INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

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ACKNOWLEDGMENTS

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APPENDIX/ANNEXURE

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BOOKS

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CONTRIBUTIONS TO BOOKS

● Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

● Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

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EMPIRICAL ASSESSMENT OF CAUSE RELATED MARKETING AND CONSUMERS PERSPECTIVE: A CASE OF IDEA CELLULAR'S '3 G PE BUSY' CAMPAIGN

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ABSTRACT

This study tends to analyze the impact of cause familiarity and cause importance on customer's attitude towards cause brand alliance. It explores the relationship between such alliance and purchase intentions and also checks whether such relationship is mediated by corporate brand image. It tries to analyse the attitude of respondents towards alliance between the cause and the brand 'Idea'. '3 G pe busy' campaign created positive attitude towards cause brand alliance. It has not enhanced the purchase intentions for 'IDEA'. It proves that the relationship between attitude towards cause brand alliance and purchase intentions is mediated by corporate brand image.

KEYWORDS

brand image, cause brand alliance, cause familiarity, cause importance, purchase intentions.

1. INTRODUCTION

Today's consumers are well aware of the activities of a firm in relation to the society, as they understand that organizations owe a lot to it. This understanding has resulted in creating a higher expectation from the organisation in terms of indebtness towards society. Therefore, it has become imperative for the organisations to be a part of solution for the challenges of society and be perceived as responsible corporate citizens. This fact has also been supported by Polonsky and Wood (2001) who have suggested that the real motivation for a corporate donation is the perception of being a good corporate citizen.

As responsible corporate citizens, the organisations have embraced, supported and enacted a set of core values in the areas of community development, environment protection, education, health care and so on. Organisations, in their quest for becoming responsible corporate citizens, are using corporate social responsibility as a strategic tool to communicate corporate character to, and maintain support of, consumers and other stakeholders. Thus suggesting that Social responsibility has become indispensable in the present business scenario (Mintzberg, 1983). The strategic decisions of large companies involve social as well as economic consequences, which are intimately connected to each other. In their study, Porter and Kramer (2006) have also discussed the existence of the interdependence between corporations and society, since a company's activities have a direct impact on the communities with which they work.

An increasing number of companies, small and big alike have developed corporate social responsibility (CSR) programs (Maignan and Ralston, 2002). Among which, Cause related marketing campaigns are categorized as one of the CSR initiatives. As a type of CSR, cause-related marketing (CRM) has received particular corporate interest, as the use of cause-related marketing as a marketing platform has been progressively employed by companies, due to the fact that consumers increasingly value corporate support of social causes (Cone, Feldman, and DaSilva, 2003; Webster, 2005a).Most of the companies are using Cause Related Marketing as a strategic tool (Till and Nowak, 2000) to build a positive corporate image in the minds of consumers (Chattananon et al., 2008) which further results in enhancing the sales of a company's products (Varadarajan and Menon, 1988) and profits as well (Adkins, 2004).

The intent in a CRM campaign is to create a favourable mindset towards an alliance between brand and cause leading to enhanced customer's perception. Therefore, an attitude towards this alliance is of critical importance, as it represents the attitude that a consumer has toward the partnership between the cause and the brand (Lafferty and Goldsmith 2005; Lafferty, Goldsmith, and Hult 2004).Lafferty and Goldsmith (2005) in their study tested the effects that prior attitudes toward the cause and the brand have on perceptions of the alliance and post attitudes toward both partners. Familiarity with the brand and cause and the perceived importance of the cause can have differential effects on attitude toward the alliance (Lafferty and Diane R. Edmondson, 2009). The alliance does influence purchase intent (Hajjat 2003; Olsen, Pracejus, and Brown 2003). Webb and Mohr (1998) as well as Anselmsson and Johannson (2007) argued that customers' purchase intentions are influenced by the corporate image of a company involved in cause related marketing.

This paper tends to analyze the impact of cause familiarity and cause importance on customer's attitude towards cause brand alliance. The study explores the relationship between such alliance and customer's purchase intentions and also checks whether such relationship is mediated by corporate brand image. Further, since a number of studies have focused on such relationships, this study attempts to understand and interpret the attitude of respondents towards alliance between the cause and the brand "Idea".

Idea brand has been well established in the Indian market. As its campaigns have always floated Champion ideas which have the power to change the society and the way we live. Therefore it is pertinent to understand as to how the respondents have followed their attitude with regards to purchase intensions and how such relationship is being mediated by brand image.

