



A Study on Consumer Attitude towards Cause Related Marketing

I am familiar with the P&G brand products.

| Statement | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |
|---|-------------------|---|---|---|---|---|----------------|
| 1. I am familiar with the P&G brand products. | | | | | | | |
| 2. I recognize the P&G brand products | | | | | | | |
| 3. I had heard of the P&G brand products before | | | | | | | |

PLEASE READ THE FOLLOWING ADVERTISEMENT CAREFULLY AND ANSWER THE QUESTIONS BELOW In India, even after completing four years of school, 90% of children from poorer households remain illiterate. And this also holds true for around 30% of kids from poorer homes despite five to six years of schooling

| Statement | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |
|--|-------------------|---|---|---|---|---|----------------|
| 1. I am familiar with the cause Direction: Please indicate your familiarity with the cause : Providing education for under-privileged children in India | | | | | | | |
| 2. I recognize the cause Direction: Please indicate your familiarity with the cause : Providing education for under-privileged children in India | | | | | | | |
| 3. I had heard of the cause Direction: Please indicate your familiarity with the cause : Providing education for under-privileged children in India | | | | | | | |
| 4. I think the cause is important to me. Direction: Please indicate your familiarity with the cause : Providing education for under-privileged children in India | | | | | | | |
| 5. The cause means a lot to me. Direction: Please indicate your familiarity with the cause : Providing education for under-privileged children in India | | | | | | | |
| 6. The cause is very significant. Direction: Please indicate your familiarity with the cause : Providing education for under-privileged children in India | | | | | | | |

PLEASE READ THE FOLLOWING ADVERTISEMENT CAREFULLY AND ANSWER THE QUESTIONS BELOW. Cause related Marketing definition-Joint funding and promotional strategy in which a firm's sales are linked (and a percentage of the sales revenue is donated) to a charity or other public cause for example P&G Shiksha is a program which enables the customers to contribute towards the cause of providing education for under-privileged children in India. When consumers buy any P&G products a part of sales (Re-1 for every large pack) will be contributed towards Shiksha initiative. Shiksha is partnering with NGOs like Save the Children India, Army Wives Welfare Association (AWWA), Round Table India (RTI), amongst others.



| Statement | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |
|--|-------------------|---|---|---|---|---|----------------|
| I am aware of P&G products | | | | | | | |
| I can recognise P&G products | | | | | | | |
| Some characteristics of P&G products come to my mind quickly | | | | | | | |
| Directions: Please indicate your state of agreement for each statement given below that describes the P&G brand. To me, P&G working with siksha to provide education for underprivileged is appealing | | | | | | | |
| To me, P&G working with siksha to provide education for underprivileged is good | | | | | | | |
| To me, P&G working with siksha to provide education for underprivileged is pleasant | | | | | | | |
| I think products of P&G brand is very useful | | | | | | | |
| My opinion of the P&G is very favourable | | | | | | | |
| Directions: Provided that P&G and Siksha are working together as suggested in the advertisement above: Please indicate your agreement with each statement given below that describes the cause Providing education for under-privileged children in India The cause presented is important to me. | | | | | | | |
| The cause presented is relevant to me. | | | | | | | |
| The cause presented is significant to me. | | | | | | | |
| The cause presented is beneficial to me. | | | | | | | |
| Directions: We are interested in your evaluation of the P&G brand initiative towards the cause for Providing education for under-privileged children in India P&G brand and the cause are consistent with each other | | | | | | | |
| P&G brand and the cause together is a typical match | | | | | | | |
| P&G brand and the cause represent each other well | | | | | | | |
| P&G brand and the cause complement each other | | | | | | | |
| P&G brand and the cause fit together well | | | | | | | |
| ATTITUDE TOWARDS CAUSE RELATED MARKETING I like buying products which donate part of their profits to a charitable cause | | | | | | | |
| I am willing to pay more for a product donating part of the profits to charity | | | | | | | |
| If a company is donating part of its profits to a charity then I am more likely to buy its products | | | | | | | |
| Companies donating part of their profits to charity are good corporate citizens. | | | | | | | |
| I make a special effort to buy from companies that | | | | | | | |



| | | | | | | | |
|--|--|--|--|--|--|--|--|
| support charitable causes. | | | | | | | |
| ATTITUDE TOWARDS CRM ADVERTISEMENTS (CRM means Cause related Marketing) I liked the CRM advertisement. | | | | | | | |
| I enjoyed the CRM advertisement. | | | | | | | |
| I found the CRM advertisement to be good. | | | | | | | |
| I think this CRM advertisement is truthful. | | | | | | | |
| I found the CRM advertisement credible. | | | | | | | |
| PURCHASE INTENTION I am eager to learn more about this product which is related to a campaign for a cause | | | | | | | |
| I am likely to participate in a campaign for a cause by purchasing the product | | | | | | | |
| I would be willing to influence others to purchase this cause-related product | | | | | | | |
| I would be willing to purchase this cause- related product | | | | | | | |
| I would consider purchasing from this firm which donates to a cause in order to help it | | | | | | | |
| BRAND CREDIBILITY It is likely that P&G products offer good value for money | | | | | | | |
| I trust P&G brand. | | | | | | | |
| I would feel proud to own a P&G product. | | | | | | | |
| BRAND LOYALTY I feel loyal to products offered by P&G brand | | | | | | | |
| It is likely that P&G products would be my first choice. | | | | | | | |
| I would not buy another brand if P&G products are available at the store. | | | | | | | |
| I would favor P&G products. | | | | | | | |
| PERCEIVED QUALITY It is likely that P&G products are of very high quality | | | | | | | |
| It is likely that P&G products are very reliable | | | | | | | |
| It is likely that P&G products are of very consistent quality | | | | | | | |

Gender

- Male
- Female

Education

- Under Graduate
- Post Graduate



- Ph.D

Marital Status

- Married
- Single

Annual Income of Family

- Below 3 Lakhs
- 3-4 Lakhs
- 4-5 Lakhs
- Above 5 Lakhs

Place of Living

- Urban
- Rural