

# Cause Related Marketing (CRM) Campaigns – A Demographic Evaluation of Brand Recall and Brand Recognition among Young Consumers

Simranjit Kaur Bedi,

Assistant Professor,  
University Business School,  
Guru Nanak Dev University, Amritsar  
Punjab, India

Dr. Amardeep Kaur Ahluwalia,

Associate Professor,  
Department of Business Management,  
Guru Nanak Dev University Regional Campus,  
Gurdaspur Punjab, India

## Abstract

The consumer market in India is witnessing many brands engaging themselves in Cause Related Marketing (CRM). In addition to the fulfillment of their social responsibilities, the marketers are implementing CRM practices with profit-making motives. A bunch of community based campaigns have become more visible in the Indian corporate sector. It is based on “profit motivated giving”. Customer awareness is one of the most common measure of research in consumer based studies. The objective of this paper is to study the level of knowledge and awareness of youth regarding CRM campaigns and to find out the differences in awareness level, if any, based on their demographic profile. In order to understand and compare the awareness of young respondents, weighted average scores, Cross-tabulation, Chi-Square test and Independent samples t-test are applied respectively.

**Keywords:** Cause Related Marketing, Youth, Unaided Awareness, Aided Awareness, CRM Campaigns, Demographics.



## Conceptual Framework

The business organizations conduct their marketing activities under different marketing orientations. According to the expert view of Kotler (1998) and Keith (1960), the pattern of marketing philosophies have transformed through five concepts in the recent decades; initiating from the production concept focusing on mass production, efficiency and economies of scale (1860s-1930s). It is the oldest philosophy and is still being used in some situations. The product concept emphasized on better quality products, innovative features

and availability at the right price. The selling concept concentrated on aggressive selling to push more sales with strong transactional motives (1930s-1950s). The marketing concept directed its focus on the actual needs, wants and behavior of the target market (1950s to present). The societal marketing concept focused on the consumer's and the society's well-being. The social welfare and ethical considerations are well assumed by making them an integral part of the marketing practices (1972 to present). The organizations that embrace this concept identify their employees, customers and the local communities as the key stakeholders. Thus, marketing campaigns and promotions with a social dimension have become more visible in the Indian market scenario.

Cause related marketing (CRM) is one of the growing marketing tools which aim to connect social contribution to product sales. It is based on "profit motivated giving" (Varadarajan and Menon, 1988). It is emerging as an increasingly popular means of improving marketing associations with customers, equally for the sponsoring company and for the sponsored cause. According to Kim et al. (2005), the main objectives of CRM programs are projected to improve corporate performance and help worthy causes wherein the fund raising for the cause are allied with the purchase of the firm's products and/or services, in which the companies associate their commercial activities with charitable causes in order to gain publicity, increase sales, and attain other important business objectives.

### **Operational Definition of CRM**

There are many terms similar to CRM. Among these are corporate societal marketing, corporate issue promotions, corporate social marketing, social issues marketing, pro-social marketing, and cause branding (Berglind & Nakata, 2005). Varadarajan and Menon (1988), among the earliest writers on CRM defined it as "The process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-producing exchanges that satisfy organizational and individual objectives" Cui et al. (2003) consider CRM as "A general alliance between businesses and non-profit causes that provide resources and funding to address social issues and business marketing objectives". CRM is generally transaction based. It relies on the purchase of a product from a profit oriented company and some nominated amount from the purchase price of the respective product is directed and contributed from the sale price to the cause with which the product is linked.

