A Comparative Study of Social and Cause-Related Marketing in Emerging Markets

Rajesh Srivastava

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The purpose of this study is to investigate the relationships and the effectiveness of cause related or social marketing on consumer perceptions, perceived brand motivations and the direct and indirect effects that these factors have on brand alliance, attitude and purchase intentions. Total 425 participated who are users of soap and oil in Fast Moving Consumer Goods(FMCG) sector. Advertisements of three per brands are taken up for study. Dove soap ,Parachute hair oil,Dettol Soap(Social marketing) and Fiama Di Wells beauty soap, Vatika hair oil, Nihar hair oil(Cause marketing) are selected for study. Both social/cause related marketing motivates the consumer to purchase products from the same company and likewise recommend to others. The present study findings clearly suggest that compared with social cause related marketing, social marketing is more preferred. People like watching advertisements incorporating social marketing more compared to cause related marketing. Both social/cause related marketing motivates the consumer to purchase products from the same company and also recommend to others.The take away from this study is how social or cause related marketing differ on brand alliance and subsequent effect on brand image, brand recommendation, brand loyalty, consumer perceptions, and purchase behaviour.

INTRODUCTION

Social marketing is concerned with the application of marketing knowledge, concepts, and techniques to enhance social and economic wellbeing (Kotler and Zaltman, 1971). It is also concerned with the analysis of social consequences of marketing policies; decisions and activities (Gordon, 2011). Lee and Kotler (2016) define social marketing as a process that uses marketing principles and techniques to change the behaviours of a targeted audience by communicating, creating, delivering, and exchanging offerings that will have positive benefits for both the individuals and society as a whole.

Consumers today expect firms to consider not only their financial bottom line, but also the well-being of society and the environment when making corporate decisions.

Cause related marketing is a marketing strategy wherein a product/brand/company is marketed in association with a 'cause'-to change the behaviour or donate a percentage of revenue for the betterment of society. Therefore,cause marketing is defined as a type of Corporate Social Responsibility (CSR) in which a company's promotional campaign has the dual purpose of increasing profitability while bettering society (https://causemarketing.com). One way that firms can show their support for the community is by offering to donate money to a cause when a consumer purchases their product, a phenomenon known as cause-related marketing (Varadarajan and Menon, 1988; Lafferty et al., 2004). There are differences between social and cause-related marketing . The two important differences include (a) cause-related marketing, unlike social marketing, does not aim to change behaviours, but to fulfil consumers' desire to do something for society by donating money as a result of her purchasing; (b) both create a brand alliance but attachment varies depending upon the intensity of a cause or social marketing (Srivastava, 2013). In order to understand what approach is better for building brands in emerging markets like India, this comparative study analysis their effectiveness in building brands and brand alliance .

Partnerships that link the brand with the cause or social marketing in the consumer's mind are referred to brand alliances (Lafferty et al., 2004). Participating in a cause related or social marketing -brand alliance potentially benefits a brand by fostering more favourable attitudes toward the brand and increasing brand equity (Simmons and Becker-Olsen, 2006). Previous research has found that factors such as cause-brand fit (Gupta and Pirsch, 2006), message source (Simmons and Becker-Olsen, 2006) and donation size (Moosmayer and Fuljahn, 2010) influence consumer responses to cause-brand alliance campaigns. However, consumers' involvement in a cause-related marketing or social marketing related approach will influence consumers' evaluations of brand alliances better. Furthermore, although the previous literature has found that purchase intentions are influenced by factors such as cause-brand fit and perceived brand motivations (Becker-Olsen et al., 2006) and attitude toward the cause or social marketing or social marketing (Berger et al., 1999), the different outcome due to the relationship between cause or social -brand alliance on attitude and purchase intentions has rarely been studied(Myers, et al., 2013). Hence, understanding how these factors influence consumers' intentions to purchase the product associated with the a cause or social marketing will have important implications for marketers who wish to create conditions that increase consumer's perceived altruistic brand motivations, develop a more favourable brand alliance attitude and ultimately increase purchase intentions. People are not logical, rather they are rational. They prefer to act within the comfort of their own value system. Social marketing provides a mechanism for tackling problems by motivating people to adopt healthier lifestyles. The social welfare goal is achieved through voluntary change of behaviour (Nanda, 2015). According to Russel-Bennett et al. (2013) in environmental movements the impact of values in driving behaviour and rising awareness are successful when they consider local conditions.

