

**EFFECT OF CAUSE-RELATED MARKETING CAMPAIGN  
ON BRAND IMAGE OF NON-ALCOHOLIC BEVERAGE  
COMPANIES IN NIGERIA**

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**ABSTRACT:** The study explored the effect of cause-related marketing campaigns on the brand image of non-alcoholic beverage companies in Nigeria. The research design that was adopted for this study is the cross-sectional survey research design. The population of the study consists of customers of non-alcoholic beverage companies in Delta State Nigeria. The Cochran formula was used to determine the sample size of 384. The research employed the snowball sampling technique. The data for this study were basically obtained from the primary source using a structured questionnaire. The assessment of internal consistency for each construct was conducted to establish reliability of the research instrument. Data collected were analyzed using descriptive and inferential statistics. Findings showed that brand-cause fit, point-of-sale donations, and brand storytelling has significant positive effect on brand image. The study concluded that cause-related marketing campaign has significant positive effect on brand image. The study recommended amongst others that non-alcoholic beverage companies should meticulously select causes that align closely with their brand values and resonate authentically with their target audience.

**Keywords:** Brand-Cause Fit, Brand Image, Cause-Related Marketing Campaign

## **INTRODUCTION**

In the Nigerian market, where non-alcoholic beverage companies hold a prominent position, the application of cause-related marketing can have a substantial influence on brand perception and the cultivation of consumer loyalty. There has been a growing acknowledgement among non-alcoholic beverage companies in Nigeria regarding the importance of incorporating cause-related marketing into their plans. This strategic approach aims to establish a more profound connection with consumers and establish a unique position within a highly competitive market environment. These companies can enhance their sales and have an advantageous societal impact by aligning their brands with issues that strongly appeal to Nigerian consumers, such as environmental sustainability, community development, or health awareness. Cause-related marketing is a fundamental approach aimed at attaining persistent consumer engagement (Lafferty et al., 2016). This marketing approach involves aligning a company's products or services with a social or environmental cause, thereby creating mutually beneficial outcomes for both the business and the cause. Prior studies have established that cause-related marketing has a beneficial impact on customer attitudes and behaviours, specifically in terms of purchase intention and loyalty (Patel et al., 2017; Randle et al., 2019). A strong brand image is essential for a company's success as it influences consumer behaviour, purchase decisions, and brand

loyalty. Positive brand image can lead to increased sales, higher customer retention rates, and competitive advantage in the marketplace. On the other hand, a negative brand image can damage reputation, erode consumer trust, and hinder business growth.

The significance of consumer participation in cause-related marketing campaigns has been demonstrated, necessitating the development of programmes that effectively engage and incentivize consumer participation (Huang & Liu, 2020). Ramesh et al. (2019) added that when consumers have confidence in a firm's capacity to adhere to socially responsible values, they are inclined to exhibit positive behaviour towards the company. They can also establish persistent, mutually beneficial partnerships (De-Oliveira et al., 2020). Consumers can demonstrate their support for causes through several means, such as buying locally produced goods, contributing a percentage of the product's price to the cause, or engaging in direct financial collaboration with the supporting organisation. Corporate credibility is the primary determinant of consumer intention to engage in the cause, regardless of the technique taken (Lee et al., 2019). Treiblmaier and Pollach (2006) posited that customer trust in an organisation is a reliable predictor of donation intention, drawing upon the notion of planned behaviour. Feng et al. (2017) asserted that the provision of interactive and comprehensive information regarding initiatives fosters trust in the organisation, resulting in increased intention to donate and positive word-of-mouth communication regarding the company's acts.

In the United States, the average yearly investment in cause-related marketing increased by 6% over the preceding decade, reaching a total of \$2.24 billion in 2019 (IEG 2019). This magnitude of growth surpasses that of total marketing expenditure and signifies a continuous fascination with cause-related marketing as a marketing tool. Procter & Gamble, for example, collaborated with UNICEF to establish a tetanus vaccination initiative in Africa, providing one vaccine for every P&G product sold. Similarly, Starbucks contributed to the Global Fund for individuals affected by AIDS in Africa by offering a dollar amount of \$0.25 for every Starbucks coffee of specific flavours sold. Additionally, Yoplait's breast cancer campaign involved a donation of \$0.10 to the Susan G. Komen breast cancer foundation for every yoghurt sold (Schamp, Heitmann, Bijmolt, & Katzenstein, 2023).

According to Bergkvist and Zhou (2019), cause-related marketing can be classified as a form of corporate sponsorship that encompasses both profit-driven contributions and socially responsible methods towards non-profit organisations. Consumers' reactions to cause-related marketing activities are influenced by their perception of the firm's objectives, as they typically seek greater transparency and corporate governance (Ndasi & Akcay, 2020). There are various reasons why companies participate in cause-related marketing, including the desire to boost sales, enhance their corporate image, and foster consumer loyalty (Park et al., 2017). Consumers derive a pleasant emotional response, such as a warm glow, from engaging in cause-related marketing, which is considered prosocial (Chang & Chu, 2020). In this context, it becomes essential to explore the relationship between cause-related marketing campaigns and the brand image of non-alcoholic beverage companies in Nigeria. Understanding how these campaigns influence consumer perceptions, attitudes, and purchasing behaviour can provide valuable insights into the effectiveness of such initiatives in enhancing brand equity and fostering long-term relationships with customers.

