THE REPRESENTATION OF CHARITY ORIENTED MARKETING IN JAMMU & KASHMIR FLOOD DISASTER

R. KANTHIAH ALIAS DEEPAK1

1Doctoral Research Scholar (Full Time) Department of Business Administration Annamalai University Annamalai Nagar Chidambaram – 608001 Cuddalore District Tamilnadu, India

Abstract

The main purpose of the study is state the role of cause related marketing in sudden disasters in Jammu & Kashmir flood disaster Further the research aim is to find and analyse the variables that are influences sudden disaster (Jammu & Kashmir Flood Disaster) in cause-related marketing activity. The data was collected from 161 residents working in various sectors and 87 students from different B-schools and colleges in Chennai, India by using convenient sampling method. The Jammu & Kashmir Sudden Disaster cause has been taken for the study and has elaborated in research. The research outcome reveals that Sudden Disasters are influencing positively and significantly on the Consumers’ Cause identification and cause Supportive Decision. Also sudden disasters are influencing positively on corporate image and consumer’s purchase intention.

References


http://ror.isrji.net/ArticleDetails.aspx?id=395


