

Brand Action for Environmental Sustainability: Is Brand A Hero or A Caregiver?

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ABSTRACT

The purpose of this study is to examine brand personality and its impact on the environment via social actions which in turn has an effect on brand attitude. A brand archetypal platform is used: hero and caregiver. A hero is depicted as a kindly-powerful, brave figure, who fights against evil, defends the weak and the needy with the hero emerging as an ultimate victor. Unlike a hero who is associated with violence, a caregiver has an image of tenderness and caring. This research is based on an experimental method designed to test perception of two company's cause-related marketing (CRM) programmes. Experimental stimulus is created in the form of reading that consists of text and images regarding the CRM programme. The result shows that brands are imaged as a hero and as a caregiver as well. Both archetypes are equally strong and perceived as the personality of a brand that performs CRM. Ultimately, these hero and caregiver brand personalities have positive effects on consumer attitudes toward CRM and brand.

Keywords: Brand personality, brand attitude, cause-related marketing, environment, hero and caregiver archetype

INTRODUCTION

There has been a recent trend among companies to engage consumers to participate in their social movements (instead of their traditional focus on philanthropy). Consumers can participate in improving the social welfare of a community through the purchase of products. This is known as cause-related marketing. As an example,

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a brand of mineral water contributes to the improvement of access to drinking water for people in Nusa Tenggara Barat (NTB). The brand programme supports the government target to help people gain access to drinking water and improve the health of environmental.

Consumers assess the brand of being tough and brave and being able to overcome obstacles and survive in difficult times. Brands can assist in improving people's welfare by supporting government programmes. Nevertheless, the brand also tends to see destructive people as enemy, as those who destroy nature and life. Therefore, consumers look at the brand as a "hero" with altruistic motives and motivated by compassion and generosity to help others. Brands help people who are struggling to get clean water and to sustain life and health. However, they must deal with the risk that by helping others they may harm the brand. Considering these altruistic actions, consumers see the brand as a "caregiver".

Marketers create a story of the brand to attract consumers to be involved in their social actions (Barone, Miyazaki, & Taylor, 2000). Through promotions, product packaging, image and solicitation through social media, marketers establish brand personality in the minds of consumers and encourage them to be involved in their social actions. Without going to the location of people who need help, consumers can be engaged anywhere through a product purchase. Marketing activities which contribute a certain amount of revenue

earned from customers for a particular cause is known as cause-related marketing/CRM (Varadarajan & Menon, 1988).

The success of CRM depends largely on how the company designs the CRM programme. Through a cause-related marketing programme, consumers will be attracted to the brand (Barone et al., 2000). Consumers are eager to know what happens to their donation from their purchase (Folse, Niedrich, & Grau, 2010). Customer's desire to contribute is also determined by how the company delivers the CRM message (Grau & Folse, 2007).

Aaker (1997) proposed the five dimensions (sincerity, excitement, competence, sophistication, and ruggedness) of human nature associated with brand personality traits. Long before Aaker proposed his Big 5 personality structure, Jung (1975) offered his thoughts on archetypes. Mark and Pearson (2001) meanwhile examined the concept of 12 archetypes of Jung that became the basis of the world's leading brands. Previous studies showed that by presenting a brand through a story, archetypal themes in the story can be recognised by consumers (Muniz, Woodside, & Sood, 2015). Human characteristics that appear in the brand are preferred by consumers, which in turn have a positive effect on consumers' attitudes toward the brand (Laksmidewi & Giovandru, 2016). Although many studies discuss brand personality, they have not related brand personality with brand social action for the environment.

Previous studies have examined variables that influence the implementation of corporate social responsibility. Ho, Ang and Tee (2015) assume that leadership styles affect CSR practices. Abdalla, Nabiha and Shahbudin (2014) argued that companies must have good financial and environmental performance. This study argues that action for the environment can demonstrate brand personality; therefore, brand action must be suitable with brand personality. There have been no studies thus far that linked brand personality with brand social action. This research attempts to fill the gap by discovering how consumers perceive the personality of a brand that performs social action to benefit the environment. The current study proposes archetypal themes that are suitable as brand personality in relation to tackling environmental problems.

This study aims to examine brand personality in the minds of consumers who are aware brand actions help society. In order to understand if the brand personality can engage consumers in social activities, a brand archetypal platform is used: the hero and the caregiver. Using the survey method by Pearson-Marr Archetype Indicator/ PMAI (McPeck, 2008), we examine the dominant archetype in the minds of consumers and whether this archetype has positive effect on their brand attitude. Consumer attitudes toward cause-related marketing is considered a mediating variable. Theoretical and managerial implication of this research are also discussed in the paper.

