The Metamorphic Influence of Cause-Related Marketing : Empowering Consumers as Catalysts for Societal Transformation

Shikha Bhagat [1]
Shilpa Sarvani [2]
M. V. Rama Prasad [3]

Abstract

Purpose : In a market where prices and quality are fiercely competitive, companies have overflowed the market with a number of suitable brands. In the competitive business world of today, marketing tactics must always evolve to meet changing times and circumstances. Researchers have been motivated to discover the underlying aspects driving cause-related marketing strategy due to its global acceptability. This research elucidated the concept of cause-related marketing and emphasized the elements that motivate consumers to engage in such initiatives and influence their choice of products.

Design/Methodology/Approach : The study was conducted with the help of a questionnaire sent to 480 respondents, out of which 432 questionnaires were found to be complete. Furthermore, the study examined the significance of each factor and its impact on decision-making using the confirmatory factor SEM model to analyze the data.

Findings : The study revealed that "Commitment" was the utmost preferred attribute for the preference of cause-related marketing products.

Practical Implications : A competitive edge may be obtained through cause-related marketing. Companies may provide financial support, increased awareness, and motivated actions for significant causes by making the most of their resources and efforts. This collaborative effort between companies and consumers has the potential to improve society significantly.

Originality : The confirmatory factor SEM model has been used in this work to address urgent problems, new trends, or important information gaps.

Keywords : cause-related marketing, societal transformation, consumer buying decision, SEM model, commitment

Paper Submission Date : August 20, 2023 ; Paper sent back for Revision : March 7, 2024 ; Paper Acceptance Date : March 20, 2024 ; Paper Published Online : April 15, 2024

Cause marketing involves the cooperation between a non-profit brand and a non-profit organization to achieve mutual advantages. Some businesses also collaborate to impact social issues positively, but most do so to encourage legitimate customer interest and brand building (Durant, 2023). Gen Z are very highly conscious and have a big-picture mindset, they generally admire companies that promote social causes (Dopson, 2022). For example, Kool8 is a water bottle that not only looks attractive but does a good job at the same

[1] *Assistant Professor (Corresponding Author),* School of Business and Management, Christ University, Bangalore - 560 076, Karnataka. (Email : shikha.bhagat@christuniversity.in) ; ORCID iD : https://orcid.org/0000-0001-8745-5558

[2] *Assistant Professor,* School of Business and Management, Christ University, Bangalore - 560 076, Karnataka.
(Email : shilpa.sarvani@christuniversity.in) ; ORCID iD : https://orcid.org/0000-0003-0950-1760

[3] *Professor and UGC Research Awardee,* GITAM School of Business-Bengaluru (GSBB), GITAM (Deemed to be University), Bangalore Campus, Nagadenahalli, Doddaballapur Taluk, Bangalore - 562 163, Karnataka.
(Email : rmusunur@gitam.edu) ; ORCID iD : https://orcid.org/0000-0002-0221-0162

time. It raised awareness of the issue through cause marketing and committed to donating 20% of its income to poor areas across the globe. In other words, anyone who purchases a bottle of Kool8 brand is protecting the environment while donating money to underprivileged people (Morgan, 2024). Consumers are much more attentive and show great interest in the intricacies of the business, which is much more transparent and visible with the help of the online world (Ravi & Bhagat, 2020). A brand's attractiveness can be greatly increased by properly executed social problem marketing (Grolleau et al., 2016). According to one of the studies conducted in the United States, 81% of the customers stated that companies should earn their trust, and 66% believed that brands should take a stand on political and social problems ("# BrandsGetReal: Championing change," 2017).

Over the past 20 years, it has become more and more prevalent not only in the West but also across the globe. It has been steadily expanding throughout Europe and other developed nations since its inception in the United States. This marketing tactic is gradually making its way into emerging nations' markets and has the potential to take the social marketing industry by storm (Gupta et al., 2015). According to Ravi and Bhagat (2017), consumers tend to value products more for what they don't change than for what they do. The Body Shop is renowned for its socially conscious approach and for sticking to its core values in the face of persistent opposition against animal experimentation. Using the influence of celebrities and social media influencers like Maisie Williams and Ariel, they have promoted cause marketing under the hashtag #ForeverAgainstAnimalTesting (Dopson, 2022).

The COVID-19 pandemic has increased the standard for cause-related marketing campaigns since the last four years (Kureshi & Thomas, 2020). A noteworthy example of this trend, according to one of the authors, is the automotive industry's turn toward producing and supplying ventilators to hospitals impacted by the pandemic. Ventilators are an essential and priceless tool in the fight against COVID-19, despite having no association with the automotive sector and often costing less than high-end vehicles (Vrontis et al., 2020). Furthermore, the importance of cause marketing campaigns has increased recently due to consumers' increased knowledge of and concern for social and environmental issues (Gilbert, 2020).

Chang and Chu (2020) investigated that CRM product buyers have always acted in a prosocial manner, which means that their motivations extend beyond self-interest and include a desire to improve society or the environment. Some of the customers may choose to donate directly to the company's supported cause in addition to making product purchases (Jeong & Kim, 2020). With the involvement of more customers, CRM links the contribution of the firm in revenue-producing transactions directly or indirectly toward a designated cause (Moosmayer & Fuljahn, 2010). It is the responsibility of the company to pitch strategies for promoting the right type of marketing campaign to attract consumers (Bhagat & Ravi, 2018). Starbucks is one of the examples that motivated the customers to support them. They started a new campaign in partnership with Arizona State University in 2018 to encourage their employees to pursue a first-time bachelor's degree free of cost. Kayla Carmicheal, one of their regular customers, was ordering coffee to check the menu to try something new. While she was exploring, she accidentally clicked on the education link "Starbucks College Achievement Program," which propelled her to order a large coffee as she knew that her part of the money would be given to support Starbucks employees for college fees (Carmicheal, 2020).

Similarly, "Plate of Hope" is a digital cause marketing campaign that KFC initiated. The consumers placed orders through the KFC website and created a virtual plate of food through an interactive online session to combat hunger in the nation. So, with the help of customers, KFC fed a hungry child ("Cause marketing: Meaning, examples," 2021). Companies are facing intense competition and trying to set themselves apart from their competitors as a result of significant growth in CM campaigns (Silva et al., 2021). Over the past few years, there has been a surge in the usage of social media, which has made it easier to communicate with a wider audience and enabled customers and businesses to engage with one another and with their peers (Yadav, 2017). Social media has facilitated such campaigns by enabling companies to engage with customers across geographical boundaries, as explained by Shimpi (2018). Several companies, including corporates like Target, P&G, Unilever, Nestle,

WARID, AXA PPP Healthcare, and Paper Boat Drinks, etc., have leveraged non-monetary consumer participation in social media for their CM campaigns, as evidenced by Corporate Target (2016) and "Celebrating the Onset of Monsoons," 2015. However, despite their efforts, the behavior of the target audience indicated that these companies have yet to achieve their objectives effectively, as noted by Bhatti et al. (2023).

Companies are bombarding consumers with a multitude of brands that offer acceptable quality and pricing in today's intensely competitive industry (Gadhavi et al., 2014). The evolution of marketing tactics becomes essential at this saturation point to adjust to shifting consumer demands and dynamic market conditions. Cause-related marketing, or CRM, is one such tactic that has become widely accepted on a global scale. Nonetheless, there is still a large knowledge vacuum about the fundamental factors that motivate consumers to engage in cause-related marketing initiatives and impact their choices for different products.

