

# Effective Branding of Pepsodent's Social Responsibility Marketing Campaign for Younger Generation

Desyra Sukma Dewanthi

Management Department, BINUS Business School Undergraduate Program  
Bina Nusantara University  
Jakarta 11480, Indonesia  
desyra.dewanthi@binus.ac.id

Correspondence: desyra.dewanthi@binus.ac.id

## ABSTRACT

**Objectives:** The objective of this study is to investigate the effectiveness of Pepsodent's social responsibility marketing campaign branding for the younger generation. The study is conducted in the context of Pepsodent's Social Responsibility Marketing Campaign which is #SikatGigiSekarang and aimed for the younger generation, aged 18-34 years old who have purchased Pepsodent products and are aware of the campaign.

**Methods:** This research utilizes an online questionnaire that is distributed to 200 respondents. The full-scale data is analyzed through SmartPLS and bootstrapping analysis to test for reliability, validity, convergent and discriminant validity, and the study's hypothesis to identify the relationship between variables.

**Results:** The findings of the research shows that all of the variables, such as Brand Familiarity, Attitude towards Campaign, Campaign Fit, Credibility, Brand Attitude, and Involvement with the cause all affect each other. Brand Familiarity has a positive and significant relationship with Campaign Credibility and Brand Attitude, Campaign Credibility also has a positive and significant relationship with Attitude towards Campaign and Involvement with the Cause also has a positive and significant relationship towards Attitude towards the Campaign. Campaign Credibility and Attitude towards Campaign plays a full mediation between the relationship. Campaign Fit and Campaign Credibility is also positive and significantly related.

**Conclusion:** Findings of this research are similar to the original study. All of the hypotheses have been accepted which proves that all the variables in the research model have been pretty effective and have positive relationships between the variables when measured for the social responsibility marketing campaign of Pepsodent. The younger generation nowadays not only prefers well-known brands, but also how connected the campaign is with a social cause that they support, therefore marketers must get their products ready and tie the participation with the cause to their campaign for their social responsibility marketing campaign. As a result, supporters are more inclined to promote the brand and buy its goods.

**Keywords:** Brand Familiarity; Social Responsibility Marketing; Corporate Social Responsibility; Brand Attitude; Involvement with the Cause; Attitude towards Campaign; Campaign Credibility

## INTRODUCTION

Over the last few decades, corporate social responsibility has received a lot of attention. Most debates concerning social responsibility on the other hand, have been extremely limited in scope. The problem of social responsibility and ethics in marketing has gotten a lot of attention in recent years. While several have been descriptive, concentrating on how or why marketers operate socially responsible and ethically, the vast majority have been analytical. Simply put, social responsibility is a person's overall obligation to guarantee that society and the environment benefit from their actions. In contrast, corporate social responsibility is a company's obligation to ensure that its operations benefit the community and the environment. Corporate social responsibility may

take many forms, but the four most common are environmental stewardship, charity giving, ethical conduct, and financial accountability. Various forms of corporate social responsibility exist. Businesses of all sizes may make a significant difference in the community by making a little donation to the local food bank. Corporate social responsibility (CSR) can take many forms. Some common ones include reducing carbon footprints, improving labor policies, and investing in fair trade, diversity, equity, and inclusion. Other forms of CSR include charitable global giving, community and virtual volunteer work, environmentally friendly corporate policies, and ecologically and socially responsible investments. A person's or an organization's social duty is to uphold a certain standard of behavior and have a positive impact on society as a whole. It is the duty of individuals and social institutions such as societies, organizations, and enterprises to work in the best interests of their surroundings and the general population. Companies' attempts to fulfill their responsibilities to the community and the environment are called corporate social responsibility (CSR). Hence, corporate social responsibility (CSR) is a social responsibility practiced by corporations. Therefore, both systems are morally correct in their own right. Many business leaders believe that operating amid tumultuous times and fast change contradicts their long-held ideas about what it takes to be competitive and effective to endure and flourish. Globalization, immediate technical breakthroughs, and a move from an industrial to a knowledge and information-based economy are some of the challenges managers face today. The future of Indonesia is heavily affected by the country's youth. Even if they aren't aware of it, young people play an essential role in propelling the nation and state forward. Because young people drive development, a country's strengths and weaknesses may be seen in the character of its youth, who will inherit its wealth in the future. In 2018, Indonesia's millennials, or those between the ages of 20 and 35, constituted 63 million of the country's 265 million residents, according to statistics from the National Development Planning Agency (Bappenas). Many Indonesians in their twenties and thirties are both a challenge and an opportunity. On March 19, 2021, PT. Unilever Indonesia, Tbk. will celebrate Teeth and Mouth Health World Day 2021 by collaborating with the FDI World Dental Federation and Persatuan Dokter Gigi Indonesia (PDGI) to launch the campaign "Senyum Sehat untuk Hidup yang lebih Sehat" or translated as "Healthy Smile for a Healthier Life" with the slogan "Yuk, #Sikat Gigi The goal of this campaign is to communicate the importance of practicing excellent dental habits in the family twice a day — a simple activity with a major influence on oral health and the body as a whole, especially during a pandemic. An online survey was administered to ten respondents with the goal of determining the respondents' understanding and knowledge, as well as their level of awareness, of the primary elements and drivers for this study. This research will analyze and investigate the effectiveness of Pepsodent's Social Responsibility Marketing in terms of Branding towards Indonesian Millennials using one Pepsodent's "Yuk, SikatGigiSekarang!" campaign. The primary goal of this study is to determine which aspects will have the greatest impact on the effectiveness of Pepsodent's Branding on Social Responsibility Marketing Campaign, as well as to gather varied viewpoints from respondents, specifically addressing the awareness of Pepsodent's campaign.

