

A Comparative Study of Social Marketing and Social Cause marketing in emerging markets

This paper compares the effectiveness of social or cause related marketing by empirically investigating, from a consumer perspective, the nature of social and cause related marketing and its influence on purchase decisions at the individual level. Total 425 participated who are users of soap and oil in FMCG sector. These segment usages social and cause related marketing in emerging markets like India. Advertisements of three per brands are taken up for study. The study shows that between two products of same cost and quality, people prefer to purchase the one promoting through social marketing not cause related marketing. People like watching advertisements incorporating social marketing more compared to cause related marketing. Both social/cause related marketing motivates the consumer to purchase products from the same company and also recommend to others. The paper adds insight into how social or cause related marketing differ on brand alliance and subsequent effect on brand image, brand recommendation, brand loyalty, consumer perceptions, and purchase behaviour. A comparative study of two approaches has been done in emerging markets, which is destined for many global brands.. It also extends our understanding of theoretical mechanisms of congruity theory and theory of planned behaviour in emerging markets like India.

Key words: Social marketing; Cause related marketing; brand alliance; purchase intentions; comparative study;

Introduction:

Social marketing is concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends (Kotler & Zaltman, 1971). It is also concerned with analysis of the social consequence of marketing policies, decisions and activities (Gordon, 2011). Consumers today expect firms to consider not only their financial bottom line, but also the well-being of society and the environment when making corporate decisions. Social or cause marketing related marketing is a marketing strategy wherein a product/brand/company is marketed in association with a 'cause'-to change the behaviour or donate a percentage of revenue for the betterment of society. Tata Tea advocated the people to vote to keep the democracy alive or Nihar oil donated part of revenue for child education. This identified cause or social marketing is generally an issue that is prevailing in customers' mindset. One way that firms can show their support for the community is by

offering to donate money to a cause or social marketing when a consumer purchases their product, a phenomenon known as cause-related marketing (Varadarajan & Menon, 1988; Lafferty et al , 2004). Partnerships that link the brand with the cause or social marketing or social marketing in the consumer's mind are referred to as cause or social marketing - brand alliances (Lafferty et al , 2004). Participating in a cause related or social marketing - brand alliance potentially benefits a brand by fostering more favourable attitudes toward the brand and increasing brand equity (Simmons & Becker-Olsen, 2006). Previous literature has found that factors such as cause-brand fit (Gupta & Pirsch, 2006), message source (Simmons and Becker-Olsen, 2006) and donation size (Moosmayer and Fuljahn, 2010) influence consumer responses to cause-brand alliance campaigns. However, consumer's involvement in a cause related marketing or social marketing related approach will influence consumers' evaluations of brand alliances better. Furthermore, although previous literature has found that purchase intentions are influenced by factors such as cause-brand fit and perceived brand motivations (Becker-Olsen et al , 2006) and attitude toward the cause or social marketing or social marketing (Berger et al , 1999), the different outcome due to relationship between cause or social -brand alliance on attitude and purchase intentions has rarely been studied(Myers,*et.al*,2013).Hence, understanding how these factors influence consumers' intentions to purchase the product associated with the a cause or social marketing -brand alliance will have important implications for marketers who wish to create conditions that increase consumer's perceived altruistic brand motivations, develop a more favourable brand alliance attitude and ultimately increase purchase intentions.

Therefore, the purpose of this study is to investigate the relationships and effectiveness of cause related or social marketing on consumer perceptions, perceived brand motivations and the direct and indirect effects that these factors have on brand alliance, attitude and purchase intentions. The present study uses a theoretical framework based on the congruity theory(Osgood & Tannenbaum, 1955) While recent academic research has made some significant progress in examining the communication effectiveness of a multitude of social or cause marketing (eg, Folse et al. , 2010; Grau & Folse, 2007; Kerr & Das, 2013; Koschate-Fischer et al. , 2012; Müller et al. , 2013), it has still left unanswered at least on comparing effectiveness on both. The current study attempted to answer the same. There is a paucity of research on comparative study of these two approaches and their impact on these variables.

