
IMPACT OF CORPORATE SOCIAL MARKETING ON CONSUMER ATTITUDE

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ABSTRACT

Cause-related marketing as part of corporate social responsibility has become increasingly used tool by companies operating in the market. Increased consumer pressure on companies to behave more responsibly combined with the competitive challenge of brand differentiation a brand through meaningful engagement has stimulated interest in activities such as cause-related marketing (CRM).. The purpose of this study was to investigate the impact of corporate social marketing on consumer attitude. ”. Sample size was 100 which was drawn using convenient sampling from East Delhi region. Linear regression analysis was used to study the relationship between corporate social media marketing and consumer attitude.

KEYWORDS: Attitude, Cause-related marketing, consumer, Corporate Social Responsibility , Society, Sustainability

INTRODUCTION

Corporate social marketing is the systematic transfer of commercial marketing concepts and tools to programs designed to influence the voluntary behaviour of target audiences, where the primary objective is to improve the social welfare of the target audience and/or the society of which they are a part. Now a day’s Companies are not expected to play only their traditional role of only profit making business. The ever-increasing role of civil society has started to put pressure on companies to act in an economically, socially and environmentally sustainable way.

The biggest challenge for companies is the increasing pressure for transparency and accountability, being expected by their employees, media, customers, shareholders and civil society. Business does not operate in isolation and there is today, an increased realization that not only can companies affect society at large, but they are also in a unique position to influence society and make positive impact.

The new concept of corporate social responsibility goes beyond charity and requires the company to act beyond its legal obligations and to incorporate social, environmental and ethical concerns into company’s business process. What is generally understood by CSR is that the business has a responsibility – towards its stakeholders and society at large – that extends beyond its legal and enforceable obligations

The triple bottom line approach to corporate social Responsibility underlines a company’s commitment to conduct its business in an economically, socially and environmentally sustainable way. The emerging concept of CSR advocates moving away from a ‘shareholder alone’ focus to a ‘multi-stakeholder’ focus. This includes not only stake holders, employees, business partners, customers, supply chain, local communities, but the environment and society at large. Consumer attitude is a composite of three elements: cognitive information, affective information, and information concerning consumer's past behaviour and future intentions. Consumer attitudes are both an hurdle and an advantage to a marketer. Choosing to discount or ignore consumers’ attitude of a particular product or service—while developing a marketing strategy—guarantees limited success of a campaign. In fact, knowledgeable marketers take advantage of their understanding of attitudes to predict consumers behavior. The experienced marketers differentiate between behavior, beliefs and attitude while applying them in developing marketing strategies. Decades of research on

attitudes and persuasion have suggested that people are quick to form attitudes toward a wide variety of products, persons and issues, and that attitudes are often held and defended with remarkable tenacity.

Cause related marketing or social marketing is a form of marketing in which a company and a charity team work together to tackle a social or environmental problem and create business value for the company at the same time. Normally, in cause-related marketing campaigns, a brand is associated with a cause and some part of the profit from sales of the brand is donated to the cause. It has a great impact on both consumers' perception as well as their attitude as if there is something for a cause then people willingly contribute into that thing and also show interest to help those who are in need in such a manner. This is a way to aware and educate people for the achievement of social good.

LITERATURE REVIEW

Goldsmith (2015) in a study on the influences of "Brand Consumer and Cause Congruence on Consumer Responses to Cause Related Marketing" concluded that Cause Related Marketing was a extensively used type of brand collaboration in which companies donate a portion of their sales to social causes with whom they partner.

Dropulji (2015) in a study on "Consumers' Attitudes Towards Cause-Related Marketing" stated that cause-related marketing campaigns are as good as communication tool in which match between cause and product's characteristics is given less important and brand gets associated with the cause if they find it relevant for their involvement in campaigns.

Okhli (2014) conducted a study on a "Survey on the Relationship between Consumer Perception of Cause-Related Marketing and Brand Image" found that Cause-related marketing is one of contemporary the marketing strategy which creates special value for customers.

Ladero (2013) in his study on "Does the Product Type Influence on Attitudes Toward Cause-Related Marketing?" analyzed that many variables can influence consumers purchase behaviour in general and attitudes towards Cause Related Marketing in particular.

Qamar (2013) conducted a study on "Impact of Cause Related Marketing on Consumer Purchase Intention: Mediating Role of Corporate Image, Consumers' Attitude and Brand Attractiveness". The results of this study show that often consumer purchase's intentions are the result of Cause Related Marketing campaigns.

Rajput (2011) conducted a study on "Social Cause Related Marketing and its Impact on Customer Brand Preferences" and found that Social Cause Related Marketing has emerged as a top management priority in the last decade.

Pawlak (2011) conducted a study on "Influence of a Company's Social Initiatives on the Consumer" and investigated that of the cause related activities is not consistent with the company's actions, the attitude towards often becomes worse.

Anghel (2011) conducted a study on "Cause-Related Marketing, Part of Corporate Social Responsibility and its Influence upon Consumers' Attitude". The findings of the study show that there is a significant relationship between Causes related marketing and Consumer attitude.

Akdogan (2011) conducted a study on "Ethical Perceptions of Social Marketing Campaigns: An Empirical Study on Turkish". Consumers often have perception that social marketing campaigns are the advertisement whose focus is on increasing the sales and far from marketing social thoughts.

Sharma (2010) conducted a study on "Consumer Perception and Attitude towards the Visual Elements in Social Campaign Advertisement" and concluded that male and female respondents have different perception towards social advertisements..

