



“A STUDY ON CAUSE-BASED MARKETING WITH REFERENCE TO PROCTER & GAMBLE AND KFC”

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Abstract : With a total population of 1.37 billion in 2019, India ranks the second highest in world population after China. Out of which 65% of the population lives in the rural front. This is the sector where most of the unprivileged class survives with bare minimum facilities and difficult situations to survive in. Though there have been many schemes that were introduced by the Government of India, the help that was received by the needy was not sufficient enough for them to have a better standard of living. There were also other non-profit organizations that extended a helping hand in making movements towards raising the standards of living of these unprivileged sectors in the nation. With a rapid growth in the industrialization and urbanization these sectors were being ignored very lately and there is an urge to up bring these sectors. The basic aim of a business is to earn maximum profits for the future prospects via promotions and marketing. Often the sources of marketing and promotions have faced a lot of changes and the tactics of doing them as well have changed. Now a days there is awareness among the people to help the lower class to develop and lead a better life comparatively. Thus, the firms and businesses along with increasing the quality aspect have introduced a scheme namely CAUSE-BASED MARKETING, which has a dual goal of benefitting the firm and the society as well. Various giant firms have also taken up the dual beneficiary scheme of cause-based marketing in order to help these sectors along with increasing their profits. The cause-based marketing mainly focuses on increasing the profits of the firm along with benefitting the societal needs. This project with the title “A STUDY ON CAUSE-BASED MARKETING WITH REFERENCE TO PROCTER & GAMBLE AND KFC” focuses on the changes in the profit patterns of the two companies prior and post the introduction of the cause-based marketing by the respective firms, along with the response of people towards this scheme and whether the fund raised by this scheme by the firms have an apt reach as it was supposed to be.

I. INTRODUCTION

Cause-based marketing is a business strategy wherein a business firm cooperatively aims at communicating the message of the brand to the consumers as well as aiming at the increase in the sales prospects of the product(s). In this way the cause-based marketing can be said having a dual goal of benefitting the society and the profitability of the firm at the same time, thus ensuring the development of the profits and goodwill of the business simultaneously.

The main aim of cause-based marketing is to improve the profitability of business and better society in accordance with corporate social responsibility. It also forms as one of the ways that the company showcases its fulfillment of the responsibility towards the society. Cause marketing involves collaborated efforts made by the business to increase the profits and provide help to needy through the same platform.

Cause-based marketing is not all about charitable donation from the customers in improving or betterment of society but new methods of marketing for specific donation by promotional campaign. That is, it, unlike the non-profit schemes has a dual objective which involves the betterment of the society with a hidden strategy of increasing the profits of the organization. It is a long-term process, since the cause-based schemes has to gain popularity among the consumers for the purpose of profitability to be fulfilled.

WHAT IS CAUSE-BASED MARKETING CAMPAIGN?

Cause based marketing is to increase the profit of business which benefits non-profit charity or support any social cause in society. Basically, a campaign is an integrated program wherein the personnel of the firm come together and conduct various programs for the advertisement of the products of the firm which promote cause-based marketing. Through this platform the marketing team makes sure that enough publicity is done about the dual operations of the product which benefits the consumers and the society as well, which leaves a perception on the minds of the customers that the purchase of product by them will not only does benefit the firm but as well help the needful and ensure the betterment of the low class. “Campaigns” are basically done to promote the product (mostly the new ones) in the market against the already available variations among the similar kind of products. Thus, more than 97% of

marketing executives have a strong perception that cause-based marketing is a valid business program which ensures the dual goal of earning profit and benefitting the society simultaneously.

Cause-based marketing and philanthropy aren't one and the same; meaning, cause-based marketing is a wider concept as compared to that of philanthropy. Philanthropy simply refers to the donations made to the non-profit organizations for the betterment of the organization, while cause-based marketing is a marketing technique which under the cover of social benefits aims at earning profits for the firm.

Cause marketing is not simply a campaign, but a complex part of an overall business policy. Which means that unlike other campaigns cause-based marketing is not a mere work of some week or months, it is long-term in nature and has a complex variation to handle by the marketing team in order to gain success in the planned prospects.

Every business has to undergo through all the stages of the business cycle. It is in the hands of the people in power of the firm as of how they manage to maintain various stages and deal with them in order to save the firm from incurring loss at most of the times. It can't be possible that a firm has never faced loss in its life span, but the reduction of the level of loss can be done by using various marketing and business strategies. One of them being cause-based marketing. Cause-based marketing requires a specific goal, smart ideas and clever strategy in order to achieve the required success rate in the future.

THE MAIN COMPONENTS OF CAUSE MARKETING CAMPAIGN ARE:

PRODUCT PROMOTION: The Product Promotion means disseminating the information about the product, product line, brand and company to the prospective buyers with the intent to generate sales and develop a brand loyalty. It basically concentrates on the creation of awareness about the product and giving brief details about how the particular product is better in various aspects of quality, pricing etc. The important elements of promotion are place, product and price.

There are 4 types of promotion:

- Advertising
- Sales Promotion
- Personal Selling
- Publicity

CONSUMER ENGAGEMENT/INVOLVEMENT: It is defined as a state of mind that motivates consumers to identify with product/service offerings, their consumption patterns and consumption behavior. This identification of the pattern helps the costumers to understand the benefits of involvement of the consumers towards the product and helps in perceiving that the loyalty of the consumers motivates the firm to work more efficiently in order to satisfy the customers for their loyalty.

AWARENESS ABOUT PROMOTING BRANCH BY THE ADVERTISEMNT: Promotion is the use of various marketing and communication tools to present company and product messages to targeted customers. Thus, the awareness about the product to be made plays a very important role in the path towards earning profit. Building and maintaining brand awareness are common promotional objectives for companies entering the market or looking to continue success over the long term.

HISTORY:

1973 - Congress passed the species Act (ESA) on December 14, 1973. This triggered 7-Eleven making an advanced of \$250,000 representing 1-cent from the sale of more than 2-million Endangered Species Cups to the National Wildlife Federation (NWF) who purchased Bald Eagle habitat. The transfer of land to the U.S. Government and U.S. Fish and Wildlife Service happened on December 19, 1974 and came to be referred to as the Karl E. Mundt National Wildlife Refuge.

The first known case of cause marketing in America was in March, 1974. When Carr & Associates International was formed by John T. Carr as how of "giving back" by engaging charitable causes and businesses to support one another. The organization was promoted by John T. Carr specialize in enlisting businesses to offer back referral fees on what they could normally spend for marketing; and having those funds redirected toward the charitable explanation for the buyer's choice. The name was soon changed to Charitable Giving Foundation and remains headed by the Founder, CEO & President John T. Carr. Over the past 40+ years the Charitable Giving Foundation has helped generate millions of dollars to various charitable causes and is still helping generate these much-needed funds to charitable causes.

In 1976, the first major cause marketing campaign was executed through a partnership between the Marriott Corporation and the March of Dimes.

Marriott's objective was to generate highly cost-effective public relation and media coverage for the opening of the 200-acre (0.81 km²) family entertainment center, Marriott's Great America in Santa Clara, CA.

March of Dimes' objective was to greatly increase fund raising while motivating the collection of pledges by the program's deadline in 67 countries throughout the Western United States.

Therefore, it is explained in brief the campaign of 1976 that is:

In 1976, the primary major cause marketing campaign was executed through a partnership between the Marriott Corporation and therefore the March of Dimes. Marriott's objective was to generate highly cost-effective public relations and media coverage for the opening of their 200-acre family entertainment center, Marriott's Great America in Santa Clara, CA. The March of Dimes' objective was to greatly increase fund raising while motivating the gathering of pledges by the program's deadline. The promotion was conducted simultaneously in 67 cities throughout the western us. This cause marketing campaign and partnership raised an unprecedented \$2.4 million to become the most successful promotion in the history of Chapters West of the March of Dimes, while providing hundreds of thousands of dollars in free publicity and stimulating a 2.2million person attendance, a regional theme park record, for the opening year of the Marriott entertainment complex.

II. OBJECTIVE OF STUDY

- Sales and revenue increases after introducing cause-based
- Consumer satisfaction and awareness among them about cause based marketing
- To find out the reach made through the program 'SHIKSHA'(P&G) and 'ADD HOPE' (KFC)

III. SCOPE OF CAUSE-BASED MARKETING:

- The main aim of it is to improve the profitability of business and better society in accordance with corporate social responsibility. Cause-based marketing is not all about charitable donation from the customers in improving or betterment of society but new methods of marketing for specific donation by promotional campaign.
- Cause based marketing helps corporate social responsibility of the company to increase its efficiency of business efforts.
- Cause based marketing is helpful for non-cause-based marketing to increase they sales and revenue i.e., in market differentiation, methods, techniques etc.
- It acts as a proper basic method to increase profitability of the company as well as society betterment in marketing campaigns, program, advertisement, campus etc.
- It gives a wider insight to the students about a clear perspective of cause-based marketing.
- Helps in differ in quality and specialist of the products
- It envisages the loyalty of the customer towards the firm and vice-verse
- Transaction based promotion is the most popular type of cause marketing campaign is when a corporate donates a predetermined amount of food, cash or products.

3.1 Population and Sample

This study on the topic, "A STUDY ON CAUSE-BASED MARKETING WITH REFERENCE TO 'PROCTER & GAMBLE' AND 'KFC'", is a descriptive study on the current perceptions of consumers about the cause-based marketing technique. It includes the usage of 'Schedule' which is a research tool, that have been used to find out the primary data in order to get a clear picture about the impact that has been made by the scheme on various sectors of people. The analysis was based on the information that we got by performing personal interview and getting the schedules filled up by different sects of the society which included students, employees, businessmen and the unemployed class as well. Also, we did collect the information related to the income levels of the above-mentioned companies, post and prior the introduction of the scheme of Cause-based Marketing. An analysis in the difference of the income levels was made in order to showcase the success of the scheme on various levels. Thus, there was inclusion of primary and secondary data in the study which helped in having a broader perspective of the subject that was chosen for the project.

SAMPLE SIZE – 100

Sampling Unit:

The Sampling Unit consists of all kinds of consumers which were broadly divided into businessmen, employees, students and the unemployed class.

Sample Size:

We have done a survey based on the Questionnaire Method of Research Methodology for about 120 consumers out which 100 responses were received. So, the sample size taken for the study is 100.

3.2 Data and Sources of Data

Primary Data:

The primary form of data has been collected through a structured form of questionnaire having an informal talk with the consumers about cause-based marketing, campaigns and schemes.

