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Role of celebrity in cause-related marketing in China

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ABSTRACT: This study is aimed to examine the role of celebrity in cause-related marketing (CrM) in China. This study uses the questionnaire to collect data via Wenjuanxing and uses a regression model to analyze valid responses. Using SPSS 25 to do regression analysis, this paper finds that cause-brand fit, celebrity-cause fit and brand credibility has a positive impact on attitude towards CrM in China. Celebrity-brand fit has no impact on attitude towards CrM in China. Attitude towards CrM affects the purchase intention of consumers positively in China. This study provides data and results to further researches in the area of celebrity and cause-related marketing in China.

Key words: celebrity, cause-related marketing, cause-brand fit, celebrity-cause fit, celebrity-brand fit, brand credibility, attitude towards CrM, purchase intention.

Data Availability: The data are publicly available from the sources identified in the paper.

I. INTRODUCTION

Cause-related marketing (CrM) is the cause when consumers buy products or services, the company selects a part of the profit that they earned to contribute to a specific amount to a designated cause (Varadarajan and Menon, 1988). Cause-related marketing has become a popular marketing strategy, a large number of firms choose to use cause-related marketing as their communication tools (Brønn and Vrioni, 2001). The company can through participating in cause-related marketing to become more successful in the marketing area. In China, as the Chinese marketing environment changes, it is important to bring cause-related marketing into the strategic system because cause-related marketing can improve the social responsibility of the firm. It also can improve the image of company's brand and identity. For example, the firm which has successful cause-related marketing becomes more credible. Consumers prefer to choose these firms because these companies are more reliable. For the successful cause-related strategy, the consumer is the most significant factor. Consumers should not only participate in the cause-related marketing, but also to be initiative and enhance their sense of participation and satisfaction (Zhan, 2019).

The earlier research showed that in China, there are many factors influence consumers' choices, such as the brand, quality, price, advertisement and so on. The celebrity is the significant one. Nowadays, celebrity endorsement has become a successful marketing strategy in China. Celebrity endorsement can help enterprises to establish their brand images and influence consumers' buying behaviors. For instance, if celebrity has a good credibility, consumers prefer to support the products the celebrity endorsed (Xu, 2016). A creative celebrity advertisement can also promote consumption. In recent years, some celebrities have participated in cause-related marketing in China (Liu and Meng 2019). Leiprecht (2013) found that celebrities are not only responsible for building the brand image, but also for spreading the importance of the supported cause. These previous researches have done the study in the area of celebrity and marketing. They have indicated that celebrity plays an important role in consumers' attitudes towards the advertisement and the brand. Thamaraiselvan et al. (2017) have proved that the cause-related marketing (CrM) is changing the social responsibility of firms in Asia. A larger number of earlier researches have proved that the celebrity affects CrM and plays an important role in CrM in Asia.

No previous research examines the role of celebrity in cause-related marketing in China and most of the studies were focused on the market and celebrity in India. Additionally, most respondents of prior studies were students. There might cause bias in the results because the study only has one category of respondents. Therefore, the values of results from previous foreign researches are limited. However, in this study, the purpose is to examine the role of celebrity in cause-related marketing in China. The respondents in this study were any Chinese, not only students which were different from the previous researches.

China, as a significant developing country in Asia, it might have a different relationship between celebrity and cause-related marketing. China also has the unique society background and economic environment, which makes the role of celebrity in cause-related marketing is different from other countries. Therefore, it is necessary to

study the relationship between celebrity and CrM.

This study is aimed to examine the role of celebrity in cause-related marketing in China. In this study, there are five hypotheses to examine the role of celebrity in cause-related marketing in China. The first hypothesis is that cause-brand fit has a positive impact on attitude towards cause-related marketing in China. The second one is that celebrity-cause fit affects attitude towards cause-related marketing positively in China. The third hypothesis is that celebrity-brand fit has a positive effect on attitude towards cause-related marketing in China. Brand credibility has a positive influence on attitude towards cause-related marketing in China is the fourth hypothesis in this study, Hypothesis five is consumer attitude towards cause-related marketing has a positive influence on purchase intention positively in China. In order to examine the hypotheses, this study used the questionnaire following Thamaraiselvan et al. (2017). The regression analyze was used to examine the role of celebrity in cause related marketing. The findings in this study are that cause-brand fit, celebrity-cause fit and brand credibility has a positive impact on attitude towards CrM in China. There is no relationship between celebrity-brand fit and attitude towards CrM in China. Attitude towards CrM influences the purchase intention of consumers positively in China.

