

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

**Carlos Rodriguez**

College of Business Delaware State University

**Shalini Bariar**

VESIM Business School

Cite as:

Rodriguez Carlos , Bariar Shalini (2020), Does your Cause Fit my Heart? Self-expansion, Self-Concept, and Brand Engagement in Cause Related Marketing. *Proceedings of the European Marketing Academy*, 11th, (83003)

Paper presented at the 11th Regional EMAC Regional Conference, Zagreb (online), September 16-19,2020



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

## **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.