

DO BRAND CREDIBILITY AND ALTRUISTIC ATTRIBUTION AFFECT CORPORATE PHILANTHROPY PERFORMANCE? – THE MODERATING EFFECT OF GEN Y'S HEDONIC BEHAVIOUR

Rahmawati

Mulawarman University

Ramadania

Tanjungpura University

Sri Gunawan*

Universitas Airlangga

ABSTRACT

Generally, this research aims to analyse and prove influential factors on the corporate philanthropy performance by taking the marketing of Apple [gadget]'s products as the study case. In addition, it also strives to seek the difference influence on the assessment of the relationship between brand credibility and altruistic attribution that interacts with hedonic variable; as well as its influence toward corporate philanthropy performance. The data collected for this causal research is quantitative data. It is obtained by surveying the students of the Mulawarman University at Samarinda, East Kalimantan. All respondents are Apple users. The respondents stated their assessments by answering the questions that correlate with the Apple products they are using with CrM strategy employed by Apple company. The data is then analysed using SEM (Structural Equation Modelling) with hedonic behaviour as the moderator. The findings show the influence of CrM on consumer behaviour with the moderating effect from hedonic behaviour of Apple users. Additionally, only hedonic behaviour weakens the influence of brand credibility on altruistic attribution. For the methodological limitation, this research merely conducted for the students of Mulawarman University that use Apple products. The total sample was 386 students. Because this research intends to do variation of sample therefore the result can be used to other company's product that implement corporate philanthropy performance. For the theoretical limitation, the previous studies did not discuss the altruistic attribution as the mediator in building corporate philanthropy performance. The limitation in research for the role of hedonic behaviour in building corporate philanthropy performance. Based on the findings, the young hedonists did not receive any generosity within the company related to corporate philanthropy activities. Apple company only think that if a brand is credible, thus, they shall be able to conduct corporate philanthropy activities well. This research can be applied for others brand producers. As for the producers, it's important to manage their brand so that hedonist consumers' perception on its credibility shall be embedded strongly. This research is expected to give contribution toward company's policy and the literature for potential future research. Apple company has conducted several corporate philanthropy performances as it is for internal (i.e. empowering workers) and external (i.e. volunteer and environmental programs) performance it will assist the company to improve company's policy as this research serve as literature.

Keywords: Altruistic Attribution; Brand Credibility; Corporate Philanthropy Performance; Hedonic Behaviour; SEM.

* Corresponding author at: Faculty of Economics and Business, Universitas Airlangga, Jl. Airlangga 4. Surabaya, Indonesia. Tel: +628165406084, Email: sgunawan@feb.unair.ac.id (Sri Gunawan)

1. INTRODUCTION

The current business world is filled with the increasingly tight and changing competitive climate, so that the businessmen are demanded to react to it proactively and innovatively. A brand is needed to be associated with symbolic values (i.e. altruism or civic-mindedness) so that they can be a meaningful entity for consumers to identify themselves with (Brammer and Millington, 2006, p.21) and for it to occupy a special spot in consumers' brand choice.

The marketing concept is developed based on the evolution of market condition. Cheaper pricing and aggressive selling method for the majority of technology-related products are no longer relevant. Thus, holistic concept was born; it tries to balance every interest involved in the successful marketing of a product. Holistic concept incorporates corporate social responsibility as an element shall be conducted by the company. Holistic marketing is comprised of four big components: relationship marketing, integrated marketing, internal marketing, and performance marketing (Kotler and Lee, 2005, p.41).

Corporate philanthropy performance, altruistic attribution, brand credibility shall be included in one structural model (Bigné-Alcañiz et al., 2010; Zdravkovic, Magnusson and Stanley, 2010; Rifon et al, 2004). Customers perceive that a credible brand should have a wide range of customer based as the brand is well-liked by many people; thus, in turn, the product revenue for the company should be fairly high. Consequently, a credible company is also perceived as having a stable financial performance and good internal management, so that they will have enough resources to be allocated toward social activities based on the company's altruistic contribution. Further, the genuine concern shown by the company through the social activities can be depicted well to the customers; in turn, they will play a part in driving the success of the program and subsequently increase the corporate philanthropy performance.

The company (Apple Inc.) itself has implemented the CrM system and corporate philanthropy performance programs. In CrM campaign, cause-brand fit has direct positive impact on consumer attributions of altruistic motivation brand (Adiwijaya and Fauzan, 2012). Thus, altruistic attribution has a direct positive impact on CSR perception as the part of corporate philanthropy performance. The problem faced by the company itself whether system implemented is appropriate enough to deal with generation Y's hedonic behaviour. Meanwhile, generation Y refers to teenagers to 30 years-old people. Whereas hedonist means someone setting material happiness and pleasure as the major goals in her/his life. There is a statistically significant relationship between the hedonistic consumer behaviour and the brand equity dimensions (Çal and Adams, 2014). This indicate that hedonist examine brand credibility as the part of brand equity. The brand credibility itself can influence the hedonist behaviour. Consumers will have more positive attitude towards the brand when the brand has high credibility (Anridho and Liao, 2013). The importance of this issue for a company is to generate company revenue through the social activities that based on company altruistic contribution which can be the part of company strategy. The hedonist perception through measure a company's philanthropy performance associated with altruistic performance. Hence, the implementation of corporate philanthropy performance with altruistic performance can create better company's brand credibility.

