The effect of cause-related marketing on the consumer purchase intention: focusing on the meditating variables (studied on clients of Ghalamchi educational services)

Ali Asghar Rashid*
Department of Business Management,
Faculty of Management and Accounting,
Farabi College,
University of Tehran,
Tehran, Iran
Email: aliasghar.rashid@yahoo.com
*Corresponding author

Ali Hamidizade
Department of Public Management,
Faculty of Management and Accounting,
Farabi College,
University of Tehran,
Tehran, Iran
Email: hamidizadeh@ut.ac.ir

Mohamad Rahim Esfidani
Department of Business Management,
Faculty of Management and Accounting,
Farabi College,
University of Tehran,
Tehran, Iran
Email: esfidani@ut.ac.ir

Hasan Zaree Matin
Department of Public Management,
Faculty of Management and Accounting,
Farabi Campus,
University of Tehran,
Tehran, Iran
Email: matin@ut.ac.ir

Abstract: The main purpose of this research is to study the effect of cause-related marketing on the consumer purchase intention. In this regard, cause-related marketing, moral pleasure, brand attraction, company–consumer
identification, brand loyalty, and purchase intentions have been considered as the variables of this study. In order to collect the research data, a researcher-developed questionnaire has been used. The statistical population consists of the clients of the Ghalamchi centre for educational services in the city of Qom (Iran). To include the sample members, a sample consisting of 360 clients is randomly selected. The research data are analysed through Structural Equation Modelling (SEM) in the Amos18. The findings revealed that cause-related marketing does not affect the consumer purchase intention. Furthermore, cause-related marketing also has an effect on moral pleasure, brand attractions, and brand loyalty.

**Keywords:** cause-related marketing; brand attractions; company–consumer identification; moral pleasure; brand loyalty; consumer purchase intention.


**Biographical notes:** Ali Asghar Rashid is MA student of Marketing at the University of Tehran, Iran. His research interests are marketing. He is also a co-author of different articles in marketing.

Ali Hamidizade is Assistant Professor of Business Management. His research interests are work ethics and social responsibilities. He also is author of different articles in management.

Mohamad Rahim Esfidani is Assistant Professor of Business Management. His research interests are marketing especially consumer behaviour. He also is author of different articles in marketing and management.

Hasan Zaree Matin is Assistant Professor of Business Management. His research interests are organisational behaviour management. He also is author of different articles in organisational behaviour management.

**1 Introduction**

Public concerns over social and environmental issues are on the increase causing many companies to begin adapting their products with popular causes related to the social and ecological matters. The partnership between a product and a cause refers to the cause-related marketing (Chang and Cheng, 2015). Broadly speaking, Cause-Related Marketing (CRM) describes the corporate practice of linking product sales to company donations to a charitable cause (Lucke and Heinze, 2015). The consumers are not satisfied with receiving products or services alone, they expect a value which is beyond the quality within the boundary of social responsibility. For the time being, customers are attracted to the companies that are successful in playing their role in terms of social responsibilities. If different companies offer similar products, the customers will prefer the companies that act according to their social responsibilities (Anghel et al., 2011, p.75). This explains why social responsibilities have become an important part of public
relations and a main factor in organisational survival. The current competition implies that quality and price are not sufficient for satisfying the customers. Indeed, companies attempt to differentiate themselves from others through their social responsibilities (Rashid, 2015). In this regard, cause-related marketing is considered as an effective tool for promoting the social responsibilities of companies (Liu and Ko, 2011, p.253). The advantage of cause-related marketing for traditional companies is that it creates an affective attachment among the customers beyond their rational involvement with the brands. Cause-related marketing might indeed affect the heart and the mind of the customers. As a result, a powerful and sustainable relationship will be established and reinforced between a company and its customers (Westberg, 2004, p.27).

