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Project Title:

Cause Related Marketing in Cyprus: Its value and effects from the citizens' perspective.

Publication Summary

Corporate Social Responsibility (CSR) is faced as an opportunity for Brand Equity and there are many companies which invest a considerable percentage of their budget on different CSR activities in order to enhance their image. A very popular CSR strategy is Cause-Related Marketing (CRM) according to which the profit-making companies form strategic partnerships with non-profit organizations for mutual benefits. CRM can provide great opportunities to organizations in terms of corporate reputation, brand awareness, customer loyalty, and press coverage.

This paper analyzes the findings of a research which was implemented in January 2007 and compares the findings of a similar research which took place in November 2004 in Cyprus. The latest research was based on a sample of 500 Cypriot Citizens above the age of 20. The first research (2004) was based on a sample size of 740 Cypriot Citizens above the age of 20. Both researches were aiming to identify Cypriot citizen's beliefs about the value of Corporate Social Responsibility, and to analyze its effects in terms of brand recognition and brand positioning of organizations that have heavily invested on CRM activities. The outcome of both researches underlines the value of CRM in brand positioning and the fact that in both researches the majority of Cypriot Citizens recognize as Socially responsible only those organizations which have invested in long-term Cause Related Marketing Strategies, enhancing the belief of the CRM supporters that the above mentioned Strategy can become a dynamic tool in the hands of corporations which strive for the reputation of Socially Responsible organizations.

Cause Related Marketing in Cyprus: Its value and effects from the Citizens' perspective.

Key words: Corporate Reputation, Brand Positioning, Corporate Social Responsibility, Cause Related Marketing.

Introduction:

The reputation of the corporation is often the most important asset it possesses in gaining a competitive advantage as well as building both financial and social successes. Corporate reputation depends on how the company conducts or is perceived as conducting its business. Today the ability to build a sustainable corporate reputation is more important than ever before as stakeholders are more educated, more knowledgeable, and more demanding. More and more corporations are focusing their efforts on gaining a competitive advantage and a strong positive reputation by demonstrating a commitment to their responsibilities towards the society. Therefore the notion of Corporate Social Responsibility is becoming an essential Marketing tool. In principle CSR can be used to strengthen corporate reputation and profitability by assuring the various stakeholders with whom the organization interacts that it is committed to meeting its moral obligations and expectations beyond common regulatory requirements. An increasing number of corporations are attempting to align their CSR with business motivations and “recognize and accept the responsibility for improving the quality of life among their local stakeholders” (Crane and Matten 2004). A successful Marketing strategy which aims to improve the quality of life of a corporation's stakeholders and at the same time to enhance its corporate reputation is Cause Related Marketing (CRM).

CRM includes all the different ways in which businesses are benefiting charities and good causes through CRM partnerships that consist of donations, and additional support leveraged through customers, suppliers, or employees. This societal marketing approach can become an effective tool in the hands of the corporations in gaining brand reputation while contributing to the society's well-being.

This paper analyzes the findings of a research which was implemented in Jan 2007 among 500 Cypriot Citizens as compared to the research findings of a similar research which took place in Nov.2004 with a sample of 700 Cypriots. The overall analysis of the research findings aims to reveal the value of Cause Related Marketing on the reputation of the corporations in Cyprus and at the same time to identify new CRM opportunities for corporations and Institutions of Tertiary Education in Cyprus.

Literature Review:

In today's markets, organizations have tended to focus on both tangible and intangible factors in order to effectively compete and differentiate their services or products in the dynamic environment in which they operate. In order to achieve reputation, corporations try to be active participants in the societies in which they operate and they also try to initiate activities that can contribute to the society's well-being. Corporate Social Responsibility which is the "continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large (WBCS 2000: <http://www.wbcsd.ch>) was adopted by Business leaders in the early 20th century and since then it became a very popular Business orientation in enhancing the corporate image. The EU's definition of CSR states that: "it is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis." (Euroabstracts 2004:10). Marketers, given the dynamic environment they are facing today, try to identify different approaches of CSR activities that can help them enhance the reputation of their corporation in order to gain a competitive advantage in their marketplace. They also know that citizens have greater expectations from the corporations than simple CSR programs. The largest ever survey of its kind, involving interviews with more than 25,000 people across 23 countries, in five continents took place by a Canadian based company in 1999. According to the survey 2/3 of the citizens who participated in the survey wanted companies to go beyond making profits, paying taxes, employing people and obeying laws. They wanted companies to contribute to broader social goals as well and pointed out that contributing to charity projects doesn't really satisfy people's expectation to CSR. (Nelson, 2000:25)

