

A STUDY ON SOCIAL-MARKETING & SHOPPING INTENTION WITH BRAND RESPONSIVENESS AS MEDIATING VARIABLE

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Abstract

Social-marketing is commonly known as community partnering is a practice of strategic philanthropy as it operate as a unique and powerful tool to mix company's marketing goals with well-being of society. It is gaining too much attention by corporate firms seeking both social and economic benefit simultaneously. The major objective of this study is to measure the relationship between Social-related marketing campaign and customer Shopping Intention with mediating role of brand Responsiveness. Preliminary conceptual framework was developed by previous literature and validated through empirical survey. Survey was conducted by collecting 250 sample from Bilaspur city of Chhattisgarh. Data were analyzed with the help of mediation analysis. The finding of the study revealed that Social-related marketing influence the consumers shopping Intention and brand responsiveness partially mediate the impact of Social-related campaign and Shopping Intention. This study add literature in Social-marketing and define a mediating role of brand Responsiveness in Social related campaign and Shopping Intention which is quietly absent in previous literature of Social-marketing.

Key words: Social-related marketing, Shopping Intention, Brand Responsiveness.

Introduction: Social-marketing is a type of Corporate Social Responsibility, in which the promotional campaign of a company's has the dual purpose of increasing profitability while well-being of mankind.

Social-related marketing also known as community partnering is a practice of strategic philanthropy as it act as a unique and powerful tool to mix company's marketing goals with well-being of society. It gains much attention by corporate firms seeking both social and economic benefit simultaneously. In order to differentiate their product and services from their competitor marketer's focused on intangible factors like Social related campaign, corporate social responsibility etc. which ultimately leads to building good corporate image in market.

Social-related marketing is crucial example of the partnership formed between corporations and charities to raise both money and brand Responsiveness. Business in the Community (2005), defines Social-Related Marketing (CRM) as "a commercial activity by which businesses and charities or Socials form a partnership with each other to market an image, product, or service for mutual benefit". It includes various ways in which organisations are providing charities and good Socials through CRM partnerships that consist of donations, and additional support leveraged through customers, suppliers, or employees.

Forms of Social Marketing: Social-marketing can be done in many ways which are as follows:

Point of Sale Campaigns: Company solicited a donation at the point of sale but made by the consumer (e.g. consumers are requested to donate some money when they check out from stores, that money can be used for some social Social).

Portion of Shopping: Corporate houses donate a portion of their sales to a non-profit or Social.

Pin Ups: Customers will donate and fill their name on paper icon, which will then be hung up in the store.

Buy One Give One: Businesses will donate a product with comparable value to a designated product based on each sale of that product.

Message-Focused Campaigns: Business resources are used to share a Social-focused message. For example, a campaign that encourages behavior change (e.g. don't text and drive), drives Responsiveness about an important Social (e.g. talking with elderly parents about driving) or encourages consumer action (e.g. signing a petition to save whales from captivity).

Digital Engagement: Businesses create a "digital experience" using social media and software engineers to spread Responsiveness and raise funds for a Social or non-profit.

Volunteerism: Rather than asking for a donation, businesses will ask if customers will volunteer their time to a certain organization.

Theoretical framework: Social-related marketing, Brand Responsiveness and ShoppingIntention:

Today, most of the companies are using Social Related Marketing as a strategic tool (Till and Nowak, 2000) to build a positive brand image in the minds of consumers (Chattananon et al., 2008) which results in enhancing the sales of a company's products (Varadarajan and Menon, 1988) and profits as well (Adkins, 2004). Also consumers have better perceptual associations with those organizations that work with charities and good Socials (Farache and Perks, 2008).

Varadarajan and Menon (1988) stated that Social-related campaign leads to loyalty of the customers. So the company's not only focus on innovative strategies to attract the new customer but also to retain the existing customers (Matson, 1994). In this context, Social Related Marketing(CRM) represents one of the modern marketing strategies (Taylor, 2007) which are being used by most companies. Social related marketing campaigns stimulate trial Shopping, repeat Shopping which ultimately leads to increasing sales of company.

This study assesses the relationship between Social-related marketing, brand Responsiveness, and consumer ShoppingIntention.

As earlier studies suggested that, Social related marketing campaigns support in increasing brand Responsiveness and building positive corporate image in the minds of customers (Varadarajan and Menon, 1988; Adkins, 2004). But it is also fact that consumer ShoppingIntention are Pre-established i.e. consumers are purchasing the existing products of the company before the company is executed the Social related marketing campaigns.

On the basis of literature review it is conceptualized that Social-related marketing campaigns help in increasing brand Responsiveness among the customers which leads to influence their ShoppingIntention. Most of the previous studies have only focused on the direct impact of Social-marketing campaigns on consumer ShoppingIntention while ignoring the significant role of brand Responsiveness of consumers.

Objectives and Hypotheses:

A conceptual framework of the proposed relationships was developed with the goal of fulfilling following objectives:

1. To study the impact of Social-related marketing on consumer ShoppingIntention.
2. To study the mediating role of brand responsiveness between Social-related marketing and ShoppingIntention.

