Does your Cause Fit my Heart? Self-expansion, Self-Concept, and Brand Engagement in Cause Related Marketing

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Abstract

Connecting consumers intimately to brands by enhancing their meaning around a cause: environment, social responsibility, education, or community builds credibility and commitment. This study assesses the impact of the values dimension in cause-brand fit. Second, a fit between the cause and brand identity builds brand credibility and engagement. Finally, a fit between the cause significance and consumer’s identity generates self-expansion, an increase in consumers’ knowledge, abilities, perspectives, and identities. A sample of 275 consumers in Mumbai, India is used to estimate the theoretical model through confirmatory factor analysis, Lisrel and PLS. Identity and self-expansion theories are framework for the study.