

The benefits of product customization in the context of cause-related marketing

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Abstract

Product customization is omnipresent, and increasingly often companies allow consumers to modify product features according to their preferences to express their identity. Similarly, companies tend to launch cause-related marketing campaigns and donate a percentage of product sales to a social cause (e.g., research to fight against cancer). We examine how the interplay of these two marketing strategies influences consumer behavior. The results show that a cause-related product is more appealing when the brand allows customization (vs. no customization). In addition, customizing a cause-related product increases product appeal, which, in turn, boosts purchase intentions toward the product. We also demonstrate that this positive effect of customizing cause-related products is limited to consumers highly self-conscious. The implications of this research can benefit marketers by highlighting the importance of implementing customization procedures in cause-related marketing campaigns.

Keywords

Cause-related marketing, Customization, Purchase intention

Track

Product and Brand Management