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Cause branding impact on brand preference and the preference repurchase intention model

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CAUSE BRANDING IMPACT ON BRAND PREFERENCE AND THE
PREFERENCE REPURCHASE INTENTION MODEL

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Abstract

Cause Branding is a recent concept in the marketing environment and has been gaining relevancy on companies and marketing plans by integrating an altruistic and socially responsible dimension into the brand's DNA. With consumers behavior mutating noticeably in younger generations, namely Generation Y and Generation Z, Cause Branding might be the answer to a new era of socially conscious consumers.

Thus, this study intends to understand how Cause Branding can impact Brand Preference and the Preference Repurchase Intention model by Ebrahim et al. (2016), which has been adapted for the purposes of this study.

The data used in this study was collected through a questionnaire applied to Generation Z and Generation Y consumers, that selected one preferred brand from a list of brands with Cause Branding strategies. Although it wasn't possible to validate a direct positive impact of Cause Branding on Brand Preference, findings point out that indirect positive impact through Self-Congruity, a hedonic Brand Knowledge Factor, is possible.

This study contributes to the literature by defining Cause Branding and its' impact on Brand Preference when associated with other influencing factors, offering insight to brands associated to causes in order for them to make their marketing efforts more successful towards current and potential new customers.

Keywords: *cause branding, brand preference, preference repurchase intention model, generation y, generation z*

Resumo

O *Cause Branding* é um conceito recente na esfera do Marketing e tem vindo a ganhar relevância entre marcas e empresas que pretendem integrar uma dimensão altruísta e socialmente responsável no seu ADN. Com o comportamento dos consumidores a mutar de forma mais notória nas gerações mais novas, nomeadamente na Geração Y e Geração Z, o *Cause Branding* poderá ser a resposta para a nova era de consumidores socialmente conscientes.

Nesse sentido, pretende-se compreender como o *Cause Branding* pode impactar a *Brand Preference* e o modelo de *Preference Repurchase Intention* de Ebrahim et al. (2016), que foi adaptado para os propósitos do presente estudo.

Os dados do estudo foram recolhidos através de um questionário aplicado a consumidores da Geração Y e Geração Z, que selecionaram uma marca da sua preferência de uma lista da qual constavam apenas marcas com estratégias de *Cause Branding*. Apesar de não ter sido possível validar o efeito positivo direto da *Cause Branding* na *Brand Preference*, os resultados apontam para um impacto positivo indireto através da *Self-Congruity*, um fator hedónico da *Brand Knowledge*.

Este estudo contribui para a literatura relacionada com o *Cause Branding* ao defini-lo e permitindo perceber o seu efeito na *Brand Preference* juntamente com outros fatores. Oferece também perspetiva às marcas associadas a causas, de forma a garantirem que os seus esforços de marketing dirigidos aos seus clientes e potenciais consumidores conseguem ser melhorados e bem-sucedidos.

Keywords: *cause branding, preferência de marca, modelo de preferência e intenção de recompra, geração y, geração z*

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List of Abbreviations

AP	Attribute Perception
APP	Appearance Perception
BP	Brand Preference
BPS	Brand Personality
CB	Cause Brand Perception
CBI	Consumer Brand Identification
CrM	Cause Related Marketing
CSR	Corporate Social Responsibility
ESG	Environmental, Social and Governance
Gen Y	Generation Y
Gen Z	Generation Z
LGBTQIA+	Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual and plus
PI	(Re)Purchase Intention
PP	Price Perception
PRI Model	Preference Repurchase Intention Model
PU	Willingness to pay a premium price
RI	Recommendation Intention
SC	Self-Congruity

1 Introduction

Cause Branding is a recent concept in the marketing environment and has been gaining relevancy on companies and marketing plans (Prasad, 2011) by integrating an altruistic and socially responsible dimension into the brand's DNA (Tsai, 2009; Samu & Wymer, 2014). With consumers behavior changing noticeably in younger generations (Pencarelli et al., 2020), namely Generation Y (Millennials) and Generation Z (Zoomers) – consumers that value socially responsible practices, are better informed, more selective and aware of the consequences of their own consumption – Cause Branding might be the answer to a new era of socially conscious consumers. After all, brands want to make sure consumers have them in mind when it is time to acquire a new product/service or come back for more. While brand preference can be simply put as the attitude a consumer has towards a brand (Bass & Talarzyk, 1972; Bass & Wilkie, 1993; Agarwal & Malhotra, 2005; Allen et al., 2005), it incorporates not only utilitarian beliefs but also emotional responses to the brand itself. The main appeal of Cause Branding is the significant role it plays on consumer responses (Lafferty & Edmondson, 2014), which should emphasize the altruistic dimension of the brand creating a positive response from the consumer and their perception of the brand. Although this altruistic side of brands is not a new tactic to gain advantage over consumers' brand preference, Cause Branding is refreshing in the sense that it stands out when compared to similar concepts such as Cause Related Marketing, Brand Activism and Corporate Social Responsibility. Unlike Cause Related Marketing that has been a proven success since the 80's (Varadarajan & Menon, 1988), Cause Branding doesn't rely on one-time efforts that are mutually benefic to the brand (revenue increasement) and the organization being helped, even if the tactic has benefits in the long term by enhancing their corporate image (Berger et al., 2007). There is also a notable difference between Cause Branding and Brand Activism, defined by Kotler and Sarkar as a values-driven agenda for companies willing to take a stance about the future of society and the planet, yet, thriving exclusively on momentum, being divisive by nature (Simon, 2011) and living off risky behavior with brands under fire for their brand activist practices (Vredenburg et al., 2020). Finally, Cause Branding focus on one issue carefully entangled to the brand's core, while Corporate Social Responsibility programs work as an umbrella of social responsibility that commits to improve communities' well-being and conduct socially beneficial business practices in a moral and ethical nature (Kotler & Lee, 2005).

Cause Branding is a long-term compromise for the image of brand that also resonates with their target market (Roy, 2010).

Cause Branding link and commitment between a brand, cause and its implications on consumers perception can also be related to the need of employing emotional branding as a way to engage with consumers and establishing brand loyalty (Kim & Sullivan, 2019). Brands haunt for consumers preference, aiming to be the answer to their needs when the time to shop comes, and an emotional bond and identification can enhance consumer perceptions positively (Graham & Wilder, 2020). Currently, there is this urgency to better understand consumer brand preference and their consumer choice behavior (Ebrahim et al., 2016), exploring consumer responses to brands based on the degree to which the consumer identifies with the purpose or cause supported by the brand (Graham & Wilder, 2020), and seal the current existent literature gap. While there is an understanding that purchase behavior is affected by consumer brand identification (Graham & Wilder, 2020), there's little evidence that the purchase behavior and repurchase intention is affected by cause branding perception, and while studies show that younger generations are indeed prone to socially conscious consumption (Pencarelli et al., 2020), there is little evidence that it surpasses other product attributes. Therefore, this study's objective is to develop and understand Cause Branding's relative role and how it affects consumers' brand preference, aiming to extend the PRI model including Cause Branding's perspective.

Using PRI model as a theoretical matrix to Cause Branding, we aim to answer the following Research Questions:

- **RQ1: To what extent does the link between a brand and a cause plays a role and outdoes other attributes in determining consumers' brand preference?**
- **RQ2: To what extent does this link impact, directly and indirectly, consumers' willingness to purchase, recommend and pay a price premium for the brand?**

The Preference Repurchase Intention Model is composed by five main factors that together constitute what Keller (1993) considers to be Brand Knowledge. These five factors (Attribute Perception, Price Perception, Appearance Perception, Brand Personality and Self-Congruity) have a direct impact on Brand Preference, which leads to Repurchase Intention. The PRI model, however, does not include what it can be named as the Cause Branding Perception (Cause Branding), which could be fitted in the

Dimensions of Brand Knowledge as a Non-Product Related Attribute, joining later the five main factors that compose Brand Knowledge. Therefore, this study will adapt the original Preference Repurchase Intention Model in order to include Cause Branding Perception as an antecedent of Brand Preference, and subsequently understand if there is more consequents to it than the Repurchase Intention by testing the adapted model.

Considering our conceptual model tests causality reasons between variables, this study will be quantitative and the data should be collected through online surveys, conducted on consumers that belong to Generation Y and Generation Z. Although there is not much consensus in the review literature, the present study will adopt Pencarelli et al. (2020) definitions, which fit Gen Y between 1980 and 1994 and Gen Z between 1995 and 2010. Considering that Cause Branding is a fairly new concept that can be misleading to individuals that are not familiar with the field, there'll be a fair amount of assistance when picking a brand to base their survey answers on.

By testing this model, besides the expected theoretical contributions already mentioned – to develop and understand Cause Branding's role and how it affects consumers' brand preferences, aiming to extend the PRI model including Cause Branding's perspectives – it is expected that the study is capable of providing managerial contributions as well. It is hoped that brands will then be able to pinpoint which factors determine consumers' preferences, and if a Cause Branding strategy that incorporates an altruistic dimension, beyond utilitarian and hedonic, pays off in terms of Cause Branding Perception, Willingness to pay a price premium and Recommendation.

This study will be divided in 5 chapters. After the introduction, Literature Review (chapter 2) will follow, introducing the main concepts of the dissertation: Cause Branding and similar concepts, Brand Preference (drivers and outcomes) and the PRI model. The methodology of the present study is introduced in chapter 3, followed by the research findings and its discussion, chapter 4. Chapter 5 concludes the study, presenting its managerial findings, limitations and suggestions for future research.

2 Literature Review

This section will be introducing the review of theoretical concepts related to the scope of the study, focusing on distinguishing Cause Branding from similar concepts such as Brand Activism, Cause Related Marketing and Corporate Social Responsibility. Secondly, what we can expect from the consequences of Cause Branding in determining Brand Preference and lastly, a brief explanation of the Preference Repurchase Intention Model.

2.1 Cause Branding

2.1.1 Cause Branding Definition

Cause Branding is a recent concept in the marketing environment even though it continues to gain relevancy on companies and marketing plans (Prasad, 2011).

Cause Branding integrates the brand's DNA and intents to project the altruistic nature of the company, enhancing a positive attitude towards it (Tsai, 2009; Samu & Wymer, 2014). In Cause Branding, the level of brand familiarity (Lafferty et al., 2004), brand and cause of importance (Edmondson & Lafferty, 2007) and the cause type (Lafferty & Edmondson, 2014) plays a significant role on consumer responses. The consumer must respond positively to the alliance between brand and cause, otherwise, it can be faced with great skepticism from the consumer perspective (Stole, 2008), emphasis on why Cause Branding should be seen as an authentic altruistic dimension of the brand.

Cause branding is a strategy that aims to unite a brand's core value or values with a consumer passion in order to raise awareness to positively impact a societal need (Prasad, 2011). It's an association that takes place all year long, with internal and external initiatives, focusing on one issue and, when executed correctly, differentiating a brand from its competitors and positively impact its corporate reputation (Prasad, 2011).

Kim & Sullivan (2019) addressed the need of employing emotional branding as a way to engage customers, since they don't forget how a brand makes them feel, and establishing a critical factor in developing brand loyalty. That can also be achieved by offering consumers the opportunity to make cause-based purchases and participate in positive changes for social issues other than their own personal benefits (Kim & Johnson, 2011). Because cause branding is a long-term compromise, brands should be careful

selecting causes that resonate not only with the brand itself, but their target market (Roy, 2010).

2.1.2 Distinguishing Cause Branding from Similar Concepts

The main challenge with Cause Branding is telling it apart from different marketing initiatives that have a somewhat altruistic and socially responsible associations to it. As Prasad (2011) explains, there is still ambiguity and misconception about the role and objective of cause branding. Cause Branding is often misinterpreted as Brand Activism, Cause Related Marketing or even, Corporate Social Responsibility. Although it is understandable that some of these concepts can be easily mistaken among themselves because they are all related to some degree, it is strictly necessary to tell them apart.

