ABSTRACT: Over the years many organizations are doing activities for the improvement of the society, the corporate social responsibility has become one of the important aspects of the organization. Corporate’s involvement in social well-being has given competitive advantage to the organization, although it all started for the betterment of the society but today it has become one of the strong Marketing strategies for the organization to improve reputation. This article examines the aspect of Corporate Social Responsibility i.e., cause related Marketing from the point of view of Corporate Philanthropy, the objective of the paper is to understand whether this concept is viewed as a part of corporate Philanthropy and does consumer believe that the cause associated with these campaign needs their attention. The study was carried out in the state of Punjab and Haryana, the sample was selected from the State, Central and Deemed Universities of both the states, the study is Descriptive in nature as it analyses the attitude of the respondents towards Cause Related Marketing. The Results show that the respondents do understand the concept of Cause Related marketing and also consider this as a part of Corporate Philanthropy. They also believe that the cause associated with the Product in these campaign are quite relevant to seek their attention. The article is divided into three section, section 1 has the introduction of the Cause related marketing, Section 2 has the Literature review Section-3 has Research Methodology and Section 4 has the results, findings and conclusions and future implications.

KEYWORDS: corporate social responsibility, corporate philanthropy, cause related marketing and product cause mapping.
The third phase of corporate Philanthropy is recognized as Doing Better by Doing Good. Corporate philanthropy in recent years has seem to be driven by the concept of self-interest. Corporates realized that for survival and competitive advantage, they must evolve from doing well to doing better.

Therefore Social responsibility is considered as an investment that improves the long term performance of the organization. (Grahn, Hannaford and Laverty 1987). A broad classifications of the objectives of corporate philanthropy suggests: Corporate Philanthropic objectives that are also objectives of Marketing Strategy and Corporate Philanthropic objectives that are not objectives of Marketing Strategy. The former objective of Corporate Philanthropy has been warranted in the emergence of a Marketing Concept Cause Related Marketing. Therefore cause related marketing is defined as-confluence of perspectives from several specialized areas of inquiry such as marketing for nonprofit organization, the promotion mix, corporate philanthropy, corporate social responsibility, fund raising management, and public relations. (Varadarajan and Menon 1988)

From the perspective of other authors, Cause related Marketing is defined to encompass marketing initiative that have at least one non-economic objectives related to social welfare and uses the resources of the company and/or its partners (Drumwright and Murphy 2001)

The Process of Formulating and Implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to designated cause when customers engage in revenue providing exchanges that satisfy organizational and individual objectives (Vardarajan and Menon 1988). The distinctive feature of Cause Related Marketing is the firm's contribution to a designated cause being linked to customers engaging in revenue producing transaction with the firm.

**Cause Related Marketing is a Part of Corporate Philanthropy and Corporate Philanthropy is a Part of Corporate Social Responsibility, however there is a thin line of Difference with respect to the act of doing:** Corporate Social responsibility associations are related to the firms commitment to its societal obligation, it is based on the assumptions; to provide products that are beneficial both to the customer and to the society, to offer long run consumer and public welfare, the marketing plan should duly consider consumer and public welfare, therefore CSR concept revolves around the welfare of society and the stake holders, hence the consequences of action of CSR is on Internal and External interest groups. Interestingly CSR also includes the Philanthropic system which makes a long term commitment to specific social issues and initiatives.

Corporate Philanthropy is a specific type of CSR that refers corporations donating profits or resources to nonprofit organizations. It is either done by Corporate directly or through Corporate Foundations, it is believed that Corporate Philanthropy may not yield tangible results to the companies so to survive in competitive climate, philanthropy has to be strategic therefore corporates integrated strategic corporate philanthropy and integrated it with overall corporate Strategies, and Cause Related Marketing is a part of Strategic Corporate Philanthropy.

