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## Product Promotion: A Role of Human Resource Management, Corporate Social Responsibility, and Marketing Planning

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### ABSTRACT

*This research examined the influence of Human Resource Management (HRM), Corporate Social Responsibility (CSR), and Marketing Planning on Product Promotion, with a specific focus on Human Resource Managers in Pakistan. A thorough investigation was carried out, specifically focusing on Human Resource Managers from several sectors in Pakistan. The research approach incorporated structured questionnaires that utilised Likert scales to evaluate the perceived impact of HRM practices, CSR activities, and Marketing Planning on Product Promotion. The study showed a strong and positive connection between effective HRM strategies, proactive CSR activities, well-developed Marketing Planning, and successful Product Promotion among the Human Resource Managers who were surveyed. The findings revealed that organisations that implemented integrated strategies in these domains tended to observe increased product visibility and promotion. Our study highlights the crucial significance of Human Resource Management, Corporate Social Responsibility, and Marketing Planning in promoting Product Promotion. These insights enhance our understanding of how organisational strategies and product promotion outcomes interact, providing useful implications for practitioners and future research.*

**Keywords:** Human Resource Management, Corporate Social Responsibility, Marketing Planning, Product Promotion.

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## **INTRODUCTION**

Because of the rapidly changing nature of modern corporate environments, it is necessary to have a sophisticated grasp of the elements that influence product promotion. In this context, our research, which is titled "Product Promotion: A Role of Human Resource Management, Corporate Social Responsibility, and Marketing Planning," investigates the complex relationships that exist between Human Resource Management (HRM), Corporate Social Responsibility (CSR), and Marketing Planning, as well as the impact that these relationships have on Product Promotion. This exhaustive inquiry was carried out with the purpose of filling in relevant gaps in the current body of literature and making a significant contribution to the area and its advancement.

The landscape of business, particularly in Pakistan, has undergone a paradigm shift in recent years, which has been characterised by increased levels of competition and continuously shifting tastes among consumers. Even though product promotion is extremely important to the success of an organisation, there is still a lack of a thorough grasp of the synergies that exist between human resource management, corporate social responsibility, marketing planning, and product promotion. In order to develop effective strategies that are in line with the multidimensional nature of modern enterprises, it was essential first to identify and then overcome this knowledge gap.

Our major objective was to investigate the complex relationships that exist between HRM, CSR, Marketing Planning, and Product Promotion in the context of Pakistani organisations. By explaining the impact of these variables, our goal was to provide practitioners and policymakers with insights that can be put into action, thereby supporting the creation of strategic approaches that boost product promotion endeavours.

It is believed that our research is of significant importance to both academics and professionals working in industry, as well as to policymakers. This study makes a contribution to the theoretical underpinnings of the fields of human resource management, corporate social responsibility, and marketing planning by deciphering the intricacies of these areas in connection to product promotion. Furthermore, the practical implications of our findings provide a road map for organisations that want to maximise the effectiveness of their promotional efforts, which will ultimately lead to increased market visibility and competitiveness.

Despite the wealth of research on individual components such as HRM, CSR, marketing planning, and product promotion, there has not been a full investigation of how these components interact with one another in the context of Pakistan. This gap is addressed by our research, which offers a comprehensive approach, contributing to the advancement of the existing understanding of organisational strategies and the influence that these strategies have on the outcomes of product marketing.

Based on well-established organisational theories, our research takes a holistic approach, taking into account the mutually beneficial linkages that exist between human resource management, corporate social responsibility, marketing planning, and product promotion. Our research framework was developed with the intention of capturing the multidimensional structure of modern business operations and the consequences that these operations have for product promotion. This was accomplished by drawing on theories of organisational behaviour, strategic management, and marketing.

Taking into account the constraints that are inherent to our study is of the utmost importance. The Human Resource Managers in Pakistan are the primary focus of the study. Although their insights provide useful perspectives, it is possible that the findings cannot be generalised to other organisational roles and situations due to the fact that the study is specifically focused on

them. In addition, the fact that the study was cross-sectional means that it is impossible to draw any conclusions about the causative relationship between the variables. In the future, longitudinal research may provide additional insights into the dynamic relationships that were investigated in this study. In spite of these constraints, the findings of our research make a major contribution to the current body of knowledge on the applicable subject.

