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**THE EFFECT OF CAUSE-RELATED
MARKETING CAMPAIGN AND CONSUMER-
RELATED ANTECEDENTS ON CONSUMER
RESPONSES**

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ABSTRACT

This research aimed to study the impact of the Cause-related Marketing (CRM) strategy on consumers responses. Based on signaling theory, pro-social behavior theory, the theory of reasoned action, and attribution theory, campaign-related, and consumer-related antecedents effect to create brand attitudes and intentions to purchase a cause-related brand were examined. The current research examined the role of three moderating variables to eliminate the attitudes-intentions gap within the CRM context, consumers involvement, skepticism, and attribution of corporate motives. In the context of Egyptian consumers, the researcher surveyed quantitatively 738 participants from the middle to upper social class consumers by applying quota sampling. SPSS and Smart PLS software were used test research hypotheses. For campaign-related antecedents, the research reported the support of the hypotheses of hedonic product type, donation magnitude, brand-cause fit (image-fit and function fit) and brand attitude. While the hypotheses related to the effect of cause proximity and utilitarian product type on brand attitudes were rejected. While proximity, product type (hedonic and utilitarian), donation magnitude, and the brand-image fit affect the intentions to purchase, only brand-function fit did not affect consumers intentions to purchase a cause-related brand. For consumer-related antecedents, the research reported the support for hypotheses related to consumers altruism and religiosity (intrinsic and extrinsic), while the consumers participation was not found to affect brand attitudes. While consumers participation, altruism, and religiosity in both forms affect intentions to purchase, brand attitudes affected

intentions to purchase. For the role of moderation, cause involvement, other-centered attribution of corporate motives was found to moderate the relationship between brand attitudes and purchase intentions, while skepticism and self-centered attribution of corporate motives negatively moderate the relationship between brand attitudes and purchase intentions. The findings of this research have both practical and social implications for academics and practitioners alike. Successful campaigns should include the most influencing factors for brand attitudes and purchase intentions. Consumers who are altruistic and religious should be the target of these campaigns.