## **Literature Review**

### ***Brand Familiarity***

We use this argument to argue that brand recognition is a significant element that influences customer perceptions. The importance of brand familiarity in marketing has long been acknowledged by marketing scholars and practitioners. Unfamiliar brands, for example, have been demonstrated to be more prominent in advertisements, simpler to remember, and favored by customers. Regarding enterprises, brand familiarity may function as a shield against the negative impacts of false information. Brand familiarity is a metric used to assess a customer's exposure directly and indirectly to a particular brand. (Alba and Hutchinson 1987; Kent and Allen 1994).

### ***Campaign Fit***

The term "campaign fit" refers to the relationship between the campaign's sponsor and the cause it supports. Lack of alignment or congruence between the brand and the cause has been blamed for a brand's inability to benefit from CRM (Zdrakovic et al., 2010). According to social marketing, a company's product line, image, position, and/or target market may all be linked to a cause. (Varadarajan and Menon, 1988). The compatibility of a company's campaign and causes reveals how closely a cause is tied to campaign and how well they work together (Nan and Heo, 2007). Another reason is the commercial's nature. Customers respond positively to social responsibility marketing efforts when they are given concrete and explicit statements with clear objectives (Lubin and Esty, 2010), The use of advertisements that use accurate and undistorted messages with the correct quantity of information.

## ***Credibility***

Academics and practitioners in marketing and advertising have long been fascinated by the topic of believability. Consumers, investors, and other stakeholders' belief in a company's integrity is measured by corporate credibility. Kuczkowska, n.d. It can sometimes extend beyond the firm's name to encompass the cause's supporters (Srdan Zdravkovic et al., 2010). While most consumers support corporate social projects, research shows that their opinions differ depending on who is funding the cause. If action is taken, customers' perceptions of the sponsor's reliability, trustworthiness, and reputation must be assessed (Jiménez Correa et al., 2021). Firm credibility, according to (Newell & Goldsmith, 2001),

## ***Involvement with the Cause***

Acknowledging the importance of the attribution theory (H.H. Kelley, Attribution Theory in Social Psychology, 1967), (Levine, D., Ed., Nebraska Symposium on Motivation, Vol. 15, University of Nebraska Press, Lincoln, 192-238. Scientific Research Publishing, 2017). The messages a company delivers to its consumers are interpreted by the customers, who then analyze the signals to determine the reasons for the company's actions (Calder & Burnkrant, 1977). Two types of incentives will follow this hypothesis: selfless activities and selfish acts (Weiner, 2010). Customers are more lured to social marketing projects with altruistic outcomes, according to the notion of involvement with social responsibility marketing. Several studies have found that when one's geographical and social proximity to the cause increases, so does one's engagement. Other research focuses on behaviors that improve the environment and the world, with the goal of demonstrating their positive impact on attitudes toward a social responsibility marketing campaign (Duarte & Costa, 2018)

## ***Attitude towards Campaign***

The consumer's attitude toward the campaign, which impacts the establishment of the consumer's attitude toward the brand, is one of the elements that might influence beliefs. This is especially true when consumers have little information about the marketed brand and, as a result, rely on their gut feelings about the advertising they are exposed to. As a result, it's reasonable to argue that commercials impact brand belief, which in turn changes attitudes toward ads, and so toward the brand (Jiménez Correa et al., 2021). Studies show that when individuals have a favorable attitude toward a social responsibility marketing effort, they also have a positive attitude about the company image (Childs et al., 2019)

## ***Brand Attitude***

Consumers become aware of products supplied by manufacturers thanks to the presence of brands, and this awareness of brands, also known as brand awareness or brand awareness, serves as a benchmark for measuring the success of marketing efforts. Additionally, attitude has a significant role in motivating customers to purchase a product. Consumers' attitudes about a product are recognized as a reflection of their sentiments, regardless of whether they like it or not. The quality of the goods offered by the firm to customers is inextricably linked to the purchasing interest experienced by customers.

- H1. Brand familiarity influences millennials' brand attitude positively after an SRM campaign
- H2. Brand familiarity influences the positive effect of SRM campaign credibility among millennials
- H3. Campaign fit influences SRM campaign credibility among millennials
- H4. Campaign credibility influences millennials' attitude towards an SRM campaign
- H5. Involvement with the cause influences millennials' attitude towards an SRM campaign
- H6. Millennials' attitude towards an SRM campaign influences their attitude towards the brand

## **METHODS**

The purpose of this study is to investigate and establish whether the variables included in this study have a significant relationship with the hypothesis, which is detailed in Chapter 2. The variables included in this study, such as Brand Familiarity, Campaign Fit, Campaign Credibility, Attitude towards Campaign, Involvement with the Cause, and Brand Attitude, were adapted from Erika Alejandra Jimenez Correa, Sandra Milena Palacio-Lopez, Javier A. Sanchez Torres, Luisa Fernanda Gaviria Martinez, Juan Pablo Arrubla Zapata, Yuri Lorene Hernandez Fernandez, and Carolina Perl. Although the factors were already included in the prior study, as noted above, the

results may change from the previous study due to differences in consumer characteristics as well as the location of the survey.

This study will also employ Empirical Study methodologies to investigate the link between the variables. Any study whose conclusions are rigorously produced from concretely empirical data, and hence “verifiable” evidence, is classified as empirical research. An empirical research will be undertaken on Pepsodent’s social responsibility marketing efforts to evaluate if customers value the criteria identified as drivers of positive brand perceptions. Because the goal was to study solely social awareness efforts, social responsibility marketing campaigns with a reason were sought. For this case study, Campaign A (Pepsodent) was chosen as an social responsibility marketing campaign to urge citizens to wash their teeth. The empirical approach allows the researcher to acquire the data needed to test hypotheses and answer questions about the subject of the study. The researcher will employ the Quantitative Approach or Quantitative Methods to obtain the data required for this investigation. The Quantitative Methods entail gathering and evaluating numerical data for the research, which will then be utilized to examine the link between the variables.

The qualitative data was acquired by an online survey from ten respondents, which the researcher chose and judged on whether the person matches the requirements for the subject of this research, after adapting them to Bahasa Indonesia. Part 1.2 Exploratory Study contains a summary of the qualitative data acquired through online surveys.