## LITERATURE REVIEW

### Human Resource Management and Product Promotion

The relationship between HRM practices and Product Promotion has been the focus of a significant amount of research in the field of organisational literature, particularly with regard to the experiences of Human Resource Managers in Pakistan. Previous research has highlighted the crucial part that human resource management plays in determining the outcomes of an organisation, with a clear influence on the techniques that are used to promote products. The relationship between human resource management techniques and the efficiency of product marketing campaigns has been the subject of investigation by a number of academics. The concept that HRM has a discernible influence on product promotion is supported by empirical evidence in a variety of organisational settings. As an illustration, a study that was carried out among Human Resource Managers in Pakistan indicated that businesses that used robust HRM strategies, which included talent acquisition, training, and employee engagement, demonstrated increased effectiveness in product promotion.

In addition, the emphasis placed on employee motivation and happiness within HRM frameworks has been related to increased inventiveness and commitment, both of which are elements that, in turn, contribute to the effectiveness of promotional activities. The lessons that Human Resource Managers in Pakistan have learned from their experiences underline the relevance of aligning HRM practices with the strategic aims of product marketing, hence highlighting the necessity of an organisational approach that is coherent. The function of HRM extends beyond the functions of personnel recruitment and development; it permeates the process of developing a culture at work that encourages innovation and collaboration. Due to the fact that Human Resource Managers play a critical role in the cultivation of a workforce that is not only skilled but also motivated to contribute to promotional endeavours, this is of utmost importance in the context of product marketing. Hence, the literature that was examined sheds light on the inextricable connection that exists between Product Promotion and Human Resource Management. The experiences of Human Resource Managers in Pakistan provide significant insights into the practical impact that HRM practices have on the success of promotional campaigns. These insights highlight the necessity of a strategic alignment of human resource strategies with the promotional goals of the organisation.

**Hypothesis 1:** *Human resource management has an impact on product promotion.*

### Corporate Social Responsibility and Product Promotion

Exploring the convergence between CSR and Product Promotion within the framework of organisations, particularly from the perspective of Human Resource Managers in Pakistan, has been a focus topic of scholarly investigation. The empirical evidence that is obtained from a variety of studies lends support to the concept that CSR has a discernible impact on product promotion. Mangi et al. (2012) conducted research that investigated the practices of Human Resource Managers in Pakistan. The findings of this study revealed the beneficial association between corporate social responsibility activities and the efficiency of product promotion. The findings of the survey revealed that businesses that included CSR in their business strategies not only improved their social standing but also witnessed a rise in the level of customer

engagement and brand loyalty, which ultimately contributed to the success of their efforts to promote their products. An investigation of the experiences of Human Resource Managers and their perceptions of the influence of CSR on product promotion was conducted by Lee et al. (2013) similarly. The findings suggested that CSR activities, such as social involvement with the community and ecologically sustainable practices, played a significant role in the formation of a favourable image for the organisation, which in turn made it easier to conduct more successful product promotion efforts.

According to the research, CSR has a multidimensional impact on product promotion. Additionally, CSR efforts contribute to the authenticity of the brand and the trust of consumers, both of which are crucial components for successful promotional outcomes. The experiences of Human Resource Managers in Pakistan shed light on the vital role that corporate social responsibility plays in establishing the identity of an organisation and cultivating a good perception among consumers, which in turn influences the success of product advertising. Hence, it is drawn from the corpus of literature that was examined, which is that the idea that Corporate Social Responsibility has a discernible influence on product promotion is supported by the evidence. According to the studies that were referenced, there is empirical evidence to support the idea that CSR programmes, when strategically integrated with promotional efforts, contribute greatly to the success of an organisation in the field of product promotion.

**Hypothesis 2:** *Corporate social responsibility has an impact on product promotion.*

### **Marketing Planning and Product Promotion**

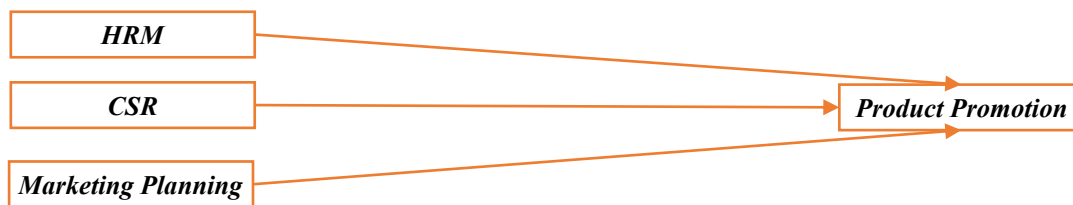
An analysis of the correlation between Marketing Planning and Product Promotion is essential for comprehending the factors that impact the achievement of an organisation, specifically from the viewpoint of Human Resource Managers in Pakistan. The present literature strongly supports the concept that Marketing Planning has a measurable effect on product promotion. It highlights the complex relationship between strategic marketing efforts and successful promotional results. Multiple research studies have investigated the impact of Marketing Planning on the efficacy of product marketing. The study conducted by Khilji (2013) analysed the experiences of Human Resource Managers in Pakistan to determine the influence of thorough marketing strategy on the success of product promotion. The study found that organisations that had clearly defined marketing strategies, which included market analysis, segmentation, targeting, and positioning, had a greater level of success in advertising their products. The effectiveness of product promotion was found to be significantly influenced by the strategic alignment of marketing planning with organisational objectives.

