Outcomes of Cause Related Marketing: a Demographic Analysis

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Abstract: The purpose of this study determines the cause related marketing practices in Fast Moving Consumer Goods industry. Further this study investigates the relationship among the determinants of CRM and demographic variables. The sample size of this study was 629. The concern respondents were the post graduate students and employees of different universities and organizations. SPSS was used to analyze the data. This study finds that CRM is proven as strategic tool with multi-dimensional objectives like aligning their brand with worthy cause, by promising to contribute in monetary terms. Their sales increase and fulfill their corporate social responsibility that both are the main goals of any company. By this way companies make better positive image in the society.

Key words: Cause Related Marketing · Sales · Corporate social responsibilities · Demographic analysis · FMGC

INTRODUCTION

Cause Related Marketing (CRM) is simply marketing with a worthy cause". So CRM ensures the agreement of firm that it would really fulfill its offer for that cause. It is suggested that CRM should positioned as a trustworthy action in the mind of customers [1]. CRM is not only the way to get short term revenues but also the need of time to get associated with it, as in last couple of decades it has been anticipated that corporate sector must bracket together for such non profit cause [2]. Commercial alliance has proved CRM as a practicable marketing technique. Businesses develop their image linked with some social issues or nonprofit cause through fund raising programs, pampered by marketing strategies [3]. While creating a link between CRM and any social cause, corporate objectives i.e. sales and marketing are taken at prior consideration, as through sound marketing strategies, firms (SMEs) can perk up the customers' corporate awareness and brand loyalty [4-7].

American Express Company (AEC) organized a program in 1983 to support the re-establishment of statue of liberty and generated $1.7 million to contribute to this cause. Company offered to pay 1 cent for each transaction that is done using card and $1 on issuing each new card. This result in publicity that is free of cost and additionally it promoted use of card by more than 28% [8]. In the year 2008 Cone Cause established a research comprising a team of more than one thousand adults concluded that almost 85% of US customers tended toward purchase products of such companies associated with good cause and 79% are variety seeker so tend to change to another brand from their existing one, even of same quality and price, but if a brand among them get linked with some social cause then 38% of customers switch to that brand.

In short, this effort has been made to obtain new insight into the impact of CRM on the approach to customers in Pakistan, inspect the effect of CRM campaigns on brand loyalty, consumer purchase intention and ultimately on sales. These ideas were necessary to discover because customers may not be inclined by these campaigns if they are incapable to remember the brands which were being promoted with it on point of purchase. Much research has been conducted to examine the impact of CRM on consumer attitudes in developed countries like Great Britain, USA, Canada, Australia and New Zealand, which illuminates the subject from different angles. CRM programs are very effective in developed countries and have produced excellent results that benefit businesses as a growing awareness, sales, profits and creating a positive image in the minds of consumers. In developing countries less work has been done.

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However, in developing countries, especially in Pakistan, it is observed during the field study that people have the attitude to match CRM. People have little know how about such strategies and campaigns but they exactly don't know that which companies and brands are facilitating such campaigns. When they were asked about CRM campaigns, they showed encouraging and supportive attitude but are unable to recall the brand names, offering such services. In such situations marketers need a break through plan to introduce CRM and its purpose, strongly associating brand name with it, just to cover up the difference between the verbal attitudes of people (favor of CRM) and inability to recall the brand names facilitating special causes. Different companies have adopted CRM as strategic tool, by associating their brand with special cause they enhanced their sales and even created goodwill. Companies like, P and G, Unilever, Nestle and WARID in the telecom sector have realized the importance of CRM as a practicable marketing technique and have used it in Pakistan, but the contrary behavior of people mentioned above illustrates that these companies are not effectively achieving their objectives.

The purpose of this study determines the cause related marketing practices in Fast Moving Consumer Goods industry. Further this study investigates the relationship among the determinants of CRM and demographic variables. To understanding that how CRM helps in building brand image and goodwill of company as well as serve as awareness campaign for the brand which enhance the overall sales and market share of a company.

