1. INTRODUCTION

1.1 Research Background

Voluntarily doing well. Stroup and Neubert (1987) note that early philanthropy and social responsiveness were undertaken by public-spirited corporations voluntarily. Though such undertakings invariably reduced profit because they consumed corporate resources.

CRM can be viewed as a manifestation of the alignment of corporate philanthropy and enlightened business interest. It is basically a marketing program that strives to achieve two objectives—improve corporate performance and help worthy causes—by linking fund-raising for the benefit of a cause to the purchase of the firm’s products and/or services. (Business Week, 1982).

Product preference in terms of consumer intention is the ultimate aim of every product manufacturer and a company's ability to produce a product which satisfies consumer requirements leads to success and profitability (McEwan, 1996). In many situations, consumers construct their preferences when faced with a specific purchase decision, rather than retrieve preformed evaluations of product features and alternatives (Bettman, Luce, Payne, 1998). Because preferences are constructed for a specific choice set and decision task, they depend on the particular characteristics of the considered options and the manner in which they are evaluated.

Margolis (1982) views altruism as a sense of social responsibility, which appears in his view with two distinct conceptions. The first is “participation altruism”: one gains utility from giving resources away for the benefit of others; that is, one has a taste for
participation in social acts. The second is “goods altruism”: one gains utility from an increase of goods volume to others. It is true that certain stimuli (get praise when donators donate to somebody) would induce people to recognize their purpose and thus elicit cooperative behavior, but it is also important to recognize that cooperation is conditioned behavior that people might persist in even though, in some situations, it may not be rewarded. Self-interest is surely not the only human motive but also the reciprocity.

1.2 Research Motive

As above, CRM is the popular trend. Many demonstrations prove, CRM is a nice tactics in the marketing. If corporations lose to achieve CRM plan, it may lose many markets (Product market) and NPO (Non-Profit Organization) can’t be efficiently to fund-raising enough money to whose needing help people.

Marion E.Gold (2004) said that the concept of “strategic giving” or “cause-related marketing” isn’t new. The key is to create an environment in which the company’s and charity’s objectives are integrated to create a mutually beneficial result. That’s mutually with a capital “M (Money).” NPO (Non-Profit Organization) use these tips to partner with a company.

Position yourself creatively. How your program is positioned in the community makes all the difference in how it is perceived. And the responsibility for making that pitch to corporate sponsors lies in the laps of NPO.

Be a clever marketer. Just as corporations examine their role in the community, nonprofits must meet them halfway by using marketing tools designed to influence
behavior. More and more, corporations expect their nonprofit partners to be conversant about corporate marketing and sales objectives. The most successful nonprofits will position their causes as “brands”—as “products” corporate partners want to buy.

Hold up your end of the bargain. The public can quickly identify an imbalance between the business and the cause it supports. Under the keen view of the press, the charitable side of the equation better adds up. Otherwise, the campaign can backfire and damage the reputation of both partners.

Keep an eye on results. Both partners must constantly reevaluate programs and goals. Monitoring and measuring must be part of the partnership package—just as they are with all marketing campaigns. Don’t let the ball drop after the proverbial “check is in the mail.” Don’t be deterred by limited resources. Even nonprofits on a shoestring can create corporate partnerships. Instead of contacting big companies, small nonprofits might join with small businesses, sole proprietors, or independent contractors.

Be sure both parties take something from the table. The partnership must be a win-win situation—and the old advertising adage that “perception is reality” is critical to success. As corporations and charities look for new ways to meet goals, cause-related marketing may still be the right medicine to achieve a win-win. The corporate partner wins not only in community visibility and product promotion but in staff motivation, team building, and pride.
1.3 Research Objectives

The objectives of this study are as follows:

(1) Research the factors (consumer decision-making styles, product preference, and altruism), how to affect the intention of purchase.

(2) Base on above dependent and independent variables, this study try to understand their relationships, and make conclusions

(3) To classify product preference and altruism how to affect the intention of purchase.
2. LITERATURE REVIEW

2.1 The Definition of CRM (Cause-Related Marketing)

Actually, CRM is combining between the NPO and corporation (for profit); they (NPO and for-profit corporation) are both contributing some parts to cooperate with each other (NPO supply a helping somebody spirit, and for-profit corporation supply a product). In fact, many corporations like to cooperate with charity, for two reasons, first is boosting corporation’s image, it is social responsibility, second is add sales revenue.

Adkins (2000) contends that cause-related marketing is defined as the public association of a for-profit company with a nonprofit organization, intended to promote the company's product or service and to raise money for the nonprofit. Cause-related marketing has become more widespread over the past few years and it is arguably becoming a strategic element within the product marketing of corporation.

Dupree (2000) suggests this rapid growth and interest within cause-related marketing is attributable to consumers’ growing social consciousness, while Fellman (1999) notes that companies are taking a more strategic approach to their community involvement efforts, and are seeking ways of benefiting community organizations whilst also furthering company’s business goals.

An important element of cause-related marketing is the level of customer awareness, involvement and engagement. Laaksonen (1994) analyzes the potential of involvement to account for the differences in the degree of both mental and the physical efforts a consumer is willing to devote to consumption-related activities and this is particularly pertinent in cause-related purchase decisions.
Bennett and Gabriel (2000) findings suggest that consumers vary in degree of psychological involvement and inclination towards charity-giving. However, a limited amount of research has been conducted with regard to the underlying motivations and involvement of consumers within Cause Related Marketing program and what their role as contributor entails and represents in their own life.

Fellman (1999) argues that many companies are beginning to look at their outreach to communities, whether these are defined locally, nationally or globally-from a strategic perspective. It involves aligning community involvement and philanthropic activities, including cause-related marketing, with core business objectives, taking advantage of core competencies, and customizing areas of focus based on customer needs.

The phrase "cause-related marketing" was first used by American Express in 1983 to describe its campaign to raise money for the restoration of the Statue of Liberty. American Express made a one-cent donation to the Statue of Liberty every time someone used its charge card; the number of new card holders soon grew by 45%, and card usage increased by 28%.

Cause-related marketing is where a company with an image, product or service to market builds a partnership with a good cause for mutual benefit. Recent research shows that 81% of consumers are more likely to buy a product or service that is associated with a cause they care about (Business Week, 1982).

Varadarajan and Menon (1988) also acknowledge the commercial activities occurring in Cause Related Marketing, in which profit and non-profit organizations form alliances to market an image, product or service for mutual benefit. However,
caution that firms walk a fine line between reaping increased sales, goodwill and positive publicity and incurring negative publicity and charges of exploitation of causes.

