A STUDY ON CAUSE RELATED MARKETING AND ITS IMPACT ON CUSTOMER BRAND PREFERENCE

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ABSTRACT: Social 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. CRM has become an extreme need for today's corporate world as it continuously provides multiple benefits like positive word of mouth, survival and competitive advantage (Collins 1993), sure returns on investments and ever raising goodwill. This paper identifies some of the influential work in CRM area, highlighting definitions, meaning and previous findings in the same field.

The main objective is to evaluate the underlying factors of Social Cause Related marketing and consumer Brand preference and to identify the relationship between Social Cause Related marketing and consumer Brand preference. The Factor analysis, ANOVA, and Regression was adopted for the study. From the multiple regressions, it is inferred that the cause related marketing has an impact on brand preference. This study highlights the importance to firms of choosing the appropriate cause to partner with, as this association ultimately impact on ability of this strategy to positively influence brand preference and it is suggested that this study should be replicated using a number of other brands and product categories to determine whether these result can be extended to other conditions.

Key words: CRM, Brand preference and Social Cause Related Marketing

1.   INTRODUCTION

1.1 An Introduction to the Topic

It is generally recognised that today's marketplace is characterised by a great many products of similar quality, price and service. In their ever increasing need to differentiate themselves and their product, many companies are turning to the use of cause-related marketing (CRM) as a communications tool. Basically, the concept entails firms communicating through their advertising, packaging, promotions and so on their corporate social responsibility, namely their affiliation or work with non-profit organisations or support for causes. The point is to attr act consumers wanting to make a difference in society through their purchasing. However, consumers are now looking closely at companies who make claims regarding their involvement in social issues. There is a level of consumer scepticism that often makes consumers doubt what a firm is saying. It has even been suggested that because so many firms are now using CRM, particularly in the UK, scepticism is on the rise (O'Sullivan, 1997; Mohr et al., 1998). This scepticism can lead consumers to reject claims made in CRM campaigns, it can affect their purchasing behaviour and can even lead to stronger action (Rogers, 1998). Therefore not only is it important for companies pursuing CRM to be genuine in their behaviour but they must also have a full understanding of consumers' knowledge of CRM and their level of scepticism before attempting this marketing technique.

Studying cause-related marketing on an international level is important, as both the type and extent of the needs expected to be fulfilled from the socially responsible firm will 'depend upon the social segment's culture and ethics, the legal environment, and the degree to which the members of the social segment perceive that such needs are not fulfilled' (Angelidis and Ibrahim, 1993). Clearly, countries that adapt practices perceived as successful in other countries without researching their own consumers' attitudes cannot hope to succeed based on the same premises.

Cause Related Marketing (CRM) is the hybrid of product advertising and Corporate Public Relations. He has also mentioned that there are six main types of CRM arrangements. The first four relate to standard corporate practices and they are: advertising, providing cause's message, public relations, organized for tying up a knot with nonprofit Groups; Corporate as a sponsor, providing financial help to an event; licensing, where a business pays to use a charity logo on its products or services; direct marketing, where both a business and a non-profit raise funds and promote brand awareness; Purchase-triggered Donations, in this company contributes an amount from the price of product to a social or charitable cause.

CRM has become an extreme need for today's corporate world as it continuously provides multiple benefits like positive word of mouth, survival and competitive advantage (Collins 1993), sure returns on investments and ever raising goodwill. The corporate undertaking the CRM practices also fulfills its social responsibility to a greater extent which do affects and results into bigger and better profits undoubtedly.

Increasingly, for-profit companies are aligning their brands with social missions to make a lasting impact on the world, elevate their brand visibility and building meaningful relationships. Incorporating a social cause into your brand can command additional attention and separate you from your competitor. If any company wants to reach beyond more than just monetary impact, a social cause is an excellent path.

1.2 Types of Cause Marketing

Cause marketing can take on many forms, including:

- Product, service, or transaction specific
- Promotion of a common message
- Product licensing, endorsements, and certifications
- Local partnerships

- Employee service program

1.3 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.

2. MAIN THEME OF THE STUDY

2.1 NEED FOR THE STUDY

Social 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. CRM has become an extreme need for today's corporate world as it continuously provides multiple benefits like positive word of mouth, survival and competitive advantage (Collins 1993), sure returns on investments and ever raising goodwill. This paper identifies some of the influential work in CRM area, highlighting definitions, meaning and previous findings in the same field.