The unit of analysis that will be employed in this study to acquire additional insight will be Millennials and Gen Z in Indonesia who have previously purchased Pepsodent products. The respondents’ ages will range from 18 to 41 years old, as the average number of millennials in Indonesia is those born between 1981 and 1996, and those born between 1997 and 2012.

The questionnaire will be distributed to respondents who are regarded to be Indonesian Millennials who have already purchased one of Pepsodent’s goods in order to obtain more accurate data and better observation. Such respondents are chosen to be given the questionnaire because they are more likely to provide accurate answers to the difficulties and questions in this study. Non-probability sampling methods, by definition, are sampling methods used by researchers to gather sampling methods not by random selection, but rather by picking the sample for the research based on subjective criteria, and are regarded as a less demanding method by many (Trochim, 2020).

Using a quantitative method, establishing the number of samples is a necessary step in continuing the investigation. The number of the minimum sample size is decided by the total number of respondents; a total of 200 sample sizes must be provided, with at least as many variables utilized in the study to be evaluated, proven, and observed. Hair et al. (2014) The amount of questions that will be asked for each variable in this study varies. Each variable has four questions: Brand Familiarity, Campaign Fit, Campaign Credibility, Involvement with the Cause, and Attitude Toward Campaign.

Both primary and secondary data are collected and used to obtain data that is necessary to continue evaluating this research in order to evaluate the hypothesis. The approaches that the researcher will utilize and deploy to aid in the creation and development of the research study will be covered in this subchapter.

The questionnaire that will be used in this research was adopted from previous study conducted by Erika Alejandra Jimenez Correa, Sandra Milena Palacio-Lopez, Javier A. Sanchez Torres, Luisa Fernanda Gaviria Martinez, Juan Pablo Arrubla Zapata, Yuri Lorene Hernandez Fernandez, and Carolina Perlaza Lopera (2012). The survey questions or questionnaire was divided into three parts, each part will be asked about different types of questions to the respondents. The study will be utilizing Likert Scaling as its main scaling method. The Likert Scale is one of the most common scaling methods in researchers. Likert Scale is typically used to measure an individual’s perception and attitudes towards an object, such as influencers which are utilized in this study. Another reason why the Likert scale was used is because respondent’s opinions and attitudes are quantified into numerics that can be utilized for quantitative analysis. Respondents will typically be asked to choose from a range of responses that are coded numerically for qualitative study such as 1 = disagree, 2 = slightly disagree and so on (Jameison, n.d; Mcleod, 2019). In the original study, a seven-point Likert scale was used from ‘strongly agree’ (1) to ‘strongly agree’ (7). However, this research will not be using a 7-point Likert Scale.

This research will also include a validity analysis to identify whether the questionnaire measures what the research aims to measure. This research will use AVE, Discriminant Validity, and Outer Loadings. It was mentioned by Hair et al. (2019) that the value of AVE should be above 0.5 to show that the construct is valid.

The Discriminant Validity will require the value of the constructs indicator to be higher than other constructs. Whereas Alarcon & Sanchez (2015), mentioned that Outer Loadings values should be above 0.6 to indicate that the construct is valid. Both the reliability and validity test will be conducted on the pilot test and for the main research.

This research will also include a collinearity analysis using the Variance Inflation Factor, which implies that the bigger the value gets, it indicates a presence of multicollinearity. The R-Square analysis is also analyzed in this research in which the higher the R-Square value gets, the better the fit between the regression model and the data.

There are a total of six hypotheses in this research which aims to define whether the relationships between variables are significant when applied to social responsibility marketing campaign towards younger generation. The hypotheses will be tested using the Bootstrapping procedure through the SmartPLS software. This will show the author the results of the path coefficient and p-values. The p-value will then define whether the hypothesis can be accepted or rejected. The rule of thumb states that the p-value needs to be below 0.05 or the level of significance to be accepted. The variables used in this study are based on Erika Alejandra Jimenez Correa, Sandra Milena Palacio-Lopez, Javier A. Sanchez Torres, Luisa Fernanda Gaviria Martinez, Juan Pablo Arrubla Zapata, Yuri Lorene Hernandez Fernandez, and Carolina's previous study titled "Effectiveness of social responsibility marketing in young millenials - Generation Y: analysis of three cases for brand positioning."

## RESULTS AND DISCUSSIONS

As mentioned above, the author planned to conduct a pre-test and a pilot test to ensure that the data is reliable and valid. The pre-test was gathering 10 respondents before the pilot test and asked for feedback regarding the questionnaire and whether they had any feedback or not such as mistranslations or grammatical errors. Whereas the pilot test was gathering 32 respondents to check they validity and reliability of the data, before gathering the total 241 respondents.

### Reliability Test

**Table 1.** Composite Reliability Results (n=30 and n=150)

Variables	Composite Reliability (n=32)	Composite Reliability (n=241)	Acceptable Level	Conclusion
Campaign Credibility	0.92	0.88	> 0.7	Reliable
Brand Attitude	0.91	0.85	> 0.7	Reliable
Campaign Fit	0.89	0.85	> 0.7	Reliable
Attitude towards the Campaign	0.94	0.88	> 0.7	Reliable
Brand Familiarity	0.96	0.88	> 0.7	Reliable
Involvement with the Cause	0.90	0.81	> 0.7	Reliable

Table 1 shows that all variables are valid and reliable to be used.