2. REVIEW OF LITERATURE AND THEORETICAL FRAMEWORK

2.1 CAUSE RELATED MARKETING

In the literature, cause-related marketing has emerged as a distinct domain with a seminal paper by Varadarajan and Menon (1988). In marketing terms, cause-related marketing is best described as a strategy designed to promote the achievement of marketing objectives (such as brand sales) via company support of social causes (Barone, Miyazaki, and Taylor 2000).

Andreasen (1996) has divided cause related marketing into three types based on the cooperative pattern between the enterprise and the non-profit organisation. The first type relates to transaction- based promotion, wherein consumers are solicited to purchase the product or service of the enterprise through promotion activities staged jointly by the enterprise and the non-profit organisation; and, on the premises of the achievement of the sales target, a certain portion of the sales proceeds is appropriated to the non-profit organisation. The second type is characterized by joint issue promotion; wherein the enterprise and one or a plurality of non-profit organisations takes advantage of a social issue in the operation of strategic marketing. The third type of cause related marketing is done by licensing, i.e., the non-profit organisation licenses its trade name or mark to the enterprise in exchange for a return of a fixed fee or

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a certain percentage of the profit while the enterprise has its sales targeted at the supporters of that non-profit organisation. Kotler (1998) has further added to Andreason's classification a type featuring a self-promoted topic or idea by the enterprise wherein the involvement a non-profit organisation is not necessarily required.

Along with the increasing popularity of cause related marketing practices, both scholars and practitioners have extensively evaluated cause-related marketing strategies and tactics, and analyzed their impact on consumers' perceptual and behavioural relationship with the sponsoring brand and/or the sponsored cause (e.g., Barone, Miyazaki, and Taylor, 2000; Cone, Feldman, and DaSilva, 2003; Hoeffler and Keller, 2002; Sen and Bhattacharya, 2001).

2.2 CAUSE FAMILIARITY AND IMPORTANCE AND ATTITUDE TOWARDS ALLIANCE

According to attitude theories, in particular attitude accessibility theory as defined by Fazio, Powell, and Williams (1989), the greater is the familiarity, the more extensive is the association in the brain, the more easily that brand will be accessed from memory, and the stronger the effect will be on outcome variables (e.g., Faircloth, Capella, and Alford 2001).

Cause familiarity is typically measured in the donor literature in terms of general awareness of the charity based on whether the cause or charity has a high or low visibility in the media (Bendapudi, Singh, and Bendapudi 1996). The effect of familiarity in a cause brand alliance was partially demonstrated in a study by Lafferty, Goldsmith, and Hult (2004).When familiarity is low for either the brand or the cause, attitudes are unformed or weakly formed making them less accessible and producing a weaker effect. Therefore, the degree of familiarity can bias information processing and have a differential effect on the attitude toward the alliance.

In CRM or cause brand alliance, the relative importance of the cause to the consumer can play a vital role. For a perfect cause brand alliance, selecting an important cause should have a stronger impact on perceptions of the alliance than an unimportant cause. Just as familiarity is considered to be a strength-related attitude attribute, so is importance (Bizer and Krosnick 2001).

The intent therefore, in a CRM campaign is to form an alliance between a brand and a cause to enhance perceptions of both. CRM has been shown to have a positive effect on attitude toward the brand. CRM researchers show that benefits can accrue to the cause as well as the brand (Basil and Herr 2003; Lafferty and Goldsmith 2005; Lafferty, Goldsmith, and Hult 2004; Ross, Patterson, and Stutts 1992).Based on the above literature review; the paper propounds the first hypothesis as:

H1: The cause familiarity and cause importance have a positive impact on respondent's attitude towards cause brand alliance.

2.3 ATTITUDE TOWARDS ALLIANCE AND PURCHASE INTENTIONS

According to information integration theory, the attitudes that exist toward the brand and the cause based on the degree of familiarity with them will be integrated with the new information provided by the alliance. Therefore new attitudes will be formed toward both partners as a consequence (Lafferty and Edmondson, 2009). Ross, Patterson, and Stutts (1992) in their study found that consumers felt that CRM was a good way to support a worthy cause, which was evident by more favourable attitudes toward the company. Because consumers perceived companies to be more socially responsible if they participate in CRM programs, evaluations of those companies were more positive (Sen and Bhattacharya 2001).

When consumers make a decision to purchase a product, how they feel about the company can influence their intentions (Sen and Bhattacharya 2001). Generally, a more favorable attitude toward the company will produce more favourable purchase intentions (e.g., Lutz 1985). Given the link between attitudes and purchase intentions in the literature, it is likely that attitude toward the company will have a direct effect on purchase intentions in this study as well. Based on the above literature review; this paper proposes the second hypothesis as:

H2: The positive attitude towards cause brand alliance enhances respondents purchase intentions.

