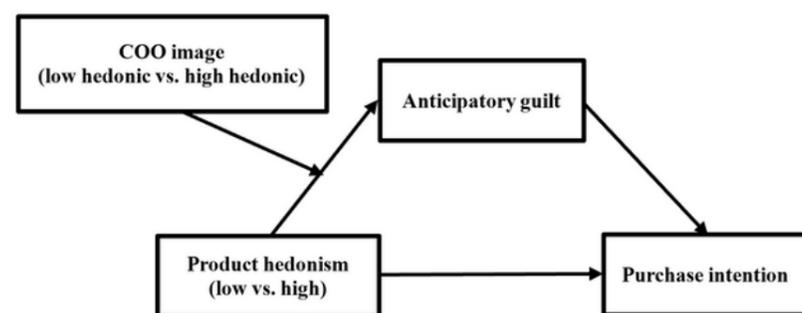


• INTRODUCTION

Enterprises often use guilt appeal in their cause-related marketing to stimulate consumers' support for their cause-related products. The related research shows that maintaining cognitive consistency is significant to meet individual basic need. These advertisements not only promote the donation of specific items, but imply the negative social consequence of not doing responding consumption. Once recognizing these hints, consumers will have the feeling of anticipatory guilt. And they will tend to reduce such feeling with practical purchase to tackle the cognitive dissonance. However, anticipatory guilt is not always positively correlated with consumers' attitudes and behaviors. Even in certain situation, too much anticipatory guilt will lead to consumers' rejection. Thus, it is of great significance to research the boundary conditions of anticipatory guilt effectiveness in cause-related marketing.

There are two research drawbacks in the former cause-related marketing literature. Firstly, even though the former empirical researches have verified that hedonic feature of cause-related products has positive impacts on consumers' purchase intention and anticipatory guilt is vital to improve the intention. But the experimental samples are not from Asia, so there is some doubt whether the cognitive process is appropriate for consumers from Asia. Secondly, the former researches failed to take country-of-origin image (COO image) into the consideration. But in terms of product hedonism, country of brand leaves a stereotyped impression on the public, which may enhance consumers' cognition with product hedonism of cause-related products. So, we put forward a moderated mediation model, which explored the interaction between product hedonism and COO image, and the influence of anticipatory guilt on consumers' purchase intention for cause-related products.

• CONCEPTUAL FRAMEWORK



• RESEARCH HYPOTHESIS

H1: Under the circumstance of reading cause-related marketing advertisements, consumers are more willing to purchase those products that are more hedonic.

H2: Under the circumstance of reading cause-related marketing advertisements, the anticipated guilt plays a mediating role in the influence on the purchase intention by product hedonism.

H3: Under the circumstance of reading cause-related marketing advertisements, COO image moderates the relationship between product hedonism and anticipatory guilt. When COO image leaves a stronger hedonic feeling on people, product hedoni-

sm will positively affect the anticipatory guilt. When the hedonic feeling is not so strong, the positive influence of product hedonism on the anticipatory guilt will be also reduced.

H4: Under the circumstance of reading cause-related marketing advertisements, the interaction between the product hedonism and COO image will indirectly affect purchase intention though the mediator variable anticipated guilt.

• METHODS

The experiment design of the research adopted 2(product hedonism: low vs. high) × 2(COO image: low hedonic vs. high hedonic). And the subjects were randomly assigned into four experimental groups.

The subjects were told that the research had two parts, aiming at learning consumers' attitude towards certain brand products. In the first part, the subjects had to imagine that they noticed a marketing poster with the brand of "super+pasture" or "Mathisé" when shopping in the supermarket. And the product hedonism was represented through pictures and texts. After reading the poster, the subjects were told about the country of brand and they were supposed to finish the related testing questions. In the second part, the subjects were told that the brand was involved in the activity of "purchase leading to donation". Every time its yogurt was sold (¥40), the company would donate milk that equals to one fourth of the price of the yogurt (¥10) to Children's Education Fund, which could be used to help children living in remote countryside. The former research showed that 25% was widely accepted and consumers would carefully think about the cause-related marketing information. In the end, the subjects were asked to answer the questions about anticipatory guilt, purchase intention, control variable and attention testing.

