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Abstract
The best expression of corporate social responsibility is conducting charitable responsibility and correspond to it is called cause-related marketing. In recent years, cause-related marketing has already been noticed by the company gradually. Besides offering superior value to customers through the products or the service, they can also deliver more value to final customers by means of cause-related marketing, and then improve the customer behavioral intention. One of the brand's roles is to create value, so consumer's brand image might impact on its purchase decision.
This study elucidates how cause-related marketing interrelates with consumer's perceived value and brand image. And then explores the impact of consumer's perceived value and brand image on behavioral intention. By convenience sampling, this study adopts survey method to send questionnaires to those subjects who have consumption experience in retailing and fast food industry. There are 402 useful samples in total. AMOS software package is used to analyze the quantitative data.
The results of this study are as following: cause-related marketing can affect positively on brand image, but can not affect positively on perceived value; perceived value and brand image can directly affect on behavioral intention; and brand image can also significantly impact on perceived value. The results of this study can be taken by the enterprises to formulate their marketing strategies, and contribute theoretically on cause-related marketing, brand image and perceived value.
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