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CAUSE-RELATED MARKETING AND CAUSE SPONSORSHIP'S COMPANY-CAUSE FIT AND eWOM: SPREADING CSR ON FACEBOOK

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Abstract:

Businesses should utilize Corporate Social Responsibility (CSR) marketing communications to show genuine support for stakeholders affected by the Covid19 pandemic. This study focuses on two forms of CSR marketing communications: cause-related marketing (CRM) and cause sponsorship (CS). This research would look into how CRM and CS's company cause fit will affect eWOM (electronic word-of-mouth), a type of consumer response. A survey-based within-subjects trial of CRM and CS x 2 company-cause fit will be conducted on active Facebook users aged 18 to 64 years old. Ten (10) pre-selected firms from the Philippines' Top 30 Businesses were selected. These companies posted both CRM and CS Facebook messages. The CRM posts will be shown to half of the sample size (N=272), while the CS posts will be shown to the other half (N=272) and graded via a questionnaire. The research concluded that there were positive relationships between CRM and CS's company-cause fit and eWOM. Between the two, CRM had a greater effect on eWOM as compared to CS. This was also evident in the models. The higher the company-cause fit, the higher the eWOM response. The suggestion to companies was to concentrate on CRM FB posts with the high company-cause fit so that the occurrence of eWOM would be higher especially during periods of crisis like the Covid19 pandemic. For future researchers, other forms of CSR marketing communications and consumer responses may be studied to further increase the effectiveness of Facebook CSR posts.

Keywords:

CSR, CRM, CS, Company-Cause Fit, eWOM

Introduction

According to He & Harris's (2020) report, the Covid-19 pandemic presents businesses with incredible ways to advance to true CSR and lead to the resolution of urgent global social issues. Corporate social responsibility (CSR) is described as a company's social or environmental operation that goes outside the company's legal and regulatory obligations (Kitzmueller & Shimshack, 2012). CSR (Curley & Noormohamed, 2014) is a corporate governance movement that acts as a self-regulatory roadmap for ethical and sustainable business practices. A more optimistic view is that the Covid19 pandemic would hasten post-pandemic CSR in the long run (He & Harris, 2020). Profit growth and long-term partnerships with different stakeholders are becoming more apparent to companies.

CSR marketing communications have been routine procedure for businesses all over the world. Companies are now using a range of proactive CSR strategies, with CSR marketing communications changing from just being indirect, data-driven, and even behind the scenes to being more explicit, bold, and creative (Lee, Zhang, & Abitbol, 2019).

Customers with previously held (Jeong et al., 2013) and unused expertise have been their information creators and transmitters thanks to social networking, which has transformed digital community engagement and activities for relationship-building. They have also created a fresh platform for businesses to reach partners. Companies prefer social media because it helps them to interact with the general population (Byrum 2014).

CSR experts have realized that certain CSR communications need something more than just disseminating information regarding them; community involvement is required for the development of several CSR initiatives, since the audience is either required as program advocates or is the ultimate core demographic (Sun, Zhang, & Abitbol, 2019) whose behavior the program seeks to influence.

The current research would focus on two types of CSR marketing communications: cause-related marketing (CRM) and cause sponsorship (CS), both of which are quite often used in the context of internet media. Ten Philippine businesses were chosen from among the top 30 in 2019 based on the content of their Facebook messages.

In view of the current Covid19 pandemic, the company-cause fit of CRM and CS communications will be contrasted and evaluated in terms of how they impact user responses, particularly, sharing through eWOM. Two versions will be developed, one for CRM and another one for CS.

Scope and Limitation of Study

Consumer reactions to CSR marketing communications on Facebook would be discussed in this study. This report will concentrate on ten firms from the Philippines' top thirty publicly traded businesses in 2019, as calculated by the Philippine Stock Exchange Index (PSEi). Ten businesses will be chosen based on the visibility of CSR marketing communications on Facebook. There should be one each CRM and CS posts on Facebook. For a six-month cycle, the emphasis of research would be on the CSR marketing messages presented on Facebook (from March, 2020 to August, 2020).

The CSRs that would be chosen are those that are linked to the Covid-19 pandemic and those that are plain enough for audiences to distinguish between CRM and CS events with little or no stimulation. Since respondents would have a finite period of time to access the entries and then score them in the questionnaire, the consistency of the post in terms of the content and layout is a significant criterion.

In terms of participants, this research would not involve the whole population of Facebook users, which ranges from 13 to 17 years old to over 65 years old. According to Statista.com (2020), the entire populace of Facebook users is divided into five age groups: 13 to 17, 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, and 65 and up. This analysis will exempt the age ranges of 13 to 17 and 65 and up because they either are not yet working or are retired. Throughout this analysis, only certain age ranges who are currently employed would be included.

