

Project Dissertation Report
on

CAUSE RELATED MARKETING, A PERSPECTIVE OF CONSUMER BEHAVIOUR

Submitted by

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CERTIFICATE

This is to certify that the work titled ‘**Cause related marketing, a perspective of consumer behaviour**’ as part of the final year Major Research Project submitted by Sravya Deshala in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is her original work and has not been submitted anywhere else for the award of any credits/degree whatsoever.

The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the award of the degree of Master of Business Administration.

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DECLARATION

I hereby declare that the work titled '**Cause related marketing, a perspective of consumer behaviour**' as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2020 under the guidance of Prof. Saurabh Agarwal is my original work and has never been published before.

The report was written by me in my own words and was not plagiarised. Anything in this report that isn't my own work has been properly referred to, cited, and acknowledged.

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I have put forth all of my efforts to guarantee that the job is finished in the most efficient and error-free manner feasible.

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ABSTRACT

Cause related marketing as a marketing tactic is being used by the Indian businesses since the 1990's. As a result of wider media coverage of the sensitivity towards the environmental and societal issues consumer awareness of it has increased. Linking sales objectives to a social cause has been adopted as a CRM strategy by these Indian businesses. Objectives of the study are to investigate the extent of awareness about CRM among consumers and also to study its impact in purchase decision of the cause associated products, to understand the prosocial behaviour towards cause associated products/campaigns and the associated purchase intention/attitude, to understand their interpersonal influence susceptibility towards cause associated products/campaigns and the associated purchase intention/attitude.

The independent variables adopted for the study are Knowledge, Prosocial behaviour and interpersonal influence susceptibility, the dependent variable is Attitude of consumers towards CRM campaigns. The sample was of 117 respondents, from some of the major cities of India viz, Hyderabad, Kerala, Karnataka and Vishakhapatnam.

The findings of the study were that prosocial behaviour of the consumers has some influence on the purchase intention and interpersonal influence susceptibility has less influence. Homelessness/hunger/poverty was the cause which meant significant for the consumers for the brands to adopt.

There also some of the limitations to the study such as lack of diversity in sample, lack of study in the fields of values, psychographics etc., and lack of awareness of the topic among the respondents may lead to biased data. Thus for future research marketers can refer to these finding and make the required changes in the type of cause they adopt, and also the demographic population they choose as students seem to have more awareness on the topic than the others.

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Chapter 1

INTRODUCTION

This chapter discusses the background and evolution of Cause related marketing campaigns in India along with research gap and defining the objectives.

1.1 Background

For many years, commercial goals and social duties were treated as different entities. The situation has altered during the last few decades. Instead of treating "doing well" and "doing well" as separate goals, business organisations' accountability and obligation has expanded beyond shareholders to include society, which provides all corporate inputs. As a result, corporate organisations all over the world are looking for innovative ways to fulfil their social duties. The most widely used instrument for this is corporate social responsibility. Cause marketing, also known as cause-related marketing, is a style of marketing that involves a "for profit" firm and a non-profit organisation working together for mutual benefit.

Since the 1990s, Indian businesses have begun to use cause-related marketing (CRM) as a genuine marketing tactic. Consumer awareness and maybe sensitivity to social and environmental issues has increased as a result of greater media coverage of these topics. Taking advantage of this, Indian businesses have begun to implement CRM by linking their marketing and sales goals to a social cause. This marketing strategy has been utilised by a wide spectrum of Indian businesses, from tiny family-owned restaurants to national and global corporations like as TATA, P&G, HLL, and Citibank.

CrM is becoming more widely recognised as a type of corporate social responsibility (CSR) and is becoming more widely used in strategic planning in Asia, particularly in India. The introduction of sales concepts from established countries into the local commercial landscape of developing market countries modifies consumer patterns, necessitating a rationale for choice.

1.2 Cause related marketing

The process of formulating and implementing marketing activities that are characterised by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-producing exchanges that satisfy organisational and individual objectives, To put it another way, when a public cause or a charity is associated with the sales of a company it can be termed as a cause related marketing approach. Charities or other causes or corporations collaborate with each other as a commercial activity to promote a product, service, or an image for mutual profits can be termed as a cause related marketing (CRM). It is a marketing tool that is utilised to help address current social challenges by offering resources and money while also achieving significant commercial goals.

A multiplicity of items of equal quality, price, and service describe today's business landscape. As a result, businesses must distinguish themselves and their products. As a result, many businesses are communicating through and are using cause-related marketing (CRM) as a means as well.

The shift from idealism to reality has been facilitated by corporate social responsibility. In doing so, societal marketing has emerged as a crucial prospective strategy for businesses to differentiate themselves from competitors by forging emotional bonds with customers. Many businesses feel that forming strategic relationships with non-profit organisations (NPOs) and supporting social issues can influence customer perceptions of 'doing well by doing good,' resulting in increased market share and income. CRM as defined by a famous author, is a company's commitment to a particular cause, where the revenues are received on a conditional basis as in when the customers participate in profit generating activities to meet the individual as well as organisational goals. The sales of the product and its profitability can be increased by the customers who have a good image of the corporate, the idea of which is cultivated by many businesses. Consumers have become the main option for the CRM as the marketing communications (MARCOM). "All the promotional parts of the marketing mix that entail communications between the company and its target consumers on all subjects that affect marketing performance," according to MARCOM. According to the principle of reasoned action, a positive attitude by the consumers is being influenced by the CRM towards brand/ company and purchase intention.

CrM leads to a positive consumer attitude toward the company/brand and buy intention. In addition, a cognitive, emotional, and conative part of attitude has been stressed in the expression of attitudes. However, there are still a few key aspects of maximising CrM's efficiency that haven't been well investigated.

1.3. Research gap

The employment of more focused and responsible communication techniques has become more common as a result of severe competition and large media investment. Because of its capacity to leverage a company's social performance and their differences about the efficiency of traditional types of MARCOM such as advertising, direct marketing, and sales promotions, companies all over the world have been increasingly using CrM over the last decade and a half. In terms of these instruments, CrM is associated with greater susceptibility, as firms' economic incentive (i.e. sales) is tied to supporting cause. CrM is gaining popularity among marketing professionals, but it is still in its infancy in India. As a result, there is a strong desire to assess the return on investment of cause marketing in order to legitimise its accountability.

There is very little research on Indian consumers and CRM efforts in India. Information about the preference for the cause and consumer awareness and the various practices prevail in India is being provided in this study as a contribution towards the very litter available literature. This study will also aim to draw management implications and set a research agenda for the future.

Thus this paper hopes to make some contributions to the CRM knowledge. It's also important to look at how attitude-intention rationale differs when companies promote a cause. Furthermore, the emotional resonance of a cause may influence a consumer's attitude to it, resulting in varied levels of involvement in the cause. Despite its societal concerns, CrM has been labelled as "manipulative gimmicks" and "ethically problematic," perhaps leading to a backlash. The insights into how connection with cause and scepticism can inspire attitude transformation and the establishment of buy intents to improve the company's position in the marketplace will be very valuable for managers who utilise CrM.

1.4. Objectives

The objectives of my study are intended towards the following direction:

- To investigate the extent of awareness about CRM among consumers and also to study its impact in purchase decision of the cause associated products.
- To understand the prosocial behaviour towards cause associated products/campaigns and the associated purchase intention/attitude.
- To understand their interpersonal influence susceptibility towards cause associated products/campaigns and the associated purchase intention/attitude.

1.5. Structure of the Research

The first chapter covers the introduction, while the second chapter provides a review on the prevailing literature on prevalence of cause related marketing in India and other countries. The research approach is discussed in Chapter 3 along with the tools and procedures used. The analysis is presented in Chapter 4, followed by recommendations and a conclusion in Chapter 5. Finally, in Chapter 6, the constraints and scope of future study are discussed.

Chapter 2

LITERATURE REVIEW

Cause-related marketing and start-ups: moderating role of cause involvement, (2019)

Cause related marketing is being embraced by large firms as one of their key marketing strategies through social campaigns. This particular paper aims to understand the effects of CrM for startups and also studies the purchase intent of consumers as a result of customer cause involvement and its moderating functions. 1,425 male and female Indian responses have been analysed using hierarchical analysis and structural equation modelling to examine their response to CRM campaigns. According to the research, consumers' cause engagement significantly reduces the impact of CrM commercials on purchase intent. As a result, businesses must support causes that attract a large number of consumers. The findings show that, in developing countries like India the marketers need to expand the research in the field of long-term viability of start-ups and its effects on CRM. As scope of the study is limited to one country other countries may not find the conclusion useful. The small firms are found to carry more social responsible attitude as they are successfully meeting the demands of their own community and with this they may gain a substantial impact for their efforts. Businesses are expected to support good cause in in this emerging world. So, far a model which along with the payments for a product or service, contributes to a social cause along is considered to be the best model especially for the starups, In today's world, businesses must support good causes. CrM programmes allow customers to help the less fortunate on a regular and straightforward basis. social responsibility and corporate citizenship have to be prioritised by the small enterprises according to the report. Small businesses, medium-sized businesses and start-ups can also use the CRM is proposed in this article. The article also suggests ways in which CRM can be implemented with no extra charges to be invested. The findings also confirm that small businesses and the start-ups can be assisted by the role of cause participation as an influencing factor in improving socially beneficial CRM campaigns.

