

ANALYSIS OF SUCCESS FACTORS OF CAUSE-RELATED MARKETING IN INDIAN CONTEXT FOR NESTLÉ AND NANHI KALI- #EDUCATE THE GIRL CHILD

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ABSTRACT

Cause related marketing is a promotion strategy in which a firm or organization collaborates with a non-profit or social cause to promote their products or services. This strategy tries to establish a win-win scenario, where the company benefits from increased sales and brand reputation while also supporting a cause that aligns with its values and the interests of its customers. In this Paper, researcher did extensive literature review to analyse the success factor of cause related marketing in Indian context. The success of CRM initiatives depends on several factors, including the relevance of the cause to the brand, the credibility of the cause, the perceived genuineness of the brand's commitment to the cause, and the authenticity and transparency of the brand's commitment to the cause. Nestle aligned their strategy by identifying cause i.e. girl child education which was one of the most important issue India was facing.

Keywords: Cause Related Marketing, CSR, Brand Success, Brand Commitment, Brand Credibility

Introduction

As of 2020, there were 108.18 men for every 100 women in India's total population. Women make up 48.04 percent of the population, while men make up 51.96 percent. A complex mix of cultural, social, economic, and political reasons can be used to explain the variance in ratio in India. Male children have always been preferred above female children in Indian society because male children are traditionally valued more highly. This has given rise to a multitude of discriminatory practices involving female children, including education, starvation, etc. Due to a lack of schools, worries about their safety, and cultural beliefs that place a higher priority on male education, female children are sometimes denied access to education, especially in rural areas. Many forms of prejudice against female children have a long history and are strongly ingrained in social and cultural standards. Governmental laws, local programmes, and social change movements must all support attempts to advance gender equality, uplift women and girls, and stop discrimination. One of the initiatives that various organisations are making is cause-related marketing.

Varadarajan, Menon (1988) cause marketing is a process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives.

In simpler terms, Cause Marketing refers to a marketing strategy in which a company partners with a social cause or charity and donates a portion of their profits to that cause, while also promoting their products or services. This approach allows companies to demonstrate their commitment to social responsibility, while also generating positive publicity and increasing sales. Usually, the business commits to giving the chosen cause a part of its sales or profits, or it may create a special product or service whose proceeds go to the cause. The company may also engage in other activities to promote the partnership, such as hosting events, creating social media campaigns, or featuring the cause in their advertising.

As customers have grown more aware of the social and environmental consequences of their purchases, cause-related marketing has grown in popularity in recent years. This approach allows companies to differentiate

themselves from their competitors and appeal to consumers who are looking for brands that share their values and contribute to positive social change.

However, it is important for companies to approach cause-related marketing authentically and with a genuine commitment to the cause. Consumers can quickly spot insincere or superficial efforts, and this can backfire and harm the company's reputation. Therefore, it is essential for companies to choose causes that align with their values and that they can support meaningfully over the long term.

Cause-related marketing can significantly improve society by bringing relevant concerns to people's attention, providing funding for non-profit organizations, and promoting responsible corporate behaviour. By supporting companies that engage in cause-related marketing, consumers can help create a more sustainable and equitable society.

Cause-related marketing has several benefits for both the business and the non-profit or social cause that they collaborate with:

Increased brand awareness and customer loyalty: By associating with a cause, a company can enhance its reputation and build a positive image with customers. This can lead to increased customer loyalty and repeat business.

Enhanced brand differentiation: In a crowded marketplace, cause-related marketing can differentiate a brand from its competitors by demonstrating a commitment to social and environmental issues that customers care about.

Increased sales: Customers are often more likely to purchase products or services from a brand or company that supports a cause that they care about. This can lead to increased sales and revenue for the company.

Positive impact on society: Cause-related marketing can contribute to positive social and environmental outcomes by supporting non-profit organizations and social causes that work to address important issues.

Employee engagement: Employees often feel proud to work for a company that supports a cause, which can increase job satisfaction and employee retention.

Improved public relations: Cause-related marketing can generate positive media coverage and social media buzz, which can enhance a company's public relations and visibility.

Overall, cause-related marketing can be a powerful approach for companies towards building their brand, increase sales, and contribute to positive social and environmental outcomes. By collaborating with non-profit organizations and social causes, companies can demonstrate a commitment to corporate social responsibility and engage customers and employees in meaningful ways.

