

**MAJOR RESEARCH PROJECT REPORT  
ON  
EFFECT OF CAUSE-RELATED  
MARKETING ON CUSTOMER'S BRAND  
PREFERENCE**

**Submitted By**

**LISA ANN MATHEW**

**2K18/MBA/015**

**Under the Guidance of**

**Dr. DEEP SHREE**

**ASSISTANT PROFESSOR**



**DELHI SCHOOL OF MANAGEMENT**

**DELHI TECHNOLOGICAL UNIVERSITY**

**Bawana Road Delhi 110042**

## **CERTIFICATE**

This is to certify that **Ms. Lisa Ann Mathew**, bona fide student of **Delhi School of Management, Delhi Technological University**, has successfully completed the project work in the partial fulfillment of the requirement of Master of Business Administration (MBA) program for the academic year 2019-20.

The project work is titled as “**Effect Of Cause-Related Marketing on Customer’s Brand Preference**”.

**Dr. Deep Shree**  
**Assistant Professor**  
**Project Guide**

**Dr. Rajan Yadav**  
**Professor**  
**HOD**

## **DECLARATION**

I hereby declare that the project report titled “Effect Of Cause-Related Marketing on Customer’s Brand Preference” submitted at Delhi School of Management, Delhi Technological University, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, is a record of original dissertation work done by me, under the guidance and supervision of Assistant Professor Dr. Deep Shree.

Student Name: Lisa Ann Mathew  
Roll Number: 2K18/MBA/015  
Place: Delhi

## **ACKNOWLEDGEMENT**

First of all, I would like to express my gratitude towards Delhi School of Management for helping me grow and learn so much throughout this MBA curriculum. I am grateful to Assistant Professor Dr. Deep Shree, my project coordinator for her constant support, guidance and feedback without which this project would not have taken shape.

I would also like to express my gratefulness to all the respondents of the survey that was floated for this project and their responses helped me in analyzing and completing this report.

## **EXECUTIVE SUMMARY**

During the course of this project, we have tried to analyze the effect of socio-demographic factors on the evaluation of cause-related marketing campaigns. We have also tried to analyze if there a positive emotion towards the organizations that take part in cause-related marketing. Finally we have tried to verify if cause-related marketing campaigns have an effect on a customer's brand preference.

A survey was floated in order to get responses based on which the above mentioned statements were verified.

We were able to conclude that socio-demographic factors have an effect on the evaluation of cause-related marketing campaigns. It also showed that there is a positive image generated when organizations are associated to cause-related marketing. And we were also able to conclude that cause-related marketing have a significant impact on brand preference.

## CONTENTS

1. INTRODUCTION .....	1
1.1 Background.....	1
1.2 Problem Statement.....	4
1.3 Objectives of the Study .....	5
1.4 Scope of Study.....	5
2. LITERATURE REVIEW .....	7
3. RESEARCH METHODOLOGY .....	12
4. CASE STUDY .....	14
4.1 Introduction to the Case.....	14
4.2 Data Collection .....	15
4.3 Data Analysis.....	20
4.4 Findings and Recommendations .....	33
4.5 Limitations of the Study .....	33
5. CONCLUSION.....	34
6. REFERENCES .....	35

# **1. INTRODUCTION**

## **1.1 Background**

Marketing has been in this world for ages. It is said to have existed since 35 C.E when Umbricius Scauras who sold fish sauce would decorate the atrium of his house consisting of mosaic patterns with amphora images that described about his brand and its superior quality. Over time the field of marketing has widely expanded and with the technology it is ever more scaling and the definition of marketing has also evolved. When we look at the current definition of marketing given by American Marketing Association (AMA), they state that “marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large”. Philip Kotler, creator of marketing as a field of academic study, who is considered as the father of marketing as well, gives a definition to marketing too. He states that “marketing is a social and managerial process by which individuals and groups obtain what they want and need through creating, offering and exchanging products of value with others”.

Therefore we can say that there are companies who offer some goods or service and there are customers who want to buy those goods and service. But who wants the companies’ products and what modes can be used to attract those people in order to convert them into potential customers can be carried out by using various models and tools.

One basic framework used to identify target customers is using STP. It stands for Segmentation, Targeting and Positioning. Here a group of buyers within a market are profiled and divided into multiple segments and from the segments we select the target segment which could provide higher sales and we try to position the product in the minds of the people by identifying the marketing mix for each target segments that we picked. Marketing mix is a tool used by marketers to pursue the marketing objectives of the company in a target market and it comprises of identifying the product, price, place and promotion.

Philip Kotler further gives us various types of marketing that companies work in. There are mainly three of them. Marketing 1.0 is when companies are reaching for the mind of a client. The companies just sell products and make money. In Marketing 2.0, companies define and analyze their client databases. Through these companies study the behavior of consumer and his or her preferences so as to give them best service that is possible by the company. Thanks to the latest analytical tools, these customer data can be easily studied and synthesized. Marketing 3.0 is where companies not only aim to have their products sold but also try to make the world a better place for people to live in. It is providing goods, services and value. Cause-related marketing is an output of Marketing 3.0.

Cause-related marketing (CRM) is a form of marketing which involves collaborative efforts between a for-profit organization and a not-for profit organization with the intentions to increase revenue and create awareness about a cause respectively. Sometimes it can generally refer to marketing programs by for-profit organizations with regards to a social or charitable cause.

The oldest example of CRM which one could recall is the 1979 campaign released by the Famous Amos Cookies. So in the campaign, founder of FAC, Wally Amos had become the country-wide spokesperson for a non-profit called Literacy Volunteers of America. The campaign brought attention and the goodwill of its consumer to the brand Famous Amos and simultaneously it also helped in the creation as well as the expansion of many literacy programs. Thus it not only served their personal purpose but it also served the society as well. Although this campaign was one of the earliest cause-related promotion but the term ‘Cause Related Marketing’ was not coined until four years later in 1983. It was a campaign of American Express. And in the AmEx campaign, what they showed was that at any point of time if an American Express Card was used by anyone at any place, the company would donate one cent to the Statue of Liberty Restoration Project. It should be noted that around the time of this campaign, American Express was able to see a 17% increase in new users and a card usage increase of 28%.



The usage of CRM has also been on the rise lately. As per the Barkley Cause Survey, we can see that 97% of marketing executives find that cause marketing is a valid business strategy and almost 66% of the companies have engaged in CRM as of 2010. These numbers in itself are good indicators of the fact that CRM is here to stay and for good.

Even in India several companies have launched CRM based advertising. Sometimes even referred to as causevertising; P&G has partnered with Army Wives Welfare Association (AWWA), Save the Children India, Round Table India (RTI) and Navy Wives Welfare Association (NWWA) amongst others. Hindustan Unilever has partnered with AKRSP, Development Support Centre, SIED and more. Nestle the consumer goods giant had also come into a partnership of sorts with a Mumbai-based non-profit for education reform called Nanhi Kali in 2016 in order to provide education to girl child with the same name.

Another important aspect in marketing is brand. Now when we look at the term brand, it can be a term, design, name, symbol or a feature which identifies one's own service or goods from those of your competitors. Branding will require picking a good name, a logo, making the brand memorable, distinctive and positive, it should fit the company's image as well as the product's image, be simple and emotional and have no legal or regulatory restriction.

Figure 1-1 Renowned brands around the world



Source: Google

Brands are eventually developed over time by usage of consistent messages for advertising, by recommendations from family or friends, by interaction with sales representatives of company or by real-life experience using the product.

The reason why branding is important is because it makes an impression on people and lets the customers know what to expect from you and therefore you will be considered a better choice by customers.

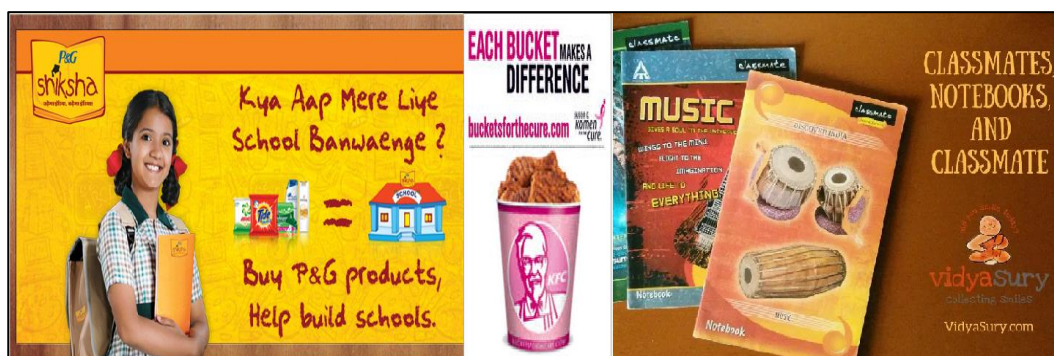
Brand preference is when a customer prefers to pick a specific product over other products that are in the same category and similarly priced. It is one of the strong indicators of brand's strength in capturing the hearts and minds of people.

## 1.2 Problem Statement

As already discussed we know that companies are moving more towards CRM but why should remaining of the companies follow suit in opting for CRM as a more viable option than regular marketing. Does CRM have an effect on their potential customer in convincing them to buy their product instead of picking others? Is CRM really helpful to push their brand as a preferred option over others or will the companies be just spending the money on advertising for the cause without expect anything in return (which shouldn't be a problem as these are acts of kindness)?

