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Cause-related marketing in the “Buy One Give One” strategy: the mediating role of consumer-cause identification

BIZSPARK BBA STUDENT
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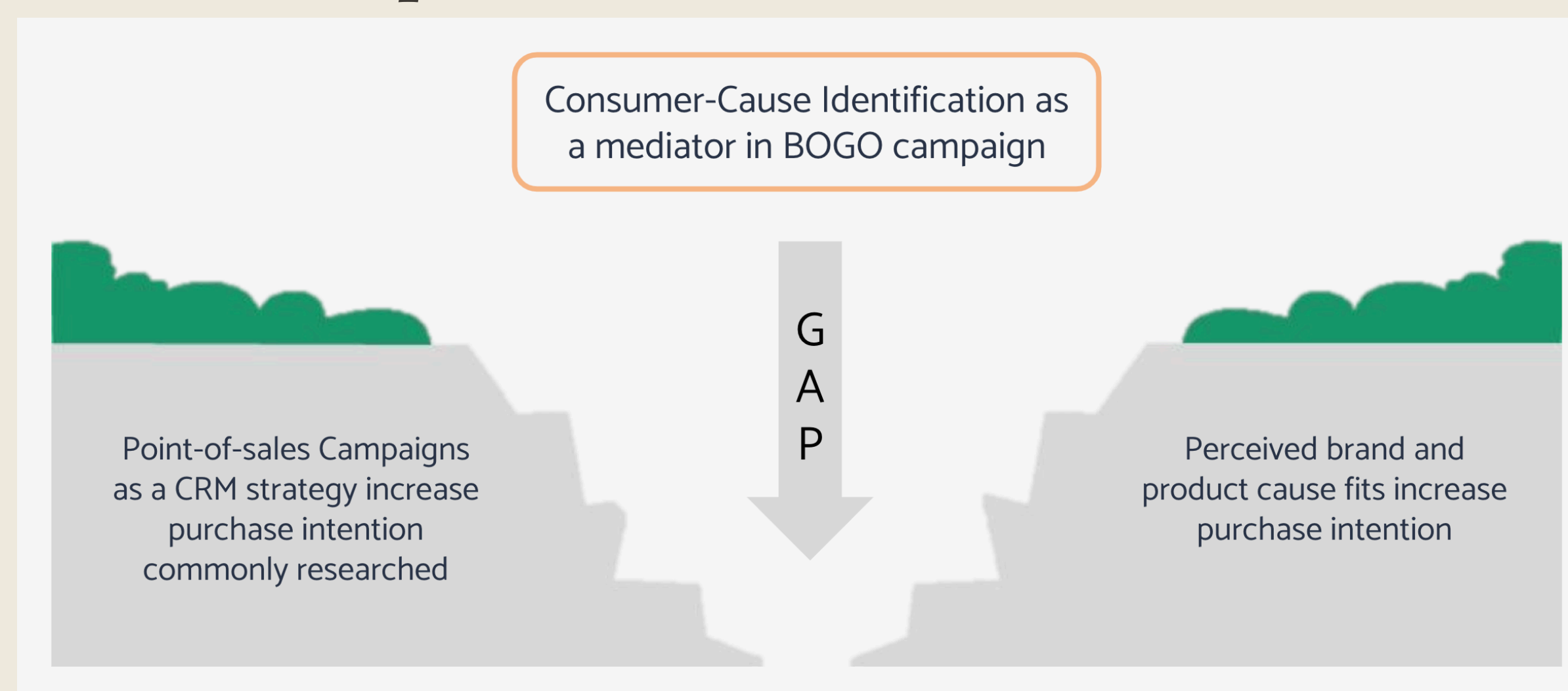
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01. Introduction

The “Buy One Give One” (BOGO) strategy has become a popular way for businesses to do social good while enhancing purchase due to the prime business model of the “One for One” initiative of TOMS Shoes since 2006.

This study investigates the impacts of the BOGO strategy on purchase intention by exploring the mediating effect of **consumer-cause identification** on the relationship between **perceived product-cause fit**, **perceived brand-cause fit** and **purchase intention**.

