



Impact of Cause-Related Marketing on Consumer Attitudes and Purchase Intentions in Indian Supermarkets: A TPB Model Analysis

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Abstract

This study investigates how cause-related marketing affects consumer purchases, attitudes, and behaviors in Indian supermarkets. To achieve the study's goal, an extended model of the Theory of Planned Behaviour (TPB) is used, which includes an opinion-based inquiry on Corporate Social Responsibility (CSR) Image, Altruistic Firm Motives (AFM), Consumer-Company Identification (CCI), Perceived Company-Cause Fit (PCCF), Attitude, Subjective Norms, and Perceived Behavioral Control. The CFA analysis found that the suggested theoretical framework met the criteria for reliability and validity. Additionally, the TPB model was evaluated for goodness-of-fit statistics. The findings indicate that cause-related marketing campaigns significantly influence both positive attitudes and positive purchasing intentions. Results revealed that Attitude, Subjective Norm (social pressure), Perceived Behavioral Control, CSR Image, AFM, CCI, and PCCF can all predict purchase intention in response to cause-related marketing.

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Keywords: Cause-related marketing; Purchasing intention; Consumer attitude; Theory of Planned Behaviour.

Introduction

Both environmental groups and charitable organizations with a focus on health behaviour programs aim to enhance people's lives by promoting social responsibility (Chaabouni et al., 2021). Knowing how people feel about their overall happiness and well-being in today's society is crucial for getting people involved and thinking critically about climate change, waste management, and future resource availability (Kim et al., 2022). In addition to business-organized activities, social groups push for endeavours that correspond with individuals' ethical beliefs and community involvement. They have the ability to persuade both organizations and individuals of the importance of appropriate behaviour (Bhatti et al., 2023).

Zhang and Wang, (2010) definition of cause marketing serves as the foundation for many people's research. Cause-related marketing is the deliberate execution of marketing initiatives in which a company offers customers the opportunity to earn a donation to a designated cause in exchange for their participation in revenue-generating transactions that align with the organization's goals and objectives (Bergkvist and Zhou, 2021). In general, shifts in customer opinion and inclinations to purchase CrM items connected with a specific brand serve as measures of marketing effectiveness. IEG Sponsorship Report (2016), 86% of marketing professionals consider brand attitudes to be the most important performance factor when evaluating their involvement with a cause. A further 66% focused on product/brand sales, while 81% prioritized brand recognition (Rego et al., 2021). CrM academics have used an equivalent paradigm to analyze attitudes and purchasing intentions as dependent variables (Galan et al., 2015).

Previous research on cause-related marketing raises important questions for managers and social organizations. Successful firms must include cause-related marketing into their operations to boost sales and consumer confidence, differentiates their products, and improves their reputation (Angelet al., 2011). There is no doubt that cause-related marketing tactics give a plethora of opportunities. It should be one of the primary priorities to harness this potential in a way that benefits everyone (Azim, 2016). Subsequently, organizations are seeing the benefit of integrating social obligation into their advertising system to draw in socially cognizant customers and put themselves aside from competitors (Cavazos-Arroyo et al., 2017). Cause-related marketing (CrM) has, recently grown as a kind of promotional tool. Cause-related marketing (CrM) is a collaboration between a corporate element and a philanthropic organization with the double objective of aiding a social or natural reason while meeting business goals (Vargas-Hernández et al., 2017) Associations attempt to capitalize on their leverage and assets to resolve major social issues, lay out additional significant associations with customers, and emphatically add to society through cause-related advertising endeavours (Sindhu, 2022). Supermarkets assume a significant role in the Indian retail business and fundamentally affect buyer behaviour. Accordingly, at these stores, the idea of cause-related marketing is very useful (Gholami et al., 2013). There is a developing pattern among Indian consumers to visit supermarkets stores looking for things, and organizations that promote causes close to them (Pandey and Bajpai, 2022) This concept is called as "socially responsible consumption. Organizations and associations keen on cause-related marketing campaigns should comprehend the impact of cause-related promotion drives on Indian supermarkets and store customers' shopping choices to to make a positive social impact and expand their operations (Anua and Mohamad, 2011; Patel et al., 2024). The objective of this study research study is to provide substantial insights into the impact of cause-related marketing on consumer purchases, attitudes, and behaviours in Indian supermarkets. This study tries to determine the adequacy of cause-related marketing efforts in altering consumer behaviour throughout the purchasing process.

Literature Review

CrM, or cause-related marketing, is a strategic methodology that involves a brand establishing a connection with a specific social cause. In general, it associates the act of selling merchandise with the advancement of a charitable cause (Sheth and Parvatiyar, 1995). Organizations motivate clients to associate their purchases with philanthropic endeavors by aligning their primary revenue stream with such initiatives. The act of purchasing CrM products can be considered commendable, similar to donating to a charitable organization (Lam and Hsu, 2006).

