CAUSE-RELATED MARKETING AND PURCHASE INTENTION- A STUDY ON MILLENNIALS IN PUNJAB

Thesis Submitted for the Award of the Degree of

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in

Management

By

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2024

DECLARATION

I, hereby declared that the presented work in the thesis entitled "Cause-Related Marketing and Purchase Intention- A Study on Millennials in Punjab" in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision of Dr. Rajesh Verma, working as Professor and Sr. Dean in Mittal School of Business of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.

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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled "Cause-Related Marketing and Purchase Intention- A Study on Millennials in Punjab" submitted in fulfillment of the requirement for the reward of degree of **Doctor of Philosophy (Ph.D.)** in Management/Mittal School of Business, is a research work carried out by Megha Bakshi, 41800646, is bonafide record of her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.

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ABSTRACT

Cause-related marketing (CrM) emerged as a dynamic marketing strategy widely employed to showcase a company's commitment to corporate social responsibility (CSR). The conceptual framework was anchored in the fundamental premise that CrM constituted a tripartite relationship involving the customer, the company, and the cause or charity. This study aimed to offer a nuanced understanding of the mechanisms driving consumer behaviour in the context of CrM by scrutinizing the interplay of these elements. While numerous studies have analysed the effectiveness of CrM in realizing managerial and corporate objectives, the majority of these investigations have focused on developed countries. Given the rapid economic growth of countries like India and China, it was imperative to examine the impact of CrM on consumers in developing economies. Companies operating in such contexts require unique marketing strategies, including CrM, to bolster their corporate legitimacy and profitability. This study addressed this gap by investigating the relationship between millennials' purchase intentions and CrM in the state of Punjab, India. The research delved into the intricate dynamics of CrM and its influence on purchase intention among the millennial demographic within Punjab. An extensive literature survey was conducted with a specific focus on CrM and its impact on consumers' purchase intentions. From this review, four key factors influencing consumers' purchase intentions towards CrM were identified: perceived company motive, company-cause fit, warm glow, and customer-cause involvement. These factors played pivotal roles in shaping the outcomes of CrM initiatives. In addition to these identified factors, the study examined the influence of millennial consumers' awareness of CrM campaigns, as well as various demographic characteristics such as gender, educational qualification, annual income, marital status, regional location, and occupation type, on their awareness and purchase intentions related to CrM. Moreover, the research explored the moderating role of demographic variables on the relationships concerning CrM and purchase intention. A quantitative approach utilising a survey design was employed. Primary data was collected through a structured questionnaire administered to respondents who were first exposed to a national CrM campaign, namely 'P & G – Shiksha', after which their opinions were solicited. The questionnaire constructs were drawn from an extensive literature review and tailored for relevance to Indian respondents. Data was gathered using proportional quota sampling, resulting in a sample size of 1100, 50 respondents from each of the 22 districts of Punjab. This sample was distributed evenly across the three colloquial geographical areas of Majha, Malwa, and Doaba within Punjab, ensuring fair representation. The study achieved a response rate of nearly 70%, with 780 individuals

contributing their data. To analyze the proposed theoretical framework, which encompassed intricate relationships among various constructs, PLS-SEM version 4 was used. This methodology enabled simultaneous analysis of relationships between numerous independent and dependent variables. Descriptive statistics were accomplished using SPSS 25.00. CFA analysis was conducted to affirm convergent validity, followed by assessments for discriminant validity. Path analysis was carried out to evaluate hypothesized causal relationships among latent constructs, constituting the structural model.

In retrospect, this study underscored the pivotal role of CrM in effectively engaging socially conscious consumers. Companies in India have a significant opportunity to leverage CrM for both societal and commercial benefits, contingent upon a comprehensive understanding of their target consumers' perspectives and attitudes towards it. The findings of this research not only provided actionable managerial recommendations for the successful integration of CrM into corporate strategies, but they also offered mutual advantages for both companies and their consumer base. Moreover, this study contributed substantively to the theoretical landscape within the Indian context, shedding light on the nuanced dynamics of CrM in this specific market. These insights held substantial value for marketing practitioners, allowing them to refine their strategies and enhance their impact on consumer behaviour. Additionally, the study's identification of avenues for future research laid the groundwork for further exploration and advancement in this domain.

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"Gratitude is the fairest blossom which springs from the soul." - Henry Ward Beecher

As I stand at the culmination of this thesis, my heart swells with profound gratitude and appreciation. The journey from its inception to its current form has been both demanding and rewarding, and I owe a debt of thanks to the multitude of individuals who have played pivotal roles in its realization.

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Furthermore, I wish to acknowledge the authors, researchers, and scholars whose work forms the bedrock of this thesis. Their pioneering research, profound insights, and theoretical frameworks have been a wellspring of inspiration and a guiding light throughout the research process. I am indebted to their contributions to the field, which have enriched my knowledge and underscored the significance of my own research.

Finally, I express my gratitude to the power of knowledge and the unyielding pursuit of truth. It is through the insatiable curiosity of humanity, the zeal for research, and the dissemination of knowledge that progress is achieved. I am grateful for the opportunity to contribute, even in a small way, to the collective body of knowledge through this thesis.

In closing, I extend my deepest appreciation to all who have contributed to the realization of this thesis. Your support, mentorship, guidance, and contributions have been integral in shaping the final product. I am forever grateful for your faith in me and for the profound impact you have had on my academic and personal development. Thank you for accompanying me on this research journey and for elevating the quality and significance of this thesis with your invaluable assistance.

Megha

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LIST OF ABBRIVATIONS

CrM- Cause-related marketing

CCI- Customer-cause involvement

CCF- Company-cause fit

WG- Warm glow

PCM- Perceived company motive

SEM- Structural equation modelling

ANOVA- Analysis of variance

CFA- Confirmatory factor analysis

CMB- Common method bias

PLS- Partial least squares

VIF- Variance inflation factor

CV- Convergent validity

AVE- Average variance extracted

DV- Discriminant validity

CR- Construct reliability

R^2- Coefficient of determination

CI- Confidence interval

F^2- Effect size

Q^2- Predictive relevance

IV- Independent variable

DV- Dependent variable

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APPENDIX-1: INSTRUMENT USED IN STUDY

Chapter- 1

INTRODUCTION

1.1 CONTEXT OF THE STUDY

In today's fiercely competitive global market, marketers face a tough challenge in differentiating their products from those of rivals using conventional marketing tactics like pricing and promotion. Additionally, consumers' purchase habits and behaviours are altering due to their shifting perceptions of business goals and practises. Because traditional marketing strategies have been overused and are failing to differentiate items, marketers are constantly looking for novel ideas that will assist in building a positive brand image. The marketing landscape also has undergone a full upheaval as a result of long-term societal, cultural, and economic changes. To match the aforementioned changing expectations, the marketing concept has been redefined and modified to meet the same. Due to the increased awareness of marketing's substantial impact on customers, employees, and society at large, the breadth of marketing concerns has expanded. Businesses have been forced to change their corporate philosophies to acknowledge that customers, and not just the profits, should be the main priority. Organisations can best serve their interests and make a profit in the competitive environment of today by prioritising the satisfaction of their present and prospective customers. "Profitability" is consequently now inextricably linked to consumer pleasure.

The viability of conventional marketing ideas has been questioned in light of urgent challenges including population growth, poverty, unemployment, a lack of basic facilities, environmental issues, and women's empowerment (Kotler et al., 2011). Today, businesses are expected to make voluntary contributions to societies and consumers' welfare. This paradigm change forced marketers to take into account customer aspirations for socially responsible behaviours, which resulted in the development of Corporate Social Responsibility (CSR) (Benezra, 1996). Companies that practise CSR allocate both financial and non-financial resources to society's improvement and seek to make it a better place overall (Lambin, 1997). Therefore, it is now believed that philanthropic work done by corporations is more crucial to ensuring long-term competitiveness than short-term activities focused simply on improving image and sales (Pringle and Thompson, 1999).

Cause-related marketing *(CrM)*, a subset of CSR, has become increasingly popular among companies and marketers as a promotional tactic (Samu and Wymer, 2009). The term CrM was first defined in 1988 by Varadarajan and Menon as when a company plans and carries out marketing actions that promise to give an assured sum of money towards an exclusive cause. In return, customers take part in activities that generate sales for the company, which benefits both the organisation and its customers. By using this exceptional tool, companies can stand out from rivals, grow their client base, boost sales, increase profits, improve their brand image, and raise money for a variety of causes. Additionally, businesses boost client awareness, which results in greater recognition of their brands, products, and services (Vardarajan and Menon, 1988; Rossiter and Percy, 1987). Furthermore, many customers develop an emotional attachment to such CrM initiatives, which motivates them to purchase the associated products more frequently (Murphy, 1997; Tate, 1995). Consumer expectations from firms have increased rapidly in emerging countries like India, where significant social improvement requires more than just government initiatives. India was ranked first in a 2013 Nielsen online research titled *"Growing Willingness to Spend More on Products from Socially Responsible Companies,"* with 75% of respondents saying they prefer doing business with socially conscious organisations. This amplifies the preference of Indian customers for businesses that market their goods while aiding social issues. CrM has a positive impact on consumer attitudes and behaviour, according to earlier research, and this considerably aids in restoring firms' goodwill (Cone, 2005; Kaplan, 2002). As a result, marketing initiatives that support causes are linked to better brand perceptions, which boosts sales of goods supporting causes. Because of this, many businesses are increasingly sourcing CrM as a crucial constituent of their overall marketing plans (Cone, 2005; Dawkins, 2005; Roy and Graeff, 2003; Sindhu, 2022; Schamp et al., 2023).

1.2 ORGANIZATIONS' COMMITMENT TO SOCIETY

Modern enterprises require extensive connections with a wide range of stakeholders and society in order to exist and operate efficiently. They rely on societal resources to manufacture goods and services and generate revenue from customers. Therefore, businesses must support and contribute to society's welfare. Customers are becoming more conscious of what companies do and how it affects society. Organizations are now more conscious than ever before that concentrating just on boosting sales and profits will not guarantee long-term success. Additionally, they must place a high priority on helping society and the world advance

while prioritising client and consumer happiness. Customers and communities are becoming more aware of and supportive of companies that exhibit socially responsible business practices. The social responsibility of organisations toward the community, society, and the globe is a topic covered in a wide range of research and literature. Some of these sources categorise businesses as social enterprises because they use various social causes to justify their existence. CSR contributes as a crucial strategic tool for businesses looking to project a favourable image, keep up connections, and win over clients, stakeholders, and the general public. (Mintzberg,1983).

1.3 CORPORATE SOCIAL RESPONSIBILITY-AN INTRODUCTION

Over time, Corporate Social Responsibility (CSR) has changed tremendously, moving from being a strictly optional practice to being an essential component of economic success. Its roots can be found in the corporate philanthropy era when powerful people like Andrew Carnegie pushed for affluent people to fund social causes as per the Christian teachings of the Gospel of Wealth. Frederick Goff recognised the first-ever community foundation by instituting the Cleveland Foundation in 1914, enabling group donations to solve community needs. However, businesses themselves did not start actively assisting charity activities until the 1940s. Modern CSR is acknowledged as having been shaped by economist and Grinnell College president Howard Bowen. Bowen (1953) stressed the obligation of firms to society and stakeholders and promoted corporate ethics. Instigated by the Committee for Economic Development, the idea of a "social compact" between industry and society gained hold in the United States throughout the 1970s. The emphasis on public approval as a need for business operations created what is known as the "licence to operate," which obliges businesses to make beneficial contributions to society in addition to providing goods and services (Sen, et al.,2016).

Similar to the Christian belief of donation, CSR has its roots in India's ancient philosophical and religious traditions, which emphasise moral principles, business ethics, and the value of helping those less fortunate. Overall, the development of CSR from its philanthropic roots to its modern understanding reflects the rising awareness of the obligation of businesses to contribute to society's well-being actively. Although "CSR" as a term may be a recent invention for the Indian business scenario, the fundamental ideas behind it date back to the Mauryan period. Philosophers like Kautilya stressed the significance of moral standards and business ethics. Even in those early stages, informal forms of CSR were common and took the

form of charitable deeds performed for the underprivileged and poor. The importance of giving one's earnings to the less fortunate has consistently been emphasised in Indian scriptures, reflecting a deeply ingrained culture of giving and caring. Additionally important in advancing the idea of CSR was religion. For instance, Islam established Zakaat, a law requiring the donation of a certain percentage of one's income to the needy (Auliyah, & Basuki, 2021). Hindu businessmen, on the otherhand, generously donated alms and built night shelters and temples for the poor. They adheredto the Dharmada method, which involved charging customers a set sum that was then donatedto charity (Sharma 2012). Similar to this, Sikhs followed the Daashaant tradition, which involves allocating resources for social improvement (Mahapatra, 2021). CSR in India has advanced sequentially through community involvement, morally conscientious production, and responsible behaviour of employer- employee interactions. These changes are a result of the nation's continual attempts to match stakeholder and societal needs with commercial objectives. Modern definitions of CSR emphasize the use of procedures and the distribution of corporate funds to enhance societal welfare. Numerous studies have demonstrated a favourable correlation between CSR initiativesand consumers' impressions of brands, highlighting the significance of CSR in creating a favourable perception of companies. Organizations are expected to be more responsible and accountable for their actions as consumer expectations rise. For firms to meet these demands, participating in CSR activities has become essential. According to Garriga and Meli in 2013, the regulatory framework's flaws have led to the recognition of the integration of society and business in liberalised economies. As a result, all advanced and emerging economies are payingattention to the idea of CSR to close the gap between corporate interests and public demands. Overall, the development of CSR shows the growing acceptance of businesses' need to activelypromote society's welfare. CSR continues to be important in business, with historical roots in philanthropy and religious teachings as well as contemporary strategic implementations.

1.4 BENEFIT OF CSR

CSR has become a strategic technique that improves an organization's reputation and influences consumers' perceptions favourably. Additionally, it has been discovered to result in higher worker productivity, lower R and D expenses, fewer regulatory barriers, and better business unit synergy. According to (Smith, 1994) CSR can give businesses long-term competitive benefits over rivals. Businesses are finally recognising how closely tied their long-term profitability is to societal wellbeing. Visionary businesses who have made CSR a core

principle have shown to be more profitable than businesses that are only focused on making profits (Adkins, 2000). The utilitarian approach, which sees CSR as a way to increase sales volume, profitability, and return on investment, is one of the motivating elements that pushes businesses to participate in CSR. According to the stakeholder approach, embracing CSR is motivated by stakeholders' happiness. Finally, businesses with a naturally philanthropic mindset see CSR as a chance to positively impact society and match it with their beliefs, making CSR a crucial component of their brand identity (Maignan and Ralston, 2002). CSR assists businesses in winning over the allegiance of their constituents, including shareholders, customers, and other institutions like the government. When entering new markets, it gives a competitive edge and creates goodwill that might be useful in social emergency situations. On the other hand, lacking in CSR can be damaging, particularly in the highly competitive environment of today, where ideas circulate quickly through a variety of communication means (Adkins, 2000).

The consumer evaluation standards for any purchase have changed as a result of the shifting market conditions. Their purchasing decisions are heavily influenced by stakeholders' reputations in addition to product quality and cost. It is essential to carefully incorporate company values into daily operations in order to foster the development of a positive reputation for the business. Kotler and Lee (2005) underline that CSR benefits the company's financial line as well as the community at large in addition to the brand. Taking part in CSR activities is valued by customers, analysts, investors, and business associates. In conclusion, CSR has evolved into a crucial component of corporate success, having a favourable effect on stakeholder loyalty, brand reputation, and overall business performance. Companies that actively practise CSR are better able to adapt to stakeholders' and consumers' shifting expectations in the contemporary business environment.

1.5 CSR TYPES

Six categories of corporate social responsibilities were identified by Kotler and Lee (2005and 2008). The following is a list of the various forms of CSR:

> ❖ *Corporate Social Marketing (CSM): M*arketing initiatives that support charitable causes, encourage behaviour change, and tackle societal problems are involved in this form of CSR. It focuses on employing marketing strategies to promote social well-being. The primary ambition of CSM is to alter peoples' attitudes and behaviour. This

kind of CSR initiative focuses on the creation and implementation of behavioural modifications among people in order to improve public health, the environment, and the wellbeing of individuals and communities.

Figure 1.1: Types of CSR.

Source: Kotler and Lee (2005, 2008)

- ❖ ***Corporate Philanthropy (CP):*** Bestowing capital/commodities/facilities to nonprofits or neighbourhood projects is referred to as corporate philanthropy. It entails making charitable donations in order to support and help those in need. Donations are corporate philanthropy's primary goal. CP is regarded as one of the more established forms of social activity. Organizations donate to charities or make donations as part of corporate philanthropy. The majority of organisations regularly engage in this kind of corporate social responsibility.
- ❖ ***Community Volunteering (CV):*** Community service CSR entails staff members or company representatives taking an active role in volunteer endeavours in their local communities. Employee participation in this kind of CSR is encouraged in order to support social challenges and community development. CV's main goal is to motivate people to support the social cause. In this type of CSR, the business encourages its staff, and channel partners like vendors, retailers, and dealers to volunteer for charitable causes and give financial support to neighbourhood nonprofits.

- ❖ *Socially Conscious Business Methods (SCBM):* Companies that engage in socially responsible business practices incorporate ethical issues into their regular business operations. This can entail putting eco-friendly practices into place, ensuring that just labour laws are respected, promoting inclusion and diversity, and employing ethical supply chain management. Environmental protection is the main objective of socially responsible business practices. To champion social causes that enhance the cooperative spirit and well-being and safeguard the environment, an organisation undertakes certain socially responsible voluntary practises, such as cutting carbon emissions and developing green supply chains.

- ❖ *Cause Promotion (CP):* The main goals of cause promotion are to spread knowledge of and support for particular social causes or problems. Companies support campaigns, initiatives, or events that seek to affect change and pique public interest in significant social issues as part of cause promotion. CP is a CSR initiative whereby a company provides money, in-kind donations, or other corporate resources for a social cause in order to raise cognizance and interest concerning a social issue. In this situation, the corporation may unilaterally plan and manage the initiative, or it may work with a partner or NPO.

- ❖ *Cause-Related Marketing (CrM):* When businesses and nonprofit organisations work together to promote a social cause, it is known as cause-related marketing. Some money earned from selling a product or service is given to support a particular cause. This kind of CSR makes use of marketing techniques to increase customer loyalty and engagement while also having a positive social impact. CrM is a type of CSR in which a company agrees, in exchange for product sales, to donate a portion of or a proportion of its proceeds to a specified social cause/charity. The strategy is transactional in that it requires a product purchase in order to donate. For greater impact on various business dimensions, corporations and NPOs frequently collaborate.

Table 1.1: Forms of CSR and related examples.

Sr. No.	Form of CSR	Focus	Example
1	Corporate Social Marketing	Socially responsible marketing	Pernod Ricard India (PRI), a major wine and spirits company, launched "Drink More Water." This campaign raises awareness of the importance of hydrating while drinking to influence consumer choices. PRI urges people to "Drink More Water" to promote responsible drinking.
2	Corporate philanthropy	Charitable donations and grants	"Tata Trusts COVID-19 Relief Fund" Campaign: Tata Trusts launched a campaign to support numerous pandemic initiatives. Tata Trusts has generously supported COVID-19 efforts by making donations in healthcare infrastructure, medical supplies, and frontline workers and affected communities.
3	Community Volunteering	Engaging in local community	SMFG India Credit Co. Ltd. Gramshakti's 375 rural branches celebrated the remarkable "Pashu Vikas Day" initiative in 2023. With 4,000 employee volunteers, this initiative covered

			over 450 villages in 15 Indian states in one day. This effort treated 72,000 cattle.
4	Socially responsible Business Practices	Ethical business operations	Infosys pledged net-zero emissions by 2040. Since 2008, Infosys has prioritised climate action in ESG. Carbon neutrality was achieved in fiscal 2020 and maintained for three years.
5	Cause Promotion	Advocating for a specific cause	The Vicks "Touch of Care" campaign believes that everyone, especially children who have suffered abandonment, disabilities, or social biases, deserves comfort. It encourages compassion and support for the needy, creating a more caring society.
6	Cause-related marketing	Collaborating with a cause	HUL launched "HUL Super Saver Combos" in response to the COVID-19 pandemic. HUL brands Rin, Surf Excel, Lux, and Lifebuoy were featured in these combo packs. Each combo pack purchase a fixed contribution was donated to COVID-19 relief efforts.

Source: Kotler and Lee (2005;2008)

1.6 CAUSE-RELATED MARKETING - *HISTORY*

CrM has its roots in the early 1900s when notable American industrialists like Andrew Carnegie, John Rockefeller, and Henry Astor developed a strategy to support public goods and improve society in exchange for advantages or resources (Berglind and Nakata, 2005). They helped establish the long-standing American corporate giving tradition by supporting the expansion of museums, universities, and other cultural organisations. The development of CrM was greatly aided by the 1960s and 1970s. Corporate humanitarian endeavours have been reassessed because of societal movements calling for social justice and equality (Rogers, 2008). The Vietnam War and the Civil Rights Movement raised questions about the social responsibility of businesses, highlighting the need for them to show more regard for local populations (Berglind and Nakata, 2005).

As businesses were aware of the limitations of conventional philanthropy around this time, the idea of societal marketing began to take shape (Berglind and Nakata, 2005). Donations that were made quietly without promoting the cause were ruled insufficient. Due to this shift in perspective, businesses changed their sponsorship strategies and started making donations to organisations in exchange for exposure (Caesar, 2001). The burgeoning partnership between the for-profit and charity sectors paved the way for the first initiatives in CrM (Caesar, 2001). Companies became aware of the potential advantages of fusing their charity endeavours with business goals, illustrating the fusion of corporate philanthropy with commercial purposes (Varadarajan and Menon, 1988). This signalled a major change in how businesses perceived their social effect and emphasised the significance of fusing corporate strategies with social responsibility.

The pioneer CrM campaign was launched by American Express (1983) with the intention of generating money towards the restoration of the Statue of Liberty (Adkins, 1999; Keller, 2004; Caesar, 2001). Astoundingly, this effort was successful in garnering $1.7 million for the said cause. Additionally, it resulted in a huge 45 percent rise in new card applications for American Express as well as a 28 percent increase in card usage, illuminating the considerable influence of CrM on customer behaviour.

1.7 **CAUSE-RELATED MARKETING (CrM)-** *CONCEPT*

CrM may be used to enhance a company's reputation while simultaneously having a beneficial effect on the well-being of the company and society. A more complete worldview that incorporates the principles of the 3 Ps: People, Planet, and Partnership into organisational strategies is replacing the conventional focus on increasing profits (Srivastava and Venkateswaran, 2000). Businesses that participate in CrM commit to donate a predetermined percentage of their revenues to nonprofit organisations. It is a purposeful commercial communication technique meant to encourage noble initiatives that advance society. For-profit businesses frequently work with nonprofit institutions to have a bigger impact. For instance, P and G India's CSR programme, "Shiksha," works with Child Relief and You (CRY) to encourage customers to purchase P and G products to promote education for children from disadvantaged backgrounds.

The CrM's functioning mechanism has made it possible for the companies to currently make preset donations to specific social causes for each transaction done, supporting the global "crowdsourcing" marketing trend (Brink et al., 2006). By putting CrM into practice, a company demonstrates its pro-social values and concern for society. It can be applied both internally, showing concern for employees and moral corporate behaviour, and externally, focusing on relationships with customers and business partners. CrM accomplishes two goals at once: improving profitability and advancing society (Varadarajan and Menon, 1988). Businesses that practise CrM give freely to charity and take part in fundraising events (Cornwell and Coote, 2003). Customers frequently support companies that assist causes, making CrM a well-liked marketing tool for boosting business performance and aiding worthwhile causes (Webb and Mohr, 1998). All parties involved in this alliance gain from the cooperation between the customer, the nonprofit organisation, and the company (Adkins, 1999).

1.7.1 **CAUSE-RELATED MARKETING-** *KEY PLAYERS*

A for-profit company, a non-profit organisation, and customers must come up with a shared objective that benefits society as a whole to be successful in the discipline of CrM. The focal point that unites and aligns the numerous parties engaged should be CrM in a graphic representation of this symbiotic relationship (Figure 1.2).

Figure 1.2: Key players involved in trilateral exchange in CrM.
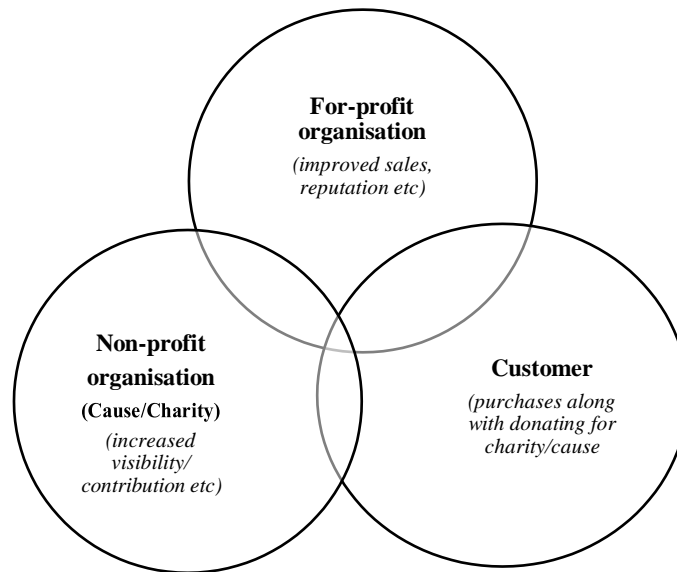
Source: By the Researcher

For-profit organisation

CrM is a tactic that, according to Cadbury (1996), is incredibly successful in enhancing a company's reputation, differentiating its products, and boosting sales and client loyalty. It presents chances to advance social values while also producing income, differentiating products, and cultivating customer loyalty (Strahilevitz, 2003). *General commercial concerns*, *marketing and fundraising aims*, *community relations* (maintaining positive relationships with the social environment), and *human resources objectives* are the four main reasons identified by Adkins (1999) as affecting an organisation post the adoption of CrM. Building stronger ties with stakeholders is made possible by greater employee company loyalty and proactive participation from outside vendors. Along with its functional and emotional appeal, the brand or product of the concerned business must embody a social value system to dramatically increase consumer acceptance and purchase intention (Pringle and Thompson, 2001). As a result, CrM serves the interests of for-profit groups in addition to those of non-profits (Varadarajan and Menon, 1988). CrM's beneficial effects, such as increased sales and fruitful collaborations, which advance the welfare of society, serve as justification for its social value. In addition to concentrating on sales, profitability, and brand image, businesses should give precedence to the welfare of their stakeholders to retain a positive reputation.

Non-profit organisation

The non-profit organisation (NPO) gains a significant media presence through CrM that otherwise would find challenging to generate on its own. More people will likely become aware of the organisation and see its presence and its work, which further increases the possibility that they may join or donate towards the NPO's cause/project (Huppertz, 2007). Additionally, incorporating the CrM campaign into the corporate strategy of the partner company gives access to extra resources like marketing know-how, priceless data (for instance using campaign response elements as an illustration, in direct marketing) or new volunteers through corporate volunteering efforts. Additionally, there may be a chance for a positive image transfer to the NPO if the collaborating company has a solid reputation (Dresewski and Koch, 2006).

Customer

Customers benefit from CrM when they purchase a product associated with CrM since they feel good about themselves for helping a worthy cause. This feel-good factor can be divided into extrinsic and inner needs. Customers' urge to flaunt their socially conscious conduct when purchasing a CrM-endorsed product frequently exemplifies extrinsic value. Contrarily, shoppers who feel a sense of personal fulfilment from helping a worthy cause find intrinsic satisfaction (Polonsky and Wood, 2001). In addition, given the wide range of rivals, a product's popularity on the market as a result of its affiliation with a worthy cause can play a substantial role in customer decision-making (Huppertz, 2007). In the end, customers' emphasis on a product's social impact might be a very relevant consideration when making a purchase.

1.7.2   CAUSE-RELATED MARKETING- *DEFINITIONS*

The pivotal definition through Varadarajan and Menon (1988), asserts that CrM helps in creating as well as in executing marketing initiatives - characterised by a proposition to contribute a pre-decided specific sum to a chosen social cause, post engagement of a consumer in the sales process, provides the most comprehensive definition of CrM for the current study. In the existing review on the concept of CrM different opinions of the researchers were found on CrM from various writers have been collated in Table 1.2.

Table 1.2: CrM Definitions.

Year	Author	Viewpoint
1988	Varadarajan and Menon	CrM involves planning and implementing marketing activities that entail a corporation offering to donate a predetermined amount to a charity when customers make revenue-generating transactions, benefiting both the organisation and people.
1991	Smith and Alcorn	CrM is a creative and budget-friendly strategy for promoting products that focuses on generating financial benefits.
1994	Carringer	CrM is a partnership between a nonprofit charity and a for-profit company to increase sales and awareness for both parties.
1996	Hawkens and Stead	CrM is a company's marketing activity that benefits both the company and a charity or similar cause.
1997	Mullen	CrM involves developing and executing marketing activities that include donating a specific amount to a non-profit organization to motivate customer transactions.
1997	Ptacek and Salazar	CrM involves establishing a financial alignment between a company and its products with a charitable organization.
1998	File and Prince	CrM has become an integral part of the marketing mix in privately owned companies, demonstrating its adoption in a new business segment.
1998	Webb and Mohr	CrM campaigns provide an ideal opportunity to examine how consumers perceive socially conscious promotions and how they respond to corporate efforts to make a positive impact.

1999	Pringle and Thompson	CrM refers to the association between a company and one or more "causes" that benefits both parties involved.
1999	Adkins	CrM involves a partnership between businesses and charities or causes, aimed at promoting an image, product, or service for the benefit of both parties involved.
2000	Barone, Miyazaki, and Taylor	CrM utilizes the support of social causes by companies to accomplish their marketing objectives.
2001	Samu and Wymer Jr.	CrM establishes a connection between product purchases and donations, aiming to enhance business performance while also aiding non-profit organizations
2001	Pringle and Thompson	CrM is a strategic positioning and marketing tool that aligns a company or brand with a relevant social cause or issue, with the aim of benefiting both parties involved.
2003	Hajjat	CrM merges the marketing efforts of a for-profit company with the fundraising activities of a nonprofit organization (NPO). CrM campaigns involve a pledge to donate to a cause when consumers purchase a product.
2003	Nowak and Clarke	CrM establishes a connection between a company's donation to a cause and customer purchases.
2003	Docherty and Hibbert	CrM demonstrates corporate social responsibility by raising funds for a worthwhile cause.
2003	Cui, Trent, Sullivan, and Matiru	CrM involves a collaborative partnership between businesses and non-profit organizations to tackle social issues while also achieving business marketing objectives.
2004	Endacott	CrM is a marketing strategy employed by businesses to link their name, brand, or service with a "good cause" service or charitable organization.
2005	Kotler and Lee	CrM is a corporate social responsibility (CSR) initiative that involves donating a percentage of sales or product usage to support a cause.

2005	Berglind and Nakata	CrM links a product, service, brand, or company to a social cause like breast cancer detection and treatment.
2005	Lafferty and Goldsmith	CrM is a form of corporate philanthropy that aligns with enlightened business and is based on profit-motivated giving.
2006	Van den Brink et al	CrM is a marketing campaign that promises to donate company resources to a good cause for each product or service sold.
2006	Fromherz	CrM is a marketing strategy that links sales to charity fundraising.
2006	Gupta and Pirsch	CrM is a process of formulating and implementing marketing activities that are characterised by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges to induce positive responses from all company stakeholders, which satisfy organisational and individual objectives.
2008	Larson et al	CrM involves company donations to a cause based on product sales.
2009	Kim and Lee	CrM is a popular marketing tactic that associates a brand with a social cause.
2010	Tangari et al	CrM is a promotional strategy that combines public relations and sponsor-ship strategies to promote a company's philanthropic commitment to a social need or "cause" through a consumer-driven campaign.
2012	Galan-Ladero	CrM is when a company and NPO collaborate on a social cause to benefit both parties. Sales are used to support the cause (the donation will depend, therefore, on consumer behaviour). The campaign usually promotes a product, NPO, and period.

2012	Cheron et al	CrM is the firm's contribution to a cause, where the amount depends on customers' purchasing behaviour, can create a win-win situation for the organisation, cause, and customer.
2013	Boenigk and Schuchardt	CrM is a strategic partnership between a for-profit brand and a charitable organisation that creates a promotional marketing campaign and donates a percentage of sales to the charity.
2013	Beise-Zee	CrM is an organization's promotion of a social or charitable cause, usually in conjunction with its products and services.
2014	Stumpf and Teufl	CrM is a strategic positioning and marketing tool that connects a company or brand with a relevant social cause or issue, resulting in mutual benefits for both parties involved.
2016	Bergkvist and Taylor	CrM employs leveraged marketing communications (LMC) to take advantage of consumers' positive associations with another entity, such as a cause, in order to promote products or services.
2017	Thamaraiselvan, et al	CrM integrates philanthropy with structured marketing strategies in both for-profit and non-profit organizations.
2018	Sabri	CrM is the term used to describe a company's communication efforts aimed at promoting a consumer good or service. It involves the company making a commitment to donate a specific amount to a non-profit cause.
2018	Manoj Kumar and Sharma	CrM is when a company commits to donating a certain percentage of its revenues to a cause for a specified period of support.
2019	Yun, et al	CrM is a business strategy in which a brand collaborates with a cause through various activities and initiatives to achieve the goals of both organizations.

| 2020 | Srivastva | CrM encompasses marketing a product, brand, or company in association with a "cause" to inspire behaviour change or contribute a portion of revenue to benefit society. |

Source: Adapted from Bhatti et al 2022

1.8 **CAUSE-RELATED MARKETING -** *OBJECTIVES*

Then CrM approach is used by businesses to achieve a wide range of corporate, social, and marketing objectives. However, the setting of clear, precise, and quantifiable goals for this effort takes time. The main goals of CrM must be in line with the business organisation and its marketing aim, such as gaining market share. In addition, CrM seeks to meet demands linked to employees, such as luring talent, as well as meeting needs relating to society, such as reputation and benevolence (Bloom et al., 2006; Kotler and Lee, 2011). Three domains with specific objectives for CrM campaigns are detailed in the model that is displayed below.

Table 1.3: Objectives of CrM.

Corporate	Social	Marketing
Expand market presence	Enhance corporate image & reputation	Enhance customer loyalty & satisfaction
Boost product sales	Heighten brand visibility & awareness	Garner media attention & publicity
Generate revenue	Shape the perception of external stakeholders	Expand brand awareness among target audience
Attract & retain employees	Strengthen commitment to social responsibility	Enhance overall perception & reputation of brand
Retain current customer base	Address and counter negative publicity	Cultivate positive attitude towards brand
Gain competitive advantage	Foster positive relationships with community	Attract and acquire new customers
Set brand apart from others		

Source: Based on findings from Kotler and Lee, 2005

1.9 **CAUSE-RELATED MARKETING-** *TYPES*

CrM is often done through advertising campaigns that work with nonprofits or philanthropic groups that work to solve certain social problems. There are many ways for a business to help a cause through such campaigns. According to Varadarajan and Menon (1988),this strategy was formerly seen as a business promising to bestow a definite sum to a cause/non-profit whenever customers purchased their goods or services. However, the scope of CrM has expanded to include new kinds of support, both monetary and in-kind. This can entail doing initiatives like engaging in advertising campaigns to spread awareness for a cause, offering assistance to nonprofit groups, or planning fundraising events. The promotional components of CrM campaigns include a range of tactics, including in-store displays, advertisements across various media platforms, and the incorporation of a logo on product packaging that visually represents current or potential donations or other forms of support from the business to a particular cause (Beise-Zee,2013).

Organizations use a variety of strategies when developing and carrying out their CrM initiatives. Based on their goals, academics have divided these efforts into two basic categories: *strategic* and *tactical* CrM campaigns. Campaigns with a short timeline to advance a cause are included in tactical CrM campaigns. In contrast, strategic CrM campaigns are distinguished by their lengthier duration and their emphasis on building alliances that support the objectives of the organisation. While tactical advertisements largely appeal to consumers' emotions, warm glow, and sense of compassion, strategic campaigns produce good judgments from consumers (Müller et al., 2014).

According to Sundar (2007), CrM can be classified as *transactional, message promotion* and *licensing*.

❖ **Transactional:** Under these programmes, businesses make donations to a chosen cause in response to customer actions like making a purchase or visiting a certain retailer. For instance, numerous retail stores promised to donate to the Tsunami Relief Funds for customers' purchases after the disaster.

❖ **Message Promotion:** Joint campaigns are launched to spread the word about a cause, such as polio, cancer, or tuberculosis, or to encourage participation in initiatives like reducing illiteracy. These initiatives seek to strengthen the bond between the cause and the business sponsor or its brands. For instance, MTV, a channel geared toward young

people, has produced potent public service announcements about issues that matter to them.

❖ **Licensing:** In this strategy, businesses partner with charitable institutions. For a predetermined amount of time, the nonprofit organisation allows the business permission to use its logo or trademark to market the latter's goods. This enables the business to better market and promote its products by taking advantage of the association with the charitable group.

According to Liu (2013), CrM can be classified as *altruistic, commercial and social* CrM.

❖ **Altruistic CrM:** This type emphasises selfless deeds that promote human welfare. It entails earning income and cultivating partnerships with stakeholders. Without taking into account the potential marketing advantages, altruistic CrM is frequently started by a company or even a single employee with the purpose of doing good deeds for the community. But these actions might nevertheless result in financial gains.

❖ **Commercial CrM:** The main goal for this type is strictly financial. It may have short-term objectives like boosting sales or long-term objectives aimed at positively influencing consumer behaviour.

❖ **Social CrM:** Marketing for social causes blends low-instrumental and high-relational logics.This kind of CrM campaign places a strong emphasis on its function within a company's stakeholder groups and forges long-lasting ties with them. Beyond only commercial gains, the goal is to build long-term relationships and participation with stakeholders.

Based on the *branding aspect*, CrM can be classified into the following categories:

❖ **Self-branded CrM programs:** Organizations fully assume responsibility for the cause and plan and develop the activities in this kind of programme. Large corporate enterprises that have ample resources to fund a variety of business endeavours and charitable causes frequently carry out these activities.

❖ **Co-branded programs:** Companies form alliances with charitable organisations to advocate a certain cause together in co-branded initiatives. Due to the collaboration between the two organisations, resources and branding can be used to further the cause.

❖ **Combined-brand programs:** This kind of campaign combines different strategies, in which a number of organisations band together to support an already-existing cause and

associate it with particular brands. This strategy involves forming alliances with organisations and pre-existing causes to produce initiatives with shared branding.

Based on the *nature of the cause*, CrM can be classified as follows:

❖ **Charity-based CrM:** This kind of programme promotes social welfare programmes or charity purposes. Organizations give away a portion of their earnings or resources to fund social cause initiatives, fight poverty, and other social concerns.

❖ **Ideologically-based CrM:** This kind of programme is consistent with the organization's values or convictions. It backs causes that adhere to the ideals and beliefs of the organisation. Depending on their ideology, organisations might, for instance, prioritise social justice, education, or environmental conservation.

❖ **Activity-driven CrM:** This kind of programme is focused on carrying out particular tasks to address a particular social issue. Breast cancer screenings, advice and treatment for menstrual issues, etc are a few examples. The emphasis is on proactively taking part in endeavours that directly assist in addressing the cause.

1.10   CAUSE-RELATED CAMPAIGNS IN INDIA

A brief review of ongoing projects in India was conducted to assess the efficacy of CrM activities. A list of CrM campaigns in India is provided in table 1.4, along with pertinent information.

Table 1.4: CrM campaigns in India.

For-profit (Company)	Products	Non-profit (NGO/ Collaboration)	Name of the Campaign	Focus Area	Nature of donation
Procter and Gamble (P and G)	Ariel, Pantene, Head and Shoulders, etc	CRY (Child Rights and You), RTI (Round Table India)	*"Shiksha- Padhega India, Badhega India"*	Increasing enrolment in formal educational institutions and assuring children's access to their right to an education.	A portion of the profits made by the purchase of large quantities of certain brands' packaged goods.
Procter and Gamble (P and G)	Pampers Diapers and Wipes	UNICEF (THE United Nations Children's Fund)	*"'One Act can Save a life'"*.	Elimination of Maternal and Neonatal Tetanus (MNT).	One vaccine donated for every one pack that is purchased.
ITC	Classmate Notebooks	Local NGOs in towns and villages	*Let's put India first"*	Rural and social development initiative that assists impoverished	A donation of ₹1 for every four notebooks that are purchased.

				children's primary education.	
ITC	Aashirwad Products (Atta, spices and salt)	Local NGO's in towns and villages	*"Boond se Sagar"*	Water Conservation.	Donation of ₹5 per kg of Aashirwad product sales.
Tata	Tata Salt	CRY (Child Rights and You)	*"Desh Ko Arpan"*	Aiding the under nourished children and providing education to the underprivileged children.	Contribution of 10p for 1 kg of Tata Salt sold during particular periods.
Procter and Gamble Hygiene and Health Care India	Whisper	National Association for the Blind (NAB)	*"Drishti"*	Sight restoration through corneal transplant operations.	Donation of ₹ 1 for every pack sold.
HUL	Brooke Bond Red Label, Kissan, etc	Smile Foundation, Parikrma and Thozhamai,	*"India's Favourites"*	Education for underprivileged children.	Donations equalling 5% of sales revenue.