Shaw and Post (1993), in examining this concept, argue that the motivation for a firm’s donation to a worthwhile cause is largely its need to be regarded as a good corporate citizen, rather than exploitation of the cause.

A commercial partnership with a charity can help your company meet its marketing and business objectives. In fact, the benefits can be huge. Terry (2002) indicates that:

* 86% of consumers agree that when price and quality are equal, they are more likely to buy a product associated with a ‘cause’

* 89% of consumers have purchased a product or service associated with a charity or collected vouchers for a cause

Discussion:

Base on the above definition, CRM is kind of marketing tool. When businesses want to enter the new market, promote their product, the CRM is a good way realizes their plan. About the NPO, they can realize their idea about the “helping spirit” (help somebody difficult). Whatever your motive is, you help someone whose need help is an easy and happy thing. Nothing builds brand loyalty among today's increasingly hard-to-please consumers like a company's proven commitment to a worthy cause. Other things being equal, many consumers would rather do business with a company that stands for something beyond profits.
Table 1 The Define of CRM (Cause-Related-Marketing) by scholars

<table>
<thead>
<tr>
<th>Scholar</th>
<th>Time</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Varadarajan and Menon</td>
<td>1998</td>
<td>Cause Related Marketing is a case of developing and executing marketing pursuits through public association of a profit-making organization with a non-profit cause</td>
</tr>
<tr>
<td>Laaksonen</td>
<td>1994</td>
<td>Analyzes the potential of involvement to account for the differences in the degree of both mental and the physical effort a consumer is willing to devote to consumption-related activities and this is particularly pertinent in Cause-related purchase decisions.</td>
</tr>
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</tr>
<tr>
<td>Author</td>
<td>Year</td>
<td>Statement</td>
</tr>
<tr>
<td>-----------------------</td>
<td>------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Adkins</td>
<td>2000</td>
<td>for the profit-making organization, these gains can take the form of the organization, brand, product or service becoming stronger and more successful. For the cause, the gains may involve creating more awareness and increased contributions</td>
</tr>
<tr>
<td>Shaw and Post</td>
<td>1993</td>
<td>Argue that the motivation for a firm’s donation to a worthwhile cause is largely its need to be regarded as a good corporate citizen, rather than exploitation of the cause.</td>
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</tr>
</tbody>
</table>

Source: Collection and drawing by the author of this study

### 2.2 Consumer’s Decision-Making Styles

The individuality in consumers’ behavior when choosing between alternative products is perhaps the most widely analyzed topic in consumer-interest studies. But although many factors influence consumer decision-making, consumers are thought to approach the market with certain basic
decision-making styles. For example, consumers have been characterized as quality seekers, novelty-fashion seekers, comparison shoppers, information seekers, and habitual or brand loyal consumers (Bettman 1979).

Now the measurement of consumer decision-making styles is discussed briefly. A consumer decision-making style is defined as "a mental orientation characterizing a consumer's approach to making consumer choices" (Sproles and Kendall, 1986). Relevant literature suggests consumer styles may be characterized by the lifestyle approach, the consumer typology approach, and the consumer characteristic approach (Bettman 1979, et al.).

Based on this literature, Sproles and Kendall (1986) reported the factor analytic validation of a Consumer Styles Inventory measuring eight basic characteristics of consumer decision-making styles:

1. *Perfectionistic, High-Quality-Conscious Consumer*, a characteristic measuring the degree to which a consumer searches carefully and systematically for the best quality in products.

2. Brand-Conscious, Price-Equals-Quality Consumer, a characteristic measuring a consumer's orientation toward buying the more expensive, well known national brands.

3. Novelty- and Fashion-Conscious Consumer, a characteristic identifying consumers who appear to like new and innovative products and gain excitement from seeking out new things.
(4) Recreational and Shopping-Conscious Consumer, a characteristic measuring the extent to which a consumer finds shopping a pleasant activity and shops just for the fun of it.

(5) Price-Conscious, Value-for-Money Consumer, a characteristic identifying a consumer with particularly high consciousness of sale prices and lower prices in general.

(6) Impulsive, Careless Consumer, a trait identifying one who tends to buy at the spur of the moment and to appear unconcerned about how much he or she spends (or getting "best buys").

(7) Confused by Over Choice Consumer, a person perceiving too many brands and stores from which to choose and who likely experiences information overload in the market.

(8) Habitual, Brand-Loyal Consumer, a characteristic indicating a consumer who repetitively chooses the same favorite brands and stores.

2.2.1 Impulsive Buying

Trait impulsiveness is characterized by unreflective actions (Eysenck et al., 1985) and is significantly correlated with thrill-seeking and the psychological need to maintain a relatively high level of stimulation impulsiveness that was significantly correlated with impulse buying behavior. Specifically, when consumers believe that impulse purchasing is socially acceptable, they act on their impulsive tendencies, but when it is socially unacceptable these tendencies may be thwarted. The literature on compulsive shopping (Elliot, 1994), and impulse purchases highlights the role of perceived social
image and the expression of self-identity in the purchase

According to the above literatures prove that impulsive buying character consumers want to be acceptable by social view. So this study chooses one of eight characters to match with CRM’s altruism. This study assumes that impulsive buying consumers want to get some praise from others. Another independent variable is CRM’s altruism, it base on raise money to help somebody difficult. The impulsive buying character match CRM’s altruism will affect the consumer’s cognition.

2.2.2 Perfectionistic, High-Quality-Conscious

Perhaps the most important findings (Sproles and Kendall, 1990) with educational implications are the relationships found between Perfectionistic, High-Quality-Conscious consumer decision making and an active and serious approach to learning. These findings imply that consumers seeking the best results (e.g., help somebody difficult) in their particular learning style that employs systematic and careful mark search, observation, and learning. Consumer educators often recommend such learning approaches for consumers to achieve their goals.

According above literatures prove that Perfectionistic, High-Quality-Conscious character consumers want to be acceptable by social view. So this study chooses one of eight characters to match with CRM’s altruism. This study assumes that impulsive buying consumers want to get some praise from others. Another independent variable is CRM’s altruism, it base on raise money to help somebody difficult. The impulsive buying character match CRM’s altruism will affect the consumer’s cognition.
2.2.3 The Definition of Impulsive Buying

Nowadays, there is always having many choices to accept the new information quickly by us. Choosing products, consumers always buy something impulsively that doesn’t think twice. Consumers buy by intuitively and the product itself can make the biggest effect for the consumer. So call this behavior are “impulsive buying”.

