Chapter 6
Cause–Related Marketing

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ABSTRACT

This chapter explores the concept of cause-related marketing from a modern perspective, briefly tracing its inception in the field of marketing since the Third Industrial Revolution, and discusses landmark marketing campaigns and their ramifications on the development of cause-related marketing. Closely tied with corporate social responsibility, the chapter identifies philosophical antecedents in cause-related marketing and presents the reader with a piecewise progression of thought, from the practical to the abstract as forces of digitalization, globalization, and commodification continually coalesce to form more effective marketing strategies. Notwithstanding, the chapter endeavors to show cause-related marketing in its own light, distinct from philanthropic gestures and sponsorship. Generational trends in cause-related marketing are highlighted through marketing research reports as well as the essential role of social media in disseminating causal sentiments, as companies are taking more planned and calculated steps in bringing developments in their community and society.

INTRODUCTION

This chapter explores the concept of cause-related marketing from a modern perspective, briefly tracing its inception in the field of marketing since the Third Industrial Revolution and discusses landmark marketing campaigns and their ramifications on the development of cause-related marketing. Closely tied with corporate social responsibility, the chapter identifies philosophical antecedents in cause-related marketing and presents the reader with a piecewise progression of thought, from the practical to the abstract as forces of digitalization, globalization, and commodification continually coalesce to form more effective marketing strategies. Notwithstanding, the chapter endeavors to show cause-related marketing in its own light, distinct from philanthropic gestures and sponsorship. Generational trends in cause-related marketing are highlighted through marketing research reports as well as the essential role of social media in disseminating causal sentiments, as companies are taking more planned and calculated steps in bringing developments in their community and society. Particular attention is paid to the thematic rise of sustainability, green ethics, and social justice as catchall categories in promoting cause-related marketing campaigns to an increasingly homogenized consumer base. As a case study, benefit corporations are proposed as manifestations of consumer preferences for firms to incorporate more cause-related missions into their bottom line, as apart from increasing in sales it is an effective way to build their corporate image and differentiate their products. The chapter concludes with ethical implications, explaining how cause-related marketing can result in Greenwashing and the abstraction of moral behavior.

By the end of this lesson, students will be able to:

- Understand what 'cause-related marketing' is and how it has developed over the years.
- Understand the role of cause-related marketing in the context of Corporate Social Responsibility and Social Marketing.
- Understand the role of cause-related marketing in differentiating the product and increasing sales and customer loyalty.
- Know how effective and advantageous cause-related marketing can be in building a positive corporate image in the industry community and society.

Defining Cause Related Marketing:

Cause-related marketing can be understood as a form of philanthropy but with a strong business element. From the earliest discussion of the term as a unified concept, it has been referred to as the "manifestation of corporate philanthropy

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