2.2 LITERATURE REVIEW

An extensive study made by **Sneha Rajput (2013)** " The research on cost related marketing as co relates of brand preference can also be conducted in other sectors". It is quite important to understand concept of Corporate Social responsibility (CSR) along with Cause Related Marketing (CRM) to get the difference between the two. **Carroll (1999)** has written the definition of CSR given by Bowen in his paper who is considered as the father of concept born in Spokane, Washington 'CSR refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of society'. **Kawamura (2004),** explained that CSR emphasizes ethical and social aspects of corporate behavior such as corporate ethics, legal compliance, prevention of improprieties and corruption, labor and employment practices, human rights, safety and hygiene, consumer protection, social contribution, procurement standards, and overseas operations. In contrast Cause-related marketing (CRM) is defined as the process of formulating and implementing marketing activities that are characterized by contributing a specific amount to a designated nonprofit effort that, in turn, causes customers to engage in revenue providing exchanges **(Mullen, 1997).**

Corbishley and Mason (2011) conducted a quantitative study in shopping malls, using a structured questionnaire and sample size of 400 administered via interviews. Results established that there is a relationship between socio-demographic characteristics and the evaluation of a CRM offer. In their study 94%respondents agreed that it is important for businesses to spend money on charities. The number of respondents that had recalled purchasing a CRM product amounted to 69%.

Boulstridge and Carrington (2000) propose in their research that awareness of company activity in the area of social responsibility was very low, in spite of increased coverage by the media of corporate activities and the rise of business activity in this area. They conclude that the effect is just not getting through to the average consumer.

Carringer (1994) believes that CRM has become a good choice for corporations as it provides a message that is unique, well targeted and effective. It is a most efficient way for companies to differentiate themselves in a highly competitive environment.

With the passage of time various factors have forced the private sectors to rethink their relationship to their communities. The two edged benefit says that Cause related marketing is a mutually benefited commercial pact between a profit making company and a nonprofit organization with a view to assist the nonprofit organization in raising fund or to benefit the society by supporting a *cause.*

Varadarajan and Menon (1988) have seen Cause Related Marketing in the early stages but absolutely in a projective way. They defined Cause Related marketing as the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives. They have identified large number of objectives but six main objectives seems more promising i.e. Increase sales, Enhancing corporate Stature, Thwarting negative publicity, Customer Pacification, Facilitating Market Entry, Increase the level of trade merchandising activity for brand promoted.

2.3 OBJECTIVES OF THE STUDY

- To Evaluate the underlying factors of Social Cause Related marketing and consumer Brand preference
- To identify the relationship between Social Cause Related marketing and consumer Brand preference

2.4 RESEARCH METHODOLOGY

The study is exploratory in nature with survey method being used as a tool for data collection.

2.4.1 The Sample Design

Population included shoppers from retailers of FMCG products in Calicut region. Since the data was collected through personal contacts the sample frame included all the shoppers from Calicut and nearby regions those were present at Calicut during the data collection face of the study. Sample size for the study was 150. Individual respondents were treated as the sampling elements in this research. Non probability sampling technique was used to identify respondents for inclusion in the sample.

2.4.2 Tools Used For Data Collection
　　　　Self designed questionnaires based on Likert type scale were used for collecting data. The responses were solicited on a scale of 1 to 5 where 1 indicated minimum agreement with the statement and 5 indicated maximum agreement.

2.4.3 Tools Used For Data Analysis
　　　　Item to total correlation was used for checking the internal consistency of the questionnaires. Cronbach's alpha Reliability coefficient was calculated based on responses received from the respondents on each questionnaire separately for evaluating the reliability of the questionnaires. Factor analysis was used for analyzing the underlying factors of social causes of marketing and brand preferences. Regression test was applied to find out the relationship between social cause related marketing and brand preferences.

Reliability Statistics

Cronbach's Alpha	N of Items
.894	43

- **Analysis of variance (ANOVA)**

Analysis of variance (ANOVA) is a collection of statistical models and their associated procedures and in which the observed variance is divided into components due to different explanatory variables. We show the model for a simplified ANOVA with one type of treatment at different levels.
　　SSTotal = SSError + SSTreatments
The number of degrees of freedom (abbreviated *df*) can be partitioned in a similar way and specifies the chi-square distribution which describes the associated sums of squares.
dfTotal = dfError + dfTreatments

- **Factor Analysis**

Factor analysis is a statistical method used to describe variability among observed variables in terms of fewer unobserved variables called factors. It reduces attribute space from a larger number of variables to a smaller number of factors.