As a result, the primary focus of the research problem is to understand the underlying factors, such as awareness, brand perception, and brand constancy, that encourage consumers to participate in cause marketing campaigns. Furthermore, there is limited research discussing how these characteristics differ in their effects on consumer behavior when it comes to different product categories. Therefore, this research gap attempted to shed light on the fundamental factors that influence consumer involvement in CRM campaigns and how these factors may influence consumers' decisions to buy products in a highly competitive market.

Literature Review

Cause-related marketing, or CRM, is a rapidly expanding marketing tactic created by corporations with the potential to benefit businesses, nonprofits, and society as a whole (Ferraris et al., 2020). Although cause marketing campaigns may have a short-term impact on a particular product's profits, the overall benefits that brands offer often exceed any sacrifices they make ("12 best cause marketing campaigns," 2022). People have become so techno-savvy that they recognize all the information available on the web, which increases their knowledge of the products they need (Bhagat, 2016a).

People enjoy watching commercials, particularly those for FMCG goods, that combine cause- and social-related marketing to encourage customers to buy more products from the same company and to refer others (Banerjee & Mandal, 2018). As consumers begin to associate certain attributes and qualities with cause-related marketing, the influence of brand consistency, awareness, commitment, brand image, brand recommendation, and brand loyalty always contribute to the development of consumer trust, loyalty, and recognition (Srivastava, 2020).

In addition to showcasing their dedication to social cause responsibility, Procter & Gamble's comprehensive cause marketing initiatives—like their partnership with the National Association for the Blind (NAB) on the project Drishti—also greatly enhanced the power of their brand. P&G positions itself as a brand with a strong sense of purpose and compassion by leading programs like Drishti. P&G's brand potency was demonstrated by its capacity to use resources and influence to have a significant social impact. Such programs build consumer loyalty and trust while also improving brand reputation (Han et al., 2019). Other companies such as Vistara, Johnson & Johnson, and Mahindra & Mahindra have also significantly impacted society. Vistara, a joint venture of Tata SIA Airlines and Singapore Airlines, has partnered with Salaam Baalak, a non-profit organization, to provide support to street children in Delhi and Mumbai. Vistara has flown 12 children on their first-ever flight, and their joy was captured in the two-minute film "When Little Feet Found Their Wings with Vistara #Fly the New Feeling." Through initiatives like this, Vistara not only enhanced its brand reputation but also created enduring customer awareness, loyalty, and commitment (Chandra, 2023). Johnson Tiles launched the Red Ramp Project, building a ramp at Kiri Beach in Goa to allow people with disabilities to visit the beach and feel the waters lapping their feet. Over the years, many brands have successfully used cause marketing to develop memorable campaigns that support worthy causes ("12 best cause marketing campaigns," 2022).

Mahindra & Mahindra launched a crowd-funding campaign named "Seed the Rise," aimed at improving the lives of farmers. The campaign was digitally driven and received a donation of INR 1 crore. The money raised was utilized for the welfare of farmers through five different projects in collaboration with four NGOs. The projects have been carefully selected to enhance the lives of farmers and their families in various ways, including providing alternative sources of livelihood, educating the daughters of farmers, and assisting with agricultural advancements (Chandra, 2023). The trend of providing opportunities to local players to expand their product portfolios will become more pronounced (Bhagat, 2016b).

Similarly, more than 20 UK tech companies joined together to work on the Ventilator Challenge in the year 2020. This initiative was aimed to develop, design, manufacture, and test medical ventilators, which will be distributed throughout the UK to aid in the fight against the coronavirus (Thomas, 2023). The companies who participated were Airbus, Dell, DHL, Ford etc., donated to CRM campaigns, which could increase the likelihood of consumer purchases associated with it. However, many companies do not choose to explain any donation limits (Tsiros & Irmak, 2020). In addition to its advantages, customer skepticism poses a danger associated with CRMs. This risk consists of assuming that a business is operating for the good of society or its own self-interest (Elving, 2013).

The degree to which a brand and the cause are aligned influences consumers' behavioral responses, including their likelihood of switching brands (Howie et al., 2018). Customers are more inclined to form a stronger emotional bond with a company when they see a strong connection between the company's cause and the brand's identity or values. According to Handa and Gupta (2020), this relationship lowers the possibility of brand switching while simultaneously increasing brand loyalty.

French millennials, similar to their South African and American counterparts, demonstrated higher purchase intentions and sensitivity towards cause-related marketing campaigns promoting hedonic products, which were aligned with their aspirational goals (Partouche et al., 2020). For example, Nike is a well-known brand that featured former NFL player Colin Kaepernick, a well-known football player, in advertisements to support women in sports. The ad slogan "Believe in something which means sacrificing everything" reflected Nike's brand personality as bold, forward-thinking, and socially sensitive (Campbell, 2023). Through its campaigns, Nike portrayed itself as a brand that stands for strength, determination, and resilience, appealing to consumers who value authenticity and social responsibility (Quynh, 2019). The brand personality resonates with audiences and contributes to Nike's strong emotional connection with its customers, further solidifying its position as a leading athletic brand with a distinct identity (Ahmad & Thyagaraj, 2015).

Methodology

The study employed a descriptive single cross-sectional design. Frame sampling was used to randomly select respondents from the population of South Bangalore, Karnataka, with a sample size of 432 respondents in Bangalore, Karnataka. South Bangalore was chosen as it represents a diverse population and has a wider demographic characteristic of Bangalore. The study was carried out in 2023 from January to April. The study employed a 5-point Likert scale for participant response. A rough draft consisting of 34 statements was subsequently revised to 30 statements. Following pilot testing, four variables were eliminated owing to poor factor loading. Various statistical tools were used to analyze the data, including percentage analysis, factor analysis, *t*-test, one-way ANOVA, and SEM model. The survey instrument was a structured questionnaire that underwent a pilot test to refine the survey protocol and address any question ambiguities or duplicities. Using the Cronbach's Alpha method, the data's reliability was evaluated. Table 1 presents the Cronbach's alpha for the entire scale, while Table 2 shows the Cronbach's alpha values for each of the variables.

Table 1. *Reliability Statistics*

Cronbach's Alpha	*N* of Items
0.924	30

Table 2. *Reliability Statistics of the Variables*

Variables	Cronbach's Alpha
Awareness	0.903
Commitment	0.909
Brand Perception	0.950
Brand Constancy	0.935
Potential Risk	0.878
Brand Switching	0.840
Brand Personality	0.822
Brand Potency	0.843
Consumer Decision-Making	0.874

Hypotheses

✤ **H01** : There is no significant relationship between factors influencing social cause-related consumption behavior and consumer buying decisions.

✤ **H02** : There is no significant relationship between the demographic characteristics (gender, income, marital status, occupation, etc.) of consumers on the various factors influencing social cause-related consumption behavior of consumer durables.