In this project we will be analyzing this very same conundrum. We will be verifying if or not there are any effects of cause-related marketing on the preference of a brand for the customers.

Figure 1-2 Examples of CRM



Source: Google

This analysis will help companies to make a choice on whether they should opt for CRM or not. If the results are positive then the companies will be more encouraged to pick this form of marketing which will be advantageous in more than one way, as it not only helps to increase profits but it will also help the society and in addition to that it will create a better image of the company in the eyes of the customers. Besides it will not be as if the companies are forced to help the society once they know that this form of marketing is beneficial for them.

In this project we will also be analyzing the various socio demographic factors that effects on the evaluation of cause-related marketing campaigns and the potential customer's attitude towards the organizations (for-profit and non-profit) that do CRM.

### **1.3 Objectives of the Study**

We have mentioned in our problem statement that we will be analyzing the factors on evaluation of CRM and the effect of CRM on customer's brand preference. So the objectives for the study are as follows.

To determine the effect of socio demographics factors on the evaluation of cause-related marketing.

To determine the effect of cause-related marketing on the image of the company.

To determine the effect of cause-related marketing on brand preference of customer.

### **1.4 Scope of Study**

We will be analyzing the responses received via survey sent online through various channels.

We will be using SPSS tool to carry out our analysis. We will be applying various tests on the customer responses received via these surveys.

We would be working on identifying the various socio-demographic factors that affect how people view cause-related marketing. These factors are asked in the questionnaire sent to the respondents.

We won't be analyzing if there are other factors apart from socio-demographic that affect their attitude towards CRM as it would have led to a lengthier survey and we know that the participants might find it tedious and hence it will lead to lower response and abandonment. It might even lead to high chances of poor data quality as respondents might select options without too much thought.

We will also be analyzing whether a company's image takes a positive light when they use cause-related marketing technique. With this we will also be able to identify if this image of the company is also a factor for people purchasing the product offered by them.

We will also be able to see the relationship of cause-related marketing on the preference of the customer's.

Here the analysis may not identify whether there are other factors that influence as well on the brand preference like pricing or quality. But it will be a good indicator to determine whether CRM has an effect whatsoever or should companies try other options to get brand preference from customers and can continue corporate philanthropy in other manners instead of CRM.

## **2. LITERATURE REVIEW**

Vardarajan and Menon (1988): The authors in the paper have tried to outline what is Cause-Related Marketing (CRM). They have given us the characteristics of it and how the organizations both for-profit and non-profit can benefit from effective use of this promising marketing tool. They state that CRM is the process of formulating and implementing marketing activities which includes an offer from the firm to contribute to a specified amount to a designated cost when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives. They have stated that the firm-related objective is to improve the firm and/or brand image and raise the sales/profit; the cause associated objectives will be to create funds for the cause, stimulating revenue-producing exchange transactions between the firm and its customers, promote direct contributions by the general public to the cause; characteristics of cause supported will be that its consistent with image of product promoted, consistent with characteristics of product promoted, consistent with demographics of the target market served by firm; level of association between firm and cause will be organizational level, product line/divisional level, brand level. They are creditable answers for corporations to be more involved in solving social and economic issues but the authors have also warned that its misuse can be disastrous as well. Care and caution should be ensured by the firms and causes in the designing and execution of CRM. If the majority of marketers can prevent CRM from degenerating into cause-exploitative marketing, it may very well be viewed as one of marketing's major contributions to society.

We must also ensure that we don't confuse CRM with corporate social responsibility (CSR). For according to Carroll (1991) corporate social responsibility of business entails the simultaneous fulfillment of the firm's economic, legal, ethical, and philanthropic responsibilities. Stated in more matter-of-factly and business terms, the CSR firm should strive to make a profit, obey the law, be ethical, and be a good corporate citizen. Carroll provides the pyramid of corporate social responsibility (p. 42) with the base stating economic responsibilities which means earning profits, followed by legal responsibilities meaning to obey the law, ethical responsibilities

meaning obligation to do what is right and philanthropic responsibilities on the top meaning to be a good corporate citizen. CRM on the other hand is when a for-profit promotes its products towards the customers and the revenue generated from its sales are given to the beneficiaries. Thus we can say that CRM is a combination of both marketing and CSR.

Mullen (1997): In her article she examined both for-profit and non-profit expectations involved in charitable giving and suggested that strategic charitable giving can bring added value to corporation. She also gives the reason as to why it is important for corporate charitable giving to non-profit organizations. She states that these non-profits are the thread in the fabric of society which provides the human with resources that enhance quality of life in communities and healthy communities are fruitful ground for booming economic growth and if corporates wish to weave their economic relationship into the said fabric then charitable giving is the key. She states that CRM is the method of formulating and implementing marketing activities that are characterized by contributing a specific amount to a designated nonprofit effort that, in turn, causes customers to engage in revenue providing exchanges and hence CRM is offered as a strategic public relations approach that corporations can use to target non-profit programs and create giving strategies that balance both the involved organizations' goals.

Barone, Miyazaki and Taylor (2000): The authors questioned whether consumers were likely to select brands offered by companies that engage in CRM. Accordingly, they investigated where and when CRM efforts influenced consumer choice. In their study they could see that companies which supported social causes which are viewed by customers to be suitable causes will be awarded with an increase in the preference of those company's brand or brands. However the influence of CRM on the choice of a customer is found to be dependent on the perceived motivation regarding the company's efforts towards CRM and also whether customers would have to trade off the company's sponsorship for a cause with that of decreased performance or increased price. The study also suggests that CRM

signals affect choice mainly via strategies that are compensatory involving trade-offs instead of non-compensatory strategies.

Webb and Mohr (1998): They found that earlier researches showed people having positive attitude towards CRM but further research showed that the product's type and the amount which was given in donation can also make a change. A through in and out investigation of the customer's perceptions, beliefs, behavioural tendencies and attitudes with respect to CRM programs is needed to estimate how consumers give meaning to CRM and how these meanings become the responses. In their study, the authors go into the depths of how customers feel and think about cause-related marketing. The authors developed a framework of customer responses that included a typology of the customers. They also discussed the effect for business, research, public policy and non-profit marketing. They conducted personal interviews of 48 people of which 44 were used for further analysis and they concluded that majority respondents showed an admiration for company involvement in CRM because it made the money to get donated to worthy causes even if the attitude towards the firm were mixed. Even though the respondents agreed that the companies benefits too, they still consider it as a corporate social responsibility. The appreciation for these companies and their interest to help a cause some days even led to buying on the basis of CRM. Customers did mention that traditional purchase criteria were usually important; CRM did not affect purchasing decisions. These respondents considerably changed in the way they actively thought about the issues related to CRM.

Corbishley and Mason (2011): In their study they try to determine if certain socio demographic factors have an effect on the evaluation of CRM offers in eThekweni region of South Africa. It is predicted that, its conclusions will be of help to marketers who are trying to make a more precise discovery regarding the responsiveness of various groups to a CRM strategy. Quantitative study was conducted in shopping malls, using a structured questionnaire using interviews. The sample size was 400. Among the respondents that were asked the questions, 94% agreed business should give money in charity. 69% respondents were able to recall buying a CRM based product, which

was comparatively lower than previous international results. This may be because of the fact that CRM was not as common in South Africa. In fact few of the respondents were told about what CRM is and its concepts were explained to them. Conclusions showed that there is a significant relation between socio demographic factors and the evaluation of a CRM offer. Cross-tabulations were carried out in order to establish whether any socio demographic variables were related to opinions and attitudes towards CRM. More women felt that businesses should be expending money on charities. With respect to the level of education, authors could see a better productive relationship between respondents holding degrees with the buying of a CRM based product as opposed to those who had less education. With respect to marital status, single people purchased less of CRM based product as opposed to married couples.

Christofi, Leonidou and Vrontis (2015): The author's article tries to show in which way the concepts of product innovation, cause-related marketing and exceptional sustainable leadership affect sustainability of an organization and how will these concepts of extraordinary sustainable leadership, product innovation and CRM be brought in conjunction in a model so as to form a theoretic framework for a triumphant execution of sustainability within organizations. With respect to CRM and its effect on sustainability they mention that with the social perspective of sustainability, the major purpose of CRM to the society is providing a percentage from the company's sales profits to a specified cause. Hence, with the general meaning of CRM we can see that the social perspective of sustainability is fulfilled. Thus they state CRM as one of the factors in order to create a sustainable organization and an organization needs to be sustainable on the long run not only for strong financial performance but also to minimize risks in business and maximize market opportunities.

Deep Shree, Gupta and Sagar (2017): The study done by authors in this paper is trying to figure out the usefulness of cause-related marketing as a potential tool for marketing for contemporarily introduced products in India which is considered as a developing market and which is relatively unexplored. 150 customers were taken as the sample, and various case studies were tackled for verifying the



said conclusions. Situations when there are no fixed criteria in the minds of the consumers for taking buying decisions, there is a very high chance for the triumph of CRM initiatives. This paper suggests that CRM campaigns, even at the beginning stages of the creation of a brand can cause a consumer trial and also lead to differential positioning thus giving these newcomers with a chance to communicate with the consumers. Their study also found that cause-brand fit affects consumer impression of that brand, which in effect, leads to differential positioning and consumer trial. There is a significantly worthwhile correlation between customer perception, customer trial, differential positioning, and brand cause fit. When some latest product enters a market which is already filled with various competitors, cause-related marketing can offer a pedestal for a victorious launch. If consumer's find a reasonable "fit" between cause and the product, this may bias their outlook in favour of the product. They had taken the examples of Hippo chips, Van Huesen eco-shirts, Maggi Atta noodles and Aircel Thus it was concluded that using cause-related marketing at the beginning stage of the product's lifecycle in a company can be a very impactful tool to introduce a brand new product.

