

## **Impact of Product Price and Marketing Communication on Consumer Attitude with Mediating Effect of Buying Decision**

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### **Abstract**

*Cause-related marketing is considered as a strategic tool for studying consumer connectivity with organizations. This study investigated product prices, marketing communications, and consumer attitude in the design of effective marketing strategies. Quantitative data was collected from 204 brand customers using CRM (Rose Petal, Shezan & Kashmir Banaspati). The results showed that product prices and market communication are the most important factors affecting consumer purchasing behavior. Consumers are more concerned about supporting local / national social welfare organizations than with international NGOs. All in all, we can conclude that the CRM strategy is a good tool for organizing sales, promoting goodwill and developing long-term revenue. From the managerial Perspective CRM is a win-win strategy for both parties (a commercial organization and a non-profit organization) and the customer feels happiness when they serve the better of society. This study also highlights the importance of NGOs' choice, as it involves a lot of customers.*

**Keywords:** Cause Related Marketing; Business Organization; Strategy

### **Introduction**

In the 21st century, organizations operate intelligently when the market expands across borders. Their sales and profits are hampered by the entry of many competitors. So the company is looking for new ways to attract customers because the same product is being advertised by many companies. Taking into account five-year companies, companies use their personal ads and sales to target their target customers. They have used all possible means of attracting customers, but nowadays the technology of capturing the market and promoting the product is completely transformed by the knowledge of the users. New inventory

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marketing communication equipment (IMC) has been developed, such as CRM, leading branding brands. With these techniques, the company promotes this message to drive consumers not only to increase their profits but also to contribute to social well-being. These techniques help them to survive on the market and continue to sell their skills in marketing (Kotler & Gertner, 2002).

According to Aspara, Nyman, and Tikkanen (2009), CRM is considered the first step in the global corporation that corporations take action to improve community welfare. The market is also proven by UK boundary market-related reasons being the most powerful element in customer buying behavior and other important factors are the price and quality of products / services (Dawkins & Lewis, 2003). This marketing tool has helped companies maintain a good public image with a fair profit. In addition, people are willing to buy products from these companies that contribute to social development. CRM is a productive technique for achieving business goals by supporting social causes that lead to respect and belonging to various organizations / local users (Keller, 1993).

The market refers to the reason for the sale of volumes, which is considered a good review of return on investment and strong corporate image in society (Ellen, Mohr, & Webb, 2000). Previous researchers have concluded that this is charity work undertaken by companies that produce / services, they need non-governmental organizations to support them in creating their sales (Bednall, Walker, Curl, & LeRoy, 2001). Reasonable markets may not guarantee that consumers will buy specific products / services, but they inspire messages directed at consumers towards their CSR activities. The work of Oliver, Rust, and Varki (1997) concludes that business-related charities and marketing are two different reasons for choosing funds for charities, however, they are not intended for the market because of reasons, as it relates to sales volume. Previous studies have concluded that traditional aid is decreasing and marketing outcomes are increasing (Hamiln & Wilson, 2004; Smith & Higgins, 2000). So, people reacted more to make the marketing community better than traditional charity companies. In a study in Australia, it has been shown that increasing donations from individuals and charities usually decreases, and concluded that people are responsive and trustworthy in the cause-related market more than anything else (Polonsky & Speed, 2001). Berger, Cunningham, and Drumwright (2006) argues that the cause market is the various forms of sponsorship and promotion.

It is clear that market markets are used to achieve business goals such as high sales and achievable profit from investment (Lerner et al., 2003). Rather, these strategies are only one way to achieve all the

corporate goals associated with human moods that are considered more profitable but not morally correct. The work of Hoeffler and Keller (2002) concludes that the cause-related market is long-term activity, while charity programs are short-term activities. Therefore, CRM is considered a long-term promotional activity to keep in touch with customers. Through market related reasons, they collect revenue from sales to themselves and donate a non-profit organization (NGO) (Bennett & Barkensjo, 2005). According to De Ruyter, Wetzels, and Bloemer (1998), the impact market is a combination of three partnerships involving consumers, organizations and non-governmental organizations. These relationships have led to positive customer satisfaction and positive feedback for organizations and NGOs (Smith & Higgins, 2000). Organizations operating on the market refer to the underlying cause, such as the media, where many companies receive moral support from people. Previous research has shown that a marketing-related marketing strategy can bring a positive sign to the organization. Organizations associated with such strategies provide more social benefits such as understanding people and raising funds to tackle social issues. So people buy branded products that support non-profit organizations (NGOs) for market-related reasons. The work of Barsky (1992) concludes that marketing managers knew how to sell their products / services by communicating with the cause.

