

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Bachelor Thesis

Cause Related Marketing

Author: Anita Nykodymová

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BACHELOR THESIS ASSIGNMENT

Anita Nykodymová

Economics and Management

Thesis title

Cause-related Marketing

Objectives of thesis

Aim of this bachelor thesis is to evaluate the awareness of customers of businesses in the Czech Republic of cause-related marketing campaigns.

Another aim is to summarize the theoretical part of cause-related marketing and to put it into context with the concept of corporate social responsibility.

Methodology

In the theoretical part I will analyse the literature about Cause-related marketing and Corporate Social Responsibility of companies.

In the practical part I will create and analyse opinions and attitudes, by means of a questionnaire.

The proposed extent of the thesis

Approx 40-50 pages

Keywords

cause related marketing, non-profit institution, marketing campaign, partnership, cooperation, win-win-win situation, integrity, mutual benefit

Recommended information sources

ADKINS, Sue. Cause related marketing: who cares wins. Boston: Butterworth-Heinemann, 1999, xx, 307 p. ISBN 0750644818.

INGWER, Mark. Empathetic marketing: how to satisfy the 6 core emotional needs of your customers. New York: Palgrave Macmillan, 2012, xiv, 235 p. ISBN 9780230340275

KOTLER, Philip a Nancy LEE. Corporate social responsibility: doing the most good for your company and your cause. Hoboken, N.J.: Wiley, c2005, x, 307 p. ISBN 0471476110

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The Bachelor Thesis Supervisor

Ing. Richard Selby, Ph.D.

Supervising department

Department of Management

Electronic approval: 12. 2. 2016

prof. Ing. Ivana Tichá, Ph.D.

Head of department

Electronic approval: 17. 2. 2016

Ing. Martin Pelikán, Ph.D.

Dean

Prague on 29. 02. 2016

Declaration

I declare that I have worked on my bachelor thesis titled "Cause Related Marketing" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on March 14th, 2016

Anita Nykodymová

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Cause Related Marketing

Cause Related Marketing

Summary

The aim of this bachelor thesis is to evaluate the awareness of customers on the Czech market of Cause Related Marketing (CRM) campaigns. In recent years this type of marketing is experiencing a development on the field of foreign market as well as on the market in Czech Republic.

In the theoretical part of the work are summarized terms connected to concept of CRM on the basis of studying and reading specialized books and other sources. It describes the means of concepts such as marketing or marketing mix. Also this review introduces the term of corporate social responsibility (CSR) and its historical development. In the last part of the theoretical section is described the term CRM itself, its advantages and risks connected to it.

Content of the practical part is evaluation of already past or still in progress campaigns in the Czech Republic. This evaluation is based on given criteria. Besides campaigns this part contains the evaluation of the survey research.

Keywords

Cause Related Marketing, Corporate Social Responsibility, stakeholders, non-profit institution, marketing campaigns, partnership, cooperation, mutual benefit, win-win-win situation

Souhrn

Cílem této bakalářské práce je zhodnocení povědomí zákazníků ohledně Cause Related marketingových (CRM) kampaní na českém trhu. V posledních letech tento typ marketingu zažívá rozvoj jak na poli zahraničního marketingu, tak i mezi firmami v České republice.

V teoretické části práce jsou na základě prostudování odborných knih a dalších zdrojů shrnuty základní pojmy, související s tématem práce. Jsou zde popsány koncepty, jako například marketing nebo marketingový mix. V další části práce je představen termín společenské odpovědnosti firem a jeho historický vývoj. V poslední části práce je vysvětlen samotný pojem Cause Related Marketing (CRM), jeho výhody či rizika s ním spojená.

Náplní praktické části je zhodnocení již proběhlých či stále probíhajících kampaní v České republice. Zkoumání kampaní je založeno na stanovených kritériích. Kromě kampaní je součástí této sekce hodnocení dotazníkového šetření.

Klíčová slova

Cause Related Marketing, společenská odpovědnost firem, stakeholder, neziskové organizace, marketingové kampaně, partnersví, spolupráce, vzájemný prospěch, win-win-win situace

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1 Introduction

In recent years, we can find on the market many similar suppliers and products, thus for businesses is hard to differ from each other. Therefore it became important to find a way to attract consumer's attention. It is not enough to sell products for a competitive price with a sufficient quality any more, however companies need to create something in addition, to increase the value of their products. One of the options how to distinguish themselves from the competitors is Cause Related Marketing (CRM), which is becoming part of marketing strategies of many companies.

CRM is popular and fast-developing marketing strategy on current market. It represents partnership between business and charity or non-profit institution for mutual benefit. This connection results in so-called win-win-win situation, where business wins, good cause wins and consumer wins. On the contrary, the cooperation does not have to pay off and the name of the company can be perceived in a negative point of view.

General public nowadays is more aware of social and ecological issues, so consumers expect from companies positive attitude towards local communities or environmental-friendly behavior, which is beneficial for the whole society. Due to this fact businesses are trying to connect their names to good causes. Consumers do not look only on prices or quality of products, but they depend on what company is representing. Socially responsible company is then more attractive to its consumers as well as to its employees.

This type of marketing strategy is based on marketing campaign, which is devoted to a specific good cause. CRM is a current topic, not just for differentiation of businesses between each other, but also because of the fact, that non-profit institutions are dependent on financial support not merely from the government but also from other possible subjects.

CRM belongs under the wider concept of Corporate Social Responsibility (CSR). The structure of marketing is changing and businesses give more attention to building relationships with their customers based on mutual trust.

Businesses commit themselves to be responsible for society and the environment with the aim to make the world a better place. With these marketing campaigns their public image and reputation is improved in addition for higher profits.

2 Objectives and Methodology

2.1 Objectives

The aim of this bachelor thesis is to evaluate the awareness of customers on the Czech market of Cause Related Marketing campaigns (CRM). Component aim is to summarize the theoretical part of Cause Related Marketing and to introduce the concept of Corporate Social Responsibility (CSR).

The last aim is to create questionnaire, which will analyze opinions and attitudes of customers towards CRM campaigns and the importance of CSR.

2.2 Methodology

Bachelor thesis is divided into two parts. First part - theoretical is based on studying already published specialized materials, such as books, reports, articles, journals or researches on the Internet. These literature materials covered not just the topic of Cause Related Marketing, but also subjects, which are closely connected to it. The Internet was used as an important reference to me, because I could find through different web sites the latest reports and articles directly from companies. All the materials used for research were from foreign and Czech authors as well.

Second part - practical, is divided into two sections. In the first section will be described already past or ongoing campaigns, which took place on the Czech market. These campaigns will be selected from the answers of created survey. In the second section is created questionnaire, in which all participants have guarantee of anonymity.

Preparation and organization of the survey has several stages:

- Determination of studied problem
- Preparation of information for the survey
- Preparation of explorative methods
- Collecting and processing of figures
- Interpretation of figures
- Written arrangement of conclusions (Gavora, 2010)

Selected explorative method stands for the quantitative research. Created survey was done through electronic form. Reichel (2009) determines, that questionnaire is a written way of questioning and this form is used very often for collecting data. This type of questioning gives us very fast processing of data. (Jandourek, 2003)

The aim of the questionnaire is to find out the awareness of customers on the Czech market towards Cause Related Marketing projects and if they are influenced by these activities. Partial aim of the survey is to discover if customers are aware of the meaning of the term CRM and if they welcome the social responsibility of companies. After that the questionnaire is evaluated. At the end is the summary of all findings from the survey.

Created questionnaire contains 20 questions and was filled up by 105 respondents in the period from 19.2.2016 until 26.2.2016. The questionnaire was available on the Internet portal survio.com. First 5 questions are focused on consumers (such as gender, age etc.) Rest of questions is focused on the perception of CRM campaigns and perception of CSR.

3 Theoretical Part

3.1 Marketing

Marketing is a very broad term, with a lot of existing different definitions. Knowing this fact it is evident, that description of the essence of marketing itself is very difficult. Theories of marketing have been developing through centuries, but the term marketing had been broaden at the turn of the twentieth century.

Definition from American Marketing Association (2013) says, that marketing is the operating activity, complex of establishments and procedures, and their aim is to “create, communicate, deliver and exchange” supplies with specific values for consumers or their whole society.

As Michael J. Baker (2003) states, mystery of the term marketing is, that actually marketing belongs to the one of the oldest human activities. Despite this fact, term marketing is considered as the latest business discipline of nowadays-economic society.

According to Philip Kotler’s (2012) definition, marketing is process, during which individual person, or group of people gain what they want or need. Marketing processes may be done by commercial or managerial ways.

Philip Kotler (2013) adds, that a key goal of marketing is the formation of long-lasting relationships between customers and organizations. These relationships are affecting both, directly and indirectly, achievements of corporation’s communication and marketing activities.

The main function of marketing is to satisfy tangible and intangible demands of a customer. In a lot of cases customers do not even realize those demands. This is the reason why it is important to provoke needs in customer before realization the need for what we are offering to him. The important principle of marketing is to create communication programs. These programs can help company to change customer’s needs into demands, which are to be satisfied. (Majaro, 1996)

3.2 Marketing mix

E.J. McCarthy (firstly used in 1960) claims, that marketers and marketing researchers have available multiple types of marketing tools to build a marketing program, in which they will properly, although carefully communicate the product towards customers. Steps in marketing can lead to change in supply on the target market and can be an influence of the demand for the product. (Dowling, 2004)

Marketing mix is according to Kotler (2012) the collection of strategic marketing tools. This collection consists of – “product, price, place and promotion”. Company creates the combination of these factors to generate appropriate reactions, on their target market.

Firstly company needs to create attributes of product, then pricing, furthermore how the product will be distributed and then how it will be promoted. In other words marketing mix is everything what company is doing to influence the demand for their products or services. Product, price, place and promotion are called the concept of 4Ps.

3.2.1 Concept of 4Ps

These tools are connected to each other; they cannot be taken as individual parts. The aim of marketing mix is to find the balance between them. The whole marketing mix is influenced by many factors.

- **Product**

Product can have a character as a tangible evidence or intangible evidence - service. (Šedivý, Medlíková, 2009)

Customer perceives product as something, what can meet his demands and needs. The benefit for customer can be in a form of – savings, social level and respect, or better feeling. For company product means to understand the value of product or service for customer. (Přikrylová Jana, 2010)

Kotler (2007) adds another examples of marketed subjects, such as people, venues, information, events, or ideas.

- **Price**

Concept of price is a strategic component for positioning brand on the market. (Stanley J. Paliwoda, 1993)

Price is the only component, which does not cost company anything; in fact price is the financial resource, which enables to create a product. (De Palsmacker, 2007)

Concept of price signifies, what amount of money is customer willing to pay for getting the product or service. This concept can contain even negative experiences, which are although connected to it. Negative experiences might be loosing the time, physical effort or financial expenses. It means the total amount of costs, which comes with the buying of product or service. (Přikrylová Jana, 2010)

- **Place**

This category of marketing mix is consisting of all company activities, which makes the product achievable to consumer. (Kotler, 2007)

Organization is trying to get their products and services on the target market, as effective as possible, using many different distribution tools. (Management a marketing pro neziskové organizace, 2010)

Přikrylová (2010) adds, that with the purchase of product or service is linked the problem how the costumer reach the selling place.

