

## CAUSE MARKETING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR

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### ABSTRACT

Cause Marketing is a double benefit tool for both organization and society as it gives a positive and good brand image to the organization also it benefits the society as the organization supports a cause helps create public awareness, understanding and sympathy for the cause. This paper is an attempt to study the impact of cause marketing on consumer buying behavior and also its impact on the brand image of the organization and product due to association with the cause.

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## INTRODUCTION

Cause marketing or cause-related marketing refers to a type of marketing involving the cooperative efforts of a for profit business and a non-profit organization for mutual benefit. The term is sometimes used more broadly and generally to refer to any type of marketing effort for social and other charitable causes, including in-house marketing efforts by non-profit organizations. Cause marketing differs from corporate giving (philanthropy) as the latter generally involves a specific donation that is tax deductible, while cause marketing is a marketing relationship not necessarily based on a donation. The possible benefits of cause marketing for nonprofit organizations include an increased ability to promote the nonprofit organization's cause via the greater financial resources of a business, and an increased ability to reach possible supporters through a company's customer base. The possible benefits of cause marketing for business include positive public relations, improved customer relations, additional marketing opportunities, and making more money.

one that impacts your organization long-term. It's not a situation to be entered into lightly

### Prominent Indian Cause Marketing Campaigns

#### 1) Tata Tea “jaago re”

Tata Tea, the leading tea company in India, partnered with Janaagraha, a nonprofit working to improve the quality of life in urban India, in 2008 to encourage youth voter registration through interactive applications online. The campaign has an active social media presence with a YouTube channel, Facebook (over 35,000 fans), Twitter (~3,000 followers), Orkut (~13,000 members) and a dedicated website. The website has a clear call to action, asking youth to “wake up and make the change with Jaago Re!” Supporters are given specific and easy steps to follow to help, whether it be networking with like-minded people, volunteering or sharing inspirational stories.

#### 2) Teach India

Teach India is a Corporate Social Responsibility initiative by Bennett Coleman & Co Ltd. The main objective of the program is to improve employability of youth from underprivileged background by training them in spoken English. The concept of volunteerism is of prime importance of this initiative as it involves volunteers to execute the program on ground. This program integrates motivated volunteers, noteworthy NGOs and enthusiastic learners. The Times Group also attempts to build a bridge between the learners and the potential employers. Teach India is currently operational in NCR and Mumbai.

Teach India's ultimate aim is to bring about a lasting change in the social fabric about enabling youth for better employment prospects. Improved state in the employability quotient of young individuals that belong to underprivileged backgrounds is the driving force behind Teach India that allows social upliftment of not only one person, but the entire family of the individual who

reap the benefits. Alongside, the positive ghanta change in the weaker sections of society, Teach India also aspires to volunteerism amongst the people in society.

### 3) Lead India

Lead India was a nation-wide talent hunt for the next generation of political leaders for India. The main objective of this programme was to enable short-circuiting the otherwise convoluted path up the political ladder, to catapult a chosen few straight into the public limelight.

The Lead India program was rolled out in eight cities: Delhi, Mumbai, Kolkata, Bangalore, Ahmedabad, Lucknow, Pune and Hyderabad.

The first phase of this programme started from August 7, 2007 with registration. This phase comprised of call for entries, using various mediums (print, TV, internet, outdoor, cinema and on ground) and received overwhelming response. Those entries were evaluated by a jury panel through a detailed screening process. Short listed applicants went through a personal interview with an esteemed jury in each city to arrive at the final 8 candidates per city for the Phase 2.

The City Elimination round in each of the eight cities comprised of debates, papers, projects, personal interviews, which were judged by a jury panel. Each of the cities had a winner.

In the final phase, the hunt for the national leader went on air as a TV competition. The eight city winners fought it out to win the contest. They were stationed in Delhi/Mumbai and participated in debates, live tasks, etc. They were evaluated by an eminent panel of eminent jury consisting of top businessmen, politicians and other eminent citizens of India. This stage was televised as a reality format and run on a combination of Star One and Star TV. The objective was to involve all Indians to be a part of the process of selection of their future leaders.

