

Measuring Effectiveness of Cause-Related Advertising across Multiple Media Channels

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Abstract

This study examines the viability of cause-related marketing across various media channels and levels of product connection. This study specifically looks at whether extensive exposure to cause-related promotions across multiple channels increases purchase intentions and has a significant impact on perceptions of Corporate Social Responsibility Image (CSRI), Altruistic Firm Motives (AFM), Customer Company Identification (CCI), and Perceived Company Cause Fit (PCCF) when compared to exposure through a single channel. The study uses a 3×2 mixed factorial design to examine the impact of repetitive cause-related advertising in print, internet, and television. When different levels of product engagement are considered, the results indicate that using several channels increases the impact of cause-related marketing initiatives. This is accomplished via eliciting stronger responses in terms of consumer social responsibility involvement, affective feelings toward marketing, cognitive processing of the campaign, consumer-company identification, attitude toward advertising, and intent to purchase. This study looks into how to improve communication strategies to boost support for social causes while also fostering good consumer attitudes and involvement. It also helps us understand how different media might work together to have a greater impact on cause-related marketing. It identifies prospective topics of research in this field and emphasizes the importance of broadening media platforms to improve the effectiveness of cause-related advertising.

Keywords: *Cause related Advertising; Media effects; cause related marketing; Purchase intention; Product Involvement*

Introduction

Companies are becoming more interested in social responsibility, which has resulted in the rise of marketing methods that link companies and social responsibility. These techniques, which include sponsorship and cause-related marketing (CRM), have proven extremely effective. Businesses today are pushed to extend their operations in highly complicated and competitive marketplaces. It is getting increasingly difficult to identify oneself based on conventional norms.

Alzhrany (2019) and Kim and Kim (2023), Cause-related marketing is the procedure by which a firm agrees to pay a specified amount to a charitable cause in exchange for customer patronage, thereby meeting both the company's and the customers' goals. Furthermore, it covers the granting company's acquisition and use of the privilege of association with the receiver. Currently, a rising number of firms are seeking to develop a better reputation among consumers by linking their products with ethical ideas such as kindness and citizenship. Many believe cause-related marketing is the best

method to build a brand today.

They believe that in today's intensely competitive business world, simply providing high-quality products or services is insufficient to achieve success and develop a brand. Organizations commonly utilize cause-related marketing methods to boost consumer perceptions of their brands.

People's cognition, behaviour, and brand loyalty can all be significantly influenced by incorporating social factors into marketing campaigns (Lee and Morton, 2017; Schamp et al., 2024). Businesses will find that developing and maintaining relationships with their clients are made simpler by this feature. The way advertisements are displayed has changed as a result of the development of media platforms over the past few decades (Poonia and Pandey, 2023). Traditional media channels like print advertising, radio, and television have been supplemented and, in some cases, supplanted by digital platforms like social networking, internet video, and mobile applications (Yucel-Aybat and Hsieh 2021). As a result, today's marketers have access to a wide range of communication and engagement tools. Regardless, it has given a test: how to really organize and further develop promoting endeavours across various media directs to achieve the ideal result (Adkins, 2000; Rego and Hamilton, 2022). Cause-related publicizing expects that customers are persuaded to buy an item or administration for its natural worth, yet additionally for the apparent great effect it will have on society. People are more likely to support a company by purchasing from it if they are aware that the company is contributing financially to a cause they care about (Jamnadas, 2019; Kim et al., 2024). Consequently, we are in a unique situation where the effectiveness of cause-related advertising can be significantly increased through the strategic utilization of various media platforms. Media synergy is the idea that multiple media platforms can have a greater impact when they work together than when each platform works independently (De Vries and Duque, 2018; Mora et al., 2024). The peculiarity of media collaboration in make related promoting alludes how the viability of message redundancy is upgraded and people's advantage is expanded when they are presented to cause-related correspondences across different channels as opposed to a similar openness on a solitary channel. Because customers are constantly presented with information from a variety of sources, this principle is especially crucial right now. Marketers have a responsibility to ensure that their messages are robust and consistent across all channels (Bhattacharya et al., 2003; Ballingset al., 2018; Deng et al., 2023).

The media channels utilized and the degree of product involvement may have an impact on the effectiveness of cause-related advertisements. Product involvement is the degree of a customer's personal relevance and interest in a product (Keller, 1993; Yang and Mundel, 2021). Things that require a high degree of interaction, like automobiles and electronics, should be thoroughly researched and evaluated before making a purchase. Items that need minimal mental exertion and can be picked rapidly, then again, require least commitment. The effect of cause-related promoting on not entirely settled by their degree of commitment with the item. Variable cognitive and emotional engagement with the advertisement and the cause it promotes is the cause of individual variances (Harris et al., 2018, Handa and Gupta, 2020). This study examines the efficacy of cause-related advertising across a variety of media platforms and product involvement levels (Kim et al., 2017, Sung et al., 2022). When compared to a single exposure to the same advertisements, this study specifically investigates how individuals' purchasing intentions and perceptions of Corporate Social Responsibility Image (CSRI), Altruistic Firm Motives (AFM), Consumer-Company Identification (CCI), and Perceived Company-Cause Fit (PCCF) are affected by repeated exposure to cause-related advertisements across a variety of media. The's review will probably recognize the best effective correspondence strategies for propelling social issues and developing wonderful feelings, all while

empowering dynamic commitment(Thomas et al.,2021). Due to their combined impact on people's cognition and behavior, the study of the interaction between media sources and cause-related advertising is particularly intriguing. People now interact with advertisements across multiple channels at the same time as a result of the expansion of digital media platforms(Senet al., 2001; e Silva et al., 2020). In the contemporary era of digital communication, advertisers encounter both opportunities and challenges. Initially, it facilitates frequent and extensive communication with a larger number of individuals.

