

CAUSE RELATED MARKETING AS ONE OF THE SUSTAINABLE MARKETING'S DIMENSIONS – THE ESSENCE AND PRACTICAL EXAMPLES

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Abstract: Traditional marketing based on activities whose objective was to maximize the company's profit in the market through offering products or services. And in the seventies of the last century new concepts such as sustainable marketing and social marketing have appeared. However, did creation of a sustainable marketing and marketing socially engaged has been dictated by the actual changes like consumer attitudes and realities of the modern world, or perhaps both of these ideas were a response to the so-called. "Aging product" which is the traditional marketing? This article tries to answer this theory. Based on the conducted literature research, it should be possible to precisely define the concept of sustainable marketing and Cause Related Marketing with respect to traditional marketing. .

Key words: marketing, sustainable marketing, cause related marketing, corporate social responsibility.

Introduction

The phenomena of marketing occurred when the manufacturer has produced a product desired by buyers because, they found that the product meets they (buyers) certain needs. It can be assumed that the marketing phenomenon has been created at the same time when the wheel was invented - the product that caused present societies' life much easier. The case of the wheel was cited, as it is a product which invention and creation, not only contributed to the change of life, but was written on the pages of history. Marketing is a phenomenon which accompanies company since the start of its business. The company wanting to stay in business and continue to develop, is forced to adapt to the needs of society and offer a product that meets those needs. It can be assumed that even in the first form of exchange, which was barter [1], marketing took a place as well.

Marketing refers to the activities of the company, which aim is to create a certain value and then pass it to the customer. In this sense, marketing plays a very important role in achieving the strategic goals of a company or organization. Any customer deciding to purchase a product or service, undertake this decision on the basis of one or more reasons [2], the task of marketing is to convince him to make the decision to purchase a certain product or service. This task requires very deep knowledge of consumer behavior, cooperation and the ability to adapt the company to the needs of the consumer, in order to provide them desired goods and products. With its wide range, marketing is an essential tool for any company operating at the market. Marketing is not a tool used only by professionals but also by other

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employees, who are determined to achieve the objectives of the organization, such as the sale of products or determine the strategy of the entire company [3].

One of the most popular marketing's definition is one presented by P. Kotler': „marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others” [4]. This definition says that marketing is a part of the business for which the company is acquiring new customers. Along with innovation, marketing, is one of the two most important functions of the enterprise. Similar definition was created by American Marketing Institute: „marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably” [5]. Over the years, marketing's definition has been extended by the statement that „the objective of strategic marketing is to achieve sustainable competitive advantage” [6]. Despite, that there was no „buyer” word in given definitions, it „competition” word underlines the essence of its presence, because buyer, through his choice, decides that company could get an advantage over the others.

Also in Poland, marketing has become a subject of research and careful analysis. As a result of these processes, three most popular definitions were formulated. One of them, given by J. Altkorn, says that marketing can be interpreted in two ways [7]:

- Traditional interpretation - in this sense is synonymous with marketing activities designed to support the sales process. These actions can be more or less sophisticated methods and techniques that affect the customer, such as advertising or promotion,
- Modern interpretation – in this approach marketing is regarded as a principle whose main purpose is to satisfy the customer requirements. However, in this case, it becomes very difficult to determine marketing uniform, causing a multiplicity of definitions of marketing.

The second definition is the definition given by T. Sztucki: "Marketing is not a collection of theoretical laws, theorems and sophisticated rules. It is a generalized experience of practical ways to conduct hundreds of thousands of companies that received marketing efforts and gain a competitive advantage and success in domestic and international economic competition"[8]. This definition, in spite of his years (presented in 1992) is still very timely and fully captures the essence of marketing. However, the definition given by Rutkowski, Garbarski and Wrzosek defines marketing as the intentional conduct on the market, based on an integrated set of tools and activities and market orientation [9]. From the above definition, it appears that it is intentional conduct, characterized by permanent features, which are based on multiple instruments (advertising, promotion, distribution, price and product) and actions (which has reflected certain activities, so that you can have a certain impact on the market) forming a set of integrated character [9].

All commercial activities, whether in small businesses, big companies or international corporations were preceded by even more refined and more expensive

marketing campaigns. In order to plan effective campaigns for promotion and advertising, a number of research and development centers and institutes specialized in this type of activities were involved. Careful observers in this domain could get the impression that marketing activities left behind the final stage of product or service development [10].

Marketing, at present, is a very popular field of science, which causes that there are many definitions concerning its essence. However, marketing is primarily seen as a set of processes whose main objective is to identify consumer needs, create a product corresponding to these needs, and then to sell it and make a profit.