### **3. RESEARCH METHODOLOGY**

The study has been based on primary data collected via online survey of respondents. The survey was shared via e-mail and personal chats as one on one or face to face survey was not possible due to Covid-19 lockdown.

A total of 104 responses were collected which comprises of respondents from varied age groups, education and places of origin.

Questionnaires were prepared by referring multiple research papers. The papers that were considered for the same are, A Typology of Consumer Responses to Cause-Related Marketing: From Skeptics to Socially Concerned from Journal of Public Policy & Marketing, Vol. 17 by Deborah J. Webb and Lois A. Mohr (1998), Cause-related marketing and consumer behavior in the greater eThekweni from African journal of business management area by Karen Corbishley(2011) and Social Cause Related Marketing And Its Impact On Customer Brand Preferences from Prestige International Journal of Management & IT- Sanchayan, Vol. 2(1) by Sneha Rajput, Nitin Tyagi and Shailja Bhakar (2013).

The questionnaire consists of Likert scale with five options. The responses which were obtained were recorded on a scale of 1 to 5 with 5 indicating a minimum agreement to the statement and 1 indicating maximum agreement. These values were later altered to indicate 5 as maximum and 1 as minimum value. Few other questions in the survey have multiple choices which are not scaled responses.

The questions in the survey vary from inquiries regarding about the respondent's socio demographic factors to their brand preference. It consist a total of 14 questions with the first six questions inquiring about the socio-demographic factors such as their age, gender, education, job, marital status, occupation and annual family income.

These questions will help us in understanding the factors that affect the evaluation of CRM among the minds of the customers. Few screenshots of the survey questions have been included in this project.

Next five questions inquire about their opinion on an organization that involves with CRM, both for-profit as well as non-profit organization. The survey also inquires about what the respondents feel are the motives of these for-profit and non-profit organizations. These questions will help us give an understanding of how the potential customers will view the organizations and this will also help us understand if the view of the organization also affects their buying.

Next set of questions check the dedication of the respondent when they see a product in the store which is associated to a social cause. This is just verification if customers purchase CRM related products.

SPSS tool has been used to do case analysis. SPSS is a software package currently owned by IBM and is used for interactive or batched statistical analysis.

To analyze the effect of socio demographic factors on the evaluation of CRM, we carried out chi square tests and cross tabulation.

To understand the effect on the image of for-profit and/or non-profit organization due to CRM, we have carried out descriptive statistics and viewed the same in the form of histograms.

To analyze the effect of CRM on a customer's brand preference we have done linear regression analysis.

These analyses are detailed under Data Analysis sub heading of Chapter 4.

## **4. CASE STUDY**

### **4.1 Introduction to the Case**

As we have already discussed earlier on that cause-related marketing is a form of marketing which involves collaborative efforts between a for-profit organization and a not-for profit organization with the intentions to increase revenue and create awareness about a cause respectively. Sometimes it can generally refer to marketing programs by for-profit organizations with regards to a social or charitable cause.

We also know that brand preference is when a customer prefers to pick a specific product over other products that are in the same category and similarly priced. It is one of the strong indicators of brand's strength in capturing the hearts and minds of people.

These days we can see that most companies are moving towards CRM and this trend seems to be on the rise. In fact as per Barkley Cause Survey, we saw that 97% of marketing executives find cause marketing a valid business strategy and almost 66% of the companies have engaged in CRM as of 2010.

But why should companies move to this form of marketing. Does CRM have an effect on their potential customer in convincing them to buy their product instead of picking others? Is CRM really helpful to push their brand as a preferred option over others or will the companies be just spending the money on advertising for the cause without expect anything in return (which shouldn't be a problem as these are acts of kindness)?

In this project we will be addressing this very same conundrum. We will be verifying if or not there are any effects of cause-related marketing on the preference of a brand for the customers.

In this project we will also be analyzing the various socio demographic factors that effects on the evaluation of cause-related marketing campaigns and the potential customer's attitude towards the organizations (for-profit and non-profit) that do CRM.

## 4.2 Data Collection

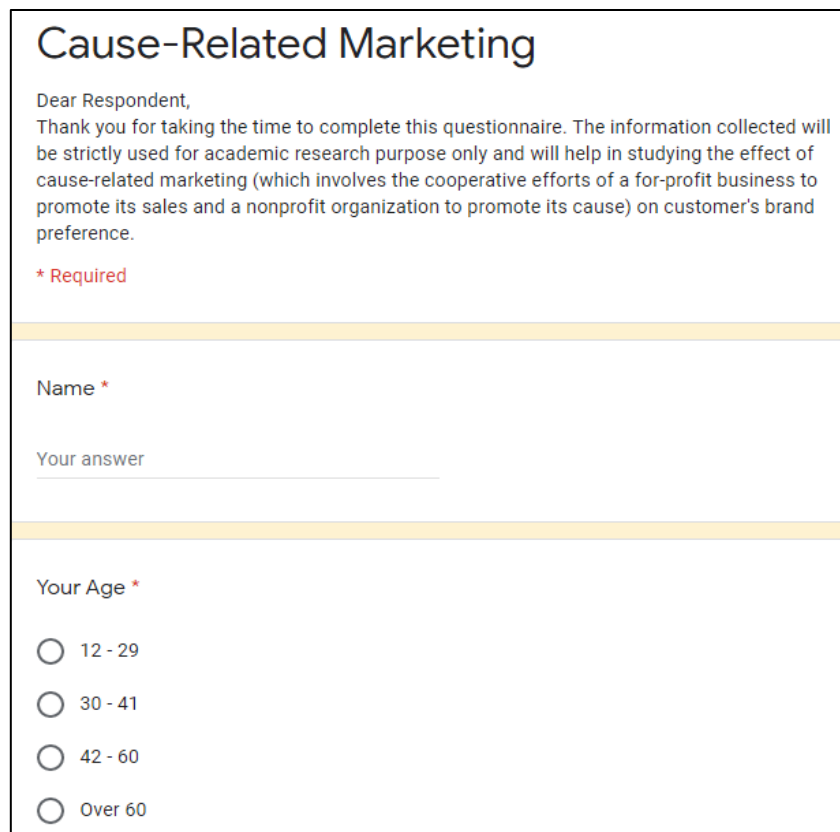
The study has been based on primary data collected via online survey of respondents. The survey was shared via e-mail and personal chats as one on one or face to face survey was not possible due to Covid-19 lockdown.

A total of 104 responses were collected which comprises of respondents from varied age groups, education and places of origin.

The questions in the survey vary from inquiries regarding the respondent's socio-demographic factors to their brand preference. It consists of 14 questions in total.

The first six questions inquire about the socio demographic factors such as their gender, age, education, job, marital status, occupation and annual family income. These questions will help us in understanding the factors that affect the evaluation of CRM among the minds of the customers. Few screenshots of the survey questions have been included in this project.

Figure 4-1 CRM Survey



The screenshot shows a Google Form titled "Cause-Related Marketing". The form begins with a greeting "Dear Respondent," followed by a paragraph explaining that the information collected is for academic research and will help study the effect of cause-related marketing on customer brand preference. Below this is a red asterisk indicating a required field. The first question is "Name \*", with a text input field labeled "Your answer". The second question is "Your Age \*", with four radio button options: "12 - 29", "30 - 41", "42 - 60", and "Over 60".

Source: Google form sent to respondents

Figure 4-2 Socio-demographic factors

Gender \*

Male

Female

---

Marital Status \*

Single

Married

Divorced

Widowed

---

Education \*

Primary school

High school

Diploma

Degree

Post graduate

Source: Google forms

Figure 4-3 Socio-demographic factors

Occupation \*

Student

Employed

Unemployed

Retired

---

Annual family income \*

LPA - lakhs per annum

less than 3LPA

3 - 5 LPA

5 - 8 LPA

8 - 10 LPA

more than 10LPA

Source: Google forms

The next set of questions inquires about their opinion on an organization that involves with CRM, both for-profit as well as non-profit organization. The survey also inquires about what the respondents feel are the motives of these for-profit and non-profit organizations.

Figure 4-4 View of Firm and /or NPO

How do you feel about the firms which do Cause-Related Marketing? \*

Cause-related marketing is done by a for-profit business that seeks to both increase profits and to better society by including social messages in advertising

1 2 3 4 5

Extremely Positive      Negative

---

How do you feel about the NPOs who are associated (if any) with the firms which do Cause-Related Marketing? \*

Cause-related marketing sometimes may involve for-profit business and a nonprofit organization (NPO) to come together to promote its sales and to promote its cause respectively.

1 2 3 4 5

Extremely Positive      Negative

---

What do you think about the firms motives \*

Help self

Help self and others

Help others and then self

Help others

---

What do you think about the NPOs motives \*

money

publicity

other corporate goals

help meeting goals

Source: Google forms

The next set of questions inquired of the dedication aspect of a customer while they purchase a product that is associated with cause-related marketing campaigns.