Impulse buying generates over $4 billion in annual sales volume in the United States. With the growth of e-commerce and television shopping channels, consumers have easy access to impulse purchasing opportunities, but little is known about this sudden, compelling, hedonically complex purchasing behavior in non-Western cultures. Yet cultural factors moderate many aspects of consumer’s impulsive buying behavior, including self-identity, normative influences, the suppression of emotion, and the postponement of instant gratification.

Impulsive consumer buying behavior is a widely recognized phenomenon in the United States. It accounts for up to 80% of all purchases in certain product categories (Abrahams, 1997; Smith, 1996), and it has been suggested that purchases of new products result more from impulse purchasing than from prior planning (Sfiligoj, 1996). Impulsive buying behavior is a sudden, compelling, hedonically complex purchasing behavior in which the rapidity of the impulse purchase decision process precludes thoughtful, deliberate consideration of all information and choice alternatives (Bayley & Nancorrow, 1998).

Impulse buying is defined as “an unplanned purchase” that is characterized by “(1) relatively rapid decision-making, and (2) a subjective bias in favor of immediate possession” (Rook & Gardner, 1993,; Rook & Dennis 1987; Rook & Hoch, 1985). It is
described as more arousing, less deliberate, and more irresistible buying behavior compared to planned purchasing behavior. Highly impulsive buyers are likely to be unreflective in their thinking, to be emotionally attracted to the object, and to desire immediate gratification (Hoch & Loewenstein, 1991; Thompson, 1990). These consumers often pay little attention to potential negative consequences that may result from their actions (Hoch & Loewenstein, 1991, O’Guinn & Faber, 1989).

Previous research conducted in the United States and Great Britain (individualist cultures) has shown that many factors influence impulsive buying behavior: the consumer’s mood or emotional state (Donovan, Rossiter, Marcoolyn, & Nesdale, 1994), trait buying impulsiveness (Puri, 1996; Rook & Fisher, 1995; Weun, Jones, & Beatty, 1998), normative evaluation of the appropriateness of engaging in impulse buying (Rook & Fisher, 1995), self-identity (Dittmar, 1995), and demographic factors, such as age (Bellenger, Robertson, & Hirschman, 1978).

Several studies demonstrate the effect of consumers’ moods and affective states on impulsive buying behavior. Rook and Gardner (1993) found that consumers’ positive moods were more conducive to impulsive buying than negative moods, although impulse buying occurred under both types of moods. Beatty and Ferrell (1998) also found that a consumer’s positive mood was associated with the urge to buy impulsively, while the impulse buyers in study were more “emotionalized” than no buyers.

Discussion:

Base on the above definition, it can be understand what impulsive buying consumers are. With the growth of e-commerce and television shopping channels, consumers have easy access to impulse purchasing opportunity, when facing our favorite product,
consumers always show our impulsion, buy it by our intuition. It is not a new phenomenon, it grow up rapidly in the united stated and will be widely spread over the world.

2.2.4 The Definition of Perfectionistic, High-Quality-Conscious

Sproles and Kendall (1990) use the serious analytical learner, active practical learner, passive accept learner, and the perfectionistic consumer style characteristic is described. Four of six learning style characteristics are significantly related to perfectionistic (quality-conscious consumer behavior.) A serious, analytical learning style appears to be correlated most strongly with this characteristic.

Perfectionistic, High-Quality-Conscious Consumer, a characteristic measuring the degree to which a consumer searches carefully and systematically for the best quality in products; when we face products, we don’t buy by intuition, consumers will make the best choice. Product quality is the first intuition that comes to the kind of consumer, when they want to buy products.

Also, active learning and observation-centered learning appear positively associated with the perfectionistic consumer characteristic. However, passive and accepting learning are negatively correlated, reinforcing the findings on the other characteristics. These relationships suggest that consumers who are perfectionistic and high-quality-conscious in their behaviors have systematic and involved learning characteristics that enhance their highly goal oriented behaviors as consumers.
Discussion:

Base on the above definition, it can be understand what perfectionism consumers are. Consumers always choose by complex thinking, if they make a choice to buy something, they must consider the quality; the quality is what they care about. Maybe we are one of them, compare to the impulsive and Perfectionism consumers, you can easily to see the different parts, one is just like the product itself, their buying wants is just want to “get them”, and another is not only like the product itself, but also care about the product quality.

2.3 Product Preference

Consistent with classical economic theory it has been assumed that consumers can assess the utilities or values of products based on their characteristics and that these values guide purchase decisions. For example, given information about the memory size, speed, monitor type and other features of a personal computer, a consumer can assess the value of that product. If offered more than one personal computer, the consumer can simply determine the value of each alternative and then select the one with the highest overall value.

Recent research on decision making, however, has revealed that people often do not have clear and stable preferences, even when they have complete information about the characteristics of the alternatives (Simonson 1993). In many situations, consumers construct their preferences when faced with a specific purchase decision, rather than retrieve preformed evaluations of product features and alternatives (Bettman, Luce, Payne, 1998). Because preferences are constructed for a specific choice set and decision task, they depend on the particular characteristics of the considered options and the
manner in which they are evaluated.

2.3.1 The Definition of Product Preference

Product preference in terms of consumer intention is the ultimate aim of every product manufacturer and a company's ability to produce a product which satisfies consumer requirements leads to success and profitability (McEwan, 1996).

Consumer acceptance of a product is, however, dependent on many different factors which may be related to the product itself, the consumer or the consumer environment (Engle, Blackwell & Minard, 1995); in particular, the sensory appeal of a product and the visual appearance of its' packaging are powerful influences on consumer acceptability (Cardello, 1994; Tuorila & Pangborn, 1988). Therefore, to achieve an optimal product, manufacturers should attempt to understand the sensory and packaging characteristics of a food product which drive consumer preference within the market segment of interest.

It is also important to consider how such attributes complement one another. Packaging, advertising and product information generate consumer expectations (Stokes, 1985); if these expectations are not subsequently met by the sensory delivery of the product, consumer disconfirmation may occur. For many years market researchers have addressed the question of how failure to deliver to expectation affects consumer satisfaction of products (Cardello, 1994).

Ultimately, products that will best satisfy consumers should accurately convey their sensory character by their pack. Relationships between products' sensory and packaging attributes could thus be determined by relating objective sensory data to objective packaging data.
Discussion:

Advertisers have been using a variety of tactics that are designed to enhance sales without offering additional value to the customer (such as using a likable endorser or background music). Thus, using product assortment in combination with other means to influence purchase decisions can be seen as an extension of current practice.

