



Review of Influence of Cause Related Marketing On Purchase Behaviour in Indian Context

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Abstract

The Indian market has seen a wide range of associations running from national to global to provincial just as neighborhood receiving cause related showcasing (CrM) practice since the late nineties. They began banding together with non-benefit associations connecting brands to social cause. The principle focal point of this examination was to give bits of knowledge about the degree and nature of CrM pervasive in the Indian market. This investigation was inspired by the way that almost no information relating to CrM rehearses in India was accessible in the scholastic just as non-scholarly sources. This examination inspected different CrM activities that were declared amid 1999 to 2012. These were distinguished by leading a web seek utilizing catchphrase just as visiting organization and joining forces associations sites. One paper and one business magazine for those years were filtered. Just those CrM exercises were incorporated which fulfilled definitions given by Varadarajan and Menon (1988) or Kotler and Lee (2005) These activities were investigated by characterizing them on an assortment of parameters like kind of organization, sort of joining forces association, nature of cause, kind of brand and so forth 142 activities were recorded more than 14 years. Not many local and neighborhood associations appear to have received utilizing CrM as a promoting practice. Non-solid fundamental brand like salt and tea were observed to utilize CrM more than different classifications. More work here which researches shopper experiences about CrM would be upgrade adequacy of such projects.

Keywords:-Cause-Related Marketing (CrM),Corporate Social Responsibility (CSR),Consumer Purchase Decision, Corporate Image.

Introduction

Expanding rivalry has constrained associations to conveying inventive approaches to pull in customers (Sunder, 2007). To guarantee separation and an increasingly solid long haul sway on the consumers' associations have begun interfacing with a social reason (Lauer, 2010, Berger et al, 2004). Since the nineties Indian organizations have likewise begun grasping reason related showcasing (CRM) as a genuine advertising instrument. Expanding media inclusion about social and condition related issues have prompted expanded shopper mindfulness and potentially affectability towards these issues. Gaining by this, Indian associations have begun receiving CRM by interfacing its advertising and deals targets to a social reason. A wide scope of Indian associations extending from little independently claimed eateries to national and global players like TATA, P&G, HLL, Citi bank have all received this type of advertising practice.

In this manner, it is of most extreme enthusiasm to both the advertisers and academicians alike to have an orderly understanding about recurrence and nature of these exercises alongside consumers' response to these. Next to no work is accounted for relating to Indian buyers and CRM exercises in India. This examination will help in adding to the scanty assemblage of writing that exists by looking at the sort of practices that win in India and giving a few experiences about the purchasers mindfulness and inclination for the reason. This examination will additionally endeavor to draw administrative ramifications and plan for future research.

CrM is also seen as a triangular exchange between a firm, consumer and a cause (*Dahl and Lavack, 1995; Ross, Patterson & Stutts, 1992*). Because of the three way interaction, the exchange is complex, and despite the benefit to a social cause the exchange remains utilitarian. Consumers purchase the goods they need and firms make the profits as well. While supporting issues the consumers are concerned with, corporations can meet their traditional marketing goals (*Smith & Stodghill, 1994*). Similarly, CrM has been described as a "viable marketing tool for improving corporate performance while helping worthy causes" (*Webb & Mohr, 1998*). CrM is defined as "Corporate philanthropy organizes to increase the bottom line" (*Barnes & Fitzgibbons, 1991*). Campaigns are designated as either one-shot or ongoing while the recipients

are classified as either charities or causes. The authors suggest that a one-shot campaign with a charity is low-risk way for a for-profit organization to test CrM as corporate strategy. The authors also point out that the difference in organizational structures of charities and causes should be considered by corporations considering a new campaign. The established and easily identifiable administrative structures of charities alleviate risk for their corporate partners and help the partners avoid potential conflict and subsequent negative publicity.

In the absence of a formal definition, *Varadarajan & Menon (1988)* proposed CrM as "Cause-related marketing is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a such quantity to a delegated cause once customers have interaction in revenue-providing exchanges that satisfy structure and individual objectives".

According to *Business in the Community (2001)*, “CrM is a commercial activity by which businesses and charities or causes form a partnership with each other to market an image, product or service for mutual benefit.”

According to **selling lexicon**, “CrM is mutually beneficial marketing strategy adopted by a company, where it works for a cause or the underprivileged.

It is a method wherever a business concern works beside a non-profitable venture or nongovernmental organization by mistreatment their own expenses.”

Table1. Popular Examples of CrM in Indian Context

Sr. No.	Corporate	Non-Profit Organizations	Causes	Products	Form of Donation
1.	Himalaya	CRY	CRY resource kitty	Pure Hands, a herbal hand sanitizer	One rupee from each product of sales
2.	Tata	CRY	Support children education	Salt and Tea	One rupee from each product of sales
3.	P & G	CRY and Sony	Education for children under programme called "Shiksha"	All products of P&G	One Rupee from each product of sales
4.	HLL	Diarrhoea Project	Health care	Lifebuoy	Fifty paise of each product sold
5.	Tata tea	Fund raising for advertising social issue	Teenagers motivation on election by name "Jago-re India"	Tata Tea	Percentage of sales
6.	HLL	SOS social service organization	Education	Broke bond coffee and TajMahal	Five rupees per product
7.	ITC	Cancer Institute	To help for research	Cigarettes	Percentage of sales

Source: Compiled from individual Company websites.