Figure 4-5 Factors associated to CRM

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
Purchase when the product is related to any social cause.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase the products that are related to some selected social cause.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficult for other brand to replace social cause related product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personally believe that if such product is promoted well can affect the consumer buying decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing of a product with a social cause helps to remember that product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feel happy when I buy a social cause related product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Source: Google forms



The final set of questions inquires about the preference of one brand over another. It also is a check on the brand awareness when its marketing is associated to a cause.

Figure 4-6 Factors associated to brand preference

On comparison of cause-related products to other products, please rate how much you agree or disagree with the following statements \*

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
Brand with cause-related marketing, makes a strong impression on my visual sense or other senses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Different brands with the same price and quality, it is more likely that I will choose the brand that I know is related to social cause.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social cause related marketing campaigns have a positive impact on the brand awareness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social cause related marketing campaigns have a positive impact on the brand awareness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stop using the product, if in any case I come to know that the money collected is not use where it was promised to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Source: Google forms

### 4.3 Data Analysis

The analysis done in this project is via the SPSS platform. SPSS is a software package currently owned by IBM and is used for interactive or batched statistical analysis.

The input data from the survey was stored as Comma separated values in the system. The same was loaded into SPSS via the import function. Screenshot of the same is given below.

Figure 4-7 Data view of responses

ID	Case	Firm_motives	NPO_motives	Co_should_d_charity	purchase_anycause	purchase_selectcause	difficult_to_replace
83	2	Help self and others	publicity	5	Disagree	Disagree	Strongly Agree
84	4	Help self	other corporate goals	4	Agree	Neither Agree or Disagree	Agree
85	3	Help self and others	other corporate goals	4	Neither Agree or Disagree	Agree	Neither Agree or Disagree
86	5	Help self and others	help meeting goals	5	Neither Agree or Disagree	Disagree	Neither Agree or Disagree
87	3	Help self and others	publicity	4	Neither Agree or Disagree	Agree	Neither Agree or Disagree
88	3	Help others and then self	other corporate goals	4	Agree	Neither Agree or Disagree	Disagree
89	5	Help others and then self	help meeting goals	5	Agree	Strongly Agree	Neither Agree or Disagree
90	5	Help self and others	help meeting goals	4	Agree	Neither Agree or Disagree	Neither Agree or Disagree
91	3	Help self and others	publicity	4	Agree	Agree	Agree
92	2	Help self and others	publicity	2	Neither Agree or Disagree	Agree	Neither Agree or Disagree
93	3	Help self and others	publicity	5	Disagree	Disagree	Disagree
94	3	Help self and others	publicity	4	Agree	Agree	Agree
95	3	Help self and others	help meeting goals	4	Neither Agree or Disagree	Neither Agree or Disagree	Agree
96	3	Help self	publicity	5	Neither Agree or Disagree	Neither Agree or Disagree	Neither Agree or Disagree
97	4	Help self and others	help meeting goals	4	Agree	Neither Agree or Disagree	Agree
98	4	Help self and others	help meeting goals	5	Agree	Agree	Strongly Agree
99	4	Help self and others	publicity	4	Agree	Agree	Disagree
100	4	Help self	publicity	4	Disagree	Disagree	Agree
101	3	Help self and others	help meeting goals	5	Strongly Disagree	Neither Agree or Disagree	Agree
102	4	Help self and others	help meeting goals	5	Agree	Neither Agree or Disagree	Neither Agree or Disagree
103	3	Help self and others	help meeting goals	5	Agree	Agree	Strongly Agree
104	3	Help others and then self	money	4	Neither Agree or Disagree	Neither Agree or Disagree	Neither Agree or Disagree

Source: SPSS

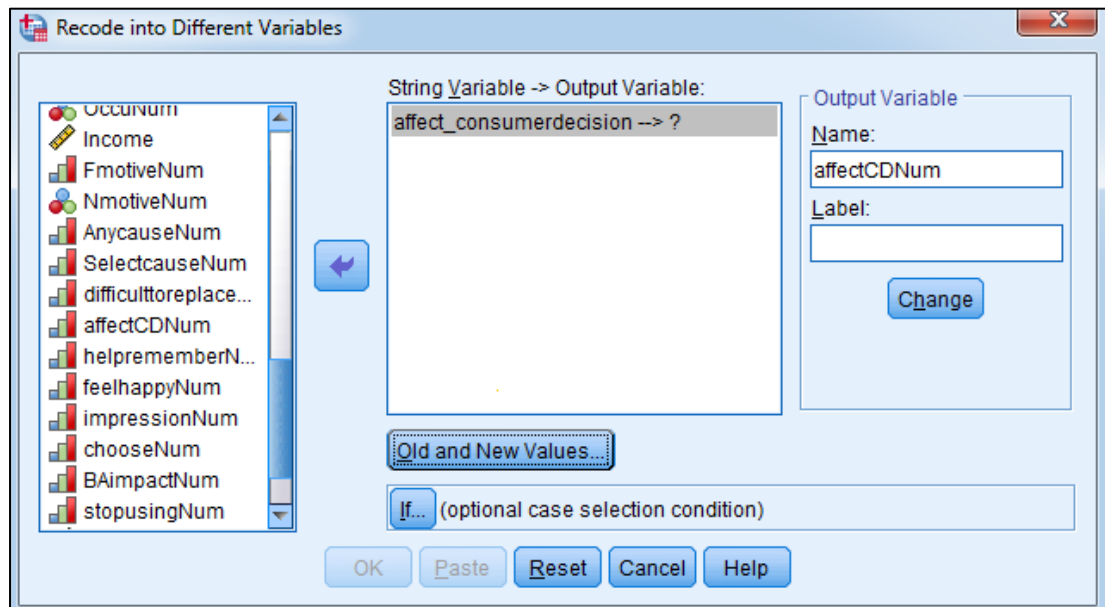
Figure 4-8 Variable view of responses

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	Name	String	20	0		None	20	Left	Nominal	Input
2	Age	String	7	0		None	7	Left	Nominal	Input
3	Gender	String	6	0		None	7	Left	Nominal	Input
4	MaritalStatus	String	8	0		None	8	Left	Nominal	Input
5	Education	String	14	0		None	14	Left	Nominal	Input
6	Occupation	String	10	0		None	10	Left	Nominal	Input
7	Annualfamil...	String	15	0		None	15	Left	Nominal	Input
8	ViewFirm	Numeric	1	0		{1, 5}...	8	Right	Scale	Input
9	ViewNPO	Numeric	1	0		{1, 5}...	8	Right	Scale	Input
10	Firm_motives	String	25	0		None	25	Left	Nominal	Input
11	NPO_motives	String	21	0		None	21	Left	Nominal	Input
12	Co_should_...	Numeric	1	0		{1, 5}...	8	Right	Scale	Input
13	purchase_a...	String	25	0		None	25	Left	Nominal	Input
14	purchase_s...	String	25	0		None	25	Left	Nominal	Input
15	difficult_to_r...	String	25	0		None	25	Left	Nominal	Input
16	affect_cons...	String	25	0		None	25	Left	Nominal	Input
17	helps_reme...	String	25	0		None	25	Left	Nominal	Input
18	feel_happy	String	25	0		None	25	Left	Nominal	Input
19	strong_impr...	String	25	0		None	25	Left	Nominal	Input
20	choose_bra...	String	25	0		None	25	Left	Nominal	Input
21	brandaware...	String	25	0		None	25	Left	Nominal	Input
22	stopusingpr...	String	25	0		None	25	Left	Nominal	Input

Source: SPSS

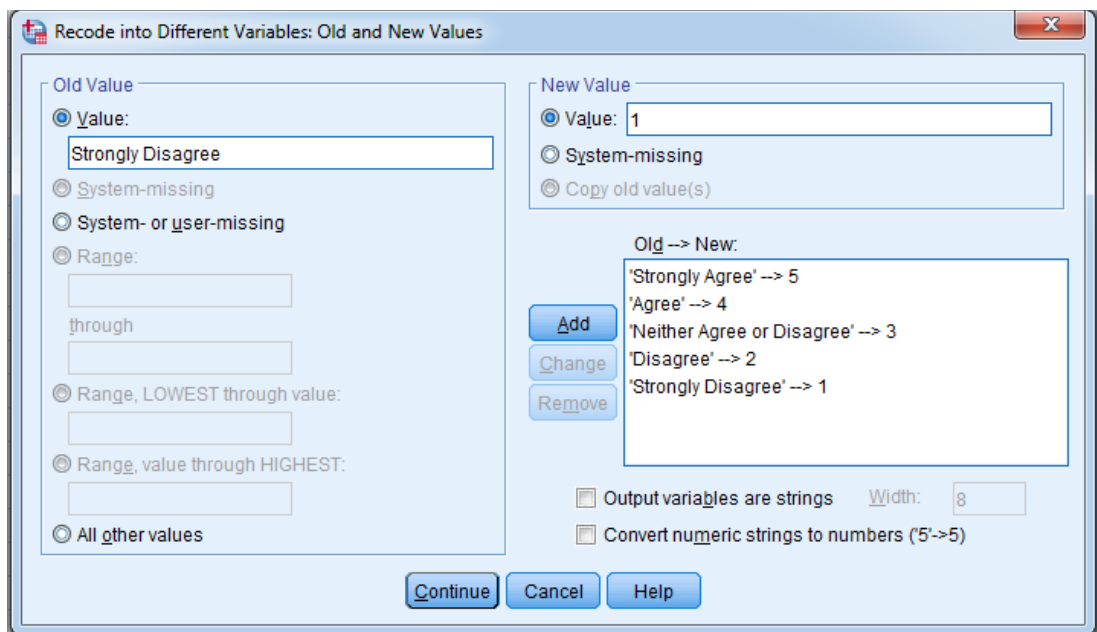
At first the data needed to be converted to Numeric value in order to carry out computation. The Likert scale values were obtained as String type as can be seen in the Variable view. Therefore these variables were transformed via the function Transform >> Recode into Different Variables.