Literature review

Social marketing Vs cause marketing in building brands

Kotler and Lee (2008) define social marketing as a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviours that benefit society as well as the target audience. A consumer's attitude toward a company is closely linked to corporate image, as corporate image is the net result of the interaction of a person's beliefs, ideas, feelings and impressions about a company (Simmons & Becker-Olsen, 2006). This helps in brand building activities of the company especially when social or cause related marketing are used. French (2009) describes critical social marketing or cause related approach as an aspect of marketing that critically reviews commercial marketing practices that have a negative impact upon society. Social marketing is a marketing approach utilized primarily by governments or selected brands to achieve positive behaviour change contributing to social good (Andresen, 2002). But, there is a paucity of research to find the effect of social marketing and compare the same with cause related marketing on brand alliance

Brand alliance attitude due to cause related or social marketing

Brand alliance potentially benefits a brand by fostering more favorable attitudes toward the brand and increasing brand equity (Simmons and Becker-Olsen, 2006). Consumers' reactions to cause or social related brand alliance campaigns are difficult to predict, warranting further research investigating factors that increase the success of these campaigns. Previous literature has found that factors such as cause-brand fit (Gupta and Pirsch, 2006), message source (Simmons and Becker-Olsen, 2006) and donation size (Moosmayer and Fuljahn, 2010) influence consumer responses to cause or social related brand alliance campaigns. Another factor influencing brand alliance evaluations is consumer's perceptions of why the brand is engaging in the alliance, or perceived brand motivations (Barone et al, 2000). However, one factor that has not been extensively investigated in the extant literature, yet may influence consumers' evaluations of brand alliances, is the degree to which consumers feel that the cause or social related approach is personally relevant to their lives. Understanding how these factors influence consumers' intentions to purchase the product associated with the cause or social related -brand alliance will have important implications for marketers who wish to create conditions that increase consumer's perceived altruistic brand motivations and ultimately increase purchase intentions. According to the congruity theory (Osgood and Tannenbaum, 1955), consumers look for congruity when

forming attitudes toward new stimuli that they encounter. Consumers, who are highly involved, with a cause or social related believe that the cause or social related brand alliance is relevant to their lives (Zaichkowsky, 1994) and in turn have positive associations (Sherif et al , 1965). When these consumers encounter a cause-brand alliance, it is likely that, in an effort to maintain congruity, the favorable associations that they have for the cause or social related approach on brand building will influence their evaluation of marketing activities including partnering with a brand to form a brand alliance.

Social marketing as an academic discipline has consistently ignored relevant and useful impact on brand alliance while focusing on advertising as major tool for delivering messages (Toledano& Murray 2014). *The influence of cause related or social marketing on consumers' responses to brand alliances is limited.* Previous studies have found that more involved consumers perceive a greater brand fit (Trimble & Rifon, 2006 ;Toledano& Murray 2014), and that cause related or social marketing involvement moderates the influence of fit (Gupta & Pirsch, 2006) and message cues (Hajjat, 2003) on purchase intentions. Cause-related marketing has been shown to have a positive impact on consumer attitudes and behavior (Kaplan & Haenlein,. 2010; Toledano& Murray 2014) However, researchers have not tried to compare the effectiveness of cause and social marketing approaches on brand recall and purchase behaviour.

The theoretical framework

When companies start promoting a socially responsible profile through social or cause marketing approaches then consumers start wondering about the company's underlying motives (Bhattacharya et al., 2011; (Kervyn et al. , 2012). Based on the literature review brand recommendation(br),brand loyalty(bl),feel good factor(fg) ,purchase intentions(pi),motivation to purchase other brands from same companies(mpb)and satisfaction due to contribution to society(ss) as dependent variables, social or cause marketing (sm or sc) as independent and ,brand experience(be), brand image(bi) as moderating variables, are incorporated into the development of the theoretical construct as given in fig –I

