Cause Related Marketing and Sales Promotion: An Analysis of Comparative Impact on Consumer Attitude

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Abstract

In order to distinguish their brand companies are trying to be more strategic and adding innovative features in their product offerings. But in today's time product differentiation exclusively on basis of product attributes is not going to help companies in long run. Subsequently, marketers are inventing different communication strategies to help brands stand out (La Ferle et al., 2013). Cause related marketing has become a new buzz word in the world of marketing communication techniques.

Purpose: The main purpose of this paper is to find impact of Cause Related Marketing (CRM) campaigns on consumer attitude and further the study also provides an analysis of comparative impact of cause related marketing and sales promotion on consumer attitude. **Methodology:** For the collection of primary data, structured questionnaires were distributed among respondents. A total of 300 respondents were initially contacted, out of which total of 270 responded back. The comparative analysis was done on the basis of Wilcoxon signed rank test.

Findings: The result of the study shows that the consumer has more positive attitude towards cause related marketing as compare to the sales promotion strategy.

Implications: From the analysis, it is observed that a company can gain more consumer attention if much emphasize can be given in designing cause related marketing strategy, this will provide an opportunity to company to become a socially responsible citizen.

Keywords: *Cause Related Marketing, Sales Promotion, Social Responsibility, Consumer Attitude.*

1. Introduction

Now-a-days, consumer as a citizen does not value companies simply providing products according to his/her demand. Companies who are satisfying the needs and demands providing solutions for their latent need and whilst also giving back to the community is been superseded in the modern competition. Thus, a company should determine the need, wants, desire of target market and should plan out to satisfy the customer more effectively and efficiently than the competitors while preserving and enhancing consumers' and society's well-being. Indeed, now every company is involved in a variety of social activities in terms of corporate social responsibility, philanthropic activities, charities, etc. The concept of cause related marketing (CRM) has appeared as a new structure of corporate philanthropy based on the underlying principle of profit-motivated giving (Varadarajan & Menon, 1988). As a practice of strategic philanthropy, cause-related marketing has gained prevalence among firms in quest of both social and economic advantages concurrently (Joo Kim et al., 2005). Cause-related marketing strategy is one of the communication strategy which is progressively becoming a significant part of corporate marketing plans (Gupta & Pirsch, 2006). This marketing strategy benefits the community, increases goodwill, and profits for the company and also develops positive satisfaction for the consumer as an outcome of their buying decision (K. J. Westberg, 2004).

With the help of Cause-related marketing (CRM) companies incorporate themselves as a part of the society by doing well to the society (Soni & Soni, 2014). Therefore, cause related marketing is helping to construct a distinctive image of the companies who are using this strategy as compare to other companies who are using other conventional marketing communication techniques. Marketers face considerable threat in networking with customers through the use of cause related marketing when perception of consumer about the process are not systematically understood (Machenberg, 1990).The objective of campaigns under cause related marketing is generally to mount up their sales or develop an effective brand image. The effective brand image for a company implies that consumers have high interest in the company's product that results into increased sales and increased amount of donation also. Since the help is connected to product sales, when a cause related marketing strategy has no impact on sales, it can be viewed as ineffectual (Furman & Maison, 2020). The objective behind using the cause relate marketing is not only to incite consumers to purchase the product but also giving them a platform to get associated with a social cause (Kureshi & Thomas, 2014).. Cause related marketing strategy facilitating a platform to support a cause and at the same time also provides an opportunity to consumer to feel good by rewarding moral responsibility (Chaabouni et al., 2020). Numerous firms are preferring to use cause related marketing as a communication strategy over other options like sponsorship and sales promotion strategy and getting

benefitted by increasing brand association with social causes and accomplishing brand-related objectives (K. Westberg & Pope, 2014).

So, the present research tries to understand that how cause related marketing strategy is a win-win strategy over other type of marketing communication technique. And further states that how consumer view a cause related marketing strategy compared to alternative marketing communication strategies. For the analysis purpose sales promotion technique has been selected. In nut shell, the current study identifies and evaluates consumer's attitude towards cause related marketing and sales promotion and also demonstrates comparative analysis of impact of cause related marketing and sales promotion and change in consumer's attitude.

