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## Antecedents Of Elaboration Extent For Cause Related Marketing

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### Abstract

*An increasing number of corporations are realizing the benefits that can be derived from cause-related marketing (CRM) and are therefore adopting it as a marketing tool to achieve their marketing objectives, by demonstrating a commitment to improving the quality of life in the communities in which they operate. This purpose is to identify the significant factors influencing Extent of Elaboration in Cause Related Marketing Context, when a firm is associated to a cause or charity programme. The researcher examines the Familiarity of the Product/Company, Cause Proximity, Gender, Cause Participation Effort and Cause Importance as the antecedents of Extent of Elaboration. The higher the elaboration regarding the campaign the greater be the success of Cause Related Marketing. The study follows quasi experimental design and probabilistic, snowball sampling method. The survey is conducted among 846 respondents, data collected through structured questionnaire. The study has found no significant effect of gender on Elaboration. The findings are important to the organizations designing CRM campaign for successful influence on their customers.*

**Keywords:** Familiarity of the Product / Company, Cause Proximity, Gender, Cause Participation Effort and Cause Importance are the antecedents of Extent of Elaboration.

### 1. Introduction

In recent years, marketing campaigns and promotions with a social dimension have become more visible (Drumwright 1996). Consumers are becoming more concerned with corporate social responsibility (Benezra 1996) and firms are finding that consumers' perceptions of this responsibility influence their beliefs and attitudes about new products manufactured by a company (Brown and Dacin 1997). These findings make corporate social responsibility a vital element of organizational and brand associations.

Social responsibility can be manifested in the creation of social alliances (Lichtenstein, Drumwright and Braig working paper). Social alliances strive to increase society's welfare, which is a noneconomic objective, without sacrificing economic objectives (i.e. revenues and profits for example). Social alliances can come in several forms including advocacy advertising (Haley 1996), general alliances with non-profit organizations (Andreasen 1996), socially responsible employment practices (Drumwright 1994) and corporate volunteerism in the community (Forehand and Grier 1999). Currently, one of the most popular social alliances is cause related marketing.

Cause related marketing (CRM) is based on “profit motivated giving” (Varadarajan and Menon 1988). CRM programs are intended to improve corporate performance and help worthy causes by linking fund raising for the cause to the purchase of the firm's products and/or services. Since its inception in 1983 with American Express' highly successful Statute of Liberty campaign, which led to a 28% increase in card usage and a \$1.7 million donation to the renovation project (Varadarajan and Menon 1988), CRM has gained momentum as a viable marketing tool. CRM may improve consumers' perceptions of the firm, as well as provide help to worthy causes (Stroup and Neubert 1987). As such, several firms including Avon, American Airlines, Ocean Spray, Polaroid, Ramada Inns, Arm & Hammer and Wal-Mart have entered into social alliances with non-profit causes including cancer research and education initiatives (Andreasen 1996). In many cases, CRM increases profitability (Stroup and Neubert 1987). Smith and Alcorn (1991, p. 20) suggest that CRM may be “the most creative and cost effective product strategy to evolve in years, and one that directly addresses the issue of measured financial returns.”

CRM can be a very efficient mechanism to communicate the company's values of social responsibility and of the organization as well, hence building up its reputation. It is a public commitment in favor of society that the companies and organizations pledge in the interest of their relevant publics. Thus, coherence in the sustainability of the strategies of the organizations and their CRM programs is a pre-requisite in elaborating a successful program and thereby avoiding seeming opportunistic. A well elaborated planning scheme is vital, but for the program

to be launched, the partners also need to negotiate. The elaboration processes of the product, as well as the communication campaign, planned jointly.