When viewed from a business perspective, the CrM operates in a transparent manner. However, it has complex effects on customers' decision-making processes, which may not always align with the organization's goals (Singh and Agrawal, 2014). Most CrM campaigns aim to increase sales, which then inspire more donations, or to improve the brand's reputation, which stimulates consumer demand, sales, and donations (La Ferle et al., 2013). Cathy (2022) study on how cause-related marketing and message framing affect people's expectations. This study examined how cause-related marketing (CrM) and message outline affect crowd financing campaign participation. The quantitative study used an internet-based overview completed by 303 US participants. The study presents participants a variety of group subsidizing effort situations and asks them to score the reason's connection to the mission, their strong response, and their likelihood of helping (Kuo et al., 2022; Badenes et al., 2022).

Molka et al., (2022) wrote "Cause-Related Marketing (CrM): Towards an Exploration of the Factors Favoring the Tunisian Consumer Purchase Intention". The quantitative study surveys 308 Tunisian customers. The study asks about consumers' CrM knowledge, understanding, opinion of the cause and the organization's dedication, and intent to buy CrM goods. The report helps Tunisian companies understand the most crucial CrM strategy components. This shows that organizations should focus on true customer interactions and communicating their commitment to CrM to enhance sales (Schamp et al., 2023).

A large number of research studies have been conducted to improve and assess the efficacy of CrM campaigns (Lafferty and Goldsmith, 2004). However, the current body of research on this topic focuses on individuals' typical reactions to CrM campaigns. However, there have been few attempts to quantify the positive impact of CrM campaigns on individual responses (Hou, Du, and Li, 2008). Luo and Bhattacharya (2006) claim that cause-related marketing has led to positive perceptions, favorable motives, and, ultimately, increased sales. Additional research is needed to determine the impact of CRM campaigns on customer response, specifically regarding their perception of the product and intention to purchase.

Conceptual Framework

Cause-related marketing (CrM) to be effective, customers must purchase the cause-related product; this serves as a prerequisite for the company to contribute to the cause (Patel et al., 2017). Managers and researchers have spent a lot of time over the last few decades thinking about how to increase customer loyalty to CrM. Many organizations have implemented (Cause-related marketing) CRM formulation and communication in a variety of ways. CrM projects vary in scope and scale, depending on the cause being supported (e.g., health, education, the environment, 5% of the price), the nature of the donation (e.g., product donations, USD 1 per sale, or 5% of the price), and the disparity in brand dominance (Grau et al., 2007; Chéronet et al., 2012; Terblanche et al., 2023). A thorough investigation was conducted to determine individuals' attitudes and intentions toward CrM, as well as the variables that influence those attitudes and intentions. Zhang and Gao (2015) divided tactical and strategic CrM into four discrete categories, with each group representing one of the four CrM dimensions: time commitment, cause-brand alignment, resource allocation, and top-management engagement.

According to the study's findings, a large number of articles examined consumer reactions, taking into account variables such as attributed motives, attitude, and purchase intention (PI). The majority of these studies used experimental methods. Despite three review articles and extensive CrM research, no empirical evidence that CrM influences a consumer's purchasing decision has been discovered. Individuals tend to prefer brands that share their values and beliefs, which influence how they perceive the corresponding program and brand itself (Cui et al., 2003). Consumers are more likely to support and stick with a brand when the promoted products are consistent with the brand's fundamental principles. Customers may perceive an organization's lack of social responsibility if it selectively or completely refrains from endorsing social programs (Deng and Xu, 2017). In contrast, consumers are more likely to support and stick with a brand that consistently contributes to social causes that align with its core values (Han et al., 2010)

To answer these challenges, we must go beyond marketing concepts and explore altruism, where organizations and individuals work together to enhance society. By studying altruistic marketing, we may better understand how concepts, motivations, and behavior affect modern organizations. Our purpose is to study business ambitions, consumer attitudes, and social impacts. This research work should make us rethink trade's social significance, broaden our perspectives, and critically evaluate our understanding. With the aforementioned information at our disposal, we developed the following hypothesis:

Altruistic Firm Motives (AFM)

Lafferty and Edmondson (2009), shows that consumers have a positive perception of cause-related marketing companies when they believe they are genuinely dedicated to social causes. Customers are more likely to respond positively to a CrM campaign when they believe the company's motivation is intrinsic (to assist) rather than extrinsic (to generate revenue), according to a study by Ellen et al. (2000). The primary focus of this study is on the communication aspects of the hypermarket's CrM campaign that emphasizes service to others. The board's taglines, such as "empower individuals and promote sustainable economics", are not exhaustive. In essence, consumers' perceptions of a hypermarket's altruistic or beneficial actions influence their likelihood of developing a favorable opinion of the CrM campaign (Sung and Choi, 2021). On the basis of above discussion, the following hypothesis can be formulated:

H1: Altruistic firm motive of retail consumers significantly influences their attitude towards a CRM campaign.

H2: Altruistic firm motive of retail consumers significantly influences their consumer purchase intention through a CRM campaign.

