

## **“The Influence of Cause Related Marketing Campaign on Consumer Purchase Intentions”**

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### **ABSTRACT**

This research anticipated analyzing the influence of a cause-related marketing campaign Ahaar Abhiyaan on the buying objective of the consumer. The survey has gathered data from 267 respondents from Hassan city. The study found that the variation of 28.7% in the dependent variable Purchase Intention described by the independent variable Cause Related Marketing and the regression model statistically considerably speculated the dependent variable.

Keywords: Cause-related marketing, Purchase ambition, Marketing Campaign

### **1. INTRODUCTION**

Cause-related marketing was explicated by Varadarajan and Menon (1988) procedure of “formulating and implementing marketing actions that are characterized by a propose from the firm to give an explicit amount to a selected cause when customers connect in revenue providing interactions that satisfy organizational and individual objectives”. The marketing and philanthropic objective of the firm can be achieved through cause marketing. Purchasing purpose is defined as "Consumers' enthusiasm to buy an agreed product at a detailed time or in a specific situation. The major objective of adopting a CRM program is to achieve positive purchase intentions. Recent studies reveal that Consumers will be favourable towards socially responsible companies; customers will be more liable to purchase products and services from them. Cause marketing is the group marketing hard work of a “For – Earnings” and a “Non- Profit” organization and there is a Positive psychological benefit for consumers who participate in Cause marketing campaigns. A company can lose money if it handles a campaign with a poor experience or unrewardingly. Cause marketing will generate a financial premium mutually to the income and non-income companies only when it is successfully carried and also create joyful customers and maintain good public dealings. Cause marketing can create an emotional association with the customers if the campaign is properly communicated to them. The company should support the worthy cause and an emotional appeal should be made to customers to maintain the cause campaign by purchasing the product or service. The sophisticated application of cause marketing strategy can help the organization to achieve a long-term relationship with people. Cause marketing is therefore hailed as a win-win situation. Because marketing helps the organization to differentiate the product from competitors, it can justify premium pricing also. This marketing strategy adds value to the product and enhances brand loyalty. Most importantly companies with negative reputations can regain trust and loyalty by engaging in some social cause campaign. Every business entity is a part of society. In ancient days, corporations were accountable to shareholders only. Now business organizations feel they must give something valuable to the society from which they earn everything.

## 2. STATEMENT OF THE PROBLEM

FMCG is an imperative industry in India, it plays decisive roles both directly and indirectly in income generation, foreign exchange earnings, and employment generation. CRM is being used by many FMCG companies in India as a marketing tool. In recent years, CRM has gained rapid acceptance in India albeit of having its strong roots in western countries. In developed countries social causes like wildlife protection and environmental Pollution etc., attract people. In developing countries like India social causes related to health and education are getting more response from consumers. Recent studies show that the millennial generation shows more affinity towards CRM campaigns. Selection of an appropriate cause associated with a brand or product will facilitate to bring in the benefits. Keeping this background in view, an attempt was made towards the evaluation of the effect of two cause-related marketing campaigns on buying objective among the millennial generation or Generation Y. In this study Project Shiksha (Child education cause) Ahaar Abhiyan (Health cause) has been selected as experimental design in questionnaires used for the survey.

## 3. LITERATURE REVIEW

**John W. Pracejus, G. Douglas Olsen, and Norman R. Brown (2003)**<sup>1</sup> in their series of three studies “On the prevalence and impact of vague quantifiers in the advertising of cause-related marketing”, evaluate probable consumer misunderstanding allied with the promotion print which portrays cause-related marketing (CRM) operations, whenever a consumer makes a purchase, the currency is a handout to a charity all the time. The proportional occurrence of different copy formats in Cause Related Marketing on the Internet was described in the primary study. The study shows that the greater part of the copy formats (69.9%) are abstract, 25.6% are estimable, and 4.5% are calculable. Succeeding studies indicate that minor distinctions in abstract phrasing in advertising copy show the way to significant modifications in consumer valuation of the quantity being contributed, there is a variation in the value of the donation estimate for every abstract copy format considerably across individuals, amount of contribution can be impact choice. Collectively, the studies reveal, the gigantic part of the promotion issue used to explain CRM contributions is abstract, that dissimilar but lawfully corresponding abstract copy formats outcome in a great imbalance in mean apparent donation stage, and it can impact on the choice of consumers.

