

**Influence of Cause Related Marketing campaign on Purchase intention on
Georgian fuel market**

**Lasha Vashakidze
Gvantsa kimadze
Avtandil Germanashvili**

*Thesis is submitted to the graduate faculty of the Business School of Ilia State
University in fulfillment of the requirements for the Degree of Master*

Course: Business Administration

Academic Supervisor: Tamar Magalashvili, Associate Professor

**Ilia State University
Tbilisi, 2019**

Announcement

We, the authors declare that this master thesis is our original work composed by ourselves, and it does not include any materials previously published or submitted to any other institution. Furthermore, we confirm that all sources and citations of information used in this work, have been acknowledged in the reference section.

Signature: Lasha Vashakidze

Gvantsa Kimadze

Avtandili Germanashvili

Date: 26.06.2019

Abstract

Purpose – Cause-related marketing (CRM- Joint funding and promotional strategy in which a company's sales are linked and a percentage of the sales revenue is donated to a charity or other public purposes) has become an important part of corporate philanthropy. The purpose of the present research is to explore the impact of Cause Related Marketing on consumer purchase intention on Georgian fuel market.

Design/methodology/approach – Data is collected using survey strategy through online and paper-based questionnaires. Obtained quantitative data is processed and analyzed through correlation technique. The sample is formed by consumers of fuel – individuals from 18 to above age, who have the car or drive. Non-probability convenience sampling techniques is used with 395 participants.

Findings – It is found that Cause Related Marketing has positive impact on consumers purchase intention on Georgian fuel market. CRM campaigns will lead to higher purchase intention of fuel on Georgian market.

Originality/value – This paper is one of the first to present comprehensive quantitative analyses of consumer behavior identifying link between Cause Related Marketing campaigns and purchase intention. Moreover, in Georgian market such kind of research is very new and useful for Georgian business sector and companies general marketing strategy.

Keywords – Cause related marketing, Purchase intention, Fuel market.

Paper type - Research paper