



**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.

# 1. Table of Contents

<b>1. Chapter One: General Framework of the Research .....</b>	<b>3</b>
1.1 Introduction: .....	4
1.2 Pilot study:.....	6
1.3 Research Problem:.....	8
1.3.1 Research questions: .....	8
1.4 Research objectives .....	9
1.5 Research Hypotheses.....	9
1.6 Proposed Research Framework: .....	11
1.7 Research variables.....	12
1.8 Research Framework:.....	13
1.9 Structure of the Research: .....	13
<b>2. Chapter Two: Cause-Related Marketing .....</b>	<b>14</b>
2.1 Introduction .....	15
2.2 Cause-related marketing defined.....	15
2.2.1Corporate Social Responsibility, Social Marketing, Corporate Philanthropy, and Cause-Related Marketing conceptualizations:.....	19
2.3 Cause -Related Marketing Variables: .....	28
2.3.1 Brand- Cause fit.....	30
2.3.2 Donation size .....	32
2.3.3 Donation Type .....	33
2.3.4 Campaign duration .....	34
2.4 Benefits and Risks of Cause-related marketing .....	35
2.4.1 Benefits of Cause-related marketing .....	35
2.4.2 Risks of Cause-related marketing .....	36
2.5 Cause-related marketing main strategies and the developing stages .....	37
2.6 Cause-related marketing in previous studies.....	38
2.7 Cause-related marketing in Egypt.....	43
2.7.1 Most successful Cause-related marketing campaigns in Egypt.....	44

2.8 Summary .....	48
<b>3. Chapter Three: Conceptual Framework of the Research .....</b>	<b>49</b>
3.1 Introduction .....	50
3.2 CRM and brand loyalty .....	50
3.2.1 Cause-related marketing and brand loyalty in previous studies .....	56
3.3 Cause-related marketing and corporate image .....	58
3.3.1 Cause-related marketing and corporate image in previous studies .....	64
3.4 Cause-related marketing and consumer re-purchasing decision .....	65
3.4.1 Cause-related marketing and consumer re-purchasing decision in previous studies: 67	
3.5 Cause-related marketing and consumer repurchasing decision mediated by brand loyalty and corporate image .....	71
3.6 Summary .....	73
<b>4. Chapter Four: Research Methodology .....</b>	<b>74</b>
4.1 Introduction: .....	75
4.2 Importance of Research.....	75
4.2.1 On the Academic Level: .....	75
4.2.2 On the Practical Level: .....	75
4.3 Conceptual Framework and Research Constructs.....	76
4.3.1 Research Problem: .....	76
4.3.2 Research Objectives and Developing of Research Hypotheses .....	77
4.3.3 Research Constructs .....	82
4.4 Research Design.....	83
4.5 Scenario (1) .....	83
4.6 Scenario (2) .....	84
4.7 Questionnaire Design: .....	85
4.8 Data Analysis Techniques.....	90
<b>5. Chapter Five: Research Findings.....</b>	<b>91</b>
5.1 Introduction .....	92
5.2 Procedures and statistical analysis techniques: .....	92
5.2.1 Data entry and descriptive statistics techniques: .....	93
5.3 Descriptive Statistics for the First Scenario (Dasani campaign).....	93

