



CAUSE RELATED MARKETING OF DAILY CONSUMPTION ITEMS AND THEIR IMPACT ON BUYING DECISION OF CONSUMERS OF ROHTAK DISTRICT

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Abstract:

Cause related marketing (Cr M) has been playing a significant role for understanding a strategically located position and tool of the marketing which tend to Links product or Company or brand to relevant cause. The present study is related to children welfare activities of Tata Foundation. This foundation works through CRY, A noted NGO; which works as a noble cause supporting the children's education. Tata Foundation has been using Tata Salt and Tata tea; as their product for promoting the education among the children. The study is based on primary source of information, which has taken from 200 respondents who make use of Tata Salt and Tata tea for their daily consumption. These two consumers items are daily users, who have given significant contribution on one packet @ Rs 1 per packet which goes to promote the children's education as a significant contribution; contributed by the salt and tea consumers. On the basis of this study, shows a considerable impact on decision making of these two products; as tested by t-test on the propensity of buying these two products in view of welfare oriented task for the children.

Key words: Cause related marketing, Tata Foundation, Sale promotion.

Introduction:

“Cause-related Marketing” is understandable as a strategic positioning and tool of the marketing which links a specific brand or company to a relevant specific social cause or matter for the mutual benefits. Cause related marketing with its strategic marketing device has paved the way for a company to perform well from the view point of sales promotion, corporate sponsorship, public

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relation, and corporate Samaritan acts. Cause –related Marketing is generally its synchronization of such types of activities. Cause-related Marketing means the sub-set of cause marketing which includes cooperative consistent efforts for profit oriented business and NGOs for mutual profit (Suraj.M.Shah, 2019). A high profile of cause concerning marketing position occurs when the customers are asked to support for noble cause with their contribution for charitable works. The CrM is an outcome of raising volume of sales, visibility, and loyalty of the consumer and developing esteem with positive media coverage (Vibhas Amawati, Madhurima Deb, 2019).

Marketing campaigns are making use for promoting a product through different modes of electronic and print media, advertisements, online sales, can also include demonstration and other interview techniques. “Cr M is a cause-related marketing which is a process of formulating and implementing the marketing activities that are characterized by an offer from the firm to contribute a specific amount to a designated cause when customers engage in revenue providing exchange that satisfies organizational and individual objectives”(Varadarajan & Menon (1988). According to Marketing Dictionary, “Cr M is mutually beneficial marketing strategy, adopted by company, where it works for a cause or underprivileged. It is a process where a business organization works along with a non-profitable venture or NGO by using their own expenses” CrM is defined as “Corporate philanthropy organized to increase the bottom line” (Baranes & Fitzgibbon, 1991).

Buying decision of the consumers which is an image of an individual makes appraisal of set of products, services or brands and rationally selecting one that tends to solve the problematic areas of the requirement with cost –effective way. As a result, these tendencies affect the decision making on buyers for durable and non-durable. On the contrary, there are sizeable numbers of the consumers who make their decision for not considering the brand of the products rather the feelings which are associated with these specific products. The desire for buying any product from a particular shop is known as customers’ loyalty (Jahal, Kristensen & Ostergaard, 2002). Purchase intention depends upon the complex set of the factors like value quality and satisfaction which tend to influence behavioral pattern (Vijayasarithi & Joseph, 2000). In this process, there is existence of severe competition among the super market, grocery stores, departmental stores, discount stores, catalogue show rooms; all these are competing for the same types of customers (Kotler & Keller, 2006).

Hajjet (2003) examined the significant role of contributing significant contribution as “donation in moderating the effect of cause related marketing and ordinary marketing (OM) on the attitude of the consumers and their buying intention”. The study shows that the level of participation, whether it is higher or lower may make either vertically or horizontally sharing of information i.e. higher level of participation which has a probability to perceive either as a significant element in the message; i.e. higher level of participants or low level of participant which affects the decision making intention for buying any commodity in a subjective way. Similarly, Kumar and Advani (2005) examines the joint impacts of brand benefits, brand trust, brand symbolism, price consciousness on brand loyalty for tooth paste items and the genetic influence on the products. The study shows that the marketers have to be in an equilibrium position in terms of

traditional axiomatic view of brand loyalty with emerging new dimensions of brand migration in terms of competitive spirit in the changing business environment.

The cause-related marketing in terms of intension of the customers to buy a particular commodity of a specific brand during a cause-relating market oriented campaign which has been influenced by their relation to the cause of size donation from size of campaign. All these affecting factors on cause-related marketing have been successful to get the desired results.

Objectives of the study

1. To examine the decision making of the consumers by cause-relating marketing of Rohtak district, Haryana.
2. To verify the impact by testing the hypothesis on 200 respondents who daily consume Tata tea and Tata Salt in their kitchen.

Statement of the problem: Cause- related marketing (Cr M) has been playing a vital role for understanding a strategic location and marketing tool which tend to Link Company or product or brand to relevant cause. The present study is confined to children welfare activities of Tata Foundation; where works through CRY, A noted NGO; which works as a noble cause supporting the children's education. Tata Foundation has been using Tata Salt and Tata tea; as their product for promoting the education among the children. The study is based on primary source of information, which has taken from 200 respondents who make use of Tata Salt and Tata tea for their daily consumption. The study area is Rohtak town and other three small towns. These two consumers' items which are meant for daily consumption, who have given significant contribution on one packet @ Rs 1 per packet which goes to promote the children's education as a significant contribution; contributed by the salt and tea consumers. On the basis of this study, shows a considerable impact on decision making of these two products; as tested by t-test on the propensity of buying these two products in view of welfare oriented task, as performed by Tata Foundation.

