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## AN EMPIRICAL INVESTIGATION OF CONSUMERS' ATTITUDE

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### Abstract

*The present study has been undertaken to analyze the CRM initiative of Tata tea 'Jago re' campaign and its impact on the brand as well as the purchase intentions of the respondents in the age-group of 18 – 23 years. The study has concluded that the cause related marketing initiative has been successful, as the respondents not only perceived the initiative as effective but also displayed a highly positive attitude towards it. Moreover, they also perceived that there is a high positive fit between the brand and social cause. In addition, the purchase intentions have also been analyzed, which the study has indicated to be affected to a great extent by the CRM initiatives.*

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**Keywords:** Cause Related Marketing (CRM), Fit between Brand and Cause, Purchase Intentions.

### INTRODUCTION:

In the global context, sustainability of business has emerged as one of the key issues, thereby making it imperative to integrate the sustainability concerns into the organizations' mainstream business strategy. This integration has given rise to opportunities for the organizations to 'do good' in such a manner that it leads to an increase in business on one hand thereby improving competitive advantage while on the other hand, the same action is beneficial for the world or at least seen to be. This notion of 'doing good' has not been a recent phenomenon, as the belief that business has duties towards the society has been firmly entrenched for some time now. However, the direction of relationships has undergone a sea change in the past few decades from being purely economic to non – economic. Carroll (1979) had identified the four pillars of relationships as economic, ethical, legal and philanthropic (which is 'humanitarian CSR').

Corporate Social Responsibility (CSR) in today's competitive environment represents an initiative, which has strategic importance for organizations. More than 90% of the Fortune 500 companies have developed well defined CSR initiatives (Kotler and Lee, 2004; Lichtenstein, Drumwright and Bridgette, 2004) and these initiatives have become popular elements of corporate marketing strategies; whereby they are being used largely to influence consumers and differentiate their product offerings. CSR programs have been shown to increase the customers' willingness to purchase the Company's products (Brown and Dacin, 1997; Sen and Bhattacharya, 2001) thus proving that it has a positive link with a firm's performance (Ruf et al, 2001; Simpson and Kohers, 2002).

This established link between CSR and business performance suggests a holistic approach towards CSR thereby indicating significant implications for marketing given the diversity and scope of these activities and social nature of marketing exchange relationships (Johnson and Bateson, 2005). Thus CSR has added a new dimension to the profit oriented initiatives of the business organizations by just not being a tool to fall in line with the societal expectations but also becoming an effective means of

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understanding the unfulfilled needs of the consumers and utilizing this knowledge effectively thereby seizing the critical advantage of being the niche marketer. Further, that it is imperative for the organizations to communicate their CSR conduct to not only the stakeholders but also the society as a whole, as for most of the companies the question is not whether to communicate but rather what to say, to whom and how often (Kotler 2003). Therefore one may infer that the relationship between CSR and Advertising is interesting as well as strategic, as it is not enough to be just responsible towards the society and support a social issue. Identification of the right cause on the basis of the organization's own value system and common goals is also very critical for the success of CSR initiatives.

The present paper intends to analyze the attitude of the respondents towards such cause related marketing initiatives of corporate. This would help us in developing an understanding about such initiatives and the role they can play in enhancing the brand equity. Further since a number of studies have focused on the relevance of the cause to the brand, this study also attempts to interpret the perceptions of the respondents towards the fit between the social cause and the brand 'Tata tea'. The brand is already well established in the Indian context while a number of substitutes are available. Therefore, it is pertinent to understand as to how the respondents follow their perceptions with regards to their intention to purchase.

Cause Related Marketing strategy is modern one and used extensively by most companies in west. A lot of research work has been done in developing countries such as UK, America, new Zealand that resulted in bringing new facets regarding the Cause Related Marketing programs; the results have helped the companies to develop such campaigns in order to increase the sales and also to build positive brand image. However, there is dearth of study conducted on this topic in developing countries. Multinationals like Proctor and Gamble, Unilever, in hospitals category Shaukat Khanam and in telecom sector Warid has used Cause Related Marketing as a strategic tool in Pakistan; Cause Related Marketing is also used as tactical tool to attract consumers towards the cause which eventually would lead to increase of sales.