In the current competitive environment, quality is the only effective factor involved in consumer’s purchase. In fact, customers try to find companies which play their role in terms of environmental affairs and social issues (Nilsson and Rahmani, 2007, p.1). Cause-related marketing is one of the modern marketing strategies that can be used by companies in creating value for their customers. The companies, which take advantage of such marketing in their strategies, dedicate a part of their income to charities and other related affairs. In this sense, cause-related marketing is reflected in those marketing activities in which companies dedicate a portion of their income or profit for charity (Firmansyah, 2010, p.5). Different factors encourage companies to adopt cause-related marketing including competitive pressures and the growth of markets on both national and international scales. In such conditions, companies prefer to use cause-related marketing strategy to show that they are distinct from their competitors (Westberg, 2004, p.44). Generally, cause-related marketing is the best way to fulfil social responsibilities and attract the attention of customers and other stakeholders (Bagdonaite, 2012, p.14). It is also considered as a powerful tool for improving the quality and welfare of life at a macro-level. On the other hand, social capital development is another outcome of cause-related marketing that results in improved public policies and social welfare (Shah, 2013, p.123). The increase in efforts to use cause-related marketing in recent years points to the inclination of the companies and even public organisations to use charities and revisit the role it can play in the improvement of public attitudes. Cause-related marketing is being developed as a serious trend in the current competitive environment. Although this strategy is not free of errors and defections, it has its own pros and cons. Given the importance of charity for Iranians, the appropriate use of cause-related marketing can be effective in the short- and long-term success of organisations. The cause-related marketing has been used successfully in the European companies, but it is still in its first stages of growth in some developing countries such as Iran. It was introduced in the Iranian companies for the first time by UNICEF in 2005. The cooperation between the Ghalamchi centre for educational services and UNICEF is one of the then-popular instances of cause-related marketing efforts in Iran. In this regard, the Ghalamchi centre for educational services devotes a portion of its income for treating patients suffering from cancer in Iran. However, the effect of cause-related marketing efforts on the purchase intention of the clients of Ghalamchi centre is not clear yet. This is the reason why the present study aims to investigate the effect of cause-related marketing on the consumer purchase intention.
2 Review of literature

2.1 Cause-related marketing

Cause-related marketing enables charities to profit from a revenue-providing exchange that fits both the customer and company goals (Guerreiro et al., 2015). Indeed, cause-related marketing is a marketing practice that conflates organisational charity, fundraising for a non-profit organisation and social responsibility, for increasing business profitability (Christofi et al., 2015). Many authors indicate that the American Express campaign in 1983 was the point of departure for the cause-related marketing. The company decided to devote one cent of each credit card which was used for restoring the Statue of Liberty. As a result, the use of credit cards provided by the company has increased by 28% and about 1.7 million dollar has been devoted for restoring the Statue of Liberty (Nerkar, 2013, p.81). This successful project paved the way for the quick expansion of cause-related marketing (Bagdonaite, 2012, p.13). Although the term ‘cause-related marketing’ has been used by the American Express for the first time, this strategy has been used for decades by others before the American Express. For example, consider the Marriott Company and March of Dimes that cooperated in 1976 for launching a successful campaign. Eventually, this cooperation expanded the awareness of the company brand (Wilkinson, 2012, p.3).

Varadarajan and Menon (1988) suggested the first definition of cause-related marketing. According to Varadarajan and Menon (1988), cause-related marketing is a process of designing and implementing the marketing efforts in which a portion of income or profit is devoted for charity (La Ferle et al., 2013, p.347).

According to the above definition, the company is committed to dedicate a portion of its income or profit for the charity affairs of non-profit institutions (Brauner, 2012, p.1). Indeed, cause-related marketing strategy aims to attain commercial goals through supporting public projects or charity affairs financially. It can be said that cause-related marketing is a strategic philanthropy (Westberg, 2004, pp.32–33).

Generally, one can infer that cause-related marketing results from other concepts such as social and public marketing (Polonsky and Wood, 2001, p.11). Despite the fact that social marketing and cause-related marketing are sometimes used interchangeably, many authors believe that they are not the same concept. They point out that cause-related marketing promotes the status of a business in the market and social marketing calls attention to a social concern without any advertisement or promotional effort. Increase in the company sale is generally one of the main goals of cause-related marketing. Varadarajan and Menon (1988) reported that cause-related marketing can be helpful in promoting company sales. Indeed, cause-related marketing is a marketing tool that affects consumer purchase in three steps including perception, attitude, and behaviour (purchase) (Qamar and Lodhi, 2013). The results of the past studies revealed that the companies that adhere to cause-related marketing in practice can improve the purchase potential of their customers. Another part of these results revealed that the implementation of plans for cause-related marketing results in increased sales. Cause-related marketing is indeed a tactical tool for making the customers aware of social issues ultimately leading to increase in sales (Shabbir et al., 2010). Based on the above literature, the following hypothesis is developed.

