

**Project Dissertation Report on**  
**CAUSE RELATED MARKETING AND ITS**  
**IMPACT ON CUSTOMER BUYING**  
**BEHAVIOUR**

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## **CERTIFICATE**

This is to certify that the dissertation report titled “CAUSE RELATED MARKETING AND ITS IMPACT ON CUSTOMER BUYING BEHAVIOUR”, is a bonafide work carried out by Ms. Jaskiran Kaur of MBA 2019-21 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the degree of Master of Business Administration.

**Signature of Guide**

**Signature of HOD (DSM)**

Place:

Seal of HOD

Date:

## **DECLARATION**

I, Jaskiran Kaur, student of MBA 2019-21 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report “Cause related marketing and its impact on customer buying behaviour” submitted in partial fulfilment of Degree of Master of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

PLACE:

JASKIRAN KAUR

DATE:

## **ACKNOWLEDGEMENT**

It is my pleasure to acknowledge many people who knowingly and unwittingly helped me, to complete my project.

First of all, let me praise God for all the blessings, which carried me through all those years. First & foremost, I would like to express my regards to Mr. Chandan Sharma for his constant encouragement and support. I would also like to express my immense gratitude towards all the lecturers at our college for providing the invaluable knowledge, guidance, encouragement extended during the completion of this project. I extend my sincere gratitude to all my teachers and guide who made unforgettable contribution. Due to their sincere efforts, I was able to excel in the work entrusted upon me.

Jaskiran Kaur

## EXECUTIVE SUMMARY

CRM, or cause-related marketing, is defined as a company's involvement with a specific cause or causes in order to raise additional funds for that organisation. Holistically, this study is concerned about the value social causes bring to brands and how brands should therefore, strategize in order to reap the benefits from these social causes.

Retailers would be able to see why customers choose one cause over another by looking more closely at their shopping habits. Focusing on the reason for a customer's purchase will give retailers a sneak peek at what they can expect from their customers in the future. Retailers will be able to improve their marketing campaigns and tailor them to what motivates their customers with this information.

This research attempts to understand the extent to which these cause-related marketing campaigns have impacted the brand preferences of customers. For an in-depth understanding of the same, brands in the Fast-Moving Consumer Goods sector have been chosen for the study.

A detailed literature review and background study is also conducted to know about the already available literature on these types of campaigns. This research uses brand campaigns that discuss significant social causes like education, gender equality, gratitude, and body positivity. These causes are commonly discussed and supported by the consumers.

Valuable insights are drawn on the different ways in which brands can use the social causes for their benefit of increasing engagement and interaction with the customers which both the brand and the customer can relate to. Therefore, it is seen that consumers are inclined to buy a different brand to show that they support and appreciate the brand's initiative through the campaign. The various kinds of causes which have been previously utilised by brands for such practices have been studied and the analysis for the same has been drawn on that basis.

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# **CHAPTER 1**

## **INTRODUCTION**

CRM, or cause-related marketing, is defined as a company's involvement with a specific cause or causes in order to raise additional funds for that organisation. (Lafferty & Edmondson, 2009). The impact of cause-related marketing on consumer behaviour is examined using four main constructs in this research. When evaluating the factors that influence consumers' decision to buy for a cause, these aspects should be taken into account.

This is why the cause-related marketing approach is so relevant when it comes to enticing customers to buy for a good cause. Retailers would be able to see why customers choose one cause over another by looking more closely at their shopping habits. Focusing on the reason for a customer's purchase will give retailers a sneak peek at what they can expect from their customers in the future. Retailers will be able to improve their marketing campaigns and tailor them to what motivates their customers with this information.

This research attempts to understand the extent to which these cause-related marketing campaigns have impacted the brand preferences of customers. For an in-depth understanding of the same, brands in the Fast-Moving Consumer Goods (FMCG) sector have been chosen for the study.

The study will follow a hybrid research model with primary and secondary research. Academicians have already attempted to understand the impact of cause-related marketing or social campaigns on outcomes on brand preference, sales, etc. This study would leverage that knowledge as a base and understand how these campaigns have played out during the recent times. A survey would be rolled out to people residing in different parts of the country to understand their sentiments. It'll contain four various social marketing campaigns, each representing another product category. The survey's objective is to understand the extent to which these advertisements have created an impact and if these were effective enough to trigger a change in brand choices in the respective product categories.

## **CHAPTER 2**

### **LITERATURE REVIEW**

Cause-related marketing is defined as "the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives." (Varadarajan and Menon (1988, p. 60)) CRM (cause-related marketing) campaigns are becoming more common among companies. This approach entails promoting a social cause to achieve marketing goals (Barone, Norman, & Miyazaki, 2000). One of the most popular types of cause-related marketing is donating a portion of a company's income from each product sold to a charitable organization (Gupta and Pirsch, 2006a, Liu and Ko, 2011).

Supporting a particular cause has several benefits. Cause marketing activities, for example, allow businesses to communicate with consumers while also showing a commitment to social responsibility. CRM, unlike other marketing messaging methods, is an effective way to connect with customers emotionally. (Roy, 2010). This marketing strategy will improve and retain a positive image and credibility among customers, distinguish the brand from rivals, and add value to the brand. (Brown and Dacin, 1997, Wymer and Samu, 2009). All of these advantages may have a positive impact on consumer attitudes and buying decisions.

Since the early 1980s, companies have been integrating Cause-Related Marketing (CRM) into their campaigns. CRM is when an organization partners up with a particular cause or causes to collect additional funds. (Lafferty & Edmondson, 2009). The objective of cause-related marketing is to encourage consumers to purchase a brand to donate to its associated cause. There are various reasons why businesses want to use this form of marketing technique. Many companies partner with specific causes for the overall positive effect on morale, while others partner because they believe this approach benefits all parties involved (i.e., customers, the organization, and the cause/causes)

American Express was the first to launch a large-scale CRM campaign to restore the Statue of Liberty. A part of any purchase made with an American Express card went to the reconstruction fund for the Statue of Liberty.



"CRM is defined as a win-win situation (Adkins, 2000), providing a win for the charity or cause, a win for the consumer and a win for the business" (Farache, Perks, Soares Outtes Wanderley, & Sousa Filho, 2008, p. 213-214). Focusing on the American Express campaign and its contribution to the renovation of the Statue of Liberty, this result was also a "win-win" situation because American

Express collected funds that far surpassed the project's needs. This is an example of a "win" for the cause; the target was not only met but exceeded, and the reconstruction process could begin. The view of American Express as a business shifted for the better as the reconstruction process progressed. Because they collaborated with this concept, their company's reputation improved positively. This would be an example of a "win" for the company. Consumers profit in two ways: the first is from the buying of the product, and the second is from the pleasure that comes from contributing to a good cause (Robinson, Irmak & Jayachandran, 2012).