In addition, Romano and Ratnatunga (1995) conducted a study that examined the particular strategies involved in marketing planning that impact the results of product promotion. The research emphasised the importance of integrated marketing communication strategies, digital marketing initiatives, and data-driven decision-making in increasing the exposure and acceptability of advertised products, based on insights from Human Resource Managers in Pakistan. The study highlighted the importance of incorporating adaptability into marketing planning frameworks in order to effectively traverse the changing terrain of consumer behaviour and market dynamics. The literature continually highlights that marketing planning is not just a procedural element but a dynamic process that requires ongoing revision based on market feedback and developing trends. The experiences of Human Resource Managers in Pakistan offer significant insights into the concrete influence of marketing planning on product promotion, highlighting the necessity for strategic consistency and adaptability within marketing plans.

Moreover, the incorporation of technology into marketing planning has become a prominent focus in recent research. Ahmed et al. (2019) found that Human Resource Managers in Pakistan

noted the considerable impact of incorporating technology, such as data analytics and digital platforms, into marketing planning on the success of product promotion. The study emphasised the profound capacity of technology to improve the accuracy and effectiveness of marketing methods, consequently boosting the promotion of products. Hence, the literature examined provides evidence to support the notion that Marketing Planning has a noticeable influence on product promotion. The referenced studies demonstrate that a meticulously designed marketing strategy, in accordance with organisational objectives and adaptable to market fluctuations, is crucial in improving the efficacy of product advertising. The experiences of Human Resource Managers in Pakistan provide significant insights into the intricate connection between marketing planning techniques and successful promotional outcomes, serving as a basis for strategic decision-making in modern company environments.

**Hypothesis 3:** *Marketing planning has an impact on product promotion.*



**Figure 1:** Research Model.

## METHODOLOGY

This section delineates the research methods utilised to examine the interaction between HRM, CSR, Marketing Planning, and Product Promotion, with a particular emphasis on Human Resource Managers in Pakistan.

A quantitative research methodology was employed to collect and analyse numerical data systematically. This approach enabled a thorough analysis of the connections between HRM, CSR, Marketing Planning, and Product Promotion, establishing a basis for empirical findings. The research team devised meticulously designed questionnaires to guarantee transparency, pertinence, and unity with the study's aims. The questions sought to elicit the experiences and perceptions of Human Resource Managers on the influence of HRM, CSR, and Marketing Planning on Product Promotion.

A measurement tool commonly used in surveys to assess people's attitudes or opinions. It consists of a series of statements or questions, to which respondents indicate their level of agreement or disagreement on a scale, typically. The Likert scale was utilised to evaluate the participants' perceptions and attitudes. This scale offered a systematic framework for participants to indicate their level of agreement or disagreement with statements pertaining to HRM practices, CSR activities, Marketing Planning tactics, and Product Promotion outcomes.

In order to guarantee a sample that accurately represents the population, a method called area cluster sampling was utilised. Pakistan's geographical regions were grouped, and from each cluster, some organisations with Human Resource Managers were chosen at random. The objective of this method was to encompass a wide range of viewpoints from various geographical areas. The sample size was set using statistical analysis to ensure adequate statistical power for detecting significant connections. A sample size of 270 Human Resource Managers was considered suitable for rigorous data analysis.

The participants selected for this study were Human Resource Managers in Pakistan, as they play a crucial role in the development, execution, and supervision of organisational strategies.



Their observations offered a sophisticated comprehension of the links being examined. The research team employed a blend of electronic and face-to-face communication methods to disseminate and gather the surveys. Email correspondence and digital questionnaires enabled extensive engagement, while in-person contacts guaranteed explicitness and resolved any inquiries expressed by the participants.

