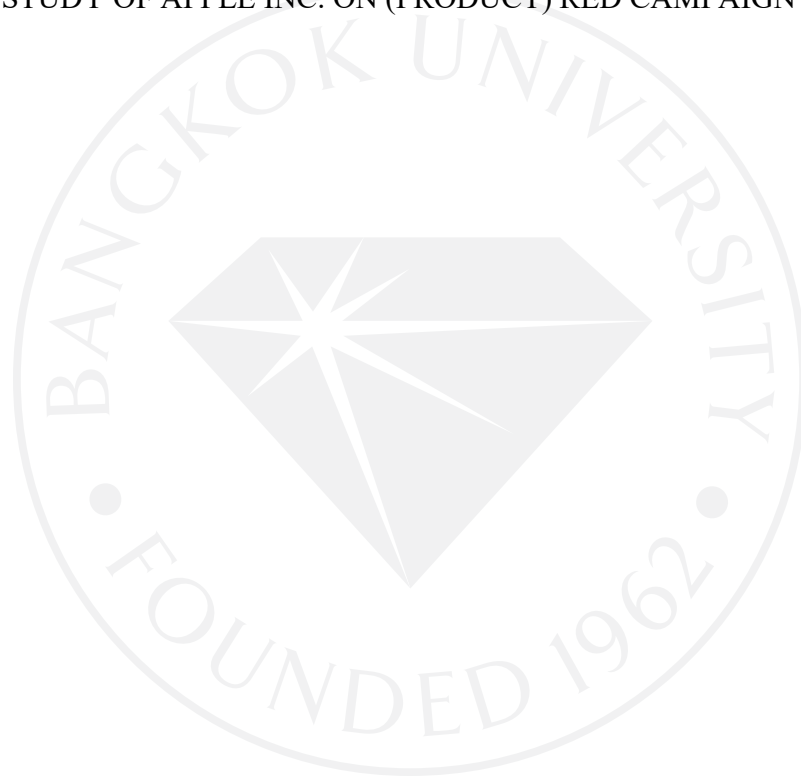THE INFLUENCE OF CUSTOMERS' PARTICIPATION IN CAUSE – RELATED
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A CASE STUDY OF APPLE INC. ON (PRODUCT) RED CAMPAIGN IN BANGKOK

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<u>The Influence of Customers' Participation in Cause – Related Marketing Campaign, their Information Processing, Self – Perceived Corporate Reputation, and Purchasing Decision: A Case Study of Apple Inc. on (Product) RED Campaign in Bangkok</u> (57 pp.)

Advisor: Asst. Prof. Pacharaporn Kesaprakorn, Ph.D.

ABSTRACT

The main objective of this study was to investigate the relationships between customers' participation in cause – related marketing campaign organized by Apple Inc. towards their information processing, self – perceived corporate reputation and their purchasing decision. The researcher examined the relationship between the variables, which was customers' purchasing decision, customers' information processing, self – perceived corporate reputation, and the participation in cause – related marketing campaign. Two samples were selected using convenience sampling, the data was collected by Thai and foreign participants. The mean, standard deviation, and percentage were tabulated and analyzed by using MANOVA, Spearman's Correlation, and Regression with the significance level of .05. The findings revealed the following results:

1. Customers' participation in cause – related marketing campaign organized by Apple did not significantly influence customers' information processing, which were central and peripheral route processing. In addition, the results showed that customers' participation in cause – related marketing campaign organized by Apple did not significantly influence self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market.

2. Customers' information processing in central route was positively correlated with their self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market. Moreover, the results showed that customers' information processing in peripheral route was positively correlated with their self –

perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market.

       3. Customers' information processing in central and peripheral route significantly influenced their decision to purchase Apple's products. On the other hand, customers' decision to purchase apple's products was significantly influenced by customers' information processing in central route and peripheral route.
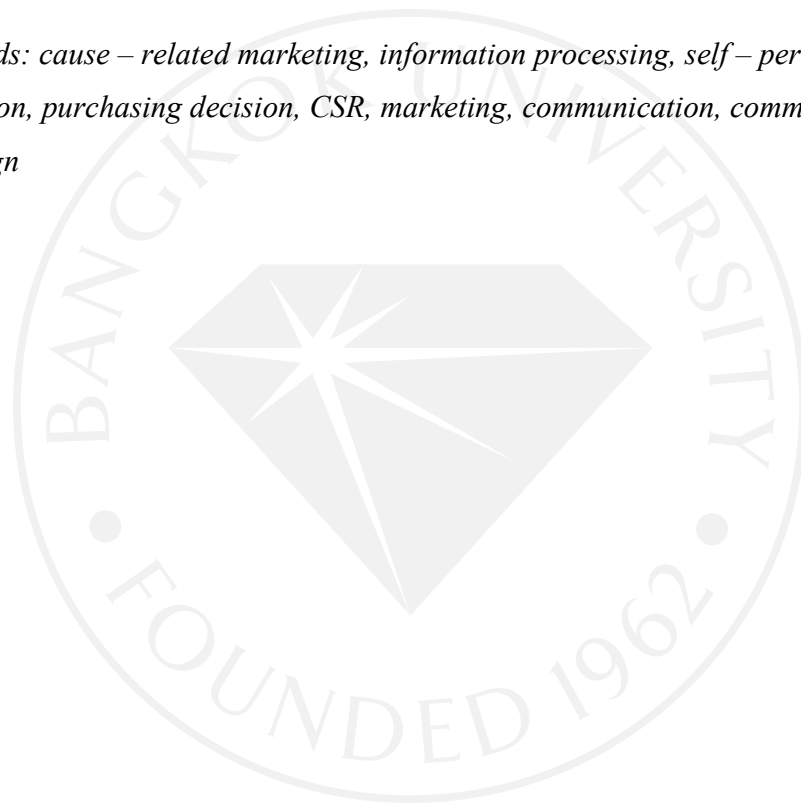
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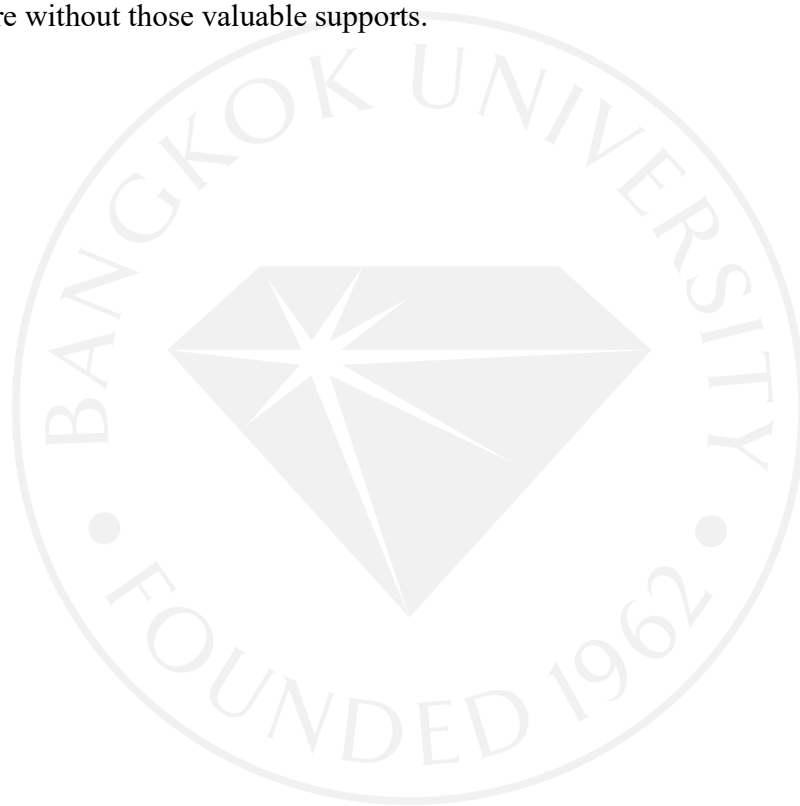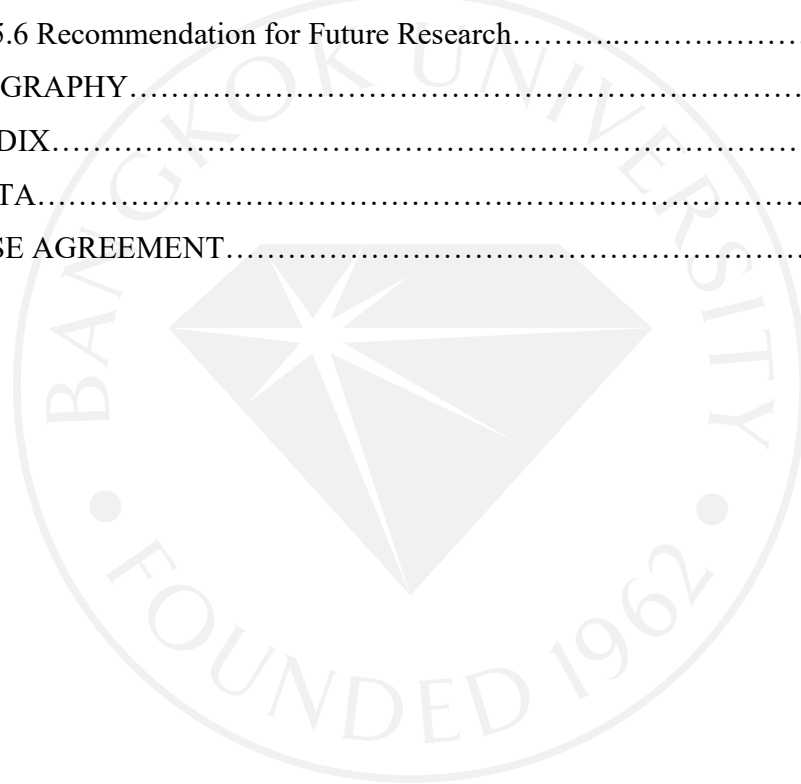
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CHAPTER 1
INTRODUCTION

1.1 Rationale and Problem Statement

Currently, due to the high competition in the global market, the organizations have increasingly considered corporate social responsibility (CSR) as a major tool to improve their business competence in the global market and compete other competitors. Regarding corporate social responsibility initiatives, Kotler and Lee (2005) has identified CSR into six CSR initiatives, including cause promotion, cause – related marketing, corporate – social marketing, corporate philanthropy, community volunteering, and social responsible business practice. In addition, Creyer (1997) and Morwitz (1996) cited in Babu & Mohiuddin (2008) that the customers were able to use their purchasing ability to support and diminish the company image and reputation based on corporate social responsibility they perceive. This study emphasized on cause – related marketing, which was a well – known term used to identify one of the CSR initiatives; however, the other terms were also used to identify other CSR initiatives as mentioned previously. Kotler and Lee (2005) stated that cause – related marketing was an organization commitment to contribute and donate some part of its revenues to a cause based on product sales with the business partner collaboration. This strategic plan was considered as a mission statement of the organizations, and it concentrated on customer engagement since the customer was one of the most influential stakeholders in the organizations.

Elaboration Likelihood Model (ELM), which elaborated attitude change and persuasion developed by Petty & Cacioppo (1986), was a significant theory to be used for investigating the influence of cause – related marketing on customers' information processing. In relation to Petty and Cacioppo (1986)'s Elaboration Likelihood Model (ELM), the consumers' attitudes would be formed and changed when they processed the information from persuasive messages. Nevertheless, Petty & Cacioppo (1986) and Rucker & Petty (2006) cited in Babu & Mohiuddin (2008), the key variables that

influenced consumers' purchasing decision was the persuasive message presented in central and/or peripheral route. Theoretically, Maheswaran & Chaiken (1991) expressed their suggestions in Jaspers (2011) that a high motivation and cognitive resource could make the customers process the information under central route; therefore, customers' attitude towards purchasing decision would be formed. Petty & Cacioppo (1986) and Smith & Alcorn (1991) also added in Jaspers (2011) that cause – related marketing had the impact on customers' information processing, and as a result of its impact, the customers' motivation and cognitive resource to process the information was increased. As well, according to Mardian (2002), when the companies encounter an unethical issue, cause – related marketing would be able to demonstrate a positive influence on the customers' perceived corporate reputation. Hence, it seemed that cause – related marketing campaign would be able to influence consumers' information processing on consumers' perceived corporate reputation and decision to purchase the products and services.