However, the success of cause related marketing is critical to the organization. The company should ensure that association with a not-for-profit organization will have a positive impact on the company's desired customer demographics and it should bolster or at least not alienate the company's customer base. Although one may expect that consumers would respond favorably when a brand engages in an alliance to raise money and awareness for a social cause, it is often difficult to predict consumers' reactions to such marketing campaigns. In this regard, the study assumes to study the significant antecedents of elaboration. It is assumed that ***Familiarity of the Product/Company, Cause Proximity, Gender, Cause Participation Effort and Cause Importance*** are the factors influencing Extent of Elaboration in return the success of CRM campaign.

## 2. Literature Review

Cause is a charity programme with which an organization is committed to support through its donations, but these donations are accrued when the customer participate revenue generation activity of the organization (Purchasing a product). This activity is been advertised on the product/media for awareness. Hence, the company has dual objective, social responsibility and profit objective are been satisfied. Since there is marketing activity is involved in promoting the cause support and product, the strategy is known as Cause Related Marketing (CRM).

Extent of elaboration plays prominent role in positively affecting attitudes toward the product and purchase and participation intentions. Menon and Kahn (working paper) manipulated elaboration to examine its impact on format and congruency. When subjects were encouraged to elaborate on the offer, consumers' evaluations of corporate social responsibility were higher. In addition, attitude toward the cause influenced interest and involvement with the brand (Berger, Cunningham and Kozinets 1998). In general, these results supported the effects of increased elaboration on attitudes and intentions. Bower and Landreth (2001) found that elaboration was needed in order for consumers to even formulate opinions about the product. Research shows that when consumers are more involved in an issue or product, they weight argument quality more heavily than peripheral cues. Based on a preponderance of evidence that supports the positive effects of elaboration (e.g., Petty and Caccioppo 1984). Hence, this study examines in first of its kind the factors influencing the elaboration of consumer regarding Cause Related Marketing.

## **2.1. Factors affecting Extent of Elaboration**

### **2.1.1. Familiarity of the Product/Company**

Familiarity is typically measured in terms of general awareness with research showing that increased familiarity with products or brands results in differential effects in information processing and brand evaluation (Alba and Hutchinson 1987; Fazio, Powell and Williams 1989; Ratneshwar, Shocker and Stewart 1987). For familiar brands, the relative degree of liking for the brand is well established and stable because brand-related experiences and associations are extensive (Bettman and Sujjan

1987). For relatively unfamiliar brands, in contrast, pre-existing attitudes may be either unformed or weak in terms of attitude strength and accessibility (Fazio, et al. 1982).

Prior knowledge can also influence the way people process information. Experts elaborate on messages in an evaluative manner, whereas novices tend to process messages more literally (Maheswaran and Sternthal 1990). Johnson (1994) found that under low-relevance conditions, increased knowledge tended to increase message processing, but under high-relevance conditions, the opposite occurred. When consumers are moderately motivated and try to integrate the entire message information through the use of prior knowledge of the product, central processing of the message will result. Consumers tend to relate their own experience and personal relevance to the message at the deeper level and finally consumers tend to embellish the message information and add positive or negative attributes (Chebat, Charlebois and Gelinac-Chebat 2001). As a consequence, prior knowledge of a cause can enable more objective information processing since stored knowledge tends to be biased in favour of the initial thought or opinion (Taylor and Fiske 1984) in either a positive or negative manner. An example of cognitive congruity is the case of Avon cosmetics pairing with a breast cancer cause. From a female's perspective, there is a congruent link between gender (female) and product category (cosmetics) and usage patterns.

**Hypothesis 1:** *Higher the familiarity importance of the product, greater the elaborative processing of CRM offer*

### 2.1.2. Participation Effort

Extent of elaboration will not work in the same way that it does with congruency. Extent of elaboration will moderate the relationship between participation effort and attitude toward the firm, but not purchase intention or intention to participate in the campaign. Consumers are experiencing hedonic benefits from active participation and this should not change with increased elaboration. However, when consumers are encouraged to think about the CRM offer, there may be some differences regarding their attitude toward the firm.