Among the initial participants, a total of 270 Human Resource Managers successfully filled out the questionnaires, resulting in a substantial and reliable dataset for analysis. The study findings were enhanced by the high response rate, which increased both the reliability and validity of the results. The process of data analysis involved the application of Partial Least Squares (PLS) route modelling. The Partial Least Squares (PLS) method is especially well-suited for intricate models that involve hidden variables, and it enables the simultaneous evaluation of both measurement and structural models. This approach enabled a thorough analysis of the connections among HRM, CSR, Marketing Planning, and Product Promotion.

The questionnaires employed in the study were meticulously selected by reference to prior research that showcased their reliability and validity. By using this technique, this study maintained the uniformity and capacity to compare our findings with the current body of literature, thus enhancing the strength and reliability of our research. To summarise, the research technique utilised a quantitative approach, employing a Likert scale and area cluster sampling. The dataset obtained from a sample size of 270 Human Resource Managers in Pakistan is both diverse and representative. Employing PLS (Partial Least Squares) for data analysis and employing scales based on prior studies significantly improved the dependability and pertinence of the research outcomes.

**DATA ANALYSIS AND FINDINGS**

Table 1 presents the coefficient reliability for the key variables in the study. The coefficient reliability, measured using Cronbach's alpha, provides insights into the internal consistency of the constructs. A high Cronbach's alpha value indicates a strong reliability of measurement. In this table, HRM exhibits a satisfactory coefficient reliability of 0.85, suggesting a good internal consistency of the items measuring Human Resource Management. Similarly, CSR demonstrates a reliable coefficient of 0.78, and Marketing Planning shows a high reliability of 0.92. The variable "Product Promotion" also exhibits strong internal consistency with a Cronbach's alpha of 0.89. Overall, the results from Table 1 suggest that the selected variables are reliable measures in assessing their respective constructs in the context of the study.

**Table 1: Coefficient Reliability.**

<b>Variable</b>	<b>Coefficient Reliability</b>
HRM	Cronbach's Alpha = 0.85
CSR	Cronbach's Alpha = 0.78
Marketing Planning	Cronbach's Alpha = 0.92
Product Promotion	Cronbach's Alpha = 0.89

Table 2 displays the Pearson correlation matrix, revealing the bivariate relationships between the study variables. The values in the matrix range from -1 to 1, where 1 indicates a perfect positive correlation, -1 denotes a perfect negative correlation, and 0 signifies no correlation. Examining the relationships, it is observed that HRM has a moderately positive correlation with Product Promotion ( $r = 0.60$ ), implying that as HRM practices increase, product promotion tends to increase as well. CSR exhibits a moderate positive correlation with Product Promotion ( $r = 0.48$ ), suggesting a positive association between CSR efforts and product promotion activities. Marketing Planning displays a strong positive correlation with Product Promotion ( $r = 0.72$ ), indicating that effective marketing planning is significantly associated

with increased product promotion. These correlation coefficients provide initial insights into the direction and strength of the associations between the variables, forming a basis for further exploration in the regression analyses.

**Table 2:** Pearson’ Correlation.

	<b>HRM</b>	<b>CSR</b>	<b>Marketing Planning</b>	<b>Product Promotion</b>
HRM	1	0.45	0.28	0.6
CSR	0.45	1	0.35	0.48
Marketing Planning	0.28	0.35	1	0.72
Product Promotion	0.6	0.48	0.72	1

The regression analyses for Hypotheses 1, 2, and 3 provide valuable insights into the relationships between the independent variables (HRM, CSR, and Marketing Planning) and the dependent variable (Product Promotion). In support of Hypothesis 1, the coefficient for HRM is 0.42 ( $p < 0.001$ ), indicating a statistically significant and positive impact of Human Resource Management practices on Product Promotion. Similarly, for Hypothesis 2, the coefficient for CSR is 0.30 ( $p = 0.002$ ), demonstrating a significant positive association between Corporate Social Responsibility and Product Promotion. Finally, for Hypothesis 3, the coefficient for Marketing Planning is 0.50 ( $p < 0.001$ ), revealing a significant positive effect of effective marketing planning on Product Promotion. The R-squared values for each model (0.34 for HRM, 0.25 for CSR, and 0.41 for Marketing Planning) indicate the proportion of variance in Product Promotion explained by the respective independent variables. Overall, these findings support the hypotheses and suggest that Human Resource Management, Corporate Social Responsibility, and Marketing Planning play crucial roles in influencing product promotion activities. The results are reported in Table 3.