Literature Review

Cause-Related Marketing (CRM)

Cause-related marketing is a form of promotional activity in which a company endorses a societal or humanitarian cause, usually in conjunction with its goods and services as a package or tie-in. Cause-related messaging is often conducted as an advertising effort in collaboration with a foundation or non-profit agency dedicated to a particular social cause (Beise-Zee 2013). This is a campaign technique under which a business's proceeds are attached to a charity or other voluntary entity to which a portion of sales income is contributed. According to Human (2016), CRM is characterized as "the method of formulating and executing marketing practices that are defined by the company's offer to donate a certain sum to a particular cause when customers participate in revenue-providing exchanges that meet organizational and individual goals". CRM is a marketing activity in which companies and organizations (or causes) create a partnership for shared gain in order to enter a new market, product, or service. It is a strategy for assisting and financing the settlement of current societal issues whilst still following core corporate goals.

Cause Sponsorship (CS)

The CS initiative on social media supports an organization's monetary and product contributions to a charity over a given period of time, normally by naming the company as the cause's official donor (Jeong, 2011). The definitions of advertising have evolved over time as sponsorship has grown (Markova & Rosenberger, 2013). Sponsorship is described as the provision of financial or in-kind assistance to a business organization in order to help it meet its objectives. According to Jeong (2011), if the affiliate agency is an NGO, users are more inclined to view the socially favorable advertisements on the cause sponsorship in a positive light. Cause sponsorship differs from CRM in that the sponsorship charge is charged before every consumer-oriented campaign is launched. Consumer sales are not required for charitable donations, and they have no correlation on the amount donated (Chang, 2012).

Company-Cause Fit

According to research on social cause ads, perceived company-cause fit, described as the degree to which a sponsored social cause is linked to the sponsorship firm's core business, plays a significant role in influencing viewers' reactions to social cause communications (Kim, et al, 2015). "The supposed conformance between a societal problem and the business of a business," is referred to as fit. Zasuwa (2017) performed an evaluation that stated that company-cause fit

affects consumers more favorably in relation to CSR interventions when an enterprise with a good image participates very much in a cause (i.e. when the firm gives at least some goods). When an organization merely makes a monetary donation to the beneficiaries (i.e. poor participation), the fit results are considerably less significant.

Electronic Word-of-Mouth (eWOM)

Electronic word-of-mouth, according to Bryum (2014), is viral messaging that a company may utilize by sending the right message to the right messengers in the right place. EWOM is "any favorable or derogatory remark rendered regarding a product or company by potential, present, or former consumers that is made accessible to a plethora of individuals and organizations through the internet," according to Mohammed et al (2015). It is no longer possible to cater to users who have common views and values, thanks to the widespread use of technological advancements and Web 2.0. Crafting social networks and communicating with peers are two of the most popular practices among SNS users (Fatma, et al 2020). Users consider the concepts perpetuated in the channels through eWOM as highly reliable in this regard since they are based on connections (Colleoni, 2013). CSR participation is accomplished as customers actively address a company's CSR practices with others (Bhattacharya and Sen, 2004). Companies are participating in CSR in order to retain a successful and socially conscious profile (Fatma, et al 2020).

It is now well accepted that eWOM does have a major impact on consumer purchasing intentions. Social networking sites (SNS), such as Twitter, also made it easy to communicate thoughts with other users of the network. Consumers have responded more positively to eWOM (Erkan, 2016). According to the findings of a CSR study performed by Abner (2019), there is a favorable association regarding disposition toward purchasing and the purpose of purchasing ethical clothing. It was also discovered that positive eWOM culminated in a positive outlook toward the brand and a desire to purchase. The research contributes to our understanding of the efficacy of social media in informing consumers about companies' CSR practices, the effects of supportive eWOMs, and the attributes of related goods (Abner, 2019).

Research by Martinez et al (2020) found that the relevance of data consistency, self-disclosure, and trust in Facebook have a significant impact on eWOM's intentions to share and react to CSR reports. Similarly, this study indicates that the value of readily available content has an effect on eWOM intentions, which is compatible with previous research (Lee & Koo, 2015; Serra & Salbi, 2014). This study has found that source reliability has a positive impact on information.

Theoretical Framework

This research examines whether social network CSR experiences are sufficient for providing meaningful customer input to the brand and organization. This is based on two theoretical perspectives: the theory of impression management (Jeong, et al, 2013) and the theory of the model of effects hierarchy (Chung, 2019).

To continue, the current research would look at the forms of CSR communications which should result in more favorable consumer feedback on Facebook products. According to the principle of impression management, corporations use impression management strategies to manage their reputation and create a good image for their customers, and companies are required to embrace principles of explicit and tacit impression management in a cultural context (Esen & Ozsozgun, 2018). Efficient impression control strategies refer to an instantaneous

method in which knowledge regarding one's characteristics, abilities, and achievements is deliberately conveyed to others as a tactic to affect one's impact on others (Jeong, 2011). Five direct strategies were identified that people use to manipulate their thinking in a favorable way, according to Jeong (2011): ingratiation, self-advancement, epitome, manipulation, and petition.

