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CAUSE RELATED MARKETING AND ITS IMPACT ON BRAND PREFERENCES & BRAND ATTACHMENT AMONG CUSTOMERS AT BHAVNAGAR CITY WITH SPECIAL REFERENCE TO P&G FMCG PRODUCTS

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ABSTRACT

Cause Related Marketing (CRM) has emerged as a top management priority in the last decade due to the growing realization that it one of the most valuable intangible tool that firms have to gain better corporate image from Internal as well as External Customers. This paper identifies some of the influential work in the area of Cause related marketing practices carried out by P&G and its impact on corporate brand image of the company. The main aim of the paper is to find out causality between cause related marketing practices and Brand preferences as well as brand attachment with special reference to P&G FMCG products. This paper also explore some practices used by P&G for Cause related marketing such as "Shiksha Abhiyan-Padhega India, Badhega India by Anupam Kher" etc. Relationship between cause related marketing and its impact on customer's brand preferences & brand attachment is find out by selecting 100 samples using convenience random sampling from Bhavnagar city and data has been analyzed using co-relation co-efficient. The main findings of the research includes that customer do prefer brand of the company as cause related marketing has created positive impact. The paper also outlines some gaps that exist in the research of variables and formulates a series of related research questions.

KEYWORDS

Cause Related Marketing, Brand Preference and Brand Attachment, P&G.

CONCEPTUAL FRAMEWORK

CAUSE-RELATED MARKETING

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. Although originally a marketing strategy that occurred offline, cause marketing has been conducted more and more through online channels in the last decade. This is due in part to the increasing percentage of households with internet connections. As with other types of marketing campaigns, companies can leverage online marketing channels along with other offline channels such as print and media. (Sometimes referred to as integrated marketing).

The advent of online cause marketing has allowed consumers, for example, those who are loyalty program members, to take a far more active role in cause marketing. This is democratized transactional giving. It means consumers, rather than companies, decide which causes to support and advocate for. An example of how this works could be a company allowing its loyalty program members to convert unredeemed rewards, such as points or miles, into cash donations to causes of the customers' own choosing, rather than have the company select the charities. An online platform is necessary to connect the customers to a large-enough selection of charities.

BRAND PREFERENCE

The stage of brand loyalty at which a buyer will select a particular brand but will choose a competitor's brand if the preferred brand is unavailable. Consumers usually has some sort of brand preference with companies as they may have had a good history with a particular brand or their friends may have had a reliable history with one. Measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available.

Brand preferences selective demand for a company's brand rather than a product; the degree to which consumers prefer one brand over another. In an attempt to build brand preference advertising, the advertising must persuade a target audience to consider the advantages of a brand, often by building its reputation as a long-established and trusted name in the industry. If the advertising is successful, the target customer will choose the brand over other brands in any category

BRAND ATTACHMENT

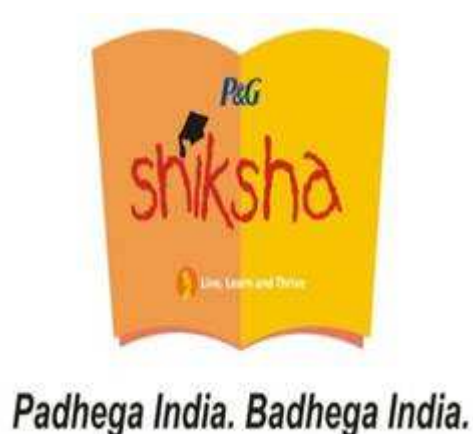
The construct of Brand Attachment is conceptualized as the extent to which the self is implicated with the Brand. That is, does one consider the brand to be part of who they are. We demonstrate three primary results. First, Brand Attachment better predicts commitment and separation distress than traditional attitude approaches. Second, Brand Attachment is better able to predict behaviors that are more difficult to execute, whereas attitudes better predict behaviors that are easy to execute. Third, Brand Attachment mediates the influence of Satisfaction on Commitment. Based upon this set of findings, we argue for the importance of Brand Attachment, especially relative to traditional attitude and satisfaction perspectives.

P&G PRACTICES FOR CAUSE RELATED MARKETING

When you see veteran actor Anupam Kher in P&G Shiksha advertisement appealing you to buy a P&G product so that poor village girl Vidya can go to a school, you might made up your mind to buy P&G products next time you visit the shelf. Shiksha, P&G India's cause marketing initiative is running successfully for the last 8 years already helped 280,000 underprivileged children access their right to education. The program has built & supported over 140 schools across India and donated Rs. 22 Crores in the last 8 years. Under the scheme, every time a consumer buys P&G products Tide, Ariel, Pampers, Whisper, Olay, Vicks, Gillette Oral-B, Head & Shoulders, Pantene or Duracell ,P&G donates a part of the sale to NGO partners who works for better education to the underprivileged children in India. When launched in 2003,Shiksha got fabulous response from consumer and sales of Shiksha labelled products reached to 20 Lakhs.