#### **METHODOLOGY:**

The reason for the study is to survey the impact of Cause Related Marketing on customer buy expectation. As the study calls for noting the question; do Cause Related Marketing effort have an immediate positive effect on customer buy expectation? furthermore, whether the connection between Cause Related Marketing and purchaser buy aim is immediate or interceded by corporate picture, brand engaging quality and positive change in state of mind, so with a specific end goal to answer these inquiries the examination plan is enlightening research. This is the expressive research think about in view of the study strategy which measures the relationship between Cause Related Marketing and purchaser buy aim among the clients situated in Lahore, Pakistan. A blended strategy for self managed poll approach and shopping center block overview is utilized. Same survey was utilized as a part of both strategies. The survey is disseminated in various schools and colleges of Lahore, Pakistan. Out of 350, 278 respondents reacted back making reaction rate of 79%.

The survey is partitioned into various parts as indicated by the data important for getting for examination. The main segment was seeing the general data as the inquiries were gotten some information about sex, age, conjugal status, vocation, buying power and instruction.

#### **Cause Related Marketing-Positive Attitude-Consumer Purchase Intention:**

Babu and Mohiuddin expresses that as indicated by past scrutinizes around 92% of respondents trusted that Cause Related Marketing creates positive picture of organizations and brands bolster cause. Cause Related Marketing delivers positive change in demeanors of clients in regards to the brands that bolster it. Assist concentrates on explained the relationship between purchasers more uplifting states of mind towards the cause and supporting organization. Cause Related Marketing effort have ended up being making great demeanor of buyers towards marks furthermore improves the picture of the firm. The impression of buyers' towards a cause likewise impacts their convictions and mentalities towards the item the person who delivers it. Along these lines Cause Related Marketing apparently creates more compelling results as opposed to normal showcasing. Dominant part of the studies have demonstrated that Cause Related Marketing is seen as positive act by the majority of the shoppers and they additionally had uplifting state of mind towards it alongside the buy aims. The inspirational state of mind of

customers likewise relies on upon the significance of cause saw by the buyers. The vital cause delivers more inspirational mentality than an insignificant saw by the buyers .

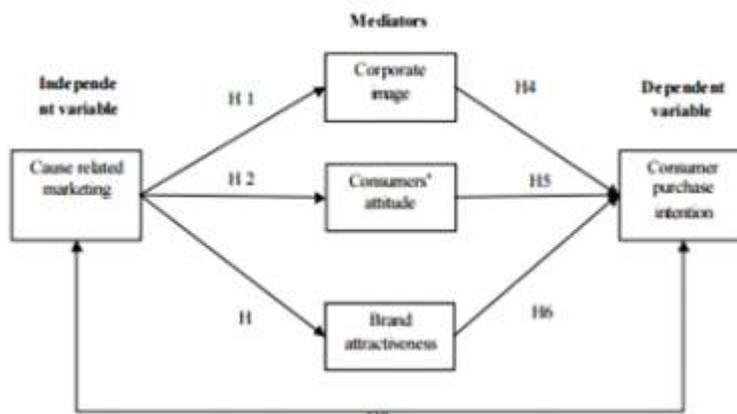


Fig. 1a: Mediating impact of Cause Related Marketing on consumer purchase intention.

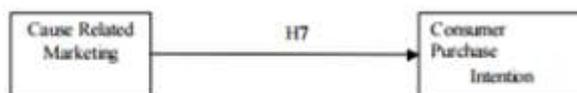


Fig. 1b: Total effect of Cause Related marketing on consumer purchase intention.