The present study uses a theoretical framework based on Congruity Theory (Osgood and Tannenbaum, 1955). While recent academic research has made some significant

progress in examining the communication effectiveness of a multitude of social or cause marketing (eg, Folse et al., 2010; Grau and Folse, 2007; Kerr and Das, 2013; Koschate-Fischer et al., 2012; Müller et al., 2013), it has yet to consider differences in effectiveness between social and cause-related marketing. There is a paucity of research on comparative study of these two approaches and their impact on these variables. This paper compares the effectiveness of social and cause related marketing by empirically investigating, from a consumer perspective, the nature of social and cause related marketing .

LITERATURE REVIEW

Social Marketing vs Cause Marketing in Building Brands

Kotler and Lee (2008, p.34) define social marketing as a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audiences   behaviours that benefit society as well as the target audience. A consumer's attitude toward a company is closely linked to corporate image, as corporate image is the net result of the interaction of a person's beliefs, ideas, feelings and impressions about a company(Simmons and Becker-Olsen, 2006).This helps in brand building activities of the company especially when social or cause related marketing are used. French (2014) describes critical social marketing or cause related marketing as an aspect of marketing that critically reviews commercial marketing practices that have a negative impact upon society. Social marketing is a marketing approach utilized primarily by governments or selected brands to achieve positive behaviour change contributing to social good (Andresen, 2002). There is a paucity of research to find the effect of social marketing in comparison to cause related marketing on brand alliance.

Brand Alliance Attitude Due to Cause Related or Social Marketing

Brand alliance potentially benefits a brand by fostering more favourable attitudes toward the brand and increasing brand equity (Simmons and Becker-Olsen, 2006). Consumers' reactions to cause or social related brand alliance campaigns are difficult to predict, warranting further research investigating factors that increase the success of these campaigns. Previous literature has found that factors such as cause-brand fit (Gupta and Pirsch, 2006), message source (Simmons and Becker-Olsen, 2006) and donation size (Moosmayer and Fuljahn, 2010) influence consumer responses to cause or social related brand alliance campaigns.Another factor influencing brand alliance evaluations is consumer's perceptions of why the brand is engaging in the alliance, or perceived brand motivations (Barone et al., 2007). However, one factor that has not been extensively investigated in the extant literature, yet may influence consumers' evaluations of brand alliances, is the degree to which consumers feel that the cause or social related approach is personally relevant to their lives. Understanding how these factors influence consumers' intentions to purchase the product associated with the cause or social related -brand alliance will have important implications for marketers who wish to create conditions that increase consumer's perceived altruistic brand motivations and ultimately increase purchase intentions. According to Congruity Theory (Osgood and Tannenbaum, 1955), consumers look for congruity when forming attitudes toward new stimuli that they encounter. Consumers, who is highly involved, with a cause or social related believe that the cause or social related brand alliance is

relevant to their lives (Zaichkowsky, 1994) and in turn has positive associations (Sherif et al., 1965). When these consumers encounter a cause-brand alliance, it is likely that, in an effort to maintain congruity, the favourable associations that they have for the cause or social related approach to brand building will influence their evaluation of marketing activities including partnering with a brand to form a brand alliance.

Social marketing as an academic discipline has consistently ignored relevant and useful impact on brand alliance while focusing on advertising as a major tool for delivering messages (Toledanoand Murray, 2014). The influence of cause related or social marketing on consumers' responses to brand alliances is limited. Previous studies have found that more involved consumers perceive a greater brand fit (Trimble and Rifon, 2006; Toledanoand Murray, 2014), and that cause related or social marketing involvement moderates the influence of fit (Gupta and Pirsch, 2006) and message cues (Hajjat, 2003) on purchase intentions. Cause-related marketing has been shown to have a positive impact on consumer attitudes and behaviour (Kaplan and Haenlein, 2010; Toledanoand Murray, 2014). Cause-brand alliance potentially benefits a brand by fostering more favourable attitudes toward the brand and increasing brand equity (Simmons and Becker-Olsen, 2006). Moreover consumers' reactions to cause-brand alliance campaigns are difficult to predict, Previous literature has found that factors such as cause-brand fit are important too. (Gupta and Pirsch, 2006). However, researchers have not tried to compare the effectiveness of cause and social marketing approaches on brand recall and purchase behaviour.