Hypothesis 1: Cause-related marketing affects consumer purchase intention significantly.
2.2 Moral pleasure

The most important reason for using cause-related marketing is to motivate the customers to pass a moral judgement about the company and its products. In this way, the attitude towards a brand will be improved and the product will be purchased (Menon and Kahn, 2003). In fact, moral judgement will depend upon the consumer’s attitude towards a brand. In other words, consumers perceive cause-related marketing as a humanitarian effort. These efforts can positively shape the consumer attitude. Several studies have been done in this regard and some of them are cited in the following section. Barone et al. (2000) found that supporting charity by a company is not sufficient for improving the customer positive attitude towards a brand. The effect of cause-related marketing actually depends on the emergence of positive attitudes. Such results have been reported in other studies. They also indicate that moral pleasure is another outcome of cause-related marketing efforts (Walliser, 2003; Maignan and Ferrell, 2004; Youn and Kim, 2008). Recently, some authors have attributed the theory of moral judgement to moral pleasure. Moral pleasure is fundamentally different from feelings. In other words, a moral feeling is caused by the acceptance or rejection of a moral pleasure. This means that a moral feeling follows the acceptance or rejection of moral principles. As the theorists have argued in this line of enquiry, the behaviours that are consistent with moral principles including helping others can result in moral pleasure such as appreciation. On the other hand, the behaviours which are not consistent with moral principles lead to moral dissatisfaction and a sense of disgust and contempt. Desirable or undesirable response to moral behaviours can be explained by observing moral satisfaction or dissatisfaction.

The combination of moral judgement and moral feeling indicates that consumers perceive cause-related marketing efforts as humanitarian and philanthropic efforts. They expect the brand to follow cause-related efforts and help others rather than achieve profit. If a brand is believed to be human-friendly, then the attitude towards the brand will be improved. As a result, the consumer will be able to purchase more products from the company and recommend it among friends and relatives. Tsai (2009) found that consumers have poor moral pleasure for participating in the campaigns. Based on the above literature, the following hypotheses are developed.

Hypothesis 2: Cause-related marketing affects the moral pleasure of participants significantly.

Hypothesis 3: Moral pleasure of participants affects their purchase intention significantly.

2.3 Brand attraction

Review of the literature on identity points to the fact that people want to know how others think about them. The theory of Social Identity originated from the group context. Social identity is ‘that part of an individual’s self-concept which derives from his knowledge of his membership in a social group together with the value and emotional significance attached to that membership’ (Xie et al., 2015). Organisational identity is the perception of customers about an organisation and its products. Such a perception is determined by the fundamental and sustainable characteristics of organisation. The results of the past studies revealed that organisational identity is a powerful image that affects the status of an organisation in the minds of customers and other audiences.
Generally, organisational identity can be seen as a subset of social identity (Marin and Ruiz, 2007). Such a power encourages the employees to satisfy organisational needs, achieve organisational goals, and perform other organisational routines. Employees will be also reinforced to introduce themselves as organisational citizens. The findings of the past studies have revealed that many consumers try to demonstrate their identity through purchasing and consuming products and brands. The degree to which a customer can identify with an organisation depends on the consumer’s opinion of the company and its products (Escalas and Bettman, 2007). Brand attraction is one of the main effective factors in the company–consumer identification. Indeed, brand attraction is the extent to which consumers prefer a company and its products (Ahearne et al., 2005).

The association of corporate social responsibilities positively affects brand attraction for consumers (Bigné-Alcañiz et al., 2010). Cause-related marketing is a helpful marketing tool for affecting the customer trust. It can be said that cause-related marketing has an impact on brand attraction for consumers (Barnez, 2011). Marin and Ruiz (2007) indicate that cause-related marketing affects brand attraction significantly. There is also a significant relationship between brand attraction and brand awareness. Moreover, brand trust plays an important role in satisfying the needs of a company. This means that the brand trust affects brand attraction significantly (Currás-Pérez et al., 2009). The brand name and brand image may additionally affect the consumer purchase intention in a significant way (Foster and Cadogan, 2000).

The evaluation of brand attraction depends on the thought of people. The result of this evaluation depends on the company ability in satisfying the needs and wants of customers (Bhattacharya and Sen, 2003). Past consumptions provide customers with diversified ranges of brands. This means that consumers have to evaluate different brands for finding the most appropriate brand that boosts their self-perception. In the real consumption, company–consumer identification affects the consumer evaluation of company and its products. Therefore, the following hypothesis is developed.

