

Exploring the Impact and Strategies of Cause Related Marketing

1. Introduction to Cause Related Marketing

Today, it is not enough just to sell products. The modern organization must have a social commitment and align itself with a cause to achieve loyalty from its consumers. This is where cause-related marketing features. Cause-related marketing refers to the commercial activity by which businesses and charities form a partnership with each other to market an image, product, or service for mutual financial benefits. It is a win-win situation, as the companies make money but also foster a positive image by showing their social commitment, while charities are able to raise vital funds. Despite its wide adoption as a strategic option by many corporations, little is known about the impact of CRM in a real context on a social or a brand level. This chapter starts by providing an introduction to cause-related marketing, also referred to as social enterprise, drawing some advantages and disadvantages and definitions that it commonly appears under. Following this, recent and relevant trends in consumer behavior and how CRM has been used to create a platform for social interfacing are drawn.

2. Historical Development of Cause Related Marketing

In recent decades, the field of marketing has attracted increasing attention to the use of businesses for internal and external development of social causes, in particular for commercial purposes. This has manifested itself in a variety of different forms of presentation and has resulted in so-called cause-related marketing. The main difference between cause-related marketing and such related areas lies in the approach. While other areas, such as social marketing or corporate social responsibility, tend to be more corporate-oriented, cause-related marketing is more focused on the consumer-oriented perspective.

The concept of cause-related marketing has shown constant movement throughout the last 30 years of operation. This period can be characterized by an increase in the use of commercial marketing techniques for non-commercial purposes. In product and brand marketing, there was a movement from leading market products to the

'satisfy the customer' era to today, where both offer their customers values. In the early days, there was no such term as 'values'; the concept revolved around selling the lifestyle or image that accompanied the product. Products were used by stars of the stage, screen, and sport, and quickly came to represent the identity of the owner. In more recent years, the increased interest in coffee and shoes has been a result of the work done by fair trade campaigns in partnership with businesses. With the help of celebrity endorsements, product logos have appeared on every TV channel, in the national press, and on products in store and out. This movement across the spectrum of product, service, brand, and by association the business has provided a visible manifestation of the possibilities of the cause-related marketing business to the consuming public.

3. Theoretical Frameworks in Cause Related Marketing

The theoretical framework is the basic level of a study to understand a phenomenon. This gives a big picture of what CRM is and how it can be understood to investigate and guide its implementation. The theoretical framework of CRM takes different aspects of CRM that are relevant based on psychological perspectives, sociology, and business ethics to explain why companies perform CRM. Based on psychological research, consumer behavior, and loyalty, it builds on an individual's attitude in viewing something. For that, CRM is a credible signal about the task of a company because CRM reflects the company's commitment to the social dimension. Meanwhile, some theories highlight the sociological perspective of CRM, such as persuasion, functional reinforcement theory, and the theory of symbolic consumption.

According to such theories, the CRM strategy is believed to increase sales and market share because it produces loyalty by driving consumer favorability for the brand. It takes synergy from several theories surrounding CRM with the aim of introducing and exploring the concept of CRM to a broad audience. It also takes the view of various marketing disciplines to offer complementary insights that can contribute to a greater understanding of the means by which CRM works. A detailed understanding of the mechanisms that underlie formal care relations allows for a more sophisticated and effective creation of strategies for future activities. Therefore, this section presents an overview involving general and detailed levels of CRM theoretical frameworks. Then, the implications of the theory involved should be clearly drawn to provide a direct connection to the practice of CRM.

4. Benefits and Challenges of Cause Related Marketing

Marketers should create value for both stakeholders and firms for positive and effective operation. Stimulating and participating in social causes will not only spark public awareness but also allow the brand to engage more deeply with its current and potential customers. When firms engage in genuine cause-related marketing with nonprofit organizations, they can achieve a higher reputation, boost employee morale, and create a long-term advantage. A variety of research demonstrates that cause-related marketing influences the evaluation and prospective buyers' attitudes. Additionally, a significant percentage of consumers are likely to purchase when a brand is linked to a cause, and if stakeholders or consumers have a favorable attitude toward cause-related marketing campaigns, a notable portion of all consumers or stakeholders will pay more to support the business. This study explores cause-related marketing from the firm's perspective and provides guidelines for firms on how to develop a positive relationship with practitioners and consumers.

