

Does the cause related market really predict the consumer purchase intention?

¹Muhammad Hasnain Ababs Naqvi, ²Mishal Hasnain Naqvi, ³Ijaz Hussain Bokhari

Article History:	ABSTRACT
Received: 15 Feb, 2023	Purpose: The current study intends to evaluate how to cause promotion strategy shapes customer viewpoint, perception, and purchasing behavior. To achieve the research objectives of the present study considered the integrated model based on the theory of planned behavior. The integrated model evaluates the role of causal marketing towards the consumer purchase intention. In addition to that the present study proposed that the consumer perception and attitude, and brand loyalty significantly mediate the association between causal marketing and consumer purchase intention.
Revised: 18 April, 2023	
Accepted: 22 May, 2023	Design and Methodology: The present study used the non-probability sampling technique. The association among the latent constructs was evaluated using the structural equation modeling technique. The findings of the current study revealed a link between causal marketing and purchasing behavior and attitude. Consumers are more inclined to support corporations that participate in cause campaigns and acquire a favorable view of the firm and its products. The study's main result is that while consumers may be more favorable to causal Marketing, the trademark must be regarded to have a usual link with the cause. Furthermore, causal marketing has the potential to elicit a more favorable shift in brand attitude than sales promotion. This shift in attitude is influenced by the consumer's perception of the approach itself.
	Findings: Finding of present study affirms that brand loyalty and consumer perception, and attitude significantly and positively linked with the consumer purchase intentions. Furthermore, the findings affirm that brand loyalty and consumer perception, and attitude significantly and positively mediate the association between the causal marketing and consumer purchase intention.
	Implications: Causal Marketing may also elicit a favorable shift in brand attitude more successfully than a promotional strategy. This shift in mindset is dependent on the consumer's reaction to the approach itself.
	Keywords: Causal Marketing, Brand Loyalty, Consumer perception and attitude, Consumer purchase intention.

^{1,3} School of Commerce and Accountancy, University of Management and Technology, Lahore, Pakistan. Corresponding author Email: hasnain.naqvi@umt.edu.pk.

² School of Professional Advancement, University of Management and Technology, Lahore, Pakistan, Email: mishal.naqvi@umt.edu.pk

1. Introduction

To achieve corporate goals, an increasing number of businesses are integrating in a commercial relationship with nonprofit organizations (Cunningham 1997; Mescon and Tilson 1987; Ross, Stutts, and Patterson 1991, Majava, Isoherranen, et al.2013). Causal Marketing is one of such examples of marketing collaboration. The definition of this term is still a debate, whereas causal marketing notion entails payment to non-profit organizations based on purchases done by customers of a nominated product. (Varadarajan & Menon 1988, Hartmann, et al.2011; Thomas et al., 2020). Grewal et al. (2017b), also advised that business strategies should incorporate cause related marketing strategies to create emotional bond with consumers and increasing engagement levels.

In the present world scenario, there are various public concerns regarding social and environmental issues. Therefore, corporations have begun to link their products with a wide range of causes (Yechiam et al., 2002; Yushi et al., 2018; Vrontis et al., 2020). Doing so creates a positive brand and customer loyalty image and hence causing customers to engage more in dealings. (Till & Nowak, 2000). Similarly, causal marketing has been proposed as a single-win approach in a world of increased competition, product parity, and demanding customers (Holmes and Kilbane 1993, Ptacek and Salazar 1997). And such associations affect the perceptions of corporation and how consumers get effected by such products and services. (Brown & Dacin, 1997). Advertising plans serve the public, produce goodwill and income for the firm consequently, it promotes favorable sentiments for the customer of their buying choices. Causal marketing is one of such examples of marketing in which integrating in a commercial relationship with non-profit organizations through collaboration. The definition of this term is still debate, whereas causal marketing notion entails payment to non-profit organizations based on purchases done by customers of a nominated product.

Likewise, advertising plan serves the public, produces goodwill and income for the firm, and, as a consequence, it promotes favorable sentiments for the customer of their buying choices (Bloom, Hussein et al. 2018). Furthermore, causal Marketing is appealing, as it serves the purpose of proposition to nonprofit organizations in the face of reduced government financing and growing competitiveness for individual donor donations (Andreason, 1996; Fan et al., 2020; Meyer 1999; Bendapudi, Surendra, and Bendapudi 1996).