Cause Related Marketing is a strategic Corporate Philanthropy that helps firm to gain the competitive advantage, through economic and social concerns. Strategic decision makers consider the effects of Philanthropy on the firm’s competitive position; therefore these decisions are no different to other strategic decisions which often reflect a variety of economic and competitive concerns. It can be viewed as a manifestation of the alignment of corporate philanthropy and enlightened business interest.
It is a marketing program that strives to achieve two objectives—improve corporate performance and help worthy causes by linking fund raising benefit of a cause to the purchase of the firm's product and/or services.

**Cause Related Marketing in India:** Though at a very nascent stage, Cause related marketing is picking its roots in India companies like TATA, Airtel, HUL, P&G and Marico Industries have associated their brands with some cause to increase the brand awareness and stimulating Purchase intention. In India Cause related marketing started in the year 2002 when HUL initiated the Swasthya-Chetna Campaign as a rural health and Hygiene initiative in India. It started with 8 states and covered 70 million people in partnership with local government bodies. They visited rural school to teach the importance of hand wash with soap. The result of this campaign was on 7th of April 2006, on the occasion of world health day, the Department of Post released a special lifebuoy Swasthya-Chetna postal cover, the HUL brand became India's first brand to feature on postal cover and sales during this period increased by 20%. (Krishnamacharyulu and Ramakrishnan 2011).8

In the Year 2008 P & G tied up with CRY to start an Education Program Shiksha to help educate underprivileged Children in India. The campaign was a shorter campaign from the month of April to June. It was a multiple brand and single cause Related Marketing Campaign. Irrespective of the sales, Company committed a minimum of Rs 1 Crore to its partner CRY and has helped 67, 000 Children across 435 Communities through a donation of Over Rs 4 Crore. (http://www.pg.com/en_IN/sustainability/social_responsibility/social-responsibility-programs-in-india.shtml)9

Marico Industries Launched a Cause Related Marketing Program on 1st September 2012 by the name of Chhotte Kadam Pragatiki Aur Partnering their Brand of hair oil with CRY. Initiated in the villages of Uttar Pradesh, this Campaign will fund the 19 projects addressing the concern of child education across Uttar Pradesh, Madhya Pradesh and Rajasthan. It is an ongoing campaign and the evaluation part of the campaign is yet to come. (http://www.chottekadam.com/contact.php).10

Johnson’s baby care the language of Love Program was initiated on May 7th 2012. Johnson baby care partnered with Goonj to help under privileged children have access to basic baby requirements. The national campaign encourages all mothers to put old, unused or extra baby items like clothes, toys, books etc. to better use by contributing them instead of holding on to them for emotional reasons. It is a Cause Related Marketing Program in partnership with Reliance fresh, More, Easy day, Mom & me, Star Bazaar, Spencer’s and 98.3 FM. Therefore an intra company Cause Related Marketing Program. http://www.2012annualreport.jnj. com/stories/share-the-language-of-love.11

**SECTION-2**

**LITERATURE REVIEW:** The literature review is divided into two segments the first segment has the literature that examines the cause related marketing and act of Philanthropy or a Marketing Strategy. The Second part of Literature has the articles on the influence of Cause Related Marketing on Consumers:

1. Literature Reviews on Cause Related Marketing as Corporate Philanthropy or Marketing Strategy: Collin’s (1994)12: suggested that philanthropy is described as providing support, financial or otherwise, to a nonprofit organization with little expectation of return. As such there is no...
anticipated impact on consumer attitude and behavior. On the other hand, it is contended that these altruistic endeavors, particularly when publicized, do in fact aspire to long term objectives such as generating community goodwill and enhancing corporate reputation.

**Meyer (1999)**: Cause Related Marketing is an umbrella term that in addition to stimulating a purchase-linked donation, may also include co-branding activities and programs that are less promotion Oriented and may even resemble strategic alliance. Therefore Cause Related Marketing can be referred as a **Marketing Strategy**.

**Business Council of Australia (1999)**: Explored the views of 115 large companies on their attitude to commitment to community involvement. Among these business there was a general consensus that, a more formal and strategic approach is being adopted in management of community involvement with long-term commercial interest; reflecting transition from traditional philanthropic activity to activities that are more synergistic with business objectives.