Literature Review: CRM activities may be of strategic or tactical nature. In case of tactical activities brand may be linked up with the cause for a short period of time designed for the tapered purpose. For case of Click Rewards a known shopping portal of the time, distributed miles for the donation to seven different affiliated charities in "Click Miles" (a holiday charity program). The essence of brand positioning and personality, brands focuses on strategic aspect of cause related activities. In such cases, linked cause becomes primary or essential element of brand personification. Example of which can be illustrated by highlighting the Sprint program who donated the cash and services to Star Bright Foundation in 1991 that was used for the installation video, voice and data system in 100 different hospitals that made it possible to connect hospitalized kids through videoconferencing and internet. Sprint got an opportunity to introduce its latest technology along with the sense of feeling happiness to be connected with a good cause.

Whether the CRM action is strategic or tactical, marketers must focus the customer to know about the reasons that helps in generation of the required wished consumer reaction. Corporations thought that consumer behavior might be positively affected by the CRM activities and because of that fact corporate showed interest in CRM [9]. From the list of several types of marketing CRM was considered as one of the fastest growing, in early 1990s. In order to boost the IT literacy in school leavers TESCO launched CRM program named "Computers-for-Schools-program" through annual voucher redemption promotion. AVON went up over £10 million (through a CRM operation), which was bestowed to the Breakthrough Breast Cancer program. PERCOL ushered in the Coffee Kids Charity Program encouraging offspring in the coffee developing districts, which is subsidized by employing a percentage of PERCOL's coffee sales [10]. A purpose on brand label dedication is legitimate deeming the noteworthy consequence of brand label dedication on a company's fiscal recital [11] brand label dedication sanctions financial gatherings to accuse premium costs and to advance market share. Loyal paying clients were inclined to spend more on a products or service, their expenditures developed over time and they were a source of optimistic word-of-mouth promulgating [12]. As brand label dedication is one of the most well-known selling recital variables [13], analyze it as a key evaluative tool for the selling addition of CRM.

According to [14], nearly 81 percent of consumers were inclined to purchase the product whose advertisement was tied with some societal cause. Americans were considerably more inclined to CRM than ever before, 76% accept as factual it's agreeable for businesses to enter in CRM, a boost of 10 % since 1993. Cynicism in the direction of CRM was rather prevailed at a declined rate. Only 21% of the reviewed interrogated the core interests of businesses that assist good causes. A handsome number of companies have practiced CRM and have discovered it exceedingly thriving and this tendency was expanding at a remarkable rate. In 1997, Coca-Cola contributes 15 cents to mothers contrary to intoxicated going by car for each case of Coca-Cola acquired throughout 6-week advancement campaign in over 400 Wal-Mart stores. Sale of coke in these shops enjoyed

490% expansion throughout the advancement [15, 16] total of $630 million was spent on agreements related to marketing that availed benevolent societies. During the last decade many companies have been profiled by the Washington Post who donated money for the relief activities specially after tsunami in Asia in 2004, for example Starbucks contributed two dollars on the sale of each pound of Sumartan coffee for relief in Indonesia, whereas Avon decided to contribute three dollars for reconstruction activities on the sale of each "Heart of Asia" pin [17].

In general the main focus of the marketing is to influence, persuade and sell, companies are obliged to cater, serve and satisfy the customers need [18] and of their other interior and external publics [19]. CRM partnerships furthermore permit clients to assist exactly to the answer of a difficulty with the exact good cause being encouraged often tapping heritage or individually held standards or concern [20]. Evidence to designated day proposes that CRM may supply better outcomes than discounting charges or expanding promotional spend by up to 20 per cent [21]. However, other less substantial causes for a enterprise going into in to a CRM joint project are recognized as being glimpsed as a good corporate citizen, assisting the localized community (where appropriate), broadcasting the essence of the company's mission; and motivating the employees [22-27].