2. Literature Review

In the 1980s, a new form of marketing was born: cause-related marketing (CRM), a hybrid of product advertising and corporate public relations, aims to link corporate identities with non-profit organizations and good causes. In the world of marketing, the concept of cause-related marketing was viewed by some as a valuable new marketing tool with great promise (Varadarajan & Menon, 1988). In 1981, the first Cause-related marketing campaign was conducted by American Express who sponsored a non-profit organization by donating the profit from the increased use of American Express card to help them promote their fine art. Each time someone used the card, 5 cents were donated to several arts organizations participating in the San Francisco Festival. It was a successful attempt and encouraged the corporation to try similar actions on a national basis. In 1983, American Express developed the program for the renovation of the Statue of Liberty, which was probably the first CRM program to gain worldwide renown. Use of the card increased 28% and US$ 1.7 million was donated to the project(Adkins, 1999). Therefore it was not a new conception for companies to add social dimension in advertising (Drumwright, 1996).

The idea of "doing well by doing good" seemed like a win-win-win situation(Adkins, 1999); the corporation burnishes its reputation as a socially responsible entity while maximising profits and differentiating itself; the cause receives needed funds as well as the attention and involvement of the public in support of its mission; and consumers acquire a product, feel good about the transaction, and are pleased they have made a donation to a cause without sacrificing any money. The objective of doing good is being evaluated by many companies in terms of how much it add to a company's competitive frame (Mescon & Tilson, 1987). Some researchers also highlighted the importance of social responsibility in context to ethical concern and its importance in marketing activities(Laczniak, 1983). Epstein (1987) defines the corporate social policy process as the collectivization within the business of method providing value oriented individual and organizational expression, and preference

about the moral significance of corporate and personal actions. In order to solve a country's economic and social problem, CRM was paving way for corporate to take part in a more creditable way (Steiner, 1972).

CRM strategies have helped corporations enhance their reputation and corporate image, strengthen ties with employees and increase sales and profits (Adkins, 1999; Drumwright, 1996; File & Prince, 1998; Pringle, 1999). The corporations are not alone in reaping the benefits of this process; charities and social causes also get benefitted through financial gains and support (Docherty & Hibbert, 2003; M. J. Polonsky & Speed, 2001). Various researches have stated in their work about the use of cause related marketing strategy in building the brand image in order to foster favourable consumer attitude for long term period and resulting by increasing profit (Koschate-Fischer et al., 2016; Melero & Montaner, 2016; Sana & Mihaela, 2015). Consumers have the possibility by contributing to a cause to satisfy their altruistic needs (M. Polonsky & Wood, 2001).

Companies also selectively make a perceived fit between the product and the cause that plays an important role in affecting both the acceptability of the campaign and the attitude towards the brand (Melero & Montaner, 2016). Robinson et al. (2012) highlighted the importance of collectivism in creating perceived fit between choice of cause and consumer reactions. Cause related marketing can be dedicated to number of causes having national and international reach. But various research support the view that consumer as citizen feel more emphatic towards in-group members. Perceived purposefulness of the cause is also found to be based on the , choice of cause, source of the social responsible activities, contribution and advertising related to corporate social responsibility(Yoon et al., 2006). This indicates that organization should emphasize on local causes while formulating their cause relate marketing strategies in order to have influential impact on consumer decision making (Furman & Maison, 2020). However La Ferle et al. (2013) defines in their research that novelty in choice of CRM campaign would results into more positive consumer attitude. CRM is a win-win-win situation for businesses, charity, and consumers, especially for those companies already having positive attitude in the minds of consumers(Basil & Herr, 2006). Hou et al. (2008) stated in his research that there should be a perfect fit between nature of the cause and purchase intentions of consumers in order to achieve effectiveness of CRM program. The credibility of companies also plays an important role in the success of CRM campaigns (Joo Kim et al., 2005).