- **Promotion**

Promotion is a set of activities, which help company to communicate with its target customers. The aim of these activities is to spread the awareness of the product or service and to convince customers to buy it. (Philip Kotler, 2014)

Table 1: Concept of 4Ps

Product	Price	Place	Promotion
Variety	List price	Channels	Advertising
Quality	Discounts	Coverage	Public relations
Design	Allowances	Inventory	Direct marketing
Features	Credit terms	Locations	Sales promotion
Packaging	Payment period	Transportation	Personal selling
Services		Logistics	

Source: Author's own creation, according to Kotler and Armstrong, 2014

3.3 Marketing in non-profit organizations

In the modern society, emphasis is given to social, ecological and economical issues. Non-profit organizations are non-governmental; these organizations do not sell products or create services. Product of non-profit organization is a change for human beings. This can mean either healed patient, child, who can be educated, young man or woman, from whom proper adult can grow up, simply said, change in human life. (Peter F. Drucker, 1990)

Peter F. Drucker (1990) claims in his book, that the aim of non-profit organization is the attempt to change individuals and society as a whole for better.

The role of non-profit organization in the society and economic sector of the state is obviously different, than the role of commercial subjects or public administration. The main difference is the social impact of their actions. This is the reason, why the approach towards marketing has to be distinguished. Is marketing in commercial subject so different from marketing in non-profit organization? It can be said, that some particularities are different, although the aim is same for both types of organizations. The goal of these fields is to connect the one who is offering a specific product with the one, who is demanding the product. The difference between them is, how do they achieve their goals and what techniques and tools do they use. (Bačuvčík, 2011)

In recent years we can see, that organizations need to create a successful marketing. In the Czech Republic we can talk about “marketing insufficiency” in non-profit sector. This fact is due to lasting belief of organizations, that they do not need marketing, therefore they remain not known to the Czech public sector. On the other hand, we can also find small number of organizations, which started with marketing and they are becoming well known to the public. (Bačuvčík, 2011)

Marketing process in non-profit organization does not have to be different than marketing in commercial subject. Basic functions of marketing control are analysis, planning, implementation and control. (Kotler, 1992)

But marketing process in non-profit organization is more complicated because it is dependent on wider sort of clients, such as donators, public administration or public sector. (Bačuvčík, 2011)

Bačuvčík (2011) adds, that the consumption of products is free for clients, or they are just partly covered. Here is the space, which needs to be covered with finances from public budgets, commercial subjects, donors, or from its own activities.

Vašítková (2008) declares that individual, who uses the service and who pays for it, is not the only “customer” of the organization. Besides individuals, organizations need to pay attention to the existence of people, authorities or institution, who decide if for example organization will get some financial resource from public budgets, grants, foundations or from individual donors. These subjects take care about the image and about the social contributions. From this we can see, that target markets of non-profit organizations are two-component. On one hand there is client and on the other hand there is the donor or contributor. Which means, that the marketing efforts of the organization needs to be oriented on both of theses sides.

From Bačuvčík (2011) we can understand, that financial resources obtained either from donor, or sponsor are taken as a payment to non-profit organization for satisfying philanthropic needs. Organizations need to find their donors and clients, which becomes an everyday activity.

Accompanying phenomenon in economics and thus in non-profit sector is competition. Organizations need to distinct from other competitive subject, and

use the competitive advantage effectively. Goal is to get to know the competition and also research should be done to find out the consumer's demands. So organization should subordinate its marketing mix to their target market consumers, so that the maximum of resources is used in the most effective way. (Management a marketing pro neziskové organizace, 2010)

As Šimková (2009) states, defining the target market of clients is done by segmentation of the market. Which means, that smaller groups should be created from the whole market. These smaller groups are demanding specific products, and thus specific marketing approach.

Šimková (2009) created three phases of marketing:

- Segmentation of the marketing (see above)
- Targeting – evaluation of segments and after that decision of marketing strategy
- Positioning (or placing)

3.4 Stakeholders

Definition of the concept stakeholders from Freeman (2010) specifies, that the stakeholder can be individual person or a group of individuals, who are influenced by corporation's intentions or who can influence these intentions.

Freeman (2010) in his work adds, that stakeholders are groups of individuals, who can be essential for the achievements of corporations.

According to Friedman (2006) the firm is an assembly of stakeholders, and the aim of institution is to handle and control their interests, demands and attitudes.

Due to Adkins (1999) the urge from factors such as social, political, technological and economic develops marketing. Partnerships between stakeholders are based on the values such as trust.

The most frequent groups of stakeholders:

- Shareholders
- Customers
- Employees
- Communities
- Financiers
- Suppliers and distributors
- Competitors

Lasting relationships are created, when organization is managing its internal and external stakeholders. (See Picture 1)

Picture 1: An organization and its stakeholders



Source: Adkins (1999)

3.5 Corporate Social Responsibility (CSR)

In recent years, the economic development of corporations is rapidly increasing. Factors such as legal, ethical, economic or technological are influencing business itself, which affects also marketing. Corporations are becoming economically powerful, due to this fact they have big power within the whole society and impact on living of individuals, families, or communities. Because of the fact, that corporations have strong position within the society, there is a great pressure on them to cover the socially responsible rules within the company's principles.

Recently socially responsible behavior became an important value in behavior of companies, which may increase the value of organizations. (Anna L. Bischoff, 2014)

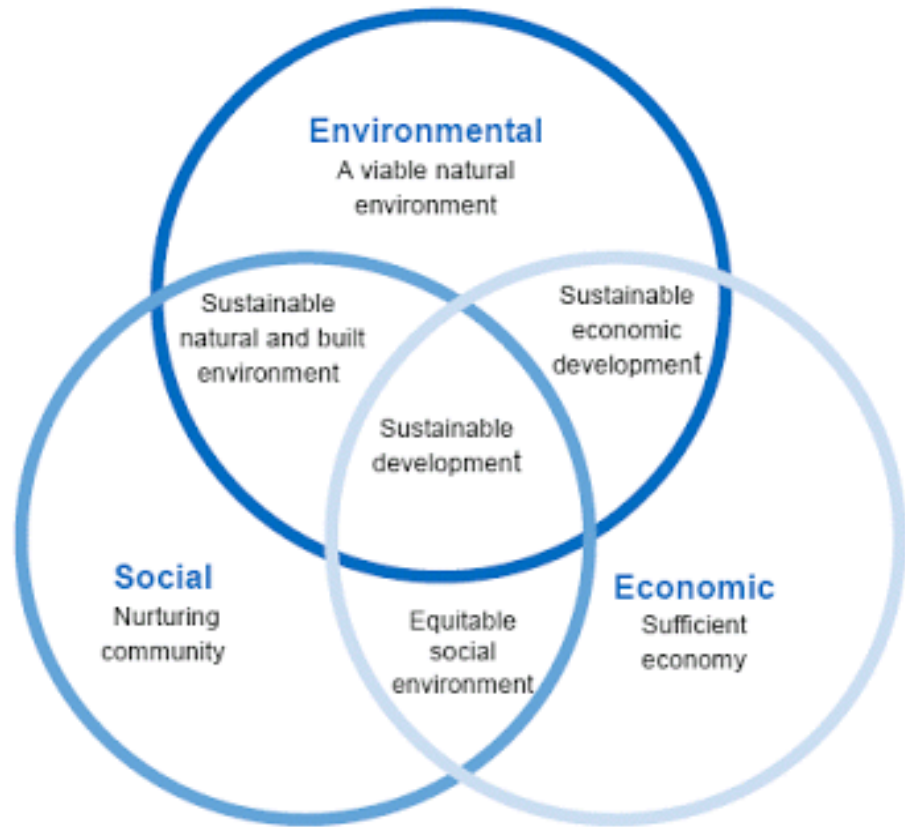
Impacts of socially responsible marketing touch not only customers and corporations, but also the environment and the whole society.

Kotler (2007) claims that is it very important to decide, what area does the company want to enter, and they should bear on mind what role and responsibility they will have to take over.

In the context with corporate social responsibility (CSR) due to Kunz (2012) is important to introduce term "triple bottom line" (see Picture 2). This principle is based on 3P – people, planet and profit. Aim of this concept is to discover company's behavior on social, environmental and financial level over a specific period of time. (economist.com, 2009) If the company fulfills all these three areas of interest, it means that they achieved the sustainable development point.

This type of behavior can be done voluntarily, due to the fact, that it is not part of legislative obligation. (Kunz, 2012)

Picture 2: Triple bottom line



Source: scotttomkins.blogspot.cz, 2011

3.5.1 Definition of CSR

It seems to be a problem to clearly define the term CSR. Because there is no obligatory identification of behavior of businessman or corporation, also due to this fact it is hard to put CSR into the practice.

European commission (2005) states, that social responsibility is a corporate philosophy, which is trying to incorporate environmental and social concepts into their business strategies and communication with its stakeholders. These actions are on voluntary level. (Dahlsrud, 2006)

In other words, corporations make a commitment to improve the issues of society and they pledge for a responsible behavior towards community and environment. Later on moral behavior is demanded from the businesses. Nowadays social responsible principles are expected from these businesses.

Kotler (2013) claims, that influence of corporation's marketing is significant and marketers have to keep in mind other factors such as environmental, legal, social or ethical. Corporations need to know their impacts in a society as a whole.

3.5.2 Historical development of CSR

Andrew Carnige firstly used the most basic principle, on which corporate social responsibility stands, in 19th century. His opinion was, that it is a duty for every rich person to share his property with others, less wealthy. Later authors looked on the definition of CSR from the view of entrepreneur, rather than from the view of the whole corporation. But the main principle did not change. (Prskavcová, 2006)

The term CSR appeared around 1950s in United States of America. Before 1950s existed different forms of social helps, such as donations to charities or favors for society prosperity.

The concept of CSR in 1950 was mainly understood as a conjecture of commitment from business to the society. (S. B. Banerjee, 2009)

Year 1953 was crucial for development of concept CSR, that year was a release of book called "The Social Responsibilities of the Businessman", by Howard Bowen. In his book he states that companies have to consider how big is their social influence on society and they should act responsible towards society.

By the 1990s term social responsibility turned into more strategic level. European union started to speculate more about this concept in late 1990s and mainly in the new century.

3.6 Cause Related marketing (CRM)

As was stated before, nowadays general public put emphasis on issues, mainly on social and environmental. This fact makes corporations to change their image and link themselves with a good cause. Cause Related Marketing means, that corporation includes social responsibility into its principals. This type of marketing is in the world well used, although in the Czech environment stands as a quite new term.

3.6.1 Definition of CRM

CRM is permanently changing and developing new strategies or marketing techniques to attract more customers. It is a broad term therefore most of definitions differentiate from each other and it is very hard to summarize CRM in one definition.

Probably the most broadly accepted definition of CRM is by Varadarajan and Menon (1998) who states, “CRM is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives.” (Thomas, 2008)

According to Business in the Community definition, CRM is a commercial activity of corporation. In this form of marketing, business engage itself with non-profit organization to offer specific product or service. This activity is based on mutual benefits and trust. (Adkins, 1999)

Partnership results in a situation, which is called win-win-win scenario. It means, that all three parties – business, non-profit institution and customers, are gaining something in return on initial investment. This investment may be in form of time, financial support or other funds and resources.