Marico India	Nihar Shanti Amla	CRY (Child Rights and You)	*"Chotte Kadam Pragati Ki Aur"*	Education for children, with a strong emphasis on becoming entrepreneurs and finding gainful employment.	2% of the overall sales proceeds were donated.
Hector Beverages	Paper Boat	Parivar Ashram	*"Float a Boat"*	Teaching kids.	Donation of ₹20 per image/picture posted.
Nivea	Nivea	Aseema Charitable Trust	*"Moms Touch"*	Educating underprivileged children.	Mothers of pupils who had perfect (100%) attendance received a three-month ration.
Bharat Matrimony	Matrimonial Services	No Details	*During specific celebratory days like – women's day etc*	Cleanliness Drive and educating the girl child.	Premium memberships donate ₹100 to Swachh Bharat or women's education.

Coco berry	Food and Beverages	Concern India Foundation	*"Small into Change Big Change"*	Education of underprivileged children.	Amounts are rounded up to the next digit, and leftover change is donated.
Pizza Hut	Food and Beverages	Concern India Foundation	*"The Impact of One"*	Help to underprivileged people across the country.	Customers were encouraged to add ₹1 to their bill as contribution to the cause.
Johnson and Johnson	Stayfree	UNICEF	*"Women for Change"*	Promotion health hygiene practices among adolescent girls.	A percentage of the proceeds from the sale of every pack
Dabur	SaniFresh	Sulabh International	*"700se7kadam"*	Creation of better sanitation facilities for rural women by building toilets.	Contribution of ₹1 from every sale.
KFC	KFC	World Food Program, Akshaya Patra	*"Add Hope"*	Meals to underprivileged children.	Consumers were asked to add ₹ 5 to their invoice

		Foundation And India Foodbanking Network			towards the social cause
Andamen	Men's Retail	Hemkunt Foundation	*"Hope Initiative"*	Towards COVID pandemic	Contribution of 10% of sales towards oxygen relief in COVID-19.
Arpita Mehta designers LLP	Women's Retail	Multiple NGOs	*COVID Relief*	Towards COVID pandemic	Contribution of 100% of sales proceeds of luxury clothes for the month of May 2021.
Studio Rigu	Pret-a couture brand	Hemkunt Foundation	*COVID Relief*	Provision of oxygen to COVID-19 patients.	Contribution of 100% proceeds in the month of May 2021 for providing oxygen to COVID-19 patients.

MG Motors	MG Hector	IIMPACT NGO	*"MGChangemakers"*	Girl child education.	Contribution towards one month's education for every girl child from every Hector sold.
Pepsico India Holdings	Quaker oats	Smile Foundation	*"Gift a Meal"*	Nutritious meals for less privileged children.	A portion of the proceeds from the sale of Quaker oats through various internet channels went toward the provision of nutritious meals for children.
HDFC	Credit Cards	CRY (Child Rights and You)	*"Parivartan- A step towards progress"*	Securing the future of children.	On behalf of each HDFC Bank credit cardholder who spent Rs. 15,000 per month for three consecutive

					months, the bank made a donation to CRY.
Fossil	Fossil	Magic Bus	*"Make Time for Good"*	Help young people develop the necessary skills to escape poverty.	A percentage of the proceeds from the sale of the special Varun Dhawan Fossil watch donated to Magic Bus to end the cycle of poverty through education.
Nestle	Maggi, KitKat, Nescafe	Nanhi Kali	*"Educate the Girl Child"*	Girl education.	No details
Avon India	Avon personal Care Products	Avon Foundation	*"Avon Breast cancer Crusade"*	Treatment for breast cancer.	No details
Hindustan Unilever Limited (HUL)	Fair and Lovely	Fair and Lovely Foundation	*"Saraswati"*	Scholarships for financially weak but deserving women.	No details
Capital Foods	Ching's Secret	Akshaya Patra	*"India Ki Hunger Bachao"*	Lunch programme.	No details

ICICI	ICICI Bank	Give India	*"Creative Masters"*	Welfare of women and children.	Contribution of the sales proceeds of art creativity entries towards social causes.
Edelweiss Groupin	No details	Edel Give Foundation	*"Art under palms"*	Education of underprivileged children.	Donation from sales of paintings of prominent painters

Source: Different Companies Website

Based on the provided information, here are the key outcomes associated with CrM campaigns:

    a. Most campaigns concentrate on fast-moving consumer goods (FMCG) and their corresponding categories. This shows that FMCG companies are actively participating in marketing campaigns that support social causes.

    b. Popular brands and companies have already begun taking part in CrM and promotion. This reveals an increasing tendency among well-established companies to link their brands to charitable activities.

    c. The majority of campaigns primarily promote themselves through mass media and digital networks. However, as campaigns continue, less money is spent on advertising to support continuing programmes. This might signal a change in strategy toward making the most of current involvement and awareness.

    d. Few campaigns maintain long-term consistency, which suggests that many initiatives have a finite lifespan or activity period.

    e. Instead of purchasing-linked donations, the bulk of campaigns concentrate on raising awareness and other types of CrM. This implies that many efforts focus on spreading knowledge and encouraging favourable attitudes toward social concerns rather than soliciting direct monetary contributions from consumers.

    f. These initiatives are primarily aimed at urban populations. The goal is to elicit donations, increase awareness, and cultivate favourable attitudes toward the social cause within urban areas.

These findings shed light on the traits and patterns seen in CrM initiatives in India.

1.11 PROGRESS OF CrM IN INDIA

Small startups and huge domestic, foreign, and global corporations make up the Indian market's diversified environment. Businesses are using modern marketing tactics that emphasise brand distinction, customer happiness, and technical improvements to stay competitive and engage customers effectively. Consumers are now more aware of and concerned about social and environmental issues thanks to the emergence of several media channels and simple access to information. As a result of this change in customer behaviour, Indian businesses have begun to employ CrM as an intentional tool. Even though CrM has been

used in India since the 1990s, its uptake has significantly increased in recent years. The present situation in India has been considered perfect for CrM to develop because of:

- the pressure to comply with CSR regulations,
- an increase in non-governmental organisations (NGOs),
- an escalating culture of brand-conscious consumers.

1.11.1 Pressure to comply with CSR regulations.

Large businesses operating in India are today subject to intense political pressure to participate in CSR initiatives like CrM. The Companies Act, 2013 was enacted by the Indian government in 2013. This law mandates corporate social responsibility for all Indian-registeredbusinesses with net worth of at least ₹ 500 cr, annual revenue of at least ₹ 1000 cr, and net profit of at least ₹ 5 cr. The Companies Act of 2013 mandates that, starting with the financial year 2014–2015, corporate entities that adhere to its requirements must allocate at least 2 percent of their mean annual income over the previous 3 years towards CSR initiatives. Approximately 6000 Indian enterprises were covered by this Act, many of which had no experience with CSR. This law places a strong emphasis on businesses engaging in CSR activities in the community in which they operate as well as those that are outlined in the Companies Act of 2013. The Act also lists the following as corporate social responsibility initiatives: *"eradicating severe hunger and poverty, promoting education, lowering child mortality, and enhancing maternal health."* This regulation enables businesses to carry out these tasks independently or in collaboration with an NGO. Because corporations in India currently engage in the CSR initiatives recommended by the Companies Act, 2013, CrM beinga subset of CSR fits into this Companies Act, 2013 properly. Hence post 2014-2015 many businesses in India started paying more attention to CrM for leveraging the benefit of workingalongside the NGOs to comply with the 2013 Companies Act.

1.11.2 Increase in non-governmental organisations (NGOs).

Due to the favourable conditions set by the Companies Act, the non-profit sector in India is best suited to utilise CrM. First, NGOs are provided with a business setting to collaborate with organisations/companies on issues that benefit the Indian public interest. Themajority of NGOs in India are already working on issues linked to children's health and education. These are a few of the causes listed in the Companies Act of 2013's preferred list of CSR initiatives. Indians are more engaged in causes relating to education and childcare,

according to earlier research studies on CrM in India. Second, the Companies Act of 2013 made NGOs an indispensable collaborator in the execution of CSR initiatives by corporate companies. There are almost 2 million NGOs in India, and the Companies Act of 2013 has benefited those NGOs searching for corporate collaborations. Finally, the development of the NGO industry and its rapid increase in the Indian diaspora is a result of the culture there, that values charitable work.

1.11.3 Escalating culture of brand-conscious consumers.

Prior to independence, Indian culture was based on a variety of beliefs, including Buddhism, Hinduism, Socialism, Gandhian philosophy, etc., that promoted mind-sets like anti-materialistic, humble life, and self-sacrifice. Indian consumers started to consume goods in anobvious way after independence and community development. Contrary to Indian national ideas of social responsibility and communal development, conspicuous spending has its roots in Western consumer values. Indian consumers, particularly those in the middle class, are morebrand-sensitive and defend their purchases by citing their commitment to their families as wellas the desire to advance in their caste or society. However, there is yet another category of shoppers in India. They are the moral consumers who are prepared to spend money on goods that enhance both their quality of life and society. According to an earlier survey by Zendesk (2017), approximately 77 percent of Indian customers are willing to purchase from companiesand pay a premium if the companies are working or committed to helping the communities. This is a major reason for businesses and NGOs to consider CrM in the Indian setting.

1.12   RATIONALE OF THE STUDY

Although CrM originated in the West, it has gained rapid acceptance and momentum in India and other countries in recent years. Abundant studies have been conducted in the developed economies of the world to examine the impact of CrM on consumer attitudes, perceptions, purchasing patterns, and choice of causes, thus shedding light on the topic from avariety of perspectives. As a promising and developing economy, India has a great deal of potential to make the most of innovative new strategic tools such as CrM. In India, CrM is a relatively new and challenging marketing communication concept, whereas, in countries suchas the United States, it has existed since 1983 (Bergkvist, and Zhou, 2021). According to priorresearch, CrM programmes have been effective in developed nations and have a major beneficial impact on firms, like increasing brand awareness, sales, profits, and consumer

satisfaction (Shabbir et al., 2010). As conventional humanitarian activities solely from the efforts of the governments decline, an amassed number of businesses/private establishments are forming commercially viable alliances with non-profit organisations to generate tangible returns (Westberg and Pope, 2005; Rego and Hamiliton, 2022). The fluctuating consumer attitudes have compelled marketers to address societal concerns and become more receptive to their social responsibilities in today's ever challenging and fiercely competitive marketplace. In addition, the customers' expectations from businesses have also evolved. They would prefer that businesses they patronise put greater emphasis on helping the community (Lee and Kim, 2016; Lee and Cho 2019). Marketers use CrM practises for financial advantage in addition to fulfilling social duties. The corporate sector in India is becoming more aware of several community-based programmes/campaigns that they could leverage. Consumers' reactions to these campaigns shape their opinions, preferences, and actions when they visit a store thus influencing their purchase intentions. The need to understand the customer reactions and outcomes to CrM is vital for any organisation. According to the vast scientific study on CrM, limited research has been done on CrM in the Indian context, with the majority of studies being done in western nations. As a result, the current study has investigated questions such as "how well-known are CrM campaigns among Indian millennials?" and "what influence does CrM have on purchase intention, and how do different moderators and mediators affect this relationship?" Customers in general support companies that are interested in social issues, and studies in Bangladesh and Jordan show that CrM has a large impact on consumers (Babu and Mohiuddin, 2008; Hashem and Niqresh 2020). In addition, customers are willing to switch their inclinations to more social causes committed products/services provided the price and quality are similar (Bronn and Vrioni, 2001; Sihombing, 2008). By examining the extent of CrM awareness, the relationship between CrM and purchase intention, and variables with moderating and mediating influence on the CrM and purchase intention the current study seeks to interject to the expanding body of understanding and comprehension of CrM and increase the theoretical and management understanding of this marketing strategy. The research focuses on the situation in India, where the concept of CrM and its acceptance has captured the attention of many businesses. Almost no research has been conducted on consumer awareness level in Punjab; this study filled the research gap by examining the general awareness and awareness for CrM campaigns and determining the correlation between awareness level and demographics. Similarly, no research has been conducted to determine the effective medium for broadcasting cause-related campaigns in Punjab. This is also a significant research gap. Even though the study is based on similar premises as previous research conducted in other

countries, insufficient research has been conducted on the mediating and moderating roles of variables affecting CrM and the purchase intent of millennials in Punjab. The mediating and moderating influence of variables like customer-cause involvement, warm glow, company-cause fit, and perceived company motive on CrM has not previously been investigated. Therefore, the study has also attempted to fill this void. Overall, a significant gap has been identified in the Indian milieu and limited to negligible studies on the undertaken objectives from an Indian perspective have been reported. Given the paucity of literature and information on this area, a modest effort has been made to examine the proposed objectives of CrM practises. Since CrM campaigns emphasise social needs, they have significant managerial and social implications for marketers, non-profit organisations affiliated with the charity, and consumers. This research would offer both practical and theoretical contributions to marketers, non-profit organisations, and consumers in general. Companies and marketing professionals can use the research findings to implement their CrM-based marketing campaigns.

1.13   OBJECTIVES OF THE STUDY

With all the gaps in consideration, the objective of the study is to seek a response from the consumer.

1. To determine the awareness level of millennials related to Cause Related Marketing Campaigns.

2. To examine the role of demographics in the relationship between cause-related marketing and purchase intention.

3. To study the effect of company-cause fit, perceived company motive, customer-cause involvement, and warm glow on purchase intention and on the relationship between cause-related marketing and purchase intention of millennials.

4. To ascertain the effect of Cause-Related Marketing on the millennial consumers Purchase Intention.

5. To identify the most prominent medium of promotion for generating awareness with respect to cause-related marketing campaigns for millennials.

1.14 NEED OF THE STUDY

CrM involves businesses and charities working together to promote a brand, product, or service. Unlike, typical marketing strategies focused solely on profit motives, CrM serves as a valuable tool in addressing contemporary social issues while also fulfilling essential business objectives. The concept behind CrM is to enable the public to contribute to charitablecauses while making purchases. It provides an opportunity for individuals who wish to supportnoble causes or socially and economically disadvantaged communities but lack access to reacha broader audience in need of assistance from a more privileged society. For many Non-Profit Organizations and similar institutions seeking to engage in socially responsible activities, funding can be a limiting factor. CrM bridges this gap by partnering with companies willing to allocate a portion of their product-generated profits to support worthy causes. Although this marketing strategy has been around for over 25 years, it remains relatively unknown to the public. This lack of awareness is not limited to consumers but extends to the responsibility of companies and NGOs involved in CrM. There is a need for greater efforts to popularize CrM and educate customers about its benefits to society.

1.15 SCOPE OF THE STUDY

This research aims to examine the influence of CrM on purchase intention among millennials in the state of Punjab. The study investigates the level of awareness among customers regarding CrM campaigns and their overall impact on purchase intentions. Furthermore, the study explores the potential mediating and moderating effects of various factors on the relationship concerning CrM and purchase intention. These factors include customer-cause involvement, warm glow, company-cause fit, and perceived company motive.Another aspect addressed in the current study is the examination of diverse media of promotionfor generating awareness of CrM campaigns among millennials. Understanding which media channels are more prominent in reaching and informing the target audience can be valuable forfuture CrM campaigns. Additionally, the study considers demographic variables to analyse whether age, gender, or other demographic factors play a role in the awareness and response toCrM initiatives among millennials in Punjab. The research aims to illuminate CrM campaign awareness, the influence of CrM on purchase intention and the influence of selected mediatingand moderating factors affecting CrM-linked purchase intention to help businesses and charities better their tactics to make a positive social impact while meeting marketing goals.

1.16 OPERATIONAL DEFINITIONS OF THE TERMS

In the study, seven key terms essential to the research are employed. These terms aredefined according to established definitions adopted by previous researchers, and their detailed explanations are summarized in the following table:

Table 1.5: Operational Definitions.

S.no.	Construct	Author (Year)	Definition
1.	CrM	Hyllegard, et.al., (2010)	A strategy of marketing aimed at encouraging the purchasing of a consumer good/service that, at the same time, contributes to a commitment to the social cause where there is a clear association between the selling of the goods or service of a business and its support for a social cause; includes a connection between donation, goods selling and customer intervention.
2.	PI	Aggarwal and Singh, (2019)	A possibility of intending to purchase a product, a kind of intention, consumers' behavioral disposition after receiving advertising message, and consumers' purchase commitment to certain brand or service. It is also a response of a consumer towards a product in the form of recommendation to others, enquiry about the product or to purchase.
3.	CCF	Varadarajan and Menon, (1988)	The perceived link between the social cause and the company's brand image, product line, target market, and its position. It refers to how compatible consumers consider the product/brand is with the cause/non-profit organization.

4.	PCM	Zasuwa ,(2016)	The inference's consumers make about the reasons behind the company's donation, such as supporting a cause that helps society.
5.	CCI	Patel et.al., (2017)	The degree to which consumers find a cause personally relevant to them, the cause influences the attitudes of customers towards the brand and can affect the purchase intention.
6.	WG	Andreoni, (1990)	A preference for voluntary giving over mandatory giving; a positive feeling that results from inferring that one is an unselfish, good person; helping others motivates customers to purchase goods or services, independent of other relevant attributes, such as quality or product performance from the inference that one is a good, unselfish person.
7.	Millennial	Dimock (2019)	Those born between 1981 and 1996 are to be referred to as the Millennial. They are brand conscious digitally connected individuals and place significant reliance on value derived from the product/service.

(Note: CCF= Company-cause fit; CCI= Customer-cause involvement; CrM=Cause-related marketing; PCM= Perceived company motive; PI= Purchase intention; WG=Warm glow)

1.17   OUTLINE OF THE THESIS

The current study has been divided into 5 chapters. The details are as follows:

Chapter 1: Cause-related marketing and research subjects are explained.

Chapter 2: Cause-related marketing theory and research are covered in the second chapter. It critiques cause-related marketing studies by several scholars. The chapter concludes with the research gap.

Chapter 3: The study's several research methods are described in the third chapter. The current study's research methodology, sampling design, sample size, and many analytical tools are described.

Chapter 4: The fourth chapter includes in-depth statistical analysis on the information gathered with the aid of a primary consumer survey.

Chapter 5: The study's several research methods are described in the third chapter. The current study's research methodology, sampling design, sample size, and many analytical tools are described.

Chapter- 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

An in-depth analysis of the current literature is required for a thorough literature study. The established ideas and proposed models that serve as the foundation for the ongoing research are discussed. An analysis of the existing literature was done as part of the study's literature review. The Funnel Strategy is frequently the most suitable approach that researchers can use to display their reviewed material. The funnel approach provides a structured framework for the literature review, allowing the researcher to organize the collected works systematically and present it in a well-structured manner. This strategy helps to effortlessly establish the research's legitimacy, originality, and significance when used successfully. Figure 2.1 illustrates the Funnel Method as depicted in this study.

Figure 2.1: Funnel approach to research
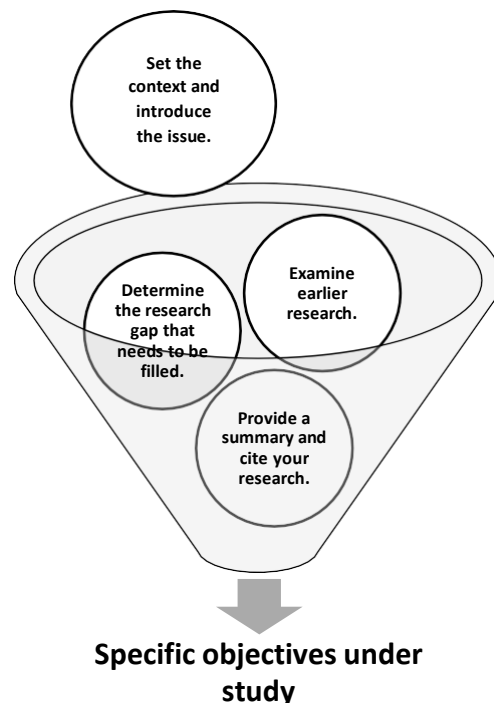
Source: Adapted from (Hofstee, 2006).

The literature review plays a crucial role in integrating and summarizing the pertinent research, with a specific focus on aspects closely related to the current study. Its primary objective is to identify the research gap by formulating the problem statement and conducting a thorough analysis of earlier studies. During the literature review process, various concepts and frameworks are developed to establish agreements, identify modifications, and highlight any existing shortcomings. This systematic approach helps to refine the research focus and define the scope of the present work (Hofstee, 2006).

The study involves a systematic categorization of existing collected works, organizing them into objective and logical concepts. The primary objective is to investigate the relationship between CrM and the purchase intention of millennials in Punjab. Through an examination of this specific context, the study aims to contribute to a deeper understanding of how CrM influences the purchase decisions of millennials in the region.

2.2 STUDIES ON CAUSE-RELATED MARKETING *(CrM)*

In their foundational paper on CrM from 1988, Varadarajan and Menon introduced the concept, described its specific characteristics, and outlined its benefits for both for-profit and nonprofit enterprises. The researchers also discussed potential CrM difficulties and recommended solutions to resolve these problems. Additionally, they investigated the complex mechanisms of CrM as a successful promotion strategy. File and Prince (1998) conducted a research study to examine the factors motivating small private enterprises to adopt CrM. They created a thorough questionnaire to investigate charitable and CrM-related motives. The study assessed the effectiveness of social cause marketing incentives in terms of raising brand awareness and promoting goods. Based on elements like cultural tradition and aesthetic enjoyment, philanthropic intents were assessed. The correlation research results showed that the main drivers of CrM for the majority (44%) of small private enterprises were raising brand awareness and enhancing product sales. Respondents were chosen using the snowball sampling technique, and a total of 486 responses were gathered (42.6 percent). Smaller businesses stated that their primary motivations for participating in CrM were cultural preservation (37.2%) and aesthetic delight (9.7%). These findings led the researchers to formulate the following hypothesis: CrM adoption by small private enterprises is significantly influenced by good outcomes such as enhanced brand recognition, greater product sales, and positive word-of- mouth. Sundar (2007) provided a thorough analysis of the idea of CrM, examining its origins

in the past and its international development. He divided CrM into Temporal (short-term campaigns) and Ongoing dimensions (long-term campaigns). He also explained how CrM differs from other marketing strategies like sales promotions and corporate charity. Sundar went on to investigate the factors that led to the adoption of CrM and classified cause-related programmes into three groups: transactional (started by purchases), message promotion (to spread awareness of the cause), and licencing (where a non-profit organisation permits a company to use its brand or symbol to market products or services in exchange for donations). Sundar suggested that CrM efforts might be divided into tactical and strategic categories. High brand-cause congruency, long-term commitment, significant resource allocation, and active managerial involvement in the initiative's implementation are just a few hallmarks of strategic CrM campaigns. The inadequate brand-cause alignment, a short-term commitment, decreased budget allocation, and minimal management engagement in the CrM initiative's implementation, on the other hand, characterise tactical CrM campaigns. In order to accomplish organisational goals, he highlighted the strategic use of CrM as a potent marketing tool. In a different study, Stole (2008) thoroughly examined how businesses use the causes for their CrM activities. The study found that companies were using CrM to boost their reputation among the public, increasing sales, and making money while also supporting charitable organisations. Stole blamed businesses, either directly or indirectly, for sustaining social issues by giving preference to less controversial causes over those with larger needs. In addition, he emphasised that companies frequently fail to disclose their contributions and that the popularity of cause-related advertising has diminished government financing for nonprofit organisations, leaving them dependent on commercial enterprises for financial support. In order to determine the efficacy of CrM and corporate social responsibility (CSR) in influencing positive consumer sentiments, Sheikh and Beise-Zee (2011) undertook an experimental research study. A total of 406 responses to a questionnaire were gathered and examined by the researchers. The study found no discernible difference between the beneficial benefits of CSR and CrM on consumer perceptions. CrM was discovered to be more cost-effective than CSR, and its effects varied according to how strongly customers identified with the cause. While consumers with low cause affinity did not respond as favourably to CrM, those with strong cause affinity did. Additionally, the study showed that among customers with strong cause affinities, CrM could be a useful tactic for reducing a negative CSR image, but the opposite was true for individuals with low cause affinities. A comparison study on customer perceptions of CrM in India and the US was undertaken in 2013 by Ferle et al. The researchers discovered that perceived company goals and innovation had the most effects on customer views. Additionally, they proposed that

the efficacy of the campaign might be considerably impacted by the cause's location (national vs. worldwide) and the type of company organising it (national vs. multinational). In comparison to American customers, Indian consumers believed that businesses' objectives were more unusual and altruistic. Additionally, Indian customers preferred national companies' CrM initiatives to those of foreign corporations. Nevertheless, neither Indian nor American customers reacted to CrM programmes particularly well, regardless of where the cause lay. Another study on CrM from an Indian viewpoint was carried out in 2014 by Thomas and Kureshi. The goal of the study was to locate CrM initiatives that were started in India between 1999 and 2012. They did online keyword searches and visited the official websites of companies and non-profit organisations to acquire information for the study. The researchers' conclusions led them to postulate that CrM would be a tactical strategy needing sustained commitment and efficient communication. They added that emphasising regional issues might improve how customers react to CrM activities. In another study, a conceptual framework was created by Christofi et al. (2015) to comprehend the CrM success elements in the services sector. They also investigated the relationship between CrM success and innovation. According to the research, a combination of the innovations and determinants could raise CrM's success rate. In order to obtain insight into the numerous aspects determining the success of CrM, Natarajan et al. (2016) conducted an extensive literature review. They examined 302 peer-reviewed articles from dependable sources that were published between 1988 and August 2016. The research revealed that a CrM campaign's chosen cause has a big impact on how well it does. The researchers advised prioritising cause appropriateness and cause worthiness during cause selection as a result. Additionally, they discovered that the level of visibility of a cause may influence a brand's decision. While national businesses could concentrate on national concerns to get more consumer attention, regional brands may profit from choosing local causes. The second most important factor in the success of CrM initiatives was determined to be effective communication. To lessen customer suspicion, brands participating in CrM were recommended to maintain excellent communication regarding the campaign. Customer involvement in the CrM initiatives rose as consumer distrust lessened. The researchers hypothesised that allowing customers to choose the cause they want to support could increase consumer support for CrM even further. They also learned that in order to assure CrM's success, the chosen cause should have a broad influence across all consumer groups, avoiding causes that just benefit particular demographics. Cause familiarity was another element that contributed to CrM's popularity. The study discovered that it was crucial to pick a cause that customers could identify with or get behind. A strong product-cause fit must be maintained if

customers are to believe that the company is acting with goodwill and sincerity. In order to assess the effectiveness of CrM in bringing new items to the Indian market, Shree et al. (2017) undertook a study. The 150 replies that were gathered by the researchers revealed that CrM was particularly beneficial for marketing recently released products and interacting with customers. The study came to the conclusion that new market entrants could tactically employ CrM in a strategic manner. Bergkvist and Zhou (2019) used a thorough examination of the literature on CrM to come to their conclusions, and they used a dual-path model they named "*Bergkvist and Taylor's model of Leveraged Marketing Communications.*" They noticed that the majority of the current research on CrM concentrated on brand factors, brand-cause fit, campaign elements, donation factors, and only a small number of studies took gender and self-construal into account. The researchers drew attention to a bias in the studies that portrayed CrM as a favourable influencer on outcomes related to brands. They recommended that in order to better comprehend the results of CrM, future study should examine it in conjunction with several other disciplines and novel theoretical frameworks. On brand attractiveness, brand attitude, customer-brand identification, and consumer-brand loyalty, Lee and Johnson (2019) examined the effects of four CrM strategies (sponsorship-linked marketing, cause-related event marketing, transaction-based CrM, and cause-related experimental marketing). Two groups of respondents, 344 in group 1 and 415 in group 2, received questionnaires, which were distributed. The study found that CrM had a big impact on how people reacted to fashion businesses. Particularly, cause-related event marketing had a significant impact on brand distinctiveness. The results showed that a brand's socially conscious image sets it apart from rivals and attracts customers. Positive brand attitudes and enhanced loyalty were linked to more aesthetically pleasing brands through improved brand awareness. The propensity of millennial customers in Italy to support Corporate Social Responsibility (CSR) initiatives run by food firms through CrM campaigns was investigated by Lerro et al. (2019). In four separate scenarios, participants were invited to contemplate giving up their favoured brand of chocolate snack in favour of one that promoted various environmental and social issues. The findings showed that brand loyalty and CrM belief were crucial determinants of millennial customers' propensity to fund CSR programmes. In addition to socio-demographic characteristics, societal and environmental considerations also had an impact on consumer choices. Food firms can utilise this insightful marketing data to determine which CSR initiatives are favoured by consumers and how to concentrate their efforts on ethical advertising. Lin and Lin conducted research on the effects of CrM on brand perception and consumer purchase intentions in the travel and tourism industry in 2019. They gathered information from 500 tourists in Taiwan

and used structural equation modelling to examine 357 valid responses. The research revealed that CrM had a favourable and significant impact on brand perception, and there was a direct link between customer intentions to support charity causes and brand perception. To better comprehend the subject, Vrontis et al. (2020) carried out a thorough analysis of the available CrM literature. They discovered that although CrM research was ongoing and expanding quickly, there were several gaps and inconsistent empirical results. Additionally, they emphasised the disparate theoretical underpinnings of CrM as well as the paucity of international marketing research in this field. The researchers made encouraging recommendations for further global investigations on CrM. The economic benefit of investing in CrM was looked into by Das et al. in 2020. They examined 127 causality-related advertising initiatives from 1991 to 2011 and discovered a significant return of 74% after just two trading days. This showed how effective CrM programmes had been overall. The study also looked at cause-product connections and additional company contributions as influences on the anomalous results. Based on the circumstances in which customers are permitted to select the beneficiary cause, geographic proximity, and type of charity/donation engaged, Christofi et al. (2020) characterised customer involvement in CrM campaigns. In terms of coverage, customisation, decreased consumer scepticism, and good word-of-mouth persuasive behaviours, they suggested that customer engagement could improve the success of CrM efforts. The psychological consequences of a trending CrM campaign on social media were researched by Mora et al. in 2021. They divided online users into various affinity groups and assessed how they reacted to a popular pet adoption advertisement. The findings revealed that users with high affinity were significantly impacted by the campaign, but users with low affinity were only somewhat impacted, and users with intermediate affinity were uninterested in the campaign. Amawate and Debb (2021) looked into the factors that contribute to consumers' distrust about CrM and its outcomes. The influence of consumer scepticism on patronage intention was explored along with how gender and brand image attitudes mediated and mitigated the effect. According to the study, scepticism and patronage intention are significantly influenced by gender and brand image attitude. The CSR-luxury paradox, which might present difficulties for luxury businesses implementing CSR programmes due to potential conflicts between self-enhancement and prosocial principles connected to luxury consumption, was addressed by Kim et al., (2022). To optimise the beneficial benefits of CSR, the researchers offered techniques that luxury businesses might utilise to match prosocial causes with the values of their wealthy clients. The impact of framing messages and CrM on crowdfunding backing intentions was examined by Kuo et al. in 2022. They carried out an

online experiment and discovered that when it came to goal and attribute framing, negative messages had stronger backing intents. Positive attribute framing messages with CrM had higher backing intentions than those without, while crowdfunding stories with CrM boosted backing intentions more than those without. Badenes-Rocha et al. (2022) used eye-tracking software to track visual concentration as they investigated the effects of CrM on brand perception and corporate image. They discovered that greater levels of visual attention were linked to attitudes and actions that were more supportive of the cause and organisation. When participants saw how the company handled objectionable user-generated content, their trust and advocacy decreased. Thomas (2023) concentrated on the knowledge of the consumer, the scope of the cause, and the proximity of the contribution to identify the variables impacting Indian customers' inclinations to participate in CrM. The study clarified the area of CrM research in emerging markets and offered marketers useful information. Terblanche et al. (2023) looked into middle-to-high-income customers' perceptions of CrM and their responses to various marketing framework elements. According to the study, South African consumers prefer marketing campaigns that support education, and low-involvement items, particular recipients of donations, and sizeable gift amounts had the biggest impact on their opinions. The research findings aid in the creation of marketing strategies with a social conscience for middle-class to wealthy South Africans.

2.3 STUDIES ON CAUSE-RELATED MARKETING *(CrM)* AND DEMOGRAPHIC VARIABLES

Many academics have performed studies to look at how consumers react CrM in various circumstances and demographics. For instance, Cui et al. (2003) carried out an experimental study with a focus on Generation Y consumers to examine how they reacted to CrM depending on several elements like the kind of cause, the kind of support, and the frequency of support. Their research showed that Generation Y consumers preferred national causes over local ones and responded more favourably to unexpected disaster causes than to continuous causes. Additionally, their assessment of CrM offers was significantly improved by non-transactional donations and long-term support. The socio-demographic aspects, such as gender, that the researchers also took into account had a significant impact on how Generation Y consumers reacted to CrM. Similar to this, Yavas et al. (2007) looked at how Tweeners (ages 8 to 12) felt about CrM and discovered that they were most in favour of animal causes, followed by social causes and humanitarian causes. Their opinions of CrM were unaffected greatly by the cause's

distance (local vs. national). However, all three factors were positively correlated with Tweeners' perceptions of CrM commercials, indicating that CrM campaigns were successful in appealing to this demographic. Consumer views of CrM in terms of gender and donation size were examined by Moosmayer and Fuljahn (2010). They discovered that consumers' perceptions of corporate behaviour and their attitudes toward the product and CrM ads were highly influenced by gender. Consumers' perceptions of the benefit to the nonprofit organisation were influenced by the amount of the donation. However, neither gender nor donation volume significantly impacted customers' perceptions of CrM. Other studies conducted on gender were by Anuar and Mohammad, (2014) and Ferraris et al., (2020). In their 2011 study, Ahmad et al. concentrated on the impact of customer demographic traits on factors linked to CrM, such as brand loyalty, buy intentions, and sales in Pakistan's Fast-Moving Consumer Goods (FMCG) sector. Their research showed that most customers had positive sentiments about brands that supported causes because they believed these brands to be virtuous. CrM-friendly attitudes were linked to higher brand loyalty and better product sales. Zeynali and Golkar (2013) investigated how gender and cause importance affected consumer purchase intentions for CrM and discovered that cause importance had a significant and positive impact. Additionally, gender moderated the effect, with men and women responding to CrM in different ways. Consumer views regarding CrM were more favourable and purchasing intentions were higher among female consumers. Vilela and Nelson (2016) evaluated the influence of long-term and short-term consumer persuasion in CrM and the gender differences in Generation Y consumers' responses to CrM. They discovered that women from Generation Y responded to CrM more favourably than males did. Although short-term impacts of CrM were identified, there was no long-term influence on customer purchase intentions. Responses to CrM were dynamic and changed over time. Witek (2016) conducted a thorough investigation into the impact of customer sentiments regarding CrM in Poland based on age, sex, education, and financial circumstances. According to the study, young, educated women had greater and more favourable attitudes toward CrM. Many customers also expressed a desire to buy products that support causes and thought about the goals of CrM when making purchases. Nelson and Vilela (2017) looked at how customer responses to CrM messaging changed over time depending on brand usage and gender. They discovered that after being exposed to CrM messaging, non-brand users' purchase intentions increased, with men having a greater influence than women. There was, however, no evidence of a long-term impact on customer purchasing intentions. The effects of Traditional CrM efforts (donating a part of sales) and Strategic CrM efforts (donating a product for each product sold) on millennials'

attitudes and purchase intentions toward CrM were examined by Eastman et al., (2019). Their research revealed that millennials' attitudes and purchase intentions differed depending on the product categories, and that while strategic one-for-one tactics improved attitudes, they did not significantly raise purchase intentions. The study also emphasised how social media helps millennials become aware about CrM. The goal of a study by Lerro et al. (2019) was to examine how various CrM advertisements affected young customers, particularly Millennials. The researchers looked at four different CrM campaigns that supported social, environmental, local community, and international concerns. The main goal was to comprehend how Millennials' readiness to move from their preferred chocolate snack to another brand that supported a particular Corporate Social Responsibility (CSR) programme was influenced by their faith in CrM, brand loyalty, and environmental and social concerns. According to the study's findings, customers' readiness to switch to a different brand's product was consistent across all CSR variables that were looked at. This implied that Millennials have a general preference for and a favourable inclination toward CSR projects. The survey also found that Millennials were significantly influenced by brand loyalty, environmental and social concerns, and trust in CrM when deciding to switch to a chocolate snack that supported a particular CSR cause. Consumers' propensity to support all of the various CSR characteristics was found to be positively influenced, particularly by faith in CrM efforts and environmental concerns. This suggests that consumers are more likely to adopt and support CrM initiatives when they believe the campaigns are real and credible and when they care about the environment. Previous research has identified that brand loyalty is a plausible potential barrier for encouraging customers to move to another brand that supports CSR programmes. Strong brand loyalty may prevent customers from switching brands despite favourable sentiments about CSR since they are emotionally invested in their favourite brand. The study also showed that support for CSR initiatives for non-local community causes was significantly influenced by social concern. Strongly socially responsible consumers were more likely to support programmes that aimed to help communities outside of their immediate area. The study also provided fascinating demographic-based insights. In the case of gender, comparatively, to their male counterparts, female participants demonstrated a stronger inclination to support pro-environmental initiatives and non-local community issues. Urban dwellers were more likely to give social issues precedence over environmental considerations. Additionally, customers were less likely to support CrM practises if their monthly family income was higher than the national average. In a study by Chattananon et al. (2008) their main objective was to investigate the effect of CrM programmes on company image. The authors of this report emphasised that prior research

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had not sufficiently taken into account the opinions of persons taking part in or benefiting from CrM activities. The study used a Thai model of societal marketing to examine the impact of a cause-related marketing campaign on business image in order to address this. This case study is thorough and well-supported because the researchers collected data from 1,071 campaign participants who took part in the CrM initiative. The study's conclusions showed that the CrM programme helped the participants' perceptions of the company image to change for the better. This suggests that customers who participated in the CrM effort had a favourable opinion of the business, perhaps as a result of the association with the social purpose. It's interesting to note that the study also pinpointed a crucial demographic factor that affected how customers felt. Participants from lower-income households showed more favourable sentiments about the business image than those from higher-income households, which stood out as a significant component of the study. This result implies that CrM programmes may be more well-received by customers from lower socioeconomic backgrounds, perhaps because they identify more strongly with the social cause or value the company's efforts to solve social issues. These findings have significant consequences for marketing managers and legislators. Understanding how CrM affects corporate image can help marketers create more successful and focused efforts to enhance brand recognition and customer perception. Recognizing how money affects consumers' opinions can also help marketers modify their messaging and interaction tactics to appeal to various consumer segments. At the individual level, Antonides and Van Raaij (1998) underlined the subjectivity of perception. They emphasised how each person's particular experiences, personal circumstances, and life events shape how they perceive the world. As a result, depending on their socio-demographic characteristics, consumers' interpretations and reactions to CrM activities are likely to vary. Age, gender, education, income, and cultural background are just a few examples of the many characteristics of people that make up socio-demographic variables. These elements significantly influence how people's attitudes, behaviours, and beliefs are formed. As a result, when consumers are exposed to CrM activities, their socio-demographic profile may have an impact on how much they are aware of, comprehend, and emotionally connected to the cause being pushed. Customers of different ages, for instance, might be more or less familiar with social issues or charitable causes, which could affect how receptive they are to CrM efforts. Similar to this, people from different socioeconomic backgrounds may have varied priorities and preferences, which can affect how inclined they are to support a cause through their purchasing choices. The researchers' findings imply that while developing and executing CrM initiatives, marketers and organisations should take the variety of their target audience into account. Marketers can customise their messaging,

communication platforms, and promotional techniques to resonate with particular target segments by knowing how socio-demographic factors affect consumer responses. Recognizing the subjectivity of perception also suggests that not all consumers may be affected equally by CrM programmes. While some people might be deeply moved by a cause and be more likely to support it, others might not be as impacted or may have entirely other priorities. Understanding these variations can assist marketers in establishing reasonable expectations for their CrM efforts and informing decisions on resource allocation and campaign goals. In studies by Cui et al. (2003) and Galan Ladero et al. (2015), the concern of demographic response to CrM was examined; nevertheless, the findings revealed variation. Cui et al. (2003) created an experimental study to investigate how Generation Y consumers responded to various CrM projects based on the cause- type, frequency and support. The study also looked at how socio-demographic elements affected how Generation Y customers reacted to CrM. Despite the fact just 364 genuine responses were gathered by the researchers for their analysis, the study's results showed that Generation Y consumers reacted well to CrM in general. However, the findings did not hold true across all demographics when it comes to certain criteria like cause type and support type. According to socio-demographic factors, the effect of cause type and support type on customers' assessments of CrM offerings, for instance, varied. Similar to this, Galan Ladero et al. (2015) investigated how socio-demographic factors affected consumer perceptions of CrM. They looked into people's attitudes toward social, humanitarian, and animal rights concerns as well as municipal and governmental causes. The study gathered responses from Tweens between the ages of 10 and 12 and discovered that socio-demographic characteristics did not consistently affect views toward various causes. Additionally, there were differences in how male and female customers reacted to CrM in terms of the association between cause importance and purchase intentions. The inconsistent nature of these research' findings emphasise how complicated consumer behaviour is and how many variables can affect how people react to CrM. Undoubtedly, socio-demographic factors influence consumer attitudes and behaviours, but the extent to which they have an effect will depend on the particulars of the CrM effort and the characteristics of the target audience. These results imply that when creating CrM initiatives, marketers and organisations need to take a sophisticated approach. In addition to taking socio-demographic factors into account, it is crucial to comprehend the target audience's particular interests, values, and motivations. Campaigns can be made more effective and memorable by tailoring CrM initiatives to appeal to particular customer categories and taking into account individual variations. When analysing customer responses, notably in the context of CrM, gender influences have been an important topic of

investigation. Gender differences in views toward firms and causes in CrM ads have been the subject of numerous research. Pham (1992) and Youn and Kim (2008) discovered that, when compared to males, women generally exhibited higher positive sentiments about the organisation and the purpose of CrM projects. In line with this pattern, women responded to CrM more favourably than men did in the Cui et al., 2003 study on Generation Y consumers. However, there have also been findings that are in opposition. Many studies showed no appreciable differences between men and women's attitudes toward the company involved in CrM activities (Barnes,1992; Chaney and Dolli; 2001). Despite this, Ross et al. (1992) found that females tended to interact with CrM brands more than the opposite gender did, suggesting that female consumers are more involved and interested in the products. In addition, gender has been demonstrated to affect how people see giving to charities, as Newman (2000) emphasises. According to the study, men and women have different perspectives on philanthropic endeavours, which may have an impact on how consumers perceive and react toCrM efforts that promote charity and social concerns. Gender also modifies some psychological qualities associated with scepticism regarding CrM advertising, in addition to attitudes and involvement. Chang and Cheng (2015) investigated the relationship between psychological characteristics and scepticism about CrM commercials and discovered that gender acted as a moderating influence. This shows that depending on their unique psychological characteristics, men and women may have various levels of scepticism toward CrM messaging. Age has been noted as another variable influencing CrM attempts (Youn andKim 2008). According to Moosmayer and Fuljahn (2010), customers' values, attitudes, and behaviour regarding CrM are influenced by their age. Customers from Generation Y had a favourable opinion of CrM techniques, according to research by Cui et al. (2003) and Youn and Kim (2008) for younger customers. However, Galan Ladero et al. (2015) did not discoversignificant differences in views regarding CrM that were connected to age. Youn and Kim (2008) looked at the impact of education on CrM reaction and came to the conclusion that sentiments regarding CrM among customers are unaffected by one's degree of education. Cuiet al. (2003), particularly when looking at gender inequalities, discovered a favourable association between the respondents' education level and their support for CrM campaigns. Studies by Barnes (1992) and Cui et al. (2003) and others indicated that higher income familiessupported CrM campaigns more when taking into account household income. However, neitherChaney and Dolli (2001) nor Youn and Kim (2008) found a significant relationship between income and CrM response. Galan Ladero et al. (2015) found that sentiments toward CrM weremostly unaffected by affluence. According to Till and Nowak (2000), different target audiences

place varying weights on social and environmental issues. They recommended that a thorough research and assessment of the particular situation are necessary to achieve a good match between consumers, brands, and causes. In conclusion, it has been determined that age, education, and income may influence how consumers react to CrM. The complexity and context-dependent character of CrM's influence on customer attitudes and actions is indicated by the fact that the results from many studies are not always consistent. For marketers to create effective CrM strategies that connect with particular consumer demographics and encourage meaningful engagement with cause-related efforts, they must have a thorough understanding of these elements. Thomas and Kureshi's study (2020) found that when comparing assisted and unaided awareness, men showed greater awareness of CrM than women. Only those with unaided CrM awareness showed a substantial gender difference. These findings imply that raising women's awareness may be a priority in future CrM communication efforts. The study also provided evidence that age and CrM awareness are related, with older adults showing more awareness than those who are younger or middle-aged. The study discovered a substantial variation in unaided awareness depending on education level, but not in aided awareness. The highest levels of both assisted and unaided CrM awareness were seen in postgraduate students. There were no notable differences in CrM awareness according to income. People with yearly salaries below 0.2 million and over 1 million, however, showed higher levels of both unaided and aided awareness, which is significant. These findings highlight the need of including demographic information such as gender, age, education level, and income when developing CrM communication strategies. Marketers might adjust their strategies to focus on particular populations that might show varied degrees of awareness about CrM. Understanding these subtleties can help create CrM ads that are more efficient and relevant to particular customer groups.