3. Cause Related Marketing: Changing form of marketing communication

As goods become more commoditized and consumers grow more socially conscious, some companies incorporate social responsibilities as a way to differentiate themselves from competitors, build consumer preferences, and achieve sales and

profit gains(Kotler et al., 2013, p. 21). CRM has became one of the fastest growing forms of marketing communication, which is reflected in increased expenditures on this form of communication with customers. It has reached $1.85 billion in 2014 in North America, a 3.9 per cent increase over the $1.78 billion spent in 2013 (IEG Sponsorship Report, 2015). With the help of CRM, businesses can increase sales, enhance the businesses reputation, and build the brands(Lee & Kotler, 2012, p. 17). The Non-profit organizations gain funding as well as publicity.

The continuous growth occurring in this area is a result of the positive outcomes experienced by major corporations in their CRM program. That is the reason, many Indian organizations have started developing CRM by aligning its sales, and marketing objectives to a social cause (Kureshi & Thomas, 2014). A range of Indian companies have come into the line of cause-related marketing followers such as Tata Tea, ITC, Tata Sky, HUL, Coca-Cola India etc (Soni & Soni, 2014). Use of such cause programs help companies to build trust of consumers for brands/products (Qamar, 2013). Furthermore, CRM programs give free publicity, public relations, and public awareness not only to the cause but also to the for-profit organization.

4. Sales Promotion

Sales Promotion is a common form of marketing communication. Cause related marketing technique give reasons to buy; sales promotion offers an incentive to buy. Companies use sales promotion tools like coupons, premiums and like to draw a stronger and quicker buyer response, including short run effects such as highlighting product offers and make better sagging sales (Kotler et.al., 2013:441). Sales Promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade. Sales promotion includes tools for consumer promotion (Samples, coupons, cash refund offers, prices off, premiums, prizes, patronage rewards, free trials, warranties, tie-in promotions, cross-promotions, point of purchase displays, and demonstrations); trade promotion (price off , advertising and display allowances, and free goods); and business- and sales force promotion (trade shows and conventions, contests for sales reps, and specialty advertising). Examples of Consumer Promotions like, Colgate offering a Colgate tooth-brush free along with the purchase of Colgate tooth-paste. Maggie is offering free Munch Chocó pops with the purchase of Maggie pasta. Aristocrat Luggage gave a free offer of a Philips 2 band transistor with every purchase of Aristocrat Luggage. Air Deccan, as part of its radical low price strategy, launched several price-off offers to generate trials by the prospective consumers. Through one such scheme in August 2005, it unlocked 10,000 tickets in advance at the low price of Rs 500 per ticket across all its 30 Airbus sectors. Over all, from the time these fares were launched till August 2007, Air Deccan sold more than 1 lakh tickets at Rs 500.

Sales promotion also includes exchange offer (Kotler & Keller, 2006). BPL, Videocon, LG, almost every white goods and consumer durable company is jumping on the exchange bandwagon. Then another way of sales promotion is demonstration like Eureka Forbes, popularized its vacuum cleaner through door-to-door demos conducted by specially trained salesmen. Thus Sales promotions used by various companies in different forms to make the offers attractive for customers and to seek their attention.

While sales promotion can no doubt support the selling effort by providing an extra incentive to the consumer to purchase product, it has its limitations too. In the first place, it can be used only for short-term sales achievements. Second, consumer may hesitate to buy products/brands without such attractions. More essential, if sales promotional plans like price-offs, free offers and premiums, are frequently resorted to, the image of the brand may suffer. Fourthly, competitors can also imitate the promos easily. But, despite these drawbacks, the trend is towards increased use of sales promotion, In India; too, many firms are investing their funds to sales promotions.