However, this technique comes with several possible hazards for both partners. Corporate partnerships may be pursued by a nonprofit organization at the price of cultivating a separate giver base, and the sustainability of this type of business sponsorship has been interrogated (Andreason 1996, Caesar 1987, Smith & Higgin 2000, Berglind & Nakata 2005). Causal marketing is a two-way process because reaping benefits for corporations causes financial gains and support through charities and social causes (Docherty & Hibbert, 2003; Polonsky & Wood, 2001)

Furthermore, an unsuitable companion decision might jeopardize the nonprofit organization's legitimacy (Vyavene, & Rabbane, et al. 2016). Similarly, there are various concerns

for the business partner involved in this strategy. For example, there is a danger of customer awareness of nonprofit organization exploitation (Andreason 1996; Webb and Mohr 1998). Another complaint leveled about causal Marketing is its inability to measure results, as well as its efficacy in capturing customer attention(Meyer 1999, (Fan, Deng et al. 2020)

Causal Marketing is comparatively a new phenomenon, with its beginnings traced back to an American Express initiative in early 1980s A (Till & Nowak, 2000). In the year 1983, American Express initiated a program for the renovation of statue of liberty, which marks as the first worldwide CRM program.Cards were used with an increase rate of 28% and US\$ 1.7 million was donated by the locals for the project's sake (Adkins, 2000; Andreasen, 1996; Smith & Higgins, 2000). The continuous growth occurring in this area is a result of the positive outcomes experienced by major corporations in their CRM programmes (Barone et al., 2000).

Causal Marketing is in decline. Under the preview of the field of marketing communications, this discipline is known for experiencing substantial transformation by moving toward a more combined strategy, as well as more focused and responsible initiatives. (McArthur and Griffin 1997, Rust, and Oliver 1994. Schultz and Kitchen 1997, Stewart 1992, Madahi & Sukati 2012). The primary goal of marketing strategy and building infrastructure include boosting brand viewpoint and generating purchase purpose (Berner et al., 2001, Belch & Belch 1998, Rossiter & Percy 1998). The achievement of a certain message in the consumer's attitude toward the product can have an impact on reaching those goals (Lafferty, Goldsmith Mitchell and Olson 1981; Mitchell and Olson 1990; Miniard, Bhatla, & Rose 1999, Lafferty & Goldsmith 1999, Lafferty& Goldsmith 1999; Nah Hong, 2007; Chang & Chu, 2020). High level of commitment is required to achieve such cause (Dean, 2003). Till and Nowak (2000) stated that CRM is both strategic and tactical.

In this particular case, causal marketing strategy is rising the customer expectations and shaping it through communication (Christofiet al. 2019).Taking into consideration the awareness related to social accountability (Cunningham 1997, Ptacek & Salazar 2000) Sen and Morwitz 1996, Sen and Morwitz 1997).There is an indication to imply that customers are becoming savvierand prepared to use their buying power to reward or penalize businesses depending on their performance and their societal obligation (Creyer 1997, Sen and Bhattacharya 2001; Sen & Bhattacharya 2002). Given the previous reviews, it might be said that causal marketing might be the mainly suitable strategy for attaining the main communication effects. CRM provokes the social behavior and prevent those behavior which are anti-social. (Abdullah, et al. 2021).

The purpose of this study is to add value in the causal marketing. As described in the prior section, it is necessary to comprehend how causal marketing differs from traditional marketing. In terms of fulfilling important objectives, and different types of marketing communications goals for communications this comprehension should also encompass how when compared to alternatives, people choose causal Marketing strategies. Furthermore, theory of planned behavior claims that individuals act according to subjective norms, values, attitudes, and perceived behaviors. The present study proposed that causal marketing, brand loyalty and consumer perception and attitude

predict the consumers purchase intention. The present study intends to contribute to existing literature and underpinning theory by empirically testing the association among the latent constructs.

