

ADDING A PROSOCIAL SPIRIT TO LOYALTY PROGRAMS: HOW DOES IT WORK?

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Cite as:

Mimouni Chaabane Aïda, Parguel Béatrice (2021), ADDING A PROSOCIAL SPIRIT TO LOYALTY PROGRAMS: HOW DOES IT WORK?. *Proceedings of the European Marketing Academy*, 50th, (92872)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



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Abstract

This research interrogates how mixed incentive bundles, i.e., selfish and prosocial rewards, enhance corporate social responsibility image and loyalty programs loyalty. Precisely, an experiment (N=204) shows that mixed incentive bundles enhance corporate social responsibility image and loyalty program loyalty compared with more selfish incentive schemes but only when consumers can choose the benefiting charity. This positive influence occurs through the mediating effect of perceived warm glow feelings and without harming perceived monetary benefits. Altogether, these findings extend the literature on prosocial loyalty programs and suggest that they represent a win-win strategy that firms should adopt.

Keywords: *Prosocial rewards; loyalty programs; CSR image*

Track: Retailing & Omni-Channel Management