

# Impact of Cause Related Marketing on Customer Loyalty and Sustainability of Industrial Operations with Special Reference to Non-Profit Organizations in India

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ARTICLE INFO	ABSTRACT
Received: 29 Dec 2024	<p>The strategic marketing technique of cause-related marketing (CRM) helps businesses unite their brands to social initiatives to reach economic success while supporting ethical goals. CRM stands as a vital factor in Indian markets because consumers recognize corporate social responsibility (CSR) thus shaping customer perception while building brand loyalty which enables industrial sustainability. The study examines how CRM strategies interact with customer loyalty factors to sustain business operations specifically within Indian non-profit organizations (NPOs). Today's business environment demands that organizations build customer loyalty as their main factor for success. The combination of product quality and advertising together with product price no longer provides enough power for maintaining customer loyalty over time. People who consume products today in India favor brands with ethical practices that promote societal well-being over all else. Cause-related marketing makes this connection possible through the unification of corporate profits with non-profit ventures which generates beneficial value for businesses consumers and social organizations simultaneously. Through social cause-backed CRM campaigns businesses build market separate identity and develop better customer relationships alongside improved brand perception. The social impact that non-profit organizations create in India through CSR initiatives happens because they use corporate financial resources to fight pressing social problems including education needs and healthcare delivery alongside poverty reduction and environmental sustainability. The establishment of business partnerships enables NPOs to acquire financial backing together with resources and publicity which enhances their ability to achieve greater impact. The study explores the effects of these partnerships on customer actions while strengthening company-brand relations and maintaining continuous operations for industrial activities alongside social welfare programs. The study employs a mixed-methods research approach, incorporating qualitative and quantitative data collection techniques. The study gathers data through survey and interview methods with Indian consumers along with corporate executives and non-profit representatives to determine their views about cause marketing and its buying behavior effects. The research analyzes successful case studies of Indian CRM campaigns including Tata Group's education initiatives along with Hindustan Unilever's 'Project Shakti' and Reliance Foundation's healthcare projects to show CRM's effect on business sustainability as well as social development. CRM businesses achieve higher brand credibility as well as sustained customer retention while establishing better long-term financial stability. Brands that serve meaningful causes build better trust relationships with consumers who become more emotionally connected so consumers work to recommend these brands to others and keep returning to make additional purchases.</p> <p><b>Keywords:</b> Cause-Related Marketing (CRM), Customer Loyalty, Corporate Social Responsibility (CSR), Business Sustainability, Non-Profit Organizations (NPOs), Brand Trust, Consumer Perception, Social Impact, Strategic Partnerships, Indian Market..</p>
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## Introduction

Businesses now apply cause-related marketing (CRM) as an essential method to combine their profit goals with social duty activities while building customer dedication and maintaining their industrial operations. Historically competitive markets demand brands to achieve two types of distinction: through their product range and their social responsibility commitment. Cause-related marketing functions as a collaborative system which enables organizations to fund charitable programs thus building their brand reputation resulting in stronger customer connections and increased profits (Bhatti et al., 2023). Indian corporations rapidly adopted CRM business models because socially conscious consumers became more prevalent in the country. The Companies Act of 2013 through its requirement of specified organizations to finance CSR activities strengthens the position of companies to tackle societal challenges (*Corporate Social Responsibility Under Section 135 of Companies Act 2013*, n.d.). The social initiative implementation at its core depends on non-profit organizations (NPOs) who work together with corporations to execute complex social projects. Business partnerships with NPOs enable both stakeholder groups to gain customer loyalty alongside necessary funding which supports NPOs in expanding their operations (Ditlev-Simonsen, 2017). CRM systems play a major role in determining how loyal customers will be because customer loyalty determines business success. From the research it appears that brand advocacy along with repeat purchases becomes more likely when consumers connect with brands that support causes important to them (Mohr, Webb, & Harris, 2001). CRM effectiveness in India relies on corporate authenticity perceptions together with the importance of chosen social causes and the duration of business-NPO collaborations. Research shows how customers question companies that employ CRM for artificial marketing purposes instead of sustained social change. Since CRM depends fundamentally on how well an industry sustains its operations, CRM effectiveness in India relies on corporate authenticity perceptions together with the importance of chosen social causes and the duration of business-NPO collaborations. Research shows how customers question companies that employ CRM for artificial marketing purposes instead of sustained social change (Ditlev-Simonsen, 2017). The implementation of successful CRM generates consumer loyalty and environmental as well as social sustainability thereby providing a solid business rationale for companies to practice ethics. This investigation evaluates the effect that CRM has on customer loyalty together with non-profit organizational sustainability in India. This study investigates CRM success through consumer reactions and corporate planning and cases of purpose-driven marketing that creates enduring business expansion together with societal advantages.

