

THE IMPACT OF CORPORATE SOCIETAL MARKETING ON BRAND LOYALTY: AN EMPIRICAL ANALYSIS OF COCA COLA PAKISTAN

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ARTICLE INFO	ABSTRACT
<p><i>Article History:</i> Received: 24 Sep 2019 Revised: 19 Dec 2019 Accepted: 10 Jan 2020 Available Online: 02 Mar 2020</p> <hr/> <p><i>Keywords:</i> Corporate Societal Marketing (CSM), Brand Loyalty, Social Dimensions, Coca Cola</p> <hr/> <p><i>JEL Classification:</i> O26, L31</p>	<p>It can be scholarly described that from the last two decades there is an admirable change in the behavior of customers about society. Today consumers are much desirated about their needs and society. Considering this behavioral change of customer towards society the marketers should have to reflect significant precedence and importance for the society in all the marketing efforts. It will help them to figure their brand as heroic one for society and thus it will lead to brand loyalty. This study is conducted in the context of Pakistan. This article is a quantitative study of brand loyalty found in (Coca Cola) the global leading brand in the beverage industry. For example, Coke has been a partner with the Edhi Foundation for a fundraising campaign in Ramzan named "Bottle of Change". We will elaborate that the brand loyalty of Coke has increased by this corporate societal marketing campaign. The research states that societal marketing activities done by the firms at the local and domestic level have significant positive impact on its brand loyalty. This study suggests marketers that as an emerging economy (Pakistan) the firms who pay more attention to societal aspects to create brand loyalty are likely to be more successful in making higher profits through higher sales and premium prices. Conclusively brand loyalty through CSM is an effective and efficient way for firms in achieving their organizational goals in the long run.</p>

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1. INTRODUCTION

A man by birth is a social animal and usually, he lives in societies and takes care of it to the best of his knowledge (Vinciarelli, 2012). With changing socio-economic climates and globalization factors customers have become more conscious about the effects of the firm's overall activities on society. Since 1970's (Kotler, 1969) substantial numbers of researchers have highlighted the importance of corporate societal marketing in the entire marketing strategies and performances (Banjeree, 2003; Kotler, 2000; Leonidou, 2011; Sen, 2001; Tallon, 2008; Drumwright, 1996; File, 1998; Varadarajan, 1988). As per (Kotler P. &, 1971; Abratt, 1988) CSM (Corporate Societal Marketing) is a block of ethical marketing approaches that tends to grasp the public concern and public interest with the motive of aiding plans for social changes. Some others define the term CSM to "encircle marketing initiatives and activities that have at least one non-economic motive related to the welfare of the society by utilizing the resources of the company" (Drumwright & Murphy, 2001). While the CSM can also be described as an approach using multiple ethical marketing, from which the public interests and concerns can be enfolded properly (Kotler, 1971). The positive impact of corporate societal marketing can be observed by several studies (Brown T. J., 1997; Creyer, 1997; Carrigan, 2011).

The main factor of this growing impact of CSM is the realization of customer perceptions about society and organizational role, it can significantly affect brand loyalty and brand equity (Hoeffler & Keller, 2002). Corporate societal marketing can be used for multiple tasks including strong brand image and brand loyalty among competitors, these can be figured by the successful implementation of CSM programs (Lichtenstein, 2000). More on the CSM program can be a backup for goodwill and may help the marketers in veering the criticism and negative word of mouth caused by unexpected tragedy (Dawar, 2000). It is important to state that corporate societal marketing (CSM) is entirely different from corporate social responsibility (CSR). CSR is defined as a self-regulated serious initiative by the organizations to solve social problems caused wholly or partially from its operations (Fitch, 1976) while CSM is including at least one non-economic objective in your marketing program. Brand loyalty is the strength of customer's dispositional love and attachment towards a brand and he/she is much ambitious to rebuy the same brand in the future (Pan, 2011). As per Reichheld and Scheffer (Reichheld, 2000) brand loyalty is a key factor that facilitates the retention

strategies of the customer. Price or convenience factors are not premiers for an attitudinal bond with customers (Dick, 1994). Thus brand loyalty is also a major factor in increasing the probability of repurchases and recommendations in the future (Kumar, 2005). This study emphasizes the initiatives of CSM programs in such a way which helps the organization to strengthen its bond with customers or brand loyalty.

