

Impact of Cause Marketing on Brand Affinity

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Abstract

In the modern world, marketing plays a vital role in the quality of a product, the price of various products, and the services provided in the market. Many of the companies are using cause marketing to make differentiation of the products. The main aim of the cause is to make a difference in society by attracting customers through purchasing. Cause marketing will allow the companies to connect with the customers and have engagement in societal responsibility. Cause marketing will make customers and employees satisfied when there is a good quality of brands and profits when there is a cause. The cause is something extraordinary that brings benefit to society. The cause marketing campaign should be conducted honestly for a positive environment and increase the customers' loyalty towards the cause on brand. While conducting a cause, the marketing campaign should make the customers aware of the campaign through advertising, various social media, and have a full presence in the campaign than providing money for the campaign. The cause marketing campaigns will attract many customers and thus increase customer loyalty towards the brand, and they become loyal customers for that brand.

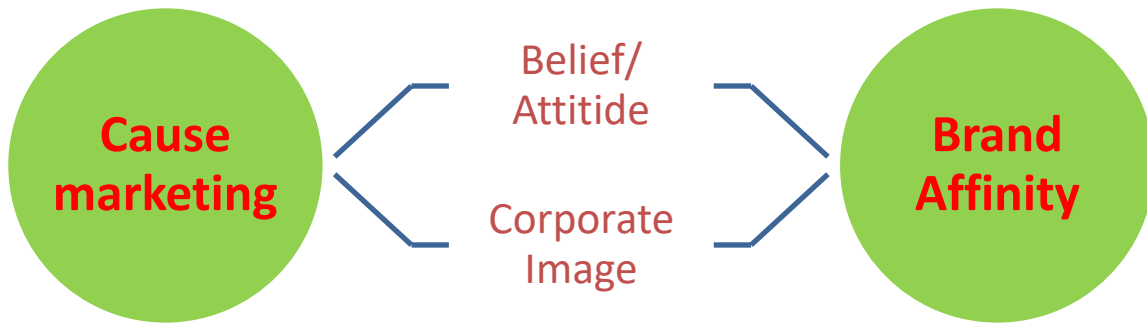
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INTRODUCTION

Cause marketing is a corporate and social activity that benefits both society and the company. Cause marketing has been expanded as top management for many years due to its reputation from the various customers. The cause of marketing will build consumer loyalty, expand sales, better relationships, social value, etc. The companies will try making the customers know more about the brand, understanding or liking of a particular brand. Cause marketing is involved in many things like charity works in the society, donations for the society, awareness of any brand for the loyal customers, social media like Facebook, Twitter, and consumer's loyalty towards the brand. So that to increase cause marketing on brands, we should conduct a cause marketing campaign.

Cause marketing creates many campaigns to raise money, and charity works in society—the cause marketing campaign is conducted for societal benefit, which works effectively and efficiently. The company builds a good relationship with the customers to have a mutual understanding between the two parties. That can create more customers to be involved in the cause of marketing.

The cause marketing campaigns give complete information about the brand so that the customers feel unique in the brand, which makes the customers loyal to the brand.



NEED FOR THE STUDY

Marketing has high competition in today's world. Every organization wanted to make some uniqueness in its brand, which is beneficial for society and profit. The study presents the analysis of the cause of marketing on brand affinity towards the customers and the loyalty of the customers towards the brand. This study is conducted to know the strong relationship between the company and the customers. Cause marketing is useful for companies to have a good connection with their customers. When consumers are involved in the cause of marketing, the customers' loyalty is increased towards a brand. So that marketers can build strong bonds with loyal customers. Cause marketing is an essential way for any organization or business to have healthy and robust support for society's missions.

OBJECTIVE OF STUDY

To know the various dimensions influencing cause marketing towards the brand.

METHODOLOGY OF THE RESEARCH

The paper is based on secondary data collection. The various methods of collecting the data give different ideas about how the research can be done quickly. The websites, articles, journals, books, newspapers, magazines give different information about the research on cause marketing on brand affinity.

DIMENSIONS OF CAUSE MARKETING ON BRAND AFFINITY



The dimensions are given to know how the study on cause marketing on brand affinity works. Cause marketing

includes six dimensions. They are:

Performance of customers and brand

The customers are significant for the smooth running of any business. The business can run effectively only when the customers are very loyal to a brand. The customers can be attracted towards a brand when there is some uniqueness in the brand and the best quality of the brand provided in the market. The cause marketing creates customers to be aware of the brands and feel that there is something positiveness in the cause marketing on brand affinity. When these are working carefully in the market, huge customers will like to work as a critical player in the cause. This can make more customers involved in the business and bring good performance on the brand from the customers' loyalty.