It is also important to recognize that such influences on purchase decisions are most effective when consumers do not have clear preferences and are thus susceptible to influence. In addition, considering that choice set and presentation effects occur whether or not they are planned by advertisers, it may be practically impossible to determine whether such tactics are manipulative or naturally occurring phenomena.

2.4 Altruism

Kurz (1977) proposes a definition of altruism in behavioral terms—an act by one person of providing goods and services to another person without any enforceable contract to receive maximal compensation for charity act, Kurz also claim that there exists a subtle social mechanism to provide compensations that will ultimately make altruistic behavior individually optimal.

Margolis (1982) views altruism as a sense of social responsibility, which appears in his view with two distinct conceptions. The first is “participation altruism”: one gains utility from giving resources away for the benefit of others; that is, one has a taste for participation in social acts. The second is “goods altruism”: one gains utility from an increase of goods volume to others.

According to the above literatures, altruism divides two parts, including
“participation altruism” and “goods altruism”. The first part, “participation altruism”, it presents; someone gains utility from giving resources, for instance, donation behavior. The second part, “goods altruism”, it presents; someone gains utility from an increase of goods volume to others.

For instance, CRM’s strategic; use CRM’s strategic to raise money for helping somebody difficult. So this study chooses CRM’s altruism match consumer decision-making character. This study also assumes that two independent variables (consumer decision-making character and altruism) will affect dependent variable (consumer’s cognition).

2.4.1 The Definition of Altruism

This definition of altruism is in some ways more and in some ways less altruistic than more commonly used definitions. Usually, altruism is modeled to examine the ramifications of the tradeoff between selfish and unselfish motives (Harsanyi, 1953; 1955; 1977). Jencks (1990) calls “partial” altruists. (Krebs and Rushton 1982) Arguments about altruism unavoidably involve human nature, and in turn unavoidably involve how the phenomenon is defined. In psychological literature, the studies of altruism are introduced in terms of “behavioral” and “intentional” approaches.

Robbins (1935) pointedly remarks: “So far as we are concerned, our economic subjects can be pure egoists, pure altruists, pure ascetics, pure sensualists or—what is much more likely— bundles of all those impulses.” Clotfelter (1985) also show that the reasons offered for making contributions come not only from unselfish motives but also from self-interested motives. Mueller (1986) reveals that humans have two natures, a selfish nature and a cooperative-altruistic nature, and that one makes decision in some
contexts using one’s selfish nature, and in others using one’s altruistic-cooperative nature. Therefore, in terms of apparent altruistic behavior, such as donations to charities, volunteering for community work, and so on, there are other reasons that influence people’s decisions besides altruistic concerns for others’ welfare.

Discussion:

As a result, the outcome of round one’s stronger cooperation conveys the message of reciprocity that subjects are more willing to cooperate when they expect their partners are more likely to cooperate (donator can get the praise when he donate to somebody). The notion that pleasant interactions might prompt cooperation is consistent with the basic message of psychological research; which empathy plays an important role, but is opposed to the self-interest.

It is true that certain stimuli (get praise when donators donate to somebody) would induce people to recognize their purpose and thus elicit cooperative behavior, but it is also important to recognize that cooperation is conditioned behavior that people might persist in even though, in some situations, it may not be rewarded. Self-interest is surely not the only human motive but also the reciprocity.
3. RESEARCH METHOD

3.1 Research Process

- Confirm Research Aspect
- The Definition of CRM (Cause-Related-Marketing), The Definition of Consumer Decision-Making style, Product Preference, and Altruism,
- Establish Research objectives, Hypothesis, and Analysis
- Research Design
- Develop Questionnaires
- Statistic Survey
- Conclusion & Suggestion

Figure 1 the Research Process
3.2 Research Framework

This study uses the laboratory experiment to measure how different key factors will affect the intention of purchase. The key factors affecting CRM effect include consumer decision-making styles, product preference and altruism. The framework of this study shows as follows:

Figure 2 the Research Framework of This Study
3.3 Operational Definition of Variables

There are three independent variables in this study, including consumer’s decision-making style, product preference, and altruism. And there is one dependent variable in this study, including the intention of purchase. The context and definition of variables are as follows:

Table 2 the Definition of Variables for This Study

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impulsive buying</td>
<td>Impulse buying is defined as “an unplanned purchase” that is characterized by relatively rapid decision-making,</td>
</tr>
<tr>
<td>Perfectionistic</td>
<td>A characteristic measuring the degree to which a consumer searches carefully and systematically for the best quality in products</td>
</tr>
<tr>
<td>CRM’s Altruism</td>
<td>we do something that benefits somebody, this study have three degree of donation behavior, 0%, 50%, and 100% donation behavior</td>
</tr>
</tbody>
</table>
Dependent variables | Definition
---|---
The intention of products when we facing “The Incredible” purchase, we like and want to buy it.

### 3.4 Research Hypothesis

Trait impulsiveness is characterized by unreflective actions (Eysenck et al., 1985) and is significantly correlated with thrill-seeking and the psychological need to maintain a relatively high level of stimulation impulsiveness that was significantly correlated with impulse buying behavior. Specifically, when consumers believe that impulse purchasing is socially acceptable, they act on their impulsive tendencies, but when it is socially unacceptable these tendencies may be thwarted. The literature on compulsive shopping (Elliot, 1994), and impulse purchases highlights the role of perceived social image and the expression of self-identity in the purchase.

Perhaps the most important findings (Sproles and Kendall, 1990) with educational implications are the relationships found between Perfectionistic, High-Quality-Conscious consumer decision making and an active and serious approach to learning. These findings imply that consumers seeking the best results (e.g., help somebody difficult) in their particular learning style that employs systematic and careful mark search, observation, and learning. Consumer educators often recommend such learning approaches for consumers to achieve their goals. According to the above literature, this study infers hypothesis as follows:
Hypothesis 1: Different consumer decision-making styles significantly influence on consumer decision

Kurz (1977) proposes a definition of altruism in behavioral terms—an act by one person of providing goods and services to another person without any enforceable contract to receive maximal compensation for charity act, Kurz also claim that there exists a subtle social mechanism to provide compensations that will ultimately make altruistic behavior individually optimal.

Margolis (1982) views altruism as a sense of social responsibility, which appears in his view with two distinct conceptions. The first is “participation altruism”: one gains utility from giving resources away for the benefit of others; that is, one has a taste for participation in social acts. The second is “goods altruism”: one gains utility from an increase of goods volume to others. According to the above literature, this study infers hypothesis as follows:

Hypothesis 2: Different donation behaviors significantly influence on intention of purchase.

