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Prosumption use in creation of cause related marketing programs through crowdsourcing

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Abstract

The main aim of this article is to develop a new approach to Cause Related Marketing (CRM) that shows the use of the innovative potential of prosumption through crowdsourcing practices to contribute to CRM campaigns. The article focuses on consumers' attitudes towards CRM and aspects of their involvement in the CRM creation. Research results show that young consumers in the Polish market connote CRM positively, but they are bored with existing CRM programs and assess them as uninteresting. The test results showed the desire of consumers to share knowledge with companies but, as it comes about the involvement, young people do not show much interest.

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1. Introduction

The challenges of sustainable development, globalization, permanent competition and changes in consumer behavior according to Bednarova et al. (2015) mean that companies are seeking more and more innovative and effective approaches to marketing. In recent years, Cause Related Marketing (CRM) has become an increasingly strategic tool used in marketing companies. Companies using the knowledge, creativity and willingness to engage consumers can open up and develop strategies to contribute CRM through the crowdsourcing practice. Consumers are no longer passive recipients of marketing messages, but they become active participants who use modern forms

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of communication, observe and evaluate the activities of companies and share their knowledge in order to contribute to the creation of new business solutions and business development.

The study is interdisciplinary. It contributes to a widening of the current state of knowledge and allows companies to have a critical look at the consequences of the current practice and the development of solutions for CRM effectiveness. The prosumption concept is the perfect complement to the traditional approach to create a CRM campaign. The main purpose of this article is to develop a new enriched approach to CRM that shows the use of the innovative potential of prosumption through the practice of crowdsourcing to contribute to the CRM campaigns. The article focuses on consumers' attitudes to CRM and aspects relating to their involvement in the development of CRM.

2. Theoretical framework

According to Dean (1999), Tsai (2009) and Witek (2015) in European countries, only in the late 90's, socially involved marketing became an often used marketing approach. CRM was regarded as a strategic marketing tool that involves the brand with considerable societal need for the common benefit by engaging consumers, and at the same time providing support for non-profit organizations by Pringle and Thomson (1999), Fellman (1999), Demetriou et al. (2010). According to Strahilevitz and Myers (1998) a positive impact of combining donations with products that the company offers to customers was emphasized, where during an exchange the customers got the selected product and the additional satisfaction of doing good. Varadarajan and Menon (1988), Polonsky and MacDonald (2000) describe a critical look appeared where CRM was regarded as another tool used in order to make the biggest profits based on public involvement of profitable organizations with non-profitable ones. According to Green and Pelozo (2011) CRM development is associated with the growing public awareness of consumers, Broderick et al. (2003). It generates for them emotional, social and functional value. Non-profit organizations benefit from CRM by obtaining funding for their activities and receive additional publicity for their business. Varadarajan and Menon (1988) suggest that an increased awareness of consumers about the activities of the non-profit organization may bring direct donations in the future. According to Endacott (2004) companies have much greater benefits than the organizations which they help.

According to Hawkins et al. (2001) CRM allows customers to contribute directly to solve the problem and express the core values or concerns. Adkins (1999) defines the relationship between the company, non-profit organizations and consumers as a so-called win-win-win situation. Consumer perception towards CRM is determined by many factors, among others, demographics, social, knowledge, level of commitment and trust and the level of public awareness. According to Moosmayer and Fuljahn (2010) women are more sensitive to social issues than men. Results of research work of Garcia et al. (2003) show that young consumers are proving strong anxiety towards social aspects. According to Bester and Mlenga (2012) consumer attitudes are also conditioned by their cultural environment and may be subject to temporal and spatial variation.

In terms of development of CRM campaigns young people who are very skilled in the Internet environment provide huge potential for companies to use. Prosumption is a new form of interaction between a producer and a consumer and it shifts some tasks to the consumer. According to Toffler (2006) increasing consumer engagement is based on the performance of the duties which previously were performed for him. Today the Internet is an essential source of information and plays a key role in the process of obtaining and sharing information about companies, their activities and products. Fuchs (2011), Ritzer and Jurgenson (2010) claim that prosumption has become an important feature of Web 2.0. According to Radziszewska (2013) development of social media stimulates the activity of internet users by allowing independent content creation, interaction with other network users and exchange of information. Young people have broad access to technology and, consequently, many tools that shape their lives in many ways, and thus favor prosumption. Jenkins (2006) describes young people as digital prosumers who use new technologies to appropriate, remix, resample and rework existing cultural artifacts, messages and images. According to Jenkins et.al (2009) these activities are not only an integral part of the market economy, but have a high potential for productive citizenship and creative activism.

Pietraszewski (2014) explains that prosumption seems, on the one hand to stimulate consumers to act and to greater involvement in various businesses, on the other one, it is a measure of the latter to increase profits thanks to this commitment. According to Bauer and Gegenhuber (2015), Cova et al. (2015) in recent years the debate on the

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