**Table 2.** Cronbach Alpha Results (n=30 and n=150)

Variables	Cronbach Alpha (n=32)	Cronbach Alpha (n=241)	Acceptable Level	Conclusion
Campaign Credibility	0.86	0.79	> 0.6	Reliable
Brand Attitude	0.87	0.76	> 0.6	Reliable
Campaign Fit	0.82	0.74	> 0.6	Reliable
Attitude towards the Campaign	0.90	0.79	> 0.6	Reliable
Brand Familiarity	0.95	0.82	> 0.6	Reliable
Involvement with the Cause	0.83	0.65	> 0.6	Reliable

As shown in Table 2, the Cronbach Alpha during the pilot test and final test both are valid and reliable

### Validity Test

**Table 3.** Average Variance Extracted Results (n=30 and n=150)

Variables	AVE (n=30)	AVE (n=150)	Acceptable Level	Conclusion
Brand Familiarity	0.87	0.70	> 0.5	Valid
Attitude towards Campaign	0.84	0.59	> 0.5	Valid
Brand Attitude	0.72	0.66	> 0.5	Valid
Campaign Credibility	0.78	0.70	> 0.5	Valid
Involvement with the Cause	0.74	0.66	> 0.5	Valid
Campaign Fit	0.74	0.59	> 0.5	Valid

As shown in Table 3, there were three variables that are considered in valid during the pilot as the acceptance level for AVE was 0.5. However, the full-scale data shows that all of the results ranges from 0.582 to 0.819 which shows all the data are valid and is able to be used for further analysis.

### Fornell-Larcker Criterion

**Table 4.** Discriminant Validity of Final Survey

	Attitude towards the Campaign	Brand Attitude	Brand Familiarity	Campaign Credibility	Campaign Fit	Involvement with the Cause
Attitude towards the Campaign	<b>0.797</b>					
Brand Attitude	0.497	<b>0.767</b>				
Brand Familiarity	0.331	0.524	<b>0.812</b>			
Campaign Credibility	0.358	0.296	0.301	<b>0.812</b>		
Campaign Fit	0.166	0.195	0.191	0.298	<b>0.790</b>	
Involvement with the Cause	0.412	0.490	0.314	0.290	0.275	<b>0.745</b>

## Collinearity

The author conducted a collinearity test for the inner and outer model to check if there was any multicollinearity. The results showed that all of the items had a value below 10, which shows that there is no multicollinearity.

## Bootstrapping

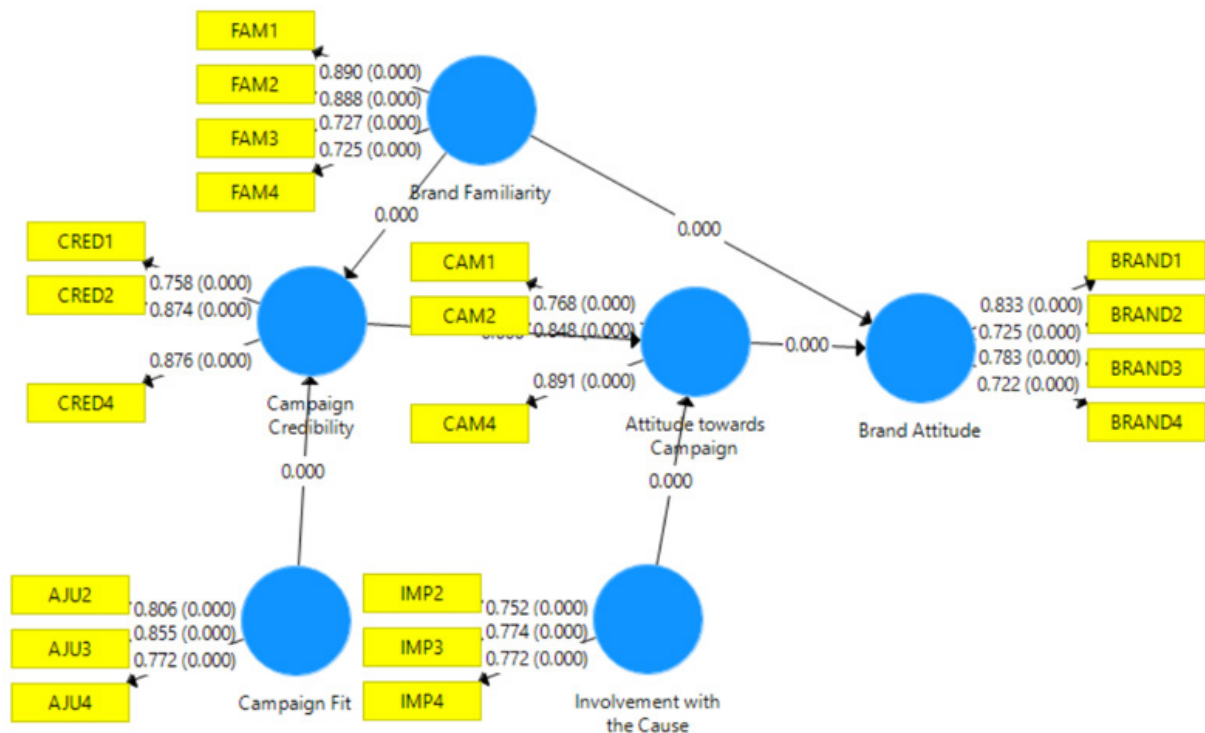


Figure 1. Bootstrapping

Table 5. Path Coefficient of Final Survey

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Attitude towards Campaign -> Brand Attitude	0.363	0.369	0.051	7.079	0.000
Brand Familiarity -> Brand Attitude	0.403	0.385	0.104	3.873	0.000
Brand Familiarity -> Campaign Credibility	0.254	0.254	0.065	3.891	0.000
Campaign Credibility -> Attitude towards Campaign	0.260	0.265	0.069	3.762	0.000
Campaign Fit -> Campaign Credibility	0.250	0.266	0.058	4.334	0.000
Involvement with the Cause -> Attitude towards Campaign	0.337	0.346	0.083	4.050	0.000

**Table 6.** P Value of Final Survey

<b>Variables Relationship</b>	<b>P-Values (&lt; 0.05)</b>
Attitude towards Campaign -> Brand Attitude	0.00
Brand Familiarity -> Brand Attitude	0.00
Brand Familiarity -> Campaign Credibility	0.00
Campaign Credibility -> Attitude towards Campaign	0.00
Campaign Fit -> Campaign Credibility	0.00
Involvement with the Cause -> Attitude towards Campaign	0.00