There are multiple advantageous aspects of effective cause-related marketing strategies, including (1) gaining a positive brand reputation, (2) enhancing consumer loyalty, (3) heightening public awareness, (4) increasing employee morale, and (5) stimulating customers to engage. Although most practitioners, firms, and even the general public exhibit high interest in cause-related marketing strategies, some risky aspects and challenges also arise, such as consumer skepticism, the ineffectiveness of aligned causes, reduced purchase intentions, the increased likelihood of corporate hypocrisy, intensifying negative impacts from the public, and provoking negative emotions such as anger and resentment. The legitimacy, connections, and duration between brands and cause-related marketing have particular influences on the effectiveness of these strategies. Therefore, firms need to carefully consider which causes to align with their brand and develop strategies for cause-related marketing according to their brand philosophy and values.

5. Types of Cause Related Marketing Campaigns

Stakeholders showing increased concern about social issues have meant their strategies to address those issues have also evolved. Many marketing scholars and practitioners are now suggesting initiatives that involve external links of the company. While known by many different names, we use the term "cause-related

marketing," referring to any marketing tactics or communication campaigns that result from the commercial-public sector. The execution of these campaigns can take on many different forms and is often grouped into five broad categories—retailing, cause branding, transactional, licensing, and non-profit sponsorship. In this section, we will characterize the various types of cause-related marketing, embedding real-world examples within the appropriate definitions to illustrate.

Cause branding strategies are designed to create a corporate image or brand that conveys ideas or images about the firm's social or ethical commitments. Marketers seeking to redesign the corporate image and infuse it with a "movement towards social responsibility" believe that the new universal trends favor caring and issues affecting concerns like values and lifestyles. An example of this strategy is a recent project that emphasizes outreach efforts to a "very creative kid named Becca," and the work that employees are doing to help her inner-city school. The transactional approach solidly depends on the acquisition of the product or consumption of the service to support the cause. An effective strategy that emphasizes shopping simplicity is the provision of a single product to support a single organization. In this context, a retailer has aligned with a charitable network, allowing consumers to purchase balloon-shaped paper icons with the proceeds going to the cause.

6. Success Factors in Cause Related Marketing Campaigns

Cause-related marketing has evolved quickly to be one of the organization's most important forms of corporate social responsibility, with over 200 product categories in the USA reported to be involved with a cause at the retailer level. To underscore the integrity of the company-cause relationship, companies invest heavily in their cause-related marketing campaigns. Having explored a variety of exceptional cause-related marketing campaigns and the literature surrounding them, it is contended that there are several success factors that contribute to the creation of an effective cause-related marketing campaign. Some of the common, important keys to successful cause-related marketing strategies include: (i) a genuine commitment to the cause will contribute to the success of the cause-related marketing activity; (ii) the cause chosen should be aligned with the sponsor's values and consumers' beliefs; (iii) stakeholder involvement through developing relationships and seeking buy-in is important; (iv) the issue of transparency and potential cynicism should be addressed through stakeholder involvement at the outset and consultation over the form and content of campaigns, as well as existing evaluations and subsequent campaign learnings; (v) the campaign results for companies that have or are

currently running activities demonstrate their profitability – it pays to be socially responsible. The evidence from various companies' examples has also identified both pitfalls of not addressing the above issues and some of the ways to measure the impact of responsible consumption strategies.

7. Consumer Behavior and Attitudes Towards Cause Related Marketing

Consumer Behavior in Cause-Related Marketing

There is a substantive body of work that investigates consumer attitudes toward several issues related to cause-related marketing. For instance, different issues affect consumers' perceptions of a brand that supports a social cause. Consumer perceptions and preferences for brands that undertake corporate social marketing with reference to different issues have also been examined. The findings showed that consumers had criteria for selecting a brand narrative, which included that it had social resonance, was emotional, completed the original communication brief, and, if possible, had celebrity endorsement. This paper builds on these studies to develop an understanding of what in consumer motivation drives this preference for a socially ethical brand narrative and what substantive issues would prompt consumer response to the story.

The necessity for addressing these issues is found in the marketing responsibility that comes with the apparently successful business to consumer policy initiatives. These include the corporate Problems of Practice, such as those exemplified by buy one, give one and campaigns for real beauty. Do such initiatives work – and, if so, how, and for what audience? What are the causal precedents of success or failure? While there is substantial literature that has examined CSR and cause-related marketing, and philanthropy at least in part, there is likewise substantial literature that questions whether the brand pundits' approach to brand marketing to address said 'social' or 'ethical' responsibility is effective and, accordingly, whether they are a consumer 'want' rather than a consumer 'need'. This is an empirical paper that attempts to address these questions through a number of on-street surveys that will provide a scope for understanding how consumers react to different ethical marketing approaches.