### **CRM Campaigns in India**

In the Indian markets, one can witness various brands engaged in CRM. Many brands, especially in the FMCG sector are running different CRM programs with wider marketing and social objectives. Their involvement with the cause can be through financial support or they may make an effort to generate awareness about socially pressing issues carrying national importance. Several brands donate a part of their sales to a designated social cause; they are popularly known as "Transactional Programmes" while other brands do not offer financial support but focus on promoting awareness and educating people on certain important issues such as washing hands with soap by Lifebuoy, sanitation and cleanliness by Domex, safe drinking water by Pureit jointly initiated the "Swachh Aadat, Swachh Bharat" campaign as the leading brands of HUL, human and civil rights, raising voice against corruption, voting rights, women empowerment and domestic violence by TATA tea "Jaago Re" campaign, recycling and saving paper by IDEA Cellular, saving energy by Voltas, oral hygiene by Colgate, save tigers by Aircel & NDTV and many more. These are called as "Propaganda Programmes".

### **Rationale of the Study**

Customer awareness matters because it leaves a mark on the customer's memory and helps them to recall the products at the point of purchase. Customer awareness is one of the most common measure of research in consumer based studies. In the process of decision making, awareness is the first basic step. If customers are not aware of the product, they obviously cannot buy or demand that product (Anuar et al., 2014). Additionally, customers show sustained brand loyalty towards the CRM brands which they are aware about (Parmar, 2014). Awareness is a necessary condition for any favorable attitude and behavioral response. Knowledge and awareness can evoke positive attributions for CRM activities. In order to generate a positive customer attitude and customer buying behavior, it is imperative to understand whether the target segments are actually aware about the CRM programs or not, to what extent are they aware and which CRM campaigns are the most publicized and known to the target audience.

### **Objectives of the Study**

The objective is to study the unaided and aided awareness level of respondents towards CRM and CRM campaigns with respect to selected demographic variables.

### **Research Methodology & Measurement**

Youth has always been a prime market segment for the marketers. This segment has an influence in the family

decision making and overall consumer spending. Over the years, there has been a rise in the purchasing power of youth with increased spending habits as they become earning hands at a younger age. Many countries are witnessing youth volunteerism as youth are coming forward to bring a social change in their surroundings by becoming social agents. They represent the symbol of change. For the present study, youth between the age group of 18 to 35 years has been taken as the population. By this age, they are mature enough to understand the importance of social contributions. Moreover, most of the products which associate with CRM comprise of convenience products which are frequently purchased by the youngsters. The respondents with a mixture of age, educational background, income background, place of residence etc. were included in the research study. A sample of 610 young respondents belonging to five districts of Punjab participated in the survey. For data collection, a self-designed and pretested questionnaire based five point Likert scale and dichotomous questions were used. The questionnaire was divided into two parts consisting of demographic variables and CRM campaigns. Based on the given objective, the hypotheses framed were tested using WAS, Chi-Square test and Independent Samples t-test respectively.

## Results and Discussion

The present objective to study awareness is discussed in the form of unaided and aided awareness of CRM and the campaigns associated. Unaided awareness refers to the

percentage of respondents who understand or are aware of the concept of CRM. They can at least name or recall a company or a brand or any CRM campaign on their own without any assistance or cues. Unaided awareness leads to brand recall by the customer without any cues. Aided awareness refers to the percentage of respondents who are aware of the concept of CRM or any CRM campaign. They are given a list of CRM campaigns which assist them to demonstrate their degree of awareness. Aided awareness leads to brand recognition by the consumer among a given set of stimulus objects. The demographic variables are also considered to understand the awareness level of respondents. Hence, the objective is to study the unaided and aided awareness level of respondents towards CRM with respect to selected demographic variables.

### Understanding of the concept of CRM

The respondents were asked whether they have seen or heard about marketing promotions in which the purchase of given products in the CRM campaign would lead to a social contribution towards the help of social issues. In simple words, they were asked whether they know that business firms contributed for social causes out of the purchases that customers made. This was a dichotomous question with two options. The responses were elicited in a simple form of 'Yes' or 'No'. The total responses are presented in Table 1.