Hypothesis 2.1: High altruism significantly influence on the intention of purchase.

In many situations, consumers construct their preferences when faced with a specific purchase decision, rather than retrieve preformed evaluations of product features and alternatives (Bettman, Luce, Payne, 1998). Because preferences are constructed for a specific choice set and decision task, they depend on the particular characteristics of the considered options and the manner in which they are evaluated.
Advertisers have been using a variety of tactics that are designed to enhance sales without offering additional value to the customer (such as using a likable endorser or background music). Thus, using product assortment in combination with other means to influence purchase decisions can be seen as an extension of current practice.

**Hypothesis 3:** High product preference significantly influence on the intention of purchase.
3.5 Research Design

There are two independent variables in this study as follows:

Table 3 the Laboratory Design In This Study

<table>
<thead>
<tr>
<th>CRM'S Altruism</th>
<th>No donation</th>
<th>50% donation</th>
<th>100% donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavior</td>
<td>Behavior</td>
<td>Behavior</td>
<td></td>
</tr>
</tbody>
</table>

Consumer Decision

-Making Styles

Impulsive

&

Perfectionist high-

Quality conscious

Characteristics  I        II        III
3.6 Questionnaire Design Process

3.6.1 Copy writes Design

The copy write design are including copy write, illustrate.

Table 4 Manipulating the Copy write and Description

<table>
<thead>
<tr>
<th>Manipulated Copy write and Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The descriptions in this copy write</td>
</tr>
<tr>
<td>McDonald markets the hot issue doll “the incredible”; if you order the menu, you will get it. (No donation behavior)</td>
</tr>
<tr>
<td>McDonald markets the hot issue doll “the incredible”; if you order the menu, you will get it. (50% donation behavior)</td>
</tr>
<tr>
<td>McDonald markets the hot issue doll “the incredible”; if you order the menu, you will get it. (100% donation behavior)</td>
</tr>
</tbody>
</table>

3.6.2 Questionnaire Content Design

The measure that we get from two parts, as follows:

1-6 Questions refer to as follows

(1) The items of questionnaire are based on Sproles and Kendall (1986) develops the questionnaire of (CSI) and follows the variable definition of literature by this study.

(2) The items of questionnaire are based on literature of Sproles & Kendall (1990),
and follow the variable definition of literature by this study.

7-8 Questions refer to as follows:

The items of questionnaire are based on literature of (McEwan, 1996) and follow the variable definition of literature by this study.

9-10 Questions refer to as follows:

The items of questionnaire are based on literature of Mueller (1986) and follow the variable definition of literature by this study.

11-12 Questions refer to as follows:

The items of questionnaire are based on literature of Cheng (2004) and follow the variable definition of literature by this study.

Questionnaire content design will be divided three parts, as follows:

(1) No donation behavior

1. First part will test consumer decision-making styles (divide two parts: impulsive buying and perfectionistic, high-quality conscious buying consumers) will affect the intention of purchase.

   The first part will test the consumer decision-making styles to affect the intention of purchase, including impulsive buying and perfectionistic characteristic consumers. It is before watching the Copy write.
*Impulsive buying consumers:

1. I often show my intuition, when I buy the product

2. I will act, when I see my favorite product

3. I buy product by the first looking

*Perfectionistic, high-quality conscious consumers

4. I will do my best to get the high quality product

5. I am perfectionism, when I buy product

6. I will do my best choice, when I buy product

2. Second part will test after seeing copy write, product preference will affect the intention of purchase.

7. I feel that this product has attraction

8. I like the relative products of “The incredibles”

3. Third part will test the donation behavior will affect the intention of purchase.

9. It will add to my purchase intention if it donates to NPO (donation behavior)

10. It can attract purchase intention of mine

4. Fourth part will test the entire purchase intention.

11. Entirely, I have higher purchase intention for this product.
12. I would like to recommend buying this product.

(2) 50% donation behavior

1. First part will test consumer decision-making styles (divide two parts: impulsive buying and perfectionistic, high-quality conscious buying consumers) how to affect the intention of purchase.

The first part will test the consumer decision-making styles to affect the intention of purchase, including impulsive buying and perfectionistic characteristic consumers. It is before watching the Copy write.

*Impulsive buying consumers:

1. I often show my intuition, when I buy the product

2. I will act, when I see my favorite product

3. I buy product by the first looking

*Perfectionistic, high-quality conscious consumers

4. I will do my best to get the high quality product

5. I am perfectionism, when I buy product

6. I will do my best choice, when I buy product

2. Second part will test after seeing copy write, product preference will affect the intention of purchase.

7. I feel that this product has attraction
8. I like the relative products of “The incredibles”

3. Third part will test the donation behavior will affect the intention of purchase.

9. It will add to my purchase intention if it donates to NPO (donation behavior)

10. It can attract purchase intention of mine

4. Fourth part will test the entire purchase intention.

11. Entirely, I have higher purchase intention for this product

12. I would like to recommend buying this product

(3) 100% donation behavior

1. First part will test consumer decision-making styles (divide two parts: impulsive buying and perfectionistic, high-quality conscious buying consumers) how to affect the intention of purchase.

The first part will test the consumer decision-making styles to affect the intention of purchase, including impulsive buying and perfectionistic characteristic consumers. It is before watching the Copy write.

*Impulsive buying consumers:

1. I often show my intuition, when I buy the product

2. I will act, when I see my favorite product

3. I buy product by the first looking
*Perfectionistic, high-quality conscious consumers

4. I will do my best to get the high quality product

5. I am perfectionism, when I buy product

6. I will do my best choice, when I buy product

2. Second part will test after seeing copy write, product preference will affect the intention of purchase.

7. I feel that this product has attraction

8. I like the relative products of “The incredibles”

3. Third part will test the donation behavior will affect the intention of purchase.

9. It will add to my purchase intention if it donates to NPO (donation behavior)

10. It can attract purchase intention of mine

4. Fourth part will test the entire purchase intention.

11. Entirely, I have higher purchase intention for this product

12. I would like to recommend buying this product

3.6.3 Process of Experiment

Process of field study experiment:

Step 1: Researcher explains the purpose for the respondents, deleting the doubt.
Step 2: Respondents got the one of six questionnaires by random.

Step 3: Before getting the questionnaires, researcher didn’t let the respondents to read the questionnaires.

Step 4: Respondents saw the first part of questionnaires, then, research let the respondents simulate the situation of reading magazines by themselves.