Fig-I

According to the *congruity theory* (Osgood and Tannenbaum, 1955), consumers look for congruity when forming attitudes toward new stimuli that they encounter through social marketing or social cause marketing or other forms of promotion. Consumers who are highly involved with a social or cause marketing as they believe that the social or cause is relevant to their lives (Zaichkowsky, 1994) and in turn have positive associations for the social or cause approaches (Sherif et al, 1965). When these consumers encounter a social or cause - brand alliance it is likely that, in an effort to maintain congruity, the favourable associations that they have for the social or cause will influence their evaluation of marketing activities engages in, including partnering with a brand to form a social cause-brand alliance Brand experience (be), brand image (bi) will have moderating effect on the brand alliance and attitude towards the brands. This will lead to brand recommendation(br),brand loyalty(bl),feel good factor (fg),purchase intentions(pi),motivation to purchase other products from same companies(mpb) satisfaction due to contribution to society(ss).These were not considered under this theory and the present research add value to existing knowledge. Keeping these variables hypotheses are developed.

Developing Hypotheses

Lefebvre (2012) argues further that to make positive "transformative" change in tackling social problems; social or cause related marketers need to recognize that the world is changing and look for fresh ideas and inspiration. The emergence of innovative social or cause related approaches in marketing presents an alternative method for pursuing positive social change that has garnered substantial attention due to the focus on creating brand value (Porter & Kramer, 2011). *According to the congruity theory (Osgood & Tannenbaum, 1955), specific predictions about the direction and amount of attitude change will occur from persuasive communication.* Consumer's attitude changes due to brand alliance with social or cause related marketing approaches as both are persuasive in communication. Brand experience, brand image will have a moderating effect on purchase intention, feel good factor, recommendation to others are additional variables which will affect change in attitude towards brands. Taking congruity theory in mind the effectiveness of social or cause related marketing may vary towards brand attitude and alliance. The following hypothesis is formulated:

H1 There will be different effect on brand purchase intentions feel good for the brand and brand loyalty due to the different brand alliance effect of social or cause related marketing

Theory of planned behaviour (abbreviated TPB) is a theory proposed by Icek Ajzen(1985) to improve on the predictive power of the theory of reasoned action by including perceived behavioural control. As per theory attitude toward behaviour, subjective norms, and perceived behavioural control, together shape an individual's behavioural intentions and behaviours. A high correlation of attitudes and subjective norms to behavioural intention, and subsequently to behaviour, has been confirmed in many studies (Sheppard,1988). According to the model, people's evaluations of, or attitudes toward behaviour are determined by their accessible beliefs about the behaviour, where a belief is defined as the subjective probability that the behaviour will produce a certain outcome. The theory of planned behaviour's positive evaluation of self-performance of the particular behaviour is similar to the concept to perceived benefits. The positive attitude and subsequently to behaviour created due to social or cause related marketing will lead to the brand recommendation, motivation to buy other products from same companies and satisfaction due to contribution to society. Keeping this theory the following hypothesis is formulated:

H2 Social or cause related marketing will have different behaviour on the brand recommendation, motivation to buy other products from same companies and satisfaction due to contribution to society.

Methods

To find out the impact of social /cause marketing campaign, we took Soap and an oil segment of the FMCG sector. These segment usages these approaches in emerging markets like India more often. Three advertisements per brands are taken up for study. Dove soap ,Parachute hair oil,Dettol Soap(Social marketing) and Fiamma Di Wells beauty soap, Vatika hair oil, Nihar hair oil(Cause marketing) are selected for study.Social marketing approach is cleanliness drive and the importance of health are an important theme.Cause marketing main theme is education and girl child nourishment. Thus,total 18 advertisement films are shown through mobile to respondents after taking permission through intercept technique as per earlier study of Srivastava(2016). The study is conducted through the help of 10 of MBA students in Mumbai –a financial capital of India.They did the study as a part of the project. A questionnaire is filled up by them after asking from respondents. The research is carried out from 1st July-30th August.2017.