The objectives of this research are: (1) to analyze and prove the influence of brand credibility and altruistic attribution on corporate philanthropy performance; (2) to examine the altruistic attribution as a mediator between brand credibility and corporate philanthropy performance; (3) to test the role of hedonic behaviour as the moderator in the research model.

2. LITERATURE REVIEWS

Literature reviews begin with the corporate philanthropy performance that related to cause-related marketing. Cause-related marketing (CrM) delivered to customer perceptions of the suitability, relevance, and accuracy of relationships between social programs and corporate brands also for function and brand image through advertising (Bigné-Alcañiz et al, 2010). In addition, altruistic value discusses how important the perception of the customer to the values of customer care to the environment, or unconditional concern for the welfare of others or to others. While for brand credibility it is regarding to customer perceptions of trustworthiness and brand expertise through advertising messages delivered. The key concepts are corporate philanthropy performance, altruistic attribution, brand credibility and hedonist.

2.1. *Corporate Philanthropy Performance*

Kotler and Lee (2005) mentioned several forms of corporate social responsibility (CSR), i.e. cause promotions, cause-related marketing (CrM), corporate social marketing, corporate philanthropy, and corporate volunteering. Yet, in fact, most companies are only focused on one CSR program: corporate philanthropy. One of the reasons is the ease in delivering the company's donation. The company only needs to deliver their social fund to a trusted NGO.

In order to achieve a successful corporate philanthropy program, the company shall choose a certain CSR program interesting for them and their consumers; picks a partner with wide network and good performance; and select a product that is strongly associated with their cause (Kotler and Lee, 2005, p.62). Some previous studies suggested that company shall associate their brand with appropriate social programs (Higgins, 1986; Shell, 1989; Larson, 1994; Speed and Thompson, 2000). The corporate philanthropy program requires marketing communication through advertisement campaigns so the activities can be made known to a wide range of consumers and in turn, enhance positive image for both company and the brand.

It is essential for the company to obtain the customers' assessment that the social activities are driven by generosity, instead of hidden motives. If the customers perceive it as a mere lip service, the social activities will not trigger positive perception from the consumers; thus, they shall think that the company has no altruistic attribution (Varadarajan and Menon, 1988; Webb and Mohr, 1998; Bigné-Alcañiz et al, 2009). The companies conducting corporate philanthropy programs based on altruistic attribution shall be seen from several angles: company's interest, orientation towards profit, as well as company's perception on altruism and egoism.

Related to brand credibility, the higher the trustworthiness and expertise of the brand to deliver its promises, the more consumers will consider picking it. According to Aaker and Brown (1972) and Newel and Goldsmith (2001), the indicators used to measure brand credibility are trustworthiness, honesty, experience, and expertise. A company with credible brand generally has a fairly good financial performance. Therefore, when they conduct social activities, people may logically think it is truly driven by genuine concern and generosity, not by hidden profit-oriented motive.

2.2. *Altruistic Attribution*

Altruistic values moderate the influence of altruistic attribution toward brand credibility. It happens because in the implementation of social programs (CrM), altruistic attribution determines the trust

level from the consumer toward the brand and it is moderated by altruistic values within the consumers. If someone possesses a high level of altruistic value, then s/he will assess the altruistic value highly; further, the altruistic value itself moderates the influence of altruistic attribution toward brand credibility (Bigné-Alcañiz et al., 2009; Rahmawati, 2012).

Cause brand fit influences altruistic attribution. It happens because during the implementation of CrM program, the consumers who feel the suitability between the brand and their social activities will perceive that the CrM conducted by the company are sincere and honest. Therefore, the company is demanded to design CrM programs with high suitability rate between the cause and the brand so that the program can result in high altruistic attribution as well.

Altruistic values moderate the significant influence of cause brand fit on brand credibility. The consumers are more likely to feel that a credible brand has skills, expertise, and experience better when it is associated with the cause in the company's social activities. Consumers' assessment on brand credibility will increase when they perceive high level of suitability between the brand and the cause in the CrM programs.

The previous studies did not really examine the altruistic attribution as the mediator in building corporate philanthropy performance. There was also a limitation in research for the role of hedonic behaviour in building corporate philanthropy performance.