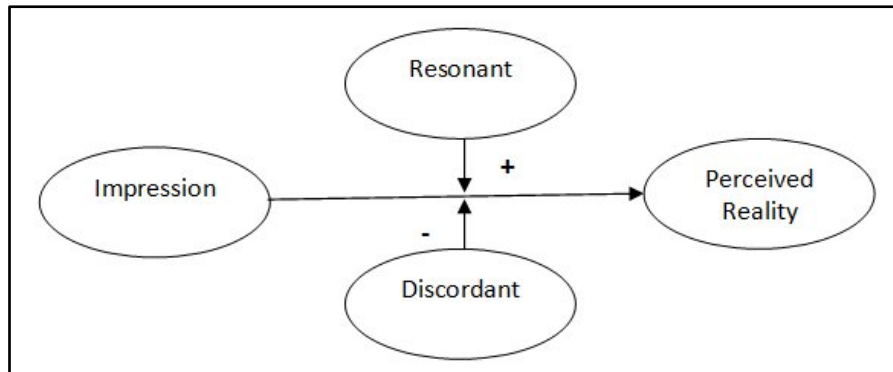


Figure 1: Impression Management Theory

Source: https://is.theorizeit.org/wiki/Impression_management_theory_of

Indirect perception control strategies, on the other hand, require the introduction of data to other persons that is not always correlated with their own qualities, abilities, or successes, but is by necessity linked to good or advantageous entities, organisations, or objects (e.g., popular celebrities, athletic groups) in often distant and dubious forms (Tata & Prasad, 2014). Backhanded strategies, also known as a "made" affiliation (Jeong, 2011), advance the principle of "lounging in expressed magnificence" by demonstrating that relationships or individuals are likely to be aligned with the genius of productive or desirable others, and then blatantly proclaim the association, despite the fact that the marvel has neither particular relevance nor pertinacity.

Meanwhile, the hierarchy of effects concept suggests that users do not immediately progress from disinterested to convinced shoppers. Instead, clients handle transactions via a multi-stage method, with the transaction actually serving as the grand finale. CSR perceptions are described as a collection of attitudes (i.e. cognitive stage) that, in a cognitive-affective-conative chain, induce consumer affective responses (i.e. affective stage) that, in turn, influence customer behaviour (i.e. conative stage), such as suggestion and rebuy (Vlachos, 2012).

It includes four optimistic CSR results for companies: customer identification, loyalty, referral, and repurchase behavior. It is based on the principles of a Hierarchy of Effects approach (McDonald and Lai, 2011). As part of this study of CSR customer perspectives, loyalty, and advice and rebuilding behavior (McDonald & Lai, 2011), three promising outcomes will be considered: consumer awareness and company recognition.

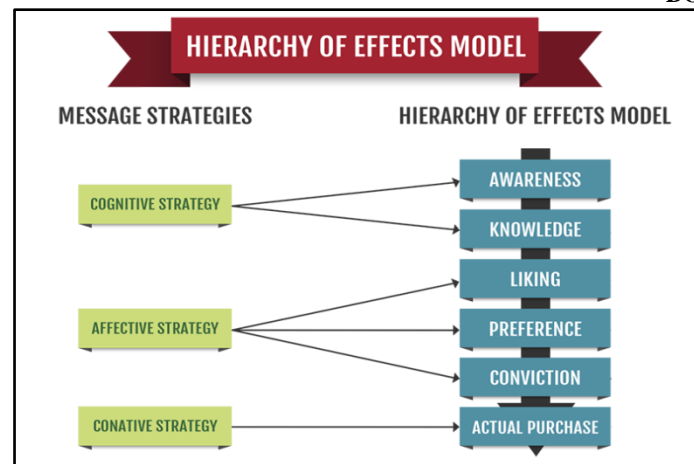


Figure 2: Hierarchy of Effects Model

Source: <http://myadagency.com/blog/the-hierarchy-of-effects-theory-applied-to-digital-marketing/>

Furthermore, the model hierarchy of effects has long been utilized to evaluate consumer advertisement responses (Lavidge 1961, as quoted in Perez & del Bosque 2014), with essential issues to address including company-CSR fit, motivating acceptance, and corporate credibility (Jeong 2011). Bigne et al. (2012), for example, show that the most clear path to successful CSR image advertisement is the search for charitable campaigns that are potentially relevant to the brand, since this would not enable consumers to activate the CSR image context (motivational attribution and credibility). Furthermore, these researchers prove that, in addition to the functional compatibility, the logical fit (or consistency) between the business and the cause is an important factor in successful campaigns.

Diagrammatic Framework

The hierarchy of effects paradigm (Pérez & del Bosque, 2015) and impression management theory (Ozsozgun, Esen & Kaliskan, 2018) form the philosophical basis of this research.