What do citizens then expect from the corporations?

The Chairman of the Executive Board of ING, the global Financial Institution with 115,000 employees, Ewald Kist in his message to his stakeholders (April 2003) claimed that "Being a good corporate citizen includes involvement in activities in the country where your company is present. It can take the form of sponsoring charitable contributions or volunteer work. He continued his message saying that emphasis in their charitable work is shifting from passive donations to active sponsorships'.(ING:2003)

The above statement by the Chairman of the Executive Board of ING drives to the conclusion that Cause Related Marketing may be the activity that citizens expect the corporations to be involved into. CRM is the partnership formed between corporations and charities to raise money for the charity and brand awareness for the corporation. Business in the Community, defines CRM as “a commercial activity by which businesses and charities or causes form a partnership with each other to market an image, product, or service for mutual benefit.” (<http://www.bitc.org.uk>). It includes all the different ways in which businesses are benefiting charities and good causes through CRM partnerships that consist of donations, and additional support leveraged through customers, suppliers, or employees.

The expectations of all stakeholders of business roles and responsibilities have changed into the need for a more active involvement in Society’s problems. Cause Related Marketing provides the means to use the power of the brand to demonstrate a firm’s intention for an active participation in the resolution of the social problems providing resources and funding whilst addressing business marketing objectives.

The term ‘cause-related marketing’ was introduced by American Express in 1983 when it promised to make a donation to renovate the statue of Liberty each time someone used its charge card (Kleppner 2003:781). The end result was a contribution of \$ 1.7 million made by the corporation, but the cause-related campaign produced a 28 percent increase in card usage. Since then, too many corporations all around the world have tried to adopt different innovative programs with the expectation to harvest the same positive results as American Express has done. Minette and Drumwright (1996) warned the corporations which wanted to adopt CRM programs that irrespective of the objectives of the campaigns, economic or non-economic, there is a need to ensure that: a) there is a long-term focus, b) the cause should fit the company, and c) the employees should believe the issues’. A marketer who wants to adopt a CRM program must be aware of the fact that well-implemented and promoted CRM programs have the potential to bring enormous benefits in the partnership. On the other hand marketers need to understand that an ineffective CRM campaign can backfire and damage the reputation of the partner organization and harm the work of the charity or cause involved.

Pringle and Thompson (1999) viewed CRM as an activity by which a company with image, product or service to market builds a relationship with a “cause” or a number of “causes” for mutual benefit. More and more corporations are defining their CSR agenda with the aim of identifying initiatives that fit since finding the right charitable partner and forming a long-term relationship can deliver more benefits than make one-off donations.

Baker (2001) said that a very common practice for the firm which establishes an ally with a non-profit organization is to make a donation to the non-profit on the level of sales in a specified period of time. (2001: 555-557) Commercial donors will only commit themselves to support non-profit organizations only if they believe that this ally will evoke the public interest.: ‘The firms want their donations and their Cause-Related activities to be tangibly correlated’ (Mullen, 1997: 42). This means that all those charities which are not so popular to the public will not manage to attract the interest of commercial organizations. The more popular the charity is, the easier for them to choose the commercial organization they want to be associated with. Baker (2001) supports that giving donations is still the most common form of commercial organizations’ involvement with non-profit organizations, but this is different to cause-related campaigns. He also said that “is not uncommon for a company to invite non-profit organizations with which they want to be associated. For this reason “non-profits think carefully before they agree on an association with each commercial organization” (Baker 2001: 556).