Consumer-Company Identification (CCI)

Bhattacharya and Sen (2003) research highlights the significance of consumer-company identification in shaping positive opinions of brands and marketing strategies. Employees with a strong sense of belonging and commitment to a business are more likely to see the company's efforts, particularly CRM campaigns, as notable and aligned with their personal opinions (Mael and Ashforth's, 1992). Strong emotional attachments and loyalty to a company also impact consumer behavior and support for its goals. Building strong relationships between businesses and customers increases the likelihood of eliciting customer participation and loyalty (Yee et al., 2009). Tian et al. (2021) define CCI as functional, social, and symbolic. Vlachos et al, (2014) found that in CCI, symbolic and social factors become more important while practical ones become less important. Symbolic drivers are an organization's core, long-term, and unique identity that must be communicated through marketing materials and goods. On the basis of above discussion the following hypothesis are formulated:

H3: Consumer company identification of retail consumers significantly influences their attitude towards a CRM campaign.

H4: Consumer company identification of retail consumers significantly influences their consumer purchase intention through CRM campaign.

Perceived CSR Image (PCSR)

Sen and Bhattacharya (2001) and (2003) discovered that individuals are more likely to support and recommend products and activities from organizations that employ CRM campaigns and are committed to social improvement. The willingness to collaborate with a corporation is positively correlated with its corporate social responsibility activities. Mohr et al., (2001) found that people are more likely to do business with ethical and responsible companies. CRM operations can boost trust in companies and marketing initiatives, helping customers buy. Mael and Ashforth's 1992 study found that consumers who feel a connection to a brand are more loyal. Schumann et al. (2014) found that effective customer relations boost brand trust and loyalty, leading to more successful transactions. Zhang et al., (2013).found that ethical customers trust a company's CSR efforts. Customers are more inclined to adopt a hypermarket's CRM campaign if its CSR efforts are well-regarded. On the basis of above discussion the following hypothesis are formulated:

H5: Perceived corporate social responsibility of retail consumers significantly influences their attitude towards a CRM campaign.

H6: Perceived corporate social responsibility of retail consumers significantly influences their consumer purchase intention through CRM campaign.

Perceived Company–Cause Fit (CCF)

Company-cause fit is how well the cause and the company's products, or public perception, match. A CrM campaign's success depends on an organization's purpose alignment, according to a lot of research (Bianchi et al., 2021). Numerous studies have shown that when there is strong alignment, customers are more likely to perceive a company to have internal, value-oriented, or strategic goals (Yang and Mundel, 2021). Wetzels et al., (2009) research revealed that a corporation's lack of congruence with its mission reduces public confidence, lowering the likelihood of making a purchase from that organization. Till and Nowak (2000) state that a lack of alignment between a company and a cause in a CrM campaign leads to negative perceptions of the company and reduces the likelihood of purchase. The findings suggest that an organization's social purpose alignment influences people's behavior, thoughts, and purchasing intentions. Lafferty and Goldsmith (2004), significant congruence promotes authenticity, trustworthiness, and project participation. People typically support companies that share their ideals. Pracejus and Olsen (2004), this raises consumers' emotional investment in the campaign, which leads to more purchases. Thus, the following hypothesis may be developed:

H7: Perceived company cause fit of retail consumers significantly influences their attitude towards a CRM campaign.

H8: Perceived company cause fit of retail consumers significantly influences their consumer purchase intention through CRM campaign.

CRM Participation Intention

In 2022, Badenes-Rocha et al. investigated negative psychological experiences and emotions affect CRM activity. Positive attitudes and social influence boost participation considerably. Perceived behavioral control—an individual's confidence in their ability to perform tasks—is crucial to forecasting human behavior (Park et al., 2017). Perceived control increases membership determination and effective marketing requires understanding these psychological features (Ajzen, 1991). Mental state, perceived behavioral control, and subjective norm all affect behavioral intentions, according to Ajzen (1991). The theory of planned behavior (TPB) by Arvola et al., (2008) states that activity is driven by a goal. Gholami et al., (2021) found that an individual's behaviour positively predicts their action. This study examines how CRM participation affects hypermarket visits. Hsu et al., (2017) found that CRM software enhances consumer purchase likelihood. Hypermarkets attract more customers to support CRM campaigns.

Based on this data, the following hypotheses are developed:

H9: Attitude towards CRM campaign significantly influences consumers' participation intention.

H10: Subjective norms towards CRM campaign significantly influence consumers' participation intention.