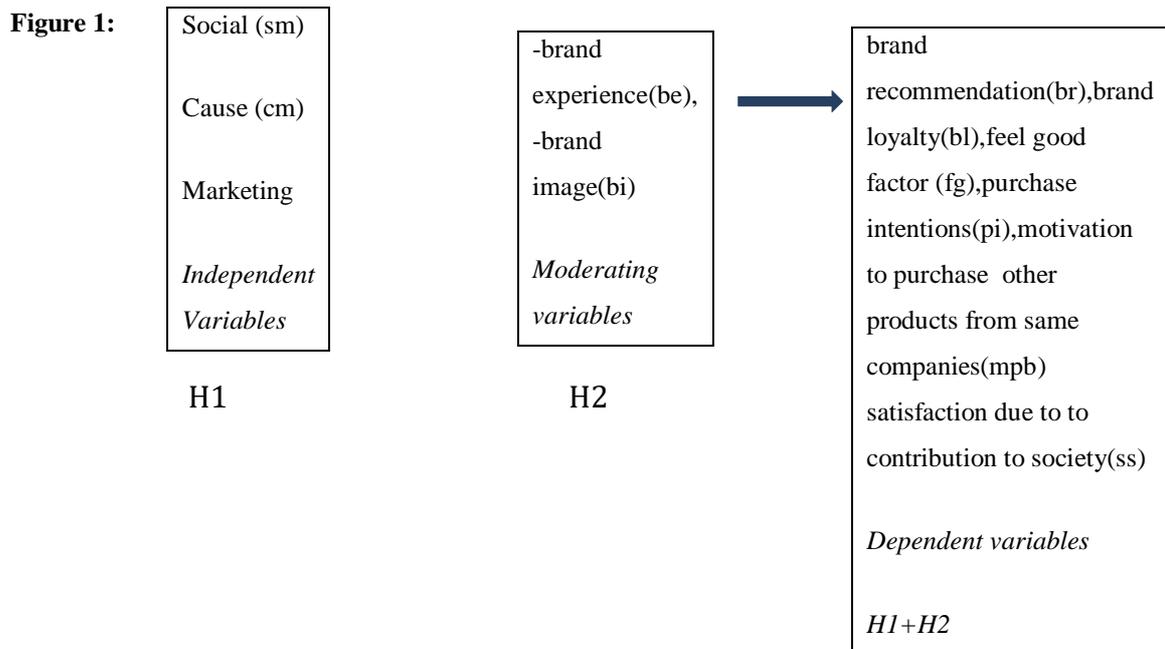## Application of Theories and Social or Cause Related Marketing
Behavioural change is achieved through the creation, communication, delivery and exchange of a competitive social marketing offer that induces a voluntary change in the target audience, and results in the benefit to the social change campaign's recipients, partners and broader society at large(Gotschi et al., 2010). According to Planned Behaviour theory intention is viewed as the closest determinant of behaviour. There is a direct link between buying intention and actual buying (Ajzen, 1985). An individual's attitude toward a brand is related to intentions to engage in a behaviour related to that brand. The more favorably an individual views a brand due to his past brand experience or through brand communication , the greater will be the brand alliance due to positive attitude (Norazah et al., 2011).In the case of cause or social related -brand alliances, the more favourably a consumer views the alliance, the more likely he or she is to participate in the alliance by purchasing goods that are associated with it.Therefore,persuasive communication will change the attitude as per Congruity Theory (Osgood and Tannenbaum, 1955). Congruity Theory proposes that a group will be positively evaluated when its characteristics are recognized as aligning with that group's typical social role(Eagly, and Diekman, 2005).This is possible due to brand alliances with social or cause related marketing approaches as both are persuasive in communication. The present study uses these theories to develop hypotheses while comparing the effect of two approaches.

Proposed Theoretical Framework
When companies start promoting a socially responsible profile through social or cause marketing approaches, then consumers start wondering about the company's underlying motives (Bhattacharya et al., 2011; Kervyn et al. , 2012). Based on the literature review   brand recommendation(br),brand loyalty(bl),feel good factor(fg),

purchase intentions(pi), motivation to purchase other brands from same companies(mpb)and satisfaction due to contribution to society (ss) as dependent variables, social or cause marketing (sm or sc) as independent and, brand experience(be), brand image(bi) as moderating variables, are incorporated into the development of the theoretical construct as given in Figure 1.