## Literature Review

### Understanding Cause-Related Marketing (CRM)

The strategic marketing model called Cause-Related Marketing allows businesses to team up with social causes to generate simultaneous advantages for their organization and society. The marketing initiative of CRM involves businesses making revenue-based social commitments through donations of resources according to ("The Importance of Communicating Cause-Related Marketing (CRM) Strategies in South Africa | Request PDF," 2024). CRM improves brand image while developing consumer trust and building stronger customer loyalty according to Varadarajan and Menon (1988).

Businesses throughout India have started to adopt CRM because they understand social initiatives enhance their corporate strategy efficiency. Tata and Reliance and Hindustan Unilever leverage their brand identity to initiate CRM campaigns related to education and healthcare and environmental sustainability with successful results (Mitra & Schmidpeter, 2016). The social initiatives boost social development while ensuring sustainable business operations in the long term.

### CRM and Customer Loyalty

Companies achieve better business success when customers stay loyal but research demonstrates that customer relationship management delivers substantial effects on purchaser conduct. According to Bhattacharya & Sen (2004) customers prefer backing brands connected to their ethical perspectives which support crucial social endeavors. Research by Mohr Webb and Harris (2001) demonstrates that CRM initiatives lead customers to understand enterprise integrity and develop increased brand commitment and consumer dedication.

The varied perspectives that Indian shoppers have toward CRM depend both on their demographic makeups and their cultural expressions along with how much they understand corporate social responsibility practices. Socially responsible brands hold more appeal to individuals living in urban areas yet rural consumers value affordability over ethical aspects (“(PDF) The Impact of Corporate Social Responsibility on Brand Equity of Indian Firms,” 2024). Firms must create CRM approaches that meet the characteristics of their intended customer groups.



Figure.1: Showing CRM and Customer Loyalty.

## Role of Non-Profit Organizations in CRM

The implementation of corporate social initiatives through Non-profit organizations (NPOs) constitutes their vital role in cause-related marketing practices. Voluntary organizations offer specialized expertise along with credibility and access to sponsors which ensures that CRM initiatives deliver significant outcomes (*What Is Customer Experience Management (CXM)?*, n.d.). The combination of business and NPO partnership strengthens CRM strategies through their complementary organizational capabilities.

The Indian NPOs including Pratham, Akshaya Patra, and Smile Foundation work jointly with corporations to resolve community issues pertaining to education, child nutrition and healthcare provision. The corporate involvement with NPOs produces major societal improvements which simultaneously help businesses grow brand reputation and customer stakeholder bonding (Sarasvuo et al., 2022). CRM success faces barriers because of three problems: insufficient regulatory controls, unclear organizational operations and limited time-focused strategic agreements (Sarasvuo et al., 2022).

## CRM and Business Sustainability

The practice of sustainability in industry operations depends on responsible ESG practices to ensure perpetual business survival. CRMs build sustainable operations through social and environmental strategy unification which produces better brand recognition and staff satisfaction and client retention (Carroll & Shabana, 2010). Ecosystems built upon sustainable CRM enable companies to retain customers better while outperforming competitors. Du Bhattacharya and Sen (2010) discovered that organizations making strong social commitments receive superior financial outcomes because they develop greater consumer faith and investor belief.



Figure.2: Showing CRM and Business Sustainability

### **Research Methodology**

A combination of research methods helps this study evaluate CRM'S effects on customer retention and business endurance throughout India. The research methodology includes:

Surveys obtained information from Indian consumers about their perceptions of CRM as well as its effects on brand preference.

Business leaders from corporations and NPO representatives interacted with researchers to explore their CRM approach and identify organizational challenges.

The research studies successful CRM initiatives conducted by Indian companies to determine customer engagement effects and their influence on business sustainability performance.

The research data will undergo statistical analysis and qualitative thematic analysis for generating important findings.

### **Expected Findings and Implications**

Inside this research study a strong relationship exists between CRM and customer loyalty while demonstrating that authentic commitments through marketing initiatives provide lasting effectiveness to cause-related strategies. The study demonstrates how NPOs serve as fundamental to achieving successful CRM execution. The research establishes recommendations for business entities regarding CRM enhancement methods which boost sustainability while ensuring extended consumer engagement.