### **Statement of the Problem**

The utilisation of cause-related marketing possesses the capacity to enhance public consciousness about the philanthropic endeavour, concurrently bolstering brand equity and generating profits for the participating brands. In contrast to the aforementioned instances of success, it is worth noting that cause-related marketing can potentially yield minimal marketing outcomes (Schamp, Heitmann, & Katzenstein, 2019). Furthermore, in severe instances, inadequately executed campaigns may even result in unintended negative consequences (Yoon, Gürhan-Canli, & Schwarz, 2006). An illustrative instance of adverse reaction towards cause-related marketing can be observed in the case of KFC's partnership with the Susan G. Komen Foundation. The "Buckets for the Cure" initiative, wherein a monetary incentive of \$0.50 was offered for each KFC bucket purchased, elicited a strong public outcry, prompted a consumer boycott, and ultimately led to a significant public relations catastrophe (McVeigh, 2012). Although KFC and Yoplait's cause-related marketing campaigns yielded contrasting results, they shared several similarities. These included a shared partner and cause, transparency regarding donation sizes, and the involvement of renowned consumer brands from the same country and cultural context.

One potential limitation associated with cause-related marketing efforts is their potential misalignment with the values and interests of the intended target market. If the cause is not relevant or meaningful to consumers, they may lack the motivation to make a purchase or support the campaign (Patel et al. 2016). This can be a significant challenge, particularly when the matter under consideration is contentious or carries unfavourable implications for certain consumers, as it may elicit a negative response towards the campaign and adversely impact consumer inclination to make a purchase (Zasuwa, 2017). In addition, businesses may encounter difficulties in elucidating to customers the impact of the campaign on them and how their purchases would contribute to the cause, perhaps leading to scepticism and dissuasion from participation. The majority of the studies done on cause-related marketing campaigns were conducted in developed nations. For instance, Robiady, Windasari, and Nita (2021) examined consumer engagement in online social crowd funding in Indonesia. They specifically investigated the impact of narrative techniques on donation performance. Jeong and Kim (2020) studied the advantages of cause-related marketing for both firms and charities. The study specifically investigated the impact of self-corporate congruency and issue involvement in the United States. Aggarwal and Singh (2019) examined the impact of cause-related advertising campaigns on customers' inclination to make purchases in India. However, none of these studies were conducted in the non-alcoholic beverage industry and in a developing nation such as Nigeria. In order to fill this knowledge gap, the study investigated the effect of cause-related marketing campaigns on the brand image of non-alcoholic beverage companies in Nigeria. By analysing existing campaigns, consumer perceptions, and market trends, we seek to identify key strategies and best practices that can help these companies maximise the positive outcomes of their cause-related marketing efforts.

### **Objectives of the Study**

The general objective of the study is to examine the effect of cause-related marketing campaigns on brand image of non-alcoholic beverage companies in Nigeria. The specific objectives are to:

- i. Determine the effect of brand-cause fit on brand image of non-alcoholic beverage companies in Nigeria.
- ii. Explore the effect of point-of-sale donations on brand image of non-alcoholic beverage companies in Nigeria.
- iii. Ascertain the effect of brand storytelling on brand image of non-alcoholic beverage companies in Nigeria.

### **Hypotheses**

H<sub>01</sub>: Brand-cause fit has no significant relationship with brand image of non-alcoholic beverage companies in Nigeria.

H<sub>02</sub>: Point-of-sale donations have no significant relationship with brand image of non-alcoholic beverage companies in Nigeria.

H<sub>03</sub>: Brand storytelling has no significant relationship with brand image of non-alcoholic beverage companies in Nigeria.

## **REVIEW OF RELATED LITERATURE**

### **Cause-related Marketing Campaigns**

Cause-related marketing campaigns refer to a form of marketing communication wherein corporations aim to engage with consumers who hold a positive disposition towards a social cause, with the objective of improving their corporate reputation. It is seen as a strategy employed by corporations to directly or indirectly inform, remind, and convince consumers about their services, goods, corporate policies, and mission (Bergkvist & Taylor, 2016). According to Nelson and Vilela (2017), cause-related marketing refers to a marketing approach wherein a business aligns itself with a philanthropic cause as a component of a marketing campaign, with the aim of achieving mutual benefits. Therefore, in pursuit of the organization's social and economic objectives, a concerted endeavour is undertaken to ascertain the company's social responsibility and its marketing approach. Moreover, it contributes to the progress of society and enhances individuals' standard of living and collective welfare. According to Kumar and Bansal (2017), cause-related marketing is experiencing rapid growth, highlighting the significance and potential that managers attribute to this approach within the marketing landscape. Aggarwal and Singh (2019) assert that the use of cause-related marketing strategies can yield significant advantages for marketers, as it enables them to enhance their corporate social responsibility initiatives and get a competitive advantage in the commercial realm.