CRM (Marketing Remarket) has left the customer interested in the inspiration of the company's image. In this modern age, organizations have become smart in promoting their brand by creating emotional relationships with consumers. Corporate Social Responsibility (CSR) activities is very important, but it is nevertheless the responsibility of all companies working in a society (Baron, Miyazaki, & Taylor, 2000). CRM is a new strategy to combat human trafficking. In addition, it has gained considerable importance in the digital world, which encourages every aspect of feedback and feedback from consumers. Advertising costs are highly inefficient because they offer discounts as well as customer support for social reasons and a good corporate image (Adkins, 2007). This clearly concludes that high competition and growing consumer demand create opportunities for organizations to use the marketing market as a tool for attracting targeted customers. On the contrary, the business goals of all organizations aim to increase profits by promoting their CSR strategy. These strategies use market reasons to increase the company's goals. In addition to market reasons related to recreating the social and economic growth of society, as well as the individual appearance of an organization. According to Trimble and Rifon (2006), customer behavior is a process that customers decide

whether to buy the products they need by remembering their resources. It can also be said that the attitude of the customer buying process is that consumers evaluate products that involve the use of their business and have decided that it should be related to use or not (Hamiln & Wilson, 2004). The work of Peng Tan and Cadeaux (2012) concluded that values, cultures, marketing communication tools and decision-making on consumer behavior. In most product-related products, product information is provided through marketing communications, such as television publishing and sponsorship.

There are many examples of world markets of origin, but surveys only evaluate those organizations that operate in Pakistan. Examples of market related reasons found in this study are: Rose Petal-who donated money to the WWF Wildlife Rescue Group, Pampers donated funds for child vaccination and Kausar Banaspati donated to the hospital, Shuukat Khanum Cancer. Therefore, in view of our organizational philosophy, we have identified market implications associated with purchasing decisions in many of Pakistan's industry. In addition, the study compares the performance of the brand to those companies that apply the market to causes such as market instruments.

#### **Literature Review**

The work of Bhattacharya and Sen (2004) concludes that market-related results give positive answers to organizations that accept it as a marketing communication tool. Causality markets can increase the organization's strengths associated with HRM and social capital (Boustani, Karimi, & Nejadian, 2014). She leads the marketing manager to understand the role of CSR in improving corporate performance. For example, Marriott and March of Dimes collaborate to promote media coverage and coverage for their 200-family entertainment center. Their main goal is to increase funding and encourage people to do so. This promotional technique was held in 6-7 cities in the United States and was the largest prize in US history (Griffin & Hauser, 1993). Traditional marketing perspectives have shown that the organization has spent millions of dollars on its advertising by providing user-friendly approaches to consumers. However, these promotional techniques are shared through the presentation of the added value of social and corporate accountability (Griffin & Hauser, 1993).

#### *Cause-Related Marketing (CRM):*

According to Bagosi and Phillips (1982), interest in the market is related to many other factors that help businesses, non-profit organizations and governments to win. These factors concern the macro-environment, such as social changes, accidents and technological advances affecting consumer decisions (Barone, Miyazaki, & Taylor,

2000). His work (Creswell & Miller, 2000) summarizes that strong competition in the country and in the international market changes the cost business strategy for each media tool. At the same time, customers require high quality at competitive prices. The Dovidio study (1984) explains four points of CSR: economic, moral, legal, and gravitational. The study considers that non-binding responsibilities mean that society wants the organization to participate in social well-being. Therefore, the company's contribution to community welfare is considered as its customer-driven CSR (Ross III, Patterson, & Stutts, 1992). Prudent marketing also presents a strategic approach that analyzes resource allocation and cooperation with non-governmental organizations that support them in key market situations (Westberg, 2004). These collective goals and promotional campaigns promote a clear relationship that leads to a successful path for each partner. Nonetheless, NGOs have found new sources of funding for their social cause through a business-oriented strategy. The market debate related to the cause, which is not related to the effectiveness of the evaluation and its benefits, has led to new objectives along with other promotional tools. The study by Westberg and Pope (2005) found that the market includes a wider choice of products and decision-making. The benefits of marketing for the cause are both business and non-profit organizations. One study shows that CRM has pushed employees to the Voice of America for their organizations that act as a promotional strategy, but its goal is to increase sales (Fowler Jr., 2013). Additional benefits include raising social awareness, which can increase donor participation and attract new volunteers through direct customer marketing (Thorne McAlister & Ferrell, 2002).