H11: Perceived behavioural control towards CRM campaign significantly influences consumers' participation intention

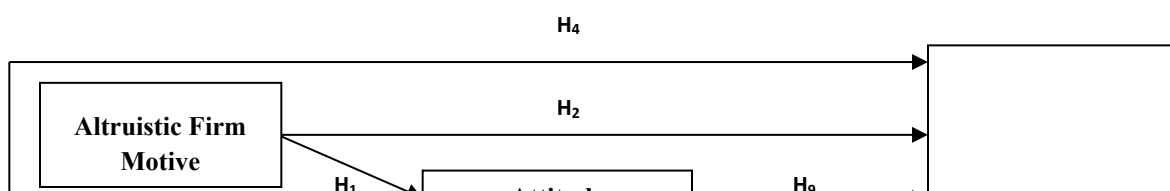


Figure 1: Conceptual Framework

Source: Author

Research Methodology

All of the constructs were taken directly from the appropriate literature in order to achieve the goal of the study. A pilot study involving 50 consumers assessed the instrument's validity and reliability, yielding Cronbach alpha values ranging from 0.722 to 0.836. Based on the pilot study's findings and expert suggestions, the final survey questionnaire is comprised of 4 sections. First section is a preliminary or introduction section comprised of six questions, where questions related to awareness towards cause related marketing, ever bought anything for charity, company/product/brand that contributes to social causes and how you became aware of Cause-Related Marketing. Second section is main section of the questionnaire comprised of opinion based questionnaire of 6 constructs: 4 questions of Altruistic Firm Motives, 5 questions of Corporate Social Responsibility (CSR) Image, 6 question of Consumer-Company Identification (CCI) and 3 questions of Perceived Company-Cause Fit, 4 questions of Attitude, 4 questions of subjective norms and 5 questions of Perceived Behavioural Control. Response categories of these question is on seven point Likert scale where 1 means strongly disagree, 2 means disagree, 3 means somewhat disagree, 4 means neither agree nor disagree and 5 means somewhat agree, 6 means agree and 7 means strongly agree. Third section comprised of 5 questions of Consumer's Purchase Intention where the response categories are 1 means very unlikely, 2 means unlikely, 3 means somewhat unlikely, 4 means neutral, 5 means somewhat likely, 6 means likely and 7 means very likely. Fourth section of the questionnaire is of demographic information comprised of age, gender and Educational Background. Details of the items of each constructs are explained in Table 1. A pilot survey was conducted to correct errors and to ensure that the questions were easily understood.

Table 4.1: Details of Scale Items

S.No.	Constructs	Labels	Items	Source
1	Altruistic Firm Motives	AFM1	According to you Company's motive to get involved in cause is to earn Profit(of supporting quality education for underprivileged individuals)	Folset al.,(2010)
2		AFM2	Company's motive is to serve the Society	
3		AFM3	Company's motive to support the mentioned cause is genuine	
4		AFM4	Company's motive is to take care of under privileged individuals	
5	(CCI) Consumer-Company Identification	CCI1	This company's principle is similar to my values	Wu & Tsai (2008)
6		CCI2	When someone praises this company, it feels like a personal compliment	
7		CCI3	When someone criticizes this company, it feels like a personal insult	
8		CCI4	I am very interested in what others think about this company	

9		CCI5	I am concerned about the related information and development of this company.	
10		CCI6	I will spread positive information on this company to others	
11	Corporate Social Responsibility (CSR) Image Statements	CSRI1	I think company has a legitimate (genuine/sincere) interest in this cause	Folseet al., (2010)
12		CSRI2	This company is socially responsible	
13		CSRI3	This company is a good corporate citizen	
14		CSRI4	Helping others appears to be important to this company	
15		CSRI5	This promotion benefits "quality education to underprivileged individuals" more than it benefits this company	
16	Perceived Company-Cause Fit	PCF1	This company's "supporting underprivileged individuals" cause fits its business.	Mael & Ashforth (1992)
17		PCF2	The "supporting underprivileged individuals" cause implemented by this company is relevant to its business	
18		PCF3	This company's "supporting underprivileged individuals" cause is in line with its reputation.	
19	Attitude	ATT1	I prefer buying from a company that donates to a charity or NGO.	Kropp et al., (1999)
20		ATT2	I will pay more for a product if the manufacturer donates part of the earnings to a social cause.	
21		ATT3	I will do promotion for a product if the manufacturer donates part of the earnings to a social cause.	
22		ATT4	I am more inclined to purchase a company's items if a portion of its proceeds are being donated to a social cause.	
23		ATT5	Companies that donate portion of their profits to charity are excellent corporate citizens.	
24	Subjective Norms	SN1	It seems like more and more people around me are buying things from companies that give back to society.	Al-Swidiet al., (2014)
25		SN2	People around me think buying from a socially conscious firm is a smart idea.	
26		SN3	Buying from a firm that gives back to society is something my loved ones will really value.	
27		SN4	Friends and relatives would provide money, time, and knowledge for me to buy things from a social cause company.	

28	Perceived Behavioural Control	PBC1	Buying from a firm that cares about social causes is a choice I can make on my own.	Al-Swidi et al., (2014)
29		PBC2	I am in a position to buy products from a business that gives back to the community.	
30		PBC3	I have time to shop at a socially conscious company.	
31		PBC4	I am well-informed on where to find goods made by a firm that gives back to the community.	
32		PBC5	Products from a socially conscious company are readily available where I live.	
33	Consumer's Purchase Intention	PI1	When buying the product, I will probably be a part of the cause campaign.	Hu et al., (2008).
34		PI2	I would buy socially conscious products.	
35		PI3	Products that do more good for the world are the ones I'd rather buy.	
36		PI4	I would pay more for a product that supports a cause.	
37		PI5	In an effort to lend a hand, I could think about buying from the company that gives to charity.	