LITERATURE REVIEW

Brand Personality

Consumers have a tendency to personify a brand (Guthrie, 1995), for instance, by referring to the brand as being cool, patient, and helpful among others etc. The tendency to personify is actually not only towards a brand, but people have a tendency to attribute human characteristics to all kinds of non-human objects. Epley, Waytz and Cacioppo (2007) termed this as anthropomorphism. Marketers take advantage of this anthropomorphic tendency by using celebrity or cartoon characters to promote the brand so that the brand is remembered as figures. The more similar the product is depicted in the appearance, behaviour and human personality, the more consumers anthropomorphise the product, which then positively affects the intention to buy the product (Laksmidewi, Susianto, & Afiff, 2017a). Marketers also deliberately associate the brand with human traits or brand personality. Brand personality is human characteristics that are associated with a brand (Aaker, 1997). Furthermore, Aaker (1997) stated that by using a variety of different characteristics for different product categories, a brand personality dimensions which include sincerity, excitement, competence, sophistication and ruggedness will be created. In short, by giving human characteristics to the brand, marketers will ensure consumers find similarities between the brand and themselves, so it will establish brand-consumer relationship (Fournier, 1998).

The archetype framework is widely used in advertisements, and its applications fall into the realm of brand personality (Bechter, Farinelli, Daniel, & Frey, 2016). Jung (1975) proposed that the experience of past generations affects the minds and behaviour of people in the present. An archetype is collective unconscious, where there is a repeating pattern and is universal (Jung, 1975). Stories offer pleasure to the consumer, so that the message becomes easier to understand (Woodside, 2010). Muniz et al. (2015) used two archetypes - a sage and a creator - in stories about brands. Brand story using sage and creator archetype is able to fit to consumer's life story (Muniz et al., 2015). This is because the archetype reflects various aspects of human personality (Jung, 1975). Mark and Pearson (2001) examined various brands in the US and found these brands contain archetypal story. There are twelve common archetypes: the hero, creator, sage, innocent, jester, explorer, lover, caregiver, outlaw, magician, ruler, and regular guy.

The Hero Archetype

According to Pearson (1998) in Laksmidewi, Susianto and Afiff (2017b), archetype is a psychological structure in the form of symbols, images, and themes. Archetypes are common to all cultures. We experience the story archetypes within us. Manifestation of the archetype may vary from person to person, influenced by personality, culture, and history. Archetype affects individuals, groups, and organisations, and determines our view of how we see ourselves, the

environment, and the world. Advertisements with hero figures are able to convince the consumer that the product is good, and have a positive effect on the perception of product efficacy, which then positively affects purchase intention (Laksmidewi et al., 2017b).

The spirit of a hero is marked by his sacrifice. He or she is smart, a martyr, ruler, and noble. These are the hero's main characteristics. His heroic struggle leads to conflict within his family and a world that he does not know, and he challenges the world (Campbell, 2004). His main contribution is the sacrifice he makes to achieve his goals (Mark & Pearson, 2001). This value is embodied in environmental fighters, who often do not get support from people who damage the environment and the producers who ignore sustainability.

The hero archetype is well known in every culture, including in Indonesia. The story of the archetypal hero has been passed down from generation to generation. This kindly powerful figure defends the weak and needy. The hero wins the battle against his enemies (Campbell, 2004). Hero archetype is also used in Indonesian advertising, such as medicinal and household products. For example, the battle between the hero character Woods against cough and Mr. Muscle's fight against dirt describe how the heroes the problem. The hero character is a symbol of the product.

The Caregiver Archetype

Bechter et al. (2016) found that archetype framework is related to dimensions of brand

personality which were proposed by Aaker. They match Jung's archetype and Aaker's brand personality trait. Table 1 shows the relevance of hero and caregiver archetypes with brand personality adapted from Bechter et al. (2016).

Table 1
Hero- caregiver archetype and brand personality

Archetype	Archetype Manifestation	Personality Trait	Brand Personality Dimension
Caregiver	Stability Belonging	Embraced	Sincerity
		Welcoming	Sincerity
		Genuine	Sincerity
Hero	Mastery	Adventure	Excitement
		Genuine	Sincerity
		Tough	Ruggedness

Source: Bechter et al. (2016)

Caregivers give love and support to everyone. They have an altruistic, selfless, loving, empathetic and generous nature. They believe in nurturing, keep people out of danger, and take care of others. Their principle is to do something for others (Mark & Pearson, 2001). A brand that uses caregiver archetypes embodies the value that they empathise with (Mark & Pearson, 2001).