**Cause Related Marketing-corporate Image-consumer Purchase Intention:**

Firms have been advancing their demonstrations of selflessness and altruism to add to their corporate picture and make an inspirational disposition in the brain of purchasers about the firm. Corporate picture is characterized by Tsai et al. as a multidimensional idea which contains four measurements; corporate item picture, corporate administration picture, corporate citizenship picture and corporate believability picture. As indicated by past scrutinizes, corporate picture is individual's shared view of given association. Cause Related Marketing has numerous points of interest from awing shareholders, to improving the corporate picture and notoriety. As indicated by research led by, results demonstrated that respondents trusted that Cause Related Marketing helps organizations to upgrade corporate picture, brand value, piece of the pie and general focused position. Webb and Mohr expresses that corporate picture of organizations included in customer buy aim impacts purchaser's buy choice. So the connection between Cause Related Marketing-corporate image consumer buy goal has been set up earlier in looks into.

**Cause Related Marketing-Positive Attitude-Consumer Purchase Intention**

Babu and Mohiuddin expresses that as per past explores around 92% of respondents trusted that Cause Related Marketing creates positive picture of organizations and brands bolster cause. Cause Related Marketing creates positive change in mentalities of clients with respect to the brands that bolster it. Advance studies expounded the relationship between shoppers more uplifting states of mind towards the cause and supporting organization .

Cause Related Marketing effort have turned out to be making good state of mind of buyers towards marks furthermore improves the picture of the firm . The view of customers' towards a cause additionally impacts their convictions and dispositions towards the item the person who delivers it. In this manner Cause Related Marketing apparently creates more compelling results instead of customary promoting.

**CONCLUSION**

Taking everything into account, advertisers need to look basically to the different components of rising showcasing teach i.e Cause Related Marketing. The consequences of this study hold vital ramifications for the academicians as well as with the experts. The present concentrate effectively gives a calculated structure that can lead Cause Related Marketing effort to produce positive reaction of

buyers

Moreover, this study has exactly exhibited the effect of Cause Related Marketing on customer buy aim with the incorporation of three middle people; corporate picture, buyers' state of mind and brand engaging quality. The motivation behind this exploration was to examine how a Cause-Related Marketing Campaigns prompts customer buy goal. The exploration discoveries are upheld by various speculations from writing and by information gathered through a poll appropriated to respondents in significant universities of Lahore and few shopping center captures

The effect of Cause Related Marketing on shopper buy goal is contemplated with regards to Pakistan. Cause Related Marketing effort have ended up being colossal achievement in the west; however whether advertisers in this a player on the planet are additionally ready to think of the causes that fit their association can be known from the discoveries of this present research. This study enlarges alternate studies in a way that three intercession part of three variables; Corporate picture, Consumers' disposition, Brand allure is likewise contemplated. So advertisers can take a shot at Cause Related Marketing effort which help them to increment corporate picture, change shoppers" state of mind; and improve mark engaging quality which in the long run would prompt purchaser buy aim; a definitive point of any firm.

The discoveries of the examination recommend that organizations now require chipping away at solid endeavors to enhance the corporate picture as it intervenes the effect of Cause Related Marketing effort on shopper buy expectation. Likewise, Cause Related Marketing effort create positive change in state of mind of buyers which in the long run help buyers to buy the item. Mark engaging quality likewise turns out to be the go between Cause Related Marketing and customer buy goal. Such battles expands the allure of brand among the buyers and after that purchasers are slanted to purchase that brand.

Cause related advertising is not honed everywhere in Pakistan, but rather the discoveries of the study propose that it beyond any doubt to be. It is proposed for the specialists that while creating Cause Related Marketing effort they ought to concentrate on building a positive feeling towards their image, pick a cause that is all the more speaking to the purchasers . So it is deduced at last that if advertisers take a shot at the aforementioned discoveries and recommendations then firms will probably make progress with the assistance of expanding buys by dealing with Cause Related Marketing effort.

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