Cause marketing or Cause Related Marketing(CRM) is a common marketing strategy involving corporate houses and Non-Profit organisation for mutual benefits. For corporate, it is a good way to attract consumers and creating a good brand image whilst addressing social issues. Cause Related Marketing (CRM) can be an integral part of the corporate social responsibility strategy of an organization. "Cause Related Marketing adds another dimension to the brand strength of a brand. It provides the emotional as well as the rational engagement of the consumer with the brand. It provides a tangible demonstration of the company's corporate social responsibility, its values and its ethics." (Sue Adkins, International expert on CRM, Business in the Community).The term Cause related marketing was first used by American Express in its 1981 campaign on Statue of Liberty restoration Project. For every transaction in American Express card, they denoted 1 cent and \$1 for every new card. The result was phenomenon: In just three months, the Restoration Fund raised over \$1.7 million. American Express Card usage rose 27% and new card applications rose by 45% compared to the previous year.

PIC. 1 & 2



RESEARCH OBJECTIVES

- To find out impact of cause related marketing practices on Brand preferences and Brand Attachment among customers of Bhavnagar city (Gujarat) with special reference to P&G
- To study cause related marketing practices by P&G and its awareness among customers.

RESEARCH METHODOLOGY

This research is a descriptive in nature which analyze two variable i.e. Cause related marketing (Independent variable) and Brand preferences & Brand Attachment (dependent variables) by selecting 100 samples from Bhavnagar city located in Saurashtra region of Gujarat using convenience random sampling. Data have been collected through structured questionnaire using 5 point likert scale. Collected data have been analyzed by co-relation co-efficient.

DATA COLLECTION AND ANALYSIS

TABLE 1

Sr.No	Item	Statistical Co-related value	Consistency	Accepted/rejected
1	I Do purchase brand as it is related to cause related marketing	0.897	Consistent	Accepted
2	I recall the product easily as it is related to social cause	0.743	Consistent	Accepted
3	I am loyal towards a particular brand as it impart to social cause	0.512	Consistent	Accepted
4	I believe that such type of promotion tool affect more to buying decision	0.681	Consistent	Accepted
5	I attach to the brand personally	0.790	Consistent	Accepted
6	I purchase brand because of my favorite brand ambassador	0.758	Consistent	Accepted
7	I associated with the brand as it raise social issues	0.631	Consistent	Accepted
8	In my knowledge everyone is keen towards such product	0.552	Consistent	Accepted
9	I believe that consumer purchases are impacted by cause related marketing campaign.	0.752	Consistent	Accepted
10	I feel happy when I buy a cause related product	0.897	Consistent	Accepted
11	It give me immense pleasure when I buy such product, even when it's out of my budget	0.637	Consistent	Accepted
12	I am very loyal to the brand through good or bad times	0.721	Consistent	Accepted
13	The brand reminds me the things that one has done for society.	0.758	Consistent	Accepted
14	I feel as if I were contributing to society by purchasing P&G brand	0.897	Consistent	Accepted
15	The brand reflects my personality that I purchases.	0.631	Consistent	Accepted
16	The brand reminds me, brand's image and my self-image are similar.	0.758	Consistent	Accepted
17	I feel proud to be associated with brand.	0.721	Consistent	Accepted
18	The brand plays an important role in my life.	0.631	Consistent	Accepted
19	I will not switch to another brand if it is unavailable	0.897	Consistent	Accepted
20	I engage in physical action and behaviors when I use brands.	0.552	Consistent	Accepted

MAIN FINDINGS & INTERPRETATIONS

1. Overall impact of all variables considered for exploring brand preferences and brand attachment due to cause related marketing shown positive values.
2. Customer recall Cause related marketing campaign when they go for buying P&G Brands.
3. Customer of Bhavnagar city is strongly associated with brands of P&G due to its cause related marketing campaign.
4. Brand preferences for P& G products are strongly associated due to its cause related marketing.
5. Customers are more loyal towards brands of P&G.

CONCLUSION

It is observed that there is strong impact of cause related marketing on Brand preferences and Brand Attachment as all items involved in questionnaire result in to positive co-relation co-efficient. Cause related marketing also helps customer to recall brand easily and it builds up corporate brand image positioned as a socially responsible company.

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