According to Malviya et al. (2023), it is essential to develop a comprehensive cross-platform strategy to ensure the consistency and reinforcement of your communications. Its uniqueness, ability to engage consumers, and ability to target the right demographic make cause-related marketing a powerful tool for corporations to demonstrate their social responsibilities. Individuals perceive the primary purpose of cause-related marketing as forging a strong link between a firm and a specific cause. There are two main reasons for a firm to support a cause. Firstly, it exhibits social responsibility without needing any changes to existing procedures; secondly, it enables the business to match with the client's preferences and requirements (Mora et al., 2021; Ashley and Tuten, 2015; and Zhao et al., 2024). Clients have difficulty understanding corporate social responsibility due to its inherent ambiguity, as previously stated. Rather than relying on a vague concept of being a "good" and responsible business organization, a company's use of cause-specific facts in its CSR programs increases transparency and improves comprehension for a varied audience. In response to inquiries about a company's performance or "goodness," cause-related marketing is used. A company's commitment to social responsibility is demonstrated and strengthened by cause-related marketing campaigns that convey a sense of responsibility without necessitating any changes to its operational practices. Cause-related marketing tactics are usually quite different from a company's normal operations. As a result, the "CSR effort" can be carried out by the marketing department and managed with a clear cost-benefit analysis and a low marketing budget(Han and Lee, 2023).

When buying involved things, people think more deeply. These items' ads should include more precise and valuable information about the cause and firm(Mora et al.,2024). Ads that appeal to the cause's emotions may be more direct and passionate, with less customer interaction. Digital and social media have changed people's views on ads(Moeti, 2022). The perceived company-cause fit (PCCF) is how well customers view a link between a company's operations and its cause. Product engagement also affects customers' CRA opinions. Companies must clearly explain the issue and show a genuine desire to modify behaviour. This study seeks to analyze media synergy in cause-related marketing and improve social cause promotion and consumer engagement communication techniques(Ndasi et al., 2022).

Thus, this study investigates the impact of cross-media on audience attitudes under different levels of product involvement (high versus low) in the context of cause-related marketing by using an experimental research design(Tao et al., 2021). Our research is structured around two basic domains. Initially, our goal is to determine whether cause-related marketing executed through a variety of media (repetition and reversal) will result in a greater propensity to make a purchase than cause-related marketing conducted solely through the repetitive use of a single media type, while accounting for the varying levels of consumer engagement with the product (high versus low). Second, our goal is to determine whether a cause-related advertisement displayed across multiple media platforms (with either repeated or reversed repetition) will have a more significant impact on consumers' feelings of altruism, identification with the company, perception of corporate social

responsibility (CSR), perception of company-cause alignment, attitude toward the customer relationship management (CRM) campaign, and intention to make a purchase. According to Basil and Herr (2006), the impact of reference points and message frameworks on people's responses to commercials may be reduced by product engagement. This research will distinguish between high-and-low involvement consumers and their attitudes towards cause-related marketing (Mora and Vila, 2020).

Literature Review

Cause-related marketing refers to advertising that promote a company's support for a social, charity, or special-interest cause that is not its major business goal. The fundamental goal of cause-related marketing is not to advance the cause, but to advance business aims. "Cause marketing" and "cause-related marketing" are different concepts (Woodroof et al., 2019). Cause-related marketing includes organizing fundraising events, funding advertising campaigns to promote awareness for a cause, and supporting charitable organizations (Hamby and Brinberg, 2018; Belch and Belch, 2017).

Promotion is the simultaneous transmission of a set of consistent messages or themes using a range of media channels, including mass and individualized communication (Forehand and Grier, 2003). The term "cause-related marketing" is most commonly linked with American Express, a well-known US financial services company and credit card issuer, and it encompasses a wide range of marketing endeavors from the twentieth century (Naik and Raman, 2003; Varadarajan and Menon, 1988).. The name was initially used by its marketing department in 1983 to describe a campaign that raised funds for a range of charitable organizations and causes, with a focus on the restoration of the Statue of Liberty (Adkins 1999). The new program's goal was to create direct links between its consumers and charity organizations, despite the fact that American Express had already established a philanthropic fund in 1954 to offer contributions. The reward was based on the number of new card applications and transactions completed within a specified timeframe. As a result, many organizations have undertaken similar projects (Friestad and Wright, 1994; Voorveld et al., 2011).