Participants in this study have experienced cause-related marketing (CrM). They range in age, gender, social status, and location. By including everyone, CRM's effects on different sectors of society may be understood (Sindhu, 2022). The study's comprehensiveness is enhanced by carefully selecting participants with CRM program experience to get viewpoints from present and potential proponents (Sen & Bhattacharya, 2001). This diversified population's cognitive and behavioral traits may reveal substantial trends and modest differences in CRM responses. The research examines a varied set of clients to find market-applicable knowledge. This strategy improves findings usability and relevancy (Badenes-Rocha et al., 2022).

The study of cause-related marketing (CrM) responses used subjective sampling because there was no sample frame. Schamp and colleagues wrote the 2023 source. This method helps researchers choose study participants. Demographics, CRM campaign experience, and social or environmental issues may recruit participants (Patel et al., 2017). Judgmental sampling helps discover research topic experts. The study becomes more reliable and valuable (Folse et al., 2010).

The sample size will be estimated using approved statistical methods for statistical power and usability. The right sample size for social science research requires assessing several options for the number of respondents (N). Cattell (1978) recommends five replies per variable. Gorsuch (1983) recommends three to six people per variable. Everitt (1975) and Nunnally (1978) advised assigning participants ten times more variables. Bentler and Chou (1987) recommend 5-10 replies per item. To ensure the reliability of our research, we collected at least ten responses each question, following Nunnally's advice. Due to 37 elements to measure, this mathematical computation required 370 replies. Considering the easy availability of respondents, we gathered a final dataset comprising 655 responses. However, it's crucial to acknowledge that expanding the sample size further could further mitigate sampling errors and enhance the study's reliability (Yoon et al., 2006).

The data analysis process unfolds in four distinct stages. Firstly, demographic data undergoes examination utilizing descriptive statistics, predominantly expressed in percentages, to provide a comprehensive overview of the sample characteristics subsequently, the reliability and validity of the measurement scale are assessed (Yuan et al., 2016). Reliability is evaluated through internal consistency using Cronbach's Alpha, ensuring that the items in the scale consistently measure the intended construct. Validity is scrutinized employing discriminant validity via the Fornell-Larcker (1981) criterion and convergent validity through the examination of Heterotrait-Monotrait ratios, affirming the scale's ability to measure the intended constructs accurately. In the third stage, the direct effects within the model are scrutinized, illuminating the relationships between variables under investigation. All the above mentioned analysis except demographic analysis was estimated using the Covariance-based structural equation modelling (CB-SEM).

Data Analysis and Interpretation

Measurement Model: Reliability and Validity

Firstly, Confirmatory Factor Analysis (CFA) was employed to examine the theoretical framework, seeking to glean insights into its validity. The model's fitness was assessed using CFA findings. It was determined that the CFA fit indices indicated a satisfactory model fit ($\chi^2= 388.184$, $\chi^2/df= 1.752$, $GFI=.943$, $TLI=.941$, $CFI=.934$, $RMSEA=.054$). Cronbach's α was utilized to assess the internal consistency among items. Any value more than 0.7 of Cronbach's α is acceptable in social psychological and business research (Hair et al., 1998). The study shows adequate reliability, as value ranges from .731 to .855. Construct reliability was measured using composite reliability. The value ranges from .750 to .864, which shows that all value exceed the recommended level of 0.6 and higher (Bagozzi and Yi, 1988). Further, convergent validity and discriminant validity were also assessed. Convergent validity was measured using factor loading, average variance extracted. The value of factor loadings of all items were above the recommended level of 0.6 (ranges from .60 to .86) as suggested by Chin et al. (1997). The value of average variance extracted (AVE) was close to 0.5 and higher (Fornell and Larcker, 1981). Table 2 provides the value of reliability and validity.

Table 2: Measurement Model: Reliability and Validity.

Constructs	Labels	Factor Loading	Cronbachα	C.R	AVE
Altruistic Firm Motives	AFM1	0.76	0.734	0.761	0.56
	AFM2	0.63			
	AFM3	0.65			
	AFM4	0.69			
Consumer-Company Identification (CCI)	CCI1	0.71	0.811	0.783	0.51
	CCI2	0.68			
	CCI3	0.75			
	CCI4	0.8			
	CCI5	0.77			
	CCI6	0.64			
Corporate Social Responsibility (CSR) Image	CSRI1	0.67	0.722	0.751	0.61
	CSRI2	0.73			
	CSRI3	0.71			
	CSRI4	0.63			
	CSRI5	0.66			
Perceived Company-Cause Fit	PCF1	0.7	0.781	0.75	0.57
	PCF2	0.81			
	PCF3	0.85			
Attitude	ATT1	0.73	0.836	0.793	0.63
	ATT2	0.65			
	ATT3	0.62			
	ATT4	0.74			
	ATT5	0.77			
Subjective Norms	SN1	0.8	0.801	0.711	0.54
	SN2	0.84			
	SN3	0.81			
	SN4	0.83			
Perceived Behavioural Control	PBC1	0.84	0.799	0.771	0.5
	PBC2	0.79			
	PBC3	0.81			
	PBC4	0.77			
	PBC5	0.83			
Consumer's Purchase Intention	PI1	0.76	0.778	0.755	0.55

