



**CAUSE RELATED MARKETING – IT'S AWARENESS AND PERCEPTION TOWARDS  
THE PRODUCT (A CASE STUDY OF JAIPUR, RAJASTHAN)**

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**Abstract**

CRM first gained traction as a marketing tactic in the United States in the early 1980s, but more recently it has been utilised by a wide spectrum of businesses throughout the world. The aim of the paper is to measure EFA of CRM towards Consumer Perception and also to study the consumer awareness level towards CRM campaigns with respect to demographic variables. Primary and Secondary data was collected. 190 respondents were used for analysis. T-test was applied with the help of SPSS.

Result revealed that For the dimension Consumer Perception, two latent variables have been extracted also there is a significant difference in the average scores of the male and female respondents regarding awareness for the *Lets put India first and Swach Adat and Swach Bharat* CRM campaign.

**Keywords:** CRM campaign, Consumer Awareness, Consumer Perception

**Introduction**

CRM stands for "Cause Related Marketing" and refers to a business arrangement that benefits both parties—the corporation and the social causes it supports—while placing less emphasis on the interests of the consumer. However, consumer involvement is essential for a marketing effort to be effective and is best fostered by emphasising the long-term advantages for customers through appropriate positioning and audience targeting.

CRM first gained traction as a marketing tactic in the United States in the early 1980s, but more recently it has been utilised by a wide spectrum of businesses throughout the world. One explanation is that businesses are approaching their community involvement more strategically and looking for methods to help local organisations while also advancing their own corporate objectives. CRM is expanding for a second reason: public opinion research has demonstrated that successful cause marketing initiatives can improve a company's reputation, brand image, and marketing campaign credibility while providing customers with an easy way to support nonprofits through their purchasing decisions.

Seventy-eight percent of consumers had a more favourable opinion of a corporation that donates to or sponsors a cause they believe in, according to Skory and Repka's study from 2004. Cause A fascinating idea in marketing is related marketing, which can help both companies and charities or other deserving organisations. Additionally, it draws in new funding, resource, and support sources. CRM initiatives satisfy the obligations of both businesses and customers. In response to a customer's purchase, CRM finds programmes in which businesses take part in social and ethical activities by donating a portion of their income to a certain cause. CRM presupposes the involvement of both economic system actors: businesses that must execute social and ethical activities, and consumers who must buy items linked to these initiatives. They are conducted on a certain item for a set amount of time, frequently in collaboration with other organisations (such charities).



## Examples-

Companies like Tata, Reliance, HUL, and P&G have all implemented CRM techniques favourably in India. For instance, Tata Tea collaborated with Janaagraha on a voter registration drive under the "Jaago re!!" campaign moniker. (Get up!) The corporation then expanded the campaign to include fighting corruption. Discussions on these and other social topics are encouraged on the Jaago Re website. 'Jaago Re Corruption Index' will also be released by Tata Tea. By promoting December 9, which is designated as "Anti-Corruption Day" internationally, and measuring public perception of corruption, this will measure public perception of corruption and turn it into a national activity..

With P&G's launch of SHIKSHA'08, you can now make simple brand choices to educate more underprivileged children. P&G pledges Rs. 1 crore to its partner CRY, which will be used for initiatives that support children's right to an education. Education of Children via Shiksha is the top priority in India as part of P&G's global charity programme P&G Live, Learn, and Thrive, which focuses on the development of children in need around the world. With a gift of more than Rs. 4 crore, Shiksha has put 67,000 children in 435 villages on the path to their right to an education. With the motto "Padhega India, Badhega India," the programme aspires to provide education to all for a better India. In addition to Sushmita Sen, Rahul Bose, Konkona Sen, Tabu, Soha Ali Khan, Lara Dutta, Preity Zinta, Kiran Bedi, Sanjana Kapoor, Jatin Das, Shaan, and others, Shiksha has the support of these public figures. Bollywood stars Kajol and Sharmila Tagore introduced the programme.

