

How Cause-Brand Fit effect on Attitude toward Cause Related Marketing: Roles of Brand Credibility and Altruistic Value

Syed Abbas Raza, Hina Yaqub Bhatti, Shazia Nauman

Riphah School of Business and Management, Riphah International University, Lahore, Pakistan

ABSTRACT

Purpose: Cause Related Marketing is one of the fastest-growing strategies among the corporate social responsibility initiative. This study investigated the impact of cause brand fit on attitude towards Cause Related Marketing with the mediating role of brand credibility and the moderating role of altruistic value.

Design/Methodology/Approach: In this study, 256 responses were received through online Google form, and data were collected from Lahore, Pakistan. To test descriptive analysis, Cronbach alpha, and correlation, SPSS was used. Mediation and moderation analysis was tested by Hayes PROCESS macro.

Findings/Results: The study found that cause brand fit was significantly related to attitude towards Cause Related Marketing. Brand credibility partially mediates the relationship between cause brand fit and attitude towards Cause Related Marketing. Further Altruistic value does not moderate the relationship between cause brand fit and brand credibility.

Practical Implications: This research help marketing managers to understand how to increase brand credibility through a Cause-Related Marketing campaign especially in the developing country context. This study also addresses future researches and recommendations in the area of Cause-Related Marketing.

Originality/Value: The novelty of this research lies in its comprehensive examination of the dynamics between cause brand fit, brand credibility, and consumer attitudes towards Cause Related Marketing (CRM) within a specific cultural and geographical context, namely Lahore, Pakistan.

Keywords: *Cause Related Marketing, Cause Brand Fit, Attitude towards Cause-Related Marketing, Brand Credibility, and Altruistic Value*