Marketing is not one action or process, marketing occurs in virtually all areas of the company, which to a greater or lesser extent, are related to the introduction of a product or service on the market and their sales. Also, do not forget that it is also a marketing communications company with the environment, cooperation with competitors as well as sponsorship and assistance provided by the company.

Initially, marketing was used only by the action of the company, whose main aim was to increase market share and achieve high financial returns. However, over the years, with marketing tools organizations have also started to use a non-profit or charitable organizations. This meant that the next to traditional marketing concepts has developed sustainable marketing or cause related marketing, which are presented later in this article.

The Sustainable Marketing conception

After the years of "maximum development" and, also as a result of increased consumption, which created the "consuming" society, an opposite trend is now noticeable. It should however be noted that the phenomenon of "consuming" society has emerged in the 50's in Western societies mostly, in Poland, the "consuming" society is still very young, it has arisen in the past 20 years. Despite the fact that polish society is still "consuming" one, some behaviors have changed, making it necessary to reorient the traditional marketing into sustainable marketing, or marketing socially engaged (cause-related marketing - CRM). With the growing awareness of the potential buyers in the area of environmental protection and equitable economic growth and social development, the companies have been forced to transform its operations so the term "sustainable marketing" will become a more appropriate name for them. These are all marketing activities and tools, which are very well fit into the concept of sustainable development. First of all, the company recognized the need for information and protection on buyers. As they need information on how the product is manufactured (or in accordance with the requirements of environmental protection), what are the parts of the product and whether it has been produced in accordance with the principles of fair trade [11]. Consumer protection includes all measures to ensure the product does not provide any threats to its security.

The evolution of sustainable marketing concept is divided into three main stages: the first stage was the concept of sustainable marketing as a marketing label, which

focused on the most important problems in the field of environmental protection (air pollution, dwindling oil reserves and the impact of pesticides on the environment). In the next stage, sustainable marketing focused on the issues of "clean" technologies, trying to understand the consumer-oriented environmental issues and to identify socio-environmental behaviors that could give rise to a competitive action. The final, third stage is a balanced marketing that focuses on achieving the goal of sustainable development together with the creation of a sustainable economy [12].

The concept of sustainable marketing conceals a long-term marketing organization whose impact will be best for both the organization and potential customers. Sustainable marketing activities based on five main assumptions [13]:

Action-oriented customer - this means that the organization shall act in accordance with the buyer's point of view. Its activities are focused on intuition, serve and satisfy all the needs of specific groups of customers, both now and in the future. Organizations that apply the principles of marketing sustainable characterized by the fact that trying to provide a group of selected customers as the product meets the highest standards of quality. By perceiving the world through the eyes of the customer, the organization is capable of building long-lasting and rewarding relationships with the clients,

Activities focused on the value that represents a buyer - in accordance with this assumption, the organization should devote most of their resources on building customer relationships and identify the values that it represents for the organization. Most marketing efforts focus on single activities - an advertising campaign, only cosmetic changes to the image of the product, simple direct-response ads, these actions result in increased sales of the product offered but only for a short period of time. However, in the long run will bring fewer benefits than initially increased investment in a substantial increase in product quality, its convenience, and supplements. The activities of the organization aimed at continually improving the product, which is the value for the customer, can cause that the organization will gain masses of the faithful and loyal customers. Creating value for the customer, the organization gets value from customers in return,

Innovative organization - this assumption requires organizations to take action on innovation, continuously seeking methods of improving its product and marketing efforts. It is worth mentioning here that innovation, in addition to marketing, is one of the two functions performed by the company and is an innovation, in addition to marketing, bringing tangible benefits [14]. But here there is a risk that the organization focuses on the search for continuous improvement may lose customers to the organization that had previously launched the innovative product. Very important here is a matter of time, having suitably qualified staff are characterized by continuous and appropriate management ideas and ideas that can transform into a product characterized by innovation and reaching the needs of many customers,

A sense of mission of the organization - this assumption requires the organization to define its mission in a broad concept, taking into account the social issue. As long as the mission increases the sense of security personnel of the organization. At the same time it becomes a friendly place and is gaining favorable opinions of employers to employees [15].

Social activities - in doing so the organization shows that it is not focused solely on their interest, that is increasing profits but also important for the needs of customers and society. The organization gives to know that it is aware of both the ethical and societal implications of the measures it takes [16]. And also that the use of so-called principles "good neighbor" is in its best interest [17]. Social marketing campaigns typically work to alter an individual's perceptions and attitudes [18]. The targets of social marketing messages often aim at internal behavioral influences on the individual [19].