Sample design: It is random sampling and respondents are selected through intercept techniques .Permission is taken from respondents after stating the objectives. 75% of the respondents are in the age group of 21-30 years, which form more than 57% of the

populations of India (Srivastava,2016) . They are increasingly converging in terms of lifestyle and taste remarkably, due to widely available global social media and communication technology; young adults often appear to be very similar regardless of the part of the world in which they live (Taejon et al, 2011). Younger respondents are appropriate when assessing purely cognitive construct that are likely to operate universally regardless of social status and situation. (e.g.DeGregorio & Sung 2010 and Srivastava, 2014, Chan et.al, 2016). Total 425 participated who are users of soap and oil .14% refused to participate in the study due to their busy schedule. 55% of the respondents are males and the rest are females. Sample size is adequate as per formula of Krejcie and Morgan (1970). Since the KMO Measure is 0.75, the sample is adequate. Also Bartlett's Test of Sphericity shows a Significance value of less than 0.001 for doing factor analysis

Questionnaire design

Measurement scales of all variables in the questionnaire were adopted from previous research with some adjustment. The questionnaire was primarily adopted and based on the works by Till and Busler (2000),Goldsmith (2001) and Grau and Folse (2007). Based on the identified variables-brand recommendation, brand loyalty, feel good factor ,purchase intentions, motivation to buy other products from same companies and satisfaction due to contribution to society as dependent variables, social or cause marketing as independent and ,brand experience, brand image as moderating variables, are incorporated into the questionnaire and administered. Measurement scale used in the research is mainly Likert scale of one to five and rank test for few questions.

Data were collected using an intercept, face-to-face, personal interviewing method.The intercept method involves a more in-depth data collection procedure that is especially suited for our study as it allowed us to ensure that the respondents clearly understood the scenarios (Keen et al., 2004,Srivastava,2016). A pilot test of the data collection process took place at the College's premises. Reliability assessment was conducted to determine the Cronbach alpha for the questionnaire. Cronbach alpha is above 0.7 and indicate acceptable internal consistency ($\alpha = 0.7249$). Constructs with Cronbach's alpha coefficients higher than the standard alpha of .70 indicate satisfactory internal consistency reliability (Nunnally, 1978).

Results

Social marketing is not social media marketing. Social Marketing is a discipline in its own right and moves beyond commercial cause related marketing efforts. FMCG sectors are using social or cause marketing to differentiate the brand extensively Table-1 gives comparative impact of social and cause marketing on purchase behaviour

Table-1

Three brand under each category taken up for study revealed that three brands have 78.8% purchase behaviour compared to 9.5% under cause marketing . Regarding social and cause marketing, Dove soap is the leader followed by Parachute hair oil and Dettol soap. Comparing the proportions by Z test, Z cal is very high (10.2) which are much greater than the table value of 1.96. Hence there is a significant difference between the proportion of people preferring Dove as compared to Parachute or Dettol. Similarly ,Social marketing has better impact on purchase behaviour compared to cause related marketing as Z value is greater than table value .*This confirms hypothesis that there will be different effect of social or cause related marketing(H1) on brand purchase intentions.* In the marketing literature, particularly with regard to the advertising and consumer behaviour disciplines, social /cause marketing actions have often been described as societal marketing (Hoeffler & Keller 2002) or revenue producing transactions (Pracejus & Olsen 2004) that incorporate a firm's social performance into a firm's brand building and promotion activities with the intention of improving the brand awareness, business reputation, customer satisfaction and sales (e.g.Barone et al. 2000; Luo & Bhattacharya 2006, ; Liu, 2013).