2.4 STUDIES ON CONSUMERS' AWARENESS TOWARDS CAUSE-RELATED MARKETING *(CrM)*

The study by Ross et al. (1991) examined consumer reactions to cause-related marketing (CrM) and its advantages for businesses and nonprofits. They spoke with 225 respondents via convenience sampling to ascertain their opinions on CrM. 53 percent of consumers were found to be aware of CrM and to be able to recall its commercials. Additionally, 51 percent of customers had a favourable opinion of businesses and charitable organisations using CrM, and

67.6percent said it was a successful marketing technique. Furthermore, 54 percent of customers were willing to transfer their loyalties to the companies supporting CrM activities, and 48.7 percent of consumers were informed consumers that previously bought products with a social impact. The survey also discovered that customer purchase intentions were affected by the size of charitable donations made by the business entity by 47 percent, with most consumers preferring to support local or regional causes versus those that are national or international. Consumer interest in CrM advertising increased when diseases or natural calamities were involved. Adding to this another study conducted by Webb and Mohr (1998) created a framework to examine attitudes toward the CrM related company and the goals of non-profit organisations, along with customer understanding and the impact of CrM. Respondents were categorised as Skeptics *(sceptical of CrM),* Balancers *(ready to buy things that help causes),* Attribution-oriented *(considering company motives),* and Socially Concerned *(willing to support the cause).* The majority of consumers were aware of CrM, and they did not have a distinctly positive or negative opinion of businesses that used it. Some believed the company's goals were for profit, while others believed they were for the greater good. Consumer perceptions of non-profit organisations engaged in CrM were generally more favourable, with many consumers seeing their motivations as kind. The emotional involvement of the consumers in CrM activities was studied qualitatively by Broderick, et al., (2003). They looked at the "Breast Cancer Awareness Crusade" and "Tickled Pink" campaigns from ASDA and AVON, respectively. Twelve customers who had made charitable purchases or taken part in CrM activities were questioned in-depth. Consumer awareness, perception, and reaction to CrM were significantly shaped by emotional individual participation. Consumer outcomes were significantly influenced by the organisations' credibility when they worked together on CrM. Oktorio (2005) looked at how consumer perceptions of the benefits of CrM and their awareness regarding CrM affected attitudes and intentions to make purchases, using brand image and business reputation as mediating factors. According to the findings, CrM has a positive impact on brand perception, business reputation and CrM awareness. However, CrM's direct impact on consumer attitudes was insignificant, although brand image significantly impacted consumer attitudes, which then positively impacted purchase intentions. Kim, et al., (2005) investigated the effects of corporate credibility and product cause relatedness on consumer attitude and awareness toward the brand and the company in the setting of CrM. According to the findings, customers' perceptions of a company's brand and its reputation were significantly influenced by its corporate credibility. The most positive consumer brand attitude was produced by the union of high company credibility and a cause unrelated to risk, while the

relationship between the cause and product risk resulted in a negative consumer brand attitude. In 2005, Westberg and Pope analyzed the impact of CrM on changes in the company's CrM approach and purchase intentions among Australian consumers. The results showed that CrM affected brand attitude shifts among consumers but did not significantly affect purchase intentions. Consumers' perceived brand-cause fit influenced their attitude toward CrM positively, while consumer personal values did not significantly affect either a change in brand attitude or purchase intentions. In 2005, Potter and Adam performed a study in Australia to examine how consumers felt about CrM and how they felt about giving to charities and corporate philanthropy. The research revealed favourable consumer perceptions of charitable giving and CrM, as well as a strong positive link between these two variables. Customers viewed CrM and corporate philanthropy similarly and preferred to support regional or domestic causes over global ones. Health-related causes were the most favoured among the causes taken into consideration, whilst religious causes were the least favoured. Consumer impressions of CrM and its advantages for businesses and non-profit organisations were investigated in a study by Farache et al. (2008). Despite knowing that corporations involved in CrM also benefited from it, the data suggested that customers had favourable opinions of these businesses. The well-being of children, funding for medical research, and assistance for developing nations all attracted consumer favour. The involvement of the consumer was a crucial component that affected attitudes and behavioural intentions. Customers viewed the collaboration between businesses and nonprofits favourably. The effect of CrM on young consumers' views was investigated by Anghel, et al., in 2011. According to the findings, the majority of consumers had a favourable opinion of CrM and were eager to purchase products that supported social causes. Additionally, they were willing to pay a premium for cause-related goods over alternatives and thought businesses should commit to CrM for the long haul. CrM was viewed as an efficient tactic to enhance corporate reputation and image. The impact of an organization's initial judgement of its ethical character on the impact of its image after joining CrM was examined by Strahilevitz, (2013). Three categories of perceived ethical nature (ethical, unethical, and ethically neutral) were used to measure perceived ethical nature, while perceived motives were used to measure the impact of joining CrM. (ulterior vs. altruistic). The findings of two research suggested that customers were already aware of CrM efforts and viewed the motivations of unethical businesses as ulterior, but they viewed the motivations of ethically neutral businesses as less altruistic. CrM had a negligible effect on how ethical businesses were perceived, a considerable effect on how ethically neutral businesses were perceived, and a moderate effect on how unethical businesses were perceived. In 2013, García,

et al., examined the impact of CrM on the shift in young consumers' brand attitudes in Spain. A structured questionnaire was given to 104 respondents who had no prior knowledge of the CrM campaign or the brand in question as part of an experimental study that was carried out in two stages. The results showed that, particularly among women, customer perception of the brand declined as a result of the association with CrM. For both brand consumers and non-consumers, the difference was insignificant. In their 2018 study of young consumers' opinions toward CrM, Agrawal and Goyal discovered that 74 percent of customers were eager to purchase products for a good social reason. In addition, 87 percent of respondents said that businesses should maintain CrM as a long-term commitment, and 52 percent of consumers were willing to pay more for products that supported a cause. These studies highlight the critical role that CrM plays in influencing consumer awareness and purchase intentions. They also highlight the importance of factors like company-cause fit, perceived company motive, customer-cause involvement, and a warm glow in influencing consumer responses and strengthening the link between CrM and purchase intention.

2.5 STUDIES ON CAUSE-RELATED MARKETING *(CrM)* AND PURCHASE INTENTION *(PI)*

The term "purchase intention" describes a customer's propensity to make a quick purchase of a good or service from a certain business. According to Lin et al. (2019), purchase intention is the likelihood of intending to purchase a product. This encapsulates consumers' behavioural propensity following exposure to commercials as well as their dedication to purchasing a certain brand or service. The decisions made by consumers in response to advertising are significantly influenced by this. The term "purchase intention" is frequently used in research to refer to consumers' future plans. Purchase intention refers to the behavioural reactions a consumer makes both before and after the actual financial transaction for goods or services (Belanche et al., 2017). The chance of a purchase, according to Grolleau et al. (2016), depends on how the price paid and subsequent perceptions are related. The perceived value of the products has an impact on consumers' plans to make purchases. Customers gather data from past interactions or other sources, carefully assess it, and weigh it before making a purchase, as mentioned by Kotler and Keller (2015). Using a person's purchase intention as a barometer for consumer behaviour, it is possible to determine how likely they are to acquire a product (Liu et al., 2018; Zhang et al., 2018). Customer purchase intentions for brands and companies who engage in CrM appear to be stronger, according to previous research (La Ferle, et al.,

2013). However, it is well known that many clients feel that these CrM initiatives are mostly focused on enhancing the company's earnings and image rather than purely serving the sponsored cause (Ellen, et al., 2006). As a result, consumers frequently find it difficult to tell which products are associated with CrM and which are not. Edmondson and Lafferty (2014) further contend that there are more critical aspects that affect consumers' purchase intentions and are more important to them than the simple existence of a CrM campaign. As an illustration, factors like product cost and brand loyalty have a stronger effect on consumer behaviour. Companies should therefore implement a thorough marketing plan that considers these many elements to successfully influence consumers' purchasing inclinations. Bester and Jere, (2012) in their study found that when consumers see a personal value in an organisation's association with a cause, their intentions to purchase products tied to that cause tend to grow. The results of the study were similar to the findings of the study investigated by Patel et al., (2017). When the products are in line with social issues, especially among Generation Y customers, who strongly identify with social concerns are consequently predisposed to have good opinions of the brand and show a stronger inclination to make a purchase (Aggarwal and Singh, 2017). Numerous researchers have investigated the factors that influence the connection between CrM and purchase intention. Researchers Eker and Borak (2020) and e-Silva et al. (2020) looked at the connection between corporate reliability, the type of CrM campaign, and their influence on purchase intention. They looked at how a company's employment of a certain CrM approach and customer faith in that strategy affected customers' propensity to purchase. Similar to this, Cosgrave, and O'Dwyer, (2020) investigated how millennials view ethical issues in CrM in international marketplaces and discovered that CrM positively influences millennials' propensity to make purchases, with ethical considerations playing a crucial role in their purchase decisions in response to CrM advertising. Marketing professionals may develop effective CrM programmes that appeal to this customer group by understanding these ethical concerns and millennial preferences. Chaabouni et al. (2021) demonstrated that large donation sizes can provoke skepticism, which negatively influences warm glow and purchase intentions. Shetty et al. (2021) emphasized the role of cause-product congruence and consumer-cause identification, showing that positive attitudes mediate the relationship between CrM and purchase intentions. Terblanche et al. (2022) highlighted that specific campaign structural elements, such as low-involvement products and high donation magnitudes, significantly impact consumer responses. Finally, Ye et al. (2021) compared two CrM approaches, BOGO and BOGM, revealing that the product type and perceived helpfulness are crucial in determining consumer preferences involving purchase intentions. Chetioui and Lebdaoui (2022) used their

research to showthat consumer attitudes toward COVID-19 cause-related advertisements had a big impact on their purchasing choices. Al. Homssi et al. (2023) found a positive relationship between CrM and brand image, perceived quality, and purchase intentions, with consumer skepticism moderating these effects negatively.   These views are impacted by a number of variables, such as emotionalarousal, the amount donated, identification with the cause, and subjective norms. Also influencing the relationship between emotional arousal and customer purchase intentions are views on COVID-19 cause-related commercials. In other words, people's sentiments regardingCOVID-19 cause marketing are influenced by their emotional arousal levels, which in turn influence their likelihood of making a purchase.

2.6 STUDIES ON CAUSE-RELATED MARKETING *(CrM)* AND COMPANY-CAUSE FIT *(CCF)*

According to a 2018 study by Edelman, social concerns globally have a substantial impacton 64% of consumer decisions. Programs for corporate social responsibility can help lessen the detrimental effects of competitive crises. However, as CrM gains popularity as a corporate social responsibility approach, businesses encounter more difficulties in drawing customers' attention to their goods. To succeed in a competitive environment, companies must meticulously select a social cause that fulfils several criteria, including a strong association with the company (i.e., company-cause fit), differentiation from competitors' causes, and relevance to consumers. The effectiveness with which a firm supports a particular cause is what Gwinner and Eaton (1999), Yoon et al. (2006), Barone et al. (2007), and Trimble and Holmes (2013) refer to as company-cause fit. It is described as the perceived congruence between a company's operations and a societal issue by Du et al. (2010), who emphasise the relationship between the two. According to Robinson et al. (2012), it refers to the degree of a corporation's ties to the causes it supports. Factors like a similar client base or shared values between the business and the cause might influence how well a marketing plan fits the cause (Nan and Heo, 2007). According to Zasuwa's (2017) research, a good company-cause fit may discourage dishonest business practices by lowering customer vigilance and encouraging more effective information processing. Additionally, Pracejus, et al., (2020) discovered that the company-cause fit impacts whether cause-related marketing initiatives have a favourable or unfavourable impact on how consumers view the brand. A study conducted by Hong et al., (2019) in Malaysia found that company-cause fit is one of the factors that influence the attitudes of people towards CrM efforts of a company. According to Samu and Wymer (2009), strong levels of

similarity between two organisations are necessary for a fruitful strategic partnership. Gwinner (1997) makes a distinction between sponsored fit based on images and fit based on functions. While functional-based fit refers to the similarity between a company's or its product's functional features and those of the sponsored cause, image-based fit refers to the consistency between aspects of the firm's and the cause's images (Trimble and Rifon, 2006). According to Gupta and Pirsch (2006), associative learning increases customers' propensity to purchase goods when they see connections between companies and charitable organisations that are similar to their own, making a strong company-cause fit essential. Enhancing consumer views, brand identity, and reputation are all advantages of a great company-cause fit for the corporation (Cheron et al., 2012; Sung et al., 2021). Stronger company-cause fit, according to Rifon et al. (2004), improves not just the ratings of the CrM campaign but also how people perceive corporate motives, giving the sponsoring company more credibility and promoting more positive sentiments. However, some industry experts think that customers may respond less favourably to cause-related marketing campaigns or products if there is a misalignment between a company's principal business and the cause it supports. This may lower consumers' faith in the campaign's sponsor (Pracejus and Olsen, 2004; Pracejus et al., 2020; Hong et al., 2019). However, some claim that there may be good reasons for a company to support a charity that isn't in line with its mission (Cornwell et al., 2006). Businesses may need to increase their philanthropic giving to overcome the low-cause fit issue (Chang and Liu, 2012), or make sure that their target market is appropriately demonstrated and informed of their sincere intentions (Olson and Thjomoe, 2011). In industries with a bad reputation, the effect of company-cause fit could also be different (Austin and Gaither, 2019). High-fit advertising in these sectors may make consumers sceptical, but low-fit advertising can lead to more positive opinions and plans to sell products there. Additionally, factors like message specificity and client attitude affect how doubtful clients are of a company's social responsibility (Lim, 2019; Yucel-Aybat and Hsieh, 2021). Additionally, research has shown that consumer responses to CrM efforts might depend on the sort of CSR activity, industry type, and customer preferences (Kim, 2019; Shen and Bae, 2019). Additionally, according to Pangan and Shim (2021), the company-cause fit influences how consumers react to cause-related marketing and cause sponsorship, with a better match leading to more favourable responses. As consumer social concerns and expectations for corporate social responsibility grow, the significance of company-cause fit in cause-related marketing campaigns becomes increasingly essential. Businesses must carefully consider the investments they make in cause-related marketing and take into account a number of aspects, including how well the firm fits the cause, in order to assure the success of their efforts. Recent

studies examine the effects of CrM campaigns, focusing on cause-company fit, customer-based legitimacy, and shared value creation. Castellano et al. (2023) explored CrM in the pandemic context, showing that cause-company fit can enhance customer legitimacy and reputation, moderated by trust and betrayal. Bairrada and Coelho (2023) analyzed perceived altruism in CrM, demonstrating that company-cause fit and consumer-cause identification positively impact corporate image, which in turn influences purchase intention and consumer satisfaction. Another study by Ye et al. (2022) highlighted the importance of company-cause fit and cause-self-identity fit in CrM, suggesting that these factors promote self-expansion and brand engagement. A research by Castellano et al. (2023) further emphasized the link between CrM and shared value, proposing that effective CrM communication can create mutual benefits for companies and social causes. Overall, conducting a study on the influence of company-cause fit in the context of cause-related marketing and purchase intention is crucial to provide businesses with insights on how important it is to strategically select and position the cause with the company objectives. Understanding the dynamics of consumer responses to CrM campaigns can help companies make informed decisions to achieve positive brand perceptions, customer engagement, and ultimately, increased purchase intention.

2.7 STUDIES ON CAUSE-RELATED MARKETING *(CrM)* AND PERCEIVED COMPANY MOTIVE *(PCM)*

Customers' opinions of a business's reasons for taking socially responsible initiatives have a big impact on their attitudes and purchasing choices. Customers are less likely to buy products associated with CrM if they perceive a company's decisions are motivated by self-interest and profit-seeking, according to Zasuwa (2016). A company's reputation can be significantly impacted by how others perceive its motivations (Yoon, et al., 2006). The perception of a company's motivations can either enhance or damage that organization's reputation. Customers frequently hold businesses in low regard and may favour competing products if they feel the company are acting selfishly (Folse et al., 2014). Additionally, if customers believe a business has ulterior motives, it may progressively damage its reputation and lose their loyalty (Joo, et al., 2016). Companies implementing CrM projects frequently anticipate more revenue to fund charitable endeavours, better brand recognition, and increased customer satisfaction to position the company for future business. CrM facilitates gaining consumer support and enhancing their purchasing experiences, which eventually benefits the company (Chaabouni et al., 2021). A systematic review conducted by Zhang et al., (2020), found that perceived

company purpose relates to consumers' opinions of a particular CrM campaign, taking into account things like goods, donation quantities, related causes, and corporate reputation. When consumers believe a company's CrM campaign has real, honourable, and deserving goals, they are more likely to support it. The effectiveness of the CrM campaign is increased by this emotional connection, which improves the customer-company relationship (Surianto et al., 2020; Le et al., 2021). In the field of CSR, the objectives of a firm have an impact on the efficacy of CSR since sincere intentions improve consumer happiness and loyalty while self-serving goals might damage the brand (Bolton and Mattila, 2015). The idea of such attributions like increase of happiness and loyalty was explained as how customers gather and apply data to develop causal explanations for occurrences, such as views of a company's intentions while launching a programme (Ellen, et al., 2006). Brand perception and purchase intent are significantly influenced by consumer views of a company's reasons for CrM. These impressions may influence consumer behaviour by either fostering a favourable perception of the company's intentions or sowing concerns about those objectives (Kirmani and Zhu, 2007). The idea of motive is founded on the attribution hypothesis, which contends that people naturally want to comprehend the circumstances and motivations behind other people's conduct. People continuously assign causes before interpreting or guessing about them in order to assign causes when inferring purpose (Heider, 2013). People frequently judge a company's activities based on their underlying goals, and whether those motives are viewed as good or negative relies on whether they are perceived as honest or dishonest (Campbell, et al., 1999; Joireman et al., 2013). According to Reeder et al. (2002), understanding someone's motivations might influence forgiveness after injury. When consumers evaluate companies and their efforts to practise CrM, this concept is pertinent (Isaac and Grayson, 2017). As per to Becker-Olsen et al., (2006), customers' opinions of a company's reasons for using CrM have a big impact on how they feel about it and whether they'll purchase its items. Consumers get a favourable opinion of a company and its goods when they think that its CrM endeavours are real and genuinely meant to benefit the community (Ellen et al., 2006). However, some customers could have a bad impression of firms using CrM and think their motivations are questionable, believing that CrM is just a marketing tactic to advertise lower-quality goods (Chang and Cheng, 2015). To increase consumers' perceptions of a company's involvement in CrM, transparent communication is crucial. A long-term commitment to the cause can be shown by being transparent about the partnership with the charity or cause and releasing precise information about ongoing and upcoming projects. This will increase consumer confidence in the company's intentions (La Ferle et al., 2013). Jeon and An (2019) found that value-driven

and stakeholder-driven motives enhance CrM authenticity, while egoistic motives detract from it. Twyman et al. (2022) developed the CrM+ Model, showing that perceived ethicality and altruistic motives positively influence brand attitude. Sofia and Lazarus (2022) emphasized the importance of cause attributes in shaping consumer perceptions. Zhang et al. (2020) revealed that high cause-brand fit is crucial for positive consumer responses, especially for companies with high reputations. Singh et al. (2020) demonstrated that high-intensity guilt appeals in CrM can create suspicion and reduce positive consumer perceptions. Overall, studying the influence of perceived company motive in the context of cause-related marketing and purchase intention is essential to understand how consumers interpret and respond to CrM initiatives. The study can be the starting point to help businesses strategize their CrM campaigns, establish trust with consumers, and ensure that their efforts are perceived as genuine and impactful, leading to positive brand perceptions and increased purchase intention.

2.8 STUDIES ON CAUSE-RELATED MARKETING *(CrM)* AND CUSTOMER-CAUSE INVOLVEMENT *(CCI)*

Meyers-Levy and Tybout proposed in 1989 that a customer's affiliation with a cause or charity has a substantial impact on how they view both the product and the business. When a product and a cause are linked, it can enhance the perception of both, especially if customers have a favourable opinion of the cause. This emphasises how crucial consumer involvement in a cause is in influencing whether consumers will choose a product that does so. Customer- cause involvement impacts the breadth and depth of the explanation in a CrM offer, which in turn affects the attitudes and behavioural intentions of the target audience. Studies by Lafferty (1996), Hajjat (2003), and Grau and Folse (2007) insinuated that people who support or are involved with a cause are more likely to respond favourably to CrM efforts, which results in positive attitudes and a willingness to make a purchase. In his study, Qamar (2013) argued that CrM campaigns should mirror the interests and values of the target market to increase the likelihood that consumers who care about the cause will make a purchase. Customers are more likely to buy products associated with a cause that is important to them, thus this will happen. This sentimental attachment to a cause could increase a client's loyalty to the business and its brand. The strong bond that has been forged between the business and the cause that the customer finds most appealing is regarded to be the reason of this loyalty. As a result, all of the company's products reflect the brand's positive customer perceptions and opinions (Fock, et al., 2011). The underlying reason why people care and support causes or get involved with these social causes can be attributed to two concepts - the Theory of Reasoned Action, by

Fishbein and Ajzen (1975) and the Cognitive Response Model by Belch (1981). The Theory of Reasoned Action provides insight into why people support and care about causes. Accordingto this logical and acceptable social psychological paradigm, a person's attitudes about specific behaviours or activities directly affect their intentions and behaviour (Yousafzai et al., 2010). By examining the thinking processes that consumers go through in response to cause-related campaigns, the Cognitive Response Model sheds light on their level of involvement and interest in the underlying issues. This makes it clearer how consumers take in and process the messages contained in these advertisements, which in turn affects how they feel about and behave toward the cause and the company that is supporting it. Consumers are more assured and at ease when making decisions about purchases when they feel strongly about a subject. Their familiarity with and personal recognition of the charity or cause influences their confidence and faith in the company and its products (Lafferty and Goldsmith, 2005). Furthermore, their emotional ties to the issues they care about can affect the way individuals behave while making purchases. They believe that by making purchases in support of these causes, they can improve their own lives or the lives of the people in their communities. Theybecome more pro-social consumers and give their support to companies that share their values as a result of this emotional connection. According to previous research, consumers are more likely to support local campaigns or causes they have a strong personal connection to than global ones (Grau and Folse, 2007). This propensity can be explained by consumers' emotional connections to problems that have a direct bearing on their lives, communities, or cultures. Strong customer involvement in a cause, according to academics, is important since it promotes familiarity with both the cause and the company (Vyravene and Rabbanee, 2016). Customer- cause involvement has also been found to moderate the association between CrM and purchaseintention. Customers who are actively committed to social causes are more inclined to supportCrM campaigns and have positive purchase intentions for the businesses that run them (Besterand Jere, 2012; Patel et al., 2017). Because they have a deep personal connection to the cause and see the brand's support as aligned with their own goals and ideals, highly engaged customers are the driving force behind this favourable effect. As a result, they are more likelyto endorse the company and select goods that support the cause. Their emotional ties to the problem increase their desire to support the brand's CrM initiatives. Consumers with low levelsof cause involvement, on the other hand, might not react to CrM advertising as favourably. They might not feel as strongly about the cause, and they might not prioritise supporting the cause while making purchases. Due to their reduced emotional attachment to the cause, the impact of CrM campaigns on their attitudes and behaviours may be restricted in these situations. One of the recent studies

conducted by He et al. (2019), highlighted how CrM effortsby a company can evoke a sense of involvement in consumers, resulting in the creation of a solid connection between the brand, the cause, and the customers. All parties involved in the CrM campaign gain from this bond. A related study by Shazly and Mahrous (2020) examinedthe effect of CrM initiatives on Egyptian consumers' perceptions of businesses, particularly inthe context of on-demand ride services. The study's conclusions showed that two particular factors significantly influenced consumers' attitudes and purchasing inclinations. The first component is campaign feedback, which describes how customers interacted with and responded to the CrM campaign. Customers' impressions of the company improved as a result of their positive comments and active involvement in the campaign. This shows that customersare more likely to regard a company favourably and as being socially conscious and caring when they feel involved and engaged in cause-related marketing initiatives. Cause involvement, which reflects the sentiment and importance that consumers attach to the social issue backed by the ad, is the second important factor. Customers who strongly identified withthe cause had more positive impressions of the company and were more likely to make purchases. Overall, conducting a study on the influence of customer-cause involvement in the context of cause-related marketing and purchase intention is essential to better understand how the chosen cause by the company drives consumer responses to CrM initiatives by a company. This understanding can help businesses tailor their campaigns to resonate with customers, foster emotional connections, and enhance purchase intention, leading to a more effective andsuccessful CrM strategy.

2.9 STUDIES ON CAUSE-RELATED MARKETING *(CrM)* AND WARM-GLOW *(WG)*

In order to comprehend consumer behaviour and create successful CrM initiatives, it is important to understand the concept of "warm glow." It alludes to the psychological advantages and feelings of well-being that people get from supporting charity and socially responsible projects and participating in philanthropic activities. When individuals take part in activities that support the welfare of others or the environment and are in line with their moral values, people frequently experience feelings of fulfilment and satisfaction. Isen's research from 1970 found a link between helpfulness and good sentiments, which is where the warm glow notion got its start. Later research supported the notion that prosocial behaviour, such as helping others, results in feelings of emotional fulfilment and motivates people to carry on with it. The warm glow effect has been empirically demonstrated, demonstrating that feelings of joy and happiness boost the likelihood of doing good deeds and helping others. By introducing the idea

of impure altruism, Andreoni's work from 1990 helped to further the warm glow theory. It was hypothesised that charitable giving is not only motivated by altruistic goals but also has personal advantages, such as bettering one's psychological health, social standing, or self-esteem. This viewpoint refuted conventional economic models that held that charitable giving was purely a function of rising public good values. Andreoni, on the other hand, focused on the importance of moral fulfilment in giving, which he referred to as the "warm glow of giving." Businesses looking to integrate CrM methods into their marketing initiatives need to understand warm glow. More and more, consumers want their purchases to provide them with not only the utilitarian benefits they need but also with emotional fulfilment and a feeling of purpose that comes from helping causes they care about. People feel a sense of purpose and fulfilment when they can tie their purchases to a cause that matters to them and know that they are having a beneficial effect on society or the environment. According to research, people who are driven by a warm glow are more likely to pay more for CrM items and see them as an example of how to behave responsibly. Warm glow-driven purchasing behaviour is further enhanced by the emotional benefits connected to supporting causes and the approval acquired from their social networks for such decisions. Therefore, cause-related marketing initiatives that successfully leverage the warm glow effect can promote brand loyalty, encourage repeat business, and advance social welfare. Companies can develop deeper relationships with their target market and create a situation where consumers feel good about their purchases while also helping the greater good by highlighting the personal rewards and emotional pleasure associated with supporting a cause. It is crucial to keep in mind, nevertheless, that different consumers may have different interpretations of warm glow. While some people may get a nice feeling from simply knowing they aided someone else, others may think about the strategic goals underlying corporate philanthropy, raising concerns about authenticity and overall impact. For this reason, businesses must be sincere in their CrM efforts and open about their contributions in order to win the trust and loyalty of customers. Numerous studies have highlighted the value of warm glow in influencing consumer behaviour and the efficiency of CrM efforts. Qamar (2013) emphasised how a warm glow encourages favourable attitudes and intentions to support social issues, causing customers to consider CrM as a socially conscious behaviour consistent with their beliefs. Warm glow-giving, according to Dunn, et al., (2014), is a common phenomenon that improves people's pleasure and well-being, suggesting its potential advantages across a range of age groups and cultural borders. The importance of warm glow and positive empathy as prosocial behaviour motivators was highlighted by Morelli, et al., (2015), underlining the necessity for more investigation into the underlying mechanisms at

play. As customers believe their purchases promote both their well-being and society as a whole, Chaabane and Parguel (2016) through their study's findings learned that marketers use shared advertising's warm glow to encourage brand loyalty and repeat business. A number of researchers Patel et al. (2017); and Karlan and Wood (2017); Lee and Johnson (2019), investigated warm glow's function in philanthropic decision-making processes, elucidating how it affects donors' choices. According to Heidarian (2019) and Lee and Johnson (2019), consumers experience personal rewards from making purchases that support a good cause, which makes them more likely to take part in CrM campaigns. While Habel, et al., (2016) emphasised how scepticism and tactical concerns might affect customers' perceptions of warm glow, Chaabouni et al. (2021) showed how warm glow increases consumers' happiness and sense of value. In their investigation of the relationship between construal levels and warm glow perceptions in CrM, Ahn and Lee (2020) found that high construal levels enhanced warm glow perceptions. CrM has the potential to lead to beneficial behavioural results, as Chang and Chu (2020) found that it promotes prosocial conduct and discourages self-indulgent choices. In order to evaluate the financial sustainability of CrM, Wu et al. (2022) created a warm glow effect model, highlighting the significance of balancing costs and benefits for a successful deployment. Mallucci et al. (2019) noted that warm glow can increase demand for CrM products, particularly when prices are high enough to avoid skepticism. Chaabouni et al. (2021) showed that large donations can provoke skepticism, diminishing the warm glow effect. Chang and Chu (2020) revealed that purchasing CrM products can license self-indulgence due to the warm glow effect. Wu et al. (2022) explored optimization strategies for CrM modes to maximize warm glow and donation impacts. Overall warm glow is an effective psychological motivator that promotes prosocial behaviour and affects consumer choices in CrM, in general. Businesses may design more effective CrM campaigns and forge deeper relationships with their consumers while promoting social welfare by comprehending the emotional satisfaction people get when they support charitable causes. Businesses can use the warm glow effect to have a good effect on society and their brand reputation by balancing planned marketing with genuine philanthropy.

2.10   MILLENNIALS- AN EMERGING CAUSE-RELATED TARGET MARKET

The specific qualities of millennial consumers and the significance of comprehending their behaviour for marketers have been highlighted by recent studies. Millennials are well-known for having money and having a strong desire to consume (Wolburg and Pokrywczynski, 2001;

Jackson, et al., 2011). When it comes to making decisions, they are astute and goal-oriented (Martin and Turley, 2004). However, they are also thought of as an instant gratification generation, which can affect their financial planning and risk aversion (Petroulas, et al., 2010; Strutton et al., 2011). They are motivated by social considerations and desire affiliation and tight ties with their peers (Martin and Turley, 2004; Noble et al., 2009). Because they influence social change, economic impact, and affinity for digital technology, marketers are more aware of the necessity to understand millennials' preferences (Kassaye and Hutto, 2016). For marketers, millennials pose difficulties since they might not respond favourably to conventional marketing techniques (Eastman and Liu, 2012). Their goals and consumption patterns are different from those of non-millennials, with a focus on maintaining social status through consumption and increased caution in financial planning (Larson, et al., 2016). Because of this, marketers must adopt a customised strategy to cater to the unique preferences and practices of millennials. Additionally, millennials have a strong sense of social responsibility and a desire to change the world (Meister and Willyerd, 2010; Honeywell and Pease, 2014). Due to its congruence with millennial customers' emphasis on connecting commercial activity to social causes, CrM is a successful method to draw them as clients (Human and Terblanche, 2012). But when it comes to their charity initiatives, millennials prefer more individualised and direct kinds of contact, considering it as sharing rather than just donating (Urbain, et al., 2013). The popularity of social media has had a big impact on how millennials act and how they consume media (Arli and Dietrich, 2017). Marketers understand how crucial it is to take advantage of millennials' considerable social media use and preference for internet-related goods. Social media networks provide a great platform for CrM activities, enabling companies to communicate with customers directly through text, photographs, and video (Go and Bortree, 2017). Companies that work with charitable organisations might gain from good word-of-mouth on social media when people post encouraging remarks (Arli and Dietrich, 2017). Businesses must prioritise proactive two-way communication, quickly responding to customer remarks, in order to engage with customers through social media and CrM efforts (Go and Bortree, 2017; Eastman et al., 2019). Marketers may design effective CrM programmes that engage with this powerful consumer category by researching millennials' interests and using social media strategically.

2.11   RESEARCH GAP

Cause-related marketing has grown significantly in popularity and acceptance as a part of

corporate social responsibility in developed nations. This conclusion was reached after a thorough literature review that involved looking at a number of academic papers and published materials. Through this review process, the following gaps in the body of existing knowledge were identified:

- **Generalization to Emerging Economies:** The conclusions of studies carried out in the US and the UK cannot be readily extrapolated to emerging economies, according to Natarajan et al. (2016). Research is required to comprehend how consumers' responses CrM are influenced by their psychographic traits in these economies.

- **Geographical Bias:** Many studies on CrM have focused on consumers in Europe and North America, as noted by Sen et al. (2016). This underlines the necessity of conducting research across a wider geographic spectrum in order to ensure a thorough understanding of CrM's effects.

- **Lack of Critical Research in India:** Due to CrM's enormous growth potential and the dearth of pertinent research in this field, Hawkins (2015) emphasized the need for additional study on CrM in India. The dynamics and difficulties of implementing CrM initiatives in the Indian context are not fully understood.

- **Limited Research on Indian Consumers**: The lack of research on Indian consumers' attitudes and behaviours toward CrM activities was emphasized by Kureshi and Thomas (2014). To learn more about how Indian consumers view and react to CrM initiatives, more research is required.

- **Dearth of Studies in Developing Countries:** The majority of CrM research has been conducted in developed nations like the UK, America, and New Zealand, according to Qamar and Lodhi (2013). Studies examining CrM in the context of developing nations are scarce, highlighting the demand for research that fills this gap.

- **Validating Prior Studies in Indian Context:** Given that CrM has a sizable growth potential in India, Ferle et al. (2013) emphasized the significance of validating earlier studies on the topic. To comprehend how CrM tactics and research from other contexts specifically apply to India, this validation is required.

- **Inconsistent Findings on Demographic Factors:** Hyllegard et al. (2011) drew attention to the contradictory findings regarding the impact of demographic factors like gender, income, and education on consumers' reactions to CrM. The connection between these variables and CrM induced consumer behaviors needs to be further

investigated.

- **Gender and Cohort Interaction Effects:** In response to CrM efforts, Eastman (2019) recommended looking into the potential effects of gender and/or gender-cohort interactions. This suggestion emphasises the significance of comprehending how these variables may affect how consumers react to cause-related marketing initiatives. This discrepancy highlights the need for research into the interactions between gender and generational factors that influence consumer responses to CrM initiatives.

- **Awareness and CrM:** There is a lack of comprehensive studies that measure the specific awareness levels of millennials regarding cause-related marketing (CrM) campaigns across different geographic regions and cultural backgrounds. Most studies focus on general consumer awareness without segmenting by age group or considering regional variations (Silva et al., 2021).

- **Demographic Studies and CrM:** Existing literature often overlooks the granular impact of specific demographic factors such as education level, income, and ethnicity on the relationship between CrM and purchase intention. There is a need for more nuanced research that dissects these demographic variables to understand their distinct effects (Lerro et al., 2019).

- **Factors affecting CrM:** Few studies integrate all these factors (company-cause fit, perceived company motive, customer-cause involvement, and warm glow) into a single model to evaluate their combined effect on purchase intention, particularly among millennials. Research often addresses these factors in isolation, missing out on potential interaction effects (Shetty et al., 2021).

- **Millennials' Purchase Intention:** While several studies highlight the influence of CrM on consumer behavior, there is a scarcity of research specifically targeting millennials and their unique purchase intentions. Moreover, the evolving digital landscape and social media's role in shaping these intentions need further exploration. (Castillo-Villar & Cavazos-Arroyo, 2020).

