



A Study On Consumer Attitudes Towards Cause Related Marketing: A Brief Study On Cause- Related Marketing On Brand Perception.

Vertika Srivastava, Dr. Richa Raghuvanshi
Research Scholar, Assistant Professor (Grade II)
Amity Business School,
Amity University, Lucknow, India

Abstract: Cause-related Marketing is regarded as a creative and smart commercial strategy that companies may use to promote their goods and increase customer loyalty. This empirical study has tried to comprehend how consumers view the CRM campaign and investigate whether CRM was crucial to the pricing strategy for CRM products, the preferred cause for CRM product donation, the kind of image that CRM product generates, and the brand association that CRM has with consumers. We gathered quantitative data from 80 customers with a range of demographics. The findings indicated that the two causes that customers are most inclined to support with their purchases of items are health and education, and almost two thirds of survey respondents said that CRM creates a favourable impression of the companies and the goods. From a managerial standpoint, CRM is a win-win strategy for businesses and nonprofits alike, and customers are happy since they are contributing to society's advancement. This study also emphasises how crucial it is to select an NGO because it has a significant impact on clients. The study employs a survey method to investigate the growing popularity of cause-related marketing, as well as customer responses, attitudes, and thoughts towards this type of advertising. For this project our goal is to investigate how cause-related marketing affects consumers' perceptions of brands. The impact of cause-related marketing tactics on customers' opinions of brands will be the focus of our investigation. Our aim is to investigate multiple facets such as consumer attitudes, brand loyalty, and purchase behaviour to obtain a deeper understanding of the intricate connection between marketing campaigns that support social causes and the subsequent brand perception.

Keywords: cause-related marketing, consumer's perception, brand building, marketing strategy

1. INTRODUCTION

In today's fiercely competitive business environment, where organizations face constant pressure to attract customers and maintain profitability, innovative strategies such as Cause-Related Marketing (CRM) have emerged as powerful tools for driving brand success. This paper explores the evolution of CRM strategies in response to changing consumer behaviour, technological advancements, and societal trends, highlighting their benefits, challenges, and future prospects. Historically, businesses relied on traditional marketing approaches, including lavish advertising campaigns and personalized marketing efforts, to engage customers and drive sales. However, with increasing consumer awareness and advancements in market research, modern marketing strategies have undergone a paradigm shift. Integrated Marketing Communications (IMC) tools like CRM have gained prominence, allowing companies to align their marketing objectives with social

causes to promote their products or services while simultaneously contributing to societal welfare's initiatives involve collaborative efforts between profit-making companies and non-profit organizations, aiming to generate mutual benefits for both parties.

BENEFITS and CHALLENGES:

- **Improved brand image:** By showcasing their dedication to ethical principles and social responsibility, companies can enhance their brand image by becoming involved with charitable causes.
- **Enhanced consumer loyalty:** Customers are more inclined to support companies that share their values, which encourages repeat business and greater customer loyalty.
- **Market differentiation:** By providing a distinctive selling proposition that goes beyond product attributes or pricing, cause-related marketing can assist companies in differentiating themselves from rivals.
- **Opening up new markets:** Giving to charitable causes can draw in new clientele, particularly socially conscious consumers who look to patronize companies that share their beliefs.
- **Good employee morale:** When a company supports important causes, its employees feel honoured to work for it, which raises engagement levels, satisfaction, and retention.

Why a company should be involved in cause-related or causal marketing?

Cause-related marketing can be a powerful strategy for companies to align their brand with social or environmental causes, thereby demonstrating their commitment to making a positive impact on the world. By integrating cause-related initiatives into their marketing efforts, companies can foster a sense of purpose and authenticity, which can resonate deeply with consumers. Firstly, cause-related marketing can enhance brand reputation and differentiate a company from its competitors. In today's socially conscious consumer landscape, customers are increasingly drawn to brands that demonstrate a genuine commitment to social responsibility.

When a company partners with a cause that aligns with its values and mission, it signals to consumers that it is more than just a profit-driven entity but also a socially conscious organization that cares about making a difference. This can lead to increased brand loyalty as consumers are more likely to support companies that share their values and beliefs. Moreover, cause-related marketing can also serve as a powerful tool for building emotional connections with consumers. By associating their brand with a meaningful cause, companies can evoke strong emotions such as empathy, compassion, and altruism among consumers, which can deepen their attachment to the brand.