Secondary Data:

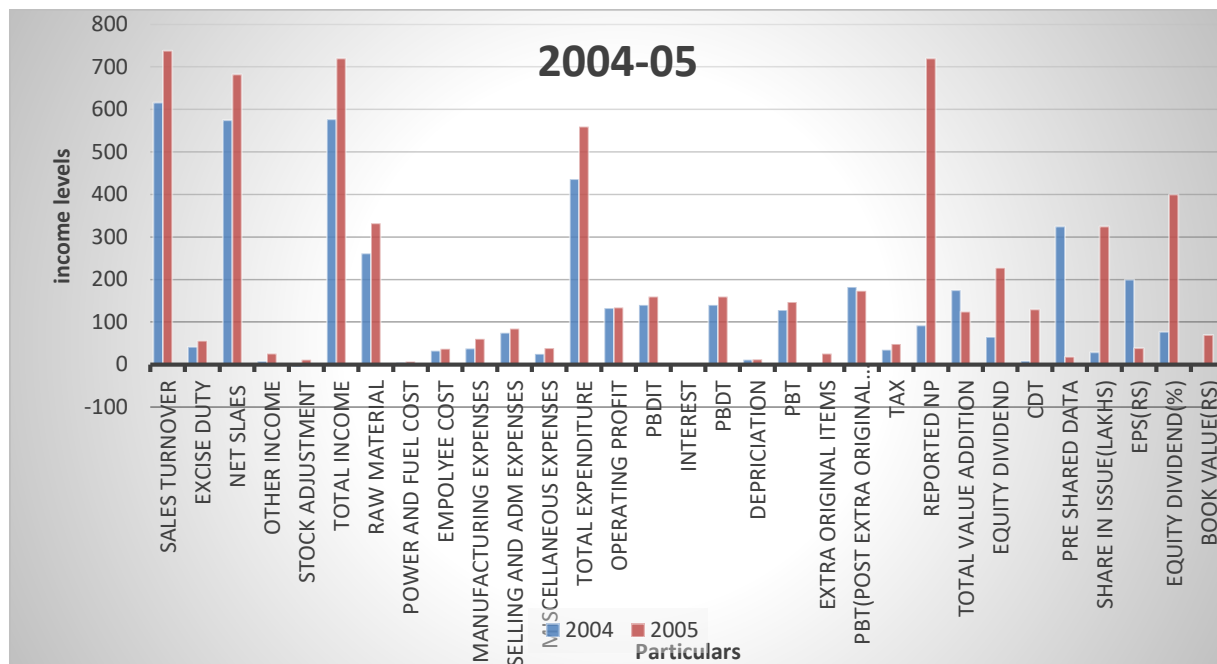
All the information related to the company's profile, marketing strategies and income statements were collected through various sources which include books, social media and articles related to cause-based marketing forming the secondary data for the study.

3.3 ANALYSIS OF DATA

TABLE-01: COMPARATIVE STATEMENT OF P&G FOR THE YEARS 2004-05:

PARTICULARS	2004	2005	ABSOLUTE CHANGE	PERCENTAGE CHANGE
INCOME				
Sales Turnover	616.01	738.1	122.09	19.81948
Excise Duty	41.22	56.1	14.88	36.09898
Net Sales	574.79	682	107.21	18.65203
Other Income	7.79	25.86	18.07	231.9641
Stock Adjustment	-5.93	11.65	17.58	-296.459
Total Income	576.62	719.51	142.89	24.78062
EXPENDITURE				
Raw material	261.53	332.36	70.83	27.08294
Power and fuel cost	4.97	6.85	1.88	37.82696
Employee cost	32.69	37.37	4.68	14.3163
Manufacturing expenses	37.45	60.34	22.89	61.1215
Selling and administration expenses	74.84	84.62	9.78	13.06788
Miscellaneous expenses	24.9	38.28	13.38	53.73494
Total expenditure	436.38	559.82	123.44	28.28727
Operating profit	132.48	133.83	1.35	1.019022
PBDIT	140.27	159.69	19.42	13.84473
Interest	0.39	0.05	-0.34	-87.1795
PBDT	139.88	159.64	19.76	14.12639
Depreciation	11.56	12.4	0.84	7.266436
PBT	128.32	147.24	18.92	14.74439
Extra original items	0.14	25.79	25.65	18321.43
PBT (post extra original Items)	182.46	173.03	-9.43	-5.16826
Tax	35	48.42	13.42	38.34286
Reported NP	92.17	124.61	32.44	35.19583
Total value addition	174.85	227.47	52.62	30.09437
Equity dividend	64.92	129.84	64.92	100
CDT	8.48	18.21	9.73	114.7406
Share in issue(lakhs)	324.61	324.61	0	0
EPS (rupees)	28.39	38.39	10	35.22367
Equity Dividend (%)	200	400	200	100
Book value(rupees)	76.75	69.52	-7.23	-9.4202

GRAPH-01: GRAPHICAL REPRESENTATION OF THE COMPARATIVE STATEMENT (2004-05):



INTERPRETATION:

From the above graph we can analyze that the net sales rate in 2004 was 574.79 crores whereas in 2005 it increased to 682 crores with a percentage change of 18.65%.

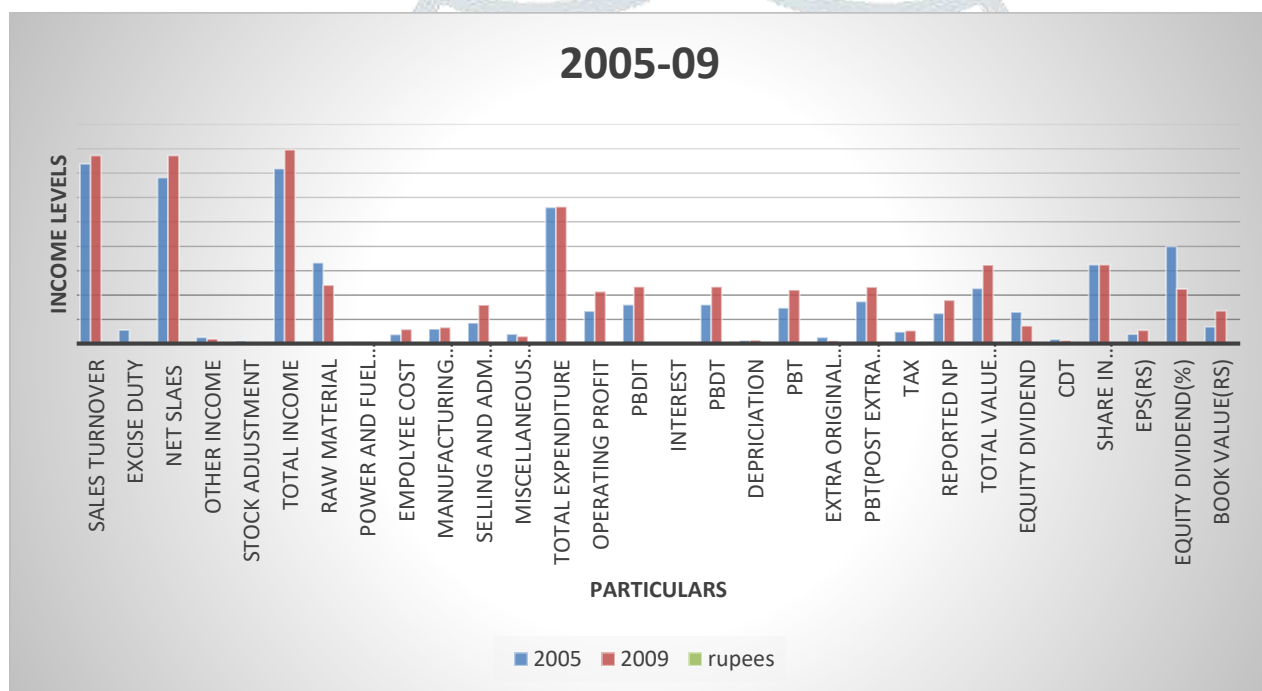
The total income of 2004 was 576.62 crores and it increased to 719.51 in 2005 with a percentage change of 24.78% which interprets that there was an increase in the sales of the company which lead to an increase in profit and earned excess income comparatively. From the above graph we also understand that total expenditure in the year 2004 was 436.38 crores whereas in the year 2005 was 559.82 crores with a percentage change of 28.28%. We can interpret there is a kind of control on expenditure related to selling and administration and miscellaneous with a percentage change of 13% and 53.73% respectively, but in case of manufacturing expenses there is a rapid increase with a percentage of 61.12%, which indicates that the company has to control its manufacturing expenses.

TABLE-02: COMPARATIVE STATEMENT OF P&G FOR THE YEARS 2005-09:

PARTICULARS	2005	2009	ABSOLUTE CHANGE	PERCENTAGE CHANGE
INCOME				
Sales Turnover	738.1	773.03	34.93	4.732421
Excise Duty	56.1	0.22	-55.88	-99.6078
Net Sales	682	772.81	90.81	13.31525
Other Income	25.86	19.74	-6.12	-23.6659
Stock Adjustment	11.65	4.1	-7.55	-64.8069
Total Income	719.51	796.65	77.14	10.72119
EXPENDITURE				
Raw material	332.36	239.68	-92.68	-27.8854
Power and fuel cost	6.85	7.84	0.99	14.45255
Employee cost	37.37	59.21	21.84	58.4426
Manufacturing expenses	60.34	66.3	5.96	9.877362
Selling and administration expenses	84.62	159.17	74.55	88.09974
Miscellaneous expenses	38.28	30.21	-8.07	-21.0815
Total expenditure	559.82	562.41	2.59	0.462649
Operating profit	133.83	214.5	80.67	60.27796
PBDIT	159.69	234.24	74.55	46.6842
Interest	0.05	0	-0.05	-100
PBDT	159.64	234.24	74.6	46.73014

Depreciation	12.4	14.37	1.97	15.8871
PBT	147.24	219.87	72.63	49.32763
Extra original items	25.79	11.79	-14	-54.2846
PBT (post extra original Items)	173.03	231.66	58.63	33.8843
Tax	48.42	52.81	4.39	9.066501
Reported NP	124.61	178.85	54.24	43.52781
Total value addition	227.47	322.73	95.26	41.87805
Equity dividend	129.84	73.04	-56.8	-43.7461
CDT	18.21	12.41	-5.8	-31.8506
Share in issue (lakh s)	324.61	324.61	0	0
EPS (rupees)	38.39	55.1	16.71	43.52696
Equity Dividend (%)	400	225	-175	-43.75
Book value (rupees)	69.52	135.56	66.04	94.99425

GRAPH-02: GRAPHICAL REPRESENTATION OF THE COMPARATIVE STATEMENT (2005-09):

**INTERPRETATION:**

From the above graph we can analyze that the net sales rate in 2005 was 682 crores whereas in 2009 it increased to 772.81 crores with a percentage change of 13.31%.

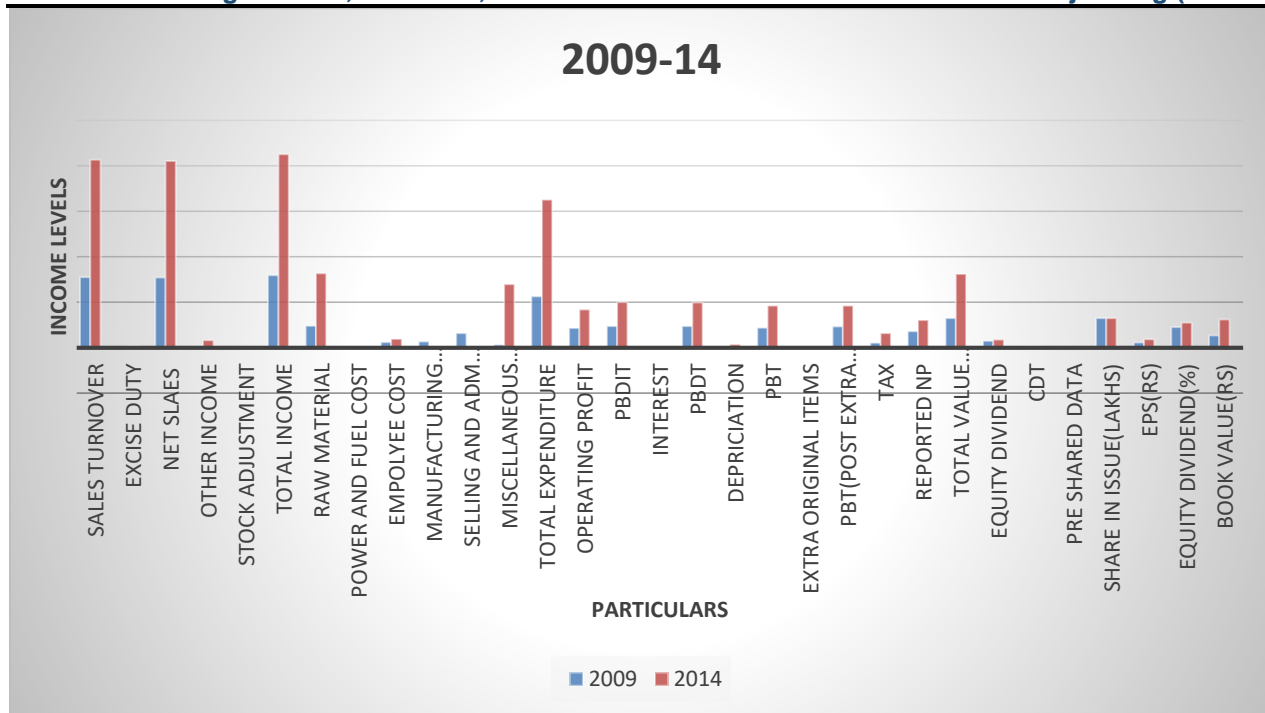
The total income of 2005 was 719.51 crores and it increased to 796.65 crores in 2009 with a percentage change of 10.72% which interprets that there was an increase in the sales of the company which lead to an increase in profit and earned excess income comparatively.

