Developing People Trust on Body Shop Products through Cause Campaign and Emotions

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Modern world it is quite common scenario that well know organizations practice cause related marketing in order to benefit the organization and society in large. The exhaustive literature review reveals that corporates does cause related marketing in the form of sponsorship, charity and donations. But the main problem for the corporates in this regard is whether cause campaign match with the cause on which they spend. So this paper tries to identify the importance of various causes like cause purview, cause rubric, cause consequential, cause span and cause amount in creation of trust. At the same time this paper tries to understand the role of positive and negative emotional factors in connection with cause campaign and creation of trust.

Key words: Corporate, trust, cause campaign, emotion

1. Introduction

Various research conducted by management thinkers, philosophers and scholars in cause-related marketing has shown different kinds of results. Huge amount of money spent by an organization in the form of donations will attract females and high income customers, uphold the image of an corporate which has followed cause related marketing campaign rigorously(Apisit Chattananon et al. 2008; Drik.C.Moosmayer and Alexandre Fuljahn, 2010). Research also reveals that people who have earlier engaged in philanthropic actions will proceed extra firmly with Cause related marketing campaign compare to the people who have never engaged in such activities (Emmanuel Cheron et al, 2012). Trust is based on “the expectation of ethically justifiable behaviour”(Hosmer, 1995). Since organic products are expensive when compared to other general products, creation of trust is very important aspect for an organization through CrM. This induces people to make their purchasing decision (Krystallis and Chryssohoidis 2005). Whenever people decide to purchase products/services it creates lots of ambiguity and confusion in the mind of people. If corporate proves successful in creation of trust in the minds of people it reduces complications, ambiguity and uncertainty in their buying decisions (Grabner-Krauter 2002). Thus Cause related marketing in the form of charity, sponsorship, donations etc., which helps both business firms as well as customers.

1.1 Background

Body shop organic cosmetic products are playing a very vital role in a highly developed economy because people are much aware of it, which is totally opposite in developing and underdeveloped economy. In Indian economy general cosmetic products and companies are much more known to the public than organic cosmetics products and companies. Choosing general cosmetic companies for people in developing economy is mainly based on the cost of the product, different features which product carry, people status level, existence of competitors and their products, popularity of brand at local, domestics and international level(Rajagopal, 2007). But organic cosmetic products and company varies from general cosmetics products and company mainly from its environmentally friendly production and quality. Its packaging and campaigns are very much concerned about environmental issues. (Bryn Jones, 1991). In developing countries like India varieties of non-organic cosmetics companies are playing a vital role and in order to come out of such non-organic cosmetics companies stiff and cut-throat competition, it is essential for any organic cosmetic companies to use cause-related marketing strategies effectively and efficiently as an instrument of corporate social responsibility which will create trust in the minds of people (Polonskey and Jevons, 2006).

1.2 Statement of Problem

1.2.1 What ways various cause variables influences consumer buying decision and trust? How corporates should identify the right cause and cause importance?

1.2.2 Does an emotional benefit creates trust in consumer mind and provides positive feeling? Is it essential to measure emotional benefits by corporates for expensive products?

1.3 Objectives of Study

Impacts of the cause importance on consumer purchasing intentions are inconsistent (Sina Zeynali et al, 2012). Consumer mindsets on sponsored products are higher than non-sponsored products which are moderated by corporate-prospects
coherence (Shruti Gupta and Fulie Pirsch, 2006). Purchaser belief depends on consumer’s affection to cause (Sana-ur-Rehman Sheikh and Rian Beise-Zee 2011).

1.3.1 Identify the cause importance and its impact on body shop organic products consumer’s trust.
For the theoretical and practical purpose researcher has put forward numerous ambit of research on emotion and emotional benefits. An emotional benefit passes ownership feeling to the customer when they buy branded products (Brun et al, 2008). It’s very essential to bring emotional factors for a corporate if it is a expensive product (Kapferer and Bastien, 2009). Customer emotional attachment is crucial factor for corporates and important for brand image for any corporates (Cailleux et al, 2009).