*Product Price:*

According to Duncan's (2001), it always influences purchasing decisions. Customers choose cheaper products that are not CRM-related, but the difference in value of products is important (Robinson, Irmak, & Jayachandran, 2012). If price discrepancies are huge and customers will buy products that are not CRM-related and if the price of a product is relatively high or slightly higher, customers will have more opportunities to buy CRM-related products. Research conducted in the United Kingdom shows that consumers want to buy products related to SRM, but the fact is that they do not want to pay extra for this purpose (Schultz, 1998). In addition, Pringle (1999) concludes that when CRM is introduced as a marketing tool, users do not need a discount but prefer to buy real-time pricing.

**H<sub>1</sub>:** Product Price positively impact buying decision in Cause-Related Marketing strategy.

*Marketing Communication Tools:*

According to Andrews and Shimp (2017), marketing communications are defined as "collecting information from clients and providing an organizational message." This is a difficult task that requires planning, strategy and customer loyalty, which will lead administrators to prepare an appropriate marketing mix (Schulz, Tannenbaum & Lauterborn, 1994). Research (Baroness, Miyazaki & Taylor, 2000) concludes that the production of products related to arable production means that customer motivation increases when organizations promote products by supporting social causes. The goal of marketing communications has identified various strategies such as advertising, sales, sales, sales and public relations to increase the effectiveness of CRM (Grau & Folse, 2007). Advertising is a process of highlighting the characteristics of products / services in favor of sales or generation of income. Advertising is like a special force that clicks on customer ideas in different ways (Oliver, Rust & Varki, 1997). According to Lemon and Nowlis (2002) sales include coupons and displays at the end of the sale. Sales promotion takes into account direct and aggressive approaches to advertising (Bergkvist & Rossiter, 2007). Increasing sales, however, can create negative images in consumer consciousness because people are so cheap compared to others (Mela, Gupta, & Lehmann, 1997). Drumwright's work and Murphy (2001) show that compared to advertising support, she found that most sponsors click on customers and consumers are forced to buy products.

**H<sub>2</sub>:** Marketing Communication positively impact buying decision in Cause-Related Marketing strategy

*Consumer Attitude:*

According to Lafferty & Goldsmith, 2005, an effective marketing strategy for an effective cause is related to consumer behavior in brands, leading to a cause backed by the organization. The role of marketing strategy is to change or improve brand attributes and customer behavior towards products in order to make purchasing decisions (Wagner & Thompson, 1994). On a challenging market, challenging markets have become a major trend in sales growth, even directly related to consumer behavior (Webb & Mohr, 1998). Therefore, the reason-based marketplace is implemented for advertising purposes and is technically developed to identify customers for the soft corners that generate their responses. A Web Survey conducted in Australia (Webb & Mohr, 1998) concluded that the impact of personal and individual values attracts customers to the market related to the cause. Previous research has shown that customers who focus on relationships, attention, happiness, and entertainment in life aim to show positive behavior in the

cause and effect market. According to Adkins (2007), women are more cautious about product-related products that can be sold and support those activities that create social images for the organization. There are two types of clients: personal behavior and second, bad behavior (Westberg& Pope, 2005). Personal behavior of the trademark can be long and consistent, while non-existent behavior can be short and inconsistent (Percy, 1998). Unconscious attitudes can be adversely affected by sales and short-term offers but affect personal attitudes (Trimble & Rifon, 2006). Based on prior studies, we hypothesized that:

**H<sub>3</sub>**: Consumer Attitude positively impact buying decision in Cause-Related Marketing strategy.

One of the success factors proposed by the organization for strategic success is the strategic negotiation between cause and mark. According to Lafferty, Goldsmith and Hult (2004) CRM are mainly formed as non-profit or corporate partners. In addition, causality investigation markets are a kind of brand association that guarantees the company's sales and brand image. The work of Gupta and Pirsh (2006) recommends retailers to be strategic in choosing a charity partner and to consider why the cause and brand are appropriate. The purpose of marketing communications is updated, clients know about their policies, their preferences / deficiencies and the purpose of their behavior. Your work (Huck, Cormier & Bound, 1974) concludes that people are forced to think that if the company works for the cause and wants to buy their products based on a CRM promotion So why organizations spend a lot of money on advertising that they can use the same amount of CRM.