Caregiver archetypes in advertising in Indonesia are dominated by health care and household products, which represents a loving mother, caring for the family and her child. Brands of family care products such as Dettol, Lifebuoy, as well as Zwitsal baby products show the value of caregivers in their advertisements.

Cause-Related Marketing (CRM)

Varadarajan and Menon (1988) described CRM as a marketing activity by contributing a certain amount of revenue earned from

customers for a particular problem. This is a way for the company to be respectable by doing good. The benefits of CRM according to Endacott (2004) is a mutually beneficial for businesses, beneficiaries and consumers. Consumers have the opportunity to help solve the cause. Causes of cause-related marketing programs will benefit companies in the form of publicity that can increase product sales and corporate image.

Sen and Bhattacharya (2001) revealed a positive effect of CRM that has an impact on increasing consumer perceptions of corporate image. According to Van den Brink, Odekerken-Schröder and Pauwels (2006), CRM have a positive effect on building brand loyalty. Consumer brand loyalty was higher if the company has high commitment to CRM programme and consumers have low involvement with the product. Furthermore, Barone et al. (2000) found that consumers are more interested in companies that engage in CRM when

offering new products. However, Webb and Mohr (1998) argued that CRM programmes by companies do not always have a positive effect on consumers' purchasing behaviour.

Cause-related marketing can improve product marketing activities depending on the company's right strategy and tactics. The company determines strategic and tactical cause-related marketing through four approaches, namely congruence, duration, amount of investment and management involvement (Varadarajan & Menon, 1988).

MATERIALS AND METHODS

We conducted an experiment to test perception of two company's CRM programmes. Two big companies who have done cause-related marketing actions were selected. The products of the two companies are convenience products. Selection criteria: the company should be familiar to participants, and the product can be purchased by the participants, so that the participants as consumers can participate in CRM programme of the companies. Initials of the two companies are A and L; the former produces bottled mineral water while the latter produces soap. A and L have a CRM programme to donate clean water for communities in eastern Indonesia where consumers are actively engaged to participate through the purchase of products. An experimental stimulus in the form of reading was created that consists of text and images regarding the CRM program.

A total of 149 students, 73 of them males, from Universitas Katolik Indonesia Atma Jaya participated in the experiment and were randomly assigned to A and L CRM action. They were aged between 17 and 22. In the experiment, archetype perception of CRM action, attitude toward CRM, and brand attitude were measured. The perception instrument was adapted from a scale of PMAI (Pearson Marr Archetypes Indicator, Bechter et al., 2016; Hautala & Routamaa, 2008). Hero archetype instrument included 9 items ($\alpha = 0.732$) while caregiver archetype 10 items ($\alpha = 0.874$), and brand attitude had 4 items ($\alpha = 0.832$). All items used the scale of 1 (not at all noticeable) to 6 (very real). Attitudes toward CRM programmes were measured using instruments adapted from Grau and Folse (2007). For example: 1) A non-profit objective in a sustainable programme is important, 2) I support this programme, and 3) I will participate in donating for the community that experience water shortage. Attitude toward the brand was adapted from Garretson and Niedrich (2004), including statements of whether the participant likes/dislikes; happy/not happy; good/bad; positive/negative towards the brand.

RESULTS AND DISCUSSIONS

Archetype Indicators Validity

To ensure the validity of variables, especially the variables of hero archetype and caregiver archetype perception, confirmatory factor

analysis was conducted. The confirmatory factor analysis results of Hero indicators show that T-values are greater than 1.96 which means that every indicator of established Hero archetype variable is significant. Lambda values indicate that although the values are small, they have values above $t = 1.96$ as shown in Table 2.

Table 2
Hero archetype validity

Indicator	Lambda	T-value
Competition	0.279	3.094
Best effort	0.283	3.129
Risk	0.558	6.586
Brave	0.573	6.794
Attack	0.648	7.872
Assertive	0.742	9.290
Fight	0.617	7.415
Difficult mission	0.262	2.894
Win	0.340	3.801

Source: Data processing

Confirmatory factor analysis test for Caregiver variable shows t-value above 1.96. Although the lambda value is small, the t values of all indicators are above 1.96. The result for validity of lambda value for Caregiver indicator is better than that of Hero, but both variables can be built by the indicator (Table 3).

