

Summer Training Report
On
Research Paper: CSR in Marketing & Cause
Marketing Strategies

By

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Introduction:

The research paper is based on case related marketing and csr in marketing. many companies have adopted some social responsibilities as part of marketing plans. With a better hold on the consumer and what interests them the most, it will be easy for the business to enhance the sales, work better to improve market share, nurture customers along with employee loyalty. On the other hand, the non-profit originations can work, creating a better image and get more donations to go with the flow easily. The ways of charity in a business are often hindered by marketing, and it points towards the fact that it is a result of the donation and attention that the consumers have contributed to the good Therefore, marketing helps bring in positive results for the business. By making perfect marketing plans, there can be chances for the business to create a perfect win situation amidst this competitive nature of the market and retain a solid position. In the wake of different marketing programs, non-profit businesses are often profited. It is through support and development from others that comes to meet the business's profit and other objectives.

Research objectives (CSR in marketing & cause marketing strategies):

CSR in Marketing & Cause Marketing Strategies can positively impact the consumers. In addition, it can also boost sponsor sales, cause-related marketing, and brand image by indulging in this type of marketing practice for the good of the business. So, even during this time of the pandemic, the business can have plenty of innovative ways of marketing to boost brand image and promote service or products better.

- Creates a lasting impact on sales.
- Fosters a good relationship with your brand increasing customer loyalty and trust.
- Boost a company's public image and helps distinguish it from the competition.
- for build employee morale and loyalty.
- Improve employee productivity, skills and teamwork.
- Satisfies growing expectations.
- Enhancing brand image.
- Increasing brand recognition.

Methodology

In the first stage of research, a questionnaire was developed by me with 12 multiple choice questions. The aim was to interview CSR department and the advertising department of 25 companies. Due to Covid, it was not possible to personally visit the company offices, so, Then I used the secondary data like research paper and articles for my research.

Data Analyze

Quantitative research methods were used to analyze the data. I checked the data for variables, outliers and missing data. I also got helped from a data scientist who helped me to analyze the data and come to the conclusions. To interpret the meaning of the responses given by them, I used my own intellect.

Challenges Faced During the Research

I did not face any difficulty, but sometimes, I faced difficulties during analysis research paper.

Evaluation

The results found by me were mostly conclusive. Yet, secondary data have enabled me to get information and for a better evaluation. I am thankful to the Dr.Ratna Verma Asst Professor at iihmr university and the data scientist mr. Pankaj Kumar Sarma.

CSR in Marketing & Cause Marketing Strategies

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Abstract:

A company's CSR and effective marketing plans can help build up the brand image of the business. Marketing mixed with CSR can yield productive results and grab better attention of the target consumers. The collective effort of the CSR and marketing needs to be spread through different advertising plans such as social media platforms and the like.

Background:

Owing to all these, companies have adopted some social responsibilities as part of marketing plans. In this way, it wishes to reach out to the wider audience and showcase the service and product. As a combined effort of CSR and marketing, it can be beneficial for companies and non-profits. With a better hold on the consumer and what interests them the most, it will be easy for the business to enhance the sales, work better to improve market share, nurture customers along with employee loyalty. On the other hand, the non-profit originations can work, creating a better image and get more donations to go with the flow easily.

The ways of charity in a business are often hindered by marketing, and it points towards the fact that it is a result of the donation and attention that the consumers have contributed to the good. Therefore, marketing helps bring in positive results for the business. By making perfect

marketing plans, there can be chances for the business to create a perfect win situation amidst this competitive nature of the market and retain a solid position.

In the wake of different marketing programs, non-profit businesses are often profited. It is through support and development from others that comes to meet the business's profit and other objectives.

Pertaining to social responsibility, when a company is supporting a noble cause, it wants to demonstrate the same. This is done to get connected with more customers on the grounds of a good cause, investors, and suppliers and get the community's attention at large. Through the help of the marketing programs, the consumers get to think and express their opinion about what they feel about the company's service or products.

Dating back to 1983, American Express coined the word, 'cause-related marketing.' This indicates that the local businesses and shops are setting collection boxes in their shops in the name of donation and contributing to orphanages and the like places. America Express also came up with three-month marketing plans to raise awareness among the consumers and ask for support for the non-profit organizations. In this, American Express has given one cent for a single transaction and one dollar for the use of new card applications. Therefore, the donation was good enough to backup, and it successfully reached out to both existing and new customers.

A well-planned strategic effort will yield better results and help achieve better goals which are beneficial for the profit-making organization. This is the first step towards getting attention from the target customers. Also, you can slowly know about the marketing programs that can help yield positive results. By experimenting with different marketing programs, it helps to establish a mindset among the marketers on how to showcase the image among the target group. By this, it helps the business to retain a solid position in the competitive world. Effective strategic plans can help to stand out from the rest in the competitive world with a solid brand image.