3.6.2 Historical development of CRM

Cause Related Marketing is not very known term in the Czech Republic, however in the world business terminology is well known for many years. We can find examples from the end of 19th century. As one of the oldest examples of CRM in practice is, when William Heskith Lever in around 1890s started a campaign with Sunlight Soap. In this campaign consumers were able to help charities in United States of America to get money by sending a tokens from the Sunlight soap case. This campaign was not indicated as a CRM, but it is a great illustration of the trade partnership between non-profit organizations and businesses, which ends up in mutual benefit. (Adkins, 1999)

In practice we can find more examples by the end of 20th century, in short-term selling campaigns, which were suppose to increase sales of the company. After using CRM it showed up, that this marketing tool is positively influencing company's interests and also the perception of the company as a whole. The brand name and image are improving, and with this tool can be positively influenced the public awareness of the company. (Pokorná, 2007)

3.6.3 First well-known CRM campaign

The first campaign, linked with the term Cause Related Marketing is well known example of American Express project. This American company started few CRM campaigns, however the one from 1983 is the most famous. In that year American Express connected their credit cards with the restoration of Statue of Liberty. This project was supported with total amount of \$4 million, which was given to advertising in print, television and radio. Project stimulated customers to use their credit cards and each time they used it one-cent donation was given to the restoration. If new customers applied for American Express card, \$1 donation went to the fund for restoration. This project lasted from September 1983 till December of the same year. During this period over \$1.7 million went to the fund of Restoration of Statue of Liberty. Also for the company American Express this project was very successful, usage of their cards increased by 28% in only first month of the project, in contrast of the year before.

The rate of new customers increased by 45%. (Adkins, 1999) American Express used for the first time term “Cause-Related Marketing” in a period of duration of this campaign. (thekindnessrevolution.wordpress.com, 2015)

After this successful project, American Express is developing more and more project, connected to good causes. Since 1983 they helped in 17 countries with more then 90 different projects. (Adkins, 1999)

Project of Restoration of Statue of Liberty brought attention to American Express company. Public was very astonished with this type of project and this company’s project was seen as charitable. (Pokorná, 2007)

This campaign fulfilled the aims of CRM project, which mainly were:

- Financial resources for non-profit organization
- Increase of awareness about the Restoration of Statue of Liberty project
- Increase in number of clients of company
- Increase in number of users of credit cards

After this great success world became aware of CRM campaigns and by 21st century this marketing tool is one of the fastest developing tools.

3.6.4 Characteristics of CRM

- Scenario of win-win-win situation
- Guaranteed contribution to non-profit organization from every sold product, or service on the basis of contract between both sides
- Benefits for non-profit organizations – increase of incomes and awareness about the organization, its activities, awareness about the social problem, new commercial contacts and contact with profitable sector
- Benefits for profit organizations – increase of income, differentiation from competitors, being part of socially responsible area, improving brand image, attract not only customers but also new potential employees or gaining medial space for promotion themselves (Pokorná, 2007)

Adkins (1999) adds, that CRM gives an opportunity for companies to show organization's concrete values and attitudes. These aspects of companies are under great pressure and investigation of customers and other stakeholders, such as media. In recent years these researches behind companies images are increasing and public is ready to show their satisfaction or dissatisfaction with specific company's values and attitudes.

The concept of CRM is based most frequently on the product (it is the tool of CRM). This product is valued at a specific price, certain amount from this price goes to good cause after its purchase. There is no need for much activity from customer, because the amount, which goes to a good cause, is already set so customer does not have to think about it. Another advantage of this type of purchase is, that customer can buy what he needs. These facts in many cases increase the chance, that customer will buy the product. "The key principles for CRM were identified for these guidelines as follows (Adkins 1999):

- Integrity
- Transparency
- Sincerity
- Mutual respect
- Partnership
- Mutual benefit"

3.6.5 Aims of CRM

CRM is a win-win-win situation, which means that benefits go to business, charity or good cause and also to customer or stakeholder. (Adkins, 1999)

Pokorná (2007), states that we have two types of goals in CRM. Firstly company, as well as non-profit organization intends to increase the number of customers, clients, sponsors, stakeholders etc. Secondly, customers are involved in the consumer's decision-making process.

As was said before the great benefit for company is the differentiation from their competitor and increase in sales. Non-profit organizations see in CRM advantage how to get new and interesting financial resource, which can also bring awareness to the specific cause and to non-profit organization as well. (Pokorná, 2007)

3.6.6 Advantages of CRM projects

As stated before, CRM projects are based on win-win-win situation scenario, where all three included parties are obtaining benefits.

3.6.6.1 Advantages for commercial subject

Profit institutions develop image improvement through connection to a socially responsible cause. Linking themselves to a good cause brings awareness of the corporation and brand trustworthiness. (Anna L. Bischoff, 2014)

Here are stated some main advantages, which comes with being part of CRM project:

- Increase in awareness of costumers about the service and product and generally the awareness of the company
- Getting wider scare of costumers
- Increase in sales
- Improving the brand name and image
- Advantage over competitor companies
- Opportunity of obtaining new strategic partnerships
- Satisfied employees (Cause Marketing Forum, 2009)

Kotler (2012) adds few more positive aspects:

- Decrease in opportunity costs
- Increase of attraction for financial analysts or investors
- Increase of the capability of companies to attract, to stimulate and to maintain their employees

Due to Adkins (1999) companies, which run CRM projects are more attractive to its employees generally. Fact of working in socially responsible company can evoke a feeling of a pride, thus this feeling leads employees to be devoted to their company. In the area of human resources CRM has a great potential to reach stated goals.

The result of many researches is, that this type of marketing belongs to the crucial tools, how to attract and as well maintain high-quality employees. Therefore it is in the interest of specialists from human resources area to support, preserve and create programs, which are connected to CRM field.

3.6.6.2 Advantages for non-profit organization

Benefits from CRM campaign go as well for non-profit organizations.

Non-profit organization becomes more known and this connection brings an attention to it. Important advantage of forming a partnership with corporation is financial income for non-profit institution. (Bischoff, 2014)

Here are stated some main advantages for non-profit organizations, if they are part of CRM project:

- Increase in incomes
- Increase of awareness of social problem, of the legacy of non-profit organization
- Increase of the interest of volunteers
- Access to wider range of customers
- Getting new contacts such as suppliers, distributors etc.
- Gaining new specialists knowledge in the area of marketing, strategies of development and practice in other areas in the common field (Cause Marketing Forum, 2009).

3.6.6.3 Advantages for consumers

The third party included in CRM project consists of consumers. For them it means buying products from company, which is active in CRM.

Customer benefits from the good feeling of doing something beneficial for the society, also called “the warm glow”. (Steckstor, 2012)

Here are stated some main advantages of being part of CRM projects:

- Good feeling from buying product, which helps a good cause, people in need or supports socially beneficial projects etc.
- Confirmation of a right decision, company is actively engaged in this type of projects
- The feeling of belonging somewhere, ethical manifestation of society (Cause Marketing Forum, 2009).

3.6.7 Risks of CRM projects

Application of CRM does not necessary mean, that it will be successful. The same as other marketing tools this type of marketing does not have to be suitable for specific organization. Some of organizations are refusing CRM, because they perceive this marketing as a tool, which depreciate the image of organization itself. This point of view brings up discussions in every non-profit organization or fund, which is considering application of CRM. (Hebb, 2002)

Some of programs are criticized. Thomas (2008) claims, that when is customer focused on specific campaign, rather than on CRM in general, then how they perceive motives of company influence their reaction. Also they warn, that using CRM programs may be perceived by public as a selfish act from company and so it affects negatively the perception of their image.

CRM could seem as a marketing tool, which is able to create a miracle. But actually creating this type of project brings a lot of risks. Subjects of these programs are very sensible and so are reactions of customers. (Pokorná, 2007)

Kotler (2007) sees the biggest threat in promotion of the project, which sometimes can be excessive and can turn against the society. Stakeholders and customers can perceive efforts of promotion, that the greatest aim of companies is to make themselves more visible and that the campaign is used to help company to achieve their goals. Also can be perceived, that company is just taking an advantage of social issue. Customers can negatively stand against partnership between company and cause, which is dealing with the similar subject, as is the main activity of company. This kind of cooperation can be considered as self-seeking.

Another negative impact on company can have situation, when company is engaged with too many different areas of social issues. Being part of more projects at the end means that the amount of financial resources is not that significant and therefore the attention of public. Companies should choose just few, or even only one project to work on, which is directly connected to marketing strategy of the company. However, to many companies the strategy of being part of more projects is paying off, due to increasing of the range of target customers, therefore they are able to maximize their influence. (Kotler, 2007)

Another need is to make a research before connecting to specific good cause, as some of them might have many other supportive projects. As Kotler (2007) says, that in United States as well as in Czech Republic good cause, which is often supported, is the breast cancer. At the end company would probably get lost in the quantity of other supportive projects.

When CRM project is applied incorrectly, negative impact does not influence only company, which is creating this project, but also it negatively affects other subjects, which are connected to it, such as non-profit organization and above all it can affect the legacy of the cause itself. And therefore other non-profit organizations, charities, funds and campaigns connected to that cause. Therefore one wrong example can destroy the whole point of view on a social problem. (Adkins, 1999)

3.6.8. Differentiation CRM from similar terms

CRM can be easily substituted for concepts such as philanthropy, altruism or social marketing. These concepts are not based on mutual benefit and corporations do not expect benefits from their charitable activities. Therefore it is significant, to understand all of these terms to be able to distinguish them.

3.6.8.1 Philanthropy

Defining philanthropy became a great debate throughout history, due to many disagreements because of subjective points of view. Important question in the concept of philanthropy is “What is good?”

Nowadays we can say, that philanthropy is voluntarily doing something for higher good – “loving human kind”. (David C. Hammack, 2009)

A wealthy person can voluntarily create something good for a society by giving up his resources. On the other hand this person might be without any resources and can set up a voluntary association. These groups of people can also achieve a great success.

Doing something good can signify different type of giving freely. Philanthropist can either give his time, through voluntary services or can donate his money or property. (Payton, 2008)

3.6.8.2 Altruism

In 19th century August Comte states that altruism is a removing or obviate of egocentrism and selfish desires. Altruistic people initiate their lives to the well being of other people. (Ricard, 2015)

In other words, doing something good for someone else, without expecting to get something in return. Achieving welfare for others in a kind and benevolent way.

According to Kristen Monroe (1996) altruistic actions are those, where people expect potential risks or costs in the process of achieving good for the others.

