

# HOW TO INCREASE BRAND EXPOSURE AND CONSUMER LOYALTY THROUGH CAUSE MARKETING

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## Abstract

A positive trend in cause marketing activities is present worldwide. This paper presents an overview of the latest global trends in cause marketing as well as the first results of an explorative research that show and explain four main influential factors that would have a positive impact on companies' and consumers' increased cause donation-related activities. The paper also presents the main characteristics to be considered for the development of a new digital solution that would serve as a cause marketing service platform. Research shows that there is actually the need for companies and consumers to find a new solution that would help increase fund donations to causes worldwide, providing an easier and faster donation process with the active involvement of consumers as decision makers in companies' fund donations. Furthermore, research results confirm that the defined influential factors are the most relevant factors leading companies to increase their cause donations. These are (1) being sure that most funds will actually go to the cause, (2) having better promotion and exposure of the donation to their target group, (3) having a much easier donation process, and (4) ensuring consumer empowerment in deciding to which causes companies' donations go.

**Keywords:** corporate social responsibility, cause marketing, cause donation, brand exposure, customer loyalty

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