This research developed a concept model including celebrity credibility, cause-brand fit, celebrity-cause fit, celebrity-brand fit, attitudes towards CrM, brand credibility, and purchase intention. This study examined the relationships between these variables. It is important to study the relationship between celebrity and cause-related marketing in China to fill the gap in the domination of celebrity credibility and cause-related marketing so that readers can learn more about the role of celebrity in cause-related marketing in China. This study also can provide data and results to other researches in the area of consumer psychology and marketing and guide enterprises to practice in the Chinese market.

There are six parts in this study. Part one introduces the objective and value of this research. The second part is the literature review. This part discusses the main hypothesis and factors, such as celebrity credibility, cause-brand fit, celebrity-cause fit, celebrity-brand fit, brand credibility, attitude towards CrM and purchase intention. The third part is about the methodology that the study used, including data collection and measures. Part four is the results. In this part, figures and tables show the result that gets from the regression analysis. The fifth part is the discussion. Data analysis is presented in this part. The conclusion is the last part. In this part, the main conclusion is explained.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Cause-brand fit

Cause-brand fit means the relationship between the image of the enterprise, target market and the image of the cause. Cause-brand fit plays a significant role in selecting a cause partner. Generally, brands are associated with causes that fit their core values and brand identity. Enterprises try to build up a creative and attractive image of their brands and identities to become more successful. Additionally, the cause-brand fit affects consumer attitude towards the brand positively. For instance, a good cause-fit

brand can foster a positive attitude of consumers towards CrM. On the contrary, poor cause-fit can lead to negative consumer attitudes towards CrM because of consumer's suspicion (Lafferty 2007). That means if cause and brand are highly fitted, consumers are willing to support the cause-related marketing. The prior research suggested that it is significant for the company to select a good brand partner if the company want to become successful (Bucklin and Sengupta 1993; Gupta and Pirsch 2006; Lafferty et al. 2004). Therefore, it is necessary to study the impact on cause-brand fit on attitude towards the CrM in China.

H1 Cause-brand fit has a positive influence on attitude towards cause-related marketing in China.

Celebrity-cause fit

Celebrity-cause fit is a fit between the cause and the attractive celebrity when the cause has similar characteristics and values with the celebrity (Nunnelley 2012). Diana and Bryan (2007) suggested that if the celebrity endorse a cause, the celebrity can affect the cause and in return, the cause has an impact on equity of the celebrity. The earlier study suggested that the attractive of the celebrity can increase the reliability of advertisement and enhancing the brand image when it exists a good celebrity-cause fit (Kamins 1990). It is a partnership that good celebrities can attract consumers to support the cause and in return, the good fitted cause can increase the credibility of celebrity. Therefore, the celebrity-cause fit is a significant factor that has effect on consumers. However, there is no evidence that can prove the relationship between the celebrity and cause in China. In this research, the influence of celebrity-cause fit on attitude towards the CrM in China is researched.

H2 Celebrity-cause fit has a positive influence on attitude towards cause-related marketing in China.

Celebrity-brand fit

Celebrity-brand fit occurs when the product meets the image of the celebrity. The relationship between celebrity and brand is an important factor that affects the effectiveness of advertisement and the purchase of products. If firms want to improve the success of the advertisement, the celebrity should be consistent with the brand. Additionally, firms should pay more effort to their brands. Creating a sense of aspiration for consumers is significant for the brand. So, the brand uses celebrities to create a desire for aspiration for consumers to achieve a self-image which is like the celebrity (Pradhan et al. 2016). When the fit between the celebrity is in line with the brand, consumers always evaluate brands positively (Kim and Na 2007; Goksel 2014). On the contrary, the enterprise sometimes gets a negative response to brands from their consumers if the celebrity is not consistent with the brand. Therefore, it is expected that celebrity-brand fit plays an important role in the attitude to the CrM in China.

H3 Celebrity-brand fit has a positive influence on attitude towards cause-related

marketing in China.