In our study social marketing has an edge over cause marketing as consumer see it an approach to generate sales through cause related approach. The emotional state of pain (guilt) causes an uncomfortable feeling amongst customers when the buy a product (especially a luxury one), that may be alleviated by the fact that they can benefit some disadvantaged group by contributing a small amount of money but as soap and oil are low involved products cause marketing approach has not made much dent on purchase behaviour of the consumer as per our study compared to social marketing .Therefore, the reasons for purchase behaviour under social or social cause marketing is given our study in table-2

Table-2

Comparing the proportions by Z test, $Z_{cal} = 1.25$ which is less than the table value of 1.96. Hence there is no significant difference in the proportion of people giving the reason as feel good factor and those giving the reason as satisfaction of contributing to society. But if we compare the reason 'Satisfaction of contribution to society' and 'Wish to promote such activities', $Z_{cal} = 3.5$ which is greater than the table value of 1.96. Hence there is a significant difference in the proportion of people giving the reason as 'Satisfaction of contribution to society' and 'Wish to promote such activities'. Hence the main reasons are 'Feel good factor' and 'Satisfaction of contribution to society' and a distant reason is 'Wish to promote such activities'. 'Social marketing and Cause related marketing' have a unique (different) locus of benefit, objectives/outcomes sought, target market, voluntary exchange, and marketing perspective (Pharr and Lough, 2012). Social factors play a special role in the decision of the buyer's purchase (Kotler and Armstrong, 2006). Feel good factor is the main reason for buying such products closely followed by satisfaction of contribution to society and then wishing to promote such activities *confirming hypothesis H1*. This can be explained through social marketing theory mass communication that promotes socially valuable information and socially accepted behaviours. Consumers will like to contribute to society and feel good to do something for the benefit of society (Kotler & Zaltman, 1971).

There are other factors too which influences purchase behaviour of consumers of FMCG brands. This is given in table-3

Table-3

The main other factor which influences purchase behaviour of such products is Prior experience. Two other distant factors are 'brand image' and 'Advertisement'. Comparing the proportions by Z test, $Z_{cal} = 15.7$ which is greater than the table value of 1.96. Hence, there is a significant difference in the proportion of people purchasing products because of 'Prior experience' and those because of 'Brand image' or 'Advertisement'. Hence, among the other factors, 'Prior experience' is the most important followed by 'Brand image' and 'advertisement'. *This confirms H2*

Social/cause related marketing seeks to develop and integrate marketing concepts with other approaches, to influence behaviours that benefit individuals and communities for the greater social good. It has impact on consumer behaviour which is given in table-4.

Table-4

The highest rating is for the 4th factor which shows that consumers want other companies/brands to take up such campaigns. Using Z test, $Z_{cal} = 2.4$ which is greater than the table value of 1.96. This shows that there is a significant difference in the ratings given to the first and last statement, second and last statement and third and last statement. The rating given to the second statement is close to neutral, the rating given to the first statement is a little on the higher side and that given to the third statement is on the lower side. Liking of a concept creates a desire to see if others can also follow up. A positive feel towards the brand make a consumer a spokesman and creates a desire for the other company to follow the same approach. *Thus confirming that social or cause related marketing will have effects on the brand recommendation, motivation to buy other products from same companies and satisfaction due to contribution to society (H2).* The further Correlations analysis on the same three factors are given in table -5 .

Table-5

Karl Pearson's coefficient of correlation among the 3 variables-(i) Will you recommend others to buy a brand based on its social activeness;(ii) Do brands that raise social awareness earn your loyalty;(iii) Do social activities motivate you to buy a product under same brand name. The significance value for all the 3 pairs of correlations is $0.000 < 0.05$ which that these 3 statements are significantly correlated to each other. This means that when customers recommend others to buy a brand based on its social activeness, they also become loyal towards the brand and this also motivates them to buy a product under the same brand name. Social /cause related marketing helps to motivate consumers and also lead to more brand purchase from the same company(H2) as given in table-6

Table-6

The sig. value for the first independent variable is $0.449 > 0.05$ and for the second independent variable is $0.001 < 0.05$. Hence we conclude that social activities motivate recommendation and buy another brand from same company these brands earn his/her loyalty (H1 and H2). Each approach may have different impact on consumer behaviour. Table-7 gives the comparison of two approaches on consumer behaviour.

Table-7

Inferential Analysis

Using the Z test, we see $Z_{cal} = 4.3$ which is greater than the table value of 1.96. Hence there is a significant difference in the proportion of people who have seen ads incorporating social marketing and those incorporating cause marketing.