**Stacy Landreth Grau and Judith Anne Garretson Folsie (2007)**<sup>2</sup> “Cause-related marketing: The Influence of Donation Proximity and Message-Framing Cues on the Less-Involved Consumer”, from the study of two experiments find out that the responsibility of contribution propinquity and communication detailing on campaign outlook and partaking purpose of consumers who had the low initiative. It has been identified that, optimistic message and neighboring donations framing serve up as efficient message cues to construct favourable cause marketing results among this market section that diplomatist considers the fruitful position. The authors recommend that a large number of cause campaigns challenging for the restricted part of socially cognizant consumers and the appearance of new generations who are socially less aware indicates that organization and the non-profit associates should believe to be supplementary target-market opportunities

**Mujahid Mohiuddin Babu and Md. Mohiuddin (2008)**<sup>3</sup> in the study entitled “Cause-related marketing and its impact on the purchasing behavior of the customers of Bangladesh: An empirical study”, try to evoke whether the client's attitude of purchasing or logo preference are encouraged by such marketing plans. The primary data has been collected through structured questionnaires to acquire information about brand desire, shopping mindset, and perception of respondents concerning cause-related marketing. The non-Probabilistic Sampling approach has been utilized to decide the factors of the sample and a total of 120 people dwelling in Dhaka town have been examined. One sample t-test and correlation had been implemented to distinct dimensions of cause-related marketing in Bangladesh. It has been discovered that CRM prominently impacts the client's mindset towards an enterprise and any brand specifically, furnished that the clients are known of such action conceptually. The respondents were asked approximately their favoured motive to assist, amongst the issues delivered aid for disaster victims get the most help (32%) observed by life-saving matters (11.2%), war fitness matters (26%), employment generation activity (13%), education (10.4%). People choose to assist local causes than international ones. It has been found that consumers

assist those causes impulsively which are strategically suited with the brand and which are related to them socially or personally.

**Aradhna Krishna and Uday Rajan (2009)**<sup>4</sup> in their experimental study “Cause marketing: Spillover outcomes of cause-related products in a product portfolio”, reviewed a duopoly model of opposition between companies in two products to conclude a product which firm will connect to a reason. Through two laboratory experiments and a theoretical model, authors provide an explanation for how Cause Marketing can improve sales and prices of the cause-linked product and also the additional products inside the organization's portfolio, thus increasing a firm's profits. The researchers constructed a cause marketing recreation wherein each company prefers which products, if any, related to the area on CM. within the deficit of spillover advantages, a company sets a production Cause Marketing and only it can boom its values by means of enough to make amends for the price of CM. for that reason, in equilibrium, corporations neither have both products or either product on CM. This result changes with the initiation of a spillover advantage to the second product, these experiments indicate that if a single organization in the market connects only one product to a cause, it can increase prices on both products and yield a higher profit. Authors presume every company has a benefit in one product and display that there is equilibrium in each company that connects the most effective deprived product to cause. If the spillover impact is strong, there may be 2<sup>nd</sup> equilibrium wherein every company links its privileged product to a cause. In every case, companies hike their prices on both products and make an advanced profit when neither company engages in Cause Marketing. No matter which equilibrium takes place, clients may be imposed higher expenses for both goods (the cause-marketed and the non-cause-marketed product) by both companies, and every company's profit might be increased than if neither firm had affianced in CM. This study indicates that a company will not place its complete portfolio on Cause Marketing.

**Enrique Bigné-Alcañiz, Rafael Currás-Pérez, Carla Ruiz-Mafé & Silvia Sanz-Blas (2010)**<sup>5</sup> in the research paper entitled “Consumer behavioural intentions in cause-related marketing: The role of identification and social cause involvement”, aims to investigate the part of consumer detection with the firm and consumer association with the social cause in consumer attitude towards Cause-related Marketing. For this study, primary data was taken from consumers of personal hygiene products and insurance using a questionnaire method. Findings confirm that there is an effective cognitive connection capable of creating constructive consumer behavioural responses to CRM. The findings of this study confirm the company-consumer identification generated in cause-related marketing programs, is an effective cognitive connection able to create positive behavioural responses concerning the social cause and brand. The outcome simply that CRM is a promotional method that may generate remuneration for the Non-Profit beyond the direct fundraising from the organization. moreover, when the consumer suffers greater worry with a social cause, the positive impact of consumer recognition on product purchase aim is raised; however, discovery persuade on intent to preserve up a Non-Income Organization is strengthened when the consumer feels less engaged with the social cause.