**Anderson (1996) Smith and Higgins (2000)**: The distinction between corporate Philanthropy and Cause related marketing is supported by the fact that, funding of latter generally comes from a company's advertising or market budget as opposed to philanthropy fund. Additional evidence of the business focus of Cause Related Marketing is observed where the investment in promoting these programs to the target market often tends to, exceed the ultimate contribution to the nonprofit organization.

**Durwright and Murphy (2001)**: Suggested that cause Related Marketing and Traditional philanthropy are different forms of Corporate Societal marketing which also includes Strategic philanthropy, sponsorship, advertising with social dimension, licensing agreements, social alliances, traditional volunteerism, strategic volunteerism and social enterprises. Strategic philanthropy extends beyond a financial donation and may include the contribution of organizational expertise and the involvement of employees or business partners. It essentially seeks to use the competencies of the organization to achieve both corporate and social objectives.

**O'Keefe and partners (2001)**: A fundraising sources indicate that while donations by individuals have been increasing, philanthropic giving by corporations has been steadily declining. Their report suggests that corporate philanthropy is cannibalized by business preference for sponsorship and Cause Related Marketing.

To summarize the above mentioned literature views Cause Related Marketing as a Strategy adopted by the organization to achieve the social as well as marketing objectives.

2. **Literature Reviews on the Influence of Cause Related Marketing on Consumers:**

**Smith and Alcorn (1991)**: Stated that Cause Related Marketing strategy is implemented through corporate sponsorship in three forms: 1) Media Support, 2) Media Support Combined with Conditional donation based on Consumer purchase3) Media support combined with dual incentive donations, that is, cent off coupons are offered to the consumer as an incentive to purchase and each redeemed coupon results in a donation to a cause.
Pringle Thompson (1999): Suggest that Cause Related Marketing is also distinct from the more simplistic Charity promotion which results in a donation based on purchase of a product. The distinction proposed is that, a true Cause Related Marketing strategy is actively communicated to the target audience as an integrated part of brand communication. It has a longer focus, particularly where the objectives are related to brand image.

Adkins (1999): Suggested that the strength of Cause Related Marketing over the traditional forms of Marketing is that, it can provide the emotional as well as the rational engagement of the consumer. It engaged the consumer's heart as well as their mind and thereby has potential to build a much stronger and enduring relationship. One of the critical success factors of Cause Related Marketing Strategy is, the strategic fit between the cause and the brand. That is, the consumer should perceive an affinity between the selected cause and the product

As mentioned above, the second phase of literature reviews the effect of Cause Related Marketing on Consumer purchase Intention, Brand Awareness and Corporate image.

Ross et al (1991): Found that approximately half of the respondents indicated that, they had purchased a product or service primarily because of their desire to support the cause. Further a, greater number of women than men indicated that, they would be tempted to switch brands as a result of a Cause Related Marketing Program.

Wagner and Thompson (1994): The organization communicates the details of its support of a cause via communication channel that may include direct or mainstream media and or packaging. This communication is aimed at a target market that receives the message and decides whether or not to act upon the target market that receives the message and decides whether or not to act upon the information. The company receives the feedback in terms of the incremental sales resulting from campaign.

Simon (1995): The cause must fit the company's culture and values and prior to embarking on the strategy, a firm should review and/or update its internal code of ethics to preempt any allegation of impropriety.

Dacin and Brown (1997): Conducted a number of studies which revealed that, consumer’s perceptions of a company influences their attitudes and behavior towards a product. Therefore they suggested that a crucial strategic task is to manage the associations that a consumer has about a company, including its social responsibility.

Barone et al (2000): The ultimate success of any cause related marketing strategy relies on the positive response of the consumer. It is critical that the appropriate nonprofit partner is selected and the company's motives are perceived favorably.

