

Cause Related Marketing and Customer Value - A Relationship Analysis

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ABSTRACT

Cause Related Marketing is glanced as a new type of corporate social responsibility, wherein the company links itself to a social cause. The present study converges on determining the pivotal factors of strategic cause related marketing and its relationship to customer value in the Telecom sector in north India. Moreover, the study also approached to elicit the preference of the mobile users for utilitarian or hedonic value. This study is consumer centric and as such the primary data has been accumulated employing the field survey method. The data was acquired exercising a pre-tested structured questionnaire. The data was acquired from the users of mobile services. Consequently, the analysis apparently evinces that the key factors to be kept in mind by telecom companies, while formulating the cause related campaigns are time duration, congruence, resource investment by the company and the senior management involvement. Moreover, analysis manifests that cause related marketing has a significant and a positive impact on customer value and mobile users attach higher importance to utilitarian value as compared to hedonic value.

KEYWORDS: Cause related marketing, Corporate social responsibility, Customer value.

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