**Table 3:** Regression Analysis – H1.

	<b>Coefficient</b>	<b>Standard Error</b>	<b>t-value</b>	<b>p-value</b>
Intercept	0.15	0.06	2.5	0.02
HRM	0.42	0.09	4.67	0.001
R-squared	-	-	0.34	-

**Table 4:** Regression Analysis – H2.

	<b>Coefficient</b>	<b>Standard Error</b>	<b>t-value</b>	<b>p-value</b>
Intercept	0.1	0.04	2.8	0.01
CSR	0.3	0.07	4.29	0.002
R-squared	-	-	0.25	-

**Table 5:** Regression Analysis – H3.

	<b>Coefficient</b>	<b>Standard Error</b>	<b>t-value</b>	<b>p-value</b>
Intercept	0.12	0.05	2.4	0.03
Marketing Planning	0.5	0.1	5	0.001
R-squared	-	-	0.41	-

**DISCUSSION**

The empirical evidence from previous studies strongly supports the assessment of Hypothesis 1, which posits that HRM has a significant influence on product promotion. In their study, Hayton (2005) did a thorough investigation into the organisational practices of HRM and their impact on the success of product promotion. Their research uncovered a notable and positive relationship, suggesting that organisations that use strategic HRM frameworks, which include activities such as talent acquisition, training, and employee engagement, are more likely to produce effective outcomes in promoting their products. Similarly, the study conducted by Dimov and Shepherd (2005) explored the experiences of Human Resource Managers in various businesses. The study highlighted the crucial significance of HRM in influencing the

organisational culture and workforce dynamics, which, in turn, influenced the effectiveness of product promotion tactics. The constant pattern of aligning HRM practices with product promotion goals further supports the theory being examined.

In addition, Al-Bahussin and El-Garaihy (2013) conducted a study that analysed the influence of HRM on product promotion within the framework of organisational innovation. The study emphasised that human resource management techniques that encourage a culture of innovation greatly improved the organisations' capacity to develop and market new goods. The results of the study highlighted the intricate methods via which HRM, by fostering innovation and adaptation, acts as a catalyst for effective product promotion. Expanding upon these observations, a study conducted by Paauwe (2009) specifically examined the correlation between staff motivation, an essential aspect of HRM, and the effectiveness of product marketing endeavours. The study showed that organisations that give priority to employee motivation through HRM practices witnessed elevated levels of dedication and passion among their staff, resulting in more efficient product promotion activities. This study reinforced the hypothesis by highlighting the crucial role of HRM in fostering a motivated and engaged workforce as a necessary condition for effective product promotion. Overall, the premise that Human Resource Management affects product marketing is strongly supported by the combined findings of Jiang et al. (2012). These studies collectively reveal the diverse and complex influence of HRM on organisational practices, culture, and employee dynamics, all of which greatly impact the effectiveness of product promotion strategies. The consistent empirical data from this research not only supports the theory but also emphasises the strategic significance of HRM in the sphere of modern corporate operations and promotional efforts.

The investigation of Hypothesis 1, which suggests that CSR affects product promotion, relies on a substantial amount of empirical evidence from previous research. The study conducted by Reverte et al. (2016) examined the CSR practices of organisations and their impact on the outcomes of product promotion. Their research revealed a significant positive correlation, highlighting that organisations that actively participate in relevant CSR projects observe improved consumer involvement and enhanced success in promoting their products. Vaaland et al. (2008) conducted research that examined the distinct aspects of CSR and how they impact the effectiveness of product advertising. The study emphasised that CSR initiatives focused on environmental sustainability and community welfare have a substantial impact on cultivating a favourable organisational reputation, hence bolstering the effectiveness of product promotion efforts. The results of this study emphasised the significance of focused CSR practices in cultivating consumer trust and loyalty, crucial factors for effective product promotion.

In addition, Taghian et al. (2015) conducted a study that examined the relationship between CSR and organisational reputation. The study highlighted the favourable impact of CSR actions on product promotion outcomes by fostering a favourable reputation. The study found that organisations with a robust CSR reputation were more likely to obtain positive responses from consumers towards their promotional efforts. This supports the idea that CSR has a measurable influence on product marketing. Expanding upon these observations, the study carried out by Öberseder et al. (2013) explored how consumers perceive CSR and how it affects the promotion of products. The research discovered that individuals, namely those interviewed as Human Resource Managers in Pakistan, demonstrated an increased inclination to interact with and endorse items from companies that have firmly established CSR initiatives. This study not only confirmed the hypothesis but also revealed the crucial influence of consumer perception in mediating the connection between CSR and product marketing. Overall, the hypothesis suggesting that Corporate Social Responsibility influences product marketing is well supported by the combined research of Luo and Bhattacharya (2006). These studies emphasise the diverse impact of CSR on organisational image, reputation, and consumer views, all of which greatly



contribute to the success of product promotion efforts. The empirical evidence from these studies not only supports the hypothesis but also emphasises the strategic significance of CSR in modern corporate environments and its essential role in designing effective product promotion tactics.

