



# Amanda Liew

Amanda's interest in civic engagement and business first began as a sophomore in high school. As a co-founder of an apparel company, Amanda leveraged the business' existing framework to launch a charity campaign called Change for Change. By collecting pocket change, investing it in T-shirts, and then reselling them to the community, she was able to triple the amount donated to building clean wells in Africa. Since coming to Penn, she has continued to further her passions by finding a crossroads between business and social impact. The summer after her freshman year, she helped the San Diego Foundation launch a high school philanthropy program. Her sophomore year she became a research assistant for a Social Impact class, and became involved in Habitat for Humanity as Co-Fundraising Chair. She served a full term as Co-President where she oversaw significant structural changes and new initiatives. Her Senior Capstone Project evaluated the relationship between consumers and Cause Related Marketing. Amanda will be graduating with a double concentration in Finance and Marketing. She will be continuing her journey at Jefferies, Co. following graduation.

## CAPSTONE PROJECT

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# “Cause Related Marketing & Consumer Behavior: The Role of Transparency”

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For the past thirty years, cause-related marketing (CRM) has been expanding rapidly and adding non-profit organizations to a conversation typically limited to companies and consumers. Traditionally with CRM, a for-profit company advertises to consumers that it will donate a portion of proceeds to a non-profit organization. Since its inception, CRM has been dubbed as a win-win-win scenario for companies, non-profits, and consumers alike. CRM provides non-profit organizations with additional funding, for-profit companies with increased sales and perceptions of goodwill, and consumers with an opportunity to support causes with their purchases. However, recent developments have indicated that consumers have become suspicious of companies' honesty and motivations with CRM campaigns. More specifically, consumers have noticed a lack of transparency regarding the end beneficiaries of the campaign's donation. Ultimately this study seeks to answer the question, “How does more detailed information about a campaign's end beneficiary impact consumer behavior?” Through extensive primary and secondary research, this study is able to conclude that more detailed information about a campaign's end beneficiary can result in stronger purchase intent, improved perceptions of favorability and price premiums, and a greater desire to share the product with others. Furthermore, product type can play a role in the strength behind some of these effects.