2.4 MEDIATING ROLE OF CORPORATE BRAND IMAGE

Researchers have argued that companies should instead measure performance of cause-related marketing programs not only by measuring customer purchase levels, but also by tracking changes in company image and customer and employee satisfaction and loyalty (Andreasan 1986).

Corporate image can be defined as the perception/feelings of customers regarding the company's products and activities (Webb and Mohr, 1998). In order to build a positive corporate image in the minds of customers, companies are using cause related marketing as a strategy (Varadarajan and Menon, 1988; Chattananon et al., 2008) to gain a competitive edge in market place (Anselmsson and Johansson, 2007).

Different terms have been used to mean corporate brand and corporate brand image (e.g.company and corporate brand are used interchangeably). Therefore, company image, corporate image, or store image all mean corporate brand image (Syed Alwi and Da-Silva, 2007). According to the foregoing theory, a corporate brand image may evoke associations with the corporation or its products and services. Corporate image is the immediate mental picture that consumers have of an organisation.

Corporate brand image may play a vital role in affecting purchase intentions. In their studies, Webb and Mohr (1998) as well as Anselmsson and Johannson (2007) argued that customers' purchase intentions are influenced by the corporate image of a company involved in cause related marketing.

In this study it is presumed that the cause related marketing activity is not just one factor that effects purchase intentions of the customers, rather to some extent they are pre established. Based on the above arguments, the present study attempts to explore whether the relationship between attitude towards corporate cause alliance and customer purchase intentions is mediated by corporate brand image. Therefore on the basis of above literature review; this paper propounds the third hypothesis as:

H3: The relationship between attitude towards cause brand alliance and purchase intentions is mediated by corporate brand image.

3. RESEARCH QUESTIONS

Cause Related Marketing is most appropriate marketing strategy for the organisations if they want to reap the benefit of long term survival in today's highly turbulent business environment. In the Indian Business environment almost all the big organisations are supporting social causes in one way or the other. Idea Cellular limited, is the name which is reaching out to a large mass of people by promoting various social causes. Be it through conserving energy, recycling, or finding innovative solutions to environmental and social challenges, Idea is committed of being a respectful, responsible and positive influence on the environment and the society in which we operate

Idea Cellular, as a part of the Aditya Birla Group, is India's first truly global conglomerate and one of the oldest players in the Indian telecom industry. It has played a key role in the development of mobile telephony, particularly in rural India. As part of a socially responsible corporate group, Idea has continuously adopted such policies, and business strategies that effectively integrate emerging environmental, social and economic considerations.

Idea Cellular has been continuously promoting social causes. In 2008 idea launched "voice of people "and "education for all" campaigns, in 2009 " walk when you talk", year 2010 saw huge success of " Go green" and "breaking language barrier" campaigns. During Cricket world cup in March 2011, Idea Cellular again launched "Keep Cricket clean" campaign. Idea believes that Cricket is a microcosm of our society, and the challenges to clean cricket are not divorced from the challenges to a clean society.

Idea's new brand campaign (July, 2011), once again based on a social theme, highlights the country's challenge of Population inflation and suggests a simple telephony solution. The campaign advertisement leaves a message *that there will be 'No Aabaadi, No Barbaadi' because people will be '3G pe Busy'*. The mood of the advertisement is light and humorous, yet builds a strong connects with a larger audience, as it features people from various parts of the country. Idea cellular has successfully launched its 3G services through this campaign.

Hence, in view of above literature review and key facts about Idea cellular's *'3G pe Busy'* campaign , the study aims at following objectives :

1.   To analyze the impact of cause familiarity and cause importance on respondent's attitude towards cause brand alliance.
2.   To study the relationship between attitude towards cause brand alliance and respondents purchase intentions.
3.   To assess whether the relationship between cause brand alliance and purchase intention is mediated by corporate brand image.

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4. RESEARCH METHODOLOGY

Idea cellular has successfully launched it 3G services with the help of the **'3G pe Busy'** campaign. This campaign talks about the problem of population explosion, which is the biggest challenge that India is facing. IDEA is not only familiarizing the masses with an important social cause through this campaign, but also providing a simple 3G telephony solution to it. The *'3G pe Busy'* campaign is running on almost all Television Channels and has build a strong connect with a larger audience, as it features people from various parts of the country. This paper is an attempt to study the respondents' attitude towards alliance of such a familiar and important cause with the brand IDEA. Therefore the study has been based on primary data, which has been collected from the mobile users. The respondents were selected on the basis of their exposure to the said advertisement. However they were shown the advertisement copy before they were subjected to questionnaire for reference purpose.