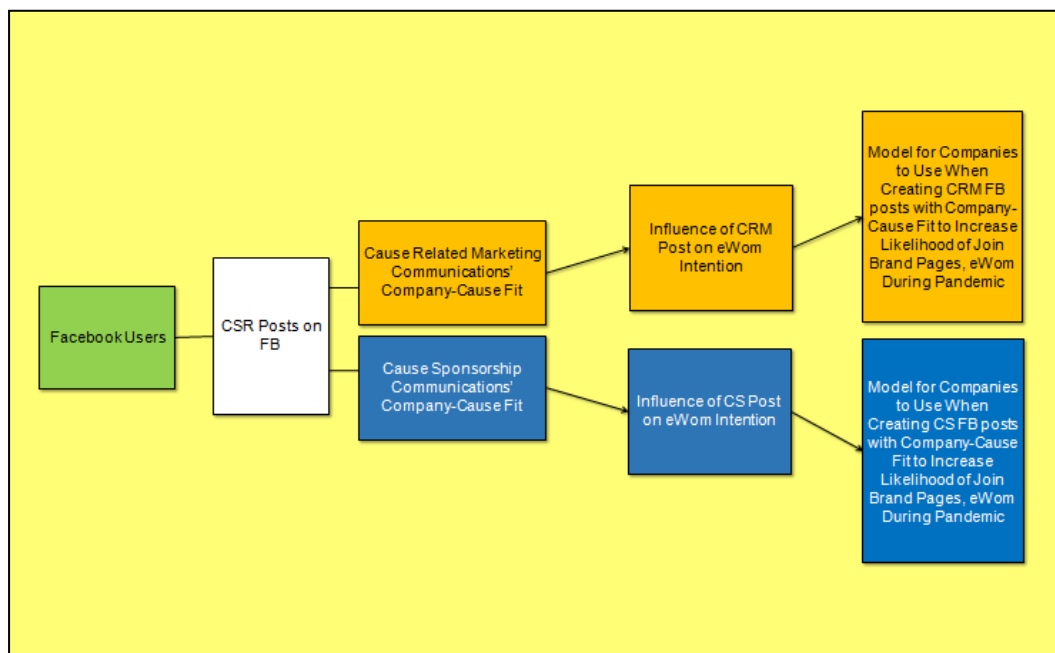


Figure 3: The Diagrammatic Framework

Using the impression management theory to justify the subsequent effectiveness of the two types of CSR marketing communications, the present study suggested two impression management strategies: overt and covert techniques. Consumers, for example, sought to integrate aspects of their own abilities or qualities (e.g., affability, competence) for the immediate approach (e.g., ingratiation, self-advancement) to look friendly and capable to others (John and Pittman, 1982, as cited in Jeong 2011).

Individuals sought to market the straightforward partnership with another as a covert method to cope with their comprehension, usually through partnering with any ideal or productive cause then extending the interaction to other individuals. As a result, the investigation will concentrate on the forms of CSR, CRM, and CS interactions that will be utilized as overt and indirect consumer impression retention techniques to enable consumers to express their favorable reactions to web-based media products or institutions.

In view of recent discussions on the value of overt strategies (as opposed to covert strategies) in impression management theory (Jeong, et al 2013), the current study forecasts that CRM contact (as contrasted to CS communication) would contribute to even more desirable user reactions to Facebook goods.

It is recommended that completing and accepting exercises on brand pages, such as CRM marketing communications (as opposed to CS marketing communications), would be seen as a more straightforward path to triggers of assistance, resulting in the most noticeable effect of customers' favourable feedback. The overt and covert methods of Impression Management theory are based on the approaches used by CSR experts in the CRM and CS posts on Facebook in this research.

In this analysis, the model takes into account three positive outcomes of a consumer CSR response, including recommendation (i.e., eWOM intention). This result is based on the three answers in the Hierarchy of Effects model: perceptual, affective, and conative. Emotional is expressed by eWOM (Byrum 2014).

In CSR ads, the hierarchy of effects is used to determine the position of company-CSR fit, convincing recognition, and corporate image (Jeong 2011; Bigne' et al. 2012). Significant match (or cohesiveness) with the organization and the supported cause, according to Bigne et al. (2012), is a crucial method for enhancing good publicity. Similarly, Jeong (2011) illustrated the significance of an institution's engagement in supporting CSR programs that consumers view as (1) consistent with core market practices and goods (company-cause fit), (2) pragmatic in nature (motivational attribution), and (3) truthful (corporate credibility). The dependent variable in this analysis would be the company-CSR fit between CSR marketing contact styles and eWOM customer responses to CSR marketing communications.

The following hypotheses would be proposed and brought into question:

Ho1: During the Covid19 pandemic, there was no statistically significant discrepancy between CRM and CS posts as used in CSR marketing communications on Facebook.

Ho2: During the Covid19 pandemic, there was no discernible impact of CRM and CS posts on Facebook on user intentions to an organization in terms of eWOM.

Ho3: The impact of CSR marketing communication types on customers' intentions to a brand will not be driven by the CSR company-cause fit.

Methodology

Research Design

To accomplish the analysis's aims, this study will rely on quantitative data. This design is suggested as the main method in order to achieve the research goals and also to address the key research questions raised.

For the quantitative method, there will be two types of CSR marketing contact: CRM and CS x 2 and company-cause compatibility (compatible / incompatible / positive fit / poor fit) will be used to match experimental design subjects. In this analysis, there are two dependent variables. CRM and CS stand for CRM and company-cause fit, respectively. This will be linked to a user response: eWOM intention.

