

CONSUMERS' RESPONSES TO CORPORATE PHILANTHROPY: ARE THEY WILLING TO MAKE TRADE-OFFS?

Carmen Valor

*Dpto. De Comercialización e Investigación de Mercados
Fac. CC. Económicas y Empresariales, Campus de Somosaguas. 28233
Pozuelo de Alarcón. Madrid. Spain (ESPAÑA)*

ABSTRACT

More and more companies are allocating part of their budgets to supporting good causes through corporate philanthropy. This approach implies a social concern of communities and, at the same time, a concern for their corporate economic performance (e.g. linking philanthropic efforts to economic performance through cause-related marketing). This paper attempts to find which variables related to the implementation of a philanthropic campaign are more important for consumers and which of the yield higher utilities. The main finding of this study is that price and quality are the most important attributes when making a purchase decision, followed by the philanthropic donations. Other social corporate dimensions are disregarded.