1.3.2 Investigate the role of emotional benefits as a moderating variable between cause and trust.

1.4 Scope of the Study
The scope of the study is limited to only those who buy Body shop organic cosmetics from its retail outlets which are located at Karnataka state, India. Subjects who are aware about importance of cause campaign of body shop and Subjects who are aware of its organic benefits are considered in reliability test survey. Subjects who are Subjects who are window browsers and just seek information about body shop are not taken in to consideration. People who are first time buyers are not included in the reliability test survey. People who are not aware of body shop cause campaign importance and benefits of organic cosmetics of body shop are in exclusion criteria. Consumer who buys body shop products just for the brand name is not included in this research.

2. Research Methodology

2.1 Study Design
Study design used in this research is cross sectional study that represents a snapshot of one point in time in data collection.

2.2 Sample Frame (Study Population)
Sample populations are those who have purchased body shop products from the outlets which is located in Karnataka state, India. Two important criteria are taken into consideration while selecting the sample from the sample populations are subjects who are aware about importance of cause campaign of body shop and subjects who are aware of its organic benefits.

2.3 Sample Size
For the reliability test only 30 subjects are taken in to consideration. But for the final survey 640 customers are surveyed.

2.4 Sampling
Purposive sampling method is followed in case of selection of consumers.

2.5 Data Collection Procedure
First step involved in this research is validity test. In case of validity test two academicians and two experienced industrial people who are well versed in marketing subjects/field are contacted with questionnaire. They recommended inclusion and exclusion of few things which is implemented in final the questionnaire. Second step followed in this research is reliability test where 30 consumer surveys have been done. After getting informed consent form signed by the subject, the third step is pre structured proforma is distributed to subjects after informing about the objective of study.

2.6 Data Analysis
Reliability test results are analyzed through SPSS. Cronbach alpha value is generated and few questions from the questionnaire are deleted and few more modified and added for the final survey purpose.

3. Relevance of Paper

3.1 Theoretical model: The Affective-Cognitive theory of Trust
The affective-cognitive theory of trust postulated two elements of trust namely affective and cognitive. Cognitive trust positively influences affective trust (McAllister, 1995). Cognitive and affective trust is considered as the antecedents of trust. Affective dimension of trust is based on the consequences experienced by previous interaction with firm as well as subject’s feelings. Affective trust is the result of interaction of trustor with trustee. (Edell and Burke, 1987). Affective trust arises on the basis of “Gut feeling” (Kramer, 1999; Morrow et al, 2004). Emotional attachment is between people on which affective trust lies. One should feel concern and develop genuine care on which trusting relationship can be built. Emotional feeling helps in building up affective trust. Whenever people interact with one another at a very high frequency affective trust can be created. Affective trust is possible when trustee create favourable environment to the trustor and vice versa (McAllister, 1995). With regard to buying intention, affective factors of trust have fast and sudden effect. Cognitive dimensions are influenced by affective dimensions (Haubl, 1996). The main basis of the affective trust is vested on the main concern and level care of trustee on trustor. (Johnson-George and Swap, 1982; Rempel et al., 1985). Fewer researches also highlights that
there is a significant relationship between affective trust and perceived industry reputation in service sector. This leads to the trustor anticipation for future actions and interactions. This way affective trust enables healthy and strong attitude towards trustee. Feelings care, and concern generated by trustor towards trustee is felt through affective trust (Johnson and Grayson, 2005). When service sector renders its services perceived corporate reputation is having s strong and significant effect on consumer’s affective trust (Kambiz and Abdollah, 2012).

