

# Cause Related Marketing- Advancement with the Digital World

Sudeep Kundu

*Xavier Institute of Management and Entrepreneurship*

**Abstract-** This paper focuses on "Cause Related Marketing" (CRM), a CRM strategy that is frequently adopted by for-profit businesses. Cause-related marketing is becoming a preferred method for businesses to create awareness of their product or brand as they struggle to contact customers efficiently (Pia Pieper,2019). To compare individualist and collectivist cultures, this paper examines (i) how various company users engage and spread cause-related communication, and (ii) investigate how people perceive cause-related marketing campaigns online. A CRM campaign can be used very efficiently to fulfil multiple goals at once, especially in times when ethical consumption and environmental consciousness are hot topics (Pia Pieper,2019). This paper offers a thorough understanding of prospective important success variables. The results provide useful information for businesses and nonprofit organizations, which should apply various approaches depending on the culture.

**Keywords-** Cause-Related Marketing, Marketing, Awareness, Innovation, Strategies, Ideas, Fundraising, Social-Cause, Charity

## INTRODUCTION

CRM stands for cause-related marketing, which is a win-win partnership between a for-profit business and a nonprofit organization to advance both their respective causes and the sales of the former (Handa, et.al, 2020).

The phrase was initially used by American Express to characterize its 1983 fundraising effort for the restoration of the Statue of Liberty. Every time someone used an American Express charge card, the company gave one penny toward the repair. The Restoration Fund was able to raise almost \$1.7 million as a result, and the use of American Express cards increased by 27%. According to study, given same quality and cost, more than 90% of consumers are willing to transfer brands to one that supports a good cause. (Varadarajan, et.al, 1988)

Companies and private groups have been seen as major contributors to many current social, economic, and environmental issues, such as sustainability (Banerjee, 2008). Today's society demands from businesses not only performance but also moral behavior. Corporate social responsibility (CSR) practices are becoming more and more familiar to consumers in the twenty-first century (Cadbury, 2006). Customers actually demand that goods be created and distributed in a morally and environmentally responsible manner. Consumers now have more control over the information they receive and exchange, especially in the internet world, thanks to technological advancements. In response, several businesses have turned CSR into a strategy for earning a competitive edge and promoting socially conscious actions by partnering with charitable organizations, a practice known as cause-related marketing (CRM). (Zhang 1, et.al, 2020)

CRM gives additional opportunities for fundraising and publicity, both of which may be advantageous to nonprofits (Hemphill, 1996). Such alliances, however, need to be properly thought out because they can endanger the reputations of both parties. Despite the fact that these linkages with causes can have a positive impact on brand equity, brand loyalty, and brand-favorable consumer choice, it is less clear if corporate cause participation can help consumers form long-lasting cause associations and habits (Britt, et.al, 2020). It has various examples from cause-related campaigns. In the upcoming years, internet retailers may expect significant development from the rapidly expanding field of electronic commerce. In this approach, cause-related marketing can be essential.

In fact, cause-related marketing has the potential to benefit everyone involved, including for-profit businesses, nonprofit organizations, and consumers (Perks, et.al, 2008). As a result, it has the potential to

be a potent tool for the creation of value for all types of businesses.

The current study shows how companies are coming up with new strategies to uplift the sustainability factor and working on their techniques to influence more customers in advancement of this digital world (Snieska, et.al, 2008). The findings of this research will help marketers in knowing how to work efficiently in marketing with a cause and how it changed in advancement of the digital world.

The companies are working day to day into their innovation department and Research and Development as to bring new ideas into the table to attract customers and make a brand loyal community for profit maximization and also a sustainable business helping the community together (Christofi, et.al, 2015). Accordingly, the main ambition of this paper is to find out how the companies are changing their strategies as to attract new customers and making a brand loyal community in this intense competition. Additionally, scholars have stated Cause Related Marketing include factors such as customer behavior, charitable giving, promotional benefits, sponsorships, partnerships, brand building, etc. (Kolo, et.al, 2016). The systematic literature review methodology is briefly explained in the next section. The conclusions, which detail the changes in Cause Related Marketing with the world going digital is explained. An overview of the constraints and future research areas in Cause Related Marketing are provided in the conclusion.