Kotler (2003:27) believes that companies see cause related marketing as “an opportunity to enhance their corporate reputation, raise brand awareness, increase customer loyalty, build sales and increase press coverage”.

Business in the Community defines Cause Related Marketing as "a commercial activity by which businesses and charities or causes form a partnership with each other to market an image, product or service for mutual benefit" (http://www.bitc.org.uk/resources/research/research_publications/21st_cent_giving.html)

These last years CRM is gaining wide acceptance among businesses, consumers, charities and causes. The Business in the Community Cause Related Marketing Tracker 2003 has found that £ 58.2 million was raised by over 60 businesses in UK benefiting over 60 charities and good causes through over 80 CRM programmes. The CRM tracker was launched by the BITC in 2003 with the aim of identifying CRM programmes undertaken during 2003 in order to benefit the society. It has enormous potential to make a significant difference for the company that adopts it. A Company that wants to be involved into this philosophy of making business needs to identify a cause with high impact in the society in which it operates and must try to form an ally with it. In Cyprus as well as in every other country many companies have been involved in CSR activities but not too many in Cause Related Marketing Activities.

Primary Research:

In order to sense the Cyprus situation in terms of CRM activities and the effectiveness of those activities to the reputation and brand image of the companies which adopt them a research took place in November 2004 and was repeated in January 2007.

Research Aim:

This research aims to examine the value of a Cause Related Marketing Strategy on the reputation of the companies which adopt it throughout the years and to identify the social organizations/causes Cypriots expect the profit-organizations and Institutions of Tertiary Education to form “Social Partnerships” with for the well-being of the Society.

Research Objectives:

1. To identify the degree of agreement of consumers to the need of corporations to be involved in activities of Corporate Social Responsibility (CSR).
2. To study consumer behavior in terms of brand preference for a product that is marketed by a company which has proved its CSR as opposed to a company which has not applied this positioning approach.
3. To study the brand awareness of consumers for companies involved in activities of CRM as opposed to other companies which were simply involved in activities related to CSR.
4. To study the area of activities of the companies with the highest brand awareness among the Cypriots given the outcome of the survey on the third objective.
5. To identify the areas of social activities in which the people in Cyprus would like the profit making corporations to be involved and associated with for the benefit of the Cypriots' well-being.
6. To identify the areas of social activities in which Cypriots would like the Institutions of Tertiary Education to form Social Partnerships with for the well-being of the Cyprus Society.

Methodology:

Survey questionnaires: Cypriot Citizens

An exploratory data analysis was utilized in this research study. The main reason for conducting exploratory research is to test concepts before they are put in the marketplace. The results of exploratory research are not usually useful for decision-making by themselves, but they can provide significant insight into a given situation. Although the results of qualitative research can give some indication as to the "why", "how" and "when" something occurs, it

cannot tell us "how often" or "how many". In the case of this research project the interviewees who were randomly selected provided the researcher with information about four important concepts: a) How strong they feel about the need of CSR and CRM activities on behalf of profit making corporations b) which companies they believe apply most successfully CSR and CRM activities in Cyprus, c) what are the "causes-charities" that Cypriots would like corporations to form partnerships with and finally d) what are the "causes-charities" Cypriots would like the Institutions of Tertiary Education to form partnerships with. All data collected from this quantitative research activity provided the researcher with an insight on what do Cypriots expect and how they feel about CSR and CRM.

According to Hussey and Hussey (1997) exploratory data analysis described the data collected by summarizing and presenting them in diagrammatic forms such as tables, graphs, and charts although certain statistical elements of confirmatory data analysis were used to draw conclusions about the population from the data collected. In my research study I extensively used cross-tabulations for the analysis of pairs of variables. Specific statistical techniques such as presenting frequencies, measuring location, and measuring dispersion were also applied to analyze single variable data.