**Vikas Dahiya, Rekha Dahiya, and Asjad Usmani in (2012)**<sup>6</sup> the article entitled “Unifying cause and profit: A sustainable proposition”, in business economics and management tries to know the concept of cause-related marketing. It has been identified that cause-related marketing is expressively satisfying and projecting it as a proposal to your target market makes sense, and cause marketing initiatives will generate tremendous good will and improve the bottom line of the company in the long run, if the cause resonates with the target market. According to this paper cause-related marketing is the medium through which a company can differentiate itself from competitors.

**Ahmed Imran Hunjra, Dr. Rauf I Azam and Asad Afzal Humayoun (2012)**<sup>7</sup> in the study “Cause-related marketing and its impact on sales: Mediating by brand loyalty and customer purchase intention”, aim to test the relationship between CRM and sales and investigates the impact of cause marketing campaigns on consumer purchase intention, brand loyalty and finally on sales. The mediating variables within the examine were consumer purchase intention and brand loyalty Primary data has been accumulated from students and employees of various universities using a questionnaire survey, with a sample size of 629. Researchers have used AMOSTO test the model to examine the impact of CRM campaigns on sales with mediating factors like consumer buying intentions and

emblem loyalty in addition to the direct connection with sales. Relations between different variables were examined by the structural equation method. The results indicate that brand loyalty (critical ratio = 7.124) and consumer purchase intentions (critical ratio = 8.16) has been vital mediating variable in ensuring the increase in sales. The results also indicate that cause-related marketing (critical ratio=7.841) an independent variable positively affects sales which is a dependent variable. This study proves that in the Pakistani FMCG sector, the CRM campaigns have a positive impact on the sale activities of firms and it is mediated by consumer purchase intention and brand loyalty.

**Nida Qamar (2013)**<sup>8</sup> in her descriptive research study entitled “Impact of cause-related marketing on consumer purchase intention: mediating role of corporate image, consumers’ attitude and brand attractiveness”, investigates the effect of CRM campaigns on consumer purchase objective and to locate the mediating impact of three mediators; company image, consumers mindset and brand elegance inside context of Lahore, Pakistan. For the gathering of primary records, self-administered questionnaires were issued in specific colleges and universities of Lahore, Pakistan. For record analysis, Barron and Kenny mediation approach has been used in conjunction along with the Bootstrapping method. The correlation has been used to demonstrate the path and degree of affiliation among the variables. The effect of three mediators has been tested by running a sequence of regression equations. The bootstrapping technique has been used to examine the calculating standard errors, indirect effects and finding their significance with the help of Confidence Intervals. The findings of this research show that CRM campaigns do makes a contribution consumers purchase objective and some other mediating factors specifically company image, customers mindset and brand beauty also mediate the association of Cause-Related Marketing and purchase goal.

**Irfan Sabir, Saira Aziz, Abdul Mannan, Waseem Bahadur, Rukhshanda Farooq and Naeem Akhtar (2014)**<sup>9</sup> in the study entitled “Cause’ attributes and consumers’ purchase intention: empirical evidence from telecommunication sector of Pakistan”, an explanation for the end result of cause accredit onbuying intentions of clients within the Pakistan telecommunication quarter. Data collection has been done using a self-administered questionnaire from the SIM card users of a telecommunication network at Okara and Sahiwal cities. In this study, the researchers have recognized and tested four attributes of a cause: congruence among the firm’s products and the cause, diploma of motive participation for consumers, and donation proximity and donation amount. The impact of the study confirmed a positive connection between the diploma of cause participation for clients and the purchasers’ purchase objective and a positive association between donation amount and the consumer's purchase goal.