Trust is formed on the basis of interaction between trustor and trustee (McAllister, 1995). Cognitive trust is built on the parameter like performance of the trustee in the past (Butler, 1991). Cognitive trust is depends on duration of relationship between trustor and trustee (Doney and Cannon, 1997). Under cognitive trust any individual buying intention is based on his knowledge on trustee (McAllister, 1995). Cognitive trust is relying upon the competence capacity and reliability aspects of trustee (Moorman et al, 1992; Rempel et al, 1995). Service sector must concentrate on their product features, performance, and its improvements because perceived brand ability is highly related to cognitive trust (Devon and Kent, 2005). Few cases customer buy products based on their previous interactions which has satisfied them a lot. So consumer’s cognitive trust is highly related to his/ her satisfaction in their earlier actions and interactions. Thus, cognitive trust is mainly vested with customer’s satisfaction/dissatisfaction level (Westbrook and Oliver, 1991). Cognitive trust arises before affective trust because it provides an platform for affective trust. So cognitive trust acts as an antecedent of affective trust (McAllister, 1995; Johnson and Grayson, 2005). Research also showed that though firm reputation fails to influence cognitive trust, it has high impact compare to affective trust (Kambiz and Abdollah 2012).

4. Literature Review and Conceptual Framework

4.1 Cause Amount
There is a relationship between turnover of the company and the cause amount (Fine, 1990). Cause amount touches sensitivity and emotions aspects of the people which creates trust as well as motives buying intention (Green and Peloza, 2011). It has found that corporate which spends huge amount of different causes will always attract large mass compare to the small amount which does no much differences (Holmes and Kilbane, 1993; Strahilevitz, 1999). Thus the antecedent of trust is cause amount whereas consumer buying intention is the consequences of trust (Enrique Bigne, et al., 2009).

4.2 Cause Purview
Varadarajan and Menon (1998), has identified three different purviews pertaining to the cause namely local, national and international. Little research highlights that people are more concerned about the local cause than national or international cause. Whenever there is a local cause people respond more effectively than that of national or international which is found in USA and in China (Ross et al, 1990; Hou et al, 2008). So deciding cause purview is based on cause-identification and cause-fit (Bhattacharya and Sen, 2003). There are little research also articulate that cause purview is not at all make any difference to the corporate world as well as for general public(Ross et al, 1992; Cui et al, 2003).

4.3 Cause Rubric
Cause rubrics are fundamental and contingent in nature. Fundamental cause rubric deals with basic physiological and safety needs whereas contingent cause rubric involves society and community development programmes, economic progress, reduction of all kinds of unemployment by creating appropriate employment in the economy, controlling pollution and making healthy environment in the economy(Denton,John,A, 1990; Kotler & Lee, 2005). Cause campaign on both
fundamental and contingent rubric helps for the good sales and development of the corporates (Szykman, 2004). Only few research work highlights that its fundamental cause rubric which is more important than contingent cause in creation of trust among the consumer for their buying decision (Williams and Barrett, 2000; Cornwell and Coote, 2005).

4.4 Cause Consequential
Cause-consequentiality is also one of the cause factors which related to consumer trust. Cause-consequentiality involves immediate/sudden calamities and on-going /continuous adversity. Sudden tragedies are classified in to natural disaster and anthropogenic (Man-made hazards). Natural disasters includes earthquake, volcanos eruptions, flood, Tsunami, landslides, hurricanes, tornadoes etc and man-made hazards includes technological, sociological and transportation hazards, whereas ongoing adversity includes malaria, dengue, poverty, over population, youth unrest, HIV/AIDS, hepatitis etc. When compared with ongoing incidents catastrophe like sudden disaster is perceived as very high cause-importance. Though number of people die at African continent in a large number due to various kinds of diseases media’s are playing a crucial role in highlighting sudden tragedies more than ongoing (Chochinov, 2005). Quick or precipitous incidents are known to the public through media (Carrol and McCombs, 2003) whenever there is a bursts in an economy it is quite commonly found that there will be increase in donations or supports from corporates (Maon et al 2009; Ratliff, 2007). So cause campaign divert attention more on immediate disaster than ongoing which creates trust among people and attract consumer (Petty and Cacioppo, 1984). People evaluate that organization which donates or gives charity or supports for immediate cause then on going because of media’s highlighting those issues in front of public(Cui et al, 2003).