CSR Approach in India

The Companies Act of 2013 was a turning point since it made it urgent for businesses to support CSR. Initially, a few businesses that weren't contributing but were required to do so under the Act looked for inventive ways to "game" the system. The primary focus of CSR is often what happens to earnings once they made. Larger organisations are aware of the significance of CSR in the business framework for sustainable growth. The triple bottom line, which focuses on economic, environmental, and social performance, is another way that businesses consider CSR as a strategy for socially and economically viable development.

Despite being closely related to concepts and expressions like "business responsibility," "sustainable development," "philanthropy," "sustainability," "responsible business," "triple bottom line," "shared value," "value creation," "business ethics," "socio-economic responsibility," "bottom of the pyramid," "stakeholder management," and "corporate social performance," the term "Corporate Social Responsibility" (CSR) is frequently used in India.

Cause-related marketing and corporate social responsibility (CSR) are similar in that both entail businesses adopting initiatives outside of their normal business operations to have a positive influence on society and the society. The two ideas do, however, differ significantly in some important ways.

A company's voluntary efforts to include social and environmental concerns in their business processes and stakeholder communication are referred to as CSR. This can involve doing things like cutting back on carbon

emissions, encouraging diversity and inclusion, encouraging employee volunteerism, and getting involved in the community. A company's overall business strategy and decision-making processes include CSR as an ongoing commitment.

Contrarily, cause-related marketing is a particular term of strategy in which a business collaborates with a non-profit group or social cause to advertise its goods and services while also raising awareness and support for the cause. Campaigns for a certain topic or cause are usually time-limited and subject-specific.

CSR and cause-related marketing can work well together despite their differences. Companies can show a long-term commitment to social and environmental issues by participating in CSR, and cause-related marketing can aid in generating awareness and support for certain causes or campaigns. Cause-related marketing can also be a means for businesses to highlight their CSR initiatives and show that they are dedicated to having a beneficial impact on society. The aim of this paper is to identify the success factor for the cause related marketing campaign in Indian context.

Literature review

Gupta , Sagar (2017) cause-related marketing helps in a positive brand image, enhancing customer loyalty, and differentiating the brand from competitors. It is important for an organisation to select a relevant cause, aligning the cause with the business's values, and communicating the cause effectively to the target audience.

Kureshi, Thomas (2016) cause-related marketing initiatives are prevalent in the Indian market, with consumers showing a high level of awareness and interest in such initiatives. There are several factors that influence consumers' responses to cause-related marketing initiatives including the relevance of the cause to the brand, credibility of the cause, and the perceived sincerity of the brand's commitment for the cause.

Thomas, Kureshi (2017) companies engaging in cause-related marketing should carefully consider the type of cause they support, with health-related causes being the most preferred by consumers. Companies should also consider the scope of the cause, the preference for local causes may vary depending on the context and cultural norms of the target audience.

Handa, Gupta (2020) brand-cause fit is positively related to consumer behavioural intentions in digital cause-related marketing campaigns. factors which influence cause related marketing are brand-cause fit, including cause relevance, cause image, and brand image.

Manasi Kumari, Patthey and Anute, (2022) SEO and Social Media marketing are extremely important for the company to make them visible. Luxury brands are known for their uniqueness and exclusiveness, so therefore it is very important for them to use the best SEO and Social Marketing strategies so that they can be able to target their prospective customers.

Gadhavi ,Shukla & Patel (2014) presence of a cause-related marketing campaign moderates the relationship between attitude towards the product and purchase intention. Companies can use cause-related marketing campaigns to strengthen the relationship between consumers' attitudes towards products and their purchase intentions. Cause-related marketing campaigns must align with the company's values and that resonate with consumers. The relationship between attitude towards the product and purchase intention was stronger when a cause-related marketing campaign was present.

Gupta, Chawla (2021) consumers' perceptions of cause-related marketing offerings are influenced by several factors, including the perceived fit between the brand and the cause, the credibility of the cause and the organization supporting it, and the emotional appeal of the cause-related marketing message. These factors are interrelated, with the perceived fit between the brand and the cause having the strongest direct effect on consumers' perceptions of cause-related marketing offerings.

Aggarwal, Joshi & Singh(2016) the motivations behind companies' engagement in cause-related marketing, including enhancing brand image, building customer loyalty, and contributing to social welfare. Cause-related marketing can serve as a win-win strategy for both companies and social causes, providing benefits to both parties.

Aggarwal, Singh (2017) purchase intention is significantly influenced favourably by cause participation. This means that consumers who feel a stronger connection to a particular cause are more likely to purchase products

that support that cause. Cause involvement increases consumers' emotional attachment to a brand and strengthens their brand attitudes.

