

## AN ATTITUDE TO THE SYMPTOMS OF MARKETING IN THE CHURCH IN ONE RELIGIOUS SOCIETY

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### **Abstract:**

Church Marketing has long been known in the world. Developed countries are using this term to identify the marketing activities of the Catholic Church. Using marketing to evangelize the population is known and accepted. However, there are countries where the concept of religious marketing is controversial. In Poland there is one religious society strongly associated with the Catholic Church historically and culturally. Society in the country of one religious reacts differently to the symptoms of marketing in the church as the rest of the world. In Polish society there is still a misconception about the fact that marketing is a bad thing, associated with manipulation and can not be combined with the sanctity of the Catholic Church. Believers do not notice it or is not want to see out of respect for the institution of the Church. However, opinions of the Catholic Church towards the use of marketing is clearly defined. The Church is fully aware of the power of marketing and willing to use it in the process of evangelization of society. It turns out then that lack of knowledge about marketing in a society in Poland creates a false picture of the marketing activity of the Church. The aim of this work is to show that how the marketing activities of the Church are received in a one religious society.

*Keywords: church marketing, catholic church, one-religious society, catholicism, Polish society*

## 1. ONE RELIGIOUS SOCIETY

Catholicism is undoubtedly one of the greatest religions of the world. In 2010, the number of Catholics in the world amounted to 1.147 billion people, which accounted for 17.3% of the total population. (ISKK 2010). This demonstrates that Catholicism has a strong position among the great religions such as Islam, Hinduism and Buddhism. In times of globalization and the free circulation of information and concepts, the public in Europe and worldwide is no longer homogeneous in terms of cultural, ethnic or religious. Together with the population movements, are moving the religions. European countries become more open to others within the European Union and other international organizations. Despite the diversity of what happens in Europe, there are countries that still remain homogeneous in terms of religion. Research the Central Statistical Office show that the Poland is a country of more religiously homogeneous as other European countries. It is the result of Polish history and culture, which is strongly associated with Catholicism. There are many institutions which deal with religious statistics in Poland. It is, for example, the Public Opinion Research Center, the Central Statistical Office and the Catholic Institute of Statistics of the Catholic Church. Each of them represents a different method by which receives information about the adherents of a religion. According to research carried out by the Polish Centre for Public Opinion Research, Poland is a unitary in terms of religion. Because of the multiplicity of organizations dealing with religious confessions, there are difficulties in presenting a percentage of Catholics in Poland. It is assumed that Catholics are 86,7-95,5% of Polish society. The most popular research about the uniformity of religious says that 91.3% (CBOS 2013) of the Polish society declares that they are Catholic. So should be take this study as the most important. Structure of the Polish state in terms of religion is relatively uniform. However, there are problems with the presentation of the structure of other religions in Poland, because the non-Catholic confessions are dispersed throughout the country and they are small. The most popular religion in Poland on the second place behind Catholicism is Orthodoxy. There are more than 0.5 million believers in Poland (GUS 2011). The Catholic Church plays an important role in shaping the Polish society. The Church has founded many educational facilities and schools at every level of education. Furthermore, the Catholic Church in Poland leading up seven universities and educates them thousands of students across different subjects. These include: Catholic University of Lublin, University Ignatianum and Pontifical University of John Paul II in Krakow, Theological Institutes in Sandomierz and Bielsko-Biala, and Papal Theological Faculties in Warsaw and Wroclaw. (GUS 2011). In addition to education, the Catholic Church is a very active in the sphere of social welfare and a charitable. It was established in Poland, many charitable organizations and foundations associated with social assistance. These are for example: Caritas, Catholic Action, Foundation Work of the New Millennium, and other formations, designed to helping to the needy.(GUS 2011). Knowing how big importance of having Catholicism to the Poles, the aim of this work is to examine how one religious society such as Poland, reacts to the symptoms of marketing in the Catholic Church. Marketing in the church raises a lot of controversy in the one-religious countries. It is important for the development of the science of marketing to consider the case of marketing in the church and its impact on society. Taking into account the progress in technology, culture and society, it might seem that the place of the Church and religion will be abolished by the wayside or replaced by other modern ideologies. Well, studies show that despite the increase in education and awareness, religion continues to be for the people in Poland is very important part of their lives.