Cause Related Marketing - An Indian Overview Sonal Kureshi1 Sujo Thomas (2014)

Since the late 1990s, the Indian market has seen a wide range of firms, from national to multinational to regional and local, employ cause related marketing (CRM) practises. They began collaborating with non-profits to link businesses to social causes. The major goal of this research was to learn more about the scope and nature of CRM in the Indian market. The lack of information about CRM practises in India in academic and non-academic sources prompted this research. This research looked at a number of CRM initiatives that were announced between 1999 and 2012. These were discovered by executing a key word search on the internet and visiting the websites of the company and its partners. For those years, one newspaper and one business magazine were scanned. Only CRM actions that met Varadarajan and Menon's (1988) or Kotler and Lee's (1988) definitions were included (2005) These efforts were categorised based on a range of factors such as the type of corporation, the type of partnering organisation, the nature of the cause, the type of brand, and so on. Over the course of 14 years, 142 initiatives were registered. Few regional and small businesses appear to have implemented CRM as a marketing strategy. CRM was found to be used more frequently by non-durable essential brands such as salt and tea than by other categories. More research on consumer insights about CRM might help to improve the success of such initiatives.

Cause-Related Marketing Research (1988–2016): An Academic Review and Classification (2019)

The goal of this research is to provide an overview of cause-related marketing (CRM) research from 1988 to 2016. Critical knowledge gaps were identified and were filled by the scholars as part of the author's major purpose of the project. The second focus of the study was to acknowledge the researchers about the management dimensions addressed, theories applied and the research constructs. To provide a reference guide for academics, 202 full length articles were reviewed over a 28-year period which were published in peer-reviewed academic journals. In order to generate a complete census of articles the data was collected from six of the major e-journal online databases with the use of a methodological approach. Every paper was divided into categories based on the year,

journal, nation, technique, theories applied, and management variables covered. It was discovered that the Journal of Non-profit & Public Sector Marketing publishes the most CRM-related articles. A vast number of research papers used experimental technique. The most prevalent explanation for understanding the CRM phenomena was found to be attribution theory. The majority of the articles I found were about the planning process. This study has recognised the theoretical basics and recorded them to interpret the behaviour of the customer towards CRM unlike other literature reviews in literature. Furthermore, the current work broadens the diversity of earlier review of CRM research with the evaluation of management variables covered in the CRM field. Implications and a future research plan are also discussed.

The effect of strategic and tactical cause-related marketing on consumers' brand loyalty (2006)

The basic focus of the paper was on the tactical cause-related marketing strategies and how well consumers understand the influence of the concept on brand loyalty. Another aim of this study was to determine if there is a moderating effect on the relationship between brand loyalty and cause-related marketing due to customer participation with a product. An experimental design with a 240-persons was employed by the researchers. A higher level of brand loyalty is perceived by the consumers as a result of smart cause-related marketing, this is likely to happen when the campaign is attached to a low-involvement product and is committed for a long period of time. It seems so that there is no influence of tactical cause-related marketing campaigns on brand loyalty on consumers irrespective of it being attached to a low or high engagement items. Western European university students were selected as the respondents and each individual was not tailored about the programme dimensions. A product associated long-term CRM campaigns with the least amount of user engagement have to be put up by the companies to promote brand loyalty with CRM. The relationship between brand loyalty and cause-related marketing actions is the paper's additional value.

The company-cause-customer fit decision in cause-related marketing (2006)

Cause-related marketing are being increasingly included in corporate marketing tactics. The aim of this study was to understand the interaction between the customer, the cause and the company plays a role in developing purchase intent for a product sponsored by the company and positive thoughts about the company-cause collaboration by the consumers. One study is conducted with students, while the other is undertaken with clients. Two studies show that, attitudes toward the company-cause partnership and purchasing intent is being increased by company-cause fit. The sponsoring company and customer's complete perception about it, customer-cause congruence and customer-company boosts this effect. Cause-related marketing activity participations shows no effect on consumer purchase intension due to the company's motivations and its skepticism. According to the findings of this paper, cause-related marketing initiative is supported by two different opinions by the customers about a company. In a cognitive assessment the customer analyses her/his own identity to that of the company's: "Is this firm like me?" "Do we have the same personalities?" next question tests the emotional state: "Do I have a positive image of this business?" "Do I love working for this company?" Marketing managers will have to choose a meaningful cause for the consumer to make an alliance as a partner, self-serving advertisement has to be limited towards their brand and create a general positive sentiment to the target consumer demographic, and all of these have to be kept in mind while developing a cause-related marketing campaign. The information about the relationship between the client, the cause, the company and the fit between all these three influences consumption is provided in this study.

An Experimental Examination of Framing Effects on Consumer Response to Cause Marketing Campaigns, (2017)

Consumer behaviour is context-dependent and significantly impacted by what is deemed personally meaningful. Cause marketing encourages consumers to participate in social action by encouraging prosocial behaviour; Nonetheless, not every social problem will be relevant to every customer's interests, attitudes, or objectives.

In order to attract people to take desired decisions, messaging techniques are used by the marketers to convey the relevance and highlight the seriousness of a social issues. Cause marketing activities and its impact of message framing, especially the negative and positive are studied in this paper, which is based on the relevance of the cause is to the consumers. The experiment conducted using dummy brands for a CRM campaign implied that relevance and framing are influencing factors for customer response to such activities, as the negatively framed messages affect intention and attitude to participate. More positive intentions and feelings were felt by the consumers who were more involved than the others. According to the study cause relevance and message framing, negatively framed messages influenced the intension of consumer participation was they believed that there is low relevance for social issue, whereas behavioural intentions had no effect by message framing for those who believed there is high importance for the social issue.

Consumer perceptions of cause related marketing campaigns (2010)

This paper aims to enquire the effects of donation size and gender on consumer attitude toward product, perceptions of business behaviour, goodwill toward the CRM campaign, attitude toward CRM and perception of the benefit to the NPO, by creating two duplicate studies. Through an experiment conducted in online mode the 306 student responses were analysed on the CRM campaign which were from a German institution. Money for a german children's charity was raised with a wide range of donation levels. Goodwill toward the CRM effort, impressions of corporate behaviour and attitude towards the product are by a varied gender consumers. The size of the gift heavily influences the benefit to the NPO and the CRM campaign with the consumer views. Donation size impacts the influence by gender in by external perceptions. The impact measured may be exaggerated due to the non-forced stimulus presentation choice. Gender traits which influences the consumer responses may be impacted by applying stimuli. More study can be conducted to imply stimulus approaches forced exposure to a wider range of goods and causes. The findings suggest that CRM efforts are particularly well-suited to pitching products to women. Small donations tend to be sufficient when speaking to guys. In three ways, the writers add to previous research. Consumer opinions regarding the company,

the product, and the NPO all influence campaign effectiveness. The influence of donation amount is gender-specific, according to the article. The study regionalizes current research by looking on CRM response in Germany.

Cause marketing communications Consumer inference on attitudes towards brand and cause (2014)

This paper's goal is to study the effects of moderating effects of fit (high/low), message type (information/buy) and salience (brand vs cause) along with the cause marketing advertising and its mediating effects of partner motivation attributions. The two samples were consisting of representative population and the other with students were used to study the effects. Correlations were tested using the structural equation modelling and ANOVA. Salience and fit were found to modulate the impacts of message type on emotions of the consumers. When it's critical, although businesses may make use of a buy message, it only works if the fit is right. When cause salience is high, informational messages perform well, especially when fit is low. In addition, customer perceptions about partner motives have an impact on ad responses. Limitations and study implications - The type of communication used is a significant variable that must be carefully selected. The mediating effects of consumer attributions of partner intentions and the moderating effects of salience and fit shall overcome the issue of message type. It is critical for a brand to select the initial partner. The second factor crucial is inferences based on the specific salience, fit and message. Non-profits are more concerned about brands than fit as both fit states have significant behavioural and attitude goals. The cause and the brand can be benefitted by cause marketing, which has social repercussions. This study examines how brands and causes interact and suggests tactics that will benefit both parties, resulting in a win-win outcome. This is a huge step forward in the world of cause marketing.

Understanding Purchase Intention of Youth towards Cause Related Marketing (2020)

Today, transformation is the cornerstone to any business's success. The marketing department is no exception, and we're seeing new trends emerge in the integrated marketing communication area. CRM (Cause Related Marketing) is one such practise that allows you to give back to society. This allows marketers to connect and engage with customers whenever they want, because cause-related marketing provides consumers with satisfaction, intrigues them, and increases brand engagement. Cause-related marketing and the elements that influence purchasing intent have received very little research. The focus of this paper is to understand the factors which influence people's purchasing decisions when it comes to cause-related marketing products. The researcher used quantitative research methodologies in this investigation. The experimental group was given a standardised questionnaire to complete in order to obtain feedback, and this served as the study's primary data source. The data was analysed using statistical methods. Academics, managers, and businesses will benefit from the study's findings, which provide insight into the cause-related marketing and its impact for advertising or marketing communication.

Corporate social responsibility or cause-related marketing? The role of cause specificity of CSR, (2011)

Corporate social responsibility (CSR) and cause-related marketing (CRM) are usually confused, because CRM and CSR can be used as independent approaches by public relations in practise. The goal of this study is to compare how CSR and CRM affect consumer perceptions. An experiment is usually conducted in a country to overcome several measurement problems as there would be a diversity of attitudes significant about a cause. Both CRM and CSR according to the study have positive similar benefits on consumer perceptions. Although CRM is less expensive, its benefits are confined to clients who are passionate about a topic. On the other hand, Customers that have cause affinity that are of low level and are opposed to the cause are negatively affected by CRM. A great extent of CRM may compliment for poor CSR, cause affinity segment of the industry as one of the major outcome. Cause specificity cause specificity may be

beneficial if the market is characterised if or a company is confronted with unfavourable public sentiment caused or by broad cause affinity, say, harm issue of a product. Cause-specific CSR and cause-unspecific variations are cleared in this paper, with the vitality of cause affinity in cause-specific CSR prioritised.