In this situation, the customers were pleased to learn that a portion of their money was used to restore a national monument, benefiting someone other than themselves. Another advantage for the buyer will be the pleasure of contributing to society and believing they are supporting others. (Farache et al., 2008). The initial purchase was made for their benefit; the "win" is not based on profit or a certain percentage of the consumer's purchase. It is, however, based on a positive mindset and the feeling of being a part of something worthwhile.

This form of significant action will reduce feelings of guilt in some situations, which applies to the amount paid to their American Express card. They would explain the transaction by using the American Express card since a donation was attached. The implementation of similar CRM programs has increased over the last few years, and in most cases, the programs have been successful. Similar CRM initiatives have become more common in recent years, and in most cases, the initiatives have been successful. There are two fundamental questions: why is CRM efficient, and what types of CRM programs are effective. What is the driving force behind the CRM concept, as well?

Some question whether businesses work with particular organizations because they genuinely want to help or because their goals are primarily to improve their company's

reputation. These projects' historical success leads one to conclude that an organization aims to expand its customer base and brand loyalty by depending on its affiliation with different causes.

One major goal of this research is to figure out how people buy for a good cause. The study would concentrate on the effects of three factors: 1) cause vs. product, 2) obligation, and 3) pro-social spending. The aggregate purchasing intent of customers is the structure that binds these three key factors together.

Previous research has shown that when purchasing for a cause, customer perceptions and understanding of both the cause and the brand are critical. When a brand and a cause work together, consumers are more likely to support the promoted initiative (Lafferty & Edmondson, 2009).

Obligation focuses solely on the impact that significant others (such as families, friends, and peers) have on consumers. Consumers may shop for a cause because everyone else is doing it or may feel compelled to buy because of personal pressure (Hyllegard et al., 2009).

It's essential to examine the previous experience of pro-social spending. Customers who are already personally invested in a cause and have previously donated their time and money will be more likely to engage in promotional marketing campaigns. CRM will continue to adapt and develop in the future if past research shows a correlation between pro-social spending and happiness; if this concept is sustained, CRM will continue to adapt and grow. (Aknin, Dunn, & Norton, 2012).

## CHAPTER 3

### CAUSE RELATED CAMPAIGNS

The cause-related campaigns considered for this research are as follows:

#### **3.1 Dove #StopTheBeautyTest**

Dove, a beauty and personal care brand of Unilever, and its product line includes deodorants, body washes, beauty bars, lotions/moisturizers, hair care, and facial care products.

Dove launched the #StopTheBeautyTest campaign in February 2021, which aimed to celebrate beauty in all shapes, sizes, and colours. The arranged marriage process in India is defined by narrow definitions and societal standards of beauty. 3 out of 4 women go through rejections by prospects in arranged marriages, which affects their self-esteem and confidence.

Dove, along with Ogilvy, takes inspiration from women across the country and captures some raw situations where women are rejected by prospective in-laws and emphasize their impact on their self-esteem and confidence. Dove has tried to capture authentic stories and honest vulnerabilities and have real women in the advertisement and not actors.

#### **3.2 P&G Shiksha presents the story of Bittu # Don'tLetDreamsWait**

Procter & Gamble had launched their flagship CSR campaign Shiksha in 2005, intending to provide children from underprivileged backgrounds access to holistic education. They focused on three things - improving education infrastructure, empowering marginalized girls through education, and improving learning outcomes.

In 2019, P&G launched the # Don'tLetDreamsWait campaign, which introduces Bittu, a 75-year-old man who has grown up in a village without school and has waited this long to attend a school. It reflects children's dreams across the country who wish to participate in a school and receive quality education but are denied fundamental rights. The campaign is inspired by a true story and highlights Bittu's life at school. Bittu's

story is simple but a heart-warming instance of the dreams fulfilled by P&G Shiksha through its interventions.

### **3.3 Ariel #ShareTheLoad**

Ariel, a detergent brand owned by P&G, has been unearthing the gender inequality within households with their #ShareTheLoad campaign since 2015. The new campaign urges mothers to ask the question - are we teaching our sons what we have been teaching our daughters? The campaign asks mothers to be the change-makers of society and asks them to relook how they raise their sons.

In most households, women continue taking the household responsibilities single-handedly despite the weight of external jobs being split equally. Unequal sharing of household load affects women's career aspirations and performance at work. Through its #ShareTheLoad campaign, Ariel aspires to happier households where men and women share the load equally.

This Ariel ad shows a mother teaching her son how to wash the clothes. Ariel not only raises questions but also provides solutions to have a better and equal tomorrow.

### **3.4 Samsonite #DiwaliKaSafar**

Samsonite is a travel luxury brand that launched the #DiwaliKaSafar campaign in October 2019 that focused on expressing gratitude for those who worked during Diwali to help us reach our home.

Diwali is a festival where citizens across India go back to their homes to celebrate it with their families. But on our journey back home, we forget about the Travel Enablers across rail, road, and air which help us reach our home. The film urges everyone to take a moment to express their gratitude and wish them Happy Diwali as they are away from their loved ones.

## **CHAPTER 4**

### **RESEARCH METHODOLOGY**

A survey questionnaire was shared, and 125 respondents shared their views on the given set of questions regarding four cause-related marketing campaigns across different product categories. The questionnaire had five sections. The first section included demographic questions and questions to check the consumers' awareness regarding cause-related marketing and how it impacts their buying behavior. The following four sections of the survey consisted of each of the four cause-related marketing campaigns. The respondents were asked to watch an advertisement video of the campaign and were then asked to answer the following questions:

1. Their inclination towards switching to the said brand after watching the video
2. The campaign's aspect which resulted in their inclination to switch

At the starting of each section, the respondents were asked to share their current brand choices in that particular brand category.