- **Independent Sample T Test**

　　　　The independent sample t test compares the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different.

- **Regression**

In statistics, regression analysis is a statistical process for estimating the relationship among variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables

3. DATA ANALYSIS AND INTERPRETATION

TABLE NO.3.1
FACTOR ANALYSIS ON LEVEL OF AGREEMENT ON CAUSE RELATED MARKETING BY THE RESPONDENTS

Total Variance Explained

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	6.135	21.156	21.156	6.135	21.156	21.156	4.830	16.656	16.656
2	2.668	9.200	30.356	2.668	9.200	30.356	3.460	11.932	28.589
3	2.188	7.546	37.902	2.188	7.546	37.902	2.589	8.926	37.515
4	2.075	7.157	45.059	2.075	7.157	45.059	2.188	7.544	45.059
5	1.667	5.748	50.807						
6	1.611	5.556	56.362						
7	1.468	5.061	61.423						
8	1.243	4.288	65.711						
9	1.158	3.995	69.706						
10	1.058	3.647	73.352						
11	1.010	3.483	76.835						
12	.845	2.914	79.749						
13	.712	2.455	82.204						
14	.682	2.351	84.555						

15	.600	2.068	86.623							
16	.539	1.859	88.482							
17	.496	1.710	90.192							
18	.462	1.591	91.783							
19	.424	1.461	93.245							
20	.379	1.307	94.552							
21	.362	1.250	95.802							
22	.276	.951	96.753							
23	.220	.757	97.510							
24	.174	.600	98.110							
25	.153	.528	98.638							
26	.123	.423	99.062							
27	.116	.399	99.461							
28	.097	.333	99.794							
29	.060	.206	100.000							

Rotated Component Matrix[a]	Component			
	1	2	3	4
I do purchase when the product is related to a social cause	-.168	-.111	.798	.074
I do purchase the products that are related to some selected social cause.	.241	.123	.667	-.185
Marketing of a product with a social cause helps to remember that product.	.386	.113	.126	.023
In my knowledge everyone is keen towards such product.	.625	.236	-.002	-.089
I am impulsive some times in buying social cause related products.	.193	.498	.150	-.285
I personally believe that if such product is promoted well can affect the consumer buying decision.	.047	.016	.743	.042
I believe that consumer purchase are impacted by because related marketing campaign.	.317	.019	.213	-.211
I feel happy when I buy a social cause related product.	.714	-.114	.242	-.011
I am very loyal to the brand through good or bad times.	.560	.250	.017	-.219
Its very difficult for other brand to replace social cause related products.	.663	-.170	.121	.370
The brand reminds me the things that one has done for society.	-.088	.726	.017	.034
The brand reflect my personality that I purchases.	.365	.200	-.139	.204
The brand reminds me brand's image are similar.	.322	.565	-.081	.241
Social cause related products purchases should not be forced by brands .	.271	.465	.058	.060
I feel proud to be associated with brand .	.642	.319	-.038	.026
I do follow the messages given by such social cause related campaigns.	.065	.648	.276	.261
The brand plays an important role	.668	.188	-.099	.275

in my life .				
I will not switch to another brand if the brand I use support a non profit organization.	.092	.443	-.057	.527
Well known brands provide a role in reducing risk.	.632	.161	-.311	.099
I engage in physical action and behaviours when I use brands	.191	.728	-.220	-.110
The internet reduces the effects of brands and its impact on consumer decision making.	.377	.251	-.109	-.516
Social cause related marketing campaign have a positive impact on brand awareness.	-.132	.054	.490	.175
Different brands with the same price and quality, it is more likely that I will choose the brand that I know is related to social cause.	.273	.142	.176	-.029
Social cause related marketing campaigns have a positive impact on the corporate image of the company.	.364	.433	.399	.017
I think product placement in the mind impact brand preferences.	.502	-.025	-.078	.426
I think it is the social responsibility of a brand to relate itself with asocial cause.	.001	.339	.228	.587
I do have strong emotions for the brand if it is related to a social cause.	.468	.451	.035	-.050
The brand makes a strong impression my visual sense or other senses.	.139	-.019	.036	.670
Brand personality affects consumer decision making.	.566	.079	-.173	-.059