Sampling Procedure and Participants

Ten (10) of the thirty organizations listed were deliberately chosen based on five parameters. First, the appearance on Facebook of both forms of CSR marketing messages (CRM and CS) linked to the Covid-19 pandemic. Second, postings must be rendered between March 1, 2020 and August 31, 2020, a six-month span. Third, the articles are of good standard, implying that they were written by a communicator with a CSR history. Fourth, the CRM and CS posts must be distinguished from one another and readily identifiable as either a CRM or a CS post. Finally, in order to ensure a fair portrayal of the Philippines' businesses, the firms must come from a range of sectors. Alliance Global Group (represented by McDonald's), Ayala Corporation (represented by Ayala Foundation), SM Invests Corporation (represented by SM Foundation), Aboitiz Equity Projects (represented by Aboitiz Foundation), BDO Unibank, DMC Holdings, Jollibee Foods, Petron, Manila Electric Company, and PLDT were among the companies chosen based on the requirements described above. Table 1 lists the ten corporations chosen, their firms, and the names of their CRM and CS activities.

Table 1: Ten Selected Companies to be Part of Quantitative Study

Company Name	Businesses	CRM Title& Description	CS Title& Description
Ayala Corporation	Real Estate and Hotels, Malls, Telecommunications, Water infrastructure, Power Generation, BPO.	<i>Be a #BuyAni</i> – Ayala assisted disadvantaged communities, such as farmers, who were impacted by the Covid-19 pandemic by supplying them with alternate livelihood activities.	<i>Ayala Sponsors PioPioe-Learning Fundraiser</i> – PioPio's e-Learning fundraiser, which benefits students by supplying them with computers, was sponsored by Ayala.
Aboitiz Equity Ventures, Inc. (AEV)	Power Generation, Banking and Financial Services, Food, Land, Construction,	<i>#OneAboitiz in Action</i> – Aboitiz was successful in raising P370 million to fund COVID-19 relief activities.	<i>Heroes 2021 with Thames international School</i> – DepEd public school teachers gained from the provision of online educational tools.

	Shipbuilding and Infrastructure.		
Alliance Global Group, Inc. (AGI)	Food & Beverage, Gambling, Real Estate	<i>M Safe Crew</i> – employees were trained with compliance measures in order to have a secure space for themselves and their clients.	<i>Kindness Kitchen Supports World Vision</i> – McDonald's funded World Vision's Covid-19 emergency response via their CSR arm, Kindness Kitchen, by assisting healthcare providers, barangay volunteers, and community frontliners.
BDO Unibank, Inc. (BDO)	Banking and Finance	<i>Peso for Peso Donation Drive</i> – The BDO Foundation has pledged to equal any peso contributed to them for the acquisition of Covid-19 research kits for disadvantaged communities.	<i>BDO Supports to RapidPass & Relief Agad Projects</i> – BDO offered financial aid to these two CSR programs administered by the national government.
DMCI Holdings, Inc. (DMC)	Construction, Real Estate Development, Mining, and Power Generation	<i>Covid19 Precautionary Measures</i> – DMCI issued safety protocols for their staff, as well as their workplaces and construction work.	<i>Furry Friends at PAWS</i> – DMCI provided food and care for pets at the PAWS shelter that had been abandoned after the pandemic.
Jollibee Foods, Corporation	Local and International Fast Food Operations	<i>Jollibee FoodAID</i> – The Jollibee Group Foundation contributed P220 million food budget to households and healthcare providers last May 26, 2020.	<i>Financing Solutions for Social Protection in Covid-19 Response and Recovery Webinar</i> – The Asian Philanthropy Venture Network (APVN) web conference was funded by Jollibee. The conference focused on new approaches to long-term rehabilitation.
Petron	Oil Refinery and Marketing	<i>#FuelHope</i> – a fundraising campaign for frontline workers. Accumulated points from the Petron Value Card were donated and redeemed for funds.	<i>Petron Fuels Hyundai Asia</i> – Petron funded fuel as part of Hyundai's initiative to supply to the cars of frontline employees.

		The project was able to amass P1.6 million last April 13, 2020.	
Manila Electric Company (MER)	Power Generation, Contracting, Renewable Energy	#KeepingTheLightsOn – Meralco offered clients a 30-day bill delay from March 1 to April 14, 2020.	SBMA & Philippine Red Cross Sponsorship – Meralco funded the Subic Bay Metropolitan Authority (SBMA), and donated to the Philippine Red Cross 26 laptop computers to set up a research center.
SM Investments, Corporation	Retail, Financial Services, Real Estate	#SMCares – The SM Foundation provided necessary medical resources to frontline workers all over the nation.	Bata Shoes Global Donation Program – For Bata's global donation campaign, SM provided 1,800 pairs of sneakers. PGH received these shoes.
PLDT (TEL)	Diverse Telecommunications Services	30-Day Payment Extension – As the entire territory of Luzon was put under quarantine, PLDT declared a 30-day waiver for all customers.	PGH 24/7 Covid-19 Hotline – Concerns regarding Covid19 may be directed to the Philippine General Hospital's 24-hour hotline. PLDT financed this project.

