

CAUSE-RELATED MARKETING CAMPAIGNS: HEALTH AND ENVIRONMENTAL CONCERNS

Shruti Gupta

Research Scholar, University School of Management Studies,
Guru Gobind Singh Indraprastha University.

DOI: [10.5281/zenodo.8433637](https://doi.org/10.5281/zenodo.8433637)

Abstract

This study emphasizes the significance of cause-related marketing efforts that specifically target environmental factors. Such campaigns are identified as a preferable approach for addressing social sustainability along with routine consumption patterns. Furthermore, a comprehensive analysis of the prevailing market conditions has been conducted, highlighting the significant difficulties and possibilities faced by the firms. A deeper understanding of real-world CrM campaigns particularly addressing environmental causes (Green cause-related marketing) is undertaken. The study also encompasses significant health-related campaigns in the realm of social media adopting CrM mode. The study provides valuable assistance in the strategic planning and implementation of cause-related marketing campaigns and the selection of appropriate tactics to effectively impact the intended target customer group. Future research is needed to keep up with the rapid developments in this area and to fully appreciate the profound changes they usher in throughout the sector.

Keywords: Health Concerns, Green Cause-Related Marketing, Cause-Related Marketing Campaigns

INTRODUCTION TO CrM

Corporate social responsibility (CSR) associations are interconnected with a company's dedication to fulfilling its societal responsibilities. This commitment is founded upon certain assumptions, namely, the provision of products that are advantageous to both customers and society, the provision of long-term consumer and public welfare, and the inclusion of consumer and public welfare considerations in the promotional strategy. Consequently, the concept of CSR revolves around the well-being of society and stakeholders, thereby impacting both internal and external stakeholders. Corporate societal Responsibility (CSR) encompasses the inclusion of the altruistic system, which entails making enduring commitments to address certain societal challenges and activities (Chanana and Gill, 2015). Cause-related marketing (CrM) is a prevalent manifestation of corporate social responsibility (Larson et al., 2008), Corporate-Nonprofit Partnership (CrM) refers to a collaboration between a for-profit entity and a nonprofit organization or cause, leading to mutually beneficial outcomes for all parties involved (Kapoor and Kulshrestha, 2014). Supporting this, Carringer (1994, p. 16) defined CrM as "the joining together of a not-for-profit charity and a commercial company in an effort to raise funds and awareness for the cause while building the sales and awareness of the for-profit partner." CrM is implemented by combining the strategic objectives of a corporation with traditional marketing communication approaches, while also considering the specific needs and aims of a nonprofit organization or social cause (Papazolomou and Kitchen, 2011). Sustainability reporting have the capacity to function as a feasible strategy for Corporate Responsibility Management (CrM), successfully appealing to conscientious customers who actively participate in ethical purchasing (Corley et al., 2013).

CrM Campaigns Focusing Health Concerns

The primary cause refers to fundamental human requirements that are essential for survival, such as health, nutrition, and safety. On the other hand, the secondary cause pertains to needs that contribute to an improved quality of life, such as work opportunities, community services, and economic development. Numerous health initiatives employ concise messages that are distributed via mass media platforms (Guttman and Ressler, 2010). Roberts and Ryan (2005) suggest that the greatest likelihood of impacting consumers' decision to alter their purchasing behaviour in response to cause-related marketing was either health or education. The authors further indicate that it would be advantageous for firms to develop enduring commitments at a local level in domains such as education, health, and poverty alleviation. Table 1. lists some of the cause-related marketing campaigns focusing the health concerns.

Table 1: Few cause-related marketing campaigns addressing health causes

	Company Name	Campaign Name	Environmental Cause Addressed
1.	Pampers and UNICEF		Communicated a crucial message: one pack equals one vaccine. Pampers and UNICEF has facilitated the funding of a total of 300 million tetanus immunisations.
2.	Yoplait and Susan G. Komen Breast Cancer Foundation	Save Lids to Save Lives	Yoplait engages in philanthropic efforts by contributing a monetary donation of \$0.10 to the Susan G. Komen Breast Cancer Foundation for each pink foil yoghurt lid that is returned to the firm by mail. It is important to note that there exists an annual limit of \$1,500,000 for these donations.
3.	Procter and Gamble and National Association for the Blind (NAB)	Project Drishti	For each unit of the product 'Whisper' that was purchased, a donation of one Indian Rupee was allocated towards the initiative aimed at restoring vision for visually impaired females throughout India.
4.	Mars and Murrie	Pink and White M&Ms Campaign	The programme was developed to commemorate Breast Cancer Awareness Months. A donation of fifty cents was contributed to the Susan G. Komen Breast Cancer Foundation for every purchase of a special package including pink and white M&M'S milk chocolate candy.