2.3. Brand Credibility

According to Brammer and Milington (2006), the consumer will move on to another brand if another brand has the same price and quality. Consumers also tend to buy the products which support certain social programs in their advertisement campaign. Thus, the company decides on the social issues that potentially attract the consumers and hope it will increase consumer preference, product sale, and brand value (Webb and Mohr, 1998). Based on the explanation above, it can be concluded that cause brand fit influences brand credibility; while altruistic value can moderate (either strengthen or weaken) the said influence (Bigné-Alcañiz et al., 2009).

Brand credibility also influences brand loyalty. A consumer will display his/her loyalty toward a certain brand (or company) if s/he thinks it is credible. One of the indicators of credibility is the company's constant and sincere participation in environmental programs according to its competence and expertise. Therefore, brand loyalty is fostered when the customers feel that a brand is competent and expert in its field.

For consumers, a brand fulfils their needs through the provision of products and services with certain attributes (Hsu, 2012). It plays an important role in differentiating a brand from its competitors, symbolically. It is difficult for a company to differentiate its brand from the competitors by using traditional attributes; thus, it is important for a company to formulate a distinct and interesting marketing strategy in order to increase the symbolic value of a brand, build a strong identity, and elicit the most positive attitude from the customers toward the brand (Bigné-Alcañiz et al, 2012). Corporate social responsibility (CSR) can also be employed as a strategy to offer a differentiation opportunity in order to compete in the market (Du, 2007).

Purchase intention is also one of the indicators to measure brand loyalty. If customers perceive that there is suitability between brand and social activities (high level of cause brand fit), they will support

the CrM programs, purchase the products, pledge loyalty, and even spread good word of mouth to others. On the contrary, if the cause brand fit is deemed low, it will develop negative perception towards CrM; in turn, the customers will not be loyal to the brand. The suitability between the company and the cause motivates consumers to do social activities and increase brand credibility and brand loyalty at the same time.

The previous studies also investigated about the consumers' evaluation on CrM. They reckoned that there are two kinds of philanthropic message: (1) the cause of promotion that promises a donation to a charitable cause based on the purchase of certain products (Andreasen, 1996; Varadarajan & Menon, 1988); (2) the advertisement of social issues sponsored by the brand (Andreasen, 1996; Haley, 1996).

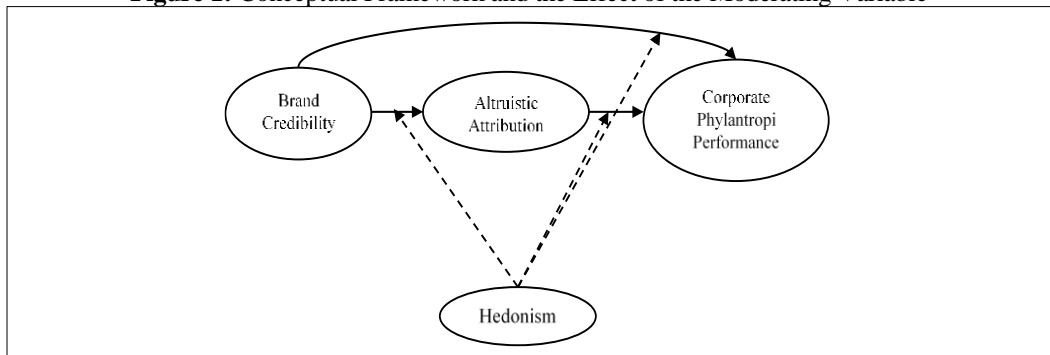
2.4. Hedonism

According to Pospoprodijo (1999, p.60), hedonism refers to a belief that pleasure is the ultimate and the highest life goal. Hedonists consider pleasure as equal to happiness. Jeremy Betham (as cited in Pospoprodijo, 1999, p.61) stated that pleasure and sadness are the only motives that govern human. He also stated that one's pleasure and sadness largely depend on society's welfare and prosperity. Consequently, everything is measured by material standards, such as wealth, money, and outer appearance. A happy person, for them, is someone who's materially wealthy; thus, s/he is deemed as a happy person. Hedonist behaviour can be indicated by the tendency to have fun, the importance to own luxurious goods, and the power one's possessed.

2.5. Theoretical Model And Hypotheses Development

Rifon et al (2004) and Bigné-Alcañiz et al (2009) stated that altruistic attribution significantly influences brand credibility. Meanwhile, Ellen et al (2006) and Bigné-Alcañiz et al (2009) affirmed that in the implementation of CrM program, altruistic attribution becomes the determining factor for consumers' trust toward the brand. Altruistic attribution can serve as moderation variables (strengthens or weakens) that influences brand credibility (Bigné-Alcañiz et al, 2009). Rahmawati (2012) also confirmed that cause brand fit influences brand loyalty. The suitability between brand and social programs play an important role in purchase intention and purchase attitude. If the cause brand fit level is high, the consumers are willing to develop the intention to buy the products related to the social programs despite not really knowing about the product characteristics itself.