Factors Loading For Level cause related marketing by the respondents

SLNO.	FACTORS-1 FEEL GOOD FACTOR	COMPONENTS
1	In my knowledge everyone is keen towards such product	.625
2	I feel happy when I buy a social cause related product.	.714
3	I am very loyal to the brand through good or bad times.	.560
4	Its very difficult for other brand to replace social cause related products	.663
5	I feel proud to be associated with brand .	.642
6	The brand plays an important role in my life .	.668
7	Well known brands provide a role in reducing risk.	.632
8	I think product placement in the mind impact brand preferences.	.502
9	Brand personality affects consumer decision making.	.566
	FACTOR -2 SELF REFERENCE	
1	The brand reminds me the things that one has done for society.	.726
2	The brand reminds me brand's image are similar.	.565
3	I do follow the messages given by such social cause related campaigns.	.648
4	I engage in physical action and behaviors' when I use brands	.728
	FACTOR- 3 -ACTION FACTOR	
1	I do purchase when the product is related to a social cause	.798

2	I do purchase the products that are related to some selected social cause.	.667
3	I personally believe that if such product is promoted well can affect the consumer buying decision.	.743
	FACTOR 4- SELF CONNECT	
1	I will not switch to another brand if the brand I use support a nonprofit organization	.527
2	I think it is the social responsibility of a brand to relate itself with asocial cause.	.587
3	The brand makes a strong impression my visual sense or other senses.	.670

Interpretation:

Above table shows that from 29 statement factor consider and there are 4 factor has been extracted namely feel good factor, self reference factor , action factor and self connect factor.

TABLE NO.3.2
FACTOR ANALYSIS ON LEVEL OF AGREEMENT ON BRAND PREFERENCE BY THE RESPONDENTS

Total Variance Explained

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	3.629	25.919	25.919	3.629	25.919	25.919	2.388	17.058	17.058
2	1.847	13.191	39.110	1.847	13.191	39.110	2.373	16.949	34.007
3	1.731	12.363	51.473	1.731	12.363	51.473	1.947	13.911	47.918
4	1.167	8.337	59.810	1.167	8.337	59.810	1.665	11.892	59.810
5	.999	7.135	66.944						
6	.912	6.513	73.457						
7	.804	5.745	79.202						
8	.643	4.590	83.792						
9	.576	4.113	87.905						
10	.550	3.926	91.831						
11	.357	2.550	94.381						
12	.346	2.475	96.856						
13	.232	1.656	98.512						
14	.208	1.488	100.000						

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Brand makes a strong impression on my visual sense or other senses	-.089	.185	.721	-.233
Strong emotions for the brand	.646	-.160	-.024	.194
Different brand with the same price and quality, it is more likely	.725	.318	.031	.106
Product placement in the mind impact brand .	-.043	.235	.415	.551
Social cause related marketing campaigns have a positive impact and brand awareness.	.224	.104	-.153	.625
Engage in physical action and behaviours when I use brands.	.154	-.097	.805	.023
The social responsibility of a brand to relate itself with a social cause .	.689	-.029	.125	.137
Specially ask for the social cause related products.	.532	.076	.518	.152
Stop using the product ,if in any case I come to know that the money collected is not used were it was promised to be.	.391	.753	.095	-.074
Internet reduces the effects of brand and its impact on consumer decision making.	.010	.660	.533	.135

Well known brands provide a role in reducing risks.	.106	.073	-.019	.629
Social cause related marketing campaigns have a positive impact on the corporate image of the company.	.656	.345	-.064	-.235
The brand plays an important role in my life .	.027	.796	.003	.305
I will not switch if they support a non profit organization.	-.092	.609	-.028	.506

Factors Loading For Level brand preference by the respondents

SLNO.	FACTORS-1 BRAND IMAGE	COMPONENTS
1	Strong emotions for the brand	.646
2	Different brand with the same price and quality, it is more likely	.725
3	The social responsibility of a brand to relate itself with a social cause .	.689
4	Specially ask for the social cause related products	.532
5	Social cause related marketing campaigns have a positive impact on the corporate image of the company.	.656
	FACTOR -2 BRAND ROLE	
1	Stop using the product, if in any case collected is not used were it was promised to be I come to know that the money.	.753
2	Social cause related marketing campaigns have a positive impact on the corporate image of the company.	.660
3	The brand plays an important role in my life.	.796
4	I will not switch if they support a nonprofit organization	.609
	FACTOR 3 BRAND ENGAGEMENT	
1	Brand makes a strong impression on my visual sense or other senses	.721
2	Engage in physical action and behaviors when I use brands	.805
	FACTOR 4 BRAND FAMILIARITY	
1	Product placement in the mind impact brand.	.551
2	Social cause related marketing campaigns have a positive impact and brand awareness.	.625
3	Well known brands provide a role in reducing risks.	.629

Interpretation:

Above table shows that from 19 statements factor consider and there are 4 factors has been extracted namely brand image factor, brand role factor, engagement factor and brand familiarity factor.