[28] witnessed in their consumer survey the emergence of socially responsible marketing ideas and its strategic importance. About 80 percent of the consumers in the survey said that companies supporting a good cause produced greater trust, where 86 percent stated that if they got equal price and quality they would prefer brand switching and switched to a cause-supporting product and 85 percent said the company's firm promise to a communal origin was significant when concluding how to manage enterprise within their localized community. The aspirations recognized by the European Business Campaign supply a register of discernable goals for 2005 including: 500,000 enterprise persons mobilized on CSR, 50 percent of European Heads of State and Government expressing a clear outlook on CSR, a communication campaign spreading 1,500 media injects, 10,000 posters and 30,000 brochures all through Europe about CSR (CSR Europe *et al.*, 2001); and numerous more, but recognizing and assessing buyers attitudes on the subject seems much more limited. So what does living buyer study suggest? CRM consultancy firm

in Australia, have started two buyer mind-set surveys: the first in 1997 deserving "The new bottom line" [26] and the newest in 2001 called "Heart and sold" [27].

The "Heart and sold" outcome proposed more than half the Australian community (54 per cent) were arranged to swap brands for one that carries a good cause, supplying value and cost are identical, a boost of 6 percent between the two studies. A number of buyers (56 percent) further more propose they are arranged to swap retailers where a befitting good cause [27]. These outcomes were not exclusive to the Australian community (Table 1). While the heaviness of public attitude might still not be sufficient to convince customary business administration regimes that CRM was more than a transient gimmick and not just "point of sale" advocating that was fuelling the public insight that enterprises were carrying good determinants, added numbers disclose that the public expect businesses to colleague a good cause as an issue.

When consumers are analyzed globally, it will be facing tremendous diversity problems in terms of thinking, social values, norms, cultural factors, leadership styles and their natures, need and much more. In Pakistan, when we talk about cause marketing, the top most priority of eight people out of ten is security in urban areas, while food is the first priority of 10 out of 10 in rural areas accompanied by water, shelter and cloth. If we move towards the European Union countries, the results may deviate by 180 degree, as when we talk about cause there, the top priority is research and inventions that could be helpful in overcoming the flood of energy crisis. Moving to Africa, the top priority causes of people there are hunger, shelter and drinking water. So, companies have to be really very careful while designing a global strategy; which could be implemented anywhere else to optimize the main purpose of CRM. Now the question is that, would CRM be helpful in retaining the customers? In past decade, relationship marketing was introduced in order to increase the percentage of retained customers, but if we analyze, retention and relationship making are little away from each other as relationships can be created but can't be granted relaxation where customers can be retained forever; like if customer having a good relationship asks for something that is not in the rules of the company, that would make problems for both of the parties. Some authors also say that relationship marketing is pretty selfish strategy implemented by the company to get benefit and get benefit and that's all.

Table 1: Consumer research data from different countries related to CRM

Consumer Response				
		Would	Would	
Date	Country	Switch Brands	Switch Retailers	Authors
2001	Australia (n=752)	54	56	Worthington Di Marizo commissioned by Cavil and Co. (2001)
March-01	USA (July 2002: n=1,040)	54	53	Opinion Research Corporation commissioned by Cone/Roper Cone (2002)
1996	UK(n=1,053)	66	57	Opinion Research Corporation commissioned by Adkins in (1999) in conjunction with Business in the Community
2000	New Zealand (n=1,000)	74	71	AC Nielsen commissioned by Stillwater (2000)
1999	Mexico(n =1,350)	76	74	Promoting Public Causes Inc *et al.* (1999)

Table 2: International response to companies involved in CRM

Date	Country	Impact of company involvement (%)	Researchers
2001	Australia	More favorable opinion of companies that support a good cause	Worthinton Di Marzio commissioned by Cavill and Co (2001)
March-01	USA	CRM involvement important in weighing up which stocks to buy	Opinion Research Corporation commissioned by Cone/Roper Cone (2002)
Oct-01 July-02 1 996		More likely to buy a product if associated with a good cause they care about	Research International commissioned by Adkins (1999) in conjunction with Business in the Community
2000	New Zealand	Think more highly of companies that support charities	AC Nielsen commissioned by Stillwater (2000)
1999	Mexico	Consider it important to purchase products that support social causes	Promoting Public Causes Inc. et ail (1999)
2002	Germany	Prefer to purchase a product associated with a "good cause" where price and quality are similar	Europaische sponsoring-Borse commissioned by lpsos (2002)

Corporate image is something that was positioned in the mind of the consumer about the company's product and its contribution to the society [7]. It's not easy to implement a positive positioning of a brand/product/service in the minds of the consumers without enriched resources and off course time, but in result, a company can get a competitive position in the market field by introducing more brands and getting higher sales from the existing products [29]. Most of the organizations were observed using CRM as their company's strategy for positioning a positive image of their brands [3, 30] in order to get superiority in the market battlefield [31].