Figure 1: Conceptual Framework and the Effect of the Moderating Variable



The hypotheses proposed in this study are as follows:

- H1: Brand credibility influences corporate philanthropy performance
- H2: Altruistic attribution influences corporate philanthropy performance
- H3: Brand credibility influences altruistic attribution
- H4: Hedonic behaviour strengthens the influence of brand credibility on altruistic attribution
- H5: Hedonic behaviour strengthens the influence of altruistic attribution toward corporate philanthropy performance
- H6: Hedonic behaviour strengthens the influence of brand credibility on corporate philanthropy performance

3. METHODOLOGY

3.1. *Data Collection and Sample*

This research categorized as causal research. The data collected in this research is obtained using structured questionnaires as well as a guide book in the forms of scenarios and pictures. The structured questionnaire is prepared to collect the data and the participants must fill in it themselves; while the scenarios and pictures used to condition the participants to the certain scenarios in this research. The sampling size used is proportional sampling.

This study is conducted using quantitative method with questionnaire survey for Generation Y's college students. Generation Y refers to teenagers to 30 years-old people who were born from the early 1980s to the early 2000s; they are also called millennium generation. To make inferences on the population proportion P under simple random sampling without replacement (SRSWOR), Cochran (1977) presents the following formula for sample size when working within a finite population:

$$n = \frac{1/e^2}{1 + \frac{1/e^2}{N}} = \frac{N}{1 + Ne^2}$$

The total population in 14 faculties is 32,196 students. In order to obtain an appropriate sample, this Slovin formula below is employed:

$$n = \frac{N}{1 + Na^2}$$

$$n = \frac{32.196}{1 + 32.196(005)^2} = 380$$

Thus, based on Slovin formula, we obtain 380 students as the minimum number of sample. To draw a proportional sample in every faculty, this formula below is employed:

$$n_{jak} = \frac{N_{jak}}{32.196} \times 380$$

For example, the sampling for Faculty of Economy is calculated as follows:

$$n_{jak} = \frac{N_{jak}}{32.196} \times 380 = 75 \text{ students}$$

Table 1: Population Data Used in the Study

No	Faculty	Population	Sample
1	Economy	6377	75
2	Social and Political Science	5569	66
3	Agriculture	1255	15
4	Forestry	513	6
5	Teacher Training and Education	11393	134
6	Fishery	385	5
7	Mathematics and Natural Science	1670	20
8	Law	1167	14
9	Engineering	1406	17
10	Medicine	459	5
11	Public Health	788	9
12	Pharmacy	462	5
13	Cultural Studies	305	4
14	Information Technology and Communication	447	5
		32196	386

Source: Student Affairs of the Mulawarman University, 2015.

The final sample comprises of 386 students calculated by Slovin formula above and deemed appropriate by estimation method of the Maximum Likelihood required by Structural Equation Model; that sample must consist of 200-500 people (Hair et al, 2010)

The questionnaire is distributed to Apple users among the students of Mulawarman University, East Kalimantan; in total there are 386 students from total population approximately 3600 students. Sample size plays an important role in the estimation and interpretation of SEM results. The sample size—as in other statistical methods—generates the foundation to estimate sampling error. According to Hair (year? as cited in Ferdinand, 2002: 47), the ideal sample size for SEM is around 100-200 respondents. If it is too big (more than 400, for instance), the method will become too sensitive so that it will be difficult to obtain a good measurement for goodness of fit; thus, the sample of 386 respondents is considered representative.

The product category in this research is Apple's gadgets. This study is conducted using quantitative method with questionnaire survey directed to Generation Y's college students. Generation Y refers to teenagers to 30 years-old people who were born from the early 1980s to the early 2000s; they are also called millennium generation. In the working environment, they are the competent generation; as they are full of surprisingly brilliant ideas, eager to try something new, changing work place often, and always staying tune to try new technologies.

For this study, the company (Apple Inc.) itself has implemented the CrM system, so we will find out whether the system implemented by the company is appropriate enough based on the interviews

conducted to the customers. The Apple users in this study are comprised of the users of Apple's hand phone, tab, laptop, and other gadgets produced by Apple.

Meanwhile, the variables examined in this research are brand credibility, altruistic attribution, and corporate philanthropy performance; as well as hedonic behaviour as the moderator.

3.2. *Measurement*

Brand credibility variable is measured by 4 indicator variables: i.e. Trustworthiness ($X_{1.1}$); Honesty ($X_{1.2}$); Experience ($X_{1.3}$); and Expertise ($X_{1.4}$). Altruistic attribution as the independent variable is explained by three indicators: (1) Company or Social Interest ($X_{2.1}$); (2) Profit or Social ($X_{2.2}$); and (3) Egoist or Altruist ($X_{2.3}$). As the moderator, hedonism is explained by three indicators: i.e. Power (M_1); Razzle (M_2); and Spree (M_3). Meanwhile, as the dependent variable, corporate philanthropy performance is explained by three indicators: i.e. Donation (Y_1), Benefits (Y_2), and Company Reputation (Y_3).