3.6.8.3 Social marketing

Kotler and Zaltman originally described the concept of social marketing in 1970s. This type of marketing is used for making a positive influence on individuals or groups of people within the society. It is used mainly for issues such as health care, injury prevention, and environmental problems or in these days increasing importance on financial well-being. This marketing tool had been used for campaigns such as reducing usage of tobacco and drugs, stop the spreading of HIV/AIDS, preventing from diseases, etc. The well-known companies, like Coca-Cola or Nike, are linked with this advertisement. Companies are trying to bring positive attitudes to social problems, pointing out issues, which are not much talked about. (Philip Kotler, 2016)

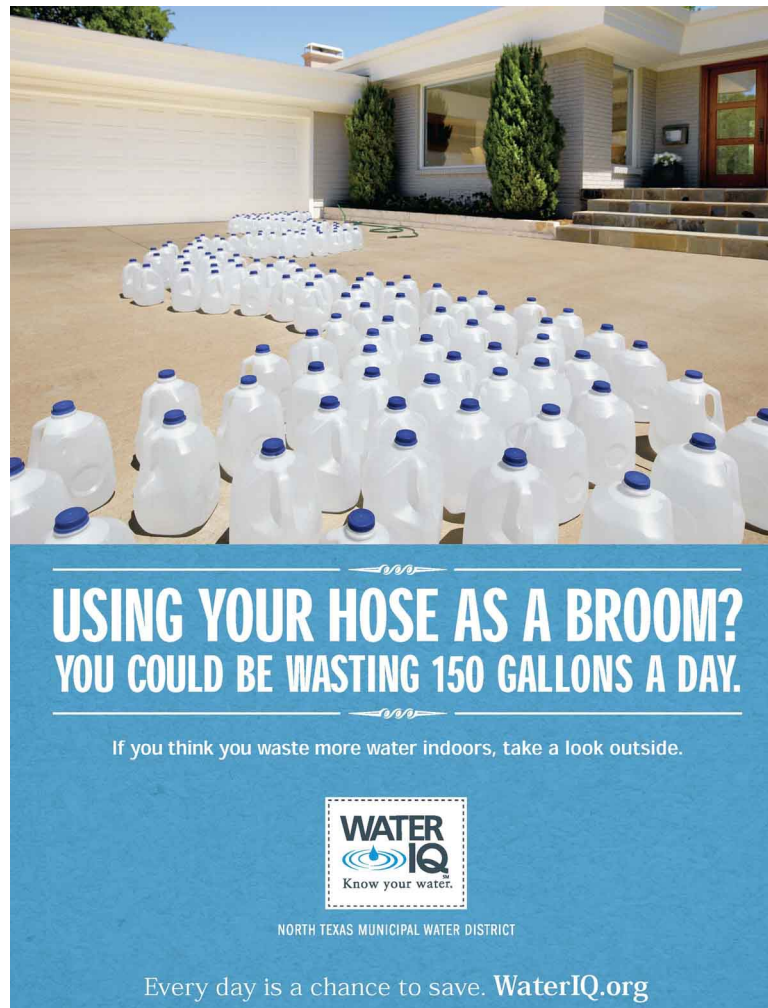
There can be found many examples of social marketing campaigns, created all over the world, for example campaign from Brazilian modeling agency called “You are not a sketch. Say no to anorexia” or project of Canadian government with the slogan “Say no to drugs”. Another examples are showed on Pictures 3 and 4.

Picture 3: Campaign called “Pouring on the pounds”



Source: NYC, 2009

Picture 4: Social marketing campaign by EnviroMedia



Source: allianceforwaterefficiency.org, 2009

4 Practical Part

In the practical part are discussed in more detail chosen campaigns, which already took place on Czech market up to now. Those campaigns were chosen from answers of questionnaire, which was created. Projects are evaluated on the base of given criteria. Practical part is also composed of evaluation of results from questionnaire, which was available on the Internet. Survey is focused on customers, their perception of CRM campaigns, and if these campaigns are influencing customer's responses. The end of the thesis contains summary of findings from the survey and is followed by suggestions of how to create a successful campaign in the Czech Republic.

4.1 Evaluation of CRM campaigns in the Czech Republic

This section is focused on chosen campaigns of already passed or ongoing campaigns of companies on the Czech market. I have chosen three companies on the base of answers from the survey I created.

It is going to be these campaigns:

- "Srdce dětem" of supermarket chain Lidl
- "Nadační fond Albert" of retailer chain Albert
- "Nadační fond Tesco" of retailer chain Tesco

These campaigns will be evaluated on the base of specified criteria.

These criteria are:

- Cooperation with non-profit organization or their own charitable activities
- Used tools
- Aims
- Results

4.1.1 “Srdce dětem” by Lidl

Supermarket chain Lidl, originally from German came on the Czech market in 2003. Since then they opened 230 stores, through the whole country and became very successful chain within the country.

Cooperation with non-profit organization

Company Lidl is in long-term involved with two projects, “Stavíme rákosníčková hřiště” and “Srdce dětem”. In the survey second mentioned campaign was more known. “Srdce dětem” is project on which Lidl is working with non-profit organization Život dětem o.p.s. This organization was established in 2000 and its mission is to help seriously ill children in the whole Czech Republic. Lidl and Život dětem o.p.s are in mutual cooperation since year 2011.

Used tools

Every customer can be involved in this project by buying the heart-shaped sticker with logo of the project inside of the heart. (See Picture 5) This sticker costs 30 Czech crowns and after buying this sticker customer can glue this label on the shop window. So customers can in a symbolical way give their hearts to seriously ill children.

Aims

Profits from the project are used to purchase medical devices and tools, cures and other treatment materials. Profit from year 2015 is going to be used for helping concrete families, which are taking care of children with cerebral palsy, muscular atrophy, autism, oncological illnesses and so on.

Results

In the year 2015 campaign lasted from 16 to 29 November and it was the 5th year of mutual cooperation. During fourteen days was collected all-time high amount of 18 million Czech crowns.

Company Lidl traditionally adds specific amount to the one, which is collected. This year amount of 20 millions Czech crowns went to the account of Život dětem o.p.s. In previous four years thanks to the project was collected over 31 million Czech crowns, which afterwards helped almost 1 000 seriously ill children.

This project is very successful, mainly because of the fact, that it is repeating every year, people find it trustworthy therefore every year the amount of participants increases. This campaign became more known thanks to live broadcasting from gala evening of collection “Srdce pro děti”. From this fact we can clearly say, that support from mass media is influencing the success rate of CRM campaigns on the Czech market.

Picture 5: Sticker of project “Srdce dětem”



Source: nadejeproautismus.cz, 2015

4.1.2 “Nadační fond Albert”

Supermarket chain Albert came to the Czech market in 1990. It was the first international market chain on the ground of Czech Republic. Albert belongs under supranational corporation Ahold, with the residence in the Netherlands. By the year 2014 Albert became one of the leaders of retail commercial market in the Czech Republic. Nowadays corporation AHOLD Czech Republic, a.s. gives work to over 17 500 employees in 334 stores, due to this fact it belongs to one of the largest private employers in the Czech Republic. Albert stores can be found through the whole area of our country.

Non-profit funds and activities

Company Albert is working in the long-term strengthening their brand position on the Czech retail market, because of this fact they are also acting socially responsible. Company has been active in this field since their beginning on the Czech market. Projects of socially responsible behavior have a long tradition in this corporation. Supermarket chain Albert has, as a first, brought attention to itself with such marketing campaigns. In 2009 was established “Nadační fond Albert” for unifying their charity strategies and activities. (See Picture 6)

This supermarket chain helps in long-term period hundreds of non-profit organizations and is involved with supporting dozens of projects with different specializations. Strategies of areas, which need to get help is constantly developing and expanding.

Used tools

“Nadační fond Albert” is financed mainly thanks to earnings from selling plastic bags, which are available for customer in every Albert store. On the plastic bags is the logo of the fund therefore every customer can leave the store with a good feeling of helping people in need.

Another activity, which is gaining financial resources, is through tokens called “Bertíci”. (See Picture 7) This activity is already a tradition in Albert stores since the year 2000 and every year it records success with customers.

Principle of the contribution to fund is very easy. Customer just buys goods he came for to buy, therefore he does not have to give more financial resources just for joining the fund.

There are two ways how to obtain the token. First option is to make purchase higher than 100 Czech crowns – with every 100 Czech crowns purchase customer gains one token. Second option is to buy a good from partner’s companies. With every token company Ahold gives to the fund 0,5 Czech crowns.

Even though company Albert had created tokens Bertíci, every year many other companies are joining this charitable project through promotion their own goods. Therefore if customer buys goods he can get tokens, regardless on the amount of purchased money – do not have to be more than 100 Czech crowns.

Aims

Aims of this Albert fund are to help better and more effectively to good causes. So that brand Albert fulfills its commitments to the Czech society. Obtained financial resources “Nadační fond Albert” divides between different funds. The function of “Nadační fond Albert” is to support healthy life style of children and their parents, support of education, integration and development of children from socially disadvantaged families.

Results

Project Bertíci is very successful and well-known campaign on the Czech market. It became popular part of shopping in Albert stores and customers very positively perceive this project.

Since the first year 2000 project Bertíci collected more than 80 millions Czech crowns. For example in the 2011 Bertíci gained over 5 millions of Czech crowns.

In 2014 from purchasing plastic bags came to the fund 8 597 650 Czech crowns.

Picture 6: Logo of “Nadační fond Albert”



Source: alberttriatlontour.cz, 2015

Picture 7: Token for campaign “Bertíci”



Source: marketingovenoviny.cz, 2012

4.1.3 “Nadační fond Tesco”

Tesco is a British retail chain, which came on the Czech market in 1996. Tesco is one of the biggest retailers on the Czech market. Company owns more than 200 stores, hypermarkets included. Besides stores Tesco owns in the Czech Republic 17 gas stations and 7 shopping centers. In total Tesco gives job to more than 14 000 employees, with this number belongs to one of the largest private employers in the Czech Republic.

Non-profit funds and activities

Retailer chain established “Nadační fond Tesco” in 2009, which continues in previous cooperation with non-profit organizations. In the context of Corporate Social Responsibility company Tesco is acting environmentally friendly and taking care of society and communities, which Tesco is part of. In the long-term period, company is trying to be a “good neighbor” in localities, where are open stores. Besides that, were added 3 areas of influence. These are - opportunities for young people, healthy life-style and food waste prevention. They support programs, which are somehow connected to these areas of issues. In 2012 company introduced new program for pupils of elementary schools in cooperation with EduIN o.p.s. called “Extra třída”. On regular basis Tesco is part of program “Ekoškoly”, where they support programs devoted to environment and its cognition. Besides these projects they do support for example “Zachraň jídlo” (See Picture 8) and other smaller non-profit organizations, which are focused on disadvantages children.

Used tools

“Nadační fond Tesco” established a lot of project, for which used tools to receive financial resources are different. For example for collecting money for program “Pomáháme s Vámi” (See Picture 9) customers received a token, for a purchase over 200 Czech crowns.

Because this program helps more than one organization, customer could choose to which organization he wants to contribute the token. Therefore at the end this project helped the organization through customer's opinion.

Aims

The aim of "Nadační fond Tesco" is to provide a better environment to local communities. Company is part of projects, which are trying to create a better opportunities for the society. Tesco cooperates with many different non-profit organizations and schools, with aim to participate in improving society on which market they took their place.

The most frequent areas of the help through program "Pomáháme s Vámi" are projects focused on education, social projects and programs for children.

Program "Vy rozhodujete, my pomáháme" is quite a new project between other Tesco programs. This project is focused on support of local non-profit organizations. The aim of this project is to support these local institutions. In the Czech Republic Tesco supports around 90 organizations through this project. Each of chosen organization gets an amount of money, which helps with realization of their project. Partner and specialized guarantor in the Czech Republic is Fórum dárců.

Results

Tesco is helping also as a partner to many other organizations and creating new and new programs, within the concept of corporate social responsibility. In year 2015 in Tesco programs participated over 500 non-profit organizations in the whole Czech Republic.

Project "Pomáháme s Vámi" divided 4,5 million Czech crowns in year 2015 to different associated non-profit organizations.

Project "Extra třídy" hands out more than 500 000 Czech crowns between schools, which joined this program.

