

EFFECTS OF NASCAR'S CAUSE-RELATED MARKETING  
ON POTENTIAL STAKEHOLDERS

Abstract

By Cairistiona Flatley  
Washington State University  
May 2013

Chair: Yong Chae Rhee

Over the last 25 years, Corporate Social Responsibility (CSR) has become an increasingly important matter for organizations to address. The purpose of this study was to examine the effects of NASCAR's cause-related marketing initiatives on potential stakeholders. This research was a two-part, quasi-experimental study, observing college undergraduate's attitudes and evaluations of two different forms of cause-related marketing communication: nationalistic and environmentally concerned. Data was collected from undergraduate classes at a large university in the Pacific Northwest (N = 135). The results revealed that Cause-Related Marketing (CRM) communicated as environmentally conscious positively influenced attitude, corporate reputation, perceived CSR, and fan identification. However, CRM communicated as nationalistic only had a positive influence on perceived CSR, due to increased awareness.