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battery that powers the motor, with water vapour being the only emission. Tata Motors has already developed next-gen clean, green fuel based commercial vehicles, such as the Magic Iris Electric, a zero emission commercial passenger vehicle which uses solar energy for supplementary charging, and the hybrid Starbus, a clean fuel solution for public transport.

Culture of innovation.

Innovation at Tata Motors goes deep beyond product and technology to encompass other aspects of operations such as marketing and customer service. The customers get the benefit of the Tata Motors' creative approach at various touch points. For example, the Tiago offers a virtual test drive app that uses motion and gesture recognition technology to give the user a virtual on-road driving experience, while also showcasing the car's noteworthy features. India's first service app –Tata Motors Connect – gives its customers a stress-free driving experience by connecting instantly to the dealer and workshop network through GPS navigation. VTabs is another new service-related application that tracks vehicles that come in to their service centres through RFID readers; this helps reduce time taken for servicing, thus directly benefiting the customers. Innovative thinking percolates through the organization in many ways. Their people engage with each other through creative platforms such as the enterprise social networking tool Yammer, informal networking sessions, learning sessions and webinars, etc.

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CONSUMER MORALITY FACTORS: DO THEY INFLUENCE THE INTENTION TO BUY A CAUSE-RELATED PRODUCT?

The aim of the study. The study aims to determine the influence of moral identity and moral emotions (anticipatory guilt, empathy) on consumer decision to buy cause-related products.

Analysis and results. Literature analysis allows concluding that the purchase of cause-related product is influenced by numerous factors (Meijer

and Schuyt, 2005; Langen, 2011; Chang 2008, 2011; Kim and Johnson, 2012). Also, it is recognized that the purchase of cause-related product can be considered as a moral act of an individual (a consumer). However, just very few studies analyze it through the prism of moral behaviour and attempt to see what factors are important in this case. Previous studies just suggest that moral identity is important in predicting moral behaviour of individuals (Aquino and Reed, 2002; Aquino et al., 2007; Detert et al., 2008; Reed et al., 2007; Reynolds and Ceranic, 2007). Other scholars concentrate on the importance of moral emotions as a factor affecting moral behaviour (Eisenberg, 1986; Batson, 1998; Hoffman, 2000). However, the analysis of influence of the moral emotions, anticipatory guilt and empathy on intention to buy cause-related product, is rather fragmented (Chang, 2011). Therefore this study aims to contribute to the knowledge about the influence of moral identity on intention to buy cause-related product and to some extent fill this research gap.

In the study, three main hypotheses are developed and tested:

H1: Empathy has a positive influence on the intention to buy a cause-related product. H2: Anticipatory guilt has a positive influence on the intention to buy a cause-related product. H3: Moral identity has a positive influence on the intention to buy a cause-related product.

Data was collected through consumer survey, performed in Lithuania. Respondents have been shown pre-tested message of charity advertisement, asking to support children in need. The research instrument measured intention to buy a cause-related product, anticipatory guilt, empathy and moral identity.

The hypotheses have been tested by performing multiple linear regression analysis, on the basis of prior reliability analysis and exploratory factor analysis.

The model of multiple linear regression was statistically significant ($F=56.175$, $p=0.000$, $R^2 = 0.225$). The three analyzed variables (moral identity, anticipatory guilt and empathy) had significant positive influence on the intention to buy a cause-related product, and the influence of the empathy was strongest ($b=0.351$). Therefore, H1, H2 and H3 hypotheses were supported.

Conclusions and directions for the further research. The study allows concluding that the three analyzed morality factors have significant influence on intention to buy cause-related product, thus confirming the possibility to analyze this situation in the theoretical context of moral behaviour.

However, the issue should be further analyzed; the most promising directions of research include manipulation of the donated sum as well as considering other types of charity objects (animals, nature preservation).

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ELEMENTS OF GAMIFICATION IN SOCIAL MARKETING CAMPAIGNS

The goal of this article is to present the essences of gamification and possibilities which are given by using it in the marketing work. Special attention was paid to activities of social marketing, which superior task is to pay direct attention to social problems, to change the social consciousness of given problem, to present the results of some behaviours and to support activities serving the change of attitudes.