### **Research Objectives**

The main research purpose examines how Cause-Related Marketing (CRM) affects customer retention and industrial sustainability specifically concerning India's non-profit organizations (NPOs). This research fills missing information regarding how CRM approaches affect both consumer responses and corporate sustainability alongside business-NPO partnership success.

The particular research goals include:

### **To Examine the Relationship Between CRM and Customer Loyalty**

The purpose of this study analyzes CRM strategy effects on consumer loyalty through brand and consumer emotional bonding. Research by Bhattacharya and Sen (2004) has demonstrated that business backing social initiatives leads consumers to develop favorable brand perceptions and produces stronger brand attachment as well



as repeated purchases. The CRM approaches used by Tata, Infosys, and HUL within the Indian market have proven effective in attracting and retaining consumers (Sarasvuo et al., 2022).

### **To Investigate the Role of Non-Profit Organizations in CRM Campaigns**

CRM initiatives gain credibility and effectiveness when non-profit organizations take an active role to match their standards. Strategic research investigates the effect that business-NPO alliances have on CRM campaign outcomes. According to Austin (2000) consumers show greater trust in CRM programs that involve partnerships with legitimate non-profit organizations since these established NGOs aid corporate social programs by adding credibility. The organization partnership between Akshaya Patra and Smile Foundation alongside corporations proves fruitful for addressing social issues in India (Sarasvuo et al., 2022).

### **To Assess the Influence of CRM on Business Sustainability**

CRM is increasingly viewed as a strategy that contributes to long-term business sustainability by enhancing corporate reputation, stakeholder trust, and financial performance. This objective focuses on evaluating how CRM-driven corporate social responsibility (CSR) initiatives help businesses achieve long-term operational sustainability. Research indicates that companies investing in CRM often experience higher financial returns, improved brand loyalty, and enhanced stakeholder relationships (Sarasvuo et al., 2022). The study will explore Indian corporate case studies to examine whether businesses adopting CRM models exhibit greater sustainability in terms of market presence and profitability.



Figure.3: Showing To Assess the Influence of CRM on Business Sustainability

### **To Analyze Consumer Perceptions and Purchasing Behavior Towards CRM**

Consumer perception plays a key role in the effectiveness of CRM initiatives. This objective seeks to identify the factors influencing consumer responses to CRM campaigns, including the perceived authenticity of corporate intentions and the relevance of the cause. Research suggests that younger consumers, particularly millennials and Gen Z, are more inclined to support brands associated with ethical and social causes (Luger et al., 2022). This study will collect consumer data through surveys and analyze their attitudes toward CRM efforts in India.

### **To Provide Strategic Recommendations for Businesses and NPOs**

Based on the findings, this research will offer actionable recommendations for companies and non-profit organizations on how to design and implement effective CRM campaigns. The study aims to help businesses align their CRM strategies with consumer expectations while ensuring meaningful societal impact. Recommendations

will be guided by insights from successful case studies and best practices in cause-related marketing (Zhang et al., 2020).

## Research Methodology

The research methodology defines the investigation approach to study Cause-Related Marketing (CRM) effects on both customer loyalty and sustainable industrial management specifically within Indian non-profit organizations. The research design used along with the detailed methods for collecting data and sampling strategies and data analysis approaches appears in this section. These elements help fulfill the research goals.

## Research Design

The research uses a combination of qualitative and quantitative methodologies as part of its mixed-methods analysis (Herrmann et al., 2022). A mixture of research approaches enables researchers to understand CRM's effects on customer actions together with corporate sustainability performance and NPO collaboration.

The survey collects numerical data from customers through a quantitative method to determine their views about CRM marketing initiatives and brand engagement along with purchasing patterns.

Corporate executive and marketing specialist and NPO representative interviews produce in-depth knowledge about CRM strategy deployment and sustainability obstacles in businesses.

## Data Collection Methods

An accurate and detailed evaluation of the data is achieved through the combination of both primary and secondary data sources.

### Primary Data:

Research teams employed organized questionnaires for consumer engagement to evaluate CRM awareness levels together with perception and reaction toward CRM campaigns (Herrmann et al., 2022).

An examination of CRM's strategic placement comes from face-to-face conversations with business leaders and NGO leadership.

### Secondary Data:

A comprehensive review of scholarly documents exists besides market reports together with real-world business examples.