5.3.1 Descriptive Statistics for Respondent's Demographic Variables .....	95
5.3.2 Descriptive Statistics for Independent, Mediator, and Dependent Variables:.....	96
5.3.3 Summary of Descriptive statistics for independent, mediator, and dependent variables for “Dasani survey”: .....	102
5.4 Reliability and validity of scale measurements in the first scenario (Dasani campaign):	103
5.4.1 Reliability and Intrinsic Validity for Research Dimensions.....	104
5.4.2 Confirmatory Factor Analysis (CFA) to Measure Validity for Research Constructs. ....	105
5.5 Testing Research Hypotheses in the First Scenario “Dasani Campaign” .....	110
5.5.1 Pearson correlation coefficient: .....	110
5.5.2 Structural Equation Modeling (SEM): .....	111
5.5.3 Conclusion for “Dasani scenario” .....	117
5.6 Descriptive Statistics for Demographic, Independent, Mediator, and Dependent Variables for the second scenario (Be fit campaign):.....	118
5.6.1 Descriptive Statistics for Respondent's Demographic Variables .....	119
5.6.2 Descriptive statistics for independent, mediator, and dependent variables .....	121
5.6.3 Summary of Descriptive statistics for independent, mediator, and dependent variables for “Be fit survey”: .....	126
5.7 Reliability and validity of scale measurements in the second scenario (Be fit campaign): .....	127
5.7.1 Reliability and Intrinsic Validity for Research Dimensions.....	128
5.7.2 Confirmatory Factor analysis (CFA) to measure validity for research constructs in Scenario 2. ....	129
5.8 Testing Research Hypotheses in the First Scenario “Be fit Campaign” .....	133
5.8.1 Pearson correlation coefficient: .....	134
5.8.2 Structural Equation Modeling (SEM): .....	135
5.8.3 Conclusion for “ Be fit scenario” .....	140
5.9 Comparing the results of the two scenarios .....	141
5.9.2 Comparing the conclusion of the two scenarios .....	145
5.10 Research results.....	147
5.11Summary .....	148
<b>6. Chapter Six: Research Discussion, Managerial Implications, Limitations and Future Research.....</b>	<b>149</b>



6.1 Introduction .....	150
6.2 Discussion of Hypotheses .....	150
6.3 Managerial Implications.....	155
6.4 Limitations and Directions for Future Research .....	156
<b>7. References</b> .....	160
<b>8. Appendices</b> .....	175

## List of Tables

Table 1-1: Classification of Research Variables, Definitions and Dimensions.....	12
Table 2-1: Cause- Related Marketing Developing Stages .....	38
Table 4-1: Cause- related marketing Dimensions and Scales.....	86
Table 4-2: Brand Loyalty Dimensions and Scales.....	87
Table 4-3: Corporate Image Dimensions and Scales .....	88
Table 4-4: Consumer Repurchasing Decision Dimensions and Scales .....	89
Table 5-1: Interpretation of Scale Intervals .....	93
Table 5-2: Descriptive Analysis for Question (1), (2) and (3) in Scenario 1.....	94
Table 5-3: Distribution of Sample Members according to Demographic Variables in Scenario 1 .....	95
Table 5-4: Descriptive Statistics for Brand/cause fit as a construct for the independent variable (Cause-related marketing) in Scenario 1.....	97
Table 5-5: Descriptive Statistics for Donation size as a construct for the independent variable (Cause-related marketing) in Scenario 1.....	98
Table 5-6: Descriptive Statistics for the Mediating Variable Brand Loyalty in Scenario 1 .....	99
Table 5-7: Descriptive Statistics for the Mediating Variable Corporate Image in Scenario 1 ...	100
Table 5-8: Descriptive Statistics for the Dependent Variable Consumer's Re-purchasing Decision in Scenario 1 .....	101
Table 5-9: Summary of Descriptive statistics for Independent, Mediating, and Dependent Variables in Scenario 1 .....	102
Table 5-10: Reliability and Intrinsic Validity for Research Constructs in Scenario 1 .....	104
Table 5-11: Confirmatory Factor analysis (CFA) for research constructs in Scenario 1. ....	106
Table 5-12: Correlation between Cause-related marketing Dimensions in Scenario 1 .....	108
Table 5-13: Rotated Component Matrix in Scenario 1 .....	109
Table 5-14: Factor analysis total variance in Scenario 1 .....	109
Table 5-15: Pearson correlation between research variables in scenario 1 .....	110
Table 5-16: Results of Structural Model Assessment in Scenario 1.....	114
Table 5-17: Results of Structural Model Assessment: Intercepts in Scenario 1.....	115
Table 5-18: Assessing the Direct and Indirect Effects through Brand loyalty among Research Dimensions in Scenario 1. ....	115
Table 5-19: Assessing the Direct and Indirect Effects on Corporate image among Research Dimensions in Scenario 1. ....	116
Table 5-20: Descriptive Analysis for Question (1), (2) and (3) in Scenario 2.....	118
Table 5-21: Distribution of the Sample Members according to Demographic Variables in Scenario 2.....	119
Table 5-22: Descriptive Statistics for Brand/cause fit as a construct for the Independent variable in Scenario 2 .....	121
Table 5-24: Descriptive Statistics for Donation size as a construct for the Independent Variable in Scenario 2 .....	122