5. Methodology

The present study intends to identify the attitude of consumer towards cause related marketing and sales promotion strategy. Further it also tries to explore the change in the consumer's attitude when exposed to cause-related marketing strategy and when exposed to sales promotion strategy. It provides a comparative analysis of impact of cause related marketing and sales promotion on consumer's attitude. Thus, this research paper aims to identify comparative impact of cause related marketing and sales promotion by measuring consumer's attitude to CRM campaign and sales promotion technique.

5.1 Research Design

The research design for the present research followed the descriptive research design where the objective is to describe the characteristics of different variables such as attitude and perception of respondents. The study sought to address the following research questions:

What is the impact of cause related marketing and sales promotion on consumer's behaviour in terms of attitude towards the product, attitude towards the marketing offer and cause initiative, perception of benefit sought and credibility of the campaign, and overall attitude towards the campaign.

Is consumer having positive attitude towards the cause related marketing than sales promotion.

5.2 Procedure &Measurement

A structured Questionnaire was designed including some images of cause-related marketing promotion to bring light towards the idea for respondents. Some background questions were framed to obtain general opinion of the respondents about the cause related marketing strategy. Attitude scaling was also an important part of the questionnaire in order to capture indicators of the different dimensions of consumer's awareness, feelings, or behavioural intentions toward the stimuli. Attitude scaling is the process of assessing an attitudinal continuum ranging from an extremely favourable disposition to an extremely unfavourable one (Cooper Donald R; & Schindler Pamela S, 2006, p. 332). A five point likert scale was used to design scale question.

The study measure comparative analysis of consumer's attitude towards two different marketing strategy viz. cause related marketing and sales promotion. The questionnaire was divided into three parts where one part of the questionnaire was related to consumption pattern and loyalty of consumers for the selected product. Other sections were related to measurement of attitude of consumers for sales promotion and for cause-related marketing in relation to selected product on the basis of attitude towards the product, attitude towards the marketing offer and cause initiative, perception of benefit sought and credibility of the campaign, and overall attitude towards the campaign. Literature review, books, magazines were used as a tool of secondary data. Therefore for comparison of the consumer's attitude towards cause related marketing and sales promotion, the marketing strategies were measured using numeric five point scale, with one representing a negative attitude and five representing a positive attitude, on four items describing the attitude of respondents. Every item has been tested separately as well as comparison was also done on basis of summation of all four items.

The questionnaire was restricted to few strategies like for cause-related marketing, transaction based practices were chosen; It is a kind of cause-related marketing strategy where companies are having tie-ups with the organization working for social causes; for sales promotion, discount method was selected for taking responses. For developing the marketing strategy toothpaste product was selected, which is most commonly used product as consumption level of this product is very high. And most importantly it is convenient for the research because mostly respondent would be using this product, may be brand of the product can differ. Further Colgate brand was selected, and sales promotion offer and cause marketing strategy were developed keeping the same product in both the marketing communication technique. It was the necessity of the study to include hypothetical strategies in questionnaire in order to evaluate and compare the responses.

5.3 Sample Size and Sampling Technique

The sampling technique in this research was judgment sampling. Due to time and resource restraints in this study, a judgment sample of a specific population of service class employees in the age group of 25 years or above, living in Rajasthan state were selected. The size of the sample was 300. Out of 300 total 270 respondents filled the questionnaire properly. Sample selected on the basis of the two justifications that people of this age and class would be able to understand the difference between the cause and sales promotions due to their educational background as well as service class people are more interested in promotional offers. Thus, the selected sampling unit for this study is accessible, easy to measure, and cooperative.

5.4 Reliability

Before analysis the attitude scale developed for the questionnaire was tested for reliability using Cronbach's alpha (α) method. Reliability means consistency. It can be defined as the extent to which measures are free from random errors (Malhorta & Birks, 2006). Coefficient α represents internal consistency by computing the average of all possible split-half reliabilities for a multiple-item scale(Zikmund et al., 2016). The reliability analysis was done in two phase pre test and post test to identify it consistency. The results are shown below in the Table 1.

Please refer to the Table 1 at the end of the paper

Table 1 represents Cronbach's alpha (α values for the scales .890, .785, .925, .802) for pre and post test data which shows internal consistency, therefore scale was considered reliable.

