IMPACT OF CAUSE MARKETING ON BRAND AFFINITY WITH YOUNG MOTHERS

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ABSTRACT

Each business contributes to the betterment of the society. Therefore among all the marketing concepts cause marketing is the concept that contributes to society. Cause showcasing is particularly appropriate to organizations that advertise their products straightforwardly to shoppers. Brands associated with the cause marketing include a layer of information that helps while separating among shoppers in order to achieve display case partition. The goals of the examination are to comprehend what Cause Related Marketing intends to customers just as look at the relationship between cause showcasing and brand affinity identified with child-related items and to discover the connection between youthful mother's mentality and cause-related promoting in the investigation territory. At last, the study concludes that there is a significant relationship between cause marketing and brand affinity, whereas young mothers attitude is also influenced through cause marketing.

KEYWORDS: *Cause Marketing, Brand Affinity, Consumer Attitude, Advertisement, Brand Affection*

INTRODUCTION

Cause advertising gives common advantages to the benefit and non-benefit associations and - gives individuals the chance and information they have to help. Since cause showcasing additionally helps in advancing and furthermore in Profit-creating just as ground-breaking worldwide brands has the assets to bring issues to light of non-benefit associations, while likewise advancing their item. Cause advertising is particularly appropriate to organizations that showcase their products legitimately to customers. Of course, Organizations that sell physical things appeared in stores and expected to purchase more than once, can benefit by cause advancing.

Brand affection is a metric that gives financial pros a chance to make doubts about how a client will act or react. Brand affection in like manner incorporates a layer of information that is helpful while isolating among clients to accomplish feature division

Brand affinity portrays customers who trust specific brand imparts regular qualities to them. These mutual qualities help manufacture a relationship which will in general hold steadfast clients for more.

All brand buys or all the shopper conduct are a blend of an enthusiastic, levelheaded and social choice. At the point when a client feels a liking to a brand, the passionate and sane angle is bound to have an influence on the choice. Brand proclivity is the most profitable and suffering dimension of the client relationship, as there is an association among brand and purchaser, just as item and shopper. Affinities are close to home or passionate associations among buyers and a specific brand or business. Profoundly fruitful online organizations can pick up proclivity from clients who help a

brand accomplish fast development.

Cause showcasing can go far to separate an item from its rivals, including esteem, order premium costs, upgrade brand reliability, and decidedly sway a brand's corporate notoriety. Corporate methodology and great citizenship become accomplices through the pathway of cause promoting projects to associate with their purchasers and everybody – the reason, the corporate and the customer - wins.

LITERATURE REVIEW

Varadarajan and Menon (1988), stated that Cause-related marketing is the method of formulating and implementing the marketing activities that are characterized through an offer from the firm to give a specified amount to a selected cause when customers connect in revenue-providing exchanges that satisfy organizational as well as individual objectives. At last, they concluded that cause-related marketing is different from sales promotion, corporate philanthropy, corporate sponsorship, corporate good Samaritan acts, and public relations, though it is often a combination of such activities.

Andreasen (1996)**,** stated that cause-related marketing is a specific marketing strategy, different from sales promotion, sponsorship, and philanthropy.

Webb and Mohr (1998) view cause-related marketing as a strong marketing communication tool which can be used for different goals by the organization in order to earn the profit.

Ptacek and Salazar (1997) stated that cause marketing main aim is to increase incremental sales and build organization image while contributing to the non-profit.

Adkins (1999) defines cause-related marketing as a commercial activity. According to her cause marketing is a partnership between profit and a non-profit organization which is specially designed with the aim of promoting a product's or service's image while gaining the non-profit goals.

Till and Novak (2000) stated that nowadays companies are using cause-related marketing as a tool to build a positive corporate image in the minds of consumers which results in increasing the sales of a company's products and profits as well. This also helps consumers to have better perceptual associations with those organizations that are working with charities and good causes.