Cause-related marketing is an effective technique for firms to communicate their social responsibility because it is unique to the cause, targets the right demographic, and actively engages customers (Becker et al., 2006). Individuals perceive the primary purpose of cause-related marketing as forging a strong link between a firm and a specific cause. There are two main reasons for a firm to support a cause. First, it exhibits social responsibility without needing any changes to existing procedures; second, it aligns the organization with the marketing channel preferences and needs (Bhattacharya & Sen, 2003).

Typically, marketing plans must be updated on a regular basis to reflect the changing ways in which people use products and services. This includes social media platforms and other new communication channels that have arisen as a result of technical improvements. Facebook, Twitter, YouTube, collaborative platforms, and other social apps or services are all considered "social media". This article progresses from a comprehensive review of cause-related activities using marketing research to a more detailed comparison of traditional and social media-driven platforms (Han and Lee 2023). Our goal is to differentiate between different channel types by recognizing their distinct fundamental traits and adopting the most beneficial aspects of each. In addition to two social media platforms and one traditional website, the campaign used a variety of digital channels, including Facebook, YouTube, print, and point-of-sale marketing (Thomas et al., 2020).

Du et al. (2010) and Ellen et al. (2011) developed the medium Richness Theory, which served as the foundation for selecting a communication medium. Even now, it is widely employed as a theoretical foundation. There was a divide between "lean" kinds of media, such as bulk emails and posters, and

more impactful and immersive types of media, such as in-person talks or, eventually, video conferences made possible by technical breakthroughs. Technically, Te'Eni's cognitive emotional model category "medium" is based on three categories. In this approach, communication is made up of a "goal" and the "strategies" that are used to attain it. The speaker uses their discretion when selecting the "medium" and "message form," which influences the "strategies." The combined operation of all four components constitutes the entirety of "communication complexity" (Amawateet al., 2020; Nan & Heo, 2007).

The perspective of digital entities has been modified by technology improvements during the last decade. Mobile devices, notably smartphones and tablets, are linked to one-way devices like televisions that have been converted into media centers. Ley et al. discovered that we assign unique functions to our devices as users. The advent of social media platforms was the culmination of the evolution of new ideas across time. In recent years, the emergence of popular platforms such as Facebook, YouTube, Twitter, Instagram, and LinkedIn has had a huge impact on the digital business. Han and Lee (2023) categorize the concept of social media and understand services in this field as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (Moraet al., 2024). CRM is used by companies to actively communicate their social engagement, on the one hand to draw attention to the corresponding cause, and on the other hand to allure new potential customers (Voorveld et al., 2011). Companies not only participate in social media services, but also have begun to capitalize from expanding their general marketing strategy to the social media environment (Adkins, 2000).

Despite increased interest in CRM, the literature on CRM effectiveness across media channels is lacking. Most studies examine single media initiatives or compare conventional and digital media. There is little research on how different media channels affect altruistic firm motive, consumer-company identification, perceived CSR, perceived company-cause fit, CRM campaign attitude, and purchase intention. To bridge this research gap, it is essential to conduct studies that investigate the synergistic effects of multimedia CRM campaigns. Marketers looking to maximize CRM strategies should understand how media mixes affect consumer perceptions and behaviors. This study aims to fill this gap by examining the effectiveness of cause-related advertising across multiple media channels, thereby contributing to the existing body of knowledge and offering practical implications for marketers.

Conceptual Framework

Multimedia advertising has revolutionized the marketing industry by enabling diverse communication with target audiences. However, further research is needed to determine its effectiveness in influencing people's thoughts and actions, particularly in terms of altruistic firm motive, consumer-company identification, and purchase intentions.

Altruistic Firm Motive

Businesses engage in CSR not only for profit but also for societal well-being, with altruistic motives. Customers often question CSR programs' intentions. When people are presented with an overwhelming number of diverse stimuli from multimedia advertisements, skeptics may question the sincerity of people who want to assist others (Bhattacharya and Sen, 2003). On the other hand, advertisements that only use one medium are more straightforward and direct. Berger and Milkman, (2012) claim that conveying a more convincing message can give the impression that the advertisement is more genuine. Because they require less cognitive effort, people perceive real

communications as being more direct and focused than multimedia advertisements. On the basis of above discussion the following hypothesis is formed.

H1: The level of altruistic firm motive among the audience exposed to a multimedia ad will be lower compared to those who viewed it through a single medium, regardless of their level of product involvement.

Consumer-Company Identification

Consumer-company identification is how much people identify with a company's values and identity, (Bhattacharya & Sen (2003). Strong ties to a business increase customer loyalty and the likelihood that they will promote the brand. Scott (1994) says that the complexity of multimedia marketing can make it hard for people to focus on the main ideas of a company, which prevents them from developing a strong connection with the brand. Interestingly, single-medium ads give a more short and direct message, working on clients' information and connection with the firm (Sen and Bhattacharya, 2001). When customers actively interact with the product, this tendency is heightened. Shen and Bissell, (2013) individuals who actively participate are more likely to establish a genuine connection with the advertisement and the brand. On the basis of above discussion the following hypothesis is formed.

H2: The level of consumer-company identification perceived by the audience exposed to a multimedia advertisement will be lower compared to those who viewed it through a single medium, regardless of their level of product involvement.