Following Hypotheses can be drawn based on the literature review:

- H1: Social related marketing campaigns have a positive Impact on the brand Responsiveness.
H2: Higher level of Brand Responsiveness is associated with the higher level of customer ShoppingIntention.
H3: The impact of Social related marketing campaigns on consumer ShoppingIntention is mediated by brand Responsiveness.

Research methodology:

The major purpose of this study is to assess the influence of Social-related marketing campaign on ShoppingIntention with mediating role of brand Responsiveness. For measuring the relationship between variables 250 sample were collected from Bilaspur city by convenient sampling method. To test the instrument a pilot study was conducted before final data collection. The sample for the pilot study consisted of 40 respondents. Research instrument divided into two parts. First part consists of question related to demography and in the second part different statements were solicited based upon the variables of the study. A five point likert scale was used to assess the respondents' level of agreement or disagreement. All measures for the constructs were taken from previous studies.

Data Analysis:

Demographic data were analyzed with the help of percentage and frequency distribution while mediation analysis was applied to test the formulated hypothesis.

Total samples 250 were collected for the final study. Out of total 250 respondent 43% were female and 57% were male which indicate sample contained majority of male respondent. 35% respondent belonged to 18-30 age group, 52% from 30-50 age group and remaining 13% were from 50 above age group. 61% respondents were married while 39% were unmarried.

Mediation Analysis:

The result based on mediation analysis has been given below:

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*****  
Model = 4  
Y = PD  
X = CrM  
M = BA  
  
Sample size  
250  
  
*****  
Outcome: BA  
  
Model Summary
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R	R-sq	MSE	F	df1	df2	p
.3579	.1281	.6175	21.7369	1.0000	148.0000	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
constant	3.4806	.4920	7.0737	.0000	2.5082	4.4529
CrM	.3946	.0846	4.6623	.0000	.2274	.5619

Outcome: PD						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.6266	.3927	.6416	47.5195	2.0000	147.0000	.0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	-.1669	.5802	-.2877	.7740	-1.3135	.9797
BA	.2955	.0838	3.5261	.0006	.1299	.4610
CrM	.6676	.0924	7.2250	.0000	.4850	.8502

***** TOTAL EFFECT MODEL *****

Outcome: PD						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.5842	.3413	.6912	76.6817	1.0000	148.0000	.0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	.8614	.5206	1.6547	.1001	-.1673	1.8901
CrM	.7842	.0896	8.7568	.0000	.6072	.9612

***** TOTAL, DIRECT, AND INDIRECT EFFECTS*****

Total effect of X on Y						
Effect	SE	t	p	LLCI	ULCI	
.7842	.0896	8.7568	.0000	.6072	.9612	
Direct effect of X on Y						
Effect	SE	t	p	LLCI	ULCI	

	.6676	.0924	7.2250	.0000	.4850	.8502
Indirect effect of X on Y						
	Effect	Boot SE	BootLLCI	BootULCI		
BA	.1166	.0533	.0298	.2377		
***** ANALYSIS NOTES AND WARNINGS *****						
Number of bootstrap samples for bias corrected bootstrap confidence intervals:						
5000						
Level of confidence for all confidence intervals in output:						
95.00						

The results depict that Social-related marketing (CrM) campaigns have a positive impact on brand Responsiveness (BA) (.3946, $p < 0.000$, H1 supported) and brand Responsiveness positively influences the customers ShoppingIntention (PD)(.2955, $p < 0.0006$, H2 supported). Based up on the H3, to test the mediating role of brand Responsiveness a three step procedure recommended by Baron and Kenny (1986) to prove the mediation was used.

According to the procedure, in the first step a significance test of the relationship between the independent variable (CRM campaigns) and the mediator (brand Responsiveness) was required. In result it is found positive and significant ($p < 0.05$). The second step required a test of relationship between the independent variable (CRM campaigns) and the dependent variable (Consumer Shopping intentions). In this step, the relationship is also found positive and significant ($p < 0.05$). Finally, in the third step the dependent variables needed to be regressed on both, the independent variable and the mediator. To prove mediation, in the third step mediator must be related to the dependent variable and the effect of the independent variable on the dependent variable to be less than it was in the second step. In this case the effect of the independent variable (CRM) (.6676, $p = .0000$) on dependent variable is less than the effect in the second step (.7842, $p = .0000$). It shows the occurrence of partial mediation.

Conclusion

The major aim of this study was to assess the relationship between Social-related marketing campaigns, brand Responsiveness and consumer ShoppingIntention. The results provide strong evidence that Social related marketing campaigns positively influence the consumer ShoppingIntention which is the primary contribution of this research paper. This study also revealed that i.e. effect of Social Related Marketing campaigns on consumer ShoppingIntention is partially mediated by brand Responsiveness, which indicate that consumer ShoppingIntention influence by Social related marketing campaign through brand Responsiveness of consumers.

The finding of mediation analysis gives a new insight for the formulation of Social related marketing campaign successful in country like India.

It is suggested that the companies should focus on increasing the brand Responsiveness among the customers so that they can recall the brands. Additionally, brand-Social fit can also play a vital role to increase the brand Responsiveness among the customers (Till and Nowak, 2000; Gupta and Pirsch, 2006). Selecting an appropriate Social for a brand can increase the

interest of customers. This interest of customers can then lead to the Shopping of the advertised brand.

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