5.5 Analysis & Result

This section of the research includes statistical analysis of responses obtained with the help of structured questionnaire designed using measurement scales such as numeric scale, Likert scale, etc. For comparative analysis of consumer attitude towards cause related marketing and sales promotion, numeric scale was used to frame questions. Hypothesis for the study formed on the basis that consumer would have more positive attitude towards cause-related marketing as compare to sales promotion. Attitude towards cause-related marketing and sales promotion is obtained with the help of five-point numeric scale. Attitude was measured using four items for both the strategy and lastly the scale was summated to present mean result of the responses. To test its significance, null and alternative hypothesis formed as:

H: Consumer will have a more positive attitude to a cause-related marketing strategy than exposure to sales promotion.

H0   There will be no difference in the consumer's attitude for sales promotion and cause-related marketing.

Ha   There will be a difference in the consumer's attitude for sales promotion and cause-related marketing.

In order to test the stated hypothesis Wilcoxon matched-pairs signed-rank test was used. The data obtained is of ordinal in nature and scored in numeric scale of one to five. As the population for the study is not assumed to be normally distributed and data is obtained using ordinal scale therefore Wilcoxon signed-rank test is used for matched sample. It is a nonparametric statistic that can be used with ordinal scaled dependent variable when the independent variable has two levels and the participants have been matched or the samples are correlated(Savage, 1957; Scheff, 2016).Test has been used to identify the difference between consumer's attitude for cause-related marketing and for sales promotion. Wilcoxon signed-rank test is only appropriate for within participant designs and where the following two assumptions are met:

First assumption states that dependent variable for the study should be measured at the ordinal or continuous level and second independent variable should consist of two categorical, "related groups" or "matched pairs". "Related groups" indicates that the same subjects are present in both groups. The reason that it is possible to have the same subjects in each group is because each subject has been measured on two occasions on the same dependent variable. In this study, attitude is measure on five-point ordinal scale and independent variables are of two categories i.e. sales promotion and cause-related marketing.

A Wilcoxon signed rank test was conducted to determine whether there was a difference in the ranking of sales promotion and cause-related marketing by the respondents or in other words respondents preferred cause-related marketing more than sales promotion.. The following tables present test statistics result for four of the items and for summated scale:

Test Statistics Part I

Please refer to the Table 2 at the end of the paper

Table 2 portrays descriptive statistics part measured on four items and lastly the summated score showing attitude towards sales promotion and cause-related marketing. In all four parts mean scores indicate an increase attitude of consumer when exposed to cause-related marketing then the sales promotion. The mean score for attitude towards the product is 3.94 in case of cause-related marketing that is higher than sales promotion (3.55). Higher mean score of respondents for attitude towards the campaign shows that consumers like cause campaign (4.03) more which

involve some social issues as compare to promotional offers (3.55). At last, in the summated scale respondents exhibits more positive attitude when exposed to cause-related marketing (3.9259) than sales promotion (3.5074).

Test Statistics II

Please refer to the Table 3 at the end of the paper

The Rank scores table 3 provides some interesting data on the comparison of cause-related marketing and sales promotion. It shows the highest, lowest and ties rank scores with the help of comparison between ranking for cause-related marketing and sales promotion can be easily done. It can be seen from the table's legend that in all four items and in summated scale cause-related marketing has highest positive ranks that shows consumer's favourable attitude towards cause-related marketing as compare to sales promotion.