Moreover, Mardian (2002) stated that consumers' information processing on the products from cause – related marketing campaign was examined by the customers' involvement towards the products. The customers' involvement was the key factor that caused persuasion process and led to higher elaboration of the information. Hence, in case of high involvement, ELM stated that customers followed the central route, causing their consideration on purchasing decision. On the other hand, Petty & Cacioppo (1986) also asserted, in case of low involvement, the customers would not be motivated to elaborate the production information. Thus, customers' acceptance or rejection of the message did not depend on consideration of product information, but it depended on peripheral aspects of the message. In this particular case, the scale used to measure the involvement level is the ten - item bipolar adjective scale developed by Zaichkowsky (1994). The target sample of this study concentrated on the group of people who were the shoppers at the well – known department stores located in Bangkok.

The author used a case study of Apple Inc., in cooperation with (RED)^{TM} on "(PRODUCT) RED" campaign, which donated a part of their gross profits of product sales to the Global Fund in order to support AIDS programs in Africa. As Berger, Cunningham, and Kozinets (1996) suggested in Mardian (2002), there have been a few researches using Elaboration Likelihood Model (ELM) to investigate that cause – related marketing used by the organizations was effective in terms of increasing sales volume and customers' purchasing decision. Therefore, the author selected a case study of cause – related marketing campaign organized by Apple Inc. to study the influence of customers' participation in cause – related marketing campaign on their information processing, attitude towards corporate reputation, and purchasing intention. In conclusion, the rationale and problem statement would be listed as follows:

- Is there a relationship between customers' participation in cause – related marketing campaign organized by Apple Inc. and customers' information processing?
- Is there a relationship between customers' participation in cause – related marketing campaign organized by Apple Inc. and customers' self – perceived corporate reputation?
- Is there a relationship between customers' information processing and customers' self – perceived corporate reputation?
- Is there a relationship between customers' information processing and customers' intention to purchase Apple's products?

1.2 Objectives of Study
- To examine the relationship between customers' participation in cause – related marketing campaign organized by Apple Inc. and customers' information processing

- To examine the relationship between customers' participation in cause – related marketing campaign organized by Apple Inc. and customers' self – perceived corporate reputation
- To examine the relationship between customers' information processing and customers' self – perceived corporate reputation
- To examine the relationship between customers' information processing and customers' intention to purchase Apple's products

1.3 Scope of Study

This study investigated the relationship between customers' participation in cause – related marketing campaign organized by Apple Inc. towards their information processing, self – perceived corporate reputation, and purchasing decision. It examined the relationship between the dependent variable, which is customers' purchasing decision, and the independent variables, which compose of the customers' information processing, self – perceived corporate reputation and the participation in cause – related marketing campaign. The author selected cause – related marketing campaign organized by Apple Inc. as a case study since Apple Inc. was one of the well – known companies, and it was advantageous for research correspondents to easily perceive its image and give appropriate responses. From this study, the readers would be able to explore the influence of customers' participation in cause – related marketing campaign towards their information processing, perceived corporate reputation, and purchasing intention. However, the areas of study, cause – related marketing, information processing, perceived corporate reputation, and purchasing decision of the customers were interesting and valuable for advanced study. As a result, the study could be further developed in order to improve the effectiveness of cause – related marketing campaign planning.

1.4 Research Questions

This research was composed of four variables, which were customers' participation in cause – related marketing, customers' information processing, customers' self – perceived corporate reputation, and customers' purchasing intention. Therefore, the research questions were generated according to the variables given and scope of study.

RQ1: How does customers' participation in cause – related marketing campaign influence their information processing?

RQ2: How does customers' participation in cause – related marketing campaign influence their self – perceived corporate reputation?

RQ3: How does customers' information processing influence their self – perceived corporate reputation?

RQ4: How does customers' information processing influence their intention to purchase Apple's products?

1.5 Significance of Study

- The study encouraged the readers to investigate the influence among customers' participation in cause – related marketing, information processing, self – perceived corporate reputation, and purchasing decision, and also the significance of cause – related marketing campaign used by Apple Inc. to examine the effectiveness of campaign planning.

- The study identified the dominant instruments of cause – related marketing that influenced purchasing intention; therefore, the readers would be able to explore one of the CSR initiatives that could be used as a marketing communication tool for corporate benefits, including increasing of sales and market share.

- The study helped the readers understand the relationship of cause – related marketing on information processing, self – perceived corporate reputation, and purchasing intention, which could be advanced its study in the field communication management for corporate social responsibility.

1.6 Definition of Terms

- Corporate Social Responsibility (CSR) – Kotler and Lee (2007) defined that "Corporate Social Responsibility was a commitment to improve community well - being through discretionary business practices and corporate resources." There were also various terms that gave the same definition, including corporate citizenship, corporate philanthropy, corporate social responsibility, corporate responsibility, social responsibility, global citizenship, and organizational social responsibility.

- Cause – Related Marketing – it was one of the six CSR initiatives that was used to create CSR campaign. Kotler and Lee (2007) defined that it was about making a contribution and donation from a percentage of its revenues to a cause based on product sales.

- Information Processing – Rucker & Petty (2006) and Zuckerman & Chaiken (1998) have asserted that the processing of information had two routes. Firstly, central route defined that the consumers had the motivation and cognitive resources to process the information. Secondly, peripheral route defined that, on the contrary, the consumers did not have the motivation and cognitive resources to process the information, as mentioned in Jaspers (2011).

- Corporate Reputation – As Bailey (2005) and Fombrum, et al. (2002) cited in Awang (2011) that corporate reputation could be defined as stakeholders' overall impression of the organization and its reflection of the organization's relatives, both internal and external stakeholders. Also, Awang (2011) mentioned that considering the level of corporate reputation, the organization was supposed to go through performing reliable, credible, trustworthy, and responsible in the market in order to satisfy its stakeholders.

- Purchasing decision – Chauhan (2013) and Jisana (2014) suggested the definition of purchasing decision that, the action of a person who purchased and used the products and services, including mental and social processes that precede and follow the actions. Maheswaran, et al. (1991) also asserted in

Jaspers (2011) that customers' purchasing decision generated under central route were stronger, less influenced, long – term purchasing intention. On the contrary, under peripheral route, customers' purchasing decision was short duration and easily changed.

CHAPTER 2
LITERATURE REVIEW

The objective of literature review was to broaden understanding of the concepts and relationship among the influential variables, including participation in cause – related marketing campaign, information processing, corporate reputation, and purchasing intention. In particular, the theoretical and conceptual framework described the relationship between independent and dependent variables in relation to customers' participation in cause – related marketing campaign and customers' purchasing decision as well as customers' information processing and customers' self – perceived corporate reputation as mediating variables. Thus, this chapter has discussed the previous studies as follows:

2.1 Concept of Corporate Social Responsibility (CSR)

2.2 Concept of Cause – Related Marketing (CRM)

2.3 Concept of Information Processing and Concept of the Elaboration Likelihood Model (ELM)

2.4 Concept of Corporate Reputation

2.5 Concept of Purchasing Decision

2.6 The relationship between customers' participation in CRM campaign, information processing, and self – perceived corporate reputation

2.7 The relationship between customers' information processing and self – perceived corporate reputation

2.8 The relationship between customers' information processing and purchasing intention

2.9 Hypotheses

2.10 Theoretical Framework

2.1 Concept of Corporate Social Responsibility

As people were more concerned about the problematic issues in their society and the organizations also cared about the responsibility of their actions, said Berggren & Stark (2010), so Corporate Social Responsibility (CSR) has recently been recognized and practiced by the organizations as one of their corporate commitments to the community. This was considered as the corporate communication strategy, which corporate image, reputation, and stakeholder relationship were the primary expectations of the positive outcome. Generally, the organizations communicated through the advertising, packaging, promotions, and especially social responsibility campaign. The importance was that the organizations wanted to attract the customers who were willing to make a social contribution through their purchase. However, Brønn & Vrioni (2001) added that the customers were now looking for the corporate behavior whether they were truly serious about the social cause, or just wanted to make goodwill. Regarding corporate social responsibility initiatives, Kotler and Lee (2005) has identified CSR into six CSR initiatives, including cause promotion, cause – related marketing, corporate – social marketing, corporate philanthropy, community volunteering, and social responsible business practice.

2.2 Concept of Cause – Related Marketing

Cause – Related Marketing (CRM), it was one of the corporate social responsibility initiatives, which most of the organizations used to develop their corporate social responsibility campaign. Cause – Related Marketing campaign was committed by the organizations to make a social contribution and donation from a percentage part of revenues on the product sales to the cause as defined by Kotler & Lee (2005). The first use of cause – related marketing campaign could be tracked in 1980s by American express bank. The company planned to donate 5 cents to the arts in San Francisco for the use of American express card. When someone had a new American express card, then 2 dollar would be donated. This became successful campaign and made the revenues up to 108,000 dollars, Babu & Mohiuddin (2008) mentioned. As Varadarajan & Menon (1988)

cited in Vazifehdust, et al. (2012), cause – related Marketing campaign focused not social contribution only, but marketing performance also. Vazifehdust, et al. (2012) expressed that Cause – Related Marketing campaign was able to increase sales volume by enhancing trial purchase, repeat purchase, and promoting multiple unit purchase. As Tsai (2010) asserted in Qamar & Lodhi (2013), cause – related marketing has been interesting among the marketers since it was a huge impact on purchasing decision of the customers. Shabbir, et al. (2010) suggested that the CRM campaign was also used successfully in developing countries, which increased beneficial results in terms of awareness, sales, profits, and positive image of the organizations. Hence, Qamar & Lodhi (2013) found that cause – related marketing has been a strategic – marketing tool for social contribution that could gain mutual benefits among the relevant parties.

2.3 Concept of Information Processing and Concept of the Elaboration Likelihood Model (ELM)

The Elaboration – Likelihood model (also called ELM) was selected to identify the two different routes that the customers used to process the information. The model was composed of central and peripheral route as Petty & Cacioppo (1986) studied. They explained that when customers' motivation and ability to process the information were high, the customers would process the information under central route. In details of the central route, Dotson, et al. (2000) cited in Jaspers (2011) that the external information from persuasive/marketing message and internal information (stored information) would be thoroughly considered by the customers. On the other hand, when the customers had lower motivation and ability to process the information, the information would be processed under peripheral route. Thus, the customers would unconsciously consider only peripheral factors (logos, symbols, music, or even a price). In some cases, a campaign and advertisement were only composed of peripheral cues, so the customers needed not to pay much effort in order to process the information, said Jaspers (2011). That's why the customers preferred to process the information from a campaign and/or advertisement.

Bitner & Obermiller (1985) mentioned that the Elaboration Likelihood Model (ELM) suggests there are two routes of persuasion; the central route and the peripheral route, which can account for various theories in attitude change research. In the central route, attitudes are formed and changed by using careful consideration and integration of the information that is related to the object or issue. In the peripheral route, attitudes are formed and changed without careful thinking about the object and its attributes, but by associating the object with positive or negative cues. Petty and Cacioppo suggested that the persuasion will occur via the central route when elaboration likelihood is high when a person is motivated and able to process information about the attitude object. Elaboration likelihood will be low if the motivation and/or ability are not met and persuasion will be via the peripheral route. Petty and Cacioppo also added that persuasion on the central route is more enduring and predictive than persuasion on the peripheral route.

2.4 Concept of Corporate Reputation

Many literatures of corporate reputation revealed that corporate image and corporate reputation were the major factors that attract the customer interest on products and services. In addition, Michelotti (2008) suggested that corporate reputation built the value of the organization since it was a significant role in the organization – constituent interactions. Awang (2011) expressed the opinion in regard to corporate reputation that the firms were supposed to effectively communicate their corporate reputation to the market, so the perception of the customers towards their products and services would increase. On the other hand, if corporate reputation could make a positive perception towards quality and value of the products and services in the mind of their customers, it would help the marketability of their products and services. Moreover, the firms could achieve the level of corporate reputation by performing reliable, credible, trustworthy, and responsible in the market. This assessment would be considered through the eyes of their stakeholders. Gary (1986) also expressed in UKessays (2013) that corporate reputation was the combination of customers' perception and attitude towards a business. There were major advantages of corporate reputation as follows:

- Customer loyalty in establishing business partnership
- Capability to change a premium for products and services
- Stakeholder support and trust
- Organization value in the markets

2.5 Concept of Purchasing Decision

Jaakkola (2007) suggested that purchasing decision was used with reference about the choice of products and services in the context of both customer and organization. Chauhan (2013) also gave the opinion regarding purchasing decision that the major factor that simulates people's purchasing decision was a need of products and services. In the other word, the customers bought products and services when they had a need. The decision – making process included in customer behavior, it defined as the activities related to consuming and wasting a product and service. In addition, Suroto, et al. (2013) studied that the process of customer decision – making had five stages, including introduction of need, information search, alternative evaluation, purchase, and purchase evaluation. Nevertheless, Jeddi (2013) argued that the customers who wanted to purchase the products and services needed not to go through all stages of the process of customer decision – making. Suroto, et al. (2013) still added that culture, social, personal, and psychological might be the factors that influence customers' purchasing decision. However, according to Alcheva, et al. (2007) cited in Qamar & Lodhi (2013), purchasing decision of the customer could be influenced by Cause – Related Marketing, which was the marketing tool through perception, attitude, and behavior.