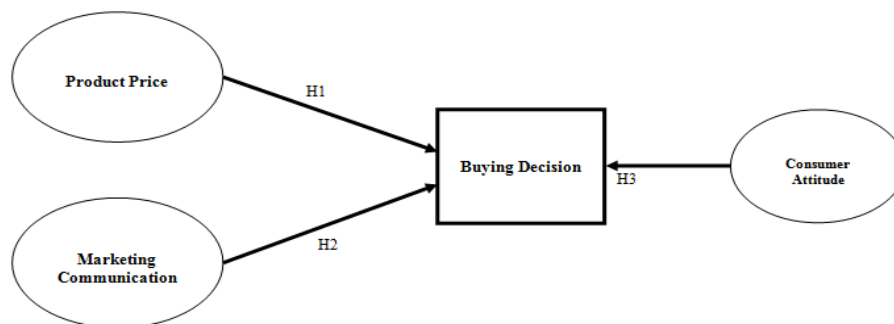


Figure 1: Conceptual Framework

### Research Methodology

The study is exploratory in nature, followed by a quantitative research approach. It is fully developed to the proposed structured questionnaire hypothesis. Data collected from people using our select products relate to the underlying market causes (roses, flowers, Nestle Nesvita and Kausar oils). In this way, using the technique of modeling,

which is likely not based on a sample of discretion and convenience (Sekaran & Bougie, 2003). For CRM, related products, 350 people were recruited 210 respondents. This question consists of three parts: the first user registration, demographic and NGOs belonging to the second of three questions regarding consumer behavior adopted by the work of Roy and Graves (2003), 4 positions on the market approved by Hajime raised in 2003) and 3 positions on the value of the product that has been approved by Holmes Kilbane (1993 levels). Written responses relate to the final purchase decision based on the five components of Keller and Aaker's study (1992). This question has an interest rate (1 - strongly strongly 5 - strongly agree).

A test question and study language were corrected according to the respondent. When data points are collected carefully, responses should only be completed with a questionnaire that purchases selected products related to CRM. The reliability and validity of the data is analyzed by Alpha Cronbach and VIF (Muller, Judd and Yzerbyt, 2005). The background about selected FMCG products and their affiliations NGOs regarding Cause-Related Marketing is explained as under:

**Rose Petal - CRM campaign with WWF**

Rose Petal is the producer of the best woven and best-selling products in its category. However, WWF (World Wide Fund for Nature) is an organization that works on the environment and animals. WWF was established in Pakistan in 1970. The goal is to clean the environment and save animals. Rose Petal started the CRM campaign with WWF by analyzing the percentage of its sales. For this reason, Rose Petal presented the image of Penguin on its product package to raise public awareness of wildlife.

**Nestle Nesvita - CRM with International Osteoporosis Foundation**

Nesvita milk is a product of Nestle Pakistan. Swiss-based Nestle International's headquarters. Nestle's goal is to provide its customers with "good food and good life." Nestle also acquires various types of quality certification supported by various organizations. However, the International Organization for Osteoporosis (IOS) is an organization that aims to educate people about osteoporosis. The IOC also trained doctors for this purpose. PSI is also working on creativity. Nestle Nesvita started the CRM campaign with IOS. Nestle Nesvita became a member of the foundation, giving them a platform for training young women for this disease and its prevention measures. The partners of the non-governmental sector are popular among high educated women.

**Kasuar cooking Oil - CRM campaign with Shaukat Khanum Hospital**

Kasuar Cooking oil is a cooking oil brand with a large distribution network in Pakistan. This organization ensures the best quality at the best price required by the customer. In addition, Kasuar cooking oil oil contributes to support through funding such as sources. However, Shaukat Khanum Research Center and Hospital for Cancer is a nonprofit organization committed to cancer patients who are in poor condition and unable to cure cancer. Cooking Kasuar Oil launched the CRM campaign with the Memorial Shaukat Khanum Cancer Hospital by donating five PKRs to sell 5 pounds of coral. The main purpose is to support the poor and to provide a platform for generating charitable behaviors to clients. He painted a picture of a palace to Shaukat Khanum hospital on its packaging, which showed an alliance between these organizations.

