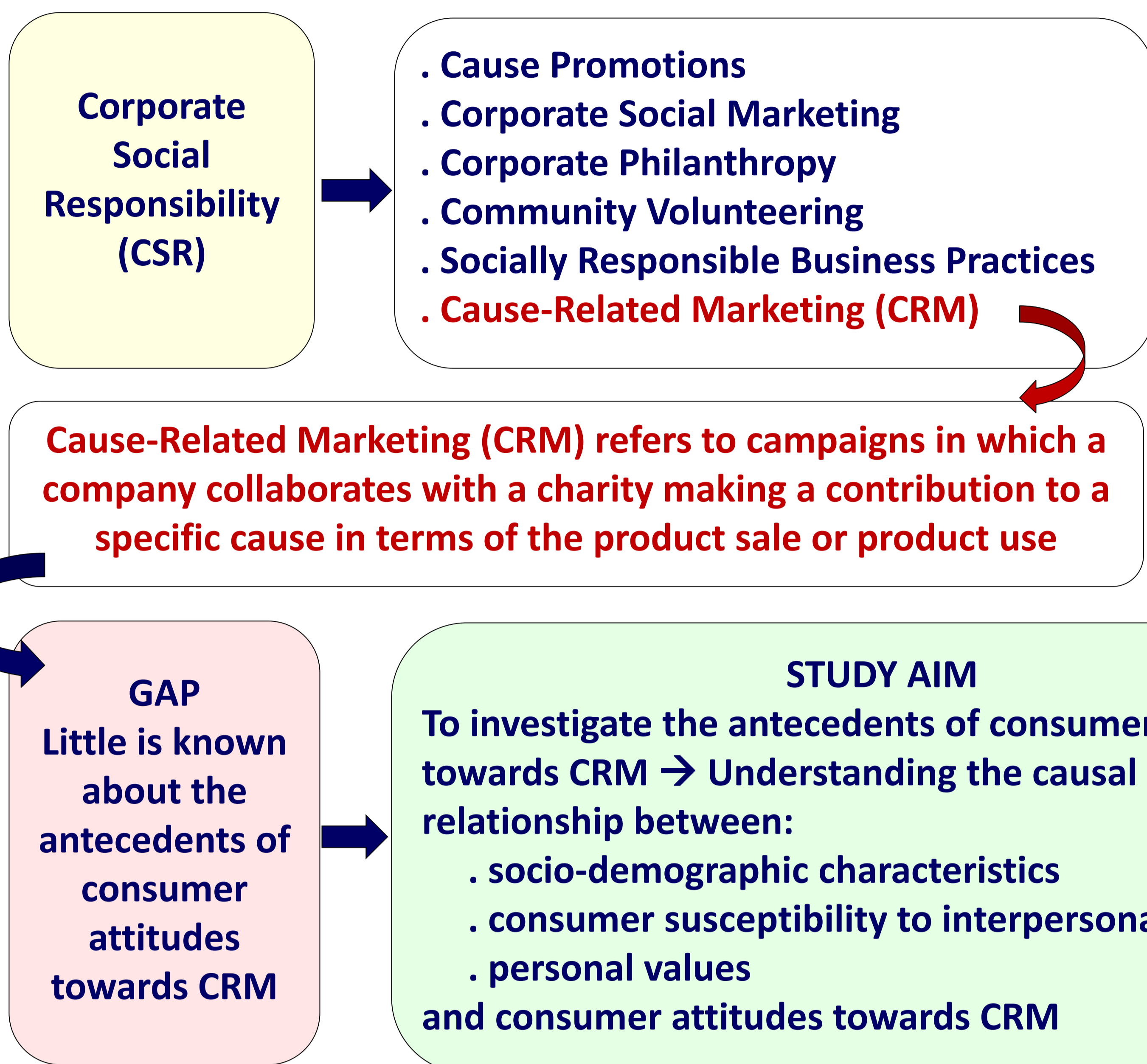


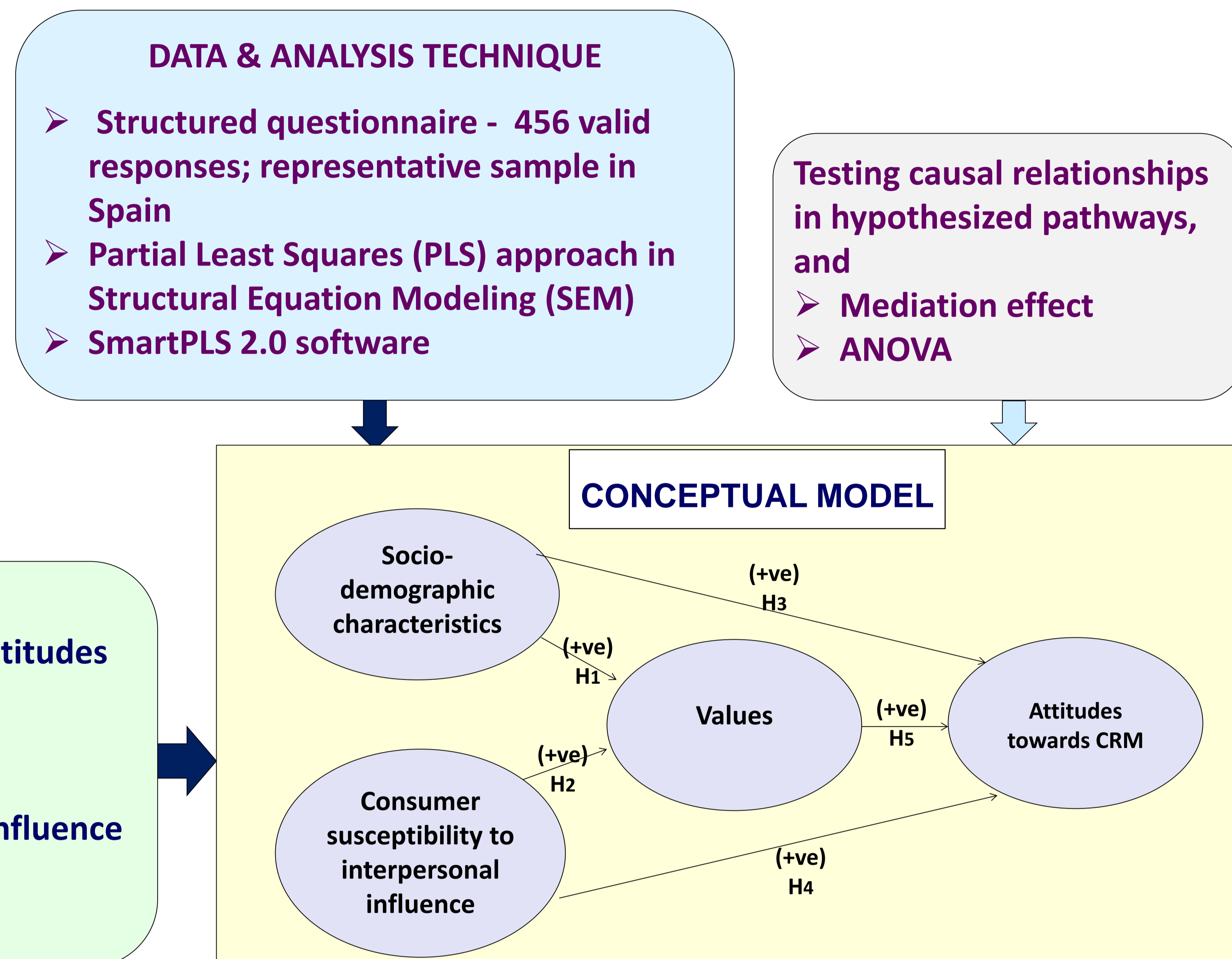
## CAUSE-RELATED ALLIANCES BETWEEN BUSINESSES AND NONPROFIT ORGANISATIONS: ANTECEDENTS OF CONSUMER ATTITUDES

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### The Study



### Methodology



### Results

#### 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

#### 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:

- 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.