2.6 The relationship between customers' participation in cause – related marketing campaign, information processing, and self – perceived corporate reputation

Maheswaran & Chaiken (1991) suggested in Jaspers (2011) that it had to be recognized that the higher motivation of information processing would make the customer process the information under peripheral route; therefore, they could easily perceive attitude towards purchasing decision. Simply said that the customers considered

cause – related marketing campaign attractive, and this would cause customers' purchasing decision on the products and services. However, as MacInnis, et al. (1991) discussed in Jaspers (2011), it also depended on customers' characteristics and the route of information processing (central or peripheral) that the customers perceive. Weber Shandwick, one of the world's leading public relations firms conducted their study about the brand and corporate reputation. The study showed that the customers made their purchases based on the corporate reputation, not just the information of products and services. Michelotti (2008) indicated that the perceptions of corporate reputation might be applied differently for the companies in order to attract various forms of the support from their stakeholders. Some customers might focus between corporate ethical and discretionary responsibilities when they made a decision on purchasing and/or investing.

2.7 The relationship between customers' information processing and self – perceived corporate reputation

Bromley (2000) stated in Rankila (2011), information processing had three levels that influence human perception about corporate reputation;

- Primary level (based on personal experience)
- Secondary level (based on others say about product and/or company)
- Tertiary (based on mass media information)

The major influence could occur at the primary level. Nevertheless, the human was able to perceive just a limited amount of direct information. The information that they perceived come indirectly through not the secondary level only, but tertiary level also. In regard to the marketing research, Lippmann (1922) mentioned in Fombrun & Riel (2010) that reputation (brand image) concentrated on the nature of information processing, causing the pictures in their heads of external subjects, cognitive, and affective meaning about the objective that they perceived. In term of marketing, "Object" referred to the product/company, and consumer would be "Subject". Importantly, Carroll (2013) shared her thoughts about corporate reputation that the challenge of the

organizations to improve their reputation was being supposed to seek the way to avoid the information processing defaults and encouraged their stakeholders to review positive information.

2.8 The relationship between customers' information processing and purchasing decision

The Elaboration-Likelihood Model (ELM) developed by Petty & Cacioppo (1986) has been used to describe the customers' information processing towards purchasing decision of the products from Cause – Related Marketing campaign (persuasive/marketing message). As Rucker & Petty (2006) Zuckerman & Chaiken (1998) explained about the model in Jaspers (2011) that a person was able to form and changed an attitude by processing information in two manners; firstly, in a manner that a person had motivation to process information and cognitive resources (central processing and systematic processing), and secondly, in a manner that a person did not have motivation to process information and cognitive resources (peripheral processing and heuristic processing). The model suggested that there were two routes to persuasion, which were central route and peripheral route as mentioned by Bitner & Obermiller (1985). The first type of persuasion; central route was the result from careful and thoughtful consideration of the information. The another type of persuasion, on the other hand, peripheral route was a simple result in persuasive context that made change without considering the information, Petty & Cacioppo (1986) studied. In this model, Petty & Cacioppo (1986) suggested that the persuasion would be occurred on the central route when elaboration likelihood was high. That meant it was occurred when a person was motivated and able to process information towards the object. Conversely, elaboration likelihood would be low in case that both or either conditions (motivation and/or ability) were not met, and persuasion would be increased on peripheral route. In addition, Petty & Cacioppo (1986) also stated that the persuasion on central route was more enduring and predictive to behavioral change than persuasion on the peripheral route. Liang & Yang (2009) also added that when the customers were attracted by the persuasion, they would

use the information with their decision – making and accept purchasing of the products because of persuasive source. As Maheswaran & Chaiken (1991) and Petty, et al. (1995) and Sengupta, et al. (1997) expressed in Jaspers (2011) that consumers' decision towards purchasing products, which was generated on the central route, was likely to be stronger, received from their mind, less influenced by other competitors, and also more predictive than processing on the peripheral route. On the contrary, as Petty, et al. (1995) and Sengupta, et al. (1997) asserted in Jaspers (2011), the customers' decision towards purchasing products processed under peripheral route, which normally occurred when customers' motivation and/or ability are low, would be short duration and easily changed by the competitors.

The Global Fund

RED has collaborated with many organizations like Apple Inc. in the purpose of AIDS - free generation by creating (PRODUCT) RED campaign. A part of its profits from sales volume of the merchandises would be dedicated to Global Fund in order to support AIDS programs in Africa. (PRODUCT) RED campaign has produced more than $250 million for the Global Fund, more than $70 million from Apple. For those who were interested in being a part of the campaign, you could make a purchase of (PRODUCT) RED iPod or (PRODUCT) RED accessories for iPhone and iPad (Apple, 2014).

Figure 1: The Advertising of Apple's (PRODUCT) RED (Apple, 2014)

2.9 Hypotheses

This research examined the relationship between cause – related marketing on purchasing intention with the mediating effects of the information processing and self – perceived corporate reputation. Given this, the hypotheses have been indicated to identify the relationship between Cause – Related Marketing and customers' purchasing intention, and also the relationship of mediating variables between customers' information processing and customers' self – perceived corporate reputation.

Hypothesis 1: Customers' participation in cause – related marketing campaign organized by Apple Inc. significantly influences customers' information processing, which are central and peripheral route processing and self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market.

Hypothesis 1.1: Customers' participation in cause – related marketing campaign organized by Apple Inc. significantly influences their information processing, which are central and peripheral route processing and self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market.

Hypothesis 1.2: Customers' participation in cause – related marketing campaign organized by Apple Inc. does not influence their information processing and self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market.

Hypothesis 2: Customers' information processing is positively correlated with their self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market.

Hypothesis 2.1: Customers' information processing under central route significantly influences their self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market.

Hypothesis 2.2: Customers' information processing under peripheral route significantly influences their self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market.

Hypothesis 3: Customers' information processing is a significant predictor of their intention to purchase Apple's products.

Hypothesis 3.1: Customers' information processing under central route is a significant predictor of their intention to purchase Apple's products.

Hypothesis 3.2: Customers' information processing under peripheral route is a significant predictor of their intention to purchase Apple's products.
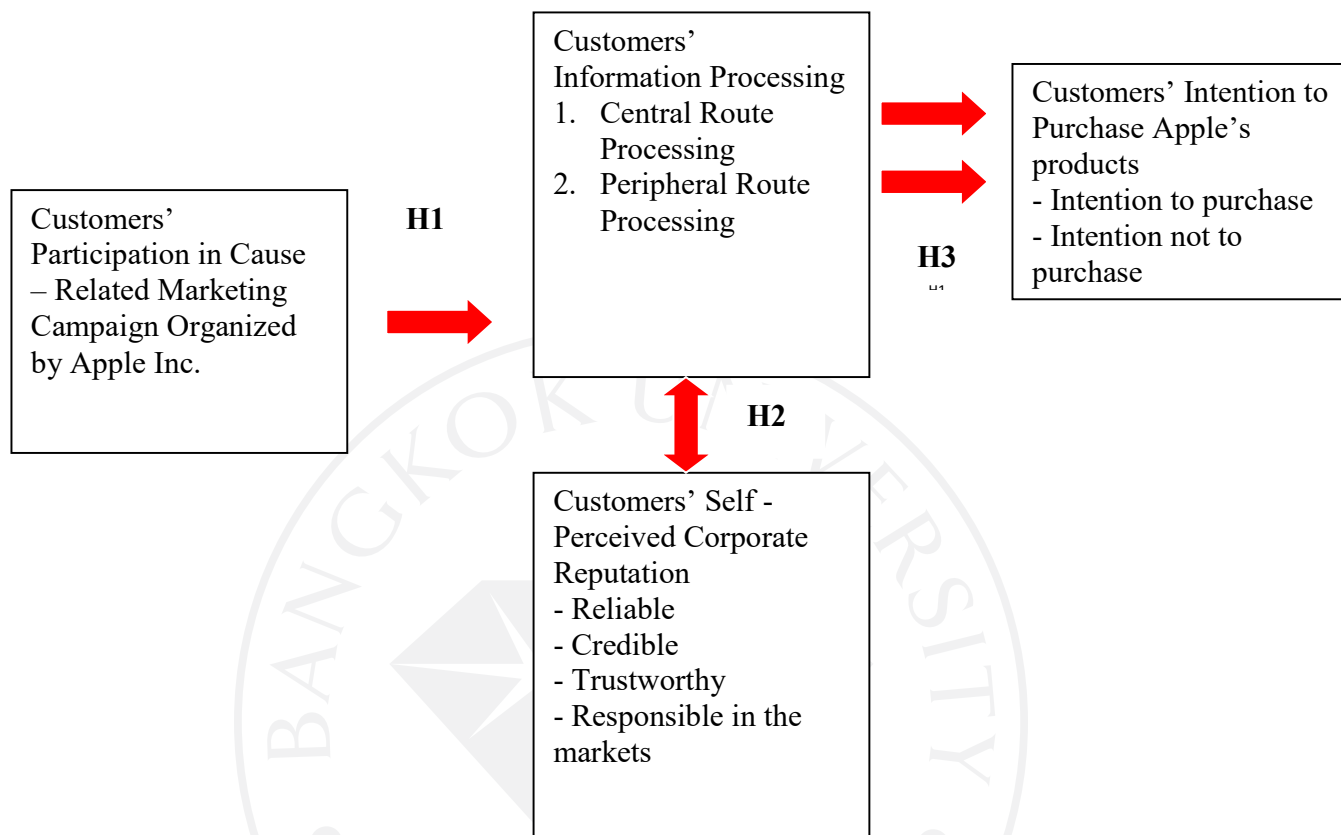
Figure 2: Theoretical Framework

CHAPTER 3
METHODOLOGY

The purpose of this chapter was to describe research procedures and research design used in this study to examine the relationship among customer's participation in cause – related marketing campaign, information processing, self – perceived corporate reputation, and purchasing intention of Apple's products. This chapter was composed of the following sections:

3.1 Research Design

3.2 Population and Sample Selection

3.3 Research Instrument

3.4 Analysis of the Instrument and Reliability

3.5 Data Collection Procedure

3.6 Demographic Data of the Samples

3.7 Data Analysis and Interpretation

3.1 Research Design

The research focused on the relationship among customer's participation in cause – related marketing campaign, information processing, self – perceived corporate reputation, and purchasing intention of Apple's products. This study would extend the research of four scales. The first one examined the customer's participation in cause – related marketing campaign named "(PRODUCT) RED". The second one was the Cognitive Elaboration Scale developed by Perse (1990b) to explain customer's mental involvement and processing on media messages from cause – related marketing campaign. In addition, the scale indicated the mental involvement with the media message and participation in information processing. The third scale was the Reputation Quotient (RQ) by Fombrun, et al. (2000b). Groenland, et al. (2002) asserted in Michelotti (2008) that the RQ scale was based on the Fortune's reputation survey, reputation

rankings, literature review, and proprietary image research. The last one was the scale for studying consumer's purchasing decision, which was adapted from the research conducted by Qamar & Lodhi (2013). The adapted instruments were closed – ended and the statements were analyzed based on five – point Likert scale.

This present study focused on quantitative approach by using the survey as a specific method to gather the information in order to investigate the relationship among customer's participation in cause – related marketing campaign, information processing, self – perceived corporate reputation, and purchasing intention of Apple's products.