Step 5: After finishing the questionnaires, researcher recover the questionnaires.

Step 6: Eventually, researcher explain for the respondents again, and thanks for their helping.

3.7 Research Limitation

(1) Consumer decision-making styles.

There are eight consumer decision-making styles, including Novelty- and Fashion-Conscious, recreational and shopping-conscious, habitual, brand-loyal consumers and so on. This study just choose two of eight, it isn’t enough to represent all the consumers characteristic to face the products (with the cause).

(2) Samples:

About the samples that this study chooses are students, in this study, researcher considers about the cost and time, so we choose the students.

This study was done on university school students, who have limited marketplace experience and are still learning their consumer styles. Of course, young people are eager to consume, are conscious of their experiences, and are thus valid consumers for
study. In the future research can choose the true samples of social, they can reflect the true situation.

(3) Representation:

In this study indicates, it can’t assume that a consumer with high impulsive buying would consider “name” products on every decision.

3.8 Data analysis method

This study uses the statistical method to analyze as follows:

(1) Descriptive Statistic: The characteristics of descriptive statistics include mean, percentage and frequency. In order to understand the sampling samples structure.

(2) Independent t test: In order to test between independent variables relationship.

(3) One Way ANOVA: In order to test between independent variables relationship.
Table 5 Hypothesis Will Be Tested by Statistical Analyze Method as follows:

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Item of Analysis</th>
<th>Statistic Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hypothesis 1:</td>
<td>Different consumer decision-making styles</td>
<td>Independent t test</td>
</tr>
<tr>
<td></td>
<td>Have significantly different effect on</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consumer decision</td>
<td></td>
</tr>
<tr>
<td>Hypothesis 2:</td>
<td>Different donation behaviors have</td>
<td>One Way ANOVA</td>
</tr>
<tr>
<td></td>
<td>Significantly different effect on intention</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Of purchase.</td>
<td></td>
</tr>
<tr>
<td>Hypothesis 2.1:</td>
<td>High Altruist has significant influence</td>
<td>Independent t test</td>
</tr>
<tr>
<td></td>
<td>On the intention of purchase.</td>
<td></td>
</tr>
<tr>
<td>Hypothesis 3:</td>
<td>Consumers with high product preference have</td>
<td>Independent t test</td>
</tr>
<tr>
<td></td>
<td>Significant influence on the intention</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Of purchase.</td>
<td></td>
</tr>
</tbody>
</table>
4. DATA ANALYSIS

4.1 Sample Information

This study makes 132 questionnaires with the business administration department of I-Shou University. Of the questionnaires 132 received, 123 are valid. It yields a valid response rate of 93.2%

Table 6 Sample Data of Respondents

<table>
<thead>
<tr>
<th>Samples</th>
<th>Valid samples</th>
<th>Effective response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>132</td>
<td>123</td>
<td>93.2%</td>
</tr>
</tbody>
</table>

Table 7 Gender Distribution Table

<table>
<thead>
<tr>
<th>Valid Sample</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>41</td>
<td>82</td>
<td>123</td>
</tr>
<tr>
<td>Percentage</td>
<td>33.3%</td>
<td>67.7%</td>
<td>100%</td>
</tr>
</tbody>
</table>
Table 8 Different situations of Gender Distribution Table

<table>
<thead>
<tr>
<th>Valid Sample</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impulsive &amp; Perfectionistic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>no donation behavior</td>
<td>11 (25.6%)</td>
<td>32 (74.4%)</td>
<td>43</td>
</tr>
<tr>
<td>population (percentage)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impulsive &amp; Perfectionistic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50% donation behavior</td>
<td>19 (47.5%)</td>
<td>21 (52.5%)</td>
<td>40</td>
</tr>
<tr>
<td>population (percentage)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impulsive &amp; Perfectionistic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>no donation behavior</td>
<td>11 (27.5%)</td>
<td>29 (72.5%)</td>
<td>40</td>
</tr>
<tr>
<td>population (percentage)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.2 Reliability Test

4.2.1 Average Test

In order to distinguish impulsive from perfectionistic characteristics that the questionnaires this study recovers, this study uses the average numbers to judge. This study uses descriptive statistic to get the average, and uses re-code to divide two parts. The same way are on product preference and altruism. Table 9 the Average Test

<table>
<thead>
<tr>
<th>Variables</th>
<th>Average</th>
<th>Interval</th>
<th>Representation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impulsive &amp;</td>
<td>3.4942</td>
<td>0-3.4932, 3.4933-7</td>
<td>1. Perfectionistic character, 2. Impulsive character</td>
</tr>
<tr>
<td>Perfectionistic characters</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 10 the Reliabilities of Consumer Decision-Making Styles

<table>
<thead>
<tr>
<th>Item</th>
<th>Cronbach’s alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I often show my intuition, when I buy the product</td>
<td></td>
</tr>
<tr>
<td>2. I will act, when I see my favorite product</td>
<td></td>
</tr>
<tr>
<td>3. I buy product by the first looking</td>
<td></td>
</tr>
<tr>
<td>4. I will do my best to get the high quality product</td>
<td>0.7002</td>
</tr>
<tr>
<td>5. I am perfectionism, when I buy product</td>
<td></td>
</tr>
<tr>
<td>6. I will do my best choice, when I buy product</td>
<td></td>
</tr>
</tbody>
</table>

Table 11 The Reliabilities of Product Preference

<table>
<thead>
<tr>
<th>Item</th>
<th>Cronbach’s alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. I feel that this product has attraction</td>
<td></td>
</tr>
<tr>
<td>8. I like the relative products of “The incredibles”</td>
<td>0.8044</td>
</tr>
</tbody>
</table>
Table 12 the Reliabilities of Altruism

<table>
<thead>
<tr>
<th>Item</th>
<th>Cronbach’s alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Entirely, I have higher purchase intention for this product</td>
<td></td>
</tr>
<tr>
<td>12. I would like to recommend buying this product</td>
<td>0.8274</td>
</tr>
</tbody>
</table>

Tables 10, 11, 12 are the items, reliabilities of the questionnaire of the main study constructs for the characters of “Impulsive & Perfectinistic buying”. The cronbach coefficients of each construct larger than 0.7. Thus, the questionnaire has good inter-correlations of items for each construct.
4.3 Hypothesis test

Hypothesis 1: Different consumer decision-making styles have significantly different effect on consumer cognition.