Despite the fact that consumers are likely to derive hedonic benefits from the sales promotion, once they begin to elaborate on the CRM offer, consumer may question the firm's motives as to why it is requiring so much effort from the consumer in order to make the donation. Because participation effort is considered a marketing variable, the schemer's schema will play an important role in consumers' evaluations of the appropriateness of the tactic. These attributions are based on the amount of work required by the consumer. This leads consumers to generalize as to the possible reasons behind that request. Under conditions of high elaboration, consumers' will have more negative evaluations of the firm under active participation than under passive participation. As a result of this, it is hypothesized as follows:

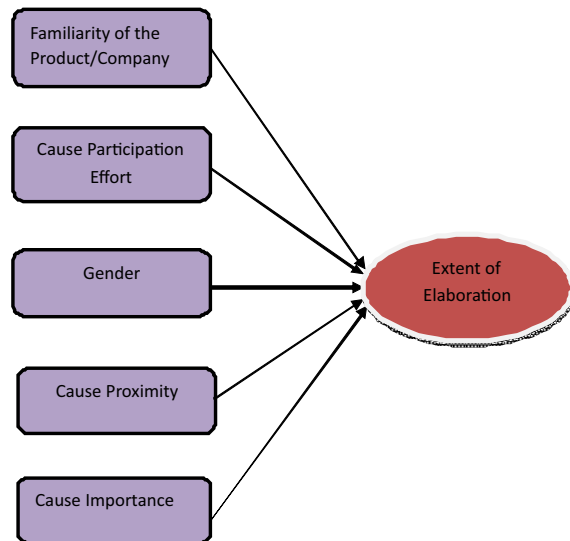
**Hypothesis 2:** *Higher the willingness of the customer to put participation effort in CRM offer, greater will be the elaborative processing.*

### 2.1.3. Gender

Perceptions of argument quality is important for women than men, and

arguments are perceived stronger when the brand is associated with the more positively evaluated cause Ross, Patterson, and Stutts (1992), and Dahl and Lavack (1995) used theory of pro-social behavior to explain the success of CRM campaigns, and some researchers believe that this tendency translates into more acceptance of pro-social corporate behavior by women (Ross, Patterson and Stutts 1992). However, in a recent study, women's response showed a sensitivity to social alliances that suggests women are not accepting of alliances without discrimination (Trimble and Rifon 2006).

**Fig 1: Antecedents of Extent of Elaboration**



When women do not perceive an alliance to be a congruent fit, their evaluations of the alliance are more negative than the evaluation of men who do not perceive a good fit for an alliance. Therefore, a possibility of backlash exists. Additionally, the tendency toward more pro-social behavior suggests that women are better able to identify with

others than men are (Eagly and Crowley 1986). This finding suggests that gender might be a factor for the effect of other personal characteristics of identifying with a group and attending to a specific cause.

Some researchers compared the reactions of men versus women to CRM programs (Cunningham and Cushing, 1993; Ross, Patterson, and Stutts 1992) but results were mixed. Strong causes also had to fulfill an important social need, and claims were viewed as stronger when the dollar amount to be donated was specified. Gender effects were also found during this pre-test. Women viewed all of the causes more positively. The finding is supported by another Australian study (Kropp et al., 1998, cited in Chaney and Dolli, 2000) which found that women were more favorable to CRM campaigns.

Women had a significantly higher level of awareness of the concept of CRM than men. CRM has the potential to be a valuable tool for persuading female consumers who have reasonable amounts of disposable income and are unlikely to choose products based simply on price. This is significant for hair and beauty industries, where products are in the mature stage of the life cycle and consumers find little to differentiate between them. In this instance, CRM might provide the opportunity to create product differentiation, increase market share and strengthen brand loyalty. In a similar vein, it is hypothesized:

**Hypothesis 3:** *Women have stronger elaborative processing of a CRM than men.*

#### **2.1.4 Cause Proximity**

It is understood that, in order to attempt to maximize their self-interest, individuals are most concerned with issues that would impact their lives directly. So there is a distance between the donation activity and

consumers' purchase impacted by these donation activities. And whether consumers can enjoy and participate in a cause linking with a firm or not would influence directly consumers' purchase intention to this firm's product and/or service. In general, consumers may consider local causes more important to them than national causes due to the direct impact on their community. If donations support an overall cause on a local basis, it is more likely to impact the consumer directly than if the donations are provided on a national basis. That is so called cause proximity in the research.