Brand credibility

Brand credibility is whether consumers believe that the brand can express sincerity and trustworthiness (Bigne-Alcaniz et al. 2019). In China, many firms try to build up their own brands. The purpose of this action is to become successful. In order to achieve this goal, brand credibility should be paid more attention to because the company can use brand credibility to build a permeant and reliable brand (Qin, 2002). Erdem and Swait (2004) found that brand credibility is a significant factor that influences consumers when they choose the brand. Consumers prefer to choose the brand that has high credibility. The emotion of consumers and consideration are also affected by brand credibility. If consumers believe that the brand is credibility, they prefer to support the cause-related marketing. On the contrary, if consumers consider that the brand has poor reliability, they might not support the cause. (Maathuis et al. 2004). Therefore, the hypothesis of this study is that brand credibility has a positive effect on attitude to cause-related marketing in China.

H4 Brand credibility has a positive influence on attitude towards cause-related marketing in China.

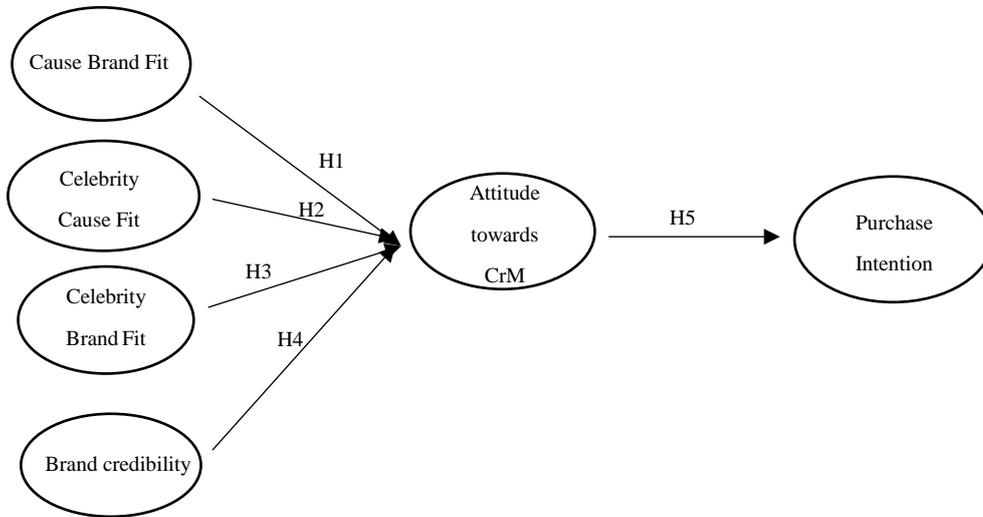
Purchase intention

The previous research showed that attitudes towards CrM have an impact on purchase intention, especially the positive attitude. Consumers prefer to buy more if they are willing to participate the cause-related marketing. (Lafferty et al. 2002). Liu and Meng (2019) found that in China, consumers do not decide to buy products suddenly. Consumers always consider about the usefulness of products and their own power of consuming. Consumers also consider that whether the products can satisfy their demands or not. The previous research showed that the purchase intention can be influenced by the relationship between the user, the brand, the celebrity, and the product. A creative celebrity advertisement can not only leave a deep impression on consumers but also generate consumers has a desire to buy products. Additionally, consumer's gender also can be the factor that influences the purchase intention. Females have a more positive attitude to CrM than males (Ross et al. 1992). Thus, this study hypothesizes that the consumer attitude towards cause-related marketing has a positive influence on purchase intention in China.

H5 Consumer attitude towards cause-related marketing has a positive influence on purchase intention positively in China.

Figure 1 shows five assumed relationships among the cause-brand fit, celebrity-cause fit, celebrity-brand fit, brand credibility, attitude towards CrM and purchase intention in this study.

Figure 1
The predicted relationships between the variables



III. RESEARCH METHODOLOGY

Data collection and sample

The goal of this research is to analyze the role of celebrity in cause-related marketing in China. This study used the questionnaire following Thamaraiselvan et al. (2017) to test hypotheses. Based on these hypotheses, to test the reliability and validity of this study, each variable had five or six questions. There were thirty-three questions were designed in the questionnaire. The respondents were Chinese of different ages. The questionnaires were sent via Wenjuanxing. Refer Appendix A for all questions used in the study. This questionnaire used the Likert scale to represent the agreements level of respondents. The range of Likert scale is from “Strongly Disagree” =1 to “Strongly Agree” = 5.