Figure 4-9 Recode into Different Variables



Source: SPSS

Figure 4-10 String value assigned with numbers



Source: SPSS

All the string values needed for computation have been transformed to numeric values.

Figure 4-11 Data view after recoding

	AnycaseNum	SelectcaseNum	difficultoreplaceNum	affectCDNum	helprememberNum	feelhappyNum	impressionNum	chooseNum	
1	4	4	4	4	4	4	4	4	3
2	4	4	4	4	4	4	4	4	4
3	5	3	4	3	5	5	5	5	5
4	5	5	4	5	5	5	5	5	5
5	4	3	3	3	4	5	4	3	5
6	4	4	3	4	4	4	4	4	4
7	4	4	4	4	4	4	4	4	4
8	3	3	4	4	4	5	3	3	2
9	3	2	4	4	4	3	3	3	3
10	4	4	4	3	5	5	4	5	5
11	4	4	4	4	4	4	4	4	4
12	5	5	2	4	4	3	4	4	4
13	5	4	4	4	4	5	5	5	5
14	5	4	2	5	4	5	5	5	4
15	5	5	3	4	5	5	5	5	4
16	3	5	3	5	4	5	5	5	4
17	4	4	2	4	3	5	4	4	5
18	3	4	3	2	2	3	3	3	4
19	5	5	4	4	5	5	4	4	5
20	4	4	4	4	4	4	4	4	4
21	4	4	2	2	2	4	3	3	4
22	4	5	5	3	4	5	4	4	4

Source: SPSS

Figure 4-12 Variable view of new variables created after recoding

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
19	strong_imp...	String	25	0		None	None	25	Left	Nominal	Input
20	choose_bra...	String	25	0		None	None	25	Left	Nominal	Input
21	brandaware...	String	25	0		None	None	25	Left	Nominal	Input
22	stopusingpr...	String	25	0		None	None	25	Left	Nominal	Input
23	futurebuying	Numeric	1	0		{1, 5}...	None	8	Right	Scale	Input
24	AgeNum	Numeric	8	0		None	None	10	Right	Nominal	Input
25	MaritalNum	Numeric	8	0		None	None	12	Right	Nominal	Input
26	EduNum	Numeric	8	0		None	None	10	Right	Ordinal	Input
27	OccuNum	Numeric	8	0		None	None	10	Right	Nominal	Input
28	Income	Numeric	8	0		None	None	10	Right	Scale	Input
29	FmotiveNum	Numeric	8	0		None	None	12	Right	Ordinal	Input
30	NmotiveNum	Numeric	8	0		None	None	12	Right	Nominal	Input
31	AnycaseN...	Numeric	8	0		None	None	13	Right	Ordinal	Input
32	Selectcaus...	Numeric	8	0		None	None	16	Right	Ordinal	Input
33	difficultorep...	Numeric	8	0		None	None	23	Right	Ordinal	Input
34	affectCDNum	Numeric	8	0		None	None	13	Right	Ordinal	Input
35	helprememb...	Numeric	8	0		None	None	17	Right	Ordinal	Input
36	feelhappyNum	Numeric	8	0		None	None	14	Right	Ordinal	Input
37	impression...	Numeric	8	0		None	None	15	Right	Ordinal	Input
38	chooseNum	Numeric	8	0		None	None	11	Right	Ordinal	Input
39	BAimpactN...	Numeric	8	0		None	None	13	Right	Ordinal	Input
40	stopusingNum	Numeric	8	0		None	None	14	Right	Ordinal	Input
41	CRM	Numeric	8	2		None	None	10	Right	Scale	Input
42	BrandPrefer...	Numeric	8	2		None	None	17	Right	Scale	Input

Source: SPSS

Our first objective is to identify if socio demographic factors such as gender, age, education, income have an effect on evaluation of cause—related marketing.

We could see that women have a stronger opinion over the fact that companies should be involved with charity. The same can be seen for age 12-29, single people, with education of degree or post graduate and who are employed. These categories also show high inclination to the fact that companies should do charity.

Figure 4-13 Chi-Square results

Crosstab				
Count		GenderNum		Total
		Male	Female	
Co_should_charity	never do charity	0	2	2
	rarely do charity	5	4	9
	sometimes do charity	7	4	11
	often do charity	17	5	22
	Always do charity	21	39	60
Total		50	54	104

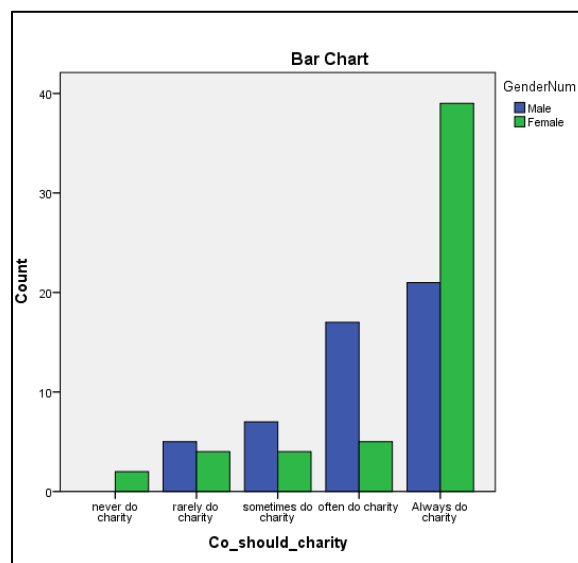
  

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.743 <sup>a</sup>	4	.005
Likelihood Ratio	15.959	4	.003
Linear-by-Linear Association	2.144	1	.143
N of Valid Cases	104		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .96.

Source: SPSS

Figure 4-14 Women have strong opinion that companies should do charity

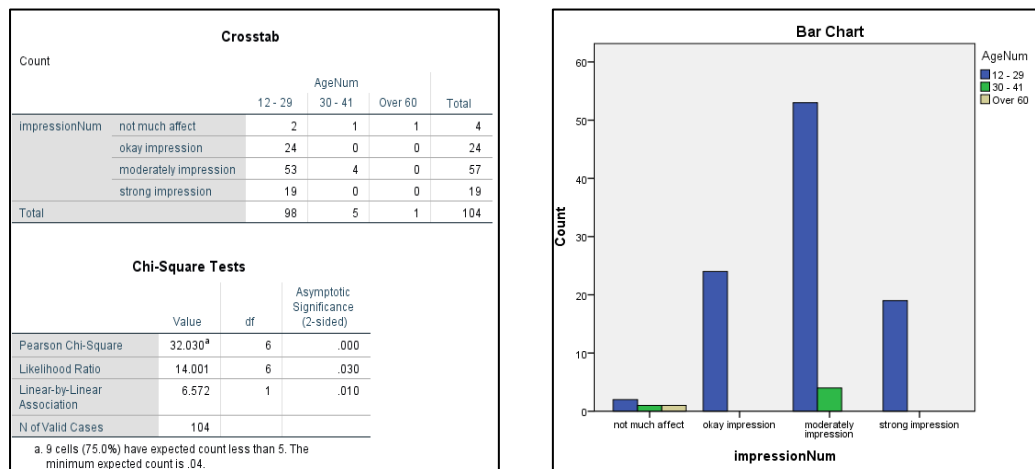


Source: SPSS

We also analyzed if age, education, marital status and occupation have an impact on the visual and other senses when brand is associated to social cause-related. We could see that these factors have a significant impact on the impression that these brand makes.

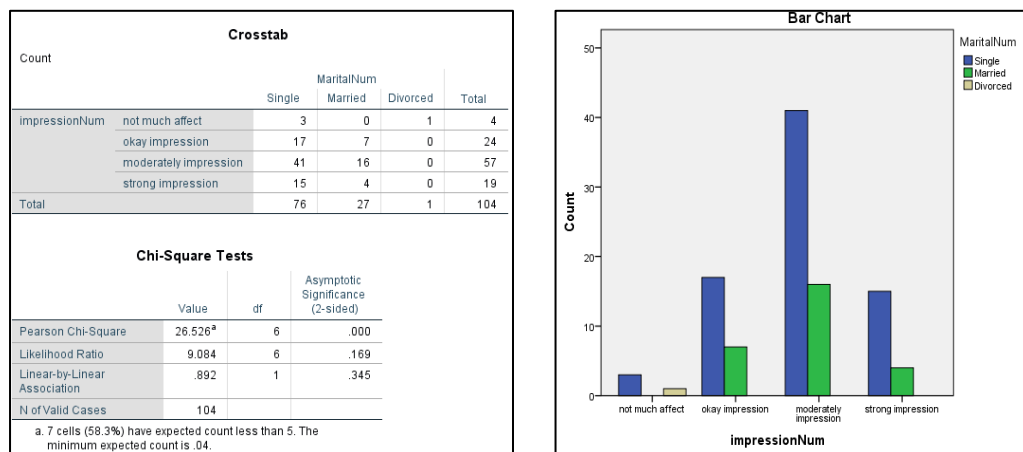
People of the age group 12 -29, those who are single, who have education level of degree or more or who are employed show more inclination towards the fact that social cause-related brands make a strong impression on their visual and other senses.