**Table 7.** Summary of Findings

<b>Hypothesis</b>	<b>Test</b>	<b>Findings</b>	<b>Previous Research Findings</b>
1	Brand familiarity influences millennials' brand attitude positively after an SRM campaign	Accepted	Accepted
2	Brand familiarity influences the positive effect of SRM campaign credibility among millennials	Accepted	Accepted
3	Campaign fit influences SRM campaign credibility among millennials	Accepted	Accepted
4	Campaign credibility influences millennials' attitude towards an SRM campaign	Accepted	Accepted
5	Involvement with the cause influences millennials' attitude towards an SRM campaign	Accepted	Accepted
6	Millennials' attitude towards an SRM campaign influences their attitude towards the brand	Accepted	Accepted

## CONCLUSIONS

This research aimed to determine the effectiveness of Pepsodent's social responsibility marketing initiatives in positioning the company's name among younger customers. We adopted Buil et al. (2012)'s causal model because it allows us to examine not only the components directly connected to the effect of an advertising campaign but also the consideration of whether brand perception influences a cause-related social responsibility marketing campaign. (2012). An examination of a particular Pepsodent social responsibility marketing campaign on millennials is one of the few theoretical contributions of this research. Despite their early exposure to the Internet and potential materialism, young millennials are more aware of environmental and social concerns and the consequences of their purchases, according to the study (Kaur and Anand, 2018; Urwin and Joao, 2018). Lerro and coworkers (2019). As a consequence, a company's social responsibility marketing effort will be seen favorably by consumers. This type of activity may even be beneficial for companies wanting to develop overseas in cultures that are more amenable to it (Becker-Olsen et al., 2011; Eastman et al., 2019). Also, the present trend in social networks to interact with the closest and most shared interests of this demographic may be linked to the favorable association between alignment with social responsibility marketing campaigns and the lifestyle of millennials (Dalziel and Bevan-Dye, 2019; Velasco, 2020). According to this research, demographic variables such as age, gender, employment, and location of residence are all taken into consideration. Given that these purchase decisions are more complicated, it should be remembered that because marketing activities are not always associated with effects on direct commercial relationships, such as increased sales (Sung and Yan, 2020).

There are a few limitations and recommendations such as additional variable factors, demographic, and different types of campaigns.



## REFERENCES

- Alba, Joseph W. and J. Wesley Hutchinson (1987), "Dimensions of Consumer Expertise," *Journal of Consumer Research*, 13 (March), 411–454
- Alejandra, E., Milena, S., Sánchez-Torres, J. A., & Carolina Perlaza Lopera. (2021, October 12). *Effectiveness of social responsibility marketing in young millennials - Generation Y: analysis of three...* ResearchGate; unknown. [https://www.researchgate.net/publication/355186602\\_Effectiveness\\_of\\_social\\_responsibility\\_marketing\\_in\\_young\\_millennials\\_-\\_Generation\\_Y\\_analysis\\_of\\_three\\_cases\\_for\\_brand\\_positioning](https://www.researchgate.net/publication/355186602_Effectiveness_of_social_responsibility_marketing_in_young_millennials_-_Generation_Y_analysis_of_three_cases_for_brand_positioning)
- APA PsycNet. (2022). Apa.org. <https://psycnet.apa.org/record/1981-09336-001>
- Bert van de Ven (2008). *An Ethical Framework for the Marketing of Corporate Social Responsibility*. 82(2), 339–352. doi:10.1007/s10551-008-9890-1
- Brand Credibility, Brand Consideration, and Choice on JSTOR*. (2022). Jstor.org. <https://www.jstor.org/stable/10.1086/383434>
- Breves, Priska, Linda; Liebers, Nicole; Abt, Marina; Kunze, Annika (2019). *The Perceived Fit between Instagram Influencers and the Endorsed Brand*. *Journal of Advertising Research*, (), JAR-2019-030-. doi:10.2501/JAR-2019-030
- Bui, T. (2017). The effect of brand-cause fit on consumers' responses to cause-related marketing: a study on young Vietnamese consumers. Core.ac.uk. <https://doi.org/oai:aaltodoc.aalto.fi:123456789/26069>
- Calder, B. J., & Burnkrant, R. E. (1977). *Interpersonal Influence on Consumer Behavior: An Attribution Theory Approach*. *Journal of Consumer Research*, 4, 29–38. <https://www.scholars.northwestern.edu/en/publications/interpersonal-influence-on-consumer-behavior-an-attribution-theor>
- Calder, B. J., & Burnkrant, R. E. (1977). *Interpersonal Influence on Consumer Behavior: An Attribution Theory Approach*. *Journal of Consumer Research*, 4, 29–38. <https://www.scholars.northwestern.edu/en/publications/interpersonal-influence-on-consumer-behavior-an-attribution-theory>
- Campbell, Margaret C.; Keller, Kevin Lane (2003). *Brand Familiarity and Advertising Repetition Effects*. *Journal of Consumer Research*, 30(2), 292–304. doi:10.1086/376800
- Chéron, E., Kohlbacher, F., & Kusuma, K. (2012, July 27). *The Effects of Brand – Cause Fit and Campaign Duration on Consumer Perception of Cause-Related Marketing...* ResearchGate; Emerald. [https://www.researchgate.net/publication/241846839\\_The\\_Effects\\_of\\_Brand\\_-\\_Cause\\_Fit\\_and\\_Campaign\\_Duration\\_on\\_Consumer\\_Perception\\_of\\_Cause-Related\\_Marketing\\_in\\_Japan](https://www.researchgate.net/publication/241846839_The_Effects_of_Brand_-_Cause_Fit_and_Campaign_Duration_on_Consumer_Perception_of_Cause-Related_Marketing_in_Japan)
- Childs, Calder, & Miles. (2019). *Diet and Immune Function*. *Nutrients*, 11(8), 1933. <https://doi.org/10.3390/nu11081933>
- Consumers Expect the Brands they Support to be Socially Responsible*. (2019, October 2). *Businesswire.com*. <https://www.businesswire.com/news/home/20191002005697/en/Consumers-Expect-the-Brands-they-Support-to-be-Socially-Responsible>
- Corkery, J. (2021, December 30). *Understanding the Difference Between Brand Equity & Awareness*. *Brandingmag*. <https://www.brandingmag.com/2020/05/05/understanding-the-difference-between-brand-equity-awareness/>
- Corporate Social Responsibility (CSR) Definition*. (2022). Investopedia. <https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
- Corporate Social Responsibility Matters: Ignore Millennials at Your Peril - Center for Social Impact Communication*. (2017). Center for Social Impact Communication. [https://csic.georgetown.edu/magazine/corporate-social-responsibility-matters-ignore-millennials-peril/#:~:text=In%20a%20study%20by%20Horizon,social%20responsibility%20\(CSR\)%20efforts.](https://csic.georgetown.edu/magazine/corporate-social-responsibility-matters-ignore-millennials-peril/#:~:text=In%20a%20study%20by%20Horizon,social%20responsibility%20(CSR)%20efforts.)
- Delgado-Ballester, Elena; Navarro, Angeles; Sicilia, María (2012). *Revitalizing brands through communication messages: the role of brand familiarity*. *European Journal of Marketing*, 46(1/2), 31–51. doi:10.1108/03090561211189220