Varadarajan and Menon (1988) identified three alternative levels of cause proximity: national, regional, or local. Cone, Inc. (2000) in the survey found that 55 per cent of consumers thought that local causes were most important, followed by national (30 per cent) causes and global (10 per cent) causes. This is consistent with elements of social exchange theory which argues that individuals attempt to maximize their self-interest. As shown in prosocial behavior literature, the physically closer the recipient to the potential donor, the more likely the potential donor will engage in some form of prosocial behavior. The same logic can apply to a CRM context where consumers should consider more about the cause that directly impacts their lives, which is usually on a local level. The present study considers two categories of proximity: national and international. In this regard it is postulated consumer would be more inclined towards national cause rather international. Thus, the following hypothesis is posited:

**Hypothesis 4:** *when the CRM offer is designed as national cause campaign, greater will be the elaborative processing rather than international cause campaign.*

### 2.1.5 Cause Importance

When there is a high level of vested interest in the cause, consumers are likely to pay more attention to the message, process it and elaborate it more extensively, and generate more favorable and enduring attitudes toward the brand, the cause, and the brand-cause alliance, regardless of their familiarity with the brand or the cause. The choice of cause is most critical. Results suggest that companies should establish long-term commitments at a local level in areas such as education, health and poverty. Two pilot studies and one main study tested the influence of the four independent variables on attitudes and intentions. They examine the influence of these variables, using skin cancer as the cause and fictitious brands. Results from student subjects provided evidence of the relationship between cause importance and cause proximity to affect elaboration. Additionally, congruency was perceived as more effective and a segment of consumers was identified based on their participation level.

Cause importance and cause proximity increased the level of personal relevance, involvement and became an important determinant of the extent of elaboration the consumer engaged in upon being exposed to a CRM offer. Currently, cause importance has been treated in various ways in the CRM research and there is mixed results of the effectiveness of cause proximity on consumer attitudes and mixed evidence on whether congruence or incongruence is better for generating support for CRM campaigns. However, when cause importance is low, consumers will not devote attention to elaborating about the CRM program. Hence, it is hypothesized as:

**Hypothesis 5:** *when the cause importance is high, the elaborative processing of CRM offer is greater*

#### 1. Research Methodology

Experimental design of after only without control group is adopted with five experimental groups. The experimental groups were named as “V-ray Corp”, “Indian Electronics”, “db drive”, “Bread India”, and “Horse Breweries”. These names are given after the names of the hypothetical CRM campaigns involving these companies and some hypothetical non-profit organizations. Advertisements were designed for each CRM campaign. These advertisements give enough details of the corporate as well as the non-profit organization associated. The experimental groups were presented with the brief outline of company profile, performance in the industry and the cause attributes supported by the company along with the advertisement depicting the CRM campaign.

A structured questionnaire is designed to elicit the responses from the 846 sample respondents belonging to different parts of India. The respondents were reached through research enumerators (research scholars, faculty members, students) in different parts of India. Questionnaires were sent to these members and after collecting the opinions of the respondents, the questionnaires were sent back to the researcher for further analysis. The questionnaire was designed to capture the perceptions of the respondents towards the variables – Familiarity of the Product/Company, Cause Proximity, Gender, Cause Participation Effort and Cause Importance and Extent of Elaboration.