The data's factorability (significance value) was evaluated using Bartlett's test of sphericity and the KMO measure of sample adequacy. Factor analysis was used as the KMO value of 0.795 is higher than the permissible minimum value, which is 0.6 (Hair et al., 2021). The variables also appear to be highly correlated and appropriate for factor analysis, as indicated by the significant Bartlett's test results (χ^2–16651.354, *df* = 561, .000 *p* < 0.00), as shown in Table 3.

Exploratory factor analysis (EFA) was used in conjunction with Kaiser normalization and orthogonal varimax rotation to determine significant factor loading and data reduction for each variable in order to test the hypothesis (H01). One popular approach to factor analysis in EFA is orthogonal varimax rotation, which aims to maximize the variance of each factor and improve the interpretability of the factors. The factors' internal reliability was evaluated using Cronbach's alpha, which had values between 0.822 and 0.950. The resulting assessment scale comprised nine components that were significantly loaded for social causes, as per the EFA results shown in Table 4. The factors were identified as follows: brand switching (2 factors), brand personality (2 factors), brand

Table 3. *KMO and Bartlett's Test*

Kaiser–Meyer–Olkin Measure of Sampling Adequacy		0.795
Bartlett's Test of Sphericity	Approx. Chi-Square	16651.354
	df	561
	Sig.	0.000

Table 4. *Results of Exploratory Factor Analysis*

Factors Name	Variable No.	Variable Name	Eigenvalue	% Variance	Factor Loadings
Factor 1 (F1) - Awareness	*V5*	I have heard about cause-related marketing campaigns.	31.959	31.959	0.756
	V6	Allocating funds to charitable causes is significant for businesses.			0.872
	V10	Supporting a charity can contribute to building a favorable reputation or creating positive associations for companies.			0.646
	V22	The company should do a cause-related marketing campaign.			0.872
	V33	The company involved in the CRM strategy is socially responsible.			0.793
Factor 2 (F2) - Commitment	*V4*	I actively search for products related to a cause campaign or charity while shopping.	10.805	42.764	0.66
	V14	I purposely buy a particular product so that the charity can get some amount.			0.924
	V16	I have bought a product or service that is linked to a charitable organization.			0.808
	V17	Purchasing a product that is associated with a social cause brings me joy.			0.875
	V18	I remain highly devoted to the brand regardless of whether it experiences favorable or unfavorable circumstances.			0.792
	V20	I specifically seek out products that are linked to a social cause.			0.881
Factor 3 (F3) - Brand Perception	*V2*	Marketing campaigns that support a cause have a beneficial effect on brand awareness.	8.776	51.54	0.958
	V21	If a brand supports a cause that is important to me, I am more inclined to endorse it.			0.677
	V30	Linking a product to a social cause through marketing can aid in recalling that product.			0.771
	V31	I think product placement in the mind impacts brand preferences.			0.909
Factor 4 (F4) - Brand Constancy	*V13*	I will still buy the product if the price increases and the money spent for the charity increases by the same percentage.	6.958	58.498	0.982
	V25	I am inclined to support such initiatives as they provide me with an opportunity to contribute to worthy charitable causes.			0.908
	V32	I support all the causes like unemployment, HIV/Aids, street children, poverty, cancer, TB, animal-related causes, etc.			0.816
	V34	I am willing to encourage others to buy products that support a charitable cause.			0.983
Factor 5 (F5) - Potential Risk	*V8*	I doubt the authenticity of their charitable intentions and suspect that it is merely a tactic to attract customers.	5.917	64.414	0.888
	V9	Supporting a charitable cause through the purchase of a product is a simpler alternative to contributing money in a collection box.			0.744
	V23	If I discover that the funds collected through the purchase of a product are not being used for their intended charitable purpose, I would discontinue using that product.			0.876
Factor 6 (F6) - Brand Switching	*V11*	I am unlikely to switch to a different brand if the brands I currently use are associated with a non-profit organization.	5.284	69.698	0.982
	V24	The brand has a powerful impact on my visual or other sensory experiences.			0.868
Factor 7 (F7) - Consumer	*V1*	I think that cause-related marketing campaigns influence consumer buying behavior.	3.742	73.44	0.817

Decision-Making	V19	Effective promotion of a product associated with a social cause can sway consumer purchasing decisions.			0.748
Factor 8 (F8) -	*V3*	Brand personality affects consumer decision-making.	3.376	76.817	
Brand Personality	*V27*	Established brands play a role in mitigating risks associated with product purchases.			0.78
Factor 9 (F9) -	*V7*	It is the social responsibility of a brand to associate itself with a social cause.	3.049	79.866	0.909
Brand Potency	*V29*	I have a high regard for the companies because of their donation activity.			0.611

Table 5. *Descriptive Statistics*

Factors	*N*	Mini	Max	Mean	Std. Deviation
Awareness	432	1	5	3.54	0.840
Commitment	432	1	5	3.86	0.759
Brand Perception	432	1	5	3.49	0.941
Brand Constancy	432	1	5	3.58	0.896
Potential Risk	432	1	5	3.53	0.840
Brand Switching	432	2	8	3.53	0.962
Brand Personality	432	1	5	3.62	1.005
Brand Potency	432	1	5	3.83	0.892
Consumer Decision Making	432	2	5	3.61	0.896

potency (2 factors), awareness (5 factors), commitment (6 factors), brand perception (4 factors), brand consistency (4 factors), possible risk (3 factors), and last consumer decision-making (2 factors). Therefore, we accepted the alternate hypothesis (Ha1), which showed a significant relationship between all the variables. The cumulative variance was also 79.866%, which significantly explained the relationship between the variables, as shown in Table 4.

Table 4 shows the interpretation of the mean of all the factors between 1 and 5 scales, which shows that "Commitment" toward cause-related marketing products is rated best (roughly 4 out of 5 points) and "Brand Perception" is rated lowest (roughly 3.4 out of 5 points) which is presented in Table 5.

To evaluate the discriminant validity, convergent validity, and model fit, confirmatory factor analysis (CFA) was conducted and is depicted in Figure 1. Latent variables were developed based on the operationalization of the observed variables to examine their interrelationships. The first-order CFA was utilized to test the goodness-of-fit model and assess whether the individual latent variables were correlated or not. This approach was employed to establish the construct validity of the variables. The analysis included nine constructs and their corresponding factor loadings, which were validated to understand the relationship between social cause-related marketing products, which showed that there exists a correlation among variables as shown in Table 6.

Table 7 demonstrates that all manifest variables strongly describe the marketing consumption decision or behavior related to social causes within the nine primary variables, with estimates of more than 0.50.

