

CAUSE-RELATED MARKETING AND CONSUMER ATTITUDE

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ABSTRACT

Purpose

The first objective was to find out to what extent consumers reveal an effect of cause-related marketing on consumer attitude. Second, the article seeks to assess the moderating role of Cause Company fit on the relationship between cause-related marketing and consumer attitude.

Design/Methodology/Approach

An experimental design with 110 participants was used.

Findings: The results show that CrM significantly enhanced the level of consumer attitude and cause-company fit is significantly influencing the CrM-Attitude relationship.

Research Limitations/Implications: First, all respondents were students from a Ganpat university. Second, the experiment done for a well known company called [P&G], so consumer having some prior attitude towards the company.

Practical Implications: If companies intend to create positive attitude through CrM they should select a cause which is suitably fit to the company.

Originality/Value: The added value of this paper is the link between cause-related marketing and consumer attitude. Moreover, a distinction is explicitly made for role of cause-company fit between CrM & consumer attitude.

KEYWORDS: Cause Related Marketing, Cause Company Fit, Experimentation, Paper Type Research Paper