This research determines to examine and explain the effects of causal related marketing (CRM). Campaigns on purchase purposes causal Marketing CRM is a prominent hybrid marketing tactic that associates charitable giving with sales promotion. CRM has a strong track record of boosting consumer purchases while also doing well for society. A cause-based marketing strategy will provide several benefits to the firm, but it is important to remember that the main goal should be to have a good influence. We anticipate that customers' intentions to purchase causal Marketing sponsor brands will be positively influenced by the current social responsibility image (Santoro et al. 2019). A favorable image of social responsibility reveals brand linkages that tend to have a beneficial impact on consumer trust. This study specifically explored the consumer's motivations and attraction to various sorts of reasons, as well as how this subject remains unsolved (Christofi et al., 2020; Vanhamme et al., 2011). This research aims to distinguish between the reasons why customers favor one cause over another, this concept is also known as brand-cause fit, which occurs when a customer develops an emotional attachment to a brand. When implementing the causal Marketing strategy, it is important to carefully choose the appropriate cause and brand. "Concerning brand-cause, Simmons and Becker-Olsen (2006).

2. THEORETICAL BACKGROUND AND HYPOTHESIS

According to the definition of Varadarajan and Menon (1988, p. 60 cited in Gupta & Pirsch, 2006), causal marketing is the procedure of expressing and applying marketing actions that are considered by a proposal from the firm to donate a stated amount to an elected cause after customers involve in revenue providing contacts that fulfill structural and separate objectives.

There are several methods to give to charity, ranging from one-time gifts to regular contributions (see e.g., Save the Children 2011). This suggests that several sorts of donors exist, with some being more active than others. Donors who are active consumers (Verhaert and Van den Poel 2011) should be familiar with the charitable organizations they have a charitable organization to which they give. This is because brand familiarity develops over time. By direct or indirect brand experience (Alba & Hutchinson 1987, Lafferty 2009). As a result, brand familiarity is positively associated with experience, and experience will increase brand familiarity. Grow in proportion to the number of donations.

Causal Marketing has had a tremendous influence on businesses, organizations, and customers since its inception. Multinational corporations agree that CRM efforts have an impact on their effectiveness (Peters, et al., 2006). In the face of diminishing product pricing and advertising opportunities, Companies try to renew their products considering saturated markets and shorter product lifecycles. Brands associating them with ethical concerns allow them to distinguish between the competitors, as well as to improve their brand placing (Meffert & Holzberg, 2009).

According to Berglind, and Nakata (2005), the CRM plan is not a generic "feel-good" or consciousness-raising activity, but rather an endeavor to generate resources for specific needs. Furthermore, the writers emphasize the importance of distinguishing the difference between cause advertising and social advertising the first is improving. A company's market position, whilst the second draws emphasis on the socially poor, with no marketing or advertising.

2.1. Consumer Perception

According to Kotler (2005), the awareness construction procedure consists of four steps. First steps include when consumer receives the outside information, second is when consumer tires to picks the data; and the third is when the information is structured and processed. The information is understood in the last phase. Awareness is considered the linchpin of acquiring information, not only about items but also about all else in the world. The public has different perspectives on things and everything else. The method people's choices and interpretations of items will differ greatly from one another else chooses and understands them.

The general awareness is composite to analyze, it includes joining many dissimilar sensual inputs. Perception is defined as an act of observing and interpreting a phenomenon by means of senses and mind. Perception is not related to only basic senses such as visual, flavor and taste but it can also be formed by learning or experiencing new things (Blythe, 2008).

Behaviors of consumers cannot be categorized in one form as it surfaces in many different types. It is well documented that Behavior and context interact, it can explain in well by saying consumer behavior is formed in context to their needs and what is readily available to meet their needs. Therefore, consumer behavior is potentially influenced by psychological factor perception (Korzen & Lassen 2010). Broderick et al. (2003), hypothesize that effective CRM can influence consumer perception regarding an organization and its products.

2.2. Consumer Attitude

Despite of the various advantages to corporation and non-profit organizations, the participation level of customers in awareness and commitment becomes the significant component of CRM. (Broderick, Jogi, & Garry, 2003). The consumer perception and attitudes play a crucial in terms of CRM programmers (Adkins, 2000).

Previous studies have shown that values are the building blocks of individual behaviors and attitudes in a variety of situations (Rokeach, 1973). Values shapes our attitude towards diverse situations similarly it impacts our buying behavior such as choice of products (Rose, Shoham, Kahle, & Batra, 1994), gifts (Beatty, et al., 1993), shopping, nutritional attitudes, and consumption patterns. Therefore, values play a vital role in shaping attitudes towards behavior such as helping behavior, donations and cause related marketing purposes.