Cochran's formula was used to determine the sample size of research subjects for the quantitative (experimental) study. The formula's components are as follows: e is the ideal degree of accuracy (or margin of error), p is the average proportion of the population of the attribute in question, q is $1-p$, and z is 1.75 from a trust level of 90% (according to the z table). The estimated sample size is 272 people.

As per Statistica.com (2020), there are 77,850,000 registered Facebook users who access the site at least once a month in 2019. This demographic contains individuals as young as 13 years old and as old as 65 years old and above. Regular users are all that log in to Facebook at least once a month, according to the same study. A stratified sampling methodology would be used on randomly selected survey subjects. Responsive Facebook users between the ages of 18 and 60 are targeted. The new census is 64,243,260 individuals.

Since the sample size has been set at 272, the interviewees per age group will be calculated using a stratified sampling methodology. The computation used to calculate the number of participants needed per age bracket as seen in Table 2.

Table 2: Recomputed population using stratified sampling technique for active FB users from 18 to 64 years old within the age segments

Age Segments Identified for Sampling Size	Total Population from 13 to 65+	Percentage According to Population of 13 to 65+ Years Old	Population size of 18 to 64	Percentage as Compared to Population of 18 to 64 Years Old	Sample Size	No. of Respondents Required by Age Segment
18 to 24	73,170,000	32.8	23,999,760	37.36	272	102
25 to 34		30.1	22,024,170	34.28		93
35 to 44		13.9	10,170,630	15.83		43
45 to 54		7.2	5,268,240	8.20		23
55 to 64		3.8	2,780,460	4.33		12
		87.8	64,243,260	100		272

Table 2 reveals a recalculated population that excludes the 13 to 17 and 65 and up age groups. The explanation for this is that purchasing intent is one of the end consumer responses being evaluated. Because they serve and make purchasing decisions for their communities, this analysis would concentrate on the classes that have the ability to make purchasing decisions. The group 64 and above has now been excluded because it is a small number of fewer participating Facebook members than the other groups. The total number of users has decreased to 64,243,260. The stratified sampling technique will be used in this analysis to determine the sample size. This would mean that all age groups are reflected depending on the ratio of the population that each group comprises. The new percentages per age group have been recalculated, as seen in Table 2, and these new percentages were then computed against the determined sample size of 272. The table now indicates how many respondents per age group must be surveyed: 102 for those aged 18 to 24, 93 for those aged 25 to 34, 43 for those aged 35 to 44, and so on.

Research Design

For the quantitative analysis, a questionnaire method for the experimental study was used. Since administering the survey in person was almost impossible due to the Covid pandemic, it was be done in Google forms. Respondents were shown one FB post of each of the ten companies' CRM and CS Facebook messages. They were required to complete the survey forms. The subjects for this analysis were 247 randomly chosen Facebook users between the ages of 18 and 64. The whole examination methodology was conducted on the internet to ensure the validity of the research environment. Meanwhile, eWOM intentions were calculated in conjunction with customer reactions to CSR marketing communications' company-cause fit on Facebook.

Data Collection

The analysis would use a 2 (CSR marketing communications types: CRM, or CS) x 2 (CSR company–cause fit: presence or absence of fit) between-subjects configuration to perform an

online experimental research. A total of twenty Facebook CSR articles was used; ten for CRM and another ten for CS.

The testing was carried out by splitting 272 active Facebook users into two groups: the first community, composed of 136 FB users, viewed and evaluated the companies' CSR-CRM FB posts, while the remaining FB users viewed and evaluated the companies' CSR-CS FB posts. Participants in the first category (n=136) and the second group (n=136) watched ten CSR videos and completed the survey form after each video.

To prevent order bias, this procedure of making different groups rank CRM and CS posts was justified. According to Garbarski et al (2014), the respondents' responses are influenced by the order in which they react. The researchers found that the order, in which the rating method was presented, from Excellent to Poor, had a significant impact on the respondents' responses, which were influenced by order bias. To combat this, the researchers changed the score from Poor to Excellent, which resulted in better performance. The procedure in the analysis would take a particular path to counteract prejudice. The participants were split into two classes, with each party ranking each form of CSR post separately. Given that there were ten organizations to rank, each with two distinct styles of CSR communications, it was accurate to assume that the volume of data that needed to be gathered per respondent is too much for one person to manage. In this case, dividing the whole community into two groups was more effective in terms of both time and logistics.

Results and Discussions

The analysis of the data revealed statistically significant differences and correlations seen between dependent variable (CRM and CS's company-cause fit) and the independent variable (eWOM).

Contrasting CRM and CS in Respect of eWOM

This section contrasted CRM and CS consumer responses to questions about eWOM and company-cause fit. To differentiate variants, the Mann-Whitney non-parametric test was used. The degree of meaning is fixed to 0.05.

eWoM

In view of eWOM, Table 3 indicates that CRM and CS had a significant difference. The simulation results a p-value of 0.000, far less than the 0.05 amount of significance expected. CRM has a mean rank of 3479.55, while CS has a mean rank of 3001.45. CRM has a stronger effect on eWOM than CS, implying that CRM influenced eWOM further. Mariam and Nasir (2016) found that CSR had a substantial effect on brand recognition, culminating in positive eWOM for the company.