Finally, 242 questionnaires with valid responses were collected in China. The sample collected consisted of 34% male and 66% of female. There were 57% of respondents in the age group of 20–24, 22% of respondents were below 20-year-old, 12% of respondents were above 29-year-old and 9% of respondents were between 25 and 29.

Regression Model

In order to examine the role of celebrity in cause-related marketing in China, this research used the following regression model. There were six variables in this regression model as shown in Table 1. Table 1 summarized how variables were measured in this study. The followings are five equations based on hypotheses.

$$Y_1 (\text{Attitude towards cause-related marketing}) = \beta_0 + \beta_1 \text{Cause-brand fit} + \varepsilon (1)$$

Cause-brand fit has a significant impact on selecting a cause partner. A good cause-fit brand can foster a positive attitude of consumers towards CrM (Lafferty 2007). Y_1

is used to examine the relationship between cause-brand fit and attitude towards CrM in China.

$$Y_2 (\textit{Attitude towards cause-related marketing}) = \beta_0 + \beta_1 \textit{Celebrity-cause fit} + \varepsilon \quad (2)$$

The prior study has found that the attractive of the celebrity can increase the reliability of advertisement and enhancing the brand image when it exists a good celebrity-cause fit (Kamins 1990). It also can enhance consumers' attitudes towards CrM. Y_2 is used to test whether the celebrity has a positive impact on attitude towards CrM in China.

$$Y_3 (\textit{Attitude towards cause-related marketing}) = \beta_0 + \beta_1 \textit{Celebrity-brand fit} + \varepsilon \quad (3)$$

The previous study suggested that if the celebrity and brand fit tightly, consumers always have a positive attitude to support the cause-related marketing. (Kim and Na 2007; Goksel 2014). Y_3 is used to examine whether celebrity-brand fit has a positive influence on attitude towards CrM in China.

$$Y_4 (\textit{Attitude towards cause-related marketing}) = \beta_0 + \beta_1 \textit{Brand credibility} + \varepsilon \quad (4)$$

According to prior research, the brand credibility plays an important role in consumption. If consumers believe that the brand is credibility, they prefer to support the cause-related marketing (Erdem and Swait 2004). Y_4 is used to test whether brand credibility can affect attitude towards CrM in China.

$$Y_5 (\textit{Purchase intention}) = \beta_0 + \beta_1 \textit{Attitude towards cause-related marketing} + \varepsilon \quad (5)$$

The previous research showed that attitudes towards CrM have an impact on purchase intention, especially the positive attitude. Consumers prefer to buy more if they are willing to participate the cause-related marketing. (Lafferty et al. 2002). Y_5 is used to examine the relationship between attitude towards CrM and purchase intention of consumers in China.

Table 1

The variables in the regression model

Variable Name	Definition
Attitude towards cause-related marketing	The attitude towards cause-related marketing is measured by the 5-item scale, designed by Kropp et al. (1999); Youn and Kim (2008).
Cause-brand fit	The cause-brand fit is measured by the 6-item scale, designed by Myers et al. (2012).
Celebrity-cause fit	The celebrity-cause fit is measured by the 5-item scale, designed by Keller and Aaker (1992); Govers and Mugge (2004); Myers et al. (2012).
Celebrity-brand fit	The celebrity-brand fit is measured by

	the 5-item scale, designed by Myers et al. (2012); Govers and Mugge (2004); Keller and Aaker (1992).
Brand credibility	The brand credibility is measured by the 5-item scale, designed by Tulin Erdem and Swait (2004).
Purchase intention	The purchase intention is measured by the 5-item scale, designed by Hou et al. (2008).

IV. RESULTS

This study used SPSS 25 to analyze data. The following tables and figures show the results of this study.

Before examining the relationship between variables in this study, through examining the reliability of variables to assess the strength of the scale. This study used SPSS 25 to calculate Cronbach's alpha (Cronbach, 1951). In reliability analysis, Cronbach's alpha was used to find out the internal consistency of the items on the scale. If Cronbach's alpha is more than 0.6, it confirms that the scale shows good reliability. (Nunnally, 1978) According to Table 2, all Cronbach's alphas in this study are more than 0.6, which indicates that this scale has good reliability.