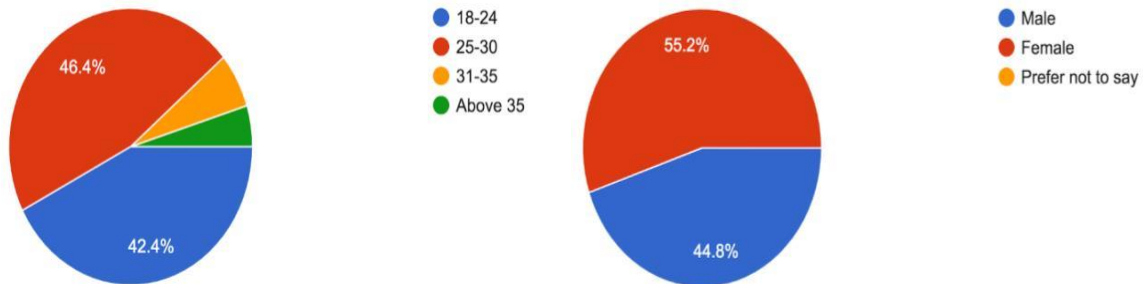
The next phase of the research involved using data analysis tools such as Excel and SPSS to analyse the factors that had the maximum impact on consumers' buying behaviour.

## CHAPTER 5

### DATA ANALYSIS

#### 5.1 Overview

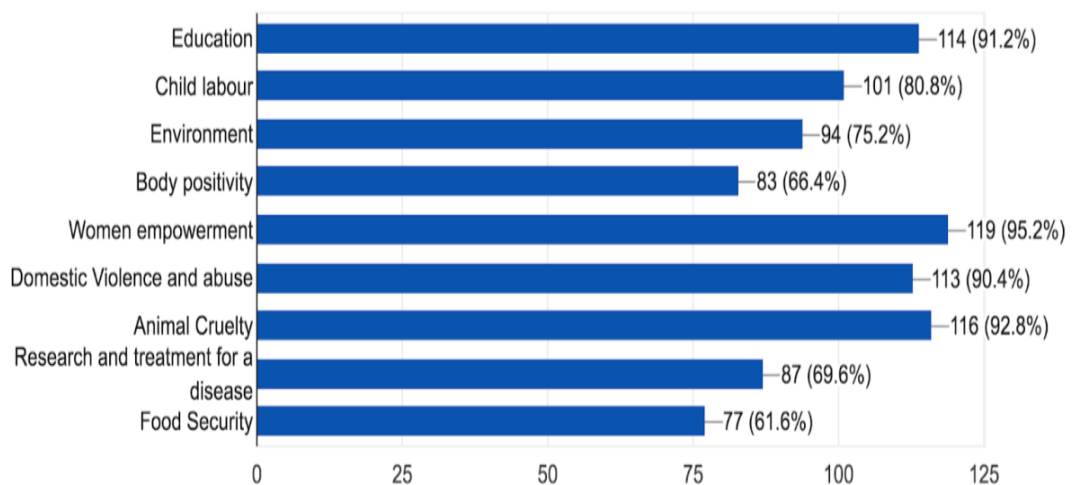
##### Demographic analysis



- The respondents are above the age of 18 and the majority (46.4%) of the respondents fall under the category of 25 to 30 year olds. 42.4% respondents are between 18 to 24 years, 6.4% respondents are between 31 to 35 years and the rest 4.8% respondents are above 35 years.
- Out of the sample set, 55.2% respondents are female and 44.8% respondents are male.

##### Cause supported by the respondents

The respondents were then asked to select the causes that they supported.



The most followed cause amongst the respondents is women empowerment (95.2%) which is followed by animal cruelty (92.8%), education (91.2%) and domestic violence and abuse (90.4%). The least followed cause amongst the respondents is food security (61.6%) and research and treatment for a disease (69.6%).

**Importance to factors while buying the product**

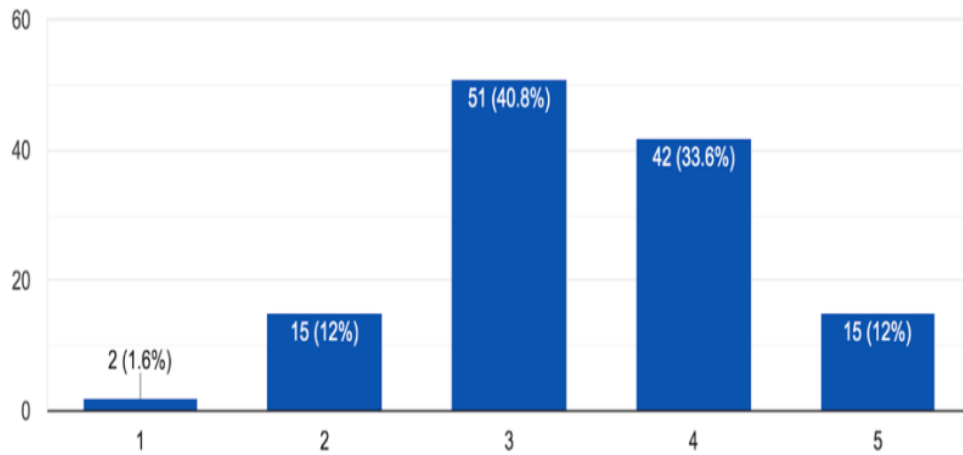
The respondents were asked to rate five factors on the scale of 1 to 5 on the basis of importance that they give to the factors while buying the product.

Factors	Average Rating (1- Not Important, 5 - Most Important)
Price	3.624
Brand Ambassador	1.864
Cause supported by the brand	2.976
Attractive Packaging	1.968
Cause promoted in brand ads.	2.808.

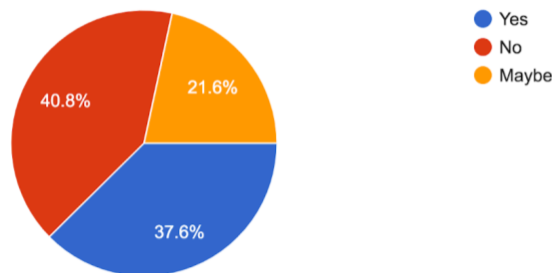
Amongst the five factors, price is the most important factor for the respondents while buying a product (3.624) and the brand ambassador that promotes the product and the packaging of the product are the least important factors for the respondents while buying the product (1.864).

**Importance of cause supported by the brand for the buyer**

On the scale of 1 to 5, the respondents were asked how likely they were to buy a brand’s product because of the cause they were supporting. The respondents were also asked if they had purchased a product before because of the cause that the brand was supporting.



86.4% of respondents are likely to try a brand's product because of the cause that the brand is supporting and 13.6% are not likely to do so. The respondent's average score is 3.424 which means that they are likely to try a brand's products because of the cause that the brand is supporting.