3.2 Population and Sample Selection

To conduct the research, the data was collected from 200 Thai and foreign participants, which did not include 50 participants of the pre – test who were the shoppers at the well – known shopping areas and various department stores in Bangkok because they were supposed to experience purchasing the products from cause – related marketing campaign organized by Apple Inc., which was advantageous for sharing information. In addition, convenience sampling was used as a technique for collecting data at the locations, including Siam Discovery, Siam Center, Siam Paragon, Central World, Central Laoprao, and Central Chidlom. Those locations were selected due to the areas in the heart of Bangkok and cultural diversity. The survey research (face – to – face) was designed in five parts; the first part, the participants were asked about demographic information, including gender, age, education, occupation, monthly income, and work experience. For the second to fifth part, the participants were asked about the variables of the research. The questionnaire was a tool to measure the variables by using three – point likert scale to evaluate the respondents' level of participation and exposure to cause – related marketing campaign organized by Apple Inc., and five – point likert scale to evaluate the respondents' level of agreement or disagreement with the information processing, corporate reputation, and purchasing intention of Apple's products based on the perception of Apple's cause – related marketing campaign. Before the respondents filled in the questionnaires, they were informed about the purposes of the study. Also, in order

to facilitate and enhance the validity of the study results, the respondents were clarified regarding the meaning of cause - related marketing by using the examples to familiarize them with the concept.

3.3 Research instrument

The 5 – section questionnaire was used in the study. There are the scales for demographic data, customer's participation in cause – related marketing campaign, information processing, self – perceived corporate reputation, and purchasing intention of Apple's products.

Section 1: Demographic data

This section was composed of the basic demographic data questions that included Apple's user, gender, age, education, occupation, monthly income, and work experience. The demographic items could be found in Part 1 of Appendix A.

Section 2: Customer's participation in cause – related marketing campaign

This section was designed to explore the participation and exposure to cause – related marketing campaign named "(PRODUCT) RED". The researcher created one questions to find the participation and exposure to cause – related marketing campaign by providing three appropriate answers to the Apple's customers. In this section, the researcher used a 3 – point – likert scale format to design the response that ranged from (1) I have attended this cause – related marketing campaign, (2) I have heard and exposed to this cause – related marketing campaign from the media, but never attended, (3) I have never heard or exposed to the media and have never attended this cause – related marketing campaign before. The cause – related marketing campaign of Apple could be found in Part 2 of Appendix A.

Section 3: Information processing

This section was consisted of 9 questions, which measured customer's information processing towards Apple Inc. based on the participation in Apple's cause –

related marketing campaign. The information processing was measured with 2 – factor and 9 – item version of the Cognitive Collaboration Scale profiled by Perse (1990b). This instrument used a five – point likert scale response format, ranging from (1) Strongly disagree to (5) Strongly agree to measure customer's information processing. Perse (1990b) stated that the cognitive elaboration scale is used reliably. The researcher used five – item version of Cronbach alpha scale of Perse (1990b) with Thai samples, ranging .81 to .85 and also four – item version is used reliably that ranged from .79 to .89. Therefore, the researcher concluded that the result of Cronbach alpha was reliable since the scale is more than .70. The information processing items can be found in section 3 of Appendix.

Table 1: Information Processing: 2 factor 9 items

9 Items	2 Factors
I thought about what the campaign meant to me and my family.	Meaning of Participation
I thought about how the campaign relates to other things that I know.	
I thought about what the campaign meant to other people.	
I thought about the campaign over and over again	
I thought about what should be done constructively.	
Apple is an essential part of my life.	General Perception
Apple does not matter to me personally.	
Apple is aspiring to my life.	
Apple is compatible with my lifestyle.	

Source: Perse, E. M. (1990b). Cognitive Elaboration Scale. *Communication Research Measures*, 2, 128 – 129.

Section 4: Self – Perceived Corporate Reputation

This section was consisted of 27 questions, which measured customer's self – perceived corporate reputation towards purchasing decision of Apple's products. Multi – item scales were used to measure the following items; Reliable, Credible, Trustworthy, and Responsible in the markets. The self - perceived corporate reputation was measured

with 4 – factor and 27 – item version. This instrument also used a five – point likert scale response format, ranging from (1) Strongly disagree to (5) Strongly agree to measure customer's self – perceived corporate reputation. The self – perceived corporate reputation items could be found in section 3 of Appendix A.

Table 2: Self – Perceived Corporate Reputation: 4 factor 27 items

27 Items	4 Factors
Apple provides excellent value to its customers.	Reliable
Apple offers products and services that are good value for money.	
Apple offers high quality products and services.	
Apple products and services are very reliable.	
Apple stands behind its products and services.	
I usually believe what Apple says.	Credible
Apple is honest and straightforward in its communication.	
I would like to be associated with Apple.	
Apple has a clear vision for its future.	Trustworthy
Apple has excellent leadership.	
Apple is very powerful.	
Apple recognizes and takes advantage of market opportunities.	
Apple has extensive resources to draw on.	
Apple looks like a good company to work for.	
Apple communicates its values clearly.	
Apple looks like a company that would have good employees.	
Apple is well-managed.	
Apple is a leader in its industry.	
Apple is environmentally responsible.	Responsible in the markets
Apple helps to make the world a better place.	
Apple supports good causes.	
Apple cares about its employees.	
Apple maintains high standards in the way it treats people.	
Apple does not contribute to the economy.	

(Continued)

Table 2 (Continued): Self – Perceived Corporate Reputation: 4 factor 27 items

27 Items	4 Factors
Apple cares about the safety of its customers and employees.	Responsible in the markets
Apple behaves ethically and responsibly.	

Source: Awang, Z. (2011). Analyzing the Effects of Corporate Reputation on the

Competitiveness of Telecommunication Industry using the Structural Equation

Modeling: The Case of Kelantan. *Journal of Statistical Modeling and Analytics,*

2(2), 29-30.

Section 5: Purchasing Decision

This section was consisted of 10 questions, which measured customer's purchasing decision towards Apple's products based on your perception of Apple's cause – related marketing campaign. The purchasing decision was measured with 10 – item version. This instrument also used a five – point liker scale response format, ranging from (1) Strongly disagree to (5) Strongly agree to measure customer's purchasing decision. The researcher used five – item version of Cronbach alpha scale of reliability test. The five – item version was used reliably since it ranged at .94. Therefore, the researcher concluded that the result of Cronbach alpha was reliable since the scale was more than .70. The purchasing decision items could be found in section 3 of Appendix A.

Table 3: Purchasing Decision: 1 factor 10 items

10 Items	1 Factor
I am eager to learn more about this product related to cause campaign.	Purchasing Decision
I would be willing to pay a higher price for the product of the firm, which offers cause campaign than the others.	
It is likely that I will participate in cause - related campaign by purchasing the product.	

Table 3 (Continued): Purchasing Decision: 1 factor 10 items

10 Items	1 Factor
I would be willing to influence others to purchase the product related to a cause	Purchasing Decision
I would be willing to purchase the product related to a cause.	
I would consider purchasing from this firm, which donates for a cause in order to provide help to it.	
In order to support cause - related marketing program, I, as a customer, may incur additional costs.	
I, as a customer, sometimes consider quality of the product to support cause - related marketing program.	
Sometimes I buy such products, which are not necessary to me, but do that only to support the cause.	
After reviewing the campaign, I am likely to purchase the product.	

Source: Qamar, N., & Lodhi, R. (2013). An Empirical Study of Cause Related Marketing

and Consumer Purchase Decision: Evidence from Pakistan. *World Applied*

Sciences Journal, 23(8), 1125-1127.

3.4 Analysis of the Instrument and Reliability

Firstly, the questionnaire with five sections was translated to Thai in order to effectively focus on Thai Apple's users as a target audience and edited by separate translator until the errors found and corrected. At the last of translation, the questionnaire was also back translated to ensure that the document was error – free. In the process of instrument pretest, the questionnaires were distributed to 50 Apple's users to guarantee that all of the instruments and questions utilized in this research instrument are understandable and able to respond. In order to improve wordings and phases of the questionnaire, the researcher did some adjustments on the questionnaire. After the final revision of the instrument, the researcher sent the approved questionnaire to 50 Apple's users via email. Cronbach's alpha coefficient used to access the reliability of the instrument was shown below;

Table 4: The Reliability of Instrument

The Reliability of Instrument		
	Cronbach's Alpha	N of Items
Information Processing	**0.881**	**9**
Meaning of Participation	0.855	5
General Perception	0.802	4
Self – Perceived Corporate Reputation	**0.942**	**27**
Reliable	0.789	6
Credible	0.801	3
Trustworthy	0.940	10
Responsible in the markets	0.845	8
Purchasing Decision	**0.943**	**10**

The results were acceptable because Cronbach's alpha coefficient (the level of reliability) was higher than 0.7 (the level of reliability test). On the other hand, the overall scales and each dimension of the level of reliability test were possibly acceptable.

3.5 Data Collection Procedure

The questionnaires were developed originally in English. However, due to the fact that the target audiences of this study were Thai people who used Apple's products, the questionnaires were translated and edited to Thai by 2 separate professional translators. In order to ensure that all of the errors were detected and corrected, back translation process (to English) was also executed in this case. After the questionnaires had been ready to be distributed to the target audience, the completed questionnaires were printed into digital survey form via Google to be convenient when the questionnaires would be distributed by sending the questionnaire link through email.

Before the data collection, the questionnaires were pre tested by 50 Apple's users in order to ensure that the questionnaires, which were going to be processed and qualified to be used as an effective research instrument. During the pre – test process, any error detected would be corrected as appropriate. According to research procedure, the research listed the email of 200 Apple's users regardless of gender, age, education levels,

occupation, monthly income, and work experience and used the list to contribute 200 questionnaires to all of the Apple's users. The process of data collection took around one month to gather the result of the questionnaire sent to the Apple's users. The researcher was required to extract the results of the questionnaire in the form of excel for the data analysis purpose from Google.

The excel form composed of the demographic and core research data would be analyzed by using SPSS, which was one of the statistical software. The results of data analysis have been illustrated in the following sections.

3.6 Demographic Data of the Samples

This part focused on demographic information of the 200 participants who used Apple's product responding to the questionnaire. The demographic information was composed of Apple user, gender, age, education level, occupation, monthly income, and work experience. Table 5 summarized and presented the frequency and percentage of demographic information of the participants.

Table 5: The Frequency and Percentage of Demographic Information of the Participants

Demographic Information	Frequency (Person)	Percent (%)
Apple User:		
Yes	189	94.5
No	11	5.5
Total	**200**	**100**
Sex:		
Male	77	38.5
Female	123	61.5
Total	**200**	**100**

Table 5 (Continued): The Frequency and Percentage of Demographic Information of the

Participants

Demographic Information	Frequency (Person)	Percent (%)
Age:		
18 - 24 Years	30	15
25 - 34 Years	116	58
35 - 44 Years	40	20
45 - 54 Years	11	5.5
55 - 64 Years	3	1.5
$\geq$ 65 Years	0	0
Total	**200**	**100**
Education Level:		
High School	23	11.5
Certificate or Diploma	15	7.5
Bachelor degree	119	59.5
Master degree	41	20.5
Higher than Master degree	2	1
Total	**200**	**100**
Occupation:		
Professional	2	1
Government Officer	68	34
Private Enterprise Officer	81	40.5
Freelance and Entrepreneur	15	7.5
Student	29	14.5
Others	5	2.5
Total	**200**	**100**
Monthly Income:		
Less than 10,000 Baht	32	16
10,001 - 30,000 Baht	120	60
30,001 - 50,000 Baht	33	16.5
50,001 - 70,000 Baht	7	3.5
70,001 - 100,000 Baht	3	1.5
More than 100,001 Baht	5	2.5
Total	**200**	**100**

Table 5 (Continued): The Frequency and Percentage of Demographic Information of the

Participants

Demographic Information	Frequency (Person)	Percent (%)
Work Experience:		
Less than one year	30	15
1 - 5 Years	84	42
6 - 10 Years	38	19
11 - 15 Years	21	10.5
15 -20 Years	18	9
More than 20 years	9	4.5
Total	**200**	**100**

As shown in Table 5, the descriptive analysis on the demographic information of the samples revealed that 94.5 percent of the sample was Apple user (N = 189) and 5.5 percent of the sample was non – apple user (N = 11). For gender, 61.5 percent of the sample was female (N = 123) and 38.5 percent was male (N = 77). 58 percent of the samples was 25 - 34 year – old (N = 116), 20 percent was 35 – 44 year – old (N = 40) and, 15 percent of the sample was 18 - 24 year – old (N = 30). As for education level, bachelor degree holder was 59.5 (N = 119), followed by 20.5 percent was master degree (N = 41) and 11. 5 percent was high school (N = 23), respectively. 40.5 percent of the sample was private enterprise office government officer (N = 81), followed by government officer and student at 34 percent (N = 68) and 14.5 percent (N = 29) respectively. The samples who earned monthly income ranged 10,001 - 30,000 Baht was 60 percent (N = 120). Both 30,001 - 50,000 Baht and less than 10,000 Baht was about 16 percent of the sample (N = 30). In relation to work experience, the samples who had 1 – 5 years was 42 percent (N = 84), 6 – 10 years was 19 percent (N = 38), and less than one year was 15 percent (N = 30).