**Dr. Sonal Kureshi and Sujo Thomas (2014)**<sup>10</sup> in a working paper entitled “Cause-related marketing – An Indian overview”, aim to give an insight about the nature and extent of CRM prevailing in the Indian market. This study probes the extent of CRM practices followed by Indian companies from 1999 to 2012, the nature of CRM initiatives taken in India, and to bring out managerial implications for the future. Researchers have been motivated by the fact that in academic as well as non-academic sources very little data about CRM practices is available. This working paper examined various cause marketing programs that were reported from 1999 to 2012. These have been analyzed by conducting an internet search with the help of keyword and also by visiting company and partnering company’s websites. The articles in the newspaper “The Economic Times” and Indian magazine “Business Today” is scanned. These cause marketing programs are investigated by classifying them on a variety of factors like type of partnering organization, type of company, type of brand, nature of the cause etc. Al together 142 initiatives are documented over 14 years. Findings suggest that a few regional and local firms seem to have adopted cause marketing as a marketing practice. It was found that among the social causes ‘Children education’ is promoted by the majority of the organizations (50.7%). This study indicates that Non-durable essential brands like salt and tea have been using cause marketing more than other categories. Moreover, in India companies have been identifying social causes but a very few companies have linked them as a part of their marketing activity where the organization and the consumer both contribute.

**Vivek Aggarwal and Vinod Kumar Singh (2017)**<sup>11</sup> in the research paper entitled “Cause-related marketing in India: Effect of cause involvement on purchase intention for Next Generation Transformation”, purpose to research the function of consumer responsiveness regarding the cause marketing campaigns and patron association with the social cause relating to buying intention of the patron. An inspection became executed within a city region of Ghaziabad and Noida through a self-administered questionnaire. The final result recommend that

cause association affects the purchase motive of consumers and response towards the purpose of a cause marketing campaign differs amongst male and female clients

**Rizwan Shabbir, Ahmad Sohail Khan, and Waseem Hassan (2017)**<sup>12</sup> in the study entitled “Effects of cause-related marketing on buying decision: Does it matter in FMCG sector?” investigate the position of the product value, market verbal exchange, and buyer method in scheming powerful reasons associated with Cause-Related Marketing strategies. Facts become amassed from consumers of selected organizations that exercise cause marketing. The results revealed that product price and market conversation are principal factors that have an impact on consumer shopping for behaviour, and Consumers are extra involved approximately assisting neighborhood/national social-welfare societies different than intercontinental NGOs. This research additionally elucidated the significance of selecting an NGO as it subject loads for customers in the Pakistanic context.

**Hsin-Ti Yang and Ghi-Feng Yen (2018)**<sup>13</sup> in the paper entitled “Impact of consumers’ self-construal, empathy, and moral identity on purchase intention toward cause-related marketing goods: A perspective of the moderated sculpt of mediation”, experienced whether the blow of buyers self-construal on buying goal related to cause related marketing goods not directly suffering from empathy and ethical identification. The questionnaire survey was conducted among faculties of universities and students of four geographical regions in Taiwan, the average age of respondents was found to be 30-34 years. The empirical findings revealed that ethical identity symbolization and internalization resulted in high-quality restraint outcomes on the straight effect of mutually dependent self-construal on the objective of buying closer to CRM. However, beneath the moderate impact of understanding, the “low/low” and “excessive/excessive” organizations from ethical identity symbolization internalization of all produced high quality and poor restraint effects. Concerning the shortest impact of ethical identity symbolization and internalization on impartial self-construal in the direction of purchase goal closer to CRM goods, the “low/low” and “low/high” organization from symbolization and internalization generated high-quality effects. However, underneath the mediating force of understanding, the best “low/low” agencies from symbolization and internalization formed effective mediating special effects.

**Fozia Rehmat, Tanzeela Farsam, Muhammad Shabbir Ahmad and Syed Irfan Raza Naqvi (2018)**<sup>14</sup> in a research paper entitled “Consumer purchase intentions affected by cause-related marketing, Skepticism and brand loyalty: From the analysis of correlation, the connection amongst motive allied with cause related marketing the function of prevailing variables brand loyalty and skepticism were also being considered and intention of buying had been premeditated. This study was conducted in Pakistan and primary data was gathered from different universities and offices, banks, and private organizations using a questionnaire. For sampling, the non-probability sampling system was employed. The results of this research indicated an encouraging alliance among Cause-Related Marketing, skepticism, and emblem allegiance. Further, results confirmed a connection linking skepticism and the goal of the purchase was unenthusiastic and more well-built as related to the constructive correlation of buying goal and brand loyalty.