Table 3
Caregiver archetype validity

Indicator	Lambda	t-value
For others	0.398	4.848
For environment	0.337	4.049
Needs	0.485	6.032
Satisfaction	0.561	7.159
Kind	0.695	9.367
Care	0.682	9.138
Warm	0.796	11.357
Love	0.886	13.424
Embrace	0.792	11.263
Comfortable	0.709	9.637

Source: Data processing

Descriptive analysis of Archetypal CRM

A and L carried out similar cause-related marketing (CRM) effort, namely to provide clean water in areas that lack access to clean water. Both products can be purchased by participants, and they can participate in the CRM programme. In this study, participants were requested to read A or L donation programme. The perception that A and L are caregivers (variable archetype caregivers) are not significantly different ($M_{A \text{ caregiver}} = 4.5480$ $M_{L \text{ caregiver}} = 4.4243$ $p = .241$) (Table 4). Caregiver archetype is strong on A and L, because Mean caregiver A and L > 4 (scale 6). Similarly, the perceptions that A and L are heroes (hero archetype variables) are not significantly different ($M_{A \text{ hero}} = 4.5733$ $M_{L \text{ hero}} = 4.5390$ $p = .689$). According to participants, A and L are Hero, indicated by Mean > 4 (Table 4). Overall, brand A and brand L can be perceived as Hero and Caregiver and are not significantly different from each other ($M_{\text{caregiver}} = 4.5563$ $M_{\text{hero}} = 4.4866$ $p = .304$).

Table 4
Comparison between two brands (A&L)

	Mean	Standard Deviation (SD)	F(sig)
Caregiver Archetype			
A	4.5480	.66928	$F = 1.387$
L	4.4243	.61104	$p = .241$
Hero Archetype			
A	4.5733	.51635	$F = .161$
L	4.5390	.52751	$p = .689$
Total A and L			
Caregiver Archetype	4.5563	.52044	$F = 1.061$
Hero Archetype	4.4866	.64186	$p = .304$

Source: Data processing

Table 5
Hero archetype description

	Case A N = 75		Case L N = 74	
	Mean	Std. Deviation	Mean	Std. Deviation
Competition	4.0533	1.06407	4.0541	1.03225
Best effort	4.5200	.93520	4.4189	1.00692
Risk	4.5867	.83978	4.6351	.76882
Brave	4.8000	.78843	4.8919	.90004
Attack	4.9200	.89684	5.1622	.79428
Assertive	4.9867	.90782	4.9189	.91796
Fight	5.0800	.73079	5.0676	.79950
Difficult mission	4.2000	.92998	3.8784	1.13418
Win	4.0133	.97943	3.8243	1.06447

Source: Data processing

The hero item with the highest mean was A/L to address environmental problems (Table 5). Data shows this item was highest for A and L ($M_A = 5.0800$; $M_L = 5.0676$). The main features of hero, such as tackling environmental problem ($M_A = 4.9200$; $M_L = 5.1622$) and being firm about environmental issues ($M_A = 4.9867$; $M_L = 4.9189$) also

have high mean score, either on A or L. Competition is not the main driver for A and L to engage in CRM ($M_A = 4.0533$ $M_L = 4.0541$). However, A and L are willing to take risks to defend their beliefs ($M_A = 4.5867$ $M_L = 4.6351$). A and L get rid of fear and do what needs to be done for others ($M_A = 4.8000$; $M_L = 4.8919$).

Table 6
Hero archetype description

	Case A N = 75		Case L N = 74	
	Mean	Std. Deviation	Mean	Std. Deviation
For others	3.7867	1.05643	3.3784	1.09423
For environment	3.9867	1.10885	3.9459	1.00535
Needs	4.0400	1.00593	3.8919	1.12952
Satisfaction	4.6933	.88491	4.6216	.93197
Kind	4.7333	.90544	4.4189	.89146
Care	5.0400	.77877	5.1351	.72762
Warm	4.5733	1.01573	4.4730	.96831
Love	4.8133	.88062	4.7703	.82008
Embrace	4.9467	.86826	4.9054	.89395
Comfortable	4.8667	.82746	4.7027	.80631

Source: Data processing

Both A or L have main personality of a caregiver (Table 6). They care for others, which is indicated by mean of item care that was highest on A and L ($M_A = 5.0400$; $M_L = 5.1351$). A/L will help others more than for themselves ($M_A =$; $M_L =$). Kindness is the ultimate value for A and L ($M_A = 4.7333$; $M_L = 4.4189$). A/L embrace others ($M_A = 4.9467$; $M_L = 4.9054$), provide comfort ($M_A = 4.8667$; $M_L = 4.7027$), love ($M_A = 4.8133$; $M_L = 4.7703$), and find satisfaction by giving to others ($M_A = 4.6933$; $M_L = 4.6216$).