Top marketing communications agencies have brought the concept of cause marketing in use. By this, it is easy to track the behavior of the customers for corporate social responsible for years now. Based on the 2004 Cone Corporate Citizenship study, majority of Americans are of the opinion that corporate social responsibility helps to win trust for a company and there has been an increase in CSR since 1997 marketing scenarios. Owing to this, 'cause marketing' has taken

over a good role in how brands wish to promote products and service and how marketers plan to win.

The IEG Sponsorship Report, Chicago states that the total expense of US market for cause marketing is sure to rise and it counts to \$1.34 billion in 2006. This was an excellent increase compared to the 1990 market condition when it was a mere \$120 million. To put the brand in the spotlight, cause marketing is a perfect way out. This is one of the best ways that can be beneficial both for the profit and non-profit organizations.

It is important to know that there can be varying design and form of cause marketing, the partners involved in the non-profit firms and the relationship of the partners with the firms. For any purchase in a non-profit firm, it is a win-win situation for the organization. Therefore, it can be said that cause marketing is one of the strategies in which part of the sale of any product goes is raised for a specific cause. This strategy is commonly adopted by most of the firms these days that results in increased sales from different company products. In other words, this is an effective promotional plan to be executed with the help of the company's fund for the cause of charity and like. In due course of the marketing, the company is able to grab the attention of customers better, boost sales, and make a competitive position giving a tough competition to others in the market. Therefore, it can be said that through the use of the cause marketing plans, it is easy to boost brand image, which helps to bring in beneficial results for the overall business.

Social corporate responsibility: An asset

For the corporate giants to maintain a solid position in business, it is important to plan for effective CSR activities. This can bring in positive impact on the firm's identity and the brand image that the business is trying to frame. As per research, it can be said that CSR helps to influence brand reputation. Also, the organizational behaviour and the profit of the organization relating to CSR are positively impacted. Therefore, further research is still going on to find out the extent of the positive impact of CSR on the ethical, economic, legal perspective of the consumer and their behavior for any business product or service.

Cause-related Marketing: A Campaign by Procter & Gamble

The following marketing campaign is an initiative adopted by The Procter & Gamble Company (P&G). This is an American multinational consumer goods company in Ohio doing business since 1837. Dealing with personal health goods, hygiene items, it has different ranges of items to offer in its store. Some of the categories are Fabric & Home care, health care, feminine and family care and the like. With revenue amounting to \$67.8 billion, the company has been able to market its brand image well through effective campaigns.

The P&G is known to be among the second largest that is known to have spent almost \$ 10.5 billion on the marketing campaigns during 2017-2018. One of the main reasons of the marketing campaign was to change people's perspective in almost 70 countries and how the company can benefit from the combined results of campaigns and social responsibility. Owing to this, they had to spend from their 'assets.'

In this regard, the company has come up with Shiksha campaign for which it had to spend rupees 1.26 crores. This has positive impact on almost 11000 children and there has been great increase in the sale of the products. It is almost 2, 00,000 sales and most of this was from Hyderabad city where the campaign initiated. Considering today's competitive world, there is different advertisement medium to reach out to the target group and remain in competition. To stand out from the rest, one has to come up with unique advertisement ideas. In this regard, cause-related marketing can be considered as a unique ways to market brand image and reach out to the target group with ease. This mode of marketing is of two types. These are tactical and strategic. It is further known that the strategic method has better resemblance for a company compared to its other category.

In relation to how companies are using the cause-related marketing campaigns, the main purpose of Procter & Gamble Hygiene and Health Care India is not to separate CSR. Instead, it wants to club the entities and make them work as active part of advertisement plans and the product offers. Through the help of the advertising tips, it also helps the consumers to get hands-on the products that the company offers and take an informed purchase decision. However, through the latest method of marketing, the company asks the potential customers to choose the brand over others as it is marketing and offering the products with a noble cause. To make this form marketing work better, different celebrities are involved like Sharmila Tagore, Abhay Deol,

Anupam Kher, Sushmita Sen and many others. Even to create more audience awareness, P&G is using more platforms like YouTube and others to grab attention of the customers better.

More Instances of cause related marketing

Tata Tea's Jago Re Jagoo Re:

This is another great Tata Tea marketing initiative since 2009. The first reminder of the marketing campaign was to vote and bring the person of your choice to power. With this, you give them the power to rule. But the objective of campaigning has changed and now, it circulates message to discourage bribery and spreading knowledge better that can help in women empowerment.