CrM campaigns focusing environmental concerns

Kumar et al. (2013) posit that the concept of sustainability refers to an all-encompassing framework with the goal of creating sustainable growth. This goal is attainable by putting into action a proactive plan that places the most importance on the factors that will affect a business in the long run. In addition, it has been suggested that ethical and moral principles need to play a role in the formation of strategic planning for businesses. The achievement of long-term success and, in some situations, even the existence of a business are inextricably tied to the practice of corporate social responsibility (CSR), particularly as it relates to environmental sustainability. Various studies (Vaidyanathan and Aggarwal, 2005; Demetriou et al., 2009; Zhang et al., 2020) have investigated CrM within the context of environmental issues, highlighting both its relevance and its ideal match with the notion as a result. The concept of a 'green' entails a state devoid of waste and environmental damage, serving as an ideal habitat for both present and future generations. The active

involvement of consumers in the enhancement of the natural environment is now essential (Laksmidewi and Soelasih, 2019). The level of consumer interest in green marketing has seen a substantial rise in recent years. Nevertheless, green marketing does not come without associated costs. Frequently, consumers are compelled to accept a product of somewhat inferior quality (as shown by recycled paper), allocate more funds (as in the purchase of organic goods), or use additional energy (as in the reuse and recycling of cans and bottles) as a means of endorsing the cause (Vaidyanathan and Aggarwal, 2005). Ham and Choi (2012) suggests that the integration of green practices and cause-related marketing has a favourable influence on consumer attitudes and intentions. This highlights the importance for businesses to establish a strategic framework for decision-making regarding investments in cause-related marketing endeavours that promote environmentally sustainable practices, as such initiatives are likely to yield positive outcomes. In addition, the findings of the study reveal that altruistic green advertising also has a positive influence on the environmentally conscious customers (Laksmidewi and Soelasih, 2019). Individuals with heightened levels of environmental consciousness and a propensity for participating in volunteer endeavours have a stronger inclination to embrace a product or service, as well as a larger likelihood of recommending it to others (Huang and Fitzpatrick, 2018). Sony et al. (2014) supports the notion that the implementation of environmental societal initiatives elicits a more favourable reaction from stakeholders compared to a broad approach thus, the simultaneous implementation of green CrM and the provision of a green product is seen as more attractive than the adoption of either strategy alone. The relevance of the cause in the campaign may be appreciated by the fact that cause-related marketing can only be considered as a successful strategy for social betterment if consumers think that the cause that is being promoted to them is meaningful. In this kind of marketing, one of the most important factors to consider is the degree to which a cause and a particular brand are associated with one another (Chanana and Gill, 2015). Socially conscious customers are likely to continue their interest in items promoted by green marketing, despite the fact that they may first display skepticism about green consumer marketing (Saylor, 2005). It is possible to get an understanding of the relevance of green CrM by looking at campaigns that are focused on environmental problems on both the national as well as globally. The comprehension of the practical viability of green CrM through the in-depth examination of the effectiveness of CrM campaigns that have been adopted by different businesses with the special focus on solving environmental issues.

Table 2: Few National and International Green Cause-related Marketing campaigns

	Company Name	Campaign Name	Environmental Cause Addressed
1	Indian Tobacco Co. Ltd.	Boond Se Sagar	Aashirvaad has pledged to provide Rs 5 for every product sold in support of water conservation efforts.
2	Cric HQ Pvt. Ltd.	I Care I Support	Cric HQ made a donation to drought relief initiatives for each tweet.
3	Patagonia Inc.	-----	Black Friday sales contributes to environmental preservation endeavours.
4	Starbucks UK	Grab Your Cup	Decrease in the number of single-use coffee cups, better access to clean water, and training programmes for young people.