**Hypothesis 4:** Cause-related marketing affects brand attraction significantly.

**Hypothesis 5:** Brand attraction affects company–consumer identification significantly.

### 2.4 Company–consumer identification

Generally, company–consumer identification provides a more favourable context for customers to respond to corporate performance experiences against to prior expectations. When corporate performance expectations are confirmed or exceeded, customers with stronger company–consumer identification would be more satisfied, as the confirmation of their expectations reassures customers of their psychological attachment with the company (Perez and Rodriguez del Bosque, 2015). Company brand name and consumption of its products are two main tools making the individual identity of consumer. A few studies have explored the company–consumer identification and the outcomes that might follow for the top managers of the companies (He et al., 2012). When company–consumer identification occurs then a person perceives a sense of connectedness with an organisation and begins to define the self in terms of the organisation (Kang et al., 2015). Company members can identify with companies in the form of company–consumer identification. Customers use company identities to define themselves socially (Lichtenstein et al., 2010). The use of social identity theory is related
The effect of cause-related marketing

2.5 Loyalty

Currently, there is a global perspective on the loyalty marketing. Khorshidi and Kardgar (2009) indicate that many companies attempt to study, evaluate, and implement loyalty policies and plans for promoting powerful relations with their customers. Brand loyalty has an important role in creating and maintaining long-term benefits for organisations, as loyal customers do not need comprehensive promotional efforts. In other words, loyal customers wish to spend more money for purchasing their favourite products and achieving benefits and qualities (Clottey et al., 2011: 27). Brand loyalty is a marketing tool by which companies can increase their market shares, as loyal customers purchase their favourite brand continually and resist the situational factors and the marketing efforts of competitors (Yoon et al., 2008, p.197). Review of literature reveals that cause-related marketing brings about the loyalty of customers. One’s attitude towards a phenomenon affects future behaviours and actions. Generally, positive evaluations lead to loyalty. Cause-related marketing is a tool that can be used by organisations for achieving their goals and objectives in long term. As a result, other goals such as increase
in company sales and customer loyalty will be achieved (Hunjra et al., 2012, p.470). Loyalty is a situation in which customer prefers to purchase the products from a certain company. Based on the review of literature, the following hypotheses are developed.

Hypothesis 7: Cause-related marketing affects the consumer loyalty significantly.

Hypothesis 8: Consumer loyalty affects the consumer purchase intention significantly.

3 Conceptual model

As mentioned earlier, this study aims to investigate the effect of cause-related marketing on the consumer purchase intention with the mediating role of brand attractions, company–consumer identification, moral pleasure, and brand loyalty. For this purpose, a conceptual model has been developed. Figure 1 shows the direct relationship between cause-related marketing and consumer purchase intention and shows their indirect relationship through mediating variables (brand attractions, company–consumer identification (CII), moral pleasure, and brand loyalty). The model is shown in Figure 1.

Figure 1  Conceptual model of study

4 Research methods

The present study is a descriptive-correlation research in which the Structural Equation Modelling (SEM) was used to analyse the research data and to test the hypotheses. In this study, cause-related marketing has been considered as the independent variable and consumer purchase intention as the dependent one. On the other hand, moral pleasure, brand loyalty, brand attractiveness, and company–consumer identification have been considered as mediating variables. The statistical population consists of the clients of the Ghalamchi centre for educational services in the city of Qom (Iran). The population
The effect of cause-related marketing consists of 10,000 members. Cochran Sampling Table was employed to determine the sample size and a sample of 360 members was selected randomly. In order to collect the research data, a close-ended questionnaire was used. The questionnaire includes eight questions for cause-related marketing (Ahmad et al., 2011). The reliability of this questionnaire was measured through Cronbach’s alpha coefficient. The coefficient, which was 0.867, confirms reliability of our questionnaire. In order to measure consumer purchase intention, the consumer purchase intention questionnaire (Diallo, 2012) was used. The reliability of the questionnaire, which consists of four items, was 0.865. The coefficient confirms reliability of questionnaire. The questionnaire of moral pleasure (Tsai, 2009) was used for measuring moral pleasure of the respondents. The questionnaire consists of four items. The reliability of questionnaire was 0.714. In order to measure brand attraction, the three-item questionnaire (Bigné-Alcañiz et al., 2010) was used. The reliability of this questionnaire was 0.746. Company–consumer identification was measured through company–consumer identification questionnaire (Bigné-Alcañiz et al., 2010). The questionnaire, which consists of four items, was reliable (Cronbach’s alpha coefficient: 0.702). Finally, the brand loyalty questionnaire (Ahmad et al., 2011) was used for measuring loyalty of customers. The reliability of this questionnaire was 0.779. The research data were summarised and analysed in the SPSS and AMOS.

