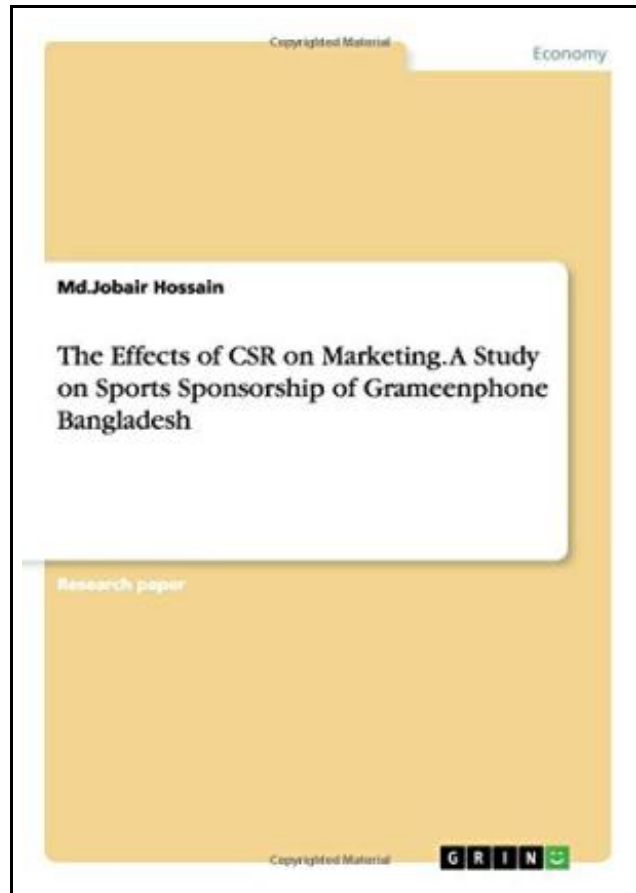


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THE EFFECTS OF CSR ON MARKETING. A STUDY ON SPORTS SPONSORSHIP OF GRAMEENPHONE BANGLADESH

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GRIN Verlag Nov 2015, 2015. Taschenbuch. Book Condition: Neu. 213x149x12 mm. Neuware - Research paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 3.5 (A-), , course: Consumer Behavior, language: English, abstract: Sponsorship has emerged noticeably over the few decades. The relationship between sponsor and sponsorship is very important for this new century. Both parties have been gaining advantages from sustainable sponsorship relation. Sponsorship program is treated as CSR activity of a corporation. Grameenphone is the largest telecom network service providers in Bangladesh. It has been engaging at different socio cultural activities through sponsoring as part of its Corporate Social Responsibility. Sports sponsorship has been very import to it. It has been sponsoring in cricket, football, golf, local sporting events such as - Boat racing. Survey research strategy has been used at this study because it has collected the research data from the selected company without any experiment from the existing elements and from the existing customer of the company. The main purpose of this study is to study the sponsorship program and also the brand awareness capability of this term. Both primary and secondary data has been considered. Main objective of this research is to study the sport sponsorship program of Grameenphone, Bangladesh and find the relation between sponsorship program and its effect on sales by increasing brand awareness. To judge brand awareness of such sporting events recall and recognition test has been conducted. From Brand Recall and recognition test, it is found that out of different sports sponsoring program Grameenphone's sponsoring at Golfer Siddiquer has the highest recall and recognition rate. Sponsoring cricket has the second highest recall and recognition rate. Boat racing and Football sponsoring has lower recall and recognition rate. It can be said that...



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