(ii) Using Z test, $Z_{cal} = 1.56$ which is less than the table value of 1.96. Hence there is no significant difference in the proportion of people who implement social marketing ads in their daily life as compared to those who implement because related marketing ads.

(iii) Using Z test, $Z_{cal} = 6.5$ which is greater than the table value of 1.96. Hence there is a significant difference in the proportion of people who like to see more social marketing ads as compared to those who like to see cause marketing ads.

(iv) Using Z test, $Z_{cal} = 1.75$ which is less than the table value of 1.96. Hence there is no significant difference in the proportion of people who find social marketing ads more appealing as compared to those who find cause marketing ads more appealing.

Thus, confirming that social or cause related marketing will have different effects on the brand recommendation, motivation to buy other products from the same companies and satisfaction due to contribution to society (H2).

Discussion

Our theoretical model illustrates the importance of taking into account multiple factors at different levels of analysis to understand social change. If social marketing (sm) or social cause related marketing (sc) can motivate the consumer to become spokesman for the brand, it will create a need to follow the success by the other brands too. This will relate to frequency of advertisement (fa), corporate image (ci), brand image (bi), right type of message (rm). A satisfied consumer will recommend to others (ro) as he is more brand

loyal(bl) and will expect others(eo) to do the same .He is willing to purchase other brands(pbr) from the same company. Therefore the behaviour can be explained through the following equation:

$$Sm \text{ or } sca \sum fa + ci + bi \alpha ro \neq bl \neq pbr + eo$$

In fact, the study findings clearly suggest that compared with social cause related marketing social marketing is more preferred. It is theorized that using monetary cues in a cause related marketing campaign is more likely to make consumers perceive the campaign as a promotional activity aimed at helping the company increase its sales and profits, rather than as a genuine effort to support the cause at hand. *Our research findings confirms that a social marketing is better than cause marketing communication and building a brand in emerging markets like India This is contrary to research findings of Ellen et al.(2006) and Liu,(2013) which report that consumers do not necessarily dislike profit-driven motives.* A conjecture that follows from these findings is that companies communicating social marketing initiatives can attain an advantageous position in comparison with companies communicating cause related marketing initiatives. *Our study confirms both hypotheses-H1 and H2 and thus validating the model*

Conclusions

While recent academic research has made some significant progress in examining the communication effectiveness of a multitude of social or cause marketing Researchers like Folse et al., 2010; Grau and Folse, 2007; Kerr and Das, 2013; Koschate-Fischer et al., 2012; Müller et al., 2013 have made some significant progress in examining the communication effectiveness of a multitude of social or cause marketing but it has still left unanswered at least on comparing effectiveness on both. The present study findings clearly suggest that compared with social cause related marketing social marketing is more preferred. People like watching advertisements incorporating social marketing more compared to cause related marketing. Both social/cause related marketing motivates the consumer to purchase products from the same company and also recommend to others. The study shows that between two products of same cost and quality, people prefer the one promoting social marketing not cause related marketing. It also helps in creating brand differentiation and a better brand image. A cause related marketing campaign is likely to perceive as an activity by the company to increase its sales and profits, rather

than as a genuine effort to support the cause at hand as per our study. A satisfied consumer due to social marketing compared to cause marketing will recommend to others and is more loyal.

Limitation and suggestions for future research

Despite its potential contribution to a better understanding of the effectiveness of the social/cause marketing, the present study bears a number of limitations that call for a cautious generalization of its findings. As per our study social marketing is more preferred compared to cause related marketing which is contrary to finding of Berglind and Nakata(2005) and Ellen et al(2006).This need more validation in emerging markets . Future research could examine whether more transparent in-kind social /cause marketing can contain consumers' egoistic- and strategic-driven motives. Furthermore, future research could examine what types of initiatives and corresponding components of the message content generate more values-driven motives. The study is limited to FMCG sector and has not considered other segments. Future studies should consider using control groups or collecting additional qualitative data to gain insights into the potential value and meanings underlying this result.