Sustainable marketing requires a strategy from organizations whose activities will benefit both the organization and society. The aim of these strategies is to change the orientation of consumers, who in addition to the need for a product, they see the environmental, social and economic benefits offered by the product by the organization. According to the concept of sustainable development, the organization is able to create an effective strategy, corresponding to sustainable marketing, through the following, various actions: promoting reconsumption, redirecting customer needs and wants, reorienting the marketing mix and reorganizing organizational effects.

At present, the concept of sustainable marketing is a tool which will be used to change consumer habits towards more sustainable practices such as selection of organic products or sorting garbage. May be helpful in such actions of the government, not only at national level, but also the municipal or local government, such action could include for example, free export of sorted garbage. The task of marketing is to develop a sustainable situation in which both the organization and consumers will clearly benefit.

The Essence of Cause Related Marketing

What is the difference between sustainable marketing and social marketing? As the name, socially engaged marketing allows companies to achieve economic objectives in conjunction with social objectives. The impulse to popularize this concept was Enron [20] scandal, BP spill from the platform into the waters of the Gulf of Mexico [21] and banks actions causing that the crisis in 2007 has arisen. All of these events contributed to the start of the debate on ethical conduct, social responsibility and social commitment of companies and organizations operating in the market. All these questions and discussions led to the development of new marketing strategies, which aim is to select the desire to do good business, improving the company's image and thus encourage consumers to their products, and hence - to increase sales translates into the level of profit achieved. These newly developed strategies based mainly on the concept of social marketing [22].

However, the phenomenon of social marketing appeared in the 80-ies of the last century, when consumers during the holiday season helped charities in the collection of money, consisting in sending tokens coming from Sunlight boxes [23]. CRM has contributed to the popularity of the campaign in which American Express raised money for the restoration of the Statue of Liberty, during three months of the campaign, the proceeds from card sales increased by 28% and allowed to collect \$ 1.7 million, which were used to achieve this objective [24]. It should also be noted that the success of this action to a large extent depend on full cooperation with the media, customers and business organizations. In European countries, the concept of social marketing has gained in popularity a little later, it was only in the 90's. One of the largest shares of CRM campaign was Tesco 'Computers for Schools'. Launched in 1992, quickly gained a huge customer interest, it was based on this that for some, a sum of money spent in the supermarket Tesco, the customer received a voucher of a certain value, which in turn can pass on any of the selected school. Schools, in turn, exchanged vouchers for computers [25].

In Poland, the socially engaged marketing appeared after 2000, with the arrival of large foreign corporations on the market. However, this concept is now widely known and used by most companies and organizations. One of the most famous action, typical CRM action is organized by the Foundation for Polsat "Give children the sun", it is conducted in partnership with Procter & Gamble and consists in that at the time of purchase of P&G's products, certain amount of money goes to the account of the foundation, and then specialized equipment is purchased to treat children.

Very often social marketing is confused with the concept of CSR (Corporate Social Responsibility). However, in contrast to the marketing of socially engaged - social responsibility of business is to embed social and environmental functions in the company and its relationship with shareholders. However, the inclusion of CSR for external communication company transforms into a CRM, the good example are the reports published by the company, which provide information about the type of CSR activities. CRM raises social issues, which can then be included in the product or service [26]. In short - CRM issues of social relationship with the product and to promote [27] them in order to achieve a variety of benefits. The benefit for consumers is the feeling of satisfaction that comes from the attitude of "socially responsible" [28]. The benefit for companies is to improve the image - they are seen as individuals socially responsible and trustworthy, which automatically translates into higher sales.

The most common definition of CRM is definition given by Varadarajana and Menon'a who presented the CRM as a process of formulating and implementing marketing activities that are characterized by a range of companies targeting consumers involving the payment of a certain sum of money for a specific purpose. They cause the involvement of customers in the implementation of some, usually the social order, while bringing satisfaction with the purchased goods [29]. In this

definition, marketing, socially engaged is presented as a tool to ensure consistency and comparability.

Now, CRM is strongly connected with the companies' activities, practically, in every field of its dimensions what is represents by the figure below.