Table 13 Independent-Samples t-test of Different Consumer Decision-Making on The Intention of Purchase

<table>
<thead>
<tr>
<th>The intention of purchase</th>
<th>n</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impulse buying</td>
<td>57</td>
<td>3.2807</td>
<td>1.2957</td>
<td>0.24</td>
</tr>
<tr>
<td>Perfectionistic buying</td>
<td>66</td>
<td>3.5606</td>
<td>1.3258</td>
<td></td>
</tr>
</tbody>
</table>

This hypothesis uses independent samples t-test to analyze that different consumer decision-making styles have significantly different effect on the intention of purchase.

According to table 14 results, consumer decision-making styles don’t have significantly on the intention of purchase. About the Mean, the perfectionistic buying behavior is higher than impulse buying behavior. It means perfectinistic buying character has good correlation than impulsive buying on the intention of purchase.

Hypothesis 2: Different donation behaviors have significantly different effect on intention of purchase.
Table 14 One-Way ANOVA of Donation Behavior on the Intention of Purchase

<table>
<thead>
<tr>
<th></th>
<th>n</th>
<th>M</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0%</td>
<td>43</td>
<td>4.3000</td>
<td>1.3922</td>
</tr>
<tr>
<td>2. 50%</td>
<td>40</td>
<td>4.3500</td>
<td>1.5309</td>
</tr>
<tr>
<td>3. 100%</td>
<td>40</td>
<td>3.9535</td>
<td>1.0266</td>
</tr>
<tr>
<td>Total</td>
<td>123</td>
<td>4.1951</td>
<td>1.3362</td>
</tr>
</tbody>
</table>

Table 15 the Scheffe Test of Different Donation Behavior

<table>
<thead>
<tr>
<th></th>
<th>Std. Deviation</th>
<th>Sig.</th>
<th>95% Confidence Interval</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low Bound</td>
<td>Upper Bound</td>
<td></td>
</tr>
<tr>
<td>Scheffe</td>
<td>1.00</td>
<td>2.00</td>
<td>0.2933</td>
</tr>
<tr>
<td></td>
<td>3.00</td>
<td>0.2933</td>
<td>0.404</td>
</tr>
<tr>
<td></td>
<td>2.00</td>
<td>1.00</td>
<td>0.2933</td>
</tr>
<tr>
<td></td>
<td>3.00</td>
<td>0.2985</td>
<td>0.986</td>
</tr>
<tr>
<td></td>
<td>3.00</td>
<td>1.00</td>
<td>0.2933</td>
</tr>
<tr>
<td></td>
<td>2.00</td>
<td>0.2985</td>
<td>0.986</td>
</tr>
</tbody>
</table>
This hypothesis uses one-way ANOVA to analyze that donation behavior have significantly effect on the intention of purchase.

This study finds that different donation behaviors (Table 15) don’t have significantly on donation behavior. About the average, 50% donation behavior is higher than 0% and 100% donation behavior. It means that the 50% donation behavior is the best effect on the intention of purchase. This study also uses POST HOC (Scheffe) to compare with between different donation behaviors on the intention of purchase, but it doesn’t have significantly, so this hypothesis is not correlation.

**Hypothesis 2.1: High Altruism has significant influence on the intention of purchase.**

Table 16 Different Altruism is on The Intention of Purchase

<table>
<thead>
<tr>
<th>The intention Of purchase</th>
<th>n</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Altruism</td>
<td>67</td>
<td>2.9776</td>
<td>1.1296</td>
<td>0.000***</td>
</tr>
<tr>
<td>High Altruism</td>
<td>56</td>
<td>3.9732</td>
<td>1.3226</td>
<td></td>
</tr>
</tbody>
</table>
This hypothesis uses independent samples t-test to analyze that high altruism has significant influence on the intention of purchase. In table 16, different altruism has significantly difference on the intention of purchase.

About the average, high altruism is significant higher than low altruism; it means high altruism has good correlation on the intention of purchase. So different altruism will affect the intention of purchase, this hypothesis is correlation.

**Hypothesis 3: Consumers with high product preference have significant influence on the intention of purchase.**

Table 17 Different Product Preferences are on The Intention of Purchase

<table>
<thead>
<tr>
<th>Product preference</th>
<th>n</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>60</td>
<td>2.6607</td>
<td>1.0762</td>
<td>0.000***</td>
</tr>
<tr>
<td>High</td>
<td>63</td>
<td>4.1587</td>
<td>1.0919</td>
<td></td>
</tr>
</tbody>
</table>

This hypothesis uses independent samples t-test to analyze that high product preference has significant influence on the intention of purchase. In table 17, different product preference has significantly difference on the intention of purchase.

About the average, high product preference is significant higher than low product preference.
preference; it means high product preference has good correlation on the intention of purchase. Therefore, different product preference will affect the intention of purchase, this hypothesis is correlation.
5. CONCLUSIONS AND SUGGESTIONS

This study brings up some important conclusions from the data analysis to offer charities and entrepreneurs for fund-raising strategic.

5.1 Research Conclusions

According to research purpose, framework, literature review and data analysis, this study finds the conclusions of 4 research hypothesis as follows:

<table>
<thead>
<tr>
<th>Hypothesis 1:</th>
<th>Different consumer decision-making styles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Have significantly different effect on</td>
</tr>
<tr>
<td></td>
<td>Consumer decision</td>
</tr>
<tr>
<td></td>
<td>Reject</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hypothesis 2:</th>
<th>Different donation behaviors have</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Significantly different effect on intention</td>
</tr>
<tr>
<td></td>
<td>Of purchase.</td>
</tr>
<tr>
<td></td>
<td>Reject</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hypothesis 2.1:</th>
<th>High Altruism has significant influence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>On the intention of purchase</td>
</tr>
<tr>
<td></td>
<td>Support</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hypothesis 2-2:</th>
<th>Consumers with high product preference have</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Significant influence on the intention of purchase.</td>
</tr>
<tr>
<td></td>
<td>Support</td>
</tr>
</tbody>
</table>
(1) Donation behavior:

In this study, divide three parts about the donation behavior, no donation behavior, 50% donation behavior, and 100% donation behavior. 50% donation behavior has the better effect than 0% and 100% donation behavior (this study uses average to judge, but it is not significantly).

About the no donation behavior, the average is higher than 100% donation behavior; it can infer the product itself is more important for the no donation behavior. About the 100% donation behavior, this study infers that it is because consumers don’t believe the corporations will not consider the cost, and input completely.

(2) Impulse and Perfectionistic buying:

This study finds that perfectionistic, high-quality-conscious buying behavior is higher than Impulse buying behavior (this study uses average to test, about the intention of purchase, but it is not significantly). According to the above literature, it can infer that perfectionistic buying consumers have deliberate consideration, face anything; they will consider this product that can bring what benefit for them, just for psychologic, for physical, and so on.