Managerial implication

The findings of the current study bear some straightforward implications for managers practicing social /cause marketing campaign. Managers should consider more social marketing compared to cause related social marketing to differentiate the brand, brand recall, loyalty and purchase intentions in FMCG segments in emerging markets like India. This will allow them to assess the likely success of the campaign at least in terms of consumer skepticism. Manager can measure the effectiveness of social or cause related marketing by measuring the brand recommendation, motivation to buy other products from the same companies and the satisfaction of the consumers due to contribution to society.

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Annexure

Table1:FMCG products purchase behaviour under Social and cause marketing approach(*Social marketing;Cause marketing)**

Brands	Number	%
Dove soap*	210	49.4
Parachute hair oil*	85	20
Dettol soap*	40	9.4
Fiama Di Wells beauty soap**	10	2.35
Vatika hair oil**	20	4.7
Nihar hair oil**	10	2.35
None of these	50	11.8
Total	425	100.0

Table2:Reasons to purchase such products

Reasons	Number	%
Satisfaction of contribution to society	150	35.3
Feel good factor	165	38.8
Under peer/societal pressure	5	1.2
Wish to promote such activities	105	24.7
Total	425	100.0

Table3:Other factors which influence purchase behaviour of such products

Factors	Number	%
Prior experience	255	60.0
Brand image	50	11.8
Quality	30	7.1
Functionality	10	2.4
Recommendation	10	2.4
Advertisement	45	10.6
Company they are associated with	5	1.2
Not applicable	15	3.5
Value for money	5	1.2
Total	425	100.0

Table 4:What consumers expects (N=425)

Factors	Scale of 1-5 (Average)
1.Will you recommend others to buy a brand based on its social activeness?(ro)	3.53
2.Do brands that raise social awareness earn your loyalty?(bl)	3.11
3.Do social activities motivate you to buy other brand s from same company?(mbp)	2.76
4.Will you expect other companies/brands to take up such campaigns(eo)	4.02

Table 5.: Correlations analysis

		Will you recommend others to buy a brand based on its social activeness	Do brands that raise social awareness earn your loyalty	Do social activities motivate you to buy a product under same brand name
Will you recommend others to buy a brand based on its social activeness	Pearson Correlation Sig. (2-tailed) N	1 425	.643** .000 425	.381** .000 425
Do brands that raise social awareness earn your loyalty	Pearson Correlation Sig. (2-tailed) N	.643** .000 425	1 425	.507** .000 425
Do social activities motivate you to buy a product under same brand name	Pearson Correlation Sig. (2-tailed) N	.381** .000 425	.507** .000 425	1 425

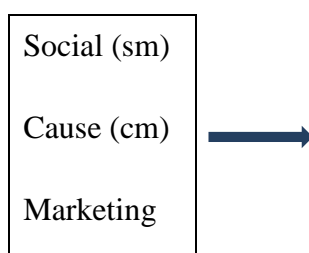
Table-6. : Do social activities motivate you to recommend and buy another brand from same company?

Model		Coefficients			
		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.907	.434		2.089
	-Will you recommend others to buy a brand based on its social activeness	.117	.154	.094	.761
	-Do brands that raise social awareness earn your loyalty	.465	.129	.447	3.608

Table.7:Comparison of two approaches (N=425)

Social marketing	%	Cause marketing	%
Seen ads incorporating social marketing	82.9	Seen ads incorporating Cause marketing	70
I implement these ads in my daily life- Not sure	55.7	I implement these ads in my daily life-not sure	52.9
Like to see more similar advertisement	57	Like to see more similar advertisement	78.6
More appealing	51.4	More appealing	48.6

Fig-I comparative effect model on social/cause marketing



*Independent
Variables*

-brand
experience(be),
-brand
image(bi)

*Moderating
variables*



brand
recommendation(br),brand
loyalty(bl),feel good
factor (fg),purchase
intentions(pi),motivation
to purchase other
products from same
companies(mpb)
satisfaction due to to
contribution to society(ss)

Dependent variables