A short questionnaire was prepared with a combination of closed-end and open end questions. The closed end questions provide the responders with all possible answers which allow him/her to choose among them (Kotler et al. 2005). On the other hand the open-end questions allow responders to use their own words and they are common in qualitative research. The sampling method was a stratified Random Sampling approach according to which the population was divided in three mutually exclusive age groups (20-35, 36-50, 51 and above). From each group random samples were drawn in the ratio 3:3:2. The decision for this sampling method was based on the main objective of the survey which was to identify a cause that Cypriots and especially young to middle age people would like to see corporations to be associated with. The contact methods used were the personal contacts and the telephone.

The analysis of the data collected, was implemented with the use of SPSS and Excel packages.

Data Findings:

Research Findings: Objective 1

The survey identified that consumers expect corporations to be socially responsible. Unrelated to the age of the responders of the questionnaire, the majority of the responders agreed to the statement that corporations need to prove their Social Responsibility. Table 1 indicates the outcome of the survey in both phases (2004 & 2007)

Table 1	Agreement/Disagreement/Indifference					
	2004			2007		
Age	Agree	Disagree	Indifferent	Agree	Disagree	Indifferent
20-35	89%	4%	3%	87%	3%	9%
36-50	84%	8%	8%	88%	6%	5%
51-above	87%	5%	8%	86%	9%	3%

Given the data presented in table one in the survey of the year 2004 more than 89% of young people stated that they agree that Corporations need to prove their Social Responsibility. An 84% of responders between the ages of 36-50 expressed their agreement and an 87% of the responders above the age of 51 also agreed on the statement. When the research was repeated in the year 2007 the research findings were very close to the findings of the previous survey. The rate of people claiming disagreement to the statement was very low (highest 8% for 2004 and 9% for the year 2007) while less than 10% of responders stated indifference to the statement (see table 1)

Research Findings: Objective 2

The second research objective was to identify consumers' brand preference on products that consumers' behavior in terms of Brand preference is directly related to companies' involvement in Activities of Social Responsibility. More specifically when the Cypriots were asked for their brand preference between two similar products (A & B) in terms of quality and price but with the company of product B to be associated to a "social cause" the great majority of Cypriots unrelated to their age stated that they would choose to buy brand B. The results were similar in both phases of the survey. Table 2 indicates the outcome of the survey related to brand preference.

Table 2	Brand Preference					
Age	2004			2007		
	"A "	"B"	Any of the two	"A "	"B"	Any of the Two
20-35	2%	86%	12%	7%	80%	13%
36-50	3%	90%	6%	8%	79%	13%
51-above	4%	87%	9%	2%	90%	6%

More analytically, given the data in Table 2, the percentage of responders choosing brand “B” is between 86% and 90% for the year 2004 and between 79% and 90% for the year 2007. In both phases of the survey the great majority of Cypriots indicated a brand preference to the product which is marketed by a company which is involved in activities of Social Responsibility when chosen among brands of similar quality and price level. The rate of responders who chose brand “A” despite was very low in both surveys but it has to be notes that in the survey of 2007 it was higher than the one of 2004: As indicated in Table 2 for the first age group the rate rose from 2% to 7% and for the second age group from 3% to 8%. Only the rate for the third age group dropped to 2%. The level of indifference in choosing brand “A” or “B” was similar in the two surveys for the first age group while for the second age group it was more than double in 2007. Nevertheless, the conclusion drawn is that the great majority of consumers at all age groups are sensitive in choosing the brand which is marketed by a company which proves its corporate social responsibility.

Research Findings: Objective 3

Responders were asked to name up to four profit organizations in Cyprus which, according to the responders’ opinion, have proved their social responsibility.

Given the data of table No.3 the majority of Cypriots named two Financial Institutions: The Popular Bank and the Bank of Cyprus in both phases of the survey (2004 and 2007).