The Effect on Brand Attitude

Mediation analysis was conducted with brand attitude as the dependent variable, hero archetype and caregiver archetype perception as the predictor, and attitude toward cause-related marketing as the mediating variable, using the OLS regression PROCESS SPSS macro model 4 and bootstrap analysis (Hayes, 2013).

Table 7
The mediation results ($n = 149$)

Predictors	Model 1 CRM β (SE)	Model 2 Brand Attitude β (SE) ^a	
Independent Variables			
Hero archetype	.5636 (.0795)**	.2844 (.1081)**	
Caregiver archetype	.4989 (.0623)**	.3081 (.0893)**	
CRM		.3960 (.0968)**	
R ²	.5511	.5145	
Bootstrap indirect effects on brand attitude (through CRM) ^b	β (SE)	LL 95% CI	UL 95% CI
Hero-CRM-Brand attitude	.2232 (.0694)	.0975	.3742
Caregiver-CRM-Brand attitude	.1681 (.0527)	.0687	.2768

Note: LL = Lower limit; UL = Upper Limit; CI = Confidence Interval. Unstandardised regression coefficients are reported with standard error in parentheses.

^aDirect and total effect. ^bBootstrap sample size = 1000.

* $p < .05$; ** $p < .01$

These results showed that the effect of archetype on brand attitude was mediated by CRM (Table 7). The direct effect of hero archetype on brand attitude was significant ($c = .2844$ $SE = .1081$ $p = .0094$). The indirect effect of hero archetype on brand attitude through CRM was significant ($ab = .2232$, 95% CI .0975; .3742). The direct effect of hero archetype on brand attitude was significant ($c = .3081$ $SE = .0893$ $p = .0007$). The indirect effect of caregiver archetype on brand attitude through CRM was significant ($ab = .1681$, 95% CI .0687; .2768).

Through a quantitative study, we found that consumers think about the positive aspects of CRM programmes, namely the brand becomes a hero and also cares for the earth. This is indicated by hero archetype that has a significant effect on perception of CRM ($a = .5636$ $SE = .0795$ $p = .0000$), and caregiver archetype perception ($a = .4989$

$SE = .0623$ $p = .0000$). Positive perceptions of CRM have a positive effect on brand attitude ($b = .3960$ $SE = .0968$ $p = .0001$).

CONCLUSION

Cause-related marketing has become a trend in recent years; it contributes to resolving social problems and environmental conservation. Its success is determined by participation of consumers. Therefore, CRM does not only create a brand image, but can achieve social goals by engaging the consumers. The archetypal power of brand building cannot be denied, and major brands of the world have strong archetypal imaging (Mark & Pearson, 2001).

For centuries, people have loved hero stories. Being described as strong, noble hearted, handsome, fighting against evil, the hero ultimately emerges victorious (Campbell, 2004). In the real world, where there is evil and oppression of the weak, a

hero figure is needed, fighting to protect and defend the weak. In facing environmental and welfare sustainability, the brand emerges as a hero. Hero together with his followers helps people who lack resources. The image of a hero is very powerful; he is able to captivate the hearts of his followers who are also kind.

Brands are imaged as brave, strong-willed, help the weak, and be a winner. It fits well with CRM to achieve social agenda. Brand becomes the saviour of the earth. Therefore, in the end, brand does not only save the earth, but also sales.

Everyone has a caring instinct. Concern for the earth is manifested in the effort to care for the earth. Unlike the hero identified with violence, a caregiver is seen as tender. Which image is strong: hero or caregiver? Our research shows that brands are imaged as a hero and as a caregiver as well. Brand is brave but has a gentle heart. Brand saves the earth and also cares for the earth. Brand helps who needs, but also cares about them. It is not wrong if we say by taking care of earth, we save her from damage. Environmental sustainability will be created through the hands of hero and caregiver.

For the company, hero and caregiver personality have a positive effect on the brand. The implication for the company is to build a brand image depicting a hero or caregiver, make consumers perceive CRM as well and respond positively to CRM tactics, which will ultimately shape a positive brand attitude. Behaviour theory states that attitudes become predictive

of behaviour. Thus, it is expected when consumer purchase intention is higher, the company's social awareness and profit can be aligned.

This study sampled two brands, which is the limitation of this study. Therefore, the results are difficult to generalise in CRM programmes and do not rule out the possibility that the limited sample showed the hero and caregiver archetype as equally strong. Future research should look at bigger samples, different product types, and other consumer segments. Green advertising is the focus of the current researchers' next study. This is because research is needed to persuade consumers to be motivated to help others in need, care for the environment and save the planet for the future generation.

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