According to Kaufmann and Panni (2019), a cause refers to a movement or concept that an organisation acknowledges and actively participates in in order to achieve success and contribute to the betterment of the community. Cause-related marketing refers to the strategic development and execution of marketing initiatives wherein a company offers to contribute a predetermined amount to a specific cause in exchange for customers' participation in revenue-generating transactions that align with both organisational and individual goals (Basil, 2008). Cause-related marketing is a strategic approach that integrates corporate philanthropy into marketing strategies, allowing businesses to contribute to the betterment of society and their own interests. According to Kaufmann and Panni (2019), the process of formulating and implementing promotional strategies is regarded as a means to make a specific contribution

towards a predetermined objective when customers engage in purchasing products from the organisation, thereby meeting both organisational and individual goals. There are various manifestations of cause-related marketing. Transaction campaigns and non-transaction efforts are commonly categorised as the two primary adversaries. According to Harvey (2014), a transaction campaign necessitates a client action, such as making a purchase, in order to result in a tangible payment to the firm. On the other hand, a non-transaction campaign operates without direct customer involvement, such as through sponsorship.

Cause-related marketing is a strategic approach employed by organisations wherein donations are linked to customer purchases. Bergkvist and Zhou (2019) define cause-related marketing as a strategic marketing communication approach that seeks to capitalise on customers' favourable associations with a particular object, such as a cause. As a result, there has been a notable rise in the adoption of cause-related marketing over the past thirty years. This can be attributed to the increased involvement of profit-oriented organisations in cause-related marketing initiatives (Adomaviciute et al., 2016), as well as the commitment of non-profit organisations to environmental protection, health, and other commendable causes (Grolleau et al., 2016). Furthermore, when consumers purchase products associated with cause-related marketing to support these causes, they exhibit prosocial behaviour (Chang & Chu, 2020) and experience positive emotions (Jeong & Kim, 2020).

Several studies have indicated that cause-related marketing can exert a substantial and favourable influence on both the trustworthiness of corporate brands and their overall reputation. As an illustration, Hur et al. (2014) conducted a study that investigated the correlation between cause-related marketing and corporate marketing outcomes, including brand equity, reputation, and brand credibility. Additionally, the study revealed a noteworthy beneficial influence on both the credibility and reputation of corporate brands. Furthermore, it was observed that the connection between cause-related marketing and corporate brand equity is influenced by the mediating factors of brand credibility and corporate reputation. Cause-related marketing refers to the practice of allocating a portion of a business's profits towards supporting charitable organisations that promote health, environmental protection, or other pertinent sustainability-related issues (Grolleau et al., 2016).

### Conceptual Framework

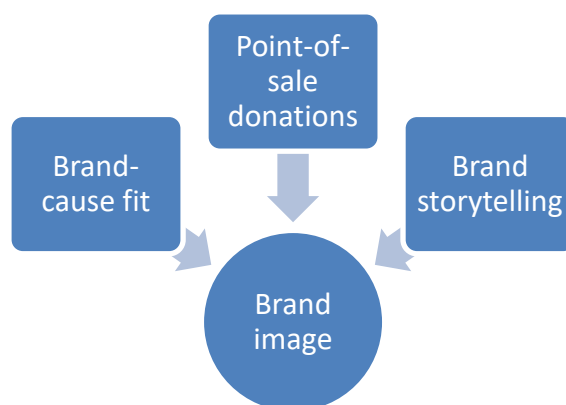


Figure 1 is an illustration of how the dimensions of cause-related marketing campaign influence brand image.

### **Brand-cause Fit**

Brand-cause fit refers to the alignment between a brand and a particular social or environmental cause. It involves selecting causes or issues that resonate with the values, mission, and target audience of a brand. When there is a strong fit between the brand and the cause, it can result in authentic and meaningful partnerships, enhancing brand reputation, customer loyalty, and social impact. The concept of brand-cause fit pertains to the degree of logical and coherent alignment between a corporation and a cause (Hassan & Abouaish, 2018). It also encompasses the overall perceived connection between the brand and the cause, as supported by many cognitive foundations (Nan & Heo, 2007). The alignment between a company's corporate or product brand and the cause it supports is of utmost importance. This alignment has the potential to impact consumers' assessment of the cause-related marketing campaign and their inclination to purchase the cause-related product (Zasuwa, 2017). In recent times, there has been a growing consumer inclination towards business matters that have the potential to impact both individuals and society at large. Consequently, consumers are exerting pressure on firms to adopt authentically sustainable social practices (Iglesias, Markovic, Bagherzadeh & Singh, 2018).