Table 3: Companies Involved in CSR Activities						
	2004			2007		
	20-35	36-50	51-above	20-35	36-50	51-above
Popular Bank	67%	61%	64%	37%	31%	31%
Bank of Cyprus	64%	58%	71%	39%	32%	38%
Cyta	21%	18%	21%	6%	10%	13%
Hellenic bank	18%	22%	20%	3%	2%	1%
Lanitis	16%	18%	13%	11%	3%	2%
TV channels	20%	16%	11%	8%	1%	2%
J&P	15%	17%	24%	9%	4%	3%
AHK	11%	11%	11%	7%	4%	3%
Keo beer	3%	8%	5%	1%	2%	1%
Other	47%	42%	42%	35%	19%	24%

The name of the Popular Bank appeared in more than 60% of the questionnaires in the survey of year 2004 while in the year 2007 there is a by far lower rate of responders who named the Popular Bank as socially responsible (31% to 37 %). The same phenomenon was repeated in the case of Bank of Cyprus which was also highly ranked as a socially responsible company but in the year 2004 the percentage of responders who mentioned this bank was by far more than the percentage of responders of the year 2007. (See table 3). The third name mentioned by the responders was the name of the Cyprus Telecommunication Authority (CYTA) and very close to it the Hellenic Bank with an average rate of 20% for the year 2004 but very low percentages for the year 2007. The decrease in the rates of responders naming the three organizations requires a further investigation and analysis. Therefore the researcher intends to proceed with an exploratory research as well as in-depth interviews with the marketing

managers of the four organizations in order to identify the possible reason for the decrease in the percentage of responders naming the four organizations in the second phase of the survey which took place in 2007.

Research Findings: Objective 4

The next objective of this research is to study the area of activities of the companies with the highest brand awareness given the outcome of the survey in table No.3

Consumers recognized as “Socially Responsible Companies” mostly those companies that have formed an ally and fight for a cause which has high impact in our society. According to the research findings the majority of Cypriots named two Financial Institutions as Socially Responsible. The first two Financial Institutions named by the responders were the Popular Bank and the Bank of Cyprus which are both involved in very successful charity events every year in order to collect money for the Causes they have formed partnerships with.

More analytically the Popular Bank has formed a partnership with “Radiomarathon”- a charitable organization in aid of children with special needs since 1992 (<http://www.popularbank.com.cy>). “Radiomarathon” which is by far the biggest charity event in Cyprus and has also been reported in the Guinness book of records as the most successful charity activity in terms of money collected per capita. This event which started 17 years ago takes place every first Monday and Tuesday of November. More than 1,000,000 Cyprus Pounds are collected every year for the benefit of children in need. The enthusiasm of the employees and the management of the bank who volunteer every year to organize this event has positioned the Popular Bank as the organization which knows how to show love and concern to children in need. As one of the volunteers-employees has said “Radiomarathon reflects the best side of our nature and is a measure of love for our neighbours and indeed for ourselves”(<http://www.popularbank.com.cy/radiomarathonios>)

Bank of Cyprus on the other hand has formed a partnership with the Anti-Cancer Society and covered all construction cost of the biggest Oncology center in Cyprus and since then they cover a big percentage of the running expenses of the hospital. In 1992 the Bank of Cyprus signed a contract with the republic of Cyprus for the establishment of the Oncology Center. Since September 1998 the Oncology Center provides a comprehensive cancer service to the people of Cyprus and the broader region .The high quality building and equipment, the ten famous consultants who used to work in big Oncology centers in England, Germany and the U.S.A before they came to the center as well as the continuing medical education for the

staff, positioned this Center as the best Medical Center in Cyprus. Since all the construction and most of the running expenses of this center are covered by the Bank of Cyprus, Cypriots feel gratitude for this Bank. Every year since 1999, the Bank of Cyprus sponsors the “Christodoula’s March” which the Cyprus Anti-Cancer Society (CAS) organizes in order to raise funds for the CAS and to increase public awareness about the disease. The success of this annual event reminds everyone in Cyprus the continuous interest of the Bank of Cyprus for our Society’s well-being (www.bankofcyprus.com.au/festival.htm).

