

**CAUSE BASED MARKETING: IDENTIFICATION
AND ASSESSMENT OF THE FACTORS AFFECTING
CONSUMER'S BEHAVIOUR**

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CONSUMER'S BEHAVIOUR**

by

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CERTIFICATE

This is to certify that the thesis entitled “*Cause Based Marketing: Identification And Assessment of The Factors Affecting Consumer's*” submitted by Ms. Shruti Gupta to the Indian Institute of Technology Delhi for the award of degree of ‘Doctor of philosophy’ is a record of bonafide research work carried by her. She has worked under my guidance and supervision, and has fulfilled the requirements for the submission of the thesis.

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ABSTRACT

Cause marketing initiatives are increasingly becoming the prominent aspect of the marketing Mix; a lot of companies are jumping into the bandwagon primarily to distinguish themselves in the homogeneous markets. However, it is only a recent phenomenon that the companies are beginning to appreciate how corporate giving may be adopted as an effective strategy to market their products in the competitive markets. The thesis examines the effect of the various psychographics factors as identified from the literature and the qualitative pre study of the CRM campaign on the buying behavior of the consumer. It identifies the various factors that drive the behavior of the consumer exposed to a CRM initiative and examine the impact of the same on the attitude, perception and purchase intention of the consumer.

This study is also an attempt to understand the scope of cause based marketing for the Indian market .The study would primarily be from the consumer perspective.

As Cause Based Marketing is evolving into an instrumental marketing strategy with its share in the marketing sphere continuously rising, there is a need for comprehensive experimental studies in this field. Various research and studies have been conducted on different aspects of CBM. These studies have shown that if implemented effectively,

CBM could prove to be a very useful marketing strategy for the corporations. The studies have also found that the consumers react favorably to the CBM campaign. There is generally a positive effect on their consumer behavior when they see a cause associated with the brand. Now we look at the different parameters that define and affect a CBM campaign.

CRM is believed to come in the limelight, by American Express in the year 1983 with the campaign aimed at restoring the Statue of Liberty. As per the campaign the company took up the cause of restoring the Statue of Liberty, by promising to give a penny each time the customer swiped the American express card. It also donated a dollar for each of the new card issued. As a result of the campaign the usage of the card went up by 30% as compared to the previous year, and it was found that the company could donate \$1.7 million for the cause adopted. There are ample evidences in the literature suggesting that the consumer perception and image gets enhanced through Cause marketing initiatives (Dahl & Lavack; 1995, Webb and Mohr; 1997, 2000, Lafferty; 1996, Ellen et al; 1997). Moreover, there has been growing concerns relating to social issues which have in turn led the companies to adopt social causes so as to become attractive and to differentiate themselves in many businesses primarily the ones involving consumer engagement (Barron, 2000). Literature suggests that the associations with the causes have a significant impact on how consumers perceive the company and make their purchase decision (Brown and Dacin, 1997). Therefore CRM is understood as a marketing strategy where in the business aligns itself with an NPO (Not for Profit Organization) for a good cause

which is mutually benefiting to the sponsoring company and NPO (Thompson & Pringle, 1999). Right from early 1980s there has been a constant increase in such alliances; the reasons can be attributed to the positive responses to the companies engaging in such campaigns.

There have been evidences where it has been found that CRM has been adopted as a strategy to enhance the reputation, to improve the image of the company, to improve employee relationships, and increase revenue and profits. These associations are seemingly mutually benefiting the sponsoring company and the NGOs. NGO gains tremendously in terms of raising funds and increased awareness (Polanski and Woods, 2001). Cause marketing programs are believed to generate free publicity and awareness about the causes as well. Literature suggests that the perceptions and the attitude of the consumers towards CRM campaigns are quite essential to ensure effective CRM implementation. There have been surveys to figure out how to increase brand loyalty and awareness from the consumer's perspective. It is quite imperative that the corporate initiatives are perceived favorably by the consumers to ensure the success of such programs (Endacott, 2004). Research has proved that the consumer's willingness to buy from the corporations that are socially responsibly are significantly higher as compared to the corporations which are not (Maignan, 2001). Despite being referred variously in the literature, the consumer centric understanding of CRM is still under researched and calls for further research.