Test Statistics III

Please refer to the Table 4 at the end of the paper

The third section of the output gives the values of the Wilcoxon test. By examining the final test statistics in table 4, it can be observed whether consumer's attitude towards cause-related marketing and sales promotion led overall to a statistically significant difference. The p value associated with the Wilcoxon test is given at the intersection of the row labelled Asymptotic Significance (2-tailed) and the column labelled with the difference of the variables that correspond to the means in the hypothesis as attitude towards sales promotion and attitude towards cause-related marketing. In this result, the p value for the Wilcoxon test is .000 which is less than the specified α level (.05), that result into rejecting null hypothesis. Results of that analysis indicated that there was a significant difference in consumer's attitude towards cause-related marketing and sales promotion, Z (from a to e), p < .05. The results indicate that cause-related marketing was the preferred strategy and received significantly more favourable rankings than sales promotion. Effect in an increase in attitude can be measured with the help of formula (r= Z/√N), where r is the values shows effect size of positive attitude of consumer for cause-related marketing as compare to sales promotion. Calculated r value for the summation of scale is .37 which shows a moderate increase in the ranks for cause-related marketing. Although calculated r value for the scale item Perception towards credibility/Benefit sought is very low (.18) that shows consumer's perception towards credibility for cause-related marketing and perception of benefit sought for sales promotion have a very thin difference. Thus with the help of test statistics it can be concluded that consumer will have a more positive attitude to a cause-related marketing strategy than exposure to sales promotion.

6. Discussion

In the above section wilcoxon signed matched pair rank test was used to identify the comparative impact of marketing strategy viz. cause related marketing and sales promotion on consumer attitude. In order to measure the impact of cause related marketing on consumer attitude, four item scale was developed including variables attitude towards the product, attitude towards the cause imitative, perception of the credibility and attitude towards the cause campaign; and to measure the impact of sales promotion on consumer attitude, four items scale was based on variables viz. attitude towards the product, attitude towards the marketing offer, perception of benefit sought and attitude towards the campaign. The items were checked for the reliability and the result conveyed the internal consistency for both the construct. Further to analyze the comparative impact on consumer attitude, wilcoxon signed matched pair rank test was used, to compare the ordinal scale variable data. The results showed that all four items, for cause related marketing and for sales promotion, and in summated scale cause-related marketing has highest positive ranks that shows consumer's favourable attitude towards cause-related marketing as compare to sales promotion. Findings from this research can be summarized with this statement that consumers like cause-related marketing campaigns over sales promotion and have positive attitude towards those products associated with causes. Consumer attitude towards the campaign shows that consumers like cause campaign more which involve some social issues as compare to promotional offers. Cause-related marketing produces positive change in attitude of customers for the brands that support it.

The findings of the research also illustrate and confirms the existing literature that consumer has positive attitude towards cause-related marketing. Majority of the studies have proved that cause-related marketing is perceived as positive act by the most of the consumers and they also had positive attitude towards it along with purchase intentions(Melero & Montaner, 2016). The cause-related marketing is considered as a win-win strategy for the company (Adkins, 2007). Joo Kim et al.,(2005) suggested that relatedness between product and cause directly have an effect on attitude toward the product brand. Many researchers have also concluded that cause related marketing campaigns seems more sensitive to millennial and are more engaging to this generation (Eastman et al., 2019; Ezan, 2014; Grau & Folse, 2007). With cause related marketing application becoming more sophisticated, it can survive as the sole strategy to build relationships with the target consumers on an emotional platform. Marketers integrate cause-related marketing with other marketing concepts to persuade behaviours that benefit people and society for the better social good (Srivastava, 2020). The strategy helped to bring change in attitude of consumer for the product itself. Respondents' attitude was compared for the product before and after exposure to cause-related marketing, that resulted into a positive attitude towards

product. Similar study conducted by the Westberg (2004, p.177) also concluded the similar findings that cause related marketing has an influence to stimulate a more favourable attitude change to the brand that does sales promotion.

7. Limitations & Future Direction of Research

The research was carried out in selected cities of Rajasthan so that findings may not representatives of the whole. Selection of the sample was restricted to service class employees, because of their education level, might have worked as a constraint for the findings. Large sample may be able to represent much accurate findings. There are a number of variables, such as consumer's needs, social status, income, psychological levels, social consciousness, and nature of product, which may affect the attitude and perception of consumer towards cause-related marketing and sales promotion. These mediating variables were ignored due to time constraint but it also unfolds scope for further research in this area.