40.8% of respondents have not brought a brand's product because of the cause it was supporting. 37.6% of respondents have brought a brand's product because of the cause it was supporting. The remaining 21.6% of respondents might have brought a brand's product because of the cause it was supporting.

Regression:

Independent variable - Have consumers brought a brand's products before based on the cause it was supporting?

Dependent variable - How likely are the consumers to buy a brand's products because of the cause it is supporting?



**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.440 <sup>a</sup>	.194	.187	.8197

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.883	1	19.883	29.593	.000 <sup>b</sup>
	Residual	82.645	123	.672		
	Total	102.528	124			

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.399	.194		22.715	.000
	Have you ever bought a product of a brand just because of the cause it is supporting?	-.530	.097	-.440	-5.440	.000

**Interpretation:**

There is 19.4% variation in consumers having bought a brand's product because of the cause it was supporting due to their inclination towards buying a brand's product because of the cause it was supporting.

The p value is less than 0.05 and therefore the model is statistically significant. The Beta value for the independent variable i.e. Bought a brand's product because of the

cause it is supporting is -.440. This means that a unit change in the dependent variable will decrease the value of the independent variable by 0.440.

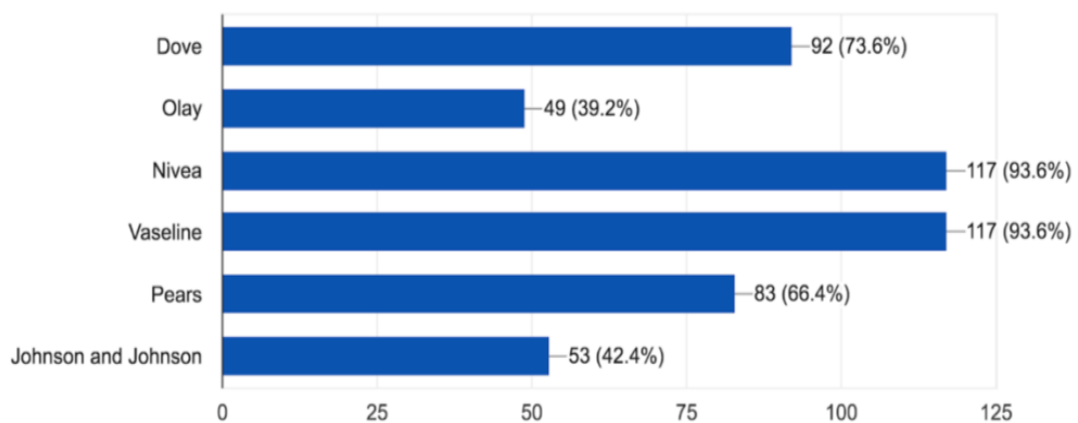
The values of the dependent variable are coded as: 1 - Yes, 2 - No, 3 - Maybe

The values of the independent variable are coded as: 1 - Least Likely, 2 - Slightly Likely, 3 - Likely, 4 - Fairly Likely, 5 - Most Likely

## 5.2 Dove #StopTheBeautyTest Campaign:

### Personal Care brands used by respondents

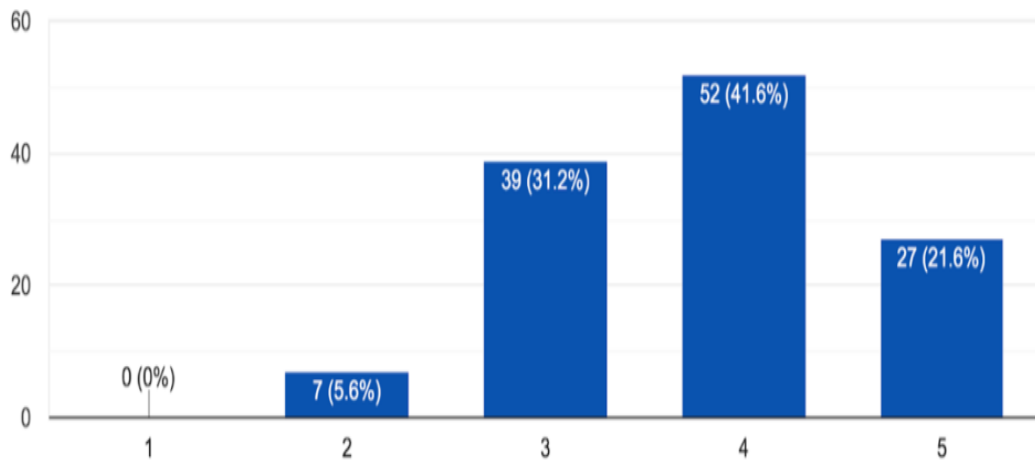
The respondents were asked to select the different personal care brands they have used.



73.6% of respondents have used Dove before or are currently using Dove, and 26.4% of respondents have not used Dove earlier. Among the personal care brands, Nivea and Vaseline are used the most by the respondents.

### Inclination of buyers to buy the brand's product after watching their advertisement

The respondents were then asked their inclination towards buying the brand's product after watching the advertisement.



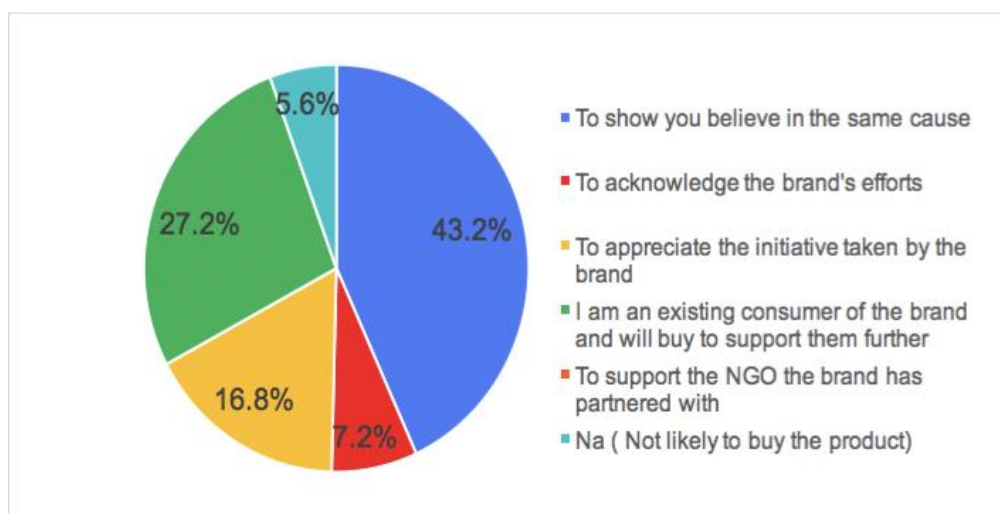
-  
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Existing Dove Consumers	3,624
Other Brand Consumers.	2,967

94.4% respondents are likely to try Dove's products after watching the #StopTheBeautyTest advertisement. The respondents' average score is 3.792, which means that the respondents are fairly likely to try Dove's products. The existing consumers are fairly likely to repurchase Dove's products, whereas other brand consumers are likely to try Dove's products.

