

Influence of Cause Related Marketing (CRM) on Consumer Purchase Decision

R. Remya¹ and Dr.A. Dharmaraj²

¹Ph. D Research Scholar, Department of Commerce, Karpagam Academy of Higher Education, Coimbatore, India

²Associate Professor, Department of Commerce, Karpagam Academy of Higher Education, Coimbatore, India

E-mail: ¹remyar27@gmail.com, ²dharmaraj.a@kahedu.edu.in

ORCID: ¹<https://orcid.org/0009-0001-0594-6423>, ²<https://orcid.org/0000-0002-6796-9962>

(Received 06 November 2024; Revised 23 December 2024, Accepted 09 January 2025; Available online 28 March 2025)

Abstract - Cause-Related Marketing (CRM) has developed as a commanding practice in marketing that links business with charitable causes right through the intention of stimulating consumer purchasing decisions. Studying consumer favourites and characteristics that stimulus CRM decisions on consumer buying is the aim of this study. By identifying the connection between CRM and customer purchasing decisions, businesses may use this tactic more effectively to lift sales, and sustenance social and environmental anxieties. This research highpoints the practicality of CRM as a remarkable tool for businesses to segregate themselves and make an optimistic impact on society through consumer-focused socially cognizant pronouncements.

Keywords: Marketing, Consumer, Purchase, Decision, Factor, Impact

I. INTRODUCTION

A for- yield organisation associating with a non-profit or charity origin is known as "Cause Related Marketing," or CRM for short. This alliance is envisioned to nourish both alliances as well as consumers (Zhang, 2024). The central impression behind CRM is to link the marketing of an article or amenity to a particular cause or social problem, giving customers the opening to support a added vital basis while they shop. CRM turn out to be popular in the late twentieth century and has sustained to grow in the twenty first also. It has changed into an active device for dealings to not only upsurge their logic of enfranchisement and sales, but also to prove their promise to shared concern and community wellbeing (Adkins, 2012). CRM overtures noteworthy paybacks for business by pleasing to the eye by enhancing trustworthiness of consumers where consumers feel gratified grasping that their buying initiative donate to constructive social transformation and endure expressive linking with brands backup societal causes.

II. STATEMENT OF THE PROBLEM

The effect of Cause Related Marketing (CRM) on consumer purchase decisions is the main topic of the investigation. A marketing approach known as "Cause Related Marketing" involves businesses work together with nonprofits to

publicize their goods and services (Aviezer et al., 2012). The area of the study is to find out how these marketing movements affect consumers' purchase decisions and if they help individuals associate the company with the cause in a flattering way (Dhayanidhi & Brindha Devi, 2024). Understanding how CRM influences consumer choices will provide valuable insights for businesses looking to implement socially responsible marketing strategies and improve their brand reputation while also contributing to various social and environmental causes (Trisiana, 2024).

Objectives

- To investigate consumer preferences for CRM.
- To identify the factors influencing the customer purchase decision of CRM products.

Hypothesis Testing

Ho1: There is no significant relationship between gender and preference of the consumers on CRM.

Ho2: There is no significant relationship between age and preference of the consumers on CRM.

Ho3: There is no significant relationship between the occupation and preference of the consumers on CRM.

Ho4: There is no significant relationship between educational qualification and preference of the consumers on CRM.

Ho5: There is no significant relationship between annual income and preference of the consumers on CRM.

Ho6: There is no significant relationship between the marital status and preference of the consumers on CRM.

Limitations of the Study

- Kerala was the sole state covered by the study.

- When conducting surveys, time is the essence.
- The survey questions are difficult to explain to the respondents.
- Some respondents may not have provided accurate information, resulting in inaccurate findings.

III. REVIEW OF LITERATURE

Saktiana & Prakosa, (2023) evaluates the effect of closeness, congruence and time duration on brand attitudes and intentions using a factorial experimental design. Regression analysis and t-tests were two of the statistical methods used in the study, which involved college students from two Indonesian cities (Bowen, 2013). The findings show that opinions about congruence and duration of time vary across respondents, and that views toward brands associated with CRM program have a beneficial impact on intentions. In order to guarantee that the program is embraced by customers, marketers should take into account CRM's characteristics, such as duration and congruence.