**Results and Findings**

Respondents' demographics are presented in Table 1 that most respondents are male, representing 56.7% of the total sample size. For age groups, people aged 30 to 45 are interested in products related to the cause of 43.8% of the sample. However, 29.5% of respondents were over 45. The level of income / month shows that most correspondents get the letters. 30,000 to letters. 50,000 represents 47.6%. The respondents' work showed that most correspondents were involved in their 38% business, followed by private employment at 31.4%.

**Table-1 Demographic profile of sample: (N=210)**

		Frequency	Percent
<b>Gender</b>	Male	119	56.7
	Female	91	43.3
<b>Age (in years)</b>	Less than 30	56	26.6
	30-45	92	43.8
	Above 45 years	62	29.5
<b>Income (in months)</b>	Less than 30K	81	38.5
	30K to 50K	100	47.6
	Above 50K	29	13.8
<b>Occupation</b>	Private job	66	31.4
	Govt. Employee	19	9.00
	Business	80	38.0
	Student	45	21.4
<b>Education</b>	College	72	34.2
	Graduate	105	50.0
	Post-graduate	33	15.7

**For Rose-Petal:** The results of the Cronbach Alpha test show that the data collected is good. Alpha value of Cronbach is 0.643. The correlation

analysis has shown that there is an essential relationship between customer acquisition behavior and all independent variables. The relationship between consumer behavior and consumer behavior is the strongest since the Pearson relationship value is .531. The relationship between dependency variables and two independent variables is average. The value for Pearson relationships is .388 and .434 for market communication and price, respectively.

**For Kausur cooking oil:** The value of Cronbach Alpha is .567. Data is considered to be most trusted when the price is approaching .70. The contact table indicates that the relativity variable has an intermediate relationship with the market price relationship, where Pearson's relationship value is .544, .407, .989. These relationships are as important as  $P < 0.001$ .

**For Nestle Nesvita:** The data collected for Nestle Nesvita is reliable because the test price of Algeria Cronbach is .55. The correlation analysis shows that each independent variable has a good relationship with dependent variables. Pearson values for the relationship of variables relate to market relations and prices are .544, .407 and .323.

**Table-2: Linear regression**

	ROSE-PETAL			KAUSUR COOKING OIL			NESTLE NESVITA		
	B	Sig	t-value	$\beta$	Sig	t-value	$\beta$	Sig	t-value
$\alpha$	1.60	.00	6.50	1.19	.00	4.02	1.29	.00	4.07
Product Price	.283	.01	2.64	.359	.00	3.23	.303	.00	2.74
Consumer Attitude	.317	.00	2.68	.247	.04	3.15	.299	.01	2.50
Market Communication	.225	.04	2.07	.358	.00	2.03	.343	.00	2.95
<b>R<sup>2</sup></b>	<b>.379**</b>			<b>.423**</b>			<b>.400**</b>		
Adj. R <sup>2</sup>	.350			.397			.373		
F-Value	13.4			16.2			14.6		

Dependent variable: buying decision

\*\* significant at 99%, \* significant at 95%

The model summary (Rose-Petal) of the regression results shows that the physique model is moderate because the value of square R is .379. The square R indicates whether all combinations of independent variables cause varying dependent variables. While the value of R indicates the strength of the relationship between independent variables and guardians. For this case, the value of R .615 indicates a good relationship between independent variables and buyer behavior. The odds table shows that all independent variables (customer behavior, market communication, and price) have a significant impact on buyer behavior. Consumer behavior is limited to 1% with  $P < 0.001$ .

Marketing and value relations are important at 5% respectively  $P = 0.041$  and  $0.010$ . The standard beta value implies that changing client behavior, market communications, and value leads to a change in customer acquisition behaviors of 0.317, 0.225, and 0.283. Table 2 of Sample Summary (Kausar Oil) shows that the whole independent variable has a positive effect on the dependent variable. Since R values are 42% and R 65%. The value of R indicates a good relationship between variables. The odds table shows that all independent variables have a significant impact on the relativistic variables. This behavior is important 5%. Market relation and value are 1% important. Beta values have shown that part of the behavior change, market communication and price reasons .247, .358 and .359 vary in reliance variables.