As a reward for the Lead India Final Winner the TOI arranged for a corpus of Rs 50 Lakhs for funding a project of the winner's choice. It gave due visibility to the program in the newspaper and the final winner was projected as the face of new generation of political leadership in India. TOI mentored the person on leadership skills and values during the Television phase. It also arranged for the finalist to undergo a Leadership Development Programme at the John. F. Kennedy School of Political Leadership at University of Harvard where he was groomed by the best minds of the world.

After the series of grueling elimination rounds, on 9 February 2008, the results were announced. Mr. R.K Mishra of Bangalore won the contest against Mr. Devang Nanavati of Ahmedabad with more number of votes and a sharp lead of 6-1 from the Jury of 7 judges. He was crowned as Lead India "Mahanayak" by Dr. A.P.J Abdul Kalam, the former President of India.

### 4) Shiksha

India not only has the world's largest number of children but also the world's largest number of children who are unable to access education? With a mission to make a difference to this alarming situation, Procter & Gamble (P&G) has joined hands with India's premier child rights organisation Child Relief and You (CRY) and Sony Entertainment Television to launch 'Shiksha', a program to help educate underprivileged children across India. Under Shiksha, P&G and Sony will appeal to their consumers and viewers to support the cause and make it easy for them to do so - all an individual has to do is purchase a large pack of either Tide, Ariel, Pantene, Head & Shoulders, Rejoice, Vicks VapoRub or Pampers during April, May and June 2005, and he/she will help support one day's education of one child per pack purchased.

Irrespective of the sale of its brands from Shiksha, P&G has committed a minimum of Rs. 1 crore to CRY, which will be allocated by CRY to projects with a focus on education, spread across India; Delhi, Barrackpore (West Bengal), Ongole and Chilkaluripet (Andhra Pradesh), Bellary (Karnataka), Salem (Tamil Nadu), Bolangir (Orissa), and Osmanabad, Wardha, Navi Mumbai, Borivali (Maharashtra).

Project Shiksha is being supported by renowned personalities from myriad fields, leading actors like Kajol, Kiran Bedi, Mandira Bedi, Perizaad Zorabian, Pallavi Joshi, Revathy, Keerthi Reddy, cricket commentator Harsha Bhogle, singer Sonu Nigam, educationist Dr. Snehalata Deshmukh (Former Vice Chancellor - Mumbai University), and tennis prodigy Sania Mirza via their strong endorsements for 'children's education'

5) Aircell "save our tigers"

This campaign was launched on 30 January 2010 by Indian telecom company Aircel in partnership with NDTV and WWF-India. The goal was to create awareness among Indians about the rapidly decreasing tiger population in India. The first year of the NDTV campaign culminated in a 12-hour telethon. During the telethon, people appealed to political leaders and the masses to do whatever they could to help safeguard the Indian tiger. As a result of the campaign, several prominent political leaders came on air and pledged to protect the forests of their respective states. During the telethon 19.9 million rupees were raised through donations. The funds collected were donated to "Rapid Response Units (RRU)" to equip and train forest departments to respond during emergency situations like man-animal conflict, anti-poaching patrolling, fire-fighting among others.

## OBJECTIVE OF THE STUDY

1. To understand the impact of cause marketing on consumer buying behavior
2. To understand the impact of cause marketing on overall brand image and conversion of that into sales of the product.

## RESEARCH DESIGN AND SOURCES OF DATA COLLECTION

The research design used is descriptive in nature to highlight the overall characteristics of group as in retailers and individual consumers as both these groups are affected and affect the

problem. The descriptive nature is a tool to highlight the nature or state of things as they presently exist in the society.

A sample size of 200 respondents is used consisting of individual customers and retailers to know the overall behaviour of the consumer for cause marketing and its impact on both the factors. 100 samples were taken from the individual customers and 100 from retailers out of which maximum numbers were from unorganized sector. Population of study includes consumers from Rohtak and Sirsa cities of Haryana

### Major Findings/Conclusions

1. According to 30% of the customers they are affected by the organizations linked with good causes and would prefer to buy their products.
2. Customers recognize and associate brand related to good causes as favorable brand and have a good image of them in their minds.
3. Retailers almost 80% of them would prefer to have brands associated with good cause in their stores more than other brands.
4. Almost 70% of retailers would suggest users to buy cause related products, due to their favourable image.

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