TABLE NO. 3.3
HYPOTHESIS TESTING -1

Hypothesis 1

H0: There is no significance difference between factors of cause related marketing and gender.
H1: There is a significance difference between factors of cause related marketing and gender.

Independent Samples 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	95% Confidence Interval of the Difference		Acceptance of null (or) alternate hypothesis
								Lower	Upper	

Factor 1 Feel good	Equal variances assumed	5.577	.020	-.763	148	.447	-.0888653	.1165416	-.3191658	.1414351	Accept H0
	Equal variances not assumed			-.601	38.392	.552	-.0888653	.1479569	-.3882881	.2105574	
Factor 2 Self reference	Equal variances assumed	.623	.431	.441	148	.660	.05575	.12646	-.19416	.30565	Accept H0
	Equal variances not assumed			.391	42.735	.697	.05575	.14240	-.23148	.34298	
Factor 3 Action factor	Equal variances assumed	5.677	.018	3.173	148	.002	.3426907	.1079930	.1292833	.5560981	Accept H1
	Equal variances not assumed			3.662	61.772	.001	.3426907	.0935829	.1556074	.5297739	
Factor 4 Self connect	Equal variances assumed	.051	.822	1.744	148	.083	.1998588	.1146075	-.0266196	.4263371	Accept H0
	Equal variances not assumed			1.964	59.095	.054	.1998588	.1017540	-.0037436	.4034611	

Interpretation:

From the above table is inferred that the factors named feel good, self reference, self connect are not influencing by gender, only action factor is influencing gender, so there is no significance difference between factors of cause related marketing and gender.

TABLE NO. 3.4
HYPOTHESIS TESTING -2

Hypothesis 2
H0: There is no significance difference between factors of cause related marketing and Age.
H1: There is a significance difference between factors of cause related marketing and Age.

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Acceptance of null (or) alternate hypothesis
Factor 1 Feel good	Between Groups	3.101	3	1.034	3.164	.026	Accept H1
	Within Groups	47.700	146	.327			
	Total	50.800	149				
Factor 2 Self reference	Between Groups	.469	3	.156	.386	.763	Accept H0
	Within Groups	59.193	146	.405			
	Total	59.662	149				
Factor 3 Action factor	Between Groups	8.360	3	2.787	10.694	.000	Accept H1
	Within Groups	38.047	146	.261			
	Total	46.407	149				
Factor 4 Self connect	Between Groups	1.992	3	.664	2.022	.113	Accept H0
	Within Groups	47.950	146	.328			
	Total	49.941	149				

Interpretation:

From the above table is inferred that the factors named feel good and action factor are influencing by Age, self connect and self reference are not influencing by Age.

TABLE NO. 3.5
HYPOTHESIS TESTING -3

Hypothesis 3
H0: There is no significance difference between factors of cause related marketing and education.
H1: There is a significance difference between factors of cause related marketing and education.

ANOVA							
		Sum of Squares	Df	Mean Square	F	Sig.	Acceptance of null (or) alternate hypothesis
Factor 1 Feel good	Between Groups	.747	3	.249	.726	.538	Accept H0
	Within Groups	50.054	146	.343			
	Total	50.800	149				

Factor 2 Self reference	Between Groups	2.666	3	.889	2.276	.082	Accept H0
	Within Groups	56.996	146	.390			
	Total	59.662	149				
Factor 3 Action factor	Between Groups	3.123	3	1.041	3.512	.017	Accept H1
	Within Groups	43.283	146	.296			
	Total	46.407	149				
Factor 4 Self connect	Between Groups	2.352	3	.784	2.405	.070	Accept H0
	Within Groups	47.590	146	.326			
	Total	49.941	149				

Interpretation:

From the above table is inferred that the factors named feel good, self reference, self connect are not influencing by education, only action factor is influencing education, so there is no significance difference between factors of cause related marketing and education.