Burnett and Wood (1988) suggest that few some characteristics of CRM are related to elements of donation, pro-social activities. Pro-social behaviors are those positive behaviors that done with voluntarily intention including helping others. Likewise, employees participating in a CRM campaign can provide consumers with an outlet to 'help' society, thereby appealing to their pro-social activities.

According to the theory of planned behavior marketers predict the individual's perception and attitudes using the various marketing methods (Setiawan, Afiff, & Heruwasto, 2020). Considering the review of existing literature and underpinning theory the present study proposed the following hypothesis:

H1: Causal Marketing influence consumer perception & attitude.

2.3. Consumer perception & attitude on consumer purchase decision

Consumer surveys can help corporations to identify where and how they should position their product or service in relation to increased sales, brand awareness, corporate reputation, and customer loyalty. Similarly, managers and marketers must ensure that their corporate activities are perceived as responsible from the consumer perspective (Endacott, 2004)

Consumers will buy from organizations that give the most consumer-perceived cost for them, precious by their perceptions. In other words, the one that can offer the best experience of a product and or services for their customers. As a result, a firm's effort to influence consumer views of their facilities by, for example, building their image and generating long-term connections with customers. Customers (Kotler and Armstrong, 2011). Because perception is so important Consumer perception criteria, such as reputation and quality, are subjective among people Age, income, degree of education, lifestyle, and personality are all considerations to consider.

Based on the writers' various definitions and interpretations of buying intention purchase intention, it may be claimed, is based on a consumer's willingness to acquire a given product or service under certain conditions. Dehghani as well as Tumer (2015) adds to the argument that purchasing intent is a variable that is affected by a variety of factors. Several external and internal considerations, such as price, perceived quality, and value. Consider purchase intent as a complicated process that is linked to customer behavior under the theory of planned behavior. Customer perceptions, and attitudes, and may be used to anticipate the buying process. Furthermore, Armstrong and Kotler (2011) contend that before a consumer makes a final purchasing choice, they create a buying intention.

H2: Consumer perception and attitude have a positive impact on consumer purchase intention.

H3: Consumer perception and attitude significantly mediates the relationship between causal marketing and consumer purchase intention.

2.4. Causal marketing affects brand loyalty

In the current era, multinational corporations are aware of benefits of having CRM strategies. (Koschate-Fischer et al., 2012; Robinson et al., 2012; Andrews et al., 2014) Effective CRM strategies not only generate revenue but also provide a higher level of brand loyalty and overall organizational performance (Chaudhuri and Holbrook, 2001). Studies have indicated that CRM initiatives impacts the brands loyalty, doing so makes consumer involved in contribution to social problems (Van den Brink et al., 2006).

Introducing CRM strategies offer various benefits to companies (Barone et al., 2000; Chéron et al., 2012). Studies have suggested that CRM campaigns are favorable on the consumer side which is eventually becomes beneficial for the brand as well. Including purchase intentions, brand loyalty and selection (Barone et al., 2000).

Previous studies also reports that consumers are more likely to buy products from the companies that are good corporate citizens for example aligned with a social cause (Kropp et al., 1999; Boenigk and Schuchardt, 2013; Vilela and Nelson, 2016)

Moreover, some scholars have shown that purchasing power of consumers also depends on CRM based products and strategies, especially when consumer has perception of contributing into relevant causes (Youn & Kim, 2008; Wymer & Samu, 2009). Hence, it is well documented and evident that CRM strategies and campaigns positively effects consumers buying decisions and behaviors (Chéron et al., 2012; Galan Ladero et al., 2015), and which in turns into brand loyalty.

Prior literature on CRM purchase intention is an outcome variable under theory of planned behavior and is a pivotal and popular construct that has been routinely used by advertising scholars and practitioners to measure the intent of buying (Hajjat, 2003; Spears & Singh, 2004; Lafferty, 2009; Bigné-Alcañiz et al., 2012). Purchase intention is an antecedent of buying behaviour. It refers to customers' intention to conduct a purchase or a commitment by customers to respond in a certain way, that is, a tendency or likelihood to buy.

H4: Causal marketing has a positive impact on brand loyalty.

2.5. Effect of brand loyalty on consumer purchase intention

Brand loyalty is comprised of various essential aspects that impact buying intention, such as the brand name, product design, pricing, and the retail atmosphere. All of which influence the customer's purchase intention to acquire the brand or product.