**Table 1 : Understanding of the concept of CRM**

Heard/Seen	Frequency	Percentage
<b>Yes</b>	493	80.8
<b>No</b>	117	19.2
<b>Total</b>	610	100

The findings reveal that a total of 493 (80.8%) respondents had either seen a CRM based product or its advertisement or heard about such initiatives of business firms while 117 (19.2%) respondents responded negatively. Majority of the respondents were equipped with the basic understanding of the concept of CRM. Further, the understanding for CRM was tested with various demographic parameters.

H0\_1: There is no significant difference in understanding the concept of CRM and Gender of the respondents.

In order to investigate whether males and females differ on their understanding and exposure pattern towards CRM, Cross-tabulation and Chi-square test was applied.

**Table 1.1: Understanding of the concept of CRM and Gender**

Concept of CRM * Gender Cross-tabulation								
			Gender		Total	Pearson Chi-Square	Sig.	
			Males	Females				
Seen or heard about CRM	Yes	Count	238	255	493	10.534	.001***	
		Expected Count	253.8	239.2	493.0			
		% within Gender	75.8%	86.1%	80.8%			
	No	Count	76	41	117			
		Expected Count	60.2	56.8	117.0			
		% within Gender	24.2%	13.9%	19.2%			
		Total	Count	314	296			610
			Expected Count	314.0	296.0			610.0
% within Gender	100.0%		100.0%	100.0%				
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 56.77.								
b. Computed only for a 2x2 table								

\*\*\* Significant at 1per cent level

The overall proportion of the respondents having seen or heard about CRM came out to be 80.8%. Out of 314 male respondents, 238 (75.8%) of males and out of 296 female respondents, 255 (86.1%) of females responded to have a basic understanding about CRM. The results of cross tabulation between CRM and gender have been presented in the above table. The output shows that the observed and expected frequencies differ in a significant manner for males and females. The Chi-Square test carried out on the data was found to be significant at 1% level of significance. This indicates that males and females significantly differ in

their pattern of understanding and exposure to CRM (2 = 10.534, df= 1, N= 610, p= .001).

H0\_2: There is no significant difference in understanding the concept of CRM and Place of Residence of the respondents.

In order to investigate whether urban and rural respondents differ on their understanding and exposure pattern towards CRM, Cross-tabulation and Chi-square test was applied.

**Table 1.2: Understanding of the concept of CRM and Place of Residence**

Concept of CRM * Residential Place Cross - tabulation							
			Residential Place		Total	Pearson Chi-Square	Sig.
			Urban	Rural			
Seen or heard about CRM	Yes	Count	278	215	493	8.971	.003***
		Expected Count	263.5	229.5	493.0		
		% within Residential Place	85.3%	75.7%	80.8%		
	No	Count	48	69	117		
		Expected Count	62.5	54.5	117.0		
		% within Residential Place	14.7%	24.3%	19.2%		
Total		Count	326	284	610		
		Expected Count	326.0	284.0	610.0		
		% within Residential Place	100.0%	100.0%	100.0%		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 54.47.							
b. Computed only for a 2x2 table							

\*\*\* Significant at 1per cent level

The total percentage of the respondents having seen or heard about CRM came out to be 80.8%. In the case of urban respondents, out of 326 respondents, 278 (85.3%) showed an understanding of the concept of CRM while in the case of rural respondents, out of 284, 215 (75.7%) responded affirmatively for CRM exposure. The results of cross tabulation between CRM and place of residence have been presented in the above table. The output shows that the observed and expected frequencies differ in a significant manner for the urban and rural respondents. The Chi-Square test carried out on the data was found to be significant at 1% level of significance. This indicates that the urban and rural respondents significantly differ in their pattern of understanding and exposure to CRM ( $\chi^2 = 8.971$ ,  $df = 1$ ,  $N = 610$ ,  $p = .003$ ).

### Recall a CRM company/product/brand/campaign

Another way to measure awareness was to ask the respondents whether they could recall any CRM campaign. Therefore, they were asked to name any company or product or brand or recall a CRM campaign that contributed to social causes and satisfied the meaning of CRM. It was an unaided and spontaneous recall which measured the ability of the respondents to correctly recall from their memory the CRM related products and brands. The results are shown in Table 2.