In this research, the influence of hedonism as the moderator for the relationship between brand credibility and altruistic attribution and their influence on corporate philanthropy performance shall be analyzed.

3.3. *Assessment of Measurement Instrument: Psychometric Properties*

This research uses the Structural Equation Model (SEM) to assess the direct and indirect relationships between corporate philanthropy performance, altruistic attribution, brand credibility and hedonist. Two-step approaches are applied, beginning with a confirmatory factor analysis (CFA) and then the cause-effect among latent constructs by using the LISREL package (Babin et al., 2008). The first assumption shall be fulfilled in a SEM analysis is the data shall be in normal distribution. A data is considered normally distributed if c.r is less than Z_{kritis} ($\alpha = 0.05$). The test results display that the multivariate data is not normally distributed (c.r = 6,163; $Z_{\text{kritis}} = 1.96$ for $\alpha = 0.05$; thus, c.r > Z_{kritis}). Based on the Limit Central Theorem, the bigger the sample size is, and then the data obtained should be closer to normal distribution. The number of unit analysis in this study ($n = 386$) is considered fulfilling Limit Central Theorem; thus, normality assumption can be ignored.

After fulfilling the normality assumption, the next step is to test the questionnaire items. The test is conducted to examine the validity and accuracy (reliability). A variable is valid when its loading factor is less than 0.5 and its p value is less than 0.05. While to measure reliability or accuracy, the construct reliability test is calculated with this formula:

$$CR = \frac{\left[\sum_{i=1}^n \hat{\lambda}_t \right]^2}{\left[\sum_{i=1}^n \hat{\lambda}_t \right]^2 + \left[\sum_{i=1}^n \hat{\delta}_t \right]}$$

If the construct reliability coefficient (CR) is more than 0.70, it shows a good reliability; if CR value is more than or equals to 0.60 or less than or equals to 0.60 ($0.60 \leq CR \leq 0.7$), it means that the variable is acceptable and the indicator in the constructs are good (Hair et al., 2010). The following tables display the validity and reliability test results for each latent variable.

Table 2: Validity Test for Each Variable

Relationship	Factor Loading	P-value
<i>Brand Credibility</i> → X _{1,1}	0.586	0.000
<i>Brand Credibility</i> → X _{1,2}	0.594	0.000
<i>Brand Credibility</i> → X _{1,3}	0.697	0.000
<i>Brand Credibility</i> → X _{1,4}	0.808	0.000
<i>Altruistic Attribution</i> → X _{2,1}	0.742	0.000
<i>Altruistic Attribution</i> → X _{2,2}	0.747	0.000
<i>Altruistic Attribution</i> → X _{2,3}	0.762	0.000
<i>Corporate Philanthropy Performance</i> → Y ₁	0.635	0.000
<i>Corporate Philanthropy Performance</i> → Y ₂	0.718	0.000
<i>Corporate Philanthropy Performance</i> → Y ₃	0.667	0.000
Hedonic behaviour → M ₁	0.379	0.000
Hedonic behaviour → M ₂	0.300	0.000
Hedonic behaviour → M ₃	0.670	0.000

Based on Table 2, it is shown that all indicators for every variable are significant; thus, the data validity is accepted. The validity shown by p value is less than 0.05 ($p < 0.05$) and confidence interval ix on 95%. For the contribution for each variable indicator for the latent variable can be seen from the highest loading factor. The highest contributing indicator for brand credibility is variable X_{1,4} (Expertise). For altruistic attribution, the highest contributor is X_{2,3} (egoist or altruist). For the corporate philanthropy performance, the highest contributor is Y₂ (benefit). Finally, for hedonic behaviour variable, M₃ (pleasure) is the highest contributing variable. Next, the reliability for all variables is tested. The results are shown as follows:

Table 3: Reliability Test for Each Variable

Variable	Composite Reliability
<i>Brand Credibility</i>	0.769
<i>Altruistic Attribution</i>	0.794
<i>Corporate Philanthropy Performance</i>	0.714
Hedonic behaviour	0.440

Based on Table 3, the composite reliability value is obtained for each variable; all variables recorded more than 0.70 (CR > 0.70), except for hedonic behaviour (0.440) which shows that the data measurement for this variable is not reliable. Perhaps it was because the respondents fill in the questionnaire rather inappropriately. Meanwhile, goodness of fit result is displayed in Table 3 as follows:

Table 4: Goodness of Fit for Structural Equation Model

No	GOF	Cut off Value	Result	Conclusion
1	Chi-Squ`are (χ^2) Statistics	As smaller as possible	133.824*	Not Good
2	Significance Probability	≥ 0.05	0.000	Not Good
3	GFI	≥ 0.90	0.947	Good
4	RMSEA	≤ 0.08	0.057	Good
5	AGFI	≥ 0.90	0.920	Good
6	TLI	≥ 0.90	0.916	Good
7	CFI	≥ 0.90	0.935	Good

Note: * χ^2 table with degree of freedom 60 (df = 60) is 79.08.