Table 2
Reliability Statistics of Constructs

Variable	Number of Variables	Cronbach's Alpha
Celebrity-brand fit	5	0.844
Celebrity-cause fit	5	0.854
Cause-brand fit	6	0.874
Brand credibility	5	0.868
Purchase intention	5	0.871
Attitude towards CrM	5	0.832

This study used Kaiser-Meyer-Olkin (KMO) value to measure validity. The prior research shows that the KMO value should more than 0.60. It is stated to be perfect if the KMO value is closed to 0.90 (Hutcheson & Sofroniou, 1999). According to Table 3, the KMO value of this study is 0.908, which is more than 0.6 and this value is closed to 0.9. Therefore, it indicates that these variables in this study are valid.

Table 3
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.908
Bartlett's Test of Sphericity	Approx. Chi-Square	5754.666
	df	465
	Sig.	0.000

The correlation analysis was used in this study to examine the direction of correlation and the significance among the variables. Figure 2 represents the results of the correlation analysis of these variables. According to Table 4, the correlation value of each variable is greater than zero. The correlations of preliminary analysis results showed that celebrity-brand fit, celebrity-cause fit, cause-brand fit and brand credibility were significantly positively correlated with the attitude towards CrM.

Table 4
Correlations Matrix for Attitude towards CrM and Variables of Celebrity-brand fit, Celebrity-cause fit, Cause-brand fit and Brand credibility

		CrBF	CCF	CBF	BC	AT CrM
AT CrM	Person correlation	0.633**	0.664**	0.667**	0.684**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000

** . Correlation is significant at the 0.01 level (2-tailed).
AT CrM=Attitude towards cause-related marketing
CrBF=Celebrity-brand fit
CCF=Celebrity-cause fit
CBF=Celebrity-brand fit
BC=Brand credibility

The correlation value of the variable is 0.712 which is more than zero as shown in Table 5. This result indicates that attitude towards CrM was significantly positively correlated with purchase intention.

Table 5
Correlations Matrix for Purchase Intention and Variables of Attitude towards CrM

		AT CrM	PI
PI	Person correlation	0.712**	1
	Sig. (2-tailed)	0.000	

** . Correlation is significant at the 0.01 level (2-tailed).
PI=Purchase intention
AT CrM=Attitude towards cause-related marketing

This study used SPSS 25 to do the regression analysis. Figure 3 represents the results of regression analysis among the variables. Data showed in Table 6 can help to understand the contribution of these variables of celebrity-brand fit, celebrity-cause fit, cause-brand fit and brand credibility in attitude towards CrM. Table 6 shows the standardized coefficient(β) and Unstandardized B. This study used the enter method. According to Table 6, this model was significant, $R^2 = 0.554$, $F = 73.632$, $p < 0.01$. The VIF statistics is between 2.576 and 3.304 in this regression model, which were below 10, thus there was no collinearity in this regression model. (Hair et al., 1998). Celebrity-

brand fit does not have a statistically significant contribution in explaining variations in attitude towards CrM. ($p\text{-value}=0.255 > 0.05$, $\beta=0.089$). H3 was not supported. Celebrity-cause fit ($p\text{-value}=0.010 < 0.05$, $\beta=0.204$), cause-brand fit ($p\text{-value}=0.004 < 0.01$, $\beta=0.218$) and brand credibility ($p\text{-value}=0.000 < 0.01$, $\beta=0.317$) has statistically significant contribution in explaining variations in attitude towards CrM. H1, H2, and H4 were supported.