Table 3: Difference Between CRM and CS in Terms of eWOM

Statistical Test	P-value	Interpretation
Mann-Whitney Test	0.000*	There is a significant difference

* The value is less than 0.05 level of significance

	Mean Rank
CS	3001.45
CRM	3479.55*

* CRM obtained a higher reaction rate than CS.

Company-Cause Fit

Table 4 showed that the gap between CRM and CS was highly significant. The test produced a p-value of 0.000, which dropped below of the necessary 0.05 amount of significance. CRM had a mean rank of 3493.64, while CS had a mean rank of 2987.36. This means when creating CRM posts, the company-cause fit will take precedence over CS. According to Sheikh and Beise-Zee (2011), company-cause fit had a positive influence on eWOM; even though consumers were not interested in CSR practices, a lack of company-cause fit impacted a formerly positive response.

Table 4: Difference Between CRM and CS in Terms of Company-Cause Fit

Statistical Test	P-value	Interpretation
Mann-Whitney Test	0.000*	There is a significant difference

* The value is less than 0.05 level of significance

	Mean Rank
CS	2987.36
CRM	3493.64*

* CRM obtained a higher reaction rating than CS.

In addition, the proof shows that CRM surpassed CS by a substantial quantity in all variables. This indicates that companies should select CRM over CS as the form of CSR to use for FB CSR marketing communications practices amid pandemics.

The Interaction Among CRM and CS, Their Company-Cause Fit, and eWOM

The company-cause fit and eWOM of CRM and CS were compared in this section to determine if there is a huge variation between them. The Spearman Rank Correlation Coefficient was used as a parametric test to assess whether or not substantial variations occurred between variables. The table's context implied if the factors are linked in a positive or negative manner. The partnership was rated as good, reasonable, or weak. The p-value indicated if there were relationships among the variables under consideration.

CRM Company-Cause Fit and eWOM

As seen on Table 5, CRM's fit with the company's cause and eWOM was assessed. The significance value in the table was 0.738, suggesting a clear positive interaction between CRM company-cause fit and eWOM. The p-value is 0.000, indicating a strong correlation between CRM and eWOM. This implied that as eWOM improved, company-cause fit increased as well.

Table 5: Relationship of CRM's Company-Cause Fit and eWOM

Statistical Test	Value	P-value	Interpretation
Spearman Rank Correlation Coefficient	0.738*	0.000**	There is a significant relationship

* The value is strong positive correlation

**The value is less than 0.05 level of significance

As confirmed in the study by Liebatreau (2017), company-cause fit has direct effect on relationship between cause affinity and consumer responses (such as eWOM intentions) toward company. In the same study, it states that company-cause fit improves attitudes toward alliances between company and customers. Furthermore, company-cause fit influences the overall attitude if the customer toward the company.

Results of Hypothesis Testing

Table 6. Result of Hypotheses Testing

Hypothesis	Description	The Relationship	Value (v)	p-value	Supported	Decision
Ho1	No difference between CRM and CS posts on Facebook.	CRM eWOM → CS eWOM		0.000*	Yes	Reject Ho1
Ho2	CRM and CS posts of Facebook have no impact on liking/joining FB pages, eWOM, and purchase intention.	CRM eWOM → CS eWOM	3479.55 → 3001.45**		Yes	Reject Ho2
Ho3	Company-cause fit has no impact on liking/joining FB pages, eWOM, and purchase intention.	CRM Fit → eWOM CS Fit → eWOM	0.738*** 0.750***	0.000* *** 0.000* ***	Yes	Reject Ho3

* The value is less than 0.05 level of significance

** CRM got the higher response compared to CS

*** The value is strong positive correlation

**** The value is less than 0.05 level of significance

Table 6 showed the results of hypothesis testing. According to Ho1, no statistically meaningful disparity exists between CRM and CS posts used in CSR marketing messages on Facebook during the Covid19 pandemic. Due to the data showing a major difference between CRM and CS FB posts, the decision was taken to disregard Ho1.

Null hypothesis Ho2 states that business-cause fit of CRM and CS posts on Facebook during the Covid19 pandemic has no substantial influence on customers' intentions against a company in terms of eWOM intentions. Given that the data indicate a strong correlation between the company-cause matching of CRM and CS Facebook posts and eWOM, the advice is to disregard Ho2.

Ho3 states that the fit between a CSR business and its cause has little effect on the influence of CSR marketing communication forms on consumer intentions against a company. According to the results, company-cause fit does have an effect on customer response eWOM. As a consequence, it is proposed that Ho3 be rejected.

Proposed Models for CRM and CS

Regression Analysis and Simulation methods were used to establish proposed linear models. In CRM and CS, these models demonstrate the relationship between the dependent variable (company-cause fit) and the independent variable (eWOM intentions).