Fig-I comparative effect model on social/cause marketing

Figure 1:

Social (sm)	-brand experience(be), -brand image(bi)	brand recommendation(br),brand loyalty(bl),feel good factor (fg),purchase intentions(pi),motivation to purchase other products from same companies(mpb) satisfaction due to to contribution to society(ss)
Cause (cm)		
Marketing		
Independent Variables	*Moderating variables*	*Dependent variables*
H1	H2	H1+H2

According to Congruity Theory (Osgood and Tannenbaum, 1955), consumers look for congruity when forming attitudes toward new stimuli that they encounter through social marketing or cause marketing and other forms of promotion. Consumers who are highly involved with a social or cause marketing as they believe that the social or cause is relevant to their lives (Zaichkowsky, 1994) and in turn have positive associations for the social or cause approaches (Sherif et al., 1965). This is possible due to a brand-cause or social alliance which stimulates image transfer from social and ecological purposes of a cause, to a brand (Moosmayer and Fuljahn, 2013). When these consumers encounter a social or cause -brand alliance, it is likely that, in an effort to maintain congruity, the favourable associations that they have for the social or cause will influence their evaluation of marketing activities engages in, including partnering with a brand to form a social cause-brand alliance brand experience (be), brand image (bi) will have a moderating effect on the brand alliance and attitude towards the brands. This will lead to brand recommendation(br),brand loyalty(bl),feel good factor (fg),purchase intentions(pi), motivation to purchase other products from the same companies(mpb) satisfaction due to contribute to society(ss).These factors which may influence attitude were not considered under this theory in previous work (e.g. Zaichkowsky, 1994; Sherif et al., 1965; Kervyn et al. , 2012). Singh, 2016). Keeping these variables in mind, the following hypotheses are developed.

Developing Hypotheses
Lefebvre (2012) argues further that to make positive "transformative" change in tackling social problems; social or cause related marketers need to recognize that the

world is changing and look for fresh ideas and inspiration. The emergence of innovative social or cause related approaches in marketing presents an alternative method for pursuing positive social change that has garnered substantial attention due to the focus on creating brand value (Porter and Kramer, 2011). According to Congruity Theory (Osgood and Tannenbaum, 1955), specific predictions about the direction and amount of attitude change will occur depending on the persuasive communication. Consumers' attitude changes due to a brand alliance with social or cause related marketing approaches are subject to persuasive in communication. Brand experience and brand image will have a moderating effect on purchase intention, feel good factor, recommendation to others are additional variables which will affect change in attitude towards brands. Taking account of Congruity Theory, the effectiveness of social or cause related marketing may vary towards brand attitude and alliance. The following hypothesis is formulated:

H1 There will be different effect on brand purchase intentions, feel good factor towards the brand and brand loyalty due to the different brand alliance effect of social or cause related marketing.

The Theory of Planned Behaviour (abbreviated TPB) is a theory proposed by Icek Ajzen (1985) to improve on the predictive power of the Theory of Reasoned Action by including perceived behavioural control. As per the theory, attitude toward behaviour, subjective norms, and perceived behavioural control, together shape an individual's behavioural intentions and behaviours. A high correlation of attitudes and subjective norms to behavioural intention, and subsequently to behaviour, has been confirmed in many studies (Sheppard, 1988). According to the model, people's evaluations of, or attitudes toward behaviour are determined by their accessible beliefs about the behaviour, where a belief is defined as the subjective probability that the behaviour will produce a certain outcome. The Theory of Planned Behaviour's positive evaluation of self-performance of the particular behaviour is similar to the concept of perceived benefits. The positive attitude and subsequent behaviour created due to social or cause related marketing will lead to the brand recommendation, motivation to buy other products from the same companies and satisfaction due to its contribution to society(Srivastava,2013,2016; Sigh,2016). Based on the above, the following hypothesis is suggested :

H2 Social or cause related marketing will have different behaviour on the brand recommendation, motivation to buy other products from the same companies and satisfaction due to its contribution to society.

METHODS

To find out the impact of social /cause marketing campaign, we took soap and an oil as FMCG product categories. These categories provide us with an optimal context for our comparative analysis. As noted by Sigh (2016) while low margin-high profit approaches towards social welfare may or may not be lucrative in terms of profitability, it is a company's moral obligation to reward emerging markets for their role in production (Sigh,2016). Three advertisements per brands for social/cause related marketing for the following brands were used: Dove soap ,Parachute hair oil,Dettol soap(Social marketing) and Fiama Di Wells beauty soap, Vatika hair oil, Nihar hair oil(Cause marketing). A total of 18 audiovisual advertisements were shown on the

participants' smart phones, after permission through the intercept technique was obtained in an earlier study by Srivastava(2016). The study was conducted between the 1st of July and the 30th of September in 2017 with the help of 45 of MBA students in Mumbai, who helped collect data as part of their course requirements. Around 36% of the respondents who were approached through the intercept technique for face to face interview agreed to participate. Intercept technique is a technique wherein respondents are asked to spare two minutes to seek his opinion for academic research (Srivastava,2016)