Research Gap



02. Research Objective

I. To investigate the **influencing factors** that enhance the **effectiveness of BOGO** marketing strategy in accelerating purchase intention.

II. To compare whether the product-cause fit or brand-cause fit has a **greater impact** on the effectiveness of the BOGO marketing strategy.

III. To evaluate **the mediating roles of consumer-cause identification** between cause fits and purchase intention.

IV. To determine whether **the trust in charity and altruism levels moderate the relationship** between cause fits and consumer-cause identification.

V. To provide relevant **suggestions** for companies to conduct an effective BOGO marketing strategy.

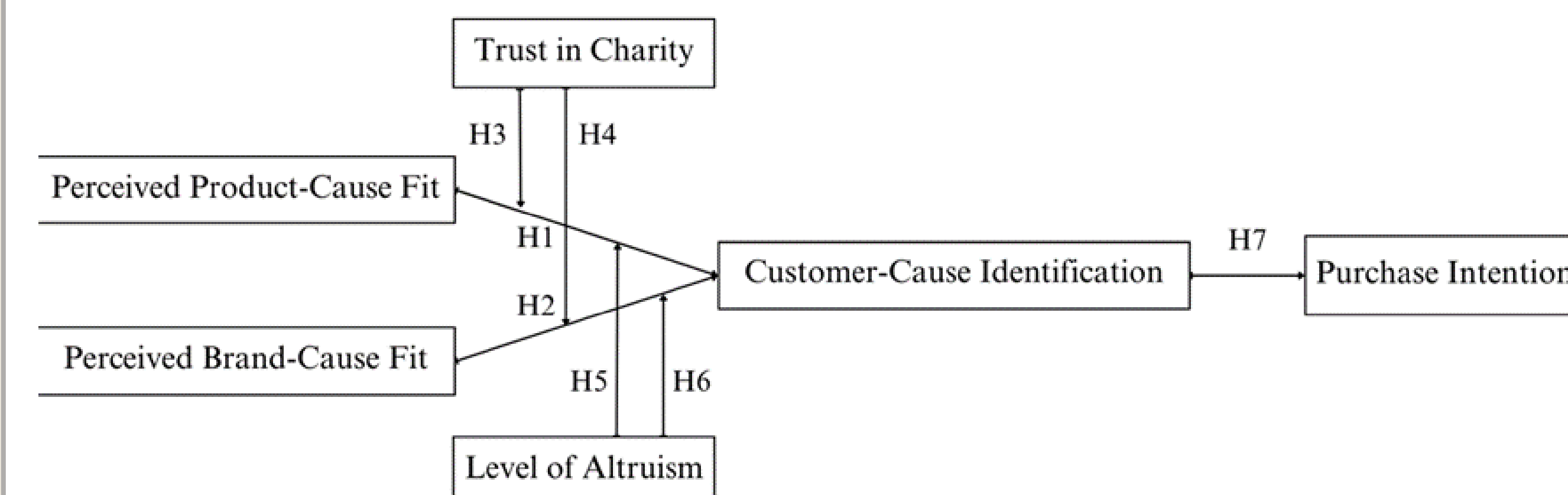
03. Overarching Theory

The **Theory of Consumption Value** offers insights into consumer purchase decisions. Emotional value is one of the key values in describing the perceived utility of a product's ability to evoke positive feelings.