## 2. THE LITERATURE REVIEW

Church marketing is strongly associated with social marketing, which is used in many non-profit organizations. Comparison of both of these concepts was the subject of American research scientists in the last century. At the End of the '60s in the United States known scientists Kotler and Levy extended the concept of marketing. They considered that opening the door for non-profit organizations such as churches or non-governmental agencies allow a fuller considerations on marketing tactics (Vokurka, McDaniel, Cooper, 2002). This new approach to marketing non-profit sphere determines the origins of the concept of religious marketing. On the one hand, the activity of religious organizations relates to human behavior, on the other hand meets the needs of society. These arguments suggest that the Catholic Church is similar to non-profit organizations. They use similar marketing techniques and have similar goals, both long-term and short-term. ( K.M.Lancendorfer, B.B.Reece, 2010) In examining the activities of the Catholic Church. It should pay attention to the use of his techniques and tools that have been taken from the science of marketing and management. Nowadays, the success of the organizations and institutions is highly dependent on the use of marketing and concerned organizations both profitable and a non-profit organization. In recent years, can be seen the elements

of the marketing activities in areas not only associated with bringing in material benefits but those that are responsible for the spiritual life of society. Such an organization is certainly the Catholic Church. Many scientists believe that the church has own brand, which was created by more than two thousand years. There are those who believe that it is the church is the creator of marketing and as the first to apply it in their organization (Ballardini 2008). On the other hand, It shown that the opinions about religious marketing are divided. In the American religious press was released a series of articles that showed dangers associated with the use of marketing by the Church. It says, that Spiritual consumers will come to Christianity as do window shoppers at a mall, wanting a spirituality tailor-made to their preferences. They will want this because consumption is the only salvation they have ever known. They will bring all of their riches and perversely be unable to conceive of grace because they cannot imagine a thing that cannot be bought (Wigg & Stevenson 2009). The world's scientists have long believed that marketing is needed and will play an important role in the survival of the Church and other religions. Scientists they saw already in the 90's need to examine marketing sphere of the church. (Vokurka, McDaniel, Cooper, 2002). They studied the effectiveness of the tools, which are used by the Church to communicate with the environment and how it affects the growth of the importance of the Church. It was investigated which marketing tools are the most effective. Marketing phenomenon in the Church is not new. In fact, in 1950 the church was accused by European researchers of insufficient use of marketing practices. During this time, the churches were granted a lower level were modifying their operations with marketing strategy, not allowing this to achieve its full potential. Only the early 1970s, some churches began implementing the marketing strategies similar to those used in the business arena. Research carried out in the 80's in the United States show that up to 68% of pastors thought that the church should be more a business-like, to grow and meet the expectations of the faithful. Moreover, up to 93% of pastors using advertising on their activities (Rodrigue, 2002). These studies demonstrate that marketing is very important for the development of the church, and the clergy are aware of this. Of course, not everyone had a positive opinion on the marketing of the Church. In the 90's, church leaders were not convinced by the idea of marketing. The idea of promoting God in the same way as a candy bar or soda could offend the faithful (Miller, 1994). American scientists point out that the activity of the Catholic Church related to marketing is needed because the number of members is not static. Members of the Church drop out, lose interest, and they need to changes. Through this acquisition of new faithfuls becomes a marketing goal, to which the Church should endeavor (Benoy, Marion, Webb, 2000).