Figure 4-15 Chi-square and Bar graph result for age



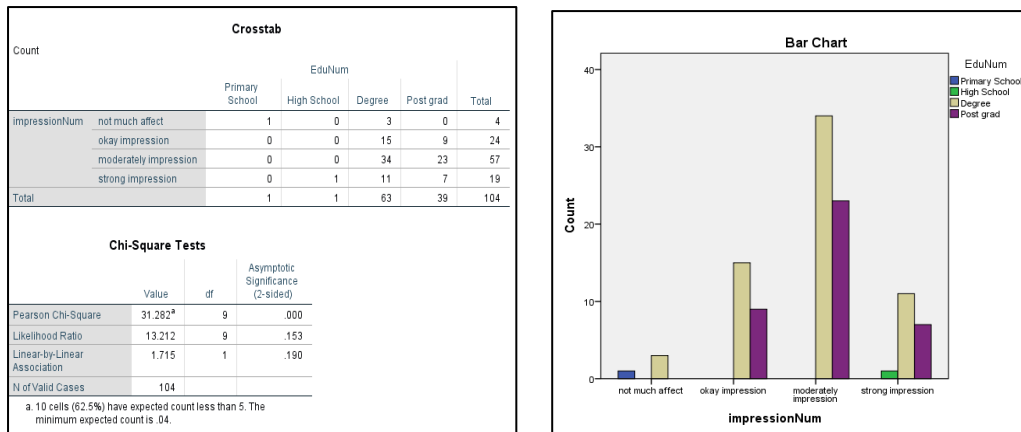
Source: SPSS

Figure 4-16 Chi-square and Bar graph result for Martial Status



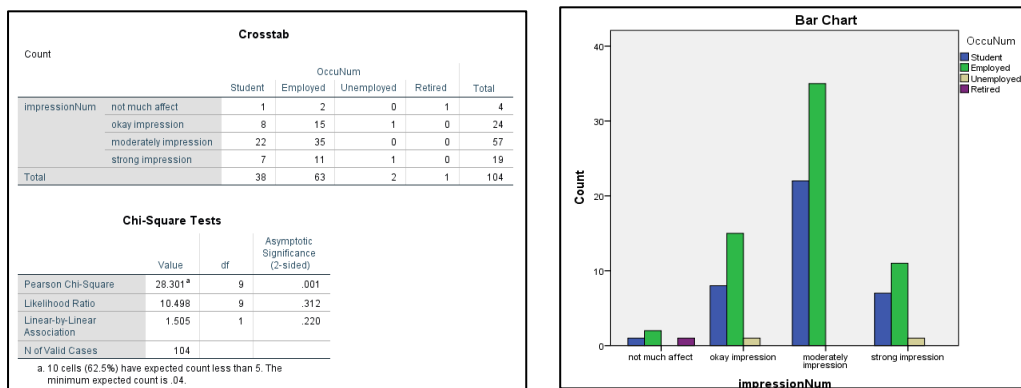
Source: SPSS

Figure 4-17 Chi-square and Bar graph result for Education



Source: SPSS

Figure 4-18 Chi-square and Bar graph result for Occupation



Source: SPSS

We also verified if age, education, marital status and occupation have an impact on brand awareness of social cause-related brands and we can say that it has significant impact on brand awareness.

People of the age group 12 -29, those who are single, who have education level of degree or more or who are employed show more inclination towards the fact that cause-related marketing makes a favorable impact on brand awareness.

Figure 4-19 Chi-square and Bar graph result for Age

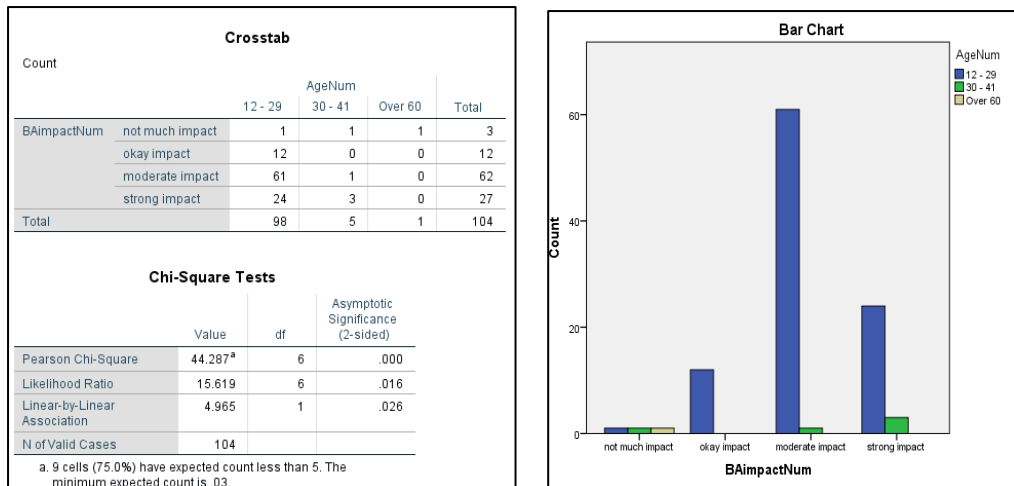
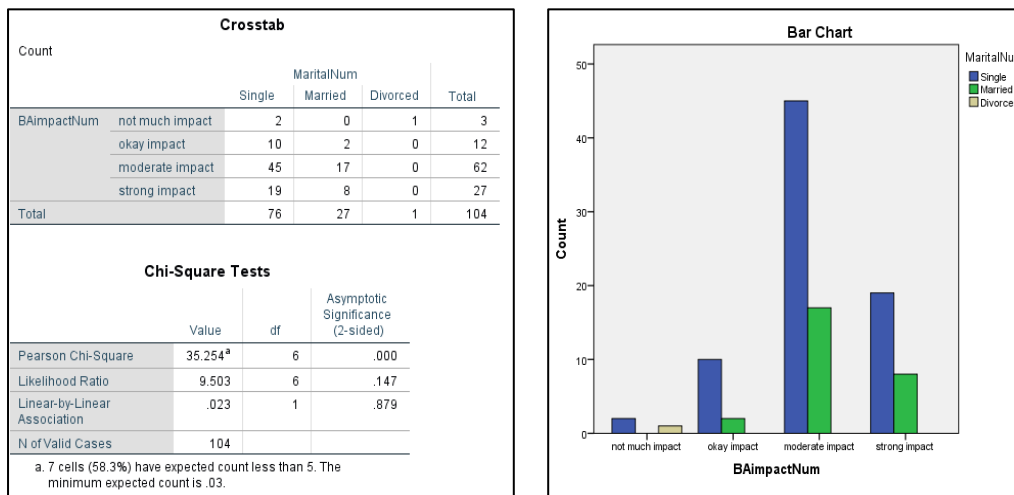
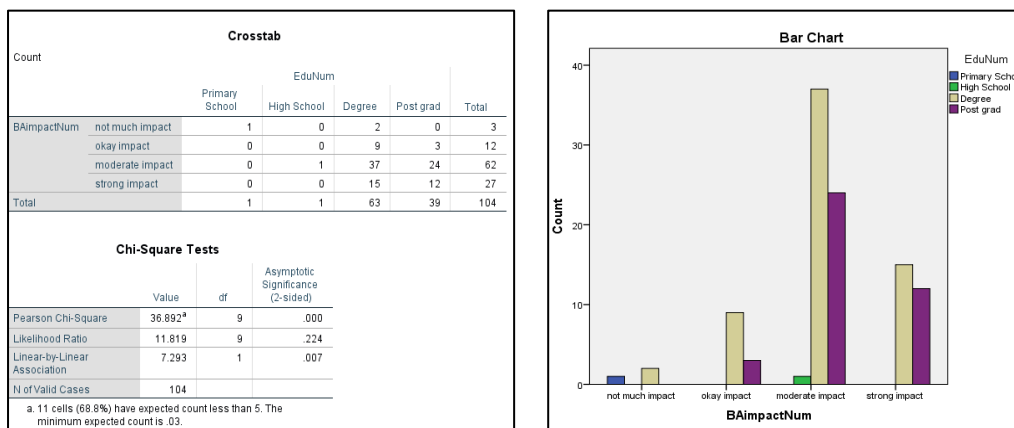


Figure 4-20 Chi-square and Bar graph result for Marital Status



Source: SPSS

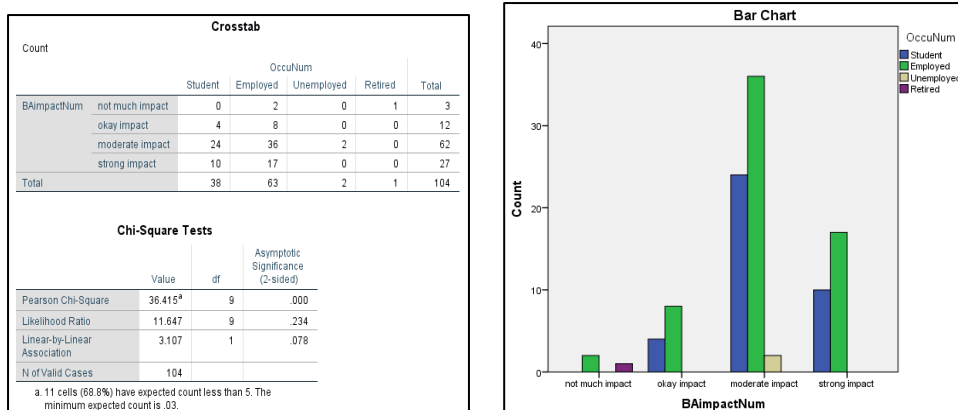
Figure 4-21 Chi-square and Bar graph result for Education



Source: SPSS



Figure 4-22 Chi-square and Bar graph result for Occupation



Source: SPSS

We must also note the fact that these socio-demographic factors didn't show to have much effect on their current or future purchase decisions of products associated to cause-related marketing but it does have a strong affect on the evaluation of cause-related marketing.