### Reasons given by respondents to buy the product

The consumers who were inclined towards buying Dove's products were asked to state their reasons to buy the products.



43.2% of respondents would try Dove's products because they believe in the cause supported by Dove through the #StopTheBeautyTest campaign. None of the respondents would try Dove's products because they support the NGO that Dove has partnered with for the campaign.

Cross Tabulation with age and gender:

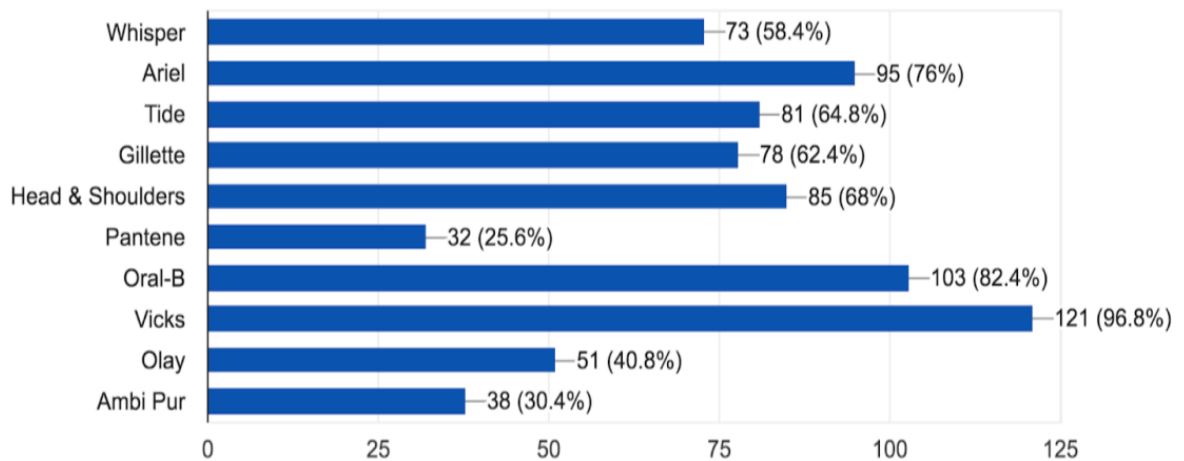
	.Age				.Gender		Total Respondents
	.18 - 24	25 - 30	.31 - 35	Above 35	.Male	Female	
<b>Support the same cause</b>	25	25	3	1	11	43	54
<b>Acknowledge the brand's efforts</b>	3	3	1	2	7	2	9
<b>Appreciate brand initiative</b>	9	8	3	1	13	8	21
<b>Existing Consumer</b>	13	19	1	2	19	16	35
<b>Support the NGO</b>	0	0	0	0	0	0	0
<b>NA (not likely to buy the product)</b>	3	3	0	0	6	0	6
<b>Total</b>	53	58	8	6	56	69	125

After applying cross-tabulation, we can see that 43 out of 69 female respondents would buy Dove's products because they support the cause, whereas 19 out of 56 male respondents would buy Dove's products as they are existing consumers of the brand. Also, the highest number of respondents that support the cause belongs to the age 18 to 30 years.

## 5.2 P&G Shiksha – The story of Bittu #Don'tLetDreamsWait Campaign:

### P&G products used by the respondents

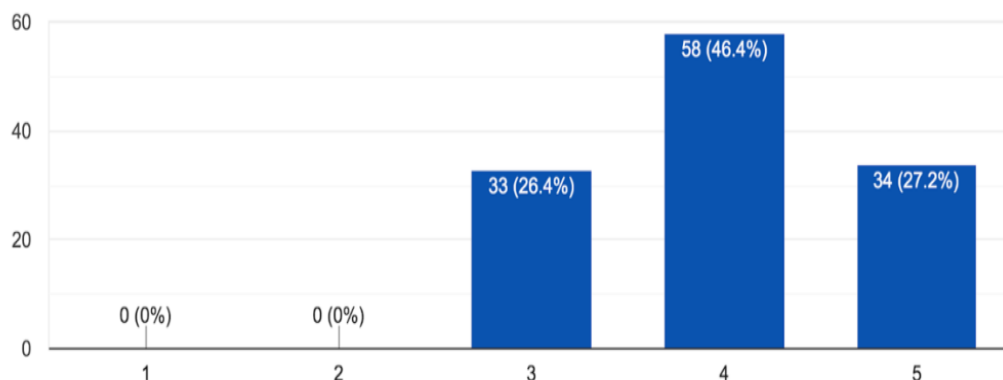
The respondents were asked to select the different P&G products they have used.



Amongst the brands owned by P&G, 96.8% respondents have used or are using Vicks and 82.4% of respondents have used or are using Oral-B. Pantene (25.6%) and Ambi Pur (30.4%) are the least used brands by the respondents.

### Inclination of the respondents to buy the product after watching the advertisement

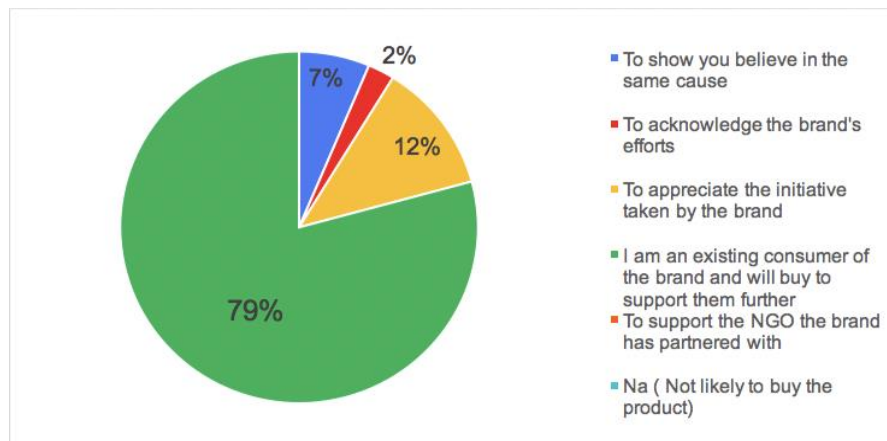
The respondents were then asked their inclination towards buying the brand's product after watching the advertisement.