In the project "Ekoškoly" Tesco contribute regularly with 500 000 Czech crowns.

Picture 8 : Logo of “Potraviny pomáhají”



Source: e-newspeak.eu, 2013

Picture 9: Logo of “Pomáháme s Vámi”



Source: piafa.cz

4.2 Evaluation of questionnaire results

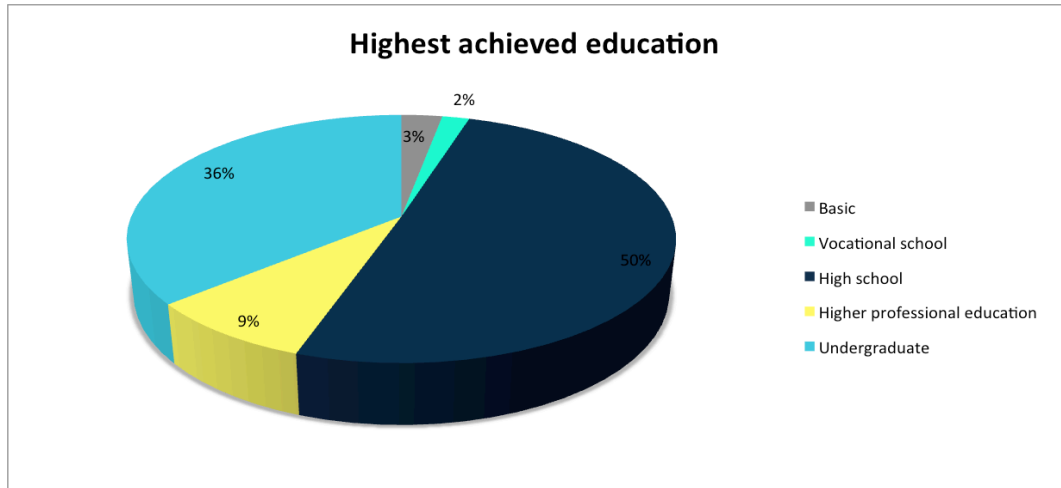
For gathering my data I used electronic form of a questionnaire, which was published on the Internet through page survio.com, available to be filled in. Survey contains 20 questions, from which 5 questions are focused on personal data of the respondent, such as gender, age etc. Remaining 15 questions are focused on the topic of CRM and CSR. The whole version of questionnaire is stated in the Appendix 1. Survey was available on the Internet in the period from 19.2.2016 until 26.2.2016. In total 105 respondents participated in this questionnaire research. Results from research are in detail elaborated and complemented with graphs.

Characteristics of selected sample

As was stated before, total amount of 105 respondents participated in the survey. From this number were 62 women (59%) and 43 men (41%). Age groups represents as following: up to 25: 28,6%, 26-40: 17,1%, 41-60: 25,7%, 61 and more: 28,6%. Age groups limits are representing the general age limits due to ČSÚ. Highest achieved education level of respondents was as following: basic (2,9%), vocational school (1,9%), high school (50,5%), higher professional education (8,6%) and undergraduate (36,2%). (See Graph 1)

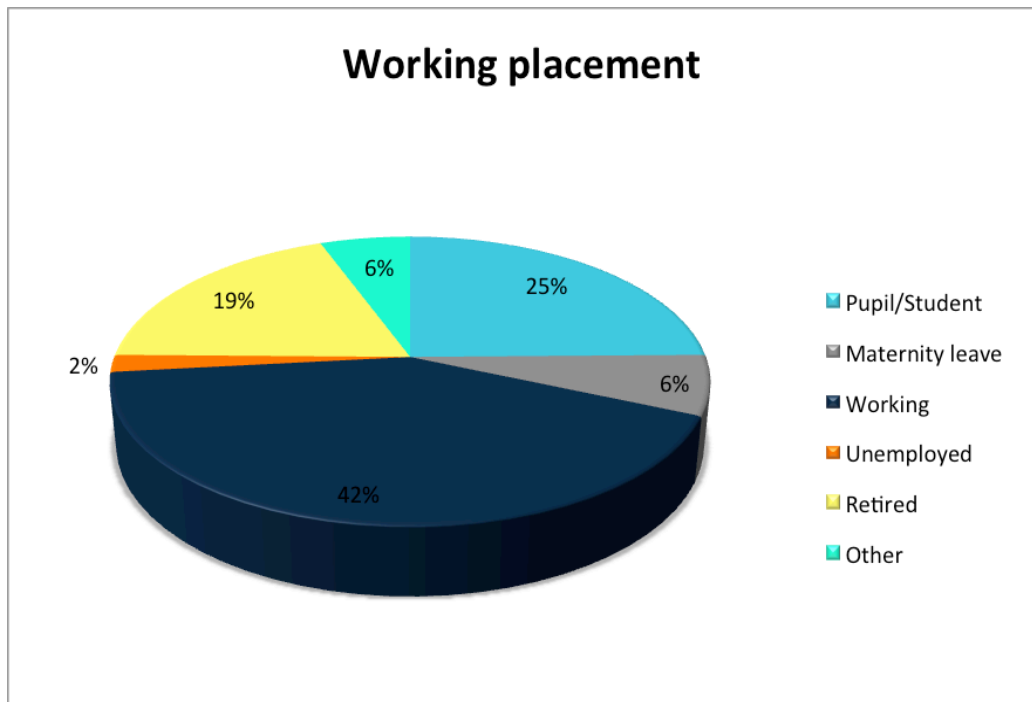
The most respondents were from cities with population over 100 000 inhabitants (43,8%), population between 10 001 and 100 000 (31,4%) and the fewest sample represented cities with population up to 10 000 (24,8%). In the case of question focused on working placement, the highest amount of respondents was working (41,9%). The second numerous group were pupils/students (24,8%). 19% of retired people participated, on maternity leave were 6,7% respondents, unemployed people were the smallest group with just 1,9%. In this question was also the possibility of open answer, which used 6 people – 5,7%, two of them were businessmen, one was working retiree, one worker in justice and other two did not respond their working placement (See Graph 2).

Graph 1: Structure of participants according to highest achieved education



Source: Author's own creation, 2016

Graph 2: Structure of participants according to working placement



Source: Author's own creation, 2016

Analysis of obtained results

First question after asking personal data was to know, if respondent is contributing any money to non-profit organization (See below Graph 3). From the answers we can see, that 56,2% of respondents do contribute to non-profit organization and 43,8% do not.

Graph 3: Question number 6



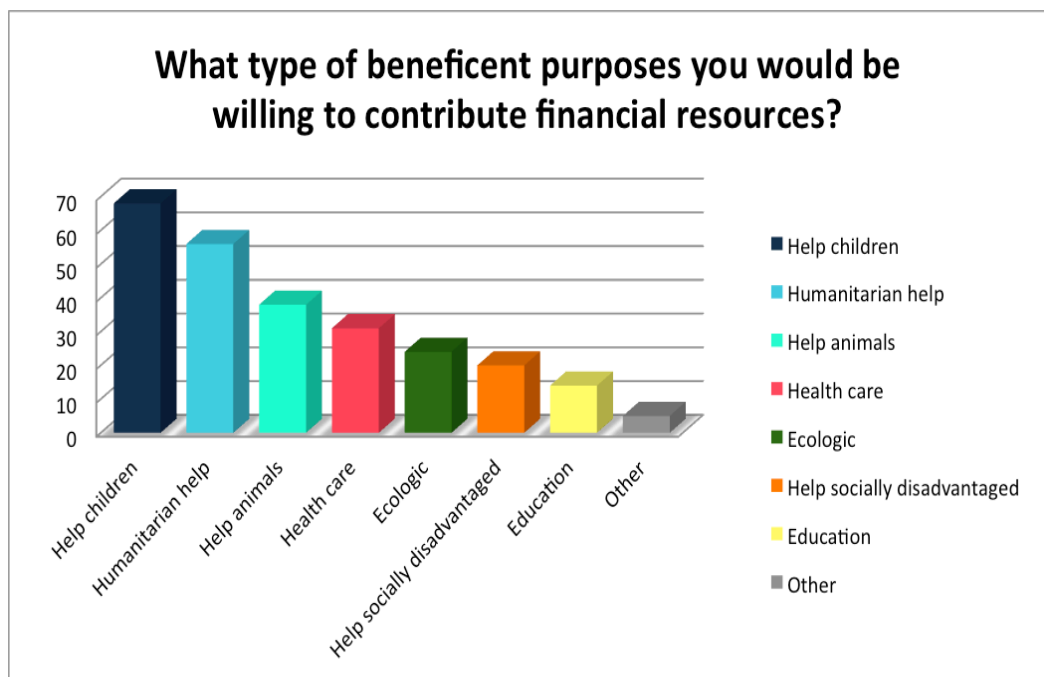
Source: Author's own creation, 2016

Another question is focused on area of help, for which respondent is willing to contribute (See Graph 4). Consumer could choose from given responses, even to choose more than one option, or write their own responses. From the selection of choices we can see, that people are most willing to contribute for helping children (65,4%). Further people have chosen humanitarian help (53,8%). Helping animals chose 38%, after that took place contribution to health care with 29,8%. On fifth position are ecologic problems with 23,1%. After ecologic problems we can see that only 13,5% of respondents would contribute

financial resources to education and with only 19,2% end up helping socially disadvantaged people.

Opportunity of completion of own answer used only 5 respondents. Amongst these responses were contributions to church or to concrete organization or person, helping seniors or handicapped people or protection of cultural heritage.

Graph 4: Question number 8

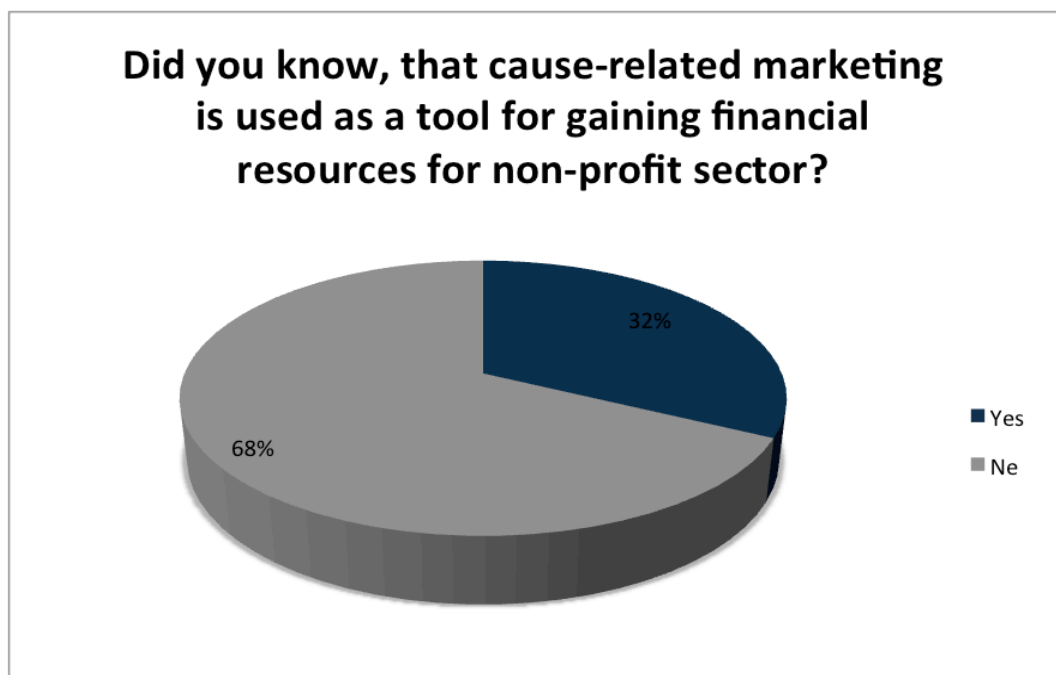


Source: Author's own creation, 2016

Question number 9 is focused directly on the topic of CRM. It is evident, that only 32% knew what this term represents, the rest 68% have heard this term for the first time (See Graph 5).