According to Kotler and Sarkar, Brand Activism can be traced back to Corporate Social Responsibility (CSR) and Environmental, Social and Governance (ESG) programs that quickly started transforming companies all over the world. It emerges as a values-driven agenda for companies that are willing to take a stance about the future of society and the planet, with a strong sense of justice and fairness. Brand activism plays an important tactical role for brands looking to stand out in a fragmented marketplace: brands play the card of taking public stances on social and political issues, becoming comfortable with alienating some consumers to address topics and causes that are prone to polarization (Dodd and Supa 2014; Korschun et al. 2019; Moorman 2020; Nalick et al. 2016; Smith and Korschun 2018; Wettstein and Baur 2016), from sexual harassment, systemic racism, public health, LGBTQIA+ rights, climate crisis and many more (Vredenburg et al., 2020). Yet, consumers take these issues seriously with many considering most brand endorsements a marketing ploy (Edelman, 2019). These limitations are also pointed out by Simon (2011), who points out that politics are by nature divisive, and thus compromise the common ground of purchase. On the other hand, this skeptical approach can be questioned by an increasing shift towards brand responsibility and how social issues can be brought to the public discourse (Koch, 2020). Unlike Cause Branding, Brand Activism thrives by momentum and lives on risky behavior as Vredenburg et al. (2020) put it. There are several examples of campaigns that put brands under fire such as Gillette campaign to raise awareness on toxic masculinity and Nike endorsing the Black Lives Movement with Colin Kaepernick as their spokesperson. Specifically, regarding Gillette's case, consumers doubted the real intentions of the brand

since, although the campaign was a clear comment on sexism and patriarchal issues, Gillette still practiced the 'pink tax', charging higher prices on women products. A cause branding initiative could never allow this level of alienation towards consumers: cause and values should be aligned from the beginning and be part of the brand mission at all times.

Cause Related Marketing, first introduced in the eighties, was a proven success and rapidly became a popular strategy (Varadarajan & Menon, 1988) by combining Corporate Social Responsibility of a brand/company and their marketing goals (Kotler and Lee, 2005), with promotion strategies partially relying on their improved brand image. Overall, it is a commercial agreement that features a win-win situation for both participants (the company and the supported social causes), putting the consumer benefits to the side. Kotler and Lee (2005), explain that organizations use CrM to support a variety of causes, differentiate themselves from other brands (Adkins, 1999) and even expand CSR programs (Varadarajan & Menon, 1988). CrM campaigns are expected to elicit differing responses from consumers (Trimble & Holmes, 2013), specifically when involving social causes that predict to induce positive reaction from consumers, helping corporations and brands achieve corporate and marketing objectives, namely increasing sales (Varadarajan & Menon, 1988). When compared to Cause Branding, CrM is self-benefitting which can be faced with great skepticism from the consumer perspective (Stole, 2008). Besides, unlike Cause Branding, CrM is quite punctual, even though, considering its proven benefits, some brands and organizations have invested in medium to long term CrM campaigns to achieve higher performances (Berger et al., 2007).

Finally, Corporate Social Responsibility can be quickly defined by Kotler and Lee (2005) as 'a commitment to improve community and well-being through discretionary business practices and contributions of corporate resources. They also point out that the key element of this definition is discretionary, since they do not refer specifically to business activities mandated by law or, in some way, moral or ethical in nature and therefore expected. On the contrary, Kotler and Lee (2005) emphasize that CSR is a voluntary commitment in order to be perceived as socially responsible by adopting new business practices and actively contributing monetarily or not to the community well-being – community well-being for Kotler and Lee (2005) includes human conditions as well as environmental issues. In sum, CSR focus on several and different issues under its corporate and socially responsible umbrella, while Cause Branding merges the brand and

one key issue, differentiating itself from the competitors while maintaining their altruistic intention with initiatives that take place all year long.

Table 1 - Expected consequences of Cause Branding in determining Brand Preference

Concept	Cause Branding	Brand Activism	Cause Related Marketing	Corporate Social Responsibility
Characterization	Creates a high impact emotional connection between a brand and its customers to support a cause.	It is characterized by brands taking a usually one-time stance on a social, political and environmental issue.	Tactical and mutually beneficial initiatives that predict to induce positive reactions from consumers while increasing sales and enhancing corporate image.	An overall commitment to improve community and well-being through discretionary business practices and the contributions of corporate resources.
Author	Prasad, 2011	Vredenburg, 2020	Trimbles & Holmes, 2013	Kotler & Lee, 2005

The association between brand and causes can help define consumers' brand preference. The tactical and strategic approach of CrM is considered to have a direct effect on consumers' choice behavior (Kotler and Lee, 2005), being the first impact of the tactic the increase of revenue, and the second the long-term effects and improvement of corporate image, with consumers developing a positive attitude toward the brand (Berger et al., 2007). Besides CrM, studies show that companies practicing CSR activities will have more positive outcomes sales performance wise (Saha et al., 2020), brand loyalty (Ghauri et al., 2015) and even, buying behavior (Eshra & Beshir, 2017) compared to companies that do not practice activities under the CSR umbrella.

This altruistic dimension of brands performs well on younger generations, such as Generation Y and Generation Z, that aggregate consumers better informed, more selective and increasingly concerned about the social and environmental consequences of their own consumption (Pencarelli et al., 2020).

Although former studies investigated Cause Related Marketing and Corporate Social Responsibility good practices and successes (Trimble & Holmes, 2013), and are even able to pin point Consumer Brand Identification influence on the enhancement of positive

consumer perceptions of brand advertisement and purchase behavior (Graham & Wilder, 2020), there is a scarcity of answers when it comes to Cause Branding impact on Brand Preference and how it affects these younger generations that are prone to socially conscious consumption.

2.2 Brand Preference

The present section follows with a brief introduction of the definition of Cause Branding and the distinguishment between Cause Branding and similar concepts in the literature.

2.2.1 Defining Brand Preference and its drivers: the Brand Knowledge framework

According to Chang and Liu (2009), brand preference can be defined as the bias a customer holds towards a particular brand. It is the extent to which the customer favors a company and opts for its products or services, over other companies with identical options (Hellier et al., 2003).

Throughout the years, academics have been trying to understand what exactly defines brand preference, either using a simple model that measures it by a single value - a function of their cognitive beliefs about the brand's weighted attributes (Bass & Talarzuk, 1972; Bass & Wilkie 1973) - resulting in an algebraic equation (Bagozzi, 1981), or analyzing it under the psychological lens – brand preference is a learning construct, defining experience and information processing as the two main sources of consumer preference learning (Amir & Levav, 2008; Howard & Sheth 1969; Sheth, 1968).

On his work, Keller (1993) explains that Brand Preference can be explained by brand attributes. The brand attributes constitute what is coined as Brand Knowledge Factors - Brand Preference's antecedents.

In Table 2 it is possible to quickly overview what are Keller's five brand knowledge factors to better understand this concept.

Table 2 - The five factors of Brand Knowledge

Attribute Perception	Combines all the descriptive features that characterize a product or service, including what the consumer thinks the product or service is or has and what they get or what is involved with its purchase and/or consumption.
Price Perception	Price is a necessary step in the purchase process, but it doesn't relate directly nor necessarily to the product performance or service function, however,

	consumers may organize their product category knowledge by price tiers of different brands.
Appearance Perception	Can be simply put as packaging which is considered part of the purchase and consumption process, although it doesn't directly impact the product performance.
Brand Personality	A component of brand image - is put by Keller as the personality or the character of the brand itself and reflect emotions or feeling evoked by the brand.
Self-Congruity	The fit between consumer's self-concept and brand personality. Consumers may value the exclusivity and fissionability of a brand because of how it relates to their self-concept.

Brand Knowledge factors can be divided into two different groups that define brand preference: utilitarian benefits and symbolic benefits. Utilitarian benefits include Price Perception, Appearance Perception and Attribute Perception. Consumers use these attributes, such as prices and other product information as utilitarian benefits in influencing their perceptions and consumption (Petrick, 2005), representing the rational perspective of consumers (Strahilevitz et al., 1998).

Price perception is still considered one powerful piece of information, determining shopping behavior and even the products of choice (Jacoby et al., 1971; Zeithaml, V.A., 1988). It performs a central role in the competitive strategy and positions the brands (Alamro & Rowley, 2010), affects repurchase intention directly (Jiang & Rosenbloom, 2004) and stimulates the consumer experience - consumers are willing to pay for a brand that is valuable to them (Yasri et al., 2020) as price sensitivity also plays a major role on consumer behavior. Examples can be found in the way consumers perceive certain products and services: high tech brands show substantially low-price sensitivity (insensitive), therefore influencing the pricing could reveal itself to be ineffective (Munnukka, J., 2005). On the other hand, premium prices can be practiced if the consumers are willing to pay for premium tags for the brand experience (Ebrahim et al., 2016; Hwang & Chung, 2019).

Appearance is a cue to evaluate the functional attributes of the product (Mugge, R., 2011), while brand's aesthetic appeal also enhances the perception of value (Ebrahim et al., 2016). As Yasri et al. (2020) puts it, Appearance Perception can be seen as a source of pleasure for the consumer, standing one brand out from the others and creating positive feelings towards it, which leads to the repurchase intention. Because appearance is directly

connected to the sensation consumers experience, it can be considered a symbolic benefit besides utilitarian, especially due to its close relationship with self-congruity (Sirgy et al., 1997), which will be explored in a few paragraphs.

Attribute Perception combines all descriptive features that characterize a product or service including what the consumer thinks the product or service is or has. When the customers' expectations are met, it affects brand preference positively: Finn et al. (2009) point out that satisfaction is a major determinant of behavioral intentions, including recommendation. On the other hand, when a brand's perceived symbolic image is higher than consumers' ideal expectations, it can impact it negatively and estranging it from brand preference (Xin Liu et al. 2012).

Symbolic benefits are constituted by Brand Personality and Self-Congruity – the emotional perspective according to Strahilevitz et al. (1998) and firm contributors to brands' performance and market advantage (Purvi, 2017). Brand personality is almost self-explanatory: consumers assume the perspective of the brand in order to articulate their own relationship views, assigning qualities as if they were human characters (Ramaseshan & Stein, 2014). Aaker (1991) points out that brands have an identity in nature which is supported by Keller (1993), whom concluded that brand-personality serves a symbolic or self-expressive function, and indeed, brand personality allows the consumer to express their own self (Aaker, 1997), creating a bond with the brand based on their experience and direct contact with said brand, which affects brand preference and consequently, brand loyalty (Balakrishnan et al., 2009).

Self-congruity as simply defined by Keller (1993), is the fit between consumers' self-concept and brand personality. Consumers may value the exclusivity and fissionability of the brands because of how those relate to their self-concept. This reflects brand's symbolic benefits that end up affecting consumers' preferences, purchase intentions and even loyalty and repurchase (Parker, B.T., 2009). Going back to Alamro & Rowley (2010) study, self-congruity enabled consumers to see themselves represented in telecommunications brands' personality and this sense of representation built a path for brands to opt for a different price strategy.

Summarily, every Brand Knowledge factor plays its part in defining consumers' relationships with brands, their willingness to buy, repurchase, recommend and pay for a price premium in a symbiose between functionality, experience and symbolic benefits.

2.2.2 Brand Preference outcomes

Brand Preference is the outcome of Brand Knowledge Factors, and Brand Preference itself is associated to several outcomes, which result when Brand Knowledge factors are put to play successfully. Outcomes of Brand Preference dictate how consumers will respond to this positive outcome, whether they purchase or repurchase the brand's products or services, recommend it to other potential buyers or pay more for the preferred brand over its competitors. Table 3 summarizes Brand Preference's outcomes:

Table 3 - Brand Preference Consequents

Consequent: (Re)Purchase Intention	
Plan and desire to purchase a product or service, as well as the prediction of current and successive purchases by the customer.	Padhy & Sawlikar, 2018; Noorlitaria et al., 2020; Saas et al. 2013; Civelek and Ertemelb, 2019.
Consequent: Recommendation	
Recommendation represents whether or not the consumer actually recommends the firm or brand to another person and it predicts purchasing behavior.	Cooil & Andreassen, 2008; Fred Reichheld, 2003;
Consequent: Willingness to Pay a Premium Price	
The amount a customer is willing to pay for their preferred brand over competitive brands with similar offer.	Aaker, David, 1996

When it comes to Purchase Intention, there are two main perspectives – one from existing customers and another from new costumers. New customers Purchase Intention is based on their reveal interest, choice and behavior. Yet existing customers Purchase Intention, or Repurchase Intention, anticipates trust and satisfaction that culminate in assured repetitive future purchases (Santoso & Cahyadu, 2014; Ruangkanjanases et al., 2020).