	PI2	0.79			
	PI3	0.81			
	PI4	0.73			
	PI5	0.71			

Table 3 presents the discriminant validity values. According to Brown (2006), a factor correlation below 0.8 signifies sufficient discriminant validity. Additionally, as per Chin et al. (1997), if the square root of the Average Variance Extracted (AVE) for each construct exceeds its correlation value, it confirms discriminant validity. In summary, the theoretical model demonstrates satisfactory convergent and discriminant validity and reliability.

Table 3: Correlation between the constructs and descriptive statistics

	AFM	CCI	CSRI	PCF	ATT	SN	PBC	PI
AFM	0.706							
CCI	0.425**	0.828						
CSRI	0.118*	0.187*	0.747					
PCF	0.419**	0.473**	0.468**	0.752				
ATT	0.498**	0.415**	0.523**	0.51**	0.786			
SN	0.308**	0.433**	0.432**	0.522**	0.55**	0.748		
PBC	0.433**	0.512**	0.513**	0.562**	0.489**	0.513**	0.716	
PI	0.489**	0.411**	0.423**	0.522**	0.413**	0.526**	0.525**	0.711
Mean	4.83	5.26	5.11	4.79	5.62	5.33	5.02	5.22
SD	1.18	0.96	0.91	1.12	0.89	0.86	0.95	0.93

Note: Significant at: * $p < 0.05$ and ** $p < 0.01$. The bold diagonal values are AVE's square root.

The CFA analysis revealed that the proposed theoretical framework fulfilled the requirements for both reliability and validity. Subsequently, it underwent structural analysis to assess goodness-of-fit statistics. Initially, the structural analysis indicated a poor model fit, prompting a reconsideration of the proposed framework. Modification indices were scrutinized to refine the theoretical justification (Anderson and Gerbing, 1988). Upon implementing change indices, the model fit was enhanced, and the findings indicate that the suggested theoretical framework demonstrates a satisfactory model fit ($\chi^2 = 391.641$, $\chi^2/df = 1.89$, GFI=0.945, CFI=0.944, RMSEA= 0.051).

Additionally, the TPB model underwent evaluation for goodness-of-fit statistics. Ultimately, a comparison was made between the explanatory power of both models—the proposed theoretical framework and TPB—in order to ascertain their respective effectiveness in elucidating the phenomenon under study. The results indicated that integrating Altruistic Firm Motives, Consumer-Company Identification, Corporate Social Responsibility (CSR) Image, and Perceived Company-Cause Fit into the TPB (proposed theoretical framework) enhances its ability to explain consumer purchase intention concerning CSR activities (Adjusted R²= .432) than the TPB model (Adjusted R²= .366). Additionally, the fit statistics of proposed framework were relatively superior ($\chi^2/df = 1.73$, RMSEA=.051) to the TPB ($\chi^2/df = 1.951$, RMSEA=.055). The finding supported the inclusion of Altruistic Firm Motives, Consumer-Company Identification, Corporate Social Responsibility (CSR) Image, and Perceived Company-Cause Fit in the TPB model in the case of cause related marketing campaign. All the models fit indices and level of acceptance is taken from Dash and Paul (2021).

Hypothesis Testing

Figure 3 shows hypothesis results. Firstly, TBP model has been checked and all the variables of TBP were found significant Attitude ($\beta = 0.191$, $p < .01$), Subjective Norm ($\beta = 0.198$, $p < .01$) and Perceived Behavioral Control ($\beta = 0.236$, $p < .01$). This supports H9, H10 and H11 hypotheses respectively. This establishes the significant relationship between all these three constructs and consumer purchase intention in the context of cause related marketing. Later, the relationship between additional constructs and attitude has been checked i.e. Altruistic Firm Motives ($\beta = 0.488$, $p < .05$), Consumer-Company Identification ($\beta = 0.306$, $p < .01$), Corporate Social Responsibility (CSR) Image ($\beta = 0.311$, $p < .01$), and Perceived Company-Cause Fit Environmental concern ($\beta = 0.243$, $p < .01$) also found significant positive influence on attitude in the context of cause related marketing, which supported the hypotheses H1, H3, H5 and H7.