4.1 INSTRUMENT OF STUDY

The questionnaire was designed in two parts. In the first part the respondents were asked about demographic aspects like gender and age. In the second part different statements were solicited based upon the variables of the study. A seven point scale was used to assess the respondents' level of agreement or disagreement with each statement by circling a number from 1 - 7. Before filling in the questionnaire the respondents were informed about the significance and purpose of the study.

Cause familiarity was measured by three items on a seven-point scale: very familiar/very unfamiliar, definitely recognize/definitely do not recognize, and definitely have heard of/definitely have not heard of (Simonin and Ruth 1998). The importance of the cause was measured with three items on a seven-point scale anchored at very important/ very unimportant, means a lot to me/means nothing to me, and very significant/very insignificant. The attitude towards alliance was measured with a three item, seven-point scale: good/bad, favourable/unfavourable, and positive/negative (Burnkrant and Unnava 1995; Osgood, Suci, and Tannenbaum 1957).Further, Purchase intention was measured with a three-item, seven-point scale anchored with very likely/very unlikely, definitely would consider it/definitely would not consider it, and very probable/not probable at all (Yi 1990). Corporate brand image was measured on three items on a seven point scale: the corporation is concerned the society, the corporation is often active in community affairs, and the corporation regularly sponsors/ promotes public-service activities (Brown and Dacin, 1997).

5. FACTOR INTERNAL CONSISTENCY RELIABILITY

Cronbach alpha is the major measurement of internal consistency reliability. Cronbach alpha over 0.70 illustrates high satisfactory internal consistency reliability. On the other hand, if the Cronbach alpha is 0.60 or less than 0.60 it suggests unsatisfactory internal consistency reliability (Malhotra, 2007). According to Table 5.1, the Cronbach alpha for each factor is higher than .70. Therefore, the Cronbach alpha's among the factors shows high satisfactory internal consistency reliability.

TABLE 5.1: FACTOR INTERNAL CONSISTENCY ANALYSIS

Factor	Cronbach's Alpha
Cause Familiarity	0.788
Cause Importance	0.734
Attitude towards cause brand alliance	0.765
Corporate Brand Image	0.763
Purchase Intentions	0.907

6. DATA ANALYSIS AND FINDINGS

The data analysis has been analyzed in view of objectives and hypothesis outlined above in the study. The first objective dealt with analyzing the impact of cause familiarity and cause importance on respondent's attitude towards cause brand alliance. The analysis has revealed that the mean value for cause familiarity and cause importance is 5.67 and 5.34 respectively, where as it is 5.49 for respondents attitude towards Idea cellular's " *3G pe busy*" campaign (see table 6.1).

TABLE 6.1: DESCRIPTIVE STATISTICS (CAUSE FAMILIARITY, IMPORTANCE AND ATTITUDE).

	Mean	Std. Deviation	N
attitude	5.4941	.88583	85
familiarity	5.6667	1.06160	85
Importance	5.3373	.97386	85

In order to understand the degree of impact of cause familiarity and cause importance on attitude towards cause brand alliance, Regression analysis has been used, which suggests that R value for the relationship has been calculated at 0.672, thereby indicating that there is a relationship between cause familiarity, cause importance and attitude towards cause brand alliance. These findings are also supported by a number of studies reviewed in the literature. Further, R square value of 0.452 suggests that 45.2% variation in respondents' attitude towards cause brand alliance is due the familiarity of the respondents with an important cause being promoted by Idea cellular, which further highlights the relevance of promoting an important social cause in building a strong corporate brand. Also, adjusted R^2 value of 0.438 indicates that this relationship accounts for 43.8% of variance in the attitude towards cause brand alliance. (See table 6.2).

TABLE 6.2: MODEL SUMMARY (CAUSE FAMILIARITY, CAUSE IMPORTANCE AND ATTITUDE)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.672(a)	.452	.438	.66397	.452	33.758	2	82	.000

a Predictors: (Constant), Importance, familiarity
b Dependent Variable: attitude

Moreover the beta coefficient for cause familiarity and cause importance is 0.152 and 0.526 respectively which further signify positive impact on attitude towards cause brand alliance. It also indicates that cause importance has a higher impact on attitude towards cause brand alliance as compared to cause familiarity (see table 6.3).

