobody
   0.2- No response (answer left blank)

1. Relative
   1.1- Family (e.g. parent, grand parent, uncle, cousin, etc.)
   1.2- Other

2. Community
   2.1- Friends
   2.2- School (e.g. K-state, professors, K-state peers, classmates etc.)
   2.3- Fraternity / Sorority
   2.4- Work
   2.5- Everybody
   2.6- Other

H. What group of people will disapprove of your participation?

0. None / No response given
   0.1- No response, nobody
   0.2- No response (answer left blank)

1. Relative
   1.1- Family (e.g. parent, grand parent, uncle, cousin, etc.)
   1.2- Other

2. Community

2.1- Friends

2.2- School (Professors, classmates, KState peers, etc.)

2.3- Fraternity / Sorority

2.4- Work

2.5- Everybody

2.6- Other

I.   If altruism is […] what would you like to see happen if you purchase a cause-linked product?

0   No goals / No expectations

0.1- No desire for CP

0.2- No response given (answer left blank)

1.   Goals –

1.1– Contribute to someone's happiness (e.g help get an education, relieve stress, etc)

1.2- Warm glow feeling of showing sympathy to someone in need

1.3- Show that I care

1.4- Receive a small reward for a bigger purpose

1.5- Other

2.   Expectations

2.1- Effective use of the donation / Use the funds for the claimed purpose / I expect my contribution to actually go to the said cause.

2.2- I expect a larger portion of the proceed to benefit the cause

2.3- Disclosure of the total amount in dollars that was raised

2.4- Disclosure of the distribution of the money (e.g. spotlight of the recipients of the fund raised from this event) / See my money actually make a difference

2.5- I would expect an interaction with the advocates of the charity on the site (Qdoba) to tell me more about the cause.

2.6- Other

3. Other uncategorized answer