According to Daw (2006),cause-related marketing initiative provides benefits to both profit and non-profit organizations. Profit organizations invest in a cause-related marketing program, market position and strength, marketing expertise, relationship with employees, consumers and other stakeholders, and financial help, while non-profit organizations contribute to the program by its name, reputation, and connection to donators, volunteers and distinguished members of the community, thus linking the cause-related marketing program to a cause.

The writing survey outlines the potential for cause-related showcasing to impact buy conduct, anyway explicit subtleties are crude. Past research is shockingly broad in its attention to the standard of cause-related advertising. This investigation endeavors to recognize explicit sort of crusades destined to pull in the consideration of buyers and impact their conduct. This examination likewise investigates which statistic factors are the most grounded indicator of buyer responsiveness to cause-related promoting.

OBJECTIVE AND RESEARCH METHODOLOGY

The exploration destinations are as per the following

- To analyze the relationship between cause promoting and brand proclivity identified with child-related items.

- To discover the connection between youthful moms disposition and cause-related advertising in the examination zone.

To examine the exploration targets the descriptive research configuration is utilized. In this specific research quantitative methodology has been utilized and the essential information was accumulated through the organized survey. For the information amassing, advantageous inspecting is utilized and 100 responses were gathered and used for the investigation in concern. The example was gathered from Dehradun city. The information assembled from the respondents were placed in the SPSS to examine the different elements and steadfastness of the factors. Mean, Standard deviation and regression and correlation are utilized in this investigation.

Data Analysis and Interpretation

Table 1

Variable	Description	Frequency	Percentage
Age	26-28	59	59
	29-31	40	40
	32-34	1	1
Location	Rural	59	59
	Semi-urban	14	14
	Urban	27	27
Family Type	Joint Family	39	39
	Nuclear Family	61	61
Education	Under Graduate	64	64
	Graduate	17	17
	Post-Graduate	19	19
Occupation	Business Women	40	40
	Service	33	33
	Housewife	18	18
	Any other	9	9
Total		**100**	**100**

Interpretation

From the above table, it can be seen that most of the young mothers are from the age group 32-34 and they are mostly in rural areas. From the research, it was found that most of the young mothers who actually know that what cause marketing is and then also buy the product are mostly undergraduate and are business women.

Cause Marketing

Cause marketing is the marketing that supports a social cause in some way for the betterment of society. Cause marketing effort provides the people with the opportunity and knowledge that they need to help and can associate with a brand. Benefit creating, incredible worldwide brands have the assets to bring issues to light of non-benefit associations, while likewise advancing their item.

To study cause marketing, I have taken the following variables:

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Cause marketing is necessary as it helps society and contributes to the betterment of the society	100	1.00	5.00	3.5900	1.32646
Cause marketing is a good idea	100	1.00	5.00	3.4700	1.30620
Linking product and cause together makes a good sense	100	1.00	5.00	3.4700	1.30620
Cause-related marketing gives a fair impression attitude towards competitors	100	1.00	5.00	3.5900	1.32646
Valid N (listwise)	100				

The above tables represent that what actually cause marketing is meant to the young mothers. It can be seen that maximum mean is 3.500 in which the respondents think that Cause marketing is necessary as it helps society and contributes for the betterment of the society and Cause-related marketing gives fair impression attitude towards competitors.

Brand Affinity

Brand affinity is the concept through which the long-term and valuable customer relationship is based on the mutual faith that the company and customer both share the same values. It is the marketing technique through which customer loyalty is created and the unshakable trust in the relationship is build.

Table 3: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I don't believe what the corporation tells me.	100	1.00	5.00	3.5900	1.32646
The content given to me is enough for me to make a decision	100	1.00	5.00	3.4700	1.30620
The company has great expertise	100	1.00	5.00	3.4700	1.30620
The company doesn't have much experience	100	1.00	5.00	3.5900	1.32646
The company makes truthful claims	100	1.00	5.00	3.4700	1.30620
I have the feeling that they are not only concerned about the profit.	100	1.00	5.00	3.4700	1.30620
Valid N (listwise)	100				

The above table shows what impact does brand affinity has on young mothers. Many of the young mothers or the respondents do not believe what the cooperation's tell them about cause marketing. Therefore, there are various different views of the respondents like they think that the company or the brand does not have much experience related to cause marketing, etc.