**Table 2 : Recall a company/product/brand/CRM campaign**

Recall	Frequency	Percentage
Yes	363	59.5
No	247	40.5
Total	610	100

The table highlights that 363 respondents constituting 59.5% of the respondents could actually recall and name either a company or a brand linked to CRM and 247 respondents with 40.5% were not able to recall and mention any brand of such nature. Few respondents could not make clear distinctions and gave the names of companies and products which were delivering their social responsibilities in the form of social cause promotions and social awareness. Such responses were not included in the recall as they were not within the purview of the definition of CRM. A few respondents did not remember the exact CRM campaign name but they remembered the nature of the campaign such as the type of contributions made and the partnering NPO etc. Such responses were included in the results. The studies conducted by Ross et al. (1990-1991);

Webb and Mohr (1998); Adkins (2004) concluded that the respondents could describe one or more CRM campaigns after the concept was explained to them and had participated in at least one of the CRM programs. Further, the recall of CRM was tested with various demographic variables.

H0\_3: There is no significant difference in recall of CRM and Gender of the respondents.

In order to investigate whether males and females differ on their ability to recall a CRM brand or CRM campaign, Cross-tabulation and Chi-square test was applied.

**Table 2.1: Recall of CRM and Gender**

Recall CRM company/product/brand/campaign * Gender Cross-tabulation								
			Gender		Total	Pearson Chi-Square	Sig.	
			Male	Female				
Recall any CRM company/ product/ brand/ campaign	Yes	Count	173	190	363	5.229	.022**	
		Expected Count	186.9	176.1	363.0			
		% within Gender	55.1%	64.2%	59.5%			
	No	Count	141	106	247			
		Expected Count	127.1	119.9	247.0			
		% within Gender	44.9%	35.8%	40.5%			
	Total		Count	314	296			610
			Expected Count	314.0	296.0			610.0
			% within Gender	100.0%	100.0%			100.0%
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 119.86.								
b. Computed only for a 2x2 table								

**\*\*Significant at 5 per cent level**

The percentage of the respondents being able to recall a CRM product, brand or campaign came out to be 55.1% in case of males and 64.2% in case of females within gender. This shows that out 314 male respondents 173 could recall and out of 296 female respondents 190 could recall. The overall recall rate was found to be 59.5% for all the respondents. The results of cross tabulation between CRM recall and gender have been presented in the above table. The output shows that the observed and expected frequencies differ in a significant manner for the males and females. The Chi-Square test carried out on the data was

found to be significant at 5% level of significance. This indicates that males and females significantly differ in their pattern of ability to recall and remember CRM ( $\chi^2 = 5.229$ ,  $df = 1$ ,  $N = 610$ ,  $p = .022$ ).

$H_0$ : There is no significant difference in recall of CRM and Place of Residence of the respondents.

In order to investigate whether urban and rural respondents differ in the pattern of their ability to remember CRM, Cross-tabulation and Chi-square test was applied.

**Table 2.2: Recall of CRM and Place of Residence**

Recall CRM company/product/brand/campaign * Residential Place Cross-tabulation							
			Residential Place		Total	Pearson Chi-Square	Sig.
			Urban	Rural			
Recall any CRM company/pr oduct/ brand/ campaign  Total	Yes	Count	207	156	363	4.623	.032**
		Expected Count	194.0	169.0	363.0		
		% within Residential Place	63.5%	54.9%	59.5%		
	No	Count	119	128	247		
		Expected Count	132.0	115.0	247.0		
		% within Residential Place	36.5%	45.1%	40.5%		
		Count	326	284	610		
		Expected Count	326.0	284.0	610.0		
		% within Residential Place	100.0%	100.0%	100.0%		
		a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 115.00.					
b. Computed only for a 2x2 table							