All the respondents are likely to try P&G brands and products after watching the story of Bittu. 27.2% of the respondents are highly likely to try the products.

## Reasons given by the respondents for buying the product

The consumers who were inclined towards buying P&G's products were asked to state their reasons to buy the products:



79.2% of the respondents are existing consumers of P&G and would try the products after watching the advertisement to support them further. None of the respondents are inclined towards trying the products because of the NGO that P&G has partnered with for the campaign.

Cross Tabulation with age and gender:

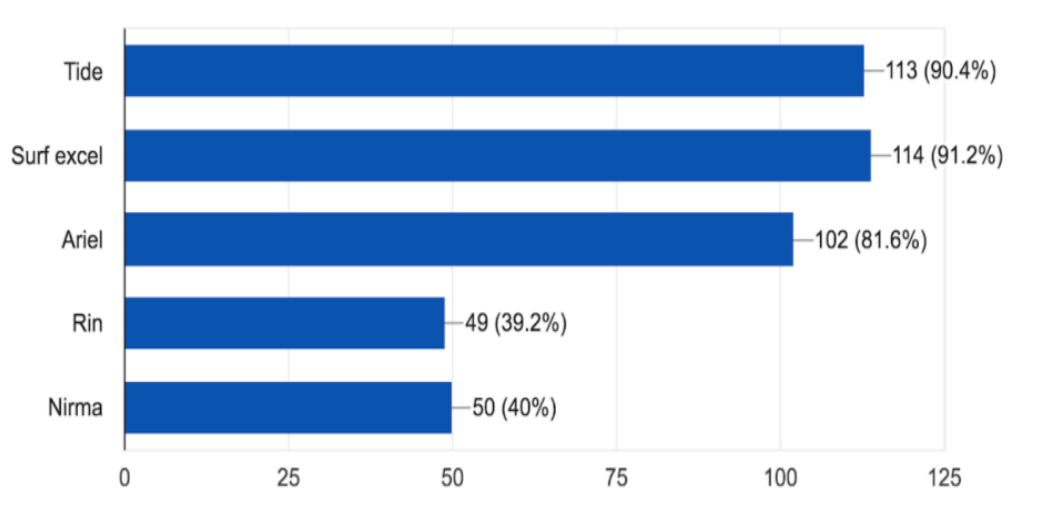
	Age				Gender		Total Respondents
	18 - 24	25 - 30	31 - 35	Above 35	Male	Female	
<b>Support the same cause</b>	3	3	0	2	5	3	8
<b>Acknowledge the brand's efforts</b>	1	0	1	1	2	1	3
<b>Appreciate brand initiative</b>	5	9	1	0	9	6	15
<b>Existing Consumer</b>	44	46	6	3	40	59	99
<b>Support the NGO</b>	0	0	0	0	0	0	0
<b>NA (not likely to buy the product)</b>	0	0	0	0	0	0	0
<b>Total</b>	53	58	8	6	56	69	125

After applying cross-tabulation, we can see that 59 out of 69 females and 40 out of 56 are existing consumers of P&G. Similarly, the highest number of respondents in each age group are existing consumers of P&G.

### 5.3 Ariel #ShareTheLoad Campaign

#### Home care brands used by respondents

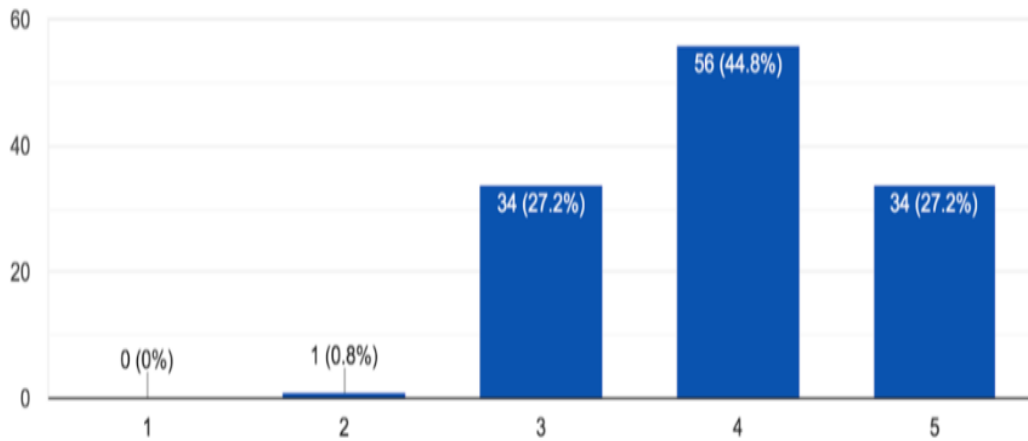
The respondents were asked to select the different home care brands they have used.



81.6% of respondents have used Ariel before or are currently using Ariel, and 18.4% of respondents have not used Ariel earlier. Among the home care brands, Tide and Surf Excel are used the most by the respondents.

#### Inclination of the respondents to buy the product after watching the advertisement

The respondents were then asked their inclination towards buying the brand's product after watching the advertisement.



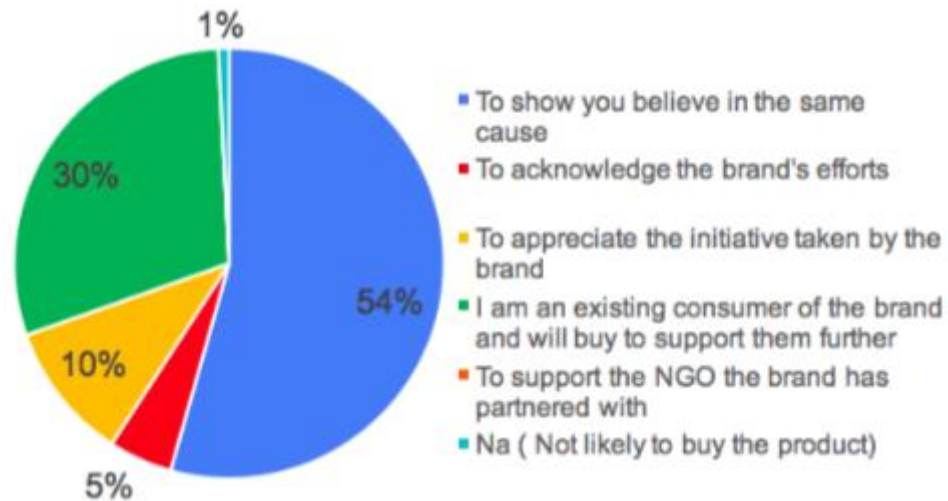
Existing Ariel Consumers	4.098
Other Brand Customers	3.478

99.2% are likely to try Ariel's products after watching the #ShareTheLoad advertisement. The respondents' average score is 3.984, which means that the respondents are fairly likely to try Ariel's products. The existing consumers are fairly likely to repurchase Ariel's products, whereas other brand consumers are likely to try Ariel's products.