Consumers' perception of the alignment between the corporate (or product) brand and the cause supported can influence the effectiveness of a cause-related marketing campaign. This is because the brand-cause relationship can affect consumers' assessment of the cause-related marketing campaign and their inclination to buy the cause-related product (Zasuwa, 2017). Trimble and Holmes (2013) argued that a strong alignment between a brand and its cause is achieved when a deep connection is formed between the firm and the cause. Several studies have indicated that it is advisable for corporations to make efforts to endorse causes that have a strong alignment between the brand and the cause (Pracejus & Olsen, 2004; Zasuwa, 2017). Lans, Bergh, and Dieleman (2014) asserted that a strong alignment between a brand and its cause improves the consumer's perception of the company or brand and has a favourable impact on the company's image. Moreover, Pérez (2019) posited that the enhancement of authenticity can be achieved by the presence of a strong alignment between the brand and the cause, along with comprehensive knowledge regarding the social issue at hand. According to Patel et al. (2016), those who exhibit higher levels of engagement with the stated issue in cause-related marketing tend to hold more positive brand perceptions compared to those who demonstrate lower or no involvement.

### **Point-of-sale Donations**

Point-of-sale donations refer to charitable contributions made by customers at the time of purchase. Non-profit organizations or charitable causes partner with businesses to offer customers the option to donate a specified amount during their transaction. These donations are typically collected at the point of sale, whether in-store or online, and are often used to support various social, environmental, or community-based initiatives. Donation campaigns conducted at the point of sale have gained significant popularity as a fundraising method. These programmes, commonly known as "checkout charity," solicit individuals to make modest contributions when making purchases at stores and restaurants or placing online orders. Charity campaigns possess certain traits that set them apart from other forms of fundraising endeavours. Significantly, clients are sometimes taken by surprise by the request at the point of sale and either have restricted capacity or no choice to evade the request (for example, when making an online payment when the request is automated).

Moreover, the buyer is typically compelled to make a prompt decision, frequently within a brief timeframe. The phenomenon of making quick decisions, referred to as "impulse-giving," has the potential to enhance the effectiveness of checkout charity efforts. In the majority of instances, the asked or anticipated amount from the prospective donor is typically little, frequently amounting to less than one dollar. According to Giebelhausen et al. (2017) and Kinard & Pardo (2017), checkout charities engage in the solicitation of charitable donations from consumers during the checkout process, utilising either a sales associate in retail stores or a computer automated system such as a website or self-checkout kiosk. This technique has emerged as a highly effective means of supporting charitable organisations, generating over \$441 million in 2016 and \$486 million in 2018 in the United States, representing a 10% growth. As an illustration, eBay has generated over \$69 million for 66,000 charitable organisations alone through their checkout charity campaign in 2018 (Engage for Good, 2020). Notwithstanding its increasing prevalence, there have been certain drawbacks linked to this phenomenon. Consumers frequently experienced coercion to contribute and desired to avoid being solicited for donations.

Several individuals admitted that their donation was driven by a desire to avoid guilt rather than genuine humanitarian intentions (Good Scout, 2016; Roos, 2018). There were individuals who voiced scepticism over the genuineness of corporations, prompting inquiries regarding the real allocation of contributions, the proportion of donations directed towards the stated cause, and the extent to which the retailer itself was contributing to the charitable cause (Murray, 2017). According to Charitynavigator (2020) and Obeng et al. (2019), the impact of consumer donations on checkout transactions was found to be less than \$2 per transaction or \$1.73 yearly. Therefore, when individuals acquire a product that is associated with a certain cause, they initiate a contribution from the corporation towards an environmental or socio-economic cause (Grolleau et al., 2016). This enables consumers to experience a sense of improvement in their purchasing choices and self-perception (Laroche, 2017). Existing literature indicates that consumers are more inclined to purchase a brand that aligns with causes that directly impact their community, as opposed to a brand that does not have a direct influence on their community (Zeynali & Golkar, 2013; Bui, 2017).

When considering the trade-off between monetary and financial factors, it is observed that consumer preference for cause-related marketing products tends to rise as the donation amount grows. This trend holds true for many cause-related marketing tactics, including non-monetary, monetary, or a combination of both (Muller, 2014). The magnitude of donations, whether high or low, has an impact on consumer evaluations, such as the comparison between high and low donation magnitudes. In a study conducted by Grau et al. (2007), it was observed that the magnitude of donations had an impact on the evaluation of credibility in cause-related marketing campaigns. Specifically, a smaller donation magnitude was associated with a higher level of distrust towards the campaign. Similarly, Boenigk and Schuchardt (2013) conducted a study on cause-related marketing for luxury brands, which revealed that individuals were more inclined to purchase a lower-priced product (\$180) when the donation magnitude was high (25% of the selling price) compared to when it was low (1% of the selling price). The impact of donation magnitude on participation intention has been shown in studies conducted by Becker et al. (2019) and Folse et al. (2010), while keeping the minimum purchase volume constant. Ndasi and Ackay (2020) subsequently concur with this notion in their research on authenticity in digital cause-related advertising. They found that the amount of donations had a greater impact on authenticity than the alignment between the ad and its context. Folse et al. (2010) added that even if it is seen as a persuasive strategy, consumers may still find it

acceptable if it falls within the acceptable range for donation. An increased level of donation volume is expected to elicit a heightened inclination to engage and make purchases.