An Experimental Approach to Examine the Antecedents of Attitude, Intention, and Loyalty Towards Cause-related Marketing: The Case of India and the Philippines

The purpose of the study how variations in scepticism, GC, perceived novelty and LTO, Influence loyalty, intention and attitudes towards CRM offers in the two nations. In this paper, we used an experimental design and convenience sampling to choose respondents aged 20–35 years old. It is discovered that the two countries had differing levels of perceived novelty and scepticism, with more scepticism in Indian citizens and less perceived novelty in Filipinos. The amounts of GC in the two countries were determined to be different, according to the study. Indians have a higher GC than Filipinos, and consumers with a high GC (Indians) prefer worldwide CRM campaigns. While both MNC and local company-led CRM initiatives are viewed favourably in both nations, Indians prefer MNC-led CRM efforts to local company-led campaigns, while Filipinos prefer MNC-led CRM campaigns to local company-led initiatives. According to the survey, Indians had a higher LTO than Filipinos. Filipinos favour short-term campaigns to long-term campaigns (STO). This study will be useful to marketing managers for local and multinational companies starting CRM campaigns, as well as managers of non-profit organisations, in determining customer acceptance of CRM in developing countries such as India and the Philippines. A fault in the study could be a bias toward consumer-based measure estimates. Due of limitations in the data's generalizability, the student 17 samples have been disputed. In future studies in India, the Philippines, and other Asian countries, other variables such as real frequency of CRM exposure, the effects of a importance of the cause, perceived company motives, cause's geographical location and donation quantity on consumer views of CRM in the Philippines, India and other Asian countries may be investigated.

Attitude of Millennials towards Cause Related Marketing,(2016)

The aim of this paper was to see how mediating factors like Corporate Image, Brand Attractiveness, Perceived Motive, and Awareness influenced the cause-related marketing and its impact on consumer intention of purchasing the product among adolescents aged 21 to 27 in and around Varanasi, Uttar Pradesh. To collect primary data, a self-administered questioner was distributed. This is a survey-based descriptive research study that looks at the connection between customer purchase intent and Cause Related Marketing. The study's findings reveal that, while CRM has purchasing intent impact, it is mediated by a number of factors. The outcomes of this study show that customer purchase intent is influenced by Cause Related Marketing campaigns, and that other mediating factors also influence the relationship between Cause Related Marketing and purchase intent. According to the study's findings, businesses will gain more if they engage in Cause Related Marketing projects, as it helps to boost corporate image, brand attractiveness, and consumer attitudes, all of which influence the ultimate customer purchase intention. Because the survey was limited to students in and near Varanasi, and only a few colleges were chosen for convenience, a more comprehensive study would be required to confirm the findings. Given that many students were initially uninformed of such campaigns, forming a firm impression about them in a matter of minutes is likewise problematic. Companies interested in CRM should consider using additional forms of communication to broaden their reach. Low-involvement products low-cost and can benefit from the medium like point of sale.

The Influence of Cause-Related Marketing on Consumer Choice: Does One Good Turn Deserve Another? (2000)

Customers are more inclined to prefer brands that use cause-related marketing (CRM). Very limited data was available that directly tackles a problem like this. As a result, the current research enquires when the CRM initiatives impacts consumer decision-making if there are any. Several studies have found that knowing how a corporation supports social concerns can influence their decision. The impact of CRM on consumer choice, on the other hand, whether consumers should trade business support of causes is higher

or for poor performance cost demonstrated, to be reliant on the firm's perceived purpose for CRM initiatives. According to the findings, CRM cues influence choice mostly through compensation strategies such as trade-offs, rather than no compensatory mechanisms. The finding of these studies involving two product categories and various choice stimuli reveal that simply supporting charitable organisations isn't always enough to highlight positive responses from customers. Instead, while examining the potential impact of CRM activities on consumer decision making, researchers should evaluate (1) how consumers perceive the corporate motivation behind CRM operations and (2) the extent to which trade-offs are required due to pricing and/or performance variances. The current study has limitations, such as the fact that it only looks at company CRM efforts on a broad level, rather than addressing the specific issues that a corporation supports. Another flaw in the methodology is that information regarding the firms' motive to support causes is provided right before the product information. As a result, extensive study is required to understand the efficacy of various marketing tactics (e.g., information availability at the point of purchase) in making a company's CRM information accessible to consumers during their decision-making process.

Consumer response to retailer use of cause-related marketing: Is more fit better? (2007)

Although cause-related marketing is becoming more popular as a way to increase sales, there is disagreement on whether a store should deal with aligned causes that deal with its main business practises or not. The current study extends earlier research by examining how customer views of merchant's' cause-related marketing practises are influenced by retailer–cause fit. I studied two papers involving undergraduate business students as respondents for the first and second investigations. The main experiment and pretests in 3rd Study were done internet application using an online survey. Email ID's obtained from a list service with double opt-in were used to send invites to actual consumers. Study one marks the Consumer perceptions of the cause-related marketing retailer's motivation and study two marks the campaign's social cause component and its consumer affinity. Study three marks the two moderators who moderate the interactive effects associated with the impacts of retailer–cause fit.

The findings reveal that the impact of fit on tough consumer response and depends on other variables that are likely to be present in the decision context that managers face when developing this strategy. According to the report, businesses who wish to improve the efficiency of CRM initiatives should look at company and the consumer perceptions of both the potential charities first. Thus, depending on the existing various aspects, specific relationship that among the expenditures aimed at increasing the volume of particular components or events could either improve or lessen the performance or effectiveness created by other activities or components.

Consumer perceptions of compatibility in cause-related marketing messages (2006)

There is more positively towards marketing initiatives by the consumers such as sponsorships and celebrity endorsements as the sponsoring company or the image of the brand is in sync with the sponsored event or the celebrity. In the framework of cause-related marketing, the writers look into compatibility. From a well-known public university in the Midwest, the undergraduate students took part in the study. Participants' ages ranged from 19 to 34 years old, with a mean age of 22. They were randomly allocated to experimental with a gender quota, and their ages (19 to 34 years old) and a gender variable. They were randomly assigned to experimental with a gender quota. The majority of participants (56.6%) claimed Caucasian ethnicity, while 21.3 percent claimed African-American ethnicity, 17% claimed Asian ethnicity, and 4.1 percent claimed Native American Indian, Latino, or mixed ethnicity. Only a 3 2 experimental design was used as a post-test to explore the impact of gender and compatibility on customer response towards a CRM campaign. Analysis of covariance techniques were used to test the assumptions. The role of several types of compatibility with cause involvement and familiarity, with the cause along, and the cause as factors was investigated using the pre-exposure attitude using an ANCOVA. The results of a study show the importance of individual characteristics in shaping perceptions of a cause and its compatibility with a donor, as well as the role of sponsor/cause compatibility in establishing positive consumer impressions of the donor. Theoretical and strategic implications, as well as future research goals, are discussed. Individual features play an important role in

affecting compatibility perceptions, with gender proving to be a significant component in this study. According to the study, the most effective way to incorporate socially responsible marketing into a firm's overall strategy is to focus the firm's goodwill in areas that also help the company achieve its financial objectives.

Cause-related marketing: how generation Y responds (2003)

The child of the baby boomers, Generation Y, is widely seen as the next big thing. As a result, companies are trying to figure out how to get their hands on a slice of the pie. Is it possible to market for a good cause? Using an experimental strategy, investigates how collegiate Generation Y clients respond to a cause-related marketing (CRM) offer depending on four structural factors. Also considers the effects of participants' sociodemographic factors. This study used a three-factor independent group experiment design. The study looked at how three factors, or treatments, affected Generation Y customers' perceptions of a CRM offer: reasons, type of support, and length/frequency of support (dependent variable). The sample for this study came from many undergraduate classrooms at the University of Vermont (UVM) and the University of North Texas (UNT). According to a three-way ANOVA, there were no significant interaction effects between variables. The results reveal that a CRM offer is more likely to generate a good response to a disaster cause than an ongoing cause when organisations use non-transactional and long-term/frequent help. Females, social science degrees, annual income of parents, and previous contribution behaviour all have a significant impact on the evaluation of a CRM offer. The value of a CRM offer and the likelihood of purchasing it have a positive relationship. This study looked into the influence of CRM on Generation Y customers. Further the marketers should consider studying the effects of a non-national catastrophe, as well as how to make a long-term purpose more appealing to Generation Y buyers.

Impact of Cause Related Marketing on Consumer Purchase Decisions on FMCG Brands in India

The topic of CRM is being studied in this article, which the companies use to convey their determination towards CSR with the help of marketing communications. CRM is considered as a strategy for communicating and boosting customer loyalty and brand equity. There were 214 respondents from all throughout India in the sample (Metro Politian Cities). The responders were 36.8 years old on average. The most common income range was Rs. 30,000 to Rs. 50,000, with the majority of respondents being graduates. Personalized e-mails were used to send questionnaires. Ten consumers were used to test the questionnaire. The qualitative analysis method was used to examine the responses to the questions. the amount of support supplied to the cause by the company and for participating in cause-associated campaigns emerge as a result a major factor in achieving a favourable shift in a company's image of cause-related marketing initiatives as per the Customer views of a company's objectives. Aside from that, consumers' overall attitudes toward company marketing initiatives, as well as their scepticism, influence their response to cause-related marketing activities. Consumer education programmes could be held to teach people about CSR issues and their role in encouraging it, with the aim to increase awareness in the public of why it is important and how it benefits the community. Policies must be created at the policymaker and regulatory levels to prohibit unscrupulous marketers from abusing CRM.