In India, the Indian Tobacco Company Ltd. launched a promotion called "Ashirvaad-Boond Se Sagar," which encouraged the collection of rainwater for later use. Aashirvaad has committed to donating the amount of Rs 5 for each product that is sold with the intention of making a significant contribution to the efforts that are being made by the country to conserve water.

Numerous water conservation facilities have been built by the corporation in order to permit irrigation over about 31,000 acres of land (Deveshwar, 2020). The 'I Care I Support' green CrM campaign was initiated by CricHQ Pvt. Ltd., a digital portal for sports in India. CricHQ has committed to making a monetary contribution to The Naam Foundation, a non-governmental organization whose mission is to ameliorate the living circumstances of farmers who reside in areas that are prone to drought, for each tweet that makes use of the specified campaign hashtag. The organization conceived of an innovative program that is now known as the "Digital Donation Box," which entails the acceptance of tweets that are exactly 140 characters long as a kind of monetary donation. In return for each tweet sent, CricHQ has committed to making a monetary donation to organizations working to alleviate the effects of drought (Bhamare, 2016).

At a global level, Patagonia Inc., an American retailer of outdoor recreation clothing, donated one hundred percent of the revenue from its worldwide retail and online Black Friday sales to grassroots environmental organizations. These grassroots environmental organizations are non-profit organizations that are actively engaged in the process of environmental preservation (Mahanti et al., 2022). Another example is the "Grab Your Cup" campaign that was run by Starbucks in the United Kingdom. The program was launched using the revenue obtained from the introduction of the 5 pence tax for using paper cups at Starbucks. Since the introduction of the additional fee of 5 pence for each cup two years ago, there has been a discernible increase in the use of reusable cups, which has gone from 2.2% to 5%.

The Grab Your Cup campaign's major objective is to reduce the number of single-use coffee cups to-go cups that are used each year by 1.2 million. As part of the campaign, a total of 250 charitable organizations were to get a financial allocation ranging from £500 to £1,000 apiece. These initiatives include training programs for young people, enhanced access to clean water, and aid for communities who produce tea and coffee. ("Grab Your Cup if You Know What's up", 2020). It is possible to draw the following conclusion as a result: the major focus of green CrM is on the development and strengthening of relationships with different stakeholders, including investors, consumers, and the community at large, via the execution of voluntary environmental projects. Furthermore to the aforementioned initiatives, a large number of collaborative efforts have been launched in order to protect and preserve the environment.

Opportunities and Challenges

Despite the growing popularity of cause-related marketing as a marketing tactic, consumers have developed a sense of scepticism about this particular approach. The acceptability of advertising claims is likely to be diminished by consumer skepticism (Kim and Lee, 2009). The implementation of tactics aimed at promoting responsibility among those involved in development consumption not only affects the consumer side of CrM, but also has substantial implications for the development and contribution components. This encompasses the lack of systems to ensure accountability in social entrepreneurship efforts and the simplifying of development issues and their respective addressal (Kipp and Hawkins, 2019). Mohr et al.(1998) stated that

customers who have a high degree of cynicism about CrM are less likely to react favorably to CrM initiatives than customers who have a low level of skepticism regarding CrM. Woerndl et. al (2008) identifies five distinct characteristics of digital mode of marketing that have the potential to significantly impact the effectiveness of campaigns. The elements included in this study include the comprehensive framework of the campaign, the specific attributes of the product or service, the substance of the message being sent, the features of the diffusion process, and the role of peer-to-peer information transmission. By implementing suitable strategies, the efficacy of campaigns may be enhanced to generate a more substantial influence on customers, hence yielding advantages for both profit-driven and non-profit organisations engaged in such initiatives.

Discussion and Conclusion

This research offers a concise overview of the significant information that can currently be extrapolated, albeit it does not give a thorough analysis. We assessed many campaigns that were based on positive attributes seen in Green CRM. There exist certain initiatives that are seen to have the potential to augment or fortify campaigns if they were to be executed. Kim (2011) suggested that green cause-related marketing is a strategy adopted by organizations to demonstrate their loyalty to the well-being of consumers and to convey a strong sense of responsibility towards preserving the environment in which consumers live. In addition to this, green and health related CrM campaigns also aligns with prevalent societal standards.

