

RELATIVE EFFICACY AMBUSH MARKETING AND CAUSE RELATED MARKETING

**R. KANTHIAH ALIAS DEEPAK*;
DR. C. KATHIRAVAN****

*DOCTORAL RESEARCH SCHOLAR (FULL TIME),
DEPARTMENT OF BUSINESS ADMINISTRATION,
ANNAMALAI UNIVERSITY,
ANNAMALAI NAGAR,
CHIDAMBARAM, CUDDALORE DISTRICT,
TAMILNADU.

**ASSISTANT PROFESSOR,
DEPARTMENT OF BUSINESS ADMINISTRATION,
ANNAMALAI UNIVERSITY,
ANNAMALAI NAGAR,
CHIDAMBARAM, CUDDALORE DISTRICT,
TAMILNADU.

ABSTRACT

The old day's terms were corporate philanthropy and sponsorship whereas in modern days the term has changed as Cause Related Marketing (CRM) and corporates were turned into temper of making money. The CRM need of donating money by the relationship they sell the product. Ambushers are the just marketers who obtain the goodwill from the society by the way spreading the cause message without any financial contribution from their end. This study (n = 140) to observe the relative efficacy of a true CRM vs. an Ambush ad approach for social causes. It also explores whether the selected cause needs to be naturally associated with the cause sponsor. The results suggest that an Ambush cause appeal can perform as well as a CRM appeal, and that the cause need not be closely associated to the marketer (Company-Cause Fit) to favourably influence perceptions of the audience.

KEY WORDS: Cause Related Marketing, Ambush Marketing, Choice of causes, Purchase intentions.

Reference

Adkins, Sue (1999), The Wider Benefits of Backing a Good Cause. *Marketing*, (Sept. 2), 20-21.

Anonymous (1998), When Does Cause-Related Marketing Work Best? *Nonprofit World*, (Sep/Oct), 55.

Ajzen, Icek (1991), The Theory of Planned Behavior. In Locke, E.A. (ed.), *Organizational Behavior and Human Decision Processes*, 50, 179-211.

Barnes, Nora Ganim (1991), Joint Venture Marketing: A Strategy for the 1990's. *Health Marketing Quarterly*, 23-36.

Benezra, Karen (1996), Cause and Effects Marketing. *Brandweek* (April 22), 38-40.

Bernstein, Peggy (2000), Philanthropy, Reputation go Hand in Hand. *PR News*, 56:3, (Jan. 17), 1.

Cone/Roper Study (1993), A Benchmark Survey of Consumer Awareness and Attitudes Towards Cause-related Marketing. Cone Communications, Boston, MA. Creyer, Elizabeth H. and William T. Ross, Jr. (1996), The Impact of Corporate Behavior on Perceived Product Value. *Marketing Letters*, 7 (2), 173-185.

Dacin, Peter A. and Tom J. Brown (1997), The Company and the Product: Corporate Associations and Consumer Product Responses. *Journal of Marketing*, 61 (Jan), 68-84.

DeNitto, Emily (1989), Marketing with a Conscience. *Marketing Communications*, May, 42-46.

Durbin, Dee-Anne (1999), Colleges Trying Harder to Discourage Excessive Student Drinking. *Nanotines*, www.nanotines.com/noframes/story/0,2107,86981-137402-957775-0,00.html

East, Robert (1997), *Consumer Behaviour: Advances and Applications in Marketing*. Prentice-Hall: London.

Eastway, Jocelyn (1999), The Corporate Conscience. *Business Review Weekly*, (June 4), 84-91.

Ehrenberg, Andrew (1988), *Repeat Buying: Facts, Theories and Applications*, 2nd edition. Oxford University Press: NY.

File, Karen M. and Russ A. Prince (1998), Cause-Related Marketing and Corporate Philanthropy in the Privately Held Enterprise. *Journal of Business Ethics*, 17, 1529-1539.

Fry, Louis W., Gerald D. Keim and Roger E. Meiners (1982), Corporate Contributions: Altruistic or For-Profit? *Academy of Management Journal*, 25:1, 94-106.

Geldard, Edward and Laurel Sinclair (1996), *The Sponsorship Manual: Sponsorship Made Easy*. The Sponsorship Unit, Victoria, Australia.