As per our second objective we will see how the organizations both for-profit and non-profit are viewed by the customers. We will be seeing the frequency tables and their respective histograms to see how they customers view the organization.

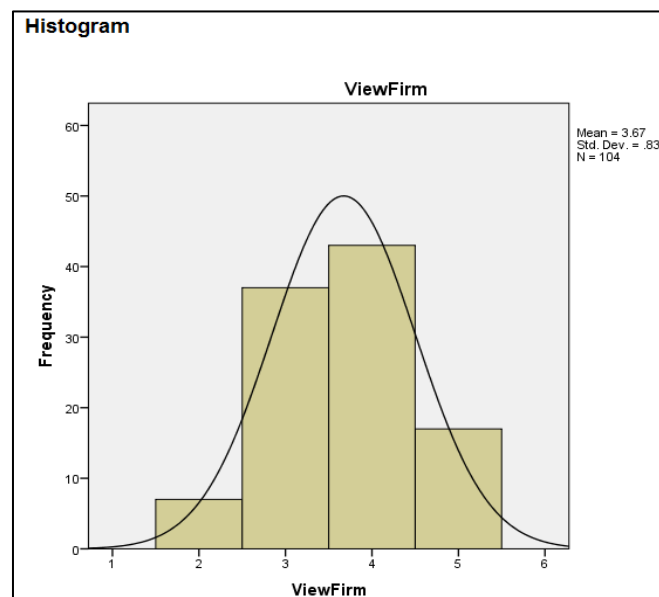
Figure 4-23 Frequency table for View on Firm and NPO

Statistics			
		ViewFirm	ViewNPO
N	Valid	104	104
	Missing	0	0
Mean		3.67	3.63
Std. Error of Mean		.081	.089
Median		4.00	4.00
Mode		4	4
Std. Deviation		.830	.904
Variance		.688	.817
Skewness		-.049	-.412
Std. Error of Skewness		.237	.237
Kurtosis		-.577	.180
Std. Error of Kurtosis		.469	.469
Range		3	4
Minimum		2	1
Maximum		5	5
Sum		382	378
Percentiles	25	3.00	3.00
	50	4.00	4.00
	75	4.00	4.00

Source: SPSS

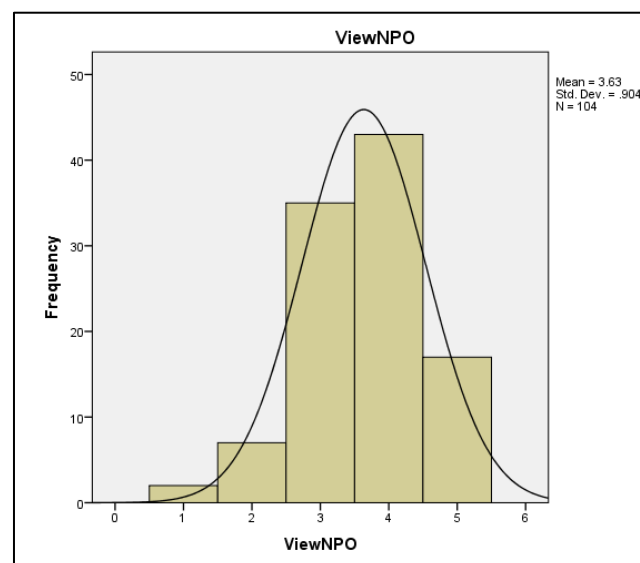
The value = 1 means that there is no impression about the organization and value =5 means extremely positive impression of the organization. From the frequency table we can see that majority of the population have an impression ranging between moderate to extremely positive image of the organization. The same is further illustrated using a histogram for both for-profit as well as non-profit organizations.

Figure 4-24 Positive view of firm



Source: SPSS

Figure 4-25 Positive view of NPO



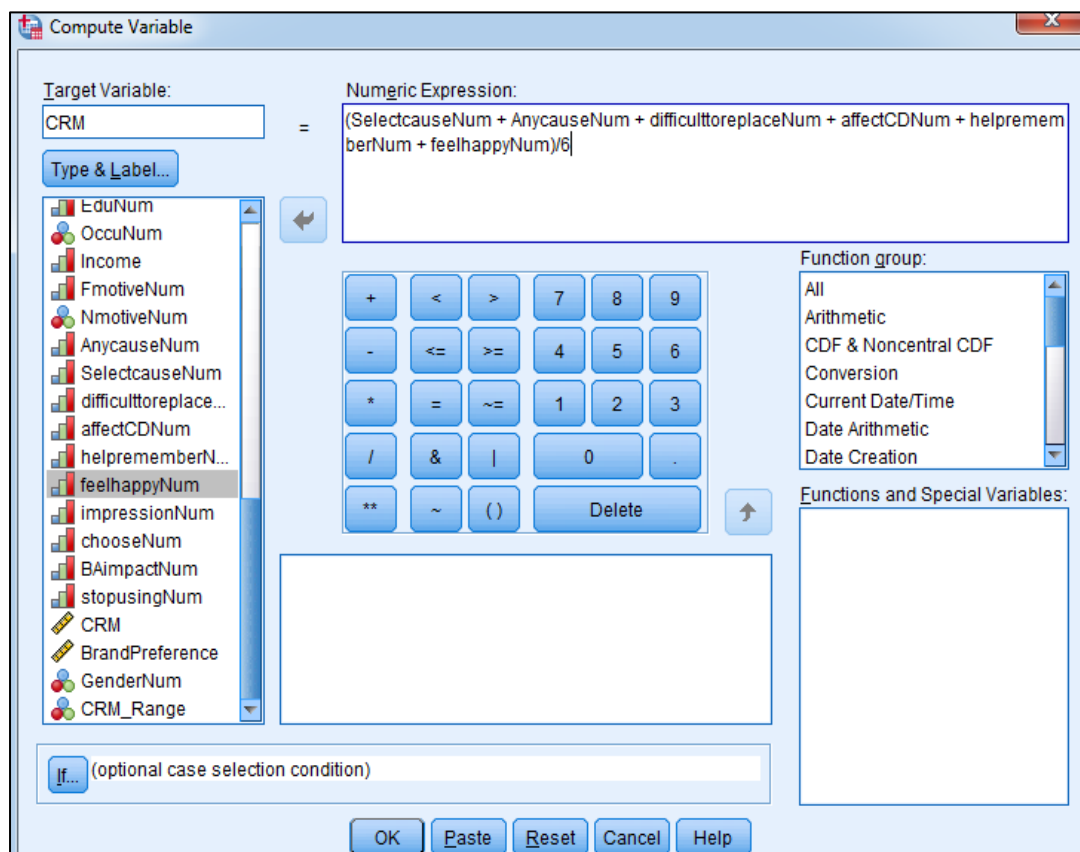
Source: SPSS

As already mentioned Likert scale values were transformed to Numeric values. Six statements in the survey made up the independent variable for cause-related marketing denoted as CRM. The statements are as follows.

- I will purchase if the product is associated to any cause
- I will purchase if the product is associated to some set of chosen cause.
- It is tough to substitute brands that are CRM related.
- I personally believe that customer's buying decision will be affected if CRM related products are promoted well.
- It is easier to remember products that are associated to any kind of cause.
- Customer feels happy when they purchase a product which is cause-related.

The values of these six fields were added. The cumulated value was scaled down to 5.