The study is conducted to know about what respondents i.e. young mothers actually know about brand affinity and its impact on cause marketing.

Regression

Regression analysis is a statistical technique which is used to analysis the relationship between two or more variables of the interest. Regression analysis, examine the influence of one or more independent variables on a dependent variable.

In this study regression analysis was used to examine the relationship between cause marketing and brand affinity.

Table 4

	Model Summary			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961[a]	.923	.922	.28793
a. Predictors: (Constant), cause marketing				

Table 5

	ANOVA[a]					
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	97.532	1	97.532	1176.429	.000[b]
	Residual	8.125	98	.083		
	Total	105.657	99			

Table 6

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.004	.106		-.040	.968	-.215	.207
	Causemarketing	.996	.029	.961	34.299	.000	.938	1.053
a. Dependent Variable: Brand affinity								

Inference

The information presented in the above tableshow the model summary & overall fit statistics. We see from the table that the Adjusted R Square of our model is.922 with the R2=.923 that means the linear regression explains the 92.3% variance in the data.

The table above depicts the F test. The f test statistics is the regression sum of a square divided by the residual mean square. The liner regression F test has the null hypothesis that there is no linear relationship between the variables with F test 1176.429 and 1 degrees of freedom the test is highly significant. Therefore we can assume that there is a linear relationship between the variable in our model. Further, the table shows standardized coefficient beta indicates the relationship between Cause marketing as the independent variable and Brand affinity as the dependent variable with a value of.961. The significance of beta is tested using t-test and value found is -.040 and 34.299 which is significant except indicating a healthy positive relationship between cause marketing and brand affinity. The regression analysis helps to conclude that the cause marketing have a significant relationship with brand affinity.

The below analysis is done to study the relationship between cause marketing and brand affinity.

Table 7

Correlations			
		Cause Marketing	Brand Affinity
Cause marketing	Pearson Correlation	1	.961[**]
	Sig. (2-tailed)		.000
	N	100	100
Brand affinity	Pearson Correlation	.961[**]	1
	Sig. (2-tailed)	.000	
	N	100	100

Correlation is a statistical technique that can show whether and how strongly pairs of variables are related. Since in this study correlation was used to know the association between cause-marketing and brand affinity. From the table, 4.14it can be seen that the correlation between cause marketing and brand affinity is high that is 96.1%. Since the $p<0.05$(i.e..000< 0.05) it means that there is an association between cause marketing and brand affinity.

Therefore, the table 4.14 depicts that the null hypothesis is rejected (i.e. there is no association between cause marketing and brand affinity) and the alternative hypothesis is accepted (i.e. there is an association between cause marketing and brand affinity).

Cause Marketing

Cause marketing is the marketing that supports a social cause in some way for the betterment of society. Cause marketing effort provides the people with the opportunity and knowledge that they need to help and can associate with the brand. Benefit creating, incredible worldwide brands have the assets to bring issues to light of non-benefit associations, while likewise advancing their item.

To study cause marketing, I have taken the following variables:

Table 8

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Cause marketing is necessary as it helps society and contributes to the betterment of the society	100	1.00	5.00	3.5900	1.32646
Cause marketing is a good idea	100	1.00	5.00	3.4700	1.30620
Linking product and cause together makes a good sense	100	1.00	5.00	3.4700	1.30620
Cause-related marketing gives a fair impression attitude towards competitors	100	1.00	5.00	3.5900	1.32646
Valid N (listwise)	100				

The above tables represent that what actually cause marketing is meant to the young mothers. It can be seen that maximum mean is 3.500 in which the respondents think that Cause marketing is necessary as it helps society and contributes for the betterment of the society and Cause-related marketing gives fair impression attitude towards competitors.