Another aim of this question is to find out, if respondents know, that CRM is used as a tool to finance non-profit organizations.

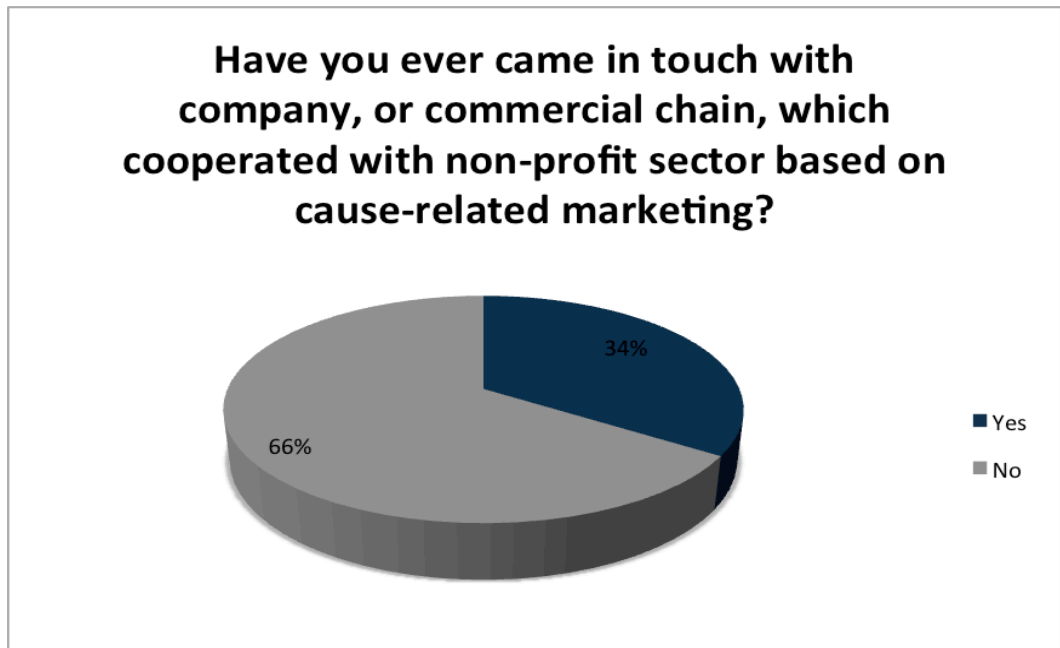
Graph 5: Question number 9



Source: Author's own creation, 2016

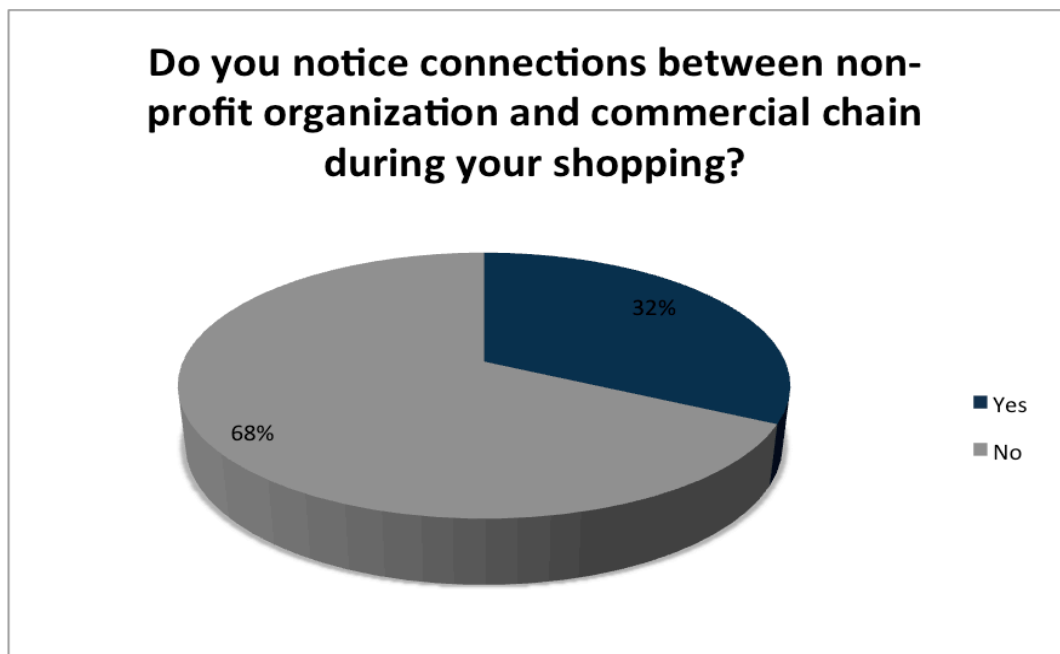
The goal of question 10 is to find out, if respondents come in touch with mentioned CRM. 66% of respondents answered NO, only 34% of respondents answered YES. (See Graph 6)

Graph 6: Question number 10



Source: Author's own creation, 2016

Graph 7: Question number 12

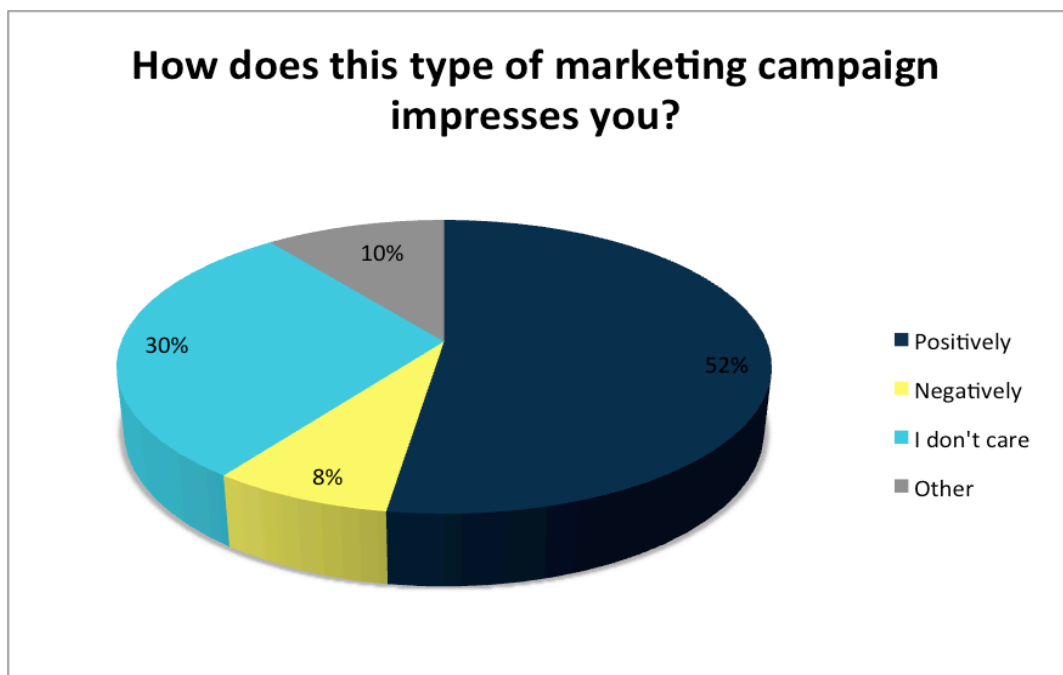


Source: Author's own creation, 2016

From the question 12 is apparent, that only 32% of respondents do notice connection between non-profit organization and commercial chain. 68% respondents do not notice this fact at all. (See Graph 7)

Graph below refers to question number 13. This question is exploring, if and how is respondent affected by CRM campaigns. More then half of respondents are affected in positive way. 30% are not affected, and only 8% are affected in a negative way. Also respondent could choose to write their own response, this opportunity used 10% - 11 respondents. (See Graph 8) Amongst these answers were for example, that for respondents it appears untrustworthy, or they would need to verify the campaign before, some of them do not know effect, because they do not have any experiences with this type of marketing.

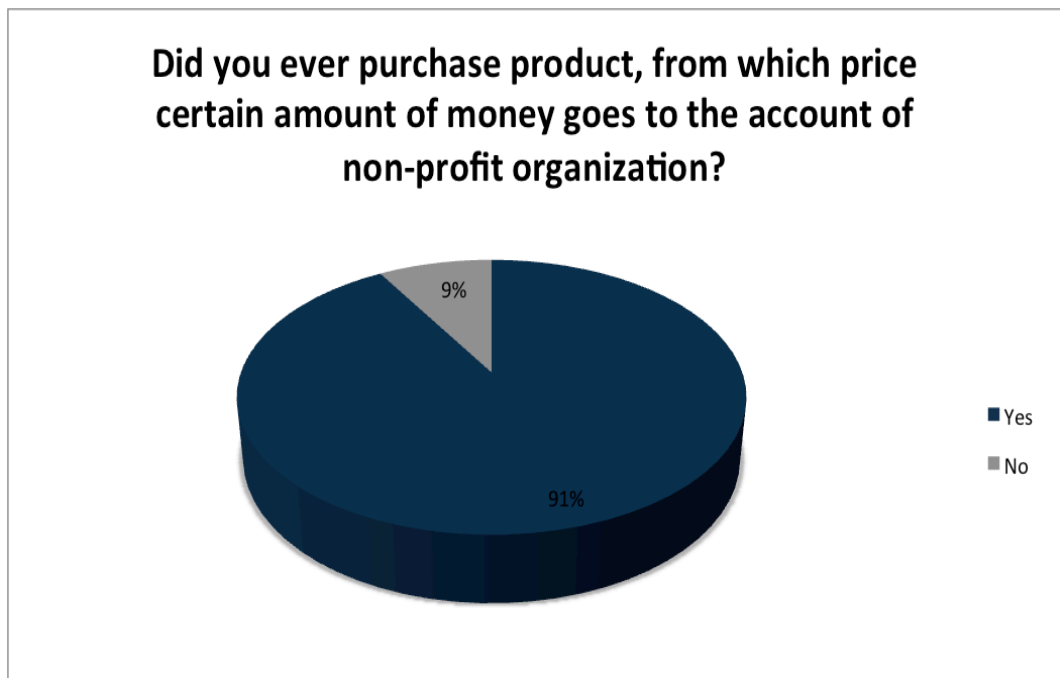
Graph 8: Question number 13



Source: Author's own creation, 2016

Question 14 from survey is represented by the graph below (See Graph 9). Aim of this question is to see, if respondents have ever come in physical contact with products based on CRM. Almost all of respondents have purchased this type of product (91%).

