

**A STUDY OF IMPACT OF A CAUSE RELATED MARKETING
ATTRIBUTES ON CUSTOMERS PURCHASE INTENTION OF
BABY CARE PRODUCTS IN SRI LANKA**



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**A Study of Impact of a Cause Related Marketing Attributes on
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H.J Udayanga and J. Sutha

Uva Wellassa University, Sri Lanka

Key word: consumer purchase intention, cause related marketing

ABSTRACT

Cause Related Marketing has become a Strategic marketing tool nowadays specially in the highly competitive industries. Baby care products industries one of the competitive industries in Sri Lanka. The purpose of this research to investigate the relationship between consumer purchase intention of baby care products and cause related marketing activities and examine the relative Contribution of attribute in cause related marketing on purchase intention of baby care products in Sri Lanka this was Analyzed by using descriptive and inferential Statistics. 300 Customers are selected as a Sample by using multistage cluster sampling techniques and distribute questionnaires impersonally. Empirical evidence Showed that cause related marketing have positive relationship with consumer purchase intention. In this research only four cause related Attributes are Significantly contributes to purchase intention. Finally cause related marketing enhancement Strategies were discussed. Overall, this research should help firms determine the best factors of cause related marketing attribute.