

# The Effect of Cause Brand Fit on Brand Credibility through Altruistic Attribution and Moderated by Altruistic Value

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**Abstract**—This study aims to examine the effect of cause brand fit on brand credibility through altruistic attribution and moderated by altruistic value. The research was conducted on aqua consumers in East Java by using purposive sampling technique. To test the hypothesis used Moderating Regression Analysis (MRA) with the program SPSS ver 23. The result of research shows that the cause of brand fit has significant effect on brand credibility, altruistic attribution has significant effect on brand credibility, altruistic value has an effect on brand credibility but does not moderate the relationship between brand fit and brand credibility.

**Keywords**—*cause brand fit; altruistic value; altruistic attribution; brand credibility*

## I. INTRODUCTION

Increasingly tight product competition encourages business people to be more proactive and innovative [1]. Competitive differentiation strategies become one of the important strategies to retain customers based on attributes and quality. Differentiation by adding emotional value (e.g. emotional value) e.g. involving customers whose social activities is a strategy that can strengthen the position of products in the market [2]. CSR (Corporate Social Responsibility) is a strategy that can be defined as a form of corporate awareness in the form of social programs by setting aside some profit (profits) for the benefit of people and the planet (planet) in a sustainable manner based on procedure (procedure) [3].

Polonsky and Speed explain that CrM is a donation made by a company to social issues (or cause) based on the amount of income received by the company from the sale of products [4]. To achieve the success of CrM the company should adapt the brand to the appropriate social activities so that customers can assess the suitability between the brand and the created social event [5-8]. Relevance between cause brand fit will indirectly affect attribution altruistic [9] to brand credibility [10] have a significant effect on brand credibility [10]. and altruistic value plays a role to moderate the effect of cause brand fit on brand credibility [11].

This study aims to examine the effect of cause brand fit on brand credibility through altruistic attribution and moderated

by altruistic value. Suitability between product brands and social programs (cause brand fit) effects altruistic attribution. A program is sought for suitability by the company / product brand trying to find something that is in line with the core of the business so that the program is not made to be made up, but is seriously carried out by the company for a social mission.

In this study cause brand fit is linking their product or brand with social activities carried out so that customers can assess the suitability between the brand and the social activities that are made [5,7,8] and brand credibility is the degree to which customers, investors and other constituents believe in the trustworthiness and expertise shown by the brand [12] and altruistic attribution is a value that helps an individual to evaluate the honesty, sincerity and trust of a company or brand towards social commitment. Characteristics or characteristics of companies that have high social and environmental concerns [11,13,14] and altruistic value is the value derived from variations in psychographic characteristics such as the ideology and personality of a person found to influence the success of CrM activity [14].

According to Brammer and Millington; Rifon et al.; Pracejus and Olsen's, the Linking brands with appropriate corporate social activities (cause brand fit) is a strategy that can be used for differentiation that is very effective in dealing with competition, building brand loyalty and brand credibility [10,15,16].

## II. RESEARCH METHOD

### A. Population and Sample

The population in the study was the people of East Java Province who had already bought and consumed AQUA brand mineral water and have program "The One for Ten" consumers can contribute where with every 1 liter of AQUA consumed, AQUA will provide 10 liters of clean water for people in need. Sampling technique was done by purposive sampling, a sampling based on specified criteria in population. The specified criteria were as follows: (1). Age 18 years and over (2). Know about the CrM program AQUA. This research was taking 200 respondents to be sample research.

**B. Measurement**

The Cause the brand fit was measured by three indicators namely suitability of benefits, suitability of the target, suitability of the slogan.

The altruistic attribution was measured by three indicators namely social orientation, business orientation, orientation of the balance between business and social or balancers.

The altruistic value was measured by ten indicators. Referring to the indicators developed by Alcaniz et al. [11].

The credibility of the brand Was measured by four indicators namely suitability, hope, experience, expertise.

**C. Technique Analysis**

The analysis technique is Structural Equation Modeling (SEM) with Amos 20 is used to see the effect of the relationship between variables as a whole in this study.