It has to be underlined here that both Banks decided to follow a Cause Related Marketing approach in order to enhance their image as Socially Responsible companies. Bank of Cyprus associated itself with activities related to Cancer and Popular Bank with activities related to children in need. Both causes have a great impact on our Society. Nevertheless, the paradox in the second phase of the research is that the percentage of responders who named the two banks was almost half the percentage of the responders of the first phase of the research and this phenomenon needs to be further researched.

The third, in terms of frequency, company mentioned in the research was CYTA. CYTA (the Cyprus Telecommunication Authority) is involved in a variety of CSR activities but not in Cause Related Marketing. More specifically CYTA is involved a many philanthropic activities and spends million of pounds every year for different social organizations but it does not have a specific “Cause” to form partnership with so as Cypriots can easily remember as in the case of Bank of Cyprus and Popular Bank (<http://www.cyta.com.cy/pr/annualreport/anreport2006/KinonikiEfthiniGR.htm>).

The survey indicated that corporations which apply corporate philanthropy rather than Cause Related Marketing, donating money to too many and different causes rather than a single cause through a CRM strategy, do not get the reputation of a corporate giver. The proof is the low rate of responders (average rate 18% for the year 2004 and 10% for the year 2007) who named the “Cyprus Telecommunication Authority- CYTA” as a Socially Responsible organization despite the fact that this organization has donated by far more money to social organization than any other company in Cyprus.

Hellenic Bank was the 4th organization, in terms of frequency, named by the responders in 2004 and with a very low rate in year 2007 (see table No.3). In an effort to identify the reasons for this enormous drop in the rates for Hellenic Bank, the researcher came in contact with the marketing manager of the Hellenic bank. During the discussion it was found that the Hellenic Bank had applied a Cause Related Marketing strategy for a number of years, forming a Social Partnership with the Association of People with Muscular Dystrophy, but in 2003

they decided to cease this partnership. The reason for ending up this strategy can become the topic of a different research and paper since it may be the reason for this dramatic drop in the percentages of responders who named this Bank as Socially Responsible as compared to the research findings of the year 2004. Concluding this research issue, we can underline the fact that only two Financial Institutions in Cyprus apply a long-term Cause Related Marketing Strategy and that both institutions were named by the great majority of responders as the corporations with Social Responsibility.

Research Findings: Objective 5

The fifth research objective was to identify the areas of social activities in which the people in Cyprus would like the profit making corporations to be involved and associated with for the benefit of the Cypriots' well-being. The responders were asked to name up to 4 social organizations/ causes they would like the profit corporations to form partnerships with. The research findings of the fifth objective are provided in Table No.4.

Table 4. Social Organizations with great impact in the Cyprus Society						
	2004			2007		
	20-35	36-50	51-above	20-35	36-50	51-above
Anti-cancer	33 %	61 %	61 %	33 %	31 %	34 %
Protection of child's rights	36 %	54 %	46 %	14 %	11 %	13 %
Anti-drugs	31 %	48 %	42 %	37 %	28 %	31 %
Anti-leukemia	5 %	29 %	34 %	1 %	2 %	2 %
Environment	18 %	23 %	26 %	21 %	31 %	22 %
Health	12 %	25 %	18 %	13 %	18 %	28 %
Violence in the family	9 %	17 %	22 %	3 %	0 %	5 %
Houses for old people	1 %	2 %	14 %	1 %	6 %	5 %

The survey of 2004 indicated that the majority of the responders above the age of 35 expect the corporations to form “Social Partnerships” with Anti-cancer societies (61%), with organizations for the protections of child’s rights (50%) and with Anti-drug societies (44%).

