

Impact of Consumer Social Responsibility and Brand Social Responsibility Image on Brand Loyal

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Abstarc :

The present paper focus on ITC notebook and try to understand consumer social responsibility for cause related brand and how their preference level changes with different firm donations, and how this activity leads to brand loyalty in long run. An experimental design with 693 participants was used. The results shows that consumers like cause related marketing campaigns and ready to do extra effort for that brand, provided the donation amount invested by companies should be high as much high as company can provide for the cause. Elaborative offers and attitude toward the advertisement affect the social brand image of the company, and these two affects along with brand image produce positive results on brand loyalty among consumers for such low involvement products.

Key Word :

Brand loyalty; Brand social responsibility image; Cause related marketing; Consumer social responsibility

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