8. Ethical Considerations in Cause Related Marketing

Introducing a cause-related marketing strategy offers a number of potential benefits; however, a number of ethical considerations will also result from the adoption of this strategy. The challenges and ethical considerations in implementing cause-related marketing campaigns arise from the nature of the involvement: corporations promoting a product while charities are expected to accept the funds. The ethical considerations surrounding cause-related marketing campaigns are important, as both the for-profit corporation and stakeholders associated with the nonprofit partner must understand how philanthropy and profitability will be achieved through this collaborative strategic activity.

A legitimate concern when corporations associate with a social cause is considered "bad" in the purchase that is claimed to fulfill the charitable purpose of the social cause. If the cause does not meet with the approval of the consumers, then a corporate cause-related marketing strategy will not be successful. Additionally, the consumers' perception of the fit between the corporation and the particular cause determines the market or key customers' reaction to a corporation's association with a specific social cause. Cause-related marketing campaigns may have both rational appeal and cognitive dissonance appeal attached to the cause or specific issue, limiting the benefits for the corporation. It is important for the corporation to determine public responses to the campaign and whether or not the established relationship is resulting in a more favorable public image. If the corporation's behavior is not aligned with the core cause of the social cause, the market might feel a sense of injustice.

9. Case Studies of Successful Cause Related Marketing Campaigns

In recent years, identity has been one of the best ways companies build their consumer relationships and communicate with an audience for long-term loyalty. Indeed, setting up communications can quickly develop brand reputation among customers. From this commitment, companies have developed some of the most successful strategies to facilitate cause marketing. In turn, an analysis of its effectiveness is useful. Here are nine case studies of cause marketing that assess the effect this specific part of communication has had on three levels: consumer engagement, brand enhancement, and social impact.

Mud Jeans and Shipping Ambassador: Mud Jeans rent out their jeans. It's simple to join their subscription service, and for a small monthly fee, you can ship back your dirty jeans and select a fresh pair whenever you fancy. Mud Jeans' partnership with the World Food Programme made perfect sense. As experts in shipping, their consumers were the right audience for this partnership. The objectives of the cause marketing were to position Mud Jeans as a business dedicated to transparency in a duplicitous fashion market. The campaign earned a reach of 31 million, covering 175 publications. TV coverage was secured on channels including Sky News, Al Jazeera, and Channel 4. With a total campaign audience of 2.2 billion, Mud Jeans were pleasantly surprised by the high engagement. What demonstrated a strong and positive response from media and public audiences was a social media reach of 218 million. Mud Jeans' engagement score at this point stood at 792. In one hour, 18,000 people engaged with the campaign, commenting on social media, writing blog posts or opinion pieces, and sharing stories. The average time spent on the Mud Jeans website in the first six weeks of the campaign doubled.

10. Future Trends and Innovations in Cause Related Marketing

It is very difficult to predict future trends. But on the contrary, this chapter will delve into some future trends and innovations in the field of cause-related marketing. Most probably, some brands or business organizations will take advantage of the rapid advancement of digital technologies and social media platforms for future cause-related marketing initiatives since they provide unique ways to measure and monitor the outcomes of the cause-related campaign in real time. In addition to these, the visibility of social issues will continually change, which potentially creates new opportunities for the brands. Generation Z and millennials are social beings, and as a result, the corporate world will become more responsible for society.

In the future, sustainability will be a central strategy as consumer behavior changes from competing on value for money. Environmental crises are the biggest issue that forces organizations to think about the future and convert to sustainability strategies not only for themselves but also for society as a whole. The advancement in technology is a weapon for social change. Innovation or technological changes that better monitoring and accountability play a crucial role in the future. Finally, we have come to the end that this study predicts that cause-related marketing shall be

an integral part of strategy in the business world now and in the future. In response to this rapid deployment of trends and innovations, practitioners should prepare in advance to be equipped with knowledge, insights, and innovation. Furthermore, they can adapt and adopt their command positions in this marketing in the future. The branding topic should accommodate emerging innovations in the cause-related marketing scope.

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