Figure 2
Results of Correlation Analysis

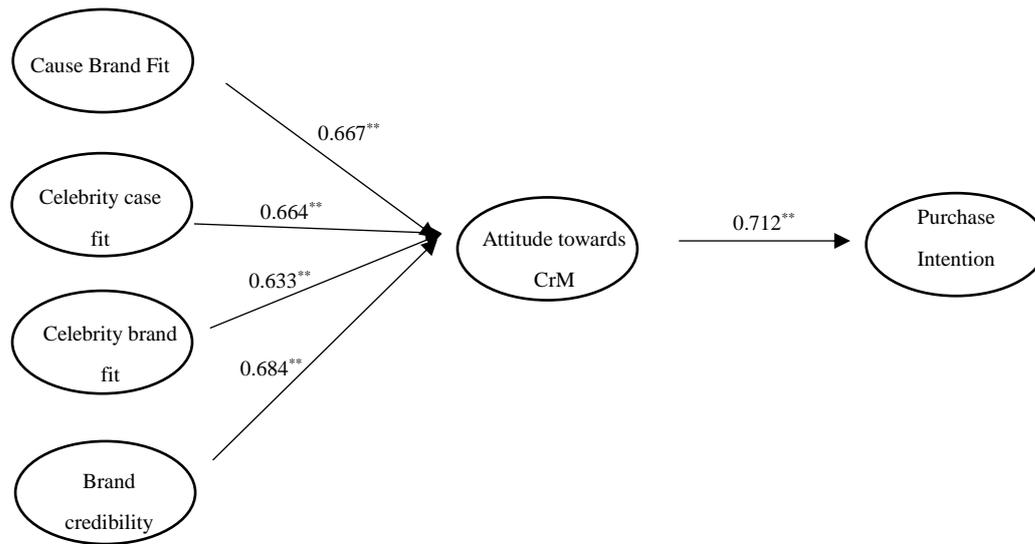


Table 6

Multiple Regression Analysis on Attitude towards CrM

Variable	Standardized coefficient(β)	Unstandardized B	Sig. (p-value)	VIF statistics
Celebrity-brand fit	0.089	0.088	0.255	3.241
Celebrity-cause fit	0.204	0.208	0.010*	3.304
Cause-brand fit	0.218	0.227	0.004**	3.010
Brand credibility	0.317	0.317	0.000**	2.576
R^2	0.554			
Adjusted R^2	0.547			
F	73.632			

* $p < 0.05$, ** $p < 0.01$

In order to understand the contribution of these variables of attitude towards CrM

in purchase intention, this study used SPSS 25 to do the regression analysis. Table 7 indicates the standardized coefficient(β) and Unstandardized B. This study used the enter method. According to Table 7, this model was significant, $R^2 = 0.507$ $F = 247.172$, $p < 0.01$. In this regression model, the VIF statistics is 1.000, which was below 10, thus there was no collinearity. (Hair et al., 1998). Attitude towards CrM (p -value=0.000 < 0.01, β =0.712) has statistically significant contribution in explaining variations in purchase intention. H6 was supported.

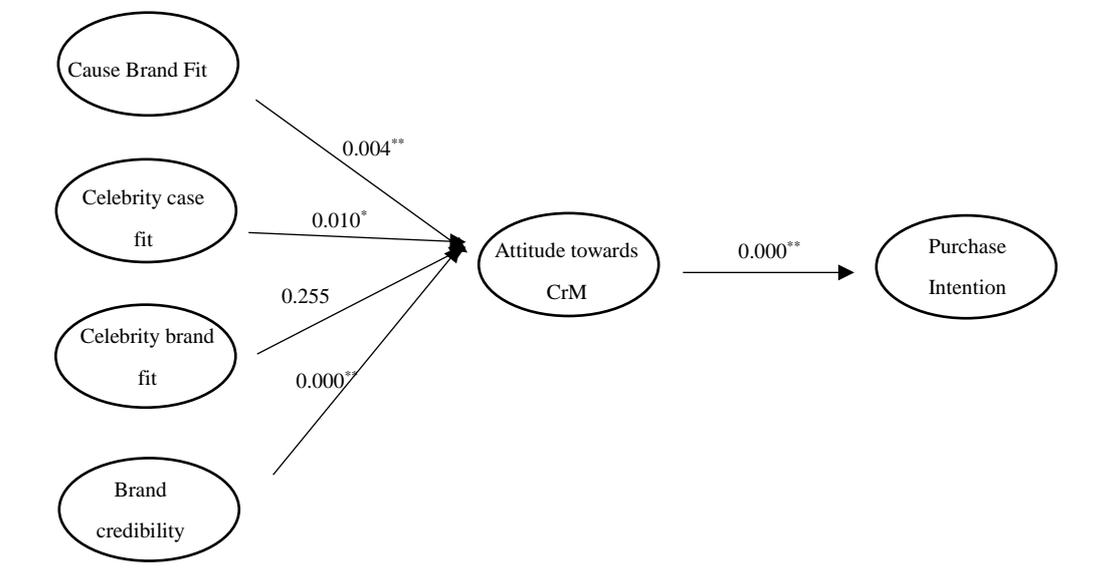
Table 7

Multiple Regression Analysis on Purchase Intention

Variable	Standardized coefficient(β)	Unstandardized B	Sig. (p-value)	VIF statistics
Attitude towards CrM	0.712	0.737	0.000**	1.000
R^2	0.507			
Adjusted R	0.505			
F	247.172			