From the above graph we also understand that total expenditure in the year 2005 was 559.82 crores whereas in the year 2009 was 562.41 crores with a percentage change of 0.46%. We can interpret there is a kind of control on expenditure related to miscellaneous has been decreased with a percentage change of -21%. Manufacturing expenses has been controlled with a decrease to 9.8% while there is a rapid increase with a percentage of 88% in selling and administration expenses, which indicates that the company has to control its selling and administration expenses.

TABLE-03: COMPARATIVE STATEMENT OF P&G FOR THE YEARS 2009-14:

PARTICULARS	2009	2014	ABSOLUTE CHANGE	PERCENTAGE CHANGE
INCOME				
Sales Turnover	773.03	2067.3	1294.27	167.4282
Excise Duty	0.22	16.36	16.14	7336.364
Net Sales	772.81	2050.94	1278.13	165.3874
Other Income	19.74	80.2	60.46	306.2817
Stock Adjustment	4.1	-4.88	-8.98	-219.024
Total Income	796.65	2126.26	1329.61	166.9001
EXPENDITURE				
Raw material	239.68	817.23	577.55	240.9671
Power and fuel cost	7.84	15.1	7.26	92.60204
Employee cost	59.21	94.96	35.75	60.37831
Manufacturing expenses	66.3	0	-66.3	-100
Selling and administration expenses	159.17	0	-159.17	-100
Miscellaneous expenses	30.21	698.08	667.87	2210.758
Total expenditure	562.41	1625.37	1062.96	189.0009
Operating profit	214.5	420.69	206.19	96.12587
PBDIT	234.24	500.89	266.65	113.8362
Interest	0	5.39	5.39	
PBDT	234.24	495.5	261.26	111.5352
Depreciation	14.37	35.18	20.81	144.8156
PBT	219.87	460.32	240.45	109.3601
Extra original items	11.79	0	-11.79	-100
PBT (post extra original Items)	231.66	460.32	228.66	98.705
Tax	52.81	158.3	105.49	199.7538
Reported NP	178.85	302.02	123.17	68.86777
Total value addition	322.73	808.14	485.41	150.4075
Equity dividend	73.04	89.27	16.23	22.2207
CDT	12.41	15.17	2.76	22.24013
Share in issue (lakh s)	324.61	325.61	1	0.308062
EPS (rupees)	55.1	93.04	37.94	68.85662
Equity Dividend (%)	225	275	50	22.22222
Book value(rupees)	135.56	308.96	173.4	127.9138

GRAPH-03: GRAPHICAL REPRESENTATION OF THE COMPARATIVE STATEMENT (2009-14):

**INTERPRETATION:**

From the above graph we can analyze that the net sales rate in 2009 was 772.81 crores whereas in 2014 it increased to 2050.94 crores with a percentage change of 165%.

The total income of 2009 was 796.65 crores and it increased to 2126.26 crores in 2014 with a percentage change of 166.9% which interprets that there was an increase in the sales of the company which lead to an increase in profit and earned excess income comparatively.

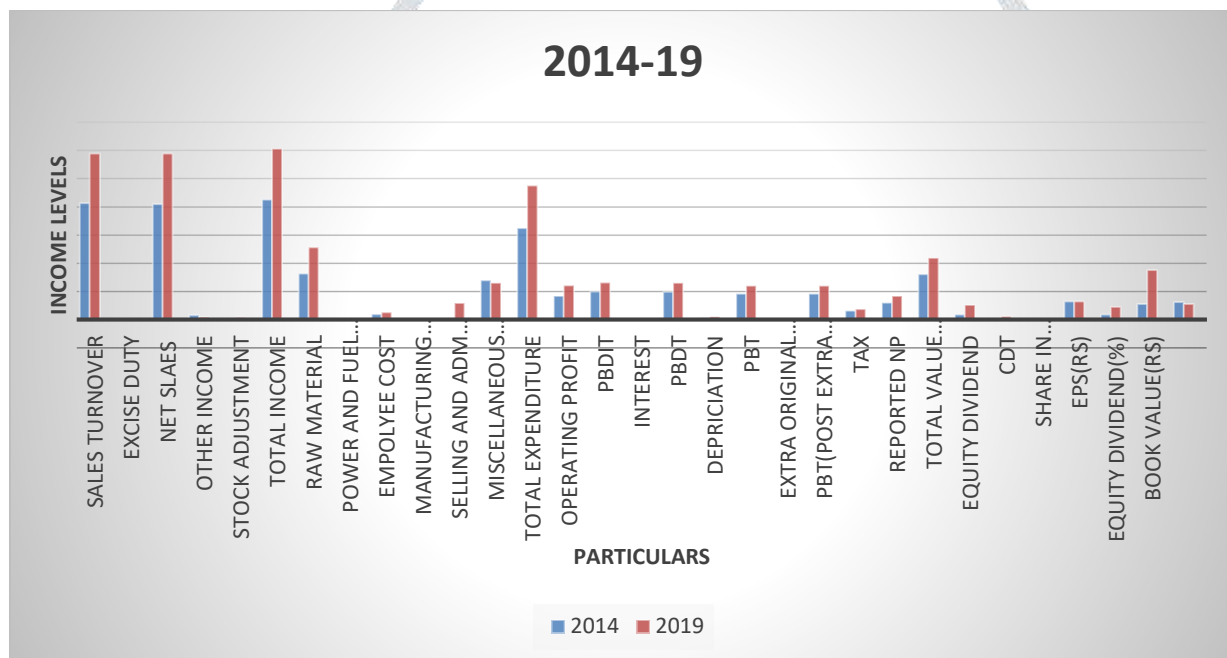
From the above graph we also understand that total expenditure in the year 2009 was 562.41 crores whereas in the year 2014 was 1625.37 crores with a percentage change of 189%. We can interpret there is a proper control on expenditure related to selling and administration and manufacturing expenses that has declined to nil. Whereas the miscellaneous expenses have been increased with a high rate of increase of 2210%.

TABLE-04: COMPARATIVE STATEMENT OF P&G FOR THE YEARS 2014-19:

PARTICULARS	2014	2019	ABSOLUTE CHANGE	PERCENTAGE CHANGE
INCOME				
Sales Turnover	2067.3	2946.5	879.2	42.5289
Excise Duty	16.36	0	-16.36	-100
Net Sales	2050.94	2946.5	895.56	43.66583
Other Income	80.2	46.67	-33.53	-41.808
Stock Adjustment	-4.88	37.33	42.21	-864.959
Total Income	2126.26	3030.9	904.64	42.54607
EXPENDITURE				
Raw material	817.23	1280.33	463.1	56.66703
Power and fuel cost	15.1	12.48	-2.62	-17.351
Employee cost	94.96	132.38	37.42	39.40607
Manufacturing expenses	0	0		
Selling and administration expenses	0	294.99	294.99	
Miscellaneous expenses	698.08	654.8	-43.28	-6.19986
Total expenditure	1625.37	2374.98	749.61	46.11935
Operating profit	420.69	609.25	188.56	44.8216
PBDIT	500.89	655.92	155.03	30.95091
Interest	5.39	5.48	0.09	1.669759
PBDT	495.5	650.44	154.94	31.26942

Depreciation	35.18	49.78	14.6	41.50085
PBT	460.32	600.66	140.34	30.48749
Extra original items	0	0	0	
PBT (post extra original Items)	460.32	600.66	140.34	30.48749
Tax	158.3	188.2	29.9	18.88819
Reported NP	302.02	419.13	117.11	38.77558
Total value addition	808.14	1094.65	286.51	35.45302
Equity dividend	89.27	259.68	170.41	190.8928
CDT	15.17	53.4	38.23	252.0105
Share in issue(lakhs)	325.61	324.61	-1	-0.30712
EPS (rupees)	93.04	229.12	136.08	146.259
Equity Dividend (%)	275	880	605	220
Book value(rupees)	308.96	280.05	-28.91	-9.3572

GRAPH-04: GRAPHICAL REPRESENTATION OF THE COMPARATIVE STATEMENT (2014-19):

**INTERPRETATION:**

From the above graph we can analyze that the net sales rate in 2014 was 2050.94 crores whereas in 2019 it increased to 2946.5 crores with a percentage change of 43.6%.

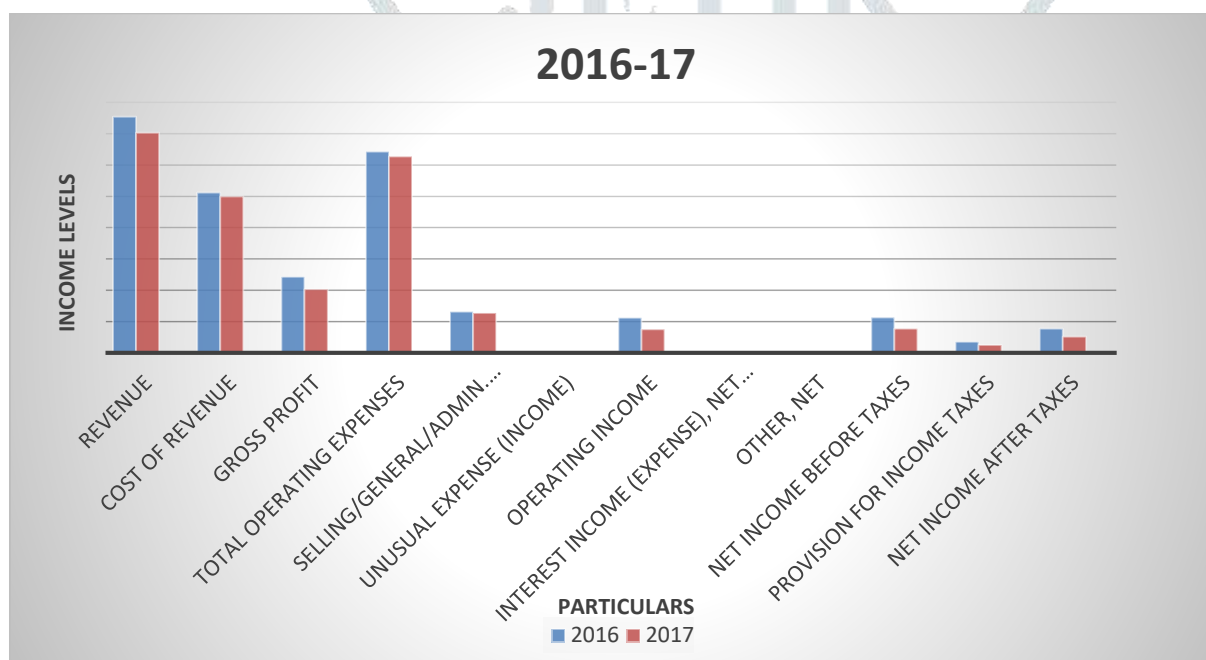
The total income of 2014 was 2126.26 crores and it increased to 3030.9 crores in 2019 with a percentage change of 42.5% which interprets that there was an increase in the sales of the company which lead to an increase in profit and earned excess income comparatively.

The company has managed to control all their expenses.