How consumers perception changes with the company involved in cause-related marketing

Cause-related marketing can also help companies attract and retain talent. In today's competitive job market, employees are increasingly seeking employers that demonstrate a commitment to social responsibility and making a positive impact on society. Companies that engage in cause-related initiatives not only attract top talent who share their values but also experience higher levels of employee satisfaction and engagement. This can result in increased productivity, lower turnover rates, and ultimately, a more successful and sustainable business. Furthermore, cause-related marketing can have a significant impact on consumer perception and purchasing behaviour. Studies have shown that consumers are more likely to purchase products or services from companies that support causes they care about. When faced with a choice between two similar products or brands, consumers are often swayed by factors beyond price and quality, such as a company's social or environmental impact.

How cause-related marketing influences consumer perceptions, purchasing decisions and brand loyalty.

The term CRM stands for cause-related marketing, which is the strategic coordinating of a business's marketing initiatives with an environmental or social cause. This is how it affects brand loyalty, purchase decisions, and consumer perceptions:

Consumer Perception

Positive Associations: Brands and the causes they promote are positively associated with each other thanks to cause-related marketing. Customers view the brand as being concerned with causes other than just making money.

Trust and creditability: consumers tend to regard brands that participate in cause-related marketing as credible and trustworthy. Their devotion to social or environmental issues demonstrates their sincerity and honesty.

Differentiation: In a crowded market, firms can stand out with the aid of cause-related marketing. Customers could pick a brand that shares their beliefs over rivals that don't take part in these kinds of activities.

Emotional Appeal: Marketing that is connected to a cause has the power to arouse powerful feelings in consumers, which strengthens their bonds with the company. These affective ties have the power to shape perception and leave a lasting impression.

FUTURE TRENDS AND SCOPE OF CRM

Cause-related marketing (CRM) leverages values and emotions to influence customer perception, shape attitudes, and foster brand loyalty. It aligns a brand with social or environmental causes for mutual benefits. Future trends in CRM include authenticity and transparency, emphasizing genuine commitment, and meaningful actions to build trust with consumers. Collaboration and partnerships are also on the rise, allowing brands to amplify their impact, demonstrate commitment, and enhance credibility.

Cause-related marketing (CRM) utilizes values and emotions to shape customer perceptions and foster brand loyalty. Future trends include a focus on authenticity and transparency, requiring brands to demonstrate genuine commitment to causes to build trust. Collaboration and partnerships are also rising, enabling brands to amplify their impact and enhance credibility by working with nonprofits, government agencies, and competitors to address social and environmental issues.

2. OBJECTIVES

- To identify and understand the meaning of cause-related Marketing.
- To study and analyse about Brand perception and how it affects the image building process of a company.
- To study and analyse the influence of social responsibility on Brand perception.

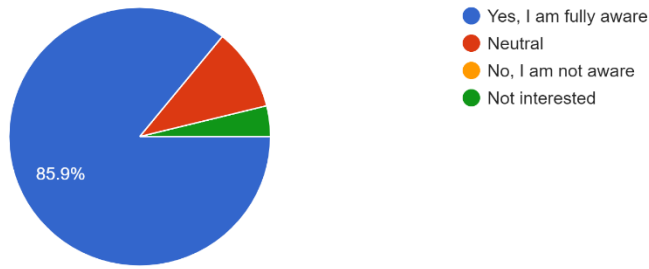
3. RESEARCH METHODOLOGY

The study methodology is descriptive in nature. For the investigation, both primary and secondary data were employed. A survey was distributed to gather primary data, and information was obtained from 80 respondents. Secondary data has been gathered from numerous web resources, including academic journals, periodicals, webpages, etc. The selection of respondents was done using a random sampling method.

4. DATA ANALYSIS AND INTERPRETATION

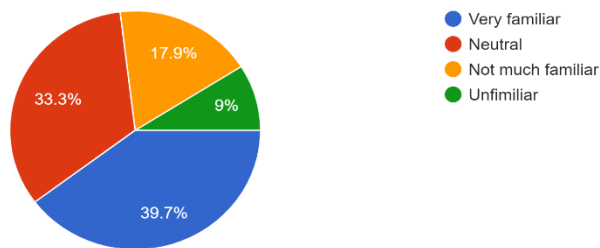
5. Are you aware of the brands which you use? (Food,makeup, electronics any).

