Advertising communication strategy for CRM product purchase: Mediating role of moral identity
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Introduction
For facilitating the purchase of CRM products from a pro-social point of view, it is necessary to stimulate the moral identity of consumers themselves. Moral identity is associated with pro-social behavior. Moral identity triggered by two different motivations depends on the "agentic-communal" tendency that is related to the moral behavior characteristics (Hardy, 2006; Hertz & Krettenauer, 2016; Winterich, Mittal & Ross Jr., 2009). Moral identity triggered AC tendency affects the range of consumer self consciousness. In other words, when presenting the beneficiaries of CRM product purchases, the effect of whether the beneficiary is in-group or out-group will be different depending on AC tendency. Therefore, the purpose of this study is to investigate whether the purchase intentions of CRM products differ depending on the interaction between social comparison (comparison with others, self comparison) and AC tendency. Also, the aim of this study is to investigate the effect of presenting the scope of beneficiaries as in or out groups to increase purchase intention.

Hypothesis 1. In the agentic condition, when consumer compare with themselves, intention to purchase the CRM product will be higher than when the beneficiary is in group rather out group. On the other hand, in the communal condition, when consumers compare with others, intention to purchase the CRM product will be higher than when the beneficiary is out group rather in group.

Hypothesis 2. Intentions to purchase CRM products based on social comparison, AC tendency, and beneficiary range will be mediated by moral identity.

Method
A total of 303 subjects (125 females, 177 males, 1 non respondent, mean age 36.01) were recruited through Amazon M-Turk. This study was designed as 2 (AC tendency) x 2 (Social comparison) x 2 (beneficiary range). This study presented "MonBest" water as a stimulant to the subjects and suggested the scenario that the system collecting plastic garbage in the sea (System 001) is supporting CRM activity at 10% of bottled water price.

Result
The results of three-way ANOVA showed that interaction of CRM product purchase intention with AC tendency, social comparison and beneficiary benefit were statistically significant (see Table 1). Therefore, Hypothesis 1 was supported. In order to confirm that the effects of AC tendency, social comparison, beneficiary benefit, CRM product purchase intention are mediated by moral identity, model 11 of PROCESS macro was applied to analysis (Preacher & Hayes, 2004). As a result of the analysis, it was confirmed that the purchase intention of the CRM product was mediated by moral identity (indirect effect = -.22, 95% CI = -.443 -.003). Therefore Hypothesis 2 was supported.

Discussion
This study confirms the importance of moral identity in purchase intention of CRM product, and it confirms that it depends on between social comparison to identify oneself and AC tendency of consumers. This study also has academic and practical implications by confirming that it is necessary to discriminate beneficiaries of CRM products according to social comparison and consumer's AC tendency.