** $p < 0.01$

Figure 3
Results of Multiple Regression Analysis



V. DISCUSSION

This study was aimed to exam the role of celebrity in cause-related marketing in China. Based on correlation analysis and regression analysis, the results indicate that cause-brand fit, celebrity-cause fit and brand credibility can significantly positively influence attitude towards CrM. Attitude towards CrM has a positive significant

influence on purchase intention. However, celebrity-brand fit does not have any significant impact on attitude towards CrM.

The cause-brand fit has a good impact on attitude towards CrM in China. If cause-brand can well-matched, consumers prefer to support cause-related marketing in China. The finding is not consistent with previous research that cause-brand fit does not affect attitude towards CrM (Thamaraiselvan et al. 2017). Fan and Tian (2017) suggested that Chinese consumers have more suspicion than others when they are choosing and buying products. Chinese customers are suspicious of the credibility of the brand and the cause. Therefore, Consumers pay more attention to the cause-brand fit in China. If there is a poor cause-fit, it can lead to a negative consumer attitude towards CrM. On the contrary, a good cause-brand fit can foster a positive attitude of consumers towards CrM (Lafferty 2007). Chinese consumers are willing to support CrM if the cause and the brand are well matched.

The celebrity-cause fit has a good impact on attitude towards CrM in China. This result is not consistent with earlier research that celebrity-cause fit has no impact on attitude towards CrM (Thamaraiselvan et al. 2017). Liu and Meng (2019) suggested that Chinese customers are more rely on celebrity attraction when they are buying products. If the celebrity is more attractive, customers in China are more willing to support CrM. Thus, the good celebrity-cause fit can encourage the customer to consume and increase their attitude to CrM.

The celebrity-brand fit cannot influence attitude towards CrM in China in this study, which is not in alignment with earlier research that consumer tends to buy more products if celebrity and brand are highly fitted (O'Mahony and Meenaghan 1997). However, Thomas and Johnson (2017) suggested that the impact of celebrity-brand fit can be mediated by the attitude towards advertisement and brand, which means that celebrity-brand fit can be influenced by advertisement and brand, attitude towards CrM also depends on advertisement and brand. Thus, the celebrity-brand fit cannot directly affect attitude towards CrM. Celebrity-brand fit has no positive impact on attitude towards CrM.

The brand credibility has a positive influence on attitude towards CrM in China which is consistent with previous research that brand credibility plays a significant role in influencing the attitude towards CrM (Bigne-Alcaniz et al. 2009). Brand credibility can promote communication to target customers because brand credibility can positively affect attitude towards CrM. Brand credibility also can impact customers to develop an altruistic attribution to CrM.

The attitude toward CrM has a positive impact on purchase intention in China. The result is in alignment with earlier studies, attitude towards CrM plays a significant role in affecting the purchase intention (Edmondson and Lafferty 2007, 2014; Thamaraiselvan et al. 2017). A positive attitude can enhance consumers attitude towards the brands which support the CrM. Consumers prefer to support the social cause if they are willing to participate the cause-related marketing (Lafferty et al. 2002).

Limitations

There are four limitations in this study. Firstly, in this study, the sample size was

small. Only 242 questionnaires with valid responses were collected because of time limitations. More valid responses can make results more credible. Secondly, the results were also influenced by respondents' ages and gender. In this study, most of the respondents were female and most of them were the age 20-24. This might cause bias in this study. Different ages and different gender might have different results. Additionally, this study chose a male celebrity as an example in the questionnaire. The results might be different if choosing the female celebrity. Last but not least, the celebrity used in this study was a singer. However, celebrity is not only in the singing area, but there are also many other areas has not been considered, such as movie, sport, and so on. Celebrity in a different area might cause different results in this study.