- Dew, L.; Kwon, W.-S. (2010). *Exploration of Apparel Brand Knowledge: Brand Awareness, Brand Association, and Brand Category Structure*. *Clothing and Textiles Research Journal*, 28(1), 3–18. doi:10.1177/0887302X09341877
- DMI, S. (2021, September). *16 Brands Doing Corporate Social Responsibility Successfully*. Digital Marketing Institute; Digital Marketing Institute. <https://digitalmarketinginstitute.com/blog/corporate-16-brands-doing-corporate-social-responsibility-successfully>
- Duarte, P., & Costa, S. (2018, November 21). *The role of consumer-cause identification and attitude in the intention to purchase cause-related products*. ResearchGate; Emerald. [https://www.researchgate.net/publication/329103172\\_The\\_role\\_of\\_consumer-cause\\_identification\\_and\\_attitude\\_in\\_the\\_intention\\_to\\_purchase\\_cause-related\\_products](https://www.researchgate.net/publication/329103172_The_role_of_consumer-cause_identification_and_attitude_in_the_intention_to_purchase_cause-related_products)
- Eastman, J. K., Iyer, R., & Thomas, S. P. (2013, March). *The impact of status consumption on shopping styles: An exploratory look at the millennial generation*. ResearchGate; unknown. [https://www.researchgate.net/publication/283364117\\_The\\_impact\\_of\\_status\\_consumption\\_on\\_shopping\\_styles\\_An\\_exploratory\\_look\\_at\\_the\\_millennial\\_generation](https://www.researchgate.net/publication/283364117_The_impact_of_status_consumption_on_shopping_styles_An_exploratory_look_at_the_millennial_generation)
- Enrique Bigné Alcañiz, Ruben Chumpitaz Cáceres and Rafael Currás Pérez (2010). *Alliances Between Brands and Social Causes: The Influence of Company Credibility on Social Responsibility Image*. *Journal of Business Ethics*, 96(2), 169–186. doi:10.2307/40863730
- Erdem, T. and Swait, J. (1998) *Brand Equity as a Signaling Phenomenon*. *Journal of Consumer Psychology*, 7, 131-157. - References - Scientific Research Publishing. (2015). Scirp.org. [https://www.scirp.org/\(S\(cze-h2tfqyw2orz553k1w0r45\)\)/reference/ReferencesPapers.aspx?ReferenceID=1441042](https://www.scirp.org/(S(cze-h2tfqyw2orz553k1w0r45))/reference/ReferencesPapers.aspx?ReferenceID=1441042)
- Erdem, Tülin; Swait, Joffre (2004). *Brand Credibility, Brand Consideration, and Choice*. *Journal of Consumer Research*, 31(1), 191–198. doi:10.1086/383434
- Generations x, y, z: How social networks form the concept of the world without borders (the case of Lithuania)*. (2022). LIMES: Cultural Regionalistics. <https://www.tandfonline.com/doi/abs/10.3846/limes.2010.17>
- Gentina, Elodie; Parry, Emma (2020). *The New Generation Z in Asia: Dynamics, Differences, Digitalisation || Generation Z in Indonesia: The Self-Driven Digital*. , 10.1108/9781800432208(), 121–134. doi:10.1108/978-1-80043-220-820201012
- Goldsmith, Ronald E.; Lafferty, Barbara A.; Newell, Stephen J. (2000). *The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands*. *Journal of Advertising*, 29(3), 43–54. doi:10.1080/00913367.2000.10673616
- Gwinner, K. P., & Bennett, G. (2008, July). *The Impact of Brand Cohesiveness and Sport Identification on Brand Fit in a Sponsorship Context*. ResearchGate; Human Kinetics. [https://www.researchgate.net/publication/288305885\\_The\\_Impact\\_of\\_Brand\\_Cohesiveness\\_and\\_Sport\\_Identification\\_on\\_Brand\\_Fit\\_in\\_a\\_Sponsorship\\_Context](https://www.researchgate.net/publication/288305885_The_Impact_of_Brand_Cohesiveness_and_Sport_Identification_on_Brand_Fit_in_a_Sponsorship_Context)
- Hair, J. F., Howard, M., & Nitzl, C. (2020, March). *Assessing measurement model quality in PLS-SEM using confirmatory composite analysis*. ResearchGate; Elsevier. [https://www.researchgate.net/publication/337873935\\_Assessing\\_measurement\\_model\\_quality\\_in\\_PLS-SEM\\_using\\_confirmatory\\_composite\\_analysis](https://www.researchgate.net/publication/337873935_Assessing_measurement_model_quality_in_PLS-SEM_using_confirmatory_composite_analysis)
- Hajjat, Mahmood M. (2003). *Effect of Cause-Related Marketing on Attitudes and Purchase Intentions: The Moderating Role of Cause Involvement and Donation Size*. *Journal of Nonprofit & Public Sector Marketing*, 11(1), 93–109. doi:10.1300/J054v11n01\_07
- Henseler, J., Ringle, C. M., & Marko Sarstedt. (2015). *A New Criterion for Assessing Discriminant Validity in Variance-based Structural Equation Modeling*. ResearchGate; SAGE Publications. [https://www.researchgate.net/publication/264934704\\_A\\_New\\_Criterion\\_for\\_Assessing\\_Discriminant\\_VValidity\\_in\\_Variance-based\\_Structural\\_Equation\\_Modeling](https://www.researchgate.net/publication/264934704_A_New_Criterion_for_Assessing_Discriminant_VValidity_in_Variance-based_Structural_Equation_Modeling)
- Hong-Youl Ha; Helen Perks (2005). *Effects of consumer perceptions of brand experience on the web: brand familiarity, satisfaction and brand trust*. , 4(6), 438–452. doi:10.1002/cb.29
- Hou, Jundong; Du, Lanying; Li, Jianfeng (2008). *Causes attributes influencing consumer's purchasing intention: empirical evidence from China*. *Asia Pacific Journal of Marketing and Logistics*, 20(4), 363–380.