5 Findings

The demographic characteristics of the sample members are indicated in Table 1.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Distribution</th>
<th>Frequency</th>
<th>%</th>
<th>Variables</th>
<th>Distribution</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>213</td>
<td>59.2</td>
<td>&lt;20</td>
<td>241</td>
<td>66.9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>147</td>
<td>40.8</td>
<td>20–25</td>
<td>62</td>
<td>17.2</td>
<td></td>
</tr>
<tr>
<td>Advisors</td>
<td>Parents</td>
<td>34</td>
<td>9.4</td>
<td>25–30</td>
<td>40</td>
<td>11.1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Friends</td>
<td>56</td>
<td>15.6</td>
<td>&gt;30</td>
<td>17</td>
<td>4.8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Medias</td>
<td>142</td>
<td>39.4</td>
<td>High school degree</td>
<td>67</td>
<td>18.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Teachers</td>
<td>128</td>
<td>35.6</td>
<td>Diploma</td>
<td>164</td>
<td>45.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MSc</td>
<td>113</td>
<td>31.4</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>'&gt;MSc</td>
<td>16</td>
<td>4.4</td>
<td></td>
</tr>
</tbody>
</table>

In order to use SEM, all of the fitness criteria were measured. For this purpose, all of the criteria were measured for research variables independently. The results are indicated in Table 2.

Based on the results of Table 2, it can be said that the model has a good fitness. In other words, the overall criteria of model fitness reveal that the research data support our model. These criteria of the model fitness are indicated in Table 3.

Based on the results of Table 3, it can be said that the structural model has a good fitness. In other words, the research data support our model. The structural model and its regression coefficients are indicated in Figure 2.

In order to evaluate the hypotheses, the criterion of ‘p-value’ can be used. The results of this criterion are indicated in Table 4.
Table 2  Fitness criteria of model

<table>
<thead>
<tr>
<th>Criteria Variables</th>
<th>$C_{min/df}$</th>
<th>GFI</th>
<th>AGFI</th>
<th>CFI</th>
<th>NFI</th>
<th>RMSEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cause-related marketing</td>
<td>9.051</td>
<td>0.941</td>
<td>0.831</td>
<td>0.940</td>
<td>0.929</td>
<td>0.095</td>
</tr>
<tr>
<td>Loyalty</td>
<td>8.036</td>
<td>0.961</td>
<td>0.849</td>
<td>0.941</td>
<td>0.925</td>
<td>0.075</td>
</tr>
<tr>
<td>Company–consumer identification</td>
<td>8.547</td>
<td>0.938</td>
<td>0.791</td>
<td>0.986</td>
<td>0.982</td>
<td>0.052</td>
</tr>
<tr>
<td>Brand attraction</td>
<td>2.031</td>
<td>0.932</td>
<td>0.897</td>
<td>0.952</td>
<td>0.937</td>
<td>0.075</td>
</tr>
<tr>
<td>Moral pleasure</td>
<td>4.701</td>
<td>0.960</td>
<td>0.798</td>
<td>0.874</td>
<td>0.968</td>
<td>0.195</td>
</tr>
<tr>
<td>Consumer purchase intention</td>
<td>3.340</td>
<td>0.991</td>
<td>0.956</td>
<td>0.984</td>
<td>0.978</td>
<td>0.80</td>
</tr>
<tr>
<td>Accepted areas</td>
<td>&lt;5</td>
<td>GFI &gt; 0.9</td>
<td>AGFI &gt; 0.8</td>
<td>1 &gt; CFI</td>
<td>1 &gt; NFI</td>
<td>RMSEA &lt; 0.08</td>
</tr>
</tbody>
</table>

Table 3  Overall criteria of model fitness

<table>
<thead>
<tr>
<th>Criteria Variable</th>
<th>$C_{min/df}$</th>
<th>GFI</th>
<th>AGFI</th>
<th>CFI</th>
<th>NFI</th>
<th>RMSEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structural model</td>
<td>4.731</td>
<td>0.937</td>
<td>0.894</td>
<td>0.888</td>
<td>0.874</td>
<td>0.069</td>
</tr>
<tr>
<td>Accepted areas</td>
<td>&lt;5</td>
<td>GFI &gt; 0.9</td>
<td>AGFI &gt; 0.8</td>
<td>1 &gt; CFI</td>
<td>1 &gt; NFI</td>
<td>RMSEA &lt; 0.08</td>
</tr>
</tbody>
</table>