Recommendation represents if the consumer actually recommends the brand to another person, predicting purchasing behavior (Cooil & Andreassen, 2008; Fred Reichheld, 2003). There is evidence that recommendation has a strong influence on

consumer choice (East et al., 2005), and in a purchase decision-making context, consumers rely more on customer recommendation than actual advertising and other marketing strategies from the product or service brand (Biyalogorsky et al. 2001).

Willingness to pay a Premium Price is defined by the way the brand is perceived from other competitors. If the brand is unique, it should not have a difficult time outstanding itself and supporting a higher price comparatively to other brands (Netemeyer et al., 2004). This will result in a preference by the costumer who will be willing to pay up for their preferred brand over others that also cater to their product/service needs with very identical offers (Aaker, 1996).

In Table 4 are gathered a few studies that explore the brand knowledge factors that constitute Brand Preference and their respective outcomes in order to observe the impact of Brand Breferance antecedents on its consequents.

Table 4 - Brand knowledge factors and their respective outcomes

Study	Brand Knowledge Factor	Consequents
Jiang & Rosenbloom (2004)	Price Perception	Price has a direct and positive effect on customers' overall satisfaction and repurchase intention.
Balakrishnan et al. (2009)	Brand Personality	Brand Personality had a strong effect and influence over consumer brand preference and consequently, brand loyalty.
Finn et al. (2009)	Attribute Perception	Product and service satisfaction reflect on recommendation intention.
Chang & Liu (2009)	Brand Personality	Brand Attitude and Brand Image (partly constituted by brand personality) are antecedents of Brand Equity, which shows a positive impact on Brand Preference. This study concluded that brands with higher levels of brand preference show more willingness to continue using the service brand.
Alamro & Rowley (2010)	Price Perception Brand Personality Self-Congruity	Price Perception performs a central role in the competitive strategy and positions the brands. Brand Personality and relationship with customers, as well as self-congruity (consumers were able to see themselves represented in the brand personality) allows brands to practice premium prices successfully.

Study	Brand Knowledge Factor	Consequents
Xin Liu et al. (2012)	Attribute Perception Self-Congruity	Brand Preference is negatively affected when the symbolic image of the brand is higher than consumers' ideal expectations.
Shah, Purvi (2017)	Brand Personality Self-Congruity	Hedonic benefits contribute to firm performance and marketplace advantage, affecting repurchase intention.
Hwang & Chung (2019)	Price Perception	Price Perception influences Brand Preference and consequently purchase intention.
Yasri et al. (2020)	Price Perception Appearance Perception	Price perception affects repurchase intention directly and stimulates the consumer experience. Consumers are willing to pay for a brand that is valuable to them. Appearance Perception can be seen as a source of pleasure for the consumer, standing one brand out from the others and creating positive feelings towards said brand, which lead to the repurchase intention.

While explaining Brand Preference, these Brand Knowledge factors may play a role in defining consumers' relationships with brands, their willingness to purchase, recommend and pay a price premium as discussed next.

2.2.3 Modelling Brand Preference: The Preference Repurchase Intention Model

In this study, it will be introduced the Preference Repurchase Intention Model (Ebrahim et al., 2016) which will serve as the theoretical matrix for this study and further creation of the conceptual model that will be used.

The Preference-Repurchase Intention Model used by Ebrahim et al. (2016) includes brand preference drivers defined by consumer brand knowledge and brand experience.

As seen in Figure 1, Ebrahim et al. included Brand knowledge, constituted by its five main factors. To recap: attribute perception, price perception, appearance perception, brand personality (symbolic and emotional (non-product-related) attributes (Keller, 1993) and self-congruity (the degree of congruence between the brand image and the consumer's image (Sirgy, Lee, Johar & Tidwell, 2008)).

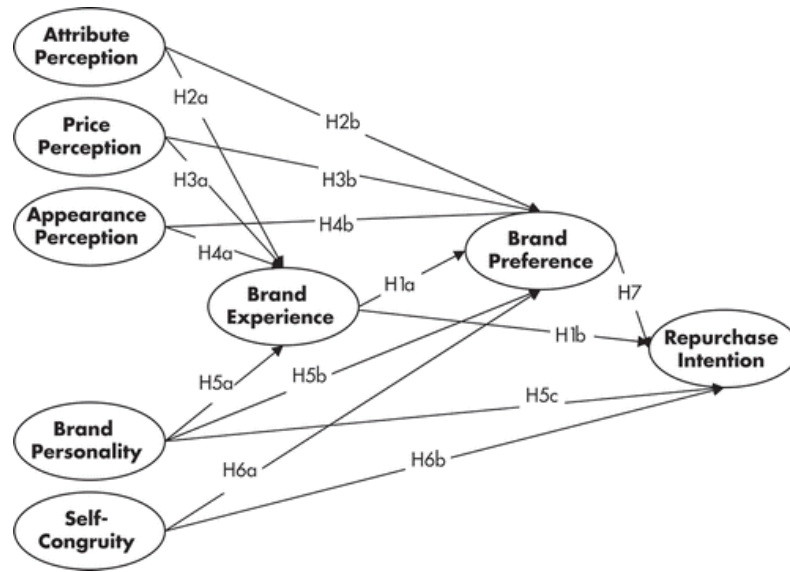


Figure 1 – Preference Repurchase Intention Model (Ebrahim et al., 2016)

The model outcome is the brand repurchase intention that reflects the consumer's intention of repeating buying from the brand, even when aware of perceived alternatives (Ebrahim et al., 2016). The study itself focus more on how brand experience impacts brand preference and aimed to fill the gap about the relationship between brand preference and future purchase intention by building a model that provides an understanding of consumer brand preferences and future purchase intentions. The authors refer that it addresses consumer brand preferences using a balanced position between consumer rationality and irrationality, and its findings enhance the understanding of consumer cognitive information processing in preference development. Its findings indicate that utilitarian benefits are not what tell brand alternatives apart, even though Price Perception plays a significant role, and revealing that symbolic and aesthetic association are important for consumers to develop a biased predisposition towards certain brand. In this study, it was also suggested by the findings that there's not a direct impact of Brand Personality on Brand Preference, unlike what the extant literature supports (e.g. Aaker, 1997).

When it comes to PRI model's limitations, it's necessary to point out that the study was applied to a very specific setting (mobile phones brands), there's no implication that Cause Branding association could impact Brand Preference, and the only presented outcome for Brand Preference is Repurchase Intention. Considering these limitations of the PRI model, we aim to extend it and include Cause Branding as a potential Brand Knowledge factor with positive direct impact on Brand Preference.

3 Research Methodology

In this section, the suitable methodology is presented and described. The main purpose is to provide insights into what will be applied in order to fulfill the objective of the study and answer the research questions, also mentioned in this section as well.

3.1 Objective & Research Questions

The purpose of this research, is to develop and understand Cause Branding's relative role and how it affects consumers' brand preference, aiming to extend the PRI model to include Cause Branding's perspective. With that goal in mind, these are the research questions this study aims to answer:

- **RQ1: To what extent does the link between a brand and a cause plays a role and outdoes other attributes in determining consumers' brand preference?**
- **RQ2: To what extent does this link impact, directly and indirectly, consumers' willingness to purchase, recommend and pay a price premium for the brand?**

3.2 Conceptual Model and Research Hypothesis

Following prior research, the conceptual model considers two categories of brand knowledge attributes, utilitarian and symbolic, as drivers of brand preference. Since this study focus on Cause Branding impacts vis-à-vis other attributes (RQ1), the variable "Cause Branding Perception" was incorporated in the model as a symbolic driver of brand preference. Although not examined in prior empirical research, this attribute was referred by Keller (1996) in his Brand Knowledge Dimensions Scheme conceptual framework. Moreover, based on previous studies, purchase intention, willingness to recommend and willingness to pay a price premium will be tested as potential outcomes of brand preference, thus allowing to answer RQ2.

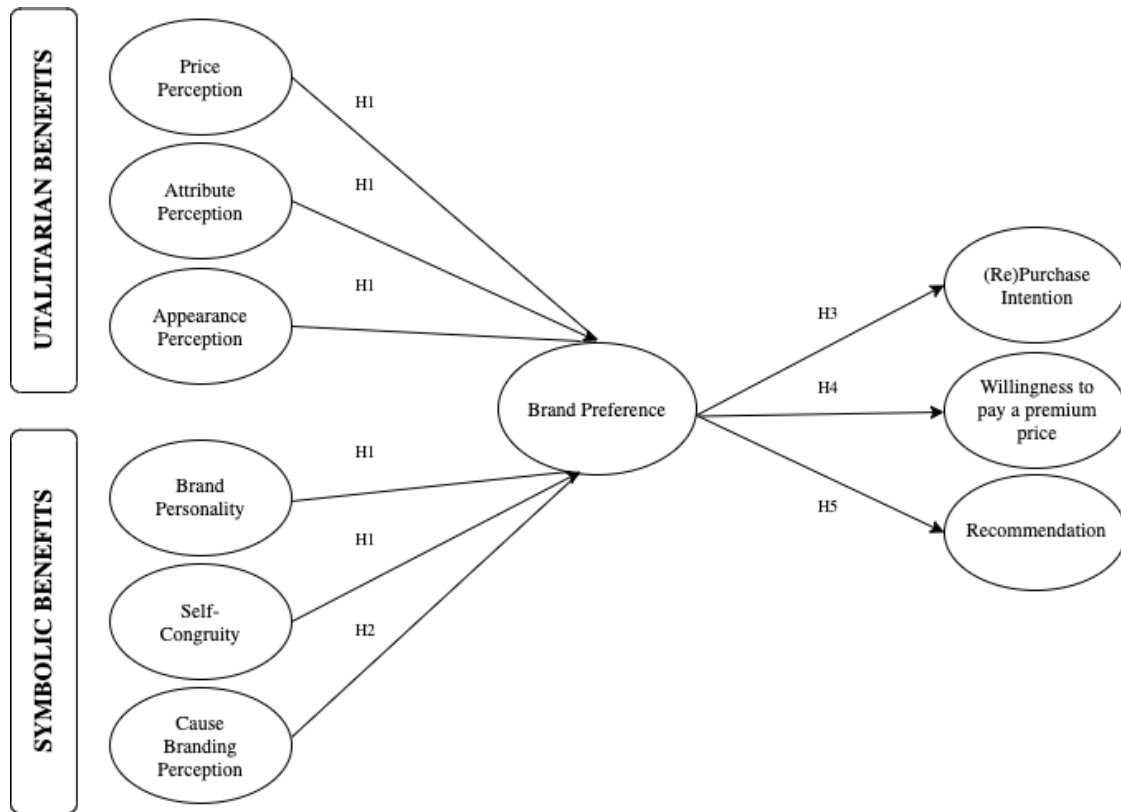


Figure 2 - Preference Repurchase Intention Model Adaptation Proposal (Conceptual Model)

The conceptual model subsequently presents the following hypotheses:

H1: (a) Attribute Perception, (b) Price Perception, (c) Appearance Perception, (d) Brand Personality and (e) Self-Congruity have a positive impact on brand preference.

As previously discussed, both utilitarian and symbolic brand knowledge benefits can impact positively brand preference. Price has been proven to be a powerful asset, influencing both purchase (Alamro & Rowley, 2010) and repurchase intentions (Yasri et al., 2020); Appearance stands out as a source of pleasure for the consumer influencing the brand perception to the eyes of the consumer (Yasri et al., 2020); Attribute meets all descriptive features that make up a product and service, meeting consumers expectations which results in successful brand preference. Comparatively, symbolic benefits don't sit behind the first ones, as Brand Personality and Self-Congruity support the consumers personal connection to brands and their experience, resulting directly in the bond and preference towards said brands (Balakrishnan et al., 2009; Alamro & Rowley, 2010).