1.1 Research objectives

We will explain some critical aspects of CSM for building brand loyalty. This perception will influence the firm's relationship with customers as well as retailers and business partners. Which will eventually lead to increase brand value, market value, and financials of the firm? CSM programs are gaining an increasing interest day by day as corporate leaders believe that it is good to be recognized as a social welfare company (Fleming, 2000). The findings of this study will intimate the marketers to think deeply about the CSM programs and its implementation to achieve a substantial amount of loyal customers. The best part of this study will through a brief light on previous and existing researches on this topic especially on corporate societal marketing, its dimensions, examples from Pakistan, and brand loyalty.

1.2 Research question

What is the proposed affect of CSM campaign by Coca Cola on its brand loyalty (word of mouth, brand advocacy, brand preferenc, premium prices, and repurchase behavior)?

2. LITERATURE REVIEW

2.1 Corporate societal marketing

A literature review is the representation of relevant and logical research work done thus before the same area of research (Sekeran, 2000). A significant amount of academic articles has been produced on corporate societal marketing but the primal criticism has been made that the so-far research on CSM has failed to cam out with a bona fied image of corporate societal marketing, its motives, trends and capacity of diversity. Simply the previous research work done on CSM has failed mainly by its impracticability (Banjeree, 2003; Leonidou, 2011). Since the 1970's there is low lying progress in the theory of corporate societal marketing (Crane, 2002). More on some progress has been made on this theory with the passage of time and many scholars have paid energetic attention to CSM, its diversity, and its implications. According to research, all corporate societal marketing efforts refer to a group or set of ethical and normative strategies or activities that integrate social considerations in their marketing plan and its implementation and the design may be developed to influence the brand acceptance, its services, social ideas and it may be a firm's attempt to commune its target market (Kotler, 1971). The concept of CSM can also be defined as "engaging and encouraging marketing activities that have at least one nonprofit objective for the best of the whole of the society and thus making the social welfare possible by using the firm's resources as its partners (Andreasen & Murphy, 2002). The later definition of CSM provides a clearer view of the sight. The later definition adopts more social and ethical aspects that can be found practically. As per Smith (Smith, 1995), the CSM mainly comprises of social norms and ethics. The term CSM can also be easily understood that the driving factor of CSM is the realization that the perceptions of the consumers from a company as a whole and its active role in the society can have a meaningful effect on the brand's overall strength and its customer loyalty. Corporate societal marketing can be categorized into three dimensions by its aims (1) it may be grabbing balance within customer needs, customer orientation, domestic and global resources, and environmental quality; (2) producing and designing environmentally friendly and compatible products; and (3) building communication programs to bridging customer education and information and avoiding deceptive and demoing advertising appeals (El-Ansary, 1974). These three dimensions are mainly environmental, economic, and social dimensions.

2.2 Corporate societal marketing dimensions

2.2.1 Environmental dimension

Some authors have argued that environmental and its protection aspect is the most important aspect of corporate societal marketing (Kotler, 1971; Fisk, 1973). This dimension will hunt the ecologically concerned customers (Kinnear, 1974). The authors like Crane and Desmond (Crane, 2002) and Leonidou (Leonidou, 2011) have significantly highlighted the moral role of marketing in eliminating environmental issues. It provides a new way of thinking to marketers to attract and invite the stakeholders interesting to help in preventing environmental pollution and maintain ecological balance.

2.2.2 Social dimension

Some authors have studied the social dimension of CSM. The social dimension of CSM mainly comprises of those strategies and initiatives which encourage sustainable consumption (Peattie, 2009). Social dimension mainly

emphasis on reducing social injustice and inequality, social divisions, improving living standard, and bonding relationship among different stakeholders (Cuthill, 2010). The previous researches on social dimensions suggest that social dimensional CSM programs should mainly focus on factors like social capital, social justice, and equity, social welfare, and good governance (Bansal, 2005). Some authors argued that the social dimension should also focus on the growth of internal and external staff by providing them equal opportunities for survival and progress (Lafferty, 1999). This dimension of CSM imposes a wider span of responsibilities on firms ensuring consumer satisfaction, loyalty, and support to the organization (Baumgartner, 2010). Mainly this dimension of CSM states the way of responsibilities of a firm towards society, customers, and various stakeholders (Luo, Corporate social responsibility, customer satisfaction, and market value, 2006). Research suggests that the firm who pay more attention to social dimension are likely to be more effective in achieving brand equity and loyalty.