The notion brand loyalty has been challenged to define and measure in two different dimensions such as attitudinal and behavioral (Dick & Basu, 1994). Brand loyalty is the composition of these two factors. On one side, attitudinal component signifies the positive relation or bond between brand and consumer and this approach in turn, coincides between brand attributes and consumer preferences. On the other side, from the behavior point of view, the foundation of loyalty

is referred to consumer's prior purchase resulting in a purchase habit. (Dick and Basu, 1994). And such habits form the consumer purchasing intention.

Brand loyalty is defined as "a deeply held commitment to re-buy or patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1997).

In line with these arguments related to brand loyalty, Customer loyalty permits them to form habits such as buying from the same brand or store, and as they grow more faithful, they are less motivated to consider other choices such as reduced prices or enticing elevations, and they are more likely to move to participants (Atilgan et al., 2005). Customers who are loyal to the brand come back again & again. Attaining this kind of customer retaining is a massive win for businesses.

Brand loyalty refers to consumers' positive connections with a brand or product. Customers that exhibit brand loyalty are dedicated to a service or product, as shown by the repurchasing in the face of competitors' attempts to draw them away. Corporations invest much in customer relations and advertising to develop and maintain loyalty to the brand for a very well business. Despite Pepsi's marketing and promotional effort, Cola is the biggest Company and is a well-established brand, with customers demonstrating brand loyalty and trust. The theory of planned behavior links the brand with consumers and consumer purchase intention. Considering the above discussion, the present study proposed that:

H5: Brand loyalty positively relates to consumer purchase intention.

H6: Brand loyalty mediates the association between causal marketing and consumer purchase intention.

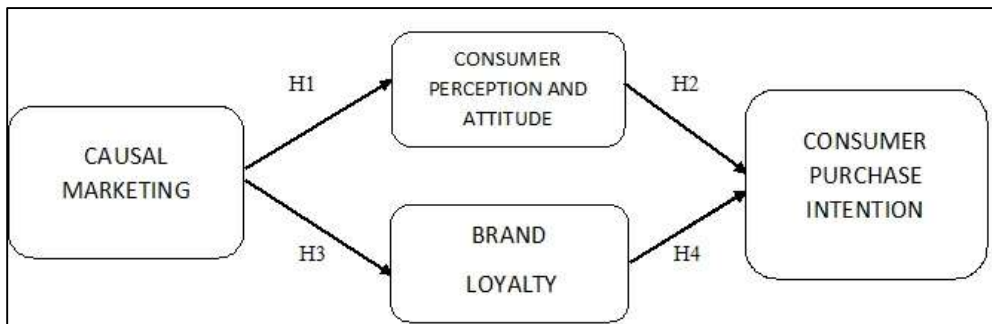


Figure 2-1 Theoretical Framework

3. Research Methodology

Research Philosophy

It's critical to have a strong understanding of the research viewpoint to achieve the goals of our thesis. We shall utilize these assumptions because research philosophy contains crucial assumptions about how researchers see the world. To support our study plan (Saunders et al. 2009, p. 110). Colleagues assert that there are four varieties of study ideologies, specifically positive Realist, interpretivism, and pragmatism.

Research Strategy

In general, there are two types of data-gathering methods: qualitative and quantitative. According to Hollensen and Svend (2007), qualitative research delivers a complete perspective of a study topic by incorporating a higher number of factors while polling just a small number of respondents. The analysis of survey research data is created on surveys from a wide collection of respondents. The distinction between these two strategies is obvious. First, the qualitative technique is concerned with report examination, whereas the quantitative method is concerned with the numerical examination. Second, whereas qualitative statistics can be noticed but not measured, quantitative information can. Third, the qualitative technique must be examined in a mixture with the context, making it more difficult. Because this theory employs the questionnaire technique, the study in this theory is quantitative in nature. To generalize in what way a collection of students perceives organizations engaging in CRM campaigns, a somewhat large sample of replies is required, making quantitative approaches more appropriate for our research.

Population and Sample Size

We conducted a quantitative analysis to make population-wide generalizations. However, it is very hard to see every individual in a population in research. Furthermore, it must not be believed that survey would still produce extra meaningful consequences than gathering data on a sample that reflects the full people. Thus, when time is limited and the findings of the gathered data are required soon, sample collection is a critical phase in the research procedure (Saunders et al., 2009).

