



A REVIEW OF SUCCESSFUL CAUSE RELATED MARKETING CAMPAIGNS IN INDIA

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ABSTRACT

In the modern business landscape, companies frequently employ a wide range of innovative strategies to establish and maintain a competitive edge within their respective industries. An increasing number of companies strategically form partnerships with charitable organizations, aiming to cultivate and embed a distinctive and positive image in the minds of consumers. Cause-related marketing (CRM) is one such strategy, characterized by collaborations where profit-driven organizations join forces with non-profit entities, committing to provide monetary donations in support of altruistic causes that benefit society. This approach not only allows companies to actively support worthwhile social causes but also significantly enhances the overall image and reputation of the company in the eyes of the public. Consumers are more likely to remain loyal to companies that demonstrably invest in social responsibility initiatives and projects, appreciating their commitment to societal welfare. The primary objective of the present research is to offer a concise yet informative overview of CRM campaigns that have been successfully implemented in India.

KEYWORDS :

INTRODUCTION

In the contemporary business environment, organizations are increasingly adopting innovative strategies to secure a competitive advantage and resonate with socially conscious consumers. One strategy gaining prominence is cause-related marketing (CRM), which involves collaborations between for-profit companies and nonprofit entities to support societal causes. This strategic alignment not only serves to enhance the corporate image and reputation but also fosters consumer loyalty by connecting brand values with social responsibility. The rising significance of CRM in India reflects a keen awareness among companies to address pressing social issues while simultaneously achieving business goals. This paper seeks to provide a detailed examination of CRM campaigns that have been successfully executed by Indian brands, showcasing how these initiatives have become an integral component of marketing strategies. Through this analysis, the paper aims to highlight the dual benefit CRM offers by fulfilling corporate objectives and contributing positively to societal welfare.

Literature Review

Customer loyalty is crucial for any organization, crucial for sustaining and growing business. Loyal individuals bring benefits, such as increasing purchases, paying higher prices, and sharing positive reviews, enhancing reputation. Research shows servicing loyal customers is cheaper than acquiring new ones. Companies use strategies to enhance loyalty, including cause-related marketing (CRM), aligning with social or environmental causes. This research provides a concise overview of CRM and examples of successful campaigns by Indian brands. Customer Relationship Management (CRM) has gained attention from academicians and practitioners. Within marketers' strategies, CRM is essential (Lafferty, 2009). The focus on CRM is driven by public awareness of social and environmental issues, linking products with causes and communicating these commitments to customers (Chang and Cheng, 2015).

Cause-Related Marketing (CRM) began in 1983 with a campaign by American Express (AmEx) to support the Statue of Liberty's renovation, as noted by Varadarajan and Menon (1988) and Lafferty et al. (2016). AmEx pledged to donate one penny for each card use and one dollar for every new card issued in the U.S. during the fourth quarter, according to Varadarajan and Menon (1988). In just three months, \$1.7 million was raised, with a 27% increase in card usage and a 45% rise in new subscriptions, highlighted by Luigi et al. (2011). Since its start, cause-related marketing has surged in

popularity, driven by businesses integrating Corporate Social Responsibility (CSR) with goals like boosting sales, fostering loyalty, and enhancing brand identity, according to Baylin et al. (1994) and Lafferty (2009). Academic exploration of CRM began with Varadarajan and Menon's 1988 study, describing CRM as marketing activities where a company donates a specified amount to a cause based on customer transactions, fulfilling organizational and individual goals. Since then, CRM has been interpreted differently in literature. Hajjat (2003) sees CRM as aligning company identity with nonprofits and social issues through marketing and fundraising. Hawkins (2005) describes CRM as ethical consumption, with companies funding nonprofits when consumers buy products for a cause. Business in the Community (1995) views CRM as commercial collaboration between businesses and causes for mutual promotion. Business for Social Responsibility (1992) states cause marketing allows profit and nonprofit entities to jointly market ideas, products, or services for shared benefit.

Cause-related marketing (CRM) creates a mutually advantageous scenario for all stakeholders, including charities, consumers, and companies, as noted by Adkins (1999). Research by Business in the Community (2004) indicates that CRM initiatives are effective due to their positive impact on brand affinity, brand equity, consumer perception, brand loyalty, and purchasing behavior. Moreover, the study highlights that CRM strategies can more effectively foster customer loyalty compared to traditional point of sale (POS) promotions. Implementing a CRM campaign can be particularly advantageous for businesses by increasing sales and market share, enhancing corporate image, improving employee retention, and boosting productivity, morale, and loyalty. Furthermore, CRM can lead to reduced operating costs, provide tax incentives, and distinguish a company from its competitors (Kotler and Lee 2005; Galán-Ladero et al. 2013; Siebert 2014). According to Howie et al. (2018), organizations employing Customer Relationship Management systems are perceived as more ethical, innovative, and competitive, often attracting customers from rivals. Non-profit organizations benefit through increased funding, greater public exposure, and enhanced recognition (Wymer and Samu, 2003; Wymer and Sargeant 2006). Consumers, in turn, gain satisfaction from fulfilling their responsibilities as conscientious citizens.