2.2.3 Economic dimension

Lastly some authors have an opinion on the economic dimension of CSM, as per them CSM can be defined as activities and strategies through which a firm can become more effective and efficient among competitors (Baumgartner, 2010). In other words the economic dimension of CSM enables the firm's capacity to gain sustainable market share and make positive impact on its profits as well as on its customers at local, national, and global levels. It is mainly designed to provide safeguard to the investors as well as to the customers at win-win point (Sheth, 2011). This dimension mainly focuses on making strategies and activities for innovation in products and services, cost reductions and maximization of stakeholders wealth (Carrigan, 2011). Some authors state that creativity and innovation, cost reduction, and product differentiation are the most important factors of the economic dimension of CSM (López-Gamero, 2009). But according to some the main objective of economic dimension is to maximize profits and per share earnings, create value for investors, and enhancement of competitiveness (Hillman, 2001; Steurer, 2005). The above mentioned objective are interlinked i.e. the value creation and competitiveness of the firm can only be yield by the way of cost reduction (Farrell, 2005), generating more revenues (Seth, 1990), sustainable growth (Christmann, 2000), the strong relationship among sellers and buyers (Ulaga, 2003), improved cost reduction methods and processes (Porter, 1995) and adjusting with or enabling Govt. policies more friendly (Makadok, 2001).

2.3 Brand loyalty

Brand loyalty is a well recognized concept of modern business and marketing. All the marketing efforts are based on the motive of building brand loyalty among customers. After the initial appearance in marketing research field in 1923 (Copeland, 1923), brand loyalty has been a focussing point for marketers. There are many definitions of brand loyalty have been articulated but we will try to state a comprehensive ones like "brand loyalty comes from customer's consistency and commitment to repurchase or continue to use it and positive behavior such as word of mouth and positive advocacy (Dick A. S., 1994). Brand loyalty may be emotionally attachment of customers with brand. As per Aaker (Aaker D. A., 1996), brand loyalty is something more than repurchase, its is emotional or even a spiritual bond of customer with the brand. In 1990s marketers have realized that premium prices, market share and brand profitability are closely associated with salient features of brand equity and brand loyalty (Aaker, 1996; Bello, 1995; Holbrook, 1992; Park, 1994; Winters, 1991), so they have hustled on this topic. As brand loyal customers are willing to pay more prices for the brand because they perceive some unique value in the brand that no alternative brand can provide (Reichheld F. F., 1996). Similarly, due brand loyalty a brand loyal customer will purchase repeatedly irrespective of situational constraints will increase the market share of the brand (Assael, 1998). As per Aaker, Dick, and Basu (Aaker D. A., 1991; Dick A. S., 1994) brand loyalty also beneficial for the brand in reducing marketing costs, more new customers, greater trade leverage and positive word of mouth. A positive word of mouth usually brings new customers. Also companies always try to retain old customers rather than striving for new ones (Reinartz & Kumar, 2003). Most of theories about brand loyalty are based on behavioral, attitudinal, and combination of both.

The behavioral brand loyalty is when customer likes to repurchase the product or service in future, while the attitudinal brand loyalty is based on value proposition (Chaudhuri, 2001; Bayus, 1992; Oliver, 1999). In this study, we will consider combination of the brand loyalty and our determinants for brand loyalty will be positive word of mouth, advocacy of brand to others, consistency in purchases, preference of brand when the substitutes are available, and purchasing the brand even it raises its prices. From this literature review, we can say that the components of brand loyalty are positive word of mouth, advocacy to others, emotional attachment, repurchases, commitment, and price does not matters in loyalty. An individual with these sentiments will be a loyal customer. Abundant amount of articles and researches have been executed in this field. But no study has been blared on "the impact of CSM on brand loyalty in Pakistan". We will examine the effect on brand loyalty by socially oriented CSM. Our study is an observation of corporate societal marketing efforts, especially for social causes to build brand loyalty among customers.