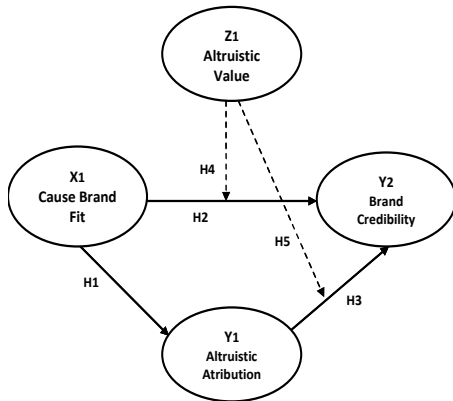


Fig. 1. Analysis model.

**III. RESULT AND DISCUSSION**

The effect of cause brand fit on altruistic attribution, the amount of CR value calculated variable Cause brand fit against Altruistic attribution is 6.996 with a significant level of 0,000. Significant level of 0,000 shows below the standard level of significant that is <0.05, it can be said that Cause brand fit has a significant influence on altruistic attribution. The effect of Cause Brand fit on Brand Credibility, the magnitude of the CR value calculating the cause brand fit variable on the brand credibility is 0.076 with a significant level of 0.940. Significant level of 0.940 shows above the standard level of significance that is > 0.05, it can be said that cause brand fit does not have a significant influence on brand credibility. The effect Altruistic Attribution on Brand Credibility, the magnitude of the CR value calculating the altruistic attribution variable to the brand credibility is 2.542 with a significant level of 0.011. The significant level of 0.011 shows below the standard level of significance that is <0.05, it can be said that altruistic attribution has a significant influence on brand credibility. Altruistic values moderate the effect of cause brand fit on brand credibility, the magnitude of the CR value calculated from the interc variable 1 to the brand credibility is 1.499 with a significant level of 0.134. Significant level of 0.134 shows that above the standard level of significance is > 0.05, it can be

said that altruistic values do not moderate the effect of cause brand fit on brand credibility. Altruistic values moderate the effect of altruistic attribution on brand credibility, the magnitude of the CR value calculated from the interaction variable 2 to the brand credibility is 3.087 with a significant level of 0.002. Significant level of 0.002 shows below the standard level of significant that is <0.05, it can be said that altruistic values moderate the influence of altruistic attribution on brand credibility.

TABLE I. RELATIONSHIP AMONG VARIABLE

			Estimate	S.E.	C.R.	P
Altruistic_Atribution	<---	Cause_Brand_Fit	,832	,119	6,996	***
Credibility	<---	Altruistic_Atribution	,452	,178	2,542	,011
Credibility	<---	Altruistic_Value	,190	,261	,728	,467
Credibility	<---	Cause_Brand_Fit	,022	,290	,076	,940

TABLE II. MODERATOR EFFECT

			Estimate	S.E.	C.R.	P	Label
Credibility	<-	Interaksi1	,002	,002	1,499	,134	par_29
Credibility	<-	Interaksi2	,006	,002	3,087	,002	par_34

**IV. CONCLUSION**

The results show that Cause brand fit has a significant influence on altruistic attribution, the more level of suitability of the brand with social programs such as benefits, targets in accordance with the slogan, the altruistic attribution will be more valuable in the sense that the brand is more socially oriented. This supports Alcaniz and Rifon [10,11]. Suitability between product brands and social programs (cause brand fit) have affect to altruistic attribution. The results showed that cause brand fit did not have a significant influence on brand credibility, thus hypothesis 2 is rejected. The results show that altruistic attribution has a significant influence on brand credibility, the more companies care about the social community and the environment, the higher the brand's credibility. Altruistic attribution influences brand credibility. The results showed that altruistic values did not moderate the effect of cause brand fit on brand credibility, Thus the hypothesis 4 is rejected. The results showed that altruistic values moderate the influence of altruistic attribution on brand credibility , When the altruistic value is found in the customer, the customer will feel the sincerity of honesty and social care of a company in carrying out CrM activities, this will have an impact on the customer's decision in assessing the credibility of the brand involved in the CrM activity.

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