TABLE-05: COMPARATIVE STATEMENTS OF KFC FOR THE YEARS 2016-17:

PARTICULARS	2016	2017	ABSOLUTE CHANGE	PERCENTAGE CHANGE
Revenue	7545.5	7027.76	-517.74	-6.86157
Cost of Revenue	5114.57	4998.34	-116.23	-2.27253
Gross Profit	2428.9	2029.42	-399.48	-16.447
Total Operating Expenses	6426.28	6270.27	-156.01	-2.42769
Selling/General/Admin. Expenses, Total	1311.5	1271.29	-40.21	-3.06596
Unusual Expense (Income)	0.19	0.64	0.45	236.8421
Operating Income	1117.21	757.5	-359.71	-32.1972
Interest Income (Expense), Net Non-Operating	6.93	10.86	3.93	56.70996
Other, Net	3.37	5.82	2.45	72.7003
Net Income Before Taxes	1127.51	774.18	-353.33	-31.3372
Provision for Income Taxes	353.95	252.26	-101.69	-28.73
Net Income After Taxes	773.56	521.92	-251.64	-32.5301

GRAPH-05: GRAPHICAL REPRESENTATION OF THE COMPARATIVE STATEMENT (2016-17):



INTERPRETATION:

From the above table and graph, it can be interpreted that revenue of 2016 was \$7545.5 million and that of 2017 was \$7027.76 million which indicates there is a decrease in the revenue with a percentage change of -6.8%.

Cost of Revenue (Sales) decreased from \$5114.57 million in 2016 to \$4998.34 million in 2017 with a percentage change of -2.2% which indicates poor control and planning in the firm.

The total expenses that include selling, general and administration has a percentage change of -3%.

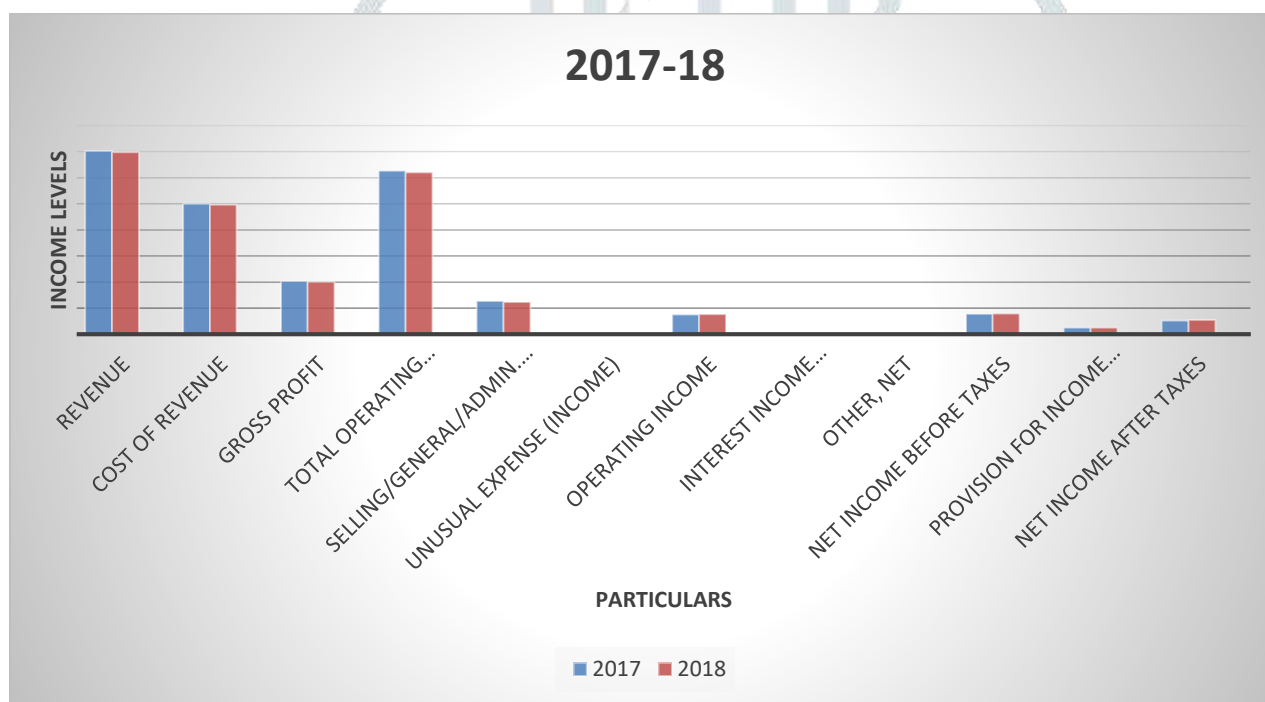
Operating income of the company in 2016 was \$1117.25 million while in 2017 it was \$757.5 million with a percentage change of -32% which indicates a rapid decrease in the income levels of the company.

Net income of the company at the end of the year with a percentage change of -32% which indicates there is a fair amount of loss that has been incurred by the company.

TABLE-06: COMPARATIVE STATEMENT OF KFC FOR THE YEARS 2017-18:

PARTICULARS	2017	2018	ABSOLUTE CHANGE	PERCENTAGE CHANGE
Revenue	7027.76	6981.23	-46.53	-0.66209
Cost of Revenue	4998.34	4971.12	-27.22	-0.54458
Gross Profit	2029.42	2,010.11	-19.31	-0.9515
Total Operating Expenses	6270.27	6207.09	-63.18	-1.00761
Selling/General/Admin. Expenses	1271.29	1237.95	-33.34	-2.62253
Unusual Expense (Income)	0.64	0	-0.64	-100
Operating Income	757.5	772.16	14.66	1.935314
Interest Income (Expense), Net Non-Operating	10.86	14.65	3.79	34.89871
Others	5.82	7.82	2	34.36426
Net Income Before Taxes	774.18	792.64	18.46	2.384458
Provision for Income Taxes	252.26	252.13	-0.13	-0.05153
Net Income After Taxes	521.92	542.5	20.58	3.943133

GRAPH-06: GRAPHICAL REPRESENTATION OF THE COMPARATIVE STATEMENT (2017-18):



INTERPRETATION:

From the above table and graph, it can be interpreted that revenue of 2017 was \$7027.76 million and that of 2018 was \$6981.2 million which indicates there is a decrease in the revenue with a percentage change of -0.66%.

Cost of Revenue (Sales) decreased from \$4998.34 million in 2017 to \$4971.12 million in 2018 with a percentage change of -0.54% which indicates poor control and planning in the firm.

The total expenses that include selling, general and administration has a percentage change of -2.6%.

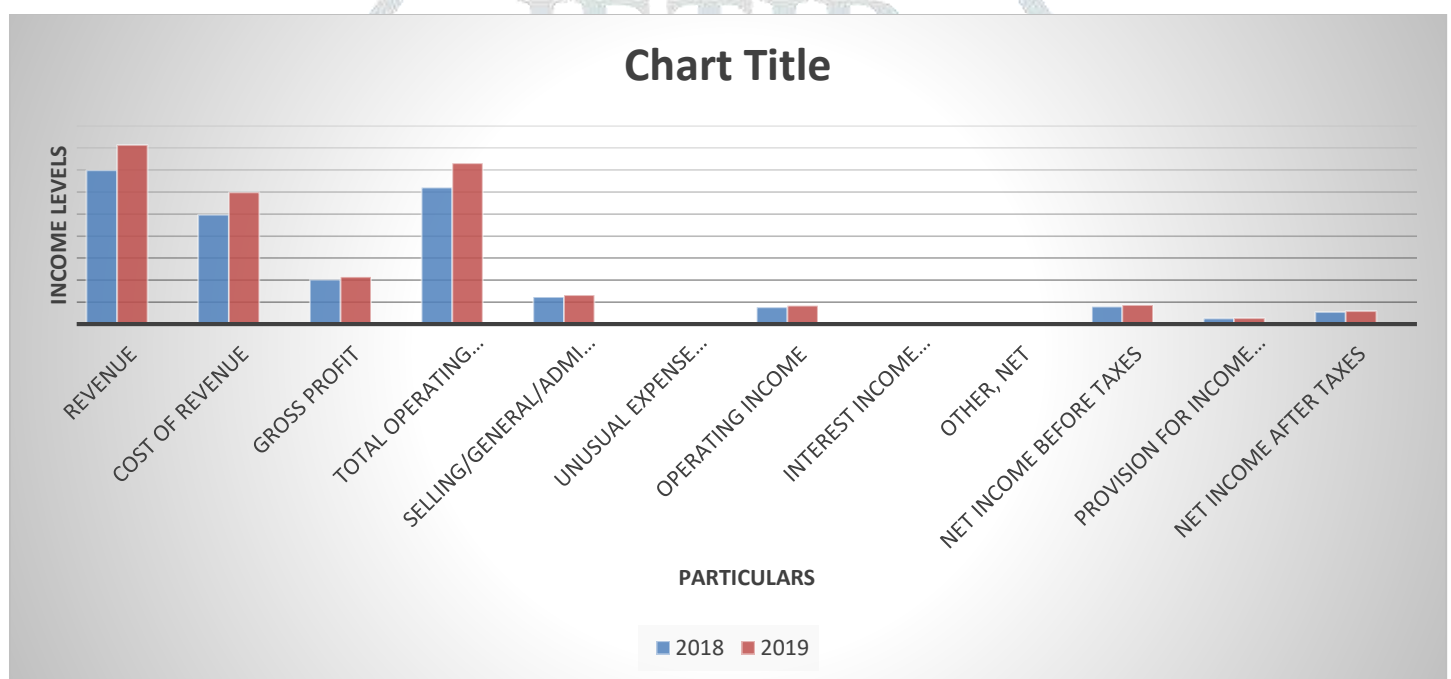
Operating income of the company in 2017 was \$757.5 million while in 2018 it was \$772.16 million with a percentage change of 1.93% which indicates a mild increase in the income levels of the company.

Net income of the company at the end of the year with a percentage change of 3.94% which indicates there is a modest amount of profit that has been incurred by the company.

TABLE-07: COMPARATIVE STATEMENT OF KFC FOR THE YEARS 2018-19:

PARTICULARS	2018	2019	ABSOLUTE CHANGE	PERCENTAGE CHANGE
Revenue	6981.23	8,136.70	1,155.47	16.55109
Cost of Revenue	4971.12	5988.74	1,017.62	20.47064
Gross Profit	2,010.11	2,147.96	137.85	6.857834
Total Operating Expenses	6207.09	7300.52	1,093.43	17.61582
Selling/General/Admin. Expenses, Total	1237.95	1317.7	79.75	6.442102
Unusual Expense (Income)	0	6.11	6.11	
Operating Income	772.16	836.18	64.02	8.291028
Interest Income (Expense), Net Non-Operating	14.65	26.53	11.88	81.09215
Others	7.82	11.27	3.45	44.11765
Net Income Before Taxes	792.64	873.98	81.34	10.26191
Provision for Income Taxes	252.13	277.12	24.99	9.911554
Net Income After Taxes	542.5	596.86	54.36	10.02028

GRAPH-07: GRAPHICAL REPRESENTATION OF THE COMPARATIVE STATEMENT (2018-19):



INTERPRETATION:

From the above table and graph, it can be interpreted that revenue of 2018 was \$6981.12 million and that of 2019 was \$8136.7 million which indicates there is a increase in the revenue with a percentage change of 16.55%.

Cost of Revenue (Sales) increased from \$4971.34 million in 2018 to \$5988.74 million in 2019 with a percentage change of 20.47% which indicates increase in quality control and planning in the firm.

The total expenses that include selling, general and administration has a percentage change of 6.44%.

Operating income of the company in 2018 was \$772.16 million while in 2019 it was \$836.18 million with a percentage change of 8.29% which indicates an optimum increase in the income levels of the company.

Net income of the company at the end of the year with a percentage change of 10% which indicates there is a modest amount of profit that has been incurred by the company.