To assess the validity and fit of the measurement model, a CFA was conducted on nine constructs to examine the relationship between social cause-related marketing products. The CFA involved evaluating the goodness-of-fit statistics matrix, which included chi-square (also known as discrepancy), degrees-of-freedom *(df)*, and probability value (*P*), as well as other commonly fit indices such as the Tucker–Lewis Index (TLI), root mean square error of approximation (RMSEA), and standardized root mean residual (SRMR). The chi-square test is an

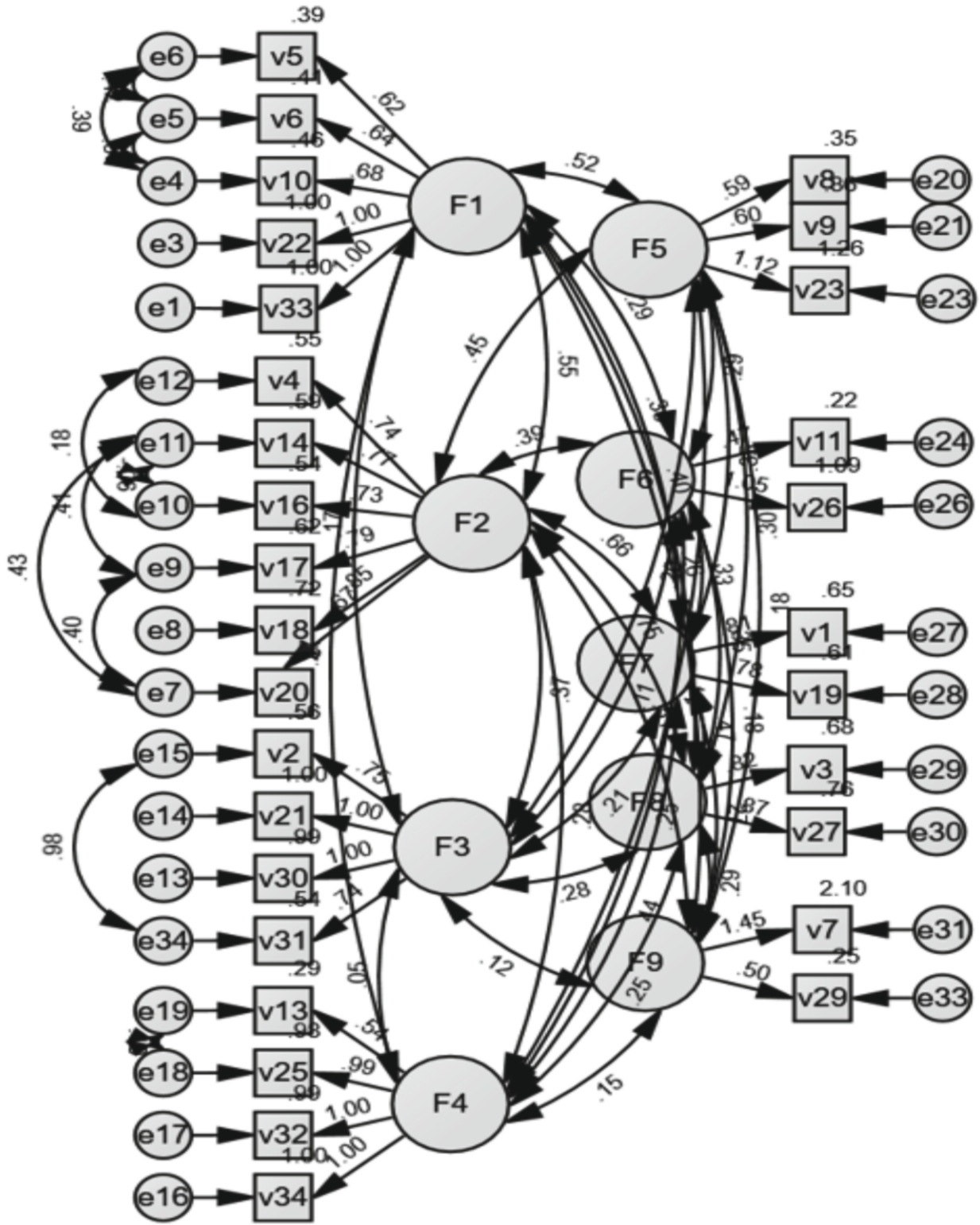**Figure 1.** *Confirmatory Factor Analysis*

Table 6. *Regression Weights : (Group Number 1 - Default Model)*

			Estimate	SE	CR	P	Label
v33	<---	Awareness	1.000				
v22	<---	Awareness	1.003	0.004	268.117	***	Var_1
v10	<---	Awareness	0.991	0.052	19.009	***	Var_2
v6	<---	Awareness	0.941	0.055	17.173	***	Var_3
v5	<---	Awareness	0.907	0.055	16.497	***	Var_4
v20	<---	Commitment	1.000				
v18	<---	Commitment	1.026	0.065	15.681	***	Var_5
v17	<---	Commitment	1.116	0.060	18.720	***	Var_6
v16	<---	Commitment	0.816	0.059	13.811	***	Var_7
v14	<---	Commitment	1.078	0.057	18.757	***	Var_8
v4	<---	Commitment	0.848	0.061	13.996	***	Var_9
v30	<---	Brand Perception	1.000				
v31	<---	Brand Perception	0.753	0.033	22.581	***	Var_21
v21	<---	Brand Perception	1.003	0.006	165.628	***	Var_10
v2	<---	Brand Perception	0.757	0.033	23.181	***	Var_11
v34	<---	Brand Constancy	1.000				
v32	<---	Brand Constancy	1.000	0.005	181.973	***	Var_12
v25	<---	Brand Constancy	0.998	0.008	124.923	***	Var_13
v13	<---	Brand Constancy	0.371	0.028	13.131	***	Var_14
v8	<---	Potential Risk	1.000				
v9	<---	Potential Risk	0.971	0.078	12.475	***	Var_15
v23	<---	Potential Risk	1.440	0.107	13.466	***	Var_16
v11	<---	Brand Switching	1.000				
v26	<---	Brand Switching	1.564	0.313	5.002	***	Var_17
v1	<---	Brand Personality	1.000				
v19	<---	Brand Personality	0.944	0.070	13.400	***	Var_18
v3	<---	Brand Potency	1.000				
v27	<---	Brand Potency	1.348	0.080	16.892	***	Var_19
v7	<---	Consumer Decision Making	1.000				
v29	<---	Consumer Decision Making	0.467	0.072	6.503	***	Var_20

Table 7. *Standardized Regression Weights : (Group Number 1 - Default Model)*

			Estimate
v33	<---	Awareness	0.998
v22	<---	Awareness	1.000
v10	<---	Awareness	0.676
v6	<---	Awareness	0.638
v5	<---	Awareness	0.623
v20	<---	Commitment	0.667

v18	<---	Commitment	0.849
v17	<---	Commitment	0.787
v16	<---	Commitment	0.732
v14	<---	Commitment	0.768
v4	<---	Commitment	0.743
v30	<---	Brand Perception	0.996
v31	<---	Brand Perception	0.738
v21	<---	Brand Perception	0.999
v2	<---	Brand Perception	0.747
v34	<---	Brand Constancy	0.998
v32	<---	Brand Constancy	0.996
v25	<---	Brand Constancy	0.989
v13	<---	Brand Constancy	0.535
v8	<---	Potential Risk	0.595
v9	<---	Potential Risk	0.602
v23	<---	Potential Risk	1.121
v11	<---	Brand Switching	0.468
v26	<---	Brand Switching	1.045
v1	<---	Brand Personality	0.807
v19	<---	Brand Personality	0.783
v3	<---	Brand Potency	0.823
v27	<---	Brand Potency	0.873
v7	<---	Consumer Decision-Making	1.448
v29	<---	Consumer Decision-Making	0.503