Raman & Rekha, (2021) examined to meet the growing competition and the need for product and brand differentiation, businesses are rising innovative marketing techniques. Cause-Related Marketing (CRM), which first appeared in the 1980s, is one such marketing technique (Raman & Rekha, 2021). The effectiveness of this marketing strategy inspired numerous kinds of other businesses, and its proportion of acceptance has progressively increased, particularly in the recent years. Corporate Social Responsibility (CSR) inspired CRM. CSR is a recognized, widely debated idea. While CSR emphasizes a company's charitable role, CRM demonstrates how to transform the charity to a profitable venture (Vaidyanathan et al., 2013). The existing study intended to give an analytical summary of the CRM concept, as well as information on its growth, evolution, perks, and key implementation challenges. To provide clarity on this notion, facts were gathered from a variety of supplementary materials. The researcher attempted to deliver proposals along with accomplishment phases to increase its success and efficiency.

Bhatti et al., (2023) stated that one of the most adaptable forms of Corporate Social Responsibility (CSR) is Cause-Related Marketing (CRM). Even though CRM has been studied extensively, very few writers have systematically reviewed the literature in this area. Consequently, further comprehensive studies of CRM are desired to finish by integrating new aids, developments, in more areas of current research etc. Thus, using the terms "Cause Related Marketing" and "Cause Marketing," this paper offers a thorough summary of the body of research on CRM that has been published between 1988 and 2020 (Liu & Ko, 2014). 344 English publications were discovered for this investigation by thorough searches of e-journal databases. The time, notion, methodological advancement, cross-cultural analysis, and journal role categories were used to categorize these papers (Dienhart & Foderick, 1988).

This analysis proves that CRM is now viewed as a more strategic CSR effort rather than just a promotion means in the marketing mix (Hajir et al., 2015). Only a few journals published CRM articles, based on our findings (Menon & Kahn, 2003). Cause marketing study started in North America and proceeded to Europe, Oceania, Asia, and Sub-Saharan Africa geographically (Petrova et al., 2007). At beginning of the third decade, there was increased cooperation in intercultural research and the application of a hybrid study technique blending qualitative and quantitative investigation (Polonsky & Wood, 2001).

Al-Dmour et al., (2016) In this study, the moderating role of sponsor congruence was explored in relation to the elements influencing Cause-Related Marketing (CRM). 500 Jordanians from Amman, Jordan, who were customers, provided information via a self-administrated questionnaire.

The study's findings indicated a favourable relationship between cause-fit's statistical significance and Jordanian consumers' perceptions of a brand. Contrary to what we had anticipated, the findings revealed that altruistic attribution has no statistically significant impact on Jordanian consumers' perceptions of a brand's credibility. The findings also indicated a statistically significant favourable impact of Jordanian consumers' brand loyalty on CRM. Additionally, it was discovered that the sponsor-cause congruence had a favourable statistically significant impact on the brand confidence of Jordanian consumers on cause-related marketing. The current study advises that cause-related marketing must be widely publicised in order for society to gain from it. During the promotion of a particular product, business organizations' decision-makers must also focus on how well the cause fits the organization.

In order to connect a philanthropic cause with a consumable item that supports a cause, **Vaidyanathan et al., (2013)** used marketing communications. First, tropics were requested to formally state their obligation to preserving the rainforests. They were questioned about whether they would purchase an item (detergent). Subjects expressed greater readiness to purchase when they had previously pledged to guard the tropical forest and when their purchase give rise to in the corporation creating a financial donation to the root (Jensen et al., 2013). The authors interpreted this rise in purchasing propensity as a manifestation of the commitment consistency principle: after making previous promise, respondents sensed force to continue acting in a manner that was dependable with their earlier conduct.

IV. RESEARCH GAP OF THE STUDY

Research on marketing has looked closely at how Cause Related Marketing (CRM) affects customer decisions to buy. However, several noteworthy research gaps exist within this domain. Firstly, there is a need to delve into the differential impact of various cause types, such as environmental, social, and health-related causes, on consumer behaviour (Carroll, 1999). Secondly, research on how consumer psychographics and demographics influence the efficacy of CRM efforts is

still vital. Additionally, investigating the cultural context and how cultural factors affect the outcomes of such campaigns in different regions or countries is essential. Long-term effects on consumer brand loyalty and purchase behaviour also warrant further exploration. Research is needed in the developing field of how social media and digital media might enhance the impact of CRM campaigns. Developing more refined metrics for assessing the success of these campaigns, conducting comparative studies with other marketing strategies, and addressing the ethical implications and dilemmas associated with cause-related marketing are all promising avenues for future research. By examining these study gaps, we can gain a great awareness of the intricate linking between CRM and buyer acquiring habit.

V. RESEARCH METHODOLOGY

Descriptive research is the method used in this study. A variety of surveys and factfinding inquiries are part of

Analysis and Interpretation

descriptive research. Descriptive research aims to characterize the current situation as much as possible. The core data used in the study were gathered via a standardized questionnaire.

