

ABSTRACT

Cause brand alliance is an emerging area within the marketing discipline which had initially originated from United States in the early 1980's. Many academics and researchers have indicated strong support for cause brand alliances. Alliances are quite common in today's business where two organizations form partnership in seeking mutual benefits. Cause brand alliance is a combination of two organizations where in one is a profitable organization and the other a non profit organization. This research helps to understand and clarify the concept of cause brand alliance.

This research focus was to study the factors that influence the attitude towards cause brand alliance of Avon and breast cancer cause in Bangkok, Thailand. It examines if there exists a relationship between the given factors to enhance the attitude towards cause brand alliance. The factors listed were Pre attitude towards brand, Pre attitude towards cause, Brand name fit and Product category fit. The brand selected was Avon and the cause which Avon has always been associated with is breast cancer. The research selected 400 respondents who were the customers of Avon for the study. Data was processed using the statistical package for social sciences (SPSS).

The findings of this study indicated that, there exists a relationship between the given factors namely, pre attitude towards brand, pre attitude towards cause, brand name fit and product category fit to attitude towards cause brand alliance. The overall relationship between the factors and attitude towards cause brand alliance was determined to be moderate. Several areas of improvement were determined. This study would be beneficial to the companies that intend to use cause brand alliance in marketing their brand and most importantly to Avon as the study was conducted basing on Avon's alliance with breast cancer.