CONSUMER RESPONSES TO CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES Examining the Role of Brand-Cause Fit in Cause-Related Marketing (2007)

Through a controlled trial, this study indicates that an ad with an integrated cause-related marketing (CRM) message inspires a more favourable customer attitude toward the business with no CRM message than an ad. This is true regardless of how well the sponsoring brand and the social purpose align. A hundred undergraduate students were recruited from a prominent Midwestern university's basic communication programmes. Participants were randomly assigned to one of three experimental conditions: a high brand/cause fit condition, a low brand/cause fit condition, or a control group (i.e., a

regular ad condition). In a MANOVA, the independent variable was brand/cause fit, and the dependent variables were perceived brand/cause match and perceived alliance appropriateness (multivariate analysis of variance). CRM, according to this study, has a positive impact on consumers' attitudes toward the company rather than the ad or the brand. A significant weakness in the experiment is the employment of a fictitious brand and societal issues, which was expected to improve the experimental design's internal validity but actually jeopardises its external validity. An alternative experimental design could resolve this limit by utilising existing brands and/or social reasons. Another flaw in this study is the small sample size. As a result, future research with a larger, more representative sample will be required to confirm the validity of this study's findings. Direct collaboration between private firms and the public sector or public institutions (e.g., government agencies, universities, etc.) should be investigated further as an alternate form of CRM.

Cause-related marketing and values in Australia (1998)

The impact of cause-related marketing (CRM) on Australian consumers is investigated, with an emphasis on the underlying differences in consumer values. People who value qualities like warm relationships, self-fulfilment, and security are more likely to have positive feelings towards CRM, according to research. Furthermore, females appear to be slightly more receptive to cause-related marketing than males. Customers' vulnerability to interpersonal influence is unrelated to their feelings about CRM, which is surprising. Respondents took roughly 20 minutes to complete the full questionnaire, which comprised 113 Likert (agree–disagree) items. The poll was administered to 78 Australian business students, 30 undergraduates and 48 graduates, all of whom were Australian citizens. In this study, gender had no effect on sentiments regarding CRM, but the data indicated directional support for the concept, with females having more positive attitudes toward CRM than males. As a result, cause-related marketing initiatives should primarily target women and people who place a high importance on relationships, contentment, and security. Attempts to increase CRM through social influences (such as compliance and conformity) seems bound to fail. Finally, values appear to have a major impact on CRM attitudes, although interpersonal influence does not. Future research

should create a model of the relationships between personal values and CRM attitudes, and evaluate it using causal modelling approaches.

Consumers' responses to cause related marketing: moderating influence of cause involvement and skepticism on attitude and purchase intention (2015)

Corporate marketing strategies are increasingly including cause-related marketing (CrM). The objective of the study is to enquire the CRM campaign and its impact on purchase intent and attitudes along with the scepticism and cause participation and its moderating impacts on attitude-intention reasoning as factors. The paper focuses on 424 respondents using convenience sample and an experimental methodology from Gujarat. One for the experimental group and one for the control group, we produced two structured questionnaires. In the questionnaire, the experimental group was provided a stimulus in the form of a brand name, product portfolio, and the CrM ad itself. CrM improves purchase intention, brand attitude and ad attitude from the test of analysis of Covariance (ANCOVA). As per the data sources, consumers have a favourable impression of a brand that participates in CrM activities. Furthermore, the influence of CrM on the attitude-purchase intention relationship is better explained when consumers are more involved with the cause. Skepticism has no effect on attitudes or buying intent. This study can help companies rethink their selecting procedure. It also provides marketers with insight into how cause engagement influences attitudes and intentions, adding some important theory to the CrM literature. Participants were picked from a convenience sample, which is acceptable for investigating theoretical underpinnings; thus, the method's limitations are invariably applicable to the study's conclusions. Future research should be carried out to confirm the findings of this study in specific sectors or service contexts to see if they can be applied to other scenarios.

Perception of young consumers towards cause marketing of FMCG brands (2014)

Every corporate organisation is influenced by social factors. As a result, it becomes the responsibility of the business entity to contribute back to society. The organisations have

been noted to be looking for ways to 'do good' for society. One of them is cause-related marketing. For many marketers, a worthwhile cause has been a significant factor in 'doing well.' Some corporations in India have taken the initiative to associate their brands with a cause. The paper focuses on the impact of FMCG items in India on cause-related marketing tactics. The study's goal is to learn the view point of the on the concept of cause-related marketing on young Indian customers. This study aids in understanding the many characteristics of cause-related marketing and its significance for young FMCG consumers. To accomplish the research objectives, 200 younger respondents were personally contacted and data was examined. The research is descriptive in nature. Use of primary as well as secondary data was made in this study. A questionnaire was studied with 250 respondents in the Delhi and NCR region. All of the respondents were between the ages of 18 and 25. The data was analysed using MS Excel and SPSS to obtain the desired results. Youth consider cause as a more responsible tool for contributing to society, according to the findings. They applaud the marketers' efforts to join forces with a non-profit organisation fighting for a good cause. It also implies that a well-planned cause marketing strategy might help the business.

A Typology of Consumer Responses to Cause-Related Marketing: From Skeptics to Socially Concerned

Despite the fact that cause-related marketing has become increasingly popular, scholars have only recently begun to study how consumers react to it. The researcher of the study dive into the feelings and brains of clients with respect to cause-related marketing. Interviews concerning customer response to corporate social responsibility in general were used to gather data for this study. Personal interviews with a diverse group of consumers in and around a major metropolitan area lasted anything from 45 minutes to an hour and a half. The respondents, with a mean age of 42 ranged in age (18 - 86 years old), were evenly split between men and women. Two types of analysis were performed on the interview transcripts. They develop a customer reaction paradigm that includes a customer typology. The vast majority of our interviewees were familiar with CRM and could provide at least one or two examples. Their attitudes toward corporations that participate in such advertisements were mixed, with nearly half of the respondents having

negative views. In the future, researchers should conduct a large-scale study to determine the importance of each factor in consumer perceptions of CRM. As a result, as a campaign proceeds, companies should explicitly convey the parameters of the offer as well as the actual results. The NPO's relationship with the general population is a crucial factor to consider for non-profit marketers. Companies must recognise that when they promote items in conjunction with a non-profit, they will be held to the highest standards.

Antecedents of Consumer Attitudes toward Cause-Related Marketing (2008)

This study, which used a nationally representative sample, proved the usefulness of psychographics in profiling cause-related marketing supporters. Specific social problems impacting minorities proved to be strongly predicted by public self-consciousness and a sense of personal and social responsibility. This study uses the 2003 DDB Needham Life Style Poll, a yearly standing-panel mail survey. The poll was sent to adult male and female members of Market Facts' Consumer Mail Panel. The panellists were chosen from a quota sample that represented the adult population of the US in terms of geography, age, gender, income and other factors. The respondents were with the mean age of 48 years old. Hierarchical multiple regressions were used to investigate both minority-related and general charitable reasons. After accounting for demographic parameters, the findings revealed that psychographic factors explained a significant portion of the variation in consumer support for cause-related marketing. In addition to the two factors just mentioned, several other psychographic factors, such as interpersonal trust, religious belief, social networks, external locus of control, and advertising scepticism, had positive relationships with consumer attitudes toward cause-related marketing for charitable causes. Previous prosocial behaviours such as philanthropic contributions and civic engagement influenced consumer support for business cause-marketing efforts. One of the study's flaws was its reliance on secondary data. The construct measurements are not the same as those used in earlier studies. It may be worthwhile to examine the predicting impact of psychographics on purchasing behaviour in the future.

Goodwill intended for whom? Examining factors influencing conspicuous prosocial behaviour on social media (2016)

Despite its popularity, the socially motivated incentives that impacts the hospitality industry and its success of cause-related marketing (CRM), have yet to be properly investigated. This study looked at the effects of three key factors (recognition, guilt and status motive) on customers' views and willingness to participate in CRM campaigns via social media. An online survey was used to evaluate our hypotheses. For data collection, this study's sample includes faculty and workers from a Midwestern institution. Researchers used an experimental design to test the subjects with a scenario based model. When their action was publicly recognised by others, status-seeking individuals demonstrated a higher level of prosocial activity than non-status seeking persons, according to the findings. Furthermore, persons who felt bad about a CRM commercial pitch were more likely than those who did not to respond positively to the advertising when their compassion was obvious to others. The findings of this study offer valuable recommendations for tailoring CRM campaigns to the social needs of diverse types of customers, helping hospitality businesses to design more effective CRM campaigns and target them more precisely. Due to a lack of a diverse sample, the study was limited to a certain set of people. On the other side, hypothetical scenarios may be less fascinating than actual real-life situations. In the future, other approaches, such as field experiments, could be applied. This research gives a critical analysis for businesses looking to use social media to implement CRM strategies, taking into account some customers' need to be recognised for their generosity (known as conspicuous prosocial behaviour).

Chapter 3

CONCEPTUAL FRAMEWORK AND HYPOTHESIS

This chapter deals with the conceptual framework of the variables and briefly discusses the hypothesis.

3.1 Brand awareness/ knowledge and purchase intentions

Brand awareness is seen as an important concept in order to answer the primary questions empirically posed in this paper for two reasons: first, it is one of the factors that influences consumers' attitudes toward product purchase; second, the relationship between CRM and brand awareness has been established in previous research. Consumers' willingness to buy a brand in a store is determined by their past awareness of the brand. Customers' capacity to recall a brand in a sea of competitors is known as brand awareness. Product related purchase decisions of customers has a significant impact in competitive markets quite highly. As a result, businesses are experimenting with numerous methods to increase customer brand awareness in order to better harness brand awareness's contributions. Purchase intentions improve when cause-related marketing is utilised to promote brand awareness (Varadarajan and Menon, 1988). As a result, Cause Related Marketing, according to Kotler, is simply one technique for firms to increase brand recognition. Inferring the value of experience in memory formation, most businesses utilise CRM to boost brand recognition among customers through engagement. As a result, firms employ cause-related marketing initiatives over time to alter consumers' perceptions of the company and its brands.

H0 – There is no significant change in a consumer's attitude toward cause-related marketing as a result of a positive change in brand awareness/knowledge.