Table 8. *Measurement Model Evaluation : Goodness-of-Fit Statistics*

Measures	CFA Results	Threshold Value
GFI	0.813	≥ .80 sometimes permissible
TLI	0.903	≥ .90
NFI	0.902	≥ .90
RFI	0.900	≥ .90
IFI	0.921	≥ .90
CFI	0.920	≥ .90
RMSEA	0.09	.05–.10 moderate
Chi-square/CMIN/*DF*	4.734	≤ 5.0 permissible

absolute test of model fit, where a *p*-value of 0.5 or higher is considered acceptable. In this model, the chi-square value is 1699.668, with 359 *df* and a probability value of 0.000. However, other measures of fit are also important to consider. For instance, Hu and Bentler (1999) recommended TLI values of 0.90 or higher, GFI values of 0.90 or higher, RFI values of 0.90 or higher, NFI values of 0.90 or higher (Anderson & Gerbing, 1988), and CFI values of 0.90 or higher (Steiger, 2007). Since the RMR for this model is 0.043, NFI is 0.902, GFI is 0.813, IFI is 0.921, CFI is 920, RFI is 0.900, and the TLI value is 0.903, the model fits well according to the descriptive measures of fit as

Table 9. _Construct Validity Results_

	Cronbach's Alpha	CR	AVE
AW	0.917	0.937	0.748
BC	0.928	0.952	0.833
BP	0.950	0.964	0.869
BPO	0.836	0.924	0.859
BRP	0.774	0.897	0.813
BS	0.742	0.886	0.795
CD	0.843	0.920	0.852
COM	0.910	0.930	0.691
PR	0.797	0.878	0.709

Note. _AW_-Awareness, _BC_ - Brand Constancy, _BP_ - Brand Perception, _BPO_ - Brand Potency, _BRP_ - Brand Personality, _BS_ - Brand Switching, _CD_ - Consumer Decision Making, _COM_ - Commitment, _PR_ - Potential Risk.

presented in Table 8. Overall, the reported values of RMR, NFI, GFI, IFI, CFI, RFI, and TLI are found to have good convergent and discriminant validity as well as a good model fit.

The study finds that nine factors, including awareness, commitment, brand perception, brand constancy, potential risk, brand switching, brand personality, brand potency, and consumer decision-making, explain social cause-related marketing consumption behavior. The results show that the constructs for all nine variables (30 statements) are a good fit, as the majority of the indices meet the recommended cutoff values as per the CFA model. Overall, the model fits well, as indicated by the results presented in Table 8.

Table 9 shows that the composite reliability (CR) for all constructs is more than 0.7, and the average variance explained (AVE) for all constructs is also above 0.5. Additionally, the CR is higher than the AVE for all constructs, indicating that the factors in the measurement model have satisfactory convergent validity.

Demographic Characteristics

Table 10 is used to analyze the impact of demographic characteristics on the different factors of cause-related marketing consumption decisions on consumer buying patterns. Independent sample _t_-tests were conducted to compare the differences between groups. Specifically, the study looked at two demographics with two independent groups, namely gender and marital status. For demographics with more than two categories or groups, such as age, income, educational qualification, and occupation, one-way ANOVA was used to determine whether there were significant differences between the mean scores of the various categories or not.

Table 10. _Demographic Profile of the Respondents_

Gender			Marital Status			Purchase Frequency of Cause-Related Products in the Past		
	Frequency	Percent		Frequency	Percent		Frequency	Percent
Male	244	56.5	Married	244	56.5	0 times	9	2.1
Female	188	43.5	Unmarried	188	43.5	1 time	82	19.0
Age			**Monthly Income**			2–3 times	111	25.7
	Frequency	Percent		Frequency	Percent	4–6 times	118	27.3

	Frequency	Percent		Frequency	Percent		Frequency	Percent
<25	15	3.5	Below 25,000	74	17.1	More than 7 times	112	25.9
26–40	140	32.4	25000–45000	181	41.9	**Qualification**		
41–60	153	35.4	Above 45,000	177	41.0		**Frequency**	**Percent**
Over 60 yrs	124	28.7	**Occupation**			Undergraduate	66	15.3
Total	432	100.0		**Frequency**	**Percent**	Graduate	151	35.0
			Profession	77	17.8	Postgraduate	141	32.6
			Service	146	33.8	Doctorate	74	17.1
			Business	143	33.1			
			Others	66	15.3			

✤ **H02a :** There is no significant relationship between males and females on various factors of CRM consumption behavior.

Table 11 reveals that there is no significant difference in the mean scores (>.050) of the various factors of CRM

Table 11. *Independent Samples Test for Gender*

		Levene's Test for Equality of Variances		*t*-test for Equality of Means						
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**Mean Differ-ence**	**Std. Error Differ-ence**	**95% Confidence Interval of the Difference**	
									Lower	**Upper**
Awareness	Equal variance assumed	0.059	0.809	–.169	430	0.866	–.069	0.408	–.871	0.733
	Equal variance is not assumed			–.169	403.325	0.866	–.069	0.408	–.871	0.733
Commitment	Equal variances assumed	1.868	0.172	–1.231	430	0.219	–.544	0.442	–1.412	0.325
	Equal variances are not assumed			–1.243	416.243	0.214	–.544	0.437	–1.403	0.316
Brand Perception	Equal variances assumed	0.168	0.682	.222	430	0.825	0.081	0.365	–.637	0.799
	Equal variances are not assumed			.222	406.307	0.824	0.081	0.365	–.636	0.798
Brand Constancy	Equal variances assumed	1.113	0.292	.424	430	0.672	0.148	0.348	–.537	0.832
	Equal variances are not assumed			.427	412.672	0.670	0.148	.346	–.532	0.827
Potential Risk	Equal variances assumed	0.067	0.796	–1.505	430	0.133	–.368	0.244	–.847	0.112
	Equal variances are not assumed			–1.506	402.870	0.133	–.368	0.244	–.847	0.112
Brand Switching	Equal variances assumed	1.817	0.178	–2.023	430	0.044	–.376	0.186	–.742	–.011
	Equal variances are not assumed			–1.997	380.434	0.047	–.376	0.188	–.747	–.006
Brand Personality	Equal variances assumed	0.054	0.816	0.377	430	0.706	0.074	0.195	–.310	0.457
	Equal variances are not assumed			0.377	402.113	0.706	0.074	0.195	–.310	0.457
Brand Potency	Equal variances assumed	0.359	0.549	–.495	430	0.621	–.086	0.173	–.426	0.255
	Equal variances are not assumed			–.495	403.832	0.621	–.086	0.173	–.426	0.254
Consumer Decision-Making	Equal variances assumed	4.995	0.026	–2.479	430	0.014	–.429	0.173	–.769	–.089
	Equal variances are not assumed			–2.463	391.656	0.014	–.429	0.174	–.771	–.086

consumption behavior between males and females, as determined by the independent sample *t*-test. Therefore, the null hypothesis (H02a) is accepted, indicating that there is an insignificant relationship between gender and the factors influencing CRM consumption behavior.

✤ **H02b :** There is no significant relationship between the average scores of different factors of CRM consumption behavior for married and unmarried respondents.

Table 12 indicates that there is no significant difference in the mean scores of the various factors of CRM consumption behavior between married and unmarried respondents, as determined by the independent sample *t*-test. Therefore, the null hypothesis of H02b is accepted, indicating that there is an insignificant relationship, as the values are more than 0.50 (0.551, 0.894 etc.) between marital status and the factors influencing CRM consumption behavior.