Familiarity of the Product/Company measures whether the individual gives importance to familiarity in selecting the product or purchase even he is unfamiliar with product/company associated with cause. This variable measures the intentions of the respondent about the familiarity factor and its importance in participation with CRM campaign. In the success of cause campaign and greater elaboration, it is assumed, familiarity of the product plays a prominent role. This variable is measured by considering the following items: "To be involved in this campaign it is essential to be familiar with this company"; "The content given to me is enough for me to make a decision". These items are rated on 7-point Likert scale from "strongly agree" to "strongly disagree".

The participation effort measures whether the individual is interested in putting efforts to participate in cause campaign, like cutting the coupon on the product and sending to the company for making support a cause or paying higher price. The study hypothesizes is more the participation effort, the higher the elaboration about cause campaign. The items used for measuring the participation effort are designed as follows: "I will be willing to pay a higher price for "Horse Breweries Pvt Ltd" than for the other brands"; "I will be willing to do efforts whatever necessary to participate in the campaign"; "I will be willing to take extra effort to participate in cause campaign". All items are rated on 7-point Likert scale "strongly agree" to "strongly disagree".

The study considered gender as a factor which influences the extent of elaboration. It is understood from the literature that female are more inclined towards social campaigns than males and hence female elaborate more on cause

campaign than males.

Cause proximity deals with the distance between the donation activity and the consumer thus affecting the impact of the donation. If donation supports an overall cause on a local basis, it is more likely to impact the consumer more directly than those provided on a national basis. Varadarajan and Menon (1988) identify three alternatives of cause proximity: national, regional or local. This research examines the national impact and international impact of causes. Cause proximity is an independent variable influencing the extent of elaboration. The variable is measured using the items designed as follows: "I prefer to choose those products which will donate more to the place I am concerned more", "I think my friends will prefer to choose those products which will donate to children education welfare" and "I am involved in the CRM campaign having International exposure". All these items are rated on 7- point Likert scale from "strongly agree" to "strongly disagree".

The internal arguments and discussion with surroundings faced by an individual after the exposure to the cause campaign are known as extent of elaboration. The greater the elaboration, the positive will be the attitude towards the company and product. This variable is considered as both independent and as well as dependent variable; as independent variable this influences the attitude of the company and product. The items considered for measuring the variable are adopted from the work of Laczniaak & Muehling (1993). The items are: "How much attention did you give to the CRM campaign described in the advertisement?"; "How much did you notice the details of the

CRM campaign”; “How much did you concentrate on the information in the CRM campaign”; “How involved were you with the message describing the CRM campaign”; “How much thought did you put into evaluating the CRM campaign described in the advertisement. These items are to be answered on rating scale of 7- point Likert scale from “not much” to “very much”.

Cause importance measure significance of a cause to a customer. Personal relevance, also known as involvement, has been studied extensively in both psychology and marketing. Krugman (1965) first defined the concept of involvement and stated that it varies across circumstances and individuals. Involvement is a personal connection or bridging experience for an individual. Several studies argue that subjects have stronger attitudes and greater elaboration toward a stimulus when it directly impacts them (Liberman and Chaiken 1996; Sorrentino et al 1988) or when the proximity of the stimulus impacts the consumer. The variable is measured adopting items from the work of Bower and Landreth (2001) and Ellen, Mohr and Webb (2000) : “Unimportant”/ “Important”, “Irrelevant”/ “Relevant”, “Nothing to me”/ “Lot to me”, “Doesn't matter to me” / “Matters great deal to me”, “Of no concern to me” / “Of great concern to me”. These items are measured using 7-point Likert scale.

### 1. Data Analysis

846 respondents participated in the study from different regions of India, among the respondents 294(34.8%) are between 20-30 years, 368(43.5%) are between 31-40 years, 109(13.0%) are between 51-60 years, and 36(4.3%) are between 61 and above. 476 respondents are male and 370 respondents are female. The data is qualified and internal

consistency among the items of different variables is found to be good (Cronbach's alpha above 0.8).