Sample Design

The researcher employed a descriptive research design for the investigation. Two working couples residing in Kerala are included in the study's universe. 150 of the sample where respondents completed a questionnaire that the researcher utilized to get their information (Carroll, 1991). The sample respondents were chosen using convenience sampling, and a well-structured questionnaire was employed to gather data. Chi-square, factor analysis and simple percentage were used to examine the gathered primary data. Secondary information was gathered from magazines, journals, books, and websites.

TABLE I PERSONAL PROFILE

Factors	No. of Respondents	Percentage
Gender		
Male	112	75
Female	38	25
Age		
Below 35 years	98	65
36 years to 50 years	32	22
Above 50 years	20	13
Occupation		
Business	54	36
Employed Person	38	25
Others	58	39
Educational Qualification		
Up to School Level	46	31
Under graduate/ Diploma	57	38
Post Graduate/ Professional	47	31
Annual Income		
Up to Rs.1,00,000	86	58
Rs.1,00,001-Rs.2,00,000	35	23
Above Rs.2,00,000	29	19
Marital Status		
Married	88	59
Unmarried	62	41
Total	150	100

In table I 75 percent of the participants were male, 65 percent were below 35 years old, 38 percent had a diploma or undergrad degree, 39 percent fell into another category, such as retired or in agriculture, 58 percent had a yearly income of up to Rs. 1,00,000, and 59 percent were married, according to the profile of data gathered from 150 respondents.

Chi-square Test

One of the many statistical methods used to analyse the significance among factors is the chi-square test. The present study examines the impact of several independent factors, including gender, age, occupation, educational qualification, annual income, and marital status, on the dependent variable of consumer preference for cause-related marketing.

TABLE II FACTORS INFLUENCING THE PREFERENCE OF THE CONSUMERS ON CAUSE RELATED MARKETING

Factors	Level of Attitude			Total			Remarks
	Low	Moderate	High		χ^2 Value	Table Value	
Gender							
Male	18 (16.08)	75 (66.96)	19 (16.96)	112 (100)	0.325	5.991	Not significant ns
Female	7 (18.42)	26 (68.42)	5 (13.16)	38 (100)			
Age							
Upto 35 years	19 (19.39)	64 (65.3)	15 (15.31)	98 (100)	1.716	9.488	Not significant ns
36 – 50 years	4 (12.5)	23 (71.88)	5 (15.62)	32 (100)			
Above 50 years	2 (10)	14 (70)	4 (20)	20 (100)			
Occupation							
Business	11 (20.37)	35 (64.82)	8 (14.81)	54 (100)	3.180	9.488	Not Significant *
Employed Person	8 (21.05)	23 (60.53)	7 (18.42)	38 (100)			
Others	6 (10.34)	43 (74.14)	9 (15.52)	58 (100)			
Educational Qualification							
Up to HSC	7 (15.22)	26 (56.52)	13 (28.26)	46 (100)	11.47	9.448	Significant *
Degree/Diploma	6 (10.53)	43 (75.44)	8 (14.03)	57 (100)			
Others	12 (25.53)	32 (68.09)	3 (6.38)	47 (100)			
Annual Income							
Up to Rs.1,00,000	4 (16.28)	60 (69.77)	12 (13.95)	86 (100)	2.53	9.488	Not Significant *
Rs.1,00,001- Rs.2,00,000	8 (22.86)	21 (60)	6 (17.14)	35 (100)			
Above Rs.2,00,000	3 (10.34)	20 (68.97)	6 (20.69)	29 (100)			
Marital Status							
Married	16 (18.2)	58 (65.9)	14 (15.9)	88 (100)	0.357	5.991	Not Significant *
Single	9 (14.5)	43 (69.35)	10 (16.15)	62 (100)			

Source: Primary data * 5% level of freedom

From the following table II it is found that there is a significant association between the educational qualification and preference of the consumers on Cause Related Marketing (CRM). Gender, age, occupation, yearly income, marital status, and consumer preferences for cause-related marketing do not significantly correlate with each other.

TABLE III KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of sampling Adequacy	0.653
Approx. Chi-square	431.7
Bartlett's test of Sphericity df	55
Sig.	0.000

The table III, KMO and Bartlett's test is signifying the value i.e. 0.653 is greater than the value 0.5. This signifies the correlation tables are related.

Factor Analysis

In order to recognize the factors influencing Cause Related Marketing on consumer purchase decision, factor analysis is performed. Mean, standard deviation, and rotated matrix conducted to identify the sampling adequacy.