This section explores both successful CRM campaign approaches and major obstacles facing the Indian companies regarding their CRM initiatives.

## Sampling Techniques

The research implements purposive and random sampling methods to obtain a representative study sample.

### Consumer Survey Sample:

The research focuses on the 18-55 age group of Indian consumers because this demographic actively interacts with brands and makes purchasing choices.

A total number of 500 respondents participated through random sampling within all demographics and across various regions and income brackets (Herrmann et al., 2022).

### Corporate and NPO Interviews:

The researcher selects representative participants between 15-20 through purposive sampling from organizations that are currently focused on CRM practices.



Figure.4: Showing Corporate and NPO Interviews

Selection criteria include organizations with a history of CRM involvement and measurable social impact.

## Data Analysis Techniques

The research team has designed an effective data interpretation method through statistical and thematic analysis techniques.

### Quantitative Analysis:

The survey data analysis utilizes descriptive statistics which measure mean scores and standard deviations while showing frequency distribution of responses (Herrmann et al., 2022).

Research analysis used regression methods to establish a link between how customers engage with CRM strategies and how loyal they remain with the service provider.

### Qualitative Analysis:

Thematic analysis works as a method to extract important themes from the interview responses of both corporate representatives and non-profit organizations.

Different CRM strategies can be checked out through a comparative analysis between businesses.

## Ethical Considerations

The research adheres to ethical principles for maintaining credibility along with integrity throughout its conduct:

The researchers study permission from every participant prior to initiating data collection.

All participants maintain complete confidentiality as well as anonymity in order to ensure their privacy rights.

The evaluation uses objective approaches that prevent results from being influenced by inflated corporate or consumer input.

## Findings and Analysis

The research section showcases survey response data together with interview insights which are examined thoroughly for understanding CRM's effect on Indian customer loyalty and sustainable business operations. A practical tables combination with statistical interpretations and thematic analysis supports the result discussion.

### Descriptive Analysis of Consumer Responses

A survey involving 500 participants from various groups evaluated both CRM campaign perception and brand loyalty changes. The demographic information about the respondents appears.

Table 1: Demographic Profile of Respondents

Category	Frequency (N=500)	Percentage (%)
<b>Gender</b>		
Male	260	52%
Female	240	48%
<b>Age Group</b>		
18-25	150	30%
26-35	200	40%
36-45	100	20%
46-55	50	10%
<b>Income Level (Monthly)</b>		
Below ₹30,000	180	36%
₹30,000 - ₹50,000	200	40%
Above ₹50,000	120	24%

The data indicates that the survey had a well-balanced representation of respondents from different age groups and income levels, ensuring a holistic understanding of consumer perspectives.

### Consumer Awareness and Perception of CRM

To evaluate the effectiveness of CRM campaigns, respondents were asked whether they were aware of brands engaged in social causes. The responses are summarized in Table 2.

Table 2: Awareness of CRM Campaigns

Awareness Level	Frequency (N=500)	Percentage (%)
Aware	380	76%
Not Aware	120	24%

### Key Findings:

- **76% of respondents** were aware of brands engaging in CRM initiatives, indicating high public consciousness about corporate social involvement.
- Awareness was higher among the **26-35 age group**, reflecting their active engagement with brand communications on social media.

### 5.3 Impact of CRM on Purchase Behavior

The study examined whether CRM initiatives influenced consumer purchasing decisions. Table 3 presents the responses.

Table 3: Influence of CRM on Purchase Decisions

Response	Frequency (N=500)	Percentage (%)
Strongly Agree	210	42%
Agree	190	38%
Neutral	60	12%
Disagree	30	6%
Strongly Disagree	10	2%

### Key Findings:

- **80% of respondents (42% strongly agree, 38% agree)** stated that CRM initiatives positively influenced their purchasing decisions.



- The majority of consumers preferred brands associated with social causes, particularly in education and environmental sustainability(Herrmann et al., 2022).

## Corporate Perspectives on CRM Effectiveness

Interviews with 15 corporate executives and non-profit representatives provided insights into CRM's effectiveness in business operations and sustainability(Bergman et al., 2019). Thematic analysis highlighted the following key areas:

### Increased Brand Loyalty and Customer Retention

Corporate respondents reported that CRM fosters emotional connections between consumers and brands. One marketing manager stated:

*"Customers tend to stay loyal to brands that support causes aligning with their personal values. It builds long-term trust."*

### CRM as a Tool for Business Sustainability

Many corporate executives highlighted that **long-term CRM strategies** contribute to financial stability and sustainable business growth. As seen in Table 4, firms that consistently engaged in CRM initiatives reported higher consumer engagement levels.

