

Abstract

This research investigates the influence of cause-related marketing (CRM) on brand loyalty through a mixed-methods case study of social campaigns. CRM has become an essential strategy for brands looking to connect with socially-conscious consumers, as it links a brand's products or services with social causes. By examining a series of CRM campaigns across multiple industries, this study aims to explore how these initiatives impact consumers' emotional attachment to brands, perceptions of brand value, and long-term loyalty. The research addresses a gap in understanding how CRM contributes not only to immediate consumer behavior but also to sustained brand loyalty over time.

The study combines both quantitative and qualitative data to offer a comprehensive analysis of CRM's effectiveness. A survey was administered to consumers who have engaged with CRM campaigns, measuring their attitudes toward the brand before and after participation. In-depth interviews with brand managers and marketing experts were also conducted to gain insights into campaign design, execution, and long-term consumer relationships. The findings reveal a significant positive correlation between cause-related initiatives and consumer brand loyalty, with emotional connection and authenticity identified as key drivers of loyalty in CRM efforts.

Overall, this research provides valuable insights for brands seeking to leverage social campaigns in building lasting consumer relationships. It highlights the importance of alignment between a brand's values and the causes it supports, offering actionable strategies for enhancing consumer trust and brand loyalty through CRM.