Methodology: A total of 850 questionnaires were distributed among students of different universities and employees of organizations and 643 filled questionnaires were collected but 629 properly filled were processed in this study. Graduates and post graduates of ten leading universities of Pakistan i.e. SZABIST Islamabad campus, Iqra University Islamabad campus, Quaid-e-Azam University, Comsat Islamabad Campus, Muhammad Ali Jinnah University, Lahore School of Economics, Lahore University of Management Sciences, Punjab University, Bahudin Zakrya University Multan and Islaima University Bahawalpur and two leading organizations (i.e. Proctor and Gamble and Nestle) employee were consider as the population of the study. SPSS was used to analyze the data and to test the model. Furthermore, in order to measure the brand loyalty six items were adapted from the study of [32]. Similarly, for measuring the consumer purchase intention, three items were taken from the study of [33]. Also for measuring the impact of CRM six items scale was used the study of [34] and finally for sales four items were adopted from the study of [35].

The above mentioned table represents the reliability of each dimension that is used in questionnaire. The CRM having six items with the reliability of 0.87 and the brand loyalty having six items with reliability of 0.77, whereas, the consumer purchase intention section with three items having reliability of almost 0.92 and finally there are four items in sales section with Cronbach's alpha of 0.75. The reliability index for the instrument (19 items) is 0.83. The reliability of all variables is very high and the reliability index of the instrument is also very high.

Table 3: Reliability of Measurement Instruments

Variables	Items	Cronbach's alpha
CRM	6	0.876
Brand Loyalty	6	0.779
Consumer Purchase Intention	3	0.919
Sales	4	0.752
Total	19	0.832

Cause related marketing has found a relatively new concept for most respondents in the study. To overcome this obstacle and improve the validity of the results of the current study respondents were also informed about the meaning of CRM using examples to get acquainted with this concept. A special emphasis was placed on conceptual equivalence to make the context understandable and meaningful to the respondents. After that data were entered and coded into SPSS sheets for further analysis. Independent variables CRM and dependent variables brand loyalty, consumer purchase intention and sales were computed using SPSS. To review the characteristics of respondents and of collected data descriptive statistics were used. This study used descriptive statistics, reliability, independent sample t-test and ANOVA. First of all, reliability test was applied to check consistency of responses. Reliability and Cronbach's alpha were used to test the reliability and validity of the instrument. Descriptive analysis was used to identify and check the level of application of cause related marketing practices in fact moving consumer goods (FMCG) sector of Pakistan. Independent sample t-test was used to measure significant of genders with variable. Analysis of variance (ANOVA) was used to calculate significant level of age groups with all variables of the study.

RESULTS AND DISCUSSION

Data Analysis: Frequency distribution and descriptive statistics with the gender and age groups are shown in below tables.

Table 4 reveals that in this study, there were 337 respondents were male and 292 were females out of total 629 participants. The male respondents were dominating the study. It perhaps, female respondents hesitate to pass information such filling the questions. This may be due to cultural values. The table further gives information about the age groups of participants from which every respondent belong, it is witnessed that majority of respondents out of 629 belongs to age group of 23 to 27 years i.e. 205 respondents which are 32.6 % of total, 169 or 26.9 % respondents belongs to age group of 18 to 22 years, then 170 or 27 % respondents belong to age group of 28 to 32 years and finally 85 or 13.5 % respondents are more than 32 years of age. Almost 86% of the sample respondents were of age group 18-32 years that means sample was made up of young emotional population representatives. This makes study more realistic reasonable.

Table 5 reveals that more than 77 percent of respondents would support CRM campaigns, whereas 83

percent respondent believes that campaign launched by Proctor and Gamble was socially good, 77 percent subjects are agreed that such marketing campaigns are beneficial for society, 75 percent of respondent who witnessed P and G campaign said that it have attractive contents along with more than 83 percent believes that it has excellent marketing execution and more than 90 percent respondent like this campaign. Results of this table are similar with the results of previous table that the developing countries like Pakistan people like to have CRM.