Sen and Bhattacharya (2001): Cause related Marketing has a role to play in contributing to the attitudes that consumers form towards the brand or company. Furthermore it has been found that consumers will use their purchasing power to reward or punish firms based on their approach to social responsibility.
**RESEARCH ARTICLE**

**Hoeffler and Keller (2002)**: Suggest that Cause Related Marketing activities are useful for actively involving the customer with the brand. Furthermore, advertising campaigns with social dimension have been found receive greater media coverage and consumer reaction than do standard advertising campaigns. Therefore cause related marketing should be particularly effective at increasing brand awareness and ultimately contributing to enhanced brand equity.

**MujahidMohiuddin (2008)**: Through T test explored that cause related Marketing is one of those tactics that enables the marketers to involve the customers directly into the process. The demographic variables have a great influence on the purchase decision making process of customer.

**Shabbir et al (2009)**: Investigated through Correlation and regression that Cause Related marketing Campaign positively Influence the consumer purchase intention, their research indicated that the effect of Cause Related Marketing Campaigns on consumer purchase Intention is partially mediated by brand awareness and corporate Image of the company. Further their research also suggested that the effectiveness of Cause Related Marketing depends on the use of media (Print and Electronic). Selecting the appropriate cause can increase the Interest of the consumer; this can lead to the purchase of the advertised brand associated with cause.

In New Zealand Chaney and Dolli (2000) found that 57% of respondents remembered purchasing a product that involved a cause related marketing campaign. In 15% of these cases, the respondents had switched brands because of the campaign.

Research by Mohrr, Webb and Harris (2001) suggested that 41% of Respondents believed Cause Related Marketing had a little impact on their consumption; however 25% said that Cause Related Marketing was a primary influence on their purchase decisions. Though a less conclusive in nature, the author’s concluded that, “a substantial, viable and identifiable market segment exists that considers a company’s level of social responsibility in its purchase and investment decisions.”

Other than above mentioned studies, several American studies suggest that Cause Related Marketing has a significant impact on consumer attitudes and purchase behavior. A longitudinal research conducted by (Cone 2003) suggests that 78% of American believe companies have responsibility to support social issues and 92% have a more positive image of companies and products that support causes and 84% would like to switch brands to one associated with a good cause, if Price and quality were similar.

**SECTION-3**

**RESEARCH METHODOLOGY**

**Scope of the Study:** The study has a focus on the impact of cause Related Marketing programs on the post Graduate University students between the age group of 22 to 25 years of Punjab and Haryana. Their attitude was studied to understand how these campaigns affect them.

**Sample Design:** The sample was drawn from The Management Department of the Central, State and Deemed universities in two states. With a belief that this sample would provide a gender balance as well as a range in age. Total sample size was 511. The data was collected through survey with the help of self-administered questionnaire:
Hypothesis:
- $H_0$: There is no significant awareness of cause related marketing as a part of corporate Philanthropy
- $H_1$: There is a significant level of awareness of cause related Marketing as a part of Corporate Philanthropy.
- $H_0$: Consumer perceive that the cause associated with the brand does not have greater relevance
- $H_1$: Consumer perceives that the cause associated with the brand has a greater relevance.

SECTION-4

RESULT, FINDINGS AND CONCLUSION: To test the Hypothesis for the awareness of Cause related marketing as a part of Corporate Philanthropy Descriptive Statistics, ANOVA statistical technique was used.

Descriptive Statistics of Awareness of cause Related Marketing Concept as a part of Corporate Philanthropy among the Respondents: To know the awareness of the concept of cause related marketing among the students, the data was collected on 5 point Likert scale ranging from 1= strongly disagree and 5= strongly agree, descriptive technique was used to know the awareness level of the concept among the students.