3.7 Data Analysis and Interpretation

Completed 200 questionnaires were coded and processed to retrieve the total scores of each measuring instrument. SPSS software (Statistical Package for Social

Science) was used to analyze the data. The results of descriptive statistics were used to describe the demographic characteristics of each subject.

Table 6: Data Analysis for Customers' Participation and Exposure to Cause – Related Marketing Campaign Named "(PRODUCT) RED"

Level of Participation in CRM	Meaning	Frequency (Person)	Percent (%)
1. I have attended this cause – related marketing campaign.	Have attended	17	8.5
2. I have heard and exposed to this cause – related marketing campaign from the media, but never attended.	Have heard or Exposed but Never Attend	134	67
3. I have never heard or exposed to the media and have never attended this cause – related marketing campaign before.	Never heard and never being exposed	49	24.5
Total		200	100

As shown in Table 7, 67 percent (N = 134) of the sample have heard and exposed to this cause – related marketing campaign from the media, but they have never attended. Followed by 24.5 percent of the samples (N = 49), they have never heard or exposed to the media and have never attended this cause – related marketing campaign before. Only 8.5 percent of the samples (N = 17), they have attended this cause – related marketing campaign.

Table 7: Data Analysis for Customers' Information Processing, Self – Perceived

Corporate Reputation, and Purchasing Decision towards Cause – Related

Marketing Campaign Named "(PRODUCT) RED"

Opinion towards the Statements	Score	Criteria	Meaning
5. Strongly agree with the statement	5	4.51 - 5.00	Strongly agree
4. Agree with the statement	4	3.51 – 4.50	Agree
3. Neutral with the statement	3	2.51 – 3.50	Neutral
2. Disagree with the statement	2	1.51 – 2.50	Disagree
1. Strongly disagree with the statement	1	1.00 – 1.50	Strongly Disagree

Table 8: Data Analysis for Information Processing towards Apple Inc. based on

Participation in Apple's Cause – Related Marketing Campaign

Item	Mean	Std. Deviation	Level
Information Processing			
Meaning of Participation			
I thought about what the campaign meant to me and my family.	3.20	0.816	Neutral
I thought about how the campaign relates to other things that I know.	3.26	0.767	Neutral
I thought about what the campaign meant to other people.	3.42	0.893	Neutral
I thought about the campaign over and over again.	2.95	0.765	Neutral
I thought about what should be done constructively.	3.28	0.822	Neutral
Total	**3.22**	**0.813**	**Neutral**

(Continued)

Table 8 (Continued): Data Analysis for Information Processing towards Apple Inc. based on Participation in Apple's Cause – Related Marketing Campaign

Item	Mean	Std. Deviation	Level
Information Processing			
General Perception			
Apple is an essential part of my life.	3.19	1.057	Neutral
Apple does not matter to me personally.	3.03	1.093	Neutral
Apple is aspiring to my life.	2.99	0.921	Neutral
Apple is compatible with my lifestyle.	3.28	0.931	Neutral
Total	**3.12**	**1.000**	**Neutral**
Total of Information Processing	**3.18**	**0.896**	**Neutral**

As shown in Table 8, the descriptive analysis on the information processing towards Apple Inc. based on participation in Apple's cause – related marketing campaign revealed that the total mean score of information process was 3.18. However, when analyzing based on each factor, the mean score of meaning of participation was 3.22 and the mean score of general perception was 3.12.

Table 9: Data Analysis for Self – Perceived Corporate Reputation towards Apple Inc. based on Participation in Apple's Cause – Related Marketing Campaign

Item	Mean	Std. Deviation	Level
Self – Perceived Corporate Reputation			
Reliable			
Apple provides excellent value to its customers.	3.44	0.906	Neutral
Apple offers products and services that are good value for money.	2.98	0.967	Neutral
Apple offers high quality products and services.	3.58	0.943	Agree

(Continued)

Table 9 (Continued): Data Analysis for Self – Perceived Corporate Reputation towards Apple Inc. based on Participation in Apple's Cause – Related Marketing Campaign

Item	Mean	Std. Deviation	Level
Self – Perceived Corporate Reputation			
Reliable			
Apple products and services are very reliable.	**3.76**	**0.898**	**Agree**
Apple stands behind its products and services.	3.31	0.865	Neutral
Apple develops innovative products and services.	3.76	0.870	Agree
Total	**3.47**	**0.908**	**Neutral**
Credible			
I usually believe what Apple says.	3.30	0.940	Neutral
Apple is honest and straightforward in its communication.	3.25	0.842	Neutral
I would like to be associated with Apple.	3.26	0.845	Neutral
Total	**3.27**	**0.876**	**Neutral**
Trustworthy			
Apple has a clear vision for its future.	3.44	0.901	Neutral
Apple has excellent leadership.	3.47	0.956	Neutral
Apple is very powerful.	3.54	0.929	Agree
Apple recognizes and takes advantage of market opportunities.	3.60	0.891	Agree
Apple has extensive resources to draw on.	3.44	0.806	Neutral
Apple looks like a good company to work for.	3.51	0.897	Agree
Apple communicates its values clearly.	3.36	0.840	Neutral

(Continued)

Table 9 (Continued): Data Analysis for Self – Perceived Corporate Reputation towards
Apple Inc. based on Participation in Apple's Cause – Related
Marketing Campaign

Item	Mean	Std. Deviation	Level
Self – Perceived Corporate Reputation			
Trustworthy			
Apple looks like a company that would have good employees.	3.48	0.839	Neutral
Apple is well-managed.	3.48	0.783	Neutral
Apple is a leader in its industry.	3.60	0.903	Agree
Total	**3.49**	**0.874**	**Neutral**
Responsible in the markets			
Apple is environmentally responsible.	3.17	0.686	Neutral
Apple helps to make the world a better place.	3.23	0.847	Neutral
Apple supports good causes.	3.24	0.827	Neutral
Apple cares about its employees.	3.17	0.726	Neutral
Apple maintains high standards in the way it treats people.	3.36	0.737	Neutral
Apple does not contribute to the economy.	3.01	0.827	Neutral
Apple cares about the safety of its customers and employees.	3.21	0.734	Neutral
Apple behaves ethically and responsibly.	3.31	0.804	Neutral
Total	**3.21**	**0.773**	**Neutral**
Total of Self – Perceived Corporate Reputation	**3.38**	**0.852**	**Neutral**

As shown in the Table 9, the descriptive analysis of self – perceived corporate
reputation towards Apple Inc. based on participation in Apple's cause – related marketing
campaign revealed that the total mean score of self – perceived corporate reputation was
3.38. In case .of analyzing each factor, the result of mean score showed that reliable
factor was 3.47, credible factor was 3.27, trustworthy factor was 3.49, and responsible in
the markets factor was 3.21 respectively.

Table 10: Data Analysis for Intention to Purchase Apple Inc. Products based on

Participation in Apple's Cause – Related Marketing Campaign

Item	Mean	Std. Deviation	Level
Purchasing Intention			
I am eager to learn more about this product related to cause campaign.	3.12	0.848	Neutral
I would be willing to pay a higher price for the product of the firm, which offers cause campaign than the others.	3.11	0.981	Neutral
It is likely that I will participate in cause - related campaign by purchasing the product.	3.06	1.008	Neutral
I would be willing to influence others to purchase the product related to a cause.	3.18	0.829	Neutral
I would be willing to purchase the product related to a cause.	3.42	0.876	Neutral
I would consider purchasing from this firm, which donates for a cause in order to provide help to it.	3.30	0.946	Neutral
In order to support cause - related marketing program, I, as a customer, may incur additional costs.	3.08	0.945	Neutral
I, as a customer, sometimes consider quality of the product to support cause - related marketing program.	3.31	0.910	Neutral
Sometimes I buy such products, which are not necessary to me, but do that only to support the cause.	3.05	1.043	Neutral
After reviewing the campaign, I am likely to purchase the product.	3.20	0.981	Neutral
Total	**3.18**	**0.937**	**Neutral**

As shown in the Table 10, the descriptive analysis of purchasing intention towards Apple Inc. products based on participation in Apple's cause – related marketing campaign, revealed that the total mean score of purchasing decision was 3.18.

CHAPTER 4

DATA ANALYSIS
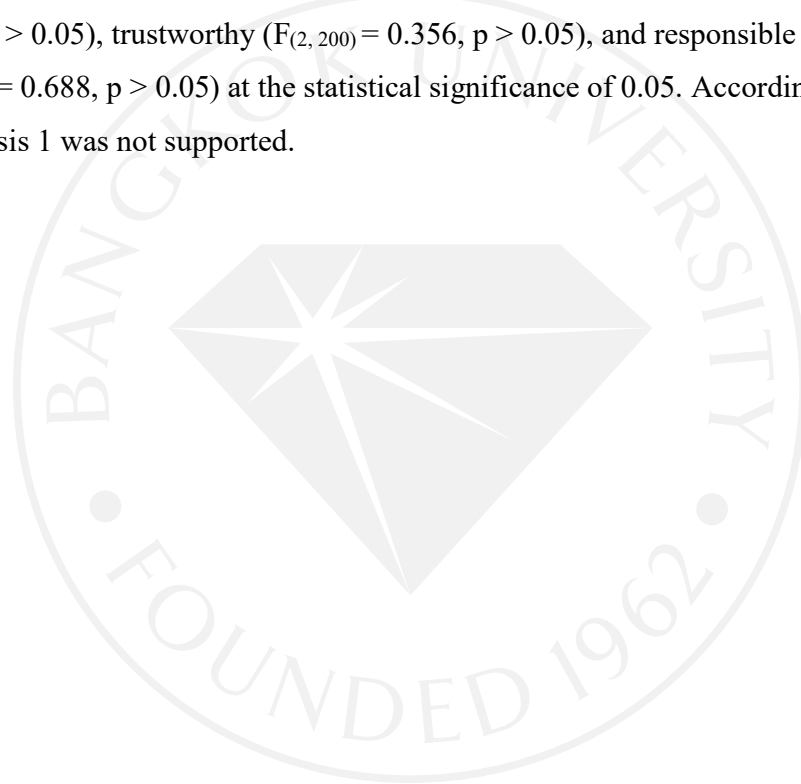
4.1 Discussion of Hypothesis Findings

Hypothesis 1: Customers' participation in cause – related marketing campaign organized by Apple Inc. significantly influences customers' information processing, which are central and peripheral route processing and self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market.

Table 1: MANOVA results that analyze the influence of customers' participation in cause – related marketing campaign organized by Apple Inc. towards customers' information processing, which are central and peripheral route processing and self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market.

Independent Variable	Dependent Variables	SS	df	MS	F	Sig.
Customers' Participation in Cause - Related Marketing Campaign Organized by Apple	Customers' Information Processing: Central Route Processing	44.218	2	22.109	2.54	0.081
	Customers' Information Processing: Peripheral Route Processing	34.299	2	17.15	1.992	0.139
	Customer's Self - Perceived Corporate Reputation: Reliable	44.036	2	22.018	1.292	0.277
	Customer's Self - Perceived Corporate Reputation: Credible	0.701	2	0.35	0.083	0.92
	Customer's Self - Perceived Corporate Reputation: Trustworthy	92.876	2	46.438	1.038	0.356
	Customer's Self - Perceived Corporate Reputation: Responsible in the markets	11.128	2	5.564	0.375	0.688

Note: *p<0.05

As shown in Table 1, the Multivariate Analysis of Variance (MANOVA) revealed that customers' participation in cause – related marketing campaign organized by Apple does not significantly influence customers' information processing, which were central $(F_{(2, 200)} = 0.081, p > 0.05)$ and peripheral route processing $(F_{(2, 200)} = 0.139, p > 0.05)$. In addition, the results showed that customers' participation in cause – related marketing campaign organized by Apple did not significantly influence self – perceived corporate reputation, which composed of reliable $(F_{(2, 200)} = 0.277, p > 0.05)$, credible $(F_{(2, 200)} = 0.920, p > 0.05)$, trustworthy $(F_{(2, 200)} = 0.356, p > 0.05)$, and responsible in the market $(F_{(2, 200)} = 0.688, p > 0.05)$ at the statistical significance of 0.05. According to the results, hypothesis 1 was not supported.