Perceived Corporate Social Responsibility

Seen Corporate Social Obligation (CSR) alludes to purchasers' impression of an organization's obligation to leading business with uprightness and having a valuable effect on society. In their review, Du et al., (2010) underlined the significance of firms successfully conveying their corporate social obligation (CSR) programs to create positive shopper impressions. Multimedia advertisements can be fascinating, but they can also send out messages that are hard to understand, making it hard to understand a company's goals for its corporate social responsibility (CSR). Yoon et al., (2006), commercials that use a single medium, on the other hand, tell a more consistent story and boost perceptions of the sincerity and efficacy of CSR programs. Engaged individuals value CSR information, enhancing its effectiveness. Client mindfulness is crucial for successful CSR program execution. Single-medium ads convey captivating narratives, while mixed media ads may hide the CSR message due to content variety (Friestad and Wright, 1994; Du et al., 2010).

When compared to the use of a single channel, which can increase the CSR message's visibility, this reduces its effectiveness (Becker et al., 2006). Mohr et al., (2001) say that people who are very involved are more likely to look for a lot of information about Corporate Social Responsibility (CSR). Because of this, it's important to look at different levels of product participation. On the basis of above discussion the following hypothesis is formed.

H3: Audiences who have access to a multimedia commercial will perceive a lower amount of corporate social responsibility compared to those who see the ad in a single medium, regardless of their level of product involvement.

Perceived Company-Cause Fit

People believe that a company's ideals, goals, and practices are in line with a particular social problem or cause. The degree to which people believe the chosen cause of the company, as well as its business and principles, are compatible is referred to as a measure (Barone et al., 2000). Customers are more likely to support CRM activities when the company and cause align. Multimedia advertising, which is excessive and can communicate contradicting messages, may destabilize this paradigm (Sundar, 2008). Nan and Heo (2007), single-medium advertisements are more effective at

demonstrating the connection between the business and the cause, resulting in a more appropriate alignment. Because it directly determines the level of support and trust that customers provide to a business, the idea of perceived company-cause fit has a huge impact on CRM activities. CRM projects are more successful when people see a clear connection between the organization and its goals, Yoon et al., (2006). Multimedia ads can also deliver contradicting signals, hiding the company-issue connection. Customers may struggle to see the connection and coherence between the two, which can reduce perceived compatibility (Sundar, 2008). Advertising, on the other hand, may emphasize the synergy between the organization and the cause, creating the impression of a more fitting partnership (Nan and Heo, 2007). Customers who are engaged with a product and skeptical of CRM projects' reliability and efficacy (Petty et al., 1983) are especially vulnerable to this. On the basis of above discussion the following hypothesis is formed.

H4: The perceived alignment between the firm and the cause will be lower for the audience who have access to a multimedia ad compared to those who watch it in a single medium, regardless of their level of product involvement.

Attitude towards CRM Campaign

The attitudes people have toward all marketing strategies that are related to a cause are reflected in their perceptions of CRM programs. Varadarajan and Menon (1988) contend that successful and convincing correspondence is the main consideration for the improvement of inspirational perspectives. Wang, (2006) state that multimedia advertisements can be persuasive, but they can also overwhelm viewers with too much information, resulting in mistrust. Pavlou and Stewart, (2000), advertisements that use a single medium to convey a cohesive and unambiguous message are more likely to boost positive perceptions of CRM projects. The effectiveness of CRM projects is significantly influenced by how people perceive them. Clear and persuading communication is crucial for developing ideal buyer sentiments (Martin and Todorov, 2010). Multimedia advertisements can be enticing but can overburden viewers, leading to mistrust and confusion. Single-medium marketing, which conveys a more distinct and precise message, is more favourable, as it prevents individuals from being bombarded with a few ideas immediately. This makes it possible for people to properly manage information, which increases their comprehension of the CRM project and their respect for it. The level of a singular's cooperation with the item is additionally a significant thought (Keller, 2009). People with an elevated degree of commitment are bound to have an uplifting outlook when correspondence is clear and direct (Hutter et al., 2013). On the basis of above discussion the following hypothesis is formed.

H5: Individuals who are exposed to a multimedia advertisement will have a lower perceived attitude towards customer relationship management (CRM) efforts compared to those who viewed the advertisement in a single medium, regardless of their level of product involvement.

Purchase Intention

Estimates of a person's likelihood of making a purchase after seeing an advertisement for a product are known as purchase intention. For determining whether or not advertising campaigns are successful, this statistic is essential. A unique and engaging experience can be provided by multimedia advertisements (De Vries et al., 2012). Becker-Olsen (2006) found that they can become overwhelming, obscuring the call to action. Advertising that employs a single medium is more likely to result in improved buy intent, (Kang, 2017). A product's impact may be boosted by people's level of involvement. People that are exceptionally connected with are bound to acclimatize careful data and have higher buying aims (Anuar and Adam, 2017). A crucial metric for determining the efficacy of

advertising is the likelihood of purchasing. Mitchell and Olson's (1981) study state, advertisements with straightforward language have a greater impact on customer purchase behaviour. Multimedia advertisements Kim et al., (2019), can be more entertaining, but they can also lead to cognitive fatigue, making it difficult for viewers to comprehend the call to action. Multi-medium notices are more uncertain than single-medium commercials to convince individuals to make a buy. Single-medium promoting are more powerful on the grounds that they might pass on a succinct message without interferences (Mitchell and Olson, 1981). Molinillo et al., (2020) discovered that people respond more positively to advertisements when they are actively involved in the products being promoted. People that have a certifiable premium in an item are bound to participate in a careful examination of the data provided and make a buy assuming that the ad is concise and clear. Therefore, advertisements that rely solely on one medium may be more successful at eliciting a desire to make a purchase, particularly among highly engaged individuals. On the basis of above discussion the following hypothesis is formed.