#### **Reasons given by the respondents for buying the product**

The consumers who were inclined towards buying Ariel's products were asked to state their reasons to buy the products:





54.4% of the respondents would try Ariel's products because they believe in the same cause that is shown in the #ShareTheLoad campaign. Only 1 respondent is not inclined towards buying Ariel's products after watching the campaign video and none of the respondents support the NGO that Ariel has partnered with for the campaign.

Cross Tabulation with age and gender:

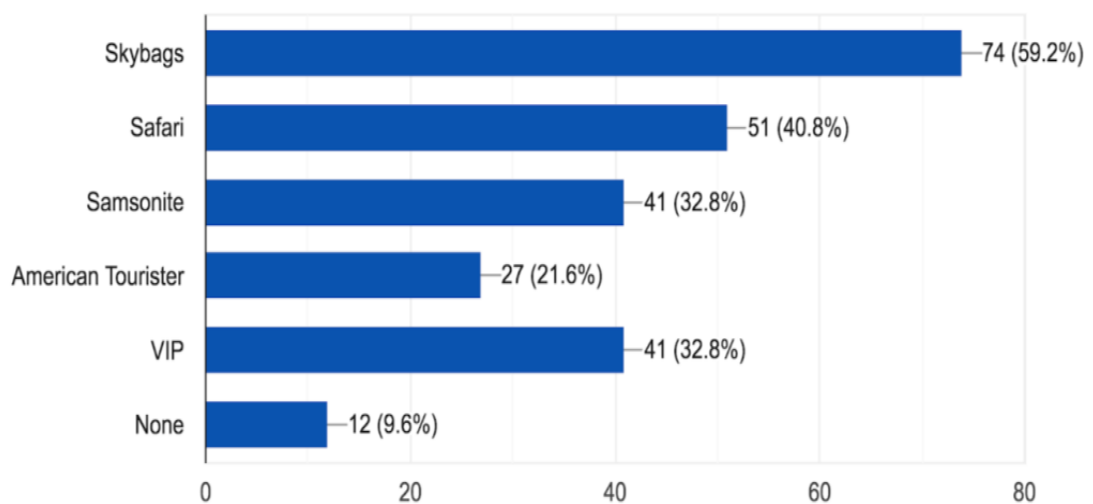
	Age				Gender		Total Respondents
	18 - 24	25 - 30	31 - 35	Above 35	Male	Female	
<b>Support the same cause</b>	26	35	4	3	32	36	68
<b>Acknowledge the brand's efforts</b>	3	1	1	1	3	3	6
<b>Appreciate brand initiative</b>	4	7	1	1	5	8	13
<b>Existing Consumer</b>	19	15	2	1	15	22	37
<b>Support the NGO</b>	0	0	0	0	0	0	0
<b>NA (not likely to buy the product)</b>	1	0	0	0	1	0	1
<b>Total</b>	53	58	8	6	56	69	125

After applying cross tabulation, we can see that 32 out of 56 male respondents and 36 out of 69 female respondents would buy Ariel's products as they believe in the same cause as shown in the campaign. For all age groups, the majority respondents believe in sharing the load and therefore would buy Ariel's products.

#### **5.4 Samsonite #DiwaliKaSafar Campaign:**

##### **Travel luxury brands used by respondents**

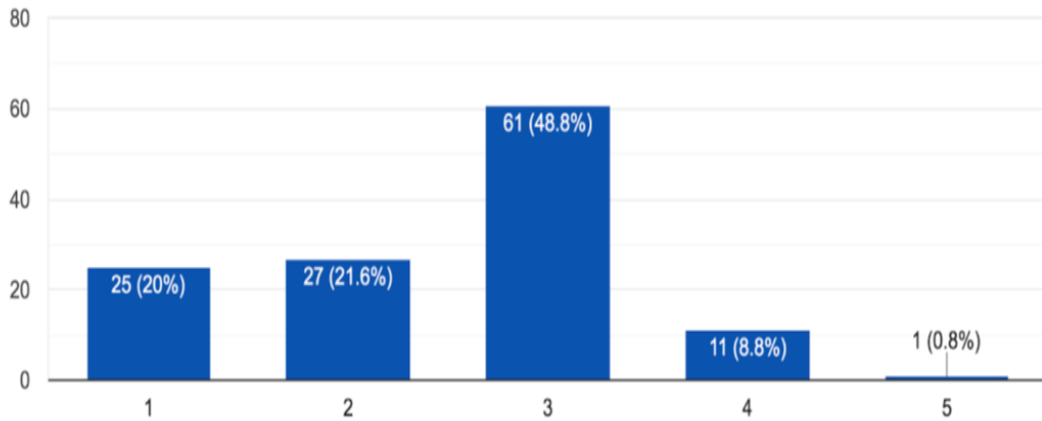
The respondents were asked to select the different travel luxury brands they have used.



32.8% of respondents have used or are currently using Samsonite bags, and 67.2% of respondents have not used Samsonite bags earlier. Among the travel luxury brands, Skybags are used the most by the respondents.

##### **Inclination of the respondents to buy the product after watching the advertisement**

The respondents were then asked their inclination towards buying the brand's product after watching the advertisement.