TABLE NO. 3.6
HYPOTHESIS TESTING -4

Hypothesis 4

H0: There is no significance difference between factors of brand preference and gender.

H1: There is a significance difference between factors of brand preference and gender.

Independent Samples 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	95% Confidence Interval of the Difference		Acceptance of null (or) alternate hypothesis
									Lower	Upper	
Factor1 Brand image	Equal variances assumed	.002	.969	-.437	148	.663	-.0463983	.1061998	-.2562621	.1634655	Accept H0
	Equal variances not assumed			-.413	45.774	.682	-.0463983	.1123377	-.2725525	.1797559	
Factor 2 Brand role	Equal variances assumed	9.609	.002	-2.303	148	.023	-.31118	.13509	-.57813	-.04422	Accept H1
	Equal variances not assumed			-1.851	39.013	.072	-.31118	.16808	-.65114	.02879	
Factor 3 Engagement factor	Equal variances assumed	2.164	.143	-2.288	148	.024	-.2614	.1142	-.4871	-.0357	Accept H1
	Equal variances not assumed			-1.782	38.052	.083	-.2614	.1467	-.5584	.0356	

Factor 4 Brand familiarity	Equal variances assumed	1.102	.296	-.801	148	.424	-.0845692	.1055376	-.2931244	.1239860	Accept H0
	Equal variances not assumed			-.896	58.380	.374	-.0845692	.0943512	-.2734076	.1042691	

Interpretation :

     From the above table is inferred that the factors named brand image and brand familiarity, self connect are not influencing by gender, only brand role and engagement factor is influencing gender.

TABLE NO. 3.7
HYPOTHESIS TESTING -5

Hypothesis 5
H0: There is no significance difference between factors of brand preference and Age.
H1: There is a significance difference between factors of brand preference and Age.

ANOVA		Sum of Squares	Df	Mean Square	F	Sig.	Acceptance of null (or) alternate hypothesis
Factor1 Brand image	Between Groups	.675	3	.225	.794	.499	Accept H0
	Within Groups	41.398	146	.284			
	Total	42.074	149				
Factor 2 Brand role	Between Groups	7.181	3	2.394	5.526	.001	Accept H1
	Within Groups	63.246	146	.433			
	Total	70.427	149				
Factor 3 Engagement factor	Between Groups	.364	3	.121	.354	.786	Accept H0
	Within Groups	49.971	146	.342			
	Total	50.335	149				
Factor 4 Brand familiarity	Between Groups	2.905	3	.968	3.646	.014	Accept H1
	Within Groups	38.772	146	.266			
	Total	41.677	149				

Interpretation:

     From the above table is inferred that the factors named brand image and engagement factor are not influencing by Age, Brand role and brand familiarity are influencing by Age.

TABLE NO. 3.8
HYPOTHESIS TESTING -6

Hypothesis 6
H0: There is no significance difference between factors of brand preference and education
H1: There is a significance difference between factors of brand preference and education

ANOVA		Sum of Squares	df	Mean Square	F	Sig.	Acceptance of null (or) alternate hypothesis
Factor1 Brand image	Between Groups	1.495	3	.498	1.793	.151	Accept H0
	Within Groups	40.578	146	.278			

	Total	42.074	149				
Factor 2 Brand role	Between Groups	3.441	3	1.147	2.500	.062	Accept H0
	Within Groups	66.986	146	.459			
	Total	70.427	149				
Factor 3 Engagem ent factor	Between Groups	4.672	3	1.557	4.979	.003	Accept H1
	Within Groups	45.663	146	.313			
	Total	50.335	149				
Factor 4 Brand familiarit y	Between Groups	1.938	3	.646	2.373	.073	Accept H0
	Within Groups	39.739	146	.272			
	Total	41.677	149				

Interpretation

From the above table is inferred that the factors named brand image and brand familiarity are not influencing by education, Brand role and brand familiarity are influencing by education.

3.9 REGRESSION

The regression is calculated by taking the Cause Related marketing and Brand Preferences but using SPSS Software. In this cause related marketing is taken as independent variable and brand preference as dependent variable.