The study used a random sampling strategy, and recruited a total of 425 respondents who had experience with the product categories of soap and oil. The sample size is suitable and in keeping with previous work (Krejie and Morgan, 1970). Since the Kaiser-Meyer-Olkin test (KMO) Measure is 0.75, the sample is adequate. Also Bartlett's Test of Sphericity shows a Significance value of less than 0.001 for doing factor analysis Respondents were selected through the use intercept techniques (Srivastava, 2016). Permission was obtained from respondents after explaining the study's aim. Seventy five percent of the sample was composed of consumers in the 21-30 age group, which form more than 57% of the population of India (Srivastava, 2016). In this age group the sex ratio was 55:45 men to female (Census ,2013). This group is increasingly converging in terms of lifestyle and taste due to widely available global social media and communication technology (Taejon et al., 2011). Younger respondents are an appropriate sample when assessing purely cognitive constructs that are likely to operate universally regardless of social status and situation. (e.g. DeGregorio and Sung 2010; Srivastava, 2013; Chan et.al, 2016).

Questionnaire Design

Measurement scales of all variables in the questionnaire were adapted from previous research with some adjustment. The questionnaire was primarily adopted and based on the works by Till and Busler (2013),Goldsmith (2006) and Grau and Folse (2007). Based on the identified variables-brand recommendation, brand loyalty, feel good factor ,purchase intentions, motivation to buy other products from the same companies and satisfaction due to its contribution to society as dependent variables, social or cause marketing as independent and ,brand experience, brand image as moderating variables, were incorporated into the questionnaire administered(Ex.:Sir,You know ,some brands say we will build schools from the sales generated by giving an X amount (Cause related marketing) or some brands like to change your habits like throwing litter on the road or you must vote to save democracy(Social related marketing).Why do you purchase such brands ?). The measurement scale used in the research was mainly a Likert scale of one to five and rank test for a few questions. Reliability assessment was conducted to determine the Cronbach alpha for the questionnaire. A pilot test of the data collection process took place on the College's premises for reliability and validity test. Cronbach alpha was above 0.7 and indicates an acceptable internal consistency (α = 0.7249). Constructs with Cronbach's alpha coefficients higher than the standard alpha of .70 indicated a satisfactory internal consistency reliability (Nunnally, 1978). Principal component analysis was carried out to validate the questionnaire. After factor loading the variables selected for study were brand recommendation(.785), motivation to buy other products from the same companies(.805) and satisfaction due to its contribution to society (.895),brand purchase intentions(.789) feel good for the brand(831) and brand loyalty(.881)

Data was collected using an intercept; face-to-face, personal interviewing method. The intercept method involves a more in-depth data collection procedure that is especially suited for our study as it allowed us to ensure that the respondents clearly understood the scenarios (Keen et al., 2004, Srivastava, 2016). Data analysis, including factor analysis and correlation tests was carried out with the use of SPSS.

FINDINGS

Social marketing is not social media marketing. Social marketing is a discipline in its own right and moves beyond commercial cause related marketing efforts. FMCG sectors are using social or cause marketing to differentiate the brand extensively Table-1 gives the comparative impact of social and cause marketing on purchase behaviour

Table1: FMCG Products Purchase Behaviour Under Social and Cause Marketing Approach(*Social marketing;Cause marketing)**

Brands	Number	%
Dove soap*	210	49.4
Parachute hair oil*	85	20
Dettol soap*	40	9.4
Fiama Di Wells beauty soap**	10	2.35
Vatika hair oil**	20	4.7
Nihar hair oil**	10	2.35
None of these	50	11.8
Total	425	100.0

Three brands under each category taken up for study revealed that three brands have 78.8% purchase behaviour compared to 9.5% under cause marketing. Regarding social and cause marketing, Dove soap is the leader followed by Parachute hair oil and Dettol soap. Comparing the proportions by Z test, Z cal is very high (10.2) which are greater than the table value of 1.96. Hence, there is a significant difference between the proportion of people preferring Dove as compared to Parachute or Dettol. Similarly, social marketing has a greater impact on purchase behaviour compared to cause related marketing as Z value is greater than table value .This confirms the hypothesis (H1) that there social and cause related marketing will have different effects on brand purchase intentions. In the marketing literature, particularly with regard to the advertising and consumer behaviour disciplines, social /cause marketing actions have often been described as societal marketing (Hoeffler and Keller, 2002) or revenue producing transactions (Pracejus and Olsen, 2004) that incorporate a firm's social performance into a firm's brand building and promotion activities with the intention of improving the brand awareness, business reputation, customer satisfaction and sales (e.g.Barone et al. 2007; Luo and Bhattacharya, 2006; Liu, 2012).