• RESULTS

MANIPULATION CHECKS

The manipulation of product hedonism was successful, and the t-test results showed that the subjects have significantly higher cognition with hedonic products than practical ones ($M = 4.470 > M = 2.530, p < .001$). The manipulation of CCO image was successful, and the t-test results showed that the subjects gave far higher remarks for "the hedonic index" with "Mathisé" than the other one ($M = .011 > M = -.591, p < .05$).

HYPOTHESIS TESTING

At first, Multiple Linear Regression was used in this research with purchase intention as the dependent variable, product hedonism as the independent variable (low hedonic = 0, high hedonic = 1). And the control variables included perceived cause-business fit, perceived CSR trustworthiness, ethnocentrism, interdependent trait and independent trait. The testing result showed that it was corresponding with the anticipatory result. Product hedonism has positive influence on purchase intention ($b = .124, t = 2.224, p < .05$). Compared with lower hedonism, the subjects under the circumstance of reading marketing with higher product hedonism had higher purchase intention, which could be supported by H1. In addition, within the control variables, perceived cause-business fit ($b = .244, t = 3.554, p < .001$) and perceived CSR trustworthiness ($b = .410, t = 5.994, p < .001$) have significant influence on purchase intention, which was corresponding with the result of former researches.

Then, Hayes' PROCESS Model 7 was adopted in this research to make 5,000 samples at the 95% confidence level, with the purchase intention as the dependent variable, product hedonism as the independent variable, anticipatory guilt as mediator variable, COO image as moderator variable (low hedonic = 0, high hedonic = 1), perceived cause-business fit, perceived CSR trustworthiness, ethnocentrism, interdependent trait and independent trait as control variables. The testing result showed that it was corresponding with the anticipatory result. When the brand was from France, product hedonism could significantly has an indirect affect purchase intention through influencing anticipatory guilt; while if the brand was from Taiwan ($b = .319, SE = .105, 95\% CI: [.139, .567]$), the indirect effect was not significant ($b = .067, SE = .085, 95\% CI: [-.083, .255]$). The results could be supported by H2 and H3. More importantly, the index of moderated me-

diation manifested that the indirect effects were quite different under different country of brand (Index = 2.252, SE = .120, 95% CI: [.036, .512]), which could be supported by H4. The data collection tested by the moderated mediation model is shown in Table 1.

Table 1. Moderated mediation result

	Anticipatory guilt				Purchase intention			
	b	SE	t	p	b	SE	t	p
Constant	-1.173	.715	-1.640	.103	-.793	.456	-1.740	.084
ETH	.246	.084	2.912	.004	.015	.056	.276	.783
IT1	.180	.107	1.680	.095	.005	.069	.073	.942
IT2	.028	.081	.339	.735	.106	.053	2.010	.046
PCT	.241	.132	1.831	.069	.483	.087	5.573	.000
PCF	.172	.107	1.611	.110	.222	.070	3.161	.002
PT	.224	.273	.820	.414	.132	.134	.987	.325
CI	.107	.277	.386	.700				
INT	.840	.391	2.147	.033				
AG					.299	.048	6.234	.000
R2			.342				.594	
F			11.256***				36.308***	

1. Interaction: product hedonism × COO image; Mediator: anticipatory guilt
 2. ETH: ethnocentrism; IT1: interdependent trait; IT2: independent trait; PCT: perceived CSR trustworthiness; PCF: perceived cause-business fit; PT: product type; CI: COO image; AG: anticipatory guilt
 3. ***p < .001; **p < .01; *p < .05

• CONCLUSION

With the combination of cognitive dissonance theory, the author explored how product hedonism and COO image affect consumers' purchase intention for cause-related products by means of influencing anticipatory guilt. To be specific, the research shows that under the circumstance of reading cause-related marketing advertisements, the anticipatory guilt brought by the inaction (not purchasing cause-related products) will be positively affected by product hedonism. It's because the negative self attribution brought by product hedonism will enhance consumers' cognition of being against social norm. During the cognition process, COO image is another pivotal influencing factor. When COO image leaves a stronger hedonic feeling on people, it will positively affect the anticipatory guilt. When the hedonic feeling is not so strong, the positive influence of product hedonism on the anticipatory guilt will be also reduced. As the anticipatory guilt increases, consumers will have higher purchase intention to cause-related products in order to maintain the cognitive consistency (reduce the guilt).



Poster used to manipulate product hedonism and COO image: Low product hedonism × High hedonic COO image condition