### **Brand Storytelling**

Brand storytelling is the strategic use of narratives to communicate a brand's values, identity, and purpose. It involves crafting compelling stories that evoke emotions, resonate with audiences, and differentiate the brand from competitors. Brand storytelling can take various forms, including advertising campaigns, content marketing, social media posts, and customer testimonials. Effective storytelling helps to engage consumers, build brand awareness, foster loyalty, and shape perceptions of the brand. Fisher (1984) posits that storytelling possesses significant communicative efficacy due to the innate human inclination to engage in storytelling and symbol creation, sometimes referred to as *homo narrans*. Throughout history, humans have utilised symbols and conveyed them through narratives, so structuring their encounters and fostering a collective lifestyle. Mancuso and Stuth (2014) asserted that storytelling can be broadly described as the act of transmitting messages and sharing collected information and wisdom in order to facilitate the navigation and explanation of the surrounding world. According to Baker and Boyle (2009), narrative extends beyond the cognitive level and has a profound impact on emotions and even the gut. Furthermore, it is believed that narratives serve as a means of linking individuals to overarching ideas of the future, so imbuing them with a sense of purpose and fostering interconnectedness among them. Storytelling has emerged as a crucial marketing strategy, involving the use of a narrative to establish a connection between a business and its customers. This approach emphasises the alignment of a company's values with those shared by its customers (Loyal, 2018). Biesenbach (2018) opined that the act of storytelling elicits emotional responses and establishes connections with consumers, so enabling them to diminish their defensive barriers and become more susceptible to persuasion. Brand differentiation in the digital realm is crucial, as storytelling effectively communicates unique aspects of brands and aids consumers in comprehending the brand's identity and essential principles (Mucundorfeanu, 2018). Narratives enhance the emotional and visual legacy of companies, hence increasing their appeal to customers.

Narratives are fundamental to human existence and society; they assist individuals in comprehending their surroundings and their own identities (Cetinkaya, 2019). Narratives aid in the cognitive processing of information by customers (Kim et al., 2017) and aid brands in the development of their identity by improving consumer comprehension of a brand's core qualities, commitment, and principles (Dahlen et al., 2010). According to Ardelet et al. (2015), the narratives that customers link to a product or brand can serve as reliable indicators of their preferences and behavioural intentions. The act of storytelling involves the creation of narratives, wherein the abstract concept of a story is transformed into a tangible narrative through various mediums (Sibierska, 2017). This process serves to disengage the recipient from the present moment (Gerrig, 1993) and serves as a foundation for the narrative transportation effect. The most captivating narratives are those that captivate individuals, as stated by Weedon (2018). However, it is important to note that the narrator is not the sole creator of this experience. Consequently, storytelling provides an opportunity for the recipient to alter their attitudes and beliefs, and demonstrate post-narrative actions. The literature on storytelling examines the utilisation of storytelling as a means to promote customer interaction (Dessart & Pitardi, 2019) or foster charitable support habits (Bublitz et al., 2016). The examination of narrative transportation or customer interaction has been the subject of empirical investigations within a prosocial setting (Robiady et al., 2021; Rathje et al., 2021; Morris et al., 2019).



Storytelling serves as a means of conserving and conveying information (Weedon 2018). Narratives not only aid individuals in comprehending matters and delving into reality, but also transport them to another realm (van Laer et al. 2019). Transported individuals express sentiments that align with the tale (Green 2014). According to Green (2008), the theory of narrative transportation suggests that when individuals become engrossed in a narrative, their attitudes and intentions undergo a transformation that aligns with the narrative. This phenomenon has garnered significant attention from marketers, particularly within the context of charity support. Bowden et al. (2017) asserted that individuals who receive transported narratives exhibit cognitive, affective, and behavioural involvement with the underlying reason of the story, ultimately directing their engagement towards the charitable organisation that supports this cause.

Within the realms of commerce, entertainment, and education, narratives place significant focus on the advantages experienced by the recipient of the story. Conversely, the act of engaging individuals in prosocial behaviours necessitates the act of sharing, deferring, or relinquishing emotional, financial, cognitive, or psychological benefits (Lay & Hoppmann, 2015). Low and high engagement charity support behaviours (CSB) are indicative of prosocial responses to a tale. The act of transporting individuals to the realm of the narrative alters their perception of the actual world (van Laer et al. 2019). This process involves examining the social issue from the viewpoint of the story's characters and actively participating in addressing this issue and supporting an organisation through charitable actions. It is a multifaceted system that involves various interactions.