This approach not only aligns with the goal of sustainability, but also serves as a means for businesses to advertise associated products or services. The concept of green CrM refers to a strategic tool that companies use to effectively communicate their commitment to minimizing their impact on the environment (Tanford et al., 2020). Saylor (2005) emphasized that a broad spectrum of green CrM can be comprehended through its effectiveness in attracting consumers with varying levels of dedication to cause-related matters; the execution of its persuasive effectiveness across diverse degrees of customer engagement in the process of making decisions about purchases. Further the study emphasized that the broad spectrum of green CrM is understandable through its efficacy in attracting consumers. The rapid advancement of technology and manufacturing capacity has, from the point of view of consumers, led to the exhaustion of natural resources and an acceleration of environmental degradation. Growing consumer awareness of environmental issues is helping to develop a trend of "environmental or green consumerism." This trend may be defined as individuals who are attempting to protect oneself and their environment via the products that they choose to purchase (Ottman, 1992).

We observed that some campaign planners made deliberate decisions about the selection of suitable communication channels for their messages. They also made efforts to optimise the reach of their messages by using diverse methods and platforms to magnify their impact. Effective communication has the potential to mitigate consumer scepticism and optimise the efficacy of CrM strategies or campaigns. This research posits that the manner in which CrM is conveyed may have played a role in escalating apprehension among customers, notwithstanding their rising scepticism against CrM as a whole (Kim and Lee, 2009).

Limitations and Future Research

The study's scope was confined to the limited campaigns evaluated, which implies that it is not comprehensive in nature. Therefore, future studies may explore this element to enhance the breadth of research in this area. Since the campaigns examined in this study were only implemented in online mode, it would be beneficial to include campaigns carried out through offline mode in future research. The examination of the influence of individual campaigns on consumer behaviour may be conducted in a comprehensive manner to identify areas for improvement and maximise the long-term effect of such initiatives.

References

- 1) Bhamare, Y. (2016, Nov 03). "Campaign:#ICareISupport" Behance. Retrieved from <https://www.behance.net/gallery/44708457/Campaign-ICareISupport>
- 2) Carringer, P. T. 1994. Not just a worthy cause: Cause-related marketing delivers the goods and the good. *American Advertising*, 10 (1), 16-19.
- 3) Chanana, S., & Gill, P. S. (2015). Corporate philanthropy through cause related marketing. *Journal of Advances in Business Management*, 1(3), 251-261.
- 4) Corley, J. K., Vannoy, S. A., & Cazier, J. A. (2013). Using sustainability reports as a method of cause-related marketing for competitive advantage. *International Journal of Social Ecology and Sustainable Development (IJSESD)*, 4(2), 16-33.
- 5) Demetriou, M., Papasolomou, I., & Vrontis, D. (2009). Cause-related marketing : Building the corporate image while. *Journal of Brand Management*, 17(4), 266–278.
- 6) Deveshwar, Y.C. (2020, June 08). "Making ITC socially responsible". Moneycontrol.com. Retrieved from: <https://www.itcportal.com/media-centre/press-reports/content.aspx?id=79&type=C&news=making-ITC-socially-responsible>
- 7) "Grab Your Cup if you Know What's Up" - Starbucks Stories EMEA. (2020, Jan 06). Starbucks Stories EMEA. Retrieved from <https://stories.starbucks.com/emea/stories/2020/grab-your-cup/>
- 8) Guttman, N., & Ressler, W. H. (2001). On being responsible: Ethical issues in appeals to personal responsibility in health campaigns. *Journal of health communication*, 6(2), 117-136.
- 9) Ham, S., & Choi, Y. K. (2012). Effect of cause-related marketing for green practices in the hotel industry. *Journal of Global Scholars of Marketing Science*, 22(3), 249-259.
- 10) Huang, L., & Fitzpatrick, J. (2018). Lending a hand: Perceptions of green credit cards. *International Journal of Bank Marketing*, 36(7), 1329-1346.
- 11) Kapoor, A., & Kulshrestha, C. (2014). Cause-Related Marketing: Consumer Perceptions of Philanthropic Activity. In *Dynamics of Competitive Advantage and Consumer Perception in Social Marketing*, 348-365. IGI Global.
- 12) Kim, E.K. *Consumer Perceptions of Green Cause-Related Marketing (crm) Price Fairness*. Ph.D. Thesis, The Pennsylvania State University, State College, PA, USA, 2011.
- 13) Kim, Y. J., & Lee, W. N. (2009). Overcoming consumer skepticism in cause-related marketing: The effects of corporate social responsibility and donation size claim objectivity. *Journal of Promotion Management*, 15(4), 465-483.
- 14) Kipp, A., & Hawkins, R. (2019). The responsabilization of "development consumers" through cause-related marketing campaigns. *Consumption Markets & Culture*, 22(1), 1-16.
- 15) Kumar, V., Rahman, Z., & Kazmi, A. A. (2013). Sustainability marketing strategy: An analysis of recent literature. *Global Business Review*, 14(4), 601-625.
- 16) Laksmidewi, D., & Soelasih, Y. J. D. B. (2019). Anthropomorphic green advertising: How to enhance consumers' environmental concern. *Business & Economics Review*, 29(1), 72-84.
- 17) Mahanti A., Shankar, R.K. & Seshadri, D.V. R. (2020, Jan 27). "The anti-sustainability Black Friday