- **Promotional Channel and CrM**: Current research often fails to pinpoint the most effective promotional channels for CrM campaigns among millennials, considering the rapid changes in media consumption habits. There is a need for studies that compare traditional and digital media's effectiveness in raising awareness among this demographic. (Anuar et al., 2020).

Organizations compete for consumers' attention all the time in today's competitive landscape. What was once a novel value proposition has now become the norm. Companies have turned to cause-related marketing as an effective strategy to establish a meaningful connection with consumers. Over the last few decades, this approach has gained significant traction, particularly in Western and developed economies. India, as one of the world's largest economies, provides a unique context for cause-related marketing. With its ongoing development phase, government mandates, and a slew of social issues, India is naturally prone to implementing such marketing strategies. Cause-related marketing has recently been adopted as a core promotional strategy by both national and international business conglomerates.

The existing research on cause-related marketing and the factors that affect it primarily focuses on Western nations and developed economies. The literature, however, is unable to explain the recognition that cause-related campaigns have in India. Due to cultural, legal, social, and demographic differences, simply applying these findings to the Indian context may not produce meaningful results. The influence of cause-related marketing in India must therefore be specifically examined in studies that explore various variables, their interdependencies, and their effects on consumer intentions and campaign success. These studies seek to add to the body of knowledge and offer managerial advice specifically suited to the Indian context. Given these gaps, our study was created to elicit consumer responses and subject the data to statistical analysis in order to produce insightful findings.

Chapter- 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The research methodology used in the current study is presented in this chapter. To identify areas for investigation, a gap analysis is first performed. These gaps served as the foundation for developing the research objectives, operationalization, and hypotheses. The research methodology, research design, development of the research tools, data collection strategies, sampling approaches, selection of the sample size, evaluation of construct reliability, and various data analysis techniques used in the study are also covered in this chapter. The chapter also discusses the limitations of the study. Research as described by Leedy and Ormrod (2001) is a systematic process of locating, gathering, analysing, and interpreting data in order to make decisions about a specific phenomenon or activity. The structured processes used throughout the research process are collectively referred to as research methodology. As a result, the methodological framework used in the current study is presented in this chapter.

3.2 STATEMENT OF THE PROBLEM

The existing body of research pertaining to CrM displays significant contradictions across various domains, revealing notable research gaps that necessitate addressing. A consumer, characterized as an individual who procures and utilizes products, forms the central axis of marketing endeavors. In today's marketing landscape, successful campaigns are attuned to the demands and prerequisites of their intended audience. This consumer-centric approach directs marketing strategies toward target audiences, constituting the bedrock for scrutinizing every facet of the target market. The relationship between consumer behaviour and CrM is intertwined, as the responses of consumers to cause-related marketing initiatives can be shaped by their attitudes, beliefs, and values. The term *"consumer behavior"* encapsulates the cognitive and physical behaviors individuals engage in when making decisions regarding product acquisition, assessment, utilization, or disposal. This comprehensive definition underscores that consumer behavior encompasses more than the mere act of purchasing or procuring products and services. In the realm of research, Consumer Buying Behavior investigates the array of factors steering people's choices concerning how they allocate their

finite resources—time, energy, and money—toward various consumption-oriented objectives. Not only what they purchase, but also where, how, and how frequently they make purchases are facets of consumer behavior ripe for analysis. Equally important is comprehending the sentiment buyers hold toward diverse items. Consumer behavior operates through a complex interplay of stimuli and responses, an intricate chain of events that underpins decision-making processes.

The concept of CrM as previously discussed in the review has emerged as a paradigm for corporate philanthropy towards non-profit organizations. By amalgamating corporate philanthropic endeavors with state-of-the-art advertising strategies, businesses can magnify the efficacy of their charitable contributions. The dynamics of a CrM interaction typically encompass three key players: the *company*, the *cause*, and the *customer*. The company heightens the perceived value of the transaction without any apparent additional cost to the customer. This augmentation is achieved by committing to donating towards a cause when a customer buys a designated item from the company. While empirical research has been conducted in the realm of CrM, there remains an unexplored landscape, particularly within India and more specifically in the state of Punjab. To date, no study has ventured into this territory within these contexts.

In the Indian context, previous research has yet to address several key questions. Firstly, it remains uncertain whether customers in India are cognizant of a particular strategy wherein companies commit to donating a predetermined sum to a cause chosen by them. This practice, frequently referred to as the CrM strategy, warrants examination within the Indian diaspora. Secondly, the inquiry extends to understanding whether this CrM strategy has a discernible impact on purchase intentions. Does the conscious alignment of a company's social initiatives with consumer values significantly influence their inclination to make purchases? Additionally, an exploration is needed into the prominent promotional channels that prominently target the millennial demographic. As part of this inquiry, it is vital to ascertain which media platforms effectively engage this generational cohort. Lastly, drawing from insights gleaned through a comprehensive literature review, the study aims to investigate factors that may mediate or moderate the relationship between CrM initiatives and purchase intentions. These factors, carefully selected based on existing literature, are expected to shape the nature and strength of this connection. All these inquiries are viewed from the perspective of the millennial generational cohort, further enhancing the relevance and specificity of the study within this demographic.

3.3 OBJECTIVES OF THE STUDY

An important finding from the literature review was the dearth of studies on CrM and howit affects millennials' purchase intentions specifically in India, particularly in Punjab. Extant research in this area has extensively reviewed individual factors influencing CrM in isolation, with no comprehensive conceptual framework that takes into account these factors' collective influence on purchase intention.

The present study's aims are meticulously designed to address a notable void within the existing body of literature. These objectives are geared towards aggregating the extant research concerning the diverse determinants impacting CrM and seamlessly fusing them into a unified conceptual framework. This framework, once established, will enable a comprehensive exploration of the intricate interplay between these factors, ultimately shaping the dynamics of purchase intention. Through bridging this critical research gap, the current inquiry aspires to make a substantial contribution to the reservoir of knowledge in the field of CrM, thereby furnishing valuable perspectives for both industry practitioners and scholarly investigators. The objectives of the current study are as follows:

1. To determine the awareness level of millennials related to cause-related marketing campaigns.
2. To examine the role of demographics in the relationship between cause-related marketing and purchase intention.
3. To study the effect of company-cause fit, perceived company motive, customer-cause involvement, and warm glow on purchase intention and on the relationship between cause-related marketing and purchase intention of millennials.
4. To ascertain the effect of cause-related marketing on millennial consumers' purchase intention.
5. To identify the most prominent medium of promotion for generating awareness with respect to cause-related marketing campaigns.

3.4 OPERATIONALIZATION OF OBJECTIVES

1. **To determine the awareness level of millennials related to cause-related marketing campaigns.**

   By operationalizing this objective, data on millennials' awareness (unaided and aided) of CrM campaigns and the CrM concept was gathered as part of the study. Survey questions that measure respondents' levels of awareness combined with demographic information like gender, marital status, regional location, occupation type, education qualification and annual income to examine any potential variations in awareness based on these variables were framed. This objective revealed insights into millennials' awareness of CrM strategy and CrM campaigns and highlighted potential demographic differences.

2. **To examine the role of demographics in the relationship between cause-related marketing and purchase intention.**

   By operationalizing this objective, the current study examined the potential moderating effects of various demographic factors (gender, marital status, regional location, occupation type, education level, and annual income) on the relationship between CrM and purchase intention. The measurements included gathering demographic data, evaluating respondents' perceptions of CrM and purchase intention, and performing statistical analysis to see if any demographic variables moderate the relationship.

3. **To study the effect of company-cause fit, perceived company motive, customer-cause involvement, and warm glow with that of purchase intention and on the relationship of cause-related marketing and purchase intention of millennials.**

   By operationalizing this objective, the current study examined the relationship between purchase intention and factors like company-cause fit, perceived company motive, customer-cause involvement, and warm glow. The study also aimed to investigate the moderating effects of perceived company motive, perceived company fit, and customer-cause involvement on the relationship between CrM and purchase intention. Further investigation was done into the mediating function of warm glow on the relationship between purchase intention and CrM. Survey questions were used to measure the relationships by capturing the pertinent constructs, and statistical analysis techniques were used to measure the direct, moderating, and mediating effects of the relationships.

4. **To ascertain the effect of cause-related marketing on millennial consumers' purchase intention.**

   By operationalizing this objective, the current study's goal was to find out how CrM affects millennial consumers' purchase intention. The measurements entailed gauging respondents' opinions of CrM initiatives and their predisposition to purchase intention of the CrM-linked product campaign. The relationship between CrM and purchase intention was then investigated using statistical analysis. The goal was to ascertain the precise impact that CrM has on millennial consumers' purchase intention.

5. **To identify the most prominent medium of promotion in generating awareness with respect to cause-related marketing campaigns for millennials.**

   By operationalizing this objective, the current study aimed to determine the most prominent method of promotion in raising millennials' awareness of CrM campaigns. The measurements entailed evaluating the impact of various promotion mediums (digital, broadcast, outdoor, direct mail, and print) on their awareness of CrM. The most prominent medium was determined using statistical methods, and any significant relationships between various promotion media and awareness levels were also examined. To increase awareness among millennials, the goal of this objective was to offer insights into the prominent media channel for promoting CrM campaigns to millennials.

3.5 RESEARCH HYPOTHESIS

The following research hypothesis has been framed for individual objectives for a complete evaluation and better understanding of the objectives.

3.5.1 Research hypothesis for objective (i): To determine the awareness level of millennials related to cause-related marketing campaigns.

The awareness levels of the millennials are determined through unaided awareness and aided awareness, to assess individuals' perceptions of CrM and CrM campaigns, respectively (Keller, 1993). Unaided awareness measured participants' ability to comprehend or recognize the CrM concept without prompts. Aided awareness quantified participants already familiar with the CrM concept or a specific CrM campaign. The study considered demographic characteristics to explore the relationship between demographics and respondents' awareness levels, aiming to investigate consumer awareness of the CrM concept and its campaigns, both unaided and

aided. The following hypothesis were framed to investigate into the relationship between demographics and CrM awareness levels among participants:

H_01: There is no significant difference observed in the unaided awareness level of CrM across different demographic variables.
H_02: There is no significant difference observed in the aided awareness level of CrM across different demographic variables.

H_01a: There is no significant difference in unaided awareness level of CrM between male and female respondents.

H_01b: There is no significant difference in unaided awareness level of CrM between married and unmarried respondents.

H_01c: There is no significant difference in unaided awareness level of CrM between public and private employed respondents.

H_01d: There is no significant difference in unaided awareness level of CrM and different educational qualification of respondents.

H_01e: There is no significant difference in unaided awareness level of CrM and regional location (Majha, Malwa and Doaba) of respondents.

H_01f: There is no significant difference in unaided awareness level of CrM and levels of annual income of respondents.

H_02a: There is no significant difference in aided awareness level of CrM between male and female respondents.

H_02b: There is no significant difference in aided awareness level of CrM between married and unmarried respondents.

H_02c: There is no significant difference in aided awareness level of CrM between public and private employed respondents.

H_02d: There is no significant difference in aided awareness level of CrM and different educational qualification of respondents.

H_02e: There is no significant difference in aided awareness level of CrM and regional location (Majha, Malwa and Doaba) of respondents.

$H_0$2f: There is no significant difference in aided awareness level of CrM and levels of annual income of respondents.

3.5.2 Research hypothesis for objective (ii): To identify the most prominent medium of promotion in generating awareness with respect to cause-related marketing campaigns for millennials.

In order to identify the most prominent platform for promoting CrM campaigns to millennials, an exploration was undertaken to analyze the diverse promotion channels outlined by Camilleri and Camilleri (2018) that are utilized for CrM initiatives. To achieve the stated objective, the following hypothesis were formulated:

$H_0$3: There is no significant relationship between awareness and medium of promotion.

$H_0$3a: There is no significant relationship between awareness and digital medium of promotion.

$H_0$3b: There is no significant relationship between awareness and print medium of promotion.

$H_0$3c: There is no significant relationship between awareness and broadcast medium of promotion.

$H_0$3d: There is no significant relationship between awareness and direct mail medium of promotion.

$H_0$3e: There is no significant relationship between awareness and outdoor medium of promotion.

3.5.3 Research hypothesis for objective (iii): To ascertain the effect of cause-related marketing on millennial consumers' purchase intention.

To determine the effect of CrM on the purchase intentions of millennials the following hypothesis was framed:

$H_0$4: There is no significant effect of cause-related marketing on purchase intention.

3.5.4 Research hypothesis for objective (iv): To study the effect of company-cause fit, perceived company motive, customer-cause involvement, and warm glow on purchase

intention and on the relationship between cause-related marketing and purchase intention of millennials.

To determine the effect of company-cause fit, perceived company motive, customer-cause involvement, and warm glow on purchase intention and on the relationship between cause-related marketing and purchase intention of millennials the following hypothesis were framed:

$H_0$5: There is no significant effect of perceived company motive on purchase intention.

$H_0$6: There is no significant effect of warm glow on purchase intention.

$H_0$07: There is no significant effect of company-cause fit on purchase intention.

$H_0$08: There is no significant effect of customer-cause involvement on purchase intention.

$H_0$9: There is no statistically significant moderating effect of perceived company motive on the relationship between cause-related marketing and purchase intention.

$H_0$10: There is no statistically significant moderating effect of customer-cause fit on the relationship between cause-related marketing and purchase intention.

$H_0$11: There is no statistically significant moderating effect of customer-cause involvement on the relationship between cause-related marketing and purchase intention.

$H_0$12: There is no statistically significant mediating effect of warm glow on the relationship between cause-related marketing and purchase intention.

3.5.5 Research hypothesis for objective (v): To examine the role of demographics in the relationship between cause-related marketing and purchase intention.

To determine the role of demographics in the relationship between cause-related marketing and purchase intention the following hypothesis were framed:

$H_0$13: There is no statistically significant moderating effect of education qualification on the relationship between cause-related marketing and purchase intention.

$H_0$14: There is no statistically significant moderating effect of regional location on the relationship between cause-related marketing and purchase intention.

$H_0$15: There is no statistically significant moderating effect of income on the relationship between cause-related marketing and purchase intention.

$H_0$16: There is no statistically significant moderating effect of gender on the relationship between cause-related marketing and purchase intention.

$H_0$17: There is no statistically significant moderating effect of marital status on the relationship between cause-related marketing and purchase intention.

$H_0$18: There is no statistically significant moderating effect of occupation on the relationship between cause-related marketing and purchase intention.

3.6 RESEARCH DESIGN

The research design offers the study's contextual background and acts as the framework for conducting a formal investigation. It provides a summary of the overall research process plan. There are various types of research designs, such as exploratory, descriptive, and causal designs. A descriptive research design is used in this study. The goal of the descriptive research design was to evaluate a number of variables, including the level of awareness of CrM campaigns, the impact of CrM on purchase intention, the impact of factors like company-cause fit, perceived company motive, customer-cause involvement, and warm-glow on purchase intentions related to CrM, as well as the most prominent method of promotion for generating awareness regarding CrM among millennial population. The present study used a descriptive research design to gather in-depth data and offer a thorough understanding of the aforementioned factors within the context of CrM and its impact on millennials' purchase intentions. The current study used a single cross-sectional research design, which collects data from a single sample only once.

The current study is a quantitative study that collected data using a survey method. A survey method is a method that aids in the evaluation of various items and the measurement of various attitudes, according to Kumar et al (2018). The "P and G Shiksha" cause-related marketing promotion campaign was used in the current study. The P and G Shiksha campaign has been running successfully since its inception, and it is currently being promoted through on-the-ground activation, social media, and digital platforms. A study conducted by Kureshi and Thomas (2016) revealed that the P and G campaign had a high level of brand recall and awareness. The aforementioned campaign was used as a research tool in the current study to determine awareness of the CrM concept/campaigns, the impact of CrM on millennial respondents' purchase intentions, the impact of company-cause fit, perceived company motive, customer-cause involvement, and warm glow on millennial respondents' purchase intentions related to CrM, as well as to identify a prominent medium for CrM promotion for generating

awareness. A similar type of research design was used in some earlier studies conducted by Lafferty and Edmondson (2014) in which a national cause-related marketing campaign was used.

The responses for the current study were collected online by using Google Docs, and also offline by handing out the printed survey questionnaires from the various places identified in the sampling frame. In order to determine the millennial respondents' awareness of CrM campaigns, the impact of CrM on their purchase intentions, the impact of company-cause fit, perceived company motive, customer-cause involvement, and warm-glow on their purchase intentions for CrM-related products, as well as the most effective channels for CrM promotion, various data analysis tools have been applied.

3.7 PROPOSED CONCEPTUAL MODEL (THEORETICAL FRAMEWORK)

The conceptual model or framework is a diagrammatic or visual depiction of the connections between the constructs and variables involved in the research project or work. A literature review is used to identify the variables and constructs important to the development of the conceptual model. Additionally, it offers the foundation for the connections between the constructs and variables. In order to identify the constructs/variables for the current research work, a thorough review of the literature was conducted, and the ensuing relationships between them helped develop the conceptual model. In order to accomplish the goals of the current research work, the proposed conceptual model (Fig. 3.1) was created by combining various theories, models, and variables (Table 3.1).

The following theories, models, and variables (both exogenous and endogenous variables) were combined into the conceptual model:

3.7.1 **Associative Learning Theory:** With an emphasis on the development of associative networks between the organisation and the partnered non-profit/social cause, the idea of associative learning theory has been investigated in the context of CrM. This theory holds that the efficacy of CrM campaigns depends on the degree of compatibility and synergy between the parties (customer; cause/NGO; company) engaged.

3.7.2 **Attribution Theory and Human Value Theory:** The attribution theory applies to CrM to comprehend how people attribute motivations and intentions to companies

taking part in CrM. Through the exploration of how individuals ascribe causality to actions and occurrences, the examination of attribution theory can provide insights into the way consumers perceive and assess CrM campaigns. Consumers may use the Human Value Theory (HVT) as a theoretical framework to evaluate perceived corporate motives in the context of CrM campaigns.

3.7.3 **Elaboration Likelihood Model:** The Elaboration Likelihood Model (ELM), a theoretical framework, is used to explain how CrM campaigns increase awareness and how customer involvement in causes affects this.

3.7.4 **Theory of Reasoned Action:** The effects of CrM on consumers' intent to purchase are clarified by the Theory of Reasoned Action (TRA). The theory states that a person's intention to purchase is determined by their attitudes and subjective norms regarding a particular behaviour.

Figure 3.1: Proposed Conceptual Model
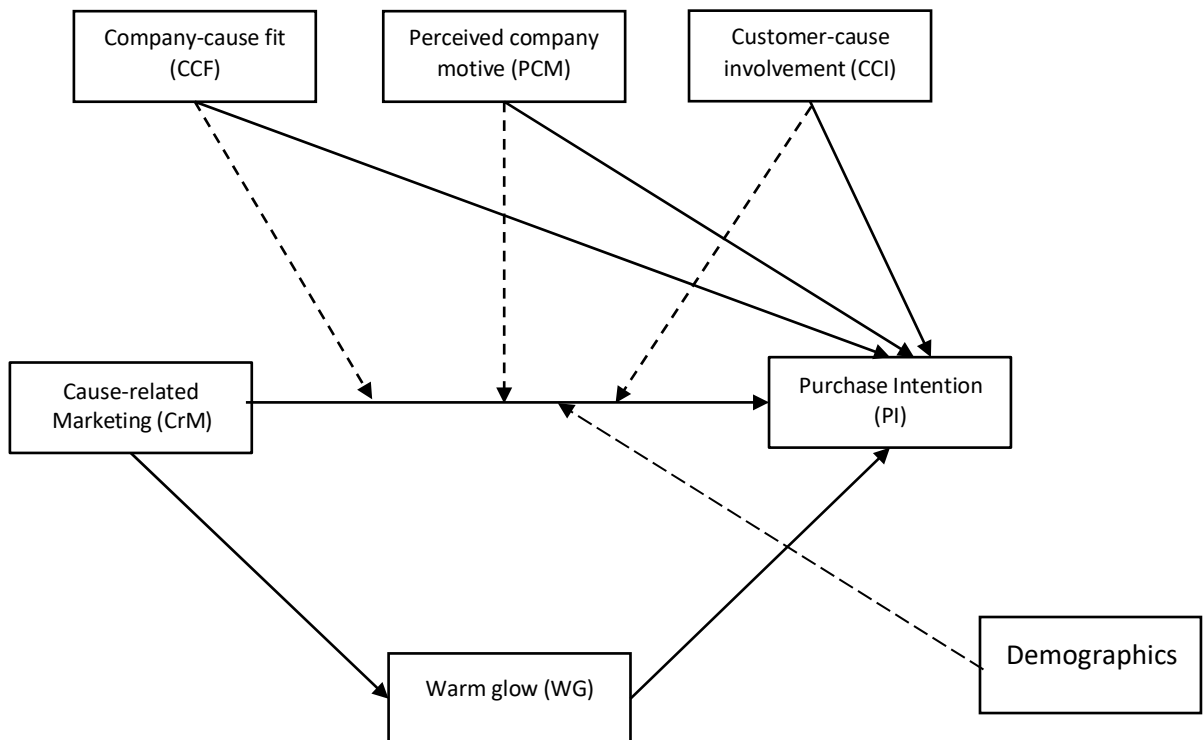
Source: Research model proposed by the research scholar

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Table 3.1: Theories/models

Theory/Models	Variables	Reference
Associative Learning Theory	Company-cause fit	Till and Nowak, (2000); Thomas et al., (2011)
Attribution Theory; Human Value Theory	Perceived company motive	Zasuwa, (2016); Ellen et al., (2000); Cui et al., (2003); Koschate Fischer, (2012)
Elaboration Likelihood Model	Awareness of CrM campaigns, Customer-cause involvement	Bae, (2017); Mimouni Chaabane et.al., (2016)
Theory Of Reasoned Action	Purchase intention	Bigne-Alcaniz et al., (2012)
Theory Of Planned Behaviour	Warm glow	Ajzen, 1991, Hong et al., (2019)

3.8 SAMPLING DESIGN

A representative sample from a given population must be chosen as part of the sample design process. The selection of a subset of participants or responders from this sample is done in order to draw conclusions and generalise the findings to a larger group. Malhotra, (2008) outlines the following as the main steps involved in sampling design:

3.8.1   Target Population

In the current study, a sample survey was run to gather information directly from the respondents. Two key arguments in favour of using the sample survey method were the size of the population and the quantitative nature of the data. The target population, according to Malhotra (2008), is the collection of components or items that the researcher is looking for to gather data from to draw conclusions. Millennials from the state of Punjab were the current study's target demographic. The reason for using millennials as an exclusive generational cohort for the current study was due to their higher propensity to support CrM campaigns in similar studies conducted by Cui et al., (2003). The term "Generation Y" refers to people born between 1981 and 1996 (Dimock 2019). They have notable purchasing power (Cui et al., 2003) and behave more responsibly than previous generations (Pringle and Thompson, 1999).

Generation Y people are typically optimistic, socially engaged, and civically aware, and these traits permeate every aspect of their daily lives (Cui et al., 2003). They actively seek information and keep up with news and developments as the so-called "children of the Internet" (Glass, 2007). They serve as the main target audience for marketing campaigns with a social cause because of their steadfast commitment to supporting humanitarian causes and their preference for brands that support those causes. Millennials living in the state of Punjab who were between the ages of 27 and 42 made up the target population or universe of this study.

3.8.2 Sampling Frame

The framework or list that the sample is taken from is referred to as the sampling frame. The sampling frame for this study was derived from the division of Punjab state into Malwa, Majha, and Doaba, three socio-cultural regions. These areas form the foundation for choosing the units or components that will be represented in the sample. These three regions of Punjab make it possible to represent the population more fully. It ensures that the sample accurately represents the characteristics of each region and takes into account the sociocultural diversity within the state. The sampling frame offers a structured framework for choosing participants from various areas of Punjab by segmenting the state into distinct regions. The proportion of participants to be included is decided after taking into account the number of districts within each region to produce a representative sample. Proportionally distributing the sample's data, ensures that the sample appropriately reflects the population distribution through the various regions of Punjab. The sampling frame captures population diversity and enables a more thorough understanding of the research objectives by including consumers from both urban and rural areas within each region.

3.8.3 Sample Unit

In this study, millennials from Punjab's three distinct regional areas make up the sampling unit. Millennials from the three sociocultural regions of Malwa, Majha, and Doaba, which represent the geographical coverage of Punjab, are specifically included in the target population. They range in age from 27 to 42. According to the theory of planned behaviour (TPB), this age range and population segment were chosen to better understand the purchase intention behaviour of millennials in response to CrM in India (Ajzen, 1991). Compared to the general population, millennials have been identified as a distinct group with special characteristics. In comparison to older generations, they demonstrate a high level of concern

for investing in businesses that support important social causes and are more knowledgeable about and supportive of CrM campaigns (Chang and Cheng, 2015). This can be attributed to the fact that millennials boast enhanced education, broader information accessibility, and a heightened global interconnectedness, as highlighted by Morgan Stanley (2017).

With India harbouring the largest share of millennials worldwide, exceeding 400 million, and constituting more than a third of the workforce, India presents a substantial market for marketers vested in social causes, as underscored by Morgan Stanley's (2017) report. Notably, millennials have exhibited a receptive disposition towards CrM endeavours, as established by the Cone Communications report (2017). To delve deeper into the intricate interplay between CrM and purchase intentions within this specific millennial cohort, the present study zeroes in on this demographic. The selection of research participants took into account factors such as gender, regional location, educational qualification, employment type, and marital status. This meticulous approach was undertaken to secure a representative cross-section of the target population, ensuring the study's findings hold broader relevance. The primary focus of this study was on millennials from Punjab actively employed in various private, public, or PSU organizations. Due to constraints like financial limitations, time restrictions, accessibility issues, and other resources, collecting data from the entire population was a daunting task. Hence, a representative subset was chosen to serve as an appropriate proxy. To ensure a comprehensive scope for the study, all 22 districts in Punjab were included. The identification of relevant public and private companies for data collection relied on the Capital Line database, accessed in January 2019. Specifically, the filtering process targeted the top 40 public and private companies with a market capitalization of 150 crores or more.

3.8.4 Sampling Method

The sampling procedure involves the selection of a representative unit from the sampling frame. This approach focuses on identifying and choosing participants for the study. The sampling method used to locate millennials was non-probability proportional quota sampling.

3.8.5 Sample Size Determination

To gather relevant data for the ongoing research project, an extensive sample survey was carried out. Malhotra and Dash (2017) defined "sample size" as the number of elements to be included in a study. Generally, efforts are made to determine a "number of respondents"

that accurately represents the class of individuals to whom the study findings will be extrapolated or applied. Determining the appropriate sample size is not a one-size-fits-all task. While using a large sample size is the easiest way to address this issue, there are various factors influencing the determination of sample size for research, including model sophistication, survey constructs, incomplete values, variable validity, and the relationships between factors. Over the years, different rules of thumb have been suggested, such as having 10 samples per parameter, 50 samples per parameter, or even up to 100 samples per parameter. A specific guideline proposes that "the minimum sample size must be 10 times the maximum number of arrows projecting at a latent construct in the PLS path model" (Hair et al.,2011). It's essential to note that the determination of sample size in Partial Least Squares Structural Equation Modeling (PLS-SEM), like any quantitative approach, requires researchers to carefully assess the sample size within the context of the data and the chosen framework (Hair et al., 2013).

As the analysis conducted during the Partial Least Squares (PLS) approach is crucial, it serves as a strategic starting point for determining the appropriate sample size, ensuring high reliability and statistical power (Chin, 2010). Vinzi et al. (2010) emphasize the use of power analysis to estimate the suitable sample size, with a focus on the construct of the model containing the most determinants. While sample size recommendations in PLS-SEM are rooted in the characteristics of ordinary least square regression, specialized guidelines, such as those by Cohen (1988) for statistical power assessments in multiple regression modelling, were consulted. A rigorous statistical methodology was employed to determine an appropriate sample size for the millennial population under study. The millennial population size, comprising 8,699,814 individuals, served as the basis for sample size calculation. With a predetermined millennial population proportion of 50%, reflecting the estimated prevalence of a particular characteristic or attribute, and a desired confidence level of 95%, the sample size of 385 was derived. The calculation involved utilizing the formula for sample size determination:

$$n = \frac{Z^2 \cdot P \cdot (1-P)}{E^2}$$

Here, n represents the required sample size, Z is the Z-score corresponding to the chosen confidence level (95%), P is the estimated population proportion (50%), and E is the margin of error (5%) (Jessop and Jessop, 2018). This meticulous approach to sample size determination aimed to achieve a robust and reliable foundation for drawing meaningful conclusions about

the millennial population with a high degree of confidence. However, despite the careful planning, it's essential to acknowledge that, in the actual execution of the study, the finalized sample size was 1100. The sample was sourced from each of the 22 districts of the state of Punjab with 50 respondents from each district. This guaranteed the incorporation of a well-rounded representation of the diverse geographical segments within the state of Punjab. Consequently, this approach provided the study with the confidence needed to thoroughly explore its research objectives.

Utilizing proportional quota sampling as the chosen methodology in this study, participants were selected from the entire Punjab region, which is further categorized into Majha, Malwa, and Doaba. The determination of the number of respondents allocated to each quota involved a detailed process. To establish these quotas, the millennial population data for Punjab, obtained from the census, was utilized. Subsequently, this population was split based on the number of districts in each of the three regions (Malwa, Majha, and Doaba). The proportional quotas for each region were then identified, and respondents were approached accordingly to align with these quotas.

The total millennial population derived from the census was 8,699,814, with the distribution across the identified quotas as follows: Malwa (60.34%), Majha (21.5%), and Doaba (18.15%). Recognizing a lower initial response rate, additional efforts were made to approach more respondents to fulfil the predetermined quota percentages. This adjustment aimed to ensure a more meaningful and well-represented sample for the current study. The final response rate for the current study was nearly 70%, with 780 individuals providing their data.

Table 3.2: Segmentation of the Sample Region-wise.

Sr. No.	Regions of Punjab	Population	No of Respondents
1.	Malwa	5249571	444 (60.34%)
2.	Majha	1870462	183 (21.5%)
3.	Doaba	1579781	153(18.15%)

3.8.6 Survey Instrument Development

The questionnaire was developed after a thorough review of the literature and was divided into two sections. Section one asked about respondents' general demographics, such

as age, gender, education, and income. Section two included a set of 42 questions that examined CrM, customer cause involvement, perceived-company motive, company-cause fit, warm glow and consumer purchase intention and consumer awareness of CrM campaigns. The five-point Likert scale has been used. This scale encompassed a range as of 1 to 5, with 1 signifying "Strongly Disagree," 2 signifying "Disagree," 3 signifying "Neutral," 4 signifying "Agree," with 5 corresponding to "Strongly Agree." The measures used to construct this research questionnaire have been identified from the exploratory research through literature review and measures have already shown levels of construct validity in past research by respective authors/researchers. To meet the unique requirements of the current study, the items' phrasing was changed, nevertheless.

3.8.7 Data Collection and Data Screening

Primary data for this study was gathered from respondents in the Punjab region. Both online and offline methods were used for data collection. A Google Docs questionnaire was used to collect data online, and respondents were sent a link to the questionnaire via email, WhatsApp, and other social media tools. This made it possible for participants to access the survey online and submit their answers electronically. Additionally, to collecting data online, offline data collection was also done through physically presenting the survey questionnaire. This method allowed for access to a diverse cross-section of the population, ensuring a representative sample for the current research. With the help of this strategy, the target respondents who might not have had access to online platforms or who preferred to give their responses in person were able to be included in this study. The study sought to collect a variety of responses from the target population in the Punjab region using both online and offline methods of data collection, ensuring a more thorough understanding of the research topic.

Post the data collection, the procedure of data screening was conducted to ensure that the data was clear and suitable for subsequent quantitative evaluation (Desimone et al., 2015). Data had to be filtered to guarantee that it was usable, trustworthy, and accurate for determining the statistical link between variables. Data were screened using standards proposed by O'Brien (2007) for the case and variable screening. During the examination, it was discovered that no replies were unengaged, meaning that the same value was assigned to each question. A total of 780 responses were determined to be suitable for further investigation. Normality was rigorously examined within the dataset, and while some deviations from perfectly normal

distribution were detected, they need not be a cause for concern. The sheer size of the respondent pool, consisting of a large number of individuals, provided robustness to statistical assumptions. With such a substantial sample size, the central limit theorem came into play, suggesting that the data could be considered approximately normal, even if individual variables exhibited some departure from normality. Therefore, researchers could confidently proceed with their analyses, assured that the large and diverse dataset would provide reliable results despite any minor deviations from normality observed in specific variables (Lumley et al., 2002; Mishra et al. 2019).

3.8.8 Measurement and Scale

The literature has shown that using a single item measure does not produce reliable results and has a higher measurement error, so multiple questions were used to measure each relationship. Multi-item measurement typically yields more accurate results with fewer mistakes (DeVellis, 2021). The use of many items to measure a single variable may create ambiguity and take up too much time, despite the fact that a single-item statement produces unreliable results (Hinkin et al., 1998). In order to ensure both accuracy and efficient results, abalance between too few and too many data points must be maintained. Responses to the statement were compiled using a 5-point Likert scale (Table 3.3). However, given that the variables came from various sources, Common Method Variance (CMV) cannot be completely eliminated (Campbell and Fiske 1959). CMV is a potential modification to actual correlations between observed variables. This study used several methodological safeguards, like counterbalancing the question to reduce priming effects, to reduce CMV (Podsakoff et al., 2003). The exclusion of double-barrelled questions and questions with ambiguous words or phrases was another major concern.

Table 3.3: Descriptions of measurement of the constructs and items for the study.

Sr. No.	Constructs	No. of questions	Source/s	Item-Scale (Likert Scale)
1.	CrM	4	Shabbir et al. (2010)	5-point
2.	PI	6	Hou et al. (2008)	5-point
3.	CCF	5	Speed and Thompson, 2000	5-point
4.	PCM	6	Rifon et al. (2004)	5-point

5.	CCI	4	Hou et al. (2008) and Patel et al. (2017)	5-point
6.	WG	6	Taute and McQuitty, (2004)	5-point
7.	AW	9	Self-designed	5 - point
8.	Medium of Promotion	1	Self-designed	5 - point

(Source: The Primary Data)

(Note: CCF= Company-cause fit; CCI= Customer-cause involvement; CrM=Cause-related marketing; PCM= Perceived company motive; PI= Purchase intention; WG=Warm glow; AW= Awareness)

3.9 FACE VALIDITY

The literal meaning of Validity is "accurate" and in terms of research, the purpose of validity is how accurately the instrument measures the information it anticipates to measure. The validity reflects the extent to which an instrument seems to accurately measure its intended construct (Johnson, 2013). The face validity of the measuring instrument is established by seeking feedback from industry experts and academicians. The primary rationale behind doing the face validity of the instrument is to verify the instrument's relevance from the perspective of the industry and academics. Once the experts and the academicians find the instrument to measure what it proposes to measure, it is considered that the instrument is face validated. In the present study to determine face validity, generated items were presented before academicians and industry experts along with the definition of CrM and examples of CrM campaigns. The review has been taken on scales, instructions, and appropriateness of the questions. Evaluation was conducted regarding the structure, comprehensibility, vocabulary, user-friendliness, and efficiency of completion (Lewis et al., 2005). Based on the feedback received from them, the wording of several items has been changed and some items have been deleted. The experts also advised whether the items comprising the effect of cause-related marketing, company-cause fit, perceived company motive, customer-cause involvement, warm glow, purchase intention, education qualification, marital status, region, income, and gender were covered appropriately in the questionnaire or not and whether their suggestions were incorporated in the questionnaire. This conforms to the face validity and the questionnaire with 42 items was ready for further processing and preliminary study.

3.10   PILOT STUDY

In the literature of social sciences and experimental design, the word "Pilot" has various meanings. Pilot trials and feasibility studies are other names for "pilot studies" (Thabane et al., 2010). The concept of "pilot studies," as defined by van Teijlingen and Hundley (2002), also encompasses the meticulous preliminary testing of a specific research tool, such as a questionnaire or interview schedule. Before gathering the final data for the pilot study, the targeted respondents completed the pre-tested questionnaire. To determine the measuring instrument's internal consistency, a pilot study was conducted. Also referred to as "internal reliability," this involves assessing the instrument's internal reliability to determine whether the data it collects are trustworthy or not. To assess the instrument's internal dependability used in the current study a Cronbach's alpha is measured. Results are considered unsatisfactory if the Cronbach's alpha value falls below 0.7 (Cortina, 1993). For each exogenous, and endogenous variable, the Cronbach alpha was calculated. The Cronbach alpha for the same was greater than 0.7 (Table 3.4), demonstrating the instrument's internal reliability. 80 respondents, who largely represented the overall sampling frame from which the data for the current study was intended to be collected, provided the data for internal reliability.

Since the internal reliability of the instrument was established as Cronbach alpha's value of every construct was more than 0.7, the next step was to collect the data from the respondents. The respondents (the sample) were selected from the sampling framework. The sampling frame represented the population and possessed information about the subjects (the respondents). It is the list of everyone that the researcher wants to study.

Table 3.4: Internal Consistency (Cronbach alpha) (Reliability Analysis).

Sr. No.	Exogenous/Endogenous Variables	No. of Items	Cronbach's Alpha	Range of Cronbach's Alpha
1.	CCF	5 items	0.91	Acceptable
2.	CCI	4 items	0.85	Acceptable
3.	CrM	4 items	0.84	Acceptable
4.	PCM	4 items	0.87	Acceptable
5.	PI	5 items	0.92	Acceptable
6.	WG	5 items	0.92	Acceptable

7.	AW	10 items	0.87	Acceptable

(Source: The Primary Data)

(Note: CCF= Company-cause fit; CCI= Customer-cause involvement; CrM=Cause-related marketing; PCM= Perceived company motive; PI= Purchase intention; WG=Warm glow; AW=Awareness

3.11 STATISTICAL TOOLS FOR DATA ANALYSIS

In order to derive meaningful insights from data, statistical analysis is essential. To obtain accurate results and useful inferences, one must select the proper statistical tools and methods (Ali and Bhaskar, 2016). Within this study, a robust technique known as structural equation modeling (SEM) was employed to scrutinize the interrelationships among the variables within the conceptual model (Akter et al., 2017). Two techniques that fall within the category of SEM are covariance-based structural equation modelling (CBSEM) and variance-based structural equation modelling (VBSEM). Although there are limitations when estimating complex relationships, CBSEM is suitable for validating theoretically hypothesised relationships (Hair et al., 2011). In contrast, PLS-SEM, which is a sophisticated and adaptable platform for multivariate analysis and adheres to the principles of VBSEM, provides flexibility in modelling composites and factors. Scholars from various fields have praised PLS-SEM as a useful tool for its capacity to accurately capture complexity in models (Chin et al., 2008; Hulland, 1999; Sarstedt et al., 2016).

Given that the current research aims to examine the proposed theoretical framework, which encompasses intricate relationships among various constructs/variables, Partial Least Squares Structural Equation Modeling (PLS-SEM) version 4 was employed. This methodology enabled the simultaneous analysis of relationships between numerous independent and dependent variables. Furthermore, the descriptive statistics of the data were done using SPSS 25.00. Initially, a confirmatory factor analysis (CFA) was conducted to ascertain whether the indicator variables for the corresponding constructs effectively measured their respective constructs. This was carried out to affirm convergent validity. Subsequently, an assessment was made to confirm the discriminant validity by examining the presence of multicollinearity among the constructs. With the confirmation of the instrument's convergent and discriminant validity, the subsequent phase involved conducting path analysis. This step aimed to evaluate the hypothesized causal relationships among the latent constructs, constituting the structural model. Once the internal validity was established, the next step was to collect and analyse the

data. In accordance with the study's objectives, a range of descriptive statistics including mean scores and percentage methods, along with analytical techniques such as crosstabulation, $\chi 2$ test for independence, independent samples t-test, one-way ANOVA, $\chi 2$ test of goodness of fit, and multiple regression analysis were employed.

Table 3.5: Statistical Analysis Associated with Research Objective.

Sr. No.	Objective	Technique
1.	To determine the awareness level of millennials related to cause-related marketing campaigns.	Descriptive Statistics, one-way ANNOVA, Chi square
2.	To examine the role of demographics in the relationship between cause related marketing and purchase intention.	SEM
3.	To study the effect of company-cause fit, perceived company motive, customer-cause involvement and warm glow with that of purchase intention and the relationship of cause-related marketing and purchase relationship of millennials.	SEM
4.	To ascertain the effect of cause-related marketing on the millennial consumers purchase intention.	SEM
5.	To identify the most prominent medium of promotion in generating awareness with respect to cause-related marketing campaigns for millennials.	Multiple Regression

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

The present chapter commences by addressing the foundational components of the quantitative analysis carried out in this study. The core aim of this chapter is to comprehensively explore the fundamental aspects of the data through elucidation and the procedural steps involved in data preparation. This encompasses delineating the profiles of therespondents, executing data screening and cleansing processes to ensure the suitability of the data for the subsequent stages of statistical analysis. Additionally, this chapter undertakes a descriptive examination of the data, providing insights into demographic characteristics. It also encompasses the formulation of a measurement model achieved through Confirmatory Factor Analysis (CFA). The chapter culminates with the presentation of the final iteration of the Structural Equation Model (SEM) and the ensuing outcomes obtained from the hypothesis testing process.

