

“How Cause Related Marketing Can Be A Win-Win-Win Situation? -An Analysis Of P&G-Shiksha Campaign In Indian Context.”

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Abstract

The purpose of the research is to figure out the Cause Related marketing (CRM) implementation strategy of P&G through shiksha campaign and its present Indian scenario and to study about the association of CRM with companies, non-profits also customers, it explains the win-win-win situation. The data was collected from 62 consumers in Mysore, India by using snowball sampling method. SPSS software version 21 is used for the analysis. The area taken for the study was the township of Bharatiya Reserve Bank Note Mudran Pvt.Ltd. (BRBNMPL TOWNSHIP). The research outcome revealed that P&G Shiksha campaign is helpful for the progression of education infrastructure and economic as well as social improvement of a developing nation like India. This also benefits company, non-profit organisation as well as customers. It is found that awareness of consumers is less with respect to CRM campaigns. If consumers are more involved in this cause, CRM will be a huge success and it will be helpful for the development of organisation and for the society. This study helps the importance of giving more awareness to consumers. It also provides the information regarding the perception of generation Y consumers towards CRM and thus adds some valuable information to the Marketing researchers to give awareness of CRM to consumers.

Keywords: “Cause related marketing”, “Consumer’s awareness”, “Corporate social responsibility”, “P&G shiksha campaign”, “Win-win-win situation”.

1. INTRODUCTION

The idea of Cause related marketing gained more interest in last thirty years. An alliance of profitable as well as non-profitable organisation for a joint benefit. This is an arrangement of marketing that a profitable organisation or a brand

and a cause or non-profit organisation to work together to resolve social problems or conservational issue also build value for profitable organisation. The company contributes a specified percentage of the profits from the sale of product to charity or cause.

“The term Cause related marketing was actually coined during 1983 campaign by American express”. “Cause related marketing was first defined by (Varadarajan & Menon, 1988) as the process of formulating and implementing marketing activities that are characterised by an offer from the firm to contribute a specific amount to a designated cause, when customers engage in revenue providing exchanges that satisfy organisational and individual objectives.”

Different type of cause marketing campaigns exist based on the choice and strategy of companies, different causes like education, rural development. Conservation issues etc. It also based upon the association of companies and non-profit organisations. Commonly for every purchase of the products of companies who adopts CRM by the customers, a specified percentage of the price of the product is donated to a charitable organisation. Recent studies Define that CRM as “the practice of marketing a product, service, brand, or company through a mutually beneficial relationship with a non-profit or social cause organization (Marconi, 2002) (Matthew Berglind; Cheryl Nakata, 2005, p.2)”. CRM campaigns are positive. It is “win-win-win situation all around (Stark, 2010).” Profitable organisation rise sales as well as market share, non-profits receive extra amounts and the customer also feels that he can participate and donate small portion to charity through the purchase of a product. One of the longest running CRM in India is shiksha campaign of P&G Company. In a developing country like India education is the key factor and the campaign focuses on educational infrastructure to the development of nation. CRM indicates mutually beneficial collaboration between for profit as well as non-profit organisations with the satisfaction of consumers.

1.1 Statement of the problem

The Importance of the thought cause related marketing has been increasing day by day.in India according to “sec 135 of the companies act it is mandatory for companies to spend 2% of their average net profit for the past 3 years on CSR.” The main responsibility of a business enterprise is to protect the interest of the stakeholders. Beacuse business is the important part of society. Now a days Social responsibilities can be fulfill through different ways. CRM is one of the most important part of them. Several research studies show “CRM programs are very successful in developed countries.” The concept provides a win-win-win

situation for the companies, nonprofits as well as for customers. The beneficial results include increasing sales, profits and benefits to nonprofits by promoting their cause also creating better image in the minds of customers.

Studies are there to authenticate the progress of developing countries such as India regarding cause marketing. “Procter & gamble’s ‘shiksha’ program is arguable India’s best and longest running cause marketing campaign (Namt Agarwal, Manager, Strategic partnership and alliances, CARE India).” CRM is a weapon to eradicate social issues and it is a marketing tool for the organization as well. A proper CRM helps to win three elements such as companies, Non-profit organization as well as customers. Education is the main concern of a developing country like India”. P&G India is in collaboration with CRY, a non-profit organization and designed shiksha campaign to build educational infrastructure in rural india. by purchasing any products of P&G. Customers can donate a small part of their purchase to charity.