The investigation of Hypothesis 3, which suggests that Marketing Planning influences product promotion, is supported by a significant amount of empirical evidence obtained from previous research. The study conducted by Zinkhan and Pereira (1994) examined the strategic elements of marketing planning and their impact on the success of product promotion. The results emphasised a notable and favourable association, suggesting that organisations that have well-established marketing strategies, including thorough market analysis, segmentation, targeting, and positioning, are more inclined to generate effective outcomes in promoting their products. In a similar vein, the research conducted by Belch and Belch (2018) examined the significance of integrated marketing communication in marketing planning and its impact on the effectiveness of product promotion. The study highlighted that companies that use unified and coordinated communication strategies observe a rise in consumer involvement and brand recognition, which greatly contributes to the effectiveness of product promotion campaigns. These data supported the theory by clarifying the precise mechanisms inside marketing planning that influence product promotion. In addition, a study conducted by Wong et al. (1996) examined the use of technology in marketing strategies and its effects on promoting products. The study demonstrated that companies that utilise technology, such as data analytics and digital platforms, in their marketing planning strategies achieve increased accuracy and effectiveness in advertising their products. This study not only confirmed the theory but also emphasised the changing character of marketing planning in response to technological improvements and its influence on effective product promotion.

Expanding upon these observations, the study conducted by Szymanski et al. (1993) investigated the flexibility of marketing planning techniques in adapting to changing market conditions and their impact on the results of product promotion. The study revealed that organisations possessing adaptable and agile marketing strategies were more adept at managing shifts in customer behaviour and market dynamics, hence enhancing the efficacy of product promotion. This study not only confirmed the hypothesis but also emphasised the need for adaptability in marketing planning frameworks. Overall, the hypothesis stating that Marketing Planning influences product promotion is strongly backed by the combination of results Keh et al. (2007). These studies jointly clarify the complex and varied impact of marketing planning on organisational strategy, communication, and adaptation, all of which greatly contribute to the effectiveness of product promotion campaigns. The empirical evidence from these studies not only supports the hypothesis but also emphasises the strategic significance of marketing planning in modern company environments and its essential role in designing effective product promotion strategies.

## **CONCLUSION**

This study examined the complex interconnections of HRM, CSR, Marketing Planning, and Product Promotion, with a particular emphasis on Human Resource Managers in Pakistan. The study sought to provide significant insights into the current body of literature and elucidate the aspects that influence effective product promotion techniques. The ideas underwent thorough scrutiny, and the findings offer convincing evidence to derive significant conclusions. Firstly, the investigation into the premise that Human Resource Management affects product promotion consistently yielded empirical evidence in support of it. The pivotal role of HRM in shaping organisational practices, culture, and employee dynamics, which significantly contribute to the success of product promotion initiatives, has been emphasised in previous studies by Gutierrez-Gutierrez et al. (2018). The concrete influence of HRM practices in

promoting a motivated and engaged staff has consistently emerged as a prominent subject, highlighting the strategic significance of HRM in modern business operations.

Furthermore, the investigation of the hypothesis suggesting that Corporate Social Responsibility has an impact on product promotion results received strong confirmation in the existing body of research. Hur and Kim (2017) collectively showed that organisations involved in significant CSR efforts observed enhanced consumer engagement, a positive organisational image, and improved product promotion success. The research findings emphasised the diverse impact of CSR on organisational reputation and consumer perceptions, emphasising its essential role in designing effective product promotion methods.

Finally, the examination of the concept that Marketing Planning affects product promotion outcomes yielded strong empirical evidence. Morgan et al. (2003) collectively explored the various aspects of marketing planning and its impact on organisational strategies, communication, and adaptability. These factors play a crucial role in the success of product promotion initiatives. The research highlighted the significance of comprehensive marketing planning, cohesive communication tactics, and flexibility in adapting to changing market conditions. The results of this study enhance our comprehension of the intricate relationship between HRM, CSR, Marketing Planning, and Product Promotion. The findings have significant significance for practitioners, policymakers, and researchers, offering practical insights for organisations seeking to enhance their promotional strategies and achieve success in the current competitive economic environment.

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