78 responses



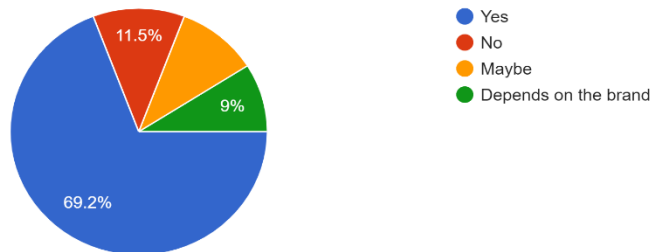
6. Are you familiar with the concept of cause-related marketing?

78 responses



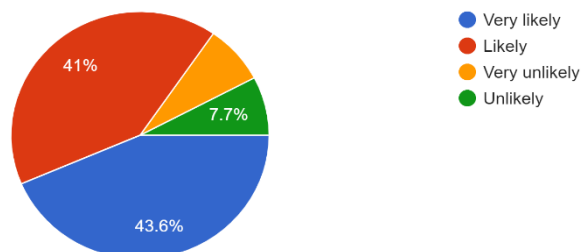
8. Would you prefer any brands which support social or environmental cause?

78 responses



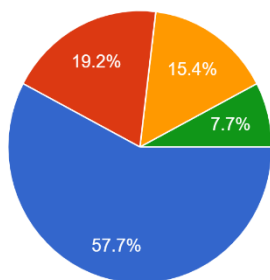
9. How likely are you to choose a product associated with a cause?

78 responses



10. In your opinion, does cause-related marketing positively influence a brand's image?

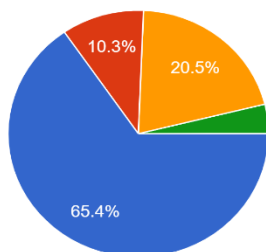
78 responses



- Yes, cause-related marketing enhances a brand's image by aligning with social or environmental issues.
- It has a neutral impact on a brand's image as consumers may see it as a standard practice.
- The influence depends on the sincerity and transparency of the brand's communication.
- No, cause-related marketing can negatively impact a brand's image if perceived as insincere.

11. How does a brand's involvement in social or environmental issues affect your perception?

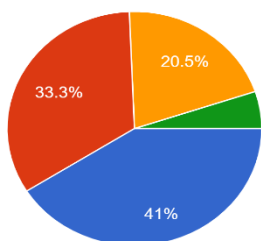
78 responses



- It positively influences my perception, showing the brand's commitment to important causes.
- It doesn't significantly impact my perception of the brand.
- It depends on the authenticity and transparency of the brand's involvement.
- It negatively affects my perception if I perceive it as mere marketing strategy.

12. Have you ever made a purchase specifically because a brand supports a cause?

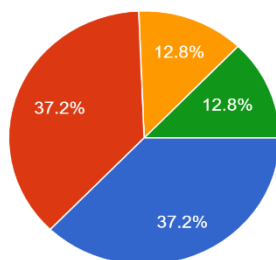
78 responses



- Yes, I frequently choose brands that support causes important to me.
- Occasionally, I consider a brand's cause support when making a purchase decision.
- Rarely, as my purchasing decisions are primarily based on product quality and value.
- No, the brand's support for a cause does not influence my purchasing choices.

13. Would you be willing to pay more for a product if the brand supports a cause?

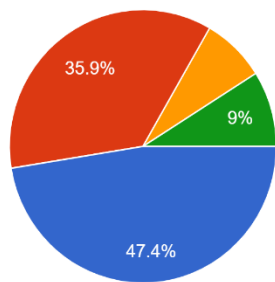
78 responses



- Yes, I am willing to pay extra to support brands that contribute to meaningful causes.
- I might consider paying a bit more, depending on the cause and the perceived impact.
- No, I prefer to make purchasing decisions based on the product's price and value.
- It depends on the extent of the price increase.

14. How do you usually learn about a brand's involvement in causes (e.g., social media, advertisements, packaging)?

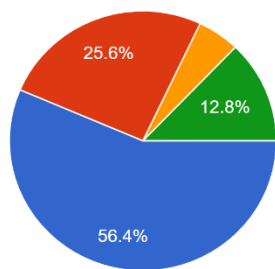
78 responses



- Social media platforms are my main source for discovering a brand's cause involvement
- Advertisements, both online and offline.
- I notice a brand's involvement through product packaging and labels.
- Word of mouth and recommendations from friends or family.

