

Cause-Related Marketing in the Context of New Product Launch: The Role of Consumer Inspiration and Other-Praising Emotions

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Abstract

Cause-related marketing (CRM) has been widely studied for branding purposes. Yet, the role of CRM in new product launch has received very little attention. This research examines how adopting CRM for a newly launched product impacts consumer brand advocacy. We draw upon a cognition-emotive process to understand the impact of CRM on consumer brand advocacy in the context of new product launch. In particular, we proposed and empirically supported with two experiments that CRM enhances consumer inspiration, which in turn evokes other praising emotions (i.e., gratitude and admiration), and subsequently results in consumer brand advocacy. This research not only theoretically contributes to CRM literature by adding new knowledge about the positive role of CRM in launching new products, but also contributes to marketing practice with regard to CRM and new product launch.

Keywords: *cause-related marketing; consumer inspiration; other-praising emotions*

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