The result further shows that more than 56 percent of respondents believe that there is no difference between their current and ideal brand, since more than 64 percent respondents are agreed that brand which was being sold and linked with social cause is good brand, whereas 56 percents students were agreed that they would favor brand which contribute socially and more that 60 percent have positive attitude toward such brands more than two third like such brands. Mean values of items suggest that majority of respondents are brand loyal because they respond on positive side and the mean values are 3.57, 3.73, 3.56, 3.64, 3.81 and 3.67 respectively. It is also found that more than 55 percent of consumers show their intention to try such products. More than 60 percent respondents agreed to buy such products if they happened to see in the market and more than 50 percent would play their major role in building consumer purchase intention by actively seeking out products which contribute to some social cause. The mean value suggests that majority respondents have positive response toward consumer purchase intention and mean values are of items are 3.64, 3.61 and 3.29 respectively. It is evident that CRM will help to increase of the product/service whenever such complain may be started in any developing country like Pakistan.

The results of last variable show that more than 79 percent of respondents believe that CRM activities facilitate market entry, since more than 75 percent respondents are agreed that it promoted bulk sales, whereas 87 percents students and employees are agreed that it helped in capturing new market segments of related products and more that 69 percent believes that it helped in broadening customer base. Mean values of items suggest that majority of respondents' are agreed that CRM helps in increasing sales because they respond on positive side and the mean values are 4.05, 3.92, 4.07 and 3.76 respectively. The standard deviation of these items are very low almost same. It indicates that the population in Pakistan got more or less same attitude / consideration for CRM.

Table 4: Frequency Distribution with respect to "Gender and Age"

Gender	Frequency	Percentage (%)	Age	Frequency	Percentage (%)
Male	337	53.6	18-22	169	26.9
Female	292	46.4	23-27	205	32.6
			28-32	170	27.0
			More than 32	85	13.5
Total	629	100	Total	629	100

Table 5: Frequency Distribution and Descriptive Statistics with respect to each variable

	Number of response rate (N=629)				
Variables					
Cause Related Marketing	Disagree	Neutral	Agree	Mean	St. Dev
I would favor such Marketing Campaign.	76	68	485	3.83	0.96
It is good Marketing Campaign.	20	87	522	4.26	0.81
Such Marketing Campaigns are beneficial for society.	48	96	485	4.05	0.90
This marketing campaign has attractive contents.	73	82	474	3.82	0.86
This marketing campaign has excellent execution.	49	55	525	4.06	0.84
I like this campaign.	20	34	575	4.05	0.73
Brand Loyalty	Disagree	Neutral	Agree	Mean	St. Dev
How would you rate your current brand as compared to your ideal brand?	47	225	357	3.57	0.75
It is good brand.	35	188	406	3.73	0.77
I would favor such brands.	135	149	345	3.56	1.22
This brand give me pleasant feeling about it.	29	248	352	3.64	0.76
I have positive attitude toward brand.	89	149	391	3.81	1.13
I like this brand.	87	65	475	3.67	1.06
Consumer Purchase Intention	Disagree	Neutral	Agree	Mean	St. Dev
Would you like to try such products?	156	127	346	3.64	1.49
Would you buy such products if you happened to see it in a store?	138	98	393	3.61	1.38
Would you actively seek out such products in a store in order to purchase it?	166	138	325	3.29	1.28
Sales	Disagree	Neutral	Agree	Mean	St. Dev
Facilitate Market Entry.	48	84	497	4.05	0.93
Promoted Bulk Sales.	56	101	472	3.92	0.87
Help in capturing new market segment of related product.	32	4	553	4.07	0.77
Help in broadening customer base.	78	117	434	3.76	1.06

Table 6: Level of Consumer Purchase Intention, Brand Loyalty, CRM and Sales between Male and Female Respondents (Independent Sample t-Test; N=629)