Lin (2010) conducted a study on "The Impact of Social Cause's Consumer Involvement on Brand Personality and Purchase Intention". Result shows that there is a positive relationship between cause-related marketing efforts and purchase intent

Pileliené (2010) conducted a study on "Impact of Social Marketing Tools on Consumer Behaviour" . The article analyses socio-cultural aspects of sustainable development. The socio-cultural sustainability reflects society's ability of solving social, economic, and environmental problems. Government and socially

responsible organizations can encourage and involve people in the society to contribute to the improvement of the quality of our lives.

Guchait (2008) conducted a study on “Customer Perceptions of Corporate Social Responsibility of Service Firms: Impact on Customer Attitudes and Behavioral Intentions” and concluded that that customer perceptions of CSR have a positive and significant influence on customer attitudes and behavioral intentions.

Farache (2007) conducted a study on “Cause Related Marketing: Consumers' Perceptions and Benefits for Profit and Non-Profits Organizations" The research shows that consumers have a better perception of firms that work with charities and good causes than those that do not.

Westberg (2004) conducted a study on “The Impact of Cause-Related Marketing on Consumer Attitude to the Brand and Purchase Intention: A Comparison with Sponsorship and Sales Promotion”. The study revealed that Cause-related marketing was an emerging area within the marketing discipline, originating in the United States in the 1980s.

Westberg (2004) found in a study on “The Effect of Corporate Societal Marketing on Consumer Attitudes: A Comparison of Strategies" stated in his study that corporate societal marketing refers to marketing strategies that encompass at least one social objective. Increased consumer pressure on companies to behave more responsibly combined with the competitive challenge of brand differentiation. The findings indicate consumers have a more positive attitude to cause related marketing and that it can elicit a more favorable change in brand attitude.

Chattananon (2003) in a study on “The Impact of Societal Marketing Programmes on Customer Attitudes Toward Corporate Image in Thailand” found that Corporations in the twenty-first century were increasingly concerned about managing societal issues in marketing to benefit interests of key stakeholder, particularly customer groups.

Table 1 : Reliability Analysis

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.721	0.7	22

OBJECTIVES OF THE STUDY

To investigate the impact of Corporate Social Marketing on consumer attitude

HYPOTHESIS

H1: Corporate Social Marketing significantly impacts consumer attitude.

RESEARCH METHODOLOGY

The data has been collected from both primary and secondary sources. For valid and reliable results, random selection method has been used. The sample size for the study was 100. A Self designed questionnaire has been used as the major tool for collecting primary data while journals, magazines, internet and other relevant information were used for secondary sources of data collection.

RELIABILITY OF QUESTIONNAIRE

The Cronbach’s alpha was calculated for the twenty two statement questionnaire. Value of the coefficient was found to be .721 which indicates the reliability is higher than the value of 0.7. So, all the items in the questionnaire are highly reliable in nature.

RESULTS AND DICUSSIONS

Demographic Profile

Table 2 depicts the demographic profile of the respondents. The demographic profile of the respondent indicates that 40% of the respondents are female falling in the bracket of 25-28 age group bracket followed by 25% in 29-32 age group bracket.

Table also indicates that mean of corporate social marketing is 42.1800 and mean of consumer attitude is 41.4500 and standard deviation of corporate social marketing is 4.27674 and standard deviation of consumer attitude is 4.11790

Table 2: Demographics Variables of the respondents

	Frequency	Percentage
Gender		
Male	47	47
Female	53	53
Age		
25-28	40	40
29-32	25	25
33-36	20	20
37-40	15	15
Education Level		
Graduate	53	53
Post Graduate	34	34
Ph.D	13	13
Occupation		
Student	19	19
Businessman	27	27
Housewife	9	9
Employed	36	36
Unemployed	9	9
Income		
0	37	37
Above 0-7,99,999	27	27
8,00,000-12,50,000	23	23
Above 12,50,000	13	13
	Mean	Std. Deviation
Corporate social marketing	42.18	4.27674
Consumer attitude	41.45	4.1179

Table 3: Correlation

	Corporate social marketing	Consumer attitude
Corporate social marketing	1	.493
Pearson Correlation		0.000
Sig. (2-tailed)		100
N	100	100

Correlation is significant at 0.000 level; N = 100

Level of Significance: 0.05

Table 4 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493	.243	.236	3.60045

Table 5 : Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	408.352	1	408.352	31.501	.000
Residual	1270.398	98	12.963		
Total	1678.750	99			

Level of Significance: 0.05

Table 6: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	21.419	3.587		5.971	.000	14.301	28.538
Corporate social marketing	.475	.085	.493	5.613	.000	.307	.643

Relationship between Corporate Social Marketing and Consumer attitude

Table 3 indicates that Pearson coefficient of correlation is 0.493 which is significant at 95% level of confidence. (p- Value is less than 0.00)

As indicated in Table 4 R² value is 0.243, it means that 24.3% of the variation is explained by corporate social marketing. Hence, this model can be accepted on the basis of the R² value and the significance value (0.000) as shown in Table 5.

Table 6 indicates Beta value and constant hence the regression equation will be Consumer attitude = 21.419 + 0.475 (Corporate social marketing

CONCLUSION

The study analyzed past literature and data that helped to understand the relationship between consumer attitude and corporate social marketing. Research revealed that consumers are aware about the concept of corporate social responsibility.

The research also showed that the consumers don't buy the product only for the support cause but the quality of the product also matters to them and plays a crucial role in their buying decision. The majority of respondents regard cause-related marketing as a good investment in the community. They see cause related marketing campaigns as a good communication tool; they find a cause to be relevant for their personal involvement in campaigns, although the connection between the cause and the product's characteristics seems to be less important.

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