<table>
<thead>
<tr>
<th>Statement (N=511)</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social responsibility is a philanthropic act</td>
<td>511</td>
<td>3.88</td>
<td>.713</td>
</tr>
<tr>
<td>Act of helping or serving the humanity is philanthropy</td>
<td>511</td>
<td>4.13</td>
<td>.725</td>
</tr>
<tr>
<td>Like individuals there are certain companies that indulge in philanthropic activities</td>
<td>511</td>
<td>3.92</td>
<td>.713</td>
</tr>
<tr>
<td>Organizing charity events are the way of Philanthropy</td>
<td>511</td>
<td>3.85</td>
<td>.706</td>
</tr>
<tr>
<td>The strengthening of the society can also be done by selling a product associating with some cause</td>
<td>511</td>
<td>3.90</td>
<td>.789</td>
</tr>
<tr>
<td>Cause related marking is a kind of Social Responsibility</td>
<td>511</td>
<td>3.90</td>
<td>.755</td>
</tr>
<tr>
<td>P&amp;G, Tata Salts, Marico Industries HUL and J&amp;J are actively involved in Cause Related Marketing Campaigns</td>
<td>511</td>
<td>3.87</td>
<td>.762</td>
</tr>
<tr>
<td>The above mentioned companies are socially responsible</td>
<td>511</td>
<td>3.88</td>
<td>.762</td>
</tr>
<tr>
<td>Buying a product through cause related marketing helps to condense the guilt of not being able to help society</td>
<td>511</td>
<td>3.87</td>
<td>.801</td>
</tr>
<tr>
<td>Philanthropy for me is a way to befool people</td>
<td>511</td>
<td>2.79</td>
<td>1.098</td>
</tr>
</tbody>
</table>

Table 1

Interpretations: The table 1 shows the descriptive statistics for the awareness of the concept of cause related marketing among the students. The data has been collected from 511 students studying in the Management Department of State, Centre and Deemed universities of Punjab and Haryana. Mean and Standard deviation of different statements have been calculated.
The mean of the statement Social Responsibility is a philanthropic act was 3.88 and standard deviation of the same statement was .713, the mean of the next statement; Act of helping or serving the humanity is philanthropy was 4.13 and standard deviation was .725. The mean of the statement there are companies that indulge in philanthropic activities was 3.92 and standard deviation was .713. The mean of the next statement organizing charity events are the way of philanthropy was 3.85 and standard deviation was .706. Upliftment or strengthening of the society can also be done by selling a product associating with some Cause had 3.90 Mean and .755 Standard deviation.

Mean of the statement Cause related marketing is a kind of Social responsibility was 3.90 and standard deviation was .755. The statement P&G, Tata Chemical, Marico Industries, Hindustan Unilever Indulge in Cause Related Marketing Program had Mean 3.87 and Standard deviation .762. The Mean of the Statement regarding the Mentioned companies are socially responsible was 3.88 and .762. The statement buying a product through cause related marketing helps to condense the guilt of not being able to help society had Mean of 3.87 and Standard deviation 801. Philanthropy is way of befooling the people had mean 2.79 and standard deviation 1.09. The data states that the respondents have shown agreement towards the awareness of the concept, as the mean value of every statement shows there agreement towards their knowledge about the social responsibility, Philanthropy, Companies involved in Cause Related Marketing and their reasons of helping the society. The respondents were aware about the meaning of Philanthropy as the mean of the statement was 4.19 which show the strong agreement towards the statement. However there was a strong disagreement for the statement that philanthropy is a way of befooling the people.

<table>
<thead>
<tr>
<th></th>
<th>Sum of squares</th>
<th>DF</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness of Concept</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>of Cause related</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between the groups</td>
<td>.582</td>
<td>4</td>
<td>.355</td>
<td>3.391</td>
<td>.009</td>
</tr>
<tr>
<td>Cause related Marketing</td>
<td>66.271</td>
<td>506</td>
<td>.105</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within the groups</td>
<td>66.853</td>
<td>510</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>66.853</td>
<td>510</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2: ANOVA

Table 2 shows the output of ANOVA analysis, to know the statistically significant difference in in the awareness of the concept of cause related marketing across the groups of respondents, the F value of Concept of Cause Related Marketing is 3.391 and Significance Level is .009 (p = .009) the P value is less than 0.05, clearly showing that there is a statistical difference, therefore rejecting the null hypothesis and accepting the alternate hypothesis, we accept that there is a significant level of Awareness of Cause related marketing as a Corporate Philanthropy.