Hypothesis 2: Customers' information processing is positively correlated with their self –
perceived corporate reputation, which composed of reliable, credible, trustworthy, and
responsible in the market.

Table 2: Correlation analysis between customers' information processing and their self –
      perceived corporate reputation, which composed of reliable, credible, trustworthy,
      and responsible in the market

Customers' Information Processing	Customer's Self - Perceived Corporate Reputation: Reliable	Customer's Self - Perceived Corporate Reputation: Credible
Customers' Information Processing: Central Route Processing	r = 0.34*, p < 0.05	r = 0.366*, p < 0.05
Customers' Information Processing: Peripheral Route Processing	r = 0.4*, p < 0.05	r = 0.464*, p < 0.05

Customers' Information Processing	Customer's Self - Perceived Corporate Reputation: Trustworthy	Customer's Self - Perceived Corporate Reputation: Responsible in the markets
Customers' Information Processing: Central Route Processing	r = 0.35*, p < 0.05	r = 0.414*, p < 0.05
Customers' Information Processing: Peripheral Route Processing	r = 0.355*, p < 0.05	r = 0.301*, p < 0.05

Note: *p<0.05

      As shown in Table 2, Spearman's correlation analysis found that customers'
information processing in central route was positively correlated with their self –
perceived corporate reputation, which composed of reliable (r = 0.34*, p < 0.05), credible
(r = 0.366*, p < 0.05), trustworthy (r = 0.35*, p < 0.05), and responsible in the market (r
= 0.414*, p < 0.05). Also, the results showed that customers' information processing in
peripheral route was positively correlated with their self – perceived corporate reputation,
which composed of reliable (r = 0.4*, p < 0.05), credible (r = 0.464*, p < 0.05),

trustworthy (r = 0.355*, p < 0.05), and responsible in the market (r = 0.301*, p < 0.05) at the statistical significance of 0.05. According to the results, hypothesis 2 was supported.

Hypothesis 3: Customers' information processing significantly influences their intention to purchase Apple's products.

Table 3: Regression results that analyze the predictors of customers' intention to purchase Apple's products

Independent Variables	b	SE$_b$	β	t	p-value
Customers' Information Processing: Central Route Processing	0.7	0.167	0.299	4.205	0
Customers' Information Processing: Peripheral Route Processing	0.586	0.168	0.248	3.49	0.001
Dependent Variable	Sum of Squares	df	Mean Square	F	Sig.
Customers' intention to Purchase Apple's products	2118.961	2	1059.48	27.592	0

Note: *p<0.05

As shown in Table 3, the Regression analysis revealed that all independent variables, which were customers' information processing in central and peripheral route significantly predicted their intention to purchase Apple's products (F $_{(2, 200)}$ = 27.592). Customers' intention to purchase apple's products was significantly influenced by customers' information processing in central route (β = 0.299*) and peripheral route (β = 0.248*) at the statistical significance of p<0.05. Therefore, the findings showed that, based on the Beta (β) examination, customers' information processing in central route (β = 0.299*) had a higher influence than customers' information processing in peripheral route (β = 0.248*). According to the results, hypothesis 3 was supported.

CHAPTER 5
DISCUSSION AND CONCLUSION

5.1 Summary and Discussion of Descriptive Findings

Two hundred Thais who were consumers and non – consumers of Apple participated in this survey. Ninety –four percent of the sample was Apple user (N=189) and five and half percent was non – apple users (N = 11). Sixty and half percent (N = 123) participants out of 200 participants were female and thirty – eight and half participated were male (N = 77). The largest proportion of the age was 25 – 34 years old (58%, N = 116), followed by 35 – 44 years old (20%, N = 40), 18 – 24 years old (15%, N = 30), 45 – 54 years old (5.5%, N = 11), and 55 – 64 years old (1.5%, N = 3), respectively. For education, fifty – nine and half percent was Bachelor's Degree (N = 119), Master's Degree (20.5%, N = 41), High School (11.5%, N = 23), Certificate or Diploma (7.5%, N = 23), followed by Higher than Master degree (1%, N = 2). Private Enterprise Officer was forty and half percent (N = 81), followed Government Officer (34%, N = 68), Student (14.5%, N = 29), Freelance and Entrepreneur (7.5%, N = 15), others (2.5%, N = 5), and Professional (1%, N = 2). Considering participates' monthly income, 10,001 - 30,000 Baht was the highest percentage (60%, N = 120), 30,001 - 50,000 Baht (16.5%, N = 33), 30,001 - 50,000 Baht (16%, N = 32), 50,001 - 70,000 Baht (3.5%, N = 7), More than 100,001 Baht (2.5%, N = 5), and 70,001 - 100,000 Baht (1.5%, N = 3), respectively. The last section was work experience, which had the majority on 1 - 5 years (42%, N = 84), followed by 6 - 10 years (19%, N = 38), Less than one year (15%, N = 30), 11 - 15 years (10.5%, N = 21), 15 - 20 years (9%, N = 18), and More than 20 years (4.5%, N = 9).

The second part of the survey elaborated participation and exposure to cause – related marketing campaign named "(PRODUCT) RED" organized by Apple Inc. Sixty – seven percent (N = 134) of respondents have heard and exposed to this cause – related marketing campaign from the media, but never attended. Twenty – four and half

respondents (N = 49) have never heard or exposed to the media and have never attended this cause – related marketing campaign before. Only, eight and half respondents (N = 17) have attended this cause – related marketing campaign.

5.2 Summary and Discussion of Hypothesis Findings

<u>Hypothesis 1:</u> Customers' participation in cause – related marketing campaign organized by Apple Inc. significantly influenced customers' information processing, which are central and peripheral route processing and self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market

The analysis revealed that customers' participation in cause – related marketing campaign organized by Apple did not significantly influence customers' information processing, which were central ($F_{(2, 200)}$ = 0.081, p > 0.05) and peripheral route processing ($F_{(2, 200)}$ = 0.139, p > 0.05). In addition, the results showed that customers' participation in cause – related marketing campaign organized by Apple did not significantly influence self – perceived corporate reputation, which composed of reliable ($F_{(2, 200)}$ = 0.277, p > 0.05), credible ($F_{(2, 200)}$ = 0.920, p > 0.05), trustworthy ($F_{(2, 200)}$ = 0.356, p > 0.05), and responsible in the market ($F_{(2, 200)}$ = 0.688, p > 0.05) at the statistical significance of 0.05. According to the results, hypothesis 1 was not supported.

As given above, the findings summarized that customers' participation in cause – related marketing campaign had no influence on customers' information processing, which were central and peripheral route processing and self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market. The result was in accordance with the fact that cause – related marketing was one of the campaigns and advertisements, which were only composed of peripheral cues; therefore, the customers would unconsciously consider only peripheral factors (logos, symbols, music, or even a price) as stated by Jaspers (2011). In some cases, cause – related marketing campaign might be perceived by the customers that it was one of the

advertising or marketing campaigns that focused on selling the products. Moreover, the organization might have no transparency in terms of the campaign purposes and information to the customers. Hence, it was not effective in terms of information processing and self – perceived corporate reputation. Also, Apple might not work well in terms of promoting and PR the campaign, so it did not convince the customers to perceive the campaign in the right direction.

Hypothesis 2: Customers' information processing is positively correlated with their self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market

The analysis found that customers' information processing in central route was positively correlated with their self – perceived corporate reputation, which composed of reliable ($r = 0.34^*$, $p < 0.05$), credible ($r = 0.366^*$, $p < 0.05$), trustworthy ($r = 0.35^*$, $p < 0.05$), and responsible in the market ($r = 0.414^*$, $p < 0.05$). Also, the results showed that customers' information processing in peripheral route was positively correlated with their self – perceived corporate reputation, which composed of reliable ($r = 0.4^*$, $p < 0.05$), credible ($r = 0.464^*$, $p < 0.05$), trustworthy ($r = 0.355^*$, $p < 0.05$), and responsible in the market ($r = 0.301^*$, $p < 0.05$) at the statistical significance of 0.05. According to the results, hypothesis 2 was supported.

From the analysis, the significant variable that influenced customers' self – perceived corporate reputations was customers' information processing. It obviously explained that customers' information processing in central route was positively correlated with their self – perceived corporate reputation, which the aspects of this variable composed of reliable, credible, trustworthy, and responsible in the market. In addition, the results revealed that customers' information processing in peripheral route was positively correlated with their self – perceived corporate reputation, which the

aspects of this variable composed of reliable, credible, trustworthy, and responsible in the market.

As supported by Bromley (2000 as cited in Rankila, 2011), information processing have 3 levels that influenced human perception about corporate reputation, including primary level (based on personal experience), secondary level (based on others say about product and/or company), and tertiary (based on mass media information). Moreover, Carroll (2013) shared her thoughts about corporate reputation that the challenge of the organizations to improve their reputation was being supposed to seek the way to avoid the information processing defaults and encouraged their stakeholders to review positive information. Therefore, based on the research evidence given, it summarized that information processing had the positive relationship and significant influence on human perception towards corporate reputations in all aspects.

Hypothesis 3: Customers' information processing significantly influenced their intention to purchase Apple's products

The analysis revealed that all independent variables, which were customers' information processing in central and peripheral route significantly influence their intention to purchase Apple's products ($F_{(2, 200)} = 27.592$). Customers' intention to purchase apple's products was significantly influenced by customers' information processing in central route ($\beta = 0.299*$) and peripheral route ($\beta = 0.248*$) at the statistical significance of $p<0.05$. Therefore, the findings showed that, based on the Beta (β) examination, customers' information processing in central route ($\beta = 0.299*$) has a higher influence than customers' information processing in peripheral route ($\beta = 0.248*$). According to the results, hypothesis 3 was supported.

As the results revealed that the significant variable that influenced customers' intention to purchase Apple's products is customers' information processing in both

central and peripheral route. This significant variable influenced their intention to purchase Apple's products. On the other hand, customers' intention to purchase apple's products was significantly influenced by their information processing in central route and peripheral route at the statistical significance. Moreover, customers' information processing that had significant influence on their intention to purchase Apple's products is elaborated by the Elaboration – Likelihood Model (ELM), developed by Petty & Cacioppo. This model was used to explain the customers' information processing towards their purchasing intention to the products from cause – related marketing (CRM) campaign (persuasive/marketing message). Rucker & Petty (2006) Zuckerman & Chaiken (1998) explained about the model in Jaspers (2011) that a person was able to form and change an attitude by processing information in two manners. Firstly, a person had motivation to process information and cognitive resources and the result came from careful and thoughtful consideration of the information (central route). Secondly, a person did not have motivation to process information and cognitive resources and the result was simple in persuasive context that made change without considering the information (peripheral route). In this model, Petty & Cacioppo (1986) revealed that the persuasion would be occurred on the central route when elaboration likelihood was high.

5.3 Conclusion of the Study

- Customers' participation in cause – related marketing campaign organized by Apple did not significantly influence customers' information processing and self – perceived corporate reputation. This was because the customers might perceive cause – related marketing campaign as one of the advertising or marketing campaigns that focused on selling the products. Moreover, Apple's PR and promoting process did not work in terms of convincing the customers to perceive the campaign as directed.

- Customers' information processing was positively correlated with their self – perceived corporate reputation. The results showed that customers' information processing in both central and peripheral route was positively correlated with their

self – perceived corporate reputation, which composed of reliable, credible, trustworthy, and responsible in the market. In addition to support, Lippmann (1922) mentioned in Fombrun & Riel (2010) that reputation (brand image) concentrated on the nature of information processing, causing the pictures in their heads of external subjects, cognitive, and affective meaning about the objective that they perceived.

- Customers' information processing significantly influenced their intention to purchase Apple's products. The variable that had the most significant influence on customers' intention to purchase Apple's products was the information processing in central route. This conclusion was supported by the model called Elaboration – Linklihood (ELM), which explained that when customers' motivation and ability to process the information were high, the customers would process the information under central route. On the other hand, when the customers had lower motivation and ability to process the information, the information would be processed under peripheral route. Maheswaran & Chaiken (1991) and Petty, et al. (1995) and Sengupta, et al. (1997) who expressed in Jaspers (2011) that consumers' intention towards purchasing products, which was generated by the central route, was likely to be stronger, received from their mind, less influenced by other competitors, and also more predictive than processing on the peripheral route. Liang & Yang (2009) added that when the customers were attracted by the persuasion, they would use the information with their intention – making and accept purchasing of the products because of persuasive source. Hence, as given above, the research concluded that the customers would decide to purchase the products when they perceived and processed the information from cause – related marketing campaign, especially in central route.

