

## CAUSE-BRAND ASSOCIATION AND CONSUMER ATTITUDE: A REVIEW

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### ABSTRACT

*A Cause-brand association (CBA) refers to a marketing strategy of associating a brand with a social cause. Such a CBA can be as a result of Cause-related Marketing (CrM), cause promotion, cause advertising or Corporate Social Responsibility (CSR). This paper makes an attempt to review existing literature to explore the role of CBA on attitude formation towards the product and the brand. This paper also tries to understand the various determinants of the attitude formation and to examine their theoretical grounding.*

*The findings of the research suggest that CBA has a positive influence on attitude towards the association, the brand, the company and the cause which in turn enhances purchase intentions. It also revealed that the cause-brand fit, existing attitude towards brand & cause, level of familiarity of brand and cause, consumer characteristics like gender, self-construal and values, campaign characteristics like donation size, type of cause and duration of a campaign etc. are the important determinants of the attitude in the context of CBA.*

*With a paucity of review papers in the prior literature on CBA; the present study contributes to the body of literature by providing a comprehensive review of an elaborate study of attitude and its determinants with respect to CBA. The paper is beneficial to the future researchers to conduct a quantitative research to validate the determinants. Similarly, it is useful to the marketing practitioners to devise CBA strategies effectively.*

**Keywords:** *Cause-related Marketing, Corporate Social Responsibility, Cause-brand fit, Attitude.*

### Introduction:

The strategy of integrating a social cause in the marketing of a company or a brand has been well accepted by the marketers (Nan & Heo, 2007); (Edmondson & Lafferty, 2007) and can be referred to as Cause Related Marketing (CrM), Cause Promotion or Corporate Social Marketing (Drumwright, 1996). The practice of Cause Related Marketing (CrM) program began in the year 1983 with American Express which promised to donate towards a cause of the renovation of the Statue of Liberty and the success of the campaign provided an impetus to the proliferation of the strategy in various other developed nations and recently in some of the developing countries (Shiekh & Beise-Zee, 2011). Further,

combining Corporate Social Responsibility (CSR) of a firm with the marketing objectives can be a viable promotion strategy due to its positive effects on purchase intentions and other corporate benefits like improved brand image (Lichtenstein et al., 2004); (Lafferty B. , 2009). The growth and popularity of such social associations led to a long-term partnership in form of Cause-brand alliance between the brand and the charity (Edmondson & Lafferty, 2007). However, any such marketing effort that uses a social causes to promote a brand/ corporate can be successful only if the 'Cause-brand association' (CBA) is strong. The academic research in the area of marketing and consumer buying behaviour has supported the significance of using CrM. According to (Varadarajan & Menon, 1988), the CrM programs

can help a corporate or a brand to achieve various corporate and marketing objectives like increasing sales, enhancing brand awareness, recognition and image, facilitating market entry in new region & reducing negative publicity etc. Cause-brand associations can build brand equity (Hoeffler & Keller, 2002), can enhance corporate image (Shabbir et al, 2010); (Qamar, 2013) and brand credibility (Bigne-Alcaniz et al., 2009). Numerous researchers deliberated on consumers' responses towards the association. The majority of the studies proposed the effect of CBA on the consumer responses in terms of formation of a positive attitude towards the brand and the firm along with purchase intentions (Lafferty B. , 2009); (Pirsch, Gupta, & Grau, 2007); (Tsai, 2009). Likewise in the field of consumer buying behavior; attitude towards the brand and purchase intentions are two pivotal and widely researched constructs (Ostrom, 1969); (Bagozzi & Burnkrant, 1979). Despite the significance of the constructs, the existing literature on CBA has not provided a comprehensive review of the determinants of attitude formation towards the alliance. The majority of research papers in CBA is empirical with a handful of conceptual and review papers (Natarajan et al., 2016). Prior researchers have reviewed only CrM papers, however, the current study includes CSR associations. Furthermore, many papers have grounded the determinants of attitude and subsequent hypotheses using the theories of attitude, however prior research does not offer a concise review of the same.

Hence, the current study will add to the existing body of literature by presenting a comprehensive review of literature that has investigated attitude formation in the context of CBA and thereby proposing the important determinants of attitude in this regard.

#### Research Objectives:

- To study the present literature on the cause-brand association, including Cause-related marketing, CSR communication and social association of a firm and offer a comprehensive list of factors affecting attitude towards the alliance, the brand, the corporate and purchase intentions.
- To study the review of the theoretical grounding of the variables of attitude in the context of cause-brand association.

