

The effects of cause-related marketing on customers' attitudes and buying behavior

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Abstrak

Firms increasingly concentrate their Corporate Social Responsibility strategies within marketing by implementing Cause-Related Marketing programs. Especially against the background of an increased marketing accountability, Denise Steckstor develops a comprehensive model of Cause-Related Marketing determinants and customer attitudes as well as behavior and validates it on the basis of a quasi-experimental field study. She shows that Cause-Related Marketing programs can, additionally to generating donations for the not-for-profit partner, contribute to achieving central marketing goals. Based on her findings, she provides an overview for marketing managers on how to effectively design and manage Cause-Related Marketing programs.