Reliability & Validity

This study used Cronbach's alphas to measure reliability. Nunnally (1978) proved that if Cronbach's alpha is more than 0.6, it confirms that the scale shows good reliability. In this study, all the Cronbach's alphas of variables are more than 0.6 as shown in Table 2. Thus, the scale of this study shows good reliability. For the validity, this study used KMO value to examine as shown in Table 3. The previous research shows that the KMO value should more than 0.60. It is stated to be perfect if the KMO value is closed to 0.90 (Hutcheson & Sofroniou, 1999). In this study, the KMO value of this study is more than 0.6 and close to 0.9 as shown in Table 3. Therefore, this result indicates that these variables in this study are valid.

Theoretical contribution

This study examined the role of celebrity in China which has not been well-developed. It can fill the gap in knowledge in the dominate of cause-related marketing and psychology of consumers about celebrities in China. The results from this research also can improve the theoretical framework of celebrity credibility and cause-related marketing in China. As previous researchers show that the celebrity affects CrM and plays an important role in CrM in Asia. However, most researches are based on India. This research chooses China as the study object. China, as a rapidly developed country in Asia, its cause-related market is a representative sample, the results of this research can provide valuable data for future researchers. Future researchers can use or follow these data to do more research deeply on the same topic. For readers, they can learn more about cause-related marketing and celebrity in China.

VI. CONCLUSION

The purpose of this study is to exam the role of celebrity in cause-related marketing in China. In this study, the relationships between cause-brand fit and attitude towards CrM, celebrity-cause fit and attitude towards CrM, celebrity-brand fit and attitude towards CrM, brand credibility and attitude towards CrM, attitude towards CrM and purchase intention in China were examined. The results indicated that cause-brand fit affects attitude towards CrM positively in China. Celebrity-cause fit has a good impact on attitude towards CrM in China. Celebrity-brand fit has no significant influence on attitude towards CrM in China. Brand credibility influence attitude towards CrM

positively in China. Attitude towards CrM has a positive effect on purchase intention in China. In the study, the questionnaire following Thamaraiselvan et al. (2017) was used to test hypotheses. This research uses the regression analysis method to get data results to explain the role of celebrity credibility in cause-related marketing in China.

Based on limitations, there are three recommendations for further researches. The first recommendation is that further researchers can set questions about respondents' jobs. Secondly, the celebrity is existing in many areas, further researchers can choose celebrities from movies, sport or any other areas as an example. They also can compare celebrities from different areas to study the relationship between celebrity and cause-related marketing. It is also recommended that further researchers can study the source credibility model (Hovland and Weiss 1951) to examine the antecedents of CrM.

APPENDIX A

Celebrity-brand fit:

It is very logical for the celebrity to endorse the [Brand].
This celebrity is very appropriate to endorse the [Brand].
The [Brand] matched with the celebrity personality.
Celebrity and [Brand] represent each other well.
Celebrity and [Brand] fit together well.

Celebrity-cause fit:

It is very logical for the celebrity to endorse the [Cause].
This celebrity is very appropriate to endorse the [Cause].
The [Cause] matched with the celebrity personality.
Celebrity and [Cause] represent each other well
Celebrity and [Cause] fit together well.

Cause-brand fit:

[Brand] and the [Cause] are consistent with each other.
[Brand] and the [Cause] together is a typical match.
[Brand] and the [Cause] represent each other well.
[Brand] and the [Cause] complement each other.
[Brand] and the [Cause] fit together well.
[Brand] and the [Cause] together make sense.

Attitude towards CrM:

I like buying products which donate part of their profits to a charitable cause.

I am willing to pay more for a product if the manufacturer is donating part of the profits to charity.

If a company is donating part of its profits to a charity then I am more likely to buy its products.

Companies who advertise that they are donating part of their profits to charity are good corporate citizens.

I make a special effort to buy from companies that support charitable causes.

Brand Credibility:

This [Brand] has the ability to deliver what it promises.

This [Brand] delivers what it promises.

This [Brand] product claims are believable.

This [Brand] has a name you can trust.

This [Brand] doesn't pretend to be something it isn't.

Purchase Intention:

I am eager to learn more about this product which is related to a campaign for a cause.

I am likely to participate in a campaign for a cause by purchasing the product.

I would be willing to influence others to purchase this cause-related product.

I would be willing to purchase this cause-related product.

I would consider purchasing from this firm which donates to a cause in order to help it.

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