4.5 Cause Span
Under cause span it helps to understand whether people give importance to the longer or shorter period of cause. Some research articulates that longer duration captures people mind faster than shorter duration of cause (Varadarajan and Menon, 1998). On the other side research also articulates that it doesn’t make any difference whether the cause campaign is held for longer or shorter period (Emmanuel Che’ron et al, 2012). Few researches highlights that CrM is very powerful and impressive if the span of CrM will be held for longer period (Welsh, 1999).

4.6 Emotional Benefits
Researchers has put forward numerous ambit of research on emotion and emotional benefits. Shaver and Parrott used emotional model to describe and measure types of emotions which includes primary, secondary and tertiary emotions (Shaver et al, 1987; Parrott, 2001). Robert Plutchik (1980) has innovated wheel of emotion with eight elements of progressive emotions like surprise, anger, anticipation, disgust, fear, trust, sadness, and joy. Emotional benefits provide customers with a positive feeling when they purchase or use a particular brand (David Aaker, 2008). An emotional benefit passes ownership feeling to the customer when they buy branded products (Brun et al, 2008). It’s very essential to bring emotional factors for a corporate if it is a expensive product (Kapferer and Bastien, 2009). Customer emotional attachment is crucial factor for corporates and important aspect of brand image for any corporates (Cailleux et al, 2009).

In relation to the action tendencies many research scholars proposed a term ‘Anger’ in relation to emotions. Anger is a fundamental emotion (Oatley and Johnson Laird 1987; Plutchik, 1980; Izard, 1981; Ekman et al 1982; Tomkins, 1984; McDougall, 1986). One of the basic emotion factors is anger, is a notion of anger human being which determines person’s perception towards brand or product (Andrew Ortony and Terrence Turner, 1990). Another emotion is ‘Desire’ which is aversion itself and valence of desire rest in the person and object (Andrew Ortony and Terrence Turner, 1990). On the basis of relation to action tendencies and forms of action readiness scholars proposed desire as fundamental emotion (Arnold, 1960; Frijad, 1986). ‘Fear’ arises from experience, physiological changes and bypass or escape from situation (Lang, 1970; Rachman 1978). Protection becomes need when there is a fear (Oatley and Johnson Laird 1987). Many scholars identified Desire as a fundamental basic emotions (Oatley and Johnson Laird 1987; Plutchik, 1980; Izard, 1981; Ekman et al 1982; Tomkins, 1984; McDougall, 1986; Arnold, 1960; Frijad, 1986; James 1884; Panksepp, 1982; Watson,1930). Sadness being an emotion is deep seated in irrespective of any human being in all cultures (Izard, 1981; Ekman et al 1982). Disgust is just like dislike/distaste which can be presented even through facial expression (Izard, 1981; Ekman et al 1982; Tomkins, 1984; McDougall, 1986; Plutchik, 1980). Surprise could be positive or negative or neutral. Surprise is also intrinsically un valence (Ortony et al, 1987; Izard, 1981; Ekman et al 1982; Tomkins, 1984; Plutchik, 1980; Frijad, 1986). Happiness is connected with need to reproduce (Oatley and Johnson-Laird, 1987). Happiness is commonly found not on with the human beings even with animals (Frijda, 1986; Wiener and Graham, 1984).One’s attention and curiosity can create interest which is a cognitive state may be positive or negative(Andrew Ortony and Terrence Turner, 1990). Rage and terror are correlated in emotional aspects (Daffey, 1972; Gray1982; James1884; Panksepp, 1988; Watson, 1930). Fear can be broken into anxiety in different situations and forms. Mixture of anger, guilt and excitement leads to different forms of anxiety (Gray 1982; Oatley and Johnson-Laird, 1987). Contempt is mainly based on objects which is not a basic emotion. It may be considered as disgust. Emotion when connect to the unexpected incident it leads to distress. Distress and anger has strong relationship. Unhappiness and fear leads to distress. Shame is not basic emotion (Andrew Ortony and Terrence Turner, 1990; Izard 1971; Tomkins, 1984). Combination of joy and acceptance is called as Love which makes people to buy products (Arnold, 1960; James, 1884; Watson 1930). Joy is pleasant emotion of human being which is also a positive emotion (Ekman, 1982 et al; Gray 1982; Izard 1971; Plutchik, 1980; Tomkins, 1984).
4.7 Trust