**Rana Essam Shazly and Abeer A. Mahrous (2019)**<sup>15</sup>, the paper attempts to apprehend the CRM campaign promotions figuring out client response in conditions of approach towards the organization and buying intention in a much lesser market of research which includes Egypt. Exploratory qualitative interviews have been engaged of 13 in-depth interrogations and single awareness institution (7 contributors) with Egyptians taking on-call for trip services and conducting an interview as a studies technique changed into its capacity to allow the audience to speak freely regarding concerned topics and to acquire certain opinion from them. It has been identified that the study shed illumination on elements of CRM campaign distressing buying objective and approach of the organization. The results it has solemnized that, campaign comments have a superintendent effect on buying behavior and consumers’ approach.

**Amawate, V., Deb, M. and Manchanda, M. (2019)**<sup>16</sup>, recognize the impression of Cause-Related Marketing (CRM) on the buying purpose of customers is the predominant intention of this research, and quantitative techniques have been used to collect data. Customers judged the CRM campaign of a firm based on factor appropriateness of the campaign and the customer’s conviction that the CRM campaign suits the tradesphere of the company endowment the CRM program. A

sample of 253 customers' data was collected and was chosen based on the snowballing technique and the procedure of data examination starts with dropping the counts of variables to a strong position for superior understanding using factor scrutiny. Statistical Packages for Social Science tool used to analyze the data. From the results, it has been identified that the association among Evaluation of Campaign (EC) to Suitability of the Campaign (SoC) was instituted uncooperative and irrelevant.

**4. RESEARCH OBJECTIVES**

This study aims to predict whether the paternity of the end-user would influence the consumer's perception of the CRM campaign. It has also been explored the significance of brand with user fraternity and their attitude to a CRM Campaign. It also demonstrated the major changes with the perspective of consumers relating to culture. Research has been carried out to counter the subsequent research objectives: (1) to examine mediation effect of Corporate Image, Consumer attitude, and Brand awareness between CRM campaigns and consumer purchase intention. (2) To compare purchase intentions of CRM campaigns P&G Shiksha and Horlicks Ahaar Abhiyan.

**5. HYPOTHESES**

**H<sub>0</sub>:** "There is no significant influence on purchase intention by Corporate Image of the company".

**H<sub>0</sub>:** "There is no significant influence on purchase intention by Consumer Attitude".

**6. METHODOLOGY**

The proposed study used an experimental design factor and a questionnaire which was carried out with a sample of 267 respondents, containing print advertisement of cause marketing campaign Horlicks Ahaar Abhiyan. The male and female ratio was almost equal. In the procedure of the study, the respondents were asked to give their opinions by observing the print advertisement given along with the questionnaire. The dependent variable is purchase intention and the independent variable considered for the study is cause-related marketing. Only college students and salaried employees between the age group of 18 years to 38 years (Those belonging to the Millennial Generation or Generation Y) were allowed to participate in this survey. Out of the total respondents, 30% were salaried employees belonging to Generation Y. Simple random sampling has been used for conducting the survey. SPSS software has been used to inspect the data. The population is large and infinite the sample size determined is 267 by employing the formula  $S_s = Z^2 * P * (1-p) / C^2$  where  $S_s$  is the sample size,  $Z$  is the Z value,  $P$  is Population,  $p$  is the level of significance,  $C$  is the confidence interval.

**7. RESULTS & CONCLUSIONS**

**Table 4.63**

**Coefficients-Brand Awareness, Consumer Attitude and Corporate Image on Purchase Intention**

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Unvarying)	.100	.276		.362	.718		
	Corporate Image	.160	.049	.172	3.269	.001	.609	1.641

Consumer Attitude	.596	.049	.584	12.082	.000	.719	1.391
Brand Awareness	.238	.084	.132	2.837	.005	.782	1.279
a. Dependent Variable: Purchase Intention							

**Interpretation**

The table of coefficients gives the preferred data to forecast the buying purpose of GSK from independent variables Brand awareness, Consumer Attitude, and Corporate Image, also establish whether sovereign variables contribute statistically considerably to the representation.