**\*\*Significant at 5 per cent level**

The overall proportion of the respondents who could recall a CRM brand or campaign was calculated to be 59.5%. However, differences existed for urban and rural respondents within their residential place. For the urban respondents it was found that 207 out of 326 (63.5%) and for the rural respondents it was found to be 156 out of 284 (54.9%) who could readily answer and cite an example of CRM. The results of cross tabulation between CRM and place of residence have been presented in the above table. The output shows that the observed and expected frequencies differ in a significant manner for the urban and rural respondents. The Chi-Square test carried out on the data was found to be statistically significant at 5% level of significance. This indicates that the urban and rural respondents significantly differ in their pattern of recall to CRM ( $\chi^2 = 4.623$ ,  $df = 1$ ,  $N = 610$ ,  $p = .032$ ).

### Aided Awareness for CRM Campaigns

In order to check the aided level of awareness of the respondents, they were presented with various CRM campaigns which had been either previously held or being currently run by the business firms. Only the most popular CRM campaigns were included which were widely advertised and publicized from time to time using different communication tools. Moreover, only those campaigns

were included in the study which focused on young consumers as their target market segment. The respondents were prompted to tick as many CRM campaigns as they were aware of. The CRM campaigns for which awareness was tested are P&G 'Shiksha- Padhega India, Badhega India' for children education, ITC Classmate Notebooks 'Let's Put India First' for rural development, Nihar Shanti Amla Hair Oil 'Chotte Kadam Pragati Ki Aur' for children education, Nestle Maggi, Nescafe, KitKat 'Nanhi Kali' for girl child education, ITC Aashirwad Atta, Salt, Spices 'Boond Se Saagar' for water conservation, KFC 'Add Hope' for meals to underprivileged children and Dabur Sani Fresh '700se7kadam' for hygiene and sanitation. The respondents could depict their awareness for multiple CRM campaigns. An effort has been made to know the extent of awareness of respondents regarding various CRM campaigns. In order to understand the degree of awareness, the respondents were asked to express their level of awareness for different CRM campaigns on Likert type scale. The scale comprised of attributes ranging from 'Extremely Aware', 'Moderately Aware', 'Somewhat Aware' and 'Slightly Aware' to 'Not at all aware'. The given attributes were assigned weights as 5, 4, 3, 2 and 1 respectively. The weighted average score is calculated. The information in this respect is shown in Table 3.

**Table 3: Degree of Aided Awareness among Respondents about CRM Campaigns**

CRM Campaign	WAS	SD	Ranks
<b>P &amp; G Products</b>	4.29	.91	1
<b>'Shiksha – Padhega India, Badhega India'</b>			
<b>ITC Classmate Notebooks</b>	4.09	1.10	2
<b>'Let's Put India First'</b>			
<b>Nihar Shanti Amla Hair Oil</b>	3.46	1.58	6
<b>'Chotte Kadam Pragati Ki Aur'</b>			
<b>Nestle Maggi, Nescafe, KitKat</b>	3.55	1.55	4
<b>'Nanhi Kali'</b>			
<b>ITC Aashirwad Atta, Salt, Spices</b>	3.65	1.52	3
<b>'Boond Se Saagar'</b>			
<b>KFC</b>	3.47	1.57	5
<b>'Add Hope'</b>			
<b>Dabur Sani Fresh</b>	3.00	1.73	7
<b>'700se7kadam'</b>			