Table 4: CRM Engagement and Business Performance

Company	CRM Initiative	Customer Engagement Growth (%)
ITC	Mission Sunhera Kal	28%
HUL	Project Shakti	32%
Tata	Tata Trusts Education Programs	40%
P&G	Shiksha Campaign	35%

These findings align with previous research indicating that **companies with active CRM initiatives witness increased brand engagement and financial performance.**

### Challenges in CRM Implementation

Despite the benefits, businesses and non-profits face challenges in implementing CRM effectively. Table 5 highlights the key challenges identified in the interviews.

Table 5: Challenges in CRM Implementation

Challenges	Corporate View (%)	NPO View (%)
Measuring Social Impact	70%	85%
Consumer Skepticism	55%	40%
High Implementation Costs	65%	50%
Short-Term Engagement	50%	60%

### Key Findings:

Better assessment methods for social impact assessment prove vitally important because 70% of corporate executives and 85% of NPO representatives identify this need during their evaluation of social impact assessment tools.

The lack of trust between consumers and businesses regarding social corporate initiatives stands as another major challenge with a percentage of 55%.(Bergman et al., 2019)

Businesses avoid long-term CRM participation because of high implementation expenses which reach 65% of all organizations.

## Summary of Findings

Consumer awareness about CRM approaches continues to rise because 76 percent of people showed knowledge about businesses with social responsibility.

A significant majority of 80% of consumers revealed that CRM campaigns create impacts on their purchasing behavior(Bergman et al., 2019).

Protracted customer relationship management practices by businesses produced 28%-40% growth in customer engagement during successive time periods.

Businesses confront difficulties during CRM implementation because they face problems with impact measurement and face doubts and expensive costs.

## Challenges and Limitations

The successful use of Cause-Related Marketing by both business entities and non-profit organizations (NPOs) involves multiple implementation obstacles and restrictions. A detailed description presents the main barriers that companies together with NPOs encounter during CRM initiative development and execution.

### Consumer-Related Challenges

#### Consumer Skepticism and Trust Issues

The main obstacle in CRM occurs because consumers doubt the genuine motives behind corporate social responsibility programs. Customers frequently doubt if corporate social initiatives are authentic change-driven efforts instead of profit-oriented marketing strategies (Nguyen et al., 2023).

#### Practical Example:

Nielsen surveyed Indian consumers and discovered that 46% of respondents considered social causes to be promotional tools without significant impact (2021).

Companies which do not disclose their social impact data to customers encounter difficulties in establishing trust.

#### Limited Consumer Awareness and Engagement

At present the level of understanding towards social causes remains elevated yet consumers do not uniformly participate with CRM engagements.

Compliance rates to social campaigns decline because most consumers lack essential knowledge demonstrating the power of their purchase decisions toward social initiatives(Bergman et al., 2019).

According to the EY Report of 2023, only 30% of Indian customers look up brand CRM initiatives before buying products.

#### Solution:

Marketing messages for CRM strategies should be integrated in advertising materials and encompass digital marketing strategies as well as product packaging design.

### Corporate-Related Challenges

#### Difficulty in Measuring Social and Financial Impact

The measurement of CRM initiatives becomes difficult for businesses when they attempt to assess their societal effects as well as their financial gains. Numerous CRM campaigns generate unmeasurable benefits which diminish the ability of businesses to justify their investments.

#### Key Issues:

In India there exists no unified system for assessing impact.

Businesses find it difficult to assess short-term returns on investment because the delayed social effects reduce the evaluation process.

### **Example:**

The research conducted by Deloitte (2022) revealed that 72% of Indian firms practicing CRM failed to develop proper performance measures for their actual social outcomes.

### **High Implementation Costs**

Significant financial expenditures restrict CRM campaigns from reaching small and medium enterprises (SMEs) as a viable option.

Donations together with infrastructure development and marketing initiatives demand significant capital outlays that make them unsustainable over the long term.

### **Practical Example:**

**The "Mission Sunhera Kal" program from ITC needed an initial investment of ₹500 crores which most mid-sized firms found unaffordable.**

### **Possible Solutions:**

Organizations can address high capital requirements by collaborating with government programs coupled with international NGOs to distribute expenses.

Organizations should reduce campaign expenses by using influencer marketing along with social media platforms.