This thesis would make an attempt to develop an understanding of what Cause Based Marketing (CBM) means to Indian Consumer, to identify the motives that stimulates consumer behavior in CBM and explore consumer typologies in CBM .To study the importance of psychographics in profiling cause-Based marketing advocates. The effect of structural elements of the CBM offer (i.e. type of cause, length of support, geographic scope of the cause, type of support) is also studied. The Thesis also looks at the effect of demographic variables (Such as Age, Income, Education, Occupation, Marital Status) on the buying behavior of the Indian consumers.

सार

मार्केटिंग की वजहें तेजी से विपणन मिक्स के प्रमुख पहलू बन रही हैं, बहुत सी कंपनियां सियासी बाजारों में खुद को अलग करने के लिए मुख्य रूप से बैंडविगन में कूद रही हैं। हालांकि, यह केवल एक हालिया घटना है कि कंपनियों को यह सराहना शुरू हो रही है कि प्रतिस्पर्धी बाजारों में अपने उत्पादों को बाजार में लाने के लिए एक कारगर रणनीति के रूप में कॉर्पोरेट देकर अपनाया जा सकता है। थीसिस विभिन्न मनोचिकित्सा कारकों के प्रभाव की जांच करता है, जो कि साहित्य से जुड़ी है और उपभोक्ता के खरीद व्यवहार पर सीआरएम अभियान का गुणात्मक पूर्व अध्ययन। यह विभिन्न कारकों की पहचान करता है जो उपभोक्ता के व्यवहार को सीआरएम पहल से उजागर करते हैं और उपभोक्ता के रवैये, धारणा और खरीद की मंशा पर उसी के प्रभाव की जांच करते हैं।

यह अध्ययन भारतीय बाजार के लिए कारण आधारित विपणन के दायरे को समझने का भी एक प्रयास है।

यह अध्ययन मुख्य रूप से उपभोक्ता परिप्रेक्ष्य से होगा।

चूंकि मार्केटिंग क्षेत्र में निरंतर वृद्धि के साथ कारण आधारित मार्केटिंग एक महत्वपूर्ण भूमिका निभा रही है, इस क्षेत्र में व्यापक प्रायोगिक अध्ययन की आवश्यकता है। सीबीएम के विभिन्न पहलुओं पर विभिन्न शोध और अध्ययन किए गए हैं इन अध्ययनों से पता चला है कि यदि प्रभावी ढंग से लागू किया गया है, तो सीबीएम निगमों के लिए एक बहुत ही उपयोगी विपणन रणनीति साबित

हो सकता है। अध्ययनों से यह भी पता चला है कि उपभोक्ता सीबीएम अभियान के लिए अनुकूल प्रतिक्रिया देते हैं। आम तौर पर उनके उपभोक्ता व्यवहार पर एक सकारात्मक प्रभाव पड़ता है, जब वे ब्रांड से जुड़े कारण देखते हैं। अब हम विभिन्न मापदंडों को देखते हैं जो सीबीएम अभियान को परिभाषित और प्रभावित करते हैं।

माना जाता है कि 1983 में अमेरिकन एक्सप्रेस ने सीआरएम को सुर्खियों में लाने का लक्ष्य रखा था, जिसका उद्देश्य मूर्ति के स्वतंत्रता को पुनर्स्थापित करना था। अभियान के मुताबिक, कंपनी ने अमरीकी एक्सप्रेस कार्ड को स्वाइप करने के लिए हर बार एक पैसा देने का वादा करके, लिबर्टी की प्रतिमा को पुनर्स्थापित करने का कारण उठाया। यह जारी किए गए प्रत्येक नए कार्ड के लिए एक डॉलर का भी दान किया। इस अभियान के परिणामस्वरूप पिछले वर्ष की तुलना में कार्ड का उपयोग 30% बढ़ गया, और यह पाया गया कि कंपनी अपनाए गए कारण के लिए \$1.7 मिलियन का दान कर सकती है। साहित्य में पर्याप्त सबूत हैं जो सुझाव देते हैं कि उपभोक्ता की धारणा और छवि को विपणन कारणों के माध्यम से बढ़ाया जाता है (डेल एंड लावैक; 1995, वेब और मोहर; 1997, 2000, लाफर्टी, 1996, एलेन एट अल; 1997)। इसके अलावा, सामाजिक मुद्दों से संबंधित चिंताएं बढ़ रही हैं, जिनसे बदले में कंपनियों को सामाजिक कारणों को अपनाने के लिए प्रेरित किया गया ताकि आकर्षक बन सकें और उपभोक्ता सगाई (बैरोन, 2000) से जुड़े कई व्यवसायों में खुद को अलग-थलग कर सकें। साहित्य से पता चलता है कि