4.2 COMMON METHOD BIAS

Common method bias refers to a situation that arises not due to the underlying causal relationships between latent constructs in the model being studied, but rather as a result of the measurement approach employed (Kock, 2015). The author further expounds that, for instance, the instructions provided at the outset of a questionnaire could lead respondents to answer questions in a similar manner, leading to a significant amount of shared variance among the indicators. Additionally, an inherent societal inclination to respond to questions in a certain way on a questionnaire can also contribute to a degree of common variance among the indicators. Data collection for this study encompassed both offline and online modes, thereby making it susceptible to potential common method bias, as acknowledged by Podsakoff et al. (2003). The literature offers several strategies to mitigate such biases (Podsakoff et al., 2003; Reio, 2010), which were diligently followed in this research. Firstly, the cover letter accompanying the survey explicitly communicated that participation was entirely voluntary and responses would remain anonymous throughout the data collection process. Secondly, participants were explicitly instructed to provide meaningful and accurate responses.

Furthermore, in addition to these qualitative measures, an exploratory factor analysis using Harman's Single-Factor test (Harman, 1967) was performed using SPSS 25. The results of the principal component extraction revealed that only 21.044 percent of the total variance in all variables could be attributed to a single factor. This suggests that the likelihood of significant common method bias in this study is low, as it accounts for less than 50 percent, as highlighted by Chen and Hung (2016) and Memon et al. (2019).

4.3 DEMOGRAPHIC ANALYSIS

This segment of the chapter presents an overview of the demographic backgrounds of the participants. The data was sourced from millennials employed in a curated assortment of both private and public establishments within Punjab. The demographic attributes of the respondents encompass several factors, including gender, marital status, occupation category, annual income, educational qualification, and regional location. A detailed breakdown of the respondents' demographic information is provided in Table 4.1.

Table 4.1: Demographic Profile of Respondents.

Demographic Variable	Composition (n=780)	%
Gender		
Female	437	56
Male	343	44
Regional Location		
Doaba	153	19.6
Majha	183	23.5
Malwa	444	56.9
Education Qualification		
Class 12th	146	18.7
Graduate	242	31
Postgraduate	341	43.7
Any Other and above	51	6.5
Occupation		
Private	692	88.7

Public	88	11.3
Marital Status		
Married	593	76
Unmarried	187	24
Annual Income		
Less than Rs. 2,00,000	183	23.5
2,00,001- 5,00,000	189	24.2
5,00,001- 10,00,000	274	35.1
10,00,001 and above	134	17.2

(Source: The Primary Data)

Table 4.1 presents the demographic analysis of 780 participants conducted as part of this research. The gender distribution indicated that 437 individuals (56%) were female, while 343 individuals (44%) were male. In terms of occupational locations, 444 individuals (56.9%) originated from Malwa, 183 participants (23.5%) were affiliated with Majha, and 153 participants (19.6%) were associated with Doaba. Participants' educational backgrounds varied, with 146 (18.7%) having completed their Class 12 education, 242 (31%) holding graduate degrees, 341 (43.7%) possessing postgraduate degrees, and 51 (6.5%) falling into the "Any Other and above" category. Regarding employment status, 692 individuals (88.7%) were employed in the private sector, while 88 individuals (11.3%) were engaged in the public sector. This detailed demographic profile encapsulates the composition of the participant pool, providing a comprehensive overview of their gender, geographical distribution, educational qualifications, and occupational affiliations within the specified research context. The distribution of marital status revealed that 187 individuals (24%) were unmarried and single, while 593 participants (76%) were married. Concerning yearly income brackets, 183 individuals (23.5%) earned less than Rs. 2,00,000, 189 individuals (24.2%) fell within the 2,00,001–5,00,000 range, 274 individuals (35.1%) were in the 5,00,001–10,00,000 range, and 134 individuals (17.2%) had an income exceeding Rs. 10,00,001. This comprehensive retrospective demographic overview provides a snapshot of the varied characteristics within the sample population, including frequencies and percentages. It serves as a historical foundation for understanding the respondent composition in the study.

4.3.1 KNOWLEDGE ABOUT CrM

Participants were queried regarding their awareness of marketing promotions involving company products that contribute to social causes through CrM campaigns. In simpler terms, they were inquired whether they were acquainted with the notion that business enterprises allocate a portion of their customers' purchases to support societal issues. This inquiry adopted a dichotomous format, offering two options. Respondents were prompted to select either 'Yes' or 'No' to denote their awareness level.

Table 4.2: Knowledge of CrM.

Knowledge of campaigns related to CrM	Frequency	Percentage
Yes	691	88.5
No	89	11.4
Total	780	100

Source: Primary Data

Data provided in Table 4.2 presents the frequencies and percentages of millennial respondents who have either heard or seen CrM campaigns and those who have not. A total of 780 millennial respondents were surveyed. The analysis reveals that a significant majority of millennial respondents, 691 individuals or 88.5%, have heard or seen cause-related marketing campaigns. This indicates a high level of awareness and exposure among this demographic group. On the other hand, 89 respondents, accounting for 11.4% of the total, reported not having heard or seen any CrM campaigns. This subset of millennials appears to be less familiar with this type of marketing strategy. It is worth noting that CrM campaigns typically aim to associate a brand or product with a social or environmental cause, intending to generate positive consumer perception and support for the cause. The high level of awareness among the majority of millennial respondents suggests that cause-related marketing has effectively reached and resonated with this demographic. significance of CrM campaigns in capturing the attention and engagement of millennial consumers. By tapping into this marketing approach, companies can foster stronger connections with millennials while making a positive social impact.

Objective 1: To determine the awareness level of millennial consumer's related to cause-related marketing campaigns.

CrM has emerged as a strategic paradigm aimed at the concurrent objectives of augmenting corporate performance, fortifying brand image, and championing social causes (Varadarajan and Menon, 1988). The integration of CrM campaigns into the ambit of global marketing endeavors has garnered substantial traction within the corporate landscape (Fries et al., 2009; Vanhamme et al., 2012). Westberg and Pope (2005) underscored the pivotal role of CrM awareness for entities actively participating in CrM initiatives. Scholarly investigations have discerned a discernible correlation between consumer endorsement of CrM endeavors and the degree of CrM utilization (Webb and Mohr, 1998). Furthermore, the receptivity of consumers is intricately tied to the magnitude of CrM awareness prevailing in a given market context (Mohr et al., 2001).

The principal objective of this study was to compare two categories of awareness, unaided awareness and aided awareness, to assess individuals' perceptions of CrM and CrM campaigns, respectively (Keller, 1993). Unaided awareness measures participants' ability to comprehend or recognize the CrM concept without prompts. Aided awareness quantifies participants already familiar with the CrM concept or a specific CrM campaign. The study considered demographic characteristics to explore the relationship between demographics and participants' awareness levels, aiming to investigate consumer awareness of the CrM concept and its campaigns, both unaided and aided, while considering specific demographic factors.

To better understand and compare awareness levels among millennial respondents, various statistical tools, including Cross-tabulation, Chi-Square test, the Independent samples t-test, and One-way ANOVA, were employed. These methodologies facilitated data analysis and provided valuable insights into the subject matter. These tests allowed for the examination of relationships between categorical and continuous variables, providing a comprehensive understanding of the data. Prior to conducting these analyses, normality assumptions were assessed to ensure the validity of parametric tests. The examination of data normality is crucial for the reliability of statistical inferences, and in this study, it was confirmed that the data met the assumptions, enhancing the robustness of the subsequent statistical analyses. The

formulated hypotheses guided the investigation into the relationship between demographics and CrM awareness levels among participants.

H_01: *There is no significant difference observed in the unaided awareness level of CrM across different demographic variables.*

H_02: *There is no significant difference observed in the aided awareness level of CrM across different demographic variables.*

4.4 UNAIDED AWARENESS FOR CrM

The study began by assessing the foundational awareness of respondents regarding Cause-Related Marketing (CrM). Table 4.3 shows that for item UA1, nearly 59.10% of participants exhibited a full awareness of CrM, reflecting a robust understanding of this marketing concept. This substantial awareness set a positive tone for the subsequent analyses, hinting at a receptive audience for cause-related marketing initiatives. The investigation shifted focus to item UA2, discerning the recognition of companies' involvement in CrM activities within the Indian context. A noteworthy 55.64% of respondents expressed full awareness, showcasing a substantial acknowledgement of corporate participation in CrM. The range of percentages, spanning from 1.67% to 55.64%, unveiled a spectrum of awareness levels, suggesting varied degrees of familiarity among respondents. Delving deeper into the philanthropic aspect (item UA3) of CrM, the analysis revealed that 55.13% of respondents were fully aware of companies contributing profits to social causes through CrM initiatives. Despite a slightly higher standard deviation of 1.41, this finding highlighted a commendable awareness among the surveyed population regarding the financial impact of CrM on social causes. Unravelling the core definition of CrM campaigns (item UA4), the study uncovered a nuanced understanding among respondents. While 52.82% were fully aware, a notable 31.15% expressed general awareness, indicating a substantial recognition of the dual promotional and social impact aspects embedded in CrM campaigns. This nuanced comprehension suggested a multifaceted understanding among respondents. The analysis for UA5 explored the informational value perceived in CrM campaigns. Impressively, a majority (57.56%) recognized CrM campaigns as substantial sources of information about companies' social responsibility endeavors. With a slightly higher percentage of fully aware respondents, this finding underscored the potential of CrM campaigns as effective communication tools for corporate social responsibility. Further dissecting the informational content, this statement UA6 underscored that 48.21% were fully

aware of the comprehensive details provided by CrM campaigns. While 35.64% expressed general awareness, this result underscored the potential for CrM campaigns to effectively convey information about the company, product, and the associated social cause in a cohesive manner. Item UA7 scrutinized the participatory nature of CrM initiatives, revealing that 58.97% were fully aware of companies engaging customers in charitable endeavors through product purchases. The wide spectrum of awareness levels, coupled with the high percentage of full awareness, suggested a positive outlook on consumer involvement in socially responsible transactions. Concluding the analysis, according to item UA8, the study found that 58.59% were fully aware of CrM campaigns contributing to heightened public awareness about specific social causes. This positive outcome highlighted the potential of CrM initiatives not only to inform but also to actively contribute to the societal visibility of critical issues. The average awareness score, calculated at 3.15 with a standard deviation of 0.79, indicated a generally high level of awareness among respondents.

Table 4.3: Respondents' Unaided Awareness of CrM.

Item Label	Unaided Awareness		Fully Not Aware	Not Aware	Neither Aware nor Not Aware	Aware	Fully Aware	Mean	S. D
UA1	To what extent you are aware of the concept of Cause-Related Marketing?	Freq.	14.00	109.00	4.00	192.00	461.00	3.15	0.79
		%	1.79	13.97	0.51	24.62	59.10		
UA2	Companies in India are involved in cause-related marketing activities.	Freq.	13.00	105.00	5.00	223.00	434.00		
		%	1.67	13.46	0.64	28.59	55.64		
UA3	Companies donate a part of their profits towards social causes as a result of cause-related marketing.	Freq.	16.00	107.00	11.00	216.00	430.00		
		%	2.05	13.72	1.41	27.69	55.13		
UA4	Cause-related marketing campaigns are those that involve the promotion of a	Freq.	12.00	111.00	2.00	243.00	412.00		
		%	1.54	14.23	0.26	31.15	52.82		

	product, linked to a social cause.								
UA5	Cause-related marketing campaigns provide a good source of information as far as companies' cause-related marketing activities are concerned	Freq.	12.00	111.00			208.00	449.00	
		%	1.54	14.23	0.00		26.67	57.56	
UA6	Cause-related marketing campaigns give information about the company, product, and social cause they support in their advertisement.	Freq.	10.00	113.00	3.00		278.00	376.00	
		%	1.28	14.49	0.38		35.64	48.21	
UA7	Companies involve the customers to donate towards social causes by purchasing their products.	Freq.	17.00	106.00	6.00		191.00	460.00	
		%	2.18	13.59	0.77		24.49	58.97	
UA8	Cause-related marketing campaigns increase public awareness about a certain social cause.	Freq.	12.00	104.00	7.00		200.00	457.00	
		%	1.54	13.33	0.90		25.64	58.59	

Source: Primary Data

4.4.1 Unaided Awareness of CrM and Gender

To explore potential discrepancies between males and females regarding their unaided awareness of CrM, an independent samples t-test was conducted. The following hypothesis was formulated to guide this analysis:

$H_0$1a: There is no significant difference in unaided awareness level of CrM between male and female respondents.

Table 4.4: Differences in Unaided Awareness of CrM between Males and Females.

Equality of Variances (Levene's Test)							
	Gender	N	Mean	Std. deviation	F	Sig.	Decision (*H₀*)
Unaided Awareness	Females	437	3.56	.782	.021	.884	
	Males	343	3.43	.792			
Equality of Means (t-test)							
t-value	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		Rejected
					Lower	Upper	
2.388	778	.017*	.135	.05	.024	.247	

Source: Primary Data

*Significant at the 0.05 level

Table 4.4 provides insights into the equality of variances and means for unaided awareness scores based on gender, comparing females to males. Levene's Test for Equality of Variances assessed whether the variances of unaided awareness scores differed significantly between females and males. Levene's Statistic was 0.021 with a p-value of 0.884, suggesting that the assumption of equality of variances was not violated (accepted). This implied that the variances in unaided awareness were reasonably consistent between females and males. Proceeding to the t-test for Equality of Means, the analysis aimed to determine whether the mean unaided awareness scores significantly differed between females and males. The t-value of 2.388, with 778 degrees of freedom and a significance level of 0.017*, indicated that there was a statistically significant difference in mean unaided awareness scores between females and males. Examining the mean difference revealed that females had a slightly higher average unaided awareness score (3.56) compared to males (3.43). The 95% Confidence Interval of the Difference spanned from 0.024 to 0.247, suggesting that the observed difference in mean awareness was statistically significant.

4.4.2 Unaided Awareness of CrM and Marital Status

To explore whether marital status influences unaided awareness of CrM, an independent samples t-test was utilized. The following hypothesis was formulated to guide this analysis:

H_01b: There is no significant difference in unaided awareness level of CrM between married and unmarried respondents.

Table 4.5: Differences in Unaided Awareness of CrM between married and unmarried respondents.

Equality of Variances (Levene's Test)							
	Marital Status	**N**	**Mean**	**Std. deviation**	**F**	**Sig.**	**Remarks (H_0)**
Unaided Awareness	Unmarried	187	3.39	.712	.000	.995	Accepted
	Married	593	3.81	.786			
Equality of Means (t-test)							
t-value	**df**	**Sig. (2-tailed)**	**Mean Difference**	**Std. Error Difference**	**95% Confidence Interval of the Difference**		
					Lower	**Upper**	
6.592	778	.203[NS]	.425	.064	-.298	.552	

Source: Primary Data

NS=non-significant

Table 4.5 shows the equality of variances and means for unaided awareness scores based on marital status, specifically comparing individuals who were unmarried to those who were married. Levene's Test for Equality of Variances examined whether the variances of unaided awareness scores differed significantly between unmarried and married individuals. With Levene's Statistic of 0.000 and a p-value of 0.995, the test suggested that the assumption of equality of variances was not violated (accepted). This implied that the variances in unaided awareness were reasonably consistent between unmarried and married individuals. Moving to the t-test for Equality of Means, the analysis aimed to determine whether the mean unaided awareness scores significantly differed between unmarried and married individuals. The t-value of 6.592, with 778 degrees of freedom and a significance level of 0.203 (non-significant, denoted as NS), suggested that there was no statistically significant difference in mean unaided

awareness scores between unmarried and married individuals. Further details on the mean difference indicated that the average unaided awareness score for married individuals (3.81) was slightly higher compared to unmarried individuals (3.39). However, the non-significant p-value implied that this observed difference was not statistically meaningful. The 95% Confidence Interval of the Difference spanned from -0.298 to 0.552, encompassing zero, reinforcing the non-significant nature of the result.

4.4.3 Unaided Awareness of CrM and Occupation

To examine whether the type of occupation influences unaided awareness of CrM, an independent samples t-test was conducted. The following hypothesis was formulated to guide this analysis:

$H_0$1c: There is no significant difference in unaided awareness level of CrM between public and private employed respondents.

Table 4.6: Differences in Unaided Awareness of CrM between public and private occupation types.

Equality of Variances (Levene's Test)							
	Occupation	N	Mean	Std. deviation	F	Sig.	Remarks *(H_0)*
Unaided Awareness	Private	692	3.48	.780	1.544	.214	Accepted
	Public	88	3.58	.863			

Equality of Means (t-test)						
t-value	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
					Lower	Upper
1.159	778	.247[NS]	.103	.089	-.279	.071

Source: Primary Data

NS=non-significant

The analysis in Table 4.6 shows the comparison of unaided awareness between individuals employed in private and public sectors. The test of homogeneity, represented by Levene's Test for Equality of Variances, assessed whether the variances of unaided awareness scores differed significantly between the two occupational groups. With a Levene's Statistic of 1.544 and a p-value of 0.214, the test suggested that the assumption of equality of variances was not violated (accepted). This implied that the variances in unaided awareness were reasonably consistent between individuals in private and public sectors. Proceeding to the t-test for Equality of Means, the analysis aimed to determine whether the mean unaided awareness scores significantly differed between private and public sector employees. The t-value of 1.159, with 778 degrees of freedom and a significance level of 0.247 (non-significant, denoted as NS), suggested that there was no statistically significant difference in mean unaided awareness scores between private and public sector employees. Further details on the mean difference indicated that the average unaided awareness score for individuals in the public sector was slightly higher (3.58) compared to those in the private sector (3.48). However, the non-significant p-value implied that this observed difference was not statistically meaningful. The 95% Confidence Interval of the Difference spanned from -0.279 to 0.071, encompassing zero, reinforcing the non-significant nature of the result.

4.4.4 Unaided Awareness of CrM and Education Qualification

To examine potential differences in unaided awareness of CrM among respondents based on their education qualifications, a One-way ANOVA was conducted. The following hypothesis was formulated to guide this analysis:

$H_0$1d: There is no significant difference in unaided awareness level of CrM and different educational qualification of respondents.

Table 4.7: One Way ANOVA Results of Unaided Awareness and Education Qualification.

Education Qualification	N	Mean	Std. deviation	Test of Homogeneity		ANOVA		Remarks (H_0)
				Levene's Statistic	Sig.	F-value	Sig.	Rejected

Class 12th	146	3.40	.775	3.869	.009	6.307	.000*	
Graduate	242	3.52	.655					
Postgraduate	341	3.58	.819					
Any Other	51	3.09	1.052					

Group Differences				
Education Qualification	**Mean Difference**	**Sig.**	**95% Confidence Interval of the Difference**	
			Lower	**Upper**
Graduate -Post Graduate	.422*	.047	.0040	.8405
Postgraduate- Any Other	.491*	.013	.0743	.9079

Source: Primary Data

*Significant at the 0.05 level

Table 4.7 outlines the results of a One-Way ANOVA that investigated the relationship between unaided awareness and educational qualifications across four categories: Class 12th, Graduate, Postgraduate, and Any Other. The test of homogeneity, as indicated by Levene's Statistic (3.869) with a p-value of 0.009, revealed a significant difference in variances among the education qualification groups. This departure from homogeneity warranted a cautious interpretation of the subsequent ANOVA results. Moving to the ANOVA outcomes, the F-value of 6.307 with a significance level of 0.000* indicated a statistically significant difference in unaided awareness among the education qualification groups. Consequently, the null hypothesis of equal means across education groups was rejected. Examining the mean awareness scores for each group, Class 12th had a mean score of 3.40, Graduate with 3.52, Postgraduate with 3.58, and Any Other with 3.09. The subsequent analysis of group differences revealed that the mean difference between Graduate and Postgraduate was 0.422 (p = 0.047, 95% CI [0.0040, 0.8405]), signifying those individuals with a graduate qualification exhibited a significantly higher level of unaided awareness compared to those with a postgraduate qualification. Similarly, the mean difference between Postgraduate and Any Other was 0.491 (p = 0.013, 95% CI [0.0743, 0.9079]), indicating a significantly higher awareness among postgraduates compared to individuals with qualifications categorized as 'Any Other.'

4.4.5 Unaided Awareness of CrM and Regional location

To explore potential disparities in unaided awareness of CrM among respondents based on their regional location, a One-way ANOVA was conducted. The following hypothesis was formulated to guide this analysis:

H_01e: There is no significant difference in unaided awareness level of CrM and regional location (Majha, Malwa and Doaba) of respondents.

Table 4.8: One Way ANOVA Results of Unaided Awareness and Regional location.

				Test of Homogeneity		ANOVA		Remarks (*H_0*)
Regional location	**N**	**Mean**	**Std. deviation**	**Levene's Statistic**	**Sig.**	**F-value**	**Sig.**	Rejected
Doaba	153	3.51	.698	1.797	.167	5.366	.005*	
Majha	183	3.32	.816					
Malwa	444	3.55	.801					
Group Differences								
Regional location	**Mean Difference**		**Sig.**	**95% Confidence Interval of the Difference**				
				Lower			**Upper**	
Malwa-Majha	.224*		.003	.0622			.3863	

Source: Primary Data

*Significant at the 0.05 level

Table 4.8 presents the results of a One-Way ANOVA that examined the relationship between unaided awareness and the regional location across three distinct regions: Doaba, Majha, and Malwa. The test of homogeneity, Levene's statistic (1.797) with a p-value of 0.167, suggested that the assumption of homogeneity of variances was not significantly violated, supporting the use of ANOVA. The ANOVA results revealed a statistically significant difference in unaided awareness among the workplace areas, as indicated by an F-value of 5.366 with a significance level of 0.005. Delving into the group differences, the mean awareness scores for each workplace area provided additional insights. Doaba had a mean

awareness score of 3.51, Majha with 3.32, and Malwa with 3.55. The mean difference between Malwa and Majha was 0.224 (p = 0.003, 95% CI [0.0622, 0.3863]), suggesting that individuals in the Malwa region exhibited a significantly higher awareness compared to those in Majha. This significant difference emphasized the importance of considering geographic variations when evaluating unaided awareness in the workplace areas.

4.4.6 Unaided Awareness of CrM and Annual Income

In order to investigate whether the respondents' annual income-wise differences existed regarding their unaided awareness of CrM, One-way ANOVA was applied. The following hypothesis is formulated:

$H_0 1f$: There is no significant difference in unaided awareness level of CrM and levels of annual income of respondents.

Table 4.9: One Way ANOVA Results of Unaided Awareness and Annual Income.

				Test of Homogeneity		ANOVA		Remarks *(H_0)*
Annual Income	**N**	**Mean**	**Std. deviation**	**Levene's Statistic**	**Sig.**	**F-value**	**Sig.**	Accepted
Group 1 (Less than Rs 2,00,000)	183	3.34	.817	3.496	.126	4.740	.174	
Group 2 (2,00,001-5,00,000)	189	3.55	.800					
Group 3 (5,00,001-10,00,000)	274	3.58	.653					
Group 4) (10,00,001 and above)	134	3.56	.852					
Group Differences								

Annual Income	Mean Difference	Sig.	95% Confidence Interval of the Difference	
			Lower	Upper
Group 1- Group 2	-.237	.012	-.439	.0361
Group 3-Group 1	.207	.017	-.0246	.3899

Source: Primary Data

*Significant at the 0.05 level

The analysis intricately explored the relationship between annual income and unaided awareness, employing both the Test of Homogeneity and ANOVA (Table 4.9). The Levene's Test for Homogeneity affirmed the non-significant p-value of 0.126, ensuring adherence to the assumption of equal variances across income groups. Subsequently, the ANOVA results revealed an F-value of 4.740 with a significance level of 0.174. This relatively high p-value urged caution in rejecting the null hypothesis of equal means across income groups, indicating that while there was a suggestion of a difference in unaided awareness means, it did not reach conventional significance levels. Further delving into group differences enhanced the analysis. Group 1, representing individuals with an annual income less than Rs 2,00,000, exhibited a mean awareness score of 3.34. In comparison, Group 2 (2,00,001-5,00,000) had a higher mean awareness of 3.55. The mean difference between these groups was -.237, with a significant p-value of 0.012. The 95% Confidence Interval for this difference ranged from -.439 to .0361, indicating that individuals in the lowest income bracket (Group 1) had slightly lower awareness than those in the second income group (Group 2), with a reasonable level of confidence. Likewise, when comparing Group 3 (5,00,001-10,00,000) with Group 1, a mean difference of .207 was found, along with a significant p-value of 0.017, and a 95% Confidence Interval ranging from -.0246 to .3899. This suggested that individuals in the third income group (Group 3) exhibited slightly higher awareness than those in the lowest income group (Group 1), with a level of confidence in the estimated difference.

4.5 AIDED AWARENESS FOR CrM

To assess the aided level of awareness among the respondents, they were exposed to a selection of prominent CrM campaigns. These campaigns were either previously executed or

currently underway by business firms. The inclusion criteria comprised campaigns that had gained substantial recognition due to extensive advertising and promotion, utilizing various communication channels. The CrM campaigns subjected to awareness evaluation included Hindustan Unilever Limited *(Swasthya Chetna Campaign),* Tata Consumer Products *(Desh KO Arpan),* P&G *(Shiksha campaign),* Marico Industries *(Chhotte Kadam Pragati ki Aur),* ITC *(Aashirvad-Boond Se Sagar)*, Nestle *(Educate the Girl Child).* Participants were requested to signify their familiarity with several CrM campaigns. The aim was to gauge the degree of aided awareness among the respondents concerning different CrM initiatives. In order to ascertain the extent of awareness, participants were prompted to specify the number of CrM campaigns they had encountered or come across from the aforementioned list. The relevant data is displayed in Table 4.10.

Table 4.10: Respondents' aided Awareness of CrM

Aided Awareness	Frequency	%
Awareness of minimum 1 campaign	55	28.8
Awareness of minimum 2 campaign	102	6.5
Awareness of minimum 3 campaign	116	14.1
Awareness of minimum 4 campaign	165	21.2
Awareness of minimum 5 campaign	119	8.5
Awareness of all 6 campaigns	223	20.9
Total	780	100
Mean Awareness	4.10	
SD	1.61	

Source: Primary Data

Table 4.10 offers data on the extent to which respondents were made aware of CrM efforts. The following interpretation applies:

1. Awareness of minimum 1 campaign: Out of the total 780 respondents, 55 individuals reported being aware of at least one cause-related marketing campaign. This represents approximately 28.8% of the sample.

2. Awareness of minimum 2 campaigns: Only 102 respondents, accounting for about 13.1% of the sample, reported being aware of a minimum of two campaigns. This

indicates that a smaller proportion of individuals were knowledgeable about multiple cause-related marketing initiatives.

3. Awareness of minimum 3 campaigns: A total of 116 respondents, approximately 14.1% of the sample, reported awareness of at least three cause-related marketing campaigns. This suggests a slight increase in the %age of respondents who were aware of multiple campaigns.

4. Awareness of a minimum 4 campaigns: Among the respondents, 165 individuals (approximately 21.2%) were aware of a minimum of four cause-related marketing campaigns. This demonstrates a further increase in the %age of respondents who had knowledge of a larger number of campaigns.

5. Awareness of a minimum 5 campaigns: 119 respondents, representing approximately 8.5% of the sample, reported awareness of at least five cause-related marketing campaigns. This indicates a decrease in the %age of respondents aware of a higher number of campaigns compared to the previous category.

6. Awareness of all 6 campaigns: The highest level of awareness was observed in this category, with 223 respondents (approximately 20.9% of the sample) being aware of all six cause-related marketing campaigns. This indicates that a notable proportion of the surveyed individuals had comprehensive knowledge of the full range of campaigns.

The calculated mean degree of aided awareness among responders was 4.10. This score ranges from 1 to 6 and represents the average number of campaigns respondents were aware of. This indicates that, on average, respondents are aware of four at least cause-related marketing efforts. The standard deviation (SD) of 1.61 reveals the degree of variation in the respondents' level of Aided awareness. A greater standard deviation indicates a broader range of awareness levels, showing that some respondents were aware of a greater number of initiatives than others.

4.5.1   Aided Awareness of CrM and Gender

To explore potential differences in aided awareness of CrM campaigns between males and females, Cross-tabulation and the Chi-square test were employed. The following hypothesis was formulated to guide this analysis:

H₀2a: There is no significant difference in aided awareness level of CrM between male and female respondents.

Table 4.11: Frequencies and Chi-square Results for Aided awareness and Gender.

Source	Female		Male		χ^2 (df)	p value	Decision (H_0)
	n	**%**	**n**	**%**			
Awareness of minimum 1 campaign	133	59.10	92	40.90	1.275 (5)	.937[NS]	Accepted
Awareness of minimum 2 campaigns	27	52.90	24	47.10			
Awareness of minimum 3 campaigns	68	61.60	42	48.40			
Awareness of minimum 4 campaigns	85	92.40	80	72.60			
Awareness of minimum 5 campaigns	38	57.60	28	42.40			
Awareness of all 6 campaigns	86	91.30	77	71.7			

Source: Primary Data

NS: Not Significant

According to Table 4.11, 59.1 % of females and 40.9 % of males are aware of at least one cause-related campaign. Specifically, 52.9 % of females and 47.1 % of males are aware of at least two campaigns. 61.6 % of females and 48.4 % of males are aware of at least three campaigns. When considering a minimum of four campaigns, the awareness %ages for both genders is 92.4 % for females and 72.6 % for males. For a minimum of five campaigns, females received 57.6 % while males received 42.4 %. Finally, 91.3 % of females and 71.7 % of males are aware of all six programmes. Since the Pearson Chi-Square value is 1.275 and the p-value is.937, the relationship between aided awareness and gender is statistically insignificant at the 5% level. These findings imply that the variances in the proportions of males and females with awareness of varying numbers of campaigns are probably a result of random variation. Thus, there appears to be no statistically significant correlation between gender and aided awareness.

4.5.2 Aided Awareness of CrM and Marital Status

To explore potential differences in aided awareness of CrM campaigns based on marital status, Cross-tabulation and the Chi-square test were employed. The following hypothesis was formulated to guide this analysis:

H_02b: There is no significant difference in aided awareness level of CrM between married and unmarried respondents.

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Table 4.12: Frequencies and Chi-square Results for Aided awareness and Marital Status.

Source	Married		Unmarried		χ^2 (df)	p value	Decision (H_0)
	n	**%**	**n**	**%**			
Awareness of minimum 1	40	72.70	15	27.30	1.533	.909^{NS}	Accepted
Awareness of minimum 2	81	79.40	21	20.60	(5)		
Awareness of minimum 3	87	75.00	29	25.00			
Awareness of minimum 4	127	77.00	38	23.00			
Awareness of minimum 5	92	77.30	27	22.70			
Awareness of all 6 campaigns	166	74.40	57	25.60			

Source: Primary Data

NS: Not Significant

From Table 4.12, it can be observed that 72.7% of married respondents and 27.30% of unmarried respondents are familiar with at least one cause-related campaign. For a minimum of two campaigns, 79.40% of married respondents and 20.60% of unmarried respondents demonstrate awareness. Similarly, 75% of married respondents and 25% of unmarried respondents are conscious of at least three campaigns. In the case of at least four campaigns, awareness is present in 77% of married respondents and 23% of unmarried respondents. Furthermore, 77.3% of married individuals and 22.70% of unmarried respondents are knowledgeable about at least five campaigns. Finally, 74.40% of married respondents and 25.60% of unmarried respondents have awareness of all six campaigns. Considering the Pearson Chi-Square value of 1.535 and the p-value of .909, the connection between aided awareness and marital status holds no statistical significance at the 5% significance level. This implies that the observed differences in the proportions of married and unmarried respondents

with awareness of varying numbers of campaigns are likely due to random variation. Consequently, there is no statistically significant association between aided awareness and marital status.

4.5.3 Aided Awareness of CrM and Occupation

In order to investigate whether occupation differs in aided awareness of CrM campaigns, the Cross-tabulation and Chi-square test was applied. The following hypothesis is formulated:

H₀2c: There is no significant difference in aided awareness level of CrM between public and private employed respondents.

Table 4.13: Frequencies and Chi-square Results for Aided awareness and Occupation.

Source	Private		Government		χ^2	p	Decision
	n	**%**	**n**	**%**	**(df)**	**value**	**(H_0)**
Awareness of minimum 1 campaign	45	81.8	10	18.20	3.573 (5)	.612[NS]	Accepted
Awareness of minimum 2 campaigns	90	88.20	12	11.80			
Awareness of minimum 3 campaigns	104	89.70	12	10.30			
Awareness of minimum 4 campaigns	149	90.30	16	9.70			
Awareness of minimum 5 campaigns	104	87.40	15	12.60			
Awareness of all 6 campaigns	200	89.70	23	10.30			

Source: Primary Data

NS: Not Significant

According to the data presented in Table 4.13, it is evident that 81.8% of respondents from the private sector and 18.20% of respondents from the public sector are knowledgeable about at least one cause-related campaign. For a minimum of two campaigns, the awareness stands at 88.20% among private sector respondents and 11.80% among those from the public sector. Similarly, 89.70% of individuals in the private sector and 10.30% of those in the public sector are aware of at least three campaigns. When it comes to at least four campaigns, 90.30% of private sector respondents and 9.70% of public sector respondents have information. Additionally, 87.40% of private sector respondents and 12.60% of public sector respondents are familiar with at least five campaigns. Finally, 89.70% of private sector respondents and 10.30% of public sector respondents possess awareness of all six campaigns. Assessing the Pearson Chi-Square value of 3.573 and the corresponding p-value of .612, it can be deduced that the link between aided awareness and occupation lacks statistical significance at the 5% significance level. This implies that the differences observed in the proportions of respondents from the private and public sectors with awareness of various numbers of campaigns are likely due to random variation. As a result, there is no statistically significant relationship between aided awareness and occupation.

4.5.4   Aided Awareness of CrM and Regional location

To explore potential differences in aided awareness of CrM campaigns based on the regional location, Cross-tabulation and the Chi-square test were utilized. The following hypothesis was formulated to guide this analysis:

H_02e: There is no significant difference in aided awareness level of CrM and regional location (Majha, Malwa and Doaba) of respondents.

Table 4.14: Frequencies and Chi-square Results for Aided awareness and Regional location.

Source	Doaba		Majha		Malwa		χ^2 (df)	p	Decision
	n	%	n	%	n	%		value	*(H_0)*

Awareness of minimum 1 campaign	19	34.50	13	23.60	23	41.80	19.505(5)	.334 NS	Accepted
Awareness of minimum 2 campaigns	21	20.60	33	32.40	48	47.10			
Awareness of minimum 3 campaigns	23	19.80	21	18.10	72	62.10			
Awareness of minimum 4 campaigns	28	17	35	21.20	102	61.80			
Awareness of minimum 5 campaigns	17	14.30	29	24.40	73	61.30			
Awareness of all 6 campaigns	45	20.20	52	23.30	126	56.50			

Source: Primary Data

NS: Not Significant

According to data in Table 4.14, 34.50 % of respondents from the Doaba region, 23.60 % of respondents from the Majha region and 41.80 % of respondents from the Malwa region are aware of a minimum one cause-related campaign. 20.60 % of respondents from the Doaba region, 32.40 % of respondents from the Majha region and 47.10 % of respondents from the Malwa region are aware of minimum two cause-related campaigns. For at least three cause-related campaigns the awareness of respondents from Doaba is 19.80 %, from Majha 18.10 % and Malwa 62.10 %. 17 % of respondents from the Doaba region, 21.20 % from Majha region and 61.80 % from the Malwa region are aware of minimum four cause-related campaigns. For at least five cause-related campaigns the awareness of respondents from Doaba is 14.30 %, from Majha 24.40 % and Malwa 61.30 %. Finally, 20.20 % of Doaba respondents, 23.30 Majha respondents and 56.50 Malwa respondents are aware of all six cause-related marketing campaigns. Because the Pearson Chi-Square value is 19.505 and the p-value is.334, the relationship between aided awareness and regional location is statistically insignificant at the

5% level. This suggests that the observed differences in the proportions of respondents from different regions with awareness of different numbers of campaigns are likely to be due to random chance alone, and there is a statistically non-significant relationship between the aided awareness and regional location.

4.5.5 Aided Awareness of CrM and Education Qualification

To explore potential differences in aided awareness of CrM campaigns based on qualification, Cross-tabulation and the Chi-square test were employed. The following hypothesis was formulated to guide this analysis:

$H_0 2d$: *There is no significant difference in aided awareness level of CrM and different educational qualification of respondents.*

Table 4.15: Frequencies and Chi-square Results for Aided awareness and Education Qualification.

Source Awareness	Class 12		Graduate		Post-graduate		Any other		χ^2 (df)	p value	Decision (H_0)
	n	%	n	%	n	%	n	%			
Min. 1 campaign	11	20	24	43.60	16	29.10	4	7.30	9.954 (15)	.823 NS	Accepted
Min. 2 campaigns	25	24.50	45	44.10	26	25.50	6	5.90			
Min. 3 campaigns	25	21.60	46	39.70	37	31.90	8	6.90			
Min. 4 campaigns	30	18.20	75	45.50	50	30.30	10	6.10			
Min. 5 campaigns	21	14.40	44	12.90	45	18.60	9	17.60			

Awareness of all 6 campaigns	34	15.20	107	48	68	30.50	14	6.30			

Source: Primary Data

NS: Not Significant

Table 4.15 reveals that 20 % of class 12 respondents, 43.6 % of graduate respondents, 29.1 % of post-graduate respondents, and 7.3 % of individuals in the "any other" category are aware of a minimum one cause-related campaign. 24.5 % of class 12 respondents, 44.1 % of graduates, 25.5 % of post-graduates, and 5.9 % of individuals in the "any other" category are aware of at least two cause-related campaigns. For a minimum of three cause-related campaigns class 12 respondents show an awareness rate of 21.6 % while 39.7% of graduate respondents, 31.9 % of post-graduate respondents, and 6.9 % of individuals in the "any other"category are aware. 18.2% of class 12 students, 45.5% of graduate respondents, 30.3% of post-graduate respondents, and 6.1% of respondents in the "any other" category are aware of a minimum four cause-related campaigns. Among class 12 respondents, 14.4% are aware, while 12.9% of graduate respondents, 18.6% of post-graduate respondents, and 17.6% of respondents in the "any other" category are aware of a minimum five cause-related campaigns. For all six cause-related campaigns class 12 respondents exhibit an awareness rate of 15.2%, while 48% of graduate respondents, 30.5% of post-graduate respondents, and 6.3% of respondents in the "any other" category. Because the Pearson Chi-Square value is 9.954 and the p-value is .823, the relationship between aided awareness and regional location is statistically insignificant at the 5% level. This suggests that the observed differences in the proportions of respondents from different educational qualification categories with awareness of different numbers of campaigns are likely due to random chance, and there is a non-significant relationship present between aided awareness and educational qualification.

Objective2: To identify the most prominent medium of promotion for generating awareness with respect to cause-related marketing campaigns for millennials.

4.6 MEDIUM OF PROMOTION OF CrM CAMPAIGNS

To identify the most prominent medium for promoting CrM campaigns, an investigation was conducted into the diverse promotion channels categorized by Camilleri and Camilleri (2018) employed for CrM initiatives. In today's landscape of proactive business entities and technologically savvy consumers, new avenues of information dissemination are emerging. The traditional mediums alone are no longer the sole reliance for consumers to be informed about the CrM campaigns. Respondents were presented with statements regarding the frequency with which they had encountered or come across cause-related marketing campaigns through various promotion channels, including digital, print, broadcast, direct mail, and outdoor mediums. The responses were gathered using a Likert scale ranging from "Never" to "Almost always." Multiple regression analysis was conducted to examine the influences of the five mediums of promotion on awareness of CrM campaigns. Regression assumptions were checked using boxplots, scatterplots, tolerance value and variance inflation factor. Results showed that the assumptions of linearity and homoscedasticity were met, and multivariate outliers and multicollinearity were not of concern.

The following hypothesis was framed to investigate the relationship between awareness and mediums of promotion:

H_03: There is no significant relationship between awareness of CrM campaigns and medium of promotion.

Camilleri and Camilleri (2018) categorized five promotion mediums for conveying a company's product or service offerings to consumers, encompassing digital, print, broadcast, direct mail, and outdoor mediums. In light of this classification, the study delves into the impact of crucial promotional mediums on awareness through the subsequent sub-hypotheses, denoted by *H04*:

H_03a: There is no significant relationship between awareness of CrM campaigns and digital medium of promotion.

