

## Conceptual Framework for Cause-Brand Association – *An Emerging Trend in India*

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### Abstract:

With the serious rivalry and brand expansion; making one of a kind situating in psyches of buyers is an advertising challenge. The present new-age purchasers are instructed, techno-wise and are socially dependable. Hence the brand supervisors are searching for inventive approaches to impact customers' states of mind and buy choices. In this specific situation, connecting a brand to a social reason could be a successful promoting methodology. A few examines recommend that reason incorporation has noteworthy effect on buyers' dispositions towards the brand and along these lines purchasing choices. In spite of the fact that it is a developing pattern in India, there is by all accounts a cover and disarray over different elective terms utilized for Cause-mark affiliation like Cause Branding, Cause Related Marketing and so forth and whether Cause Related Marketing is a piece of Corporate Social Responsibility or an expansion of the same and so on. Hence the present paper is an endeavour to give a calculated structure of a rising pattern of Cause and Brand Association in an Indian point of view.

**Keywords:** Cause Related Marketing, Cause, Corporate Social Responsibility, Shiksha, Jaago Re, Teach India

### Introduction

For a long time, commitments to society and group improvement were altruistic in nature including philanthropy/gifts, setting up puts stock in, schools, healing centres and so on. Such Corporate Social Responsibility (CSR) has developed from a phase of 'contributing deliberately towards social reason' to a period of 'mandatory/compulsory commitments' to a stage wherein 'CSR is considered as a venture and as a piece of corporate objectives' (Varadrajan and Menon, 1988). In the present time of media discontinuity, mess and wild rivalry, getting shoppers' consideration is a test. Along these lines numerous brands are searching for inventive approaches to impact buyers' purchasing choices. One such developing methodology is connecting a brand with a social reason which focuses on customers' judicious personalities and hearts and in this manner at last impact them to purchase a brand. Connecting a brand with CSR, have a scope of advantages like expanded deals, reinforced brand situating, enhanced corporate picture and so on. (Kotler et.al, 2012; Bhattacharya and Sen, 2004, Mohr et.al, 2001). According to Cone Communications/ Echo Global Study (2013); 96% of global citizens will have a more positive image of the company that support social or environmental issue and 91% of global consumers are likely to switch

brands to one that supports a good cause, given similar price and quality. As per a survey conducted by Lowe Lintas with MSN India and Cross Tab points (2011), 57% of the Indian respondents trust brands that do CSR more than brands that do not and 69 % of the respondents would prefer buying a brand that does CSR compared to a brand that does not, if rest all things being equal.

When such corporate philanthropy initiatives become crucial component of a brand's marketing strategy is can be termed as Cause Related Marketing (CRM). CRM is essentially a marketing strategy which is a perfect amalgamation of social and marketing objectives of the brand. CRM is distinct from sales promotion, Public Relations or Corporate Philanthropy (Varadrajana and Menon, 1988).

Additionally different scientists have utilized elective terms for cause-mark affiliation like Cause Related Marketing (CRM), Cause Marketing, and Cause Branding and so forth. Indeed, even there are differed conclusions about whether CRM is a piece of CSR. In spite of the fact that the meaning of CRM features business linkage amongst deals and commitment to the reason, Tata Tea's 'Jaago Re!' which is broadly recognized CRM battle in India does not have such business linkage. The reason for this paper is to give a theoretical comprehension of differed ideas like Corporate Social Responsibility, Cause Related Marketing, Cause Brand Association and so forth and their between relationship. Likewise Indian Cause-mark battles are assorted and distinctive in approaches, in this way there is a need to arrange them in various classifications utilizing entrenched model. Along these lines the present paper is an endeavour to review this developing pattern and gives a starting investigation of the Indian crusades.

#### **Objectives of the Research Paper**

1. To give a theoretical structure to a future report in the field of Cause-mark affiliation
2. To review Indian Cause-mark battles
3. To group different Indian battles utilizing reasonable approach.