CRM Model - Model for CRM's Company-Cause Fit and eWOM

According to Table 7, CRM's eWOM has a p-value of 0.000, which is smaller than the threshold of 0.05. This means that CRM's market trigger suit and eWOM have a good and mutually beneficial relationship.

Table 7: Regression Analysis of CRM's Company-Cause Fit and eWOM

Model	Beta Coefficient	Standard Error	P-value	Interpretation
Constant	1.140	0.048	0.000*	Significant
eWoM	0.743	0.011	0.000*	Significant

*The value is less than 0.05 level of significance

Proposed Model for CRM's Company-Cause Fit and eWOM:

Company-Cause Fit = 1.140 + 0.730xeWoM

According to the proposed model, per unit rise in eWOM, which is 1.140 or 114%, results in an increase in company-cause fit of 0.730 to 73%. Given this is a positive and straightforward relationship, it can also be reported that a 74.3 percent increase in the company-cause fit of a CRM Facebook post results in a 114 percent increase in eWOM.

CS Model - Model for CS's Company-Cause Fit and eWOM

Table 8 indicates that CRM's eWOM has a p-value of 0.000, which is less than the 0.05 degree of significance. This showed a significant and favorable partnership between CRM's company-cause fit and eWOM.

Table 8: Regression Analysis of CS's Company-Cause Fit and eWOM

Model	Beta Coefficient	Standard Error	P-value	Interpretation
Constant	1.120	0.040	0.000*	Significant
eWoM	0.723	0.010	0.000*	Significant

*The value is less than 0.05 level of significance

Proposed Model for Company-Cause Fit and eWOM

$$\text{Company Cause Fit} = 1.120 + 0.723\text{eWoM}$$

According to the proposed model, for every component rise in eWOM, which is 1.12 or 112 percent, there was a growth in company-cause fit of 0.723 to 72.3 percent. Given the beneficial and direct correlation, it can also be claimed that a 72.3 percent rise in the company-cause match of a CS Facebook post improved eWOM intentions by 112 percent.

In the study by Kim, et al (2015), the part of the findings stated that the willingness to share (which eWOM is a direct example of) apparently is higher when the company-cause fit is also higher. The study also showed that the type of CSR marketing communication form may serve as an influencing factor when high or low company-cause fit between the company and the cause should be used in social cause marketing. This study corroborates that findings that a higher company-cause fit in CSR marketing messages will produce higher eWOM intent. Although CRM and CS have both positive relationships with company cause fit and eWOM intentions, the data shows that CRM has a higher mean and therefore must be first considered when formulating CSR marketing messages.

Conclusions and Recommendations

The aim of this analysis was to compare and contrast two forms of CSR marketing communications (CRM and CS), their company-cause fit, and customer reaction to eWOM intentions. A model was developed to demonstrate how to improve both the fit of the company's cause and eWOM.

CRM outperforms CS in both eWOM and company-cause fit. The advice is for businesses to increase their dependence on CRM as a vehicle for CSR communications through a social networking site such as Facebook. Utilizing CRM during pandemic periods will increase the perception of company-cause alignment and the likelihood of spectators of FB CRM posts spreading using eWOM.

When strong correlations between CRM and CS's company-cause fit and customer reaction eWOM were examined, the findings indicated that these factors are positively related. This implies that if a corporation chooses to improve the chance of company-cause fit, it may increase the customer reaction variable. Since this is a clear and positive partnership, it is also true that if an organization seeks to increase the probability of viewers interacting through eWOM, it can first improve its company-cause fit. Any rise in one of the factors would result in an increase in the other.

The suggested models exhibit the same linear and constructive interaction as those mentioned in the segment on checking for significant relationships. This means that increasing one measure of company-cause fit, either CRM or CS, would result in improvement in the customer response variable. As mentioned previously, this relationship holds true when the places of company-cause fit are flipped using the eWOM variable. Any rise in company-cause fit will result in an increase in the other customer answer component.

As CSR has become more ubiquitous in today's communications, future researchers may consider further studies on other forms of CSR marketing communications and consumer responses. Further researches on the role of the levels company-cause fit (whether high or low) in CSR marketing communications may be considered. Also, the differences between CRM

and CS communications may be studies to determine the best scenarios on when to use these types of CSR communications. It would also be possible for future researchers to concentrate on the CSR marketing communications of particular industries.

As a guideline to firms, CRM marketing communications should be prioritized whenever constructing CSR plans for pandemic periods, however company-cost fit must also be efficiently strategized to enjoy the benefits of eWOM. Additionally, since CS FB posts have a beneficial impact on eWOM, they can be regarded during pandemic periods. Businesses must practice restraint, though, as the efficacy of eWOM is not as important as the impact of CRM. However, CS posts do not need a high degree of company-cause fit to be efficient. Again, CRM outperforms CS on all fronts, although it must be borne in mind that these marketing communications operations are being performed amid a pandemic. Whichever type of CSR marketing communications a business chooses, any genuine assistance provided by them will undoubtedly be valued by their stakeholders. After all, the aim of every CSR operation is to enhance the company's reputation through real and heartfelt selflessness in order to maintain the confidence of partners.

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