Table 4  The results of hypotheses

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>$\beta$</th>
<th>p-value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: Cause-related marketing affects consumer purchase intention significantly.</td>
<td>-0.327</td>
<td>0.300</td>
<td>Rejected</td>
</tr>
<tr>
<td>H2: Cause-related marketing affects moral pleasure of participants significantly.</td>
<td>0.886</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H3: Moral pleasure of participants affects their purchase intention significantly.</td>
<td>0.209</td>
<td>0.034</td>
<td>Supported</td>
</tr>
<tr>
<td>H4: Cause-related marketing affects brand attraction significantly.</td>
<td>0.589</td>
<td>0.017</td>
<td>Supported</td>
</tr>
<tr>
<td>H5: Brand attraction affects company–consumer identification significantly.</td>
<td>0.960</td>
<td>0.018</td>
<td>Supported</td>
</tr>
<tr>
<td>H6: Company–consumer identification affects consumer purchase intention significantly.</td>
<td>0.857</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H7: Cause-related marketing affects consumer loyalty significantly.</td>
<td>0.916</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H8: Consumer loyalty affects consumer purchase intention significantly.</td>
<td>0.057</td>
<td>0.797</td>
<td>Rejected</td>
</tr>
</tbody>
</table>
Based on the results of Table 4, six hypotheses are supported and two hypotheses are rejected.

**Figure 2** The structural model and its regression coefficients (see online version for colours)

6 Discussion and conclusion

The present study aims to study the effect of cause-related marketing on the consumer purchase intention through mediating role of moral pleasure, brand attraction, company–consumer identification, and brand loyalty. Our findings revealed that the model has good fitness. The results of the hypotheses are described in the following section. Our findings revealed that there is a significant positive relationship between cause-related marketing and consumer purchase intention. This part of our findings is consistent with past findings such as Aghayifar (2011) and Hunjra et al. (2012). Based on another part of our findings, there is a significant positive relationship between cause-related marketing and brand attraction. This part of our findings is consistent with past findings such as Qamar and Lodhi (2013). Our findings showed that there is a significant positive relationship between cause-related marketing and moral pleasure. Kim and Johnson
A.A. Rashid et al. (2013) found that there is a significant positive relationship between cause-related marketing and moral pleasure. Hunjra et al. (2012) support our findings in terms of the relationship between cause-related marketing and moral pleasure. Based on the results of this study, it is suggested that companies highlight their cause-related marketing efforts in their advertisements. As a result, the consumers feel that they were participated in a charity. It is also suggested that the companies use opinion leaders in their cause-related advertisements. Our findings showed that there is a significant relationship between moral pleasure and consumer purchase intention. The results of the study of Tsai (2009) support our findings. Based on the results of this part of our study, the managers have to pay attention to the importance of cause-related marketing and its effect on the moral pleasure and consumer values. Implementation of cause-related marketing will improve consumer personality and their perception from company and its products. Our findings showed that there is a significant relationship between brand attraction and company–consumer identification. In this regard, Bigné-Alcañiz et al. (2010) and Lee et al. (2009) found that there is a significant relationship between brand attraction and company–consumer identification. Based on the results of this part of study, it is suggested that the company provides the clients with satisfactory services. Our findings showed that there is a significant relationship between company–consumer identification and consumer purchase intention. Our findings are supported by past studies such as Bigné-Alcañiz et al. (2010). Based on this part of our findings, it is suggested that focus should be on the company–consumer identification. For this purpose, prestige, relationships, and satisfaction of the clients should be improved. Finally, our findings showed that brand loyalty affects consumer purchase intention. Based on this part of our findings, it is suggested that cause-related marketing efforts be highlighted in the marketing efforts and advertisements.

Similar to other studies, our study has a number of limitations. The first limitation of our study is that this study is done in Ghalamchi centre for educational services and its results cannot be attributed to other studies. The main data-collection instrument of this study was close-ended questionnaire, which has its own limitations and drawbacks.

References
The effect of cause-related marketing


The effect of cause-related marketing