✤ **H02c :** There is no significant relationship between the average scores of different factors of CRM consumption behavior for different levels of education.

Table 12. *Independent Samples Test for Marital Status*

		Levene's Test for Equality of Variances		*t*-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Differ-ence	Std. Error Differ-ence	95% Confidence Interval of the Difference	
									Lower	Upper
Awareness	Equal variances assumed	0.432	0.511	1.986	430	0.048	0.807	0.406	0.008	1.606
	Equal variances are not assumed			1.995	408.456	0.047	0.807	0.405	0.012	1.602
Commitment	Equal variances assumed	0.018	0.894	0.645	430	0.519	0.285	0.442	−.584	1.154
	Equal variances are not assumed			0.645	403.326	0.519	0.285	0.442	−.584	1.154
Brand Perception	Equal variances assumed	0.267	0.606	0.454	430	0.650	0.166	0.365	−.552	0.884
	Equal variances are not assumed			0.451	393.484	0.652	0.166	0.367	−.557	0.888
Brand Constancy	Equal variances assumed	0.002	0.969	1.046	430	0.296	0.364	0.348	−.320	1.048
	Equal variances are not assumed			1.045	399.725	0.297	0.364	0.349	−.321	1.049
Potential Risk	Equal variances assumed	1.295	0.256	1.232	430	0.219	0.301	0.244	−.179	0.781
	Equal variances are not assumed			1.243	414.360	0.215	0.301	0.242	−.175	0.777
Brand Switching	Equal variances assumed	0.002	0.960	0.658	430	0.511	0.123	0.187	−.244	0.490
	Equal variances are not assumed			0.655	394.141	0.513	0.123	0.188	−.246	0.492
Brand Personality	Equal variances assumed	0.065	0.798	1.006	430	0.315	0.196	0.195	−.187	0.579
	Equal variances are not assumed			1.007	404.662	0.314	0.196	0.195	−.187	0.579
Brand Potency	Equal variances assumed	0.392	0.531	0.429	430	.668	0.074	0.173	−.266	0.415
	Equal variances are not assumed			0.427	393.073	0.670	0.074	0.174	−.268	0.417
Consumer Decision-Making	Equal variances assumed	0.073	0.787	0.675	430	0.500	0.117	0.174	−.225	0.460
	Equal variances are not assumed			0.673	398.192	0.501	0.117	0.175	−.226	0.461

Table 13. *ANOVA Between Educational Qualification and Various Factors of Cause-Related Marketing Consumption Behavior*

Factors	Levene's Statistics	Significance Level	F	Significance Level	Welch	Significance Level
Awareness	2.731	0.044	2.752	0.042	2.496	0.061
Commitment	7.999	0.000	5.219	0.002	5.243	0.002
Brand Perception	6.296	0.000	1.494	0.216	1.530	0.208
Brand Constancy	5.291	0.001	5.680	0.001	5.461	0.001
Potential Risk	24.694	0.000	4.933	0.002	6.449	0.000
Brand Switching	5.466	0.001	1.942	0.122	1.888	0.133
Brand Personality	4.375	0.005	6.623	0.000	6.288	0.000
Brand Potency	5.343	0.001	4.253	0.006	4.211	0.007
Consumer Decision-Making	1.007	0.390	2.055	0.106	2.004	0.115

There is a significant relationship between the commitment (0.000) of cause-related marketing products, brand constancy (0.001), potential risk (0.000), and brand personality (0.005) based on the educational qualification of the respondents, as shown in Table 13. Hence, our null hypothesis H02c stands rejected for the factors mentioned above. For the rest of the factors like awareness, brand perception, brand switching, brand potency, and consumer decision-making, there is no significant relationship between the mean scores for different educational qualification variables.

✋ **H02d :** There is no significant relationship between the average scores of different factors of CRM consumption behavior for different occupations.

There is a significant relationship between commitment (0.000) to CRM products, brand constancy (0.001), potential risk (0.000), brand potency (0.000), and brand personality (0.003) concerning the occupation of

Table 14. *Relationship Between Occupation and the Various Factors of Cause-Related Marketing (CRM) Consumption Behavior (ANOVA)*

Factors	Levene's Statistics	Significance Level	F	Significance Level	Welch	Significance Level
Awareness	2.255	0.081	2.097	0.100	1.883	0.134
Commitment	9.405	0.000	5.665	0.001	5.619	0.001
Brand Perception	4.781	0.003	1.196	0.311	1.103	0.349
Brand Constancy	5.925	0.001	4.864	0.002	4.595	0.004
Potential Risk	29.666	0.000	6.750	0.000	11.331	0.000
Brand Switching	5.644	0.001	2.158	0.092	2.303	0.078
Brand Personality	4.848	0.003	7.688	0.000	7.298	0.000
Brand Potency	7.447	0.000	3.613	0.013	3.427	0.018
Consumer Decision Making	1.359	0.255	3.173	0.024	3.162	0.026

Table 15. *ANOVA Between Income and Various Factors of Cause-Related Marketing Consumption Behavior*

Factors	Levene's Statistics	Significance Level	F	Significance Level	Welch	Significance Level
Awareness	0.863	0.423	0.670	0.512	0.695	0.500
Commitment	0.849	0.428	1.066	0.345	1.065	0.347
Brand Perception	0.215	0.807	0.010	0.990	0.010	0.990
Brand Constancy	0.659	0.518	0.990	0.372	1.024	0.361
Potential Risk	0.683	0.505	1.500	0.224	1.428	0.242
Brand Switching	3.725	0.025	3.364	0.036	3.500	0.032
Brand Personality	1.136	0.322	0.225	0.798	0.233	0.793
Brand Potency	1.824	0.163	0.916	0.401	0.926	0.398
Consumer Decision-Making	6.061	0.003	4.310	0.014	4.145	0.017

customers, which is shown in the analysis of variance (ANOVA) Table 14. Hence, we can reject our null hypothesis H02d for the factors stated above. For the rest of the factors, like awareness, brand perception, brand switching, and consumer decision-making, there is an insignificant relationship between the mean scores for the occupation of the respondents. So, we accept our null hypothesis for the rest of the five factors.

✎ **H02e :** There is no significant relationship between the average scores of different factors of cause-related marketing consumption behavior for different income groups.

There is a significant relationship between factors like brand switching and consumer decision-making on the income of the respondents, as shown in Table 15. Hence, our null hypothesis H02e stands rejected for these two factors. For factors like awareness of cause-related products, commitment to brand perception, brand constancy, potential risk, brand personality, and brand potency, there is an insignificant relationship between the mean scores for the occupation of the respondents. So, we accept our null hypothesis H02e for the rest of the seven factors.

Discussion

The findings have shown that customers are highly committed to social cause-related marketing products, in which the "commitment factor" also gets the highest mean out of nine variables. CFA results also indicate that all independent variables like brand perception, brand constancy, brand switching etc., have a positive impact on the dependent variable (i.e.) consumer decision-making. It is found that demographic factors like educational qualification, occupation, and income also have a positive effect on consumer buying decisions for cause-related products. We can also conclude that the majority of customers are attracted by cause-related marketing programs when they adopt a new brand or prefer to buy the existing product from a company that prefers to support general health and life-saving issues like providing education to poor children, unemployment, HIV/Aids, street children, poverty, cancer, TB, animal-related causes etc., and other related cause. Customers have also actively contributed (more than 4–6 times) to some charity in the past, which was revealed from the demographic profile of the respondents and had a positive influence on their buying behavior concerning a cause-related marketing cause.