It can be observed from Table 3 that amongst the responses with the given set of CRM campaigns, the highest level of awareness with mean score of 4.29 was secured by P&G 'Shiksha- Padhega India, Badhega India' campaign followed by ITC Classmate Notebooks 'Let's Put India First' campaign (4.09), ITC Aashirwad Atta, Salt, Spices 'Boond Se Saagar' campaign with 3.65 respectively. For Nestle Maggi, Nescafe, KitKat 'Nanhi Kali', the mean score of 3.55 was recorded. For KFC 'Add Hope' and Nihar Shanti Amla Hair Oil 'Chotte Kadam Pragati Ki Aur' campaigns, the respondents have shown almost equal level of awareness to the extent of 3.47 and 3.46. The lowest level of awareness among the respondents was found for Dabur Sani Fresh '700se7kadam' campaign with WAS 3.00. It can be concluded that there is gap in the awareness level of the selected CRM campaigns. On the basis of WAS, P&G 'Shiksha- Padhega India, Badhega India' campaign was found to be the highest in awareness and Dabur Sani Fresh '700se7kadam' campaign was found to be the lowest in awareness amongst the young respondents.

Based on the WAS values, the awareness level of CRM

campaigns was ranked. The P&G 'Shiksha- Padhega India, Badhega India' campaign was ranked at first place, ITC Classmate Notebooks 'Let's Put India First' campaign was ranked at second place, ITC Aashirwad Atta, Salt, Spices 'Boond Se Saagar' campaign was given the third rank, the fourth rank was secured by Nestle Maggi, Nescafe, KitKat 'Nanhi Kali' campaign, next in ranking at fifth place was KFC 'Add Hope' followed by Nihar Shanti Amla Hair Oil 'Chotte Kadam Pragati Ki Aur' campaign at sixth place and the last rank was assigned to Dabur Sani Fresh '700se7kadam'. All the CRM campaigns were tested with respect to the demographics of the respondents.

H<sub>0</sub> 5: There is no significant difference in aided awareness of CRM and Gender of the respondents.

In order to investigate whether males and females differ on their aided awareness for CRM, Independent samples t-test was applied.

**Table 3.1: Aided Awareness for CRM and Gender**

CRM Campaigns	Gender	N	Mean	Std. Deviation	t-value	Sig.
P & G 'Shiksha Padhega India, Badhega India'	Males	314	4.17	1.044	-3.431 (565.785)	.001***
	Females	296	4.42	.741		
ITC Classmate Notebooks 'Let's Put India First'	Males	314	4.09	1.100	.124 (608)	.901
	Females	296	4.08	1.106		
Nihar Shanti Amla Hair Oil 'Chotte Kadam Pragati Ki Aur'	Males	314	3.33	1.634	-2.092 (607.859)	.037**
	Females	296	3.60	1.517		
Nestle Maggi, Nescafe, KitKat 'Nanhi Kali'	Males	314	3.42	1.603	-2.015 (607.890)	.044**
	Females	296	3.68	1.491		
ITC Aashirwad Atta, Salt, Spices 'Boond Se Saagar'	Males	314	3.56	1.571	-1.488 (607.948)	.137
	Females	296	3.75	1.467		
KFC 'Add Hope'	Males	314	3.44	1.620	-.529 (607.999)	.597
	Females	296	3.51	1.529		
Dabur Sani Fresh '700se7kadam'	Males	314	3.00	1.721	.093 (608)	.926
	Females	296	2.99	1.744		

\*\*\*Significant at 1 percent level; \*\*Significant at 5 percent level

In order to study the aided level of awareness of respondents with respect to gender, Independent samples t-test was used. The CRM campaigns were taken as the testing variables and gender was taken as the grouping variable. Levene's test for equality of variance was used to check whether the variances are equal for both the groups of gender i.e. males and females or not. The set of CRM campaigns displayed different levels of awareness based on the gender of the respondents. Out of the seven campaigns presented, only three were found to be statistically significant with respect to gender. The detailed results are presented in Table 3.1. For P & G 'Shiksha-Padhega India, Badhega India' campaign, the appropriate  $t = -3.431$ , degrees of freedom = 564.785 and  $p = .001$  which is statistically significant at 1 percent level of significance. Similarly, for Nihar Shanti Amla Hair Oil 'Chotte Kadam Pragati Ki Aur' campaign,  $t = -2.092$ , degrees of freedom = 607.859 and  $p = .037$  found to be statistically significant at 5 percent level of significance. Further, for Nestle Maggi, Nescafe, KitKat 'Nanhi Kali' campaign,  $t = -2.015$ , degrees of freedom = 607.890 and  $p = .044$  which is

