

The Power of Purpose: Examining the Influence of Cause-Related Advertising Campaigns on Consumer Purchase Intention

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Abstract

In a hyperconnected world where information flow is ubiquitous and asymmetrical, cause-based advertising campaigns have emerged as important tools for companies to engage with consumers while promoting their products and services. This study uses the adaptation of signaling theory and hierarchy of effects model to investigate the impact of cause-related advertising campaigns on consumers' purchase intention through six selected campaigns by leading multinational and Indian brands and dealing with diverse causes. Cause related advertising campaigns were used as 'brand signals' leading to the formation of consumer awareness, perceptions, attitude and behavior with purchase intention being the dependent variable. The data analysis supported the proposed hypothesis and model that cause-related advertising campaigns used as brand signals do influence purchase intention.

Subject Areas: *Advertising; Consumer Behavior*