H1 - With a favourable change in brand awareness/knowledge, a consumer's attitude toward cause-related marketing changes significantly.

3.2. Prosocial behaviour and attitude towards CRM

Consumers can convey or showcase their conspicuous prosocial conduct to others by purchasing a product. The fact that others are aware of this recognition may have a role in such behaviour. For an individual or a group to engage in a desired behaviour, recognition acts as a public expression for showing gratitude. Recognition is one way to make desired behaviours more visible, and it has good social consequences for the person who performs them. Conspicuous prosocial activity is called when signalling accompanies prosocial action to others. Conspicuous prosocial engagement is when a person's care for inclusion with a topic which is socially responsible, by exhibiting or indicating that they seek a social status. Signalling is about showing information about oneself say preferences, traits and purchases, to observers in an implicit manner. Consumers are more willing to donate when there is a higher opportunity for signalling, according to their findings. Prominent prosocial behaviour say charity donations, generates observable signals, and consumers are more willing to donate when there is a larger opportunity for signalling. As a result, we predict that when others publicly recognise a person's goodness, he or she will be more inclined to donate to a worthy cause than when such support is only acknowledged privately say through a "thank-you" email.

Status can be defined as a form of power based on the respect, consideration, and envy of others. Many people desire to advance in their careers and are willing to put in a large amount of time and/or money to do so. From the previous researches three categories of status can be observed: status by achievement (excellent performance in a certain industry), status through consumption (ownership or usage of specific commodities or services) and status by definition or assignment (e.g., royalty). Based on consideration, respect and envy of others defines the status power. A lot of consumers seek to better their status as they are also willing to spend money and time to do so. Status has previously been classed into three categories: status can be defined as a status by achievement (excellent performance in a certain industry), status through consumption

and assignment (e.g., royalty), according to previous study (usage of specific commodities or services or ownership).

According to some studies, guilt is defined as a person's discontent with themselves, making it a "negative" emotion. Despite its negative connotation, guilt has long been considered a valuable emotion since it alerts people to the fact that they have breached societal standards or traditions and motivates them to make amends. In the sense that it generates a maladaptive reaction, guilt is counterproductive. Consumer psychologists have revealed that emotional reactions (including guilt) have a significant impact on prosocial behaviour. As a result, we argue that consumers who feel guilty are more likely to engage in prosocial behaviour because the guilt enhances their propensity to participate in specific activities in public settings as a means of maintaining interpersonal links.

H0 - There is no substantial change in a consumer's attitude toward cause-related marketing as a result of favourable changes in prosocial behaviour.

H1 - As a result of a favourable shift in prosocial behaviour, a consumer's attitude toward cause-related marketing shifts significantly.

3.3. Interpersonal influence and susceptibility and attitude towards CRM

Others can have a major impact on a person's behaviour, according to psychologists and marketers. Three social influence tactics for influencing one's thoughts are internalisation, compliance and identification. Compliance can be defined as when a person accepts another group's or person's influence in order to obtain favourable actions or judgments, or to avoid unfavourable judgments or acts. When someone adopts behaviours or group attitudes as part of their self-image, they are preoccupied with meeting the expectations of others in order to validate their own role performance.

When a person's attitudes or behaviour change as a result of a change that is consistent with his or her value system, this is known as internalisation. Consumer receptivity to influence of interpersonal is a psychological factor that varies by individual and situation. According to the study, some individuals would have a "need to identify with or improve one's image with significant others through the acquisition and use of products and brands, the willingness to conform to others' expectations regarding purchase decisions,

and/or the tendency to learn about products and services by observing others and/or seeking information from others," "need to identify with or improve one's image with significant others through the acquisition and use of brands and products as well as the willingness to conform to others' expectations regarding purchase decisions. This particular concept implies two kinds of impact: normative say utilitarian, informational and value expressive. These factors influence a person's eating habits and are linked to compliance and identity. Consumers who have a positive view of CRM are more responsive to interpersonal influence than those who have a negative view of CRM.

H0 - There is no substantial change in a consumer's attitude toward cause-related marketing as a result of a positive shift in interpersonal influence susceptibility.

H1- There is a considerable change in a consumer's attitude toward cause-related marketing with a favourable shift in interpersonal influence susceptibility.

3.4. Attitude and Purchase intention

A consumer's purchase intention is described as a response by other to a product in the form of, a question about the purchase decision or the product. The possibility of a consumer purchasing a specific item is measured by purchase intention; the higher the buying intention, the higher the possibility of a purchase. Successful CrM campaigns have been shown to result in a significant rise in sales. If they believe the cause is meaningful to the consumers, they show more preference to buy the product associated with the cause–brand collaboration. As a result, consumers who are closely associated with social causes are more likely to have positive feelings about the brand, and Generation Y is more inclined to purchase a product associated with a social cause.

The amount of personal value cause marketing has for individuals, refers to the intrinsic importance to conceptually linked to ego involvement in Cause relevance of an issue. "A person's impression of the advertisement's relevance based on underlying needs, values, and interests," as well as "the degree to which a stimulus is regarded to be personally relevant," is how the term "involvement" is defined. It is said to be personally relevant when consumers view a stimulus as being meaningful to them. Because it influences consumer assessments of communication messages, personal relevance is critical in persuasive strategies. Cause marketing activities would often provide reasons for people

to participate in the campaign, in addition to offering information about the product or brand that is supporting a social concern. People support social causes based on their feelings, such as feeling good about eliminating negative thoughts or helping others with regard to their sufferings, rather than on their rational or analytical thoughts, because people support social causes based on their feelings, such as feeling good about eliminating negative thoughts about others' sufferings or helping others. When consumers have a personal connection to a cause, they are more likely to take action. People feel empathic when an issue affects them or someone close to them, which increases their readiness to help. In order to better the world, a customer's humanitarian principles and personal convictions may include supporting a cause. In this context, cause relevance refers to the degree to which the social cause aligns with the consumer's interests, values, and beliefs. The "degree of personal connection to a cause" is defined as an individual's "cause relevance." Consumers will feel more deeply attached to the cause if the links are stronger, motivating them to reach the campaign's expectations that are consistent with them. As a result, the level of relevance can be a motivating component in a cause marketing campaign's convincing outcome. When it comes to choosing between companies and brands that work towards a cause, the personal relevance of the cause is the most important factor that influences US consumers. When a client cares about a cause, it might impact their purchasing decisions by offering more information about the offer. Consumers have more favourable attitudes and behaviour intentions when it comes to highly relevant causes than when it comes to reasons that are less relevant.

Chapter 4

METHODOLOGY

This chapter covers the research methodology as well as the instruments and strategies used in the research.

4.1. Sample

Our hypotheses were tested via an online survey. Data was collected on primary basis, using a convenience sampling technique. Students, service providers, business owners and private job seekers were the sample considered for the. The questionnaire was floated in google form manner and the number of respondents were 117. The basic information collection involved name, email ID, occupation, gender and age(categorised as below 20, 21-30, 31-40,41-50 and 50 above). The responses received were from major cities of India including Hyderabad, Karnataka, Vishakhapatnam and Kerala.

4.2. Research design

The attitude towards CRM promotion i.e., intention to purchase a CRM associated product was measured as the dependent variable. The three independent variable were knowledge (awareness of CRM brands and campaigns), prosocial behaviour (measuring recognition, status and guilt as the key elements) and interpersonal influence susceptibility (compliance, identification & internalisation as the defining elements).

The following definition was presented to participants at the start of the survey. : It is a societal/charitable marketing campaign promoted by a company as part of earning revenue as well as help the society by associating with other charitable institutions recognized the government. Followed with the basic detail questions and then a video clip along with a short description of the advertisement so provided was added. Nestlé's campaign was chosen for this study since it is one of the most well-known. Nestle has partnered with a non-profit organisation based in Mumbai to provide education for the girl children and provide opportunities for low income group girl children and other disadvantaged groups, in the late 2016 with a long-term project called Nanhi Kali. This was intended to give the respondents an idea of the concept of cause related marketing

campaign. A three item, 5 points Likert scale measurement for the independent variables and a 4 item, 5 point Likert scale measurement for the dependent variable was adopted. The respective categories for the scales were ranging between 1-5 (strong disagreement represented by 1, disagreement represented by 2, neutral position represented by 3, agreement represented by 4, and strong agreement represented by 5). Final question was directed to understand “what are the causes respondents would want the brand's to adopt in future?” along with some options choose.

4.3. Tools and techniques used

A number of tests were run to check for the normality of the distribution of the variable including logit test. Ordinal regression, generalised regression and nonparametric test (spearman’s correlation) were run to check for the hypothesis testing.

Chapter 5

ANALYSIS AND RESULT

The analysis is conducted using statistical procedures that have been pre-determined as part of the study approach. The analysis of the primary dataset is covered in this chapter. The analysis' conclusions have been thoroughly presented, along with the proper reasoning.