doi:10.1108/13555850810909704

- Islam, Dr. Tahir; Islam, Rauf; Pitafi, Dr. Hameed; Xiaobei, Prof. Dr. Liang; Rehmani, Dr. Mahmood; Irfan, Dr. Muhammad; Mubarak, Prof. Dr. Shujaat (2020). The Impact of Corporate Social Responsibility on Customer Loyalty: The Mediating Role of Corporate Reputation, Customer Satisfaction, and Trust. *Sustainable Production and Consumption*, (), S2352550919304944–. doi:10.1016/j.spc.2020.07.019
- Jiménez Correa, E. A., Palacio-López, S. M., Sánchez-Torres, J. A., Gaviria Martínez, L. F., Arrubla Zapata, J. P., Hernández Fernández, Y. L., & Lopera, C. P. (2021). Effectiveness of social responsibility marketing in young millennials - Generation Y: analysis of three cases for brand positioning. *Heliyon*, 7(10), e08150. <https://doi.org/10.1016/j.heliyon.2021.e08150>
- Kärnä, Jari; Hansen, Eric; Juslin, Heikki (2003). Social responsibility in environmental marketing planning. *European Journal of Marketing*, 37(5/6), 848–871. doi:10.1108/03090560310465170
- Kelley, H.H. (1967) *Attribution Theory in Social Psychology*. In Levine, D., Ed., *Nebraska Symposium on Motivation, Vol. 15, University of Nebraska Press, Lincoln, 192-238*. - References - Scientific Research Publishing. (2017). Scirp.org. [https://www.scirp.org/\(S\(vtj3fa45qm1ean45vvffcz55\)\)/reference/ReferencesPapers.aspx?ReferenceID=2146357](https://www.scirp.org/(S(vtj3fa45qm1ean45vvffcz55))/reference/ReferencesPapers.aspx?ReferenceID=2146357)
- Kent, Robert J. and Chris T. Allen (1994), “Competitive Interference Effects in Consumer Memory for Advertising: The Role of Brand Familiarity,” *Journal of Marketing*, 58 (July), 97–105.
- Kim, Jihye; Lee, Jaejin; Kim, Soojin (2016). *The efficacy of cause-related marketing within a social network: The effects of congruency, corporate credibility, familiarity of cause brands, and perceived altruistic motive*. *Journal of Marketing Communications*, (), 1–27. doi:10.1080/13527266.2016.1223155
- Kim, Seoyeon; Austin, Lucinda (2020). Effects of CSR initiatives on company perceptions among Millennial and Gen Z consumers. *Corporate Communications: An International Journal*, 25(2), 299–317. doi:10.1108/ccij-07-2018-0077
- Kuczkowska, H. (n.d.). *Effects of source credibility and information quality on attitudes and purchase intentions of apparel products A quantitative study of online shopping among consumers in Sweden*. <https://www.diva-portal.org/smash/get/diva2:946730/FULLTEXT01.pdf>
- Machleit, Karen A., Chris T. Allen, and Thomas J. Madden (1993), “The Mature Brand and Brand Interest: An Alternative Consequence of Ad-Evoked Affect,” *Journal of Marketing*, 57 (October), 72–82.
- Machleit, Karen A. and Robert D. Wilson (1988), “Emotional Feelings and Attitude toward the Ad: The Roles of Brand Familiarity and Repetition,” *Journal of Advertising*, 17 (3), 27–35.
- Middleton, F. (2019, July 3). *Reliability vs. validity: What's the difference?* Scribbr. <https://www.scribbr.com/methodology/reliability-vs-validity/>
- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*, 33(3), 182–192. doi:10.1108/jcm-11-2014-1221
- Navarro-Bailón, María Ángeles (2011). Strategic consistent messages in cross-tool campaigns: effects on brand image and brand attitude. *Journal of Marketing Communications*, (0), 110927093134003–. doi:10.1080/13527266.2011.567455
- Newell, S. J., & Goldsmith, R. E. (2001, June). *The development of a scale to measure perceived corporate credibility*. ResearchGate; Elsevier. [https://www.researchgate.net/publication/222615410\\_The\\_development\\_of\\_a\\_scale\\_to\\_measure\\_perceived\\_corporate\\_credibility#:~:text=Newell%20%26%20Goldsmith%20\(2001\)%20developed,include%20trustworthiness%2C%20integrity%20and%20expertise](https://www.researchgate.net/publication/222615410_The_development_of_a_scale_to_measure_perceived_corporate_credibility#:~:text=Newell%20%26%20Goldsmith%20(2001)%20developed,include%20trustworthiness%2C%20integrity%20and%20expertise).
- Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research | Emerald Insight. (2013). *European Business Review*. <https://doi.org/10.1108/EBR>
- Robin, Donald P.; Reidenbach, R. Eric (1987). Social Responsibility, Ethics, and Marketing Strategy: Closing the Gap between Concept and Application. *Journal of Marketing*, 51(1), 44–58. doi:10.1177/002224298705100104
- Robinson, Stefanie Rosen; Irmak, Caglar; Jayachandran, Satish (2012). Choice of Cause in Cause-Related Marketing. *Journal of Marketing*, 76(4), 126–139. doi:10.1509/jm.09.0589