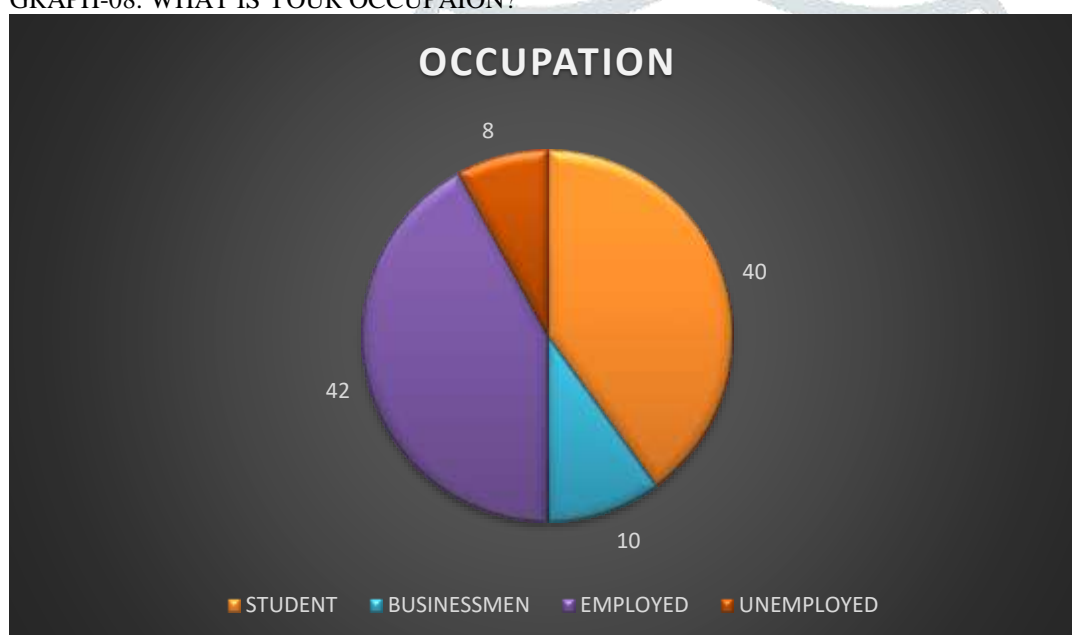
SCHEDULE ANALYSIS:

A Schedule is a set of questions made by a researcher in the due course of his/her research which they use it in the finding the primary data. The Schedule format of research that involves the investigators themselves, as they personally go the persons who are being investigated and interview them personally and fill the schedules themselves by first explaining them about the topic of research and take down their views on the topic of research.

In order to make an analysis for the study it was inevitable that we had to undertake a research method to find out primary data for the study. Thus, we decided to make a schedule for us to understand about the current situation of cause-based marketing in people's perception. So, each one of the group members approached people of different sectors which included students, employees, businessmen and the unemployed class of the society. The sample size that we took was of 100 respondents, which was felt enough to continue with the study as it consisted the majority sectors of the society.

TABLE-08: WHAT IS YOUR OCCUPATION?

OCCUPATION	PERCENTAGE
BUSINESS	10
EMPLOYEE	42
STUDENT	40
UNEMPLOYED	08

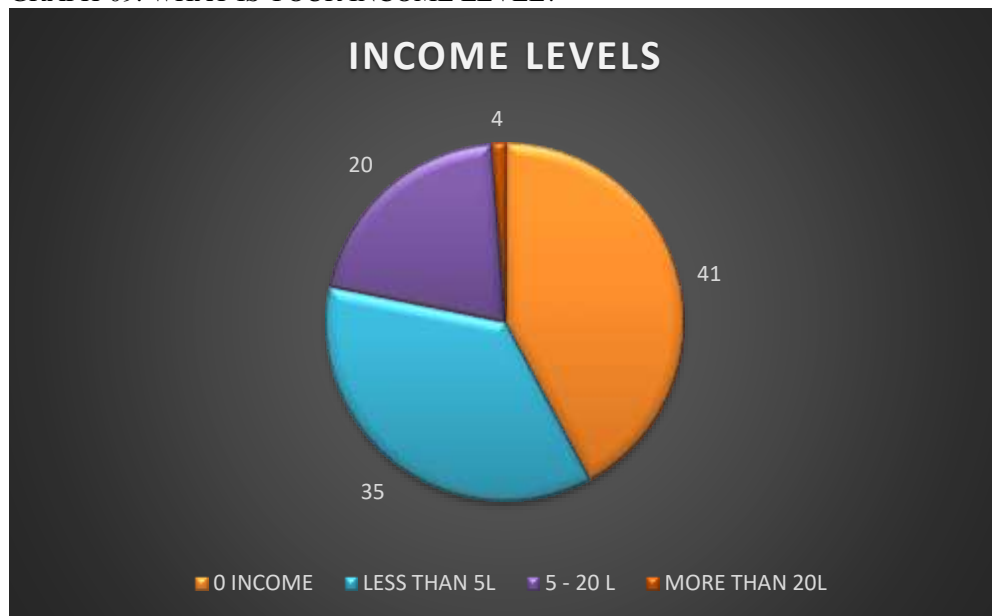
GRAPH-08: WHAT IS YOUR OCCUPATION?**INTERPRETATION:**

Of the 100 respondents, that formed the sample size for the study, 40 respondents were students, 42 belonged to employed class, 10 of them were businessmen and the rest of them i.e., 8 of the people were unemployed.

TABLE-09: WHAT IS YOUR INCOME LEVEL?

INCOME LEVEL (PER ANNUM)	PERCENTAGE
NIL	41
LESS THAN 5,00,000	35
5,00,000 – 20,00,000	20
MORE THAN 20,00,000	04

GRAPH-09: WHAT IS YOUR INCOME LEVEL?



INTERPRETATION:

Out of the 100 respondents that formed the sample for the analysis, there were different classes of people who were divided based upon the level of income they earned per annum. The total of 100 respondents of which 41 respondents had no income i.e., they either belonged to the student class or the unemployed sect, 35 respondents had an income level ranging up to 5 lakh rupees per annum, 20 respondents were from the higher middle class who had income varying from 5 lakh to 20 lakh rupees per annum while the rest 4 respondents had an annual income of more than 20 lakh rupees.

OBJECTIVE 01: SALES AND REVENUE INCREASES AFTER INTRODUCING CAUSE-BASED MARKETING:

Since, the study is related to Cause-based Marketing and the effect of it on the business and its position in the market, the first objective focuses on the changes that occurred in the pattern of profit that were incurred by the companies that introduced Cause-based Marketing scheme in their business activities. In this context, the focus was on Procter and Gamble (P&G) and Kentucky Fried Chicken (KFC).

To find out if there were increase in sales, profit, expenditure and net profit a detailed comparative analysis of the income statement of the company of P&G was made on the information related to the following years i.e., 2004,2005,2009,2014,2019. Whereas, for that of the company of KFC, a detailed comparative analysis pertaining to the change in the levels of the income, profit, expenditure and net profit was done for the years of 2016,2017,2018,2019.

The study was made purely to know how the company faced differences between the profit patterns along various years before and after the introduction of the scheme of Cause-based Marketing. The analysis made us understand how the profits fluctuated after the introduction of the scheme. Not only did the company earn profit but also did the goodwill of the firm increase, as, this scheme has a dual goal of not only increasing the profits but also does benefit the societal needs of the poor.

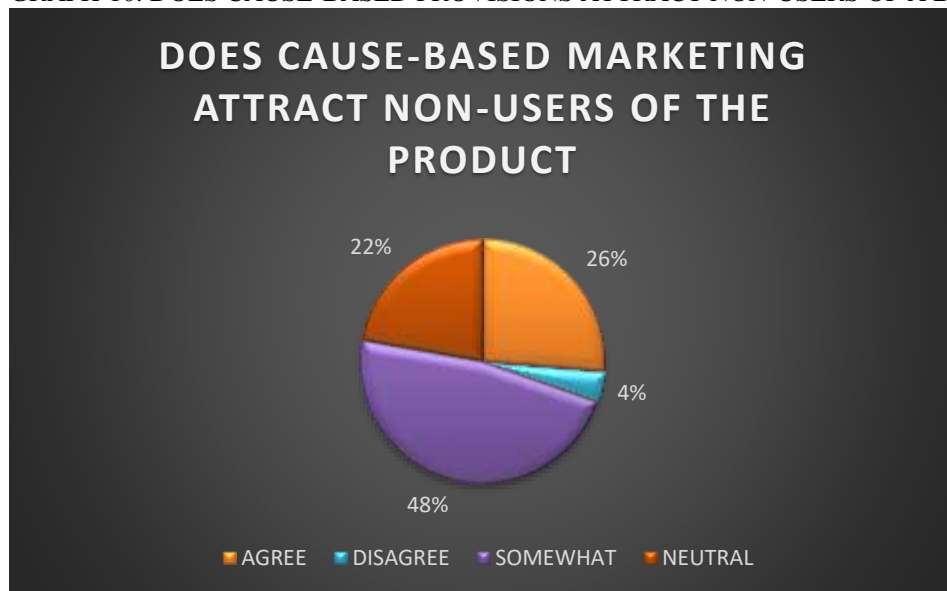
P&G introduced this scheme named “SHIKSHA” in the year 2005, post which the study reveals a higher rate of increase in the company’s profits along with an overall development of the company which resulted in the expansion of the amount earned along with an increase in the goodwill and name of the company. As, P&G aims at helping the rural poor in India itself and aims at rotating the funds within the country for the welfare, it has gained a huge fame and love from the customers, which resulted in higher returns to the firm.

KFC introduced its Cause-based Marketing scheme named “ADD HOPE” in the year 2009 which aims at providing basic meal to the poor children in South Africa. As this scheme involves in regulating the funds collected from overall countries and put it to use in order to help the unprivileged children in South Africa, it has gained a huge recognition across the countries. But, as India itself is a developing nation, the idea of transferring funds to other nation instead of their own nation being in low state did not get proper amount of publicity and fame in the Indian market, due to which this scheme had no great impact in India. Thus, the scheme of KFC did not fetch them any profits from the Indian Economy.

TABLE-10: DOES CAUSE-BASED PROVISIONS ATTRACT NON-USERS OF A BRAND?

DOES CAUSE-BASED PROVISIONS ATTRACT NON-USERS OF A BRAND?	PERCENTAGE
AGREE	26
DISAGREE	04
SOMEWHAT	47
NEUTRAL	22

GRAPH-10: DOES CAUSE-BASED PROVISIONS ATTRACT NON-USERS OF A BRAND?



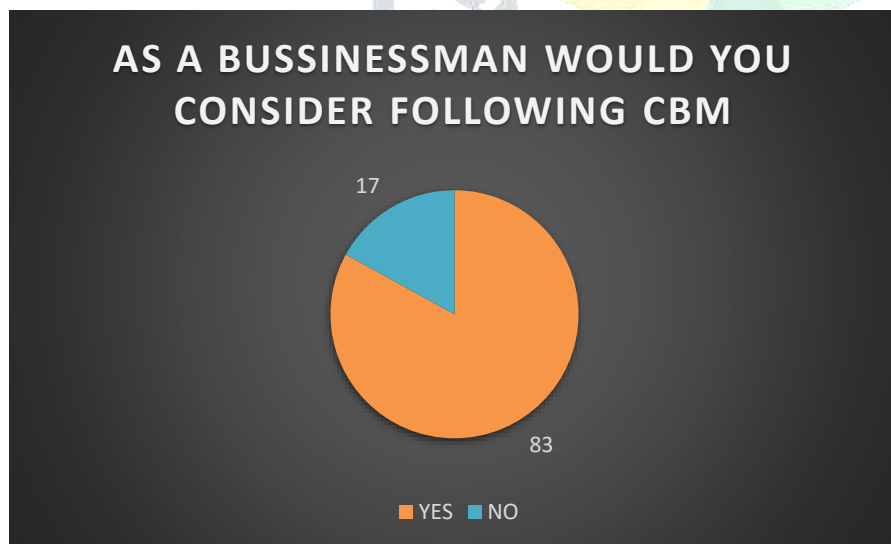
INTERPRETATION:

According to the survey and the responses given by the respondents, it was found that 26 out 100 customers feel and totally agree to the opinion that the provisions given by a product having cause-based schemes attract the non-users of the product to take a chance of using the product because of the dual goal of the product having the scheme. While 48 respondents were of an opinion that it partially attracts the non-users towards the product having cause-based scheme. There were 22 people who had a neutral perception. While 4 of them disagreed to the fact that the provision of cause-based marketing does not attract them and that quality aspect mattered the most to them.