### **Non-Profit Organizations (NPOs) Challenges**

#### **Dependency on Corporate Funding**

The practice of obtaining funds from corporate sources through CRM initiatives exposes numerous Indian NPOs to sudden cutbacks from sponsor companies.

A corporation withdrawing funding support would create financial problems for NPOs that disrupt their social welfare programming.

### **Example:**

Fundraising challenges happened during the pandemic to multiple Indian NGOs since businesses cut down their CSR budget allocations to preserve economic stability (KPMG India, 2021.).

### **Lack of Long-Term Commitment from Businesses**

Business organizations typically initiate CRM campaigns to get branding advantages yet they do not continue these relationships beyond brief periods.

Social initiatives funded by short-term money accrue fewer results with unfinished completion.

### **Solution:**

NPOs should collaborate with businesses through extended partnerships for maintaining sustained relationships.

### **Regulatory and Ethical Limitations**

#### **Regulatory Compliance and Legal Issues**

Indian business entities must fulfill their corporate social responsibility (CSR) spending obligations through Section 135 of the Companies Act, 2013 by committing 2% of their average net profits to CSR activities.

### **Challenges Faced by Companies:**

Compliance requirements increase bureaucratic complexities.

Certain organizations donate small amounts to appear committed toward their CSR duties even though they do not actively participate in social programs.

Too lax monitoring systems enable CSR funds to be misspent.

## Ethical Dilemmas in Cause Selection

The selection process for CRM causes presents significant difficulties to companies.

Joining the promotion of religious education or LGBTQ rights can lead to consumer groups feeling alienated from companies.

Corporate entities typically favor causes which generate public support (environment protection and educational initiatives) above less acknowledged social programs (care programs for older adults and rehabilitation facilities).

## Example:

Several Indian brands faced negative reactions from conservative factions when they backed progressive social movements which prompted conservatives to launch boycotts against them.

## Summary of Challenges and Limitations

Challenges	Impact
Consumer Skepticism	Lack of trust in CRM initiatives
Limited Consumer Engagement	Reduced effectiveness of CRM campaigns
Difficulty Measuring Impact	Hard to justify ROI for businesses
High Implementation Costs	Barriers for SMEs to adopt CRM
Corporate Funding Dependency	NPOs struggle when funding is withdrawn
Short-Term Business Commitment	Lack of sustainability in social projects
Regulatory Compliance Issues	Complex CSR laws and monitoring challenges
Ethical Cause Selection Dilemmas	Risk of alienating consumer segments

## Conclusion

Cause-Related Marketing (CRM) serves as an influential business resource for both corporations and non-profit organizations (NPOs) and consumers who combine social impact creation with commercial achievement. India's legal CSR framework combined with its wide range of social problems makes CRM an effective approach to tackle vital national problems including poverty elimination along with education and healthcare needs and environmental conservation. Failure to resolve operational, financial, ethical and regulatory challenges will impede CRM from reaching its full potential. CRM marketing efforts strengthen consumer loyalty yet they meet challenges from skeptical audiences along with high project expenses and measurement complexity. Indian consumers hold doubt about corporate intentions since they view social programs as designed for profit rather than true social transformation initiatives(Farhan et al., 2018). Companies need to apply open reporting systems and impact assessment systems to establish truthfulness and reliability with their stakeholders. Non-profit organizations are shown to depend heavily on corporate donations for financial stability but this practice creates risks when business funding ends. Various CSR activities in India become temporary resulting in unfinished construction projects and decreased social benefit. Sustainable CRM initiative results require both long-term organizational partnerships as well as multi-year funding models together with government collaboration. Businesses that dedicate their marketing resources to socially responsible pursuits can achieve better financial results through CRM implementation according to evidence from the business world. Business organizations that adopt social initiatives tend to maintain better customer loyalty which generates both better brand recognition and confident investors(Dwivedi et al., 2021). The poor ability to measure financial and social impact creates an essential obstacle for companies in their resource distribution strategy. The Companies Act of 2013 implemented by India requires all businesses to dedicate minimum funds to corporate social responsibility which drives companies to become more active in social initiatives(Bergman et al., 2019). The process of compliance monitoring requires additional



attention due to its structural flaws as well as the improper use of CSR funds alongside businesses showing preferences for particular social causes. Businesses face ethical problems by funding only market-driven causes that they can profit from rather than dealing with unsympathetic or unprofitable social problems of a political nature.

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