Sample Summary Table (NeslteNesvita) and ANOVA show that the whole sample is good. The value of R is .633 and riel R is .400. The whole sample is also important as  $P < 0.001$ . The coefficient table shows that all independent variables have a significant impact on user behavior when purchasing. The level of significance for this behavior is 5%, and for a market value of 1%. The coefficients table also shows that changes in behavior, market relations, and price reasons .299, .343 and .303 units change the respective purchasing behavior.

### **Discussion and Conclusion**

#### ***Discussion***

The simplest and amazing impact of the CRM is social welfare. It usually notes that when FMCG donates money, NGOs, or something like that, it has a visual impact on the performance and immediate organization (Polosky and Speed, 2000). These CRMs are visible and urgent as donors promote a consumer-based marketing strategy. However, it is a marketing tool, and the obvious goal is to soften the company image and improve its sales. When the company's sales increase, it leads to customer loyalty, customer satisfaction and customer satisfaction.

However, regardless of the goals of the CRM Exchange and Senior Brand Promotion, to participate in social development for social contributions and wellbeing (Pracejus and Olsen, 2004). Another aspect of the Affordable Market (CRM) encourages consumers to think about the marketplace of relevant products and their role in the socially enhanced court. Today, it is important for MNC to invest in social development because people need to be linked to products and brands. Psychological attachments for brands not only decided to purchase, but also established long-term relationships with brands based on their CRM devices. Normally people prefer to buy these products, which are attracted by a great cause. It has been demonstrated through preliminary

studies that people around the world are worried about peace and social development (Smith & Higgins, 2000). Moreover, it has been found that when a user selects a product that supports a CRM, it will surely purchase other products that support these marketing tools. So market-oriented markets will not only cause social causes, but will also affect purchasing decisions.

The consumer's attitude towards organizational funding not only increases their buying decisions, but also influences their recommendations for WOM products and products. The result of the positive attitude of the user enhances the organization's image. However, CRM is satisfied with a short-term marketing tool because it considers it as market information for CSR and marketing results. Previous researchers compared a charity with CRM. Welfare is usually not the generous propaganda mechanism, but the company has its marketing tools in this regard (Baron, Norman, and Miyazaki, 2007). If you buy 100 US dollars for more than \$ 25, it will be donated to a non-governmental organization. In charitable organizations, the organization is often provided with new NGO services and financial support. However, in a marketing-related market, the amount of donations has not been determined. It depends on the quantity of sales and not the selling price. In this situation, social causes have received support for periods such as ADIS management. Marketplace Marketing (CRM) is a real marketing concept that comes from a charity project.

### ***Conclusion***

In terms of management philosophy, CRM has become an important mechanism for increasing sales volume and branding. This product may lose prestige, quantity, or reputation, but can be revived by linking it to the ultimate cause. If the NGO is well-known and popular among the ordinary people that the company has donated, it will be very effective if not. Additionally, high-profile people will enhance branding as well as promote products because they have a psychological relationship to this noble cause. CRM is an innovative tool for increasing competition between organizations. Such economic activities are beneficial in promoting social justice. CRM offers free media for NGOs, both in print and electronics. It also provides a good source of funding to NGOs when it has won the difference between things and not.

Three of the key stakeholders contribute to the success of a strategy for resource management clients: For the first time as an implementing organization for marketing reasons related to increasing the second sales, customers who wish to advertise and buy these products, and thirdly, NGOs generate income through a modern strategy. On the other hand, if the shareholder's image is negative, it will affect the

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corporate governance strategy as a whole. Therefore, it is very important to select specific NGOs that show a positive and sustainable image. CRM is a winning strategy because customers are happy because they contribute to more social welfare organizations and charitable organizations to use. Low cost reduces the impact of CRM as customers compare them with other CRM-related products. It also creates psychological pressure on the customer's mind because consumers think of responsibility and producers, CSOs want a mental pressure type to sell their products. The frequency of strategic marketing communications for a very powerful CRM, since it not only promotes the brand image, but also generates the identity and feel of the community.

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