5.4 Limitation of the Study

Most of the participants were not familiar with the campaign that was used as a case for the study, although they were Apple's products user. This case caused difficulty

in understanding the cause – related marketing campaign organized by Apple and measurement of the influence on the marketing campaign towards each variable in the study. In addition, the researcher selected Apple since its products focus on mass market; therefore, it was supposed to be convenient to be used as a case in the sample groups. However, some participants did not own Apple's products, so this caused time – consuming in getting them to be familiar with the campaign. Lastly, the questionnaire was originally developed in English and translated into Thai in order to be properly used for the samples. In this case, the target language might convey different meaning that caused confusion. However, the researcher did back translation method to ensure the accurate meaning of the translation.

5.5 Recommendation for Application

According to the research, this cause – related marketing campaign was not effective in term of influencing customer's information processing and self – perceived corporate reputation. The organization was supposed to develop the campaign by using other types of corporate social responsibility initiatives to plan and create the effective campaign in order to influence the customers' information processing and self – perceived corporate reputation. Because customers' information processing was positively correlated with their self – perceived corporate reputation and influenced customers' intention to purchase Apple's products, the researcher recommended that the organization was to create an effective campaign that was able to influence customers' information processing in central route to perceive corporate reputation and effectively convince the customers to purchase the products. The practitioners could apply this research for creating an effective communication campaign, which was to enhance overall beneficial results in terms of awareness, sales, profits, and positive image of the organizations.

5.6 Recommendation for Future Research

Further studies were recommended to examine more aspects of corporate reputations and purchasing intention towards Apple's products, which were influenced by information processing. The study might explore the persuasive message design and development that was used by cause – related marketing (CRM) and other CSR initiatives, including cause promotion, corporate – social marketing, corporate philanthropy, community volunteering, and social responsible business practice to guide customers' perception and attitude towards corporate reputations and purchasing intention to Apple's products.
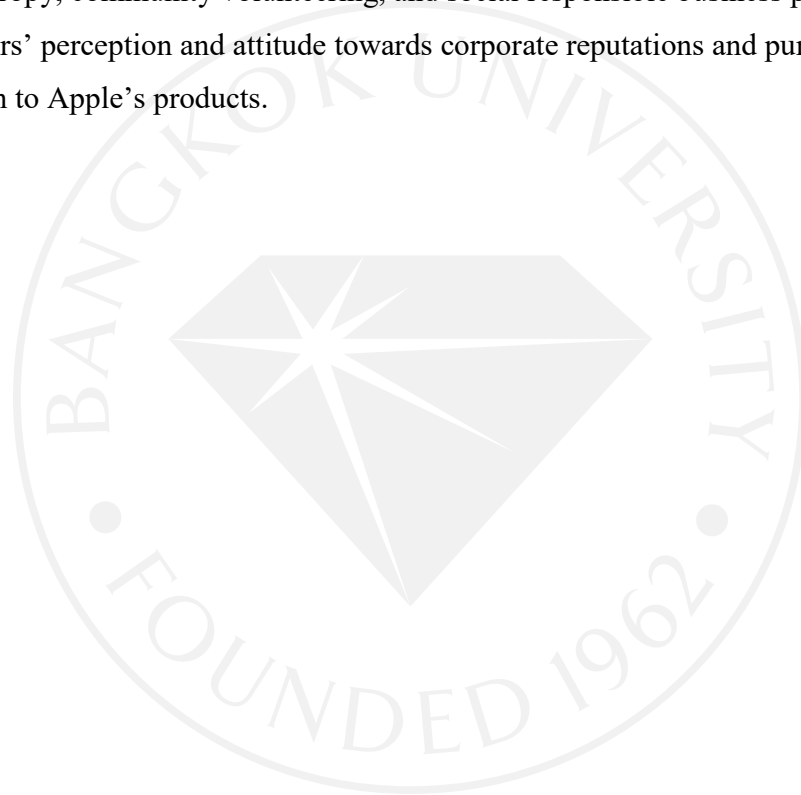
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APPENDIX

APPENDIX

มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

Questionnaire

This questionnaire is a partial fulfillment of ICA 701 Independent Study, Master of Communication Arts (International Program), Bangkok University. This survey aims to examine the relationship among the customers' participation in cause – related marketing campaign organized by Apple Inc., their information processing, self – perceived corporate reputation, and their purchasing decision. Please choose the answers that best represent your opinions. Your responses will remain anonymous and be treated confidentially. The researcher will use data of the survey for educational purpose only.

Part I: Data about demographic profile of the sample
Please place a cross mark (✓) next to the appropriate answer that best represent your demographic profile.

1. Are you an "Apple user"?
    ☐ 1. Yes ☐ 2. No
2. Gender:
    ☐ 1. Male ☐ 2. Female
3. Age:
    ☐ 1. 18 - 24 years
    ☐ 2. 25 - 34 years
    ☐ 3. 35 - 44 years
    ☐ 4. 45 - 54 years
    ☐ 5. 55 - 64 years
    ☐ 5. ≥ 65 years
4. Education Level:
    ☐ 1. High School
    ☐ 2. Certificate or Diploma
    ☐ 3. Bachelor degree
    ☐ 4. Master degree
    ☐ 5. Higher than Master degree
5. Occupation:
    ☐ 1. Professional
    ☐ 2. Government Officer
    ☐ 3. Private Enterprise Officer
    ☐ 4. Freelance and Entrepreneur

☐ 5. Student
☐ 6. Others (Please specify): …………………..

6. Monthly Income:
    ☐ 1. Less than 10,000 Baht
    ☐ 2. 10,001 - 30,000 Baht
    ☐ 3. 30,001 - 50,000 Baht
    ☐ 4. 50,001 - 70,000 Baht
    ☐ 5. 70,001 - 100,000 Baht
    ☐ 6. More than 100,001 Baht

7. Work Experience:
    ☐ 1. Less than one year
    ☐ 2. 1 - 5 years
    ☐ 3. 6 - 10 years
    ☐ 4. 11 - 15 years
    ☐ 5. 15 - 20 years
    ☐ 6. More than 20 years

Part II: This part of questionnaire would like to ask about your participation and exposure to cause – related marketing campaign named "(PRODUCT) RED". Place a check mark (✓) on the table provided. You can select the following items to describe your participation and exposure.

1. I have attended this cause – related marketing campaign.
2. I have heard and exposed to this cause – related marketing campaign from the media, but never attended.
3. I have never heard or exposed to the media and have never attended this cause – related marketing campaign before.

Major corporate partner in the (RED) campaign	Description of the (RED) campaign	1	2	3
Apple	$10 of iPod Nano (PRODUCT) RED sold donates to the Global Fund to help fight AIDS in Africa.			

Part III: This part of questionnaire would like to ask about your information processing towards Apple Inc. based on your participation in Apple's cause – related marketing campaign. Place a check mark (✓) on the table provided. Use the following items to describe your answers:

5. Strongly agree with the statement
4. Agree with the statement
3. Neutral with the statement
2. Disagree with the statement

1. Strongly disagree with the statement

Does your participation in cause – related marketing campaign organized by Apple Inc. have a meaning for you and/or others?	1	2	3	4	5
1. After I was exposed to Apple's cause – related marketing campaign, I thought about what the campaign meant to me and my family.					
2. After I was exposed to Apple's cause – related marketing campaign, I thought about how the campaign relates to other things that I know.					
3. After I was exposed to Apple's cause – related marketing campaign, I thought about what the campaign meant to other people.					
4. After I was exposed to Apple's cause – related marketing campaign, I thought about the campaign over and over again.					
5. After I was exposed to Apple's cause – related marketing campaign, I thought about what should be done constructively.					
What is your general perception towards Apple after participating in the campaign?	1	2	3	4	5
6. Apple is an essential part of my life.					
7. Apple does not matter to me personally.					
8. Apple is aspiring to my life.					
9. Apple is compatible with my lifestyle.					

Part IV: This part of questionnaire would like to ask about your self – perceived corporate reputation towards purchasing decision of Apple's products. Place a check mark (✓) on the table provided. Use the following items to describe your answers:

5. Strongly agree with the statement
4. Agree with the statement
3. Neutral with the statement
2. Disagree with the statement
1. Strongly disagree with the statement

Description of your self – perceived corporate reputation towards purchasing decision of Apple's products	1	2	3	4	5
Reliable					
1. Apple provides excellent value to its customers.					
2. Apple offers products and services that are good value for money.					
3. Apple offers high quality products and services.					
4. Apple products and services are very reliable.					
5. Apple stands behind its products and services.					
6. Apple develops innovative products and services.					
Credible					
7. I usually believe what Apple says.					
8. Apple is honest and straightforward in its communication.					

9. I would like to be associated with Apple.					
Trustworthy					
10. Apple has a clear vision for its future.					
11. Apple has excellent leadership.					
12. Apple is very powerful.					
13. Apple recognizes and takes advantage of market opportunities.					
14. Apple has extensive resources to draw on.					
15. Apple looks like a good company to work for.					
16. Apple communicates its values clearly.					
17. Apple looks like a company that would have good employees.					
18. Apple is well-managed.					
19. Apple is a leader in its industry.					
Responsible in the markets					
20. Apple is environmentally responsible.					
21. Apple helps to make the world a better place.					
22. Apple supports good causes.					
23. Apple cares about its employees.					
24. Apple maintains high standards in the way it treats people.					
25. Apple does not contribute to the economy.					
26. Apple cares about the safety of its customers and employees.					
27. Apple behaves ethically and responsibly.					

Part V: This part of questionnaire would like to ask about your purchasing decision towards Apple's products based on your perception of Apple's cause – related marketing campaign. Place a check mark (✓) on the table provided. Use the following items to describe your answers:

5. Strongly agree with the statement
4. Agree with the statement
3. Neutral with the statement
2. Disagree with the statement
1. Strongly disagree with the statement

Description of your purchasing decision towards Apple's products	1	2	3	4	5
1. I am eager to learn more about this product related to cause campaign.					
2. I would be willing to pay a higher price for the product of the firm, which offers cause campaign than the others.					
3. It is likely that I will participate in cause - related campaign by purchasing the product.					
4. I would be willing to influence others to purchase the product related to a cause.					
5. I would be willing to purchase the product related to a cause.					
6. I would consider purchasing from this firm, which donates for a					

cause in order to provide help to it.					
7. In order to support cause - related marketing program, I, as a customer, may incur additional costs.					
8. I, as a customer, sometimes consider quality of the product to support cause - related marketing program.					
9. Sometimes I buy such products, which are not necessary to me, but do that only to support the cause.					
10. After reviewing the campaign, I am likely to purchase the product.					

Thank you very much for your cooperation!

แบบสอบถาม

       แบบสอบถามนี้เป็นส่วนหนึ่งของโครงการวิจัยประกอบการเรียนวิชา ICA 701 Independent Study (การค้นคว้าอิสระ) ของนักศึกษาปริญญาโทสาขานิเทศศาสตร์ (หลักสูตรนานาชาติ) มหาวิทยาลัยกรุงเทพ โดยมีวัตถุประสงค์เพื่อศึกษาความสัมพันธ์ระหว่างการร่วมกิจกรรมการตลาดอิงการกุศล (cause – related marketing) ของลูกค้า และกระบวนการวิเคราะห์ข้อมูลเกี่ยวกับสินค้า APPLE กับภาพลักษณ์ และพฤติกรรมการตัดสินใจซื้อสินค้าของ APPLE กรุณาตอบคำถามทุกข้อให้ครบทั้ง 5 ส่วน เพื่อสนับสนุนการฝึกปฏิบัติทำวิจัยเชิงสำรวจของนักศึกษา ข้อมูลทั้งหมดจะถูกเก็บเป็นความลับและใช้เพื่อการศึกษาเท่านั้น

ส่วนที่ **1:** ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม
กรุณาใส่เครื่องหมายถูก (✓) หน้าตัวเลือกที่ตรงกับตัวท่านมากที่สุด

1. คุณใช้สินค้าของ Apple หรือไม่
      ☐ 1. ใช้ ☐ 2. ไม่ใช้
2. เพศ:
      ☐ 1. ชาย ☐ 2. หญิง
3. อายุ (นับจากวันเกิดครั้งล่าสุดของคุณ):
      ☐ 1. 18 - 24 ปี
      ☐ 2. 25 - 34 ปี
      ☐ 3. 35 - 44 ปี
      ☐ 4. 45 - 54 ปี
      ☐ 5. 55 - 64 ปี
      ☐ 6. ≥ 65 ปี
4. การศึกษา:
      ☐ 1. มัธยมปลาย
      ☐ 2. ประกาศนียบัตร
      ☐ 3. ปริญญาตรี
      ☐ 4. ปริญญาโท
      ☐ 5. สูงกว่าปริญญาโท
5. อาชีพ:
      ☐ 1. ผู้ประกอบวิชาชีพเฉพาะทาง (แพทย์ ทนาย สถาปนิก)
      ☐ 2. เจ้าหน้าที่ของรัฐ (ข้าราชการ)
      ☐ 3. พนักงานรัฐวิสาหกิจ/บริษัทเอกชน
      ☐ 4. ผู้ประกอบวิชาชีพอิสระ/ผู้ประกอบการ

☐ 5. นักเรียน/นักศึกษา

☐ 6. อื่นๆ (โปรดระบุ): …………………..