TABLE-11: AS A BUSINESSMAN WOULD YOU CONSIDER FOLLOWING CAUSE-BASED MARKETING?

AS A BUSSINESSMAN WOULD YOU CONSIDER FOLLOWING CAUSE-BASED MARKETING	PERCENTAGE
YES	83
NO	17

GRAPH-11: AS A BUSINESSMAN WOULD YOU CONSIDER FOLLOWING CAUSE-BASED MARKETING?

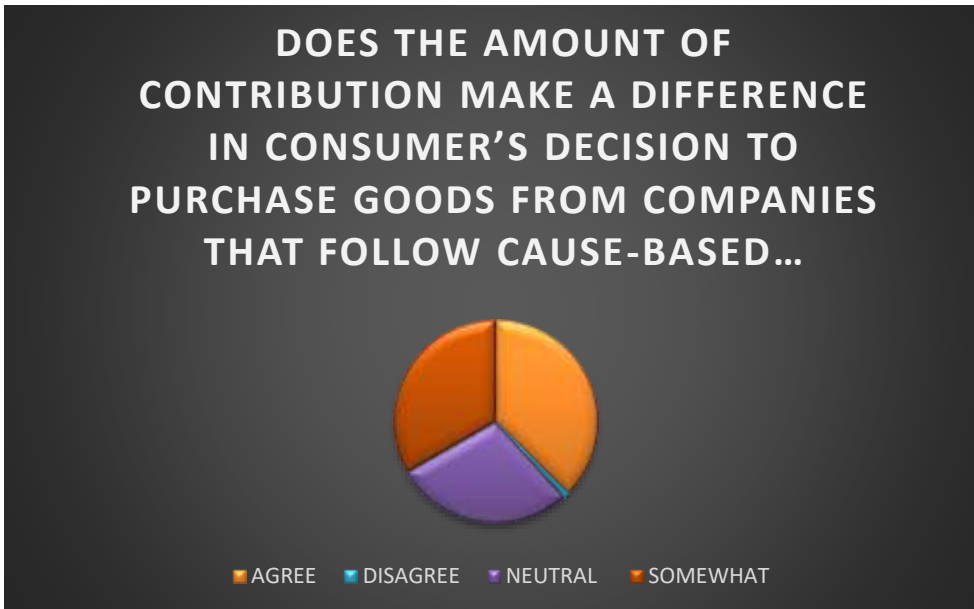


INTERPRETATION:

When asked about if the respondents were to be a businessman, would they implement Cause-based marketing in their business firms, 83 responded positively as they were of an opinion that the scheme of cause-based marketing does help in increasing the sales and profitability of the form along with a good amount of increase in the goodwill of the firm. While, 17 respondents opposed to introducing this scheme in their business as they had a perception that this scheme involves huge amounts of investments.

TABLE-12: DOES THE AMOUNT OF CONTRIBUTION MAKE A DIFFERENCE IN CONSUMER'S DECISION TO PURCHASE GOODS FROM COMPANIES THAT FOLLOW CAUSE-BASED MARKETING?

DOES THE AMOUNT OF CONTRIBUTION MAKE A DIFFERENCE IN CONSUMER'S DECISION TO PURCHASE GOODS FROM COMPANIES THAT FOLLOW CAUSE-BASED MARKETING?	PERCENTAGE
AGREE	37
DISAGREE	01
NEUTRAL	28
SOMEWHAT	33

GRAPH-12: DOES THE AMOUNT OF CONTRIBUTION MAKE A DIFFERENCE IN CONSUMER'S DECISION TO PURCHASE GOODS FROM COMPANIES THAT FOLLOW CAUSE-BASED MARKETING?**INTERPRETATION:**

The response to the above question was that 37 responses were in support of the idea that the contribution makes a difference in the consumer's view to purchase goods having cause-based marketing. While 28 responses were neutral, 33 partially agreed to the idea of cause-based marketing and only 01 negative response was gained.

OBJECTIVE 02: AWARENESS AMONG THE CONSUMERS ABOUT CAUSE-BASED MARKETING:

For any marketing strategy to be successful, it requires that maximum number of consumers are made aware of the existence of the scheme. For which publicity and marketing are inevitable. Now, if a scheme has to get popularity among the consumers so that the marketing scheme fulfills its purpose of existence, it is very necessary and important that the consumers must be made aware of the products under the scheme, how the scheme works out and how the products following the scheme are way better to be consumed.

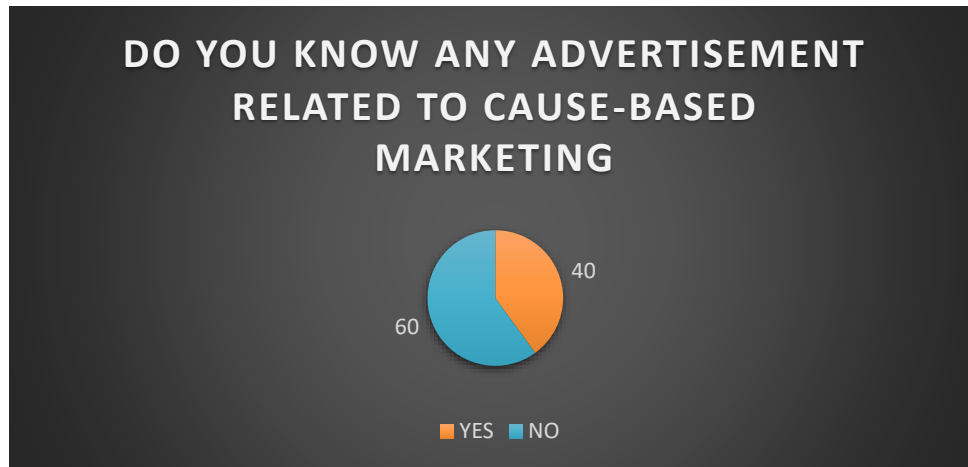
Thus, the second objective focuses on the awareness of consumers about the concept of cause-based marketing and their perspective towards it. For any customer the aspect of quality matters the most along with a reasonable price tag to it. But what if in the same price, the customer on consumption of a particular product indirectly helps the unprivileged people for a better living. This is what exactly cause-based marketing does. It is a marketing strategy with a dual goal which helps not only increasing the profits of the firm but also does provide some sort of help to the unprivileged class of the society.

It was necessary for the project that we collected information on how people react to this scheme and what are their perceptions about this scheme in particular. Thus, in order to get the information, a schedule was made. A schedule is basically a set of questions which an investigator fills up by themselves by personally interrogating the respondents of the sample. The sample size of our project was 100. This sample size consisted of different sectors of the society which made us understand the different prospects of different sects of people. The sample included students, employees, businessmen and the unemployed class as well, which helped us have a broader understanding about how people are reacting to the scheme of cause-based marketing.

TABLE-13: DO YOU KNOW ANY ADVERTISEMENT RELATED TO CAUSE-BASED MARKETING?

DO YOU KNOW ANY ADVERTISEMENT RELATED TO CAUSE-BASED MARKETING	PERCENTAGE
YES	40
NO	60

GRAPH-13: DO YOU KNOW ANY ADVERTISEMENT RELATED TO CAUSE-BASED MARKETING?



INTERPRETATION:

Upon questioning if they remembered any sort of advertisement that was related to the cause-based marketing scheme, 60 of them mention watching it on television which mostly consisted of P & G (Shiksha), Zomato and ITC (Classmate). While the other 40 did not have any idea about remembering any advertisements about cause-based marketing.

TABLE-14: ARE YOU AWARE OF CAUSE-BASED MARKETING?

ARE YOU AWARE OF CAUSE-BASED MARKETING?	PERCENTAGE
YES	82
NO	12

GRAPH-14: ARE YOU AWARE OF CAUSE-BASED MARKETING?

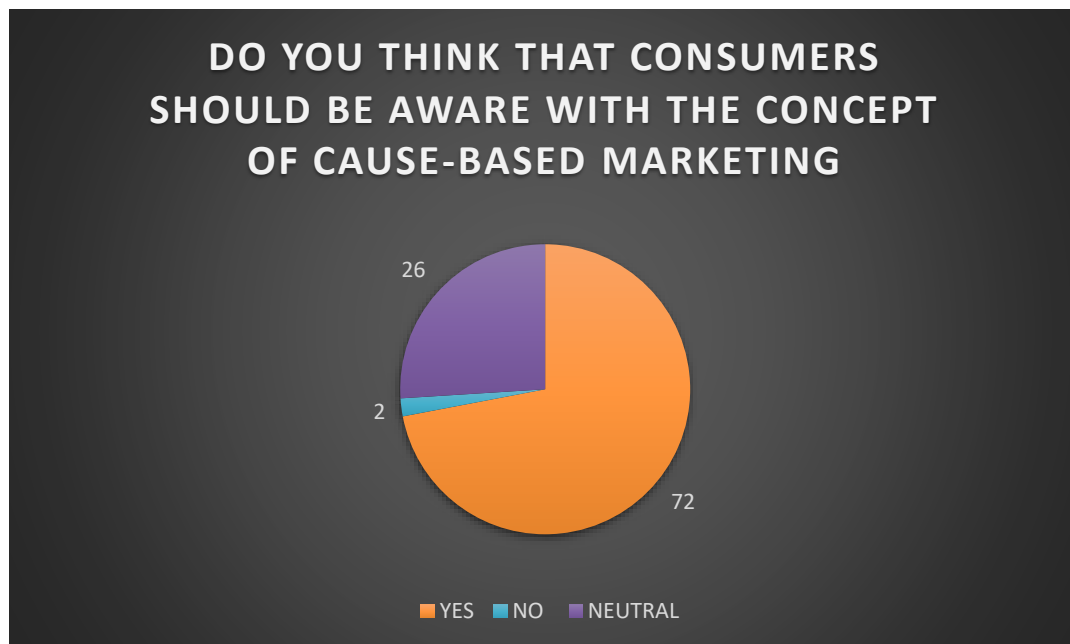


INTERPRETATION:

The next question that was asked to the respondents was whether they were aware of cause-based marketing, for which 82 people responded in a positive manner which indicated that they had an idea of the market and the schemes being followed upon. While the other remaining part of the responders i.e., 12 of them had no idea about the prevalence of any scheme known as cause-based marketing.

TABLE-15: DO YOU THINK CUSTOMERS SHOULD BE AWARE OF THE CONCEPT OF CAUSE-BASED MARKETING?

DO YOU THINK THAT CONSUMERS SHOULD BE AWARE WITH THE CONCEPT OF CAUSE-BASED MARKETING	PERCENTAGE
YES	72
NO	26
NEUTRAL	2



INTERPRETATION:

The next question that was put forward was whether the respondents think that the consumers must be made aware of cause-based marketing, upon which 72 people agreed to the fact that it is important for the consumers to be aware of such schemes in the market. Whereas, 26 were of them had a neutral response for this question. While the rest were of an opinion that their interests would remain unchanged when it comes to the awareness and selection of products.