In our study, social marketing has an edge over cause marketing as the consumer sees it as an approach to generate sales through a cause related approach. The emotional

state of pain (guilt) causes an uncomfortable feeling amongst customers when the buy a product (especially a luxury one), that may be alleviated by the fact that they can benefit some disadvantaged group by contributing a small amount of money but as soap and oil are low involvement products, the cause marketing approach has not made much dent on purchase behaviour of the consumer as per our study compared to social marketing .Therefore, the reasons for purchase behaviour under social or social cause marketing is given our study in table-2.

Table2: Reasons to Purchase Such Products

Reasons	Number	%
Satisfaction of contribution to society	150	35.3
Feel good factor	165	38.8
Under peer/societal pressure	5	1.2
Wish to promote such activities	105	24.7
Total	425	100.0

Comparing the proportions by Z test, Z cal = 1.25 which is less than the table value of 1.96. Hence, there is no significant difference in the proportion of people giving the reason as a feel good factor and those giving the reason as satisfaction of contributing to society.

But if we compare the reason 'Satisfaction of contribution to society' and 'Wish to promote such activities', Z cal= 3.5 was greater than the table value of 1.96. Hence, there is a significant difference in the proportion of people giving the reason as 'Satisfaction of contribution to society' and 'Wish to promote such activities'. Therefore, the main reasons are 'Feel good factor' and 'Satisfaction of contribution to society' and a distant reason is 'Wish to promote such activities 'Social marketing and Cause related marketing have a unique (difference) locus of benefit, objectives/outcomes sought, target market, voluntary exchange, and marketing perspective(Pharr and Lough,2012). Social factors play a special role in the decision of the buyer's purchase (Kotler and Armstrong, 2006). Feel good factor is the main reason for buying such products closely followed by satisfaction of contributing to society and then wishing to promote such activities confirming hypothesis H1. This can be explained through social marketing theory which states that consumers like to contribute to society and feel good when they do (Kotler and Zaltman, 1971).

There are other factors too which influences purchase behaviour of consumers of FMCG brands. This is given in table-3.

Table3: Other Factors which Influence Purchase Behaviour of Such Products

Factors	Number	%
Prior experience	255	60.0
Brand image	50	11.8
Quality	30	7.1
Functionality	10	2.4
Recommendation	10	2.4
Advertisement	45	10.6
Company they are associated with	5	1.2
Not applicable	15	3.5
Value for money	5	1.2
Total	425	100.0

The main other factor which influences purchase behaviour of such products is 'prior experience'. Two other distant factors are 'brand image' and 'Advertisement'.

Comparing the proportions by Z test, Z cal = 15.7 which is greater than the table value of 1.96. Hence, there is a significant difference in the proportion of people purchasing products because of 'Prior experience' and those because of 'brand image' or 'advertisement'. Hence, among the other factors, 'prior experience' is the most important followed by 'brand image' and 'advertisement'. This confirms H2.

Social/cause related marketing seeks to develop and integrate marketing concepts with other approaches, to influence behaviours that benefit individuals and communities for the greater social good. It has an impact on consumer behaviour which is shown in table-4.

Table 4: What Consumers Expect (N=425)

Factors	Scale of 1-5 (Average)
1.Will you recommend others to buy a brand based on its social activeness?(ro)	3.53
2.Do brands that raise social awareness, earn your loyalty?(bl)	3.11
3.Do social activities motivate you to buy other brand s from the same	2.76

company?(mbp)	
4.Will you expect other companies/brands to take up such campaigns(eo)	4.02

The highest rating is for the 4th factor which shows that consumers want other companies/brands to take up such campaigns. Using Z test, Z cal = 2.4 which is greater than the table value of 1.96. This shows that there is a significant difference in the ratings given to the first and last statement, second and last statement and third and last statement. The rating given to the second statement is close to neutral, the rating given to the first statement is a little on the higher side and that given to the third statement is on the lower side.Liking of a concept creates a desire to see if others can also follow up. A positive feel towards the brand make a consumer a spokesman and creates a desire for the other company to follow the same approach. Thus confirming that social or cause related marketing will have effects on the brand recommendation, motivation to buy other products from the same companies and satisfaction due to contribute to society (H2). The further correlation analysis on the same three factors are given in table -5.