Gifford, Gayle (1999), Cause-Related Marketing: Ten Rules to Protect Your Nonprofit Assets. *Nonprofit World*, 17:6, Nov/Dec, 13.

James, Dana (2000), For Confectioner, Charitable Acts Make Pot Even Sweeter. *Marketing News*, (June 19), 6-7.

Kanthiah alias Deepak (2013), The marketing strategy of Cause affiliated and consumer purchase persistence between the industries, *Review of Research* Vol 2, Issue 11, Aug 2013, 395.

Kanthiah Alias Deepak et. al., (2013), Public Cognizance on Cause Assortment in Cause Affiliated Campaigns, *International Journal of Marketing, Financial Services & Management Research* Vol.2, No. 9, September (2013), 35 – 45.

Kanthiah Alias Deepak et. al (2013), The marketing strategy of Cause affiliated and consumer purchase persistence: The lying enactment of brand awareness and corporate image of new decade, *Contemporary Issues in Management, BIZAD*, March 2013, 548 – 552.

Kanthiah Alias Deepak et. al (2013), The Sudden Disaster in Cause Affiliated Marketing amid the Industries, *Indian Journal of Applied Research*, Vol. 3, Issue 12, Dec. 2013, p. no. 335 – 337.

Kanthiah Alias Deepak et. al (2013), A strategy to corroborate Business Excellence Thru Sustainable Corporate Image: The Depiction of Cause Affiliated Marketing in Uttarakhand Flood Disaster, *Business Excellence, Strategies & Transcendence (BEST 2014)*, Jan 2014, 39 – 43.

Kathiravan et. al (2013), Portrayal of Social Media in Contemporary Business: A Strategy to establish a Brand and nurture corporate image, *Social media – a New Frontier for business* P. No: 178.

Meenaghan, Tony (1994), Point of View: Ambush Marketing: Immoral or Imaginative Practice? *Journal of Advertising Research*, (September/October), 77-88.

Mescon, Timothy S. and Donn J. Tilson (1987), Corporate Philanthropy: A Strategic Approach to the Bottom-Line. *California Management Review*, 29 (Winter), 49-60.

Mizerski, Richard, Neil Allison and Stephen Calvert (1980), A Controlled Field Study of Corrective Advertising Using Multiple Exposures and a Commercial Medium. *Journal of Marketing Research*, 27:3, 341-348.

Petty, Richard and John Cacioppo (1983), Central and Peripheral Routes to Persuasion: Application to Advertising. In Percy and Woodside (eds.), *Advertising and Consumer Psychology*, Lexington Books: D.C. Heath and Company, 3-24.

Sandler, Dennis M. and David Shani (1989), Olympic Sponsorship vs. “Ambush” Marketing: Who Gets the Gold? *Journal of Advertising Research*, 24 (Aug/Sept), 9-14.

Shimp, T., T. Hyatt and D. Snyder (1991), A Critical Appraisal of Demand Artifacts in Consumer Research. *Journal of Consumer Research*, 18:3, 275-283.

Shoebridge, Neil (1997), Dangerous Games for Outsiders. *Business Review Weekly*, (June 16), 91.

Stewart-Allen, Allyson L. (1998), Europe Ready for Cause-Related Campaigns. *Marketing News*, (Jul 6), 9.

Strahilevitz, Michal and John G. Myers (1998), Donations to Charity as Purchase Incentives: How Well They Work May Depend on What You Are Trying to Sell. *Journal of Consumer Research*, 24 (March), 434-446.

Stroup, Margaret A., Ralph L. Neubert and Jerry W. Anderson, Jr. (1987), Doing Good, Doing Better: Two Views of Social Responsibility. *Business Horizons*, 30 (Mar/Apr), 22-25.

Toner-Schrader, Julie and Richard Mizerski (1997), An Investigation of the Relationship Between Need for Affect and Response to Alcohol Public Service Announcements. *Journal of Non Profit and Public Sector Marketing*, 9:3, 41-72.

Varadarajan, P. Rajan and Anil Menon (1988), Cause-Related Marketing: A Coalignment of Marketing Strategy and Corporate Philanthropy. *Journal of Marketing*, 52 (July), 58-74.