### **Prosocial Behaviour Theory**

The theory of prosocial do encompasses a wide range of actions that typically result in benefits for others, such as providing assistance, aid, sharing, contributing, and supporting (Bar-Tal, 1976). Prosocial activities are commonly defined as voluntary actions that yield beneficial social outcomes without the expectation of receiving an external reward (Moharam et al., 2020). A product that is associated with a cause might be perceived as a type of business transaction that is connected to prosocial principles. Ross et al. (1992) asserted that consumers may perceive cause-related marketing as a fusion of a purchase decision and a form of prosocial action. Prosocial Behaviour Theory helps explain the underlying motivations driving consumers to participate in cause-related marketing campaigns initiated by non-alcoholic beverage companies. According to this theory, individuals are motivated to engage in prosocial behaviour due to various factors such as empathy, altruism, social norms, and personal values. When consumers perceive that their purchase of a beverage from a company supporting a cause contributes to a positive societal impact, they are more likely to participate in the campaign due to their altruistic tendencies.

## **METHODOLOGY**

### **Research Design**

The study employed a cross-sectional survey research design as its chosen strategy. The use of this method was motivated by its ability to assist the researcher in evaluating public opinion through the use of a questionnaire at a certain moment in time. The utilisation of a quantitative research approach provided support for the chosen study strategy. Quantitative approaches primarily centre around the utilisation of surveys as a means of collecting numerical data,

which is subsequently represented through the use of graphs and charts to ascertain patterns and trends (Maqbool, Rashid, Altuwaim, Shafiq, & Oldfield, 2024). According to Queiros, Faria, and Almeida (2017), the quantitative research approach aims to get precise and reliable measures that facilitate statistical analysis.

### Population and Sample Size

The study's population comprises individuals who frequently purchase non-alcoholic beverages from companies located in Delta state, Nigeria. The precise figure about the overall customer base of non-alcoholic beverage products in Delta remains unknown. Due to the impracticality of studying the entire customer base of non-alcoholic beverage companies in Nigeria, the researcher opted to pick a sample of current customers from non-alcoholic beverage companies in the Delta region. This approach aided in guaranteeing that the sample accurately reflects the broader customer group. The Cochran (1977) formula is a commonly employed technique for calculating the appropriate sample size in investigations where the size of the population is unknown. It entails making conjectures on the necessary level of accuracy, the desired level of certainty, and an approximate percentage of the population exhibiting a specific attribute or behaviour. The formula for the Cochran sample size calculation is as follows:

$$n = z^2pq / e^2$$

Where:

n = sample size

z = z-score corresponding to the desired level of confidence

p = estimated proportion of the population with the characteristic or behaviour of interest

q = 1 - p

e = level of precision desired (margin of error)

$$n = \frac{Z^2PQ}{e^2}$$

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{0.05^2}$$

$$n = \frac{3.8416 \times 0.5 \times 0.5}{0.025}$$

n = 384

The research employed the snowball sampling technique. Snowball sampling involves the recruitment of new volunteers by existing research participants who solicit the assistance of their friends and acquaintances. Snowball sampling is frequently employed when there is limited access to individuals (Mooi, Sarstedt, & Mooi-Reci, 2018). Identifying customers who

participate in donations for charity poses a challenge in Nigeria. Subsequently, the researcher expeditiously expanded the sample and obtained entry to it. Likewise, the researchers disseminated a link to an internet-based questionnaire and urged acquaintances to distribute it.

### Source of Data

The data for this study were primarily acquired using a structured questionnaire administered to the primary source. The investigators developed a meticulously organised survey with a Likert scale in order to collect pertinent information from the participants. A preliminary investigation was undertaken to subject the research instrument to various forms of inspection and identify any potential issues prior to its widespread implementation. The pilot study encompassed the dissemination of 15 questionnaires to customers of a designated non-alcoholic beverage company in order to conduct a preliminary assessment of the questionnaire's validity and reliability. The Cronbach alpha was employed to assess the internal consistency of the dimensions of the cause-related marketing campaign. The Cronbach alpha index was used to analyse the internal consistency of each concept and determine its reliability. According to Hair et al. (2006), the acceptable threshold for quantitative research falls within the range of 0.6 to 0.7. According to the findings shown in Table 1, the computed Cronbach alpha values ranged from 0.72 to 0.72, surpassing the suggested threshold of 0.7. This indicates that the measurement of model reliability is deemed satisfactory.

**Table 1.** Reliability coefficients of study constructs

S/N	Dimension of study constructs	Items	Cronbach's Alpha
1	Brand-cause fit	4	0.72
2	Point-of-sale donations	4	0.72
3	Brand storytelling	4	0.72
4	Brand image	4	0.72

Source: Field Survey, 2024.