Companies dealing cause related marketing contribute a specified percentage to a particular cause based on the sales. “(Duangkaew Chaisurivirat, 2009)(Suraj Manojkumar & Sharma, 2018).” Now a days CRM strategies are popular in developed as well as developing countries. “(Udani, 2015)((Aggarwal & Singh, 2019), Cause-related marketing and start-ups: moderating role of cause involvement, Journal of Global Responsibility, Vol. 10 Issue: 1, pp.17)”. This study aims to better recognize the win-win-win situation of CRM shiksha campaign in Indian context.

1.2 Research gap

From the recent reviews it is evident that in developing countries like India, CRM is considered as rewarding strategy for the company and to undertake social responsibility. By engaging the consumers in cause campaigns, organizational development as well as social development will be possible. Researchers developed several models regarding CRM. Now a days companies donate specified percentage of their profit to a designated cause with consumer purchase as part of corporate social responsibility. The literatures have identified the importance of cause related marketing with consumer preferences, corporate image, brand innovativeness, celebrity cause fit, advertising,

skepticism, cause involvement and purchase intention. P&G is offering innovative and valuable consumer goods to meet the requirements of world consumers. This company introduced a long term 'shiksha' campaign. The main aim of this campaign is to provide rural children access to education in India. They are helping to build education infrastructure. Education is the top concern in a developing country like India. P&G focus their efforts in improving education infrastructure and learning outcomes. As a researcher it is required to study and analyze the campaign of P&G in Indian context. The study focuses on win win win situation of CRM.

1.3 Objectives

- To study the overall P&G's shiksha campaign in the Indian context
- To identify win win win situation of cause related marketing

1.4 Hypothesis

- H1: There is a significant relationship between P&G Shiksha Campaign and win-win-win situation.

1.5 Scope of the study

The study focuses on How CRM can be a win win win situation-an analysis of P&G Shiksha campaign in Indian context. P&G focus their efforts in the areas like refining and constructing education infrastructure, providing facilities for women empowerment through education etc.in India the campaign is working, extensively towards improving the education infrastructure.so it is required to analyze the performance of the campaign in Indian context. A survey has been carried out to collect data from consumers to analyze the P&G Campaign. The study is limited to BRBNMPL Township, Mysore, and Karnataka, India.

2. LITERATURE REVIEW

In their paper entitled cause related marketing, an interpretive systemic model approach, published in the journal of nonprofit and public sector marketing in 2020,"shilpa sindhu"(Sindhu, 2020)reported that CRM primarily contracts with both society and consumers. They premeditated on the variables affecting the achievement of CRM campaigns and developed a systemic interpretive model of CRM.And inspected a

groundbreaking mix of CRM-related variables. The resulting levels for different variables could support managers with strategic conclusions about the design of a campaign for CRM.

in their article titled assessing the effect of cause related marketing: a meta-analysis of nonprofit and for profit partnership initiatives, "Michelle M. Rego , Mark A. Hamilton , and Dana Rogersc"(Rego et al., 2020) a series of bivariate meta analyses were followed by a random impact assumption that the presence of the brand of a particular non-profit agency did not have a substantial impact on customer preferences or behavioural intentions to purchase CRM goods.

"Jayesh D. Patel & Dharmesh D. Gadhavi & Yupal S. Shukla"(Patel et al., 2017) recorded that cause related marketing(CRM) has gradually become a main stream of corporate marketing strategies in their paper called consumers' response to cause related marketing: moderating effect of cause involvement and suspicion on attitude and purchasing intention. The aim of this study was to analyse the impact of CRM on attitudes and intention to buy and also the role of cause involvement and scepticism (as covariates) on the rationale of attitude-intention. With an appropriate group of 424 participants in Gujarat, the research applied experimental design.in addition, if consumers are more concerned with cause, the impact of CRM on the attitude-purchase intention relation is more explained. For attitudes and purchase intention, scepticism is not relevant. This research helps businesses reconsider on selecting.it also provides marketers with insights into how attitudes and intentions are affected by the involvement of cause.

In their paper, Rajni titled corporate social responsibility "a Procter & Gamble (P&G) case study" published in Indian streams research journal that addresses the FMCG trend in the Indian market and the P&G and CSR.

in their paper entitled Cause-Related Marketing, Win-Win -Win?, "Jonas Berggren, Per Nilsson", a study published in 2010 by the Pink Ribbon in Swedish Partner Corporations specified the reason why clasohlson collaborates with the Pink Ribbon is that the cause is easy to link, the organisation behind is well organised and the campaigns are better carried out. A limited amount of time composed with the purpose of education makes the partnership useful.