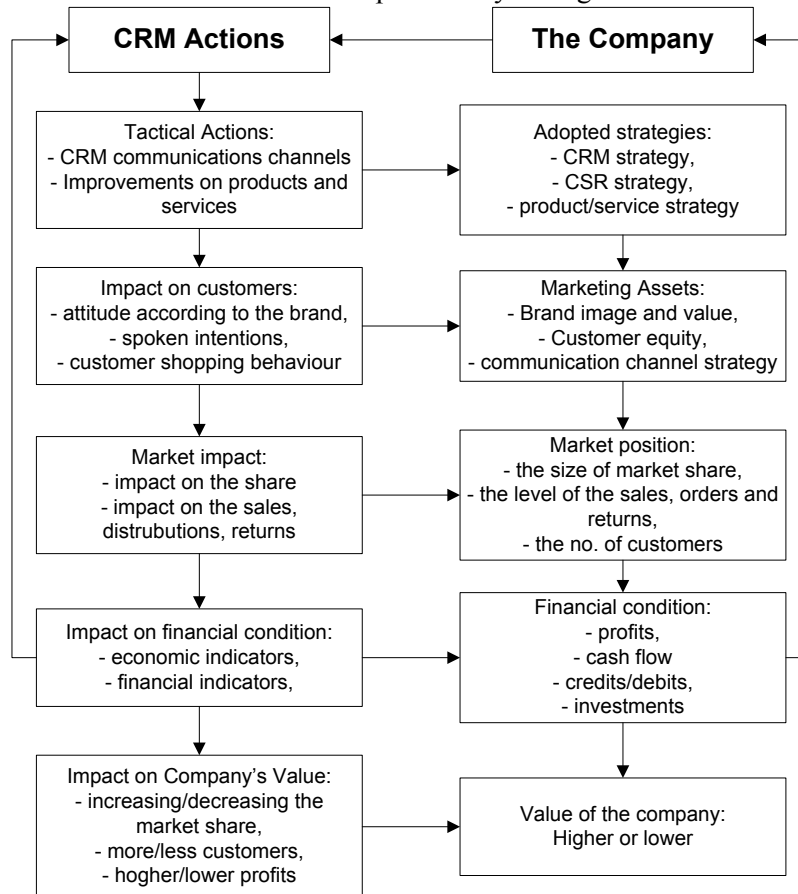


Figure 1. The connections and influence of CRM action on company condition and action

Source: Autor's own work based on Steckstor D., "The Effects of Cause-Related-Marketing on Customer's Attitude and Buying Behavior", Gabler, Munich 2012.

CRM activities start at the tactical level, where communication channels are established between a company and its customers as well as some improvements are introduced to its products and services. Automatically, these actions are become a part of the strategy that the company adopts and implements. Actions taken in the area of tactical activities, have a measurable impact on consumer behavior: they can change the perception of the company, its brand or a further communication. Also influence the attitude of customers in the process of buying and sourcing products or services offered by the company. Of course, depending on

the accuracy of these activities, the outflow or inflow of new customers may depend on. These actions affect the achievement of marketing objectives formulated earlier by the company, which may include increasing the number of customers and gain greater market share. Action, having a measurable impact on consumer behavior, also affect the market segment in which the company operates, the effects are noticeable not only in the level of sales, but also in the processes of information channels of distribution and the amount of reimbursement. These effects will automatically affect the position of the company on the market - this item usually is strengthening, which translates into higher sales, more customers and more intensive distribution. All these activities, however, mainly reflected in the improvement of the financial condition of the company - increased revenues represent a higher level of performance gains, increased profitability, improved cash flow or raising funds for investments or future growth. As can be seen from the figure above, respectively planned activities in the field of CRM and the strategy adopted by the company, can bring measurable benefits in all aspects of the business. And above all, contribute to the achievement of the main objectives adopted by almost every company operating on the market: an increase in revenues and profits, development and increasing market share. These objectives are achieved by the simultaneous action of the company in the perception of it as a business-friendly and socially responsible. The concept of CRM is actual involvement in social enterprise which translates into tangible benefits, such as the purchase of specialized equipment.

The Essence of Cause Related Marketing

The development of human capital in the care of the practice staff: developing their knowledge, further training, practice, or even to promote a healthy lifestyle. Companies that have opted for this type of programs also often organize social campaigns and collaborate with NGOs (Non-Government Organizations). Training young people brings profits as they become skilled workers. Metro Group, the owner of retail chains or Real Media Markt, in cooperation with schools, has implemented youth education program in the field of modern commerce "Metro Education". Metro Education Project meets the expectations of society to the knowledge transmitted in schools was practical knowledge, not only the theoretical one. The practices and a series of monthly workshops are an integral part of it. Some pupils are sent, by the company, to Germany for further training. The best graduates of the program can continue their education by taking part in the "Metro student".

Polish companies not only organize educational campaigns for the development of human capital. For example, Cadbury Wedel, supports local non-governmental organizations around the factory and develop the interests of their employees. Polish Digital Telephony, in turn, is hosting a contest for the implementation of their own projects - "Study skills" and Cargill Poland creates a playgrounds for children.