Cause-Related Marketing (CRM) encompasses a diverse range of activities, from simple arrangements such as donating a portion of a product's purchase price to a charitable organization for a specific purpose, to more complex and comprehensive schemes (Galan-Ladero et al.,

2013). CRM can be categorized into three types: transactional, promotion-based, and licensing. Transactional CRM involves a company pledging a percentage of its revenue to a charitable cause for each unit of goods or services sold (Eikenberry 2009). In this form of CRM, a consumer's purchase directly prompts the company's donation (Moosmayer and Fuljahn 2013). Promotion-based CRM refers to a company's active promotion of a cause coupled with its financial contributions to nonprofit organizations (Eikenberry 2009). Licensing CRM occurs when a charity authorizes a

corporation to use its name and logo, in return for which the company donates a percentage of the revenue generated from transactions associated with the licensed branding (Luigi et al. 2011).

DISCUSSION AND FINDINGS

Indian enterprises have effectively utilized CRM strategies to foster social consciousness and generate funds for initiatives like education and poverty reduction. Table 1 provides examples of successful CRM campaigns conducted within India.

Brand	Campaign Tagline	Purpose
Vicks	Everyone deserves a touch of care.	The advertisement was designed with the specific intention of emphasizing the significant lack of basic fundamental rights that are currently afforded to transgender individuals living in India. This initiative was created in close collaboration with transgender activist Gaurav Sawant, and its purpose was to underscore and bring attention to the myriads of challenges that are faced daily by transgender people.
Tata Tea	"Jaago Re" to fight climate change. "Garam sirf chai aachi lagti hai, planet nahi"	The awareness campaign was centered on prompting parents to deeply consider how their behaviors and daily decisions might have lasting consequences on their children's lives in the long run. It further motivated parents to actively engage in practices that would ensure the protection and preservation of the environment, underscoring the importance of doing so for the sake of their children's future well-being.
Ariel	We # See Equal #Share the Load	The primary aim of this expansive campaign was to decisively shatter the deeply ingrained traditional gender norms prevailing in Indian society. The advertisement effectively highlighted the pervasive and significant fact that women in India are often expected to undertake all the household responsibilities and tasks without any assistance or support from men.
PregaNews	Your Second Home	The campaign was primarily focused on the critical issue of postpartum depression experienced by new mothers after childbirth. The advertisement vividly depicted the numerous challenges that working mothers encounter in their respective workplaces after giving birth.
Dove	Real Beauty Campaign	The central objective of the campaign was to confront and systematically break down the pervasive beauty stereotypes that women encounter on a regular basis in various aspects of life. The advertisement cleverly and effectively employed the use of ordinary, everyday women to genuinely and powerfully represent the authentic beauty that is intrinsically part of womanhood.
Jhonson Tiles	The Red Ramp Project	The advertisement effectively highlighted the significant importance of making various parts of India accessible to individuals with physical disabilities. It vividly featured three individuals who were unfortunately unable to physically participate in activities they loved, such as visiting the enchanting beach and playing joyfully in the ocean. The advertisement creatively demonstrated how a simple red ramp could be constructed to facilitate easy access to the beach for those with physical disabilities.
Paper Boat	Float A Boat	The campaign encouraged viewers from all over to create their own paper boats and subsequently share engaging reels of these paper boats on various social media platforms. In this creative initiative, participants were asked to use their imagination in crafting these paper boats, which were then showcased through short videos on their preferred social media channels.
Panasonic India	Play for a Better World	Panasonic introduced an innovative Building Block Game, where enthusiastic players engaged in the challenge to collaboratively reach a grand target of one million stacks. Upon the successful accomplishment of this ambitious goal of one million stacks, Panasonic India generously donated a variety of electronic appliances to underprivileged children.

CONCLUSION

The review of successful cause-related marketing (CRM) campaigns in India elucidates the strategic and societal impact of these initiatives. By aligning with social and environmental causes, Indian brands have not only enhanced their corporate image but also contributed meaningfully to societal issues. Campaigns such as Vicks' advocacy for transgender rights, Tata Tea's environmental awareness initiative, and Ariel's gender equality message demonstrate the diverse approaches brands have taken to address critical social challenges. These campaigns not only illustrate the flexibility and depth of CRM strategies but also affirm their efficacy in fostering consumer loyalty and enhancing brand

perception. The successful implementation of CRM in India highlights its potential as a vital component of corporate strategy, allowing businesses to achieve commercial objectives while also fulfilling social responsibilities. Future explorations into CRM should continue to address how these campaigns can further innovate to tackle emerging social issues, ensuring that the mutual benefits to corporations, consumers, and society persist amidst changing market dynamics.

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