The present study used the non-probability sampling technique to determine the minimum sample size to validate the findings of current study. The current study used the G*Power calculator to calculate the minimum sample size to validate the findings. According to the G*Power calculator, the minimum sample size required for the validation of findings is 74 based on the number of predictors. Considering the minimum sample size determined through G*Power, in total 250 questionnaires were distributed to respondents. Out of which in total 170 responses were received

out of which 8 questionnaires were discarded and 162 questionnaires were used for the testing of hypothesis.

4. Data Analysis

The questionnaire survey used in the present study was based on the total 18 items adapted from the existing literature. The questionnaire was distributed to around 250 people, with a return rate of 65%. There were 51 female responses and 111 male responders. The questionnaire had 20 questions, the first two of which were about the respondent's age and gender. The remaining questions were aimed to elicit a more in-depth insight into CRM perspective, viewpoint, and purchasing choice. This section provides a summary of the responses we got. We utilized Microsoft Excel (2016), SPSS22, and SmartPLS to analyze the data. In an Excel spreadsheet, we coded our data using numeric codes to demographic characteristics. There's no need for coding because certain variables already had numeric ratings ranging from 1 to 5. Age and gender were categorized in demographic variables since they were assessed quantitatively.

Almost 80% of the participants are aware of CRM initiatives and heard of such advertising methods. About the meaning of this marketing effort, respondents said they were "unsure." The campaign, even though it is preferable if the corporation participates in such a campaign the program should continue to help the charity for a longer period.

4.1 Descriptive Statistics

Table 1: Descriptive Statistics

		Age			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	20-25	64	38.8	39.5	39.5
	26-30	59	35.8	36.4	75.9
	31-35	23	13.9	14.2	90.1
	36-40	9	5.5	5.6	95.7
	above 40	7	4.2	4.3	100.0
	Total	162	98.2	100.0	
Missing	System	3	1.8		
Total		165	100.0		

Table 1 Covers respondents' age info, out of 162 respondents age shown 64 respondents aged fall among (younger than 25 years), 59 respondents age fall among (26 years to 30 years), and 23 respondents age fall between (31years to 35 years), It specifies that 74.5% of respondents have age

between (younger to 29 years), 20% of respondents have aged between (31 years to 40years), 4.2% respondents have age above (40 years), This study designates that maximum of data composed from persons who fall among younger to 29 years. In this study, there was no limit on age limit while gathering data.

Table 2: Reliability Testing

Items	Loadings	CA	CR	AVE
CM_1	0.803			
CM_2	0.819			
CM_3	0.790	0.833	0.889	0.666
CM_4	0.852			
BL_1	0.895			
BL_2	0.871			
BL_3	0.887	0.914	0.939	0.795
BL_4	0.912			
CPA_1	0.671			
CPA_2	0.859			
CPA_3	0.849	0.832	0.890	0.670
CPA_4	0.880			
CPI_1	0.869			
CPI_2	0.856			
CPI_3	0.865	0.858	0.904	0.704
CPI_4	0.760			

CM = Causal Marketing, **BL** = Brand Loyalty, **CPA** = Consumer Perception and Attitude, **CPI** = Consumer Purchase Intention.

Table 2 illustrates the assessment of reliability and validity of latent constructs. The two items of causal marketing fail to meet the loading criterion and were dropped from final analysis. The present study evaluates the reliability and validity using Cronbach alpha, composite reliability, and average variance extracted. Table 3 illustrates assessment of convergent validity using HTMT approach along with VIF values. The results of table 2 and table 3 affirm that there is no issue of reliability and convergent validity.

Table 3: Convergent Validity

Variables	VIF	1	2	3	4
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1	Brand Loyalty	2.567			
2	Causal Marketing	1.081	0.309		
3	Consumer Perception and Attitude	2.467	0.593	0.228	
4	Consumer Purchase Intention	1.000	0.842	0.268	0.300



Figure 1: Assessment of Reliability and Convergent Validity

4.2 Testing of Hypothesis

Table 4 Illustrates testing of hypothesis the findings indicate that causal marketing significantly associated with the brand loyalty and consumer perception and attitude ($\beta = 0.272, t = 5.364, p = 0.000$; $\beta = 0.192, t = 3.707, p = 0.000$) while indicate an insignificant association with consumer purchase intention ($\beta = 0.039, t = 1.514, p = 0.130$). In addition to that brand loyalty and consumer perception and attitude significantly and positively mediate the association between causal marketing and consumer purchase intentions ($\beta = 0.060, t = 3.700, p = 0.000$; $\beta = 0.128, t = 3.645, p = 0.000$).