#### Research Methodology:

The paper adopts a systematic an in-depth literature review of the research papers published in the research journals from 1988 to 2017. The research papers are taken from various online databases viz. Ebsco, Emerald, JStor and Google Scholar etc. to assess the list of determinants of attitude in case of CBA.

#### Cause-brand association: Meaning, evolution and overlap with CSR & CRM:

The success of a campaign with a social cause depends on a strong Cause-brand association which, may comprise of Cause-related Marketing (CrM), cause promotion, cause-brand alliance or CSR. (Varadarajan & Menon, 1988) defined CrM as a process of developing a marketing program wherein firm promises to donate a part or a percentage of the proceeds of profit or revenue earned when consumers purchase a product to a chosen social cause. The definition highlights the transactional nature of the CrM programs wherein a consumer is required to purchase a brand to enable a donation to the charity and the donation amount is linked to the sales/ profits of the firm. Thus, the strategy although includes a social cause; it focuses on achieving marketing objectives. The definition and concept elaboration has been referred to and provided the foundation for many subsequent researches (Webb & Mohr, 1998); (Strahilevitz, 1999); (Pracejus & Olsen, 2004); (Edmondson & Lafferty, 2014). Later, three types of CrM were identified viz. transaction-based promotions, joint promotions and licensing of names and logos of non-profit organisations to the corporate (Andreasen, 1996). Being a marketing program, CrM campaigns have been frequently promoted through mass media e.g. American Express Company spent \$6 million on a national campaign in the year 1983 (Varadarajan & Menon, 1988) thus, advertising and promotion were considered as the quintessential of CrM programs. This led to advancement further research on the pre-requisites, processing and effects of advertising with social dimensions or inclusion of social causes (Drumwright, 1996); (Berger et al., 1999). Consequently, another phase of literature examined the CSR communication in place of CRM (Brown and Dacin, 1997); (Sen & Bhattacharya, 2001); (Mohr, Webb, & Harris, 2001), (Bhattacharya & Sen, 2004); (Nan & Heo, 2007). Additionally, several researches acknowledged that CrM is a part of CSR (Bronn & Vrioni, 2001); (Kotler & Lee, 2004); (Kim, Kim, & Han, 2005) and signifies cause specificity of CSR (Sheikh & Beise-Zee, 2011); (Jahdi, 2014). Further, two approaches towards CSR programs were suggested viz. institutionalised and promotional, depending on the nature of alliance (Pirsch, Gupta, & Grau, 2007). Another noteworthy classification of all social associations of a brand or a corporate broadly divides all social initiatives into two major categories as 'marketing oriented' and those which 'express corporate values and objectives' (Kotler & Lee, 2004); (Kotler, Hessekiel, & Lee, 2012). The marketing oriented are further categorised into Cause Promotion (CP), Cause Related Marketing (CrM) and Corporate Social Marketing (CSM). Thus, over years, the strategy of linking a brand/ corporate with a social cause has evolved from a short-term sales promotion technique to a long-term cause-brand alliance. Such cause-brand

association can help a brand to create a sustainable positioning and create an enduring bond with the customers (Lafferty et al., 2004). Hence, all types of social associations of a brand with a marketing objective can be termed as Cause-brand associations.

A Cause-brand association has a positive influence on other consumer responses along with an effect on purchase intentions. It has a positive impact on intent to participate (Hou, Du, & Li, 2008); (Grau & Folse, 2007); intent to volunteer for the cause (Samu & Wymer, 2014); intent to contribute (Samu & Wymer, 2009). CBA also helps to change consumer behaviour pattern (Bhattacharya & Sen, 2004); build consumers' resilience towards negative publicity (Varadarajan & Menon, 1988); Du et al., 2010); support consumer advocacy through Word of Mouth (Hou, Du, & Li, 2008) and willingness to pay price premium (Arora & Henderson, 2007); (Bhattacharya & Sen, 2004). The research also shows that CBA helps to build customer loyalty (Adiwijaya & Fauzan, 2012), more in the case of institutionalised CSR than the promotional type of CSR (Pirsch, Gupta, & Grau, 2007) and brand equity (Hoeffler & Keller, 2002).

Some of the extensively researched consumer responses in the context of cause-brand association are an attitude towards the association, towards the brand or the firm pursuing the strategy and purchase intentions. Therefore, a deeper understanding of attitude as a construct and its theoretical framework is imperative prior to an in-depth study of the determinants of attitude in case of CBA.