statistically significant at 5 percent level of significance. It is therefore concluded that there is a significant difference in the average score of the male and female respondents regarding awareness for these three stated CRM campaigns. The remaining campaigns were not found to be statistically significant for CRM awareness with respect to gender. For all the three campaigns found to be statistically significant, the mean scores of females (4.42, 3.60 and 3.68) are more than the mean scores of males (4.17, 3.33 and 3.42), which can be observed from Table 3.1 reflecting a significant difference in gender-wise aided awareness regarding CRM. Based on the means, we can say that females have a higher level of aided awareness for CRM than males.

H<sub>0</sub> 6: There is no significant difference in aided awareness of CRM and Place of Residence of the respondents.

In order to investigate whether urban and rural respondents differ on their aided awareness for CRM, Independent samples t-test was applied.

**Table 3.2: Aided Awareness for CRM and Place of Residence**

CRM Campaigns	Place of Residence	N	Mean	Std. Deviation	t-value	Sig.
P & G 'Shiksha-Padhega India, Badhega India'	Urban	319	4.33	.878	1.179 (608)	.239
	Rural	291	4.25	.958		
ITC Classmate Notebooks 'Let's Put India First'	Urban	319	4.07	1.138	-.350 (608)	.039**
	Rural	291	4.25	1.063		
Nihar Shanti Amla Hair Oil 'Chotte Kadam Pragati Ki Aur'	Urban	319	3.47	1.601	.154 (608)	.878
	Rural	291	3.45	1.564		
Nestle Maggi, Nescafe, KitKat 'Nanhi Kali'	Urban	319	3.68	1.522	2.133 (608)	.033**
	Rural	291	3.41	1.578		
ITC Aashirwad Atta, Salt, Spices 'Boond Se Saagar'	Urban	319	3.83	1.420	3.080 (581.154)	.002***
	Rural	291	3.45	1.608		
KFC 'Add Hope'	Urban	319	3.41	1.557	-1.063 (608)	.288
	Rural	291	3.54	1.595		
Dabur Sani Fresh '700se7kadam'	Urban	319	3.03	1.715	.468 (608)	.640
	Rural	291	2.96	1.751		

\*\*\*Significant at 1 percent level; \*\*Significant at 5 percent level

In order to study the aided level of awareness of respondents with respect to their residential place, Independent samples t- test was used. The CRM campaigns were taken as the testing variables and place of residence was taken as the grouping variable. Levene's test for equality of variance was used to check whether the variances are equal for both the groups or not. The two groups were urban and rural. The set of CRM campaigns displayed different levels of awareness based on the residential place of the respondents. Out of the seven campaigns presented, only three campaigns were found to be statistically significant with respect to residential place. The detailed results are presented in Table 3.2. For ITC Classmate Notebooks 'Let's Put India First' campaign, the appropriate  $t = -.350$ , degrees of freedom = 608 and  $p = .039$  which is statistically significant at 5 percent level of significance. For Nestle Maggi, Nescafe, KitKat 'Nanhi Kali' campaign, the appropriate  $t = 2.133$ , degrees of freedom = 608 and  $p = .033$  which is statistically significant at 5 percent level of significance. Similarly, for ITC Aashirwad Atta, Salt, Spices 'Boond Se Saagar' campaign,  $t = 3.080$ , degrees of freedom = 581.154 and  $p = .002$  found to be statistically significant at 1 percent level of significance. Hence, it is concluded that there is a significant difference in the average score of the urban and rural respondents regarding awareness for these three stated CRM campaigns. The remaining campaigns were not found to be statistically significant for CRM awareness with respect to place of residence. Out of the three campaigns found to be statistically significant, for two campaigns the mean scores of urban residents (3.68 and 3.83) are more than the mean scores of rural residents (3.41 and 3.45), which can be observed from Table 3.2 reflecting a significant difference in residential place-wise aided awareness regarding CRM whereas for one campaign the mean score of rural residents (4.25) is more than the mean score of urban residents (4.07). Based on the means, we can say that the urban residents have a higher level of aided awareness for CRM than the rural residents.