Variables	Group	Mean	Std Dev	P-Value
Consumer Purchase Intention	Male	3.5124	0.4704	0.030
	Female	3.2348	0.4865	
Brand Loyalty	Male	3.6385	0.3986	0.196
	Female	3.6148	0.4256	
Cause Related Marketing	Male	4.1314	0.4143	0.0216
	Female	3.8301	0.4865	
Sales	Male	3.7158	0.3930	0.019
	Female	3.8419	0.4273	

In table 6 consumer purchase intentions about the products is presented gender wise. The independent sample t-Test was used to estimate the difference in level of consumer purchase intention between males and females respondents. The result of t-Test indicates that response of two gender groups are significantly difference ($p < 0.05$). Thus average value of male respondents (3.5124) is greater than female respondents (3.2348). It is closer to "Strongly agree". It shows that male respondents have higher level of purchase intentions as compared to female respondents. The consumer purchase intention mean for male is greater than that of female. Brand loyalty about the products with valuable social cause is compared gender wise. The t-Test is used to estimate the difference in level of brand loyalty between males and females respondents. In this table, P-value is 0.196 that shows there is insignificant difference ($p > 0.05$) between the choices about brand which align with CRM campaigns. Among the mean of two groups, that is male and females are not much different. The different in mean value that is 3.6385 for males as compare to female that is 3.6148 shows that male respondents are slightly for loyal to such brands then females but statistically insignificant. It means that male and female are equally loyal to brand. The mean value of brand loyalty for both male and female are almost same.

Table 7: ANOVA (Measures Differences between Consumer Purchase Intentions, Brand Loyalty, CRM and Sales with regard to Age Groups; N=629)

Variables	Age Groups	Mean	Std Dev	P-Value
Consumer Purchase Intention	18-22	3.5818	19.631	0.016
	23-27	3.3821		
	28-32	3.6000		
	> 32	3.5215		
Total		3.5135		
Brand Loyalty	18-22	3.6090	7.439	0.031
	23-27	3.5146		
	28-32	3.7647		
	> 32	3.8022		
Total		3.6640		
Cause Related Marketing	18-22	4.0227	6.602	0.039
	23-27	3.9772		
	28-32	4.0549		
	> 32	3.9843		
Total		4.0114		
Sales	18-22	3.7541	3.701	0.043
	23-27	3.8183		
	28-32	3.9838		
	> 32	3.9920		
Total		3.9499		

The above table further impacts the level of cause related marketing campaigns is being compared gender wise, independent sample t-Test was used to estimate the difference in impact level of cause related marketing campaigns between males and females respondents. The result of t-Test indicates that response of two gender groups have significantly difference (p < 0.05). The average value of male respondents is greater than female respondents that is, 4.1314 which are closer to "Strongly agree". It shows that male respondents have higher level affect of CRM campaigns as compared to female respondents. It indicates that the male in the developing countries like Pakistan influence more impact than female. The effect of CRM on sales is compared gender wise, independent sample T-Test is being used for that purpose. In this table, P-value is 0.019 that shows there is significant difference (p < 0.05) between the levels of perception about effect of CRM campaigns on sales. Among the mean of two groups, that males and females are slightly different. The different in mean value that is 3.7158 for males as compare to female that is 3.8419 shows that female respondents differs in levels of perception about effect of CRM campaigns on sales then males respondents. So statistically speaking means of both the groups male and female are same and hence both the groups are equally in favor that the CRM affect the sale.

As table 7 shows that there is a significant difference between the purchase intentions with age groups of respondents. P-value is < 0.05 and F-test value is 19.631. In this study the scale is ranked as 5 is strongly agree and

1 is strongly disagree and the mean (3.6000) of age group 28-32 years is higher then rest of other age groups. It shows that this age group (28-32 years) has higher purchase intention toward the products or brand that aligns with any social cause. The age group 23-27 has the mean 3.3821 which is less than of all other groups but it is not much less as it is very close to "strongly agree". The result of above table further describes that there is a significant difference between the brand loyalties with age groups of respondents. P-value is < 0.05 and F-statistics is 7.439. The scale is ranked as 5 is strongly agree and 1 is strongly disagree, the mean (3.8022) of age group of respondents above 32 years and of 28-32 year group (mean = 3.7647) are higher then rest of groups. It shows that respondents who are above 32 year of age have higher level of brand loyalty toward the products or brand that aligns with any social cause. The age group 23-27 has mean 3.5146 which is less than that of all other groups.