### Methods of Data Analysis

Descriptive statistics and inferential statistical techniques were employed to analyse the data collected, leading to the formulation of generalisations and conclusions. The analysis of the questionnaire response pattern and background profile was conducted using descriptive statistics, namely simple percentages. The statistical methods employed in this study encompassed correlation and multiple regression analysis. The researchers employed correlation analysis to examine the distribution of responses across the constructs inside the sub-scale and to assess the level of relationship between the various variables being examined. Multiple regression analysis was employed to assess the magnitude of the relationship between variables, ascertain the extent to which the independent variable explained the variation in the dependent variable, and test the statistical significance of the relationship between the variables. The analysis was carried out using SPSS for Windows package version 25.

### Model Specification

The general equation to predict

$$BI = \beta_0 + \beta_1 BCF + \beta_2 POSD + \beta_3 BST + \varepsilon \dots$$

Where:

BI = Brand Image

BCF= Brand-Cause Fit

POSD= Point-Of-Sale Donations

BST= Brand Storytelling

### RESULTS OF DATA ANALYSIS

The data in this study were categorised into three sections: the initial section focuses on the response rate, while the second section presents the respondents' profile together with corresponding percentages. Additionally, the correlation and multiple regression analysis were conducted to examine the relationship between the study subject matter and their corresponding variables. In the third phase, the hypotheses generated for the study are subjected to testing.

#### Response Rate

Among the 384 questionnaires distributed, 381 were returned, 8 were found to be incomplete, and 373 were deemed usable. Consequently, the analysis conducted in this chapter was based upon the response rate of 97%.

**Table 2: Analysis of Respondents Profile**

S/N	Variables	Frequency	Percentage (%)
1	Gender:		
	Male	153	41
	Female	220	59
	Total	373	100
2	Age Range:		
	18-30	86	23
	31-40	104	28
	41-50	82	22
	Above 51	101	27
	Total	373	100
3	Marital Status:		
	Single	142	38
	Married	198	53
	Divorced	33	9
Total	373	100	
4	Educational Qualification		
	School Cert. or O-Level	34	9
	OND/NCE	71	19
	HND/ BSc	167	45
	MSc/MBA	56	15
	Ph.D	45	12
	Total	373	100

Source: Field Survey, 2024.

As indicated in Table 2, 41% of the sample consisted of males, whilst 59% consisted of females. The age distribution of the respondents indicated that 23% fell within the 18-30 age range, 28% fell within the 31-40 age range, 22% fell within the 41-50 age range, and 27% were above the age of 51. The respondents' marital composition revealed that 38% of the samples were single, 53% were married, and 9% were divorcees. The sample's educational history revealed that a majority of 45% of the respondents held HND/B.Sc qualifications.

**Table 3: Correlation between the study variables**

S/N	Variables	BCF	POSD	BST	BI
1	Brand-cause fit	1			
2	Point-of-sale donations	0.344**	1		
3	Brand storytelling	0.192**	0.313**	1	
4	Brand image	0.547**	0.488**	0.405**	1

N= 373, \*\* = p< .01

Source: Field Survey (2024)

The findings presented in Table 3 indicate a significant positive correlation ( $r=0.547$ ) between brand-cause fit and brand image. There exists a positive relationship ( $r=0.488$ ) between point-of-sale donations and brand image. There exists a positive relationship ( $r=0.405$ ) between brand storytelling and brand image. This suggests that there is a stronger relationship between brand-cause fit and brand image.

**Table 4: Effect of Cause-Related Marketing Campaigns on Brand Image**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.242	1.107		-.219	.827		
Brand-cause fit	.424	.043	.407	9.895	.000	.874	1.144
Point-of-sale donations	.311	.049	.272	6.403	.000	.818	1.222
Brand storytelling	.268	.045	.241	5.926	.000	.894	1.119
ANOVA <sup>a</sup>							
Model	Sum of Squares		Df	Mean Square	F	Sig.	
1	Regression	319.166	3	106.389	102.078	.000 <sup>b</sup>	
	Residual	384.582	369	1.042			
	Total	703.748	372				
Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate			
1	.673 <sup>a</sup>	.454	.449	1.021			

a. Dependent Variable: Brand image

b. Predictors: (Constant), Brand-cause fit , Point-of-sale donations, Brand storytelling

Source: Field Survey, 2024.

Brand-cause fit significantly improves brand image, as demonstrated by Table 4 ( $\beta = 0.407$ ,  $p < 0.05$ ). The effect of point-of-sale donations on brand image is found to be statistically significant ( $\beta = 0.272$ ,  $p > 0.05$ ). The effect of brand storytelling on brand image is found to be statistically significant ( $\beta = 0.241$ ,  $p < 0.05$ ). The findings indicate the absence of multicollinearity, as evidenced by the Variance Inflation Factor (VIF) values of 1.144 for brand-cause fit, 1.222 for point-of-sale donations, and 1.119 for brand storytelling, all of which are below the threshold of 10. In addition, it is worth noting that the tolerance level exceeds 0.1 for brand-cause fit (0.874), point-of-sale donations (0.818), and brand storytelling (0.894).