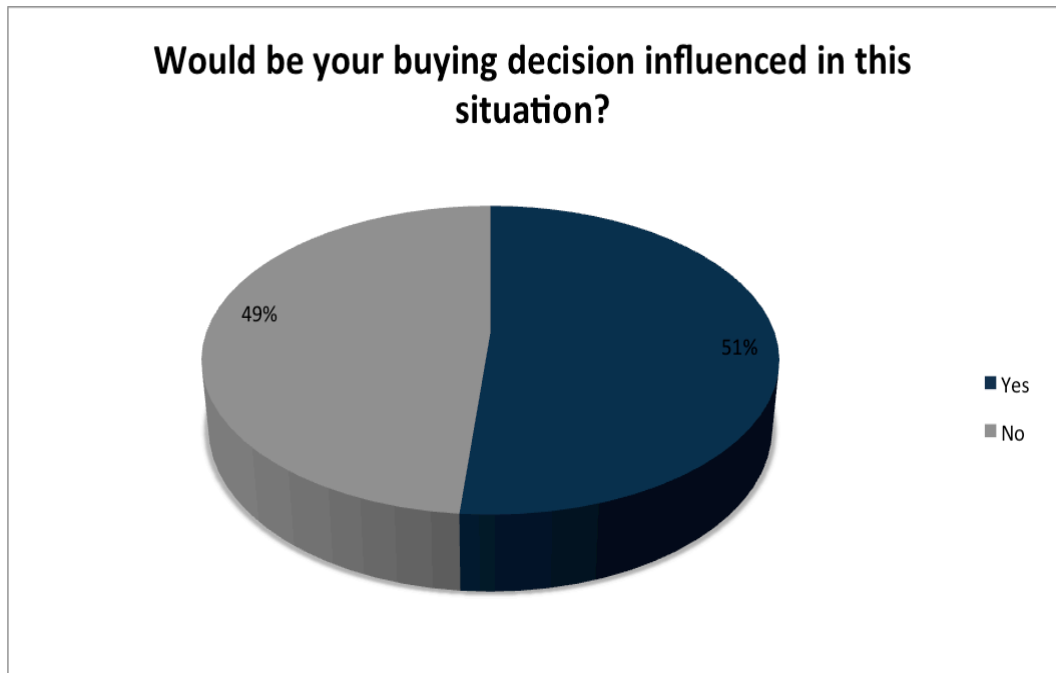
Graph 9: Question number 14



Source: Author's own creation, 2016

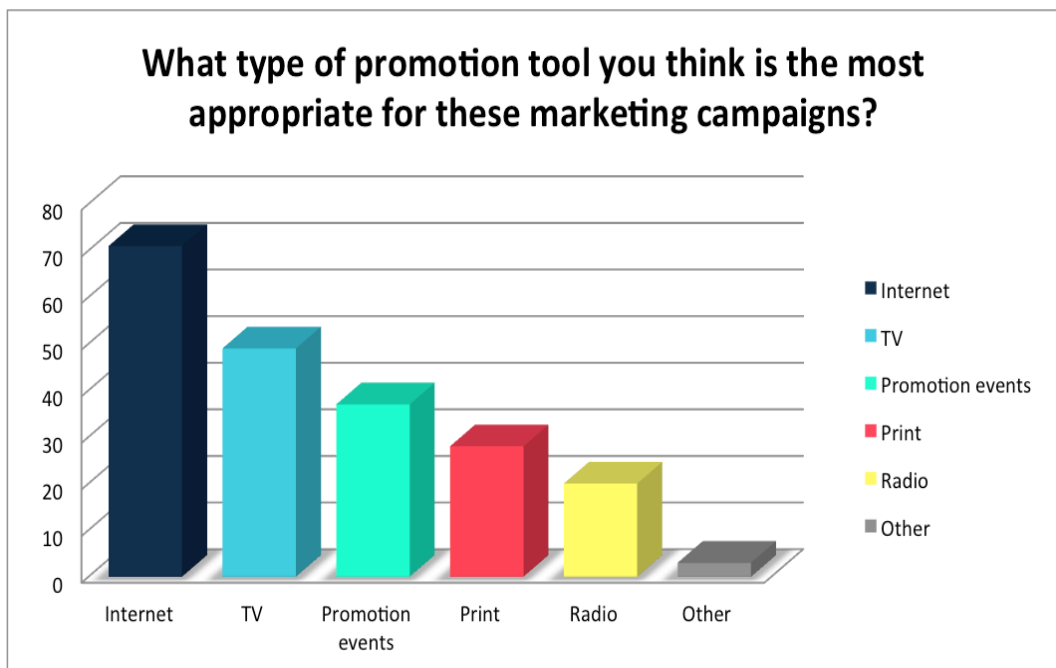
Question number 15 (See Graph 10) is connected to the previous question. This question is created with purpose to research, if respondent gets in touch with this type of marketing, is influenced by it or not at all. The answers are almost equal.

Graph 10: Question number 15



Source: Author's own creation, 2016

Graph 11: Question number 17

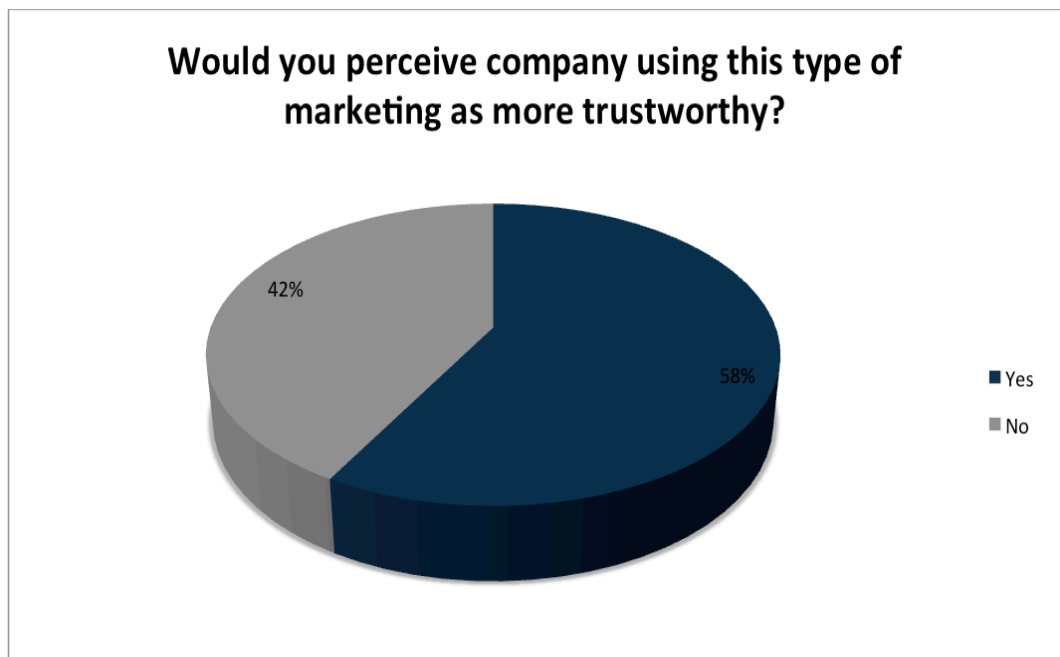


Source: Author's own creation, 2016

Question number 17 is focused on types of promotion, which respondents prefer. This question allowed more than one answer and there was the possibility of writing own answer. Promotion through the Internet appears as the most efficient, this option selected 71 respondents (68%). The second most effective form of promotion is according to respondents through television, which chose 49 people (47%). Promotion through social events chose 37 respondents (36%). Print and radio showed up as the least effective form of promotion with only 28 (27%) and 20 (19%) respondents. The option of writing own response used only 3 people (3%). According to them promotion should be done directly in the stores or through billboards.

Following question (See Graph 12) was formed to discover, what opinion participants have on the CRM campaign, if they find it reliable or not. 58% of respondents perceive this marketing as trustworthy; on contrary 42% of respondents think the opposite.

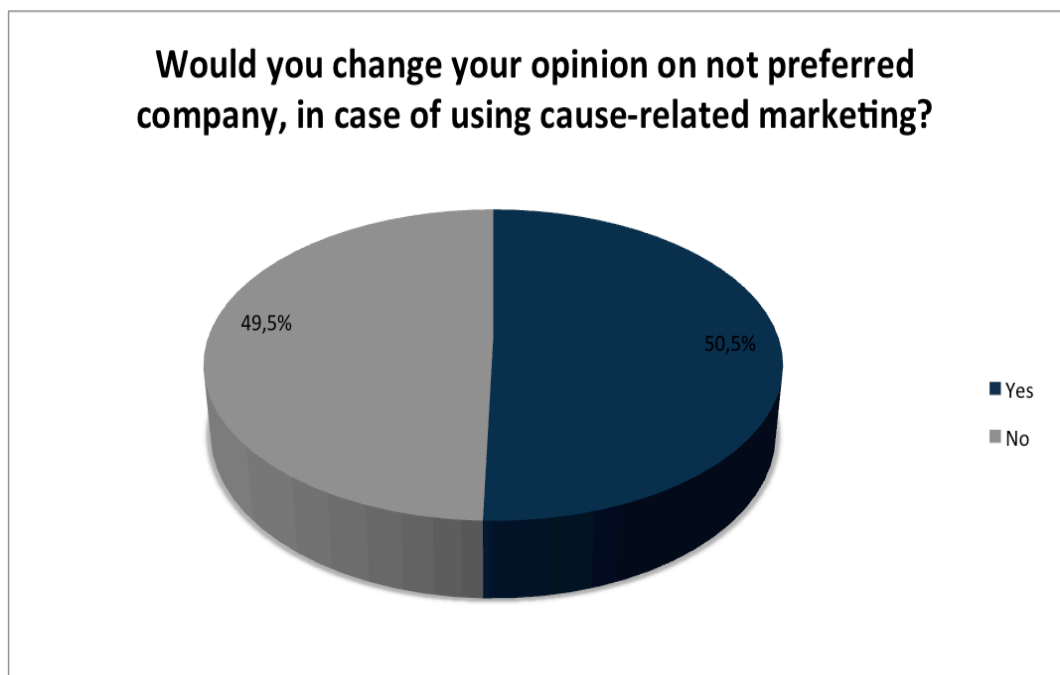
Graph 12: Question number 18



Source: Author's own creation, 2016

Question number 19 is focused on establishing, if consumers would change their opinion on not preferred company, which would apply CRM or similar activities. Answers are almost equal, 53 respondents (50,5%) would change their opinion, on the other hand 52 respondents (49,5%) showed disagreement with this statement. (Graph 13)

Graph 13: Question number 19

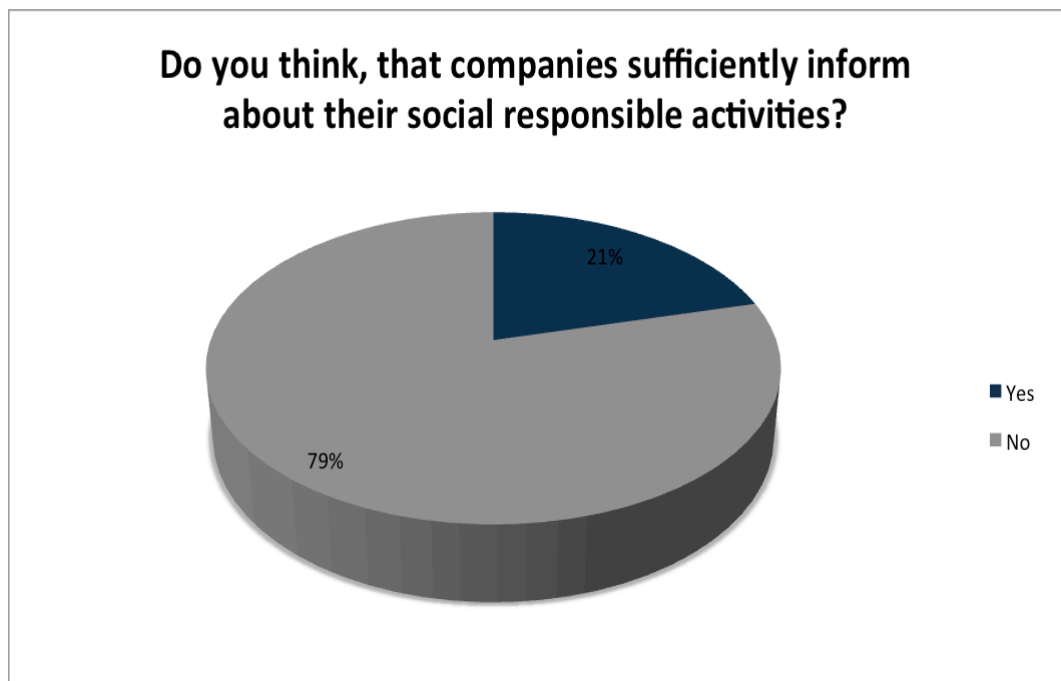


Source: Author's own creation, 2016

Last two questions are focused on corporate social responsibility. This concept is recently getting into people's mind and it is becoming more and more demanded from companies.