Table 4: Testing of Hypotheses

	Coeff.	SD	T Statistics	P Values
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Causal Marketing -> Brand Loyalty	0.272	0.051	5.364	0.000
Causal Marketing -> Consumer Perception and Attitude	0.192	0.052	3.707	0.000
Causal Marketing -> Consumer Purchase Intention	0.039	0.026	1.514	0.130
Brand Loyalty -> Consumer Purchase Intention	0.222	0.043	5.131	0.000
Consumer Perception and Attitude -> Consumer Purchase Intention	0.667	0.040	16.598	0.000
Causal Marketing -> Brand Loyalty -> Consumer Purchase Intention	0.060	0.016	3.700	0.000
Causal Marketing -> Consumer Perception and Attitude -> Consumer Purchase Intention	0.128	0.035	3.645	0.000

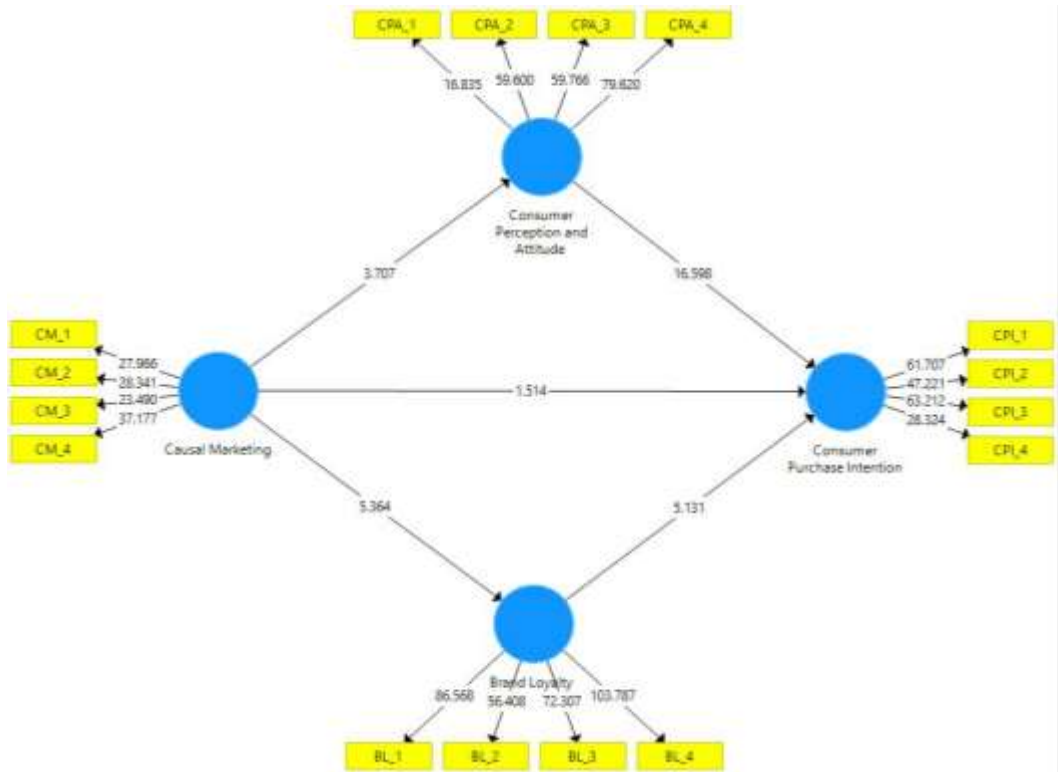


Figure 2: Assessment of Structural Model

4.3 Discussion

The underlying objective of current study was to evaluate the role of causal marketing to predict the consumer purchase intention. In addition to that the present study proposed that brand loyalty and consumer perception and attitudes significantly mediate the association between causal marketing and consumer purchase intention. The current study considered the theory of planned behavior as underpinning theory to propose the association among the latent constructs.