There are many factors that can contribute for the success of cause related marketing, and more research is required to ensure the success of this marketing strategy (Gupta & Pirsch, 2006; Lafferty, 2007). Attitude toward cause-related marketing is also directly correlated with personal values, specifically with internal and external values, thus one of the important moderating variables is the personal values. In future research it would be advisable to include other types of causes to further identify the types of causes consumers respond more favourably to. Lastly, the study does not focus on the relationship between the brand and the cause associated to promote the brand, which is the decisive factor in facilitating change in brand attitude. Thus the same research can be extended to find out consumer perception of fit between cause and the brand. Although the present research develops our knowledge base and provides insights to marketers for creating competitive advantage, feasible prospects for further research remain.

8. Conclusion

Marketing is concerned with meeting the wider needs of the society in which business operates. Social marketing recognizes that consumers' brand requirements are important but it also takes into account the needs and expectations of the wider community. Cause-related marketing has become an important ingredient of this marketing mix in order to increase consumer's attitude towards the brand. The cause related marketing strategy can facilitate in achievement of marketing objectives (Barone et al., 2000). Significant academic and realistic contributions can be obtained through study of cause related marketing from a contingency perspective(Varadarajan & Menon, 1988).The study has empirically demonstrated that cause-related marketing activities will have a more positive effect on consumers than sales promotion that result into a more positive attitude to a cause-related marketing strategy than exposure

to sales promotion. Marketers who engage in cause-related marketing should also consider actively communicating the connection between their brand and the cause to increase the effectiveness of the strategy (K. J. Westberg, 2004, p. 183). However, other researches also highlighted the perceived fit between the cause and the brand in order to obtain positive beliefs and feeling of the consumers (Ellen et al., 2006). Selection of the cause will improve the credibility of the campaign and therefore would result into increased positive attitude and purchase intentions (Gupta & Pirsch, 2006; Pracejus et al., 2003).

If programmed and executed strategically, cause-related marketing can prove its mettle by differentiating its product from its competitors, add value, command premium prices, enhance brand loyalty and build a positive reputation of the corporate brand. Cause-related marketing differentiates itself from other approaches of marketing in terms that it is an enlightened self-interest because it allows companies to provide benefits to others in the course of a normal business operation, namely, marketing. As a tax-deductible expense for business, this form of brand leveraging seeks to connect with the consuming public beyond the traditional point of purchase and to form long-lasting and emotional ties with consumers. Therefore cause related marketing facilitates companies a way to fulfil social responsibility while concurrently pursuing organizational commercial objectives.

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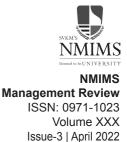
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Table 1 Reliability Statistics for Scales

Scale	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Attitude towards Sales Promotion (Pre Test)	.890	.899	4
Attitude towards Sales Promotion (Post Test)	.785	.785	4
Attitude towards Cause Related Marketing (Pre Test)	.925	.927	4
Attitude towards Cause Related Marketing (Post Test)	.802	.802	4

Table 2 Comparative Descriptive Statistics for Attitude towards Sales Promotion and Cause Related Marketing

No.	Scale Items		Mean	Standard Deviation	Percentiles 25th	Percentiles 50th (Median)	Percentiles 75th
	Attitude towards the Product	Sales promotion	3.55	.973	3.00	4.00	4.00
		Cause related Marketing	3.94	.917	3.00	4.00	5.00
	Attitude towards Marketing Offer/ Cause Initiative	Sales promotion	3.50	1.005	3.00	4.00	4.00
		Cause related Marketing	4.01	.979	3.00	4.00	5.00
	Perception of Benefit Sought/ Credibility	Sales promotion	3.44	.957	3.00	3.00	4.00
		Cause related Marketing	3.72	.965	3.00	4.00	4.00
	Attitude towards the Campaign	Sales promotion	3.55	1.018	3.00	4.00	4.00
		Cause related Marketing	4.03	.977	4.00	4.00	5.00
	Attitude toward Sales Promotion and Cause Related Marketing (Summated Scale)	Sales promotion	3.5074	5.00	3.00	3.50	4.00
		Cause related Marketing	3.9259	5.00	3.50	4.00	4.50