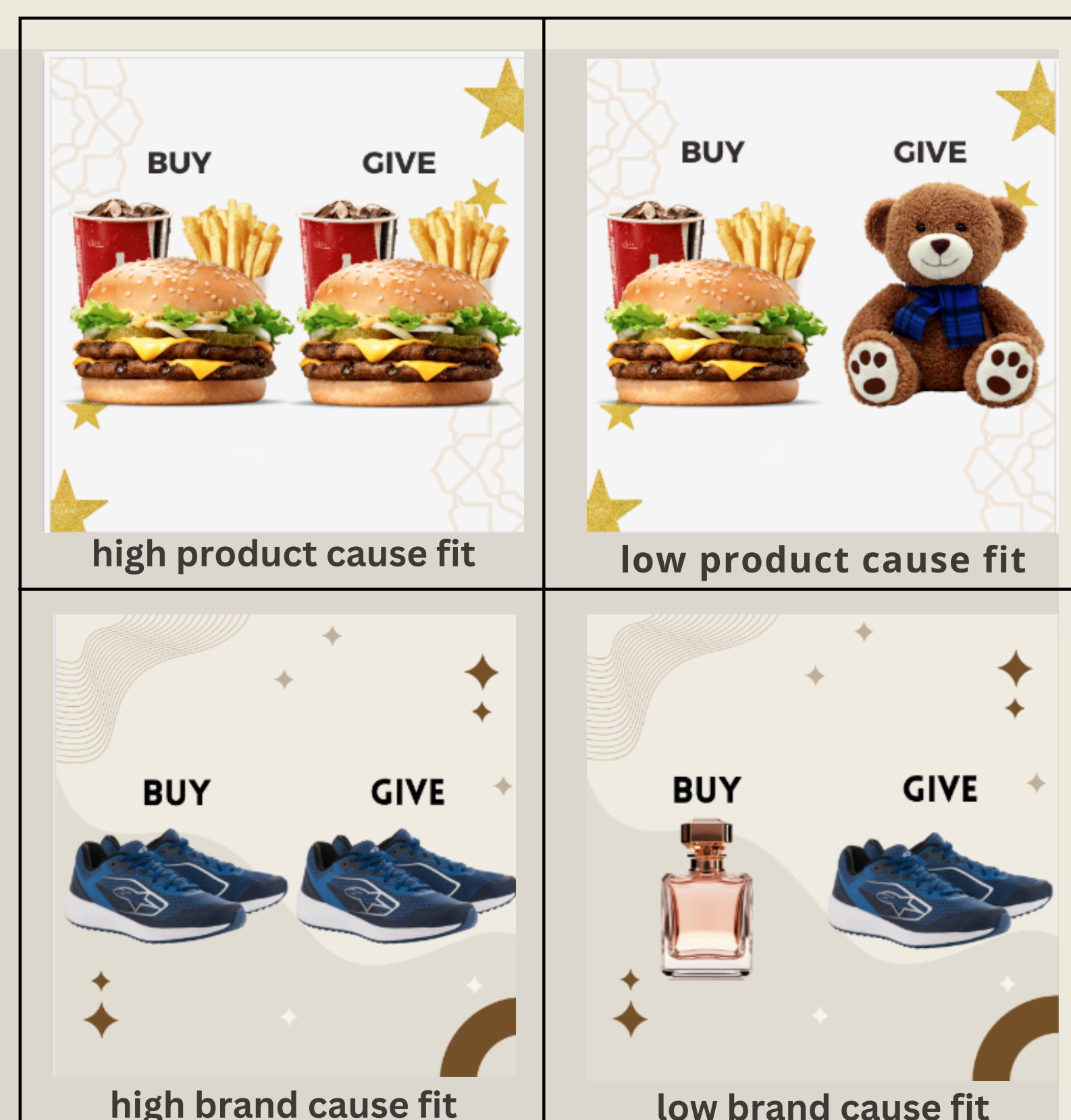
Do Good Feel Good

04. Research Framework



05. Methodology

The research study adopted a 2 (perceived cause fit: high versus low) x 2 (charity trust: high versus low) experimental setting to test the hypotheses.