The findings of present study reveals that causal marketing insignificantly yet positively linked with the consumer purchase intention. The findings of present study well aligned with the existing literature which affirms that the purchase intention is not important or can be insignificant in multiple situations for instance if the donation paid to the non-profit organizations were high resultant insignificant association with purchase intention behavior (Chang, 2008; Kureshi, & Thomas, 2020).

However, causal marketing significantly and positively associated with the brand loyalty and consumer perception, and attitude. The findings of present study well aligned with the existing literature affirms that causal marketing significantly and positively linked with the consumer perception, and attitude, and brand loyalty (Santoro et al., 2019; Luu, & Baker, 2021). In addition to that the finding of present study affirms that brand loyalty and consumer perception, and attitude significantly and positively linked with the consumer purchase intentions. Furthermore, the findings affirms that brand loyalty and consumer perception, and attitude significantly and positively mediate the association between the causal marketing and consumer purchase intention.

5. Conclusion, discussion, and finding.

The primary goal of this study is to examine customer views regarding CRM and its effects. The findings indicated that more positive attitudes about CRM might affect better consumer happiness after purchasing a product tied to this sort of campaign; in turn, greater satisfaction would inspire stronger loyalty to the organization that implements these programs. Concerns regarding responsible consumption among consumers have resulted in several sorts of collaborative connections between the corporate and charity sectors. The most prevalent sort of interaction between a business and an NPO is causal Marketing (CRM).

The results show that causal marketing has a progressive association with consumer purchase purposes. The viewpoint influences an individual in a variety of ways. Individuals' attitudes can impact their attention to arrogant objects, their use of classes for loading data, and their clarification. People like to buy good causal Marketing products.

We reviewed the reported results and provided justifications for our answers to the research questions in this section. The outcomes, findings, practical application, academic contribution,

limits, and prospects are all discussed in this chapter, as well as the conclusion. This part contains a synopsis of the thesis as well as the most relevant findings gleaned from the study.

Customers will buy from organizations that give the most consumer-perceived value for them, affected by their perceptions. In other words, the one that can offer the best experience of a product and or services for their customers. As a result, firms attempt to influence consumer views of their services by, for example, building their image and creating long-term connections with customers. Causal Marketing programs, for example, enable businesses to connect with customers while also demonstrating a commitment to the community. CRM, unlike other marketing and communications platforms, is also an effective means of reaching people on an emotional level.

When customers are given the option to select the sponsored cause, they view the organization to be ethical and socially responsible, boosting the chance of a favorable response to a causal Marketing campaign. Consumers will respond well because in the survey we can get a high positive rate from people to causal Marketing. Research recommends consequences of CRM operations are usually helpful for businesses in addition to for causes. For companies, CRM has been noted to increase sales and improve businesses' image. As for causes, they conventional better funding's. General the influences of causal Marketing on consumers' responses are important.

The brand trust of creation shows brand faithfulness even when the client has a special or competitive alternative. Marketing campaigns are created to cultivate brand loyalty. When customer trends vary but the product does not, brand loyalty might fade. Most of the respondents tell us causal Marketing is one of the best marketing technique customers attract to this strategy and are loyal to the brand and refers to other people.

Finally, as a developing field inside the marketing concept, there is an urgent essential to study the many components of causal marketing strategies. This study's conclusions have significant ramifications for both professionals and academicians. This study proposed a new framework to show the process that results in a positive consumer reaction to causal Marketing. This research has empirically proved the advantages of causal Marketing over other communication tactics (Naqvi et al., 2020). Moreover online social media will help to boost up the sales of the companies which we lead to more marketing campaigns for the existing products and services (Abbas et al., 2020; Naqvi et al., 2021; Naqvi et al., 2019).

Causal Marketing may also elicit a favorable shift in brand attitude more successfully than a promotional strategy. This shift in mindset is dependent on the consumer's reaction to the approach itself. Given the unique score benefits connected with this technique, it is easy to see why both research and practice believe that causal Marketing will continue to flourish. This study was conducted to contribute to a better understanding of the variables that can maximize the efficacy of this method. This research has added to the existing body of knowledge. Collection of information about causal marketing that has offered insight into exploring areas that merit more investigation. Our findings in this research suggest peoples more like causal Marketing. People prefer good causes on other brands and products and feel good to donate something.

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