Table 5: Correlations Analysis

		Will you recommend others to buy a brand based on its social activeness?	Do brands that raise social awareness earn your loyalty?	Do social activities motivate you to buy a product under the same brand name?
Will you recommend others to buy a brand based on its social activeness?	Pearson Correlation	1	.643**	.381**
	Sig. (2-tailed)		.000	.000
	N	425	425	425
Do brands that raise social awareness, earn your loyalty?	Pearson Correlation	.643**	1	.507**
	Sig. (2-tailed)	.000		.000
	N	425	425	425
Do social activities motivate you to buy a product under the same brand name?	Pearson Correlation	.381**	.507**	1
	Sig. (2-tailed)	.000	.000	
	N	425	425	425

Karl Pearson's coefficient of correlation among the 3 variables-(i) Will you recommend others to buy a brand based on its social activeness;(ii) Do brands that raise social awareness ,earn your loyalty;(iii) Do social activities motivate you to buy a product under the same brand name. The significance value for all the 3 pairs of correlations is

0.000< 0.05 which means that these 3 statements are significantly correlated to each other. This means that when customers recommend others to buy a brand based on its social activeness, they also become loyal towards the brand and this also motivates them to buy a product under the same brand name. Social /cause related marketing helps to motivate consumers and also lead to more brand purchase from the same company(H2) as given in table-6

Table-6: Do Social Activities Motivate You to Recommend and Buy another Brand from the Same company?

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t
1 (Constant)	.907	.434		2.089
-Will you recommend others to buy a brand based on its social activeness	.117	.154	.094	.761
-Do brands that raise social awareness, earn your loyalty	.465	.129	.447	3.608

The sig. value for the first independent variable is 0.449> 0.05 and for the second independent variable is 0.001< 0.05. Hence we conclude that social activities motivate recommendation and intentions to purchase another brand from same company, thus increasing brand loyalty (H1 and H2). Each approach may have different impact on consumer behaviour. Table-7 gives the comparison of two approaches on consumer behaviour.

Table7: Comparison of Two Approaches (N=425)

Social marketing	%	Cause marketing	%
Seen ads incorporating social marketing	82.9	Seen ads incorporating Cause marketing	70
I implement these ads in my daily life-Not sure	55.7	I implement these ads in my daily life-not sure	52.9
Like to see more similar advertisement	57	Like to see more similar advertisement	78.6
More appealing	51.4	More appealing	48.6

Inferential Analysis

Using the Z test, we see Z cal = 4.3 which is greater than the table value of 1.96. Hence there is a significant difference in the proportion of people who have seen ads incorporating social marketing and those incorporating cause marketing.

(ii) Using Z test, Z cal = 1.56 which is less than the table value of 1.96. Hence, there is no significant difference in the proportion of people who implement social marketing ads in their daily life as compared to those who implement because cause related marketing advertisement.

(iii) Using Z test, Z cal = 6.5 which is greater than the table value of 1.96. Hence there is a significant difference in the proportion of people who like to see more social marketing ads as compared to those who like to see cause marketing ads.

(iv) Using Z test, Z cal = 1.75 which is less than the table value of 1.96. Hence there is no significant difference in the proportion of people who find social marketing ads more appealing as compared to those who find cause marketing ads more appealing.

Thus, confirming that social or cause related marketing will have different effects on the brand recommendation, motivation to buy other products from the same companies and satisfaction due to its contribution to society (H2).

DISCUSSION

Our theoretical model illustrates the importance of taking into account multiple factors at different levels of analysis to understand social change. If social marketing (sm) or social cause related marketing (sc) can motivate the consumer to become spokesman for the brand, it will create a need to follow the success of the other brands too. This will relate to frequency of advertisement(fa),corporate image(ci), brand image(bi), the right type of massage(rm). A satisfied consumer will recommend the brand to others (ro) as he is more brand loyal(bl) and will expect others(eo) to do the same due to better brand experience(be). He is willing to purchase other brands(pbr) from the same company. Therefore the behaviour can be explained through the following equation:

$$Sm \text{ or } sc \, \alpha \, \Sigma \, fa + ci + bi + be \, \alpha \, ro \neq bl \neq pbr + eo$$