The conceptual model used in this study aims to emphasize what the literature already tells us, that it currently works when it comes to the direct influence of brand knowledge on brand preference.

H2: Cause Branding Perception has a positive direct impact on Brand Preference.

As for Hypothesis H2, Chomvilailuk and Butcher (2010) investigated the link between Corporate Social Responsibility initiatives and brand preference, suggesting there's a positive association between them. In their study, they were able to prove that under certain conditions (target audience, education level, institutionalization and industry), the effect of CSR initiatives can be significant when it comes to brand preference drivers. On one study in particular (Hwang & Chung, 2019), findings suggest that when brands aren't consistent with their Cause Related Marketing actions, consumers become suspicious of the brands' intentions and positioning, discarding it. Although both these studies, do not directly correlate to cause branding, it opens the possibility of the existence of a new Brand Knowledge Factor: Cause Branding Perception which is proposed in this study's conceptual model.

H3: Brand Preference has a positive direct impact on Repurchase Intention.

With regards to H3, Yasri et al. (2020) and Jiang & Rosenbloom (2004) confirm that brand preference positively impacts repurchase intention. Consumers are willing to buy again from a brand that is valuable to them. Their own relationship and self-projection towards the brand also results in similar behaviors (i.e. brand loyalty) (Balakrishnan et al., 2009), emphasizing once again the importance of symbolic benefits when it comes to establishing brand preference and subsequently repurchase intention (Purvi, Shah, 2017).

H4: Brand Preference has a positive direct impact on Willingness to Pay a Premium Price.

As for H4, Alamro & Rowley (2010) study positively confirms that brand preference allowed telecommunications brands practice premium price successfully due to their relationship with consumers and the integration of symbolic benefits on their competitive strategy – consumers felt represented in the brands' personalities. Price can also result in a better brand experience which enhances brand preference (Hwang & Chung, 2019).

H5: Brand Preference has a positive direct impact on Consumer's Recommendation.

Finally, with regards to H5, product and service satisfaction directly relate to Attribute Perception, revealed to strongly reflect on recommendation intention by consumers. Consumers feelings towards brands also impact their brand preference and subsequently their willingness to recommend them (Balakrishnan et al., 2009).

3.3 Data Collection

Because our conceptual model tests causality reasons between variables, this study is a quantitative one and the data should be collected through online surveys. Since Cause Branding is a relatively new concept and can be confused with similar concepts such as CrM, CSR and Brand Activism, in order to avoid any misunderstanding from the respondents' part, they will be assisted when picking a brand to answer the survey with that same brand as their reference. A pre-test survey will also allow to pin point faulty choices and adjust it before sending the final version out.

3.3.1 Subjects

The study will be conducted on two generational groups: Generation Y and Generation Z.

Generation Y also known as 'Millennials' is composed by individuals born between 1980 and 1994. According to Pencarelli et al. (2020), Millennials respond positively to sustainable actions and Corporate Social Responsibility and are prone to digital environments since information technology has an outstanding impact on how they live, work and communicate (these are hyper-connected and engage on social networks). They are particularly interested in charitable giving and partnerships (which can also be connected to Cause Related Marketing initiatives), fair-trade programs, environmental and labor policies. These unique characteristics of Millennials make them an interesting subject compared to previous generations since their behavior is not as predictable since they are dynamic consumers (Yasri et al., 2020).

Generation Z, also referred to as 'Zoomers', 'iGeneration' or 'Post-Millennials', covers individuals born between 1995 and 2010 and have been classified by Pencarelli et al. (2020) as more sensitive and conscious generation which extends to their consumer behavior. They are classified as extremely pragmatic and because they were born at a time of profound global and ideological crisis, they are more sensitive than Millennials, looking

for brands that are actively involved in environmental problems and social issues which fits the Cause Branding goals – Gen Z is not looking for brands that make a momentary comment on a certain issue (Brand Activism), go for a mutual beneficial initiative as seen on Cause Related Marketing moves nor they want to see a Corporate Social Responsibility program written down: they want brands that actively try to change the world for the better (Pencarelli et al., 2020). Their social responsibility consciousness overthrows their purchase intentions if the brands' values go against their own, boycotting companies that compromise their own self-image – Gen Z CBI approach overlaps their self-image with the brand's image (Graham & Wilder, 2020).

Pencarelli et al. (2020) also explain that despite the small differences between them, both generations as consumers are, overall, better informed, more selective, showing increased concern about social and environmental consequences of their own consumption. As previously mentioned in the introduction to this paper, there is not enough consensus when it comes to defining Gen Y and Gen Z coverage or age groups, therefore, it was initially decided to move forward using Pencarelli et al. (2020) criteria.

3.3.2 Survey

To create the survey for the present study, 27 questions were created based on the literature review and divided the survey in three main sections: Brand Preference, Brand Knowledge Factors and Outcomes. As stated previously, because Cause Branding is a recent concept and can be easily mistaken with similar ones, and since the present study also analyses the antecedents and consequents of brand preference, the presented survey aimed to define what determines brand preference. However, we mentioned Cause Branding by indicating the crescent importance of brands' association to causes that are captive of their consumers' interest.

To guarantee that all subjects would be able to pick a brand that is related to a cause branding strategy, 10 different brands were provided for selection based on the participant's preference, as well as the possibility of not choosing one, which led to the immediate conclusion of the survey. After picking a brand of their preference, the subject was then redirected to the first section of this survey. Depending on their preferred brand, an introduction would follow, briefly explaining the brand's background and their Cause Branding association. Three questions to indicate their brand preference association with the chosen brand were presented on a 5-point Likert Scale (1=strongly disagree,

5=strongly agree) (Ankur et al., 2015). These questions were based on the reviewed literature, specifically on Ebrahim et al. (2016) study on brand preference and repurchase intention model, which is used as the main reference for the conceptual model of the present study. The first part of the survey was wrapped up by an open question, asking the subject to state the cause(s) to which the brand they chose is associated. Although this was not included in the following analysis, the main goal of this open question was focused on understanding if the subjects were attentive and able to pinpoint the cause associated to the cause branding strategy practiced by the companies presented in the survey.

Once the first part of the survey was concluded, the subjects were directed to the second section completely created by questions related to the brand knowledge factors/antecedents of brand preference of the study's conceptual model. 18 questions derived from the scale of previous studies (Ebrahim et al., 2016, Dwivedi, A., 2015, Yasri et al., 2020, Kim et al., 2001, Bigné-Alcañiz et al., 2010), which were adjusted to the present study's context in order to address the connection between the brand chosen by the subjects and the utilitarian (Price Perception, Attribute Perception, Appearance Perception) and symbolic (Brand Personality, Self-Congruity, Cause Branding Perception) benefits that constitute Brand Knowledge. All 18 questions were wittingly mixed up in order to avoid having the respondents answer similar questions successively and prevent impulsive responses and repetitive behavior.

The third part of the survey followed, built with six (6) questions based on the study's conceptual model outcomes: (Re)Purchase Intention (Ebrahim et al., 2016), Willingness to pay a premium price (Netemeyer et al., 2004), and Recommendation (Zeithaml, V., 1996). Although this section was significantly shorter compared to the previous one, all questions were distributed in a manner that prevents, once again, impulsive responses due to similarities between the presented questions.

The last section of the survey aimed to collect demographic information on the participants, such as age (18-35), gender, occupation and education level. All questions were mandatory including the ones present in this section.

Since the survey was translated to Portuguese, besides slightly adapting the wording of the questions to fit and reflect the context of this study better using the existing scales, they were also carefully translated in order to respect the original contents, ensuring the

reliability and validity of the survey. The adapted scales and the items of the survey can be overviewed in Table 5.

Table 5 - Measurement Constructs, Items and Sources

Variable	Scales	References
Brand Preference (BP)	'I like this brand better than other brands'; 'I choose the product of this brand instead of other brands'; 'If I want to make a purchase, the product of this brand is my first choice'.	Ebrahim, et al., 2016.
Price Perception (PP)	"The brand is reasonably priced"; "This brand offers value for money"; "The price of this brand is a good indicator of its quality'.	Ebrahim, et al., 2016.
Attribute Perception (AP)	"This brand is of high quality"; "This brand is very reliable"; "This brand provides consistent quality'.	Dwivedi, A., 2015.
Appearance Perception (APP)	"This brand is aesthetically appealing"; "The visual appearance of this brand is attractive"; "This brand has a good design'.	Yasri et al., 2020.
Brand Personality (BPS)	"This brand has an attractive personality"; "The personality of this brand is favorable"; "This brand has a distinctive personality'.	Kim et al., 2001.
Self-Congruity (SC)	'People similar to me own the same brand'; 'This brand is consistent with how I see myself'; 'This brand reflects who I am'.	Ebrahim et al., 2016.
Cause Branding Perception (CB)	'The cause-[brand] association has meaning for me'; 'The cause-[brand] association is of concern to me'; 'The cause-[brand] association is relevant to me'.	Bigné-Alcañiz et al., 2010.
(Re)Purchase Intention (PI)	'I will tend to repurchase the same brand'; 'I will repurchase the same brand'.	Ebrahim et al., 2016.
Willingness to Pay a Premium Price (PU)	'I am willing to pay a higher price for this brand instead of buying similar products from other brand'; 'I am willing to pay more for this than other brands of the same product category'.	Netemeyer et al., 2004
Recommendation (RI)	'I will recommend this brand to other people'; 'I will say positive things about this brand to other people';	Zeithaml et al., 1996.

3.3.3 Pilot-Test

A trial was performed in order to confirm that the survey was accessible and clear (Saunders et al., 2009), as well as determining the average response time to mediate the expectations of the future respondents.

Eleven subjects that fit the study chosen sample were chosen to test the validity, reliability and suitability of the questionnaire and point out possible mistakes, typography errors or structural gaps.

After running the pilot test, it was possible to determine that the average response time was four minutes and that the objective of the study was clear. All respondents affirmed that the questions were clear and did not induce their answers, although they found some of them to be extreme similar and repetitive. These last comments, however, were expected as they are characteristic of variables' scales. All subjects were contacted directly through texting platforms.

3.3.4 Sample

Prior to questionnaire launch, a viable and fairly uncomplicated to analyze sample was chosen. The correspondents were randomly chosen by sharing the survey through social media, particularly via Instagram (non-probability convenience sampling technique). According to Saunders et al. (2009), analyzing a sample over a carrying research carried out on a wide population (city, country, worldwide), is a viable way to conduct research while avoiding time constraints, unnecessary and excessive costs and respect personal privacy issues – in the case of the current survey, the following was created through Google Forms, allowing anyone with the link to participate without sharing contact or detailed personal information.

3.3.5 Data Collection

As previously mentioned, the data for the current study was collected through a Google Forms document. The link of the questionnaire was shared via social media, mainly Instagram, with the support of call-to-action tools such as Instagram's stories' 'swipe up' tool, which linked directly to the online survey.

According to Malhotra et al. (2012), the minimum number of answers should be 4 to 5 times bigger than the number of items of the survey. The current study considers 10 variables, giving a total of 27 questions, therefore, the minimum of validated surveys should be around 135. With the help of accounts with a fair share of followers, it was

possible to collect 747 survey answers in less than 24 hours, highly surpassing the minimum of required answers.

3.4 Data Analysis

Once the survey reached 747 answers, it was closed and all data was downloaded and extracted. Firstly, the results were carefully arranged, meaning that all surveys where the respondents didn't pick a brand from the list provided were eliminated, as well as subjects that didn't match the sample age criteria (everyone under 18 and above 35 were eliminated).

The first part of the survey, focused on brand preference, included an open question aiming to pinpoint if the subjects were able to easily comprehend to which cause(s) their chosen brands were aligned with. A quick overview was enough to confirm that the respondents were able to complete this task successfully.

From the 747 survey answers, 654 were valid ones, matching all the needed requirements of the study. With the 654 validated, a descriptive analysis of the sample was performed in order to prepare a preliminary analysis of the data. Once finished, a factor analysis was then performed – this exploratory data analysis technique, allows to determine the structure of a set of interrelated variables, exploring their correlations and, finally, validation the structural model.

