

Emotional-Philanthropy Based Marketing Strategy: Companies Contributing to Combat Covid-19

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Philanthropy can be used as an emotional tool to attract individuals towards an organization. The research aims at analyzing the philanthropy done by huge players (companies) during COVID-19 and the philanthropy-based marketing strategy used later to attract consumers. The study tries to understand this different aspect of philanthropy-based marketing strategy using emotion as a nifty tool. In order to conduct the study, secondary data has been used majorly from the most valuable and reliable sources. Today's most latest source of information, newspaper articles, LinkedIn, and social media (WhatsApp, Facebook) profiles of the companies were used to get all the data regarding their philanthropy, and emotional marketing appeals to reach their stores and buy their products. Tata, Reliance, and Larsen & Toubro were chosen for studying this new aspect of philanthropy-based marketing strategy as these were the significant contributors in the novel Covid-19 situation in India. The study found that Tata, Reliance, and Larsen and Toubro didn't leave any stone unturned to combat the pandemic. Tata and Reliance marketed their every philanthropy and used it as a base for marketing strategies, whereas Larsen and Toubro silently contributed. The companies time to time, updated their philanthropy and later appealed to people to buy their products or avail their services. This can be a great form of marketing strategy which connects the emotions with philanthropy and a smart move by the companies to connect consumers. Future research will help to know the impact of an emotional philanthropy-based marketing strategy.

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