### Familiarity

H1 is: Higher the familiarity importance of the product, greater the elaborative processing of CRM offer. To test the hypothesis, independent sample t- test is run, considering elaborative processing as the dependent variable and familiarity as the grouping variable. The individual mean scores of familiarity are categorized into high (above the mean of familiarity subjects, Mean = 5.08) and low (below the mean of familiarity subjects, Mean = 2.52), as well as the respective individual means of elaborative processing of CRM offer are measured. The mean and significance of difference in mean scores of elaborative processing between the two groups of familiarity are measured through independent sample t- test.

The results incorporated in table: 1 indicate the main effect of familiarity importance of the product on elaborative processing of CRM offer is significant ( $F = 60.867$ ;  $p\text{-value} = .000$ ), thus supporting H1. The subjects are categorized into individuals feeling higher familiarity importance ( $N=405$ ), and lower familiarity ( $N=441$ ). Elaborative processing of CRM offer mean scores are higher with subjects (Mean=4.88) when level of familiarity importance is high and lower (Mean = 3.95) when familiarity is low, and the difference in mean scores of elaborative processing of CRM offer is found significant ( $t = 9.908$ ,  $p\text{-value} = 0.00$ ). In this regard it can be interpreted that familiarity about the product/company is significant to influence elaborative processing of CRM offer.



**Table1: Independent Sample t-test Analysis (N=846)**

Dependent Variable	Grouping Variable	N	Mean	Sig for Equality of Means
Extent of Elaboration	<b>Familiarity</b>			
	Ĉ İĴ K	405	4.8879	.000
	ĐŃŌ	441	3.9556	
	<b>Participation Effort</b>			
	Ă Ĩ Ő Ĩ	572	4.7797	.000
	Ê Ĩ Ó Ó Ĩ	274	3.6131	
	<b>Gender</b>			
	Đ Ĩ Ĩ	476	4.3819	.647
	Ĥ L Ĩ Ĩ	370	4.4276	
	<b>Cause Proximity</b>			
	È Ĩ Ő Ő Ĩ Ľ	443	4.5688	.001
	Ń Ő Ő Ĩ Ő Ő Ĩ Ľ	403	4.2184	
<b>Cause Importance</b>				
Ĉ İĴ K	573	4.8237	.000	
ĐŃŌ	273	3.5165		

### Participation Effort

H2 is: Higher the willingness to put participation effort in CRM offer, greater will be the elaborative processing. To test the hypothesis, independent sample t- test is run, considering elaborative processing the dependent variable and participation effort the grouping variable. The individual mean scores of participation effort are categorized into active (above the mean of participation effort, Mean = 5.20) and passive (below the mean of participation effort, Mean = 2.73), and the respective individual means of elaborative processing are been measured as well. The mean scores and significance of difference in means of elaborative processing between the two groups are measured, employing independent sample t – test.

As we can be seen from table: 1 the effect of cause participation effort on elaborative processing is significant ( $F = 55.510$ ;  $p$ - value = .000), thus supporting H2. Based on participation effort subjects are categorized into active participants ( $N=572$ ) and passive participants ( $N=274$ ). Those active on participation efforts (Mean=4.77) have higher mean scores of processing than passive group (Mean = 3.61). The difference between the mean scores of processing is significant ( $t = 11.125$ ,  $p$ -value =0.00). The study proven from the analysis, respondents with higher willingness to put participation effort have greater elaborative processing.

### Gender

H3 is: Women have stronger elaborative processing of CRM offer rather than men. To test the hypothesis, independent sample t-test is run, considering elaborative processing as dependent variable and gender as grouping variable. The subjects are categorized into men and women and mean scores of elaborative processing are measured for respective gender groups. The mean scores and significance of difference in mean scores of elaborative processing between the two groups are measured through independent sample t-test.