The Figure 3 shows the results regarding the postulated hypothesis. All the variables of TPB; Attitude ($\beta = 0.1910$, $p < .01$), Subjective Norm ($\beta = 0.198$, $p < .01$) and Perceived Behavioral Control ($\beta = 0.236$, $p < .01$) were significantly related to the consumer's purchase intention towards cause related marketing campaign/products, which supported the hypotheses H9, H10 and H11 respectively. The additional constructs included in the TPB i.e. Altruistic Firm Motives ($\beta = 0.311$, $p < .01$), Consumer-Company Identification ($\beta = 0.294$, $p < .01$), Corporate Social Responsibility (CSR) Image ($\beta = 0.309$, $p < .01$), and Perceived Company-Cause Fit Environmental concern ($\beta = 0.291$, $p < .01$) also had

a significant positive influence on the intention to purchase the green products, that supported the hypotheses H2, H4, H6 and H8. Figure 3 illustrates the proposed theoretical framework, including the β value and P-value.

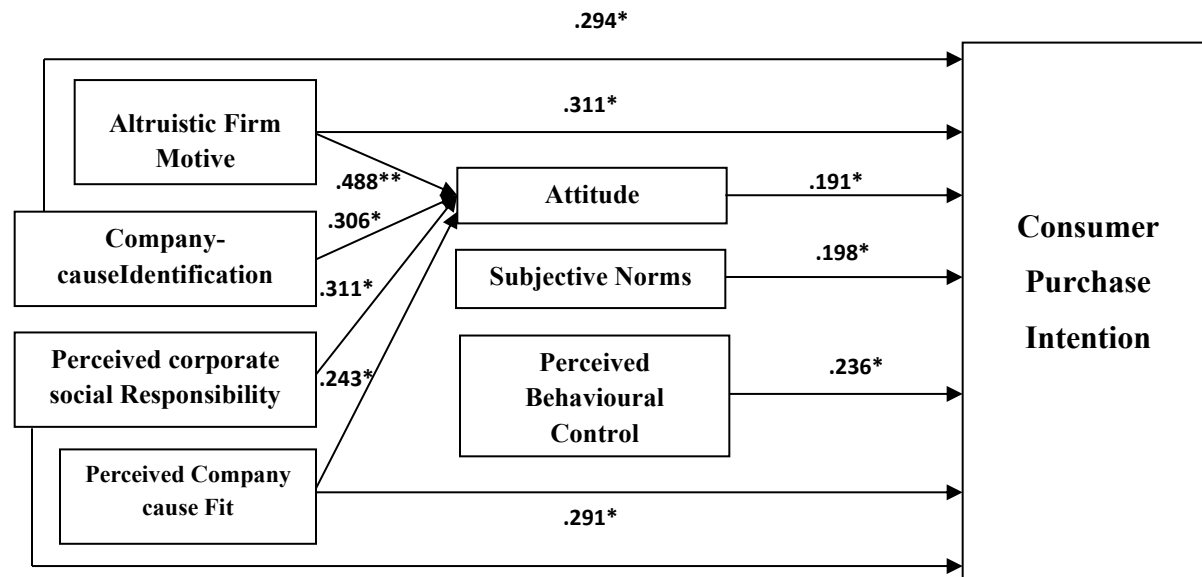


Figure 2: Path relationship between constructs

Note: * $p < .01$, ** $p < .05$

Discussion

Result suggested that cause related marketing campaign play a significant role in forming positive attitude as well as positive purchase intention as well. Our result established that purchase intention due to cause-related marketing can be predicted by attitude, SN, PBC, AFM, CCI, Perceived Corporate Social Responsibility (CSR) Image and Perceived Company-Cause Fit.

Thus, this tendency enhances their likelihood of acquisition. Businesses must prioritise and communicate their corporate social responsibility image (CSRI) efforts since CSRI affects customer behaviour. CSR marketing can captivate customers and build brand loyalty. The study found that perceived company-cause fit affects emotions and purchasing decisions. Organizations should link their values with their causes (Aghakhani et al., 2021). Coordinating cause-related marketing campaigns boosts their effectiveness (Yuan et al., 2016). This research is useful for businesses. Effective communication of corporate social responsibility (CSR), genuine altruism, consumer-brand congruence, strategic association with specific causes, and strategic alignment with such causes all contribute to positive customer responses and cause-related marketing success.

Based on intended behavior, this study examined Indian customers' intentions to visit hypermarkets and use CrM systems. Intent depends on attitude (Luna et al., 2017; Ting, 2015). Thus, this study sought to uncover attitude-influencing elements. The statistics show that CCI, CSRI, and CCF influence CrM intention perceptions. The results match Vrontis et al., (2017), and Deng and Xu (2017). This study found no evidence that AFM changed CRM preferences. Possible explanation: Indian clients have trouble grasping firms' basic character. Many assume hypermarkets participate in government-mandated projects out of need. Thus, regulatory considerations may mask hypermarkets' true intentions, making it difficult for consumers to evaluate their CRM implementation efforts. Due to their similarity to perceived corporate social responsibility, altruistic business aims moderately affect attitude.

Many academic fields employ the Theory of Planned Behavior (TPB) to predict people's intentions and actions. Several studies (Hsu et al., 2017; Luna et al., 2017) suggest that mood is a crucial factor. Attitude is significant because hypermarket CRM is relatively new, which attracts clients and increases their likelihood of adopting it. The hypermarket's sponsorship of philanthropic endeavours instills a sense of social responsibility in customers and promotes the company as a socially responsible entity.

