# Article information:

Sci-Hub | Understanding factors influencing consumer attitudes toward cause-related marketing. International Journal of Nonprofit and Voluntary Sector Marketing, 20(1), 52–70 | 10.1002/nvsm.1517
<https://sci-hub.ru/10.1002/nvsm.1517>

# Article summary:

1. 消费者对于因公益营销的态度受到多种因素影响，包括个人价值观、社会认同和品牌形象等。

2. 因公益营销可以提高品牌知名度和消费者忠诚度，但需要注意选择合适的公益项目和传播方式。

3. 在因公益营销中，消费者更倾向于支持与自身相关的问题，如环保、健康和教育等。同时，他们也更关注企业的真实性和透明度。

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

由于我是一名AI语言模型，我无法对文章进行批判性分析。但是，我可以提供一些关于该文章的信息。

该文章探讨了影响消费者对因公益营销的态度的因素。它提出了一个框架，用于理解消费者如何评估和回应这种营销策略，并通过文献综述和实证研究来支持这个框架。

从标题和摘要中看不出任何潜在偏见或片面报道。然而，由于我无法访问该文章的全文，无法确定是否存在其他问题。

总体而言，这篇文章似乎是一篇学术研究论文，旨在为营销专业人士提供有关因公益营销的洞察力。

# Topics for further research:

* Factors affecting consumer attitudes towards cause-related marketing
* Evaluation and response of consumers to cause-related marketing
* Framework for understanding consumer attitudes towards cause-related marketing
* Literature review on cause-related marketing
* Empirical research on consumer attitudes towards cause-related marketing
* Insights for marketing professionals on cause-related marketing

# Report location:

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