OBJECTIVE 03: SATISFACTION OF CONSUMERS

For any firm to have a successful endure of its activities, it is necessary that the firm provides the customers with quality products at a reasonable rate. Once the customer purchases the products form a particular, the customer only gets back to buy the product if the customer is satisfied by the product. Thus, customer satisfaction plays a very important role in the success of any business firm. And thus, satisfaction of customers was chosen as one of the objectives for the project.

Satisfaction of customers involves not only the provision of products at a reasonable price but also the quality aspect matters. For some consumers it's the quality aspect that matters the most irrelevant of price, while some prefer quality with low price, while the others are attracted by various schemes by the business, for example cause marketing schemes etc.

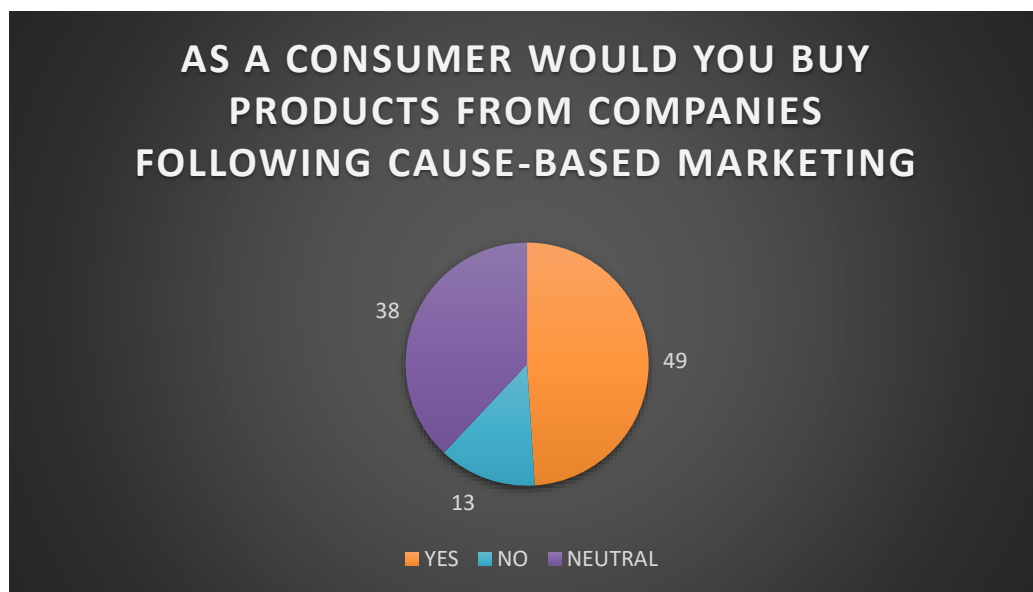
In this prospect we have gathered information from various sects of respondents of the society who gave their views in this context. There is a detailed information provided under this section on how people think about cause-based marketing, whether they like this scheme and its provision and how this scheme has satisfied the consumers and how it has got a like or dislike in the view of the consumers.

The next few pages consist of the detailed observation and presentation of the views of the consumers on the satisfaction that is provided by the cause-based marketing scheme to them and how it has developed a like in their perceptions over the years.

TABLE-16: AS A CUSTOMER WOULD YOU PREFER BUYING PRODUCTS FROM COMPANIES THAT FOLLOW CAUSE-BASED MARKETING?

AS A CONSUMER WOULD YOU BUY PRODUCTS FROM COMPANIES FOLLOWING CBM	PERCENTAGE
YES	49
NO	13
NUETRAL	38

GRAPH-16: AS A CUSTOMER WOULD YOU PREFER BUYING PRODUCTS FROM COMPANIES THAT FOLLOW CAUSE-BASED MARKETING?



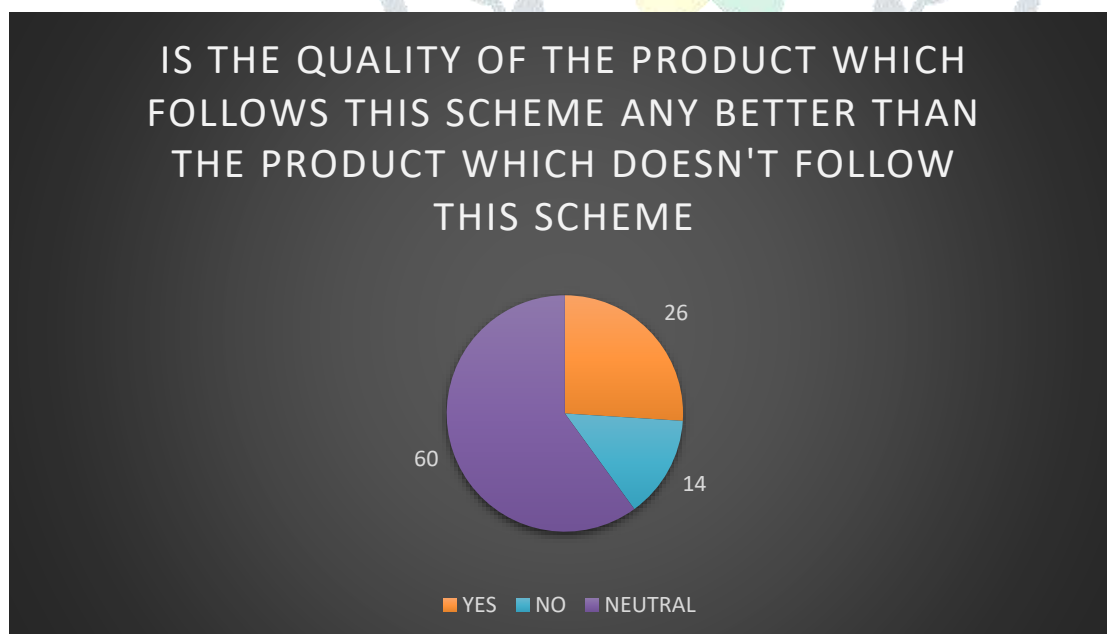
INTERPRETATION:

The next question on the line was that whether the respondents would like to buy the products of the companies following cause-based marketing to which, 49 respondents agreed, 38 were of a neutral prospect while the other 13 denied the proposal.

TABLE-17: IS THE QUALITY OF THE PRODUCT WHICH FOLLOWS THIS SCHEME ANY BETTER THAN THE PRODUCT WHICH DOESN'T FOLLOW THIS SCHEME?

IS THE QUALITY OF THE PRODUCT WHICH FOLLOWS THIS SCHEME ANY BETTER THAN THE PRODUCT WHICH DOESN'T FOLLOW THIS SCHEME	PERCENTAGE
YES	60
NO	14
NEUTRAL	26

GRAPH-17: IS THE QUALITY OF THE PRODUCT WHICH FOLLOWS THIS SCHEME ANY BETTER THAN THE PRODUCT WHICH DOESN'T FOLLOW THIS SCHEME?



INTERPRETATION:

The aim of asking this question was to find out whether the consumers prefer the products that follow cause-based marketing over the products that don't follow this scheme, to which 26 respondents reacted in a positive manner. While, 60 respondents had a neutral opinion on this and the rest 14 denied having such preferences.

OBJECTIVE 04: TO FIND THE REACH MADE THROUGH THE PROGRAMS: “SHIKSHA” (P&G) AND “ADD HOPE” (KFC):

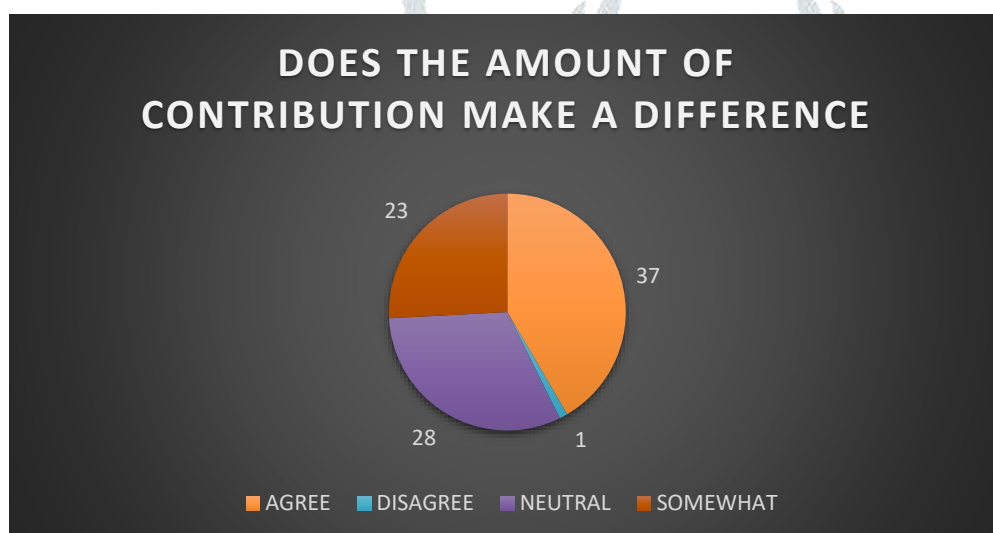
The main reason behind having implemented cause-based marketing besides increasing the profits is to help the ones in need and help the poor people to live a better standard of life. Thus, it is very necessary to know and find out whether the fund raised by this scheme is being put to use in the apt manner and whether it is really serving the purpose for which it is raised. Hence, the last and fourth objective for the project is to find the reach made through the programs “SHIKSHA” by P&G and “ADD HOPE” by KFC. SHIKSHA is an initiative introduced by P&G which aims at providing help in bettering the society. It aims at helping the rural poor in India with an impact of reaching over 280,000 children implemented for providing basic education facilities to the rural unprivileged children in the rural areas specifically the girls. It has so far built over 100 schools in the villages across the nation, providing education to an approximate of 15,000 students getting enrolled every year.

While on the other hand, ADD HOPE is an initiative by the KFC, which aims at helping the unprivileged people particularly the children of South Africa by providing them with meals. It is a program which give an option to the consumers who visit the KFC to pay an extra 2 Rand (African Currency) with which they get an extra part of meal and this amount directly goes to the ADD HOPE fund which provides daily basic meals to the unprivileged children of South Africa who are barely in a condition to afford meals for themselves. This scheme has collected over about 9 million Rands in the past 5 years supporting and providing meals to over 115,000 children per day.

TABLE-18: DOES THE AMOUNT OF CONTRIBUTION MAKE A DIFFERENCE?

DOES THE AMOUNT OF CONTRIBUTION MAKE A DIFFERENCE	PERCENTAGE
AGREE	37
DISAGREE	1
NEUTRAL	28
SOMEWHAT	23

GRAPH-18: DOES THE AMOUNT OF CONTRIBUTION MAKE A DIFFERENCE?

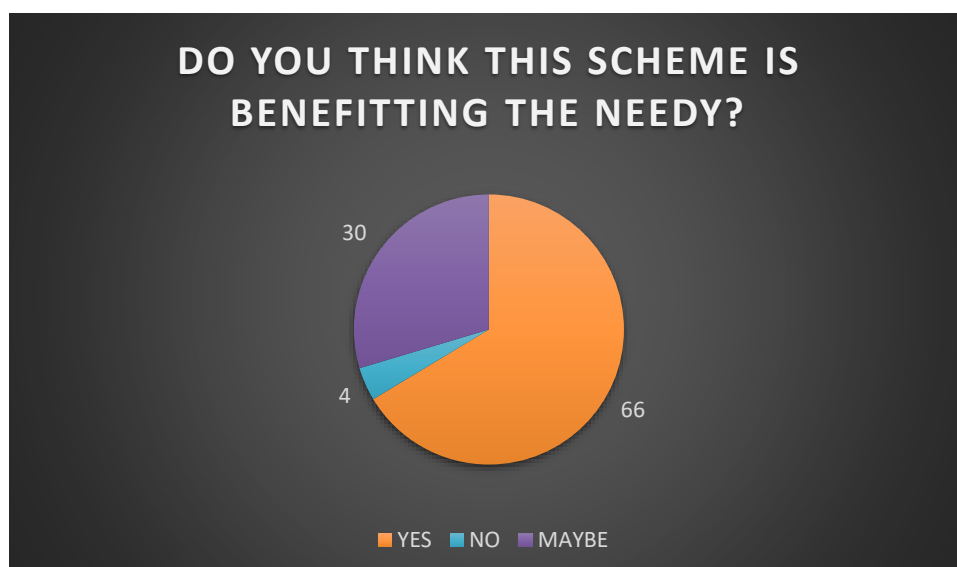


INTERPRETATION:

One of the other questions that was asked was does the amount contributed make any difference to the product, to which 37 respondents agreed stating that they think the fund raised through this scheme does make a difference to the lives of the unprivileged sector of the society. There were also respondents of about 23 who had a view that this fund raised somewhat had an effect on the lives of the people, stating that it does not change their lifestyles completely but has a minor effect on their lives. While 28 responses received were of a neutral perception and the rest 1 denied to the fact.