#### **Literature Review**

Over most recent couple of decades, Corporate Social Responsibility has picked up significance and has been zone of enthusiasm for academicians and in addition professionals. The new Companies Bill (2011) likewise orders organizations to contribute least 2% of net benefit towards corporate social obligation regarding the organizations whose benefit is over Rs. 5 Cr. or on the other hand turnover of Rs. 1000 Cr. or then again total assets of Rs. 500 Cr. The idea of CSR has made some amazing progress wherein it is never again considered as compulsory or lawful however organizations are presently taking a gander at reconciliation of social destinations and corporate targets. (Varadrajana and Menon; 1988).

#### **1.1 Defining CSR and Effect of CSR**

Corporate Social Responsibility can be characterized as "a pledge to enhance group prosperity through optional business practices and commitments of corporate assets" (Good Works! Kotler et.al, 2012) wherein the activities which are attempted as wilfully and not as obligatory by law are thought about. A few specialists have considered the impact of CSR on purchasers' state of mind towards brands (Bhattacharya and Sen, 2004) and on mark value (Hoeffler and Keller, 2002). Purchasers additionally anticipate that organizations will be socially mindful (Mohr et.al 2001, Lowe Lintas CSR overview 2010, Cone Study 2010). According to The Nielsen Global Survey on Corporate Social Responsibility (2012); (66%) of buyers around the globe like to purchase items and administrations of the organizations who have actualized projects to offer back to society and about half (46%) will pay additional for items and administrations from these organizations.

#### **1.2 Defining Cause Related Marketing**

The primary exhaustive definition and broadly acknowledged meaning of Cause Related

Marketing (CRM) is as “Cause Related Marketing is 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”. (Varadrajan and Menon, 1988).

### **1.3 Relationship of CSR and CRM**

Disregarding the way that Cause Related Marketing is considered as a bit of greater class of Corporate Social Responsibility (Varadrajan and Menon, 1988; Kotler and Lee, 2004; Webb and Mohr, 1998), CRM is particular in wording objectives and approach. Normally, CRM spending begins from publicizing spending design not in any way like general liberality foundation spending designs (Varadrajan and Menon, 1988) and it is an advancing projects. (Adkins; 2003) sees that CRM fall under progression mix of 4Ps of displaying. Cause Marketing is in like manner thought to be a bit of key unselfishness (Kim et.al 2005) yet (Porter and Kramer, 2012) said that CRM is specific than 'Key Philanthropy' and it come up short in regards to making bona fide social impact and it remains at notoriety level. Cause Marketing is perceived from Corporate Philanthropy and Social Marketing (Cause Marketing Forum, DWDG Survey, 2010).

### **1.4 Effect of CRM**

CRM programs influence brand attitudes positively and thereby influence purchase decisions (Varadrajan and Menon, 1988; Barone et.al, 2002; Webb and Mohr, 1998; Cone evolution study 2010, Lowe Lintas Survey 2011).

Researchers have identified antecedents of CRM programs effecting consumers' brand choice. Cause itself is an important antecedent that has an effect on consumer choice.

According to Lowe Lintas survey (2011) in India, 'education' is considered as the most important cause, followed by the 'environment'. It was found that 'Cause-brand fit' has a positive influence on consumers' attitudes and purchase intentions (Barone et.al, 2002;

Varadrajan and Menon, 1988). Researchers have studied a role of consumer characteristics towards effectiveness of CRM campaigns. Using qualitative design with in-depth personal interviews, (Webb and Mohr, 1998) developed a consumer typology and classified consumers into four categories – Sceptics, Balancers, Attribute-oriented and socially concerned. Cone Cause Evolution study (2010) illustrated that 'Moms' and 'college aged Millennial' are most sought after consumer category for the purchase of CRM linked products/ brands.

