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Integration of faith

Christian faith impacts marketing management decisions in many organizations such as Chick-fil-A. The emphasis of this marketing company is to build strong organizational-customer relationships by adopting faith-based marketing. This ideology stresses on catering the needs of customers along with their passions, beliefs, and interests. The company's decision of marketing is focused on targeting Christians. Faith-based marketing evokes the public's emotions and is more strong in creating a customer base. By targeting Christians, the organization can generate better revenues and profits. Christians make 231 million of US population, so companies use faith-based marketing to capture wider Christian customers. It is important for organizations to understand Christian beliefs and conduct market research for determining how it drives their behaviors.

The common marketing practice used by some companies for claiming Christian faith is by closing business on Sunday. The companies like Chick-fil-A close their companies on Sunday for honoring God. This exhibits their honor to the fourth commandment and Sabbath. The company believes that these practices will allow them to build a close relationship with customers. The company is giving a positive message to take one day off for worship and connect with God. People having Christian belief will be more likely to appreciate such efforts because it gives them an opportunity to connect with God. The customers of faith-based organizations attain a sense of satisfaction by claiming their link to Christianity. Another common marketing strategy used by companies is by sharing a religious message via toys and CDs. The Veggie Tale message of fast-food companies is used as marketing tools for convincing children about Adventures of Odyssey. Relating the veggie deal with Odyssey depicts the company's strategy of valuing all customers. Scripture mentions, “For I know the plans I have for you, plans to prosper you and not to harm you, plans to give you hope and a future" (Jeremiah 29:11). The verse reveals that organizations must integrate human welfare for their marketing decisions. This also indicates that the organizations must prevent causing any harm to the people by informing them about reality. The marketing companies have used this verse to explain that they are operating for the welfare of people and avoid engaging in practices that could harm them (Kuhn, 2009).

The concept of charities used by Chick-fil-A indicates that the company cares about religion. It is stated, “encouraging, comforting and urging you to live lives worthy of God, who calls you into his kingdom and glory” (Thessalonians 2:12). The verse depicts that one must live a life that is worthy of God by doing good deeds. So the company integrated faith-based marketing for showing its responsibility towards people. The advertisement of charities convinces the audience to buy the product for becoming part of such an organization (Schoenberg, 2017).

One of the common faith-based marketing technique is to give charity to the deserving. Chick-fil-A advertised to support the Christian organizations like Campus Crusade. This gives the message that the price paid by customers is used for the charitable organizations also. The customers believe that such organizations have religious incentives and are fulfilling their responsibilities towards society and the community. The purpose of employing faith-based practices is to gain returns and improve the company's reputation. The evidence revealed by the marketing companies like PyroMarketing depicts customers appreciate the faith-based practices of the companies and are more likely to purchase their products. Companies that lack faith-based practices receive fewer customers who hold Christian beliefs. Similarly, the companies give discounts on Christmas season and Easter to show their connection with religion. Chick-fil-A offers many discounted deals on Christmas that reflect their value towards Christians and God.

References

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