(3) Product Preference:

This study finds that high product preference has significantly differed with low product preference (this study uses t-test to test about the intention of purchase and it is significantly). According to the above literature, it can infer that high product preference respondents have high standard on products. The best quality products are what they want to buy.

(4) Altruism:

This study finds that high altruism has significantly differ with low altruism (this study uses t-test to test about the intention of purchase, and it is significantly).
According to the above literature, it can infer that high altruism incur certain stimuli (get praise when donators donate to somebody) would induce high altruism testee to recognize their purpose and thus elicit cooperative behavior, but it is also important to recognize that cooperation is conditioned behavior that people might persist in even though, in some situations, it may not be rewarded. Self-interest is surely not the only human motive but also the reciprocity.

5.2 Management Implication

Table 18 The Test of the CRM’S cognition of Respondents (Impulsive & Perfectionistic, donation behavior)

<table>
<thead>
<tr>
<th>Donation behavior</th>
<th>N</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>No donation</td>
<td>43</td>
<td>3.9525</td>
<td>1.3922</td>
<td>0.142</td>
</tr>
<tr>
<td>Donation behavior</td>
<td>80</td>
<td>4.3250</td>
<td>1.2953</td>
<td></td>
</tr>
</tbody>
</table>

According to the table 18, different donation behaviors don’t have significantly influence on intention of purchase. This study infers that donation behavior consumers like the product itself than the concept of donation, so donation behavior is not a key factor. About the mean, donation behavior is higher than no donation behavior. It represents that donation behavior has good correlation than no donation behavior on the
intention of purchase.

According to the statistical analysis, this study finds that has high CRM’s cognition, it will significantly influence the intention of donation. Therefore, consumers have high cognition; they will donate to NPO (Non-Profit Organization) willingly.

(1) CRM’s advantage.

Since CRM is probably more advantageous for the firm and NPO, most firms making charitable contributions would probably prefer CRM to unconditional donations. Rather, evidence suggests that the perceived CRM strategic of a firm is a deciding purchase factor for consumers when price and quality among competing products are equal. But if the consumer is involved with the cause, charitable donation is a way for firms to demonstrate that they are committed to issues that resonate with their customers.

(2) Key implications.

Key implications arise for voluntary and profit making organizations. From a profit making organization’s perspective, there is a need to understand how their target customers perceive their ethical reputation and the importance of such perception in ongoing consumption decisions and the degree to which they can resource engagement in socially responsible activities and cause-related campaigns in real terms with customers.

(3) Matching of firm and NPO

In this study, a consideration of individual causes would also allow an examination of “matching” issues between companies and causes. For example, if there is a strong
correspondence between what a company does and a cause that it sponsors, this relationship between the company and the cause may enhance consumer responsiveness to the CRM effort.

This study also found that perceived motivation underlying a company’s support of charitable cause was, for some consumers, not a determinant choice attribute suggest the need for research examining variables that moderate consumer responsiveness to CRM efforts. For example, consumers tend to the situation of company or NPO (maybe for company reputation, awareness and so on), general levels of charitableness should tend to increase the impact of CRM campaigns, particularly if favored charities or causes are the focus such campaigns.

5.3 Research Contribution

(1) For NPO:

This study demonstrates that altruism will affect the intention of purchase. High altruism will affect the intention of purchase; it means that if consumers have high altruism, they will buy products to help somebody difficulty. In the future, NPO can design the fashion product plus helping behavior, it is the positive effect for NPO fund-raising.

(2) For marketing counselors

This study demonstrates that product preference will affect the intention of purchase. High product preference will affect the intention of purchase; it means that if consumers have high product preference, they will buy products, like “The Incredible” doll, it will be accepted by most consumers.
Marketing counselors may find that diagnostic tests help them educate clients about their mental approaches to decision-making and spending money. This study demonstrates the consumer decision-making styles are not significantly, but perfectionistic buying character is higher than Impulsive buying character. In the other hand, perfectionistic has positive effect on the intention of purchase.

(3) Promote the CRM’s concept

This study demonstrates that the donation behavior is not significantly. Maybe most consumers just want to “buy them” (cause products), but they don’t know what is the CRM concept. So it should be promoted the CRM’s concept, if consumers know the concept of CRM, it will be promoted the image of corporation and NPO.

5.4 Suggestion for Future Research

For further research, this study addresses the following suggestions:

(1) In the future research, the potential effectiveness of cause-related partnerships from the profit-making organization’s perspective needs to be looked at in the most robust way. For example, it is clear that the relationship between the customers, the organization and the cause is complex. Cause-related marketing is not merely giving customers a convenient way to contribute to non-profit organizations through their purchasing decisions.

(2) There is a need to investigate and identify how customers differentiate between moral, ethical and socially responsive concepts evident in the philanthropic activities of profit-making organizations. It is probable that consumer’s would undertake divergent behavior dependent on their internal processing of what is moral, ethical or socially
responsive about a particular cause (helping somebody difficult cause).

(3) Especially, in cause-related consumption, the relative importance of the individual moral or ethical impulse and its mediation by or influence on any collective engagement could be more carefully considered by the profit-making organization. At a psychological level, that differentiation between the individual or collective engagement of a consumer has relevance for the credibility and persuasiveness of cause-related strategic.
Reference


親愛的同學您好：

這是一份學術研究的問卷，目的在於探討消費者決策型態及利他主義（包含 NPO 和企業）募款效果之影響之意見。您宝贵意見對於本研究成敗影響甚鉅，懇請您撥冗回答下列問題，不勝感激。

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指導教授：楊東震博士
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問卷題目

1. 購買商品，我常表現得很衝動

   非常不同意 □ □ □ □ □ □ □ □ □ □ 非常同意

2. 看到我喜歡的產品，我會馬上行動

   非常不同意 □ □ □ □ □ □ □ □ □ □ 非常同意

3. 我會以直覺第一眼喜歡，就來購買他們推出的產品

   非常不同意 □ □ □ □ □ □ □ □ □ □ 非常同意
4. 我會努力去選購最好品質的產品

非常不同意 □ □ □ □ □ □ □ □ □ 非常同意

5. 購買產品，我是完美主義者

非常不同意 □ □ □ □ □ □ □ □ □ 非常同意

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11. 整體而言，我對於此產品有很高的購買意願

非常不同意 □ □ □ □ □ □ □ 非常同意

12. 我願意推薦親友購買此產品

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