In their work entitled cause related marketing persuasion research: an integrated framework and directions for further research, “Lars Bergkvist & Kris Qiang Zhou “(Bergkvist & Zhou, 2019) reviewed existing research in the field of CRM persuasion research and adapted previous research into an integrative framework based on the LMC model of “Bergkvist and Taylor 2016”. The outline provides a context for prevailing research and recommendations for future revisions. The analysis showed that the findings of established studies are accurate in terms of the influence of certain variables on brand assessments, such as the positive effect of improved cause-brand match and unique donation amounts that are mixed for certain variables such as donation amount. The message also stresses that certain factors tend to have a partial or no effect on brand assessments (e.g. donation proximity). The outline for future research indicates a range of potentially fruitful avenues for future research based on discrepancies and conflicting results in previous research and recommendations from the integrative framework.

“N.Thamaraiselvan & B. Senthil Arasu I & J” In their paper titled Role of celebrity in cause related marketing, which is published in 2017, shapes that cause related marketing is regarded as a fulfilling strategy in developing countries. This definition is a rewarding strategy for businesses and to eliminate social issues. They introduced antecedents such as celebrity brand fit, celebrity cause fit, brand reputation and cause brand fit. These antecedents were important and the findings showed that the trustworthiness of celebrity impacts (CRM) has emerged as a fulfilling strategy for both brand and non-profit organisations in developing nations by shifting the nature of corporate participation in social causes. They have built a conceptual model in this study to explore the impact of celebrity reputation on cause related marketing backgrounds. They found that four antecedents are relevant and were used in the study. Celebrity-cause fit, celebrity brand-fit, cause-brand fit and brand reputation. The findings showed that celebrity trustworthiness significantly affects all cause related marketing backgrounds and in turn impacts outcome variables such as attitude towards cause related marketing and intention to buy. Celebrity cause and brand fit did not have a notable influence on cause related marketing attitude. It takes into account possible study directions and inferences.

In their paper entitled innovation and cause related marketing success: a conceptual context and recommendations, “Michael Christofi and Erasmia Leonidou” (Christofi et al., 2015) reported in 2014 a collection of research directions aimed at enabling researchers to further advance the combination of product innovation and CRM from both problem driven theory growth and theory driven practice managers. The paper is conceptual and incorporates and correlates the outcomes of current CRM research as applied to the corporate social responsibility (CSR) situation. Based on a systematic analysis of the literature, this paper specifically collects data on CRM performance by defining multiple brand related success factors. The authors create an integrative structure and a propositional inventory that represents a centralised basis for the coordinated creation of a theory of effective CRM strategies, along with the introduction of product innovation into the CRM sector.

2.1 conceptual framework

P&G is in collaboration with a non-profit organisation, Child Rights and You (CRY). In India the company initiated a longest running cause marketing campaign “shiksha” program to provide educational infrastructure to rural India. Thereby providing unprivileged children access to education and to eradicate illiteracy. In this campaign whenever we buy the products of P&G like Vicks vapo rub, Head& Shoulder, Pantene, Tide, Pampers and whisper etc. For every purchase a specified percentage will go for shiksha campaigns to help to build schools. Through shiksha campaign CRY could provide education facilities to around 87000 poorest children in India. The slogan of the campaign is “padega india tabhi to badega india”. P&G company obligates to one crores to the non-profit organisation, CRY and the main aim is to enable child’s right to education.

3. METHODOLOGY

In this paper efforts have been made to analyse the P&G shiksha campaign in Indian context, in terms of win win win situation. It also explored response of consumers towards cause marketing, and the shiksha programme introduced by P&G. The study was carried out with the blend of primary and secondary data and descriptive in nature. Through snowball sampling method, 62 respondents have been drawn from the Residents of BRBNMPL TOWNSHIP representing all

disciplines during the period. Data was collected by using questionnaire. The data has been analysed by using SPSS software. Period of the study was six months.

4. RESULTS, DISCUSSION

4.1 Results

For the analysis of responses we used Chi square test to find out the association of cause related marketing campaign with companies, Non-profit organisation as well as customers.

Table 1. Table showing relationship between the two variables -The company has selected an appropriate organisation with a worthy cause * with CRM the company can achieve its commercial objective

Chi square Tests

	Value	Df	Asymptotic significance (2-sided)
Pearson chi square	38.387 ^a	12	.000
Likelihood ratio	33.605	12	.001
Linear by linear association	20.283	1	.000
N of valid cases	62		

a- 14 cells (70.0%) have expected count less than five. The minimum expected count is .03.

RESULT: It can be seen that the calculated value is more than the table value. Therefore the selected hypothesis is accepted. It may therefore, be said that the first win for the company is accepted. Through campaign company can attain commercial objectives. There is a significant relationship between shiksha campaign and win for P&G Company.