#### *Benefits of Cause Related Marketing*

Cause-related marketing has a number of advantages that have an immediate and long-term influence on your company.

- By way of illustration, you demonstrate how active your company is in the neighborhood. The majority of customers are interested in whether you give back because they care about how you utilize your platform to address social and environmental challenges. If you don't, they might decide to support a business that cares more about the general welfare. (Nan, et.al, 2007)
- You gain (positive) notoriety. Whether it's through news articles or seeing your brand on a banner at an event, cause-related marketing gets you noticed. Additionally, it's frequently positive exposure when people become aware of your

business by witnessing your dedication to charitable causes. (Harvey, Strahilevitz, 2006)

- Good deeds increase office morale- Employees are frequently more involved in their work and more productive when they feel good about the causes they are helping. (Peloza, et.al, 2006)

Cause-related marketing may also directly affect a company's bottom line for select companies.

Take Nike, for example, whose stock rose to historic heights following a Colin Kaepernick-starring advertisement. While some may find this sponsorship to be contentious, Nike took the chance in order to reach a very niche market, and the publicity paid off. (Munoz, 2020)

#### *Social Cause Marketing Campaigns-*

The emergence of social media has proven to be a successful platform for promoting social concerns, as well as for increasing consumer participation and trust. Today's consumers are the most knowledgeable ever. Depending on the type of brand identity and image, they may simply make wise decisions about what brand they want to purchase from. (Dhaka, et.al, 2021)

#### *Cases from Practice*

##### *Vistara Airlines #FlythenewFeeling –*

Singapore Airlines and a Tata Group airline have partnered to form Vistara. In order to send 12 children on its inaugural flight, it has teamed up with Salaam Baalak's trust, a non-profit and non-governmental organization that supports street children in Delhi and Mumbai.

A two-minute film titled, "When little feet found their wings with Vistara #FlyTheNewFeeling," was produced when the children, who ranged in age from 7 to 12, boarded the aircraft first with the other passengers. (Dhaka, ent.al, 2021)

##### *Tata Tea's Jaago Re-*

Since 2009, Jaago Re has been the overarching theme of many Tata Tea advertising campaigns. However, throughout time, Jaago Re's object has evolved. (Rathore, 2015)

The initial message of this campaign was to the populace of the nation to exercise their right to vote, cast their ballots, and elect representatives who would be answerable to them in the government process.

However, later efforts propagated the message against corruption, promoted knowledge dissemination in a

straightforward manner, and promoted Choti Shuruat for the empowerment of women which had a real gain for the company's brand value and started attracting more consumers to its loyal list.

#### KFC Plate of Hope-

Since 2016, fast food giant Biggie has launched an endeavor to help battle hunger in India. By contributing to the creation of a virtual plate of food on the KFC website, people who buy food from the restaurant can help feed a needy person somewhere in the nation. (Nabi, 2019)

The effort, which was advertised and run entirely online, attempted to prioritize feeding the world's almost 20 million starving children and women.

The Soar with Reading curriculum was therefore primarily developed to stimulate and support children's imaginations.

#### Lifebuoy's Help a child Reach 5-

In India, preventable illnesses like pneumonia and diarrhea claim the lives of more than 1.3 million children before they turn five each year. Sadly, the majority of these newborns and kids come from low-income, rural or semi-rural families. As a result, their moms, who frequently serve as their primary babysitters, are less aware of how even the smallest actions might prevent illnesses from occurring in the first place. (Dhaka, et.al, 2021)

Lifebuoy promoted the advantages of handwashing while also widely disseminating information about hand hygiene in rural areas. Through the assist a kid reach initiative, 130 million people have already received training in better hand hygiene. Several of these, including 5 programs, are geared toward parents of children who were at risk, but now are protected completely. (Thomas, Kureshi, 2021)