Analysis and validation of the proposed conceptual model relied on the Structural Equation Model, based on the Partial Least Squares Structural Equation Modelling (PLS-SEM) in order to estimate the parameters of the proposed model. Such tests can be run on SmartPLS software, which is the most adequate tool to assess complete predictive models (Honseler et al., 2009; Hair et al., 2012).

4 Research Findings

Regarding the research findings, the first step will include the analysis of the demographic information collected in the survey. Then, a descriptive analysis of the data will be presented, followed by the Validation of the Measurement and Structural Models, and finally, the discussion of the present study's findings.

4.1 Sample

The gender profile was highly unbalanced being 93% (608 out of 654 answers) of the sample constituted by female individuals, 4,7% (31) by male respondents, 2,0% (13) by non-binary subjects and finally, only 0,3% (2) of participants preferred to not answer to this demographic question. All results can be consulted in Figure 3.

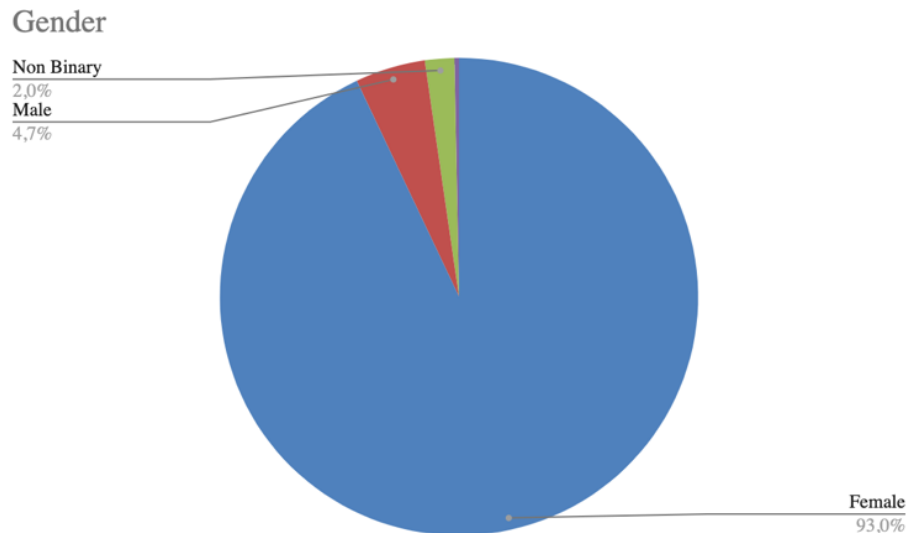


Figure 3 - Gender

Since the present study focused on Gen Y and Gen Z, it was defined that all participants should fit between the range of 18 to 35 years old according to the previously defined criteria. In order to neatly organize the collected data, two groups were created: the first comprising ages between 18 and 26 (Gen Z) and the second one including individuals between 27 and 35 years old (Gen Y). As demonstrated on Figure 4, 51,1% of participants belong to Gen Z (18-26) of all and 48,9% fit Gen Y (27-35).

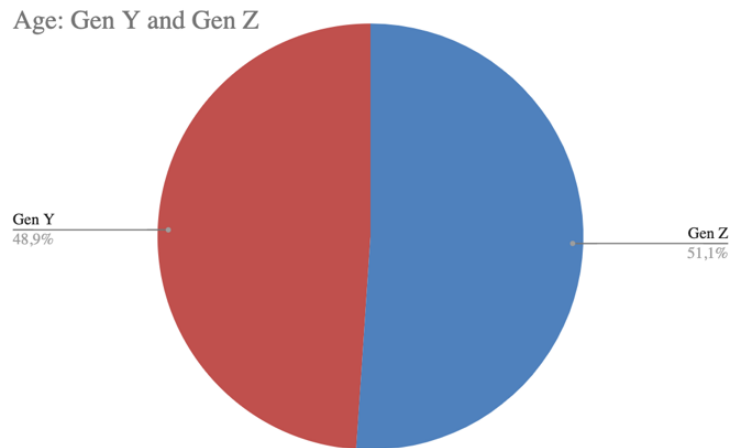


Figure 4 – Age: Gen Y and Gen Z

When it comes to the subjects' education, as displayed in Figure 5, almost half the participants have a bachelor's degree or are enrolled in one (43,4% - 284), followed by 39,3% (257) of respondents with or enrolled in a master's degree or post-graduation. 15% (98) of individuals completed or are enrolled in high school. Finally, 1,8% (12) of the sample have a PhD or are completing one and only 0,5% (3) finished middle school.

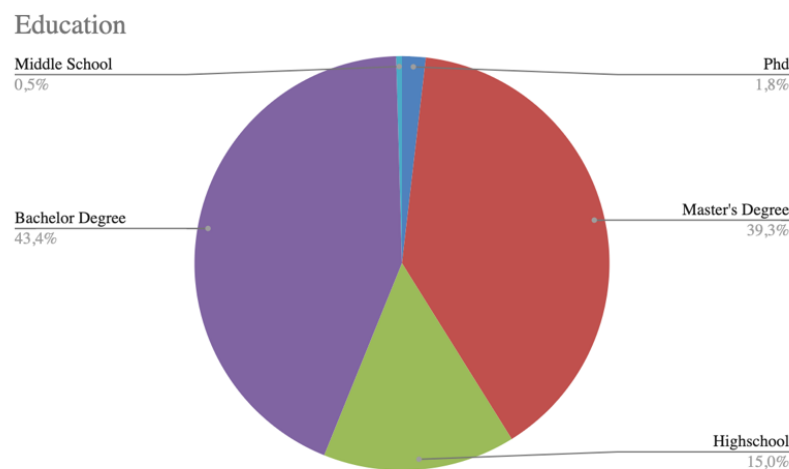


Figure 5 - Education

The population of the survey also provided their occupation status, being more than half of the sample full-time employed 54,3% (355), 19,9% (130) students, 13,6% (89) working students, 7,8% (51) unemployed and 4,4% (29) part-time workers as described in Figure 6.

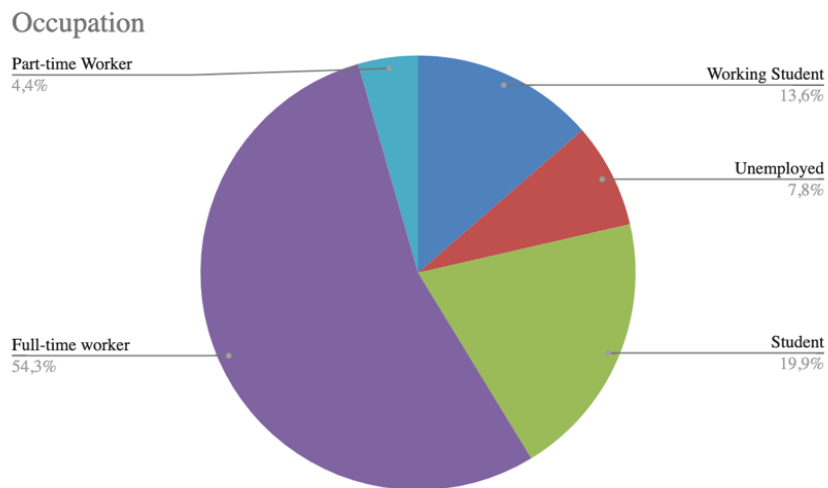


Figure 6 – Occupation

As previously stated, in order to participate in the survey, all participants should select a brand from the list provided. Ten brands that are linked to cause branding strategies were provided and as the figure x illustrates, all of them were picked by participants. Ben and Jerry's was the top choice, leading with 20% (131) of the participants, followed by The Body Shop (19,3% - 126), Dove (18,3% - 120) and Nike (17,9% - 117). These four brands had similar results. Lush was the pick of 12,7% (83) of the 654 participants while the rest of the brands' results were below the 10% as it can be observed in Figure 7:

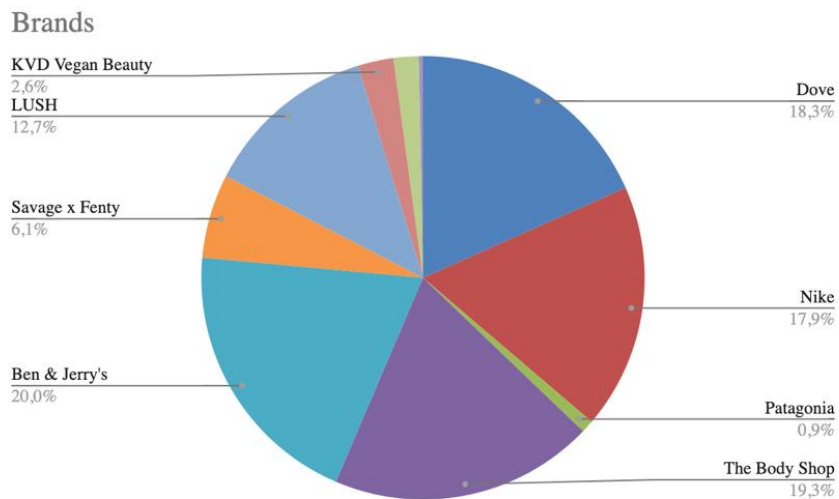


Figure 7 – Brands

4.2 Descriptive Analysis

For a preliminary data analysis through a descriptive statistics analysis, the mean and standard deviation underlying the survey questions were collected and presented in Table 6. All parameters analyzed are the ones that constitute the conceptual model of the present study. Brand Preference, Antecedents of Brand Preference also known as Brand Knowledge Factors which are divided into two different factors, utilitarian (Price Perception, Attribute Perception and Appearance Perception) and symbolic (Brand Personality, Self-Congruity and the newly suggested one, Cause Branding Perception), and finally, the Outcomes of Brand Preference ((Re)Purchase Intention, Willingness to pay a premium price and Recommendation).

When analyzing the mean, it is possible to say affirmatively that most of the participants agreed with the majority of the affirmations presented in the survey. On a scale from 1 to 5, the answers that presented a lower mean had their value very close to 4, which means that the respondents mostly agree with these affirmations with the exception of 'PP1: PP1: The brand is reasonably priced.' With a mean value of 3.26, which sits on a more neutral ground. The following answers have a mean higher than 3.50:

- 'BP2: I choose the product of this brand instead of other brands.' (3.92);
- 'BP3: If I want to make a purchase, the product of this brand is my first choice' (3.71);
- 'PP2: This brand offers value for money.' (3.95);
- 'PP3: The price of this brand is a good indicator of its quality.' (3.90);
- 'SC1: People similar to me own the same brand.' (3.68) and finally,
- 'SC3: This brand reflects who I am.' (3.61).

On the other hand, affirmations with higher mean present values above 4.50, with two (Re)Purchase Intention affirmations 'PI1: I will tend to repurchase the same brand.' (4.67)' and 'PI2: I will repurchase the same brand.' (4.64) presenting the highest mean values, followed by two Attribute Perception statements 'AP1: This brand is of high quality.' (4.62) and 'AP2: This brand is very reliable.' (4.62) with matching values. Other affirmations followed closely: 'AP3: This brand provides consistent quality.' (4.56), 'APP1: This brand is aesthetically appealing.' (4.53), 'APP2: The visual appearance of this brand is attractive.' (4.54), 'APP3: This brand has a good design.' (4.56), 'BPS1: This brand has an attractive personality.' (4.59), 'BPS2: The personality of this brand is favorable.' (4.54),

‘RI1: I will say positive things about this brand to other people.’ (4.50) and ‘RI2: I’ll recommend this brand to other people.’ (4.60).

Regarding the standard deviation, the values were not very discrepant between the different affirmations, although three items stand out with higher values confirming a higher discrepancy among respondents’ answers: ‘SC3: This brand reflects who I am.’ (1.16), ‘PU1: I am willing to pay a higher price for this brand than for other brands.’ (1.14) and ‘PU2: I am willing to pay more for this brand than other brands of the same product category.’ (1.14). When it comes to affirmations that present a clear lower standard deviation, two Attribute Perception affirmations met the criteria with values of 0.58 (‘AP1: This brand is of high quality.’) and 0.59 (‘AP2: This brand is very reliable’).