### Conclusion

It is concluded and restated that majority of the respondents were equipped with the basic understanding of the concept of CRM. They had either seen or heard or purchased the CRM backed products. They showed awareness about business organizations making social contributions for the betterment of the society. The unaided level of awareness was found to be reasonably high among the respondents. Many of them were in a position to recall and name a product or a company involved in CRM. Chaney and Dolli (2001) also checked the awareness level by asking the respondents to name the charity or social cause associated

product. Interestingly, the findings indicated that people could readily name and recall the NPO and the cause but not the company offering CRM based products whereas Saylor (2005) stated that people could recall the cause but not the NPO's associated with the charity. On the presentation of cues, the campaign of P&G 'Shiksha-Padhega India, Badhega India' was found to be the highest in awareness level. The awareness level was also analyzed with respect to the demographic variables. On the application of Chi-square test, significant differences were found to exist between gender and place of residence for understanding of the concept of CRM and for recall of CRM respectively. Similarly, significant differences were found between gender and place of residence of the respondents with the aided level of awareness for different CRM campaigns.

### References

- Adkins, S. (2004). Cause Related Marketing: Who Cares Wins. *Business in the Community*, 50-55.
- Anuar, M. M., Adam, F. & Mohamad, O. (2014). Consumer Response to Cause-related Marketing: Muslim Consumers' Perspective. *Journal of Basic and Applied Scientific Research*, 4 (8), 97-104.
- Berglind, M. & Nakata, C. (2005). Cause-related marketing: More buck than bang? *Business Horizons*, 48 (5), 443-453.
- Chaney, I. & Dolli, N. (2001). Cause related marketing in New Zealand. *International Journal of Non-profit and Voluntary Sector Marketing*, 6(2), 156-163.
- Cui, Y., Trent, E. S., Sullivan, P. M. & Matiru, G. N. (2003). Cause-related marketing: How generation Y responds. *International Journal of Retail and Distribution Management*, 31(6), 310-320.
- Keith, R. J., (1960). The Marketing Revolution. *Journal of Marketing*, 24 (1), 35-38.
- Kim, H. J., Kim, J. & Han, W. H. (2005). The Effects of Cause-Related Marketing on Company and Brand Attitudes. *Seoul Journal of Business*, 11 (2), 83-117.
- Kotler, P. (1998). *Marketing Management: Analysis, Planning, Implementation and Control*. 9th ed. NJ: Prentic-Hall Inc.
- Parmar, B. P. (2014). Cause Related Marketing And Its Impact On Brand Preferences & Brand Attachment Among Customers At Bhavnagar City With Special Reference To P&G FMCG Products. *International Journal of Research in Commerce, IT and Management*, 4(6), 13-14.

- Ross, J. K., Stutts, M. A. & Patterson, L. (1990–1991). Tactical Considerations for the Effective use of Cause-related Marketing. *The Journal of Applied Business Research*, 7 (2), 58–65.
- Saylor, B. S. (2005). Consumers' Perceptions of and Responses to Green Cause-Related Marketing. Master Theses, University of Tennessee.
- Varadarajan, P. & Menon, A. (1988). Cause-related marketing: A Coalignment of Marketing Strategy and Corporate Philanthropy. *Journal of Marketing*, 52 (3), 58–74.
- Webb, D. J. & Mohr, L. A. (1998). A Typology of Consumer Responses to Cause-Related Marketing: From Skeptics to Socially Concerned. *Journal of Public Policy & Marketing*, 17 (2), 226-238.