## Review of Literature

Hina Yaqub Bhatti, M. Mercedes Galan-Ladero, and Clementina Galera-Casquet's article from 2021 gives a thorough assessment of the literature on CRM based on the terms "Cause-Related Marketing" and "Cause Marketing," with a 1988–2020 time frame. In this work, 344 English articles are synthesised using a strict process using e-journal database searches. The development of these publications over time, across countries, in terms of methodology, cross-cultural analysis, and the function of journals, were all categorised. The Bibliometric Analyses were also conducted as part of this study. The assessment emphasises how the idea of CRM has changed from being seen as a tool for the marketing mix (a tool for promotion) to being seen as a CSR endeavour with a more strategic nature. Only a few journals published articles on CRM, according to our research. Geographically speaking, the CRM study began in North America, then moved on to Europe, Oceania, Asia, and Sub-Saharan Africa. Beginning in the third decade, cross-cultural studies saw an increase in collaboration and the use of mixed-method (qualitative and quantitative research) approaches. Finally, this analysis identifies the most obvious research gaps in CRM, providing a new direction for investigation.

Simranjit Kaur Bedi, Dr Amardeep Kaur Ahluwalia (2020), shares that the organization has realized the benefits of the social alliances and hence coming forward in order to collaborate with non-profit organizations for the achievement of the social objectives. The main aim of the research was to study unaided awareness towards CRM by youth. It has been seen that very few respondents had basic understanding about the CRM. Unaided awareness has been found to be high among the respondents. Vivek Aggarwal, Vinod Kumar Singh (2019), conducted in India's National Capital Region (NCR) aims to determine whether a consumer's decision to buy a product connected to a cause was deliberate or impulsive. Gender's impact has also been studied. Descriptive and regression analyses were used to evaluate hypotheses about the relationship between CrM campaigns and customers' purchase intentions. The study's findings indicate that customers are aware of CrM and view it as a useful communication tool. They discover that the length of a CrM campaign and the company's dedication



to one are significant. The results imply that CrM campaigns affected consumers' purchase intentions. These findings can be used to pinpoint the components of CRM campaigns and to inform marketing advice for businesses looking to use CRM campaigns to successfully target various customer categories.

Dr. T.Bina, P.Shanmugha Priya (2015), has become a top management priority in the past ten years as a result of the rising understanding that it is one of the most important intangible assets that businesses have to improve their company image among both internal and external customers. CRM has grown to be an absolute necessity for today's corporate environment as it consistently offers many benefits like goodwill growth, competitive advantage, survival, and competitive advantage (Collins 1993). This essay highlights definitions, meanings, and earlier research in the field of CRM to identify some of the most significant works in the domain.

Francisca Farache, Keith John Perks, Lilian Soares Outtes Wanderley, Jose Milton de Sousa Filho (2008), attempt to understand the perception of the consumer towards CRM which were based on 200 consumers. Consumers, when it comes to supporting a good cause, they would like to support which is related to Children. It has also seen that consumers have a better perception of who supports the cause rather than who does not. They also believe that the collaboration between NGO and corporation would impact society for this good cause.

### **1. Need for the Study**

Nowadays, CRM is becoming one of the most effective marketing tool which creates a win-win situation for the companies as well as for non-profit organization. In the current pandemic, many companies and brand has come forward for the cause which might help the consumer indirectly in terms of health, education, food or in other way. So this study will give us the answer to the impact of CRM on consumer attitude and their perception and does covid19 has affected consumers towards the CRM and has increased the level of awareness.

### **2. Research Methodology**

#### **Research Objectives-**

- i. To measure EFA of CRM towards Consumer Perception
- ii. To study the consumer awareness level towards CRM campaigns with respect to demographic variables.

#### **Research Design-**

The study is based on Empirical Analysis of Customer Awareness and perception of CRM. This study is based on descriptive research. The research design are adopted in such a way that it suit the analysis of the empirical which would be based on the primary data collected through self-structured questionnaire

#### **Universe of the study-**

Universe is the customer of the Jaipur City

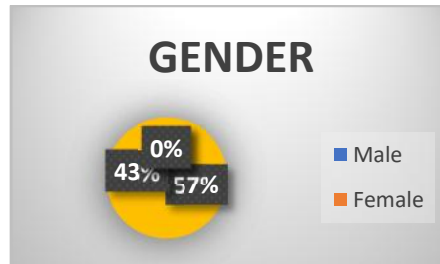
#### **Sample size-**

For present study, same size has been calculated as per Morgans Formula i.e. 384



**Sampling**

The sample take a look at was the customer of the Jaipur who were involved in the CRM campaign. 250 questionnaire were given to the customer randomly. 24% respondents were unusable as not filled completely, 190 usable questionnaires have been accumulated finally (response rate=seventy six%). In our survey, Fig 3.1 shows that 61% of the participants were male and the remaining 39% are female