H6: The audience given access to a multimedia ad will have lesser perceived purchase intention towards CRM campaigns than those who viewed it in a single medium under different levels of product involvement.

Individuals who are exposed to a multimedia advertisement will have a lower perceived intention to make a purchase towards customer relationship management (CRM) campaigns compared to those who viewed the advertisement in a single medium, regardless of their level of involvement with the product.

When compared to single-medium advertisements, the effects of multimedia advertisements on people's cognitive processes and behavioural responses to a variety of items are thoroughly examined in this research review, taking into account various levels of engagement. Despite the fact that multimedia advertisements have the potential to entice and pique the interest of viewers, a wealth of information can also confuse and overwhelm them. This may lower people's perceptions of corporate social responsibility, alignment between the company and its chosen cause, attitudes toward customer relationship management efforts, and purchase intentions, as well as their skepticism regarding the firm's genuine commitment to assisting others. Because of their simplicity and clarity, single-medium commercials typically have a better chance of being understood by audiences with varying levels of interest in the product. Future exploration ought to research these qualities to assist advertisers with planning more compelling publicizing strategies.

Research Methodology

Operationalization of the Study

This research investigates the influence of media on audience attitudes towards cause-related marketing (CRM) advertising, utilizing a methodology akin to Sung et al. (2022) in their study on media effects of green advertising. The study uses three types of media: single media (RS), multiple media (RM), and reverse multiple media (RR). A mixed factorial design includes two levels of product involvement: high and low. The linked media circumstances consist of both in-subject and inter-subject components. The study compares the impact of exposure to a single form of media (e.g., television, internet, or print) to exposure to multiple media categories (e.g., television and internet, television and print, or internet and print). It also looks into the consequences of simultaneous repeat reordering in the TI-IP-TP states. An advertisement for an electric car is presented as a high-implication product, but one for a paperless telecom operator is presented as a low-implication product, manipulating the levels of product engagement within specific topics.

Sample and Data Collection Instrument

Advertisements were distributed to all community members who cooperated in the investigation. Nonetheless, the sample was entirely made up of young individuals aged 18 to 28, a generation that is very sensitive to, informed about, and engaged with a wide range of advertising media. Due to the lack of a sample frame and the large population size, convenience sampling was used in this study (Baxter et al. 2015). To ensure that the sample size was appropriate for doing additional statistical analyses, the G*Power statistical software was used. A between-subjects experiment requires at least 128 individuals to produce statistically meaningful results. This experiment would have three conditions (single medium repetition, multimedia repetition, and inverted multimedia repetition) and two levels of product participation (high versus low). This assured statistical power, or the likelihood of correctly rejecting the null hypothesis when the alternative hypothesis is true, was larger than 0.80. Final study sample size was suitable for statistical analysis. In print, electronic, and broadcast media, 1,455 undergraduate and postgraduate students from five northern Indian universities were hired. The average age was 23.6 years, ranging from 18 to 27. Altruistic firm motive, consumer-company identification, perceived CSR, perceived company-cause fit, CRM campaign attitude, and CRM campaign purchase intention were assessed using a six-part questionnaire. Concepts were assessed using literature-based scales. Table 1 includes further information on the scale items, such as the construct's origin, the questions posed, the items included, and the reliability assessment at different degrees of product participation.

The respondents were carefully paired to ensure that each pair was only exposed to one media outlet. At the outset, the participants were shown a welcome page that reminded them that their participation was secret and solely for academic purposes, as well as an explanation of the study. The second page clearly stated the investigation's goal. Participants then filled out an online survey to provide their responses. To reduce any potential prejudice, the browser's toolbars were deactivated. There were 485 people who took part in the conditions with repeating ads (TT = 155, II = 171, and PP = 159), multiple devices (TI = 151, TP = 180, and IP = 154), and media order reversal across multiple devices (IT = 156, PT = 168, and PI = 161).

Experimental Stimuli

The experimental stimuli comprise advertisements presented across different media channels, including television, internet, and print. For the television condition, participants view a 12-minute program featuring a message on nonviolent learning followed by two green advertisements. Similarly, in the internet condition, participants engage with a 3-minute message video clip before encountering the green advertisements during an online browsing session. For the print condition, participants are instructed to browse an online magazine for 10 minutes before viewing the green advertisements. The advertisements are professionally crafted to align with the study's objectives and are presented in a sequential manner to ensure consistency across media platforms.

