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## Charity Affiliation: Uncovering a New Key Variable for Cause-Related Marketing (Paperback)

By Carolanne Kuntz Azan D B a

Dhc Publishing, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Charity Affiliation: Uncovering a New Key Variable for Cause-Related Marketing The research conducted for this book indicates the presence of a relationship between charity affiliation and consumer purchase preference for Cause-Related Marketing (CRM) campaign products. A better understanding of purchase preference based upon the strength of consumers affiliation could support or alter current market segmentation and the targeted marketing efforts of both CRM sponsors and charities engaged in CRM. This research suggests a new way to target markets that could assist with the creation of CRM product lines which may be more appealing to consumers. Challenging the traditional market segmentation of CRM products suggests a newer and stronger viewpoint of development and implementation of a CRM strategy to achieve the best outcomes for both for-profit business sponsors and non-profit charities. Marketers at both for-profit and non-profit organizations, and consumers could all be positively impacted by the results of this exploratory research. A percentage from every book sold will be donated to animal rescue organizations in St. Augustine, Florida. Key Search Terms: advertising, affiliation, alliance partner, Baby Boomer, buy one get one...



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