**3. Analysis and Discussion**

**Objective 1- To measure EFA of CRM towards Consumer Perception**

An Exploratory Factor Analysis (EFA) of the component construction of the Consumer Perception scale utilized embraced with SPSS to inspect the element design of factors. The EFA technique utilized is "standard parts strategy" for extraction with "varimax revolution" and elements with eigen values more prominent than one were separated from everyone else held (Hair, Anderson, Tatham and Black, 1998). Factor analysis is the stage of multi - variate measurable techniques principally used to recognize the basic design in information. Factor examination alludes to the bunch of bury - reliance procedures while it sums up the data from countless factors into factors, contingent upon their relationship (Hair et al., 1998). As verified by Hair et al., (1998), moderate variable loadings of more prominent than 0.50 were to be viewed as huge at 0.05 degrees of importance.

**Result of KMO and Bartlett’s Test and Communalities Score**

To gauge the appropriateness of the information for factor investigation the amplexness of the information was assessed based on the consequences of Kaiser-Meyer-Olkin (KMO) proportions of examining sufficiency and Bartlett’s Test of Sphericity (Homogeneity of Variance). The outcomes demonstrated that the KMO proportion of inspecting sufficiency was 0.659 so the information was fit for directing the figure examination every one of the cases. Additionally, Bartlett’s Test of Sphericity (0.00) was huge ( $p < .05$ ) which too uncovered that adequate relationship existed between the criteria to continue with the utilization of exploratory factor investigation.

Table CONSUMER PERCEPTION KMO and Barlett’s Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		<b>.659</b>
Bartlett’s Test of Sphericity	Approx. Chi-Square	1522.808
	df	36
	Sig.	.000



**Results of Total Variance Explained for the Consumer Perception**

The aggregate difference of Consumer Perception, the initial three parts (factor) in the underlying arrangement have an Eigen esteems more than 1, and it represented around **85.360** percent of the watched varieties considering the feeling on resolve measurement for recognizing the criteria of the Consumer Perception.

<b>Total Variance Explained CP</b>									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	3.339	55.653	55.653	3.339	55.653	55.653	3.339	55.649	55.649
2	1.782	29.707	85.360	1.782	29.707	85.360	1.783	29.711	<b>85.360</b>

**Results of Rotated Component Matrix of Consumer Perception**

It became clear that in the factor of Consumer Perception where the four measured variables viz., CRM good way to raise, NGO feels responsible, firm acting socially and product good way were found as more correlated with component 1. Similarly, two measured variables viz., looking at advertisement and firm is interested in supporting were found as more correlated with component 2.

<b>Rotated Component Matrix CP</b>		
	<b>1</b>	<b>2</b>
CRM is a good way to raise funds for the cause	.945	
The Non-Governmental Organisation (NGO) feels responsible for using the CRM funds.	.859	
The firm is acting in a socially responsible manner with their CRM campaign.	.876	
The product is a way to promote and encourage the NGO	.970	
After looking at the advt., I have an urge to support the NGO		.941
The firm is interested in supporting rather than exploiting the NGO		.941

**Conclusion of Exploratory Factor Analysis**

In the present study, dimensions namely Consumer Perception are evaluated and two different models have been derived by applying Exploratory Factor Analysis (EFA). For the dimension Consumer Perception, two latent variables have been extracted.

**OBJECTIVE 2- To study the consumer awareness level towards CRM campaigns with respect to demographic variables.**



Group Statistics

Group Statistics						
	Gender	N	Mean	Std. Deviation	t-value	Sig.
Development of Remote Villages	Male	62	3.79	1.332	.169	
	Female	47	3.62	1.360	.198	
Lets put India first	Male	62	3.39	1.335	.170	
	Female	47	4.26	.896	.131	
Padhega India tabhi to Bhadega India	Male	62	4.31	.759	.096	
	Female	47	4.17	.842	.123	
Swach Adat, Swach Bharat	Male	62	3.35	1.392	.177	
	Female	47	3.74	1.093	.159	
Chotte Kadam Pragati ki aur	Male	62	3.82	1.312	.167	
	Female	47	4.13	.992	.145	
700se7kadam	Male	62	3.21	1.307	.166	
	Female	47	2.38	1.407	.205	

The above table 5.16 of descriptive Statistics provides information about the sample size (n), mean, standard deviation, and standard error for of group for the purpose of comparison of the group. In present study, there are 62 respondents were male and 47 respondents were female.

