



Faculty of Commerce
Business Administration Department

**The Role of Brand Loyalty and Corporate Image as Mediating Variables in
the Relationship between Cause-Related Marketing and Consumer Re-
Purchasing Decision**

دور الولاء للعلامة والصورة الذهنية للشركة كمتغيرين وسيطين في العلاقة بين التسويق المرتبط بالقضايا
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Abstract

The purpose of this research is to investigate the relationship between Cause-related marketing as an independent variable and consumer repurchasing decision as a dependent variable through the mediating variables (brand loyalty, corporate image). This research depended on two main dimensions in measuring Cause-related marketing campaigns (brand/ cause fit and donation size), one dimension in measuring brand loyalty (potential switching/ nonswitching to competitors) and one dimension in measuring the corporate image (corporate credibility dimension “Expertise, trustworthiness, and likability”). As the field study depended on two different scenarios; the first scenario is applied to the bottled water sector, while the second scenario is applied to the sportswear sector. A quantitative approach is employed, using 5-point Likert scale questionnaire administered to 384 participants for each scenario. Structural Equation Modeling is carried out using “AMOS” technique to evaluate the results, as well as applying the “Independent samples T-test” to test the differences between the two scenarios. The results proved in the two scenarios that Cause-related marketing Campaigns impact the consumer repurchasing decision with the major mediating role for corporate image. Meanwhile, the results in the first scenario reflected that the relation between Cause-related marketing and brand loyalty is insignificant, which means that there is no relationship between Cause-related marketing campaigns and consumer repurchasing decision mediated by brand loyalty. It can be inferred that Cause-related marketing campaigns do not affect consumer repurchasing decision in the presence of brand loyalty. The research outcomes approve the research conceptual framework highlights that Cause-related marketing campaigns are a critical element that will impact consumer repurchasing decision. As well as, the research findings contributed to the literature on Cause-related marketing, consumer repurchasing decision, brand loyalty and corporate image.

Key words: Cause –related marketing - brand loyalty - corporate image - repurchasing decision.

ملخص

يهدف هذا البحث الى دراسة العلاقة بين حملات التسويق المرتبط بقضايا مجتمعية كمتغير مستقل واعادة القرار الشرائي للمستهلك كمتغير تابع و ذلك من خلال متغيرين وسيطين هما : الولاء للعلامة التجارية و الصورة الذهنية للشركة. و قد اعتمد هذا البحث فى قياس حملات التسويق المرتبط بقضايا مجتمعية على بعدين رئيسيين و هم (ملائمة الحملة و حجم التبرع)، كما اعتمد البحث فى قياس الولاء للعلامة على البعد التالى: (احتمال التحول/ عدم التحول للمنافسين). كما يقيس البحث الصورة الذهنية للشركة بالاعتماد علي (مصادقية الشركة و التى تشمل: الاعجاب و الثقة و تجربة او خبرة الشراء). و لقد تم قياس العلاقة بين حملات التسويق المرتبط بقضايا مجتمعية واعادة القرار الشرائي للمستهلك من خلال اعطاء نموذجين افتراضيين الاول موجه لمستهلكى المياه المعبأة فى القاهرة الكبرى والثانى موجه لعملاء متاجر الملابس الرياضية داخل القاهرة الكبرى وكذلك اعتمد البحث على المنهج الوصفى التحليلي باستخدام قائمة استقصاء و مقياس ليكرت و سوف يتم استقصاء 384 مفردة لكل نموذج افتراضي. و لاعداد المقاييس التى تم استخدامها فى هذا البحث فانه تمت الاستعانة بمقاييس تم استخدامها فى دراسات سابقة و تم تكيفها للاستخدام فى هذا البحث. و قام الباحث بتحليل النتائج من خلال استخدام تحليل AMOS و تحليل T-Test .

توصلت الدراسة الى انه توجد علاقة ذات دلالة معنوية بين حملات التسويق المرتبط بقضايا مجتمعية و اعادة قرار الشراء فى وجود الصورة الذهنية للشركة كمتغير وسيط . بينما اظهرت نتائج الدراسة انه لا توجد علاقة ذات دلالة معنوية بين حملات التسويق المرتبط بقضايا مجتمعية و اعادة قرار الشراء فى وجود الولاء للعلامة التجارية للشركة كمتغير وسيط.

مصطلحات الدراسة : التسويق المرتبط بالقضايا المجتمعية - الولاء للعلامة التجارية - الصورة الذهنية للشركة - اعادة القرار الشرائي.

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Research Terminologies

Terminology	Abbreviation	Definition
Cause-related marketing	CRM	A sales strategy that companies use to enhance the success of a product by engaging a donation to the product's price for the support of a charitable cause (Kleber et al., 2016).
Corporate social responsibility	CSR	The concept where businesses go beyond legal requirements to reconcile between financial commitments and social expectations, spreading business ethics and values of "paying back to society (Chang and Liu, 2012).
Social marketing	SM	The use of commercial marketing concepts and tools in programs designed to influence individuals' behavior to improve their well-being and that of society (Kotler P. and Armstrong G., 2016).
The fit between a brand and a cause	Brand- Cause fit	The degree of acceptance of the pairing of the brand and the cause, from the consumers' point of view (Kusuma, 2012).

The Donation amount	Donation size	The amount of money donated to the sponsored charity from every single purchase as it is expressed in absolute amounts or percentages (Kleber et al., 2016).
Brand Loyalty	Brand Loyalty	High commitment to repurchase a favorable product or service systematically in the future, so it is considered as repeating purchasing the same brand (Hameed, 2013)
Corporate image	Corporate image	It is the sum of feelings, ideas, beliefs, knowledge, impressions, and values towards a corporation, it's the variety of interactions and experiences which is created to influence stakeholders' perceptions (Tran. et al., 2015).
Consumer repurchasing decision	Consumer repurchasing decision	The extent to which customers are purchasing the same product or service from the same provider (Trigueiros, 2015)

1. Chapter One: General Framework of the Research

1.1 Introduction

1.2 Pilot study

1.3 Research Problem

1.4 Research objectives

1.5 Research Hypotheses

1.6 Proposed Research Model

1.7 Research Variables

1.8 Research Framework

1.9 Structure of the Research