- S. Divya Bharti, & RP. Nivethitha. (2017, May). *Employee Welfare Schemes and Its Implication in Performance in Lear Automotive Private Limited, Chennai*. ResearchGate; unknown. [https://www.researchgate.net/publication/317309868\\_Employee\\_Welfare\\_Schemes\\_and\\_Its\\_Implication\\_in\\_Performance\\_in\\_Lear\\_Automotive\\_Private\\_Limited\\_Chennai](https://www.researchgate.net/publication/317309868_Employee_Welfare_Schemes_and_Its_Implication_in_Performance_in_Lear_Automotive_Private_Limited_Chennai)
- Sharma, A. (2012). Consumer Perception and Attitude towards the Visual Elements in Social Campaign Advertisement. *IOSR Journal of Business and Management*, 3(1), 6–17. <https://doi.org/10.9790/487x-0310617>
- Shin, N., Kim, H., Lim, S., & Kim, C. (2014). The Effect of Brand Equity on Brand Attitude and Brand Loyalty in Exhibition. *SHS Web of Conferences*, 12, 01018. <https://doi.org/10.1051/shsconf/20141201018>
- Smola, K., & Sutton, C. D. (2002, June). *Generational Differences: Revisiting Generational Work Values for the New Millennium*. ResearchGate; Wiley. [https://www.researchgate.net/publication/227533994\\_Generational\\_Differences\\_Revisiting\\_Generational\\_Work\\_Values\\_for\\_the\\_New\\_Millennium](https://www.researchgate.net/publication/227533994_Generational_Differences_Revisiting_Generational_Work_Values_for_the_New_Millennium)
- Srdan Zdravkovic; Peter Magnusson; Sarah M. Stanley (2010). *Dimensions of fit between a brand and a social cause and their influence on attitudes*. , 27(2), 0–160. doi:10.1016/j.ijresmar.2010.01.005
- Stewart, David W. (1992), “Speculations on the Future of Advertising Research,” *Journal of Advertising*, 21 (September), 1–17.
- The Role of Indonesian Youth Abroad for Advanced Indonesia - JURUSAN MANAJEMEN TERBAIK DI SUMUT. (2021, February). JURUSAN MANAJEMEN TERBAIK DI SUMUT. <https://manajemen.uma.ac.id/2021/02/the-role-of-indonesian-youth-abroad-for-advanced-indonesia/>
- Top 8 Benefits of CSR for Businesses, Stakeholders & Staff*. (2022, March 10). Alaya. <https://alayagood.com/guide/corporate-social-responsibility/benefits/>
- Types of Corporate Social Responsibility to Be Aware Of*. (2021, April 8). Business Insights Blog. <https://online.hbs.edu/blog/post/types-of-corporate-social-responsibility>
- UNDERSTANDING HOW MILLENNIALS ENGAGE WITH CAUSES AND SOCIAL ISSUES INSIGHTS FROM 10 YEARS OF RESEARCH WORKING IN PARTNERSHIP WITH YOUNG AMERICANS ON CAUSES TODAY AND IN THE FUTURE*. (n.d.). <https://philanos.org/resources/Documents/Conference%202020/Pre-Read%20PDFs/Growing%20Younger.%20Millennial%20Impact%20Report.pdf>
- Veloutsou, C., & Moutinho, L. (2009, March). *Brand relationships through brand reputation and brand tribalism*. ResearchGate; Elsevier. [https://www.researchgate.net/publication/222042682\\_Brand\\_relationships\\_through\\_brand\\_reputation\\_and\\_brand\\_tribalism](https://www.researchgate.net/publication/222042682_Brand_relationships_through_brand_reputation_and_brand_tribalism)
- Walsh, G., Shiu, E., & Hassan, L. M. (2012, August 17). *Investigating the drivers of consumer intention to buy manufacturer brands*. ResearchGate; Emerald. [https://www.researchgate.net/publication/242021814\\_Investigating\\_the\\_drivers\\_of\\_consumer\\_intention\\_to\\_buy\\_manufacturer\\_brands](https://www.researchgate.net/publication/242021814_Investigating_the_drivers_of_consumer_intention_to_buy_manufacturer_brands)
- Weiner, B. (2010, January 30). *Attribution Theory*. ResearchGate; unknown. [https://www.researchgate.net/publication/229483060\\_Attribution\\_Theory](https://www.researchgate.net/publication/229483060_Attribution_Theory)
- What is the Difference Between Social Responsibility and Corporate Social Responsibility - Pediaa.com*. (2019, March 6). Pediaa.com. <https://pediaa.com/what-is-the-difference-between-social-responsibility-and-corporate-social-responsibility/>
- Why Socially Responsible Marketing Matters*. (2022). Investopedia. <https://www.investopedia.com/ask/answers/042215/why-social-responsibility-important-marketing.asp>
- Zhang, X. (2020). The Influences of Brand Awareness on Consumers’ Cognitive Process: An Event-Related Potentials Study. *Frontiers in Neuroscience*, 14. <https://doi.org/10.3389/fnins.2020.00549>