The study found that customers' propensity to participate in a CrM campaign is largely driven by their perception of their ability to govern their behavior, their attitude and belief in the campaign, and these factors together. If they think buying at a hypermarket and donating to charity are good, more people will support the CrM campaign. This is especially true for those unaffected by their social group (i.e., subjective norms and CrM desire are unrelated). This study also indicated that CrM tendency positively affects hypermarket visitation. This study confirms Bamberg et al. (2003) by showing that consumers are more likely to visit a hypermarket running a CrM campaign if they plan to do so.

The study emphasises combining self-report assessments with experimental or observational methods to improve results. Further research should include more marketing scenarios and demographically diverse clientele. The study advises increasing reliability with probability sampling approaches like random or stratified sampling. It also emphasizes the necessity for hypermarkets to persuade clients of the benefits of implementing a CRM system and encourage their participation.

Ajzen's (1991) Theory of Planned Behavior (TPB) is enhanced by adding attitude-influencing components such as AFM, CCI, CSRI, and PCF. The study examines how these factors affect CrM and hypermarket visits. Attitude and perceived behavioural control (PBC) greatly affect CrM involvement. TPB has been used in many studies (Watanabe et al., 2015; Wu et al., 2016), but rarely to assess consumers' CrM intents. A study reveals that the Theory of Planned Behavior (TPB) can explain CrM intentions. This study shows that CCI, CSRI, and PCF greatly influence CRM activity. The above things may affect CrM cognition. This study reveals how these features help hypermarket clients, especially struggling ones. This study found that CrM helps boost hypermarket visits.

In conclusion, this study helps hypermarket managers boost customer loyalty and patronage. A well-planned retail marketing mix doesn't help hypermarkets reach more customers. Launching a CrM campaign may also help. The CCI, CSRI, and PCF have a substantial impact on how individuals regard CRM, according to the research. Attitude affects CrM involvement more than PBC or SN. CRM perceptions need to be changed. Hypermarkets that have a good CSR reputation, support a social cause that aligns with their core business, products, or brand image, and connect their principles to their customers' values can improve CrM perceptions. Hypermarkets may boost their CSR reputation by conducting noticeable CSR initiatives (Gholamiet al., 2021). They can participate in complete corporate social responsibility (CSR) activities that benefit employees, consumers, and the local community. Providing a positive work environment or enhancing employee well-being through various programs is corporate social responsibility (CSR). Corporate social responsibility (CSR) for customers includes offering free transportation to older shoppers and giving them priority at the checkout counter. Donating essentials to homeless shelters, orphanages, and elder living facilities shows an organization's local corporate social responsibility (CSR). Another alternative is to organize community park cleanups.

Customer participation in CrM can be encouraged across the hypermarket's product line. Customers could utilize CrM for any purchase, regardless of price or location. Customers would no longer have to spend time finding CrM campaign goods. By working with local NGOs, hypermarkets might choose a social cause that aligns with their mission. NGOs supporting local causes may be more appealing than non-local ones (Deng and Xu, 2017). In conclusion, the manager may create an exciting customer relationship management (CrM) project to attract more hypermarket clients.

This study has limitations and needs further study, like any other. One research study limitation is the small sample size. Despite the acceptable sample size for the statistical analysis, the conclusions may not apply to different circumstances. Increased sample size and diversity are needed to better understand how cause-related marketing affects people of different ages, socioeconomic backgrounds, and geographic locations. To make study results more reliable and applicable, researchers should recruit a more varied group of volunteers. Self-reported data is another concern. Most of the study's data originates from survey responses, which may be affected by social desirability and memory impairment. Individuals may respond in socially acceptable ways or struggle to recall past thoughts and acts. By combining poll data with experimental or observational investigations, people's reactions to cause-related marketing initiatives can be better understood. Future research may examine cause-related marketing's success in e-commerce, niche boutiques, and worldwide markets. Cultural analysis of persons from different cultures can reveal how cultural traits affect cause-oriented marketing attitudes and activities (Ellen et al., 2000). Future research will span many domains. Longitudinal studies can examine how cause-related marketing efforts affect people's behaviour and opinions of an organization. Long-term observation of participants would reveal the long-term durability of these programs' favourable attitudes and purchase intentions (Pereira et al., 2024). Qualitative research approaches like focus groups and interviews may help us understand people's core motives and cognitive processes about cause-related marketing. Understanding human emotions and behaviour within this paradigm may improve product marketing and communication. This study adds to the literature on cause-related marketing in Indian supermarkets. It's important to recognize our research's limits and plan future studies. This will help us gain fresh insights and apply them to marketing. The current study offers valuable insights into the influence of Altruistic Firm Motives, Consumer-Company Identification, and Perceived Corporate Social Responsibility Image on consumer behaviour in cause-related marketing, addressing these limitations and exploring avenues for further research will enrich our understanding of these phenomena and their implications for marketing practice.

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