Table 6 - Analysis of the items (Mean and Standard Deviation)

Item	Mean	Standard Deviation
Brand Preference		
BP1: I prefer this brand better than similar ones.	4.24	0.81
BP2: I choose the product of this brand instead of other brands.	3.92	0.97
BP3: If I want to make a purchase, the product of this brand is my first choice	3.71	1.09
Brand Knowledge Factors		
PP1: The brand is reasonably priced.	3.26	1.00
PP2: This brand offers value for money.	3.95	0.83
PP3: The price of this brand is a good indicator of its quality.	3.90	0.89
AP1: This brand is of high quality.	4.62	0.58
AP2: This brand is very reliable.	4.62	0.59
AP3: This brand provides consistent quality.	4.56	0.63
APP1: This brand is aesthetically appealing.	4.53	0.71
APP2: The visual appearance of this brand is attractive.	4.54	0.71
APP3: This brand has a good design.	4.56	0.69
BPS1: This brand has an attractive personality.	4.59	0.67
BPS2: The personality of this brand is favorable.	4.54	0.70

Item	Mean	Standard Deviation
BPS3: This brand has a distinctive personality.	4.46	0.80
SC1: People similar to me own the same brand.	3.68	1.02
SC2: This brand is consistent with how I see myself.	4.11	0.93
SC3: This brand reflects who I am.	3.61	1.16
CB1: The cause-[brand] association has meaning for me.	4.17	1.08
CB2: The cause-[brand] association is of concern to me.	4.27	1.01
CB3: The cause-[brand] association is relevant to me.	4.21	1.02
Outcomes		
PI1: I will tend to repurchase the same brand.	4.67	0.64
PI2: I will repurchase the same brand.	4.64	0.66
PU1: I am willing to pay a higher price for this brand than for other brands.	3.77	1.14
PU2: I am willing to pay more for this brand than other brands of the same product category.	3.84	1.14
RI1: I will say positive things about this brand to other people.	4.50	0.80
RI2: I will recommend this brand to other people.	4.60	0.68

4.3 Validation of the Measurement Model

4.3.1 Factor Analysis

In order to evaluate the proposed model and run an Analysis of the Structural Equation (Maroco, 2010), Confirmatory Factor Analysis (CFA) is commonly used to validate the adjustment of the measurement model to the structure's correlation between variables that constitute the conceptual model. Using SmartPLS, a measurement model was created in order to be properly analyzed and observed, as represented in Figure 8.

Factor analysis was run by using bootstrapping, a nonparametric procedure, that runs tests on the statistical significance of the results. By creating 3000 subsamples (which were adapted to this specific model), it is possible to estimate the model for each subsample, combining all estimations and providing the best estimation of the parameter (Hair et al,

2010). Reliability through Cronbach's alpha and composite reliability were also verified, as well as calculations of each construct's average variance extracted, which reveals the percentage of the variance of indicators explained by the latent variable, t-value and loadings for each indicator.

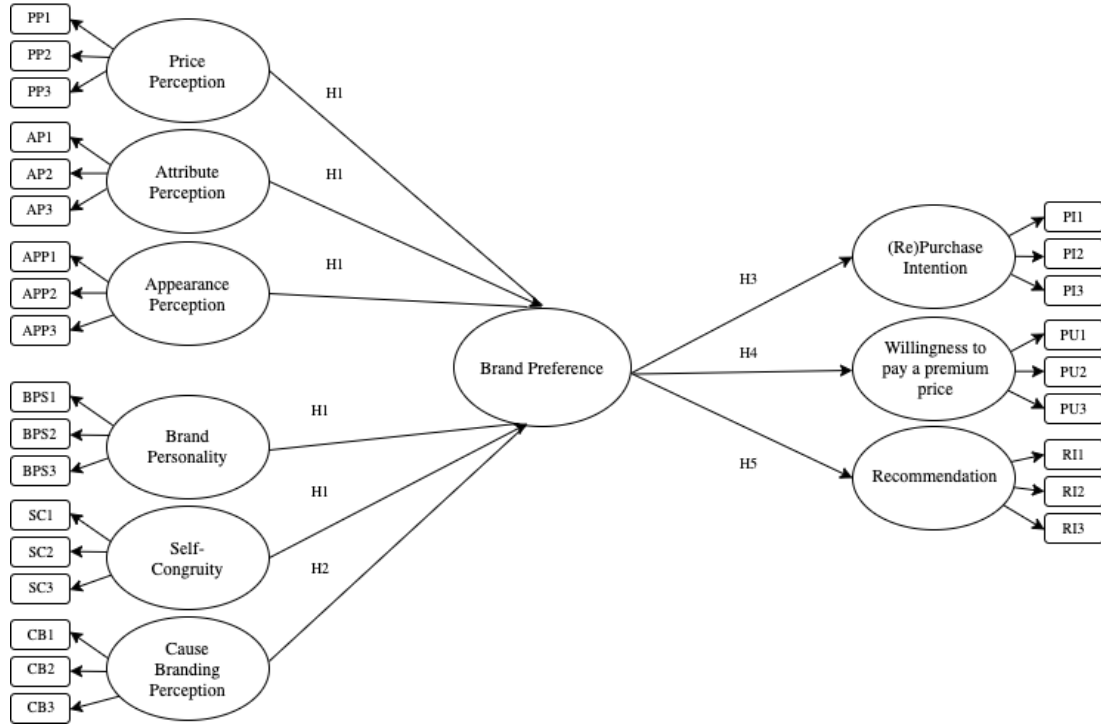


Figure 8 – Measurement Model

Starting with Cronbach's alpha with its average acceptance starting at 0.6, all identified factors presented strong values – Price Perception presented the least interesting value (0.692), while Willingness to Pay a Premium Price stood out (0.910) from the remaining factors on Table 7.

AVE and Composite Reliability values are also above the recommended minimum value according to Hair et al. (2010) - AVE minimum being above 0.5 and CR above 0.7 which indicates that the present study's indicators are strongly related to their constructs and therefore, valid.

Table 7 - Measurement Scales, reliability and dimensionality statistic

Item	Loadings	T-Value	Mean	CR	AVE
Brand Preference ($\alpha = 0.808$)				0.887	0.723
BP1: I prefer this brand better than similar ones.	0.811	42.943	4.24		
BP2: I choose the product of this brand instead of other brands.	0.892	82.309	3.92		
BP3: If I want to make a purchase, the product of this brand is my first choice	0.846	62.539	3.71		
Price Perception ($\alpha = 0.628$)				0.800	0.575
PP1: The brand is reasonably priced.	0.692	16.598	3.26		
PP2: This brand offers value for money.	0.877	51.131	3.95		
PP3: The price of this brand is a good indicator of its quality.	0.690	16.241	3.90		
Attribute Perception ($\alpha = 0.771$)				0.868	0.686
AP1: This brand is of high quality.	0.854	52.893	4.62		
AP2: This brand is very reliable.	0.790	30.657	4.62		
AP3: This brand provides consistent quality.	0.840	42.206	4.56		
Appearance Perception ($\alpha = 0.848$)				0.907	0.764
APP1: This brand is aesthetically appealing.	0.872	40.132	4.53		

Item	Loadings	T-Value	Mean	CR	AVE
Brand Preference ($\alpha = 0.808$)				0.887	0.723
APP2: The visual appearance of this brand is attractive.	0.889	38.446	4.54		
APP3: This brand has a good design.	0.861	33.447	4.56		
Brand Personality ($\alpha = 0.794$)				0.879	0.708
BPS1: This brand has an attractive personality.	0.838	42.566	4.59		
BPS2: The personality of this brand is favorable.	0.853	43.112	4.54		
BPS3: This brand has a distinctive personality.	0.834	47.192	4.46		
Self-Congruity ($\alpha = 0.708$)				0.836	0.634
SC1: People similar to me own the same brand.	0.627	16.489	3.68		
SC2: This brand is consistent with how I see myself.	0.873	69.108	4.11		
SC3: This brand reflects who I am.	0.864	74.579	3.61		
Cause Branding Perception ($\alpha = 0.887$)				0.930	0.816
CB1: The cause-[brand] association has meaning for me.	0.879	55.709	4.17		
CB2: The cause-[brand] association is of concern to me.	0.906	75.417	4.27		
CB3: The cause-[brand] association is relevant to me.	0.924	103.632	4.21		
(Re)Purchase Intention ($\alpha = 0.872$)				0.940	0.887

Item	Loadings	T-Value	Mean	CR	AVE
Brand Preference ($\alpha = 0.808$)				0.887	0.723
PI1: I will tend to repurchase the same brand.	0.938	77.809	4.67		
PI2: I will repurchase the same brand.	0.946	123.413	4.64		
Willingness to pay a premium price ($\alpha = 0.910$)				0.957	0.917
PU1: I am willing to pay a higher price for this brand than for other brands.	0.956	166.530	3.77		
PU2: I am willing to pay more for this brand than other brands of the same product category.	0.960	202.875	3.84		
Recommendation ($\alpha = 0.871$)				0.939	0.886
RI1: I will say positive things about this brand to other people.	0.947	162.920	4.50		
RI2: I will recommend this brand to other people.	0.935	202.875	4.60		

On Table 8, the discriminant validity was tested through the square root of average variance extracted from each construct and the correlations between them. In order to verify them according to the Fornell-Larker Criterion (Fornell & Larcker, 1981), the value of the constructs must not surpass the square root of AVE of each construct. In this case, overlapping did not occur between the constructs, completely validating the measurement model.

Table 8 - Discriminant validity of the measurement model

	PI	APP	AP	BPS	BP	CB	PP	RI	SC	PU
PI	0.942 *									
APP	0.298 **	0.874 *								
AP	0.508 **	0.349 **	0.828 *							
BPS	0.448 **	0.566 **	0.461 **	0.842 *						
BP	0.528 **	0.222 **	0.460 **	0.348 **	0.851 *					
CB	0.280 **	0.209 **	0.267 **	0.500 **	0.269 **	0.903 *				
PP	0.347 **	0.205 **	0.483 **	0.363 **	0.395 **	0.338 **	0.758 *			
RI	0.700 **	0.384 **	0.609 **	0.593 **	0.534 **	0.366 **	0.388 **	0.941 *		
SC	0.320 **	0.373 **	0.361 **	0.651 **	0.372 **	0.559 **	0.414 **	0.464 **	0.796 *	
PU	0.496 **	0.248 **	0.395 **	0.419 **	0.528 **	0.354 **	0.326 **	0.569 **	0.396 **	0.958 *

* Square root of AVE; ** correlations between the respective constructs

4.4 Validation of Structural Model

With the theoretical model confirmed, it is time to move forward and define the structural model. Through the following analysis, it is possible to understand all existing correlations between the model's variables.

The quality of the structural model can be verified by the standardized path coefficients (significant at $p < 0.01$) and significance levels (Hair et al., 2014).

Looking at the first Table (Table 9) and Figure 9, we can observe that Attribute Perception, a brand knowledge utilitarian factor, explains 30% of Brand Preference, while Price Perception stands at 16% and Appearance Perception has no significant impact. Hedonic factors were not significant, except for Self-Congruity explaining 16% of Brand Preference.

Table 9 - Results of the structural model (Brand Knowledge Factors – Brand Preference)

Independent Variable	Dependent Variable	Standardized Path Coefficient	T-Value	P-Value	Result
Price Perception	Brand Preference	0.162	3.654	0.000	Significant*
Attribute Perception	Brand Preference	0.303	7.320	0.000	Significant*
Appearance Perception	Brand Preference	-0.001	0.016	0.987	Not Significant*
Brand Personality	Brand Preference	0.032	0.592	0.554	Not Significant*
Self-Congruity	Brand Preference	0.162	3.046	0.002	Significant*
Cause Branding Perception	Brand Preference	0.028	0.570	0.568	Not Significant*

*significant if $t > 1.96$ ($p < 0.001$)

Observing the second part of the model (Table 10), it can be stated that Brand Preference affects the proposed outcomes of the study's model, (Re)Purchase Intention, Willingness to Pay a Premium Price and Recommendation with significant positive effect by 30% according to R Square values (Figure 9).