Question number 16 is created to find out, if respondents think, that companies, which are acting socially responsible do inform enough about their activities. As is obvious from the graph (See Graph 14) more than three quarter of respondents think, that companies do not inform enough about their activities.

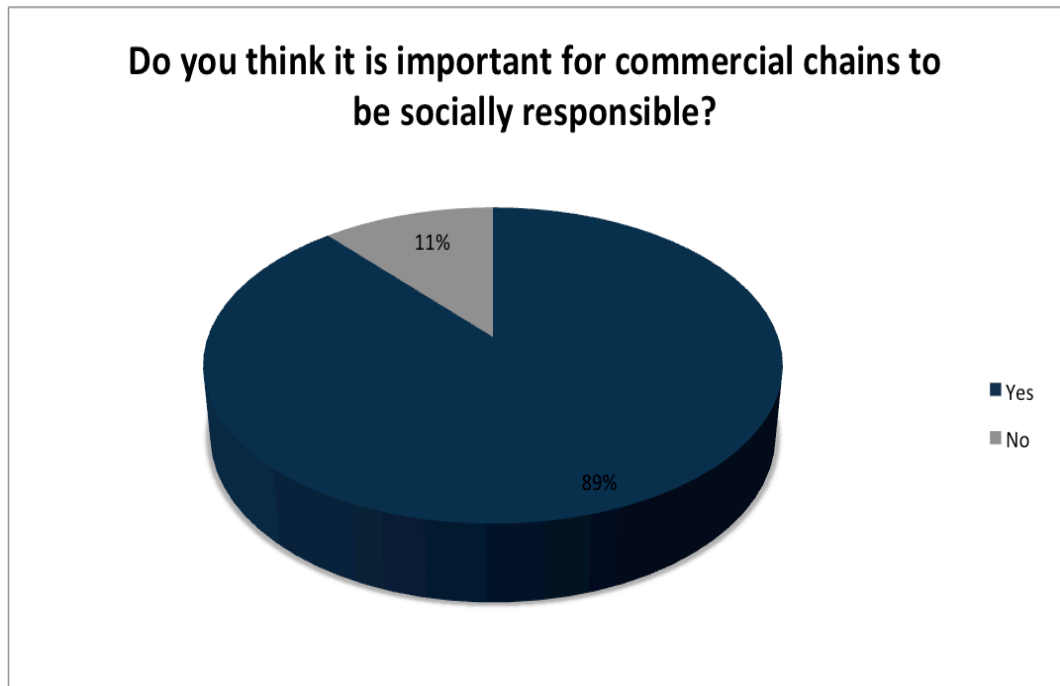
Graph 14: Question number 16



Source: Author's own creation, 2016

Last question (Graph 15) is asking respondents if they find important for companies to act socially responsible. Only 11% of respondents showed disagreement with this statement. The rest (89%) agreed.

Graph 15: Question number 20



Source: Author's own creation, 2016

4.3 Recommendation for creating CRM campaign on the Czech market

On the basis of previous analysis of results from questionnaire can be formed suitable recommendations for creating a successful CRM campaign on the Czech market. Suggestions are as following:

1. People are the most concern about helping children or humanitarian help. Due to this fact CRM campaigns, focused on these social problems will be most likely to success.
2. Each project should be connected to a specific non-profit organization, therefore customers can clearly see, where are their financial resources helping. People are more willing to contribute money, if they know the non-profit organization.
3. Companies should inform about the final financing of non-profit organization.
4. Campaigns, which appear on a regular basis, are for customers trustworthy and therefore they become more successful.
5. Companies should inform public sector more about their social activities. Furthermore they should inform better about the progress of helping.
6. Promotion of such campaigns is the most effective through the Internet – social media, or television.

5 Conclusion

One of the aims of this thesis was to summarize terms, which are connected to the concept of Cause Related Marketing. These terms are further developed in the theoretical part. This section contains chosen topics, which are closely connected to the area of CRM. It is concerning topics such as marketing in general and marketing in non-profit organizations, marketing mix, clarification of concept of stakeholder, and mainly explanation of the concept of Corporate Social Responsibility, under which CRM belongs. In detail was clarified the term CRM itself, its historical development, first well-known CRM campaign, characteristics, advantages and risks, which CRM campaign can bring to the company. Following theoretical section is clear, that CRM is becoming very strong marketing tool of many companies. CRM campaigns have significant influence on our society and it is important, that companies pay attention for implementing and planning such campaigns in the right way. This marketing tool have certainly many advantages but it is crucial to be aware either of their disadvantages.

Another aim was to evaluate the awareness of customers of businesses on the Czech market of CRM campaigns. In practical part were chosen three companies, which are using CRM as their marketing tool. Projects of these companies were elaborated on the basis of given criteria. Those chosen companies were Lidl “Srdce dětem”, “Nadační fond Albert” and “Nadační fond Tesco”. Furthermore was done survey research. This survey aimed to investigate knowledge of customers about CRM campaigns; another aim of the questionnaire was to research if customers are influenced by these projects. In this section are evaluated achieved answers from respondents of questionnaire. It was discovered that significant part of success rate of this marketing tool is to appear in a regular basis, therefore relations between customers and companies are built on mutual trust. Due to this fact campaigns achieve higher profits and companies can expect numerous participation. Satisfying fact from survey was that altogether 91% of respondents have already purchased product through this type of marketing campaign.

Half of participants answered, that the fact, that specific amount from the price of product goes for a good cause would influence their decision about purchasing the product. This fact means, that applying CRM activities is really helpful in attracting customer's attention. More than half of participants note, that company, which is applying CRM would become more respectful and trustworthy. Due to these facts is clear that connection to a good cause can bring many positive aspects for companies. On the other hand from some of the answers of respondents was clear, that influence of applying CRM could have also negative impact on company and its image. Therefore it is very important to implement and plan the project very carefully, thus customers can trust its intentions.

On the basis of all analyzed data was created the list of suggestions for creating a successful CRM campaign on the Czech market.

CRM is nowadays experiencing rising trend and attention from consumers. For each company, which adds CRM activity in their social behavior can mean positive added value, therefore this marketing should not be ignored – not by companies and non-profit organizations, neither by consumers. To sum up, CRM can be considered as a vital part of company's strategies for building a firm's image.

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7 Appendix

Appendix 1 – Questionnaire form

QUESTIONNAIRE

Dobročinný marketing

Dobrý den,

jsem studentkou České Zemědělské univerzity v Praze a touto cestou Vás prosím o vyplnění následujícího krátkého dotazníku, na téma Cause-related marketing, neboli tzv. dobročinný marketing. Tento druh marketingu spočívá ve spolupráci mezi neziskovou organizací a firmou. Výsledkem této spolupráce je prospěch všech zainteresovaných stran.

Cílem tohoto dotazníku je, zjistit, jaký mají přístup spotřebitelé na českém trhu k dané problematice. Popřípadě zda je tyto marketingové kampaně ovlivňují.

Předem děkuji za Vaši ochotu a čas strávený při vyplňování tohoto dotazníku,

Anita Nykodymová

1. Pohlaví:
 - žena
 - muž

2. Věk:
 - do 25
 - 26-40
 - 41-60
 - 61 a více

3. Nejvyšší dosažené vzdělání:
 - základní
 - střední s vyučením
 - střední s maturitou
 - vyšší odborné
 - vysokoškolské

4. Počet obyvatel trvalého bydliště:
 - do 10 000
 - 10 001 – 100 000
 - nad 100 000

5. Pracovní zařazení:
 - žák/student
 - mateřská dovolená
 - pracující
 - nezaměstnaný
 - senior
 - jiné _____

6. Přispíváte nějaké neziskové organizaci?

- ano
- ne

7. Pokud ano, jak často? (nepovinná otázka)

- denně
- týdně
- měsíčně
- ročně
- jiné _____

8. Jakým dobročinným účelům jste ochotný/á přispět finančními prostředky?

- pomoc dětem
- pomoc sociálně slabým
- pomoc zvířatům
- humanitární pomoc
- vzdělání
- zdravotnictví
- ekologie
- jiné _____

9. Věděl/a jste, že Cause-related marketing slouží jako nástroj pro získání finančních prostředků pro neziskový sektor?

- ano
- ne

10. Setkal/a jste se s firmou, či obchodním řetězcem, který by tímto způsobem spolupracoval s neziskovým sektorem?

- ano
- ne

11. Pokud ano, vybavujete si některé kampaně? (nepovinná otázka)

Doplňte text: _____

12. Vnímáte při nakupování spojení neziskové organizace s obchodním řetězcem?

- ano
- Ne

13. Jak na Vás tento druh marketinové kampaně působí?

- pozitivně
- negativně
- je mi to lhostejné

14. Koupil/a jste si někdy výrobek, z jehož ceny jde určitá část na konto některé z neziskových organizací?

- ano
- ne

15. Bylo by Vaše rozhodnutí o koupi produktu v tomto případě ovlivněno? (část z ceny výrobku na dobročinný účel)

- ano
- ne

16. Myslíte si, že firmy dostatečně informují o svých společensky odpovědných aktivitách?

- ano
- ne

17. Jaký prostředek Vám přijde nejvhodnější pro propagaci těchto marketingových kampaní?

- internet
- televize
- rádio
- tisk
- pořádání propagačních akcí (společenské události apod.)
- jiné _____

18. Vnímá/a byste společnost využívající tento druh marketingu za více důvěryhodnou?

- ano
- ne

19. Změnil/a byste svůj názor na Vámi nepreferovanou firmu, v případě že by využívala Cause-related marketing?

- ano
- ne

20. Myslíte si, že je důležité, aby obchodní řetězce byly sociálně odpovědné?

- ano
- ne