Young Mother's Attitude

Purchaser frame of mind might be characterized as a sentiment of positivity or unfavorableness that an individual has towards an article. Purchasers have certain particular emotions towards certain items or brands. Once in a while these emotions depend on specific convictions and in some cases they are not. Therefore to consider the youthful mother frame of mind following variable was attempted

Table 9

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I would be willing to pay a higher price for the baby products of the firm which offer cause campaign than that of others.	100	1.00	5.00	3.4700	1.30620
It is likely that I will participate in cause campaign by purchasing the baby product	100	1.00	5.00	3.4700	1.30620
I would influence others to purchase those baby product related to a cause campaign	100	1.00	5.00	3.5900	1.32646
I would consider purchasing from this firm which donates for a cause in order to provide help to it	100	1.00	5.00	3.4700	1.30620
I would buy the baby product related to cause campaign rather than any other brand available	100	1.00	5.00	3.4700	1.30620
Valid N (listwise)	100				

Regression analysis is a statistical technique which is used to analysis the relationship between two or more variables of the interest. Regression analysis, examine the influence of one or more independent variables on a dependent variable.

Therefore regression is used to study the impact of cause marketing on young mothers attitude.

Table 10

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887[a]	.786	.784	.51828

Table 11: Anova[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.832	1	96.832	360.491	.000[b]
	Residual	26.324	98	.269		
	Total	**123.156**	**99**			

Table 12

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.008	.192		-.040	.968	-.388	.373
	causemarketing	.992	.052	.887	18.987	.000	.888	1.096
a. Dependent Variable: Youngmotherattitude								

Inference: - The information presented in the above table show the model summary & overall fit statistics. We see from the table that the Adjusted R Square of our model is.784 with the R2=.786 that means the linear regression explains the 78.6% variance in the data.

The table above depicts the F test. The f test statistics is the regression sum of a square divided by the residual mean square. The liner regression F test has the null hypothesis that there is no linear relationship between the variables with F test 360.491 and 1 degrees of freedom the test is highly significant. Therefore we can assume that there is a linear relationship between the variable in our model. Further, the table shows standardized coefficient beta indicates the relationship between Cause marketing as the independent variable and Youngmothesr attitude as the dependent variable with a value of..887. The significance of beta is tested using t-test and value found is -.040 and 18.987 which is significant except indicating a healthy positive relationship between cause marketing and young mother attitude. The regression analysis helps to conclude that the cause marketing has a significant relationship with the young mother attitude.

Table 13

Correlations		Cause Marketing	Young Mother Attitude
Causemarketing	Pearson Correlation	1	.887**
	Sig. (2-tailed)		.000
	N	100	100
Youngmotherattitude	Pearson Correlation	.887**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

A relationship is a factual strategy that can demonstrate whether and how firmly matches of factors are connected. Since in this investigation relationship was utilized to realize the relationship between cause advertising and brand partiality. From the table, it tends to be seen that the connection between's motivation advertising and youthful mother's frame of mind is high that is 88.7%. Since the p<0.05 (for example.000<0.05)it implies that there is a relationship between cause showcasing and youthful mother disposition.

Along these lines, the table portrays that the invalid speculation is rejected (for example there is no relationship between cause showcasing and youthful moms disposition) and the elective speculation is acknowledged (for example there is a relationship between cause advertising and youthful moms frame of mind).

CONCLUSIONS

Cause -advertising is characterized as a kind of corporate social duty, in which an organization's special crusade has a double motivation behind expanding productivity while bettering society. Brand affinity is a metric that lets economic analysts make forecasts about how a buyer will carry on. It is essential to comprehend what cause showcasing is to decide if cause advertising enactment applies. Henceforth, our point is to think about if their commitment is vital or strategic. In connection to the methodology, we need to analyze what classification of items the organizations have picked and for what reason to target youthful moms. Cause promoting – the agreeable exertion between a for-benefit and a non-benefit for their common advantage - gives individuals the chance and information they have to help.

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