Based on Table 4, every model has fulfilled the goodness of fit; though the opposite results shown for chi-square statistics. This result is enough to prove that the model is fit and suitable with the theory; thus, it can be concluded that the theory used is suitable with the case study about Apple users among the students in Mulawarman University, East Kalimantan, as the research subjects.

4. RESULT AND DISCUSSION

4.1. Hypotheses Testing

In this section, we will discuss about the relationship between variables and the hypotheses testing results. Figure 2 below displays the path estimate testing.

Figure 2: Graphic of SEM Analysis Result

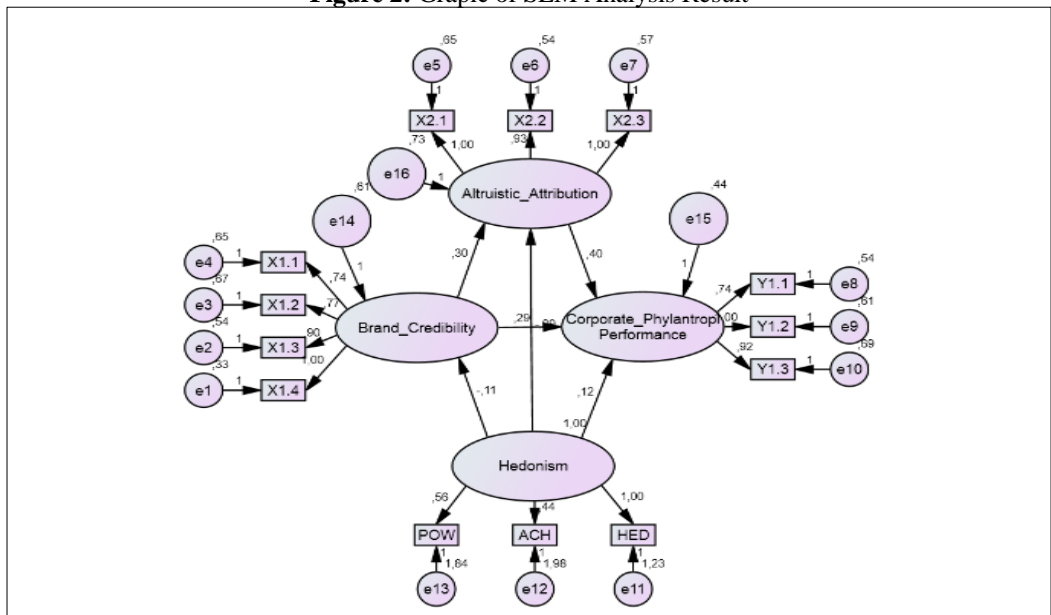


Figure 2 contains structural equation model displaying all relationships between exogenous variables and endogenous variables for the analyses on the influence of brand credibility and altruistic attribution on corporate philanthropy performance, as well as the influence of the moderator variable, hedonic behaviour. Table 4 below displays completely the path estimate testing.

Table 5: The Result for Path Estimate Test SEM

Variable	Without Moderator			With Moderator			Influence
	Coef.	Prob.	Note	Coef.	Prob.	Note	
BC → CPP	0.204	0.000	Sig.	0.280	0.000	Sig.	Increase
AA → CPP	0.285	0.000	Sig.	0.441	0.000	Sig.	Increase
BC → AA	0.315	0.000	Sig.	0.262	0.000	Sig.	Decrease

Notes: BC: Brand Credibility; AA: Altruistic Attribution; CPP: Corporate Philanthropy Performance; Sig: Significant.

Below are the analyses for the proposed hypotheses:

H1: Brand Credibility influences Corporate Philanthropy Performance

Test result: H1 is supported.

Notes: From the results above, we can see that in both models—with or without moderator—brand credibility influences corporate philanthropy performance ($p < 0.05$). Both also influence each other positively, shown by the positive coefficient results 0.204 and 0.208 respectively.

Conclusion: Brand credibility positively influences corporate philanthropy performance.

H2: Altruistic attribution influences corporate philanthropy performance

Test result: H2 is supported.

Notes: Based on the results above, in both models—with or without the moderator variable—altruistic attribution influences corporate philanthropy performance positively. It is showed by the probability value ($p < 0.05$) and positive coefficient values (0.285 and 0.441 respectively).

Conclusion: Altruistic Attribution positively influences Corporate Philanthropy Performance.

H3: Brand credibility influences altruistic attribution.

Test result: H3 is supported.