General trust has been derived from the personality trait of a person. It is also identified that general trust is mainly based on the hormones of a person which has been developed in his/her initial babyhood (Doney and Cannon 1997; Morrow et al., 2004). Oxytocin hormone plays a vital role in this regard (Fehr et al, 2005). Specific trust highly influences retailers or any marketing events. Specific trust builds up strong relationship between retailer and consumer which is mainly based on cognitive and Affective dimensions (Kramer, 1999; Morrow et al., 2004). Majority of the research on marketing field pertaining to trust is mainly focus on specific trust than general trust. Psychologist has done various kinds of research in the field of trust and speaks about three different kinds of trust dimensions namely cognitive, affective and behavioural (Lewis and Weigert, 1985). A cognitive dimension of trust is based on purchaser’s attentive/sensible actions with specific brand or corporates. Cognitive parameters of trust is vested on company’s reputation, capacity and its product performance (Moorman et al., 1992; Rempel et al., 1985) whereas affective dimension of trust is based on the consequences experienced by previous interaction with firm. (Edell and Burke, 1987). Affective trust arises on the basis of “Gut feeling” (Kramer, 1999; Morrow et al., 2004). Behavioral (or conative) component of trust is influences how we have to act or behave (Lewis and Weigert, 1985).

5. Hypothesis Development

H1: Trust on Body shop organic products will be high when the cause-span is long term than short term in nature.
H2a: Trust on Body shop organic products will be high when the cause-purview is local than national in proximity.
H2b: Trust on Body shop organic products will be high when the cause-purview is local than international in proximity.
H3: Trust on Body shop organic products will be high when the cause-rubric is fundamental than secondary in nature.
H4: Trust on Body shop organic products will be high when the cause-consequential aims at sudden incidental occasions rather than those that work at continual occasions.
H5: Trust on Body shop organic products will be more when the cause-amount is higher than fewer amounts.

6. Data Analysis

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<th>Table 6.1 Depicts about Cronbach’s Alpha Value and Number of Items.</th>
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<td>Cronbach’s alpha</td>
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<td>1. Cause purview:</td>
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<td>Local level</td>
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<td>National level</td>
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<td>International level</td>
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<td>2. Cause consequential:</td>
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<td>Ongoing incidents</td>
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<td>Sudden tragedies</td>
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<td>3. Cause rubric:</td>
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<td>Fundamental cause</td>
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<td>Contingency issues</td>
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<td>4. Cause span</td>
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<td>5. Cause amount</td>
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<td>Emotional Benefits:</td>
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<td>Positive</td>
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<td>Negative</td>
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Cronbach’s alpha for national level the value is .658 with 3 items, which is low when compare to the other variables. So national level indicators few items are reframed because according to Cronbach’s alpha (Cronbach, 1951) the construct should be greater than 0.7.

7. Conclusion

In the matter of cause purview like china and USA in Indian scenario also local cause importance is high compare to the national and international cause purview. But cause consequentiality matter difference between ongoing and sudden tragedies its meager. It is similar in the case of cause rubric too. Since emotional is mediating variable between the dependent variable trust and independent variable types of causes measurement of positive and negative emotions helps to understand people’s emotion towards cause campaign. So trust can be measured with emotional variables as well as with the cause campaign factors. Thus it helps to understand the role of various variables pertaining to the cause campaign and emotions in connection with trust.
8. References


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