How Much to Give and How to Frame It?: Donation Size and Donation Framing in Cause-Related Marketing

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ABSTRACT
In cause-related marketing (CM) companies promise a donation to a cause every time a consumer makes a purchase. In this research, we analyze the impact of the size and framing of these donation promises on a CM campaign's effects on brand choice and brand image. Framing can be monetary or nonmonetary, or consist of a combination of both types of information. Furthermore, this study considers nonlinear effects of donation size and potential moderating effects of donation frames as well as a financial trade-off for consumers on the impact of donation size on CM success. The authors find that for brand choice, increasing donation size has a positive effect if consumers face no financial trade-off, but the effect is negative if a higher donation comes at higher costs. Donation framing has no substantial impact on brand choice. For brand image, nonmonetary frames are more successful than monetary frames. A large donation may even have a negative effect if the donation frame is monetary. If campaigns use a combination of both frames, the effect of donation size on brand image reveals an inverted U shape.

REFERENCES