Results

Table 1 assesses data correctness and reliability. It describes the measuring items' design, scale, response categories, and reliability for high and low product categories. A 7-point Likert scale was employed to analyze and score each item, as illustrated in Table 1. Each item in Table 1 has a Cronbach's alpha coefficient exceeding 0.70, signifying that the scale is highly reliable.

Hypothesis Testing

Six hypotheses were tested in three different experimental settings using analysis of variance (ANOVA). The hypotheses testing findings are given in Table 2. The following sections provide a concise summary of how each construct should be understood.

Altruistic Firm Motive

The company's altruistic motive was more valuable when an advertisement was displayed on multiple devices in reverse order (mean = 3.958, standard deviation = 1.12) than when it was displayed on a single device (mean = 3.88, standard deviation = 1.015) or multiple devices in regular order (mean = 3.823, standard deviation = 0.92). This occurrence occurred when there was a high level of client involvement with the product. The ANOVA test demonstrates a statistically significant difference between the three media conditions, as demonstrated by a P-value of less than 0.05 and an F-statistic of 19.301 with degrees of freedom (2,1452). The altruistic value of the firm's motive was higher when the advertisement was displayed on multiple devices (mean = 3.932, standard deviation = 1.023) than when it was displayed on a single device (mean = 3.804, standard deviation = 0.915) or when it was displayed on multiple devices in reverse (mean = 3.763, standard deviation = 1.063) when the product was not of high importance. The numerator of the F-statistic has two degrees of freedom, whereas the denominator has 1452 degrees of freedom. The F-statistic equals 4.913. This F-statistic is related with a P-value < 0.05. The altruistic company purpose was likely different in all three media settings, regardless of product participation degree. Furthermore, the altruistic firm motive has a greater influence on the viewer when exhibited across numerous media channels, as opposed to when displayed on the same medium but with varying levels of product interaction. Furthermore, a post-hoc Tukey test was performed, which revealed that there was no significant difference between performing the same task on a single device and performing the same job in reverse on many devices. When product engagement is strong, there is a considerable difference between repeated and reversed repetition across several devices. When product engagement is low, there is a considerable difference between repeated and reversed repetition on the same device. As a result, hypothesis 1 was unfounded. Six hypotheses were tested for validity across three different experimental settings using the statistical approach of analysis of variance (ANOVA). Table 2 shows the outcomes of the tests designed to test the hypothesis. The following sections provide a brief overview of the process of understanding each structure.

Consumer-Company Identification

People who were very interested in the product were much more likely to identify with the company when the ad was shown on multiple devices in reversed repetition ($\bar{X} = 4.152$, $\sigma = 1.34$) instead of when it was shown on a single device ($\bar{X} = 3.909$, $\sigma = 0.93$) or when it was shown on multiple devices in normal repetition ($\bar{X} = 3.818$, $\sigma = 0.887$). ANOVA showed that there was a significant difference between the three media conditions, with $F(2, 1452) = 25.587$ and a P-value of less than 0.001. This means that the mode of ad repetition has a big effect on how well consumers can identify with a company when they are very interested in the product. When people weren't very interested in the product, they were more likely to recognize the company when the ads were shown on multiple devices in reversed order ($\bar{X} = 4.232$, $\sigma = 1.368$), as opposed to when they were shown on multiple devices in order ($\bar{X} = 4.142$, $\sigma = 1.164$) or on a single device ($\bar{X} = 3.927$, $\sigma = 1.104$). The ANOVA results showed a significant difference between the three media conditions, with $F(2, 1452) = 2.867$ and a P-value of < 0.01. This suggests that even when people aren't very interested in the product, the type of media repeat affects how they identify with the company. These findings imply that reversed repetition on multiple devices is particularly effective in enhancing consumer-company identification,

regardless of the level of product involvement. The greater F-value indicates that high involvement scenarios amplify this effect.

A post hoc Tukey test was conducted to further explore the differences among the conditions. The test revealed no significant difference between single device repetition and multiple device repetition in both high and low involvement scenarios. However, a significant difference was observed between multiple device repetition and reversed repetition on multiple devices at high product involvement, and between single device repetition and reversed repetition on multiple devices at low product involvement. This suggests that reversed repetition on multiple devices uniquely enhances consumer-company identification compared to other repetition strategies. Therefore, hypothesis H2, that multimedia ad viewers would have weaker consumer-company identification than single-medium viewers under different product involvement levels, is rejected. The data indicates that exposure to multimedia ads, especially through reversed repetition across multiple devices, actually enhances consumer-company identification across different levels of product involvement.