15. What signs or actions make you believe a brand's commitment to a cause is genuine?

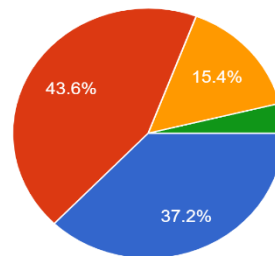
78 responses



- Transparent communication about the specific actions the brand takes to support the cause.
- Long-term dedication to the cause.
- Partnerships with reputable organizations.
- Authenticity of the brand.

16. In your opinion, does cause-related marketing contribute to long-term brand loyalty?

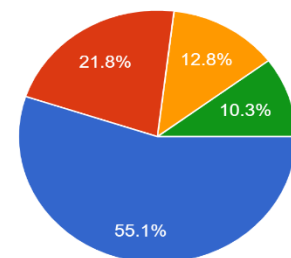
78 responses



- Yes
- It can contribute, it depends on the factors like product quality.
- Neutral impact
- No

17. Can you recall any instances where a brand's cause-related efforts significantly influenced your loyalty?

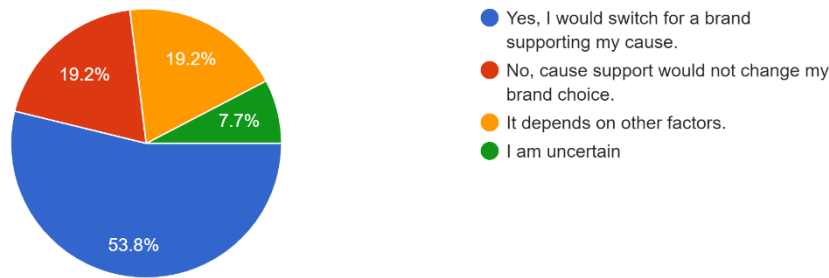
78 responses



- Yes, a brand's social efforts made me more loyal.
- No, social initiatives didn't impact my brand loyalty.
- I'm unsure if cause-related efforts influenced me.
- I haven't noticed any impact.

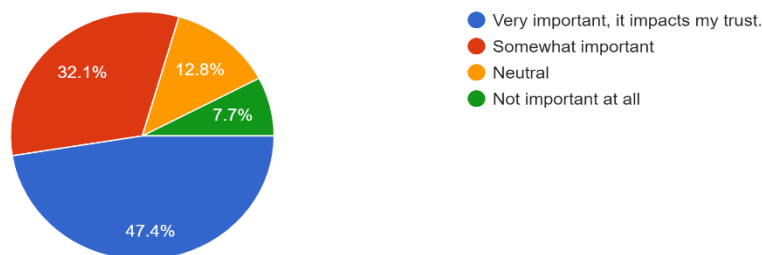
18. Would you switch to a competing brand if it actively supports a cause you care about?

78 responses



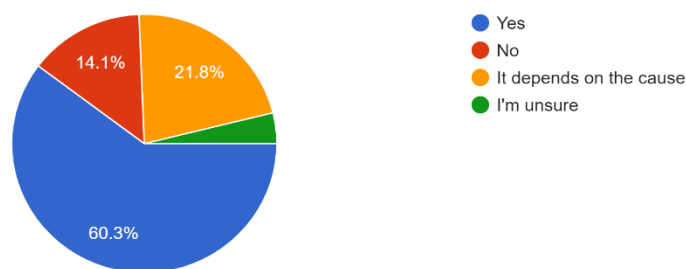
19. How important is it for you that a brand's cause-related efforts feel authentic?