sales: *Where are India's Patagonias?*" Retrieved from <https://www.forbesindia.com/article/isbinsight/the-antisustainability-black-friday-sales-where-are-indias-patagonias/73185/1>

- 18) Mohr, L. A., Eroğlu, D., & Ellen, P. S. (1998). The development and testing of a measure of skepticism toward environmental claims in marketers' communications. *Journal of consumer affairs*, 32(1), 30-55.
- 19) Moshood, T. D., Nawansir, G., Mahmud, F., Mohamad, F., Ahmad, M. H., & AbdulGhani, A. (2022). Sustainability of biodegradable plastics: New problem or solution to solve the global plastic pollution?. *Current Research in Green and Sustainable Chemistry*, 1(5), 100273.
- 20) Ottman, J. A. (1992). Industry's Response to Green Consumerism. *Journal of Business Strategy*, 13(4), 3–7.
- 21) Pappasolomou, I., & Kitchen, P. J. (2011). Cause related Marketing: Developing a Tripartite Approach With BMW. *Corporate Reputation Review*, 14(1), 63–75.
- 22) Roberts, M., & Ryan, M. M. (2005). The Influence of Cause-Related Marketing on Purchase Behaviour. In *Australian and New Zealand Marketing Academy VII Conference: Corporate Responsibility* (pp. 89-94).
- 23) Saylor, B. S. (2005). *Consumers' Perceptions of and Responses to Green Cause-Related Marketing*. Master Theses, University of Tennessee.
- 24) Sony, A., & Ferguson, D. (2017). Unlocking consumers' environmental value orientations and green lifestyle behaviors: A key for developing green offerings in Thailand. *Asia-Pacific Journal of Business Administration*, 9(1), 37-53.
- 25) Tanford, S., Kim, M., & Kim, E. J. (2020). Priming social media and framing cause-related marketing to promote sustainable hotel choice. *Journal of Sustainable Tourism*, 28(11), 1762-1781.
- 26) Vaidyanathan, R., & Aggarwal, P. (2005). Using commitments to drive consistency: enhancing the effectiveness of cause-related marketing communications. *Journal of Marketing Communications*, 11(4), 231-246.
- 27) Woerndl, Maria, Savvas Papagiannidis, Michael Bourlakis, and Feng Li.(2008). Internet-induced marketing techniques: Critical factors in viral marketing campaigns. *International Journal of Business Science and Applied Management*, 3(1), 33 - 45.
- 28) Zhang, Y., Jiang, J., Sun, Y., Gu, D., & Jiang, W. (2020). Engagement in Cause-Related Marketing Reduces Pro-Environmental Behaviors. *Environment and Behavior*. 53(10), 1047-1069.