Cause Related advertising as defined by (Berger et.al, 1999) is 'the one which communicates company's charitable efforts to the market place' and emphasized that cause inclusion in advertising message can act as a peripheral cue that enhance involvement levels and thus has a positive influence on consumer attitude and purchase intentions. (Nan and Heo, 2007) also established that the ad with a CRM message has more favourable consumer attitude than the ad which doesn't has cause. CRM programs are also viewed with scepticism (Varadrajan and Menon, 1988; Webb and Mohr, 1998) and have to be honestly developed and implemented.

### **1.5 Classification for categorising corporate social initiatives**

Regardless of the way that Cause Related Marketing is considered as a bit of greater (Kotler et.al, 2012) have utilized the term called "advertising and corporate social activities" to portray different CSR program attempted by different American organizations and isolated them into two unmistakable gatherings viz. Promoting focused and the individuals who express corporate esteems and goals. They additionally sub-isolated 'showcasing focused corporate social activities' as "cause advancement, cause related promoting and corporate social advertising". Cause Promotion is the place a company gives stores, in-kind

commitment and different assets for advancements to build mindfulness and worry about the reason. Cause Related promoting is seen where an enterprise guarantees to give a level of benefit or deals to a honourable purpose and corporate social advertising is the place a partnership bolsters the improvement and usage of conduct change crusade concerning different social issues. (Kotler and Lee, 2010) likewise say that 'Corporate Social showcasing' is best when contrasted with other two methodologies for getting promoting edge.

### **Overview of Indian Cause-Brand Campaigns**

The present paper has considered a portion of the very much recognized 'Promoting focused corporate social activities' of different Indian brands and has endeavoured to order them into sub-classifications utilizing the structure given by (Kotler et.al, 2012).

•**Tata Tea's 'Jaago Re!'** – The battle started in the year 2007-08; the time of Loksabha race with the slogan 'Har sub stomach muscle sirf utho math. Jaago re!' (Don't simply get up each morning. Wake up!) in association with Janaagraha, a non-administrative association. The battle attempted a correlated issue of 'Ideal to Vote' and drove Indian youth towards voting corners. The commercials inspired an emotional response with populace everywhere and accumulated in excess of one lakh enlistments on their devoted site ([www.jaagore.com](http://www.jaagore.com)). The site supplemented the principle target of the battle that is to invigorate individuals to the requirement for change and giving vote a role as a way to realize the change. Throughout the years, Tata Tea has incorporated its sub-brands like Tata Tea Premium, Tata Tea Gold, Tata Tea Agni and Tata Tea Life under the umbrella brand ad and has utilized different social issues like debasement, fixing, measure up to ladies rights in their publicizing messages. In spite of the fact that volume and deals development is joint exertion of numerous components, Tata Tea has perceived the part of 'Jaago Re!' battle in their development. The battle has been broadly perceived and has won numerous honors too.

•**P & G's 'Shiksha'** – P and G India began venture 'Shiksha' in organization with CRY (Child Relief and You) and Sony Entertainment Television on fifth April, 2005 which is a piece of their worldwide magnanimity program – "P&G Live, Learn and Thrive". The program has been embraced to teach underprivileged kids by the method for building schools and in this manner giving access to training. The slogan for the battle is "Padhega India toh Badhega India". The program fits splendidly under meaning of Cause Related Marketing wherein each time a man purchases a greater pack of P and G item, one rupee is given towards Shiksha. Regardless of the offer of its brands from Shiksha, P&G has additionally dedicated at least Rs. 1 crore to CRY. Till now Shiksha has affected 385,000 youngsters and has bolstered more than 2000 schools from Ladakh to Tamil Nadu to West Bengal to Gujarat. The crusade likewise got immense help from big names and pioneers.

•**Times of India's 'Show India'** – The Times Group, driving distributing bunch propelled the Cause-mark crusade 'Show India' in 2010 concentrating on educating or skilling the underprivileged youth for communicated in English to improve their employability. The program is named as a CSR activity of Times Group which has British Council as its learning accomplice to plan educational programs for the program and has been executed through NGOs and volunteers. The program welcomes individuals to join as volunteers and contribute effectively towards the social objective of Times Group. The program has changed in excess of 25000 lives by giving them communicated in English abilities and helping them to begin their profession unhesitatingly.