Table 3 Comparative Rank Scores for Attitude towards Cause Related Marketing and Sales Promotion

Ranks				
		N	Mean Rank	Sum of Ranks
Attitude towards the Product **Cause Related Marketing V/s Sales promotion**	Negative Ranks	27[a]	71.11	1920.00
	Positive Ranks	113[b]	70.35	7950.00
	Ties	130[c]		
	Total	270		
Attitude towards Cause Initiative / Marketing Offer **Cause Related Marketing V/s Sales promotion**	Negative Ranks	31[d]	77.00	2387.00
	Positive Ranks	122[e]	77.00	9394.00
	Ties	117[f]		
	Total	270		
Perception towards Credibility / Benefit Sought **Cause Related Marketing V/s Sales promotion**	Negative Ranks	48[g]	67.58	3244.00
	Positive Ranks	97[h]	75.68	7341.00
	Ties	125[i]		
	Total	270		
Attitude towards the Campaign **Cause Related Marketing V/s Sales promotion**	Negative Ranks	32[j]	60.72	1943.00
	Positive Ranks	115[k]	77.70	8935.00
	Ties	123[l]		
	Total	270		
Consumer's Attitude towards Cause Related Marketing and Sales promotion (Summated Scores) **Cause Related Marketing V/s Sales promotion**	Negative Ranks	40[m]	76.75	3070.00
	Positive Ranks	164[n]	108.78	17840.00
	Ties	66[o]		
	Total	270		

a. Cause-related marketing: Attitude towards the Product < Sales promotion: Attitude towards the Product

b. Cause-related marketing: Attitude towards the Product > Sales promotion: Attitude towards the Product

c. Cause-related marketing: Attitude towards the Product = Sales promotion: Attitude towards the Product

d. Cause-related marketing: Attitude towards Cause Initiative < Sales Promotion: Attitude towards Marketing Offer

e. Cause-related marketing: Attitude towards Cause Initiative > Sales Promotion: Attitude towards Marketing Offer

f. Cause-related marketing: Attitude towards Cause Initiative = Sales Promotion: Attitude towards Marketing Offer

g. Cause-related marketing: Perception towards Credibility < Sales promotion: Perception of Benefit Sought

h. Cause-related marketing: Perception towards Credibility > Sales promotion: Perception of Benefit Sought

i. Cause-related marketing: Perception towards Credibility = Sales promotion: Perception of Benefit Sought

j. Cause-related marketing: Attitude towards the Campaign < Sales Promotion: Attitude towards the Campaign	
k. Cause-related marketing: Attitude towards the Campaign > Sales Promotion: Attitude towards the Campaign	
l. Cause-related marketing: Attitude towards the Campaign = Sales Promotion: Attitude towards the Campaign	
m. Cause-related marketing : Consumer's Attitude < Sales Promotion: Consumer's Attitude	
n. Cause-related marketing : Consumer's Attitude > Sales Promotion: Consumer's Attitude	
o. Cause-related marketing : Consumer's Attitude = Sales Promotion: Consumer's Attitude	

Table 4 Values of the Wilcoxon Test for Attitude towards Cause Related Marketing and Sales Promotion

Test Statistics					
	a	**b**	**c**	**d**	**e**
Cause-related marketing v/s Sales promotion	**Attitude towards the Product**	**Attitude towards Cause Initiative / Marketing Offer**	**Perception towards Credibility / Benefit Sought**	**Attitude towards the Campaign**	**Consumer's Attitude towards Cause Related Marketing and Sales promotion**
Z	-6.703^b	-6.612^b	-4.248^b	-7.071^b	-8.795^b
Asymptotic Significance (2-tailed)	.000	.000	.000	.000	.000
a. Wilcoxon Signed Ranks Test					
b. Based on negative ranks.					