Employee Relationships

The employees are the most critical people in any business for the better performance of the organization. The company will raise only from the best actions followed and performed by the employees. The employees perform well in their job only when they are satisfied with their job. The employees feel motivated to do their job effectively by seeing the cause. The cause of marketing brings positive change among society and the corporate world. The connection of employees towards society will be increased through cause marketing because the cause is charity work brings excellent social value to all people so that the employees maintain a long-term relationship with the society, which brings high satisfaction for the employees. The cause of marketing on brand affinity creates employees to be motivated and be engaged in the business. The unique relationship between the employees and the customers can increase productivity, customer loyalty, satisfaction, growth of sales, brand reputation, etc.

Ethics in business

Every business should follow certain principles and moral values. Ethics in any business is essential to have successful growth. The people involved in any business require the ethics necessary to be a successful man in the business. Cause marketing is a great work that brings a positive change in the environment. In business, ethics is grown from employees, customers, society, social media, etc. Many people believe nothing works well without ethics so that ethics has become a code of conduct in every organization. The cause marketing creates a successful campaign on their brand affinity, which brings ethics in brand affinity towards the customers. That makes customers be more aware of the brands and become a loyal customer.

Society Relations

Societal relations are significant for the benefit of the business. At the same time, cause marketing involves society and the company because cause marketing is a part of corporate social responsibility. In cause marketing, the society and the company get equal benefits. The company maintains a long-term relationship with society to increase productivity, growth of sales, etc. If the relationship with the public is good, there is a benefit, and if the relationship is terrible, there can be a loss in the business. Cause marketing is something where the companies provide donations, charity works, education, medical treatment, etc., to the society and make their employees engaged in these activities, which creates a great social value and brings positivity among people. The cause of marketing on brand affinity creates a competitive strength in the business through a long-term relationship with society.

Safety of environment

The safeguard of the environment is essential for the world. While doing any business, the environment has to be protected. The organizations conduct many campaigns to ensure the environment's safety and make people engaged in the environment to be eco-friendly. The cause of marketing on brand is beneficial for the environment because the cause is a social responsibility. They follow the ethical and legal activities in the environment to have a booming growth in the market. Cause marketing benefits society and the company through eco-friendly products, which creates social value in the environment.

Societal Rights

The rights of society should be valued more. It is the organization's responsibility to respect society and encourage them in their activities that they do for the environment. Cause marketing follows society's rights and brings big advantage for society by conducting various cause marketing campaigns. If human rights are not followed properly in the cause of marketing, the business may affect by loss because the cause should be done with the societal factors. Every organization should respect societal rights. Any business should not create a problem for the society from their business if it is done; the society has the right to take action regarding the issues.

Therefore, these six dimensions of cause marketing on brand affinity help us know what we need to know in cause marketing for smooth and successful cause marketing. So that when these things work correctly in the business, there is adequate and successful cause marketing.

CONCLUSION

From my investigation, I can come to the conclusion that the role of cause marketing on brand affinity is beneficial to society and the company. Cause marketing brings a positive change in the environment. The company provides uniqueness in their brand, making the customers attracted to the brands. Many cause marketing campaigns are conducted to know the brand affinity among the customers. The customers and the companies are satisfied with the cause of marketing campaigns on brand affinity because it creates a mutual benefit to the society and the company. The cause marketing brings social value and increases its image, an image of the brand, reputation of company and brand, long-term relationships with the society, etc. When these cause marketing campaigns are conducted, the customers are aware of the brand and feel something good about their brand. This results in increased productivity, customer loyalty for a brand, growth of sales in the market, employee satisfaction and morale towards their job, etc., which makes society and the company feel something extraordinary through the cause marketing campaign. From the cause marketing campaigns, the brand gets high value and results in social value among society.

Overall, I conclude that the cause of marketing on brand affinity works effectively and efficiently with high growth and expansion in the market. The opinion of the customers about the brand is also

excellent. The customers realize that there is some specialty in the cause marketing on brand, and they become loyal customers for that brand on the cause marketing and bring high growth to the business. Therefore, this results in a long- term relationship with the company and society and be successful marketing in the environment.

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