Tata foundation

The journey of a millions of people's smiles began in the year 1892 with Jamshed ji Tata, the pioneer, who was founder and visionary of the Tata Group, established the JN Tata Endowment for higher education of the people of India. He was regarded as the "Father of Indian Industry" and one of the most significant builders of the Indian economy. Jamshed ji introduced an

effective system at works, crèches and organizing the primary classes for children of the women who used to work in the mills. Even after over 125 years, the Tate Foundation has been playing a very significant role for performing as CSR, Corporate Social Responsibility, where through CRY children welfare oriented non-government organization, the foundation focusing on Cause related marketing (Cr M) by promoting children education by performing CSR. By selecting two consumers items, Tata tea and Tata salt which are used daily by the users, who have given significant contribution on one packet @ Rs 1 per packet which goes to promote the children's education as a significant contribution; contributed by the salt and tea consumers

Material and methods: In order to find the desired results of the study, the research methodology has been applied by applying the different research tools which were as follows:

Data base: There were 200 respondents, who were selected on the basis of their level of education, profession, age group, income groups and gender from the different urban areas of Rohtak District. In this context, a structured questionnaire was formed to know the attitude of the consumers, living in different urban areas of Rohtak district of Haryana.

URBAN AREA	NO OF RESPONDENTS
Rohtak	50
Sampla	50
Kalanaur	50
Meham	50
<hr/>	
Total	200

In order to know the decision making of the consumers on Cr M Cause relating marketing of buying the popular daily consumption products like Tata Tea and Tata salt, a t-test has been applied to get the desired objectives of the study. The “t-test formula” is given as follows:

Testing of Hypothesis: To test the hypothesis a ‘t-test’ technique has been applied for drawing the desired inferences which are as follows:

Test t- test

$$t = \frac{\bar{x} - \bar{x}_2}{S} \sqrt{\frac{n_1 + n_2}{n_1 + n_2}}$$

Here is ‘t’ is based on (n - 2) degree of freedom. If the calculated value of ‘t’ exceed 0.05 for d.f. This means the value ‘r’ is significant at 5 % level. Suppose the Null Hypothesis $H_0 =$

$\mu_1 = \mu_2$, where the μ_1 and μ_2 is represented by the consumers has given due consideration on children education and the consumers who have not given any due consideration on the children; while buying the Tata tea and Tata salt for their daily consumption In order to find the impacts of due consideration the children welfare orientation by receiving Rs 1 from one package of Tata tea and Tata salt as due share for children education. . In the present problem, which is associated with mid day meal programme level of satisfaction which is hypothetically uniform throughout Haryana? This hypothesis has tested through t-test technique.

Suppose	Null Hypothesis	$H_0 = \mu_1 = \mu_2$		
Sample	Taken due consideration On children's education by buying Tata tea/ salt	Not taken due consideration on children's education by buying Tata tea/salt	Calculated Value	Tabulated Value
Mean	75.76	64.74	3.65	2.47
S.D	4.91	2.99		

$$V = 4 + 8 - 2 = 10$$

Based on observed and worked out and tabulated data, as a result, it was found that the calculated value is more than that of tabulated value. Hence, it is indicate that all the 200 respondents, from different family, income, educational, and professional background indicate their different attitude on buying Tata tea or Tata salt for their daily consumption. It indicate a considerable differences in their attitude while buying the Tata tea and the Tata salt from the market; as tested by 't'-test on 200 respondents, taken from different towns of Rohtak district of Haryana.

Findings and conclusion:

Cause related marketing (Cr M) has been playing a significant role for understanding a strategic position and marketing devices which tend to establish a Links product or brand or Company to relevant cause for the welfare orientation for the human being.. The present study is related to children welfare activities of the Tata Foundation. This foundation works through CRY, A noted NGO; which works as a noble cause supporting the children's education. Tata Foundation has been using Tata Salt and Tata tea; as their product for promoting the education among the children. The study is based on primary source of information, which has taken from 200 respondents who make use of Tata Salt and Tata tea for their daily consumption. These two

consumers' items are daily users by the people, contributed significantly by charging one Rs per packet which goes to promote the children's education as a significant contribution; contributed by the Tata salt and Tata tea consumers. On the basis of this study, shows a considerable impact on decision making of these two products; as tested by t-test on the propensity of buying these two products in view of welfare oriented task for the children. The findings of the study on 200 respondents which show about 60 per cent of respondents, of the Rohtak city and three other small towns have considered the children welfare orientation work; as a result, they have made the decision to buy Tata tea and Tata salt for their daily consumption. On the other hand, there were 40 per cent of the respondents which have taken from the stratified samplings from a district town Rohtak and three small towns, obviously indicate that there has been lack of awareness among the consumers by not considering children education aspect for buying these two items.

Based on observed and worked out and tabulated data, it was found that the "calculated value" is more than that of the tabulated value which indicates that all the 200 respondents, from different family, income, educational, and professional background indicate their different attitude on buying Tata tea or Tata salt for their daily consumption. It indicate a considerable differences in their attitude while buying the Tata tea and the Tata salt from the market; as tested by 't'-test on 200 respondents, taken from different towns of *Rohtak* district of Haryana. On the contrary, a considerable numbers of the consumers, who were either did not pay any much attention towards the philanthropic attitude of the people or not aware of the fact ongoing programme on cause related marketing (Cr M) for promoting the children education by implementing the projects through CRY, a noted NGO, working in almost capital town of each and every states of India. The cause related marketing (Cr M) concept has paved the way for marketing these daily consumptions items in the Indian population; as a result, it is expected to increase the world -wide market through selling these daily consumption items.

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