5.1. Descriptive statistics (N=117)

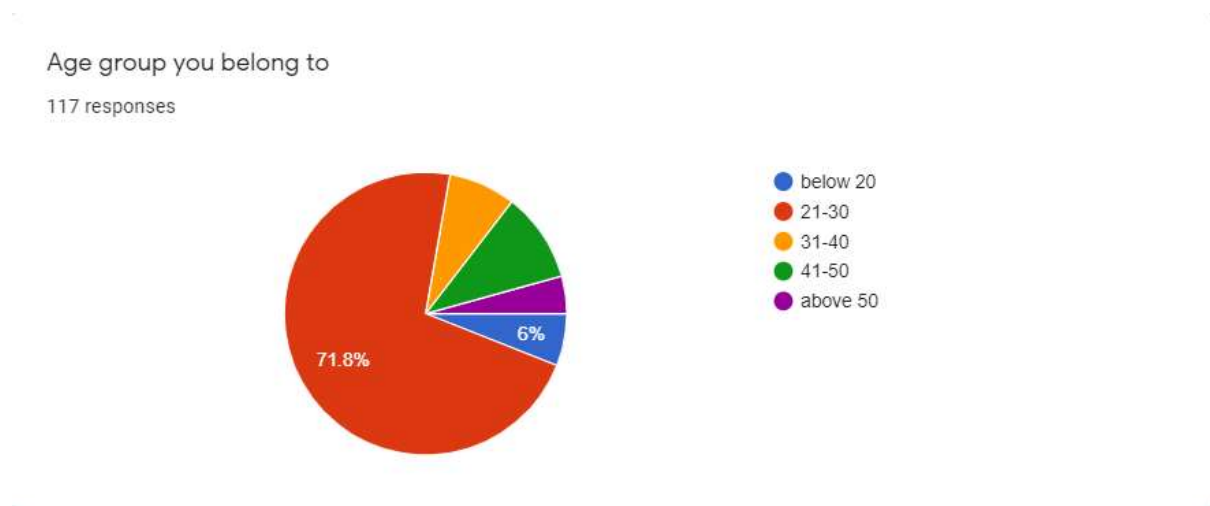


Figure 5.1.1: Age group of the respondents

Source: Own Analysis

The majority of the respondents belonged to 21-30 age group representing 71.8% of the total number, followed by the second majority viz., 41-50 then 31-40.

Gender
117 responses

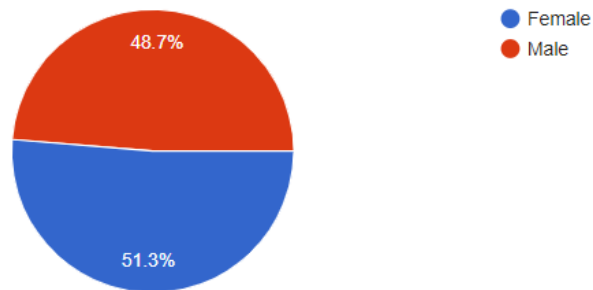


Figure 5.1.2: Gender of the respondents

Source: Own Analysis

Female respondents were the majority number with 51.3%.

Occupational status
117 responses

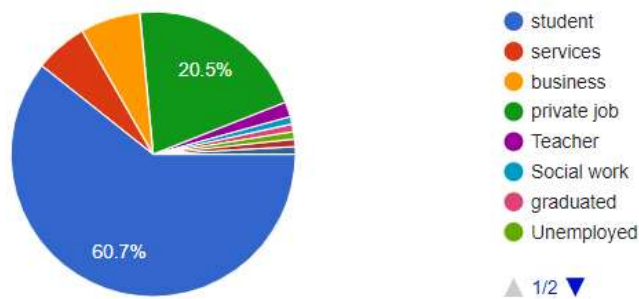


Figure 5.1.3: Occupational status of the respondents

Source: Own Analysis

Representing the highest number of respondents students are 60.7% of the total followed by 20.5% of the private job holders.

5.2. Independent variable – Knowledge (K)

Following are the bar graph representations of their knowledge and awareness of the cause related marketing campaigns in india.

I have seen this advertisement before and am aware of similar cause associated brands.

117 responses

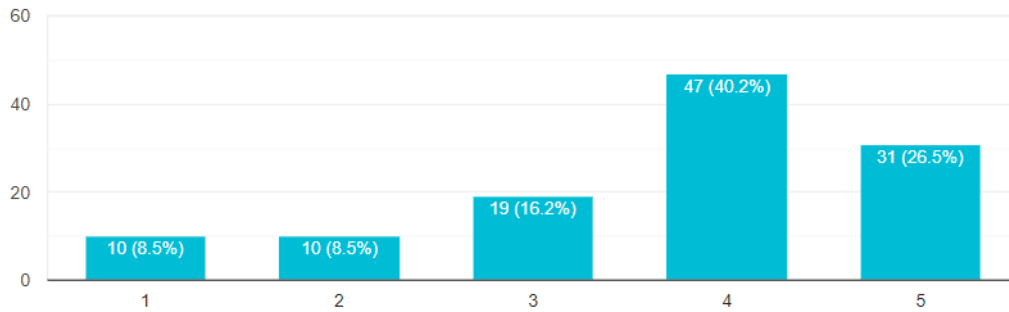


Figure 5.2.1: Knowledge of the respondents on CRM.

Source: Own Analysis

I am aware that some brands are actively working towards social issues by donating part of their profits towards the cause.

117 responses

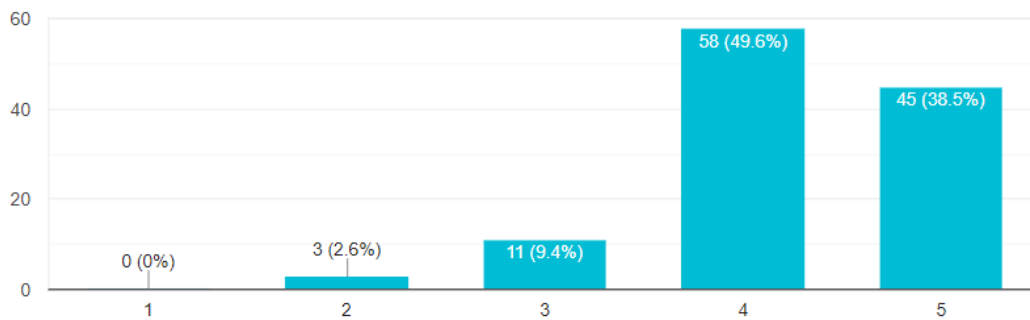


Figure 5.2.2.: Knowledge of the respondents on CRM.

Source: Own Analysis

Brands that participate in such cause related marketing campaigns gain more recognition than those who don't.

117 responses

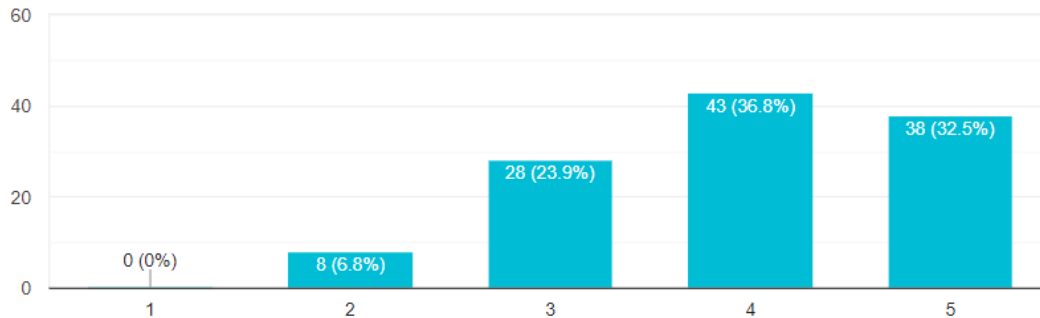


Figure 5.2.3: Knowledge of the respondents on CRM.

Source: Own Analysis

5.3. Independent variable – Prosocial behaviour (PB)

Following bar graphs represent the responses with respect to the three key elements recognition, status and guilt that were adopted to measure this particular variable.

I am more likely to support an unforeseen cause(ex: disaster) than an ongoing cause(ex: child education).

117 responses

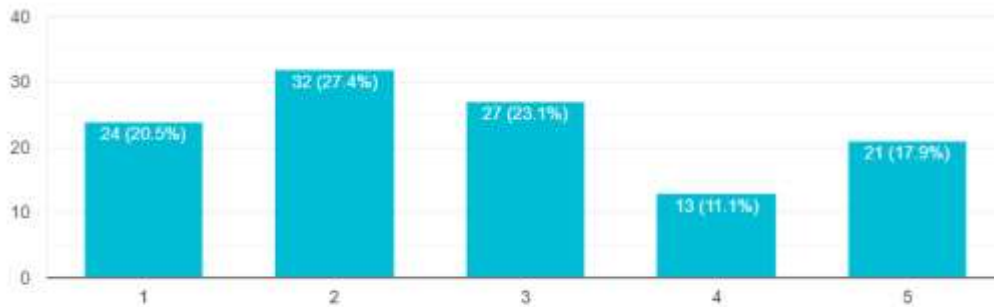


Figure 5.3.1: Prosocial behaviour of the respondents on CRM.

Source: Own Analysis

I am more willing to support a cause at a local level(ex: street children rescue) rather than at the national level(ex: climate change)

117 responses

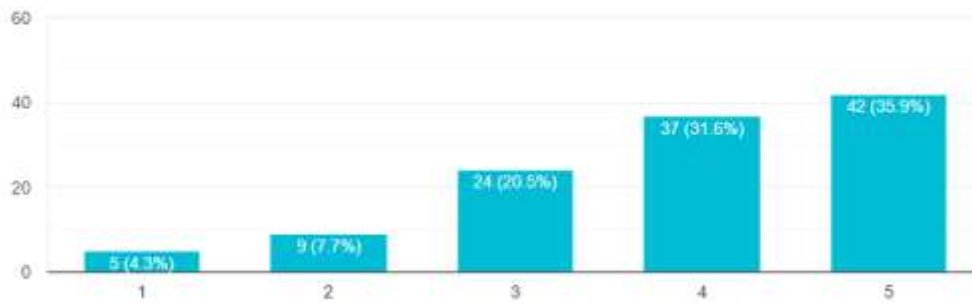


Figure 5.3.2: Prosocial behaviour of the respondents on CRM.

Source: Own Analysis

I feel confident in choosing a product / brand when it uses non-transaction(training programs for unemployed) based support rather than transaction-based support(money).