We can present the regression equation as Purchase Intention of GSK = 0.100 +

$$(Corporate Image * 0.160) + (Consumer attitude * 0.596) + (Brand Awareness * 0.238).$$

We can notice from the "Sig." discourse that unstandardized coefficients of Corporate Image (p = 0.001) and Consumer Attitude (p = .000) and Brand Awareness (p = 0.005) are statistically significantly different from 0 (zero). We can conclude that all three variables are statistically significant to predict the dependent variable.

the degree of the t statistics provides a means to moderate the comparative significance of the independent variables. Herein, Consumer Attitude is the major independent variable, followed by Corporate Image and Brand Awareness. **ANOVA – cause related marketing on Corporate Image**

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38.863	1	38.863	180.573	.000 <sup>b</sup>
	Residual	57.033	265	.215		
	Total	95.896	266			
a. Dependent Variable: Corporate Image						
b. Predictors: (Constant), Cause-Related Marketing						

**Interpretation**

The ANOVA desk clears that how nicely the equation of regression suits information (i.e., estimates the structured variable). This shows the arithmetical implication of the regression version that becomes run. Here, p = 0.000, which is much less than 0.05, and shows that standard, the model of regression statistically considerably estimates the final results variable Corporate Image of GSK.

**Independent t-test for Cause-related marketing P&G Shiksha on Cause-related marketing Horlicks Ahaar Abhiyan**

Hypothesis Test: Independent Groups (t-test, pooled variance)		
Cause-Related Marketing		
P&G Shiksha	Horlicks Ahaar Abhiyan	
3.273	3.419	Mean

0.553	0.615	std. dev.
267	267	N
	532	Df
	-0.1461	difference (Pre-1 - Post-1)
	0.3417	pooled variance
	0.5846	pooled std. dev.
	0.0506	standard error of the difference
	0	hypothesized difference
	-2.89	T
	.0040	p-value (two-tailed)

**Interpretation**

We are able to see that the organization approach are statistically significantly distinct due to the value inside the Sig. (2-tailed) is less than 0.05 i.e.,  $P < 0.05$ . This takes a look at has located that the CRM Shiksha campaign and CRM Ahaar Abhiyan has been statistically considerably one of kind,  $t(532) = -2.89, P = 0.0040$ .

**ANOVA - Cause related marketing on Consumer Attitude**

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22.778	1	22.778	105.745	.000 <sup>b</sup>
	Residual	57.083	265	.215		
	Total	79.862	266			
a. Dependent Variable: Consumer Attitude						
b. Predictors: (Constant), Cause-Related Marketing						

**Interpretation**

The ANOVA deskclears that how well the equation of regressionsuits the information (i.e., estimates the dependent variable). It shows the arithmetical result of the regression model that was run. Here,  $p = 0.000$ , which is less than 0.05, and identify that, in general, the regression model statistically evaluate the resulted variable Consumer Attitude of GSK

**8. CONCLUSION**

The Independent variable, CRM P&G Shiksha is one of the variables which helps to explain the Purchase Intention of P&G. CRM P&G Shiksha can explain, 39.9% variance in Purchase intention of P&G. CRM P&G Shiksha statistically significantly predicts the dependent variable Corporate Image of P&G. Corporate Image of P&G can be explained by the independent variable CRM P&G Shiksha. CRM P&G Shiksha can explain, 22.8% variance in Corporate Image of P&G, CRM P&G Shiksha statistically significantly predicts the outcome variable Corporate Image of P&G Consumer Attitude of P&G can be explained by the independent variable CRM P&G Shiksha. CRM P&G Shiksha can explain 31.3% variance in Consumer Attitude of P&G. CRM P&G Shiksha statistically significantly predicts the outcome variable Consumer Attitude of P&G.

The current study has provided a bird's eye view on the contact of cause marketing on purchase objective. It has tremendous information provided for furthering the scope of research by the research scholars, academicians, industrialists, and other institutions. The study induced that firms now necessitate functioning on a hefty attempt to advance the firm image as it arbitrates the effect of campaigns on buying goals. The campaigns are used as an effective marketing tool to widen encouraging consumer attitude which eventually moderates the impression of cause-related marketing on buying objectives.

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