कारणों से संबद्ध संगठनों पर महत्वपूर्ण प्रभाव पड़ता है कि कैसे उपभोक्ताओं को कंपनी का अनुभव होता है और उनके खरीद निर्णय (ब्राउन और डेसीन, 1997)। इसलिए सीआरएम को एक विपणन रणनीति के रूप में समझा जाता है जिसमें व्यापार एक अच्छा कारण है जो प्रायोजक कंपनी और एनपीओ (थॉम्पसन एंड प्रीलिंग, 1999) के लिए परस्पर लाभकारी है, के लिए एनपीओ (नॉट प्रॉफिट ऑर्गनाइजेशन) के साथ संरेखित करता है। 1980 के आरम्भ से ही ऐसी गठजोड़ में निरंतर वृद्धि हुई है; ऐसे अभियानों में शामिल कंपनियों के सकारात्मक उत्तरों के लिए कारणों का श्रेय दिया जा सकता है।

ऐसे प्रमाण मिले हैं जहां यह पाया गया है कि सीआरएम को प्रतिष्ठा को बढ़ाने, कंपनी की छवि में सुधार लाने, कर्मचारी संबंधों में सुधार लाने और राजस्व और लाभ में वृद्धि के लिए एक रणनीति के रूप में अपनाया गया है। ये संगठन प्रायोजक कंपनी और एनजीओ को लाभप्रद रूप से लाभप्रद हैं। ये संगठन प्रायोजक कंपनी और एनजीओ को लाभप्रद रूप से लाभप्रद हैं। एनजीओ को धन जुटाने और जागरूकता में बढ़ोतरी (पोलन्स्की और वुड्स, 2001) के संदर्भ में काफी लाभ हुआ। कारण विपणन कार्यक्रमों को कारणों के मुकाबले मुफ्त प्रचार और जागरूकता पैदा करने के लिए माना जाता है। साहित्य से पता चलता है कि सीआरएम अभियान के प्रति उपभोक्ताओं की धारणा और रवैया काफी प्रभावी CRM कार्यान्वयन सुनिश्चित करने के लिए आवश्यक हैं। उपभोक्ता के परिप्रेक्ष्य से ब्रांड वफादारी और जागरूकता बढ़ाने के तरीके को समझने के लिए सर्वेक्षण किया

गया है। यह काफी जरूरी है कि ऐसे कार्यक्रमों (एन्डैकॉट, 2004) की सफलता सुनिश्चित करने के लिए उपभोक्ता द्वारा कॉर्पोरेट पहलों को अनुकूल माना जाता है। अनुसंधान ने यह साबित कर दिया है कि जिन निगमों से सामाजिक रूप से जिम्मेदार हैं, उन उपभोक्ताओं की खरीद की इच्छा काफी अधिक है, जो निगमों की तुलना में नहीं हैं (मैगनआन, 2001)। साहित्य में विभिन्न रूप से संदर्भित होने के बावजूद, सीआरएम की उपभोक्ता केंद्रित समझ अभी भी शोध के तहत है और आगे की शोध के लिए कॉल करता है। सीबीसी में उपभोक्ता व्यवहार को उत्तेजित करने वाले उद्देश्यों की पहचान करने और सीबीएम में उपभोक्ता परिवर्तनों का पता लगाने के लिए यह शोध भारतीय उपभोक्ता के लिए क्या कारण आधारित विपणन (सीबीएम) का अर्थ विकसित करने का प्रयास करेगा। कारण-आधारित विपणन समर्थक प्रोफाइलिंग में मनोचिकित्सा के महत्व का अध्ययन करने के लिए। सीबीएम की पेशकश के संरचनात्मक तत्वों का प्रभाव (यानी कारण का कारण, समर्थन की लंबाई, कारण के भौगोलिक क्षेत्र, समर्थन का प्रकार) का भी अध्ययन किया जाता है। भारतीय उपभोक्ताओं के खरीद व्यवहार पर थैसिस जनसांख्यिकीय चर (जैसे आयु, आय, शिक्षा, व्यवसाय, वैवाहिक स्थिति) के प्रभाव को भी देखता है।

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