**Hypothesis testing for the relevance of Cause in Cause Related Marketing:** To test the Hypothesis for relevance of the Cause in Cause Related Marketing descriptive Statistics, ANOVA statistical technique was used.
Descriptive Statistics of Brand - Cause Mapping in Cause Related Marketing

<table>
<thead>
<tr>
<th>Statement (N=511)</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concern for underprivileged children</td>
<td>511</td>
<td>4.16</td>
<td>.743</td>
</tr>
<tr>
<td>They have a right to seek education</td>
<td></td>
<td>4.46</td>
<td>.675</td>
</tr>
<tr>
<td>It is a valid cause that need attention</td>
<td></td>
<td>4.13</td>
<td>.664</td>
</tr>
<tr>
<td>Basic amenities should be provided to underprivileged children</td>
<td></td>
<td>4.32</td>
<td>.724</td>
</tr>
<tr>
<td>Sensitizing them about Hygiene is a good cause</td>
<td></td>
<td>4.22</td>
<td>.755</td>
</tr>
<tr>
<td>Would Buy a product if the product contributes in any of the above mentioned cause</td>
<td></td>
<td>3.89</td>
<td>.775</td>
</tr>
<tr>
<td>The brand cause fit is important for buying a product</td>
<td></td>
<td>3.84</td>
<td>.782</td>
</tr>
<tr>
<td>P &amp; G’s Association of brand with education of Underprivileged children is a Valid cause</td>
<td></td>
<td>4.03</td>
<td>.736</td>
</tr>
<tr>
<td>Relevance of cause for purchasing the product</td>
<td></td>
<td>3.74</td>
<td>.758</td>
</tr>
</tbody>
</table>

Table 3

Interpretation: The table 3 has the data of the descriptive statistics of 511 respondents of management department of State, Central and Deemed Universities of Punjab and Haryana, the response to the statement whether the respondents have concern for underprivileged children had mean of 4.16 and standard deviation.743, the mean of statement regarding the right of education of underprivileged children is 4.46 and standard deviation is.675, the statement whether respondents consider this as cause that needs attention had mean 4.13 and standard deviation.664, the mean of the statement to provide basic amenities to such children was 4.32 and standard deviation.724, the statement regarding the sensitization about the hygiene of rural kids is considered as cause had mean 4.22 and standard deviation of.755. 3.89 mean and.775 standard deviation was for the statement whether respondents would buy a product associated with the cause mentioned to them, the brand cause mapping had mean of 3.84 and standard deviation of.782, the statement about campaign shiksha’s mapping with its associated brand had mean of 4.03 and standard deviation of.736. The mean of the statement regarding the relevance of cause in cause related marketing campaign was 3.74 and standard deviation was.758.

The result show that the respondents are strongly in favor of the cause associated with the brands in cause related marketing, they strongly consider that these causes are relevant to support and they consider brand mapping with cause as important parameter for buying a product in such Campaigns. Therefore rejecting the null hypothesis and accepting the alternate hypothesis we can state that there is a significant relationship and relevance between the cause and the brands associated in Cause Related Marketing.

Findings: With the help of data analysis it is clear that, the sample in the study were aware of the Cause related Marketing Programs, they were also aware that these campaigns are the part of Corporate Philanthropy and are initiated by them for the betterment of the society, they felt that the relevance of cause associated with brand (brand-fit) is important for buying the product, and also the cause associated by the companies in their advertisement were all relevant.
CONCLUSION: The study shows that as a part of corporate philanthropy, Cause Related marketing is considered a better strategy to strengthen the society only if, the cause perceived by the respondents are considered relevant, also the brand-cause fit plays an important role in Cause related marketing.

Future Implication: The present study has covered only the two aspects of the study. The future study can be done on the gender response toward the cause related marketing campaign and how does it influence the company’s image.

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