



**THE IMPACT OF PERCEIVED CAUSE RELATED
MARKETING CAMPAIGNS ON BRAND
LOYALTY
(WITH SPECIAL REFERENCE TO DAIRY
INDUSTRY IN COLOMBO DISTRICT)**

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ABSTRACT

Cause related marketing is more powerful concept in current marketing scenario. Cause related marketing helps to increase sales of the organizations and improve their image and reputation and to win the consumer's hearts in their decision of which company to support. The cause related marketing and the brand loyalty are emerging as one of the most critical impact on the dairy industry in Sri Lanka. Nowadays dairy organizations have become consider on the cause related marketing strategies or campaigns to ensure a loyal consumer base. Cause related marketing campaigns has been creating so much attention in the minds of the customers during the recent years. The researcher has selected 150 consumers in Colombo district who consume the dairy products as the sample of this research according to the Convenience sampling method and questionnaire is used as the data collecting technique. Descriptive statistics, correlation analysis and regression analysis were used to analyze the data with the support of SPSS 21 version. Existing perception of dairy product consumers on cause related marketing and brand loyalty is analyzed in this research by using descriptive statistics. According to the Correlation analysis, there is a strong positive relationship between the cause related marketing and brand loyalty. In addition to that multiple linear regression analysis has confirmed the positive impact of cause related marketing on brand loyalty of dairy products. Since the study found that the significant impact of cause related marketing on brand loyalty in dairy industry, this study provide recommendations and suggestions for practical implementation for companies who produce dairy products based on the research findings. It suggest that product type, congruence and altruistic motivation are the key consideration as it highly impact. In addition to that all the cause related marketing dimensions should be consider due to the positive impact of them to brand loyalty in dairy industry.

Key Words – Altruistic Motivations, Brand Loyalty, Cause Related Marketing, Congruence, product type, Self-Interested Motivations