Pandey, Chawla, & Puri (2020) there are significant differences between Generation Y and Generation Z with respect to their attitudes and behaviours towards CRM. Generation Z Customers are more inclined to engage with firms that support social causes, to place a higher value on social responsibility, and to let CRM efforts affect them when making purchases.

Pandey, Chawla & Joung (2022) purchase intention and brand loyalty are significantly influenced positively by attitudes towards the CRM campaign. Customers are more likely to view the brand as trustworthy and socially responsible if they have a positive attitude towards the CRM effort. The kind of cause that the CRM campaign supported was a significant factor in determining attitude, intention, and loyalty. Customers are supportive of CRM campaigns that support causes related to health and education in both India and the Philippines.

Deb (2021) the mindset regarding the CRM effort is overwhelmingly positive. The influence of scepticism on purchase intention is moderated by religiosity. Particularly, consumers who were more religious experienced scepticism's adverse effects on purchase intention more severely.

Rathod, Gadhavi, & Shukla (2014) CRM can be an effective instrument for companies looking to enhance their reputation and increase purchase intention. However, the efficiency of CRM may depend on the type of cause supported, as well as the authenticity and transparency of the brand's commitment to the cause.

Preetha (2018) consumers are prospective to respond positively to CRM programs if they perceive the brand's commitment to the cause as genuine. Extent of consumer awareness and understanding of the cause, the effectiveness of the communication strategy used to promote the CRM program, and the perceived social impact of the program are the factors for success of the campaign.

Agarwal, Malhotra & Nisa (2019) CRM is an effective tool for creating positive social impact while also enhancing the reputation of organizations that engage in such programs.

Singh, Pathak (2020) consumers were more likely to engage with causes that are related to social issues, such as poverty and education, rather than environmental issues. Additionally, consumers were more likely to engage with companies that support causes that are directly related to their products or services.

Methodology

Researchers found very little research done in the field of factors responsible for successful cause related marketing in Indian context. The literature search was done via Google Scholar, Elsevier, Sage and Web of Science etc. using the keywords "Cause Related Marketing India" focusing on journal publications and their related citations. The findings from the literature review were analysed in a systemic way. Further these findings was analysed with Nestle Company's long running Cause Related Marketing campaign i.e. #Educategirlchild. Project Nanhi Kali was started in 1996 as a joint initiative between the K. C. Mahindra Education Trust (KCMET) and Naandi Foundation, with support from the Government of India. Nestle India Ltd. collaborated with the initiative in 2001 to enhance its outreach and impact.

Objective

1. To study Cause related marketing in the Indian context.
2. To investigate the relationship between corporate social responsibility (CSR) and cause-related marketing in India.
3. To identify the key success factors that led to the effectiveness of Nestlé and NanhiKali's #EducateTheGirlChild campaign

Observation from literature review for Success Factor for Cause related Marketing

Overall, the studies suggest that cause-related marketing (CRM) can be an effective strategy for companies to enhance their brand image, build customer loyalty, and contribute to social welfare. The success of CRM initiatives depends on several factors, including the relevance of the cause to the brand, the credibility of the cause, the perceived sincerity of the brand's commitment to the cause, and the authenticity and transparency of the brand's commitment to the cause. Customers' choices for CRM activities are significantly influenced by the nature and scope of the cause. A CRM campaign can improve the connection between consumers' perceptions regarding products and their intents to buy. In addition, consumers' impressions of CRM products are most directly influenced by how well the brand and the cause are viewed to fit together. Finally, the success of CRM

initiatives may depend on the effectiveness of the communication strategy used to promote the program and the perceived social impact of the program.

Sucess Factor of CRM In india Cause to the brand

Credibility of the cause

The perceived sincerity of the brand's commitment
to the cause

The authenticity

Transparency of the brand's commitment

Figure1 :Success Factor of CRM in India from derived from Literature Review

Cause to the brand or "Brand-cause fit refers to the degree to which the values, image, and reputation of the brand and the social cause are perceived to be compatible and mutually reinforcing" Du, Bhattacharya Sen(2010). Lafferty, Goldsmith(2005) credibility of the cause refers to the extent to which the cause is perceived as genuine, trustworthy and capable of making a meaningful contribution to the social issue it represents.Mohr, Webb(2005)another definition of credibility of the cause suggest that it is a multidimensional construct that includes three components:

1. Competence (the ability of the organization to effectively address the social issue)
2. Trustworthiness (the degree to which the organization is perceived as honest, transparent and reliable)
3. Identification (the extent to which the organization's values and beliefs align with those of the cause it supports).