The responders who were younger than 35 years old said that they would like the profit organizations to form social partnerships with organizations for the protection of child's rights (36%), with anti-cancer societies (33%) and with anti-drug societies (31%). Other causes/ social organizations like anti-leukemia, against violence in family, protection of the environment were also named by responders as good causes for profit organizations to form partnerships with. In the survey of 2007 the percentage of responders above the age of 35 who named Anti-Cancer cause/activities dropped to an average of 32% (31% for the second age group and 34% for the third age group). Nevertheless, cancer is considered as the number one "cause" Cypriots above the age of 35 would like the corporations to be involved with in both surveys. For younger people (under 35) the percentage remained 33%. (See table No.4). It must be underlined at this point that the majority of responders of the first age group(20-35 years old), had named Anti-drugs as the cause they would like profit organizations to form social partnerships with. In the survey of 2007, 37% of young responders named the "anti-drugs" as opposed to only 31% in the survey of 2004. In Cyprus the problem with drugs is increasing and the young generation which is the generation facing the problem realizes more and more the need for an action to be taken. Another important remark when comparing the data of table 4, is that in the survey of 2004 the second "cause" for responders above the age of 35 was the "protection of child's rights" with 54% for people aged 36-50 and 46% for people above 50. Nevertheless the rates for this "cause" dropped to 11% and 13% which is a fact which needs further analysis. We need to examine whether people feel that the companies should not be involved in this "cause" any more either because the children's rights are now safeguarded or because they do not believe that the companies can contribute to the solution of the problem. Another possibility which is under examination right now is whether at the period the survey of 2004 took place, there was a lot of publicity on cases against the rights of the children. If this is the case, then Cypriots could have been influenced by those cases and named Environmental matters concern the Cypriots and they expect the corporations to be involved in activities for its protection. Given all the publicity on problems related to the environmental problems, Cypriots are becoming more sensitive and on this matter. The data collected and presented in table 3 can open the horizon for marketers in Cyprus who may be interested to identify new marketing opportunities by forming social partnerships with social causes which have a great impact in the Cyprus Society.

Research Findings: Objective 6

The last objective of this survey was to identify the areas of social activities in which Cypriots would like the Institutions of Tertiary Education to form Social Partnerships with for the well-being of the Cyprus Society. Table 4 shows the statistical data collected given the answers of the responders in the survey of 2004 and 2007. At this last section of the survey of 2007 there was a differentiation in the form of the question given to the responders as compared to the same section of the 2004 survey. The difference is that in the survey of 2004 the responders were asked to indicate, by putting a tick to a list of causes, all those causes they would like the Institutions of Tertiary Education (ITE) to get involved and associated with. There was a list of ten causes and the responders could have ticked all of them if they had chosen to do. There was also a space where the responders could have added any other cause not listed in the questionnaire. In the survey of 2007 the researcher modified the question to an open one where the responders were asked to name up to four different causes they expect the ITEs in Cyprus to be associated with for the benefit of the Cyprus Society.

The fact that the format of the question in the survey of 2007 has changed from a closed-end question to an open-end question with no predetermined list of causes resulted to the lower rates presented in Table 4.

Table 4. Social Causes for ITEs						
Causes/Social Organizations	2004 (closed-end question with up to ten options)			2007 (open-end question with only up-to four names)		
	20-35	36-50	51-above	20-35	36-50	51-above
Anti-Drugs	72 %	68 %	64 %	35 %	38 %	38 %
Against violence in families	50 %	44 %	42 %	1 %	1 %	1 %
Anticancer	44 %	44 %	46 %	10 %	12 %	9 %
Anti-leukemia	30 %	34 %	38 %	1 %	1 %	2 %
Child's rights	36 %	39 %	37 %	2 %	1 %	1 %
Environment	30 %	35 %	27 %	15 %	17 %	23 %

Given the findings of the research objective-6 as presented in Table 4, the majority of responders in both surveys, unrelated to their ages, and expressed their interest to see ITEs

involved for the solution of the problem of Drugs. There is no doubt that Cypriots consider this problem as a very serious social problem and they expect the Institutions of Tertiary Education to play an important role in the minimization of the problem. Since most of the ITEs are private-profit making organizations which strive for a prime position in the market of Tertiary Education through “excellence in Education” they may consider the possibility to form a social partnership with anti-drug organizations and fight in a professional way the problem of drugs. They may adopt a Cause Related Marketing Orientation against drugs and anticipate important developments that can have an impact not only on the Institution but also on the Cyprus Society. The second social problem named by the majority of the responders in the survey of 2007 was the problem with the environment. In the survey of 2004 the environment was considered among the first 6 causes but we all know that the heavy publicity of the climatic changes and the damage of the environment have placed them at the top of the social problems the last three years. A CRM strategy with environmental rganizations may also help the ITEs to enhance their reputation as the Educational Institutions who care and look for solutions to the major social problems.