TABLE 6.3: COEFFICIENTS (CAUSE FAMILIARITY, CAUSE IMPORTANCE AND ATTITUDE)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.825	.474		3.848	.000
	familiarity	.152	.074	.182	2.041	.044
	Importance	.526	.081	.579	6.490	.000

a. Dependent Variable: attitude

The study has proposed three hypothesis inline with the objectives. The first hypothesis has been stated as "**The cause familiarity and cause importance have a positive impact on respondent's attitude towards cause brand alliance.**" This hypothesis has been validated as p value for the relationship is found out to be less than 0.05. This value assesses the overall significance of the model (see table 6.2).

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The second objective of the study was to analyze the relationship between attitude towards cause brand alliance and respondents purchase intentions. For analyzing the same, correlation was used. The table of means and standard deviations indicates that mean values for respondents attitude towards cause brand alliance and purchase intentions are 5.49 and 4.24 respectively. Although the values indicate a positive intention to purchase the brand under study, however the value is not very high relative to the attitude towards the campaign (see table 6.4).

TABLE 6.4: DESCRIPTIVE STATISTICS (ATTITUDE AND PURCHASE INTENTIONS)

	Mean	Std. Deviation	N
Purchase	4.2471	1.52679	85
Attitude	5.4941	.88583	85

The analysis of the correlation matrix indicates that the observed relationship is not very strong. The correlation between attitude towards cause brand alliance and purchase intentions was found out to be 0.145(see table 6.5). The positive correlation means that as a positive attitude towards cause brand alliance builds up, it is likely that the respondents purchase intentions also tends to go up.

TABLE 6.5: CORRELATIONS (ATTITUDE AND PURCHASE INTENTIONS)

		purchase	attitude
Pearson Correlation	purchase	1.000	.145
	attitude	.145	1.000
Sig. (1-tailed)	purchase	.	.092
	attitude	.092	.
N	purchase	85	85
	attitude	85	85

TABLE 6.6: MODEL SUMMARY (ATTITUDE AND PURCHASE INTENTIONS)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.145(a)	.021	.009	1.51965	.021	1.791	1	83	.184

a. Predictors: (Constant), attitude

The second hypothesis in conjunction with this objective was stated as **"The positive attitude towards cause brand alliance enhances respondents purchase intentions".** This hypothesis has been rejected as the p value for the relationship is found out to be greater than 0.05 (see table 6.6). These results are in line with study of Hamlin and Wilson (2004), who found that cause-related cues had no overall effect on consumers' evaluations of the test product or on their intent to purchase it. In parallel work, Ehrenberg (1974; 2000) and also questioned the view that advertising was highly persuasive and capable of changing beliefs about brands or introducing new behaviours. Furthermore, Ehrenberg & Barwise (1985) suggested that consumers' attitudes may follow, rather than precede, their behaviour.

These findings suggest that CRM may consolidate and reinforce the behaviour of consumers who already purchase a brand that embarks on a CRM program, but that CRM alone may be insufficient to prompt brand-switching. Trimble and Rifon (2006) relied on cognitive elaboration theory; they raised the possibility that CRM may be a low involvement process aligned to classical conditioning.

The study has proposed the third objective as to assess whether the relationship between attitude towards cause brand alliance and purchase intention is mediated by corporate brand image. To test the mediating role of corporate brand image, a three step procedure recommended by Baron and Kenny (1986) was followed. According to the procedure, in the first step a significance test of the relationship between the independent variable (attitude towards cause brand alliance) and the mediator (corporate brand image) was required. The table 6.7 below shows the relationship to be positive (R= 0.517 and R square = 0.267) and significant (p < 0.05).

TABLE 6.7: MODEL SUMMARY (ATTITUDE AND BRAND)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.517(a)	.267	.258	.79085	.267	30.202	1	83	.000