The variables of cause-related marketing campaigns demonstrated strong predictive capabilities in relation to brand image. This finding was substantiated by the F statistic of 102.078 and the corresponding p-value (0.000), which was found to be less than the predetermined significance level of 0.05. Thus, it was concluded that the model exhibited statistical significance.

The dimensions of cause-related marketing campaigns were deemed to be significant contributors in elucidating the fluctuations in brand image, as indicated by the adjusted R square value of 0.449. The cause-related marketing campaign dimensions accounted for 45% of the changes in brand image.

## **DISCUSSION OF RESULTS**

The findings presented in Table 3 indicate a significant positive correlation ( $r=0.547$ ) between brand-cause fit and brand image. Table 4 demonstrates that there is a statistically significant positive effect between brand-cause fit and brand image ( $\beta = 0.407$ ,  $p < 0.05$ ). The results of hypothesis one (H1) testing revealed a significant positive relationship between brand-cause fit and brand image in non-alcoholic beverage companies ( $p < 0.05$ ). Trimble and Holmes (2013) asserted that a strong alignment between a brand and its cause is achieved when a deep connection is formed between the firm and the cause. Lans, et al. (2014) added that a strong alignment between a brand and its cause improves the consumer's perception of the company or brand and has a favourable impact on the company's image. The result implied that when a non-alcoholic beverage company supports a cause that resonates with its target audience, it can enhance brand perception. Consumers often appreciate companies that show a genuine commitment to making a positive impact on society or the environment.

The findings shown in Table 3 indicate a significant positive relationship ( $r=0.488$ ) between point-of-sale donations and brand image. The findings presented in Table 4 indicate that point-of-sale donations have a statistically significant positive effect on brand image ( $\beta = 0.272$ ,  $p > 0.05$ ). The results of hypothesis two (H2) testing revealed a significant positive relationship between point-of-sale donations and the brand image of non-alcoholic beverage companies ( $p < 0.05$ ). When individuals acquire a product that is associated with a certain cause, they initiate a financial contribution for the company towards an environmental or socio-economic cause (Grolleau et al., 2016). This enables consumers to experience a sense of improvement in their purchasing choices and self-perception (Laroche, 2017). This strategy not only raises funds for important causes but also enhances the brand's image by demonstrating its philanthropic efforts. Customers may view the brand more favourably knowing that their purchase contributes to a greater good.

The findings presented in Table 3 indicate a significant positive relationship ( $r=0.405$ ) between brand storytelling and brand image. The data presented in Table 4 demonstrates that brand storytelling has a notable and positive effect on brand image ( $\beta = 0.241$ ,  $p < 0.05$ ). The results of hypothesis three (H3) testing revealed a significant positive relationship between brand storytelling and brand image in non-alcoholic beverage companies ( $p < 0.05$ ). Biesenbach (2018) opined that the act of storytelling elicits emotional responses and establishes connections with consumers, so enabling them to diminish their defensive barriers and become more susceptible to persuasion. The result implied that an effective brand storytelling allows companies to connect with consumers on a deeper level by conveying their values, mission, and unique identity.

### **Conclusion**

The study concluded that cause-related marketing campaign has significant positive effect on the brand image of non-alcoholic beverage companies. Brand-cause fit, point-of-sale donations, and brand storytelling has significant positive effect on brand image. Cause-related marketing efforts capitalise on prosocial behaviour by establishing a connection between the brand and a socially or ecologically conscientious cause. The brand image of non-alcoholic beverage firms can be enhanced when they associate themselves with causes that resonate with customers. Consumers hold a more positive perception of these companies, considering them to be socially responsible and concerned about matters that go beyond financial gain. This favourable correlation enhances the brand's reputation and cultivates confidence and allegiance among customers.

The study suggests that it would be advantageous for non-alcoholic beverage firms to carefully choose issues that closely connect with their brand values and genuinely resonate. This practice guarantees that consumers perceive their participation in social or environmental efforts as authentic and significant, so enhancing brand loyalty and perception. Non-alcoholic beverage companies have the opportunity to utilise point-of-sale donations as a means to actively involve consumers and strengthen favourable brand connections. Effective communication regarding the allocation and practical effects of these gifts serves to strengthen the company's dedication to social responsibility, thereby cultivating favourable brand associations. Storytelling can be employed by non-alcoholic beverage companies as a means to communicate their historical background, sourcing approaches, dedication to excellence, and engagement in social or environmental initiatives. Through the creation of captivating stories, these companies have the ability to elicit emotions, establish credibility, and distinguish themselves from rivals.

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