As can be seen from table: 1 indicate the effect of gender on elaborative processing is significant ( $F = 8.624$ ;  $p\text{-value} = .003$ ), as hypothesized the results were contrary. Elaborative processing is higher in women (Mean = 4.42) than in men (Mean = 4.38), the difference being insignificant ( $t = -.457$ ,  $p\text{-value} = 0.647$ ). The hypothesis is partially supported, indicating the effect of gender on elaborative processing but the mean differences between the mean scores of two groups is found insignificant. Thus, the mean scores of processing CRM offer of male and female groups are marginally different.

### Cause Proximity

H4 is: When the CRM offer is designed as national campaign rather than international campaign, greater will be the elaborative processing. To test the hypothesis, Independent sample t-test is run, considering the elaborative processing as dependent variable, and the cause proximity the grouping variable. The individual mean scores of cause proximity are categorized into high (above the mean of Proximity, Mean = 5.36) and low (below the mean of Proximity, Mean = 1.93), and as well the respective individual means of

elaborative processing are measured. The means and the significance of difference in the means of elaborative processing of the two groups are measured using independent sample t-test.

Results as shown in table: 1 demonstrate the effect of proximity on elaborative processing is significant ( $F = 77.915$ ;  $p\text{-value} = .000$ ), contrary to what is hypothesized. In terms of proximity subjects are categorized into those inclined towards international campaigns (N=443) and those towards national campaigns (N=403). The subjects having inclined to international campaigns have higher elaborative processing mean scores than the mean scores of the subjects inclined towards national campaigns; the difference in the mean scores of the two groups is significant ( $t = 750.154$ ,  $p\text{-value} = 0.01$ ). The hypothesis H4 is partially supported, indication significant effect of proximity on extent of processing; the international campaigns are found to have more impact on elaborative processing than national campaigns. Mean scores of extent of elaboration processing of CRM offer as related to international and national campaigns are marginally different

### Cause Importance

H5 is: When cause importance is high, the elaborative processing of CRM offer is greater. To test the hypothesis, independent sample t-test is run, considering elaborative processing the dependent variable and cause importance the grouping variable. The individual mean scores of cause importance are categorized into high (above the mean score of cause importance, Mean = 6.11) and low (below the mean score of cause importance, Mean = 2.50), and the respective mean scores of elaborative processing are

measured as well. The mean scores and significance of difference in mean scores of elaborative processing between the two groups are measured through independent sample t-test.

From the results shown in table: 1 indicates the effect of cause importance on elaborative processing is significant ( $F = 25.473$ ;  $p$ -value = .000), thus supporting H5. The subjects are categorized into two groups- those perceiving cause important ( $N=573$ ) and those least important ( $N=273$ ). The elaborative processing mean of CRM offer is higher (Mean = 4.82) for high cause importance group as compared to low elaboration score (Mean = 3.51) of low cause importance group. The difference of scores of these groups is significant ( $t = 13.08$ ,  $p = 0.00$ ). It can be assumed from the above analysis, higher elaborative processing is present in respondents perceiving cause is important criteria for participating in CRM campaign.

## 5. Conclusion

It can be observed from the above analysis that Gender has no significant effect on Elaboration. The study anticipated that female may have more elaboration on Cause Related Marketing campaigns when compared to men, but this study find there is no significant difference in elaboration among men and women. Hence, the study suggests there is less necessity to design the Cause Marketing campaign in gender specific.

The factors like Familiarity, Cause importance, Proximity and Cause Participation effort were found to have significant effect on Elaboration. Hence the study suggests that familiarity of the product and cause campaign is important for the

success. The organisation needs to create awareness through various media vehicles like print and Television media. The organisations need to choose the cause programmes, which are important to their target customers, related to their product. The study suggests the campaigns need to be more regional rather than National/ International to attract towards the campaign.

The raise of social network and adoption of mobile phones, the customers are feeling usage of their gadgets in interaction with the organisation, becoming interesting, like SMS contest. Hence organizations need to design the campaigns, especially when the customers belong to younger group, giving opportunity to put efforts in participation of campaign. Hence, this study concludes the above factors need to be incorporated appropriately in design of cause marketing campaign.

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