In fact, the study findings clearly suggest that compared with social cause related marketing, social marketing is preferred. It is theorized that using monetary cues in a cause related marketing campaign is more likely to make consumers perceive the campaign as a promotional activity aimed at helping the company increase its sales and profits, rather than as a genuine effort to support the cause at hand. As consumers look for congruity when forming attitudes toward the brand, new stimuli through social marketing is more effective as per our study . Brand experience (be), brand image (bi) will have a moderating effect on the brand alliance and attitude towards the brands which, is in conformity with Congruity Theory (Osgood and Tannenbaum, 1955). As per our study, social marketing creates a positive attitude through brand alliance (H1). Our research findings confirms that social marketing is better than cause marketing communication for building a brand in emerging markets like India. According to Congruity Theory (Osgood and Tannenbaum, 1955), persuasive communication will lead to specific predictions about the direction and amount of attitude change. Consumers' attitude changes due to brand alliances with social related marketing approaches was rated positively when compared to cause related marketing in

communication. This is contrary to   research findings of Ellen et al.(2006) and Liu, (2012) which report that consumers do not necessarily dislike profit-driven motives.

Similarly, and in accordance to the Theory of planned behaviour (Ajzen (1985) attitude toward behaviour, subjective norms, and perceived behavioural control, together shape an individual's behavioural intentions and behaviours. The positive attitude and subsequently to behaviour created due to social marketing leads to the brand recommendation(ro), motivation to buy other products from the same companies(pbr) due to its contribution to society as per our study(H2). A conjecture that follows from these findings is that companies communicating social marketing initiatives can attain an advantageous position in comparison with companies communicating cause related marketing initiatives. Our study confirms both hypotheses-H1 and H2 and thus validating the model. Our study also explains the effect of social marketing through the application of Theory of planned behaviour and Congruity Theory. This is a major contribution in the measurement of effectiveness of social of cause related marketing towards building brands.

CONCLUSIONS

While recent academic research has made some significant progress in examining the communication effectiveness of a multitude of social or cause marketing, researchers like Grau and Folse, 2007;Folse et al., 2010; Koschate-Fischer et al., 2012; Kerr and Das, 2013; Müller et al., 2013 have made some significant progress in examining the communication effectiveness of a multitude of social or cause marketing but it has still left unanswered at least on comparing effectiveness on both. The present study's findings clearly suggest that compared with social cause related marketing, social marketing is more preferred. People like watching advertisements incorporating social marketing more than cause related marketing. Both social/cause related   marketing motivates the consumer to purchase products from the same company and also recommend to others. The study shows that between two products of same cost and quality, people prefer the one promoting social marketing not cause related marketing. It also helps in creating brand differentiation and a better brand image. A cause related marketing campaign is likely to perceive as an activity by the company to increase its sales and profits, rather than as a genuine effort to support the cause at hand as per our study. A satisfied consumer due to social marketing compared to cause marketing will recommend to others and is more loyal.

Limitation and Suggestions for Future Research
Despite its potential contribution to a better understanding of the effectiveness of the social/cause marketing, the present study bears a number of limitations that call for a cautious generalization of its findings. As per our study, social marketing is more preferred compared to cause related marketing which is contrary to finding of Berglind and Nakata(2005) and Ellen et al(2006).This needsfurther validation in emerging markets

Future research could examine whether more transparent in-kind social /cause marketing can contain consumers' egoistic- and strategic-driven motives. Furthermore, future research could examine what types of initiatives and corresponding components

of the message content generate more values-driven motives. The study is limited to FMCG sector and has not considered other segments. Future studies should consider using control groups or collecting additional qualitative data to gain insights into the potential value and meanings underlying this result.

Managerial Implications

The findings of the current study bear some straightforward implications for managers practicing social /cause marketing campaign. Managers should consider more social marketing compared to cause related social marketing to differentiate the brand, brand recall, loyalty and purchase intentions in FMCG segments in emerging markets like India. This will allow them to assess the likely success of the campaign at least in terms of consumer scepticism. The manager can measure the effectiveness of social or cause related marketing by measuring the brand recommendation, motivation to buy other products from the same companies and the satisfaction of the consumers due to its contribution to society. Managers working in advertising agencies managing emerging markets like India or SARC countries should give more focus on social marketing rather than cause related marketing approach to build brands.Similarly, industrial marketing personnel can use a social marketing approach to get a better brand alliance with the consumers.

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