Table 10 - Results of the structural model (Brand Preference – Outcomes)

Independent Variable	Dependent Variable	Standardized Path Coefficient	T-Value	P-Value	Result
Brand Preference	(Re)Purchase Intention	0.528	15.474	0.000	Accepted*
Brand Preference	Willingness to Pay a Premium Price	0.528	15.422	0.000	Accepted*
Brand Preference	Recommendation	0.534	16.542	0.000	Accepted*

*significant if $t > 1.96$ ($p < 0.001$)

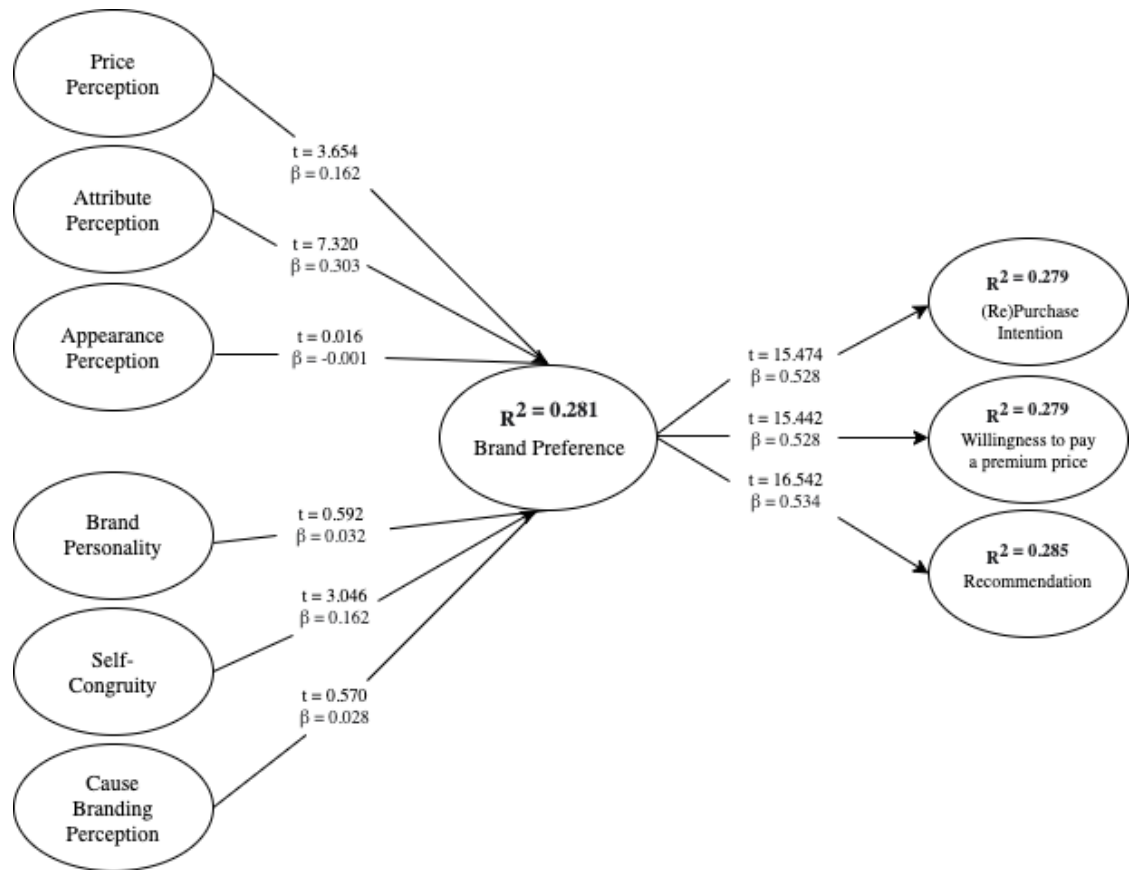


Figure 9 – Structural Model (H1-H5)

Considering the poor performance of Brand Personality and Cause Branding Perception, both symbolic Brand Knowledge Factors, a new test was run between new independent and dependent variables. In this test, it was evaluated the indirect constructs with Self-Congruity: Cause Branding Perception $\rightarrow$ Self-Congruity and Brand Personality $\rightarrow$ Self-Congruity.

Table 11 - Result of the Structural model (Indirect Constructs)

Independent Variable	Dependent Variable	Standardized Path Coefficient	T-Value	P-Value	Result
Brand Personality	Self-Congruity	0.495	14.253	0.000	Significant*
Cause Branding Perception	Self-Congruity	0.311	7.646	0.000	Significant*

*significant if $t > 1.96$ ($p < 0.001$)

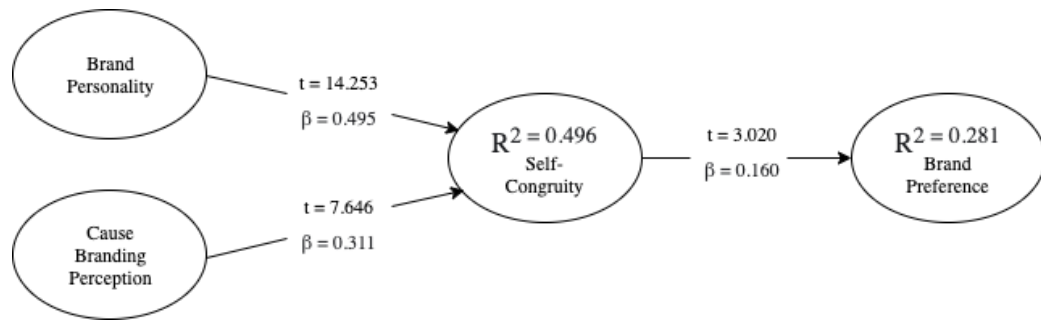


Figure 10 – Indirect Effects

Considering that these indirect constructs on Table 11 are valid, it is possible to observe that Self-Congruity holds a positive direct effect on Brand Preference. Both Brand Personality ($0,495 \times 0,162 = 0,08$) and Cause Branding Perception ($0,311 \times 0,162 = 0,05$) are also able to impact Brand Preference indirectly through Self-Congruity, as seen in Figure 10.

4.5 Discussion

The following Table (Table 12) presents the study's hypotheses and its final results:

Table 12 - Results of the Hypotheses Test

Hypotheses	Result
H1: (a) Attribute Perception, (b) Price Perception, (c) Appearance Perception, (d) Brand Personality and (e) Self-Congruity have a positive impact on brand preference.	Partially Confirmed
H2: Cause Branding Perception has a positive direct impact on Brand Preference.	Not Confirmed
H3: Brand Preference has a positive direct impact on Repurchase Intention.	Confirmed
H4: Brand Preference has a positive direct impact on Willingness to Pay a Premium Price.	Confirmed
H5: Brand Preference has a positive direct impact on Consumer's Recommendation.	Confirmed

Hypothesis 1 tested ‘(a) Attribute Perception, (b) Price Perception, (c) Appearance Perception, (d) Brand Personality and (e) Self-Congruity have a positive impact on brand preference’. This hypothesis was partially confirmed reinforcing some aspects of previous literature by several authors, as it was listed and analyzed in the present’s study literature review, with special emphasis on its very own theoretical matrix, the PRI model. Similar to the studies of Jiang & Rosenbloom (2004), Finn et al. (2009), Chang & Liu (2009), Alamro & Rowley (2010), Xiu Liu et al. (2012), Purvy Shah (2017), Hwang & Chung (2019) and Yasri et al. (2020), Utilitarian and Symbolic Brand Knowledge benefits had a positive impact on Brand Preference.

Still, mirroring the findings by Ebrahim et al. (2016), it wasn’t possible to validate a direct impact on Brand Preference through Appearance Perception, contradicting referenced literature, leaving the direct impact on Brand Preference to the other utilitarian factors. When it comes to symbolic benefits, much like what we observe through Ebrahim et al. (2016) work, Brand Personality has an indirect positive impact on Brand Preference. Instead, the direct impact of brand imagery associations on brand preference is reflected by the self-congruity theory, which leads us to Hypothesis 2 ‘Cause Branding Perception has a positive impact on Brand Preference.’. Throughout the analyzed literature, it was possible to find strong evidence that the effects of Corporate Social Responsibility initiatives had a positive association with Brand Preference (Chomvilailuk & Butcher, 2010) and that consumers grew to be more attentive to the intentions and actual involvement of brands that execute Cause Related Marketing actions (Hwang & Chung, 2019), but until this point, there wasn’t any empirical study testing the possibility of a new Brand Knowledge factor associated with Cause Branding, despite Keller’s (1996) references in his Brand Knowledge Dimensions Scheme conceptual framework. The present study was not able to confirm it either. It can be stated that consumers have a preference towards brands that support causes that are of meaning and alignment with their own personal beliefs via self-congruity, but Cause Branding Perception doesn’t have a positive direct impact on Brand Preference on its own. These findings align with Sirgy et al. (2018) work, emphasizing that research demonstrates that self-congruity influences consumer’s pre and post purchase behavior, directly affecting brand preference, choice and outcomes such as consumer satisfaction and brand loyalty. Besides explaining this more traditional consumer behavior phenomena, it also impacts consumers’ hedonic well-being, happiness and product impact on life satisfaction.

Hypothesis 3 ‘Brand Preference has a positive direct impact on Repurchase Intention’, similar to previous literature such as Yasri et al. (2020) and Jiang & Rosenbloom (2004), confirms that Brand Preference impacts Repurchase Intention positively. Brand costumers’ alignment with the brand-cause association results in repetitive purchase behavior, putting once again the importance of Brand Knowledge’s symbolic benefits in the spotlight as drivers to establish Brand Preference as put by Shah Purvi (2017).

Hypothesis 4 ‘Brand Preference has a positive direct impact on Willingness to Pay a Premium Price’ also confirms positively the findings of Alamro & Rowley’s (2010) work, sustaining that Brand Preference allows brands to practice premium price successfully due to the integration of symbolic benefits in their competitive strategy. With Cause Branding Perception having an indirect effect on Brand Preference through Self-Congruity, it is possible to conclude that brands, by carefully focusing their efforts on a target that is congruently aligned with the cause they are associated with, will be able to support higher price over their competitors.

Hypothesis 5 ‘Brand Preference has a positive direct impact on Consumer’s Recommendation’, wraps the confirmation of all tested Hypothesis, by stating that Brand Preference strongly affects consumers’ recommendation intention. When it comes to Cause Branding and recommendation, it is possible to point out that costumers of specific brands will be likely to recommend them to consumers’ whose self-congruency aligns with the causes supported by said brands.

5 Conclusions

The following chapter presents the General Considerations of the study, answering the Researched Questions introduced previously in the study, as well as implications for theory and management, limitations, and suggestions for future research.

5.1 General Conclusions

Buzzwords like ‘sustainability’, ‘equality’, ‘justice’ and others related to social and environmental change are now used as marketing tools to appeal to the new generation of consumers that are better informed and becoming gradually more selective. Brands aim to understand how they can grasp the attention of these socially conscious individuals and pave their way into their top picks; however, they are facing consumers that ask beyond Corporate Social Responsibility, Cause Related Marketing actions, Brand Activism and other related marketing activities that might be nothing but performative.

Cause Branding was presented in this study as a potential solution for consumers to take brands and the causes they associate themselves with, more seriously, proving that within a sea of choice and frenetic consumerism, the altruistic dimension of consumption could play a key role for the new age consumer. Brands can entangle their core nature with causes that are dear to these newest generations, that although more challenging, demanding and socially conscious when it comes to their consumption choices, are still highly seduced by the Brand Knowledge utilitarian factors, remaining as key drivers for Gen Y and Gen Z consumers’ picks and, overall, preferences. The analysis of the emotional, symbolic, and altruistic factors that constitute Cause Branding as a potential new Brand Knowledge factor and their significance for consumers by adapting Ebrahim et al. (2016) PRI model to include this new factor, answers the study’s first Research Question ‘To what extent does the link between a brand a cause plays a role and outdoes other attributes in determining consumers’ brand preference’. Although it does not outdoes the most important attributes which are price and attribute perception, looking at the symbolic side of this consumer double mirror, self-congruity can play an interesting role when the time to make a purchase comes: consumers’ relationship with the cause fuels their connection to the brand, influencing preference along with other brand knowledge factors, and resulting positively in (re)purchase, recommendation and willingness to pay for a premium price, which answers our second research question ‘To

what extent does this link impact, directly and indirectly, consumers' willingness to purchase, recommend and pay a price premium for the brand?'.