Managerial and Theoretical Implications

Based on the fact that the "commitment factor" has the highest mean of all the factors, businesses should prioritize establishing and upholding solid commitments to social causes. This could entail matching consumer-relevant causes with brand messages, beliefs, and activities. To build consumer trust and loyalty, businesses should make investments in techniques that improve brand perception and guarantee consistency across all touchpoints (Suryavanshi et al., 2023). To positively influence consumer buying behavior, companies should target specific demographic segments, such as high-income and professionals, etc., with their marketing efforts based on their preferences and purchasing behavior. These segments can then be used to give incentives or gift-matching schemes to encourage charitable contributions. Authenticity and transparency are essential in cause-related marketing. Businesses should be upfront and honest with customers about their social responsibility programs and make sure that their efforts are transparent. Relationships between brands and consumers can be strengthened, and loyalty can be increased by demonstrating a sincere commitment to social responsibility.

Limitations of the Study and Scope for Further Research

The study was conducted only in South Bangalore. Other locations can be explored to analyze the behavior of customers for cause-related products. As most of the respondents in the study did not maintain records to show the exact expenditure and frequency of purchase for cause-related products in the past, the information suffers from a recall bias. This research will be helpful for innovative companies or marketers to promote cause-related marketing campaigns like breast cancer awareness, social media message promotion, and requests for point-of-sales donations in check-out lanes, etc., and also to inform the customers about the different ways to support a cause. Consumers are more volitive or willing to buy products from companies who have been shown interest in social cause marketing campaigns as a long-term commitment and also feel that they are making a small difference by buying their products that promote a social cause (Adomaviciute et al., 2016). We strongly believe that this study will provide solutions to marketers or companies by using different techniques for making attractive or innovative social cause marketing campaigns to provide goods and services that can help people and also to overcome the impact of COVID-19.

Authors' Contribution

Dr. Shikha Bhagat conceived and presented the idea. Dr. Shilpa Sarvani and Prof. M. V. Rama Prasad developed the theory and performed logical computations. Dr. Shilpa Sarvani and Dr. Shikha Bhagat formulated the objectives of the study, identified the sample size, and together developed the questionnaire. Prof. M. V. Rama Prasad worked on the introduction, Dr. Shilpa worked on the literature review, and Dr. Shikha Bhagat conducted the data analysis and results. All the authors together contributed to the conclusions, limitations, future study, and implications.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgment

References

#BrandsGetReal : Championing change in the age of social media. (2017, September 25). *Sprout Social*. https://sproutsocial.com/insights/data/championing-change-in-the-age-of-social-media/#about-the-data

12 best cause marketing campaigns – roundup. (2022, November 30). *MRS Digital.* https://mrs.digital/blog/cause-marketing-examples-2022/

Adomaviciute, K., Bzikadze, G., Cherian, J., & Urbonavicius, S. (2016). Cause-related marketing as a commercially and socially oriented activity: What factors influence and moderate the purchasing? *Engineering Economics, 27*(5), 578–585. https://doi.org/10.5755/j01.ee.27.5.15166

Ahmad, A., & Thyagaraj, K. S. (2015). Impact of brand personality on brand equity: The role of brand trust, brand attachment, and brand commitment. *Indian Journal of Marketing*, *45*(5), 14–26. https://doi.org/10.17010/ijom/2015/v45/i5/79937

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin, 103*(3), 411–423. https://doi.org/10.1037/0033-2909.103.3.411

Banerjee, S., & Mandal, K. (2018). Advertisement vs societal based marketing communication : An empirical analytic comparison vis-a-vis profit contribution. *Indian Journal of Marketing*, *48*(6), 7–21. https://doi.org/10.17010/ijom/2018/v48/i6/127833

Bhagat, S. (2016a). A perceptual study of pester power in the society-with reference to Bangalore. *PES Business Review, 11*(2), 1–10. https://doi.org/10.21842/pes%2F2016%2Fv11%2Fi2%2F140728

Bhagat, S. (2016b). An empirical analysis of customer satisfaction level in fast food industry among the major competitor's [Delhi-NCR]. *International Journal of Advanced Scientific Research and Management*, *1*(10), 23–29.

Bhagat, S., & Ravi, S. S. (2018). Analysis of health drinks : What is satisfying consumer's thirst ? *Indian Journal of Marketing*, *48*(9), 40–54. https://doi.org/10.17010/ijom/2018/v48/i9/131441

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

Campbell, A. (2023, December 27). Cause marketing: Definition, examples and how to do. *Small Business Trends.* https://smallbiztrends.com/2020/01/cause-marketing-definition-examples.html

Carmicheal, K. (2020, July 09). 10 Cause-related marketing campaign examples that inspire us. *Hubspot*. https://blog.hubspot.com/agency/5-tips-to-boost-your-next-cause-marketing-campaigns-reach

Cause marketing: Meaning, examples, benefits and types. (2021, December 20). *Harappa.* https://harappa.education/harappa-diaries/cause-marketing/

Celebrating the Onset of Monsoons – Paper Boat Launches #FloatABoat. (2015, October 27). *MTI News Desk*. https://mtinews.in/celebrating-the-onset-of-monsoons-paper-boat-launches-floataboat/

Chandra, A. (2023, December 11). *Best cause marketing campaigns in India. Brandloom.* https://www.brandloom.com/best-cause-marketing-campaigns-in-india

Chang, C.-T., & Chu, X.-Y. (2020). The give and take of cause-related marketing: Purchasing cause-related products licenses consumer indulgence. *Journal of the Academy of Marketing Science*, *48*(2), 203–221. https://doi.org/10.1007/s11747-019-00675-5

Corporate Target. (2016, February 03). *The big picture*. https://corporate.target.com/sustainability-governance/governance-and-reporting/reporting-progress

Dopson, E. (2022, March 08). 8 cause marketing examples that will inspire your social media strategy. *Sendible.* https://www.sendible.com/insights/cause-marketing

Durant, I. (2023, March 13). Unlock the power of cause-related marketing: Pro tips & examples. *Peep Strategy.* https://peepstrategy.com/what-is-cause-related-marketing/

Elving, W. J. (2013). Scepticism and corporate social responsibility communications: The influence of fit and reputation. *Journal of Marketing Communications, 19*(4), 277–292. https://doi.org/10.1080/13527266.2011.631569

Ferraris, A., Giudice, M. D., Grandhi, B., & Cillo, V. (2020). Refining the relation between cause-related marketing and consumers purchase intentions: A cross-country analysis. *International Marketing Review*, *37*(4), 651–669. https://doi.org/10.1108/IMR-11-2018-0322

Gadhavi, D. D., Shukla, Y. S., & Patel, J. D. (2014). Moderating role of cause-related marketing campaign between attitude towards products and purchase intention: An experimental analysis. *Indian Journal of Marketing*, *44*(3), 35–42. https://doi.org/10.17010/ijom/2014/v44/i3/80427