Perceived sincerity refers to the extent to which consumers believe that the brand's commitment to the cause is genuine, rather than just a marketing tactic to increase sales Liu, Ko(2017). In addition,Perceived sincerity of the brand's commitment to the cause involves consumers' beliefs that the brand is truly committed to the cause and that the cause is not being used solely for commercial purposes Thomas, Kureshi(2017).

Authenticity in cause-related marketing refers to the extent to which a company's commitment to a cause is genuine, honest, and consistent with the company's values and actions. It involves transparency and open communication with stakeholders about the company's motives for supporting a cause and the impact of its actions. An authentic approach to cause-related marketing is important in building trust with consumers and other stakeholders and can lead to positive outcomes for both the company and the cause. Mohr,Webb(2005).

Transparency of the brand's commitment in cause-related marketing refers to the extent to which the brand discloses relevant information about their cause-related initiatives and their impact on the cause. It involves clear and honest communication about the brand's intentions, actions, and outcomes related to the cause they support. Transparency helps to build trust and credibility with consumers, who are increasingly interested in the social and environmental impact of the brands they support Kotler, Lee(2008).

About Nestle India

The Indian branch of the international Swiss firm Nestlé is called Nestlé India Ltd. Gurgaon, Haryana, serves as the company's headquarters. Food, drinks, chocolate, and confections are among the company's product offerings.The business was incorporated on March 28, 1959, and Nestlé Alimentana S.A. promoted it through a subsidiary called Nestle Holdings Ltd.As of 2020("Bloomberg News.") the parent company Nestlé owns 62.76% of Nestlé India. The company operates Nine production sites across India in various cities.

About Nestlé and NanhiKali#EducateTheGirlChild

In order to educate girls in India, two organizations—Nestlé and Nanhi Kali—have been collaborating. The #EducateTheGirlChild movement seeks to end the cycle of poverty by giving education to poor girls in India.

In the communities it serves, Nestlé has been working to empower women and give children access to education as part of its Creating Shared Value (CSV) initiative. In order to help the cause, the business teamed up with Nanhi Kali, an Organisation that aims to provide education to poor girls in India.

Since 2017, Nestlé has supported the education of more than 3000 girls in India through this relationship. The business has been giving Nanhi Kali financial assistance, which is subsequently used to buy the girls' school supplies, including books, uniforms, and backpacks. Nestlé has actively participated in advancing the cause through a number of awareness initiatives and events in addition to providing financial support. Since 2012, Nestlé India has worked with Nanhi Kali to promote the education of disadvantaged girls in India. The alliance aims to encourage the advancement of future female leaders and promote education for girls.

(“Nestle Gives Brands A New Look To Support Education For Girl Child.”)On September 1st, 2016, Nestlé India extended its support to Nanhi Kali, further strengthening its commitment to the cause. With the objective of empowering girls from economically disadvantaged homes to break the cycle of poverty and become change agents in their communities, Nestlé India has been striving to provide education, vocational training, and scholarships to them through a number of projects.

Since then, Nestlé India has continued to support Nanhi Kali and the cause of girl child education through a number of initiatives and programmes, such as employee fundraising and volunteering, the creation of a digital learning platform, and the launch of cause-related marketing campaigns to increase awareness of the project and funds for it.

The #EducateTheGirlChild programme has had a huge impact. In addition to assisting females in getting an education, the programme has also helped to raise their general socioeconomic standing. Girls who receive an education are more likely to make greater salaries, live longer, and have fewer children. Also, they are more likely to have a favourable influence on their families and communities, which may promote greater social and economic advancement. Nestle India modified the packaging of some of its well-known products, including Maggi, Nescafe, KitKat, and Munch, as part of this campaign to include the Nanhi Kali logo to support the cause of female child education.

Nestle India promised to donate a share of the sales proceeds for each package of these items bearing the Nanhi Kali label to the Nanhi Kali initiative, which supports the education of impoverished girls.

The goal of Nestle India's project was to promote gender equality and increase public awareness of the value of educating girls.

