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Bednall, David, Oppewal, Harmen and Ringer, Allison 2008, The multidimensionality of fit from a cause-related marketing perspective, in *INFORMS 2008 : Abstracts of the 30th Annual Marketing Science Conference*, University of British Columbia, Vancouver, B.C., pp. 83-83.

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Social and Cause Marketing

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**1 - The Multidimensionality of Fit from a Cause-related
Marketing Perspective**

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Several studies have shown the fit between a brand and cause to influence consumer evaluation of CRM campaigns but the literature has not provided a consistent conceptualisation of fit. This paper proposes that fit is dynamic and multidimensional, comprising behavioural, cognitive and emotional perspectives. It further proposes that fit influences consumer attitudes toward the CRM campaign, together with attitudinal and motivational factors. Hypotheses based on these propositions are tested in a scenario experiment in which participants receive product-cause combinations representing different levels of fit. Findings suggest the perception of fit does influence the evaluation of CRM campaigns but not always in favour of the congruent campaign or those containing the higher levels of fit. The emotional dimension of fit appears to have little effect on the evaluation of the CRM campaign. The findings suggest that an incongruent campaign can be effective if the potential consumer has an affinity either through loyalty or past experience with the brand or the charity but that issues that are perceived as a lifestyle choice may be ineffective irrespective of the aligned forprofit organisation.