H_03b: There is no significant relationship between awareness of CrM campaigns and print medium of promotion.

H_03c: There is no significant relationship between awareness of CrM campaigns and broadcast medium of promotion.

H₀3d: *There is no significant relationship between awareness of CrM campaigns and direct mail medium of promotion.*

H₀3e: *There is no significant relationship between awareness of CrM campaigns and outdoor medium of promotion.*

Table 4.16 presents the results of a regression analysis examining the relationship between different mediums of promotion and the awareness of Cause-Related Marketing (CrM) campaigns. The table summarises the direction and strength of the relationship between different mediums of promotion under study with the awareness of CrM campaigns. The beta coefficients and p-values for each medium are reported, providing insights into the strength and significance of the associations. From the below table, it is found that the p-value is less than 0.01 for all the mediums of awareness except the outdoor medium. Hence, it can be concluded that there exists a relationship between digital medium, print medium, broadcast medium, and direct mail medium, with awareness of CrM campaigns except the outdoor medium of promotion.

Table 4.16: Relationship between mediums of promotion and awareness of CrM campaigns

Mediums of promotion	Beta Coefficient	p-value
Digital Medium	.575	.000*
Print Medium	.054	.025*
Broadcast Medium	.144	.000*
Direct Mail Medium	.077	.002*
Outdoor Medium	.379	.082

Source: Primary Data

** Significant at .01 level

a) **Digital Medium:** The beta coefficient of 0.575 indicates a substantial positive relationship between the use of digital promotion and awareness of CrM campaigns. The p-value of 0.000 suggests a highly significant association, affirming that the digital medium is a potent tool for increasing campaign awareness.

b) **Print Medium**: A beta coefficient of 0.054 implies a positive relationship between print promotion and CrM campaign awareness. However, the effect size is smaller compared

to the digital medium. The p-value of 0.025 indicates a significant association, but it is worth noting that the effect is less pronounced than with digital promotion.

c) **Broadcast Medium**: With a beta coefficient of 0.144 and a p-value of 0.000, the analysis reveals a significant and positive relationship between broadcast promotion and awareness of CrM campaigns. The effect size is moderate, suggesting that the broadcast medium plays a meaningful role in campaign awareness.

d) **Direct Mail Medium:** A beta coefficient of 0.077 and a p-value of 0.002 suggest a positive and significant association between direct mail promotion and CrM campaign awareness. While the effect size is smaller compared to digital and broadcast mediums, the results indicate that direct mail is a valuable contributor to campaign awareness.

e) **Outdoor Medium:** The beta coefficient of 0.379 suggests a strong positive relationship between outdoor promotion and awareness of CrM campaigns. However, the p-value of 0.082 is greater than the conventional significance level of 0.01, indicating that the relationship is not statistically significant.

The impact of mediums of promotion on the awareness of CrM campaigns was examined by a multiple linear regression model. The dependent and independent variables used in the study are given below:

DV: Digital medium, Print medium, Broadcast medium, Direct mail medium, Outdoor medium

IV: Awareness

Table 4.17 shows that the Digital Medium received the highest mean rating (M = 3.97), indicating that it was perceived as the most prominent medium type among the respondents. In contrast, Direct mail Medium received the lowest mean rating (M = 1.95), suggesting that it was considered less prominent. Print Medium (M = 2.73), Broadcast Medium (M = 3.13), and Outdoor Medium (M = 2.60) fell between the highest and lowest mean ratings, indicating varying levels of prominence. The standard deviations (SD) provide information about the variability in the ratings for each medium type. SD provides insight into the dispersion of ratings, indicating the level of agreement or disagreement among respondents for each medium type. For Digital Medium, the SD was 1.142, suggesting a moderate level of variability. Print Medium had a slightly higher SD of 1.165, indicating a relatively higher level of variability. Broadcast Medium had the highest SD among all medium types with a value of 1.333, indicating a considerable amount of variability in the ratings. Direct mail Medium had a SD of

.995, implying a relatively lower level of variability compared to the other medium types. Lastly, the Outdoor Medium had an SD of 1.198, indicating a moderate level of variability.

Table 4.17: Mediums of promotions- Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Digital Medium	780	1	5	3.97	1.142
Print Medium	780	1	5	2.73	1.165
Broadcast Medium	780	1	5	3.13	1.333
Direct mail Medium	780	1	5	1.95	.995
Outdoor Medium	780	1	5	2.60	1.198

Source: Primary Data

To assess the potential presence of multicollinearity issues within the regression model, the variance inflation factor (VIF) was computed. The outcomes, as presented in Table 4.18, reveal that all VIF values fall below the accepted threshold of 5 (Hair et al., 2022; Kock and Lynn, 2012) and the tolerance value is greater than 0.2 (Hair et al., 2011). This suggests the absence of multicollinearity concerns within the model. This suggests that there is no observed correlation between the independent variables.

Table 4.18: Coefficients of Mediums of promotion-collinearity statistics

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Digital Medium	.879	1.138
Print Medium	.764	1.308
Broadcast Medium	.795	1.258
Direct mail Medium	.953	1.049
Outdoor Medium	.863	1.159

Source: Primary Data

Table 4.19: Model summarizes of Mediums of promotion.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.751a	0.564	0.562	0.68911	1.965
a Predictors: (Constant), Broadcast, Print, Direct Mail, Digital, Outdoor					

Source: Primary Data

The regression model under consideration examined the impact of various mediums of promotion (Broadcast, Print, Direct Mail, Digital, and Outdoor) on the dependent variable (awareness). The analysis (Table 4.19) includes key statistical metrics such as R, R Square, Adjusted R Square, Standard Error of the Estimate, and the Durbin-Watson statistic. These metrics collectively provide insights into the goodness-of-fit, explanatory power, and potential presence of autocorrelation in the model. The detailed analysis is given below:

a) R *(Correlation Coefficient):* The R-value of .751 indicates a strong positive correlation between the chosen predictors (Broadcast, Print, Direct Mail, Digital, Outdoor) and awareness of CrM campaigns (dependent variable). This suggests that the model is effective in capturing the relationship between the selected mediums and the outcome variable.

b) R Square *(Coefficient of Determination):* The R Square value of 0.564 signifies that approximately 56.4% of the variability in the awareness of CrM campaigns can be explained by the independent variables (Broadcast, Print, Direct Mail, Digital, Outdoor) included in the model. Falk and Miller (1992) recommended that R2 values should be equal to or greater than 0.10 in order for the variance explained of a particular endogenous construct to be deemed adequate. Hair et al. (2011) and Hair et al. (2013) suggested in scholarly research that focuses on marketing issues, that R2 values of 0.75, 0.50, or 0.25 for endogenous latent variables can,

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as a rough rule of thumb, be respectively described as substantial, moderate or weak. This suggests a moderate level of explanatory power, highlighting the effectiveness of the selected promotional mediums in accounting for the observed variance.

c) Adjusted R Square: The Adjusted R Square of 0.562, while slightly lower than the R Square, takes into account the number of predictors in the model. This adjustment is particularly relevant when assessing the mode's generalizability. The high Adjusted R Square reinforces the model's robustness in explaining the dependent variable.

d) Std. Error of the Estimate: The Standard Error of the Estimate (0.68911) provides an indication of the average distance between the observed values and the values predicted by the model. A lower value suggests a better fit. In this case, the relatively low standard error implies that the model's predictions are reasonably close to the actual values.

e) Durbin-Watson Statistic: The Durbin-Watson statistic of 1.965 is between the value of 1.5 to 2.5 (Bohannon et al., 2015), indicating that there is no substantial autocorrelation in the model residuals. The value supports the independence of residuals that is constant variance, reinforcing the independence assumption of the regression model.

Table 4.20: ANOVA for Mediums of promotion.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	476.408	5	95.282	200.649	.000[b]
	Residual	367.548	774	.475		
	Total	843.956	779			
a. Dependent Variable: Awareness of CrM campaigns						
b. Predictors: (Constant), Outdoor Medium, Direct mail Medium, Broadcast Medium, Digital Medium, Print Medium						

Source: Primary Data

*** Significant at .01 level*

The given information in Table 4.20 represents the results of the ANOVA test. The test compares the means of the dependent variable i.e., Awareness across different mediums of promotion. The ANOVA test was conducted with five mediums of promotion, and the test resulted in an F-value of 200.649. The F-value shows the fitness of the model. From the table,

it was found that the proposed model is statistically significant as F (200.649) and p < .001 thus leading to the conclusion that there is a relationship between mediums of promotion and awareness of CrM campaigns.

Table 4.21: Hypotheses Results

Hypotheses	Regression Weights	Beta Coefficient	t-value	p-value	Decision (*H₀*)
H_03a	Digital Medium→ Awareness	.575	24.913	.000*	Rejected
H_03b	Print Medium → Awareness	.174	3.040	.025*	Rejected
H_03c	Broadcast Medium → Awareness	.246	6.905	.000*	Rejected
H_03d	Direct Mail Medium → Awareness	.144	2.247	.002*	Rejected
H_03e	Outdoor Medium → Awareness	.054	1.741	.082	Accepted
R	0.75				
F	5(774) 200.649				

Source: Primary Data

* Significant at .05 level

Table 4.21 presents the outcomes of hypothesis testing concerning the relationship between specific promotion mediums and the awareness of CrM campaigns. The table includes regression weights, beta coefficients, t-values, p-values, and the decisions based on hypothesis testing. Following is the detailed analysis:

a) **H03a: Digital Medium → Awareness:** The beta coefficient (β) of .575 indicates a significant positive relationship between the use of the digital medium and awareness of CrM campaigns. The t-value of 24.913 and p-value of .000 provide strong evidence against the null hypothesis (H0), leading to the rejection of H04a. The decision is "Not accepted," implying that the digital medium has a statistically significant impact on awareness.

b) **H03b: Print Medium → Awareness:** The beta coefficient (β) of .174 suggests a positive relationship between the use of print medium and awareness of CrM campaigns. However, the t-value of 3.040 and the associated p-value of .025 lead to the rejection of H04b. The decision is "Not accepted," indicating that the relationship between print medium and awareness is statistically significant.

c) **H03c: Broadcast Medium → Awareness:** A beta coefficient (β) of .246 signifies a positive relationship between the use of broadcast medium and campaign awareness. The t-value of 6.905 and p-value of .000 provide strong evidence against the null hypothesis (H0). The decision is "Not accepted," suggesting that the impact of broadcast medium on awareness is statistically significant.

d) **H03d: Direct Mail Medium → Awareness:** With a beta coefficient (β) of .144, the direct mail medium shows a positive relationship with campaign awareness. The t-value of 2.247 and p-value of .002 lead to the rejection of H04d. The decision is "Not accepted," indicating that the relationship between direct mail medium and awareness is statistically significant.

e) **H03e: Outdoor Medium → Awareness**: The beta coefficient (β) of .054 indicates a positive relationship between the outdoor medium and campaign awareness. However, the t-value of 1.741 and p-value of .082 do not provide sufficient evidence against H0. The decision is "Accepted," suggesting that the impact of the outdoor medium on awareness is not statistically significant at the .05 level.

f) **Model Summary (R and F-statistic):** The R value of 0.75 indicates a strong overall fit of the regression model. The F-statistic of 200.649 with a significant p-value reinforces the overall significance of the model.

In conclusion, based on the beta coefficient values and statistical significance, Digital Medium appears to be the most prominent medium for promoting cause-related campaigns, followed by Broadcast Medium, Print Medium and Direct Mail Medium.

A multiple linear regression equation between a dependent variable (awareness) and independent variables (Broadcast, Print, Direct Mail, Digital, and Outdoor) can be derived from:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + ... + \beta_p X_p + \epsilon \qquad \qquad .... (1)$$

where,
Y = dependent variable
X = explanatory variables
β_0 = y-intercept (constant term)
β_p = slope coefficients for each explanatory variable
ϵ = the model's error term (also known as the residuals)

*Awareness (Y) = 0.575 * Digital + 0.174 * Print + 0.144 * Direct Mail + 0.246 * Broadcast + 2.469* .... (2)

Equation 2 specifies that the coefficient of 0.575 indicates that, holding other variables constant, a one-unit increase in the Digital Medium is associated with an increase of 0.575 units in Awareness. Similarly, the coefficient of 0.174 suggests that, while controlling for other variables, a one-unit increase in the Print Medium corresponds to a 0.174-unit increase in Awareness. The coefficient of 0.144 signifies that, when other variables are held constant, a one-unit increase in the Direct Mail Medium is associated with a 0.144-unit increase in Awareness. The coefficient of 0.246 indicates that, with other variables held constant, a one-unit increase in the Broadcast Medium is linked to a 0.246-unit increase in Awareness. The intercept term of 2.469 represents the expected level of Awareness when all predictor variables (Digital, Print, Direct Mail, Broadcast) are zero. It serves as the baseline awareness level.

The regression coefficients provide insights into the strength and direction of the relationship between each promotion medium and awareness. A positive coefficient indicates a positive association, while the magnitude of the coefficient reflects the strength of that association. The intercept represents the baseline awareness level when all predictors are zero. In practical terms, the model suggests that the Digital Medium has the strongest positive impact on awareness, followed by Broadcast, Print, and Direct Mail. The intercept term accounts for the baseline awareness that is not explicitly covered by the included mediums. This model equation and interpretation provide a valuable foundation for marketers and decision-makers seeking to optimize promotion strategies for increasing awareness for millennials in the context of CrM campaigns.

4.7 MEASUREMENT MODEL ASSESSMENT

4.7.1   Outer Loadings

Outer loadings in the measurement model are the estimated relationships in the reflective measurements. The measurement model encompasses a unidirectional predictive connection between the latent construct and its observable predictive indicators. The strength of the relationship between the two is represented by "r" or "beta". The outer (indicator)

loadings of each relationship between the latent construct and its observed indicators are given in Table 4.1. These measurements are also used to calculate the AVE of each construct. The "r" or "beta" of each relationship in the measurement model will affect the value AVE and, indirectly, the convergent validity of the construct. The indicator loadings should exceed 0.7, as suggested by Hair et al. (2011) and Vinzi et al. (2010). Since the outer loading of the relationship between observed item CCF4 and its latent construct company-cause fit (CCF), PCM5 and its latent construct perceived company motive (PCI) and PI2 and its latent construct purchase intention (PI) was less than 0.7 the same was deleted and not considered in further calculations. After removing the items "CCF4", "PCM5" and "PI2" from the conceptual model, the PLS procedure was again run, and the revised outer loadings of the relationships between different items and their respective constructs were depicted in Table 4.22

Table 4.22: Outer Loadings (Initial).

Exogenous/Endogenous variable	Items	Loadings
Company-cause fit (CCF)	CCF1	0.735
	CCF2	0.710
	CCF3	0.826
	CCF4	**0.648**
	CCF5	0.750
Customer-cause involvement (CCI)	CCI1	0.761
	CCI2	0.810
	CCI3	0.762
	CCI4	0.774
	CCI5	0.710
Cause-related marketing (CrM)	CrM1	0.797
	CrM2	0.806
	CrM3	0.869
	CrM4	0.762
	PCM1	0.792

	PCM2	0.772
Perceived company motive (PCM)	PCM3	0.724
	PCM4	0.778
	PCM5	**0.676**
	PCM6	0.702
Purchase intention (PI)	PI1	0.786
	PI2	**0.660**
	PI3	0.850
	PI4	0.869
	PI5	0.852
	PI6	0.825
Warm glow (WG)	WG1	0.850
	WG2	0.884
	WG3	0.876
	WG4	0.896
	WG5	0.883

(Source: The Primary Data)

4.7.2 Composite Reliability

Internal consistency refers to the state wherein the respondent responds to the same instrument in similar or almost similar circumstances. The establishment of the measuring instrument to be consistent is of utmost importance before collecting the data from the respondents. There are many methods by which the internal consistency of the measuring instrument can be established. Cronbach alpha is one of the measures to establish internal consistency. Composite reliability (CR) is another way to test the internal consistency in scale items of each construct/variable studied in the research work. CR is considered more robust than Cronbach alpha, a measurement to establish internal consistency. When partial least squares (PLS) as the analysis method is employed, the reliability of the constructs/variables involved in the model is examined (Aguirre-Urreta, et al., 2013). In the present research work, the internal consistency of the measuring instrument was established through composite reliability. If the CR of each construct/factor/variable is more than 0.7, the CR of that particular construct/factor/variable corresponding of the whole measuring instrument is established (Hair

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et al., 2016). The composite reliability of all the exogenous/endogenous variables was established as the CR value of each variable was more than 0.7 (Table 4.23). With the establishment of CR of the exogenous/endogenous variables of the present research work, the instrument's internal consistency is also established. The same made the road for validating the measuring instrument.

Table 4.23: Outer Loadings and Reliability analysis measurement (after deletion of a few items).

Exogenous/Endogenous variable	Items	Loadings	Composite Reliability	Cronbach alpha
Company-cause fit (CCF)	CCF1	0.777	0.776	0.772
	CCF2	0.755		
	CCF3	0.827		
	CCF4	0.723		
Customer-cause involvement (CCI)	CCI1	0.761	0.821	0.821
	CCI2	0.812		
	CCI3	0.760		
	CCI4	0.774		
	CCI5	0.710		
Cause-related marketing (CrM)	CrM1	0.798	0.840	0.825
	CrM2	0.806		
	CrM3	0.870		
	CrM4	0.760		
Perceived company motive (PCM)	PCM1	0.846	0.829	0.827
	PCM2	0.866		
	PCM3	0.830		
	PCM4	0.705		
Purchase intention (PI)	PI1	0.797	0.898	0.897
	PI2	0.845		
	PI3	0.868		
	PI4	0.860		

	PI5	0.838		
	WG1	0.850	0.927	0.926
	WG2	0.884		
Warm glow (WG)	WG3	0.876		
	WG4	0.896		
	WG5	0.883		

(Source: The Primary Data)

4.7.3 Convergent Validity

Convergent validity is evidence of construct validity, and the same is an essential aspect of scale validation. The literal meaning of valid is "to be acceptable." Validity assesses the degree to which a scale or instrument accurately measures its intended construct, as stated by Krabbe (2016). Thus, the data is supposed to be collected through the questionnaire whose validity is proved. The first step in establishing the scale validation is to ascertain the convergent validity of the constructs/factors/exogenous/endogenous variables. The establishment of convergent validity of an individual construct/factor also confirms that individual construct/factor items are highly correlated. Convergent validity ensures that the items used to measure the construct/factor/exogenous/endogenous variable can measure the respective one. Convergent validity for a construct is established when the Average Variance Extracted (AVE) of that specific construct surpasses 0.5, in accordance with Fornell and Larcker (1981). Hence, the measurement of AVE of every construct shall be considered a measurement of the convergent validity of that particular construct. Each construct's convergent validity was ascertained with the AVE of each exogenous/endogenous variable to be more than 0.5 (table 4.24), proving the scale's validity.

Table 4.24: Convergent validity analysis.

Variables	CCF	CCI	CrM	PCM	PI	WG
AVE	0.595	0.584	0.655	0.663	0.709	0.771

(Source: The Primary Data)

(Note: CCF= Company-cause fit; CCI= Customer-cause involvement; CrM=Cause-related marketing; PCM= Perceived company motive; PI= Purchase intention; WG=Warm glow)

4.8 Discriminant Validity

Once the convergent validity of the constructs was confirmed, the subsequent phase in scale validation encompassed assessing the discriminant validity of the scale. Campbell and Fiske (1959) had given the concept of discriminant validity. It is supposed to be established when the constructs that by definition are different should not correlate highly or are not associated with one another to a high degree (Hubley, 2014). If the discriminant validity is not proved, it is established that some of the constructs are highly correlated, and this is against the basic principle of discriminant validity. If the same is not proved, the scale validation cannot be established, and the scale under consideration cannot be used to collect the data. If the square root of the Average Variance Extracted (AVE) for each construct on the diagonal exceeds the correlation coefficients (off-diagonal) between the constructs in the corresponding rows and columns, it is indicative of established discriminant validity, as outlined by Fornell and Larcker (1981). However, if the square root of the AVE for any construct on the diagonal is lower than the correlation coefficients (off-diagonal) involving that construct in the relevant rows and columns, then discriminant validity cannot be established. If such a situation occurs, one of the standard methods used by the researchers is to remove one of the items (with the most negligible beta value) of the construct for which discriminant validity is not proved. By removing the item with the most insignificant beta value, the corresponding construct's AVE will improve, which will help in confirming the discriminant validity. Even if discriminant validity is not ascertained after removing the item, remove the following item from the same construct to improve the AVE further. The same will help establish the discriminant validity. Discriminant validity verification is essential for each construct. As observed in Table 4.30, the square root of the Average Variance Extracted (AVE) for every construct on the diagonal surpasses the correlation coefficients (off-diagonal) for each construct in the corresponding rows and columns. This outcome validates the discriminant validity (Fornell and Lacker, 1981).

Table 4.25: Discriminant Validity.

Constructs	CCF	CCI	CrM	PCM	PI	WG
CCF	**0.771**					
CCI	0.624	**0.764**				
CrM	0.676	0.594	**0.809**			
PCM	0.701	0.661	0.587	**0.814**		

PI	0.572	0.658	0.574	0.618	**0.842**	
WG	0.551	0.672	0.534	0.606	0.733	**0.878**

(Source: The Primary Data)

(Note: CCF= Company-cause fit; CCI= Customer-cause involvement; CrM=Cause-related marketing; PCM= Perceived company motive; PI= Purchase intention; WG=Warm glow)

4.8.1 HTMT (Heterotrait-Monotrait Ratio)

The establishment of discriminant validity has been a subject of debate among researchers. While Fornell and Larcker's (1981) criteria were widely used in the past, criticismshave emerged over time. Henseler et al. (2015) proposed an alternative method known as the heterotrait-monotrait (HTMT) ratio of correlations to assess discriminant validity. This methodcompares the mean item correlations across constructs (heterotrait-heteromethod correlations)with the average correlations for items measuring the same construct (monotrait-heteromethod correlations). Kline (2023) suggested a threshold value of 0.85 for the HTMT ratio, while Gold et al. (2001) and Hair et al. (2019) proposed a more liberal threshold of 0.90 to confirm discriminant validity. In your study, the HTMT ratios between different constructs were below the threshold of 0.90 proposed by Gold et al. (2001), indicating that discriminant validity was established. Additionally, the values highlighted in yellow were above the threshold value of 0.85 suggested by Kline (2023). Although discriminant validity was not confirmed based on Kline's (2023) threshold, it was still established as the values were below 0.90 (Gold et al., 2001). Furthermore, since the HTMT ratios between other constructs were even lower than 0.85, the discriminant validity was also confirmed using a more conservative threshold value of 0.85 (table 4.26). This comprehensive approach ensures that the results are robust and reliable in confirming the discriminant validity among the constructs.

Table 4.26: HTMT (heterotrait-monotrait ratio).

Constructs	CCF	CCI	CRM	PCM	PI	WG
CCF						
CCI	0.781					
CRM	0.849	0.711				
PCM	0.880	0.804	0.707			
PI	0.684	0.880	0.659	0.716		

| WG | 0.653 | 0.887 | 0.603 | 0.696 | 0.798 | |

(Source: The Primary Data)

(Note: CCF= Company-cause fit; CCI= Customer-cause involvement; CrM=Cause-related marketing; PCM= Perceived company motive; PI= Purchase intention; WG=Warm glow)

After confirming the discriminant validity among the constructs using both the Fornell and Lacker criteria and the HTMT criteria proposed by Henseler et al. (2015), the next step involved conducting collinearity diagnostics to assess multicollinearity among the exogenous variables within the inner models of the conceptual model. Multicollinearity refers to the phenomenon where independent variables in a regression model are highly correlated with eachother, which can lead to instability and unreliable coefficient estimates. In this context, collinearity analysis aims to detect the presence of multicollinearity and evaluate its impact onthe model's stability and interpretability. Common measures used to assess multicollinearity include the variance inflation factor (VIF) and the condition index. By conducting collinearity diagnostics, it can be ensured that the relationships between the variables are adequately captured in the model and that the results obtained from the regression analysis are valid and trustworthy. This step contributes to the overall robustness and reliability of the research findings.

4.9 STRUCTURAL MODEL ASSESSMENT

The primary objective of this study is to investigate the relationships and interactions among various factors—namely company-cause fit (CCF), customer-cause involvement (CCI),cause-related marketing (CrM), perceived company motive (PCM), purchase intention (PI), and warm glow (WG)—within the state of Punjab. The study aims to comprehend how these factors interrelate and influence each other among the millennial population. To achieve theseresearch goals, the study employs Partial Least Squares Structural Equation Modeling (PLSSEM). The bootstrapping technique is used to determine the significance of path coefficients, which helps establish the strength and direction of relationships among the variables. The blindfolding method is applied to assess the predictive power (Q^2) of the proposed model, providing insights into the model's ability to predict observed outcomes. Forinternal validation, the PLS algorithm is used to calculate inner VIF values, R^2 values (coefficient of determination), and f^2 values (effect size). These measures offer insights into the multicollinearity of variables, the amount of variance explained by the model, and the

relative importance of different variables in predicting outcomes. Before assessing the model, the model was evaluated to determine its fit by using two distinct parameters: the Standardized Root Mean Square Residual (SRMR), and the Normed Fit Index (NFI), based on bootstrapped statistical inference (Henseler et al. 2016). The SRMR was 0.030 (< 0.08), and the NFI was 0.939 (> 0.90) indicating a well-fitted model.

4.9.1 Multicollinearity Testing

It is crucial to assess collinearity before investigating structural relationships to make sure it does not influence the findings of the regression (Hair et al., 2019). Multicollinearity occurs when there is a connection between two or more constructs, which might result in superfluous outcomes. The problem of multicollinearity, which may result in redundant results, arises when a correlation is present concerning two or more independent variables. Different diagnostic tools measure multicollinearity among the predictor/independent/exogenous variables, and variance inflation factor (VIF) is one of the critical tools to measure the state of multicollinearity (Kim, 2019). As per Kim (2019), the VIF value between 5 and 10 infers an issue of multicollinearity in the scale. Based on the same, it can also be concluded that if the value of VIF is less than 5, the case of multicollinearity among the predictor variables shall be ruled out, which is vital for scale validation (Hair et al., 2011; Kock and Lynn, 2012). The other tool to diagnose multicollinearity is tolerance value which is calculated through SPSS. According to Hair et al. (2011), when the tolerance value exceeds 0.2, it generally signifies the absence of multicollinearity concerns. For the inner model, where "PI" acted as a dependent variable and "CCF", "CCI", "CrM", "PCM" "WG" acted as independent variables, multicollinearity was diagnosed based on values VIF and Tolerance. Given that the Variance Inflation Factor (VIF) for each association involving the independent and dependent variables remained below 5, there were no indications of collinearity concerns among the predictor variables. Likewise, the confirmation of a tolerance value surpassing 0.2 affirmed the absence of multicollinearity among the predictor or independent variables (Table 4.27).

Table 4.27: Collinearity Diagnosis (Purchase Intention as Endogenous Variable).

Dependent Variable	Independent Variables	Collinearity Statistics	
		Tolerance	Inflation Factor (VIF)
PI	(Constant)		
	CCF	0.426	2.616
	CCI	0.309	3.174
	CrM	0.524	2.157
	PCM	0.664	2.599
	WG	0.374	2.771

(Source: The Primary Data)

(Note: CCF= Company-cause fit; CCI= Customer-cause involvement; CrM=Cause-related marketing; PCM= Perceived company motive; PI= Purchase intention; WG=Warm glow)

4.9.2 Hypothesis Testing

The second phase of evaluating the structural model involves scrutinizing the proposed hypotheses. Within PLS-SEM, the bootstrapping method is employed to determine the significance and significance of path coefficients, as outlined by Hair et al. (2021). The assessment of relevance is established by bootstrapping standard errors to derive t-values for the path coefficients. According to Hair et al. (2021), the significance of these coefficients generally falls between -1 and +1. Coefficients that gravitate closer to -1 indicate significant negative causal relationships, whereas those nearing +1 denote significant positive causal relationships. As elucidated by Hair et al. (2011), "The individual path coefficients of the PLS structural model can be interpreted as standardized beta coefficients of ordinary least squares regressions." The application of PLS-SEM relies on a non-parametric bootstrap methodology (Davison and Hinkley, 1997) to establish the relevance of coefficient values. Furthermore, the relevance of path coefficients within the variables of the present study is examined through a bootstrapping technique involving 10,000 sub-samples (Vinzi et al., 2010), producing standard error and t-statistic outcomes.

Objective 3: To ascertain the effect of cause-related marketing on millennial consumers' purchase intention.

$H_0$4: There is no significant effect of cause-related marketing on purchase intention.

Hypothesis *$H_0$5* initially proposed that no significant relationship exists between CrM and PI. However, upon an in-depth analysis of the results, as presented in Table 4.28, the scenario unfolds differently. The findings highlighted in the table underscore a significant and positive impact of CrM on PI ($\beta = 0.33$, t = 2.237, p = .025). The details of the reported statistical values are as follows:

β (Beta) Coefficient: The β coefficient (0.33) signifies the estimated change in PI resulting from a single unit increase in CrM with the remaining variables as constant. This implies that, on average, a unit increase in CrM is linked to a 0.33 unit increase in PI. The positive sign of the β coefficient (0.33) indicates a positive correlation between CrM and PI. In simpler terms, as CrM increases, there is an expected increase in PI.

t-value: The t-value (2.237) is computed from the β coefficient and its standard error. It assumes a critical role in assessing the quantitative importance of the relationship, with a heightened t-value indicating a more robust association. In the present study, the value of t of 2.237 reflects the extent to which the observed relationship between CrM and PI deviates from a null effect.

p-value: The p-value (0.025) is a critical statistic that quantifies the likelihood of observing the reported relationship between CrM and PI under the assumption of no genuine effect in the larger population. A p-value below a predetermined threshold of 0.05 is generally regarded as statistically significant. The value of p = 0.025 indicates that the relationship holds statistical significance and is unlikely to have arisen solely by random chance.

Interpretation: The analysis underscores a substantial and statistically significant positive impact of CrM on PI. The β coefficient = 0.33, t-value = 2.237, and p-value = 0.025 collectively accentuate the importance of this effect. These findings suggest that CrM has a significant role in positively influencing PI.

Table 4.28: Hypothesis Testing between CrM and PI.

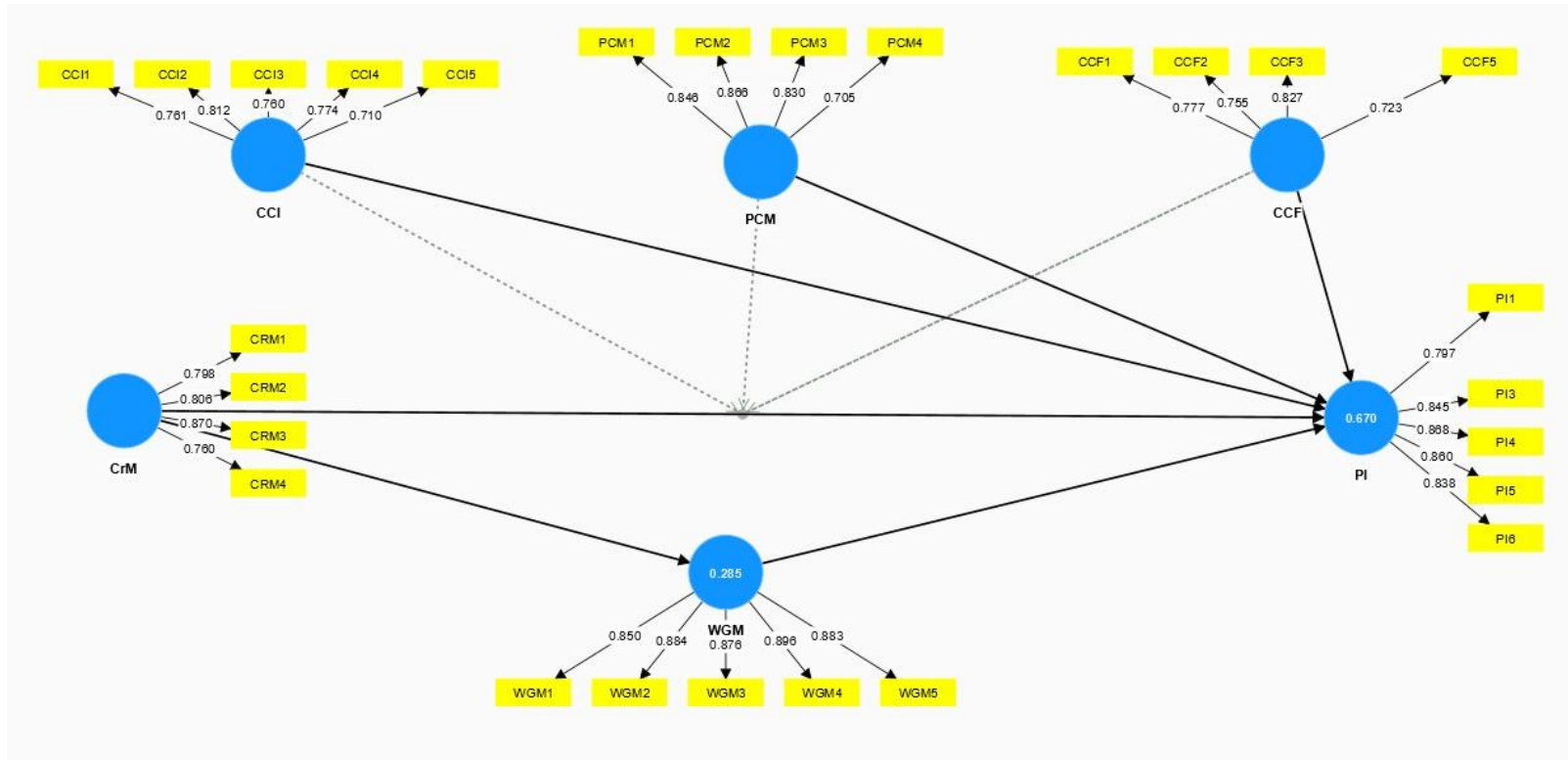| Hypothesis	Path Coefficient	β	t- statistics	p-values	Decision (H₀)
H_04	CrM -> PI	0.33	2.237	0.025	Rejected

(Source: PLS-SEM Output)

* Significant at .05 level

(Note: CrM=Cause-related marketing; PCM= Perceived company motive; PI= Purchase intention)

Figure 4.1: Results of PLS-SEM Analysis

(Source: PLS-SEM Output)

Objective 4. To study the effect of company-cause fit, perceived company motive, customer-cause involvement, and warm glow on purchase intention and on the relationship between cause-related marketing and purchase intention of millennials.

H₀5: There is no significant effect of perceived company motive on purchase intention.

Hypothesis *H₀5* initially posited that there is no meaningful relationship between PCM and PI within the context of cause-related marketing. However, upon closer scrutiny of the results, as presented in Table 4.29, a different narrative unfolds. The findings expounded in the table underscore a substantial and positive impact of PCM and PI (β = 0.152, t = 3.305, p = .001). The details of the reported statistical values are as follows:

β (Beta) Coefficient: The β value of 0.152 signifies the estimated alteration in the criterion variable (PI) for a one-unit alteration in the predictor variable (PCM), while keeping all other variables in the model constant. This implies that, on average, a unit increase in PCM is associated with a 0.152 unit increase in PI. The positive sign of the β coefficient (0.152) indicates a positive correlation between PCM and PI. In other words, as PCM increases, there is an expected increase in PI.

t-value: The t-value (3.305) is calculated from the β coefficient and its standard error. It plays a decisive role in assessing the statistical significance of the association. A higher t-value implies a convincing relationship. In this context, the t-value of 3.305 reflects the extent to which the observed relationship between PCM and PI deviates from a null effect.

p-value: The p-value (0.001) is a vital statistic that quantifies the probability of observing the reported relationship between PCM and PI under the assumption of no true effect in the population. A p-value less than a predetermined threshold (0.05) is indicative of statistical significance. In this case, the value of p= 0.001 strongly implies that the observed relationship is unlikely to be due to random chance.

Interpretation: Based on the detailed analysis of these values, it is evident that there is a statistically significant and positive impact of PCM on PI. The β coefficient of 0.152, t-value of 3.305, and p-value of 0.001 collectively reinforce the significance of this effect. The results imply that PCM has a significant and favourable influence on enhancing PI.

Table 4.29: Hypothesis Testing between company-cause fit, perceived company motive, customer-cause involvement, and warm glow with purchase intention and on the relationship between cause-related marketing and purchase intention.

Hypothesis	Path	Path Coefficient	t-statistics	p-values	Decision (H_0)
H_05	PCM -> PI	0.152	3.305	.001*	Rejected
H_06	WG -> PI	0.358	9.859	.000*	Rejected
H_07	CCF -> PI	0.210	7.258	.006*	Rejected
H_08	CCI-> PI	0.333	6.563	.000*	Rejected
H_09	PCM x CrM -> PI	-0.167	7.282	.001*	Rejected
H_010	CCF x CrM -> PI	0.147	8.339	.001*	Rejected
H_011	CCI x CrM -> PI	0.154	3.100	.002*	Rejected

(Source: PLS-SEM Output)

* Significant at .05 level

(Note: CCF= Company-cause fit; CCI= Customer-cause involvement; CrM=Cause-related marketing; PCM= Perceived company motive; PI= Purchase intention; WG=Warm glow)

H_06: There is no significant effect of warm glow on purchase intention.

Hypothesis *H_06* initially posited that there is no significant relationship between WG and PI. However, an examination of the results, as presented in Table 4.29, reveals a markedly different scenario. The findings expounded in the table underscore a significant and positive influence of WG upon PI (β = 0.358, t = 9.859, p = .000). The details of the reported statistical values are as follows:

β (Beta) Coefficient: The β coefficient (0.358) signifies the estimated change in PI is due to a single unit change in WG with the remaining variables as constant. This implies that, on average, a single unit increase in WG is linked with a substantial 0.358 unit increase in PI. The positive sign of the β coefficient (0.358) indicates a positive correlation between WG and PI. Put simply, as WG increases, there is an anticipated increase in PI.

t-value: The t-value (9.859) is derived from the β coefficient and its standard error. It plays a crucial role in assessing the quantitative significance of the relationship. A greater t-value

implies a robust relationship. The value of t = 9.859 indicates a significant extent to which the observed relationship between WG and PI deviates from a null effect.

p-value: The p-value (0.000) is a critical statistic that quantifies the probability of observing the reported relationship between WG and PI under the assumption of no true effect in the broader population. A p-value lower than a predetermined threshold of 0.05 suggests statistical significance. The value of p = 0.000 strongly suggests that the observed association is highly doubtful to have taken place due to random chance.

Interpretation: The analysis underscores a substantial and statistically significant positive influence of WG on PI. The β coefficient = 0.358, t-value = 9.859, and p-value = 0.000 collectively emphasize the significance of this effect. These findings suggest that WG plays a vital role in positively enhancing PI.

$H_0 07$: There is no significant effect of company-cause fit on purchase intention.

Hypothesis *$H_0 7$* initially posited that there is no meaningful relationship between CCF and PI. The findings presented in Table 4.29 (β = 0.210, t = 7.258, p = .006) support the acceptance of hypothesis *$H_0 7$*, which postulates the absence of a significant association between CCF and PI. The details of the reported statistical values are as follows:

β (Beta) Coefficient: The β coefficient of 0.210 signifies the estimated change in PI resulting from a single unit change in CCF. In this case, a single unit increment in CCF results in an average increase of 0.210 units in PI. The positive sign of the β coefficient (0.210) indicates a positive correlation between CCF and PI. This suggests that as CCF increases, there's an expected increase in PI.

t-value: The t-value of 7.258 is derived from the β coefficient and its standard error. It measures the extent to which the observed relationship between CCF and PI deviates from a null effect. A greater t-value signifies a stronger association. The value of t = 7.258 suggests that the observed relationship between CCF and PI is strong.

p-value: The p-value of 0.006 is a critical statistic that quantifies the likelihood of observing the reported relationship between CCF and PI under the assumption of no true effect within the broader population. A p-value less than a predetermined threshold of 0.05 is indicative of statistical significance. The value of p= 0.006 implies that the perceived relationship is significant.

Interpretation: Based on the comprehensive analysis of these statistical values, the findings reject hypothesis H_07. This hypothesis suggests a statistically significant association between CCF and PI in the context of CrM. The reported β coefficient = 0.210, t-value = 7.258, and p-value = 0.006 together underscore the presence of a significant relationship between these variables.

H_008: There is no significant effect of customer-cause involvement on purchase intention.