Lifebuoy's Help a child reach 5:

Some infections like pneumonia, diarrhea and others kill over 1.3 million children most of who are below the age of five. The infants mostly belong to the rural areas and from poor families. Owing to this, the mothers and other family members lack the required knowledge with which they can help to prevent such infections in the infants. In this relation, Lifebuoy has encouraged preventing such infections with used more and helps maintain hygienic rules better in the rural places. Therefore, it should be used both by the infants and their parents in the rural areas to protect the spread of such infections.

Vistara #FlyTheNewFeeling:

To raise fund and support for street children in Mumbai and Delhi, Vistara airlines is a joint collaborative initiative by Singapore airlines and Tata group. Partnered by Salaam Baalak's trust, this is a non-profit organization. Considering the cause of the airlines, 12 kids belonging to the age group of 7 to 12 years were the first one to fly with other passengers. Their joy of flying was worth seeing and it has been captured in a two-minute film that named "When little feet found their wings with Vistara# Fly The New Feeling."

Educate The Girl Child By Nestle:

Nestle joined with Mumbai based non-profit organization Nanhi Kali in 2016 and encourage the girl child to get more education. Prior to this, Nanhi Kali has the history of launching campaigns

aiming for better education of poor girls. It wanted to help the girls belonging to the deprived sections of the society.

Dark

This is a beautiful campaign launched for women and it highlights the fact that light-skinned women are beautiful whereas the dark skinned ones are not. The main objective of the campaign is to do away with such wrong notions on beauty that is going for decades now. Through this, it helps others to understand the dark is also beautiful. It also discouraged the dark-skinned girls to use any fairness creams and be proud of their natural skin color. Therefore, the main idea of the marketing campaign is to highlight the fact that beauty comes wrapped in any color.

Scenario of cause-related marketing during COVID-19

With extended nationwide lockdown due to the spread of COVID-19, the marketing plans are mostly online. This has resulted in some changes in the customer communication, working hours, product release, budget allocation and the overall planning. In this wake of the pandemic, it is important to discuss about some of the marketing practices to be adopted by the brands during this pandemic.

- Hassle-free shipping process
- Collaborations
- Access to paid content
- Easy payment method and delivery procedure
- Anti-crisis offers
- Better marketing communications
- Online experience of products
- Social and charity related campaigns
- Better growth of content

However, we shall highlight on some of the important elements from the above said list.

#StayHome Creative Ads and Social Campaigns

Creating YouTube videos on how to wash hands properly, advertising about commercial brands, NGOs are part of social awareness videos. This can also help to encourage others to stay home and maintain safety. In this relation, many creative posters have come up online in terms of ads by different brands. This is mainly due to the quarantine period when the brands are collaboration and creating innovative online videos. This method of digital marketing is beneficial as it turns out to be a brand booster. Through the help of the videos, the customers are able to know better about the brands.

#Free Access to Paid Content

One of the main strategies of online advertising was to offer easy access to online content to the customers. Some of the instances of such paid content form of advertising are listed below.

- National Geographic channel came up with family related education content
- Apply TV Plus enabled free access to the original version of the TV set
- Netflix came up with the idea of starting Live series on Instagram and talk on how to maintain hygiene and safety during this pandemic
- Nikon has offered free online photography classes during the month of April
- Museum of Modern Art has offered online free courses for the ones interested in design and fashion

Therefore, by means of this paid content marketing, it helps boost brand image, it helps generate popularity about brand through better media coverage, it helps to speak word of mouth, and you can help the customers engaged for your brand. Through the ways mentioned above, the brands can create awareness and market their products without donating large amount. Even after the quarantine period is over, the companies will be remembered for the efforts they have made to market their brand through the help of digital medium during the lockdown period.

#FightingCoronavirus: Lifebuoy In this COVID-19 situation, Lifebuoy has come up with the idea of using different soaps to fight the spread of the disease. It also highlights on the importance of hand-washing and make people aware about this. The awareness campaigns focus on the need to educate individuals to wash their hands and sanitize it often. It helps to prevent the virus spread. This campaign gained in better response through the use of print and digital platforms. As per the measures of World Health Organization, frequently washing hands with

water and soap is one of the effective ways to prevent the fast spread of the disease. The soap brand is a famous one from Hindustan Unilever Ltd. and it has successfully spread the awareness of how to wash hands using the soap and keep sanitizing. Through the spread of the message, it has been possible to spread the need of washing hands frequently making individuals aware. In Lifebuoy's effort to market the brand, celebrity like Kajol is also seen spreading the news of washing hands and using Lifebuoy. It can be help to maintain suitable hygiene at this challenging hour of the pandemic.

Kajol further spread the news that it is not just Lifebuoy but any soap to use for washing hands. It helps to maintain proper hygiene at home and look after the safety of your loved ones. Even, there is a joint collaboration of Lifebuoy with famous singer Badshah and they have jointly come up with the TikTok version of 'tandrusti ki raksha.' With the help of this, it is easy to spread the news of washing your hands and its importance in these days.

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