### LITERATURE REVIEW

#### Business Connection through Cause Related Marketing-

Many businesses engage in cause-related marketing as part of their commitment to CSR, whereby they make charitable donations for each customer purchase (Vanhamme, 2011). Success with cause-related marketing is typically higher if you support issues that are closely tied to your brand, along with client favorability (Heo, Nan, 2007). Advertising for beer

producers and auto insurance providers frequently promotes moderate alcohol use and the use of designated drivers. Both businesses gain from the message, and it demonstrates their concern for the welfare of their customers. Insurance corporations want to avoid paying out on accident claims, while beer producers want to pacify product criticism. Another illustration is that bookshops frequently support literacy campaigns or book donation drives. (DeJong, et.al, 1992)

#### Business Impact through Cause Related Marketing-

The impact it has on consumer preference serves as the final test of cause-related success (Popering, et.al, 2012). Customers frequently prioritize brand and product benefits, but they also reward businesses that support worthwhile causes. Therefore, successfully marketing your cause can aid in maintaining or expanding your clientele. Over time, consistent messaging and involvement with the cause increase impact. Your level of financial success can be determined by an increase in clients that is directly attributable to cause-related marketing. (Chang, Cheng, 2015)

### METHODOLOGY

This study used a systematic review to determine the adjustments that businesses are doing to build brand recognition while maximizing profits and maintaining a sustainable environment. Systematic reviews are described as a structured approach to reviewing published theoretical research by using organized and replicable methods to identify, select, 3 and critically assess literature searches (Jones, 2004; Tranfield et al., 2003). In other words, it is a subjective method of reviewing the literature that depends on the scholars engaged.

Step 1: The keywords for the search were identified from the definition and constructs of cause-related marketing. The areas were operationalized through two cloud of keywords including innovation (e.g., product development, new product development, improvement, enhancement, innovation); cause-related marketing (e.g., social media advertising in action, promoting a worthwhile cause Nonprofit administration, collaborations across sectors in marketing, campaigns for transactions, pop-up shops for good causes, crusade for social good). The exemplary search strings that resulted in a highest

number of articles are ‘Cause Related Marketing’ or ‘Influence of Cause Related Marketing’ or ‘Cause Related Marketing Campaigns’ or Cause Related Marketing in online environment’ or ‘Cause Related Marketing in Digital Era’ or ‘Consumer Engagement in Cause Related Marketing Campaign’ or ‘Is Cause Related Marketing a winning strategy’ or ‘Consumer Perceptions on Cause Related Marketing’. Target articles should match at least one of the keywords in each cloud. This review does not cover all the publications dealing with the concept of innovation and Cause Related Marketing. For example, the sample only presents a brief overview of the board literature on Cause Related Marketing, as it includes only articles that fit the inclusion criteria. Finding information is a crucial component of research. In the earliest stages of the study, more than 200 articles were examined. To identify relevant research, researchers must go through this data which is completed by using online citation databases (like Web of Science) and search engines (e.g., Google Scholar). Both the quantity of citation databases and the number of academic publications and journals are continually rising.

Step 2: All other papers are often included in systematic literature reviews. However, this evaluation only took into account 100 academic journal papers that were published in English and that had undergone peer review in order to keep the sample size reasonable. Only peer reviewed journal articles (research papers) were included in the search. Furthermore, there were no specified time restrictions for the search.

Step 3: This review includes the following major research databases: Science Direct, Web of science, Scopus, ProQuest and Sci-hub. The initial search resulted in a total of 200 articles. These articles were found in journals such as Journal of Retailing and Consumer Services, Journal of Retailing, Journal of Retailing, Harvard Business Review, Psychology and Marketing, Management Science Letters, Journal of Promotion Management, Journal of Product Innovation Management, Journal of Consumer Affairs, Journal of Business Research, International Journal of Nonprofit and Voluntary Sector Marketing, Global Business Review, Environment and Behavior, Journal of Relationship Marketing etc. As an

exclusion criterion, only papers published in journals dated between 2017 to 2020 were retained. The title of these remaining 100 articles was reviewed to eliminate any duplicate records. After eliminating duplicates, the abstracts of all papers were closely analyzed to select the papers that address research questions directly related to Cause-Related Marketing. At the end of this process, 43 papers were identified as appropriate for analysis.

### FINDINGS

This study showed that brand-cause fit, specifically through the mediation of trust, is a good predictor of customers' trust in the online store as well as of the perceived value in an online CRM campaign. The link between brand-cause fit and company credibility had been previously established (Matiru, et.al, 2003).