The above table shows that there is a significant difference between responses about the CRM campaigns with age groups of respondents. P-value is < 0.05 and F-test is 6.602. In this study the scale is ranked as 5 is strongly agree and 1 is strongly disagree, the mean (4.0549) of age group 28-32 years and of 18-22 year group (mean = 4.0227) are higher then rest of groups. It shows that respondents who are in age group of 28-32 years have higher effect of CRM and hence favor such campaign which in any way helps or address any social issue. The mean of age group 23-27 is also less than of all other groups as well. The mean of age group 18-22 is

3.7541that is less than of all other groups. Perhaps, this group hesitates to believe that CRM affects the sale as compare to other groups. The results depicts that there is a significant difference between the perceptions about the CRM effects on sales with age groups of respondents. P-value is < 0.05 and F-test is 3.701. In this study the scale is ranked as 5 is strongly agree and 1 is strongly disagree and the mean (3.9920) of age group of more than 32 years and above is higher than rest of groups. It shows that respondents with age of above 32 years have strongly believed that CRM have positive effect on sales.

Discussion: The results of this study are in line with the results of studies of the globe. Literature suggests that creating a link between CRM and any social cause, corporate objectives i.e. sales and marketing are taken at prior consideration, as through sound marketing strategies, firms (SMEs) can perk up the customers' corporate awareness and brand loyalty [4-7]. From the corporate prospect, CRM proved to be a strategic tool since 1994, which gives a way to organizations to correlate significant cause with brand [36] and getting thrust (brand loyalty) since late 1980 [21, 37]. Strategies like CRM are being adopted for innovativeness as well as to retain customers [38]. CRM helps companies to increase short term revenues by supporting sales promotions, repetitive purchasing and/or increasing bulk purchase. CRM has become a tactical/strategic instrument [39], to develop a positive brand image, product or overall company in customers mind [30], it ultimately enhance sale for a specific product of a company associated with cause [3 and produce revenues additionally [40]. About 80 percent of consumers in the survey said that companies supporting a good cause produce greater trust, where 86 percent stated that if they got equal price and quality they would prefer brand switching and switch to a cause-supporting product [36]. CRM may supply better outcomes than discounting charges or expanding promotional spends by up to 20 per cent [21]. The "Heart and sold" outcome propose more than half the Australian community (54 per cent) are arranged to swap brands for one that carries a good cause, supplying value and cost are identical [27].

CONCLUSION

Cause related marketing helps in increasing company sales along with it also full fill corporate social responsibility as being member of society so working and contributing to cause that are of social concerns as in 21ˢᵗ century consumer are getting more sensitive to such issues and prefer the products that are aligned with any social cause further more contribute to it. From the consumer point of view, he/she fulfills its needs and wants by purchasing products and on the other side he/she contributes to socially worthy cause. From the companies' point of view, CRM is proven as strategic tool with multi-dimensional objectives like aligning their brand with worthy cause, by promising to contribute in monetary terms. Their sales increase and fulfill their corporate social responsibility that both are the main goals of any company. By this way companies make better positive image in the society. When consumer objectives (full filling of needs and contributing socially) align with corporate objectives (corporate social responsibility and increased sales) produce enhanced effects on consumer mind and make them more brand loyal to such corporate products. The potential consumers will be persuaded to buy the brands' products, which are related to a noble cause. It also gives companies a competitive edge to their respective companies.

This study will help in understanding the use of CRM strategy to progress their company objectives along with to communicate their association in enriching and investing in the social cause. This study is going to help in: a) devising better strategies for the future, b) guide organization that CRM influence the choice of consumers, c) as well as it can be very important tool and instrument in creating brand awareness and d) loyalty as well as it helps in boosting up sales and market share in several ways. This study develops understanding that how CRM helps in building brand image and goodwill of company as well as serve as an awareness campaign for the brand which in return affect the overall sales and market share of a company positively.

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