Quantitative method

A quantitative questionnaire was distributed through social media for 1 month

Data Collection

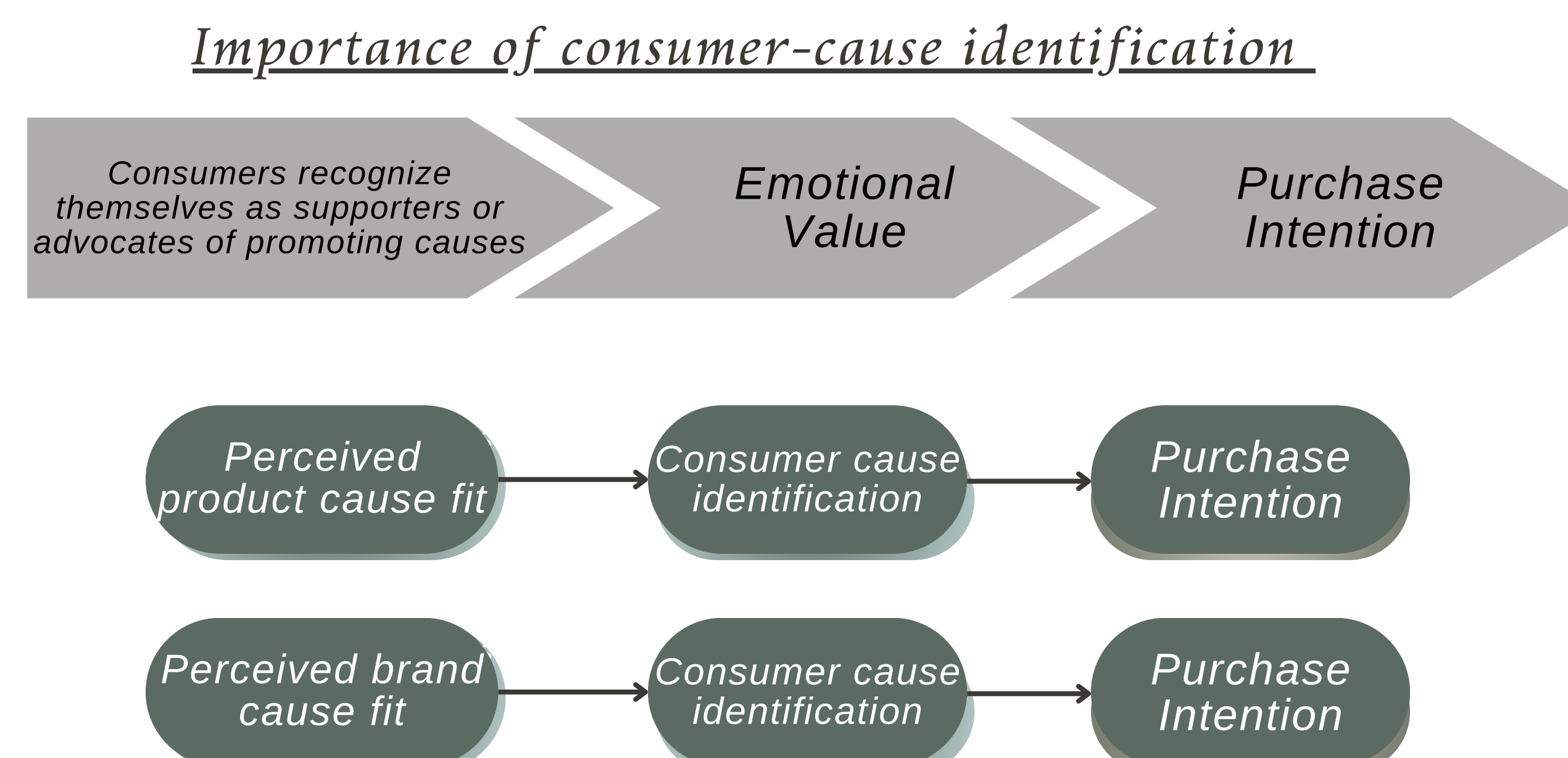
303 samples collected from Instagram, Facebook forum & HKBU

Measurement

- 6 variables
- Measured by 7-point Likert scale

06. Result

This research result has validated the hypotheses and filled the research gap by providing new insights into the earlier studies.



Significant Moderator: Perceived trust in the charity & Level of altruism
95% of respondents found supporting charitable causes to be important

07. Implications

Marketers can utilize the study's insights to design effective and successful BOGO campaigns when exploring practical strategies.

- Target high levels of altruism consumers
- Partnership with Trusted Charity
- Improve the perceived cause fits

08. Conclusion

This research study affirmed the **critical role of consumer-cause identification** in the effectiveness of BOGO. The results show that both **perceived product-cause fit** and **perceived brand-cause fit** satisfied consumer's feelings while purchasing.

Furthermore, the study revealed that **trust in the charity partner and the consumer's level of altruism moderate** the relationship between cause fit and consumer-cause identification. This suggests that companies must carefully select cause partners that consumers view as credible and align with their values to maximize the effectiveness of their BOGO strategies.