Review of Literature

Ross, Patterson and Stutts (1992) explored sexual orientation and vicinity impacts in cause-related advertising. Frames of mind of a cross-sectional example of grown-up buyers were investigated. Females were more positively slanted than guys toward firms that utilize cause-related showcasing.

Dahland Lavack (1995) considered the span of the corporate gift and size of the reason related advancement, and inspected the effect of these two factors on shopper recognitions and support in a reason related showcasing

advancement. They explored that the littler the corporate gift, the almost certain it is that customers will trust that the not-for-profit association is being misused by the revenue driven partnership. Additionally, customers were bound to discover the item associated with the Cause-related Marketing project to claim when the corporate gift was bigger.

Webb and Mohr (1998) found that cause-related marketing had become popular. Studied how consumer responded to the cause related marketing. Study also frameworks consumer response typology and discussed implication of the research, business and nonprofit marketing and public policy.

Lafferty and Edmondson (2014) expressed that expectation of a reason related showcasing effort is to empower the buy of a brand so gifts can be made to the banding together reason. This examination analyzed two advertisements, one that depicted the reason as the visual component and one that depicted the brand, to figure out which executional procedure created a more noteworthy impact on promoting result factors. By contrasting two models utilizing 495 nonstudent buyers, the examination demonstrates the brand photograph greaterly affected buy expectations than the reason photograph. The investigation likewise demonstrates that demeanor toward the reason brand partnership is affected by the recognition of the brand supporting other research on brand nature's impact on mentality development.

Soni (2016) examined that study depends on exploratory research which centers around the extent of cause-related advertising after the new alterations in corporate social duty under the Companies Act 2013. The investigation investigates the current situation with corporate social obligation and cause-related advertising and therefore leaves scope for further examination in the wake of breaking down the patterns in CSR and CRM in the coming years.

Jessica and Kosak (2017) focused on customer engagement in the Cause, CRM message framing, and brand-cause strategic alignment. The data was scrutinized and analysed through various statistical techniques using the software SPSS. The relationships between communication, message framing, and brand Cause fit in a causation-oriented marketing sense analysed in a critical way by using previous and current research. By using the brand attitude variables, attachment, reputation, and purchasing intention. The findings of this study for brand quality and brand attachment would have a profound effect in the future on the branding strategy of a company. In this study, cause involvement, message framing, and brand-cause strategic fit are to be examined to determine their impact on consumer's brand quality (cognitive) and brand attachment (emotional) through primary data to be obtained via experimental design. Therefore, this study will show that consumers who are very knowledgeable and interested in a cause have more positive feelings towards the brand when the brand associates themselves with that particular Cause.

Essays (2018) observed that the associations are discovering methods for "doing great" for society. Cause Related Marketing (CRM) is one of them. This article takes a gander at the subject of cause-related advertising, which is utilized by organizations in their showcasing correspondence exercises to show their dedication towards corporate social duty. It is had faith in the present focused situation that reason related showcasing is a specialized device for structure brand value and expanding client steadfastness. In India, as of late a few

organizations have effectively started the way toward partner their brands with a reason. This examination helps in recognizing the diverse components of cause related showcasing in the present situation. The target of the investigation is to comprehend the idea of cause related promoting, its key.

Shu-Chen-Lin (2019), had done research on the cause related marketing in eco- tourism. For this purpose, 500 ecotourism visitors in Taiwan, are distributed by questionnaire. He concluded that “Promoting the eco-tourism industry through front-line services and media promotion may encourage customers to become customers for charitable activities to achieve the causes of efficiency and enable consumers to express their views and recommend to friends and to sustain a commitment to recurrent consumption”. Cause related marketing will sustain customer brand loyalty, create brand differentiation, and expand brand awareness to bring customer engagement with branding and public welfare. He also suggested that an eco-tourism company could properly combine caring organizations to strengthen the corporate image and increase revenues and help charities.

Suchita (2020) Determined the factors that affect the intention to buy cause related products. 56 millennials (aged between 20-35) were selected as sample depend on social responsibility characteristics. Exploratory factor analyses, the main component analyses with varimax were used. Gender, social cause and brand reliability were taken as independent variables and buying intention of the customer was taken as the dependent variable. In order to define the relationships between variables, a regression analysis has been used. To that end, gender, social Cause, and brand reliability are independent variables, while the intention to purchase is dependent. She determined the factors that affect the intention to buy cause related product. She found that there is a significant impact of gender,

Conclusion

The present investigation gives an upgraded comprehension of CRM exercises attempted by Indian organizations. In India associations have been tending to social reason yet not very many have connected them as a piece of their showcasing action where the buyer and the association both contribute. Most activities that were analyzed appear to come up short on a key center which is in affirms perceptions made by Sunder (2007). Purchasers need to feel sure that the association is not kidding about a reason and that will happen just and just on the off chance that they the association is included with the reason for long pull. In spite of the fact that this investigation gives us a thought regarding the degree of CRM being done in India, it isn't comprehensive. As this examination needed to depend on supporting information it must be treated as an initial step to comprehension CRM rehearses in India. Future examinations need to approach the associations to get specialists bits of knowledge about CRM targets and adequacy. Shopper bits of knowledge as for CRM need to examine in future investigations. Research on customer inclination and observations about the brands connected to CRM would give significant bits of knowledge to troughs engaged with these exercises.

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