Hypothesis H_08 posited that no substantial relationship exists between CCI and PI. However, a closer examination of the results, as presented in Table 4.29, reveals a different picture. The results uncover a marked and meaningful positive impact of CCI on PI, (β= 0.333, t= 6.563, and p= .000.) The details of the reported statistical values are as follows:

β (Beta) Coefficient: The β coefficient (0.333) indicates the estimated change in PI that results from a single unit change in CCI while holding all other variables constant. Essentially, a unit increase in CCI corresponds to an average increase of 0.333 units in PI. The positive sign of the β coefficient (0.333) signifies a positive correlation between CCI and PI. This implies that as CCI increases, there's an expected increase in PI.

t-value: The t-value of 6.563 is computed from the β coefficient and its standard error. It gauges the extent to which the observed relationship between CCI and PI deviates from a null effect. A stronger t-value indicates a pronounced relationship. The value of t= 6.563 implies a substantial degree of deviation from a null effect.

p-value: The p-value of 0.000 is a critical statistic that quantifies the probability of observing the reported relationship between CCI and PI under the assumption of no true effect in the broader population. A p-value less than a predetermined threshold of 0.05 indicates statistical significance. The value of p= of 0.000 underscores that the stated association is unlikely to have arisen due to random chance.

Interpretation: The detailed analysis of these values underscores a marked and statistically significant positive impact of CCI on PI. The β coefficient = 0.333, t-value = 6.563, and p-value of=0.000 collectively emphasize the significance of this effect. These findings suggest that CCI plays a substantial role in positively influencing PI.

H₀9: There is no statistically significant moderating effect of perceived company motive on the relationship between cause-related marketing and purchase intention.

The study conducted a comprehensive analysis of the moderating influence of PCM on the correlation between CrM and PI. Initially, when the moderating effect (CrM*PI) was not considered, the R^2 value was computed at 0.333. This signifies that approximately 33.3% of the variance in PI can be attributed to CrM. Subsequently, upon introducing the interaction term, the R^2 value demonstrated an augmentation to 47.1%. This increase reflects a notable rise of 13.8% in the variability of the dependent variable (PI). Further exploration of the moderating effect, as presented in Table 4.29, provided additional insights. The findings revealed a significant and negative moderating influence of PCM upon the connection between CrM and PI (β = -0.167, t = 7.282, p = 0.001). This negative beta coefficient indicates that as PCM increases, the relationship between CrM and PI weakens. In simpler terms, with an escalation in the perception of the company's motives, the linkage between CrM and PI becomes less pronounced. The effect size, assessed using F-square, amounted to 0.138. Following Cohen's (1988) proposition of effect sizes, (0.02 as small, 0.15 as medium and 0.35 as large) the effect size falls within the small range, indicating a modest yet discernible moderating effect. This corroborates the conclusion that there indeed exists a small negative moderation effect within the model, signifying that PCM attenuates the relationship between CrM and PI.

$H_0$10: *There is no statistically significant moderating effect of customer-cause fit on the relationship between cause-related marketing and purchase intention.*

The study rigorously examined the moderating influence of CCF on the interplay between CrM and PI. Initially, when not considering the moderating effect (CrM*PI), the R^2 value was calculated at 0.333. This signifies that approximately 33.3% of the variation in PI can be attributed to CrM. Upon incorporating the interaction term, the R2 value exhibited an increment to 39.8%. This increment accounts for a marginal increase of 6.5% in the variability of the dependent variable (PI). This augmentation in the R^2 value suggests that company-cause fit does have a modest role in influencing the relationship between CrM and PI. Furthermore, the evaluation of the significance of the moderating effect, as presented in Table 4.29, provided further insights. The findings indicated a consequential moderating impact of CCF upon the association linking CrM with PI (β = 0.147, t = 8.339, p = 0.001), leading to the rejection of the null hypothesis *H₀10*. This null hypothesis posits the absence of a significant moderating

effect of CCF that is rejected. The effect size, measured using F-square, amounted to 0.065. Following Cohen's (1988) proposition of effect sizes, (0.02 as small, 0.15 as medium and 0.35 as large), the effect size is minuscule, signifying an insubstantial moderating effect. This implies that the moderating effect does not make a significant contribution to explaining the variance within the endogenous construct (PI).

H_011: *There is no statistically significant moderating effect of customer-cause involvement on the relationship between cause-related marketing and purchase intention.*

The study meticulously examined the moderating impact of CCI on the nexus between CrM and PI. Initially, without incorporating the moderating effect (CrM*PI), the R^2 value was established at 0.333. This signifies that approximately 33.3% of the variance in PI is explicable through CrM. Upon introducing the interaction term, the R^2 value significantly increased to 59.8%. This augmentation corresponds to a notable elevation of 26.5% in the variance of the dependent variable (PI). This substantial enhancement in the R^2 value underscores the pivotal role that CCI plays in influencing the relationship between CrM and PI. Furthermore, the evaluation of the significance of the moderating effect, as presented in Table 4.29, unveiled consequential insights. The findings disclosed a significant and favourable moderating influence of CCI upon the association between CrM and PI ($\beta = 0.154$, $t = 3.100$, $p = 0.002$), thus corroborating the acceptance of hypothesis H_012. A positive beta coefficient indicates that as CCI intensifies, the bond between CrM and PI strengthens. The effect size was computed using F-square and amounted to 0.265. Following Cohen's (1988) proposition of effect sizes, (0.02 as small, 0.15 as medium and 0.35 as large), the effect size is deemed medium yet significant, underscoring its capacity to elucidate the variances within the endogenous construct (PI).

H_012: *There is no statistically significant mediating effect of warm glow on the relationship between cause-related marketing and purchase intention.*

A mediation analysis was conducted as part of the study to investigate and comprehend the potential mediating function of WG in the link between CrM and PI. Finding the methods by which CrM affects PI, frequently through the use of an intermediary factor, is the goal of mediation analysis. This procedure can shed light on the underlying dynamics and provide

insights into how and why a certain relationship occurs. The mediation analysis's findings, which are shown in Table 4.30, revealed a number of important conclusions. The analysis of the indirect effect showed that WG served as a medium for CrM's effects over PI. The statistically significant values of 0.191 for the effect size coefficient, 8.140 for the t-statistic, and.000 for the p-value serve to emphasise this. These results suggest that the presence of WG mediates the significant indirect effect of CrM on PI. To put it another way, the influence of WG plays a role in some of the effects of CrM on PI. In addition, the analysis examined CrM's overall impact on PI without regard to any potential mediating variables. With a β of 0.269, t of 6.342, and p-value of 0.000, the overall effect was determined to be significant. This suggests that, even without taking into account the mediating function of WG, CrM does indeed have a direct effect on PI. Importantly, the effect of CrM on PI persisted when WG was added as a mediator. The p-value of.025, t of 2.237, and β of 0.078 all point to this. This analysis suggests a meaningful and statistically significant direct impact of CrM on PI even after taking into consideration the mediation effect of WG. In light of these findings, the study concludes that WG serves as a partial mediator in the link between CrM and PI. In other words, whereas CrM affects PI directly, some of its influence is also mediated by the existence of WG. Because of the empirical data presented by the analysis, the null hypothesis H_013, which would have suggested that WG had no mediating role, is rejected. This broadens our comprehension of how CrM affects PI and emphasises the significance of looking at WG as a mediator in this interaction.

Table 4.30: Mediation Analysis Results.

Total effects (CrM-PI)			Direct effect (CrM-PI)				Indirect effects of CrM on PI				
Coefficient	T-value	p-value	Coefficient	T value	p value	Hypothesis	Coefficient	T value	p value	Percentile bootstrap 95% confidence interval	
										Lower	Upper
0.269	6.342	.000*	0.078	2.237	.025*	H_012: CrM-WG-PI	0.191	8.140	.000*	0.146	0.238

(Source: PLS-SEM Output)

* Significant at .05 level

(Note: CrM=Cause-related marketing; PI= Purchase intention)

Objective 5: To examine the role of demographics in the relationship between cause-related marketing and purchase intention.

H_013: *There is no statistically significant moderating effect of education qualification on the relationship between cause-related marketing and purchase intention.*

H_013 proposed that the interaction between education qualification and CrM would influence PI. From table 4.31 the results show that the path coefficient was found to be 0.070 with a t-statistic of 2.326 and a p-value of 0.082. Given the p-value above the conventional significance level of 0.05, the null hypothesis is accepted, indicating that education qualification does not significantly moderate the relationship between CrM and PI.

H_014: *There is no statistically significant moderating effect of regional location on the relationship between cause-related marketing and purchase intention.*

H_014 examined the moderation effect of geographical area on the CrM-PI relationship. From table 4.31 the results show that the path coefficient was 0.004, the t-statistic was 0.156, and the p-value was 0.577. As the p-value exceeds 0.05, the null hypothesis is accepted, suggesting that regional location does not significantly moderate the association between CrM and PI.

H_015: *There is no statistically significant moderating effect of income on the relationship between cause-related marketing and purchase intention.*

H_015 investigated the interaction between income and CrM affecting PI. From table 4.31 the results show that the path coefficient was 0.061, the t-statistic was 2.153, and the p-value was 0.015. Since the p-value is less than 0.05, the null hypothesis is rejected, signifying that income has a significant moderating effect on the relationship between CrM and PI.

Table 4.31: Moderation effect of demographics

Hypothesis	Path	Path Coefficient	t-statistics	p-values	Decision *(H$_0$)*
H$_0$13	Education Qualification x CrM -> PI	0.070	2.326	.082	Accepted
H$_0$14	Regional location x CrM -> PI	0.004	0.156	.577	Accepted
H$_0$15	Income x CrM -> PI	0.061	2.153	.015*	Rejected
H$_0$16	Gender x CrM -> PI	0.009	0.179	.000*	Rejected
H$_0$17	Marital Status x CrM -> PI	0.026	0.344	.002*	Rejected

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| H_018 | Occupation x CrM -> PI | 0.279 | 3.407 | .141 | Accepted |

$H_0$16: *There is no statistically significant moderating effect of gender on the relationship between cause-related marketing and purchase intention.*

$H_0$16, which examined the moderation of gender on the CrM-PI relationship. From table 4.31 the results show that the values of the path coefficient were 0.009, the t-statistic value was 0.179, and a p-value of 0.000. The p-value being less than 0.05 indicates rejection of the null hypothesis, revealing that gender significantly moderates the relationship between CrM and PI.

$H_0$17: *There is no statistically significant moderating effect of marital status on the relationship between cause-related marketing and purchase intention.*

$H_0$17 investigated the moderation effect of marital status on CrM and PI. From table 4.31 the results show that with the path coefficient of 0.026, a t-statistic of 0.344, and a p-value of 0.002, the null hypothesis is rejected. This suggests that marital status significantly moderates the relationship between CrM and PI.

$H_0$18: *There is no statistically significant moderating effect of occupation on the relationship between cause-related marketing and purchase intention.*

$H_0$18 explored the moderation effect of occupation on the CrM-PI relationship. The path coefficient was 0.279, the t-statistic was 3.407, and the p-value was 0.141. Since the p-value is greater than 0.05, the null hypothesis is accepted, indicating that occupation does not significantly moderate the association between CrM and PI.

4.10   Explanatory Power
4.10.1 Coefficient of determination (R^2)

The next stage entails analysing the endogenous latent constructs' coefficient of determination, (R^2), in relation to them. Following a thorough evaluation of the applicability and importance of the path coefficients, this analysis tries to delve into the exploratory aspect of the PLS model. By indicating the percentage of total variance attributable to each endogenous variable in the model, R^2 serves as a gauge of the model's ability to predict phenomena. Due to its computational derivation, the model's level of explanatory power may be evaluated (Hair et al., 2019). The explanatory strength is gauged by the R^2 values, which range from 0 to 1. Greater explanatory efficacy is represented by larger values. Particularly, an R^2 value of 0.75 denotes a strong explanatory capacity, 0.50 conveys a moderate level, and 0.25 denotes a comparatively lesser explanatory power (Hair et al., 2019; Vinzi et al., 2010). The R^2 values for the current investigation, as shown in Table 4.32, highlight the fact that all endogenous components (PI and WG) exhibit a range of explanatory power within the proposed model from weak to moderate. The calculated R^2 values so range from 0.285 to 0.670.

4.10.2 Effect Size (f^2)

The f^2 statistic's significance in determining the degree of influence that particular independent variables have on predicting an endogenous construct was clarified by Cohen (1988) in his discussion of the topic. Notably, f^2 scores exceeding 0.02, 0.15, and 0.35 denote slight, moderate, substantial effect sizes, respectively. Both WG and PI play the parts of dependent variables in this particular model, as seen in Table 4.32. Values below 0.02, on the other hand, show the absence of any observable influence.

4.10.3 Prediction Accuracy (Q^2)

Another crucial aspect that requires close examination is the evaluation of the structural model's prediction ability. Stone- Q^2 Geisser's metric is the fundamental criterion for determining predictive relevance (Geisser, 1974). This statistic highlights how crucial it is for the model to accurately predict the indicators of each latent endogenous construct. The amplitude of Q^2 plays a key role in evaluating the effectiveness of the PLS path model in the area of predictive relevance (Geisser, 1974). Utilizing the PLS Predict technique, a

methodology built on sample reutilization is required to calculate the Q^2 value. In this method, each dth data item component is excluded before the omitted segment is predicted using derived estimations (Hair et al., 2011). Q^2 levels over 0 indicate a weak predictive capacity, whereas values above 0.25 indicate a moderate predictive power, and values above 0.50 indicate a strong predictive potency (Hair et al., 2019). According to the information in Table 4.32 the cross-validated redundancy analysis's Q^2 values show a high level of predictive efficacy in this PLS model, particularly with regard to the PI construct. The predictive relevance is, however, of a milder type in the case of WG.

Table 4.32: Explanatory Power.

Predictor (s)	Outcome (s)	R^2	Consideration of R^2	f^2	Q^2	Predictive relevance of Q^2
CCF	PI	0.670	Moderate	0.000	0.567	Large Predictive relevance
CCI				0.106		
CrM				0.009		
PCM				0.027		
WG				0.140		
PCM x CrM				0.036		
CCF x CrM				0.003		
CCI x CrM				0.048		
CrM	WG	0.285	Weak	0.399	0.281	Medium Predictive relevance

(Source: PLS-SEM Output)

(Note: CCF= Company-cause fit; CCI= Customer-cause involvement; CrM=Cause-related marketing; PCM= Perceived company motive; PI= Purchase intention; WG=Warm glow)

Table 4.33: Summary of the Results.

Hypothesis	Construct	Relationship	Findings	Interpretation	Citation
H01a	Gender	Unaided awareness	Females exhibit higher scores (3.56) compared to males (3.43), t(778) = 2.388, p = 0.017	Gender-specific factors may influence attention and awareness levels.	Ross et al. (1992); Barnes (1992); Cui et al. (2003); Youn and Kim (2008); Thomas and Kureshi (2020); Bedi and Ahluwalia (2021)
H01b	Marital Status	Unaided awareness	No significant difference between unmarried (3.39) and married (3.81) individuals, t(778) = 6.592, p = 0.203	Marital status does not significantly affect awareness levels.	Original study in current research
H01c	Occupation	Unaided awareness	No significant difference between private (3.48) and public sector (3.58) employees, t(778) = 1.159, p = 0.247	Occupational sector does not significantly influence awareness levels.	Original study in current research
H01d	Educational Qualification	Unaided awareness	Significant differences: Postgraduates (3.58) > Graduates (3.52) > Class 12th (3.40) > Any Other (3.09), F(3, 775) = 6.307, p = 0.000	Educational qualifications strongly correlate with higher awareness levels.	Cui et al. (2003); Thomas and Kureshi (2020); Bedi and Ahluwalia (2021)
H01e	Regional Location	Unaided awareness	Significant differences among regions: Malwa (3.55) > Doaba (3.51) > Majha (3.32), F(2, 777) = 5.366, p = 0.005	Regional variations significantly impact awareness levels.	Bansal (2016); Bedi and Ahluwalia (2021)
H01f	Annual Income	Unaided awareness	No overall significant difference, with Group 3 (5,00,001-10,00,000) showing higher awareness (3.58), F(2, 777) = 4.740, p = 0.174	Income has limited impact on awareness levels, except in higher income brackets.	Youn and Kim (2008); Cui et al. (2003); Thomas and Kureshi (2020)
H02a	Gender	Aided awareness	Pearson Chi-Square = 1.275, p = .937	Gender has no statistically significant relationship with aided awareness.	Original study in current research

H02b	Marital Status	Aided awareness	Pearson Chi-Square = 1.535, p = .909	Marital status does not significantly influence aided awareness levels.	Original study in current research
H02c	Occupation	Aided awareness	Pearson Chi-Square = 3.573, p = .612	Occupation (private vs. public sector) does not significantly affect aided awareness.	Original study in current research
H02d	Regional Location	Aided awareness	Pearson Chi-Square = 19.505, p = .334	Regional location does not have a significant impact on aided awareness.	Original study in current research
H02e	Educational Qualification	Aided awareness	Pearson Chi-Square = 7.543, p = .823	Educational qualification does not significantly influence aided awareness.	Original study in current research
H02f	Annual Income	Aided awareness	Pearson Chi-Square = 9.724, p = .892	Annual income is not significantly related to aided awareness levels.	Original study in current research
H03a	Digital Medium	Impact on awareness	Digital Medium ($\beta = 0.575$, p = .000) has the highest impact on awareness.	Focusing on digital platforms is crucial for increasing awareness of CrM campaigns among millennials.	Anghel et al. (2011); Saylor (2005); Alshurideh et al. (2014); Chaudhary and Ghai (2014); Bedi and Ahluwalia (2020); Deng et al. (2023)
H03b	Broadcast Medium	Impact on awareness	Broadcast Medium ($\beta = 0.246$, p = .000) also significantly increases awareness.	Television remains a strong medium for enhancing awareness, albeit less impactful than digital media.	Anghel et al. (2011); Saylor (2005); Alshurideh et al. (2014); Chaudhary and Ghai (2014); Bedi and Ahluwalia (2020); Deng et al. (2023)
H03c	Print Medium	Impact on awareness	Print Medium ($\beta = 0.174$, p = .025) contributes positively to awareness levels.	Newspapers play a supporting role in increasing awareness compared to digital and broadcast media.	Anghel et al. (2011); Saylor (2005); Alshurideh et al. (2014); Chaudhary and Ghai (2014); Bedi and Ahluwalia (2020); Deng et al. (2023)

H_03d	Direct Mail Medium	Impact on awareness	Direct Mail Medium (β = 0.144, p = .002) positively impacts awareness.	Direct mail campaigns are effective in raising awareness, complementing digital and broadcast media.	Anghel et al. (2011); Saylor (2005); Alshurideh et al. (2014); Chaudhary and Ghai (2014); Bedi and Ahluwalia (2020); Deng et al. (2023)
H_03e	Outdoor Medium	Impact on awareness	Outdoor Medium (β = 0.054, p = .082) shows a trend but lacks significance.	Outdoor advertising has potential for awareness but needs further validation for statistical significance.	Anghel et al. (2011); Saylor (2005); Alshurideh et al. (2014); Chaudhary and Ghai (2014); Bedi and Ahluwalia (2020); Deng et al. (2023)
H_04	CrM and PI	Influence on PI	β = 0.078, t = 2.237, p = 0.025	Cause-Related Marketing (CrM) has a statistically significant positive influence on Purchase Intentions (PI). CrM activities are likely to positively affect consumers' intentions to make a purchase. Businesses can leverage CrM strategies to influence purchase decisions.	Gupta and Pirsch (2006); Anselmsson and Johansson (2007); Galan-Ladero et al. (2013); Ferle et al. (2013); Chaabouni et al. (2021); Terblanche et al. (2023)
H_05	PCM and PI	Positive Influence	β = 0.152, t = 3.305, p = .001	There is a significant positive impact of Perceived Company Motive (PCM) on Purchase Intention (PI). Businesses should communicate motives effectively to enhance effectiveness in CrM.	Barone et al. (2000); Ellen et al. (2000); Simmons and Becker-Olsen (2006); Baek et al. (2017)

H_06	WG and PI	Positive Influence	$\beta = 0.358$, $t = 9.859$, $p = .000$	Warm Glow (WG) positively influences Purchase Intention (PI), indicating that altruistic motivations enhance consumer purchase decisions.	Andreoni (1990); Koschate-Fischer et al. (2012); Iweala et al. (2022)
H_007	CCF and PI	Positive Influence	$\beta = 0.210$, $t = 7.258$, $p = .000$	Company-Cause Fit (CCF) positively affects Purchase Intention (PI), emphasizing alignment between company values and supported causes.	Ellen et al. (2000); Simmons and Becker-Olsen (2006); Gupta and Pirsch (2006)
H_008	CCI and PI	Positive Influence	$\beta = 0.333$, $t = 6.563$, $p = .000$	Customer-Cause Involvement (CCI) positively impacts Purchase Intention (PI), highlighting consumer engagement with causes.	Hajjat (2003); Hou et al. (2008); Bester and Jere (2012); Patel et al. (2017); Aggarwal and Singh (2019); Pandey et al. (2023)
H_09	PCM as moderator between CrM and PI	Negative Moderating Effect	$\beta = -0.167$, $t = 7.282$, $p = 0.001$	Perceived Company Motive (PCM) negatively moderates the relationship between Cause-Related Marketing (CrM) and Purchase Intention (PI), affecting consumer susceptibility to CrM.	Original study in current research
H_010	CCF as moderator	Positive Moderating Effect	$\beta = 0.147$, $t = 8.339$, $p = 0.001$	Company-Cause Fit (CCF) positively moderates the	Original study in current research

				relationship between Cause-Related Marketing (CrM) and Purchase Intention (PI), enhancing campaign effectiveness.	
*H0*11	CCI as moderator between CrM and PI	Positive Moderating Effect	$\beta = 0.154$, t = 3.100, p = 0.002	Customer-Cause Involvement (CCI) positively moderates the relationship between Cause-Related Marketing (CrM) and Purchase Intention (PI), leveraging consumer engagement.	Hajjat (2003); Sung and Lee (2016); Aggarwal and Singh (2019)
*H0*12	WG as mediator between CrM and PI	Partial Mediating Role	$\beta = 0.191$, t = 8.140, p = .000	Warm Glow (WG) acts as a partial mediator between Cause-Related Marketing (CrM) and Purchase Intention (PI), influencing consumer decisions through emotional engagement.	Giebelhausen et al. (2017); Chang and Chu (2020); Seo and Song (2021); Schamp et al. (2023)
*H0*13	Education Qualification	Education -> CrM -> PI	Path coefficient = 0.070, t = 2.326, p = 0.082	Education qualification does not significantly moderate the relationship between CrM and PI. Thus, educational qualification does not play a meaningful role	Original study

				in altering the impact of CrM on PI.	
*H0*14	Regional Location	Regional Location -> CrM -> PI	Path coefficient = 0.004, t = 0.156, p = 0.577	Regional location does not significantly moderate the relationship between CrM and PI. Therefore, regardless of regional location, the influence of CrM on PI remains consistent.	Original study
*H0*15	Annual Income	Income -> CrM -> PI	Path coefficient = 0.061, t = 2.153, p = 0.015	Income significantly moderates the relationship between CrM and PI. The significant p-value shows that income plays a meaningful role in shaping how CrM influences consumer decisions.	Original study
*H0*16	Gender	Gender -> CrM -> PI	Path coefficient = 0.009, t = 0.179, p = 0.000	Gender significantly moderates the relationship between CrM and PI. his means that the effectiveness of cause-related marketing campaigns may differ significantly between	Kropp et al. (1999); Galan-Ladero et al., 2015

				male and female consumers.	
*H0*17	Marital Status	Marital Status -> CrM -> PI	Path coefficient = 0.026, t = 0.344, p = 0.002	Marital status significantly moderates the relationship between CrM and PI. Therefore, CrM strategies may need to account for differences in marital status when targeting consumers.	Original study
*H0*18	Occupation	Occupation -> CrM -> PI	Path coefficient = 0.279, t = 3.407, p = 0.141	Occupation does not significantly moderate the relationship between CrM and PI. Consequently, occupation does not substantially alter the impact of CrM on PI.	Original study

(Note: CCF= Company-cause fit; CCI= Customer-cause involvement; CrM=Cause-related marketing; PCM= Perceived company motive; PI= Purchase intention; WG=Warm glow)

CHAPTER 5

FINDINGS AND CONCLUSION

5.1 INTRODUCTION

The aim of this study was to scrutinise the connection between CrM and PI among millennials in Punjab. Additionally, the study explored how factors such as customer-cause involvement, company-cause fit, and perceived company motive moderate the relationship between cause-related marketing and purchase intention. Moreover, the study investigated the potential mediating role of warm glow in the primary relationship. This chapter provides a summary of the key findings from this research. Firstly, the study's findings are discussed, followed by implications for both research and practical applications. The chapter also addresses the primary limitations of the current investigation and suggests potential avenues for future research.

5.2 FINDINGS OF THE STUDY- OBJECTIVE WISE

5.2.1 Findings pertaining to Objective 1: To determine the awareness level of millennial consumer's related to cause- related marketing campaigns.

The majority of the respondents were equipped with the awareness both aided and unaided anda basic understanding of the concept of CrM. They had either seen or heard the CrM-backed products. They showed awareness about CrM campaigns making social contributions for the betterment of society. The detailed findings are discussed below:

(I)   Unaided Awareness and CrM

a) Unaided awareness and Gender

In examining unaided awareness scores based on gender, Levene's Test for Equality of Variances revealed a non-significant result (p = 0.884), indicating consistent variances between females and males. This suggests that the assumption of equal variances was met.Subsequently, the t-test for Equality of Means showed a statistically significant difference (t = 2.388, df = 778, p = 0.017) in

mean unaided awareness scores between females and males. The mean difference indicated that females had a slightly higher average unaided awareness score (3.56) compared to males (3.43). The 95% Confidence Interval of the Difference (0.024 to 0.247) supported the observed statistically significant difference in mean awareness. The results imply a noteworthy gender-based distinction for unaided awareness, with females showing a slightly higher average score than males. The consistent variances affirm the reliability of this observed difference. The findings confirmed the result of previous research studies on gender differences and awareness by Ross et al. (1992); Barnes (1992); Cui et al. (2003); Youn and Kim (2008); Thomas and Kureshi (2020); Bedi and Ahluwalia (2021). This finding indicates that gender-related disparities may influence individuals' perception and awareness of CrM campaigns. Consequently, marketers should take into account gender-specific approaches to successfully engage and raise awareness among different genders regarding CrM initiatives.

b) *Unaided Awareness and Marital Status*

The examination of unaided awareness scores based on marital status, specifically comparing unmarried and married individuals, revealed insights. Levene's Test for Equality of Variances yielded a non-significant result (p = 0.995), suggesting that the assumption of equal variances between unmarried and married individuals was upheld. This indicated reasonable consistency in variances of unaided awareness scores across marital status categories. Subsequent analysis using the t-test for Equality of Means showed a non-significant difference (t = 6.592, df = 778, p = 0.203, NS) in mean unaided awareness scores between unmarried and married individuals. Despite the average unaided awareness score being slightly higher for married individuals (3.81) compared to unmarried individuals (3.39), the non-significant p-value implied that this observed difference was not statistically meaningful. The 95% Confidence Interval of the Difference (-0.298 to 0.552) encompassed zero, reinforcing the non-significant nature of the result. The findings suggest that there is no statistically significant difference in unaided awareness scores based on marital status. The consistent variances indicate a comparable level of variability in awareness scores between unmarried and married individuals. Although the mean difference in awareness scores favoured married individuals, the non-significant p-value and the Confidence Interval encompassing zero underscore that this observed difference is likely due to chance.

The findings implies the marital status of individuals has no effect on their awareness of CrM initiatives. The levels of awareness are uniform across all marital status groups, indicating that CrM campaigns may be aimed at a wide audience without taking into account specific marital status factors.

c) Unaided Awareness and Occupation

The comparison of unaided awareness scores between individuals employed in the private and public sectors yielded specific results. Levene's Test for Equality of Variances indicated a non-significant result (p = 0.214), suggesting that the assumption of equal variances between private and public sector employees was upheld. This implied reasonable consistency in variances of unaided awareness scores across occupational groups. Subsequent analysis using the t-test for Equality of Means showed a non-significant difference (t = 1.159, df = 778, p = 0.247, NS) in mean unaided awareness scores between private and public sector employees. Despite the average unaided awareness score being slightly higher for individuals in the public sector (3.58) compared to those in the private sector (3.48), the non-significant p-value implied that this observed difference was not statistically meaningful. The 95% Confidence Interval of the Difference (-0.279 to 0.071) encompassed zero, reinforcing the non-significant nature of the result. The findings suggest that there is no statistically significant difference in unaided awareness scores between individuals employed in the private and public sectors. The consistent variances indicate comparable variability in awareness scores across occupational groups. Although the mean difference in awareness scores favoured the public sector, the non-significant p-value and the Confidence Interval containing zero underscore that this observed difference is likely due to chance.

The absence of substantial impact from occupational sector on awareness levels indicates that individuals in various sectors, such as private and public, possess comparable degrees of awareness regarding CrM campaigns. Marketers have the ability to create CrM strategies that are effective and relatable to people from different professional backgrounds.

d) Unaided Awareness and Educational Qualification

The One-Way ANOVA investigated the relationship between unaided awareness and educational qualifications across four categories: Class 12th, Graduate, Postgraduate, and Any Other. The test of homogeneity, represented by Levene's Statistic (3.869) with a p-value of 0.009, revealed a significant difference in variances among the education qualification groups. This departure from homogeneity warranted a cautious interpretation of the subsequent ANOVA results. Moving to the ANOVA outcomes, the F-value of 6.307 with a significance level of 0.000 indicated a statistically significant difference in unaided awareness among the education qualification groups. Consequently, the null hypothesis of equal means across educational groups was rejected. Examining the mean awareness scores

for each group, Class 12th had a mean score of 3.40, Graduate with 3.52, Postgraduate with 3.58, and Any Other with 3.09. The subsequent analysis of group differences revealed that the mean difference between Postgraduate and Graduate was 0.422 (p = 0.047, 95% CI [0.0040, 0.8405]), signifying those individuals with a postgraduate qualification exhibited a significantly higher level of unaided awareness compared to those with a graduate qualification. Similarly, the mean difference between Postgraduate and Any Other was 0.491 (p = 0.013, 95% CI [0.0743, 0.9079]), indicating a significantly higher awareness among postgraduates compared to individuals with qualifications categorized as 'Any Other.' The results suggest a significant relationship between unaided awareness and educational qualifications. The departure from homogeneity in variances necessitates caution, but the subsequent ANOVA confirms a notable difference in awareness across education groups. The rejection of the null hypothesis indicates that at least one group's mean awareness differs from the others. Specifically, individuals with a graduate qualification exhibit significantly higher awareness compared to those with a postgraduate qualification, and postgraduates show significantly higher awareness compared to individuals with qualifications categorized as 'Any Other.' This emphasizes the importance of educational qualifications in influencing unaided awareness levels in the studied context. Comparable to past studies findings (Cui et al. 2003; Thomas and Kureshi 2020) postgraduates had the highest unaided CrM awareness.

This finding indicates that individuals who have achieved higher levels of education are more likely to have a greater understanding of CrM campaigns. It highlights the significance of achieving a high level of education in influencing one's understanding and involvement in socially responsible endeavors. Marketers can contemplate using educational targeting into their CrM strategy in order to efficiently contact and captivate educated consumer demographics.

e) *Unaided Awareness and Regional Location*

The outcomes of a One-Way ANOVA investigating the link between unaided awareness and regional location across the Doaba, Majha, and Malwa regions are presented. The test of homogeneity, indicated by Levene's statistic (1.797) with a p-value of 0.167, suggested that the assumption of homogeneity of variances was not significantly violated, supporting the use of ANOVA. The ANOVA results revealed a statistically significant difference in unaided awareness among the workplace areas, with an F-value of 5.366 and a significance level of 0.005. Examining the mean awareness scores for each workplace area, Doaba had

a mean awareness score of 3.51, Majha with 3.32, and Malwa with 3.55. The mean difference between Malwa and Majha was 0.224 (p = 0.003, 95% CI [0.0622, 0.3863]), indicating that individuals in the Malwa region exhibited significantly higher awareness compared to those in Majha. This significant difference underscores the importance of considering geographic variations when evaluating unaided awareness in workplace areas. The results reveal a substantial relationship between unaided awareness and workplace areas across the Doaba, Majha, and Malwa regions. The non-significant violation of the homogeneity assumption supports the credibility of the ANOVA results. The observed statistically significant difference in awareness levels among workplace areas, particularly the higher awareness in the Malwa region compared to Majha, emphasizes the impact of regional nuances. A study conducted by Bansal (2016) showed that in Punjab the maximum literacy rate of 83.8% has been found in the district Sahibzada Ajit Singh Nagar (Mohali) which is one of the main districts in the region of Malwa. This could be attributed to a high level of unaided awareness regarding CrM. The results are also consistent with the findings of Bedi and Ahluwalia (2021) who found significant differences in the area and unaided awareness. This underscores the necessity of acknowledging geographic distinctions when assessing and addressing unaided awareness within workplace contexts.

The analysis suggests that the degrees of awareness of CrM campaigns fluctuate greatly among various regional regions. This implies that marketers should customize their CrM strategies to cater to specific geographical differences and preferences in order to maximize awareness and engagement.

f) *Unaided Awareness and Annual Income*

The comprehensive analysis investigated the relationship between annual income and unaided awareness, utilizing both the Test of Homogeneity and ANOVA. The Test of Homogeneity, specifically Levene's Statistic, yielded a non-significant p-value of 0.126, confirming the assumption of equal variances across income groups. Subsequently, the ANOVA results unveiled an F-value of 4.740 with a significance level of 0.174. The relatively high p-value cautioned against rejecting the null hypothesis of equal means across income groups, suggesting that although there was a hint of a difference in unaided awareness means, it did not reach conventional significance levels. The examination of the income variable and its relationship to unaided awareness showed no significant difference in CrM awareness. While the Test of Homogeneity supports the validity of ANOVA, the latter's non-significant p-value prompts restraint in concluding distinct mean differences

across income groups. Delving into group differences, individuals in the lowest income bracket (Group 1 i.e., less than Rs 2,00,000) demonstrated a slightly lower mean awareness (3.34) compared to those in the second income group (Group 2 i.e., 2,00,001-5,00,000) with a mean awareness of 3.55. The statistically significant mean difference of -.237 (p = 0.012) and the 95% Confidence Interval (-.439 to .0361) provided confidence in asserting that individuals in Group 1 had slightly lower awareness than those in Group 2. Similarly, comparing Group 3 with Group 1, individuals in the third income group (Group 3 i.e., 5,00,001-10,00,000) exhibited a slightly higher mean awareness (3.58) than those in the lowest income group (Group 1) with a mean awareness of 3.34. The statistically significant mean difference of .207 (p = 0.017) and the 95% Confidence Interval (-.0246 to .3899) indicated a reasonable level of confidence in asserting that individuals in Group 3 had slightly higher awareness than those in Group 1. The findings are consistent with the findings from earlier research studies that have found income to have no significant effect on CrM responses (Youn and Kim 2008). Cui et al. (2003) and Thomas and Kureshi (2020) also found that annual income did not affect CrM evaluation at an individual level. The income group of 5,00,001-10,00,000 had the highest level of unaided awareness which is consistent with the findings of Thomas and Kureshi (2020).

This finding indicates that although income does not have a significant effect on awareness levels of CrM campaigns across all income brackets, it does have a discernible impact on higher income groups. Marketers may need to modify their CrM tactics in order to effectively target and connect with affluent customers who have a higher level of awareness regarding socially responsible efforts.

(II) Aided Awareness and CrM

a) Aided Awareness and Gender

The statistical significance of the relationship between aided awareness and gender, reveals that the Pearson Chi-Square value is 1.275, and the p-value is .937. Since the p-value is greater than the significance level of .05, the results suggest that the relationship between aided awareness and gender is statistically insignificant at the 5% level. This means that the observed differences in the proportions of males and females with awareness of different numbers of campaigns are likely due to random chance, and there is no statistically significant relationship between aided awareness and gender.

There is no significant correlation between gender and awareness of CrM campaigns,

indicating that both males and females have equal knowledge of cause-related efforts. CrM campaigns can be developed without making gender-specific modifications, instead emphasizing universal message to optimize awareness across all genders.

b) Aided Awareness and Marital Status

The statistical significance of the relationship between aided awareness and marital status revealed that the Pearson Chi-Square value is 1.535, and the p-value is .909. Since the p-value is greater than the significance level of .05, the results suggest that the relationship between aided awareness and marital status is statistically insignificant at the 5% level. This means that the observed differences in the proportions of married and unmarried respondents with awareness of different numbers of campaigns are likely due to random chance, and there is no statistically significant relationship between aided awareness and marital status.

The lack of substantial impact of marital status on the awareness levels of CrM advertisements suggests that being married or unmarried does not influence individuals' awareness of social concerns promoted by corporations. One approach is to target CrM methods evenly across different marital status groups, focusing on the larger influence on society instead of appeals particular to marital status.

c) Aided Awareness and Occupation

The statistical significance of the relationship between aided awareness and occupation revealed that the Pearson Chi-Square value is 3.573, and the p-value is .612. Since the p-value is greater than the significance level of .05, the results suggest that the relationship between aided awareness and occupation is statistically insignificant at the 5% level. This means that the observed differences in the proportions of respondents from the private sector and public sector with awareness of different numbers of campaigns are likely due to random chance, and there is no statistically significant relationship between aided awareness and occupation.

The absence of a substantial impact of occupation (private sector vs. public sector) on assisted knowledge of CrM campaigns indicates that personnel from both sectors possess equivalent levels of awareness and responsiveness towards cause-related actions. Therefore, CrM initiatives may concentrate on involving individuals from various occupational backgrounds without requiring special adaptations based on sectors.

d) Aided Awareness and Regional Location

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The statistical significance of the relationship between aided awareness and the regional location revealed that the Pearson Chi-Square value is 19.505, and the p-value is .334. Since the p-value is greater than the significance level of .05, the results suggest that the relationship between aided awareness and the area of the workplace is statistically insignificant at the 5% level. This means that the observed differences in the proportions of respondents from different regions with awareness of different numbersof campaigns are likely to be due to random chance, and there is a statistically insignificant relationship between aided awareness and the regional location.

The lack of substantial influence of regional location on enhanced knowledge of CrM initiatives indicates that awareness levels about social issues backed by corporations remain similar across various geographical locations. Standardizing CrM tactics allows for widespread dissemination, assuring equal awareness regardless of geographical variations.

e) *Aided Awareness and Educational Qualification*

The statistical significance of the relationship between aided awareness and educational qualification revealed that the Pearson Chi-Square value is 7.543, and the p-value is .823. Since the p-value is greater than the significance level of .05, the results suggest that the relationship between aided awareness and annual income is statistically insignificant at the 5% level. This means that the observed differences in the proportions of respondents from different income categories with awareness of different numbers of campaigns are likely due to random chance, and there is no statistically significant relationship between aided awareness and annual income.

The absence of a substantial impact of educational attainment on the knowledge of CrM campaigns suggests that persons with different educational backgrounds exhibit comparable degrees of awareness about corporate-backed social issues. CrM marketing may target a wide range of educational sectors in its messaging to effectively engage varied audiences.

f) *Aided Awareness and Annual Income*

The statistical significance of the relationship between aided awareness and educational qualification revealed that the Pearson Chi-Square value is 9.724, and the p-value is .892. Since the p-value is greater than the significance level of .05, the results suggest that

the relationship between aided awareness and educational qualification is statistically insignificant at the 5% level. This means that the observed differences in theproportions of respondents from different educational qualification categories with awareness of different numbers of campaigns are likely due to random chance, and there is no statistically significant relationship between aided awareness and educational qualification.

The lack of a significant correlation between annual income and aided awareness levels of CrM programs indicates that awareness of social problems promoted by firms does not differ greatly depending on income levels. CrM strategies might prioritize universal accessibility in communications to achieve equal awareness among all socioeconomic groups.

5.2.2 Findings pertaining to Objective 2: To identify the most prominent medium of promotion for generating awareness with respect to cause-related marketing campaigns for millennials.

A multiple linear regression tool was used to identify the most prominent medium for generating awareness among the millennials in Punjab. Based on the beta coefficient values and statistical significance, the medium of promotion with the highest beta coefficient (β) was Digital Medium ($\beta =0.575$; p= .000), followed by Broadcast Medium ($\beta =0.246$; p= .000), Print Medium ($\beta =0.174$; p= .025), Direct Mail Medium ($\beta =0.144$; p= .002), and Outdoor Medium ($\beta =0.054$; p= .082). This suggested that using digital medium for promoting CrM campaigns would likely have the most significant impact on increasing awareness compared to other media types. However, it's worth noting that all media types, except for Outdoor Medium, have statistically valid positive impacts on awareness. The findings are steady with the preceding studies of Anghel et al. (2011) who underscored that the predominant channels for information acquisition included the Internet, followed by TV, newspapers, and interpersonal networks. Noteworthy studies by, Saylor (2005), Alshurideh et al. (2014), Chaudhary and Ghai (2014); Bedi and Ahluwalia (2020); Deng et al. (2023) independently revealed that a substantial proportion of consumers leaned heavily on digital marketing, and television advertisements as pivotal sources of information in fostering awareness regarding CrM campaigns.