Ho= There is no significant effect of cause related marketing on Brand preference

Ha= There is significant effect of cause related marketing on Brand preference

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738[a]	.545	.532	.2765782

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.284	4	3.321	43.416	.000[b]
	Residual	11.092	145	.076		
	Total	24.376	149			

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.810	.125		6.501	.000
Factor 1(Feel good)	.396	.042	.572	9.447	.000
Factor 2(Self Reference)	.176	.041	.276	4.270	.000
Factor 3(Action Factor)	-.037	.041	-.052	-.916	.361
Factor 4(Self connect)	.030	.044	.044	.695	.488

a. Dependent Variables=brand preference

Y=independent variable (cause related market)

X=dependent variable (brand preference)

Y predicted=a+b1x1+b2x2+b3x3+b4x4

Y=.810+.396x1+.176x2+(-.037x3)+.030x4

X1=factor 1(feel good factor)

X2=factor 2(self reference factor)

X3=factor 3(action factor)

X4=factor 4(self connect)

The multiple regressions were applied between cause related marketing and brand preference. The result of regression indicates that independent variable cause related marketing has a significant impact on dependent variable brand preference signified by the critical f value which were found greater than f value. The following are the values:

Factors	F critical value	F Value
Factor 1	0.70	0.47
Factor 2	0.76	0.40
Factor 3	0.76	0.52
Factor 4	0.76	0.48

Therefore the researcher rejects the null hypothesis and accepts the alternative hypothesis and hence it is proved that there is significant effect impact of cause related marketing on brand preference.

4.1 Findings

- It is inferred that out of 150 samples, 78.7% of the respondents are male.
- It is inferred that about 52.6% of the respondents belong to the age group between 26-30 years.
- 54% of the respondents have completed their UG qualification.
- It is inferred that 43.3% of the respondents have earnings more than 100000 lakhs.
- It is inferred that about 50% of the respondents has been in retail sector about 0-5 years.
- Among the 29 statements factor consider and there are 4 factors extracted namely feel good factor, self reference factor, action factor and self connect factor.
- Among the 19 statements 4 factors extracted namely brand image factor, brand role factor , engagement factor and brand familiarity factor.
- It is inferred that action factor is influencing the gender factor.
- It is inferred that the factor name feel good and action are influencing the age.
- It is inferred that the action factor is influencing education.
- The brand role and engagement factor is influencing gender.
- It is inferred that brand familiarity and brand role are been influenced by age.
- Brand role and brand familiarity are influenced by education.
- From the multiple regressions, it is inferred that the cause related marketing has an impact on brand preference.

4.2 Suggestion

Marketing managers are being challenged to differentiate their products in an increasingly competitive marketplace , develop financially accountable marketing programmes and accommodate pressure for socially responsible behavior in addition, traditional marketing communications strategies , particularly advertising are being re- evaluated in terms of their effectiveness in this changed business environment (Rust and Oliver 1994). One of the primary objectives for firms that engage in cause related marketing is to improve brand image or attitude to the brand. Further , improving brand attitude has been identified as one of the fundamental communications affects (Rossiter and Percy 1998). Research has suggested that marketing practioners will increasingly be considering cause related marketing as an element of their overall marketing strategy (Bednall et al. 2001; Cavill and Company 1997).

This study highlights the importance to firms of choosing the appropriate cause to partner with, as this association ultimately impact on ability of this strategy to positively influence brand preference.

Marketers who engage in cause related marketing should also consider actively communicating the connection between their brand and the cause to enhance the effectiveness of the strategy.

Future research that builds on the findings of this study and overcomes its limitations is recommended. First, it is suggested that this study should be replicated using a number of other brands and product categories to determine whether these result can be extended to other conditions. Similarly this study should be replicated with a other sample to determine whether these findings can be generalized to the overall population. Most importantly, repetition of this study may clarify the impact of cause related marketing on brand performance in comparison to other communication strategies.

4.3 Conclusion

In conclusion, as an emerging area within the marketing discipline, there is a critical need for research in to the various elements of cause related marketing strategies. The findings of the research have important implications for both practitioners and academics. This research has provided conceptual model to demonstrate the process that leads to a favorable consumer response to cause related marketing. Furthermore, this study has empirically demonstrated the strength of cause related marketing in comparison to other communications strategies. The major finding indicates that cause related marketing has an effect on brand preference. Given the unique win-win-win benefits associated with this strategy, it is not difficult to understand why both practitioners and academics suggest that cause related marketing is likely to continue to grow. This research was undertaken win the intention contributing to the understanding of the factors that can maximize the effectiveness of this strategy. This study has added to the current body of knowledge relating to cause related marketing and has provided insight in to areas that warrant further exploration.

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