Summary of research Outcome:

The summary of the findings of the research is:

In both surveys (2004 & 2007) the research findings were similar revealing four main issues which organizations cannot ignore:

Issue 1. Consumers expect corporations to be socially responsible. Unrelated to the age, the gender or the status the majority of the responders of the questionnaire stated that they expect the companies to prove their Social Responsibility.

Issue 2. Consumers’ behaviour in terms of Brand preference is directly related to companies’ involvement in Societal Marketing Activities. The majority of the responders stated that they would buy a brand which is directly associated with Social Responsibilities if they have to choose between two similar brands in terms of quality and price.

Issue 3. Consumers recognize as “Socially Responsible Companies” the two biggest Financial Institutions of Cyprus. The names of the Organizations with CSR according to the responders were the same in both surveys but the frequency of responders who named these organizations was lower in the survey of 2007 and this is a fact which needs further research and analysis. The Cyprus Telecommunication Authority was the third organization that

Cypriots named as Socially Responsible while a third Financial Institution which was named in the survey of 2004 was named only by very few responders.

Issue 4. The two Financial Institutions which were named by the responders as Socially Responsible have formed very strong, long-term partnerships with Social Organizations which have great impact in the Cyprus Society. The third organization, CYTA, though it sets as its mission the “philanthropic giving” has not managed to build the image of a Socially Responsible company to as many people as in the case of the Popular Bank and the Bank of Cyprus. The reason may be the fact that they give less money to many different causes rather than all money to one cause in a repetitive way so people can remember.

Issue 5. The survey of 2004 indicated that the majority of the responders above the age of 35 expect the corporations to form “social Partnerships” with Anti-cancer societies, organizations that strive for the protections of child’s rights as well as Anti-drug societies. When the survey was repeated the second cause (protection of child’s rights) was not reported as a cause Cypriots want the profit organizations to form partnerships with. A hypothesis for this situation, which needs to be examined, is that there was no publicity on severe cases against children by the media at the period the survey was implemented.

Issue 6. A very big percentage of interviewees have indicated their interest on anti-drug campaigns as the cause they expect the Institutions of Tertiary Education to be involved with for the benefit of the Cyprus Society. Drugs have a great negative impact on the Cyprus Society and a company or even better an “Educational Institution” that can prove its sincere concern and contribution in eliminating this problem will be “embraced” by our Society.

Conclusion:

Every organization tries to build a strong reputation since a strong name generates faith and trust between an organisation and its customers, and the society. It also provides a competitive advantage to and affects peoples’ attitudes which in turn affect behaviour towards an organisation. It is important to acknowledge that no company can afford to ignore corporate reputation and tries to identify innovative practices that can create positive impressions at an unconscious or conscious level. Corporate Social Responsibility can be one of those practices that can send positive messages to the public creating positive impressions about the corporations. Cause Related Marketing is also a very dynamic approach in sending positive messages to the public if the corporation allies with a Social Organization with great impact in the Society. In Cyprus two Financial Institutions have formed long-lasting

relationships with very important social organizations creating a strong reputation among Cypriots given the findings of a survey with 740 interviewees. The strong Brand Positioning of Popular Bank and Bank of Cyprus drives us to the conclusion that companies which form strong “partnerships” with charitable organizations with great impact in our Society have high return on their “investment” in terms of Brand recognition and positioning. Cause Related Marketing can become a good Marketing tool in the hands of corporations if they can identify a social cause with great impact in the society and form a partnership with, for the mutual benefit of the corporation and the society. Apart from the profit corporations, the Institutions of Tertiary Education can also use CRM as a tool in enhancing their reputation as the Educational Institutions which have set in their mission not only the “Excellence in Education” but also the role of the “Societal Giver”.

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