Perceived Corporate Social Responsibility

Perceived corporate social responsibility (CSR) was slightly higher when the ad was shown on a single device ($\bar{X} = 4.258, \sigma = 1.238$) compared to multiple device repetition (the $\bar{X} = 4.219, \sigma = 1.233$) and reversed repetition on multiple devices ($\bar{X} = 4.127, \sigma = 1.227$). This was true even when people were very interested in the product. The ANOVA results showed that there was a significant difference between the three media conditions, with $F(2, 1452) = 4.729$ and a P-value of less than 0.05. This means that the mode of ad repetition has a big effect on how people feel about CSR when there is a lot of product involvement. When people weren't very interested in the product, they thought the ad was more socially responsible when it was shown on more than one device ($\bar{X} = 3.984, \sigma = 1.039$), but not when it was shown on a single device ($\bar{X} = 3.818, \sigma = 0.979$) or when it was shown on multiple devices backwards ($\bar{X} = 3.921, \sigma = 1.157$). The ANOVA results indicate significant difference among the three media conditions with $F(2, 1452) = 13.294$, P-value < 0.001 , suggesting that the type of media repetition influences perceived CSR even at low product involvement levels., even at low product involvement levels. Single device repetition is more effective in high involvement scenarios, while multiple device repetition is more significant in low involvement scenarios.

A post hoc Tukey test was conducted to further investigate the differences among the conditions. The test showed no significant difference between single device and reversed repetition on multiple devices in high and low involvement scenarios, but significant differences were observed at high and low involvement. This indicates that the impact of media repetition on perceived CSR varies significantly depending on the product involvement level and the repetition strategy used. Thus, hypothesis H3, that multimedia ad viewers will perceive lesser corporate social responsibility (CSR) than single-medium viewers under different product participation levels, is rejected. The data shows that exposure to multimedia ads, especially with repetition across multiple devices, actually increases perceived CSR across different levels of product involvement.

Perceived Company-Cause Fit

When people were very interested in the product, they thought the ad fit their company's mission more when it was shown on multiple devices ($\bar{X} = 4.626, \sigma = 1.104$), compared to when it was shown on a single device ($\bar{X} = 4.331, \sigma = 1.028$) or when it was shown on multiple devices backwards ($\bar{X} = 4.088, \sigma = 0.893$). There was a big difference between the three media conditions, as shown by the ANOVA results: $F(2, 1452) = 55.51$, P-value < 0.001 . This means that the mode of ad repetition has a big effect on how well people think the company and cause fit together in situations with a lot of

product involvement. When people weren't very interested in the product, they thought the ad fit their company's cause more when it was shown on multiple devices ($X = 4.013$, $\sigma = 1.146$), than when it was shown on a single device ($X = 3.925$, $\sigma = 1.064$), or when it was shown on multiple devices backwards ($X = 3.841$, $\sigma = 1.119$). The ANOVA results showed a significant difference among the three media conditions with $F(2, 1452) = 7.890$, $P\text{-value} < 0.001$, suggesting that the type of media repetition influences perceived company-cause fit even at low product involvement levels. The study indicates that multiple device repetition enhances perceived company-cause fit, especially in high involvement scenarios, regardless of product involvement level.

A post hoc Tukey test was conducted to further investigate the differences among the conditions. The test revealed no significant difference between single device repetition and reversed repetition on multiple devices in both high and low involvement scenarios. However, a significant difference was observed between multiple device repetition and reversed repetition on multiple devices at high product involvement, and between single device repetition and reversed repetition on multiple devices at low product involvement. This indicates that the impact of media repetition on perceived company-cause fit varies significantly depending on the product involvement level and the repetition strategy used. Thus, hypothesis H4, that multimedia ad viewers would perceive a weaker company-cause fit than single-medium viewers under different product involvement levels, is rejected. The data indicates that exposure to multimedia ads, especially through repetition across multiple devices, actually enhances perceived company-cause fit across different levels of product involvement.

Attitude towards the CRM Campaign

People who were very interested in the product had a much better opinion of the CRM campaign when the ad was shown on multiple devices in reversed repetition ($X = 4.849$, $\sigma = 1.48$) than when it was shown on multiple devices in normal repetition ($X = 4.421$, $\sigma = 1.141$) or on a single device ($X = 4.031$, $\sigma = 0.987$). The ANOVA results showed that there was a significant difference between the three media conditions, with $F(2, 1452) = 10.73$ and a $P\text{-value}$ of < 0.001 . This means that the mode of ad repetition has a big effect on how people feel about the CRM campaign when they are very interested in the product. People who weren't very interested in the product also felt better about the CRM campaign when the ad was shown on multiple devices more than once ($X = 4.183$, $\sigma = 1.061$), when it was shown on multiple devices backwards ($X = 4.116$, $\sigma = 1.159$), and when it was shown on a single device ($X = 4.053$, $\sigma = 1.042$). The ANOVA results showed a significant difference between the three media conditions, with $F(2, 1452) = 4.735$ and a $P\text{-value}$ of < 0.01 . This suggests that the type of media repeat affects how people feel about the CRM campaign, even when they aren't very interested in the product. The CRM campaign, utilizing repetition on multiple devices, effectively enhances consumer attitudes towards the CRM, highlighting the nuanced role of media repetition in shaping consumer behavior.

A post hoc Tukey test was conducted to further investigate the differences among the conditions. The test revealed no significant difference between single device repetition and multiple device repetition in both high and low involvement scenarios. However, a significant difference was observed between multiple device repetition and reversed repetition on multiple devices at high product involvement, and between single device repetition and reversed repetition on multiple devices at low product involvement. This indicates that the impact of media repetition on attitude towards the CRM campaign varies significantly depending on the product involvement level and the repetition strategy used. Thus, hypothesis H5, that multimodal ads will make CRM campaign viewers less positive than those who watched it in a single medium under different product engagement, is rejected. The data shows that exposure to multimedia ads, especially through reversed repetition across multiple

devices, actually enhances attitudes towards the CRM campaign across different levels of product involvement.