Above table also suggest better awareness level on the basis of mean. With **Development of Remote Villages-Male** (3.79) is better, in **Lets puts India first-Female** (4.26) is better, in **Padhega India tabhi to Bhadega India-Male** (4.31) is better, in **Swach Adat Swach Bharat-Female** (3.74) is better, in **Chotte Kadam Pragati ki aur-Female** (4.13) is better and in **700se7kadam-Male** (3.21) is better.

Based on the Mean, we can say that,



**Independent Sample T test**

Independent Sample T test								
		Levene's Test for -Equality of Variances		t-test for -Equality of Means				
		F	Sig.	T	Df	Sig. (2 tailed)	Mean difference	Std. Error Difference
Development of remote villages	Equal variances assumed	.161	.689	.667	107	.507	.173	.260
	Equal variances not assumed			.665	98.108	.508	.173	.261
Lets Put India first	Equal variances assumed	13.667	<b>.000</b>	-3.848	107	.000	-.868	.226
	Equal variances not assumed			-4.056	105.594	.000	-.868	.214
Pdhega India tabhi to bhadega India	Equal variances assumed	.033	.856	.885	107	.378	.136	.154
	Equal variances not assumed			.872	93.407	.385	.136	.156
Swachh Adat, Swachh Bharat	Equal variances assumed	8.528	<b>.004</b>	-1.585	107	.116	-.390	.246
	Equal variances not assumed			-1.638	106.850	.104	-.390	.238
Chotte Kadam Pragati ki aur	Equal variances assumed	3.265	.074	-1.331	107	.186	-.305	.229
	Equal variances not assumed			-1.382	107.000	.170	-.305	.221
700se7kadam	Equal variances assumed	.767	.383	3.163	107	.002	.827	.261
	Equal variances not			3.131	95.165	.002	.827	.264x



assumed							
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In order to study the level of awareness of respondents with respect to gender, Independent samples t-test was used. The CRM campaigns were taken as testing variables and gender was taken as grouping variables. Levene's test for equality of variance was used to check whether the variances are equal for both the groups of gender i.e. males and females or not. The set of CRM campaigns displayed different levels of awareness based on the gender of the respondents. Out of six campaigns presented, only two were found to be statistically significant with respect to gender. The detailed results are presented in above Table. For **ITC Classmate- Lets put India first**, the significant value is .000 and f value is 13.667 which is statistically significant, **Similarly for Swach Adat, Swach Bharat**, the significant value is .004 and f value is 8.528 which is statistically significant. It is therefore concluded that there is a significant difference in the average scores of the male and female respondents regarding awareness for the above two stated CRM campaign.

The remaining campaigns were not found to be statistically significant for CRM awareness with respect to gender. For all the three campaign named as "Lets put India first", "Swach Adat and Swach Bharat" and "Chote Kadam Pragati ki aur" found to be statistically significant, the mean scores of females (4.26, 3.74, 4.13) are more than the mean score of males (3.39, 3.35, 3.82), which can be observed from....reflecting a significant difference in gender wise awareness regarding CRM. Based on the means, we can say that females and males have equal level of awareness for CRM campaign.

#### 4. Findings

S.No	Objective	Statistical Tools	Result
1	To measure EFA of CRM towards Consumer Perception	EFA	For the dimension Consumer Perception, two latent variables have been extracted.
2	To study the consumer awareness level towards CRM campaigns with respect to demographic variables.	T-test	Findings reveal that females have high level of awareness for CRM campaign than males in CRM campaign named as " <b>Lets put India first</b> ", " <b>Swach Adat and Swach Bharat</b> " and " <b>Chote Kadam Pragati ki aur</b> ". Also there is a significant difference in the average scores of the male and female respondents regarding awareness for the <b>Lets put India first and Swach Adat and Swach Bharat</b> CRM campaign.

#### 5. CONCLUSION

The result being on the study being depicted as

- As depicted by primary objective of the study "To find study the consumer awareness level towards CRM campaigns with respect to demographic variables" and for its attainment T-test has been applied and it has been revealed that female has high level of awareness in the CRM campaign named as "Let's put India first", "Swach Adat and Swach Bharat" and "Chote Kadam Pragati ki aur"





- The second objective of the study is 'To measure EFA of CRM towards Consumer Perception' and for its attainment EFA has been applied on Consumer Perception and in present study, two latent variables have been extracted.

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