a. Predictors: (Constant), attitude

The second step required a test of relationship between the independent variable (attitude towards cause brand alliance) and the dependent variable (Consumer purchase intentions).In this step, the relationship was found to be positive but weak (see table 8; R=0.145 and R square =0.021) and insignificant (p> 0.05).Though Baron and Kenny (1986) propounded that for mediation to take place the relationship between independent and dependent variable needs to be significant. But according to Hayes, 2009; MacKinnon et al., 2000; Shrout , Bolger, 2002; Zhao et al., 2010 & Rucker et al, 2011) the requirement for significant total effect of the relationship between independent and dependent variable be abandoned. The mediator adds weight to two relationships, first between independent variable and the mediator and second between mediator and dependent variable; i.e the mediator creates an indirect effect. On the other hand, the mediator does nothing to the direct relationship between dependent and independent variable. Due to this indirect effect the independent variable exerts stronger influence on mediator as compared to the dependent variable (Rucker et al, 2011). Finally, in the third step the dependent variable needed to be regressed on both, the independent variable and the mediator. To legitimize mediation, the third step must find the mediator to be significantly related to the dependent variable and the effect of the independent variable on the dependent variable to be less than it was in the second step. In this study, mediator (corporate band image) is significantly related to dependent variable (purchase intentions, p<.05). Further the effect of the independent variable (purchase intentions) on the dependent variable (attitude towards cause brand alliance) is less than it was in the second step (see table 6.8; R square value for step 2 and 3 are 0.123 and 0.021 respectively).These results provide evidence for acceptance of third hypothesis that was stated as the relationship between attitude towards cause brand alliance and purchase intentions is mediated by corporate brand image. This research does not claim for full or complete mediation as it is not possible to measure, without error, all possible mediators or suppressors that effect relationships (Rucker et al, 2011).

TABLE 6.8: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.145(a)	.021	.009	1.51965	.021	1.791	1	83	.184
2	.350(b)	.123	.101	1.44737	.102	9.497	1	82	.003

a. Predictors: (Constant), attitude
b. Predictors: (Constant), attitude, Brand

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7. DISCUSSION

The data analysis and findings suggest that the "3G pe Busy" campaign has proven to be a success in terms of creating a favourable and positive attitude towards cause brand alliance. However, this cause has not been able to enhance the respondents purchase intentions of brand "IDEA". This study leads to the conclusion that the cause selected by IDEA has proved to be an important and a popular cause, which together helped IDEA in building a positive attitude towards cause brand alliance. This study further proves that cause importance has far more greater impact on attitude towards cause brand alliance as compared to cause familiarity. These findings elucidate that corporate indulging in cause related marketing initiatives must look for promoting an important and a meaningful cause to make a difference. With the help of this campaign "IDEA" brand has not only been able to build a strong connects with a larger audience but also effectively launched its 3 G services in the market.

Further, another very important aspect of this research was to study the relationship between attitude towards cause brand alliance and respondents purchase intentions. The data analysis suggests that there is a positive relationship between these two constructs, but it is insignificant in nature, thus indicating that "3G pe Busy" campaign has not been able to change or induce new behaviour. It indicates that cause related marketing alone may be insufficient to promote purchase intentions.

The data analysis provides strong evidence that the relationship between attitude towards cause brand alliance and purchase intentions is mediated by corporate brand image, which is the major contribution of this research paper. These findings indicate that the companies must concentrate on increasing the corporate brand image for making consumer's purchase intentions more concrete. Positive and strong corporate image help companies in reducing consumer scepticism which further can enhance purchase intentions.

8. CONCLUSION

The exploratory study has been conducted for the cause related marketing initiatives of IDEA cellular which was targeted at the mobile users. The study was undertaken to analyze the impact of cause familiarity and cause importance on customer attitude towards cause brand alliance. And further to study the relationship between respondents attitude towards cause brand alliance and their purchase intentions and to assess whether this relationship is mediated by corporate brand image or not. The study has led to the conclusion that the mobile users have appositive attitude towards cause brand alliance due to familiarity with an important social cause which has been promoted by IDEA through its "3G pe busy" campaign. However this attitude does not significantly affect purchase intentions for brand IDEA. But interestingly, this research paper concludes the full mediation effect of corporate brand image between attitude towards cause brand alliance and purchase intentions. Thus the study suggests that the organisations in the pursuit of enhancing purchase intentions must embrace select and aggressively promote relevant and important social causes which can help in enhancing customer's attitude towards cause brand alliance. Further this positive attitude can lead to customer purchase intentions of the brand that has a strong corporate brand image.

9. LIMITATION AND FUTURE RESEARCH

This research paper has studied the impact of cause related marketing and purchase intensions and identified the mediating role of corporate brand image. For the purpose data was collected and analyzed and the results of the same have added to the body of literature on cause related marketing. But there are some inherent limitations of the study. As the respondents were from Jammu city only, future research can be conducted in other parts of the country to see the similarity and variability of the results. Also the study has taken into consideration only one brand and one cause; however other brand or cause may produce different results. Another limitation was the use of small sample for the study, so the results of the study can't be generalized.

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