6. รายได้ต่อเดือน:

    ☐ 1. ต่ำกว่า 10,000 บาท

    ☐ 2. 10,001 - 30,000 บาท

    ☐ 3. 30,001 - 50,000 บาท

    ☐ 4. 50,001 - 70,000 บาท

    ☐ 5. 70,001 - 100,000 บาท

    ☐ 6. สูงกว่า 100,001 บาท

7. ประสบการณ์การทำงาน:

    ☐ 1. ต่ำกว่า 1 ปี

    · 2. 1 - 5 ปี

    · 3. 6 - 10 ปี

    · 4. 11 - 15 ปี

    · 5. 15 - 20 ปี

    · 6. สูงกว่า 20 ปี

ส่วนที่ **2:** แบบสอบถามส่วนนี้สอบถามเกี่ยวกับการมีส่วนร่วมและการเปิดรับข้อมูลของกิจกรรมการตลาดอิงการกุศล (cause – related marketing) ที่ชื่อว่า "(PRODUCT) RED" ของบริษัท Apple Inc. กรุณาใส่เครื่องหมายถูก (✓) ให้ตรงกับระดับการมีส่วนร่วมและการเปิดรับข้อมูลของคุณในตารางด้านล่างนี้

    1. ฉันเคยมีส่วนร่วมกับกิจกรรมการตลาดอิงการกุศล "(PRODUCT) RED" ของบริษัท Apple Inc.

    2. ฉันเคยได้ยินและเปิดรับข้อมูลข่าวสารเกี่ยวกับกิจกรรมการตลาดอิงการกุศลจากสื่อต่างๆ <u>แต่ไม่เคยมีส่วนร่วม</u>

    3. ฉันไม่เคยได้ยินและไม่เคยรับข้อมูลเกี่ยวกับกิจกรรมการตลาดอิงการกุศลจากสื่ออื่น และไม่เคยมีส่วนร่วมใดๆ

บริษัทที่มีความร่วมมือจัดกิจกรรม **(RED)**	คำอธิบายของกิจกรรม **(RED)**	1	2	3
Apple	$10 จากการขาย iPod Nano (PRODUCT) RED บริจาคสู่กองทุน Global Fund เพื่อสนับสนุนการต่อต้านโรคเอดส์ในแอฟริกา			

ส่วนที่ **3:** แบบสอบถามส่วนนี้สอบถามเกี่ยวกับการความคิดเห็นของท่านหลังรับรู้หรือมีส่วนร่วมในกิจกรรมการตลาดอิงการกุศล (cause – related marketing) ที่ชื่อว่า "(PRODUCT) RED" ของบริษัท Apple Inc. กรุณาใส่เครื่องหมายถูก (✓) ให้ตรงกับระดับการประมวลผลข้อมูลของคุณในตารางด้านล่างนี้

5. เห็นด้วยมากที่สุด

4. เห็นด้วย

3. ไม่แน่ใจ

2. ไม่เห็นด้วย

1. ไม่เห็นด้วยอย่างยิ่ง

ท่านมีความคิดเห็นอย่างไรหลังจากรับรู้หรือการมีส่วนร่วม "(PRODUCT) RED" ของบริษัท Apple Inc.	1	2	3	4	5
1. เมื่อฉันรับรู้กิจกรรมการตลาดอิงการกุศล (Cause – related marketing) ที่ชื่อว่า "(PRODUCT) RED" ของบริษัท Apple Inc. แล้ว ฉันคิดว่ากิจกรรมมีความหมายอะไรต่อตัวฉันเองและครอบครัวของฉัน					
2. เมื่อฉันรับรู้กิจกรรม "(PRODUCT) RED" ของบริษัท Apple Inc. แล้ว ฉันคิดว่ากิจกรรมจะเกี่ยวข้องกับสิ่งอื่นๆที่ฉันรู้จักอย่างไร					
3. เมื่อฉันรับรู้กิจกรรม"(PRODUCT) RED" ของบริษัท Apple Inc. แล้ว ฉันคิดว่ากิจกรรมมีความหมายอะไรต่อคนอื่น					
4. เมื่อฉันรับรู้กิจกรรม "(PRODUCT) RED" ของบริษัท Apple Inc.แล้ว ฉันนึกถึงกิจกรรมซ้ำแล้วซ้ำอีก					
5. เมื่อฉันรับรู้กิจกรรม "(PRODUCT) RED" ของบริษัท Apple Inc. แล้ว ฉันคิดว่าฉันควรจะทำอย่างไรให้เกิดประโยชน์					
การรับรู้โดยทั่วไปของคุณต่อ **Apple** หลังจากการมีส่วนร่วมในกิจกรรมเป็นอย่างไร	1	2	3	4	5
6. Apple เป็นส่วนหนึ่งที่จำเป็นสำหรับชีวิตฉัน					
7. Apple ไม่ได้เกี่ยวข้องกับฉันโดยส่วนตัว					
8. Apple เป็นแรงบันดาลใจให้กับชีวิตฉัน					
9. Apple เข้ากับรูปแบบการดำเนินชีวิตของฉัน					

ส่วนที่ **4:** แบบสอบถามส่วนนี้สอบถามเกี่ยวกับการรับรู้ชื่อเสียงขององค์กรในสายตาของท่าน กรุณาใส่เครื่องหมายถูก (✓) ให้ตรงกับระดับการรับรู้ของคุณในตารางด้านล่างนี้

5. เห็นด้วยมากที่สุดกับข้อความ

4. เห็นด้วยกับข้อความ

3. ไม่แน่ใจกับข้อความ

2. ไม่เห็นด้วยกับข้อความ

1. ไม่เห็นด้วยอย่างยิ่งกับข้อความ

ท่านเห็นว่า APPLE มีชื่อเสียงอย่างไรในประเด็นดังต่อไปนี้	1	2	3	4	5
ความน่าเชื่อถือ					
1. Apple เสนอคุณค่าที่ดีเลิศแก่ผู้บริโภค					
2. Apple เสนอสินค้าและบริการที่เหมาะสมกับราคา					
3. Apple เสนอสินค้าและบริการที่มีคุณภาพ					
4. สินค้าและบริการของ Apple มีความน่าเชื่อถือ					
5. Apple อยู่เคียงข้างสินค้าและบริการเสมอ					
6. Apple พัฒนานวัตกรรมของสินค้าและบริการ					
ความน่าไว้วางใจ					
7. ฉันเชื่อในสิ่งที่ Apple สื่อสารออกมาเสมอ					
8. Apple ซื่อสัตย์และตรงไปตรงมาในการสื่อสาร					
9. ฉันอยากมีส่วนร่วมกับ Apple					
ความเป็นที่ยอมรับ					
10. Apple มีวิสัยทัศน์ที่ชัดเจนสำหรับอนาคต					
11. Apple มีความเป็นผู้นำที่ดีเลิศ					
12. Apple มีความคิดที่ทรงพลัง					
13. Apple ยอมรับและใช้ประโยชน์จากโอกาสทางการตลาด					
14. Apple มีทรัพยากรเพียงพอที่จะนำมาใช้					
15. Apple ดูเหมือนเป็นบริษัทที่ดีที่น่าทำงานด้วย					
16. Apple สื่อสารคุณค่าของบริษัทได้อย่างชัดเจน					
17. Apple ดูเหมือนจะเป็นบริษัทที่มีพนักงานมีความสามารถ					
18. Apple บริหารงานได้เป็นอย่างดี					
19. Apple เป็นผู้นำในอุตสาหกรรม					
ความรับผิดชอบต่อสังคม					
20. Apple มีความรับผิดชอบต่อสิ่งแวดล้อม					
21. Apple ช่วยสร้างสรรค์โลกให้น่าอยู่ขึ้น					
22. Apple ช่วยสนับสนุนสังคม					
23. Apple เอาใจใส่พนักงาน					
24. Apple คงมาตรฐานในแง่ของการดูแลเอาใจใส่ผู้บริโภค					
25. Apple ไม่สนับสนุนและช่วยฟื้นฟูเศรษฐกิจ					
26. Apple เอาใจใส่ในเรื่องความปลอดภัยของผู้บริโภคและพนักงาน					
27. Apple ปฏิบัติอย่างมีจรรยาบรรณและความรับผิดชอบ					

ส่วนที่ **5:** สอบถามเกี่ยวกับการตัดสินใจในการเลือกซื้อสินค้าของ Apple ของท่าน ในรอบ 1 ปีที่ผ่านมาหลังรับรู้กิจกรรมการตลาด
อิงการกุศล "(PRODUCT) RED" ของบริษัท APPLE กรุณาใส่เครื่องหมายถูก (✓) ให้ตรงกับระดับการรับรู้ของคุณใน
ตารางด้านล่างนี้

5. เห็นด้วยมากที่สุดกับข้อความ

4. เห็นด้วยกับข้อความ

3. ไม่แน่ใจกับข้อความ

2. ไม่เห็นด้วยกับข้อความ

1. ไม่เห็นด้วยอย่างยิ่งกับข้อความ

ท่านมีพฤติกรรมการตัดสินใจในการเลือกซื้อสินค้าของ **Apple** หลังรับรู้กิจกรรมการตลาดอิงการกุศล ของบริษัท **APPLE** อย่างไร	**1**	**2**	**3**	**4**	**5**
1. ฉันรู้สึกกระตือรือร้นที่จะหาข้อมูลเพิ่มเติมเกี่ยวกับสินค้าที่มีการส่งเสริมกิจกรรมเพื่อสังคม					
2. ฉันรู้สึกยินดีที่ต้องจ่ายเงินเพิ่มขึ้นเพื่อซื้อสินค้าที่เกี่ยวข้องกับกิจกรรมเพื่อสังคม					
3. ดูเหมือนว่าฉันจะมีส่วนร่วมในกิจกรรมการตลาดอิงการกุศล (Cause – related marketing) ด้วยการซื้อสินค้าที่มีส่วนเกี่ยวข้องกับกิจกรรมดังกล่าว					
4. ฉันรู้สึกยินดีที่จะชักชวนคนอื่นให้มาซื้อสินค้าที่มีส่วนเกี่ยวข้องกับกิจกรรมเพื่อสังคม					
5. ฉันรู้สึกยินดีที่ซื้อสินค้าที่มีส่วนเกี่ยวข้องกับกิจกรรมเพื่อสังคม					
6. ฉันจะซื้อสินค้าจากบริษัทที่บริจาคเงินให้กับการกุศลเพื่อเป็นการสนับสนุนและช่วยเหลือ					
7. ในฐานะผู้บริโภค ฉันอาจจะจ่ายเงินเพิ่มขึ้นเพื่อเป็นการสนับสนุนกิจกรรมการตลาดอิงการกุศล (Cause – related marketing)					
8. ในฐานะผู้บริโภค บางครั้งฉันพิจารณาคุณภาพของสินค้าเพื่อเป็นการสนับสนุนกิจกรรมการตลาดอิงการกุศล (Cause – related marketing)					
9. บางครั้งฉันซื้อสินค้าที่ไม่ได้จำเป็นสำหรับตนเอง เพียงเพื่อสนับสนุนกิจกรรมเพื่อสังคม					
10. ฉันอยากจะซื้อสินค้า หลังจากที่พิจารณากิจกรรมการตลาดอิงการกุศล (Cause – related marketing) แล้ว					

ขอขอบคุณสำหรับความร่วมมือในการตอบแบบสอบถามนี้

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