117 responses

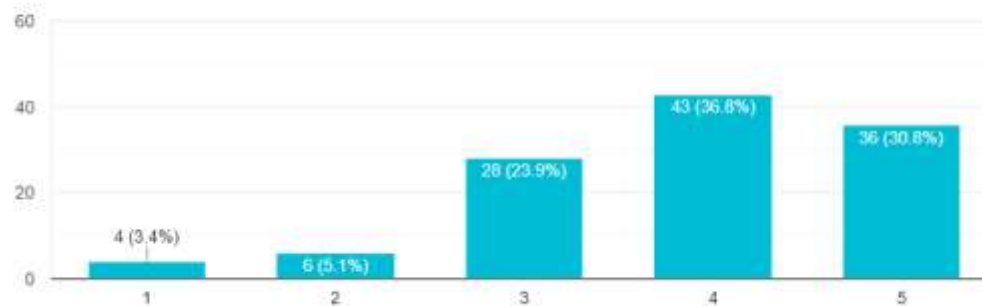


Figure 5.3.3: Prosocial behaviour of the respondents on CRM.

Source: Own Analysis

5.4. Independent variable – Interpersonal influence susceptibility (IIS)

Following bar graphs represent the responses with respect to the three key elements compliance, identification and internalisation that were adopted to measure this particular variable.

I tend to purchase a product more confidently when i have an approval from my family / friends.

117 responses

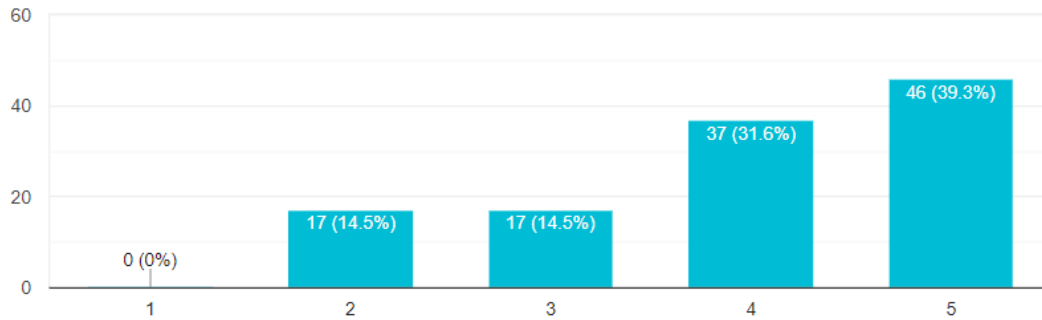


Figure 5.4.1: Interpersonal influence susceptibility of the respondents on CRM.

Source: Own Analysis

To make sure I buy the right product or brand, I often observe what others are buying and using.

117 responses

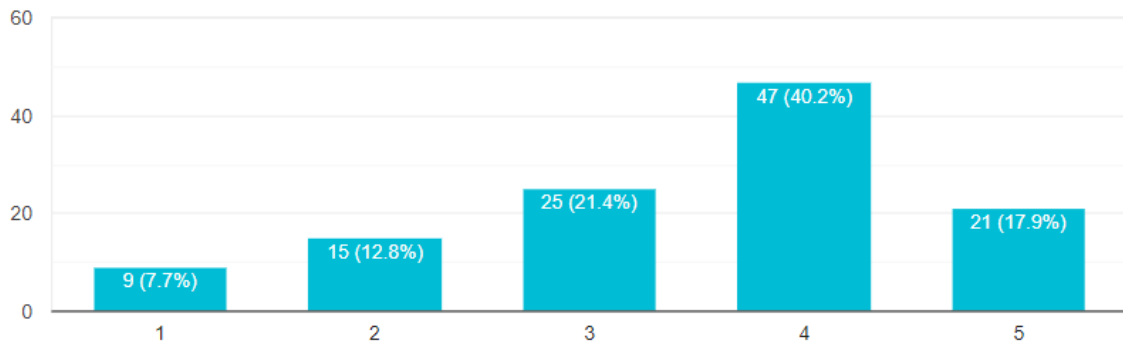


Figure 5.4.2: Interpersonal influence susceptibility of the respondents on CRM.

Source: Own Analysis

I usually shift to a new product when I think the cause associated would yield the right benefit to the society.

117 responses

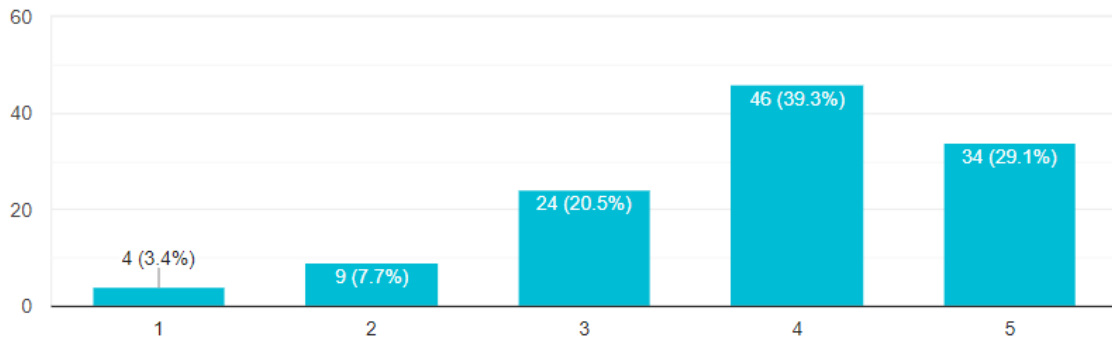


Figure 5.4.3: Interpersonal influence susceptibility of the respondents on CRM.

Source: Own Analysis

5.5. Dependent variable – Attitude (A)

Following bar graphs represent the responses with respect to the three independent variable that were adopted to measure this particular variable.

I believe there is a lot that an individual can do to improve the conditions in a society.

117 responses

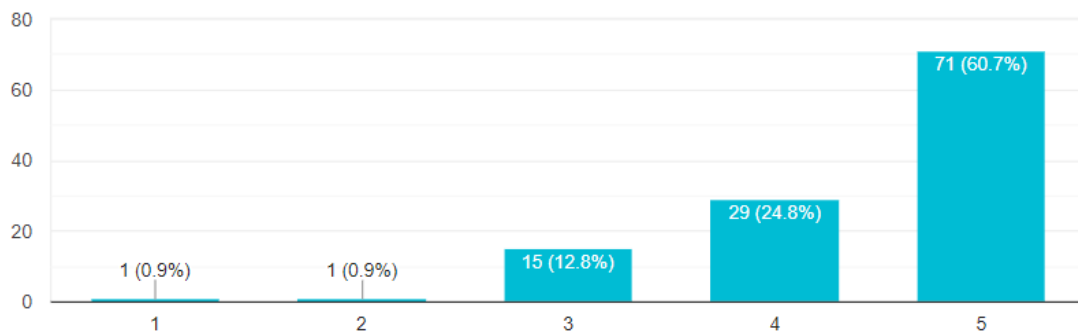


Figure 5.5.1: Attitude of the respondents towards CRM.

Source: Own Analysis

While purchasing product, I prefer a cause associated product over a conventional products.

117 responses

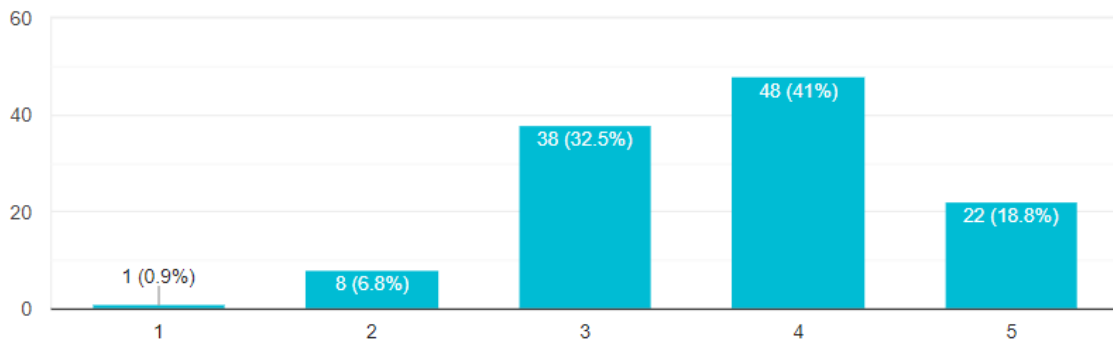


Figure 5.5.2: Attitude of the respondents towards CRM.

Source: Own Analysis

I am willing to pay more price for the products which are cause associated.

117 responses

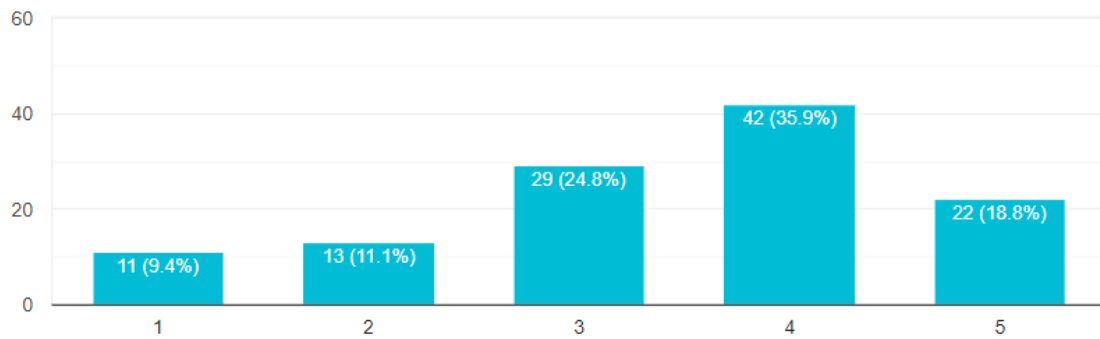


Figure 5.5.3: Attitude of the respondents towards CRM.