2.4 Theoretical framework and hypothesis

Pakistan is an emerging economy, growing youth, and middle class and more importantly the consumption trends of Pakistani market for fast foods and soft drinks are creditable. The people of Pakistan have tremendous charity trends and they usually like to donate for social causes. This aspect of the Pakistani market has not been used by marketers in their marketing campaigns. The fundamental benefits of CSM have been portrayed scholarly many times but pertinent factors of CSM for building brand loyalty has not been proclaimed in Pakistan. The marketing strategies, market saturation aspects, and global competition in markets of developing countries are entirely different from developed countries. So in this study, we will focus on the benefits of CSM programs for building brand loyalty in an emerging economy like Pakistan. People of Pakistan have tremendous trends in charity and social virtues. Rational marketers will never overlook this vital aspect of the Pakistani market. This relationship will allow the domestic and international marketers to outshine in one of the emerging economies of the world. The benefits of the building brand loyalty through social virtue will be highlighted by using the example of Coca Cola one of the global leaders in the beverage industry. The relationship will provide a better inside picture of the societal culture of the market.

For example, Coke launched a fundraising campaign for the Edhi Foundation in Ramzan. The main purpose of this campaign was to collect donations from a consumer of Coke. Edhi foundation is one of the biggest nonprofit organizations in the Pakistan and the world. Not only has the world's biggest ambulance system, but they are also contributing to many other social concerns like; orphanages, mobile dispensaries, old age homes, a diabetic center, hospitals, disabled, women centre and center for family rejected persons. There are several free of cost services provided by Edhi Foundation are rehabilitation of drug addicts, tracing of missing ones, arranging marriages of helpless men and women, technical and religious , food and shelter for poor, consultancy on family planning and maternity services, blood banks and lastly rehabilitation work at the times of accidents and natural disasters (Pakistan, 2017). After the death of Mr. Edhi donations of the foundation were declined and it was hard for the foundation to even run only some social welfare programs. So the initiative was taken by Coke and through a partnership with Edhi Coke hopefully collected Rs. 25 million.

From the above, we can state our hypothesis as:

H₁: *The CSM campaign of Coke for the Edhi Foundation has a positive impact on the brand loyalty of Coke.*

The theoretical framework will elaborate on the direct effect of CSM on the brand loyalty of Coca Cola. In this research corporate societal marketing campaign is an independent variable while the brand loyalty of Coke is dependent on word of mouth, brand advocacy, brand preferences, premium prices, and repurchase behavior and CSM campaigns campaigns. The control variables are firms location, brand image, and industry sector in which the firm is operating.

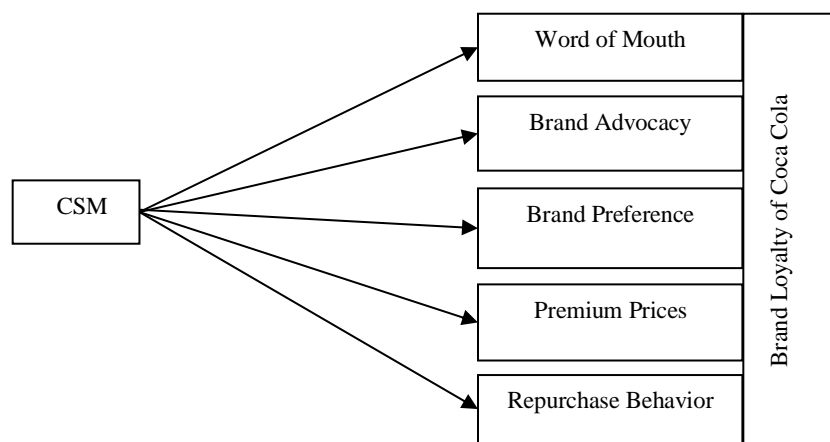


Fig. 1. Conceptual framework

3. METHODOLOGY

This is a quantitative study and data is collected by the primary source i.e. through questionnaires. A Likert scale is used in this paper in which options are denoted as “Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4 and

Strongly Agree = 5". Up to 250 questionnaires were distributed among people from all fields of life. SPSS software is used for the data analysis. All the important tests like regression analysis mean of the data, ANOVA, reliability of the data, histograms, and standard deviation will be tested and properly interpreted. Up to 250 questionnaires were distributed but 221 were considered for the analysis. Due to the similarity, ambiguity, and imperfection of the questionnaires, we have to select 221 for valid and reliable analysis.