Figure 4-26 Summation and scaling of factors of CRM



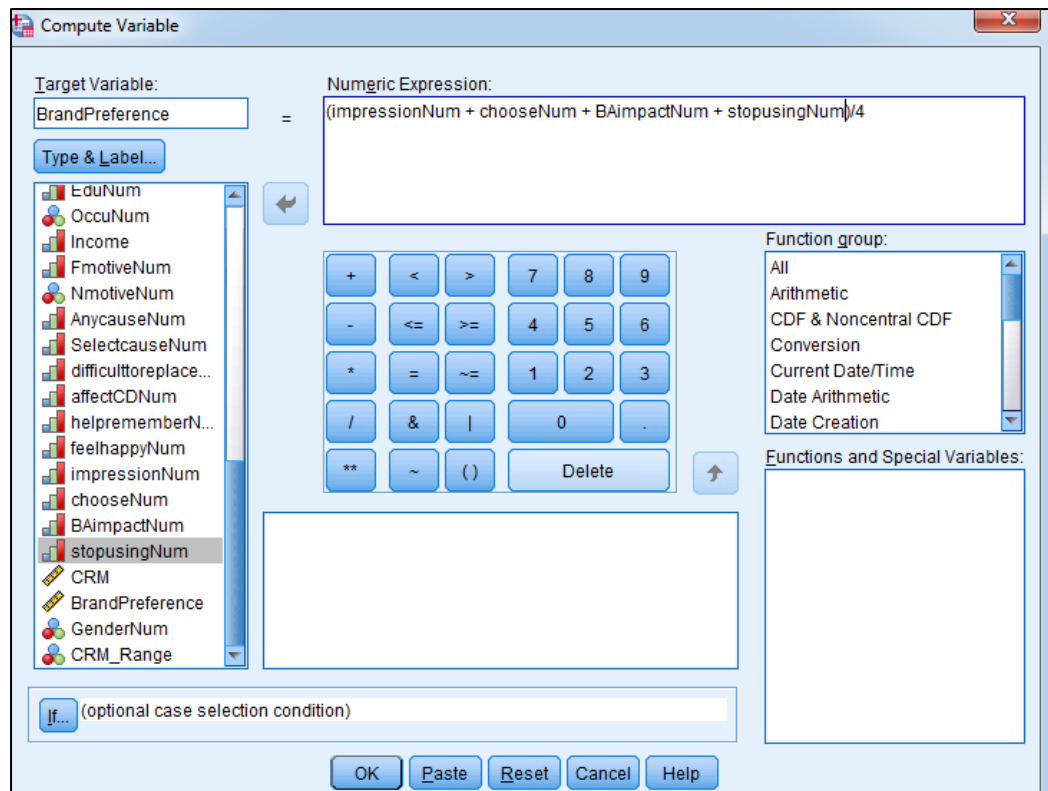
Source: SPSS

Similarly four statements in the survey made up the dependent variable for brand preference denoted as BrandPreference. The statements are as follows.

- There is a strong impression on my visual sense and/or other senses when the brand is associated to some cause-related marketing.
- If there are various brands with similar price and quality, there are high chances that I would pick the brand which I know is associated to a cause.
- Brand awareness is positively impacted when associated to a cause-related marketing campaign.
- If under any circumstances I come to find that the money gathered as part of a cause is not used where it was promised to be, then I will stop the usage of that product.

The values of these four fields were added and the cumulated value was scaled down to 5.

Figure 4-27 Summation and scaling of factors of Brand Preference



Source: SPSS

The hypothesis formed for checking the effect of cause-related marketing on brand preference is as follows.

H0: Cause-related marketing has no significant effect on the brand preference of the user.

H1: Cause-related marketing has a significant effect on brand preference of customer

On carrying out the linear regression analysis in the independent variable – CRM and the dependent variable – BrandPreference we get the following results.

Figure 4-28 Descriptive statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
BrandPreference	4.0385	.59301	104
CRM	3.8093	.49344	104

Source: SPSS

Figure 4-29 Variables involved for the analysis

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	CRM <sup>b</sup>	.	Enter

a. Dependent Variable: BrandPreference  
b. All requested variables entered.

Source: SPSS

Figure 4-30 Correlation between IV and DV

Correlations			
		BrandPreference	CRM
Pearson Correlation	BrandPreference	1.000	.571
	CRM	.571	1.000
Sig. (1-tailed)	BrandPreference	.	.000
	CRM	.000	.
N	BrandPreference	104	104
	CRM	104	104

Source: SPSS

Figure 4-31 Model summary table

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.571 <sup>a</sup>	.326	.320	.48905	.326	49.443	1	102	.000	1.830

a. Predictors: (Constant), CRM  
b. Dependent Variable: BrandPreference

Source: SPSS

Correlation coefficient has come out to be 0.571. Therefore we can say that cause-related marketing and brand preference have a moderately positive association among them.

Since correlation cannot justify a causal relationship, therefore regression had to be done.

Also we can see that the R-square value is 0.326 or 32.6% of the dependent variable which is brand preference can be explained by cause-related marketing. The other factors that are affecting the purchase of these brands are not identified in this project. Some possible factors could be price, quality, loyalty towards brand etc.

Figure 4-32 ANOVA Table

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.825	1	11.825	49.443	.000 <sup>b</sup>
	Residual	24.396	102	.239		
	Total	36.221	103			

a. Dependent Variable: BrandPreference  
b. Predictors: (Constant), CRM

Source: SPSS

Figure 4-33 Coefficients table

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.423	.375		3.793	.000	.679	2.167
	CRM	.687	.098	.571	7.032	.000	.493	.880

a. Dependent Variable: BrandPreference

Source: SPSS

The regression equation that will be formed would be as follows.

$$\text{BrandPreference} = 1.423 + 0.687 * \text{CRM}$$

Since the p-value is less than the significance level of 0.05 (confidence interval at 95%) therefore we can reject the null hypothesis which states that cause-related marketing has no significant impact on brand preference.

#### **4.4 Findings and Recommendations**

Thus we can see that socio demographic factors have an effect on the evaluation of CRM. This can be used by organizations to release targeted advertisements which can eventually lead to conversions as well. This will also help in reduced costs and save time as well.

We also saw that there is a positive image of the organization when it is associated to a cause-related marketing campaign. This can open a very diverse set of avenues for the organization. For e.g., even if the customers may not buy the said brand, but it can affect their buying decisions of other brands given by the same company or it can lead to a positive word of mouth for the organization and in some scenarios as mentioned in Webb and Mohr (1998) there are customers who want their kids to work in these kind of organizations.

We also saw that cause-related marketing campaigns have a significant impact on the brand preference of customers. This can hence be a confirmation for organizations to continue in the carrying out cause-related marketing campaigns. Further studies can be done to identify which kind of causes affect more deeply to the customers, like is it environmental cause, educational cause, women empowerment etc.

#### **4.5 Limitations of the Study**

- The number of respondents in this survey was only 104 and hence if the size were increased it could affect the results in this project.
- Other factors affecting brand preference are not considered in this survey.
- Every socio-demographic factors encompasses all the options in the survey except for age. Majority respondents were from 12-29 age group.

## **5. CONCLUSION**

From this study we were able to find that socio demographic factors have a favorable effect on the evaluation of CRM.

We also saw that there is a positive image of the organization both for-profit as well as not for-profit organizations when it is associated to a cause-related marketing campaign.

We were finally also able to conclude that cause-related marketing campaigns have significant influence on the brand preference of customers.

Thus more organizations should move towards cause-related marketing and not just to gain more sales but also as Philip Kotler says in Marketing 3.0 it is important to understand that individuals are in an unsteady world with a bunch of economical, sociological and environmental problems which should be fixed. And companies must operate in this difficult and unstable context with the aim of communicating that they are interested in remedying this very situation.

That is, these organizations do not just have the goal to sell goods and services in the best way possible but they will also try to make this Earth a better place for everyone to live in. Thus these organizations will be providing product, service and value.



## 6. REFERENCES

Varadarajan, P. R., & Menon, A. (1988). Cause-Related Marketing: A Coalignment of Marketing Strategy and Corporate Philanthropy. *Journal of Marketing*, 52(3), 58. doi: 10.2307/1251450

Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39–48. doi: 10.1016/0007-6813(91)90005-g

Mullen, J. (1997), Performance-based corporate philanthropy: how ‘giving smart’ can further corporate goals, *Public Relations Quarterly*, Vol. 42 (2), pp. 42-48.

Webb, D. J., & Mohr, L. A. (1998). A Typology of Consumer Responses to Cause-Related Marketing: From Skeptics to Socially Concerned. *Journal of Public Policy & Marketing*, 17(2), 226–238. doi: 10.1177/074391569801700207

Barone, M. J., Miyazaki, A. D., & Taylor, K. A. (2000). The Influence of Cause-Related Marketing on Consumer Choice: Does One Good Turn Deserve Another? *Journal of the Academy of Marketing Science*, 28(2), 248–262. doi: 10.1177/0092070300282006

Karen, M. C., & Roger, B. M. (2011). Cause-related marketing and consumer behaviour in the greater eThekweni area. *African Journal of Business Management*, 5(17), 7232–7239. doi: 10.5897/ajbm10.617

Rajput, S., Tyagi, N., & Bhakar, S. (2013). Social Cause Related Marketing And Its Impact on Customer Brand Preferences. *Prestige International Journal of Management & IT- Sanchayan*, 2(1).

Christofi, M., Leonidou, E., & Vrontis, D. (2015). Cause-related marketing, product innovation and extraordinary sustainable leadership: the root towards sustainability. *Global Business and Economics Review*, 17(1), 93. doi: 10.1504/gber.2015.066533

Shree, D., Gupta, A., & Sagar, M. (2017). Effectiveness of cause-related marketing for differential positioning of market entrant in developing market: An exploratory study in Indian context. *International Journal of Nonprofit and Voluntary Sector Marketing*, 22(2). doi: 10.1002/nvsm.1573

Skaf, E., Skaf, E., & Postcron.com. (2018, January 26). 27 Lessons from Philip Kotler, the father of Marketing. Retrieved from <https://postcron.com/en/blog/philip-kotler-advice-for-online-marketing/>

History of marketing. (2020, April 12). Retrieved from [https://en.wikipedia.org/wiki/History\\_of\\_marketing](https://en.wikipedia.org/wiki/History_of_marketing)

What is Marketing? - The Definition of Marketing - AMA. (n.d.). Retrieved from <https://www.ama.org/the-definition-of-marketing-what-is-marketing>

Lellahom, M. B. (2017, July 18). Cause-Related Marketing: A Win-Win For Brands, Charities And The Consumer. Retrieved from <https://www.entrepreneur.com/article/297333>