Notes: Based on the hypothesis testing result, for both models (with and without moderator), brand credibility influences altruistic attribution ($p < 0.05$) significantly and positively ($R^2 = 0.315$ and 0.262 respectively).

Conclusion: Brand credibility positively influences altruistic attribution.

H4: Hedonic behaviour strengthens the influence of brand credibility on altruistic attribution

Test result: H4 is unsupported.

Notes: Based on the result above, hedonic behaviour indeed influences the relationship between brand credibility on altruistic attribution. It is proven by the probability value after being analyzed with the moderator variable ($p < 0.05$). In addition, by comparing the coefficient value before and after being analyzed with hedonic variable, it is shown that it weakens the relationship between brand credibility and altruistic attribution ($R^2 = 0.315$ decreases to 0.262).

Conclusion: Hedonic behaviour weakens the influence of brand credibility on altruistic attribution.

H5: Hedonic behaviour strengthens the influence of altruistic attribution on corporate philanthropy performance

Test result: H5 is supported.

Notes: From the results above, hedonic behaviour indeed influences the relationship between altruistic attribution and corporate philanthropy performance. After being analyzed with the moderator variable, the probability value is recorded at less than 0.05 ($p < 0.05$). Moreover, after comparing the coefficient value prior and after the moderation, it is proven that the value increases (0.285 to 0.441); thus, hedonic variable increases the influence of altruistic attribution on corporate philanthropy performance.

Conclusion: Hedonic behaviour strengthens the influence of altruistic attribution on corporate philanthropy performance.

H6: Hedonic behaviour strengthens the influence of brand credibility on corporate philanthropy performance

Test result: H6 is supported.

Notes: Based on the results above, hedonic behaviour influences the relationship between brand credibility and corporate philanthropy performance. It is proven by the probability value ($p < 0.05$) and the correlation coefficient value before and after the moderation. The coefficient values increase from 0.204 to 0.280; therefore, it is proven that brand credibility's influence on corporate philanthropy performance increases as well.

Conclusion: Hedonic behaviour strengthens the influence of brand credibility on corporate philanthropy performance.

Corporate philanthropy performance, altruistic attribution, brand credibility shall be included in one structural model (Bigné-Alcañiz et al., 2010; Zdravkovic, Magnusson and Stanley, 2010; Rifon et al, 2004). This research proves that brand credibility and altruistic attribution serve as crucial factor that contribute to the construction of corporate philanthropy performance in a company. As the brand credibility can strengthens the corporate philanthropy performance either directly or vice versa through altruistic attribution. It is related for the practice of a company that shall construct a competent brand credibility to be trusted with hedonists. Consumers have more positive intention to participate in cause-related marketing when they have positive attitude towards the brand (Anridho and Liao, 2013). One of the actions that company should consider to implement is to offer corporate philanthropy performance programs which reflected in the high value of altruistic attribution. In addition, increasing amount of hedonist that willing to buy Apple product it will affecting the proportion of profit that company use to do altruistic attribution activities. The product with good reputation of brand credibility that built up by altruistic attribution activities will be supported hedonist. This research also proves that with the higher of tendency of hedonic behaviour would affects towards the products with strong brand credibility and thus it increases corporate philanthropy performance.

5. CONCLUSION

The objective of this research is to analyse and prove influential factors on the corporate philanthropy performance also to seek the difference influence on the assessment of the relationship between brand credibility and altruistic attribution that interacts with hedonic variable; as well as its influence toward corporate philanthropy performance. The findings find out the influence of CrM on consumer

behaviour with the moderating effect from hedonic behaviour of Apple users. This study also interconnects the hedonic behaviour to brand credibility and altruistic values within CrM's campaigns. From the findings, it is obtained that hedonic variable is indeed a moderator variable for the relationship of dependent and independent variables. From Hypothesis 4, it is obtained that hedonic behaviour weakens the relationship between brand credibility and altruistic attribution. This result proves that hedonic customers prioritize happiness and wish to seek pleasure in the social activities conducted by the company. The limitation of this research is that it did not examine the altruistic attribution as the mediator in building corporate philanthropy performance. This research also did not address the role of hedonic behavior in building corporate philanthropy performance. Future research can extend this research by using other brands to increase the validity of this model.