4. ANALYSIS AND RESULTS

4.1 Mean and standard deviation

Table 1. Descriptive Statistics

	N	Mean	Std. Deviation
Corporate Societal Marketing	221	3.85	1.076
Brand Loyalty	221	3.73	1.026
Word of Mouth	221	3.65	1.027
Brand Advocacy	221	3.76	.992
Brand Preference	221	3.70	.979
Premium Prices	221	3.53	1.126
Repurchase	221	3.80	1.004
Valid N (list wise)	221		

From the above test mean of brand loyalty is 3.85, brand loyalty is 3.37, mean of positive word of mouth is 3.65, mean of brand advocacy is 3.76, mean of brand preference is 3.70, mean of repurchase and premium prices are 3.53 and 3.80 respectively. On the same, the standard deviation of the data shows that std. Deviation of CSM is (1.076), brand loyalty (1.026), positive word of mouth (1.027), brand advocacy (.992), brand preference (.979), premium prices (1.126) and for repurchase, it is (1.004). All the variables are posing a relative mean of the data. This shows that how much the data is summarized and compared. While standard deviation shows that it is not tending to close to the mean of the data. It shows that the standard deviation and mean of the data are ideal.

4.2 Reliability of data

Table 2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.789	7

Cronbach's Alpha is showing that our data is highly reliable on (0.801). The consistency and reliability of the construct or Cronbach's alpha reliability coefficient of the entire seven dependent and independent variables were obtained. They were all above 0.80. The sample analysis for the reliability of the dataset states that Cronbach's alpha for the seven variables is 0.801. The closer the reliability coefficient gets to 1, the better. Generally reliabilities less than 0.60 are considered poor and more than 0.70 is acceptable. Here in our data set the Cronbach's alpha is .801 which is good. Conclusively the internal consistency reliability of the data being used in this study is considered to be good.

4.3 Regression analysis and ANOVA

Table 3. ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.152	1	.152	.144	.005 ^b
Residual	231.558	219	1.057		
Total	231.710	220			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Corporate Societal Marketing.

This table states that our model's prediction about the dependent variable is significantly well. Because the regression analysis shows that our $p=.005$ which is far less than 0.0005. This shows that there is a significant positive impact of the Coke CSM campaign on the predictors of brand loyalty of Coke and also it is a good fit for the data.

CSM campaign of Coke has positive impact on word of mouth:

The coefficient table shows that corporate societal marketing of the coke has significant positive impact on the word of mouth of the coke.

Table 4. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	2.864	.431			6.556	.000
Corporate Societal Marketing	.101	.082	.078		1.254	.015

a. Dependent Variable: Word of Mouth

CSM campaign of Coke has positive impact on brand advocacy of Coke:

The brand advocacy of the coke is also significantly and positively affected by the corporate societal marketing campaigns of the coke.

Table 5. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	2.841	.220			12.898	.000
Corporate Societal Marketing	.033	.042	.047		.715	.034

a. Dependent Variable: Brand Advocacy

CSM campaign of Coke has positive impact on brand preferences for coke:

The brand preference behavior of the consumers of coke in Pakistan is positively and significantly affected by the corporate societal marketing campaigns of coke.

Table 6. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	2.405	.217			11.105	.000
Corporate Societal Marketing	.054	.040	.075		1.337	.018

a. Dependent Variable: Brand Preference

CSM campaign of Coke has positive impact on the behavior of consumers to pay premium prices:

As per following statistics the corporate societal marketing campaigns of coke positively influences the behavior of consumers to pay premium prices for the product.

Table 7. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	3.052	.393			5.966	.000
Corporate Societal Marketing	.236	.096	.155		2.450	.011

a. Dependent Variable: Premium Prices

CSM campaign of Coke has positive impact repurchase behavior:

Lastly, the repurchase behavior of the consumers is significantly and positively related with the repurchase behavior of the consumer.

Table 8. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	2.641	.320			11.799	.000
Corporate Societal Marketing	.308	.049	.374		6.281	.028

a. Dependent Variable: Repurchase

5. DISCUSSION

All of the above stated coefficient tables and statistics shows that CSM activities of the coke have positive and significant impact upon the brand loyalty of the coke through the predictors of brand loyalty. Thus we can statistically and holistically say that “The CSM campaign of Coke for Edhi foundation has a positive impact on brand loyalty of Coke”.