### **Discussions & Implications**

Each of the three crusades are generally known, profoundly advanced through different media like TV and print promotions and through web-based social networking and furthermore have abnormal state of review in purchasers' minds (Lowe Lintas Survey, 2011).

Despite the fact that Tata Tea's 'Jaago Re!' is thought to be one the effective CRM crusades in India, it ordinarily does not fit into the CRM definition. As there is no immediate linkage to deals/benefits or the brand isn't promising to give any sum towards a reason, it isn't CRM according to definition. In this manner it is appropriate to order Tata Tea's 'Jaago Re!' under Corporate Social Marketing (CSM) as given by (Kotler et.al, 2012) on the grounds that the crusade is going for rolling out behavioural improvement. Another battle which can fit under CSM classification is that of Lifebuoy 'Swasthya Chetna' which is gone for creating solid propensity for washing hands with cleanser/hand-wash before eating.

While P and G's 'Shiksha' is the ideal case of CRM (according to definition) in India however P and G views it as a component of their CSR activities. Another such battle is of Nihar regular's "Chhotte Kadam Pragati ki Aur" wherein level of offers continues will be given towards training of underprivileged youngsters. Both these battles can be named under Cause Related Marketing which is sub-class of Marketing Oriented Corporate Social Initiatives as characterized by (Kotler et.al, 2012)

Times of India's 'Show India' is inside and out various configuration of cause-mark affiliation wherein the organization welcomes dynamic cooperation from individuals everywhere to bring issues to light about the reason and work towards it. Along these lines it is able to arrange Teach India under

'Cause Promotion'. Also Johnson and Johnson had attempted a transient movement 'Offer the dialect of adoration' in organization with Goonj wherein individuals can give their children's utilized garments, toys and so on to underprivileged youngsters. Such activities draw in shoppers and in this manner impact their mentalities towards the brand. Hence the order of select couple of Indian reason mark battles could be as under.

<p><b>Cause Promotion</b></p>	<ul style="list-style-type: none"> <li>• Johnson and Johnson “Share the language of love”</li> <li>• Times of India “Teach India”</li> </ul>
<p><b>Cause Related Marketing</b></p>	<ul style="list-style-type: none"> <li>• P &amp; G – “Project Shiksha”</li> <li>• Nihar naturals “Chhotte Kadam Pragati ki Aur”</li> </ul>
<p><b>Corporate Social Marketing</b></p>	<ul style="list-style-type: none"> <li>•Tata Tea “Jaago Re!”</li> <li>•Lifebouy “Swasthya Chetna”</li> </ul>

Figure 1: Classification of Indian Marketing Oriented Corporate Social Initiative Campaigns based on categorisation given by (Kotler et.al, 2012)

### **Conclusion & Scope for further study**

The study highlights the upcoming innovative trend in the field of marketing. Apart from the cases mentioned above there are more brands who have added social cause into their

branding strategies. The research paper provides an outline of the various facets of the concept and briefly mentions about the effect of cause-brand association. The paper has explored the concept of Corporate Social Responsibility, Cause Related marketing and many alternative terms used with the same meaning like Cause Branding, Cause Advertising and Cause-brand association etc. It has attempted to provide a base to classify Indian cause-brand campaigns. This classification will further help researchers to build on hypotheses and test so to find out which approach has more impact on consumers' attitudes and buying decisions.

The study would be useful to practising managers to devise appropriate strategies to build their brand image and thus influence consumers' buying behaviour.

The study is limited to select few campaigns of India and has not considered global scenario. Another limitation is in terms of data sources wherein the paper is based on secondary sources.

The conceptual framework of the paper can be used for additional researches. A further study can be undertaken to find out impact of various intervening variables such as demographic factors, psychographics, cause-brand fit and their influence on brand attitude and purchase intentions.

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#### Web sites

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