TABLE IV DESCRIPTIVE STATISTICS

	Mean	Standard Deviation
Social identity and self-expression	3.677	.7282
Perceived social responsibility	3.823	.7192
W-O-M	3.682	.7729
Trust and credibility	3.794	.7467
Sense of empowerment	3.867	.6543
Consumer engagement and participation	3.874	.6447
Emotional Appeal	3.976	.7654
Personal relevance	3.859	.7101
Positive brand association	3.735	.7785
Valid N (List wise)		

The descriptive data effects are proven in table IV. The suggest values of the factor are much better than the imperative price of 2.4 of the measurement scales, and the same old deviations are all tons beneath the fee of one .0, which indicates that the indicators are desirable enough measurements of the aspect.

Rotated Matrix

Rotated component matrix is used to analyse the factors influencing the customer purchase decision towards cause-related marketing.

TABLE V CUSTOMER PURCHASE DECISION -ROTATED MATRIX

Rotated Component Matrix ^a					
PARTICULARS	Level of Satisfaction				
	1	2	3	4	5
Social identity and self-expression	-.119	.017	.849	-.045	.038
Perceived social responsibility	-.267	.721	-.192	-.057	.056
W-O-M	-.347	.084	-.565	.482	-.185
Sense of empowerment	-.584	.463	.184	.356	.022
Consumer engagement and participation	.773	.046	.056	-.189	.076
Emotional Appeal	-.057	.150	.087	.865	.633
Positive brand association	-.018	.189	-.091	-.157	.794
Personal relevance	-.097	.831	-.061	.194	.561
Various factors influencing cause related marketing	.383	.924	.093	.198	-.564
Extraction Method: Principal Component Analysis. ser					
Rotation Method: Varimax with Kai					
Normalization.					

Source: Primary Data

The values more than 0.5 are taken from the above desk for analysis. The above table V shows that the subsequent additives are recognized; Perceived social responsibility, customer engagement and participation, Emotional appeal and personal relevance are the factors influencing the customer purchase decision towards Cause-Related Marketing.

Suggestions

- Provide information about the cause and its significance. Educating consumers can increase empathy and engagement.
- Be transparent about how the Cause Related Campaign operates and how donations are used. Authenticity builds trust.
- Encourage consumers to actively participate in the cause, whether through donations, volunteering, or spreading awareness.
- Share compelling stories about how the cause impacts real people or communities.
- Emotional narratives resonate with consumers.
- Consider ongoing partnerships with a cause rather than one-off campaigns.
- Extended assurance can show promise to the cause.
- Tailor Cause Related Marketing despatches to different consumer sections. High spot facets that reverberate with specific clusters.
- Generate collaborative involvements like trials, social media drives, or actions to occupy customers aggressively.

Scope for Further Study

Investigations and surveys in the topic of Cause-Related Marketing (CRM) are plentiful. Forthcoming study can probe

into the stuffs of cause intensity, leveraging improvements in digital marketing and social media, and smearing neuroscientific behavioural economics principles to gain deeper insights into consumer behaviour. There is also prominence in considering how consumers differentiate among honest sustainability exertions and greenwashing, and how generational transformations form their retorts to such crusades.

Cross-industry assessments and universal standpoints can expose dissimilarities in the influence of CRM crosswise diverse circumstances. Furthermore, systematising dimension metrics, probing long-term sustainability of consumer behaviour modification, and reconnoitring emotional and moral magnitudes offer abundant ground for study. Eventually, this current search into the minutiae of CRM can enlighten establishments and marketers looking for to generate evocative acquaintances with consumers while making a constructive shared impression.

VI. CONCLUSION

To finish, studies on how Cause-Related Marketing (CRM) marks consumer adoptions around what to buy show noteworthy implications for both companies and customers. The results also display that CRM forms a sensitive tie and a consciousness of drive between the brand and its customers where it pointedly touches their actions. As firms that engage in socially responsible activities are seen as dedicated to good transformation and principled does, customers are more likely to backing them. Additionally, CRM has a momentous influence on both buying decisions and maintainable brand loyalty. CRM campaigns that are executed efficiently are more likely to create a lasting bond with consumers, leading to recurrent purchases and positive word-of-mouth testimonials. Customers rate their capability to donate to various charitable causes through their purchases, which strengthens their brand affection and loyalty. However, businesses must confirm bare promise to the causes they support, as consumers are becoming more judicious and can

detect dishonesty. Maintaining consumer trust and exploiting the positive impact of CRM efforts require legitimacy.

Overall, Cause-Related Marketing (CRM) is an active commercial tactic to differentiate themselves in a competitive market while also positively rousing society. Companies can hoist consumer purchase decisions toward more socially conscious choices by positioning their brand with eloquent causes and laudably communicating these initiatives well. By doing this, companies can create a mutually beneficial pact for the businesses as well as the public they serve.