78 responses



20. Do you believe that cause-related marketing gives a brand a competitive edge?

78 responses



5. FINDINGS

- According to recent data, brand awareness stands at 85.9%, while familiarity with cause-related marketing is mixed, with 39.7% having little familiarity and 31% being very familiar. Several notable brands engage in cause-related marketing, including Mama Earth, Tata, The Body Shop, TOMS Shoes, and Ben and Jerry's. A significant 69.2% express a preference for socially responsible brands, and 78.2% are likely to choose products associated with a cause. Moreover, 57.7% believe in enhancing brand image through cause-related marketing, with 65.4% perceiving a positive influence of brand involvement in social and environmental issues. Additionally, 53.8% make purchases influenced by brand support for causes, while 63.3% are willing to pay extra for brands supporting meaningful causes.
- Primary channels for learning about brand causes include social media (47.4%) and advertisements (35.9%). Key factors in believing brand commitment to causes include transparency (56.4%) and authenticity (25.6%). Furthermore, 59% believe cause-related marketing contributes to long-term brand loyalty, with 55.1% claiming an increase in loyalty due to a brand's social efforts, and 53.8% expressing willingness to switch brands based on cause support. Authenticity in a brand's cause-related efforts is deemed important by 47.4% of respondents, while mixed views exist regarding cause-related marketing's competitive edge, with 49.4% believing in it and 32.1% being neutral.

6. RECOMMENDATIONS AND CONCLUSIONS

- Cause-related marketing (CRM) has evolved as a strategic tool for businesses to attract customers and differentiate themselves in today's competitive landscape.
- Modern CRM strategies often involve aligning marketing goals with social causes to achieve commercial objectives while contributing to societal welfare.
- Consumers tend to view companies engaging in CRM more favourably, perceiving them as credible and socially responsible.
- Successful CRM initiatives have been observed to enhance brand image, foster consumer loyalty, and differentiate companies in the market.
- However, challenges such as authenticity concerns and financial risks exist, requiring companies to carefully navigate CRM campaigns.
- Examples of successful CRM campaigns include Lifebuoy's "Help a Child Reach 5" and Coca-Cola's "Support My School," which achieved positive outcomes for both the brand and the community.
 - Cause-related marketing influences consumer perceptions, purchasing decisions, and brand loyalty by creating emotional connections and aligning with consumer values.
 - Future trends in CRM include a focus on authenticity, collaboration, and leveraging technology to enhance effectiveness and brand perception.

The evolving landscape of business dynamics, characterized by intense competition and shifting consumer preferences, has propelled organizations to seek innovative strategies for customer engagement and brand differentiation.

The advent of Integrated Marketing Communications (IMC) tools, particularly Cause-Related Marketing (CRM), has emerged as a pivotal approach for companies aiming to align their marketing goals with social causes, thereby fostering mutually beneficial outcomes. Through CRM initiatives, companies can not only enhance their brand image and differentiate themselves in the market but also cultivate consumer loyalty by resonating with their values and beliefs. Cause-related marketing (CRM) has emerged as a powerful strategy for businesses seeking to not only drive sales but also foster positive societal impact. By aligning marketing efforts with social or environmental causes, companies can enhance their brand image, build consumer loyalty, and differentiate themselves in the market. However, navigating the challenges of authenticity and financial risks requires careful planning and execution. As trends in CRM continue to evolve, emphasizing authenticity, collaboration, and leveraging technology will be crucial for businesses to maximize the effectiveness of their CRM initiatives and maintain a positive brand perception among consumers. Moreover, CRM facilitates market expansion by attracting new customer segments, particularly socially conscious consumers, and opening avenues for collaboration and partnership with non-profit organizations, government agencies, and even competitors. However, while CRM offers numerous benefits, it also presents challenges such as concerns about authenticity, risks to finances, and the potential for backlash if initiatives are perceived as opportunistic or insincere. To navigate these challenges and capitalize on the opportunities presented by CRM, companies must prioritize authenticity, transparency, and genuine commitment to the causes they support. By doing so, they can effectively leverage cause-related marketing to not only drive sales and enhance brand reputation but also make a meaningful impact on society while building enduring connections with consumers. As the future of CRM unfolds, trends emphasizing authenticity, collaboration, and the integration of technology are expected to further shape the landscape, offering companies new avenues for fostering positive brand perception and driving sustainable growth.

6. REFERENCES

1. <https://mailchimp.com/resources/what-is-cause-marketing/>
2. <https://blog.hubspot.com/agency/5-tips-to-boost-your-next-cause-marketingcampaigns-reach>
3. <https://uk.indeed.com/career-advice/career-development/cause-marketing>
4. https://www.researchgate.net/publication/315943222_The_Role_of_Causerelated_Marketing_on_Brand_image_Perception_in_the_Garment_Industry