### **3. THE PURPOSE OF THE WORK**

The purpose of this work is to answers the key issues connected with the occurrence of marketing in the Church and whether society realizes of the symptoms of this phenomenon. Furthermore, it should pay special attention to how one religious society is geared to this type of action of the Church. While working on the issue of marketing in the Church, we have to ask whether the approach to marketing activities undertaken by the Church is dependent on the level of religiosity of society. Position of the Church in Poland is very strong and has a great influence on the shape of the entire country. It also has a great influence on politics, and important decisions. If we compare the Polish Church in a way that is perceived abroad-that is, as a company, the answer would be simple. Marketing is always needed in the company. The question is what if this company is like a monopoly. The aim of this study is also to investigate what the Poles think about the use of marketing in our society by the Church and is it at all necessary. In Poland, there is very little research on religious marketing. We can say that there are no reliable studies on this topic. Research are usually carried out in terms of religious society, but not religious marketing. The public is not used to the questions related to the marketing activity of the church, so the study can sometimes experience difficulties. The purpose of this paper is a study on Polish public opinion on marketing activities in the Catholic Church. The results of this study should show the image on the attitude to the marketing symptoms of the church in a religious society.

### **4. RESULTS OF RESEARCHES**

In the world, the Church has a different position in the society in term of his image. Perception of the activity of the Church is various and depends on the origin of respondents. The best situation of the church is seen in Poland (62% of positive opinions) worse in the world (45%), and the worst in Europe (38%) (CBOS 2013). The situation of the Church in Europe is considered worse than, for example in Poland. This may be connected with the close relationship of the Church with the Polish Society. Studies of the Polish society with regard to its relation to the marketing activities of the Church, may

allow to understand why the poles differently perceive the Church than Europe and the rest of the world. The research made in Polish society, on the group of 210 persons shown, that the Polish society is very associated with the Catholic Church. The study included 49 men and 161 women. Among the group of respondents 78.5 percent of people are believers. According to the 63.4 percent of the respondents believe that marketing used in the Church influences the image of the Catholic Church, but only 38.6 percent believe that the Church it is needed in order to attract new believers. This discrepancy proves that Polish society is aware of the occurrence of marketing in the Church, but does not notice the need to use it. In addition, 76.2 percent of respondents believe that the Church should use the technological progress to communicate with believers. This demonstrates the openness of society for the evangelization of modern techniques such as means of the Internet. It is interesting that nearly 22 percent do not see the marketing activity of the Catholic Church. Nearly 42 percent of respondents in the Church recognizes marketing and 32 percent have no opinion on the subject. More than 14 percent believe that the use of marketing offends their religious feelings. The reason for this attitude may be the lack of knowledge about marketing and the approach of the Church on this issue. Studies show that the Poles are sensitive to the use of marketing activities in the Church. Many of the respondents did not see, or do not want to see marketing in the Church. This attitude may be caused by fear of offending institutions by Church by associating it with something that is too modern and bad. At the same time, you can see the discrepancy between the approach of the faithful to approach marketing and representatives of the Church. In a personal interview with a spokesperson of the archdiocese in Lublin, it was possible to find out that the Church is very open to marketing and the willingness to use the techniques developed by the scientific community (Podstawka 2014).

Studies have shown that the degree of belonging to the community of the Catholic Church is very important in the perception of the marketing activities. Respondents who consider themselves to be religious persons, usually are also practicing every day or at least several times a week. The believers replied that they apply in their lives the principles of religion every day. According to the people who consider themselves to be religious persons, the Church should benefit from technological advances in communication with the faithful. In addition, religious persons believe that marketing in the Church influences on shaping the image of the Catholic Church. In conclusion, people who declared that they are believers often recognize the marketing activities carried out by the Church. People who do not practice, also neither met with the marketing activities of the Church. With the increase in frequency of practice, increasing the number of people who recognize the marketing efforts of the Church. These results indicate that close contact with the Church provides wider opportunities to contact with the activities in various areas, including those marketing. Studies have also shown other dependencies. Respondents who use religious principles in everyday life, also answered that marketing activities influenced their perception of the Church. Similarly, but to a lesser extent, answered people who consider themselves to be practicing. In conclusion, people who closely associated with the Catholic Church are more susceptible to the influence of marketing activities than outsiders. It can therefore say that marketing activities undertaken by the Catholic Church have their application within the religious environment. In addition, research indicates that such activities do not have a significant impact on the perception of the Church among people from outside the believers, that does not attract new believers.

