

## IMPACT OF CAUSE MARKETING ON BRAND AFFINITY WITH YOUNG MOTHERS

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### **ABSTRACT**

*Each business contributes to the betterment of the society. Therefore among all the marketing concepts cause marketing is the concept that contributes to society. Cause showcasing is particularly appropriate to organizations that advertise their products straightforwardly to shoppers. Brands associated with the cause marketing include a layer of information that helps while separating among shoppers in order to achieve display case partition. The goals of the examination are to comprehend what Cause Related Marketing intends to customers just as look at the relationship between cause showcasing and brand affinity identified with child-related items and to discover the connection between youthful mother's mentality and cause-related promoting in the investigation territory. At last, the study concludes that there is a significant relationship between cause marketing and brand affinity, whereas young mothers attitude is also influenced through cause marketing.*

**KEYWORDS:** *Cause Marketing, Brand Affinity, Consumer Attitude, Advertisement, Brand Affection*