TABLE-19: DO YOU THINK THE SCHEME IS BENEFITTING THE NEEDY?

DO YOU THINK THIS SCHEME IS BENEFITTING THE NEEDY?	PERCENTAGE
YES	66
NO	4
NEUTRAL	30

**INTERPRETATION:**

Another question was about what perception the respondents had on the scheme benefitting the needy to which 66 of the respondents agreed that they think the fund raised by the cause marketing scheme did benefit the needy to have a better life. While, 30 respondents had a neutral view in this context, 4 denied the fact that this scheme is not really helping the needy.

FUND REACH THROUGH 'SHIKSHA' BY P&G:

For any Company, sustainability means making a day better for people through how the company innovates and the way they act. As a responsible corporate citizen, the businesses have built sustainability into the way they operate and grow their brands to conserve natural resources and make a difference to communities across the planet. This strategy has inspired an everlasting CSR strategy supported by two pillars – P&G Shiksha and Timely Disaster Relief. While P&G Shiksha provides children from underprivileged backgrounds with an access to a holistic education, the Company's disaster relief activities aim to rehabilitate and empower the victims of natural disasters by providing them with daily essential commodities and safe beverage. Through the Company's signature corporate sustainability program P&G Shiksha, till date has supported over 1800 (+300 since last year) schools across the country which will impact the lives of over 1.4 million (+200,000 since last year) children, in partnership with variety of NGOs/ organizations like — Round Table India (RTI), Pratham, Education Initiatives, amongst others. These partners function specialists, lending their expertise to particular aspects of the education system. for instance, the NGO RTI is devoted towards constructing educational infrastructure and supporting schools across India. Pratham has special expertise in remedial learning to assist bring children up to hurry with the training levels in their curriculum. Education Initiatives focuses on computer assisted learning software to enhance the training outcomes in children. Education Initiatives has expertise in computer assisted learning software to enhance learning levels among children. Since its commencement in 2005, P&G Shiksha has also empowered consumers to contribute towards the education of underprivileged children by making conscious brand choices. This has enabled the corporate to share a neighborhood of the sales towards this movement. P&G Shiksha has till date made a cumulative donation of over ` 80 crores towards building new schools, providing critical infrastructural amenities at existing schools or reviving non-operational government schools. A key area of their intervention is Remedial Learning and infancy Education. they need partnered with Pratham Education Foundation to enhance the training outcomes and bridge the prevailing gap between current and existing learning levels. The results on remedial learning were phenomenal; they reached bent quite 670 schools and over 24,000 children; and saw the training levels within the children rise at the top of the year following their interventions. Before the intervention, around 20% children in these schools who were ready to read and write as per their curriculum level, which increased to around 70% after their intervention. Similarly, there was quite a two-fold increase within the percentage of youngsters who were ready to do basic arithmetic after their intervention. Their Company also identified 'Early Childhood Education' as a key opportunity area within the educational landscape of the country. The program builds capability of Anganwadi workers so as to develop motor and cognitive skills in children in order that they're set for a fast-paced growth once they begin getting to school. They conducted the program in Bihar, Uttar Pradesh, Rajasthan and Delhi through Pratham's partnership with the govt (ICDS), to impact infancy learning in Anganwadi centers to strengthen school readiness in children. At the top of the year, to assess their level of development, children were asked to try to several tasks like matching shapes, ability to trace shapes to acknowledge number, ability to inform their name and family background. The results were overwhelming, 85% children within the intervention groups had competent motor skills

(ability to draw, hold a pencil, color within a shape, join dots etc.) versus 42% within the comparison groups. Similarly, cognitive competence of the youngsters in intervention groups was quite two-fold than that of comparison groups. Through this program, they reached bent quite 1100 units impacting around 33,000 children. Their Company continued to impact the communities around its plants during a holistic manner throughout the fiscal year. At Goa, in association with Matruchhaya, an area public trust, their Company is providing educational and infrastructural support to a faculty for the orphaned, destitute and abandoned children. Two years ago, P&G Shiksha forayed into impacting learning levels via digital learning. Their Company entered into a partnership with Education Initiatives (EI) and Government of Rajasthan to implement Mind-spark, a computer based adaptive learning solution that integrates pedagogy, teacher instruction and a learning management system to assist students learn better. The tool analyses the training levels of the scholars in language and arithmetic by presenting them with questions in increasing level of difficulty. On answering incorrectly, the scholar is provided an easy or detailed explanation, or be redirected to questions that strengthen the essential understanding. The program was implemented in 30 government schools in Rajasthan where over 6700 students spent over 10,000 hours learning using Mind-spark. Post the intervention, the training levels among students using Mind-spark improved two-fold compared to the control group. The tool also provides teachers with information on the progress and learning levels of scholars which is employed for effective classroom management and instruction.

FUND REACH THROUGH 'ADD HOPE' BY KFC:



In the year 2009, KFC reached out to its customers in South Africa to fight childhood hunger and 'Add Hope' was born. The response has been extraordinary. Ten years later, Add Hope has grown to support sustainable feeding programs across South Africa, partnering with 140 Non-Profit Organizations to provide over 150000 children in need with vital nutrition. Add Hope truly shows the power of the collective to change lives.

It's been ten years since Add Hope was created for the purpose of making a real difference in the nutrition space in South Africa. Each year they have experienced growth in leaps and bounds, not only in the number of beneficiaries and children that are supported, but also growth in the quality of care they are able to provide in partnership with their beneficiaries.

They further introduced a pilot food garden project looking at sustainable feeding options with their existing beneficiary partners. Engagement and partnership with their national beneficiaries and their local store program beneficiaries, some of which have now grown with KFC over ten years, is vital to on-going success. Their annual knowledge sharing forum for their beneficiaries was held in October where they shared learnings on communications to drive awareness and support of the work their NPOs do to turn the tide on childhood hunger and malnutrition.

THE NATIONAL BENEFICIARIES:

Joint Aid Management (JAM)

JAM (Joint Aid Management) is a non-profit organization which works to empower Africans to create better lives for themselves. JAM provides nutrient-rich meals to children in school feeding program to improve the well-being of each child, while promoting and enhancing school attendance and education. Add Hope funds the JAM feeding program and this allows them to feed breakfast to over 77 850 children across SA.

The Johannesburg Parent and Child Counselling Centre

The Johannesburg Parent and Child Counselling Centre (JPCC) is a counselling, training and development organization which provides short to long-term therapy for adolescents, families and play therapy for children. Add Hope funds feeding of 1 272 children through food parcels, Early Childhood Development Centre and supporting services.

Johannesburg Child Welfare

Johannesburg Child Welfare (JCW) has a vision of a society where children can grow strong, safe and happy, where parents and caregivers can create the best possible family setting, so that no child suffers. Add Hope has funded JCW for the last 4 years and feeds 940 children.

Lebone Village

Lebone Village is a non-profit organization situated just outside Bloemfontein dedicated to bringing hope, dignity and support by providing holistic care to all vulnerable children and their families. Add Hope supports Lebone in providing three meals a day to the children who live at Lebone house, attend the school and afterschool program. Add Hope funding also supplies families in need with food parcels.

MES

MES is a non-profit organization focusing on empowering people in the inner city to live independent, sustainable and meaningful lives. They focus on educational and skills development program to assist with those that need help living in the city. Add Hope funds meals for 4 530 children through creches and after school program.

The Lunchbox Fund

The Lunchbox Fund is a Non-Profit Organization that focuses on fostering education via nutrition by providing a daily meal at school for orphaned and at-risk school children in township and rural areas of South Africa. Our goal is to uphold a child's right to a basic education; no child should be kept from learning by hunger or household food insecurity.

SOS Children's Villages

SOS Children's Villages have been in South Africa for over 30 years caring for children who are orphaned and abandoned by placing them in a supportive village environment with a mother, brothers and sisters and the involvement of the surrounding community. Add Hope feeds children in 8 villages in South Africa and each child receives three meals a day.

1000 Hills Community Centre

1000 Hills Community Centre in KwaZulu-Natal is dedicated to helping the people of Inchanga, Fredville and the surrounding areas. It aims to alleviate the suffering of the elderly and children in distress through their health and wellness clinic, children's infirmary, feeding scheme and creche. Add Hope fully funds the feeding scheme at this Centre by feeding a breakfast and a lunch to 3445 people including children and the elderly.

3.4 FINDINGS:

- People tend to get attracted to the products which follow cause-based marketing.
- Most of the respondents knew about the schemes but did not know that those schemes were termed as cause-based marketing.
- The economically unprivileged class is benefitted from the scheme and it is reaching out to the deserved people.
- It was inferred that demographic factor does have an impact on the awareness.
- Advertisement increases awareness regarding the product as 60% of the respondents seeing the remember seeing the advertisement on the television.
- Cause-based marketing increases the sales and the revenue of the products.
- In case of P&G the company has gained profits after the introduction of scheme while KFC went into losses.
- Most of the responses against the scheme was from the unemployed class.
- This scheme though helps in increasing profits, its improper allocation may result in facing losses.

3.5 SUGGESTIONS:

- Increase in transparency
- More of such schemes should be introduced
- More number of companies could follow up with this scheme
- Choose a cause relating to the particular nation
- The company must stand upon the cause for long-term benefit
- Too much of publicity and promotion must be avoided

3.6 CONCLUSION:

- The study that was done related to the aspects of cause-based marketing, help us understand the current perception of the consumers towards this scheme. The study consisted a survey on the method of Schedule, wherein the group mates individually approached the respondents, briefed them about cause-based marketing and got the schedules filled for the survey. While conducting the survey, a common obstacle that hindered our path was that most of the people knew about the schemes of cause-based marketing but could not relate it to the strategy of cause-based marketing. The study also signified that this marketing strategy has become the most successful of all the marketing strategies in date. Later, a comparative analysis on the various years of the firms were done relating to their income statements of post and prior the introduction of the scheme, which at the end resulted that the firms earned higher levels of profits post introduction of cause-based marketing. Since, this strategy advertises on rendering help to the society, it gets a soft corner from the customers and influences them to get attracted towards the products whose company follows cause-based marketing. Also, it was observed that the firms with the help of advertisement and promotion about their participation in cause-based marketing could earn higher level of profits comparatively as that of prior to the introduction of the scheme. The final part was to check upon whether the fund raised by this marketing strategy was really helping the needy and was it really taking steps forward to up bring the lower class of the society. The campaign of P&G named "Shiksha", aims at funding the education of the financially unsound class children and have implemented to build 7470 schools with a current enrollment of 8,33,041 students so far, while "Add Hope", the campaign initiated by KFC which aims at eliminating the problem of food scarcity of children in South Africa have so far donated 321 Million Rands (currency of South Africa) towards this campaign feeding almost 113,000 children every day. Thus, cause-based marketing has made a great influence not only to businesses but also to the unprivileged sector of the society.

3.7 REFERENCES:

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