Campaign Evaluation Based on the 5 Success Factors

Factor	Evaluation	Explanation
Cause to the brand	Positive	The cause of Project Nanhi Kali to the brand of Nestle India can be seen as a strategic move that aligns with the company's values, mission, and objectives.
The credibility of the cause	Positive	The credibility of Project Nanhi Kali is high due to Nestle's long-term commitment, partnerships with established NGOs, and transparent communication about the initiative's progress and impact.
The perceived sincerity of the brand's commitment to the cause	Positive	The perceived sincerity of Nestle's commitment to the cause of girls' education in India can be evaluated based on the longevity of the project, the transparency of the project, and the alignment of the cause with Nestle's values and business objectives.
The authenticity	Positive	Nestle's actions indicate a genuine commitment to the cause of improving education for underprivileged girls in India, which enhances the authenticity of their involvement in Project Nanhi Kali.
Transparency - brand's commitment to the cause.	Positive	Nestle's commitment to transparency helps to enhance the perceived sincerity and credibility of its support for Project Nanhi Kali.

Table 1: Evaluation of Campaign Based on the 5 Success Factors

Impact of Campaign on Nestle India

The initiative has received recognition and awards from various organizations, including the World Business Council for Sustainable Development and the Confederation of Indian Industry. According to a statement by Nestle India, the initiative generated over 4.4 million digital impressions and resulted in a significant increase in sales of the products with the Nanhi Kali logo.

YEARLY RESULTS OF NESTLE INDIA (in Rs. Cr.)	DEC '22	DEC '21	DEC '20	DEC '19	DEC '18	DEC '17	DEC '16	DEC '15	DEC '14	DEC '13
Net Sales/Income from operations	16,787.43	14,633.72	13,290.16	12,295.27	11,216.23	9,952.53	9,159.28	8,123.27	9,806.27	9,061.90
Other Operating Income	77.63	75.69	59.87	73.63	76.04	57.07	64.52	52.04	48.57	39.15
Total Income From Operations	16,865.06	14,709.41	13,350.03	12,368.90	11,292.27	10,009.60	9,223.80	8,175.31	9,854.84	9,101.05

Figure 2: Financial of Nestle India (2013-2022)

Source: <https://www.moneycontrol.com/financials/nestleindia/balance-sheetVI/NI>.

Looking at the financial results of Nestle India over the past 10 years (2013-2022), we can see that the company has experienced consistent growth in net sales/income from operations. From 2013 to 2022, Nestle India's net sales increased from Rs. 9,061.90 crore to Rs. 16,787.43 crore, indicating a CAGR of around 7.5%. From the table provided, we can see that the total income from operations for Nestle India has been increasing steadily from 2013 to 2016. However, there was a significant increase in total income from operations from 2016 to 2017, where it increased from Rs. 9,223.80 crore in 2016 to Rs. 10,009.60 crore in 2017. The total income from operations has continued to increase since then, reaching Rs. 16,865.06 crore in December 2022.

Findings

According to a review of the literature on the success factors for cause-related marketing in the Indian context, successful partnerships need that the cause and the brand are a good fit and that the brand is seen as authentic, credible, and committed to the cause. The perception of "cause washing" or dishonest intentions must be avoided at all costs, therefore communication must be transparent. Also, based on Nestle India's financial data, we can conclude that the company's sales increased significantly following the introduction of programme exclusives in the form of cause-related marketing, a type of marketing strategy that supports a cause. Because cause related marketing is a strategy used by organisations for improving reputation, brand image, sale etc. The #EducateGirlChild Initiative by Nestle had its strategy examined together with the Indian factors for the success of cause-related marketing, which were gleaned from a review of the literature.

Conclusion

It can be said that cause-related marketing can be an effective way for companies to not only make a positive social impact but also boost their brand image and increase sales. However, for such partnerships to be successful, it is crucial for the cause and the brand to have a good fit, and for the brand to be perceived as authentic, credible, and committed to the cause. Transparency in communication is also important to avoid any perception of "cause washing" or insincere motives.

The success of CRM initiatives depends on several factors, including the relevance of the cause to the brand, the credibility of the cause, the perceived sincerity of the brand's commitment to the cause, and the authenticity and transparency of the brand's commitment to the cause. In the case of the Nanhi Kali project, the partnership with Nestle appears to have been successful in achieving its intended goals, as the project has reportedly been able to expand its reach and provide education to more girls as a result of the funding received. However, as with any cause-related marketing partnership, it is important to continue to monitor and evaluate its impact over time. Nestle aligned their strategy by identifying cause ie girl child education which was one of the most important issues India was facing.

Overall, cause-related marketing can be a win-win for both the brand and the cause, but it requires careful consideration and execution to ensure its effectiveness and authenticity. Further research can be done on this campaign on brand loyalty.

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