Purchase Intention towards the CRM Campaign

When people were very interested in the product, they were much more likely to buy the CRM campaign ad when it was shown on multiple devices in reversed repetition ($X = 4.381$, $\sigma = 1.425$), compared to when it was shown on a single device ($X = 4.078$, $\sigma = 0.933$) or multiple devices in regular repetition ($X = 4.035$, $\sigma = 1.009$). The ANOVA results showed that there was a significant difference between the three media conditions, with $F(2, 1452) = 24.455$, $P\text{-value} < 0.001$. This means that the mode of ad repetition has a big effect on people's plans to buy from the CRM campaign when they are very interested in the product. When there wasn't much interest in the product, people were more likely to buy from the CRM campaign when the ad was shown on multiple devices in reversed repetition ($X = 4.114$, $\sigma = 1.341$), compared to when it was shown on multiple devices in normal repetition ($X = 4.045$, $\sigma = 1.05$) or on a single device ($X = 3.828$, $\sigma = 0.924$). There was a big difference between the three media conditions in the ANOVA test ($F(2, 1452) = 23.583$, $P\text{-value} < 0.001$). This means that the type of media repeat affects people's plans to buy during the CRM campaign, even when they aren't very interested in the product. Reversed repetition on multiple devices enhances purchase intentions towards CRM campaigns, regardless of product involvement level, especially in high involvement scenarios, as indicated by higher F-value.

A post hoc Tukey test was conducted to further investigate the differences among the conditions. The study found no significant difference between single and multiple device repetition in high and low involvement scenarios. However, it showed a significant difference between multiple device repetition and reversed repetition on multiple devices at high product involvement and low product involvement. The data suggests that multimedia ad exposure, particularly through reversed repetition, enhances purchase intention across different levels of product involvement.

Discussion

The study examined how media repetition affects customer perceptions of cause-related marketing (CRM) campaigns at varying product participation levels. The three media conditions (single device repetition, multiple device repetition, and reversed repetition on multiple devices) showed significant differences for all six constructs: Altruistic Firm Motive, Consumer-Company Identification, Perceived CSR, Company-Cause Fit, Attitude Towards CRM Campaign, and Purchase Intention.

Contrary to H1, which posited that multimedia ad exposure would result in a lesser altruistic firm motive than single medium exposure, the findings indicated a significant increase in perceived altruistic firm motive with multiple device repetition, especially in low product involvement scenarios. Aligning with the results of previous studies on media effects, multiple device repetition enhanced consumer-company identification, refuting H2. This suggests that diverse media exposure fosters a stronger identification with the company. The hypothesis H3 was also refuted, as the data demonstrated higher perceived CSR under multiple device repetition in low product involvement conditions, and reversed repetition in high involvement conditions, indicating a positive impact of multimedia exposure. H4 was also rejected. The finding that perceived compatibility between the company and its cause was significantly higher at both high and low levels of product participation lends credence to the notion that different types of media exposure increase the extent to which people see alignment between a company and its cause. The findings refuted hypothesis H5, which predicted that exposure to multimedia would change people's impressions of the CRM campaign. When there was a high amount of reversal repetition across several platforms, increasing engagement

was linked to a better attitude. When there was little engagement, frequent reversal across multiple devices was related with a negative attitude. The CRM room's purchase aim peaked when redundancy was reversed on various devices, regardless of item contribution level, proving that H6 was inaccurate. This demonstrates how the consumption of multimedia information improves the likelihood of people making a purchase. Previous research, like Lim et al.'s (2015) study, suggests that frequent exposure to advertisements across various media platforms improves individuals' cognitive and affective reactions. The majority of these findings advance media's impact on humans. The findings contradict previous expectations that multimodal advertisements will have less impact by capturing public attention. This study demonstrates how media repetition tactics can boost CRM advertisement comprehension. The findings suggest that repeating a message on one device is less successful than on several devices or in reverse order. This achieves the marketing goal of improving consumer attitudes. According to media opulence theory, larger, more prominent media outlets can offer more complex and impactful messages, leading in a greater sense of well-being. These findings emphasize the importance of employing many media channels for CRM. This provides advertisers and marketers with useful insights. Using a variety of technologies, media marketing systems can inform customers about their purchasing intentions, corporate social responsibility, charity, and company-cause alignment. This information can help improve CRM strategies and receive the best client responses. Despite its relevance, the study is flawed. Because of the random selection and limited sample size (18-28 participants), the results may not be generalizable. By focusing on two topics, the study may have overlooked more cases. To ensure the reliability and precision of these findings, additional research with a more diverse sample group and more components is required. To further understand the long-term repercussions of these methods, researchers should investigate the cognitive and behavioral changes that occur when people encounter the same video advertising. To make CRM systems more effective, media content and recurring strategies must be evaluated.

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Advertising across Multiple Media Channels**

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