### **A Snippet of attitude theories:**

A study of the consumer attitude formation is a significant research area due to its usefulness in predicting consumer behaviour (Mitchell & Olson, 1981) and Olson, 1981). An attitude is an enduring evaluation of a person or group of individuals towards an object or person or an event (Solomon, 2010). An Attitude also refers to the consistent favourable or unfavourable learned predisposition towards an object (Schiffman et al., 2010). Moreover, the attitude is different from the specific behavioural intentions (Fishbein & Ajzen, 1975). Such behavioural intention is the immediate and the best determinant of the corresponding explicit behaviour. (Ajzen & Madden, 1986); (Bagozzi & Burnkrant, 1979); (Spears & Singh, 2004). Further, the behavioural-intentions models proposed by (Fishbein, An investigation of the relationships between beliefs about an object and the attitude toward that object, 1963) elaborated that behavioural intentions consist of an attitude towards a behaviour and subjective norm (Bonfield, 1974). Also the strength of attitude in terms of its certainty, importance, knowledge and accessibility etc. have a differential impact on behaviour intentions (Fazio & Olson, 2003). Much of the research in consumer behavior regarding attitude-behaviour is drawn from

psychology and organization behavior. In this regards, some of the frequently researched theoretical paradigms are Learning theory, Cognitive Consistency theory, Attribution theory and Attitude Accessibility theory (Ostrom, 1969).

Further, in context of attitude formation and change of attitude; role of the persuasive communication like advertising was deliberated. The early theorists assumed that an attitude change is a result of active cognitive learning, however, later researchers emphasised on the role individual's thoughts and the level of processing (Greenwald, 1968). On these lines, two important models that are widely used in consumer behaviour to study role of persuasive communication in attitude formation and attitude change are Elaboration of Likelihood Model (ELM) by (Petty & Cacioppo, 1986) and Heuristics and Systematic Processing (HSM) Theory by (Chaiken, 1980). Both are dual-processing theories and propose two ways of processing of persuasive messages viz. the standard cognitive learning or using some judgmental clues based on ability and motivation to process the communication (Petty et al., 1983). Additionally, an attitude towards an advertisement mediates the relationship of brand attitude and purchase intentions thus the contents of the advertising message have a significant impact on attitude and purchase intentions (Holbrook, 1978). The level of brand familiarity (Miller, Maziz, & Wright, 1971); (Homer, 2006), level of involvement (Petty et al., 1983); (Rose, Miniard, & Bhatla, 1990) and the visual and verbal information of the advertisement (Mitchell, 1986) have positive influence on the attitude formation.

Consequently, an attitude in context of cause-brand association can be explored as attitude formed towards a company, a brand, the association and a cause/charity after associating a brand to a cause. The study of attitude theories propose that an addition of a social cause in an advertisement will enhance the cognition and affect towards the brand thereby forming positive attitude towards the brand and further influencing purchase intentions. The theories have also proposed the significance of the determinants of the advertisements which can be further researched in context of CBA. Hence, this study of theoretical framework of attitude will help in better understanding of the theoretical grounding of the determinants of attitude in case of CBA.

### **Determinants of attitude in context of CBA:**

Attitude is one of the widely researched dependent variables in the literature on the cause-brand association. A comprehensive list of studies that have investigated the effect of CBA on attitude towards the alliance, brand, company, cause and purchase intentions (PI) is presented in Table No. 1. The attitude towards the brand and the company and

purchase intentions are frequently researched constructs as compared to attitude towards the association and the cause (See Table No. I). Further, a review of the variables influencing attitude in the context of cause-brand association indicates that the fit between the brand/company and the cause/charity is one of the widely researched determinants of the attitude towards CBA (See Table No. I). The cause-brand fit refers to the degree of similarity and compatibility between the both which is also referred as product-cause relatedness (Kim, Kim, & Han, 2005), sponsor-cause congruence (Roy, 2010), cause-brand perceived fit (Lafferty B. , 2009). Various studies posit that the higher level of cause-brand fit enhances the attitude towards CBA (Basil and Herr, 2006; (Samu & Wymer, 2014), (Chéron, Kohlbacher, & Kusuma, 2012) while few studies have refuted such impact (Lafferty B. A., 2007) (Lafferty B. , 2009) (Moosmayer & Fuljahn, 2010).