Table 2. Showing relationship between the two variables-The company can build long term relationship with CRM * I have given attention to

the charity program described in the advertisement

Chi square Tests

	Value	Df	Asymptotic significance (2-sided)
Pearson chi square	9.334 ^a	16	.899
Likelihood ratio	10.846	16	.819
Linear by Linear Association	1.451	1	.228
N of valid cases	62		

a- 20 cells (80.0%) have expected count less than five. The minimum expected count is .02.

RESULT: It can be seen that the calculated value is less than the table value. Therefore the selected hypothesis is rejected. It reflects that there is a less significant relationship between CRM and win for cause or non-profit organisation.

Table 3. Showing relationship between the two variables - The company can build long term relationship with CRM * the idea that P&G donates to support a cause to provide education infrastructure to children is a good initiative

Chi square Tests

	Value	Df	Asymptotic significance (2-sided)
Pearson chi square	9.840 ^a	16	.875
Likelihood ratio	11.189	16	.798
Linear by linear association	.282	1	.595
N of valid cases	62		

a- 20 cells (80.0%) have expected count less than five. The minimum expected count is .02.

RESULT: It can be seen that the calculated value is less than the table value. Therefore the selected hypothesis is rejected. It reflects that there is a less significant relationship between shiksha campaign and win for customers

4.2 Discussion

The present work contributes to our understanding about P&G Shiksha campaign and the attitude and awareness of consumers towards CRM and consumers' attention and involvement in a given social cause. In the study majority of the respondents were generation y consumers. The study examined how P&G shiksha campaign can be a win win win situation. Findings reveal that CRM creates significant growth in brand image of P&G. The intent of this study was to analyse the shiksha campaign. From the secondary sources it is identified that P&G is in collaboration with a non-profit organisation CRY and is the longest running cause related marketing campaign in India. The cause involved in this campaign is to build educational infrastructure to rural India. The products of P&G like Tide, Gillette, and Pampers etc. help to build schools.

Three dependent variables for the study was win for the company, win for the cause as well as win for the consumers. Demographic variables influence CRM. There is a relationship between age and awareness of CRM. Awareness is higher in consumers in the age group of 50 years and above compared to younger and middle-aged people. "(Thomas, Sujo et al., 2016)". All the respondents in this study were educated and among them 95% were salaried. 58% of the respondents were male. It is found that there is no relationship between the savings of the respondents as well as CRM.

Further, findings advocate that CRM awareness is lesser among the age group of 25-40. Generation Y consumers have lack of confidence to CRM. Even though it is a link between corporate philanthropy as well as sales promotion. Respondents were questioned the genuinity of CRM.

However respondents have a slight positive attitude towards CRM. But they are not actually aware about the concept and thereby scepticism will increase. Consumers perceive that CRM is the tool for increasing the sales and brand image of a company like P&G. They question that How it can be a win-win-win situation. And also perceive that through this strategy company can attain commercial objectives and non-profit and customers will not benefit. Cause-Related Marketing is a concept that will continue to develop as long as the three factors are satisfied with the benefits. (Stark, 2010). Over all

consumers are not accurately aware of CRM. so they have slight negative attitude and from this study the win win win situation is not accepted.

"Mohr et al. (2001)" state that customers should believe that companies are helping and doing well for the society through cause marketing strategy. This makes the responsibility of corporates to society. so benefits of CRM could be attained only when the company can meet the expectations and needs of customers in association with CRM activities. We suggest that adequate proof and promotional measures has to be provided for customers to increase the awareness of the campaign. P&G should be able to convince how much they are contributing to society or to the good cause. CRM campaigns will be perfect if there is an equal benefits of company, non-profit organisation or the cause as well as customers. The benefit should be equally distributed to attain a proper win-win-win situation.

5. CONCLUSION

CRM activities of companies should be formulated by taking into consideration of the three elements like the company, customer and cause. Preference to a particular cause, and type of cause selected by the company are the significant part of ensuring participation of customers in that particular campaign "(Thomas, Sujo et al., 2016)". CRM is considered as a strategy as well as social responsibility. Charities will get funds by the participation of companies and customers. That will result into organisational development as well as social development of a nation. In CRM cause plays an important role and it makes consumers feel to donate more. To conclude that a perfect CRM is the blend of for profits, non-profits organisation and consumers. CRM will be win win win situation only when the charity organisation should administer the process as well as the customers have to aware and understand the long-term benefits.

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7. CONFLICTS OF INTEREST

We hereby declare that this research article entitled "How cause related marketing a win win situation - An analysis of P&G shiksha campaign in Indian context" is the Original work. This Research article is submitted to Journal of Positive school Psychology, not submitted to any other journal and our contribution has no conflict with any others publication.

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