Kingston University London

CAUSE-RELATED ALLIANCES BETWEEN BUSINESSES AND NONPROFIT ORGANISATIONS: ANTECEDENTS OF CONSUMER ATTITUDES

M. Mercedes Galan-Ladero, Clementina Galera-Casquet & Jaywant Singh University of Extremadura (Spain) & Kingston University London

The Study Methodology **DATA & ANALYSIS TECHNIQUE** . Cause Promotions Corporate . Corporate Social Marketing **Structured questionnaire - 456 valid** Social . Corporate Philanthropy responses; representative sample in **Testing causal relationships** Responsibility . Community Volunteering Spain in hypothesized pathways, (CSR) . Socially Responsible Business Practices Partial Least Squares (PLS) approach in and . Cause-Related Marketing (CRM) **Structural Equation Modeling (SEM)** Mediation effect > SmartPLS 2.0 software > ANOVA Cause-Related Marketing (CRM) refers to campaigns in which a company collaborates with a charity making a contribution to a specific cause in terms of the product sale or product use **CONCEPTUAL MODEL** Socio-(+ve) demographic **STUDY AIM GAP** characteristics (+ve) To investigate the antecedents of consumer attitudes Little is known towards CRM -> Understanding the causal about the (+ve) **Attitudes Values** relationship between: towards CRM antecedents of (+ve) . socio-demographic characteristics Consumer consumer . consumer susceptibility to interpersonal influence

Results

attitudes

towards CRM

MAIN FINDINGS

- > The importance attached to personal values plays a significant role in consumer attitudes towards Cause-Related Marketing.
- > Personal values mediate the relationship between consumer susceptibility to interpersonal influences and their attitudes towards Cause-Related marketing.
- > Socio-demographic characteristics do not have a significant influence on consumer attitudes towards Cause-Related Marketing, except for gender, and to a lesser degree, income.
- > Age and marital status have an indirect impact on the attitudes towards Cause-Related Marketing, via importance attached to values.

Study Contributions to Knowledge and Implications for Practice

. personal values

and consumer attitudes towards CRM

The study adds to knowledge in the domain of CRM:

- > Our conceptual model (based on antecedents of attitudes towards CRM) provides a significant extension to previous studies (Kropp et al., 1999) and its application in Spain.
- Our study adds to knowledge in the domain of cause-related marketing, specifically on the causal relationship between socio-demographic characteristics, consumer susceptibility to interpersonal influence, and personal values on consumer attitudes towards CRM

Our findings inform managerial decisions about the content and direction of the **CRM** campaigns:

susceptibility to

interpersonal

influence

(+ve)

- > A differential treatment according to socio-demographic variables by companies does not seem justified, considering the importance given by consumers to the values. Similarly, socio-demographic characteristics do not influence attitudes towards CRM, except gender and to a lesser extent, income.
- > Since a mediating effect of the importance given to values in the relationship between consumer susceptibility to interpersonal influence and consumer attitudes towards CRM is confirmed, companies should consider the importance that consumers give to different personal values, for their influence on attitudes towards CRM.

In turn, efforts to support CRM through social influences directly are not likely to be successful. However such efforts could have more impact if they are made through the values that ultimately affect attitudes towards CRM.