5.1 Implementations

Research on “the impact of corporate societal marketing on brand loyalty” is conducted in an emerging market and also 5th biggest population of the World. The tested relationship between CSM and brand loyalty has its own practical and academic contributions. Based on our results and findings, we can suggest managers and can move for future researches.

5.1.1 Theoretical Implementation

Theoretically our current research has some implications for the research on CSM in an emerging market (Pakistan). CSM is a more ethical marketing strategy. From the 1970s there is a low lying progress in this field. That's why the literature on CSM has been questionable and sketchy in nature (Crane, 2002). Considering this fact our current study will provide an extension to CSM constructs in emerging markets. This will make it better to understand and implement. Our current model mainly emphasis on the social dimension of CSM and the combination of behavioral and attitudinal brand loyalty while future research can be done on environmental dimension, economic dimension, and on the combination of both. Attitudinal and behavioral aspects may also be checked individually. A scarce amount of research has been conducted on this relationship especially in the context of an emerging economy, so our current study helps to bridge this research gap by identifying the significant positive impact of CSM on brand loyalty. Based on our current study, we can propose several new research questions like; there is a positive relationship between CSM and brand loyalty determinants like positive word of mouth, repurchases, the willingness of customers to pay premium prices, brand preference, and also brand advocacy. Are there any moderating factors that can affect the relationship between CSM and brand loyalty? Are there is a positive impact of CSM on a firm's financial performance? The impact of CSM on brand image, brand trust, brand awareness, brand love, and brand equity can also be tested. The findings of our current study will contribute to the literature by showing the positive relationship between CSM and brand loyalty in an emerging economy. Especially this research will allow the researcher to look at the ethical insights of the Pakistani market.

5.1.2 Practical Implications

Brand loyalty is a dreamy stage for all firms. The firms with higher brand loyalty do everything to sustain a loyal customer and in the meanwhile, the firms with low brand loyalty are searing for brand loyalty. So this is for managers who want to make a loyal customer for a competitive edge in the market in emerging economies. In emerging markets where there are so many social and ethical constraints, it is hard to get positive word of mouth without doing something for the societies. People of Pakistan usually like to donate and charity for social causes, so a firm with the motto of social cause can become a voice of people just like Coke done in its campaign for Edhi Foundation in Ramzan. Another aspect of emerging markets is that usually, people have lower incomes which do not allow them to go for higher prices but this is loyalty which grants you a chance to charge your customers high even premium prices. For the managers to create brand loyalty and other branding successes like brand image, brand awareness, brand emotions, or even brand love, etc. quite a tough task which cannot be easily accomplished. By doing something for the society of your target audience you can easily get your destination. This could be about the social dimension, environmental dimension, and economic dimension. Moreover, the nonprofit entities or NGOs can engage in CSM campaigns through a partnership with some organizations. Lastly, managers can adopt CSM for an effective and efficient pathway to achieve the organizational goals in the long run.

5.2 Limitations

No doubt our results showed a great harmony between CSM and brand loyalty but still, there are some limitations. The very first confinement is the generalizability issue. Although our data is primary or secondary, how much our results are valid and reliable but we cannot predict the whole of the country on the opinion of a few persons. Future researchers should try a large size of samples for a better understanding of the relationship between the CSM and brand loyalty. Secondly, the main thing is that other cultures and economies are untouched i.e. external validity of this research is unclear. The further research can be done in the future in Western and European contexts. This will also make it clearer. Moreover, within Pakistan, there are many cultures. We have selected a particular one. A sample size across the cultures will reflect the true insights of the relationship between corporate societal marketing and brand loyalty.

5.3 Conclusion

Conclusively we can say that the firms pay more attention to the social aspect of their target market can easily achieve their goals. In this study, we examine the brand loyalty through corporate societal marketing campaigns. While doing this we assumed that corporate societal marketing is good for society. And for organizational purposes, CSM is a key factor in emerging markets. It allows economic and noneconomic entities to do something for the society. From whom you earn billions and trillions or more, they definitely have some rights over you and your organization. In this article, we try to portray a positive image of CSM and an ethical pathway for organizational goals. This is a good tool for organizations and the target audience to enter in the win-win situation in the long run. Managers think that they have achieved their goal while customer perceives that buying or paying for this particular product or service I am contributing to a noble cause. Lastly, we can say that customer has become more conscious about his society and its only CSM which deeply communicate with this behavior of the custom

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