

## **Annotation**

The bachelor thesis called „Psychological Factors Influencing Efficiency of Cause-related Marketing”, deals with selected psychological factors and their effect on credibility of the campaign, the attitude towards the brand and purchase intention, which may have overall influence on efficiency of marketing communication.

The thesis consists of two parts – theoretical and practical. Theoretical part includes definition of cause-related marketing, its benefits and typology as well as examples of CRM use. Theoretical part is also focused on psychological factors examined further in the study.

Practical part involves the replication of the study, which aim is to examine influence of certain psychological factors on the efficiency of CRM. Chosen psychological factors are the type of the product and the perceived fit between the product and a cause. The results of the research indicate influence on the credibility of the campaign, brand attitude and purchase intention even though the hypotheses of the research were not confirmed.