REFERENCES

- Aaker, D., & Brown, P. (1972). Evaluating Vehicle Source Effect. *Journal of Advertising Research*, 12(4), 11-16.
- Adiwijaya, K., & Fauzan, R. (2012). Cause-related Marketing: The Influence of Cause-Brand Fit, Firm Motives and Attribute Altruistic to Consumer Inferences and Loyalty and Moderation Effect of Consumer Values. *International Conference on Economics Marketing and Management*, 28, 49-54.
- Andreasen, A. R. (1996). Profits for non-profits: find a corporate partner. *Harvard Business Review*, 74(6), 47-59.
- Anridho, N., & Liao, Y-K. (2013). The Mediation Roles of Brand Credibility and Attitude on the Performance of Cause-Related Marketing. *International J. Soc. Sci & Education*, 4(1), 266-276.
- Babin, B. J., Lee, Y-K., Lee, C-K., & Lee, S-K. (2008). Festival scapes and patrons' emotions, satisfaction, and loyalty. *Journal of Business Research*, 61(1), 56-64.
- Bigné-Alcañiz, E., Chumpitaz-Cáceres, R., & Currás-Pérez, R. (2010). Alliances between Brands and Social Causes: The Influence of Company Credibility on Social Responsibility Image. *Journal of Business Ethics*, 96.
- Bigné-Alcañiz, E., Currás-Pérez, R., & Sánchez-García, I. (2009). Brand Credibility in Cause-Related Marketing: Moderating Role of Consumer Values. *Journal of Product & Brand Management*, 18(6), 437-447.
- Bigné-Alcañiz, E., Currás-Pérez, R., Ruiz-Mafé, C., & Sanz-Blas, Silvia. (2012). Cause-related marketing influence on consumer responses: The moderating effect of cause-brand fit. *Journal of Marketing Communication*, 18(4), 265-283.
- Brammer, S., & Millington, A. (2006). Firm Size, Organizational Visibility and Corporate Philanthropy: An Empirical Analysis. *Business Ethics: A European Review*, 15(1), 6-18.
- Çal, B., & Adams, R. (2014). The Effect of Hedonistic and Utilitarian Consumer Behavior on Brand Equity: Turkey – UK Comparison on Cola Cola. *Social and Behavioral Science* 150, 475-484.
- Du, S., Bhattacharya, C. B., & Sen, S. (2007). Reaping relational rewards from corporate social responsibility: The role of competitive positioning. *International Journal of Research in Marketing*, 24(3), 224-241.
- Ellen, P. S., Webb, D. J., & Mohr, L. A. (2006). Building corporate association: consumer attributions for corporate socially responsible program. *Journal of the Academy of Marketing Science*, 34(2), 147-157.
- Ferdinand, A. (2002). *Structural equation modeling dalam penelitian manajemen* (Edisi 2). Semarang: Badan Penerbit Universitas Diponegoro.

- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. (2010). *Multivariate data analysis*. New Jersey: Pearson Education Inc.
- Haley, E. (1996). Exploring the construct of organization as source: Consumers' understanding of organizational sponsorship of advocacy advertising. *Journal of Advertising*, 25(2), 19-35.
- Higgins, K. T. (1986). Cause Related Marketing: Does It Pass the Bottom Line Test? *Marketing News*, 20(10), 1-4.
- Hsu, K-T. (2012). The Advertising Effects on Corporate Social Responsibility on Corporate Reputation and Brand Equity: Evidence from the Life Insurance Industry in Taiwan. *Journal of Business Ethics*. 109(2), 189-201.
- Kotler, P., & Lee, N. (2005). *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. Hoboken, New Jersey: John Wiley & Sons, Inc.
- Larson, J. (1994). If You're Not Committed, Don't Bother. *American Demography*, 16(12), 16-18.
- Newell, S. J., & Goldsmith, R. E. (2001). The development of a scale to measure perceived corporate credibility. *Journal of Business Research*, 52(3), 235-247.
- Pospoprodjio, W. (1999). *Logika Ilmu Menalar*, Jakarta: Gramedia.
- Rahmawati, N. Y. (2012). Pengaruh Relationship Marketing Terhadap Loyalitas Nasabah Pada PT. Bank Negara Indonesia (Persero) Tbk. Cabang Malang. *Journal Manajemen Pemasaran*, 6(11).
- Rifon, N. J., Choi, S. M., Trimble, C. S., & Li, H. (2004). Congruence Effect in Sponsorship: The Mediating Role of Sponsor Credibility and Consumer Attributions of Sponsor Motive. *Journal of Advertising*, 33(1), 29-42.
- Shell, A. (1989). Cause related marketing: big risks, big potential. *Public Relations Journal*, 45(7), 8-13.
- Speed, R., & Thompson, P. (2000). Determinants of sports sponsorship response. *Academy of Marketing Science Journal*, 28(2), 226-238.
- Varadarajan, P. R., & Menon, A. (1988). Cause related marketing: a coalignment of marketing strategy and corporate philanthropy. *Journal of Marketing*, 52(3), 58-74.
- Webb, D., & Mohr, L. (1998). A Typology of Consumer Responses to Cause Related Marketing: From Skeptics to Socially Concerned. *Journal of Public and Marketing*, 17(2), 226-38.
- Zdravkovic, S., Magnusson, P., & Stanley, S. M (2010). Dimension of Fit Between a Brand and a Social Cause and Their Influence on Attitudes. *International Journal of Research in Marketing*, 27(2), 151-160.