Gilbert, J. (2020, March 31). Why cause marketing matters more now than ever before. *Forbes*. https://www.forbes.com/sites/forbescommunicationscouncil/2020/03/31/why-cause-marketing-matters-more-now-than-ever-before/#3932039e1356

Grolleau, G., Ibanez, L., & Lavoie, N. (2016). Cause-related marketing of products with a negative externality. *Journal of Business Research, 69*(10), 4321–4330. https://doi.org/10.1016/j.jbusres.2016.04.006

Gupta, S., Chaudhry, H., & Kamal, H. (2015). Exploring the relationship between demographic factors and consumers' buying behaviour towards cause - based marketing: An assessment study. *Indian Journal of Marketing*, *45*(10), 49–61. https://doi.org/10.17010/ijom/2015/v45/i10/79800

Hair Jr., J. F., Hult, G. T., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). An introduction to structural equation modeling. In, *Partial least squares structural equation modeling (PLS-SEM) using R classroom companion: Business.* Springer. https://doi.org/10.1007/978-3-030-80519-7_1

Han, C., Thomas, S., Yang, M., & Cui, Y. (2019). The ups and downs of open innovation efficiency: The case of Procter & Gamble. *European Journal of Innovation Management*, *22*(5), 747–764. https://doi.org/10.1108/EJIM-04-2019-0108

Handa, M., & Gupta, S. (2020). Digital cause-related marketing campaigns: Relationship between brand-cause fit and behavioural intentions. *Journal of Indian Business Research*, *12*(1), 63–78. https://doi.org/10.1108/JIBR-09-2019-0285

Howie, K. M., Yang, L., Vitell, S. J., Bush, V., & Vorhies, D. (2018). Consumer participation in cause-related marketing: An examination of effort demands and defensive denial. *Journal of Business Ethics*, *147*(3), 679–692. https://doi.org/10.1007/s10551-015-2961-1

Hu, L.-T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, *6*(1), 1–55. https://doi.org/10.1080/10705519909540118

Jeong, H. J., & Kim, J. (2020). Benefits of cause-related marketing for companies and nonprofits: Focusing on the roles of self-corporate congruity and issue involvement. *International Review on Public and Nonprofit Marketing, 17*(3), 317–330. https://doi.org/10.1007/s12208-020-00247-2

Kureshi, S., & Thomas, S. (2020). Testing the influence of message framing, donation magnitude, and product category in a cause-related marketing context. *Journal of Marketing Communications*, *26*(3), 268–289. https://doi.org/10.1080/13527266.2018.1528475

Moosmayer, D. C., & Fuljahn, A. (2010). Consumer perceptions of cause-related marketing campaigns. *Journal of Consumer Marketing*, *27*(6), 543–549. https://doi.org/10.1108/07363761011078280

Morgan, S. (2024, January 13). Gift ideas from companies that give back. *Stump Blog*. https://stumpblog.com/gift-ideas-from-companies-that-give-back/

Partouche, J., Vessal, S., Khelladi, I., Castellano, S., & Sakka, G. (2020). Effects of cause-related marketing campaigns on consumer purchase behavior among French millennials: A regulatory focus approach. *International Marketing Review*, *37*(5), 923–943. https://doi.org/10.1108/IMR-12-2018-0348

Quynh, N. H. (2019). The moderating influence of brand image on the relationship between customer engagement and customer loyalty. *Indian Journal of Marketing*, *49*(9), 42–56. https://doi.org/10.17010/ijom/2019/v49/i9/146939

Ravi, S. S., & Bhagat, S. (2017). Influence of merchandising and pricing strategies on consumer buying behaviour – A cross-sectional study of hypermarkets in Bangalore city. *International Journal of Management*, *8*(3), 180–189.

Ravi, S. S., & Bhagat, S. (2020). Will mobile application technology help retail merchandising? Breakthrough innovation by FMCG companies. *Indian Journal of Marketing, 50*(12), 24–39. https://doi.org/10.17010/ijom/2020/v50/i12/156307

Shimpi, S. S. (2018). Social media as an effective marketing tool : An empirical study. *Indian Journal of Marketing*, *48*(7), 36–50. https://doi.org/10.17010/ijom/2018/v48/i7/129725

Silva, S. C., Duarte, P., Marinho, A. F., & Vlačić, B. (2021). How permeable to cause-related marketing are millennials? *International Review on Public and Nonprofit Marketing*, *18*(3), 335–360. https://doi.org/10.1007/s12208-021-00276-5

Srivastava, R. (2020). For brand alliance social or cause related marketing which one is better? A study in emerging markets. *International Journal of Nonprofit and Voluntary Sector Marketing*, *25*(2), e1656. https://doi.org/10.1002/nvsm.1656

Steiger, J. H. (2007). Understanding the limitations of global fit assessment in structural equation modeling. *Personality and Individual Differences*, *42*(5), 893–898. https://doi.org/10.1016/j.paid.2006.09.017

Suryavanshi, A. K., Bhatt, V., Thomas, S., Patel, R., & Trivedi, T. (2023). Predicting CRM purchase intention by examining congruence, shopping orientation and mood moderation: Applying congruence theory with SEM-ANN-NCA method. *International Review on Public and Nonprofit Marketing*. https://doi.org/10.1007/s12208-023-00393-3

Thomas, S. (2023). Determinants of cause-related marketing participation intention: The role of consumer knowledge, cause scope and donation proximity. *Journal of Nonprofit & Public Sector Marketing*, *35*(2), 194–214. https://doi.org/10.1080/10495142.2021.1970077

Tsiros, M., & Irmak, C. (2020). Lowering the minimum donation amount increases consumer purchase likelihood of products associated with cause-related marketing campaigns. *Journal of Marketing Research*, *57*(4), 755–770. https://doi.org/10.1177/0022243720916463

Vrontis, D., Thrassou, A., Christofi, M., Shams, R., & Czinkota, M. R. (2020). Cause-related marketing in international business: What works and what does not? *International Marketing Review*, *37*(4), 593–601. https://doi.org/10.1108/IMR-05-2019-0144

Yadav, M. (2017). Social media as a marketing tool : Opportunities and challenges. *Indian Journal of Marketing*, *47*(3), 16–28. https://doi.org/10.17010/ijom/2017/v47/i3/111420

About the Authors

Dr. Shikha Bhagat is an Assistant Professor in the School of Business and Management at Christ University, Bengaluru. She holds a gold medal from Guru Nanak Dev University, Amritsar, and boasts of over 13 years of experience in teaching and research. She has also presented her academic and research-based work at numerous national and international conferences and has also received the best paper award for her work.

Dr. Shilpa Sarvani is a distinguished marketing Professor at Christ University with expertise in marketing. Equipped with a doctorate in retail marketing, she combines academic rigor with practical insights. The author utilizes her four years of experience as the in-store brand manager for Colgate-Palmolive Limited to provide tangible context for abstract concepts. She has published papers in prestigious journals and received awards for the best research paper.

Prof. M. V. Rama Prasad is a post-doctoral fellow and was the Director of GITAM School of Business, Bengaluru, for about seven years, with over 34 years of teaching and research experience. Prof. Rama Prasad was conferred the UGC National Research Award by UGC for post-doctoral research. He completed three research projects and published four books and 100 research papers in national and international journals. Prof. Rama Prasad was the recipient of the best teacher and best researcher awards from GITAM University.