Drawing from the attitude theories, the message of the advertisements of CBA (Samu & Wymer, 2014), the level of brand familiarity (Anridho & Liao, 2013); (Edmondson & Lafferty, 2014), the level of cause affinity (Barone et al., 2007) and the type of cause (Grau & Folse, 2007) influence the attitude in CBA. Also, the repetition of the advertising message enhances the attitude (Zajonc, 1968) therefore the longer duration of the campaigns with CBA has a positive impact on attitude (Trimble & Holmes, 2013). The larger donations towards charity are more preferred too (Dahl & Lavack, 1995).

The findings also point out to the importance of consumer characteristics. The heterogeneity among consumers leads to varied responses towards the strategy of CBA (Bhattacharya & Sen, 2004). Among the demographic variables, gender is found to be significant while age, education and income do not have an influence on attitude. Women are more likely to form a positive attitude towards CBA (Berger et al., 1999; (Moosmayer & Fuljahn, 2010). (Hyllegard, Yan, Ogle, & Attmann, 2011) found that gender does not influence attitude but positively effects purchase intentions. Consumer values like hedonism, utilitarian, individualism and collectivism have the impact on purchase intentions (Chang & Cheng, 2015). The interaction of consumers' self-construal and type of product (frivolous & practical), proposes that consumers having an interdependent self-construal will have more positive attitude towards practical products and independent self-construal consumers will have a positive attitude towards frivolous products (Kim & Kim, 2016).

These antecedents of CBA and their impact find their justification in various attitude theories. A large number of studies in CBA have also grounded their variables and hypotheses using the theories of attitude. Hence, the current study has further examined the theoretical foundation of the determinants of the attitude of CBA.

### **A Study of theories of attitude and cause-brand Association: Discussion:**

Various researchers have explored the theories of attitude to explain the determinants and their effect on attitude. In this context, the effect of existing attitude towards the brand (Lafferty et al., 2004); (Lafferty & Edmondson, 2009), company reputation (Dean, 2004) and prior experience with brand (Tsai, 2009) are found to have positive relationship with the attitude formed towards the alliance after inclusion of the social cause. The theory of Information Integration (Anderson, 1981) explains such integration of social cause (Gupta & Pirsch, 2006); Edmondson and (Lafferty B. A., 2007); (Lafferty et.al, 2004); (Lafferty & Edmondson, 2009). The theory posits that the consumers receive, analyse and interpret the new information in the background of the existing attitude, thereby impacting the new attitude formed post-CBA. Furthermore, according to the Attitude Accessibility theory, the familiar brands are more easily retrieved from the memory as compared to unfamiliar brands (Fazio et al., 1989) hence, justifying the impact of brand familiarity and cause familiarity on the alliance (Edmondson & Lafferty, 2007); (Edmondson & Lafferty, 2014); (Lafferty et.al, 2004); (Lafferty & Edmondson, 2009). Likewise, (Basil & Herr, 2006) proposed that a positive pre-existing attitude towards the brand, a positive pre-existing attitude towards the charity and higher level of the fit between charity and the brand can influence the attitude towards the alliance. Such a composite impact is explained through the Balance Theory (Heider, Attitudes and cognitive organization., 1946), (Heider, 1958); which also postulates than an individual seeks to maintain a balance between attitude structures amongst his own thoughts, perception towards other objects or individuals. Hence, the fit between two cognitions will lead to a higher attitude formation. Likewise, the Social Judgement theory explains the effect of persuasive communication like advertising on the change of attitude (Sherif & Hovland, 1961) through assimilation (positive relation between the existing attitude and new information) and contrast (a negative relationship between existing attitude and new information). Hence, with an exposure to CBA, a consumer is likely to change attitude towards the brand or the firm based on the existing assessment of the brand/ firm (Dean, 2004). The process of attitude formation is also explained using the principles of associative learning with paradigms of classical conditioning (Staats & Staats, 1958) wherein repetition of the association enhances the attitude. Using this rationale, (Till & Nowak, 2000) put forward the recommendations for future alliances with a social cause. The Cognitive Consistency theories viz. Balance theory (Heider, 1946) and Congruity Theories (Osgood & Tannenbaum, 1955) explain the

relevance of the congruence between the individuals or objects. The effect of a congruence between the brand and the charity on the attitude towards the corporate pursuing CBA has been examined and it is found that the higher congruence generates higher impact on attitude formation (Edmondson & Lafferty, 2007); (Lafferty et al, 2004); (Goldsmith & Yimin, 2014).

