

## **The Mediation Roles of Brand Credibility and Attitude on the Performance of Cause-Related Marketing**

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### **Abstract**

*Cause-related marketing is a way for a company in establishing long-term differentiation from its competitors and adding value to the corporate brand. It is also one of effective positioning strategies that can create favorable brand images and maintain a competitive advantage of the firm. The objectives of this study are firstly to investigate the effects of cause-brand fit and credibility, brand attitude, and participation intentions, and secondarily to identify the location on the inter-relationships among brand credibility, brand attitude, and participation intentions in cause-related marketing. This study used 2 (cause-brand fit: high and low) x 3 (location: developing, undeveloped, and developed countries) factorial design to test 9 hypotheses. The results of this study indicate that the credibility and attitude toward the brand tend to become more positive when the fitness between cause and brand are high and when the implementation of cause-related marketing campaign is in the local area (home country) than in non-local area (foreign country). Furthermore, consumers' attitude toward the brand and consumers' intentions to participate in cause-related marketing campaign tend to become more positive when the brand is highly credible and the consumers' attitude toward the brand is positive.*

*Keywords: cause-brand fit, location, brand credibility, brand attitude, participation intentions*