Responsibility in relation to the environment assumption of the company's policy to minimize its negative impact on the environment. At the same time the company should carry out environmental programs. Western companies began to realize the so-called. green marketing, because this policy has proved to be a great way to improve its reputation (business-friendly environment), and also a good way to reduce operating costs and addressing new market segments.

Environmental protection became a part of the strategy of many companies in Poland. The Vattenfall group accents the ecology, putting wind farms, and focuses on renewable energy. Therefore the company is entering into the most promising markets in Poland, and also started to use biomass instead of coal. Tesco opened the first energy efficient store in Zdzeszowice. The use of solar panels and wind turbines and ground heat exchanger reduced energy consumption by 30%.

Also BP Poland works on sustainable development, as part of the "clean business" action, encouraging small and medium-sized enterprises to conduct environmental policy. The aim of the program is to increase the competitiveness of small and medium-sized enterprises by showing that the appropriate integration of environmental protection into economic activity is an important factor in the development.

In summary, actions in the field of CRM in Poland, are most often associated with improving the image of the company. The Polish branches of international companies are used overall, global rules for the application of this strategy. The emphasis is on education about corporate social responsibility and conscious involvement of employees in CSR, including managers. CRM in Polish companies is often identified with the activities for the local community, which has a positive impact on the perception of the company.

The use of CRM by firms can bring numerous other benefits than just improving the image. Marketing socially engaged can cause up to 20% increase in sales, according to research from the UK Institute of Business Ethics. Promoting the development of human capital to help get new, qualified staff, but also to integrate employees and make them more identify with the company. The efforts to protect the environment allow companies to reduce operating costs and increase competitiveness through access to new, as yet undiscovered markets. Corporate social responsibility is a modern strategy that pays off every business.

Summary

Based on the literature study it can be concluded that the traditional marketing now accounts as a ground on which sustainable marketing or CRM is based. While in the case of sustainable marketing, we can speak here of the kind of independent, in the case of marketing, socially involved, it should be treated as a tool for sustainable marketing. As already implied by the same name - the essence of sustainable marketing is the area of its operation, covering all dimensions of sustainable development - economic, social and environmental. However, CRM can be a marketing tool used in achieving its goals. Because as its name suggests, it

focuses primarily on the social dimension, and in economic terms takes into account the achievement of the purposes of the company only. Here, of course, we can assume that sustainable marketing can be understood on a par with the cause-related marketing. But the broad area of sustainable marketing suggests that it includes not only cause-related marketing but also social marketing and CSR. In addition, the starting point of sustainable marketing was not only the sustainable development conception but also changes in consumers' attitudes, which company's "to be or not to be" depends on.

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MARKETING SPOŁECZNY JAKO JEDEN Z WYMIARÓW MARKETINGU ZRÓWNOWAŻONEGO – ISTOTA I PRAKTYCZNE PRZYKŁADY

Streszczenie: Marketing tradycyjny opierał się na działaniach, których celem była maksymalizacja zysku przedsiębiorstwa oferującego na rynku produkty lub usługi. Jednakże w latach 70-tych ubiegłego wieku pojawiły się pojęcia takie jak: marketing zrównoważonego i marketing społecznie zaangażowany. Jednakże czy powstanie marketingu zrównoważonego czy marketingu społecznie zaangażowanego było podyktowane faktycznymi zmianami (postawa konsumentów czy realia współczesnego świata), czy może obie te koncepcje były odpowiedzią na tzw. „starzenie się produktu”, jakim jest marketing tradycyjny? Na tak postawioną tezę próbuje odpowiedzieć niniejszy artykuł. Na podstawie przeprowadzonych badań literaturowych, możliwe stanie się dokładne określenie koncepcji marketingu zrównoważonego i marketingu społecznie zaangażowanego w odniesieniu do marketingu tradycyjnego.

Słowa kluczowe: marketing, marketing zrównoważony, marketing społecznie zaangażowany, społeczna odpowiedzialność biznesu

導致相關的營銷作為可持續的營銷的尺寸之一 – 的本質和實際例子

摘要：傳統的營銷活動，其目的是通過提供產品或服務，以最大限度地提高公司的盈利在市場的基礎上。可持續營銷和社會營銷等新概念在上個世紀七十年代已經出現。然而，創造一個可持續發展的營銷和營銷社會參與已經像消費觀念和現代世界的現實所決定的實際變化，也許這些想法是所謂響應。

“老產品”，這是傳統的營銷？本文試圖回答這個理論。進行文獻研究的基礎上，它應該是可以精確定義可持續營銷的概念，並導致相關營銷與傳統營銷方面。