Consumers' attribution towards the company's motives is found to be another important determinant that influences attitude (Barone et al., 2000); Dean, 2004; (Tsai, 2009); (Bigne-Alcaniz et al., (Bigné-Alcañiz, Cáceres, & Pérez, 2010) 2010); (Moosmayer & Fuljahn, 2010); (Moosmayer & Fuljahn, 2013) (Samu & Wymer, 2014); (Goldsmith & Yimin, 2014). According to the attribution theory, people tend to assign reasons or provide an explanation to an event (Heider, 1958); (Kelly, 1973). In the case of a cause-brand association, consumers tend to attribute reasons behind the company's motivation based on their existing reputation of the company as either altruistic or selfish and predict their attitude and behaviour towards the brand/ company (Dean, 2004); (Tsai, 2009). Numerous researches have explored the moderating/ mediating effect of consumers' attributions on the evaluation of CrM/CBA using the attribution theory. Further, the processing of the advertisement with a cause claim was studied in context of Elaboration of Likelihood model (Petty & Cacioppo, 1986) and Heuristic Systematic Model (HSM) (Chaiken, 1980) and proposed that inclusion of cause claim acts as a peripheral clue in case of low involvement processing (Berger, Cunningham, & Kozinets, 1999)

### Conclusion:

A strategy of "Doing better by Doing Good" can be manifested in Cause-brand association (CBA) which aims to achieve two objectives – supporting a worthy social cause and improving corporate performance (Varadrajana and Menon, 1988). The practice of CBA began as Cause Related Marketing (CrM) program wherein the donation to the charity was linked to the consumers purchasing the product. Further, the proliferation of CrM lead to various forms of CrM viz. transaction-based, licensing and joint-promotion. Later, CrM was emerged as a long-term association in form cause-brand alliance (Lafferty B. , 2009). Likewise, a set of studies evaluated consumer responses towards the inclusion of Corporate Social Responsibility (CSR) in marketing (Brown & Dacin, 1997); (Sen, Du, & Bhattacharya, 2016). In this context of various forms of social associations of the brand, (Kotler & Lee, Best of Breed-When it comes to gaining a market edge while supporting a social cause, 'corporate social marketing' leads the pack, 2004); (Kotler & Lee, 2008) provides a classification of CSR initiatives of a corporate as marketing oriented and

those which express corporate values. Hence, with prevalent several forms of associations between a corporate and a social cause, the present paper proposes that a strategy of linking a brand to a social cause with marketing objectives can be referred to as a Cause-brand association (CBA).

CBA has been an area academic of interest due to its positive impact on consumer attitude and purchase intentions. The findings suggest that a majority of studies in CBA have examined an attitude formation towards the brand, the company and on purchase intentions while few have investigated attitude towards association/ CrM and towards cause as dependent variables.

Further, the paper evaluates the determinants of attitude with respect to CBA. The perceived fit between the cause and the brand is found to be the most extensively researched variable which has a positive relation with the attitude. However, few studies have also countered this impact (Lafferty B. A., 2007). The brand & cause familiarity and existing attitude towards brand and cause affinity have also been found to be significant influencers of attitude formation. Consumers are more likely to form the positive attitude towards the alliance/ the brand/ the company when their existing attitude towards the brand is positive and they have high cause affinity.

Although CBA is a marketing strategy, it is also aimed at achieving social objectives of an organisation. With the widespread use of the strategy, consumers may look the strategy with skepticism. In this context, how consumers perceive the motivations of the company has been found to be a significant determinant of attitude. Consumers tend to attribute the motives as either altruistic or self-benefitting. Several studies have propounded the effect on such consumer attribution on attitude in CBA using the theory of Attribution.

CBA typically involves a communication and promotion thus an advertising campaign is a part of CBA. In this regards, the campaign characteristics like message characteristics (buy/ information), donation size, duration of the campaign and type of donation have been found to be important determinants of attitude and purchase intentions. Further, the diversity among consumers has been one of the interesting areas in CBA. It is found that women are more likely to form a positive attitude towards CBA as compared men. Although, rest demographic factors have not been found significant; consumers' values, self-construal and culture have an impact. Further, in the case of processing of the advertisements with social cause; the theory of ELM & HSM have been referred and proposed that a cause claim acts an executional cue which increases perceived involvement in the ad thus influencing attitude.

Thus, the paper is an attempt to bring together the present literature on cause-brand association and

attitude. The findings and contributions of the paper will be useful to the future researchers as it provides a comprehensive theoretical grounding of the determinants of CBA.