REFERENCES

- [1] Adkins, S. (2012). Cause-related marketing: Who cares wins. In *The marketing book* (pp. 699-723). Routledge.
- [2] Al-Dmour, H., Al-Madani, S., Alansari, I., & Al-Dmour, R. (2016). Factors affecting the effectiveness of cause-related marketing campaign: Moderating effect of sponsor-cause congruence. *International Journal of Marketing Studies*, 8(5), 114-127. <http://dx.doi.org/10.5539/ijms.v8n5p114>
- [3] Aviezer, H., Trope, J. & Todorov, A. (2012). Body cues, not facial expressions, discriminate between positive and negative emotions. *Science Journal*, 338(3), 1225-1229. <http://dx.doi.org/10.1126/science.1224313>
- [4] Bhatti, H. Y., Galan-Ladero, M. M., & Galera-Casquet, C. (2023). Cause-related marketing: a systematic review of the literature. *International Review on Public and Nonprofit Marketing*, 20(1), 25-64. <https://doi.org/10.1007/s12208-021-00326-y>
- [5] Bowen, H. R. (2013). *Social responsibilities of the businessman*. University of Iowa Press.
- [6] Carroll, A. B. (1991). The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders. *Business Horizons*.
- [7] Carroll, A. B. (1999). Corporate social responsibility: Evolution of a definitional construct. *Business & society*, 38(3), 268-295. <https://doi.org/10.1177/000765039903800303>.
- [8] Dhayanidhi, G., & Brindha Devi, E. (2024). An Examination of Consumer Knowledge and Satisfaction with Private Sector Bank's E-Banking Services in Chennai. *Indian Journal of Information Sources and Services*, 14(3), 226-231. <https://doi.org/10.51983/ijiss-2024.14.3.29>
- [9] Dienhart, J. W., & Foderick, S. I. (1988). Ethical and conceptual issues in charitable investments, cause related marketing, and advertising. *Business & Professional Ethics Journal*, 47-59.
- [10] Hajir, J. A., Obeidat, B. Y., Al-dalameh, M. A., & Masa'deh, R. E. (2015). The role of knowledge management infrastructure in enhancing innovation at mobile telecommunication companies in Jordan. *European Journal of Social Sciences*, 50(3), 313-330.
- [11] Jensen, M. L., Averbek, J. M., Zhang, Z., & Wright, K. B. (2013). Credibility of anonymous online product reviews: A language expectancy perspective. *Journal of Management Information Systems*, 30(1), 293-324. <https://doi.org/10.2753/MIS0742-1222300109>
- [12] Liu, G., & Ko, W. W. (2014). An integrated model of cause-related marketing strategy development. *AMS review*, 4, 78-95. <https://doi.org/10.1007/s13162-014-0061-5>
- [13] Menon, S., & Kahn, B. E. (2003). Corporate sponsorships of philanthropic activities: when do they impact perception of sponsor brand?. *Journal of consumer psychology*, 13(3), 316-327. http://dx.doi.org/10.1207/S15327663JCP1303_12
- [14] Petrova, P. K., Cialdini, R. B., & Sills, S. J. (2007). Consistency-based compliance across cultures. *Journal of Experimental Social Psychology*, 43(1), 104-111. <http://dx.doi.org/10.1016/j.jesp.2005.04.002>
- [15] Polonsky, M. J., & Wood, G. (2001). Can the over commercialization of cause-related marketing harm society? *Journal of Macro marketing*, 21(1), 8-22.
- [16] Raman, A., & Rekha, T. D. (2021). Cause-related marketing: the evolution, growth, benefits and the key challenges – a study. *Utkal Historical Research Journal*, 34(XI).
- [17] Trisiana, A. (2024). A Sustainability-Driven Innovation and Management Policies through Technological Disruptions: Navigating Uncertainty in the Digital Era. *Global Perspectives in Management*, 2(1), 22-32.
- [18] Vaidyanathan, R., Aggrawal, P., & Kozlowski, W. (2013). Interdependent Self Construal in Collectivist Cultures: Effects on Compliance in a Cause-Related Marketing Context. *Journal of Marketing Communications*, 19(1), 44-57. <http://dx.doi.org/10.1080/13527266.2011.551833>
- [19] Zhang, S. (2024). Consumer Attitudes towards AI-based Financial Advice: Insights for Decision Support Systems (DSS) and Technology Integration. *Journal of Internet Services and Information Security*, 14(4), 1-20. <https://doi.org/10.58346/IJISIS.2024.14.001>