The results indicate that digital media, such as internet platforms, had the most

significant influence on raising awareness, followed by television, newspapers, direct mail, and outdoor advertising. This suggests that prioritizing digital platforms for CrM campaign promotion is likely to have a more substantial impact on increasing awareness compared to other ways of marketing across various media.

5.2.3 Findings pertaining to Objective 3: To ascertain the effect of cause-related marketing on millennial consumers' purchase intention.

For this objective SEM was used to investigate the relationship between CrM and PI. The beta coefficient (β) was 0.078, the t-value was 2.237, and the p-value was 0.025. These values indicated that CrM has a significant positive influence on PI. The findings suggested that there was indeed a statistically significant association between the two constructs. Therefore, it can be inferred that CrM activities are likely to positively affect consumers' intentions to make a purchase. This implies that businesses can leverage the CrM strategy as it is a contributing factor in influencing purchase decisions. The findings are steady with the results of previous studies of Gupta and Pirsch; (2006); Anselmsson and Johansson, (2007); Galan-Ladero et al., (2013); Ferle et al., (2013); Chaabouni et al.(2021); Terblanche et al., (2023).

CrM activities are likely to positively affect consumers' intentions to make a purchase. This implies that businesses can leverage the CrM strategy as it is a contributing factor in influencing purchase decisions.

5.2.4 Findings pertaining to Objective 4: To study the effect of company-cause fit, perceived company motive, customer-cause involvement, and warm glow on purchase intention and on the relationship between cause-related marketing and purchase intention of millennials.

For the hypotheses $H_0 5$ to $H_0 12$ SEM was used to understand the relationship between the endogenous and exogenous constructs as well as to understand the role of mediator and moderating variables influencing the relationship between the endogenous and exogenous constructs. Since a single relationship was being focused hence the interaction effect achieved through Smart PLS was studied for the moderating variables.

a) Perceived Company motive (PCM) and Purchase Intention

$H_0 5$ stated that no significant relationship existed between PCM and PI. Based on the findings ($\beta = 0.152$, $t = 3.305$, $p = .001$), the null hypothesis was rejected, which suggested that no significant relationship exists between PCM and PI. This means that there is a statistically significant positive impact of PCM on PI. The findings provided strong evidence that there exists a positive relationship between PCM and PI. This suggests that businesses that engage in CrM should carefully consider how they communicate their motives to consumers. These outcomes are in line with the previous findings by Barone et al. (2000); Ellen et al., (2000); Simmons and Becker-Olsen, (2006); Baek et al., (2017).

The influence of PCM on PI is notably favorable, suggesting that customers are more inclined to acquire items or services from organizations that are regarded to have authentic and positive reasons behind their CrM operations. It is imperative for businesses to prioritize openness and effectively convey their intentions to consumers. The presence of genuine intentions improves the efficacy of CrM activities by cultivating trust and favorable consumer views.

b) Warm glow (WG) and Purchase Intention

$H_0 6$ stated that no significant relationship exists between WG and PI. Based on the findings ($\beta = 0.358$, $t = 9.859$, $p = .000$), the null hypothesis was rejected, which suggested that no significant association exists between WG and PI. This means that there is a statistically significant positive impact of WG on PI. People who are motivated by a warm glow (the feeling of satisfaction that comes from helping others) are more likely to buy products or services from companies that are involved in CrM Andreoni (1990); Koschate-Fischer et al (2012); Iweala et al (2022). The findings provide strong evidence that there is a positive relationship between WG and PI. This suggests that businesses that engage in CrM should carefully consider how they communicate the warm glow benefits of engaging in their campaigns to consumers. The impact of WG on PI is positive, indicating that customers are driven to make purchasing decisions based on altruistic emotions elicited by CrM advertising.

Integrating selfless appeals into CrM techniques helps improve consumers' intentions to make a purchase. Companies should prioritize highlighting the emotional advantages or positive feelings that consumers experience when they support socially responsible initiatives.

c) Company-Cause Fit (CCF) and Purchase Intention

The analysis of the study findings for $H_0 7$, represented by the regression coefficients ($\beta = 0.210$, $t = 7.258$, $p = .000$), provides valuable insights into the examined relationship between CCF and PI.

The positive beta coefficient ($\beta = 0.210$) indicates a positive association between CCF and PI. The t-value (t = 7.258) is notably higher than the critical threshold, suggesting that this relationship is statistically significant. The p- value (p = .000) is less than the conventional significance level of 0.05, providing robust evidence to reject the null hypothesis and conclude that there is a significant relationship between CCF and PI. This implies that consumers are more likely to demonstrate an increased intention to make purchases when there is a perceived alignment between the cause a company supports and its overall identity or values. The strength of this relationship, as indicated by the beta coefficient, further emphasizes the practical importance of considering CCF in influencing PI. The results are in consistent with the prior studies conducted by Ellen et al. (2000), Simmons and Becker-Olsen, (2006); Gupta and Pirsch (2006).

The impact of CCF on Purchase Intentions (PI) is favorable, as customers are more likely to support firms whose values correspond with the causes they advocate. It is important for firms to carefully choose causes that genuinely correspond with their fundamental principles and brand image. Aligning firm values with supported causes improves the effectiveness of CrM programs in influencing customer purchase intentions.

d) *Customer-Cause Involvement (CCI) and Purchase Intention*

Following H_08, the study aimed to ascertain the relationship between CCI and PI. Contrary to the null hypothesis, the findings ($\beta = 0.333$, t = 6.563, p = .000) led to the rejection of the notion that no significant relationship exists between CCI and PI. The positive beta coefficient ($\beta = 0.333$) signifies that as CCI increases, there is a corresponding increase in PI. This statistically significant positive impact of CCI on PI indicates a meaningful and favourable connection between CCI and PI. This evidence strongly supports the notion that consumers, when actively involved in a cause, are more likely to demonstrate an increased intention to make purchases. The findings are in coherence with the previous research findings of Hajjat, (2003); Hou et al., (2008); Bester and Jere, (2012); Patel et al., (2017); Aggarwal and Singh (2019); Pandey et al., (2023).

The influence on purchase intention (PI) is positive when it comes to CCI. This indicates that when consumers interact with issues promoted by CrM initiatives, it enhances their desire to make a purchase. Facilitating consumer engagement and active participation in cause-related activities can enhance the effectiveness of CrM initiatives. Companies should provide options for consumers to actively participate in favored causes in order to enhance their purchase intentions.

e) Perceived Company Motive (PCM) as a moderator between CrM and PI

In the examination denoted as $H_0 9$, the study aimed to evaluate the moderating impact of PCM on the relationship between CrM and PI. Initially, excluding the moderating effect (CrM*PI) resulted in an R2 value of 0.333, indicating that 33.3% of the variation in PI could be attributed to CrM. Upon inclusion of the interaction term, the R2 value increased to 47.1%, representing a noteworthy 13.8% augmentation in the variance of the dependent variable (PI). Subsequent analysis of the moderating effect revealed a significant negative impact of PCM on the relationship between CrM and PI (β = - 0.167, t = 7.282, p = 0.001). The negative beta coefficient suggests that as PCM increases, the relationship between CrM and PI weakens. This indicates that an increase in PCM leads to a weakening of the relationship between CrM and PI. The negative moderating effect of PCM implies that consumers are less susceptible to the influence of CrM when they perceive the company as being motivated by self-serving reasons. These study findings strongly support the idea that PCM can indeed moderate the relationship between CrM and PI. This implies that consumers are likely to be more positively inclined toward cause-related marketing and, consequently, exhibit higher purchase intentions when they perceive the company's motives as genuine, transparent, and aligned with the stated cause. The negative moderation of perceived company motive in the relationship between CrM and PI implies that when consumers recognize the company's motives behind cause-related initiatives negatively, it diminishes the effectiveness of such marketing efforts. In this context, scepticism or doubt regarding the authenticity or sincerity of the company's intentions may hinder the positive impact of CrM on consumers' PI. PCM as a moderating variable between CrM and PI was originally studied in this current study. PCM has a negative moderating effect on the link between CrM and purchase intention (PI). This indicates that customers' views of a firm's motives might impact their vulnerability to CrM initiatives. Companies should strive to ensure that their goals are viewed in a good light in order to minimize any adverse effects on customer purchasing intentions.

f) Company-Cause Fit (CCF) as a moderator between CrM and PI

In the investigation denoted as $H_0 10$, the examination aimed to assess the moderating role of CCF on the relationship between CrM and PI. Initially, excluding the moderating effect (CrM*PI), yielded an R2 value of 0.333, indicating that 33.3% of the variation in PI could be attributed to CrM. Subsequently, the inclusion of the interaction term resulted in an increased R2 value of 39.8%, denoting a 6.5% augmentation in the variance of the dependent variable (PI). This increase in R2

implies that CCF plays a modest role in influencing the relationship between CrM and PI. Further scrutiny of the moderating effect indicated a statistically significant impact of CCF on the relationship between CrM and PI ($\beta = 0.147$, $t = 8.339$, $p = 0.001$).

The findings imply that the success of cause-related marketing in influencing purchase intentions is contingent on how well the "cause" resonates with the target audience. CCF as a moderating variable between CrM and PI was originally studied in this current study. The results suggest that the effectiveness of cause-related marketing in influencing people's intentions to make a purchase depends on how effectively the "cause" connects with the specific group of people being targeted.

g) Customer-Cause Involvement (CCI) as a moderator between CrM and PI

In the investigation denoted as $H_0 11$, the examination focused on evaluating the moderating influence of CCI on the relationship between CrM and PI. Initial analysis, excluding the moderating effect (CrM*PI), revealed an R2 value of 0.333, indicating that 33.3% of the variation in PI could be attributed to CrM. The inclusion of the interaction term resulted in a noteworthy increase in the R2 value to 59.8%, signifying a substantial 26.5% augmentation in the variance of the dependent variable (PI). This substantial rise in R2 underscores the pivotal role of CCI in shaping the relationship between CrM and PI. Further scrutiny of the moderating effect established a significant and positive impact of CCI on the association between CrM and PI ($\beta = 0.154$, $t = 3.100$, $p = 0.002$), supporting Hypothesis 6. The positive beta coefficient suggests a reinforcement of the CrM and PI relationship as CCI increases. This finding, aligned with previous research Hajjat (2003); Sung and Lee (2016); Aggarwal and Singh, (2019;), indicates a modest yet positive moderating effect, implying that consumers are more inclined to make purchases from companies perceived as aligned with their causes.

The results present compelling evidence that CCI can indeed moderate the CrM and PI relationship, emphasizing the need for businesses in CrM to carefully tailor their communication of benefits to consumers engaged in the cause and extend support to causes with high customer involvement.

The findings provide strong evidence that CCI may effectively control the link between CrM and PI. This highlights the importance for firms in CrM to carefully customize their communication of advantages to customers who are actively involved in the cause, and to offer support to causes that have high customer engagement.

h) Warm glow (WG) as a mediator between CrM and PI

$H_0 12$ assesses the mediating role of WG in the relationship between CrM and PI. The results revealed

a valid and indirect effect of CrM on PI through WGM ($\beta = 0.191$, t =8.140, p = .000). The total effect of CrM on PI was significant ($\beta = 0.269$, t = 6.342, p = 0.000), with the inclusion of the mediator the effect of CrM on PI was still significant($\beta = 0.078$, t = 2.237, p = .025). This shows a complementary partial mediating role of WGM in the relationship between CrM and PI. Hence. H_013 is rejected. The results provide strong evidence that a warm glow can partially mediate the relationship between CrM and PI (Giebelhausen et al., 2017; Chang and Chu 2020; Seo and Song 2021; Schamp et al. 2023). This analysis reveals that the emotional fulfilment derived from contributing to a meaningful cause i.e. warm glow acts as a mediator. Further, explaining how cause-related marketing positively influences purchase intentions by involving the positive emotions of consumers engaging in CrM campaigns. This insight underscores the importance of emotional engagement, and the "feel-good" factor achieved by consumers in driving their purchase intention in response to CrM initiatives.

The purpose of WG is to mediate between CrM and PI, suggesting that emotional involvement has a substantial impact on consumer decisions. Companies can utilize emotional appeals in their CrM strategies to amplify their influence on customer purchase intentions.

5.2.5 Findings pertaining to Objective 5: To examine the role of demographics in the relationship between cause-related marketing and purchase intention.

For the hypotheses H_013 to H_018 moderating effect of demographics influencing the relationship between the endogenous and exogenous constructs was investigated. Since a single relationship was being focused hence the interaction effect achieved through Smart PLS was studied.

a) *Education Qualification as a moderator between CrM and PI*
The interpretation of the results suggests that, according to H_013, the proposed interaction between education qualification and CrM was expected to influence PI. However, the analysis revealed a path coefficient of 0.070, a t-statistic of 2.326, and a p-value of 0.082. Since the p-value exceeded the conventional significance level of 0.05, the null hypothesis is acknowledged. Therefore, the interpretation is that educational qualification does not significantly moderate the relationship between CrM and PI. In other words, the level of

education does not have a statistically significant impact on how CrM influences PI in the context under study. The demographic variable education as a moderating variable between CrM and PI was originally studied in this current study.

The finding that educational qualifications do not have a substantial impact on the association between CrM and PI implies that CrM programs have a comparable effect regardless of one's educational background. Consumers, regardless of their level of knowledge, are equally susceptible to being affected by CrM initiatives when making decisions about purchasing.

b) *Regional location as a moderator between CrM and PI*

$H_0$14 examined the moderation effect of regional location on the CrM-PI relationship. The results revealed a path coefficient of 0.004, a t-statistic of 0.156, and a p-value of 0.577. Given that the p-value exceeds 0.05, the null hypothesis is accepted. This suggests that regional location does not significantly moderate the association between CrM and PI. In other words, the regional location does not have a statistically significant impact on how CrM influences PI in the current context. The demographic variable regional location as a moderating variable between CrM and PI was originally studied in this current study.

The absence of substantial moderation based on regional location suggests that CrM techniques are efficacious across diverse geographic locations. Consumers from different places exhibit similar responses to CrM advertising in terms of their intentions to make purchases, indicating that CrM messaging have a global appeal.

c) *Annual Income as a moderator between CrM and PI*

$H_0$15 investigated the interaction between income and CrM affecting PI. The results demonstrated a path coefficient of 0.061, a t-statistic of 2.153, and a p-value of 0.015. Given that the p-value is less than 0.05, the null hypothesis is rejected. This signifies that income has a significant moderating effect on the relationship between CrM and PI. In other words, the level of income is found to have a statistically valid impact on how CrM influences PI in the investigated context. This implies that individuals with different income levels may respond differently to CrM marketing efforts. The demographic variable income as a moderating variable between CrM and PI was originally studied in this current study.

The influence of income on the relationship between CrM and purchase intentions is significant, suggesting that the effectiveness of CrM activities in affecting purchase intentions varies based on income levels. Individuals with higher incomes may exhibit

disparate attitudes and responses towards CrM programs in contrast to those with lower incomes, perhaps exerting a more pronounced influence on their purchasing choices.

d) Gender as a moderator between CrM and PI

$H_0 16$, which examined the moderation of gender on the CrM-PI relationship, reported results with a path coefficient of 0.009, a t-statistic value of 0.179, and a p-value of 0.000. Given that the p-value is less than 0.05, the null hypothesis is rejected. This indicates that gender significantly moderates the relationship between CrM and PI. In other words, the findings suggest that there is a statistically significant impact of gender on how CrM influences PI in the context under study. This outcome is consistent with the previous studies where gender was used as a moderator (Kropp, et al. (1999); Galan-Ladero et al., 2015). The results imply that CrM resonates with specific gender-related values, gender-related preferences, or gender-related social issues potentially and has varying degrees of impact on the purchasing decisions of men and women.

The influence of gender on the relationship between CrM and PI is substantial, indicating that males and females respond distinctively to CrM activities in relation to their intentions to make purchases. CrM campaigns can elicit distinct reactions from individuals of various genders, resulting in varying degrees of intention to make a purchase. These differences are based on gender-specific responses to messages connected to the cause.

e) Marital Status as a moderator between CrM and PI

$H_0 17$ investigated the moderation effect of marital status on the relationship between CrM and PI. The results revealed a path coefficient of 0.026, a t-statistic of 0.344, and a p-value of 0.002. Since the p-value is less than 0.05, the null hypothesis is rejected. This suggests that marital status significantly moderates the relationship between CrM and PI. In other words, the findings denote that there is a statistically valid impact of marital status on how CrM influences PI in the context under study. The results of the moderation imply that the influence of CrM on PI is not uniform across individuals with different marital statuses and that the presence of a partner may influence the response towards CrM-linked PI. The demographic variable marital status as a moderating variable between CrM and PI was originally studied in this current study.

The link between CrM efforts and the CrM-PI is considerably influenced by marital status, suggesting that married and unmarried persons may be affected in distinct ways. Activities connected to CrM may have a greater impact on the purchasing decisions of a specific

marital status group, affecting their tendency to make purchases based on variables related to social causes.

f) *Occupation as a moderator between CrM and PI*

$H_0 18$ explored the moderation effect of occupation on the relationship between CrM and PI. The analysis yielded a path coefficient of 0.279, a t-statistic of 3.407, and a p-value of 0.141. Given that the p-value is larger than 0.05, the null hypothesis is accepted. This suggests that occupation does not significantly moderate the association between CrM and PI. In other words, the results indicate that there is no statistically valid impact of occupation on how CrM influences PI in the examined context. This implies that the observed relationship is not contingent on specific professional roles or industry sectors. It can also be said that the CrM campaigns resonate universally, transcending professional distinctions. The demographic variable occupation as a moderating variable between CrM and PI was originally studied in this current study.

The finding that occupation does not have a substantial moderating effect on the connection between CrM and purchase intentions indicates that CrM programs consistently influence purchase intentions regardless of occupational categories. Occupational variations had no substantial effect on consumer response to CrM campaigns, indicating a consistent influence of CrM initiatives on purchase intentions, irrespective of occupation.

5.3 MANAGERIAL IMPLICATIONS

The research proposes that within the Indian market, CrM can serve as a potent strategy to yield numerous benefits. Recent times have seen the recognition of CrM as a potent marketing approach (Berglind and Nakata, 2005). Prominent entities such as TATA, P&G, HUL, ITC, and Citibank, among others, have embraced and executed CrM strategies as effective marketing blueprints (Kureshi and Thomas, 2014). However, its application remains confined to a limited number of firms. Globally, consumers consistently hold the belief that enterprises should exhibit social responsibility and actively contribute to meaningful causes (Endacott, 2004). The insights gleaned from this study provide several valuable contributions to organizations. Managers contemplating the implementation of CrM strategies can draw upon these findings to enhance their execution:

Substantial aided awareness indicates that the CrM campaign has successfully gained significant visibility within the intended audience (millennials) in Punjab. Managers can take

advantage of this visibility by ensuring a continuous presence and reinforcing the cause-related campaigns through diverse marketing channels. Managers can further explore opportunities to utilize social media, traditional media, and other platforms to uphold and amplify awareness levels. This finding also suggests a receptive audience in the state of Punjab, who are potentially more willing to engage with the CrM initiatives. Managers can encourage active participation and engagement from their consumers. This could involve interactive campaigns, social media challenges, or events that allow consumers to contribute to the cause, fostering a sense of shared responsibility. The higher unaided awareness found among millennial women in Punjab indicates a potential gender-specific interest or receptivity to the cause-related campaign. Managers thus can develop targeted messaging and campaigns that resonate specifically with female audiences. They can further tailor the communication to align with the causes, preferences and values that are more likely to engage women. Millennials in Punjab also exhibited a heightened unaided awareness, particularly among those with higher educational qualifications. This observation indicates a greater awareness of cause-related marketing initiatives within this demographic segment. The managers thus must consider the educational qualification as a segmentation variable for targeted campaigns. They can further craft the CrM campaigns that appeal to the intellectual conscious aspects of this demographic, showcasing the depth and impact of the cause. The finding that unaided awareness is high in the specific geographical location of the Malwa region of Punjab suggests a regional specificity in the effectiveness of a CrM campaign. The reason attributed to this was the high literacy level among the millennial respondents of this region. Keeping this in mind the managers can customize their CrM campaigns to align with the cultural nuances and preferences of specific geographical regions based on the educational qualification demographic. With higher awareness among those with high educational qualifications, there is an opportunity to employ education-centric strategies in CrM campaigns.

When identifying the prominent medium for promoting the CrM campaigns exclusive to the millennials in Punjab, it was found that the highest awareness of CrM campaigns was through the digital medium indicating the prominence of online platforms in reaching this target audience. The managers can therefore focus on the various digital channels to promote their CrM campaigns. Digital efforts can be integrated with other mediums of promotion like broadcast, print, and direct mail campaigns as indicated in the current study for a cohesive and comprehensive marketing approach. They must ensure consistent messaging across all channels to reinforce the CrM campaign's impact. Given the significance of perceived company motive, it's crucial for companies to communicate their genuine commitment to the

cause. Managers must implement transparent communication strategies that explicitly convey the company's authentic motivations for engaging in cause-related marketing. The perceived company motive is often shaped by the behaviour and beliefs of employees. Managers must ensure employees are aligned with the company's values and are actively engaged in supporting the cause. Internal campaigns, employee volunteer programs, and training initiatives can contribute to a workforce that embodies and reinforces the company's commitment to the cause. Customers who are actively involved in a cause are more likely to be positively influenced. Managers can design interactive campaigns encouraging customer participation, that allow customers to actively contribute towards the social cause, hence fostering a sense of subjective connection and involvement. Alignment of the company and the cause is crucial for consumer perception. Managers can conduct thorough research to select a cause that aligns authentically with the company's values and mission. They must evaluate the cause's relevance to the brand and its target audience. A well-aligned cause enhances credibility and fosters a stronger connection with consumers. The warm glow effect highlights the emotional aspect of consumer behaviour. Managers can craft marketing messages that evoke positive emotions and highlight the emotional satisfaction derived from contributing to a cause. The identified significant moderating role of demographics in influencing the relationship between cause-related marketing and purchase intention unveils a multitude of implications for managers. Managers can develop tiered cause-related marketing campaigns that cater to different income brackets. They can consider offering varying levels of involvement or contribution based on customers' income, ensuring that the campaign is inclusive and accessible to a broad range of consumers. Managers can tailor marketing messages to align with the preferences and values of each gender. Conducting market research to understand the specific causes or themes that resonate with males and females is a must. They can further design campaigns that emphasize how the cause aligns with the values and interests of each gender, increasing the relevance and effectiveness of the marketing efforts. The CrM managers must recognize that cause-related marketing may have a family-oriented appeal for specific married individuals. Thus, the managers must highlight the positive impact on the broader community and articulate how the cause-related initiatives contribute to creating a better future for families. Managers can also implement personalized marketing strategies that consider the interaction between income, gender, and marital status. They can utilize customer data to create customized campaigns that resonate with the unique characteristics and preferences of each segment. Personalization efforts shall enhance the relevance of the cause-related marketing message, increasing its impact on purchase intention.

Table 5.1: Managerial and Academic Implications of the Findings.

Implications	Findings
Managerial	**Gender:** Design gender-specific CrM campaigns, as females exhibit higher unaided awareness, while gender does not significantly affect aided awareness. Tailoring messages to appeal more strongly to female consumers could enhance campaign effectiveness.
	Marital Status: A standardized approach can be applied across marital status categories, as it does not significantly impact awareness or aided awareness. However, consider marital status for purchase intention strategies, as it does moderate the CrM-PI relationship.
	Occupation: CrM initiatives can be broadly applied across different occupational sectors, as occupation does not significantly influence awareness or aided awareness. No tailoring is needed based on occupation, but other workplace-related factors might warrant exploration.
	Educational Qualification: CrM strategies should consider educational background, potentially simplifying messages for less-educated audiences to increase awareness. Although educational qualification does not impact aided awareness, it significantly influences unaided awareness, suggesting the need for tailored approaches.
	Regional Location: Customize campaigns to address regional cultural differences in unaided awareness. Despite the lack of regional impact on aided awareness, localized strategies may enhance CrM effectiveness.
	Annual Income: CrM campaigns might benefit from focusing on higher income groups who show greater unaided awareness, despite income not significantly impacting aided awareness. Income segmentation can effectively influence purchase intentions.
	Digital Medium: Prioritize digital platforms to maximize awareness, especially targeting millennial audiences who are highly engaged online.
	Broadcast Medium: Incorporate television into CrM campaigns to reach broader demographics, as it remains a strong medium for enhancing awareness.
	Print Medium: Include print media in CrM campaigns, as it still plays a supporting role in increasing awareness among specific segments, even if less impactful than digital and broadcast media.
	Direct Mail Medium: Utilize direct mail as a complementary tool to digital and broadcast efforts, particularly for targeted, personalized outreach, which positively impacts awareness.
	Outdoor Medium: Invest cautiously in outdoor advertising, as its impact on awareness is not statistically significant, though it shows potential.
	Perceived Company Motive (PCM): Manage perceived company motives carefully, as negative perceptions can reduce the effectiveness of

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	CrM campaigns. PCM positively influences purchase intentions but negatively moderates the CrM-PI relationship.
	Warm Glow (WG): Emphasize altruistic elements in CrM campaigns to boost consumer purchase intentions, as WG strongly influences PI and partially mediates the CrM-PI relationship.
	Company-Cause Fit (CCF): Ensure a strong alignment between company values and supported causes, as CCF positively affects PI and moderates the CrM-PI relationship.
	Customer-Cause Involvement (CCI): Increase consumer engagement with the cause to amplify CrM campaign impact on purchase intentions, as CCI moderates the CrM-PI relationship.
Academic	**Gender:** Explore the cognitive and behavioral factors underlying gender differences in CrM awareness and how gender-specific responses influence CrM strategies, given its moderating effect on purchase intentions.
	Marital Status: Further research is needed to understand the minimal impact of marital status on awareness and aided awareness, while examining its moderating role in CrM effectiveness on purchase intentions.
	Occupation: Investigate other occupational characteristics, such as industry type or work culture, that might influence CrM campaign effectiveness, as occupation does not significantly impact awareness or aided awareness.
	Educational Qualification: Study the correlation between education and unaided awareness, focusing on how educational background affects understanding and engagement with CrM messages, despite its non-significant impact on aided awareness.
	Regional Location: The significant regional variations in unaided awareness suggest a need for further research into regional cultural factors and their influence on CrM effectiveness, even though regional location does not affect aided awareness.
	Annual Income: Explore the role of other socioeconomic factors, such as wealth perception or spending habits, in CrM effectiveness, particularly given the significant moderation of income on purchase intentions, despite its limited impact on awareness.
	Digital Medium: Further research is warranted into how different digital platforms contribute to CrM campaign success, particularly given their strong impact on awareness.
	Broadcast Medium: Investigate the continued relevance of broadcast media in CrM strategies, particularly how it complements digital channels in raising awareness.
	Print Medium: Examine the role of print media in integrated CrM communication strategies, focusing on its positive, though smaller, impact on awareness.

	Direct Mail Medium: Further research into the personalization of direct mail and its impact on CrM outcomes is recommended, given its positive effect on awareness.
	Outdoor Medium: Conduct additional studies to explore the conditions under which outdoor advertising may be more effective in CrM campaigns, given its near-significant impact on awareness.
	Perceived Company Motive (PCM): Explore how different types of perceived motives influence consumer skepticism and engagement in CrM contexts, particularly considering PCM's negative moderating effect on the CrM-PI relationship.
	Warm Glow (WG): Investigate the psychological drivers behind WG effects in CrM contexts, and how this emotional engagement mediates the CrM-PI relationship across different demographics.
	Company-Cause Fit (CCF): The moderating role of CCF in CrM strategies deserves further exploration, particularly in varying cultural and market contexts.
	Customer-Cause Involvement (CCI): Research different levels of consumer involvement and their impact on CrM effectiveness, focusing on long-term engagement effects given CCI's moderating role.

5.4 ACADEMIC CONTRIBUTION

The current study probed into the influence of CrM on the purchase intention of millennials within the state of Punjab. Additionally, it also examined millennials' awareness in response to CrM campaigns. The study also assessed how moderating variables (*company-cause fit, perceived company motive,* and *customer-cause involvement*) and mediating variable (*warm glow*) influenced the relationship between CrM and purchase intention. This extensive research not only enhanced comprehension of the CrM strategy but also offered insightful implications for its effect on the millennial population in Punjab. The research hypotheses were formulated based on existing literature findings. Many of these hypotheses and the relationships between variables were substantiated in the Indian market context, thereby bolstering the generalizability of prior research findings. The academic implications stemming from these results are as follows:

1. This study offers a valuable perspective for academicians' keen on exploring the CrM strategy within the consumer behaviour domain.
2. The research extends previous work by addressing the efficacy of the CrM strategy in the Indian sub-continent. Moreover, it is distinctive in proposing an integrated model encompassing CrM, purchase intention, company-cause fit, perceived company motive, warm glow, and customer-cause involvement for empirical testing.
3. The research amalgamates established and novel variables, providing a foundation for researchers to gauge CrM's impact on consumer responses to CrM-associated products. In this research, a comprehensive framework was established for various unexplored variables within the Indian market. These variables, including CrM, purchase intention, company-cause fit, perceived company motive, warm glow, and customer-cause involvement, have been individually discussed in prior studies. They were, however, previously covered in distinct studies. The researcher intended to combine them into a single framework that provides a comprehensive understanding of CrM and its possible effects on consumer behaviour. The majority of the anticipated links were found to be supported by empirically tested hypotheses in the Indian setting.
4. The present study utilized a sample of real customers, enhancing the authenticity and realism of the study's outcomes.

In conclusion, this research significantly contributes to the understanding of CrM's impact on millennial consumers in Punjab. It not only reinforces existing theories but also brings together diverse variables to provide a holistic perspective on the subject.

5.5 LIMITATIONS OF THE STUDY

Although this study boasts methodological strengths, a critical analysis has brought to light certain concerns that necessitate acknowledgement. The researcher has identified the following limitations that warrant attention which also are suggestive of improvement in further studies related to CrM in India:

1. The study's geographic scope is limited to Punjab. To ensure the generalizability of findings, extending the research to other regions of India is imperative. Given India's rich cultural and demographic diversity, consumer behaviour may diverge among other states. Replicating the study across different states would yield more comprehensive insights from varying consumer perspectives. In light of the ample potential of CrM in the Indian market, validating the results on a national scale could greatly benefit companies.

2. The study exclusively focuses on one particular CrM campaign, from the FMCG sector thus confining the findings and conclusions to this campaign and the industrial sector. The validated model's applicability may not extend to other CrM campaigns, markets and product categories.

3. The selected variables—CrM, purchase intention, company-cause fit, perceived company motive, warm glow, and customer-cause involvement—constitute a relatively novel concept. As a result, conveying these concepts to respondents and conducting the survey posed challenges.

4. The study collected data at a single point of time through a cross-sectional investigation for data collection. Future research could consider alternative methodologies to test the research framework more comprehensively.

In conclusion, despite the rigorous efforts to minimize limitations in this study, certain factors have emerged that demand attention. Recognizing and addressing these limitations is crucial to enhance the reliability of the current research and amplify its relevance and importance in a broader context.

5.6 SCOPE FOR FUTURE RESEARCH

In the realm of future research, there exists a 'spectrum' of avenues to explore concerning

the CrM strategy. To advance understanding in this field, various research avenues can be explored. A cross-cultural analysis may delve into how CrM strategies operate in diverse cultures, assessing the impact of cultural values, norms, and consumer behavior on the effectiveness of CrM campaigns across India. The influence of the rise of digital platforms and social media on CrM initiatives can be explored to understand how digital technologies enhance CrM awareness, engagement, and outcomes. Longitudinal studies in CrM are imperative and required for assessing the enduring effects of CrM initiatives and determining if CrM initiatives have led to sustained changes in consumer behavior and attitudes over time. Another scope in CrM is the B2B applications that can be explored, examining how it influence supplier partnerships, vendor selection, and corporate alliances. Sustainability integration in CrM campaigns can be investigated to understand whether aligning CrM with broader sustainability goals has a greater impact on consumer behavior. Ethical considerations in CrM campaigns, ensuring transparency, sincerity, and accountability, warrant serious exploration. Examining CrM initiatives targeting local communities, at the neighbourhood level, can provide insights into how companies can effectively engage and support their immediate surroundings. Lastly, incorporating neuromarketing techniques to uncover subconscious reactions to CrM campaigns can shed light on how brain responses influence consumer behavior in CrM contexts.

5.7 CONCLUSION

In the 1960s, marketing science faced criticism for perceived immoral and unethical practices within the field (Levy and Zaltman, 1975). While attempts were made by some marketers and scholars to address these concerns, it was Kotler who played a pioneering role in integrating social and moral considerations into general marketing, ultimately giving rise to the concept of social marketing (Kotler, 1972). Consequently, supporting societal issues and contributing to the community became a central objective and strategy for marketers globally. The progression of support for social causes has undergone various stages, evolving from an initial sensitivity to societal matters to the philanthropic focus of corporate social responsibility (CSR). This evolution has culminated in the integrated approach of cause-related marketing (CrM), which aligns CSR with marketing strategies. Such a strategic alignment has gained

widespread acceptance among marketers worldwide, spanning both developed and developing nations (McWilliams et al., 2006). CrM has significantly evolved, with modern strategies emphasizing the creation of mutually beneficial relationships between companies and non-profit organizations. Moving in with technology CrM is not behind, recent studies highlight the critical role of social media in CrM, allowing companies to effectively disseminate their messages, engage with consumers, and build deeper connections through cause-related initiatives (Deng et al., 2023)

India, with its rapid growth and potential, serves as a fertile ground for exploring novel markets and implementing innovative marketing tactics. The present research aimed to investigate the effect of CrM on the purchase intentions of millennial consumers. Additionally, the study examined the moderating effects of company-cause fit, perceived company motive, customer-cause involvement, and warm glow on purchase intention, as well as the relationship between cause-related marketing and the purchase intention of millennials. The research also delved into the awareness levels of millennial respondents regarding CrM campaigns and identified the primary promotional medium for this demographic. Lastly, the study explored the moderating role of demographics in influencing the relationship between CrM and purchase intentions. This research holds significant relevance within the current landscape of cause-related marketing. In India, the compassionate disposition of the population towards societal concerns enhances the viability and effectiveness of CrM campaigns. The findings of the study underscore the substantial influence of CrM on shaping purchase intentions among millennials.

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Dear Respondent,

This questionnaire is an attempt to know your general opinion on **Cause-Related Marketing**. Your responses shall be kept confidential and used for academic purpose only. Please read the following before completing the survey.

<div align="center">

SECTION A

</div>

1. Name:
2. Gender: ☐ Male   ☐ Female
3. Mention your age (in years):
4. Place of residence *(district within Punjab):* _____
5. Choose your highest educational qualification:

☐ Class12th   ☐ UG   ☐ PG ☐ Any other and above

6.   Occupation: ☐ Private ☐ Government/Public/PSU
7.   Marital Status: ☐ Single ☐ Married
8.   Annual Income: ☐ Less than Rs. 2,00,000 ☐ 2,00,001- 5,00,000 ☐ 5,00,001- 10,00,000 ☐ 10,00,001 and above

<div align="center">

SECTION B

</div>

1. **Have you seen or heard about marketing promotions in which the company donates to a specified social cause on the purchase of the company's products?**

<div align="center">

Yes ☐   **No** ☐

</div>

2. **Have you seen or heard the following cause-related marketing campaigns in India? For each of the identified Cause-Related Marketing Campaigns mark your level of awareness by placing (✓) in the appropriate box (tick as many as you can):**

	Company name	Campaign	Fully Not Aware	Not Aware	Neither Aware or Not Aware	Aware	Fully Aware
a)	Hindustan Unilever Limited	Swasthya Chetna Campaign					
b)	Tata Consumer Products	Desh KO Arpan					
c)	P&G	Shiksha campaign					
d)	Marico Industries	Chhotte Kadam Pragati ki Aur					

		Fully Not Aware	Not Aware	Neither Aware or Not Aware	Aware	Fully Aware
e)	ITC	Aashirvad-Boond Se Sagar				
f)	Nestle	Educate the Girl Child				

3. **Kindly mark your level of awareness with the following statements regarding Cause-related marketing campaigns:**

		Fully Not Aware	Not Aware	Neither Aware or Not Aware	Aware	Fully Aware
a)	To what extent you are aware of the concept of Cause-Related Marketing?					
b)	Companies in India are involved in cause-related marketing activities.					
c)	Companies donate a part of their profits towards social causes as a result of cause-related marketing.					
d)	Cause-related marketing campaigns are those that involve the promotion of a product, linked to a social cause.					
e)	Cause-related marketing campaigns provide a good source of information as far as companies' cause-related marketing activities are concerned.					
f)	Cause-related marketing campaigns give information about the company, product, and social cause they support in their advertisement.					
g)	Companies involve the customers to donate towards social causes by purchasing their products.					

	Never	Rarely	Sometimes	Very Often	Almost Always
h)	Cause-related marketing campaigns increase public awareness about a certain social cause.					

4. **Questions a) to e) are regarding the mediums of promotion through which you became aware of cause-related marketing campaigns. State your response to the frequency of the cause-related marketing campaigns you have seen or heard through different promotional medias.**

	Never	Rarely	Sometimes	Very Often	Almost Always
a) I have seen cause-related marketing campaigns through Digital Medium (online, social media etc)					
b) I have seen cause-related marketing campaigns through Print (newspapers, magazine etc)					
c) I have seen cause-related marketing campaigns through Broadcast media (T.V, radio etc)					
d) I have seen cause-related marketing campaigns through Direct Mail (catalogues, booklets)					
e) I have seen cause-related marketing campaigns through OutdoorMedia (Billboards, kiosks etc)					

5. **Kindly look at a cause-related campaign below and answer the questions. For each of the following statements mark your level of agreement or disagreement by placing a tick (✓) at the appropriate place. Tick only one option for each statement.**

Source: Twitter (17th Feb 2020)

		Construct		Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
1.	Cause-related marketing	CrM1	The company has selected an appropriate organization with a worthy cause.					
2.		CrM2	The company is perceived as more democratic and humanistic.					
3.		CrM3	The company can build long-term customer relationships with cause-related marketing.					
4.		CrM4	With cause-related marketing the company can achieve its commercial objectives.					
5.	Company-cause fit	CCF1	There is a connection between the charitable cause and the company.					
6.		CCF2	The image of the charitable cause is related to the image of the company.					
7.		CCF3	The company and the charitable cause fit together well.					
8.		CCF4	The company and the charitable cause stand for similar things.					
9.		CCF5	It makes sense to me that this company sponsors this charitable cause.					
10.	Perceived company motive	PCM1	The company undertakes this campaign to help those in need.					
11.		PCM2	The company undertakes this campaign to give something back to the community.					
12.		PCM3	The company sincerely cares about needy people when it supports a social cause.					
13.		PCM4	The company undertakes this campaign to build a positive image.					
14.		PCM5	The company undertakes this campaign to increase its sales.					

15.		PCM6	The company undertakes this campaign to achieve a competitive advantage over its competitors.						
16.	Customer-cause involvement	CCI1	The cause that the cause-related marketing campaign supports means a lot to me.						
17.		CCI2	Supporting a social cause makes me happy.						
18.		CCI3	Personal association with the supported cause affects my willingness to purchase a product.						
19.		CCI4	I support a social cause.						
20.	Warm glow	WG1	I prefer to choose those products which will donate more to the areas I am concerned more						
21.		WG2	Doing something for the society gives me a pleasant feeling of personal satisfaction.						
22.		WG3	I am happy with myself whenever I make a contribution towards a cause.						
23.		WG4	Doing something about social causes gives me a pleasant feeling of personal satisfaction.						
24.		WG5	Participating in programs aiming at fair compensation for causes/charities, makes me feel satisfied, giving something back to society.						
25.		WG6	Doing something about donating towards a cause gives me a pleasant feeling of personal satisfaction.						
26.	Purchase Intention	PI1	I am eager to learn more about a product related to cause campaign.						
27.		PI2	I will pay a higher price for the product of the firm which offer cause campaign than that of others.						
28.		PI3	It is likely that I will participate in cause campaign by purchasing the product.						

29.		PI4	I will be willing to influence others to purchase the product related to a cause.					
30.		PI5	I will be willing to purchase the product related to a cause.					
31.		PI6	I will consider purchasing from a firm which donates for a cause in order to provide help to it.					