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**Table 1: Determinants of attitude in Cause-Brand Association (CBA)**

Sr. No.	Year	Author & year of publication	Dependent variable as attitude toward				Purchase intentions	Determinant of attitude
			Alliance/ CrM	Brand	Comp any/ Firm	Cause		
1	1999	Berger et al.		✓			✓	Cause attitude, perceived involvement and perceived argument quality
2	2000	Till & Nowak	✓					Conceptual paper using classical conditioning principles
3	2003	Dean		✓				Type of donation and reputation of the firm
4	2004	Barone et al.	✓					Brand-cause fit moderated by cause affinity and consumers' perception of the firm's motives
5	2004	Lafferty et al.	✓	✓			✓	pre-attitude towards cause, pre-attitude towards cause, brand name fit, product category fit with a moderation of cause familiarity
6	2006	Basil & Herr	✓		✓			existing firm attitude, attitude towards charity and fit between firm and charity
7	2006	Gupta & Pirsch			✓		✓	Company-cause fit with a moderation of customer-company and customer-cause congruence and attitude towards the sponsoring company

Sr. No.	Year	Author & year of publication	Dependent variable as attitude toward				Purchase intentions	Determinant of attitude
			Alliance/ CrM	Brand	Company/ Firm	Cause		
8	2007	Nan & Heo		✓	✓			Cause-brand fit, brand conscious consumers
9	2007	Pirsch et al.			✓		✓	type of CSR program (promotional/ institutionalised)
10	2007	Edmondson & Lafferty	✓	✓			✓	Brand familiarity, brand importance, cause importance & cause-brand fit
11	2007	Lafferty		✓	✓		✓	cause importance, corporate credibility& cause fit
12	2008	Hou et al.		✓	✓		✓	Cause-brand fit, cause importance, cause proximity, congruence between firm's product and cause
13	2009	Lafferty & Edmondson	✓	✓	✓	✓	✓	Familiarity of brand, familiarity of cause, cause importance
14	2009	Lafferty		✓	✓	✓		brand familiarity, cause importance
15	2009	Samu & Wymer		✓		✓	✓	Perceived cause-brand fit, ad execution elements (dominance - cause/ brand)
16	2010	Roy			✓		✓	congruency of sponsor-cause, type of sponsor
17	2010	Moosmayer & Fuljahn		✓	✓	✓		Consumer perception of firm behaviour, gender (women), goodwill towards CrM, donation size
18	2010	Tangari et al.	✓	✓			✓	Effect of temporal framing of CrM ad, moderated by consumers temporal orientation, attitude towards campaign
19	2010	Zdravkovic et al.	✓	✓				fit (marketing strategy fit, prominence fit), familiarity with the cause
20	2011	Hyllegard et al.		✓			✓	Attitude towards brand, subjective norm, evaluation of advertisement & involvement in social cause
21	2011	Sheikh & Beise-Zee			✓			CSR, CrM with moderating variables - customer-company congruence, customer-cause affinity & company-cause fit
22	2013	Baghi & Gabrielli		✓			✓	Awareness of non-profit brand
23	2013	Qamar		✓			✓	CrM, corporate image, consumer attitude and brand attractiveness
24	2013	Anridho & Liao		✓				brand credibility , existing positive attitude towards the brand , fit between cause and brand & a local cause
25	2013	Ferle et al.	✓					Consumers from USA & India, national / international cause, company undertaking the initiative
26	2013	Trimble & Holmes			✓			Congruence, cause prevalence (repetition) leading to level of acceptance

Sr. No.	Year	Author & year of publication	Dependent variable as attitude toward				Purchase intentions	Determinant of attitude
			Alliance/ CrM	Brand	Company/ Firm	Cause		
27	2014	Edmondson & Lafferty		✓			✓	Brand familiarity, brand importance, cause importance & cause-brand fit
28	2014	Lafferty & Edmondson		✓			✓	cause category (health, human service, animal, and environment), brand familiarity, cause importance
29	2015	Ladero et al.	✓					socio-demographic characteristics viz. gender & consumer susceptibility to interpersonal influence leading to values
30	2016	Melero & Montaner		✓			✓	type of product (utilitarian, hedonic), perceived fit between product and cause
31	2016	Kim N. & Kim S.		✓				product type (practical / frivolous), donation (company's products / cash), consumers self-construal

Source: Developed by authors

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