On the perception of marketing in the Catholic Church has the meaning age of the respondents. People aged 65 + say that marketing does not influence the image of the Catholic Church, and do not recognize marketing activities of the Church. On the other hand, respondents aged 55-64 believe that marketing influences his image. In the group of 46-54 years old respondents believe that marketing influences the image, like a group of 36-45. In the age group 18-25 years old respondents see the impact of marketing activities, but to a lesser degree, as the age group 36-45, which definitely recognizes this phenomenon. May be due to the fact that older people have a different approach to matters of the Church as young people. Respondents who perceive the marketing activities of the church answered that the most common form of activity of the Church, with which they had to deal with the pilgrimage. In second place, noted web portals. To a lesser extent, attention was paid to social actions. The study also showed that respondents almost never see such marketing activities as information meetings or promotional activities. Promotional activities are not noticed by the respondents, regardless of the frequency of religious practices. This may be due to a lack of awareness that charities that often use promotional campaigns, are associated with the Catholic Church. One of the tools used by the Church is the media. An example of the presence of the Church in the Polish media is broadcast Mass every Sunday, the public television channel first Polish television. After the broadcast broadcasting time for prayer "Angel of the Lord"(TVP 2014). In addition

to the television, the Church is present on the web and on the radio. Each parish today has its own website where the faithful can derive information about the life of the parish. Respondents who reported that they are believers, more often than not a believer, they answered that they use the Internet and watching TV programs in which the subjects are religious content. In addition, religious believers often listen to the radio. Both the practicing and non-practicing as they do not consider that the media are an objective source of information concerning religion.

Marketing activities of the Catholic Church is strongly associated with charitable organizations and institutions. The Church is aware of how the charity affects his image in the society. He sees the great value of aid to the public. In addition to the large scale of the aid that the Church carries the needy, he shall receive in return authority and credibility, which can result in a greater number of believers. There are many charitable organizations acting on behalf of the Catholic Church. Since the beginning of the Church, his actions are associated primarily with assistance to the poor, the hungry and the homeless. According to the survey, the vast majority of respondents believe that organizations and associations are needed in society (85.7%). In addition, almost 81% of respondents believe that organizations and associations have an impact on the image of the Catholic Church. Almost 62% of respondents answered that these organizations encourage their activities to participate in religious life. This demonstrates that the actions taken by organizations, can contribute to the growing importance of the Church and to improve his image. Polish society sees marketing activities and definitely agrees with them. Despite the fact that the majority of respondents noted a positive impact on society organizations, they do not notice that affect them personally. Only 45.7% of respondents believe that organizations and associations have an impact on the perception of the Church. More than half of the respondents do not notice that it affected their worldview.

## 5. CONCLUSIONS

Polish society for centuries is strongly associated with the Catholic Church. It follows his atypical approach to marketing used in the Church. In conclusion, the Poles perceive marketing phenomenon in the sphere of activity of the Church, but does not consider that the activities have an impact on expansion of group of believers. The activities are important for people who are already participating in the life of the Church. Using these activities the faithful to identify themselves and accumulate in the homogeneous society. People who are not interested in the Church, do not perceive well as his marketing activity. Notwithstanding the expiration years and the development of science, Polish society still expresses the tendencies that marketing is something that can not be associated with something as saint as the church. There are two reasons for this attitude. Firstly, one Catholic religious society, and secondly, the lack of adequate knowledge in society about marketing and its application in modern times.

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