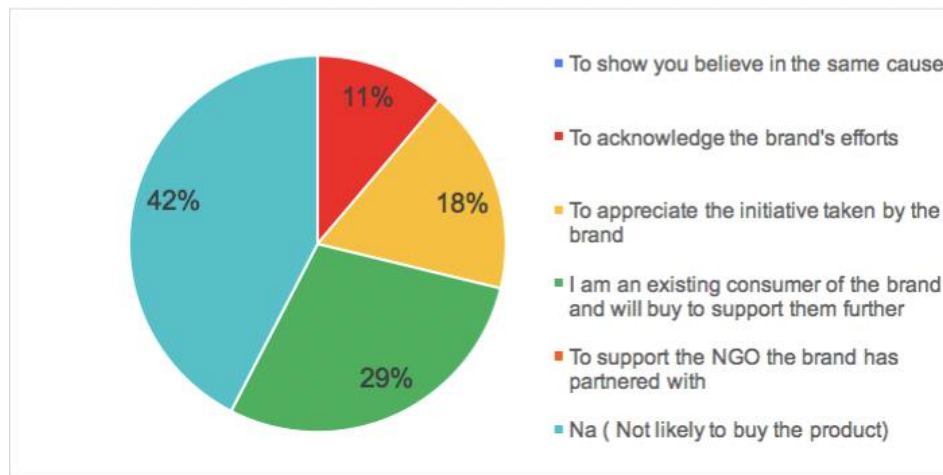
Existing Samsonite Consumers	3.268
Other Brand Consumers	2.236
Consumers that don't use any brands	1.334

58.4% are likely to try Samsonite's products after watching the #DiwaliKaSafar advertisement. The respondents' average score is 2.488, which means that the respondents are slightly likely to try Samsonite's products. The existing consumers are likely to repurchase Samsonite's products, whereas

Other brand consumers are slightly likely to try Samsonite's products. The consumers that don't use any travel luxury brand are not likely to try Samsonite's products.

### **Reasons given by the respondents for buying the product**

The consumers who were inclined towards buying P&G's products were asked to state their reasons to buy the products:



42.4% of the respondents have not shown their inclination towards buying Samsonite's products after watching the #DiwaliKaSafar advertisement video. 28.6% of the respondents are existing consumers of Samsonite and would try Samsonite's products after watching the video campaign. None of the respondents have shown their inclination towards buying Samsonite's products because of the NGO they have partnered with for the campaign.

Cross Tabulation with age and gender:

	Age				Gender		Total Respondents
	18 - 24	25 - 30	31 - 35	Above 35	Male	Female	
<b>Support the same cause</b>	0	0	0	0	0	0	0
<b>Acknowledge the brand's efforts</b>	6	6	0	2	7	7	14
<b>Appreciate brand initiative</b>	9	11	0	2	10	12	22
<b>Existing Consumer</b>	19	13	4	0	15	21	36
<b>Support the NGO</b>	0	0	0	0	0	0	0
<b>NA (not likely to buy the product)</b>	19	28	4	2	24	29	53
<b>Total</b>	53	58	8	6	56	69	125

After applying cross tabulation, we can see that 24 out of 56 male respondents and 29 out of 69 female respondents are not likely to buy Samsonite's products after watching the advertisement. In the age group 18 to 24 years, majority of the respondents are either existing consumers of Samsonite or are not likely to buy Samsonite's products. For the age group 25 to 30 years, the majority of the respondents are not likely to buy Samsonite's products.

## CHAPTER 6

### ANALYSIS

After analysing the data collected, we can infer that the existing consumers of the brands that launched the cause-related marketing campaigns were optimistic about the campaigns and were inclined towards buying the brand's products in the future. Moreover, consumers are willing to switch brands for personal care and home care products. But when it comes to travel luxury, the consumers are hesitant in switching brands as the switching cost for these products is high.

Across all categories, we can observe that consumers are inclined to buy a different brand to show that they support and appreciate the brand's initiative through the campaign. In fact, this factor is the top factor for respondents that are not an existing consumer of the brand across all four campaigns.

We have observed that none of the respondents are inclined to buy the brand's products due to the NGOs supported through the campaign. This might be due to the minimum placement of the NGO or the communities supported by the brand through the campaign in their advertisement. The advertisement focuses on spreading awareness of the brand's products and the cause supported by the brand.

In addition to the above, consumers have also found these initiatives taken by brands to contribute towards a social cause. This factor also played a major role in the non-consumers of the brand to be inclined towards trying the brand's product. In the case of the Dove and Ariel campaign, we can see that the consumers believe in the exact cause as that of the campaign, and thus this is a significant factor for the inclination of consumers in trying the brand's products. In the case of P&G, the consumers have at least used one of the products from their portfolio. Therefore, the primary factor for consumers' inclination to try P&G products is that they are existing consumers of the brand and would support the brand in the future. Lastly, in the Samsonite campaign, the non-consumers appreciate the initiative taken by the brand. Therefore, it is a significant factor for their inclination towards trying the brand's products.

## CHAPTER 7

### LIMITATIONS AND FUTURE SCOPE

#### **7.1 Limitation of the study:**

Limited respondents, i.e., 125 consumers have been considered for this research. Therefore, the sample set for the research could be more extensive in the future. Also, this research is based only on four cause-related marketing campaigns and thus can also increase the campaigns considered for the study. Only three product categories in the FMCG sector are considered for the research. Thus can extend the research to include all the product categories in the FMCG sector. The sectors considered for the study are also limited, and thus in the future, the number of industries considered can also be increased.

#### **7.2 Future Scope:**

This research uses brand campaigns that discuss significant social causes like education, gender equality, gratitude, and body positivity. These causes are commonly discussed and supported by the consumers. The study on the impact of other lesser discussed causes on consumers' buying behaviour will be intriguing. Also, during the pandemic, the brands across all sectors way out of their way to empathize with the consumers. The impact of these campaigns during the pandemic on the consumer's buying behaviour will also be intriguing.

This research focuses only on the FMCG sector. It can be extended to other industries like financial services, automobile, manufacturing, pharmaceutical, etc., to understand the impact of cause-related marketing on consumer buying behaviour.

## **CHAPTER 8**

### **CONCLUSIONS**

Buyers today are more mindful of brands' cause-related marketing and corporate social responsibility. If these campaigns and events are well-planned and implemented, they affect consumer purchasing behaviour. Brands may display their support for a cause in various ways, including their logo, packaging, tagline, and so on. They may use cause-related marketing strategies to increase their visibility.

The primary research conducted revealed the different reactions of the consumers to the cause-related campaigns in various sectors. We can observe that the consumers are open to appreciating the brand's initiatives and are also supporting the initiatives taken by the brands. These cause-related marketing campaigns have also positively affected consumers, and the consumers are also ready to switch brands in certain product categories.

We can also see that the consumers are not aware of the external communities associated with these brand campaigns. Despite the consumers believing in the same causes, their inclination towards buying the brand's products is not because of the external communities that are associated with the campaigns. Brands should consider this insight while planning their cause-related marketing campaigns as the external communities can be a driving force for the consumers to switch brands.



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