Table 5-25: Descriptive Statistics for the Mediating Variable Brand loyalty in Scenario 2 .....	123
Table 5-26: Descriptive Statistics for the Mediating Variable Corporate image in Scenario 2 .	124
Table 5-27: Descriptive Statistics for the Dependent Variable Consumer's Re-purchasing Decision in Scenario 2. ....	125
Table 5-28: Summary of Descriptive Statistics for Independent, Mediating, and Dependent variables in Scenario 2 .....	126
Table 5-29: Reliability and Intrinsic Validity for Research Constructs in Scenario 2 .....	128
Table 5-30: Confirmatory Factor analysis (CFA) for Research Constructs in Scenario 2. ....	130
Table 5-31: Correlation between Cause-related marketing Dimensions in scenario 2.....	132
Table 5-32: Rotated Component Matrix in Scenario 2.....	133
Table 5-33: Factor Analysis Total Variance in scenario 2 .....	133
Table 5-34: Pearson correlation between Research Variables in Scenario 2.....	134
Table 5-35: Results of Structural Model Assessment in Scenario 2.....	137
Table 5-36: Results of Structural Model Assessment: Intercepts in Scenario 2.....	138
Table 5-37: Assessing the Direct and Indirect effects through Brand loyalty among Research Dimensions in Scenario 2. ....	138
Table 5-38: Assessing the Direct and Indirect effects through Corporate image among Research Dimensions in Scenario 2. ....	139
Table 5-39: Comparing the Mean, Standard Deviation and the Standard Mean Error of the two Scenarios. ....	143
Table 5-40: T-test for Equality of Means .....	144
Table 5-41: Comparing the Conclusion of the two Scenarios .....	145
Table 5-42: Research Results.....	147

## List of Figures

Figure 1-1: Proposed Research Framework.....	11
Figure 2-1: Types of Corporate Philanthropy .....	24
Figure 2-2: The intersection between Cause-related marketing, marketing, corporate community investment, philanthropy and Corporate social responsibility.....	26
Figure 2-3: The three-cornered system of exchanged benefits in Cause- related marketing campaigns .....	27
Figure 2-4: Cause- related marketing main variables .....	29
Figure 3-1: Two Dimensional Model of Customer Loyalty .....	53
Figure 3-2: A Corporate Image Formation Process .....	61
Figure 3-3: Qamar and Lodhi Proposed Model for the relationship between Cause- related marketing, corporate image, brand attractiveness and consumer purchase decision.....	72
Figure 3-4: He H. et al. Theoretical Model.....	73
Figure 5-1: Structural Equation Modeling for Testing the Effect of Cause-related marketing on Consumer Repurchasing Decision through Brand loyalty and Corporate image as Mediating Variables .....	113
Figure 5-2: Structural Equation Modeling for Testing the Effect of Cause –related marketing on Consumer Repurchasing Decision through Brand loyalty and Corporate image as Mediating Variables .....	136

## Research Terminologies

Terminology	Abbreviation	Definition
Cause-related marketing	<b>CRM</b>	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	<b>CSR</b>	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	<b>SM</b>	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	<b>Brand- Cause fit</b>	The degree of acceptance of the pairing of the brand and the cause, from the consumers' point of view (Kusuma, 2012).

The Donation amount	<b>Donation size</b>	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	<b>Brand Loyalty</b>	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	<b>Corporate image</b>	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	<b>Consumer repurchasing decision</b>	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