Source: Own Analysis

what type causes do you think the brands should be associated more with.

117 responses

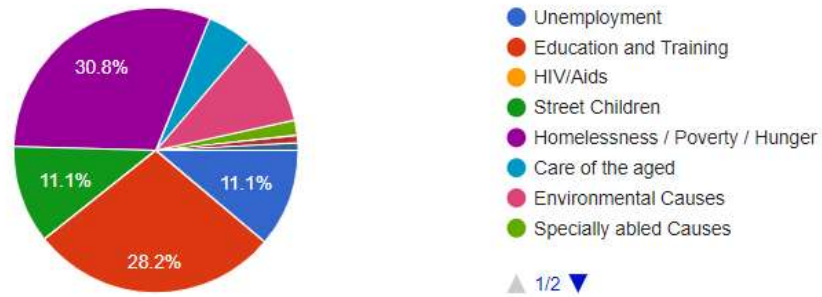


Figure 5.5.4: Attitude of the respondents towards CRM.

Source: Own Analysis

Consumers want the companies to associate with homelessness/poverty/hunger as a cause that needs some change, followed by education & training.

Table 5.1. Descriptive statistics for the independent and dependent variables

	Mean	SD
Knowledge (K)	3.9544	.56715
Prosocial behaviour (PB)	3.5071	.77137
Interpersonal influence suspensibility (IIS)	3.7550	.72502
Attitude (A)	3.8575	.66280

Source: Own Analysis – Computed using SPSS

Table 5.2. Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
TransK	.124	117	.000	.959	117	.001
TransPB	.162	117	.000	.956	117	.001
TransIIS	.121	117	.000	.958	117	.001
TransA	.130	117	.000	.963	117	.002

a. Lilliefors Significance Correction

Source: Own Analysis – Computed using SPSS

As it can be observed from the Kolmogorov-smirnov test that the significance value of all the mean values of the variables is ($p < 0.05$) less than 0.05 which implies that they are statistically significant and are not normally distributed.

5.6. Logit transformation

Table 5.3. Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
log_K	.132	117	.000	.938	117	.000
log_PB	.148	117	.000	.946	117	.000
log_IIS	.141	117	.000	.944	117	.000
log_A	.168	117	.000	.939	117	.000

a. Lilliefors Significance Correction

Source: Own Analysis – Computed using SPSS

Another was conducted with logit to check if the variables are normally distributed. The Kolmogorov-smirnov test here again shows the significance ($p < 0.05$) less than 0.05 which implies that they are not normally distributed.

5.7.Ordinal regression analysis

Now that it was found that there is no normal distribution, a regression analysis of the log values of the variables has been conducted.

Table 5.4. Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	456.612			
Final	426.557	30.056	3	.000

Link function: Logit.

Source: Own Analysis – Computed using SPSS

It can be observed here that, the significance value here is ($p < 0.05$) less than 0.05, thus the model fits the data.

Table 5.5. Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	951.527	897	.101
Deviance	407.488	897	1.000

Link function: Logit.

Source: Own Analysis – Computed using SPSS

The Pearson and deviance from the Chi-square test are non-statistically significant as the ($p > 0.05$) significance value is more than 0.05, thus implying that the model is a good fit for the data.

Table 5.6. Pseudo R-Square

Cox and Snell	.227
Nagelkerke	.230
McFadden	.063

Link function: Logit.

*Source: Own Analysis –
Computed using SPSS*

The Nagelkerke value of .230 implies that there is a 23% change in the dependent value (A) due to change in the independent variables (K, PB & IIS).

From the test of parallel lines it was observed that ($p < 0.05$) i.e., sig. is 0.012, from the parameter estimates, the significance of variables K & PB is more than 0.05 i.e., at 0.271 & 0.942 respectively. And only the variable IIS has $p < 0.05$ significance, implying that for every one unit increase in variable IIS there is a predicted increase of 1.283 log odds of being at the higher level of the dependent variable A.

5.8. Generalised linear models

Table 5.7. Goodness of Fit^a

	Value	df	Value/df
Deviance	407.488	897	.454
Scaled Deviance	407.488	897	
Pearson Chi-Square	951.527	897	1.061
Scaled Pearson Chi-Square	951.527	897	
Log Likelihood ^b	-213.278		
Akaike's Information Criterion (AIC)	450.557		
Finite Sample Corrected AIC (AICC)	453.557		
Bayesian Information Criterion (BIC)	483.703		
Consistent AIC (CAIC)	495.703		

Dependent Variable: TransA

Model: (Threshold), TransK, TransPB, TransIIS

a. Smaller is preferable when it comes to information criterion.

b. When computing information criterion, the complete log likelihood function is displayed and applied.

Source: Own Analysis – Computed using SPSS

The deviance and Pearson chi-square are more statistically significant as the significance is more than 0.05, thus confirming the fitness of the model.

Table 5.8.2. Omnibus Test^a

Likelihood Ratio Chi-Square	df	Sig.
30.056	3	.000

Dependent Variable: TransA

Model: (Threshold), TransK, TransPB, TransIIS

a. Compares the fitted model against the thresholds-only model.

Source: Own Analysis – Computed using SPSS

It is a replica of the model fitting table, again implying that the model is fit as $p < 0.05$. From the parameter estimates variables K & PB are not statistically significant as $p > 0.05$ in both the cases. The odd ratios for independent variables K & IIS are > 1 indicate that the odds of being in a higher level on attitude increases by the factor of 1.403 for every unit increase on independent variable K. Similarly, The odd ratios for independent variables K & IIS are > 1 indicate that the odds of being in a higher level on attitude increases by the factor of 3.609 for every unit increase on independent variable ISS. As the odd ratio for independent variable PB indicates that a decreasing probability of being in a higher level on the attitude as values increase on prosocial behaviour.

5.9. Nonparametric correlation (Spearman's correlation)

Table 5.8. Correlations

		TransK	TransPB	TransIIS	TransA
Spearman's rho	Correlation Coefficient	1.000	.345**	.101	.131
	TransK Sig. (2-tailed)	.	.000	.278	.158
	N	117	117	117	117
	Correlation Coefficient	.345**	1.000	.330**	.181
	TransPB Sig. (2-tailed)	.000	.	.000	.051
	N	117	117	117	117
	Correlation Coefficient	.101	.330**	1.000	.471**
	TransIIS Sig. (2-tailed)	.278	.000	.	.000
	N	117	117	117	117
	Correlation Coefficient	.131	.181	.471**	1.000
	TransA Sig. (2-tailed)	.158	.051	.000	.
	N	117	117	117	117

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Own Analysis – Computed using SPSS

It can be shown that the independent variable IIS and the dependent variable A have a very poor connection, whereas the independent variable PB and the dependent variable A have a somewhat poor association. The correlation between independent variable K and the dependent variable A is relatively strong.

5.10. Concluding Remark

This chapter detailed the analysis based on the impact of knowledge, prosocial behaviour and IIS variables on attitude/purchase intention of the consumer. The next chapter discusses the recommendations and conclusions of the study.

Chapter 6

CONCLUSION AND RECCOMENDATIONS

This chapter details the recommendations and conclusion of the study 'Cause related marketing, a perspective of consumer behaviour' based on the analysis and findings.

In conclusion, prosocial behaviour appears to play a significant impact in changing CRM attitudes, whereas susceptibility appears to play a minor effect. Students appear to have a greater awareness of CRM and a more positive attitude toward it than other occupations. This information is particularly useful for companies and marketers who are targeting college students and young adults.

Today's corporate marketers are adept at devising promotional strategies. The structure of a CRM offer may be the key to the success of their next CRM campaign as CRM becomes a more widely used marketing technique.

As a reason, homelessness/hunger/poverty is more likely to generate a positive response from consumers than other causes. When the time arises, retailers may wish to use this knowledge to change their CRM tactics. However, this does not mean they are limited to a single cause; they can also focus on issues such as street children and education.

Students respond to non-transactional support slightly more favourably than transactional support. Retailers and marketers should utilise these insights to analyse the actual effort they put into the two types of offerings, if at all possible. If they discover that non-transactional support requires less effort than transactional support, they may prefer to choose the former method over the latter in order to get better results.

5.3 Concluding Remark

This chapter discussed the recommendations and the conclusion. The following chapter discusses the limitations and the scope of further research that may be conducted.

Chapter 7

LIMITATIONS & FURTHER RESEARCH

To allow researchers with insight for further analysis, this chapter presents the limitation of study and scope for further work. The limitations of the study can be overcome when available with required resources such as manpower, time, and technology.

Although quite a bit of study has been conducted in India, adopting variable factors influencing the consumer behaviour towards the CRM, the diversity still needs to be expanded. This could include the influence of people's values and beliefs, religion, psychographic role, societal norms, legal obligations concerning the cause etc. This study has been particularly limited due to very little awareness of the topic, lack of personal interaction to explain the topic in advance, the confusing nature of the variables which may have a significant difference. Second, the sample was not diverse enough, so a diverse sample covering a wider area would be more valuable in future studies. Third, the study used CRM advertisements from Nestle, a leading fast-moving consumer goods (FMCG) corporation, and found that if participants already had a favourable attitude toward the brand, it could lead to a response bias. Dummy commercials with fictitious brands can be used to overcome this reaction bias.

In the vast subject of cause marketing and advertising, there are a lot of fascinating paths for further research. To begin, cause advertising research could learn from prior advertising studies that have successfully communicated via celebrity endorsements. Would a celebrity endorsement work in the same way for cause marketing? If that's the case, which celebrities would be most effective? Second, business and brand attitudes are acceptable outcome variables to explore because cause marketing is regularly used as a public relations technique by businesses. Other outcome variables may also be of relevance.

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