The research shows that the included digital CRM efforts had generally favorable reactions. It is found that respondents believe there is a significant degree of brand-cause fit for the online CRM initiatives under investigation. A factor that must be taken into account for its effect on consumer willingness to join in the campaign and intention to engage in good word-of-mouth about it is a fit between the cause being pushed and the brand's area of activity. It has been discovered that consumer participation intentions and word-of-mouth intentions are favorably related to intents to purchase the campaign-related brand. (Handa, et.al, 2020).

The major challenges faced by the companies with the innovating world as per the papers reviewed are listed below,

Major Challenges	Papers Reviewed
Market Analysis	24
Innovation	12
Developing Communication with their targeted customers	9
Huge Competition coming in the market	9

The majority of businesses are having trouble understanding the market because new innovations are appearing on a regular basis in this quick-paced world. Therefore, developing new concepts and innovations might be dangerous given that businesses assume a significant financial burden when launching a campaign, and that doing so calls for thorough market research and analysis.

## MARKET ANALYSIS PROBLEMS

Less reliable secondary statistics are accessible on their customers. The majority of social groups haven't conducted much consumer research, and what they have done has been hampered by low budgets, which have led to subpar samples and crude analysis techniques. Furthermore, there are no syndicated services or panels that can offer affordably priced information on safety, security, conservation, and other behaviors. Perhaps the best source of secondary data is the academic or scholarly literature. Journals such as the *Journal of Health and Social Behavior*, *American Journal of Public Health*, *Health and Society*, and *Social Service Review* can sometimes be helpful. (Bijmolt, et.al, 2022). Risk can affect us more or less and is present everywhere. The advancement of technology enhances our social and economic well-being, but it also puts us at risk of tragedy more often than not. Even though we are aware of it and believe we are ready to handle it, disaster can take many different forms, and we often find ourselves unprepared. (Moşteanu, 2020)

Numerous businesses have started to associate their products with a variety of well-known causes relating to social and ecological challenges as a result of growing public awareness over social and environmental issues (Chang, et.al, 2011). Hence, changing with the evolution in marketplace makes a competition for the companies to stay updated with their strategies and even with the societal concerns present in the market and stay ahead to attract maximum customers.

## CONCLUSION & IMPLICATIONS

Advancement with Digital World- Managers of brands ought to choose charity then carefully craft a message to convey the campaign that better complemented the company identity. The campaign's message must be tailored to the cultural norms of the nations where it will be implemented. Depending on the culture, charities should also deliver their messages in various ways. While a single channel (the charity account) may be sufficient in more collectivist nations to have a spreading impact, charities in individualist nations must employ numerous communication channels and rely on the online community to propagate CRM messaging.

For brand managers and nonprofit organizations using CRM campaigns, the results of this study have significant ramifications. First, managers need to carefully plan their initiatives, taking into account cultural diversity as a key moderator of CRM performance. Different cultures have different ways of disseminating campaigns (individualist and collectivist). In contrast to collectivist nations where managers should focus their communication efforts on institutional channels, individualist nations require managers to rely on social network influencers to assist promote their CRM initiatives. Messages in collectivist nations should evoke a sense of being a local cause, more associated with domestic or regional issues. On the other hand, people in individualistic nations identify with large CRM campaigns, issues that occur outside of their own nations, or global issues.

Overall, both brand managers and charity benefit greatly from the current study. Company managers should choose charities that complement the brand identity better before carefully crafting a message to spread the word about the campaign. The campaign's message must be tailored to the cultural norms of the nations where it will be implemented. Depending on the culture, charities should also deliver their messages in various ways. While a single channel (the charity account) may be sufficient in more collectivist nations to have a spreading impact, charities in individualist nations must employ numerous communication channels and rely on the online community to propagate CRM messaging.

## LIMITATIONS TO THE STUDY

The current findings may be used in future research to examine if responses to CRM campaigns are influenced by other cultural factors, such as power distance, masculinity-femininity, uncertainty avoidance, long-term orientation, indulgence, and restraint. Future research should compare local and global CRM initiatives, examine other global CRM campaigns, or try to comprehend the various roles of online network actors in a longitudinal study.

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