In sum, the main goal of this research was to analyze cause branding impact on brand preference and the preference repurchase intention model. Cause branding doesn't have a direct impact on brand preference, yet its indirect positive impact on Brand Preference through Self-Congruity mustn't be ignored since, along with the remaining factors, impacts the model's outcomes positively.

5.2 Implications for theory and management

This study aimed to seal the current existent literature gap by exploring consumer response to brands based on the degree to which they identify with the purposed or cause supported by the brand. From the study, we can conclude that although there is not a direct impact on Brand Preference, consumers will relate to the causes that match their self-concept (via self-congruity). As for theory, we're able to successfully help understand better Cause Branding and its actual impact, in the way consumers perceive and value brands that are strongly associated with a cause. It also reveals that, more than the brand itself being associated with certain causes or purposes, the attention should rely on the way the consumer feels about the cause itself and how it speaks to them. In this sense, for management purposes, the present study can help brands that already practice Cause Branding strategies focusing and funneling their marketing efforts to the right targets by privileging the cause that makes part of its core when it comes to catch the eye, trust and purchase intention of these new generations of consumers. For instance, it also reinforces the utilitarian factors of Brand Knowledge are indeed, still relevant, even for brands associated to Cause Branding. Price Perception, and Attribute Perception are key players when it comes to impacting Brand Preference and lead to desired outcomes such as purchase and repurchase intention, willingness to pay a premium price and recommendation. These findings also reinforce existing literature on Brand Preference and Brand Knowledge factors, such as Ebrahim et al. (2016) work which was the main reference for the present study, among others. By using the PRI model as its theoretical matrix, the present study was able to contribute to the PRI model extension and update, adding a Cause Branding Perception as a new Brand Knowledge factor and therefore, a new antecedent of Brand Preference, as well as new outcomes besides Repurchase

intention. It is possible to state that consequents such as Willingness to pay a price premium and Recommendation are also positively impact by Brand Preference.

5.3 Limitations and suggestions for future research

Regarding the limitations of the study, one of the first issues we can point out is the convenience of the sample. Surveys were distributed within the author's network in order to achieve a quicker, inexpensive, low cost and overall easier sampling.

The sample is also focused on a younger population due to the characteristics of Gen Y and Gen Z consumers. Because these generations were the ones that were found to be more fitting to the study due to their socially conscious approach to consumerism, it doesn't represent all potential consumers and their behavior towards Cause Branding and how it impacts Brand Preference and the PRI model.

Regarding the survey, respondents had ten previously carefully nominated brands to choose from in order to control the sample from using brands without any Cause Branding strategy as their reference. However, the fact that we limited the participants to this group of brands, can possibly indicate that their opinion could be different if they could select a different or preferred brand.

It needs to be pointed out that 93% of the collected sample are women and a more diverse respondent group could lead to different results. Additionally, the survey was only available in Portuguese and was shared with a significant Portuguese audience, which leads us to believe that most participants are either Portuguese or at least, Portuguese-speaking - which could have affected variables such as consumer's individual traits, namely gender and cultural background. Future studies should aim for a more cross-cultural research and take into account other demographic aspects such as age (generational differences) and potential gender gaps.

Finally, due to the symbolic and emotional aspects of Cause Branding, future studies should consider a qualitative or mixed methodology in order to observe consumers' behavior through a qualitative lens.

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Appendix

This appendix shows the survey mentioned in section 3.3, Data Collection. The survey is presented in Portuguese. Table A.1 presents the introduction to the survey, informing the participants of the data collection process, the purpose of the survey and how long it is expected to take. Only after accepting to participate will the participants be led to the actual survey questions.

Table A.1 – Survey presentation form.

O que determina a preferência por uma marca?	
Já se questionou sobre o que leva alguém a optar por determinada marca? São vários os fatores que pesam na decisão dos consumidores, desde os mais funcionais, como o preço do produto, às características simbólicas e hedónicas. Nesse sentido, existe uma crescente consciencialização e atenção por parte das gerações mais novas para consumirem marcas alinhadas com os seus valores. Por outro lado, observa-se também a valorização de marcas que se posicionam ativamente em relação a questões sociais, políticas e ambientais. Assim sendo, o presente estudo, desenvolvido no âmbito do Mestrado em Marketing da Faculdade de Economia da Universidade do Porto, tem como objetivo determinar quais os atributos de uma marca que mais influenciam a preferência dos consumidores, bem como o seu impacto nas intenções comportamentais relativas à marca. Importante: este questionário dirige-se a sujeitos com idades compreendidas entre os 18 e os 35 anos. O preenchimento do mesmo não chega a 5 minutos. Todas as respostas são confidenciais e revertem apenas para o estudo acima mencionado. Para qualquer esclarecimento adicional, contacte-me através do email up201801366@edu.fep.up.pt Grata pelo seu tempo e colaboração!	
Tomei conhecimento do teor do estudo, declaro que tenho mais de 18 anos e aceito participar nesta investigação.	
Aceito participar	Não aceito participar

Having decided to participate, participants are asked to indicate the one brand the remainder of the survey will be focusing on. This question is presented below, in Table A.2.

Table A.2 – Selecting a known brand for the survey

O que determina a preferência por uma marca?			
Da lista apresentada, escolha uma marca que lhe seja familiar e mereça a sua preferência:			
Dove	Nike	LUSH	Ben&Jerry's
Patagonia	KVD Vegan Beauty	The Body Shop	Thinx
Oatly	Savage x Fenty	Nenhuma me é familiar e/ou merece a minha preferência	

Should the participant select the option claiming they're not familiar with any or the brands or have any preference for them, the survey will end. Upon selecting a brand, a brief description is provided to the participant, indicating the field in which the brand usually operates and what sorts of campaigns it usually associates with.

Table A.3 – Description of the different brands

Brand	Description
Dove	A Dove é uma marca de produtos de higiene e cosmética, reconhecida pela promoção da diversidade, auto-estima, representatividade e desconstrução de padrões na área da beleza.
Nike	A marca de desporto é, atualmente, uma das vozes mais ativas na luta antirracista e apelo à inclusividade e diversidade no mundo desportivo. A sua associação às causas mencionadas e campanhas provocatórias, fazem da Nike uma marca com uma forte estratégia de cause-branding.
LUSH	A Lush luta ativamente contra a prática de testes de produtos cosméticos em animais, prima pelos seus produtos criados com base em 'fair trade' e promove práticas sustentáveis tanto para o ambiente como para os seus trabalhadores.

Brand	Description
Ben&Jerry's	A marca Americana de gelados destaca-se pela sua associação a causas como o meio ambiente, mas também por ser uma voz ativa numa panóplia de causas sociais e políticas. Está na frente da luta contra o racismo, movimento dos direitos LGBTQ+, reforma da justiça criminal nos EUA e ainda, recentemente, posicionou-se em relação ao conflito Israelo-Palestiniano a favor da causa Palestiniana.
Patagonia	Reconhecida pelo design e produção de roupa criada para estar em contato com a natureza, a Patagonia dedica-se inteiramente à causa ambiental e é das marcas mais antigas no que toca a um posicionamento ativo em relação à proteção do meio ambiente e práticas sustentáveis.
KVD Vegan Beauty	Anteriormente detida pela celebridade Kat Von D, a KVD Vegan Beauty orgulha-se de ter à disposição do consumidor, produtos cosméticos de alta qualidade e livres de crueldade animal.
The Body Shop	Sustentabilidade, ambiente, anti-testes e crueldade animal, são o que melhor define a The Body Shop. Pertencente ao grupo L'Oréal Paris, a TBS destaca-se como sendo uma das marcas mais eticamente conscientes do grupo.
Thinx	Inovadora e pioneira na criação de roupa interior adaptada para pessoas que menstruam, a Thinx destaca-se pela associação e promoção da educação menstrual, combate à pobreza menstrual e direitos sexuais e reprodutivos.
Oatly	A marca de leite de aveia que se foca acima de tudo nas práticas sustentáveis, desde a recolha e tratamento de matérias primas, até aos direitos dos trabalhadores que constituem a sua equipa.
Savage x Fenty	A marca da cantora, atriz e designer Rihanna destaca-se pela criação de coleções e campanhas publicitárias inclusivas e que apelam à diversidade de corpos e etnias.

Independently of the brand selected, the participant is prompted with the following questions, which they should answer in a scale from 1 to 5 – in which 1 determines Completely Disagree and 5 Completely Agree. The last question asks the participant what

cause they believe the brand is associated with according to the short description provided. The questions are presented in Table A.4.

Table A.4 – Detail of relationship between participant and brand

Avalie o seu grau de preferência por esta marca indicando o seu grau de concordância com as seguintes afirmações numa escala de 1 (Discordo totalmente) a 5 (Concordo totalmente).		
Prefiro esta marca a marcas semelhantes.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Escolho os produtos desta marca ao invés dos produtos de outras marcas.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Se quiser realizar uma compra, os produtos desta marca são a minha primeira opção.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Com base no descritivo acima, a que causa está esta marca associada?		

Similar to the previous question, the question presented in Table A.5 asks the participant to justify their brand preference, in a scale from 1 to 5.

Table A.5 – Brand preference indication

Mantenha em mente a marca escolhida e indique quais os motivos que justificam a sua preferência. Indique o seu grau de concordância com as seguintes afirmações numa escala de 1 (Discordo totalmente) a 5 (Concordo totalmente).

Esta marca tem um preço razoável.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Esta marca é de ótima qualidade.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Esta marca é esteticamente apelativa.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Esta marca tem uma personalidade atrativa.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Pessoas semelhantes a mim também optam por esta marca.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
A associação entre a causa e a marca tem significado para mim.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente

Esta marca oferece uma boa relação qualidade preço.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Esta marca é de confiança.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
A aparência visual desta marca é atrativa.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
A personalidade desta marca é favorável.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Esta marca é consistente com a imagem que tenho de mim mesmo.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
A associação entre a causa e a marca é algo que me importa.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente

O preço desta marca é um bom indicador da sua qualidade.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Esta marca é consistente na qualidade.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Esta marca tem bom design.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Esta marca tem uma personalidade distinta.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Esta marca reflete quem eu sou.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
A associação entre a causa e a marca é relevante para mim.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente

Table A.6 follows the same question scheme as the previous two, in which the participant is prompted to describe their behavior towards the selected brand.

Table A.6 – Brand preference indication

Indique quais as suas intenções futuras relativamente à marca que escolheu, indicando o seu grau de concordância com as seguintes afirmações numa escala de 1 (Discordo totalmente) a 5 (Concordo totalmente).		
Tenciono (re)comprar esta marca.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Estou disposto a pagar um preço mais elevado pelos produtos desta marca, em vez de comprar produtos semelhantes de outra marca.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Irei recomendar esta marca a outras pessoas.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Irei (re)comprar esta marca.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente
Estou disposto a pagar mais por esta marca do que por outra com produtos da mesma categoria.		
Discordo Totalmente	1 2 3 4 5 ○ ○ ○ ○ ○	Concordo Totalmente

Irei dizer coisas positivas sobre esta marca a outras pessoas.						
Discordo Totalmente	1	2	3	4	5	Concordo Totalmente
	☐	☐	☐	☐	☐	

The last survey entry prompts the participant to supply their demographic data. This can be seen in Table A.7.

Table A.7 – Demographic data

Dados Demográficos.				
Finalmente, agradeço que responda a algumas questões demográficas.				
Idade (18-35):				
Género:				
Feminino	Masculino	Não Binário	Prefiro não responder	
Nível de Escolaridade (a frequentar ou concluído):				
Ensino Básico	Ensino Secundário	Licenciatura	Pós-Graduação / Mestrado	Doutoramento
Ocupação:				
Estudante	Trabalhador- Estudante	Trabalhador part-time	Trabalhador full-time	Desempregado

